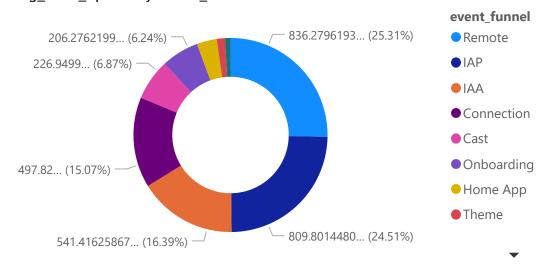


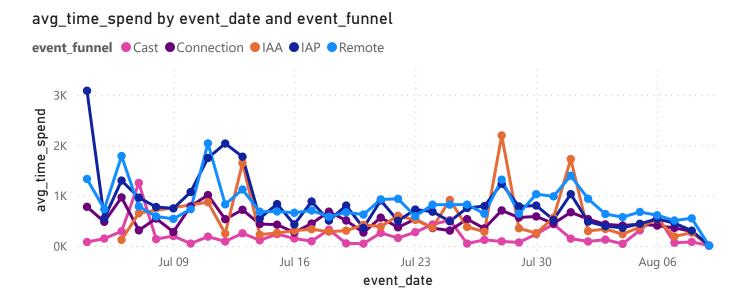
APP FUNNEL USAGE

version ×

country	
All	\vee

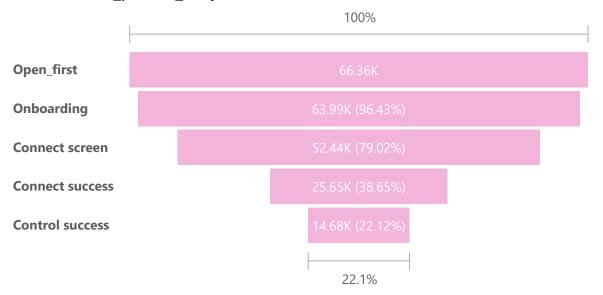
avg_time_spend by event_funnel

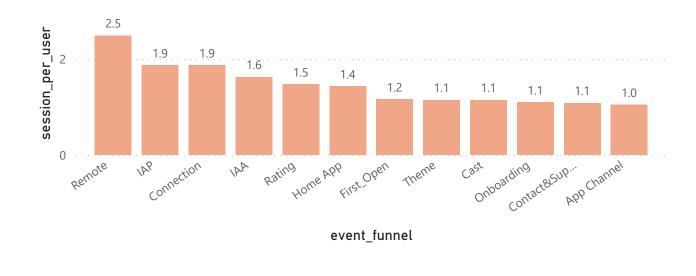




session_per_user by event_funnel

Count of user_pseudo_id by funnel





event_funnel	avg_	_time_s	pend	count_user	session_	per_user
Remote		8	336.28	32016		2.49
IAP		8	309.80	70814		1.87
IAA		Ī	541.42	11369		1.62
Connection		4	497.83	52983		1.87
Cast		á	226.95	2005		1.14
Onboarding		á	206.28	63994		1.09
First_Open			122.90	66364		1.16
Home App		•	110.59	7179		1.43
Theme			45.39	3237		1.14
Contact&Support			29.60	12543		1.08
App Channel			0.11	285		1.05
Rating			0.09	27375		1.47
Total		5	12.67	73582		1.99



ONBOARDING

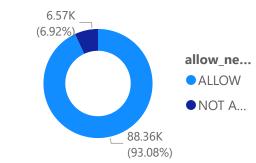


52.56K

(57.43%)







