

# OVERVIEW

Date

6/18/20237/16/2023

Country

All

Version

All

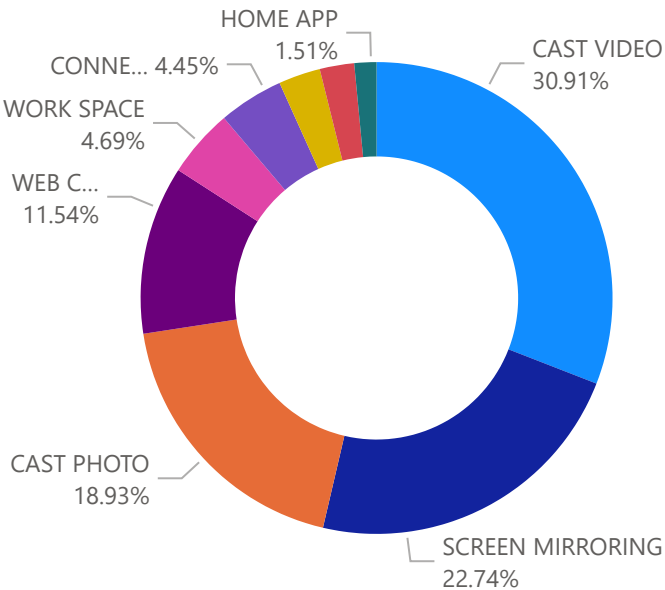
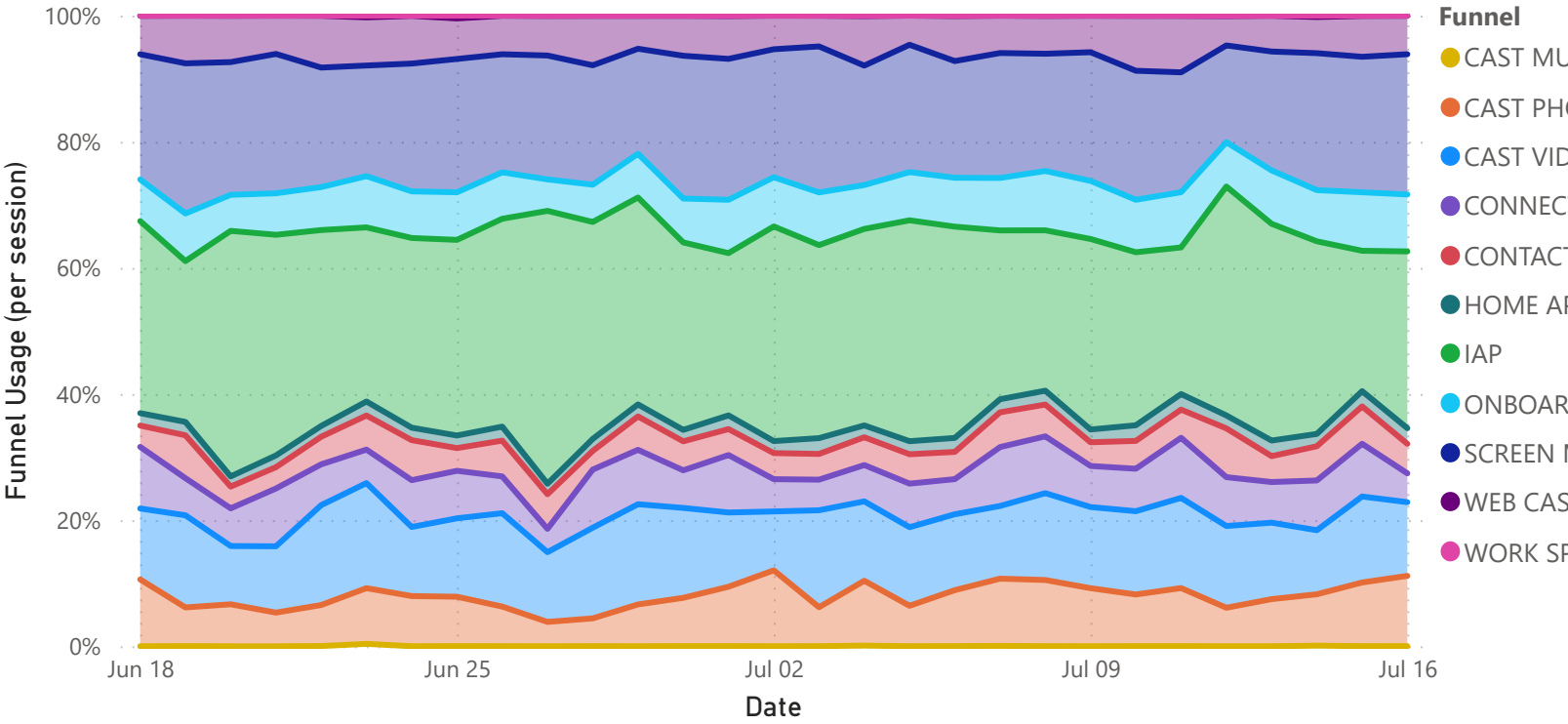
1.70

