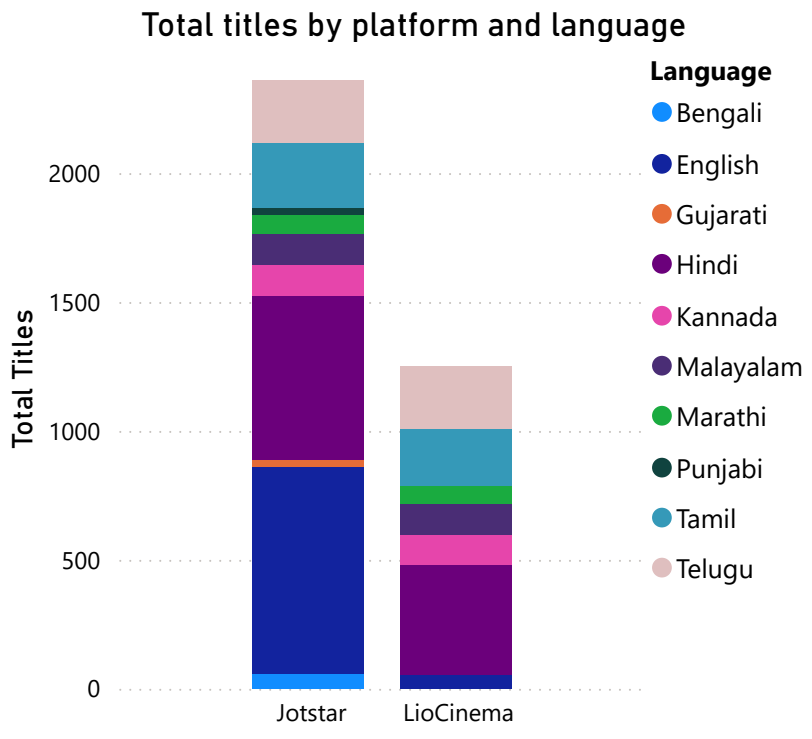
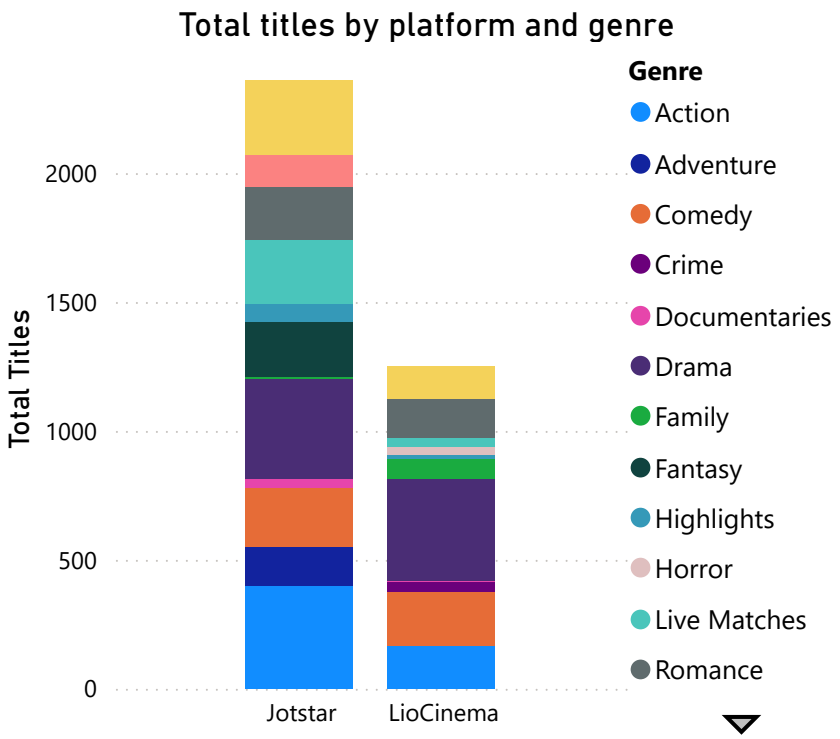
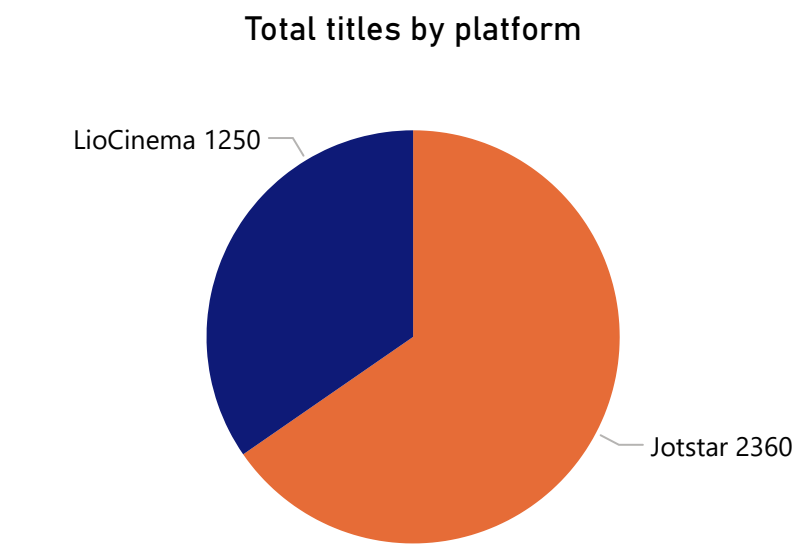
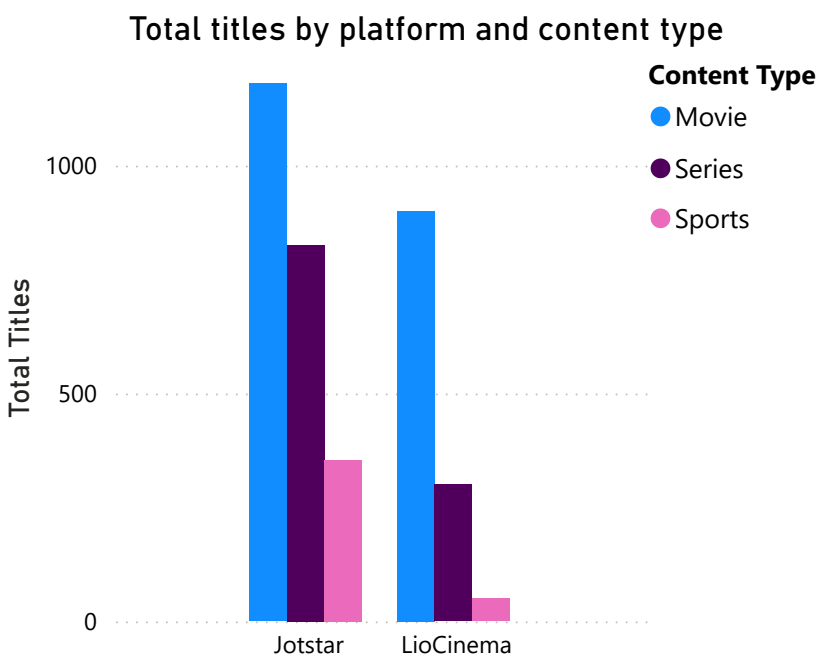