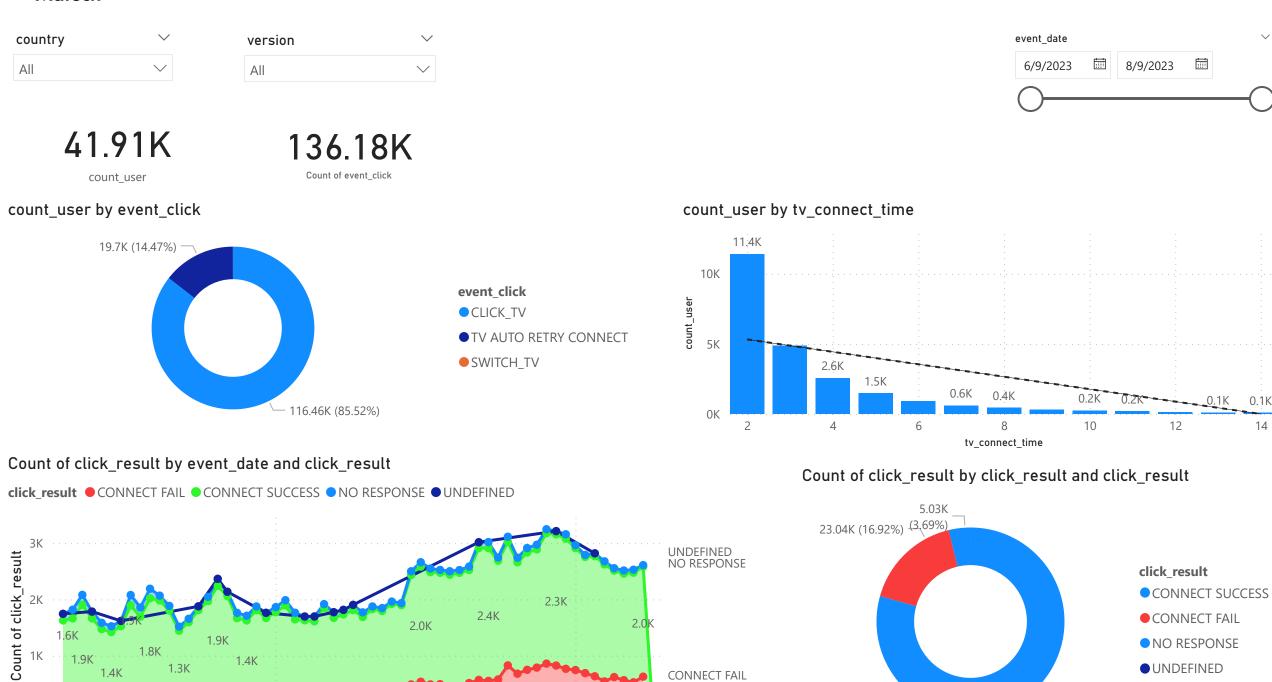
22.28K		2.8K (2.79%)	country
(23.7%)		4.23K (4.22%)	United States
	allow_no	5.22K	Brazil
	ALLOW	(5.21%)	Chile
	● NOT A	8.18K	Australia
71.76K		(8.17%)	Mexico
(76.3%)		└─ 66.32K (66.2	23%)

count_user by allow_notification count_user by country

allow_tracking	allow_network	allow_notification	count_user
ALLOW	ALLOW	ALLOW	37.70%
NOT ALLOW	ALLOW	ALLOW	35.91%
ALLOW	ALLOW	NOT ALLOW	3.46%
NOT ALLOW	ALLOW	NOT ALLOW	16.01%
ALLOW	NOT ALLOW	ALLOW	0.79%
NOT ALLOW	NOT ALLOW	ALLOW	1.69%
ALLOW	NOT ALLOW	NOT ALLOW	0.62%
NOT ALLOW	NOT ALLOW	NOT ALLOW	3.82%
Total			100.00%



CONNECTION



2.3K

0.5K

Aug 2023

2.4K

0.5K _{0.4K} 0.6K ^{0.8K}

event_date

1.4K

Jul 2023

1.3K

1.4K

click_result		CONNECT FAIL	,	CO	ONNECT SUCCE	SS		NO RESPONSE			UNDEFINED			T
tv_brand	count_user	% count_event	avg_second	count_user	% cou									
∃ ANDROID TV	3	1.14%	22.93	707	98.86%	0.19							708	•
AOC .				21	100.00%	0.00							21	•
BEYOND TV				8	100.00%	0.00							8	
E CHROMECAST	3391	19.59%	4.30	6516	77.06%	3.69	788	3.34%	13.02				9201	
DECODEUR TV				1	100.00%	0.00							1	
DISH				101	100.00%	0.00							101	•
FIRE TV	1027	45.69%	0.55	860	37.56%	6.94	383	16.75%	14.19				1700	
⊕ FPT				1	100.00%	0.00							1	•
GOOGLE				1	100.00%	0.00							1	
HISENSE	287	7.71%	6.52	2984	91.42%	1.56	54	0.86%	13.94	1	0.01%	1.00	3141	•
⊕ HITACHI	9	9.33%	4.89	58	90.40%	1.82	1	0.27%	25.00				66	•
E LG	536	11.39%	7.19	2828	80.10%	5.31	369	8.49%	11.21	1	0.02%	1.50	3269	•
■ NOT SET	158	6.05%	1.81	3005	92.92%	0.06	38	1.03%	16.09				3159	•
PANASONIC	3	4.58%	17.31	124	94.37%	1.38	1	1.06%	11.33				124	•
PHILIPS	229	9.73%	4.83	1182	88.50%	2.73	49	1.75%	14.98	1	0.02%	1.00	1334	•
ROKU	185	2.10%	7.78	8373	97.51%	0.16	45	0.33%	11.18	6	0.06%	1.36	8412	•
Total	9612	16.93%	5.15	35733	79.36%	2.37	2975	3.69%	13.26	9	0.02%	1.83	41875	•

CONNECT FAIL

CONNECT SUCCESS

108.09K

(79.37%)