170.77K

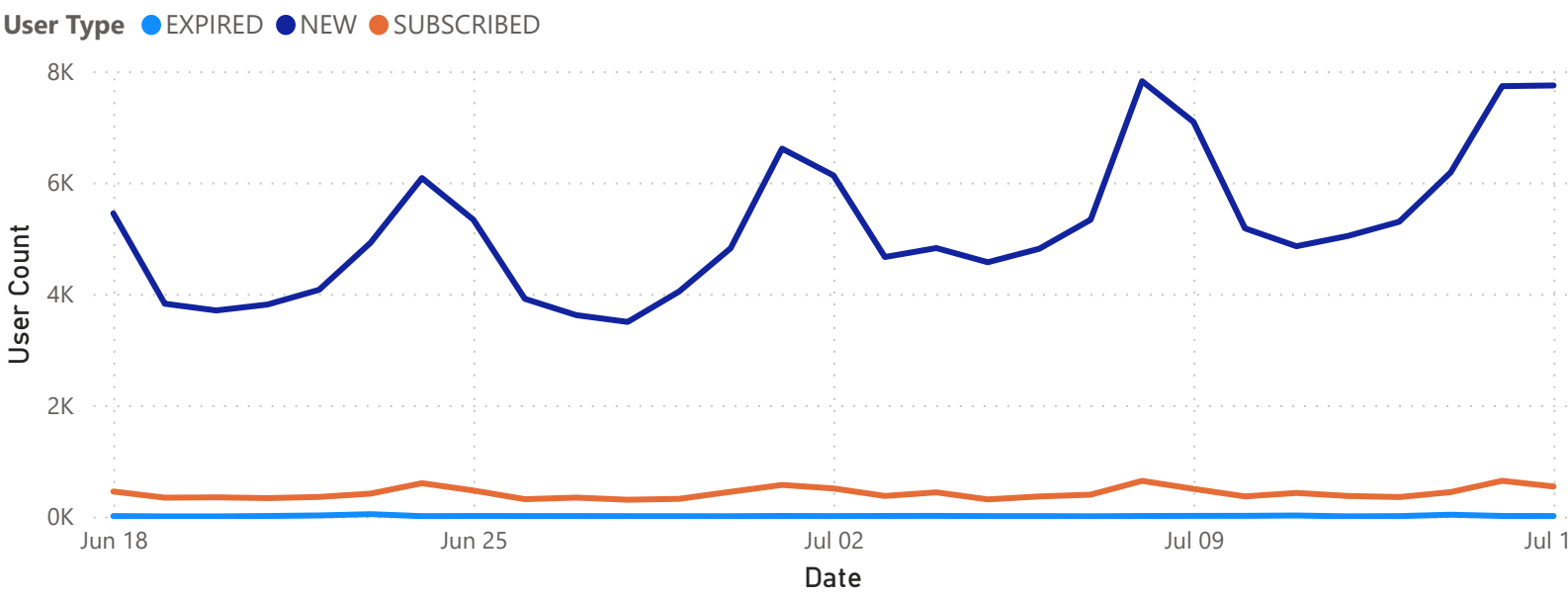
AVG Session Length (by minute)

Session Count

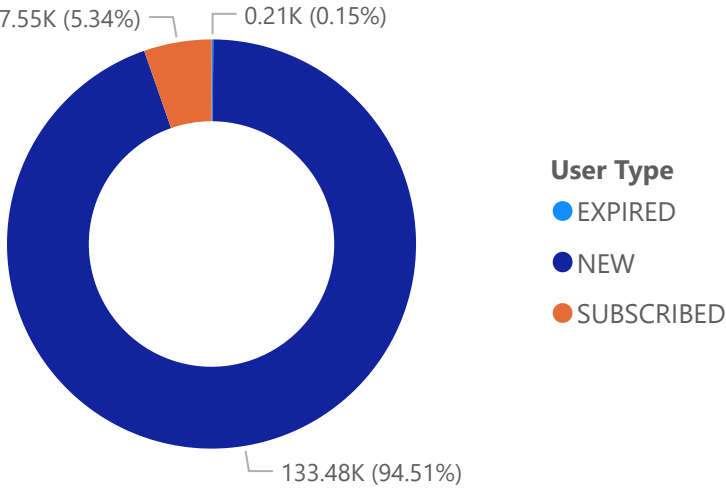
Funnel Usage (per session) by Date and Funnel



User Count by Date and User Type



User Count by User Type



| Version           | 2.4        |             |            | 2.6        |             |            | 2.7        |             |            | 2.8        |             |            | 2.9        |             |            |
|-------------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|
| Funnel            | Avg second | % timespend | User Count | Avg second | % timespend | User Count | Avg second | % timespend | User Count | Avg second | % timespend | User Count | Avg second | % timespend | User Count |
| CAST MUSIC        | 8.17       | 0.02%       | 6          | 3.75       | 0.00%       | 4          | 41.46      | 0.06%       | 89         | 42.85      | 0.07%       | 342        | 40.32      | 0.11%       | 10         |
| CAST PHOTO        | 279.28     | 9.97%       | 71         | 308.85     | 6.48%       | 73         | 264.72     | 11.94%      | 2661       | 268.48     | 14.07%      | 9241       | 301.76     | 19.19%      | 10         |
| CAST VIDEO        | 548.01     | 29.93%      | 80         | 927.06     | 31.17%      | 74         | 471.90     | 22.10%      | 2354       | 437.21     | 21.01%      | 7183       | 373.36     | 19.02%      | 10         |
| CONNECTION SCREEN | 245.07     | 13.39%      | 107        | 125.42     | 10.31%      | 216        | 74.21      | 12.73%      | 9577       | 59.99      | 11.81%      | 33132      | 55.83      | 10.26%      | 10         |
| CONTACT&SUPPORT   | 178.60     | 28.95%      | 339        | 26.93      | 2.24%       | 284        | 31.59      | 6.30%       | 12035      | 33.20      | 8.09%       | 44370      | 33.93      | 10.15%      | 10         |
| SCREEN MIRRORING  | 144.45     | 5.06%       | 85         | 673.34     | 34.10%      | 134        | 374.01     | 34.58%      | 5306       | 324.18     | 34.53%      | 18571      | 251.59     | 31.99%      | 10         |
| WEB CAST          | 243.22     | 12.35%      | 87         | 383.52     | 15.68%      | 79         | 197.53     | 12.14%      | 3217       | 154.87     | 10.33%      | 10756      | 124.33     | 9.06%       | 10         |
| WORK SPACE        | 49.00      | 0.33%       | 19         | 7.17       | 0.01%       | 5          | 109.94     | 0.16%       | 81         | 54.06      | 0.09%       | 289        | 80.38      | 0.21%       | 10         |
| Total             | 248.99     | 100.00%     | 401        | 318.83     | 100.00%     | 441        | 161.38     | 100.00%     | 17807      | 139.36     | 100.00%     | 62787      | 124.55     | 100.00%     | 10         |