Content Library Analysis

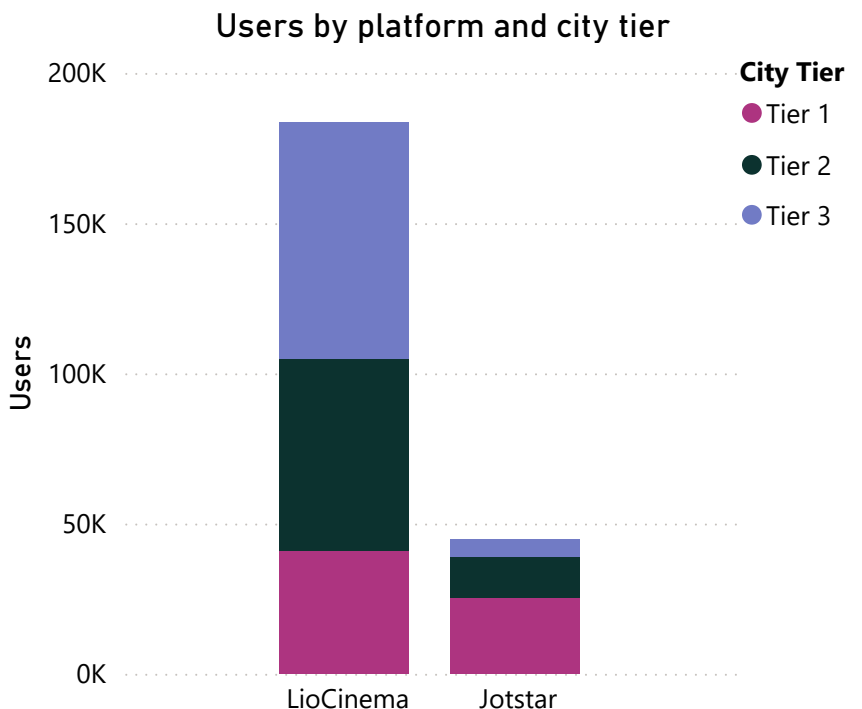
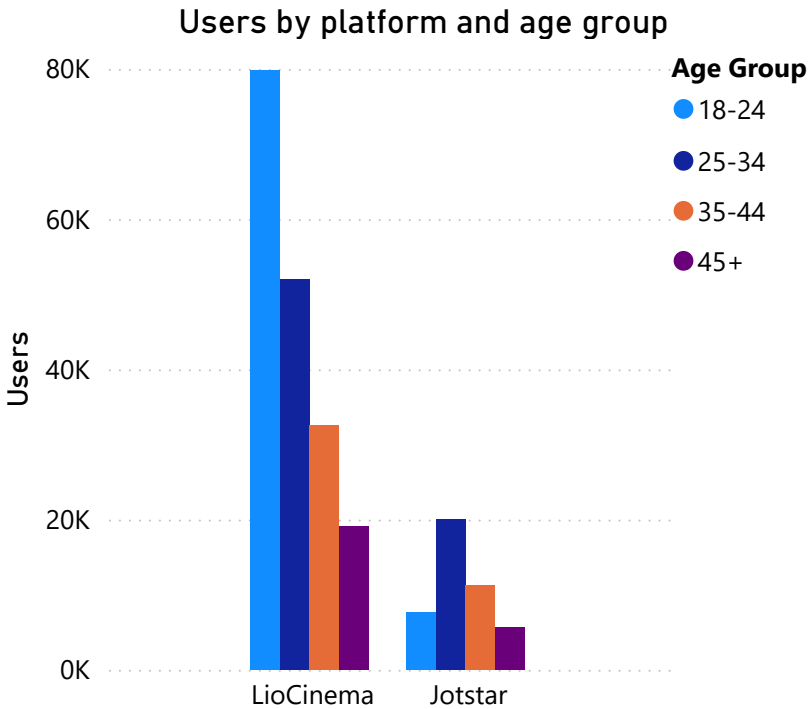
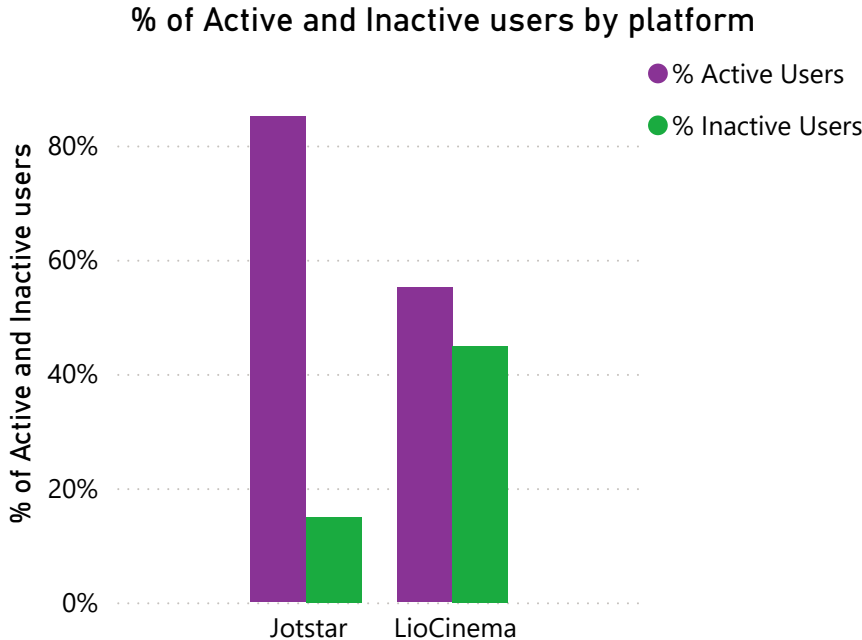
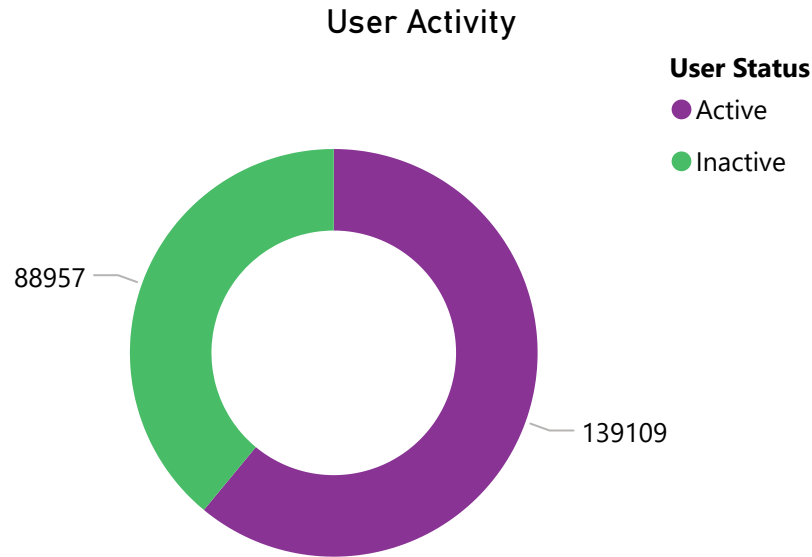