CONNECT SUCCESS

CONNECT FAIL NO RESPONSE

UNDEFINED

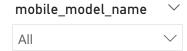
connect_type	A	AUTO_RECO	NNECT	F	TRST_CONN	ECTION		RECONNI	ECT		Total	
tv_brand	count_user	count_event	avg_time_connect	count_user	count_event	avg_time_connect	count_user	count_event	avg_time_connect	count_user ▼	count_event	avg_
	761	6622	3.76	9201	23783	5.08	3198	10279	2.14	9201	40684	
∄ ROKU	14	33	7.12	8412	15735	0.28	1152	2812	0.71	8412	18580	
± SAMSUNG	41	69	6.70	6488	11631	6.17	2845	7058	4.91	6488	18758	
± TCL	29	125	4.16	5980	11273	0.45	899	2119	0.95	5980	13517	
± LG	94	207	9.29	3269	7005	6.80	761	2044	3.04	3269	9256	ı
⊕ NOT SET				3159	3553	0.31	473	729	0.44	3159	4282	
± HISENSE	92	682	4.34	3141	6562	2.06	600	1824	1.14	3141	9068	
∃ FIRE TV	5	7	9.71	1700	2634	6.00	499	1198	3.52	1700	3839	
⊕ PHILIPS	71	696	4.84	1334	2874	3.55	325	1343	1.41	1334	4913	
± XBOX				1270	1400	0.03	187	278	0.00	1270	1678	
∃ SONY	95	917	3.46	988	2693	6.24	319	1412	2.59	988	5022	
∃ ANDROID TV	2	9	6.67	708	958	0.35	131	266	0.57	708	1233	
± VIZIO	4	6	6.00	657	1083	5.15	267	764	2.62	657	1853	
∃ SHARP	4	5	3.20	352	612	1.30	55	116	2.25	352	733	
	38	176	3.65	305	914	6.12	129	418	2.26	305	1508	,
E PANASONIC	2	11	6.55	124	229	2.25	12	44	0.98	124	284	
⊕ DISH				101	132	0.00	15	36	0.00	101	168	
± TOSHIBA	1	1	4.00	78	91	0.99	17	33	1.52	78	125	
∃ VIDAA				74	78	0.00	21	32	0.00	74	110	
⊞ HITACHI	2	92	3.49	66	199	2.36	15	84	0.26	66	375	
Total	1231	9658	4.01	41907	93623	3.42	11094	32897	2.51	41907	136178	

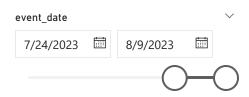
REMOTE

Clear all slicers



version	~
All	~





17.04K

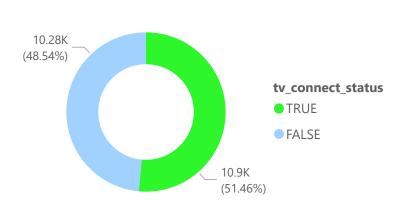
38.71K

32.54

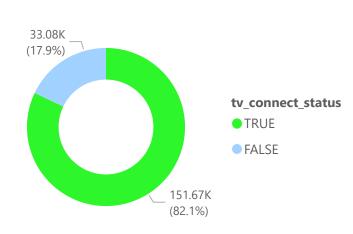
user_count

count_session Average of total_time

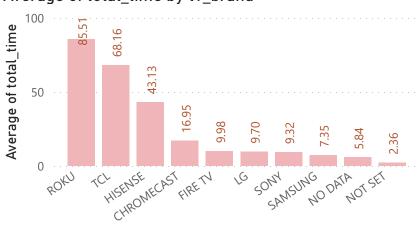
count_user by tv_connect_status



count_event by tv_connect_status



Average of total_time by tv_brand



tv_brand

tv_connect_status		FALSE			TRUE	Total						
user_type	avg_total_time	avg_count_event	count_user	avg_total_time	avg_count_event	count_user	avg_total_time	avg_count_event	count_user			
Expired	0.02	1.16	27	15.46	3.20	95	13.77	2.98	106			
Free	1.51	3.25	8567	23.32	4.69	9491	18.55	4.38	15164			
Premium	2.31	4.71	1869	52.02	11.95	1837	44.81	10.90	2371			
Total	1.85	3.88	10220	39.24	8.72	10872	32.53	7.85	16968			

user_type			Exp	pired	F	ree	Prer	nium	Total		
event_name	avg_event	count_user	avg_event	count_user	avg_event	count_user	avg_event	count_user	avg_event ▼	count_user	
click_vol_up_ctrl	4.93	8	1.50	11	13.77	2544	30.91	1160	25.14	3622	
click_nav_right_ctrl	21.34	28	6.24	44	8.10	5348	22.75	1331	16.12	6476	
click_vol_down_ctrl	5.88	13	2.17	19	12.75	2173	16.34	1102	15.16	3200	
swipe_right_touchpad_ctrl	2.00	1			1.86	7	14.89	186	14.59	193	
swipe_down_touchpad_ctrl					1.57	7	13.92	156	13.62	162	
click_nav_down_ctrl	12.96	28	4.84	43	7.10	4775	14.66	1308	11.40	5899	
click_nav_left_ctrl	12.91	19	2.86	28	5.16	3720	11.60	1145	8.68	4740	
swipe_left_touchpad_ctrl					1.50	4	8.32	146	8.22	149	
Total	8.42	75	2.98	106	4.38	15164	10.90	2371	7.85	17041	