| User Type         | EXPIRED                      |      |            | NEW                          |         |            | SUBSCRIBED                   |      |            | Total                        |            |
|-------------------|------------------------------|------|------------|------------------------------|---------|------------|------------------------------|------|------------|------------------------------|------------|
| Funnel            | AVG Session Time (by minute) |      | User Count | AVG Session Time (by minute) |         | User Count | AVG Session Time (by minute) |      | User Count | AVG Session Time (by minute) | User Count |
| CAST MUSIC        | ✔                            | 2.62 | 33 ❌       | 0.50                         | 423 ⚠   | 0.92       | 70                           | 0.69 | 518        |                              |            |
| CAST PHOTO        | ✔                            | 4.74 | 53 ✔       | 4.17                         | 12521 ✔ | 7.92       | 1161                         | 4.55 | 13599      |                              |            |
| CAST VIDEO        | ✔                            | 7.98 | 48 ✔       | 7.45                         | 9702 ✔  | 7.21       | 973                          | 7.43 | 10632      |                              |            |
| CONNECTION SCREEN | ⚠                            | 0.97 | 100 ⚠      | 0.97                         | 42944 ✔ | 1.62       | 4629                         | 1.07 | 46652      |                              |            |
| CONTACT&SUPPORT   | ⚠                            | 0.74 | 93 ⚠       | 0.55                         | 60343 ⚠ | 0.72       | 4852                         | 0.57 | 64603      |                              |            |
| SCREEN MIRRORING  | ✔                            | 8.27 | 78 ✔       | 3.38                         | 23512 ✔ | 13.19      | 3980                         | 5.47 | 27094      |                              |            |
| WEB CAST          | ✔                            | 7.48 | 70 ✔       | 1.67                         | 13825 ✔ | 6.51       | 2120                         | 2.77 | 15722      |                              |            |
| WORK SPACE        | ✔                            | 3.45 | 32 ⚠       | 0.64                         | 49 ⚠    | 1.00       | 380                          | 1.13 | 453        |                              |            |
| Total             |                              | 4.21 | 152        | 1.92                         | 85748   | 5.30       | 6814                         | 2.41 | 90884      |                              |            |

Top 10 Countries Time Spend Per Funnel

| country           | AUSTRALIA            |                      |            | BRAZIL               |                      |            | CANADA               |                      |            | CHILE          |  |
|-------------------|----------------------|----------------------|------------|----------------------|----------------------|------------|----------------------|----------------------|------------|----------------|--|
| Funnel            | Avg Time (by minute) | Usage Rate (by User) | User Count | Avg Time (by minute) | Usage Rate (by User) | User Count | Avg Time (by minute) | Usage Rate (by User) | User Count | Avg Time (by m |  |
| CONTACT&SUPPORT   | 0.83                 | 45.86%               | 4481       | 0.47                 | 47.54%               | 6718       | 0.48                 | 39.88%               | 2498       |                |  |
| CONNECTION SCREEN | 1.64                 | 33.79%               | 3302       | 0.70                 | 40.92%               | 5782       | 0.95                 | 33.75%               | 2114       |                |  |
| SCREEN MIRRORING  | 5.66                 | 20.17%               | 1971       | 3.34                 | 19.12%               | 2702       | 5.40                 | 19.16%               | 1200       |                |  |
| WEB CAST          | 1.97                 | 10.43%               | 1019       | 1.30                 | 12.70%               | 1795       | 2.00                 | 10.82%               | 678        |                |  |
| CAST PHOTO        | 5.86                 | 9.40%                | 919        | 2.27                 | 10.78%               | 1523       | 5.45                 | 10.20%               | 639        |                |  |
| CAST VIDEO        | 9.27                 | 7.01%                | 685        | 6.45                 | 8.99%                | 1270       | 6.43                 | 7.18%                | 450        |                |  |
| CAST MUSIC        | 0.29                 | 0.46%                | 32         | 0.16                 | 0.29%                | 33         | 0.28                 | 0.55%                | 22         |                |  |
| WORK SPACE        | 0.77                 | 0.49%                | 39         | 0.43                 | 0.32%                | 38         | 0.36                 | 0.73%                | 18         |                |  |
| Total             | 2.83                 | 63.57%               | 6212       | 1.58                 | 68.74%               | 9714       | 2.37                 | 62.15%               | 3893       |                |  |