Jotstar		LioCinema	
Movie	Series	Sports	
Action	Comedy	Documentaries	
Adventure	Crime	Drama	
Bengali	Gujarati	Kannada	Marathi
English	Hindi	Malayalam	Punjabi

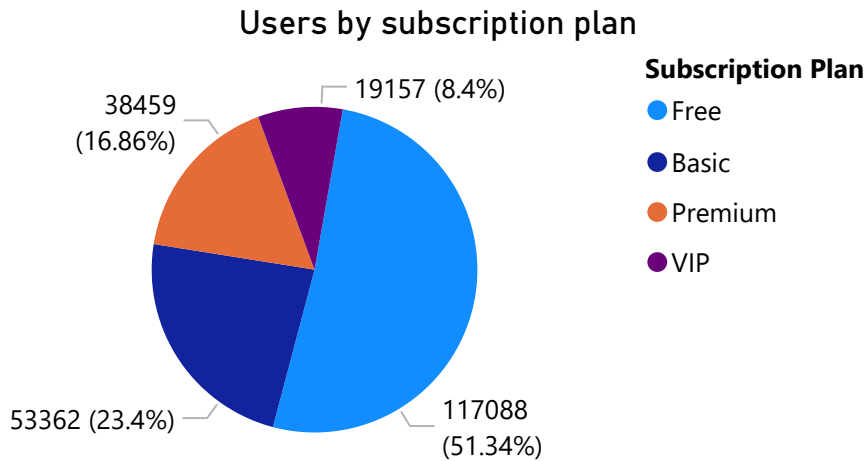
Key Takeaways

- Jotstar offers nearly **double the number of titles** compared to LioCinema, with stronger regional content coverage.
- Movies dominate** both libraries, but Jotstar leads in Sports and English content while LioCinema leans toward Hindi.
- Drama and Comedy titles** are equally distributed across both platforms.

User Activity & Demographics



Jotstar		LioCinema	
44620		183446	
Jotstar		LioCinema	
Active		Inactive	
18-24	25-34	35-44	45+

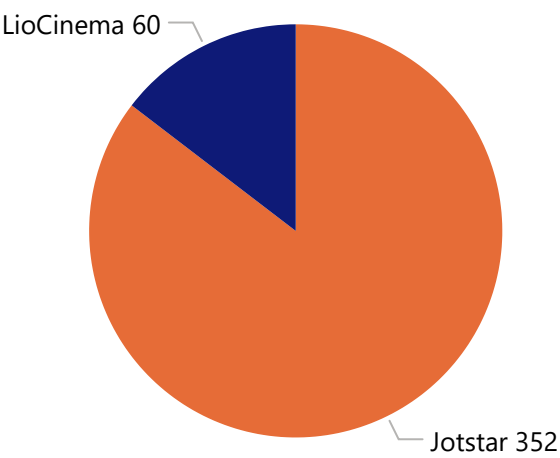


Key Takeaways

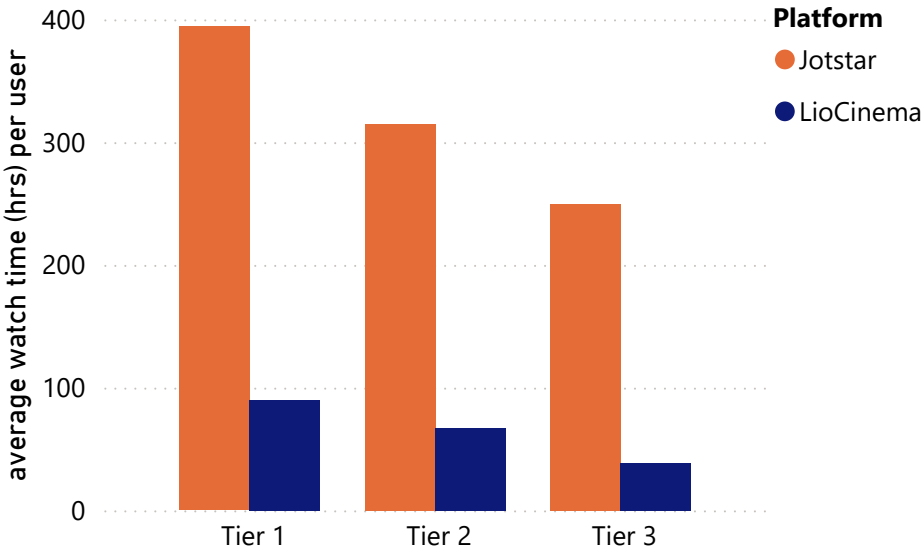
- Jotstar's largest user group is aged **25-34**, while LioCinema's is **18-24**.
- Over **44%** of LioCinema users are inactive, compared to just **14.9%** for Jotstar indicating better retention.
- Jotstar dominates in **Tier 1 cities**, while LioCinema's users are mostly from **Tier 3 and Tier 2 cities**.
- A majority of Jotstar users are on the **VIP plan**, while over **50% of LioCinema's users** are on the **Free plan** with only **13.7%** using Premium.

Watch Time Analysis & Inactivity Correlation

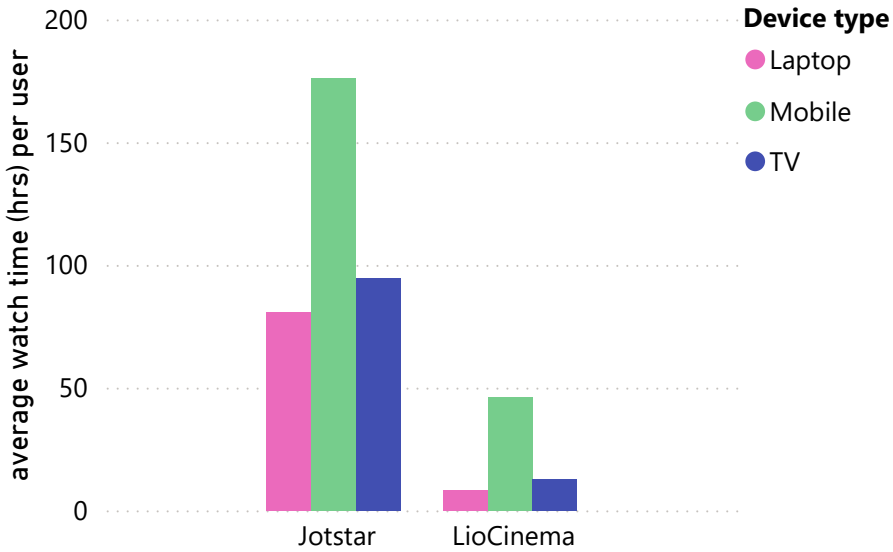
Average watch time (hrs) per user by platform