RETENTION

country			~ v	ersion		~	,											ever	t_date			~
country			· •	ei Sioii														7/	12/2023		8/6/2023	
All			V /	AΠ		~																
)			$\overline{}$
Date	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		
16-Jul-23	100.00%	12.50%	87.50%	50.00%	37.50%	37.50%	37.50%	37.50%	37.50%	25.00%	12.50%											
17-Jul-23	100.00%	50.00%	36.36%	22.73%	27.27%	18.18%	18.18%	9.09%	13.64%	4.55%				4.55%	9.09%							
18-Jul-23	100.00%	10.32%	8.15%	7.07%	6.79%	6.30%	5.20%	5.25%	2.78%	1.23%	0.88%	0.76%	0.65%	0.33%	0.30%	0.38%	0.27%	0.28%	0.31%	0.20%	, D	
19-Jul-23	100.00%	10.50%	8.32%	6.76%	6.64%	5.99%	5.63%	3.05%	1.28%	0.95%	0.70%	0.53%	0.37%	0.43%	0.39%	0.19%	0.22%	0.29%	0.22%			
20-Jul-23	100.00%	10.06%	8.14%	7.70%	5.89%	6.19%	3.47%	1.60%	0.97%	0.95%	0.68%	0.38%	0.38%	0.27%	0.17%	0.23%	0.30%	0.28%				
21-Jul-23	100.00%	10.20%	8.69%	7.23%	6.59%	3.75%	1.67%	0.97%	0.86%	0.63%	0.41%	0.49%	0.45%	0.19%	0.31%	0.31%	0.23%					
22-Jul-23	100.00%	10.10%	8.26%	6.74%	3.63%	1.63%	1.08%	0.89%	0.71%	0.52%	0.35%	0.33%	0.13%	0.19%	0.24%	0.19%						
23-Jul-23	100.00%	9.29%	7.22%	3.81%	1.92%	1.07%	0.85%	0.64%	0.49%	0.46%	0.40%	0.33%	0.31%	0.29%	0.26%							
24-Jul-23	100.00%	10.45%	5.59%	2.29%	1.33%	0.92%	0.72%	0.61%	0.63%	0.34%	0.24%	0.30%	0.28%	0.20%								
25-Jul-23	100.00%	7.12%	3.44%	2.48%	1.83%	1.41%	1.19%	0.96%	0.70%	0.76%	0.70%	0.79%	0.62%									
26-Jul-23	100.00%	8.53%	5.66%	5.38%	4.49%	3.89%	3.49%	3.68%	2.98%	2.62%		2.45%										
27-Jul-23	100.00%	9.30%	7.95%	6.90%	6.22%	5.24%	4.71%	4.72%	3.98%	3.60%	3.21%											
28-Jul-23	100.00%	9.13%	8.23%	6.64%	5.63%	5.03%	4.91%	4.18%	3.28%	3.54%												
29-Jul-23	100.00%	9.18%	7.64%	6.06%	5.40%	4.66%	4.37%	3.88%	3.36%													
30-Jul-23	100.00%	8.99%	7.76%	6.24%	5.57%	4.68%	4.24%	3.95%														
31-Jul-23	100.00%	11.09%	8.43%	7.10%	6.02%	5.70%	5.14%															
01-Aug-23		11.49%	8.92%	6.34%	6.12%	5.23%																
02-Aug-23		10.56%	8.03%	6.73%	6.21%																	
03-Aug-23		10.72%	7.63%	7.25%																		
04-Aug-23		10.53%	8.76%																			
05-Aug-23		10.92%																				
06-Aug-23		0.440/	C 0004	E 200/	4.000/	2 1 40/	2.400/	1 700/	1 1 40/	0.000/	0.400/	0.330/	0.160/	0.000/	0.000/	0.000	0.05%	0.040/	0.030/	0.010	,	
Total	100.00%	9.44%	6.90%	5.20%	4.08%	3.14%	2.40%	1.79%	1.14%	0.80%	0.49%	0.32%	U.16%	0.09%	U.U8%	U.U6%	0.05%	U.U4%	0.02%	0.01%	•	