## UA (last 60 days)

First Open Date

1/13/2018

12/7/2023

First Open Date

Last

1

Select

Country

All

TV Survey Correct

All

Most used TV Brand

All

Survey TV Brand

All

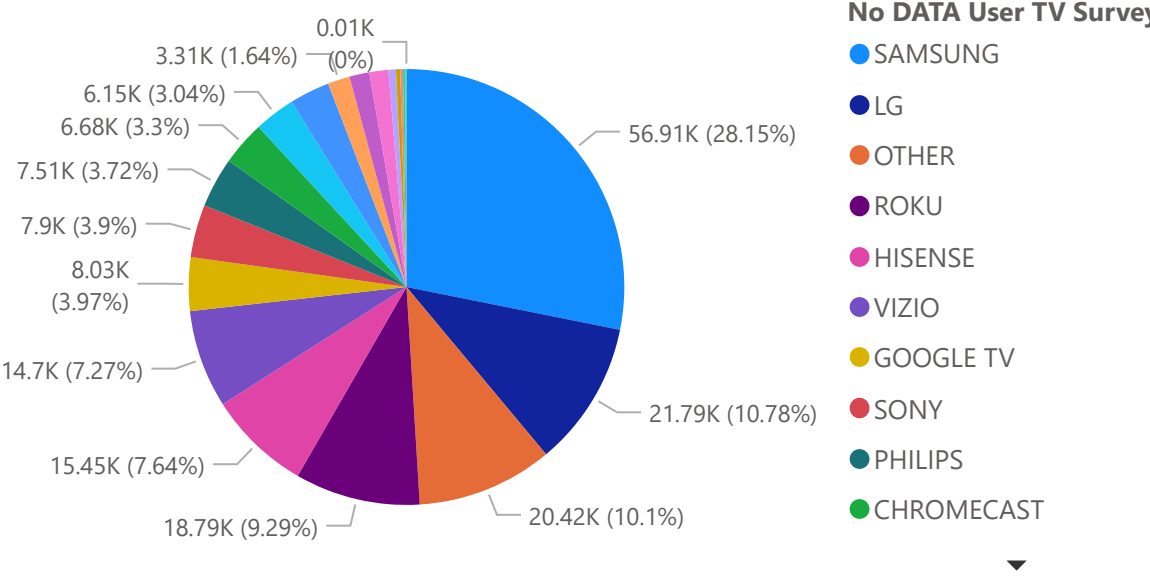
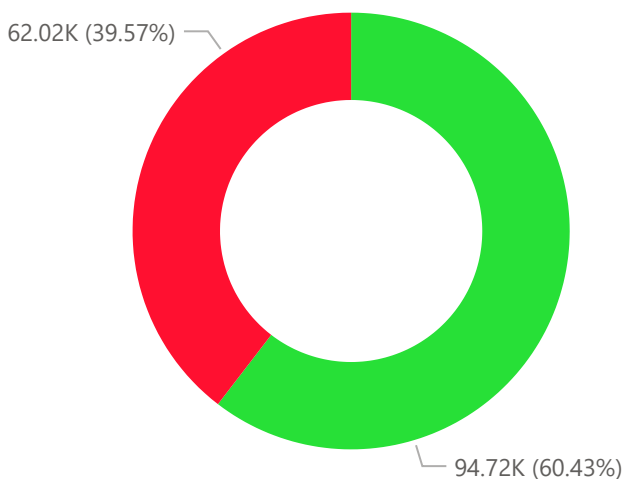
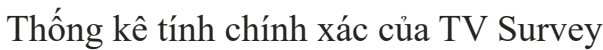