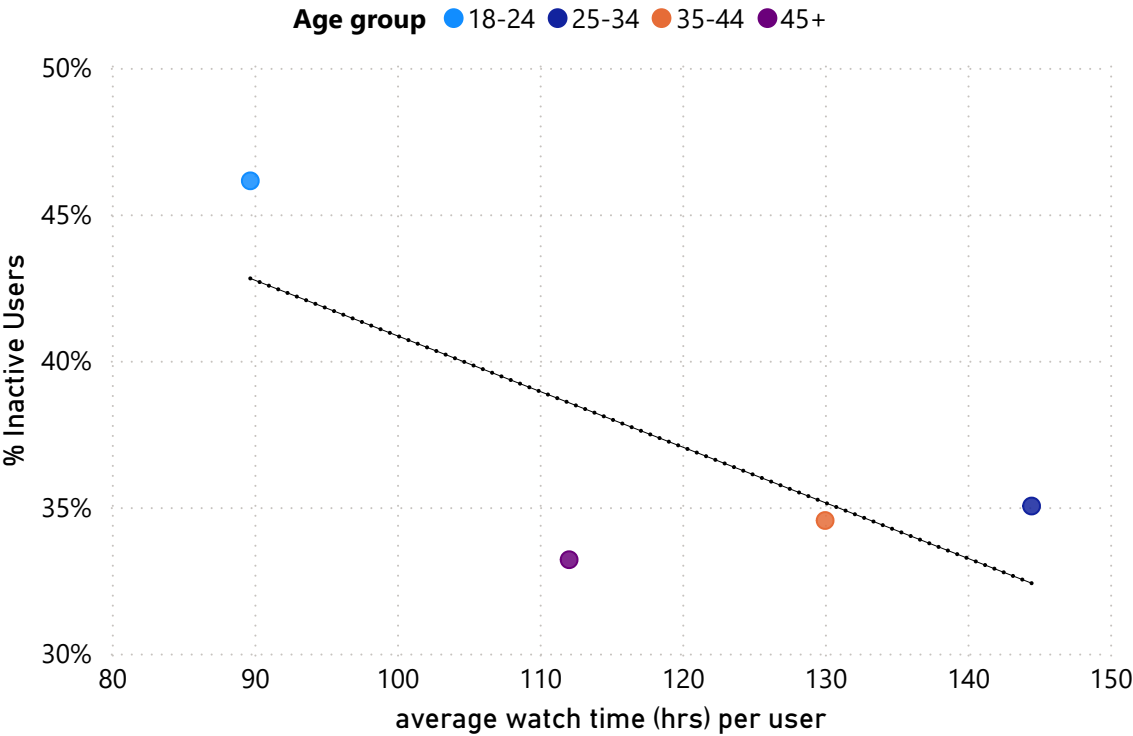
Average watch time (hrs) per user by platform & city tier



Average watch time (hrs) per user by platform & device type



Average watch time (hrs) per user and % Inactive Users by age group



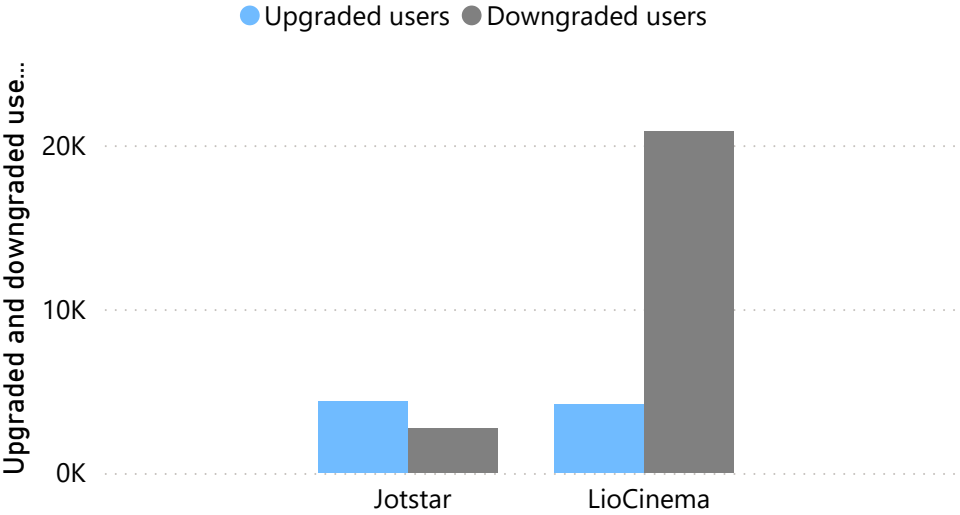
Key Takeaways

- **Jotstar** users maintain high watch time (**300+ hours**) across all age groups, and inactivity remains steady at **13-15%** indicating content strength.
- In **LioCinema**, users with lowest average watch time (**61 hours**) show higher inactivity rates (**49%**), especially in the 18–24 age group.
- Overall, **lower engagement strongly correlates with inactivity on LioCinema**, while Jotstar’s retention may depend on diverse library content.
- Both Jotstar and LioCinema users have the **highest average watch time in Tier 1 cities**, followed by Tier 2 and Tier 3.
- While LioCinema has the most users in Tier 3 cities, user engagement is significantly higher in Tier 1.
- **Mobile** users show the highest average watch time per user across both the platforms.