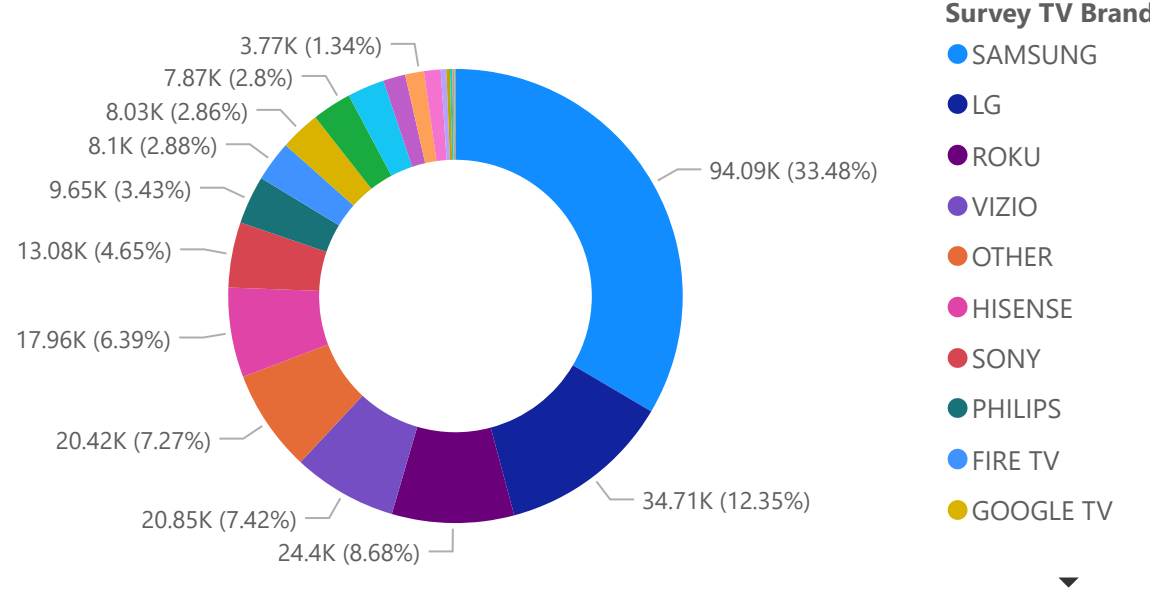
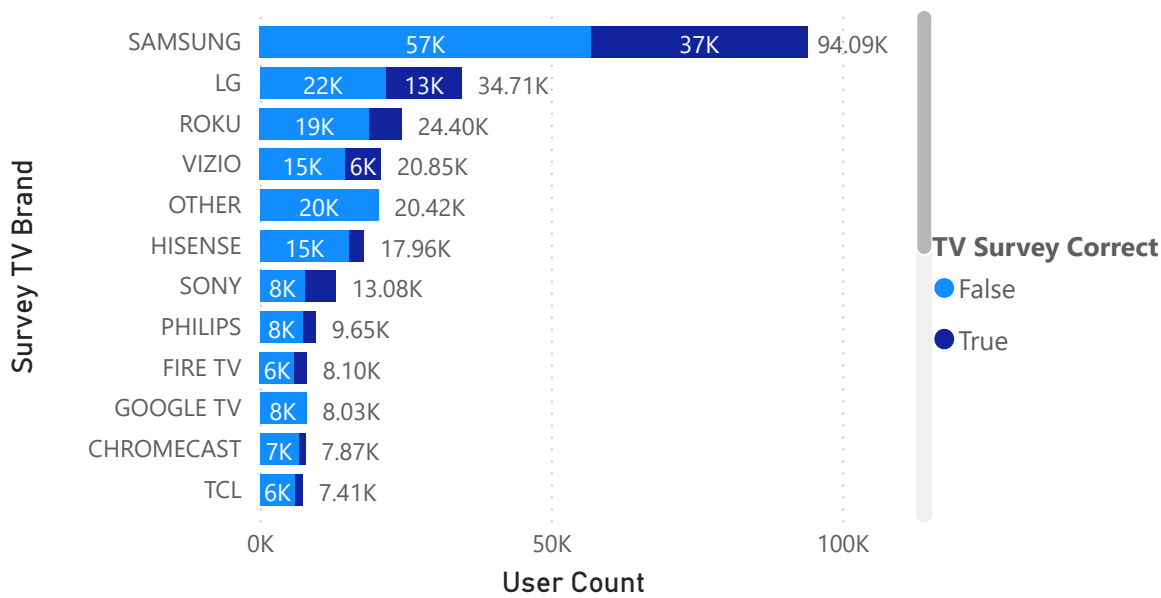
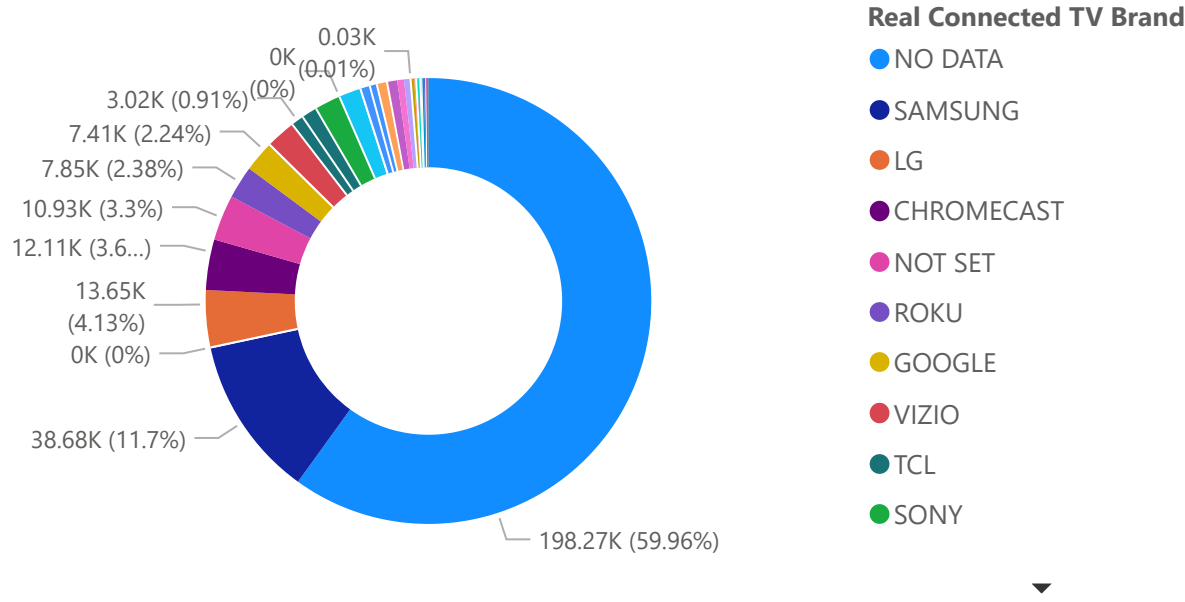
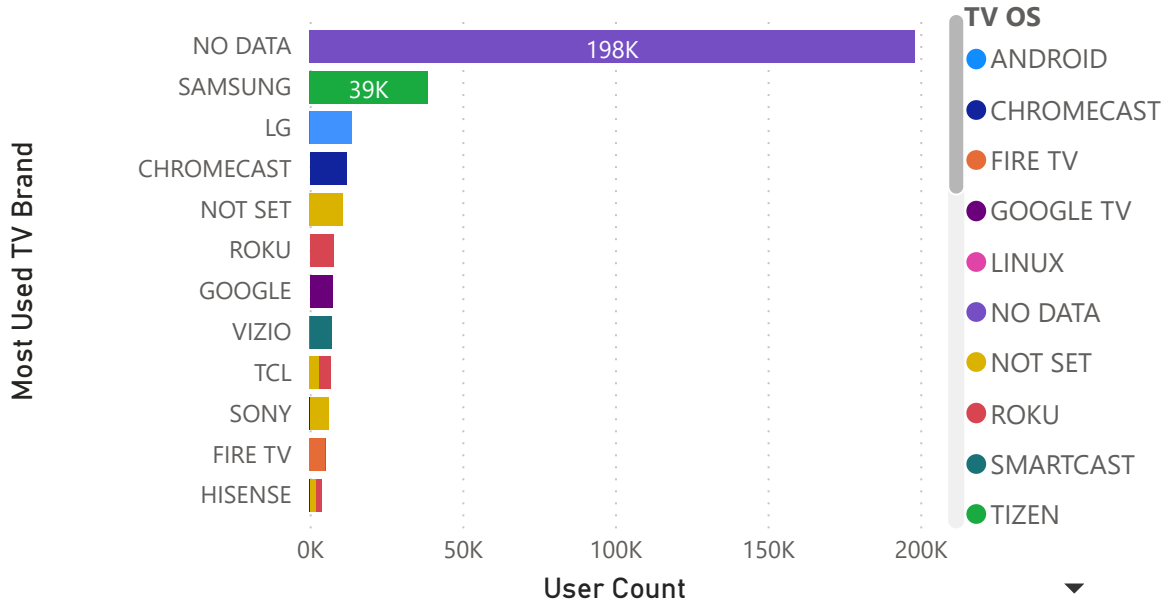
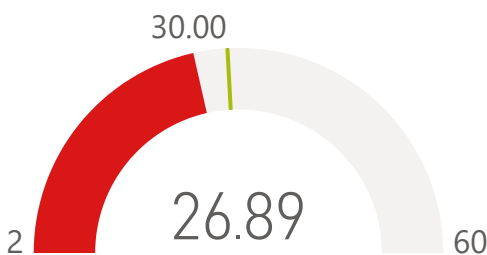
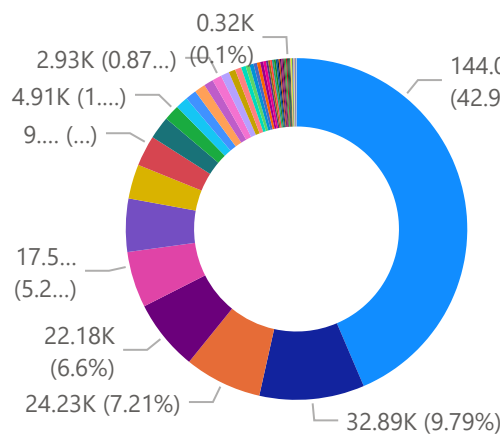
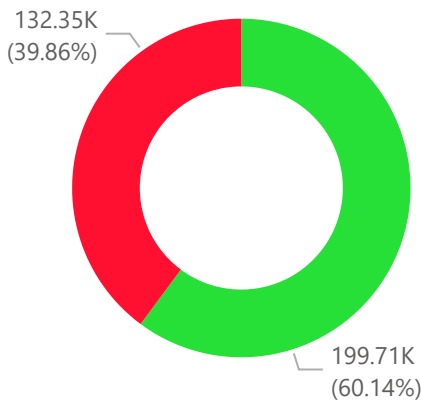
No filters applied



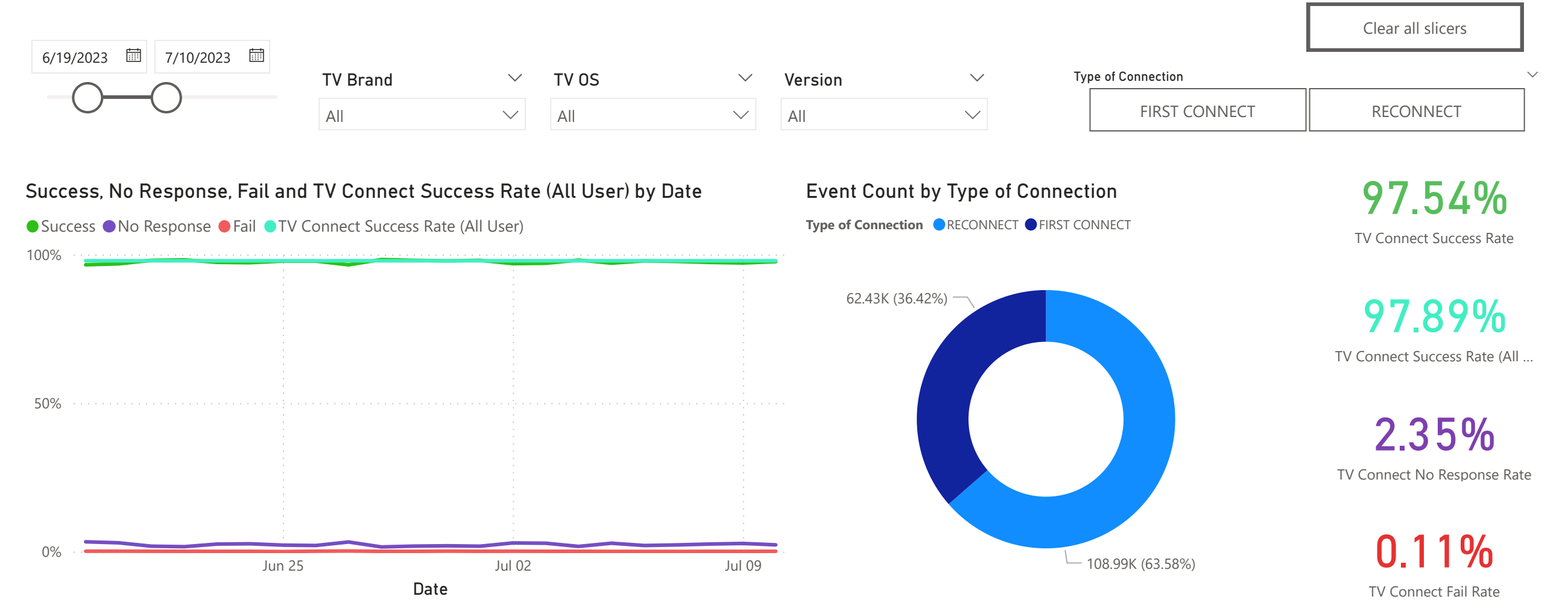
Users



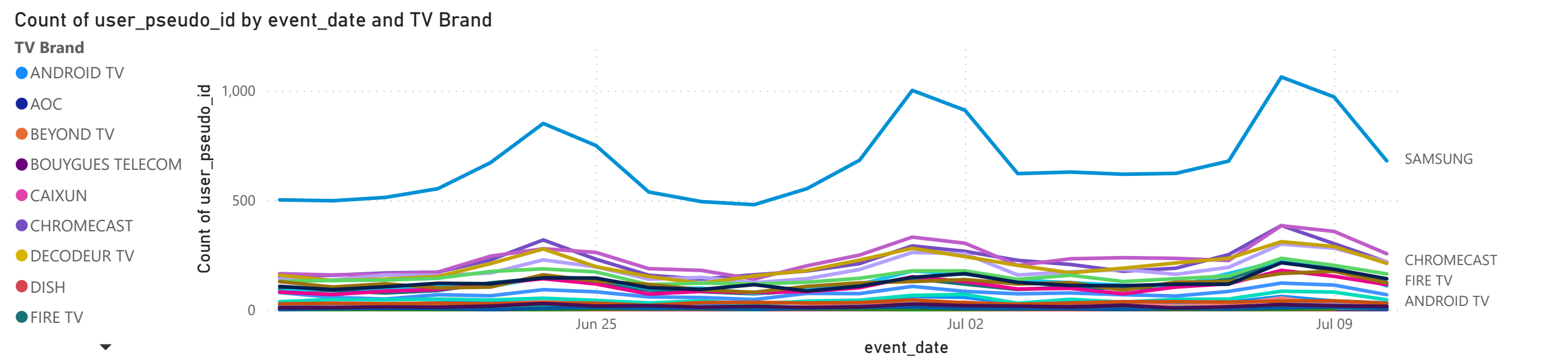
## TV Brand Count



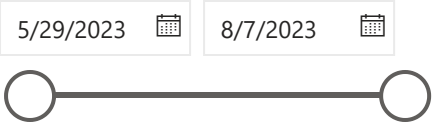
| TV Brand<br>Country | ANDROID TV |         |       | AOC    |         |       | BEYOND TV |         |       | BOUYGUES TELECOM |         |       | CAIXUN |         |       | CHROMECAST |         |       | DECODEUR TV |         |       | DISH TV |
|---------------------|------------|---------|-------|--------|---------|-------|-----------|---------|-------|------------------|---------|-------|--------|---------|-------|------------|---------|-------|-------------|---------|-------|---------|
|                     | Active     | Churned | Total | Active | Churned | Total | Active    | Churned | Total | Active           | Churned | Total | Active | Churned | Total | Active     | Churned | Total | Active      | Churned | Total |         |
| UNITED STATES       | 86         | 45      | 131   |        |         |       | 127       | 67      | 194   |                  |         |       | 4      | 3       | 7     | 1893       | 1105    | 2998  |             |         |       | 8       |
| BRAZIL              | 226        | 147     | 373   | 8      | 6       | 14    | 92        | 72      | 164   | 1                |         | 1     |        |         |       | 643        | 492     | 1135  |             |         |       |         |
| AUSTRALIA           | 159        | 94      | 253   |        |         |       | 66        | 41      | 107   |                  |         |       | 1      |         | 1     | 1342       | 1011    | 2352  |             |         |       |         |
| UNITED KINGDOM      | 326        | 98      | 424   |        |         |       | 9         | 4       | 13    | 2                |         | 2     |        |         |       | 430        | 167     | 597   |             |         |       |         |
| GERMANY             | 83         | 49      | 132   |        |         |       | 17        | 1       | 18    | 2                |         | 2     | 1      | 1       | 2     | 245        | 138     | 383   |             |         |       |         |
| CANADA              | 25         | 16      | 41    |        |         |       | 7         | 3       | 10    |                  |         |       | 2      |         | 2     | 389        | 220     | 609   |             |         |       |         |
| ITALY               | 70         | 67      | 137   |        |         |       | 18        | 14      | 32    |                  |         |       | 4      | 5       | 9     | 226        | 187     | 413   |             |         |       |         |