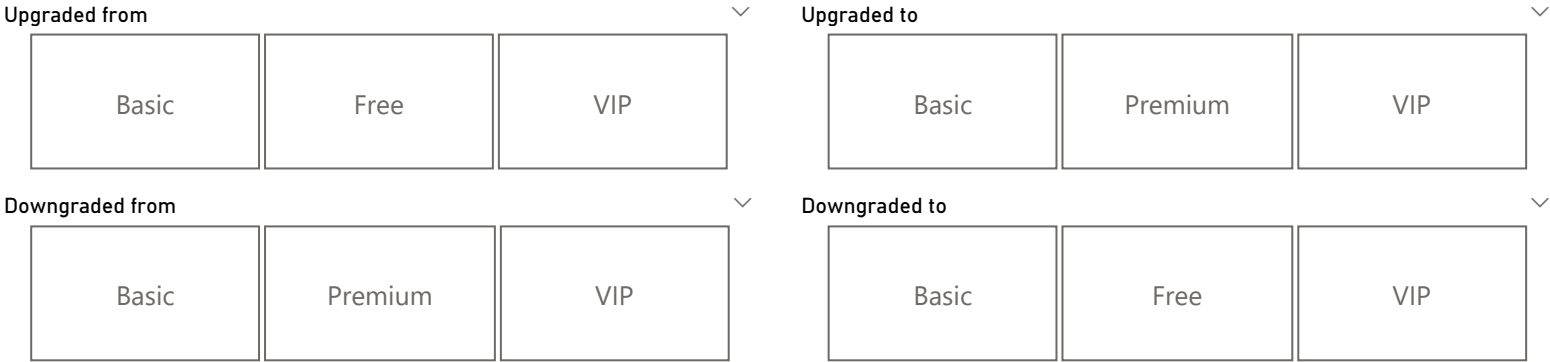
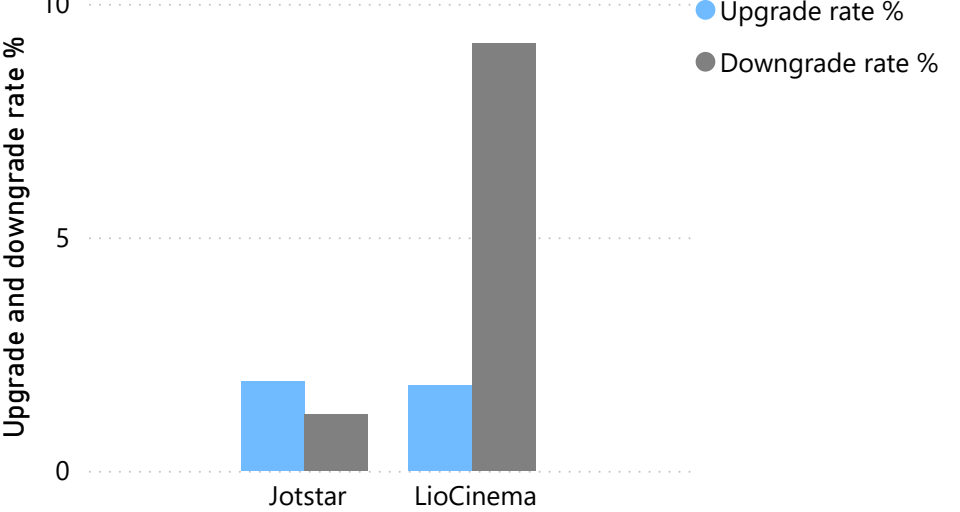
Upgrade and Downgrade Trends

Jotstar	LioCinema
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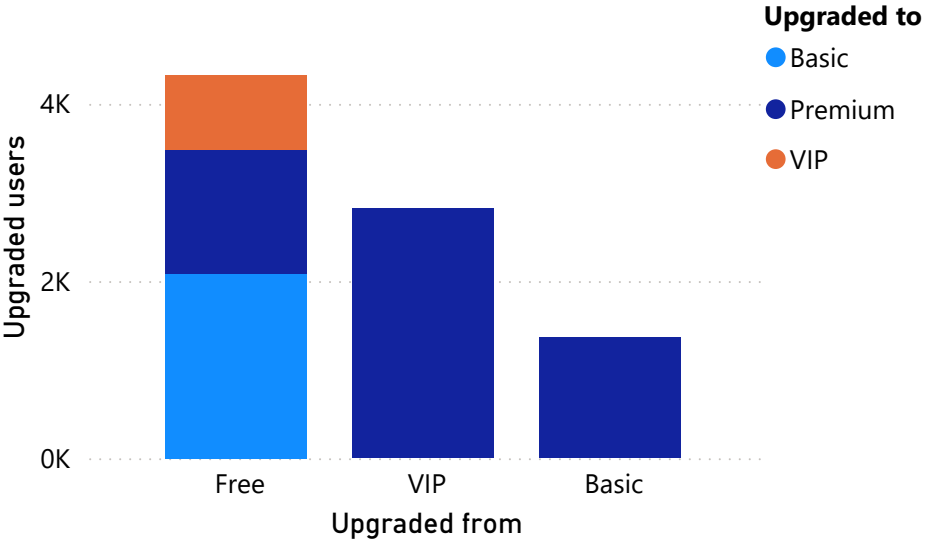
Total number of upgraded and downgraded users



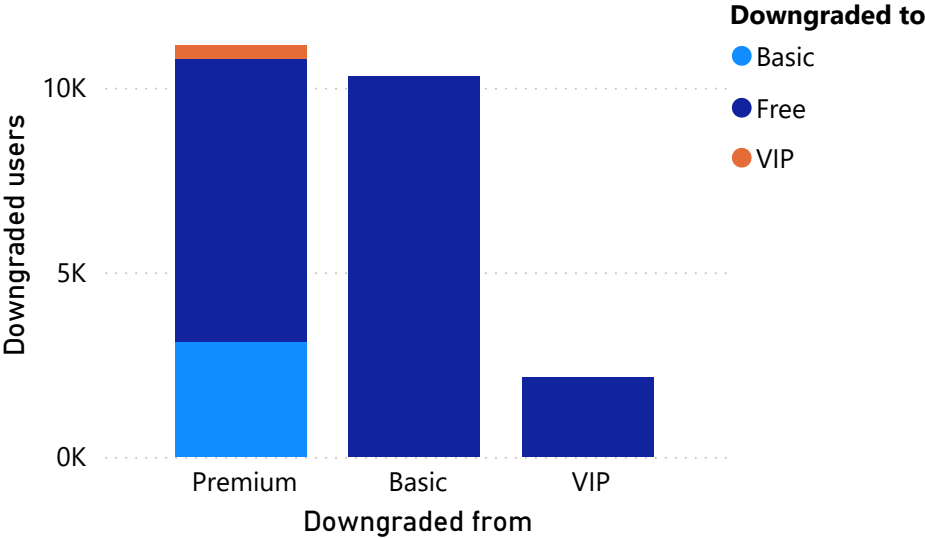
Upgrade rate % and Downgrade rate % by platform