| MEXICO              | 19         | 6       | 25    |        |         |       | 23        | 15      | 38    |                  |         |       | 7      |         | 7     | 333        | 186     | 519   |             |         |       |         |
| SOUTH AFRICA        | 25         | 19      | 44    |        |         |       | 3         | 1       | 4     |                  |         |       |        |         |       | 405        | 373     | 778   |             |         |       |         |
| CHILE               | 32         | 26      | 58    | 6      | 4       | 10    | 10        | 4       | 14    |                  |         |       |        |         |       | 197        | 128     | 325   |             |         |       |         |
| FRANCE              | 27         | 18      | 45    |        |         |       | 12        | 4       | 16    | 55               | 41      | 96    |        |         |       | 116        | 59      | 175   | 9           | 3       | 12    |         |
| SPAIN               | 30         | 10      | 40    |        |         |       | 4         | 3       | 7     |                  |         |       |        |         |       | 85         | 49      | 134   |             |         |       |         |
| NETHERLANDS         | 20         | 15      | 35    |        |         |       | 1         | 1       | 2     |                  |         |       |        |         |       | 85         | 76      | 161   |             |         |       |         |
| IRAN                | 2          | 1       | 3     |        |         |       |           | 1       | 1     |                  |         |       |        |         |       | 57         | 38      | 95    |             |         |       |         |
| SWITZERLAND         | 15         | 8       | 23    |        |         |       | 1         |         | 1     |                  |         |       |        |         |       | 140        | 88      | 227   |             | 1       | 1     |         |
| NEW ZEALAND         | 33         | 17      | 50    |        |         |       |           | 1       | 1     |                  |         |       |        |         |       | 120        | 74      | 194   |             |         |       |         |
| Total               | 1392       | 767     | 2152  | 14     | 10      | 24    | 416       | 253     | 668   | 58               | 41      | 99    | 19     | 9       | 28    | 7326       | 4858    | 12109 | 9           | 4       | 13    | 8       |