Upgraded users by subscription plan



Downgraded users by subscription plan

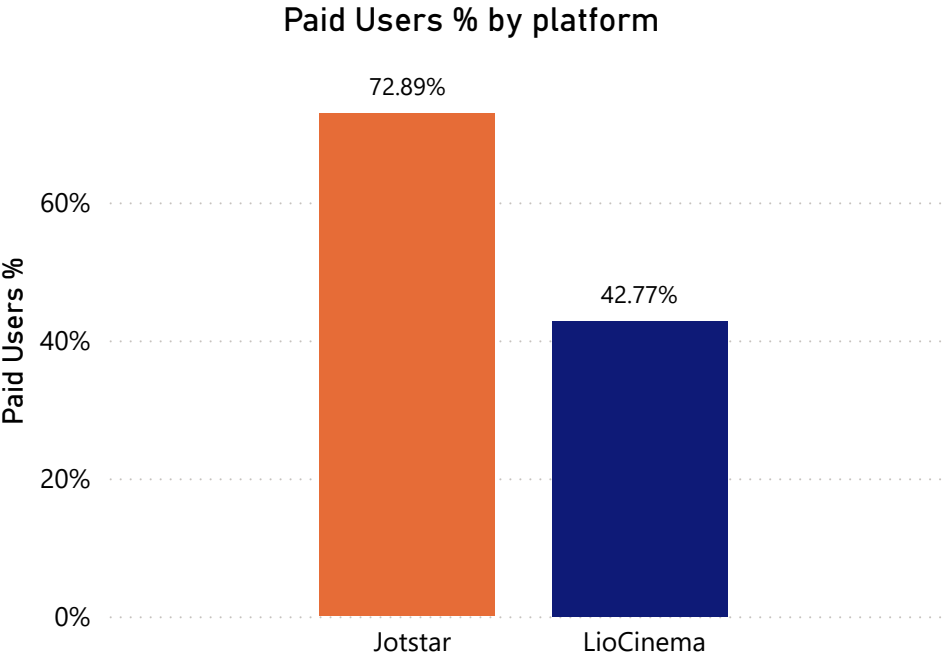


Key takeaways

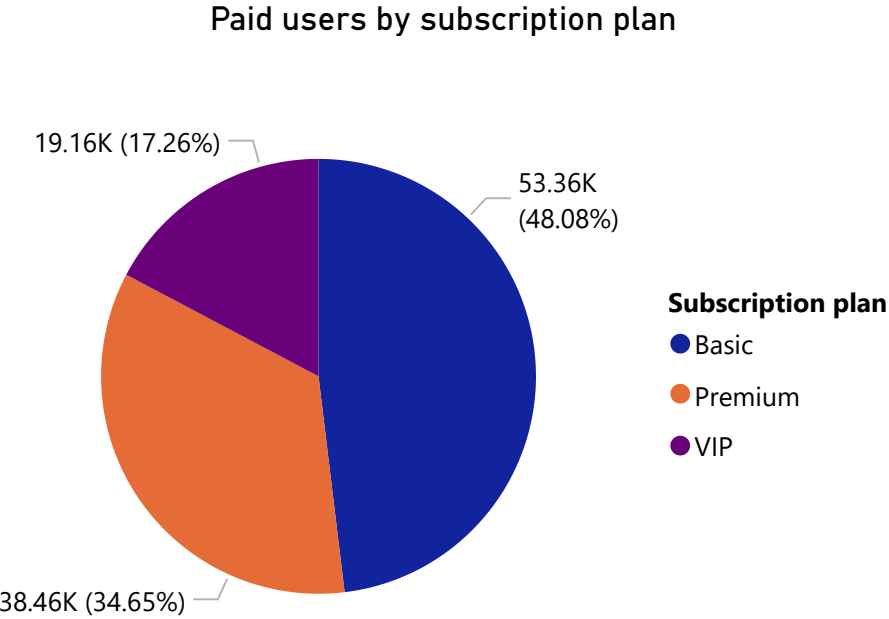
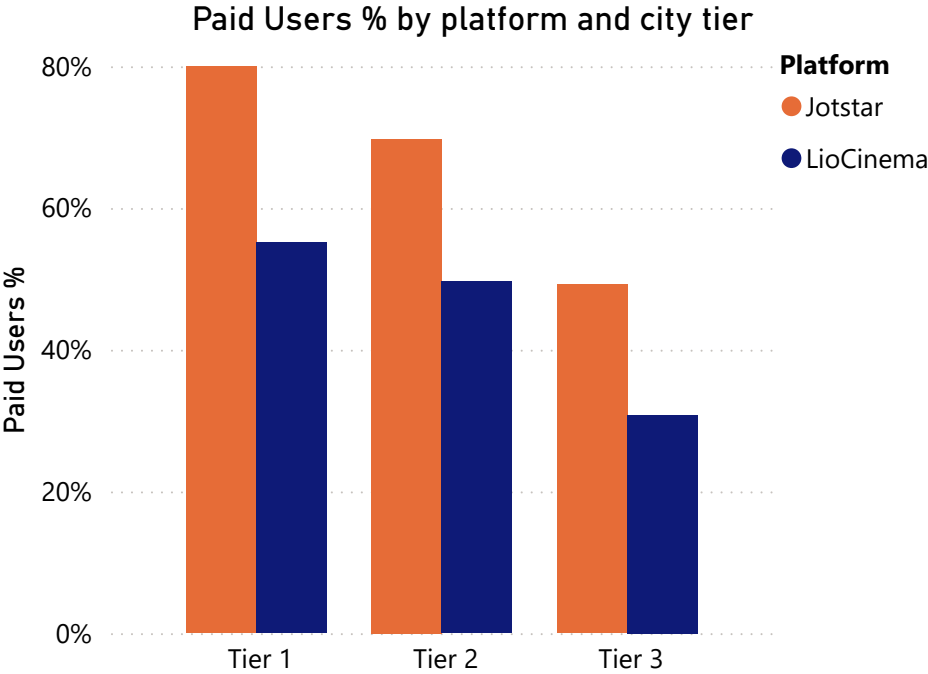
- Jotstar upgrade and downgrade rates stand at, **1.9%** and **1.2%** respectively, indicating relatively stable user movement.
- LioCinema**, however, shows a stark contrast, with a **1.8% upgrade rate** versus a **9.1% downgrade rate**, signaling customer dissatisfaction.
- The most common **upgrade** for Jotstar is **VIP to Premium**, while for LioCinema it's **Free to Basic**.
- In LioCinema, downgrades are predominantly from **Basic to Free** and **Premium to Free**, contributing to the high downgrade rate.

Paid Users Distribution

Jotstar	LioCinema
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Jotstar	LioCinema
32.524K	78.454K



Key Takeaways

- **Jotstar has a higher proportion of paid users** compared to LioCinema.
- **VIP plan** dominates Jotstar’s paid subscriptions, while **Basic plan** is preferred by LioCinema paid subscribers
- **Tier 1 cities** show the highest percentage of paid users for both platforms, while **Tier 3 users** have the lowest.

Revenue Analysis (Jan - Nov 2024)

₹ 114.22

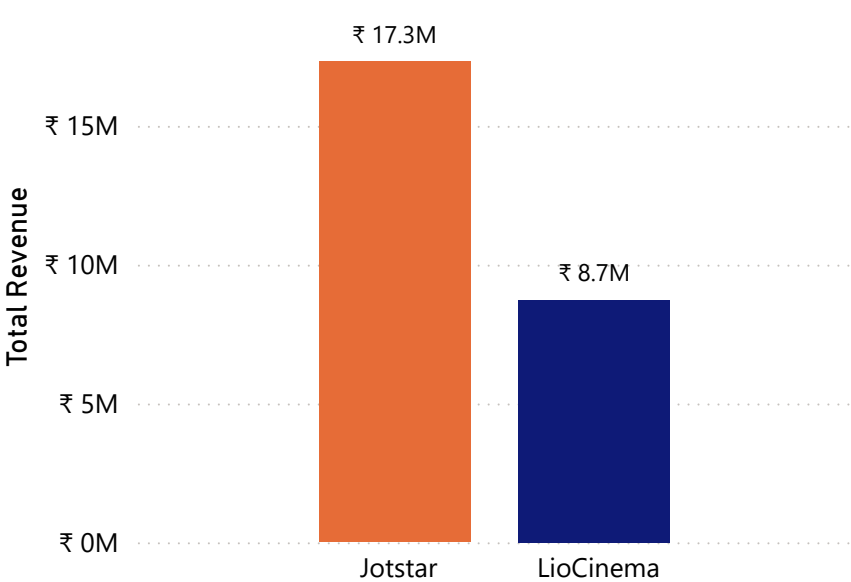
Avg Revenue Per User

₹ 26.05M

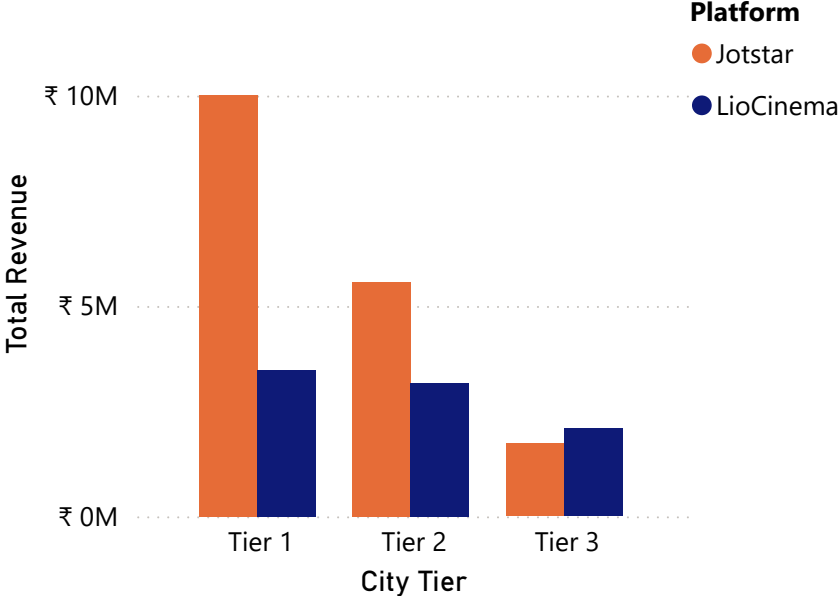
Total Subscribers Revenue

Jotstar
LioCinema

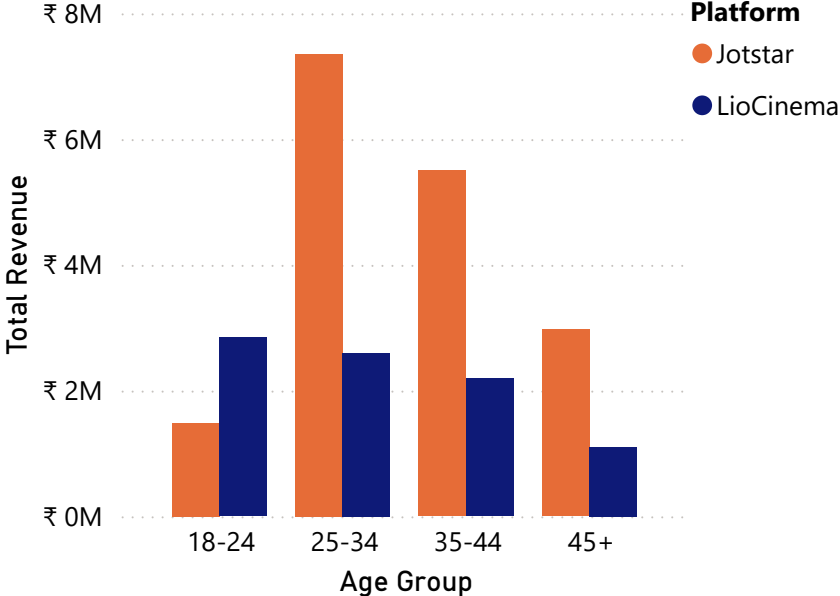
Total revenue by platform



Total revenue by platform and city tier



Total revenue by platform and age group

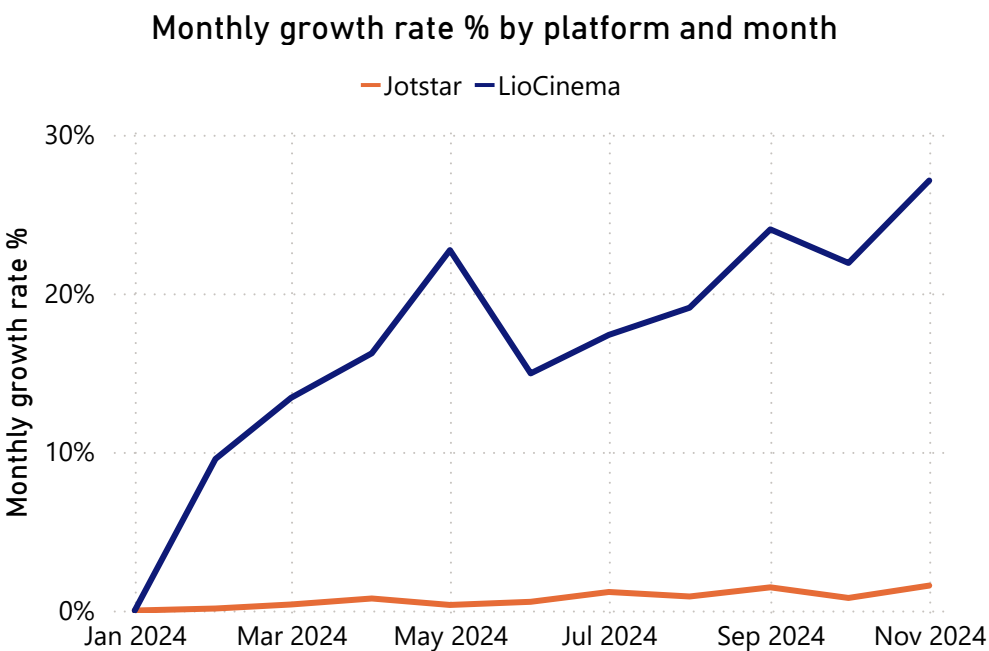
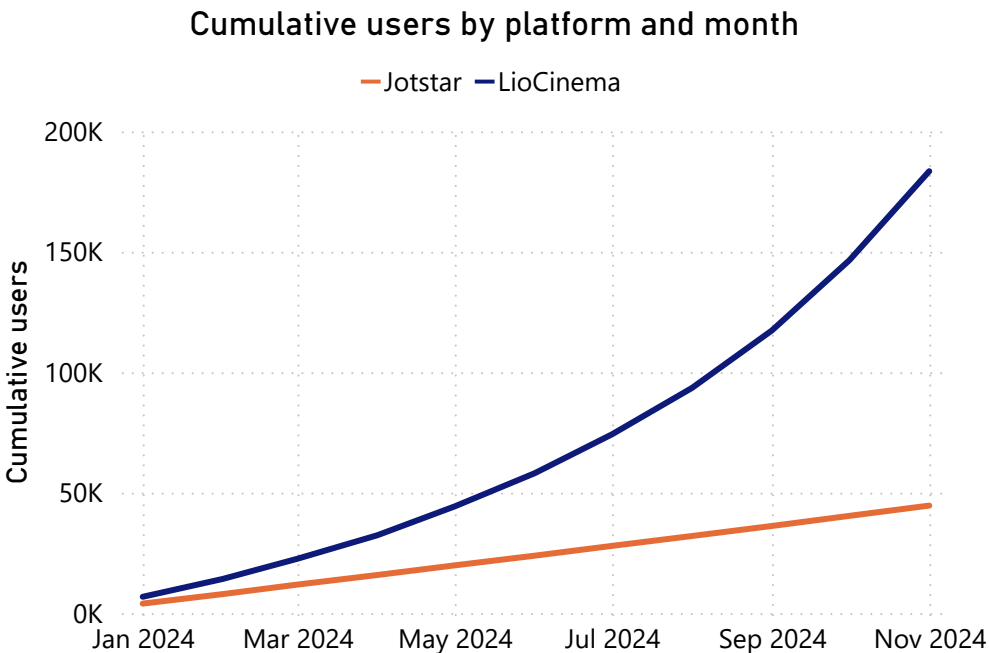


old subscription plan	new subscription plan	old plan revenue	new plan revenue	revenue difference
VIP	Premium	₹ 9,29,514	₹ 1,00,49,846	91,20,332.00
Free	Premium		₹ 30,77,265	30,77,265.00
Free	VIP		₹ 13,29,876	13,29,876.00
Premium	Basic	₹ 7,00,341	₹ 18,28,914	11,28,573.00
Free	Basic		₹ 10,50,042	10,50,042.00
Basic	Premium	₹ 2,91,939	₹ 12,92,709	10,00,770.00
Premium	VIP	₹ 5,17,319	₹ 4,82,565	-34,754.00
Basic	Free	₹ 12,08,673		-12,08,673.00
VIP	Free	₹ 12,87,264		-12,87,264.00
Premium	Free	₹ 20,03,101		-20,03,101.00
Total		₹ 69,38,151	₹ 1,91,11,217	1,21,73,066.00

Key takeaways

- Total Revenue - Jotstar: ₹1.73 crores, | LioCinema: ₹87 lakhs
- Jotstar's majority revenue comes from largest user groups aged 25-34 and 35-44, while LioCinema's revenue share is 18-24 age group.
- Jotstar gained over ₹1.12 crores revenue from plan transitions, led by VIP to Premium (₹91 lakhs) and Free to Premium (₹23 lakhs) showing healthier plan progression.
- Liocinema's downgrades from Premium/Basic to Free heavily offset upgrade gains indicating poor retention at Premium tiers.

Monthly User Growth Rate (%)



Month	Jotstar	LioCinema
January	3934	6758
February	3939	7404
March	3954	8397
April	3984	9759
May	3998	11977
June	4020	13768
July	4067	16161
August	4103	19247
September	4163	23873
October	4196	29105
November	4262	36997
Total	44620	183446

Jotstar
0.73%

LioCinema
16.95%

Key takeaways

- LioCinema’s higher user growth rate may be driven by its large **Free subscription** user base, **lower subscription prices** and stronger presence in the **tier 2 and tier 3 cities**, making it more appealing to budget-conscious users aged **18-24**.

Key Insights Summary

User Activity & Demographics:

- *Jotstar*'s user base is primarily aged **25-34**, concentrated in Tier 1 cities, and shows strong retention with **85% active users**.
- *LioCinema* attracts a younger audience (**18-24**), mainly from Tier 2 and 3 cities, but has higher inactivity with **44% of users inactive**.

User Growth:

LioCinema saw significantly higher user growth (**16.95% AGR**) vs. *Jotstar* (**0.73% AGR**) likely driven by **lower pricing** and accessibility in Tier 2/3 cities.

Content Focus:

Jotstar has a larger content library and a stronger English/regional language mix, while *LioCinema* leans heavily on Hindi language content.

Engagement Patterns:

- *Jotstar* users show higher **average watch time**, especially in **Tier 1 cities** and on **mobile devices**.
- *LioCinema* users show **lower engagement**, particularly among inactive users and in older age groups.

Subscription Dynamics:

- *Jotstar* retains a high % of **paid users**, with most on **VIP and Premium** plans.
- *LioCinema* has a large **free-tier** user base and shows high downgrade rates, particularly from **Basic/Premium to Free**.

Revenue Overview:

- *Jotstar* outperformed with **₹1.73 Cr** in total subscriber revenue, driven by successful upgrades
- *LioCinema*, despite large user base, recorded only **₹87 Lakh** revenue due to downgrade-heavy behavior

Strategic Recommendations for the Merged OTT Platform (Lio-Jotstar)

Re-Engaging Inactive Users

- Use personalized push notifications, emails, and offers (e.g. free trials, discounts).
- Improve app UI/UX and search to reduce friction.
- Introduce interactive content (quizzes, UGC, polls) to build community and boost retention.

Brand Campaign Strategy

- Leverage **IPL & major sports events** to establish as the home of live entertainment.
- Run **festival campaigns** (Diwali, Holi) with content bundles & offers.
- Promote **AI-powered personalization** as a USP.
- Use **shoppable ads** and OTT + telecom bundling to reach Tier 2/3.
- Partner with pan-India and regional influencers to maximize reach.

Pricing Strategy

- Offer **3-tier plans** (Free, Basic, Premium) with clear value differentiation.
- Launch a **mobile-only plan** for cost-sensitive users.
- Encourage annual subscriptions with loyalty rewards.

Telecom Partnerships

- Collaborate with major telcos for OTT + recharge bundles.
- Include OTT in **broadband/postpaid family plans**.
- Run **SIM-activation campaigns** offering free trials.
- Use telecom data to **localize content marketing**.

AI & ML for Personalization

- Hyper-personalize recommendations using behavioural & contextual data.
- Customize homepages and search results per user.
- Support voice recognition in regional languages.
- Use predictive buffering for low-bandwidth regions.
- Serve **contextual ads** for ad-supported users.

Brand Ambassador Strategy

- Primary face: **Shah Rukh Khan** or **Deepika Padukone** for entertainment appeal.
- Sports face: **Virat Kohli** or **Neeraj Chopra** for sports audience.
- Include **regional stars & creators** to localize brand identity.