| FIRST CONNECT      |                   |                              |                |                       |            |             |                    |                        |                     |
|--------------------|-------------------|------------------------------|----------------|-----------------------|------------|-------------|--------------------|------------------------|---------------------|
| Type of Connection |                   |                              |                |                       |            |             |                    |                        |                     |
| TV Brand           | Connect Success % | Connect Success (All User) % | Connect Fail % | Connect No Response % | Time (Sec) | Event Count | Success User Count | Non-Success User Count | Only Fail User Cour |
| NO DATA            |                   | 72.43%                       | 1.70%          | 26.64%                | 10.97      | 4121        | 2953               | 3510                   | 971                 |
|                    | 71.66%            | 72.43%                       | 1.70%          | 26.64%                | 10.97      | 4121        | 2953               | 3510                   | 971                 |
| SKYWORTH TV        |                   | 98.76%                       |                |                       | 1.75       | 162         | 122                | 6                      | 12                  |
| GOOGLE             |                   | 99.57%                       |                | 0.44%                 | 1.88       | 2944        | 2540               | 73                     | 209                 |
| ANDROID TV         |                   | 99.24%                       | 0.11%          | 0.23%                 | 1.81       | 884         | 703                | 30                     | 74                  |
| XBOX               |                   | 99.81%                       |                | 0.40%                 | 1.77       | 753         | 646                | 20                     | 94                  |
| XIAOMI TV          |                   | 99.14%                       | 0.26%          | 0.26%                 | 1.91       | 379         | 323                | 19                     | 25                  |
| SHARP              |                   | 99.84%                       |                |                       | 1.74       | 304         | 273                | 4                      | 35                  |
| SONY               |                   | 98.40%                       | 0.04%          | 0.72%                 | 1.80       | 2639        | 2008               | 246                    | 242                 |
| PANASONIC          |                   | 99.93%                       |                | 0.18%                 | 3.65       | 543         | 468                | 14                     | 89                  |
| PHILIPS            |                   | 99.73%                       | 0.17%          | 0.17%                 | 1.84       | 1170        | 941                | 23                     | 89                  |
| NOT SET            |                   | 99.67%                       | 0.02%          | 0.16%                 | 1.80       | 4990        | 4047               | 117                    | 493                 |
| FIRE TV            |                   | 99.64%                       |                | 0.13%                 | 1.76       | 3008        | 2342               | 95                     | 314                 |
| VIZIO              |                   | 99.27%                       | 0.07%          | 0.20%                 | 1.87       | 3028        | 2403               | 84                     | 196                 |
| ROKU               |                   | 99.86%                       |                | 0.18%                 | 1.59       | 3887        | 2862               | 48                     | 375                 |
| LG                 |                   | 98.56%                       | 0.04%          | 0.42%                 | 1.75       | 5700        | 4520               | 376                    | 413                 |
| Total              | 97.77%            | 97.34%                       | 0.14%          | 2.09%                 | 2.42       | 62430       | 42105              | 5255                   | 5490                |



| click_result     | CONNECT FAIL |             |            | CONNECT SUCCESS |             |            | NO RESPONSE |             |            | Total      |             |            |
|------------------|--------------|-------------|------------|-----------------|-------------|------------|-------------|-------------|------------|------------|-------------|------------|
|                  | Time (Sec)   | Event Count | User Count | Time (Sec)      | Event Count | User Count | Time (Sec)  | Event Count | User Count | Time (Sec) | Event Count | User Count |
| ANDROID TV       | 19.00        | 3           | 3          | 1.87            | 1477        | 703        | 7.85        | 20          | 9          | 1.98       | 1500        | 704        |
| AOC              |              |             |            | 2.00            | 43          | 13         |             |             |            | 2.00       | 43          | 13         |
| BEYOND TV        |              |             |            | 1.86            | 403         | 209        |             |             |            | 1.86       | 403         | 209        |
| BOUYGUES TELECOM |              |             |            | 1.78            | 63          | 40         |             |             |            | 1.78       | 63          | 40         |
| CAIXUN           |              |             |            | 1.83            | 12          | 8          |             |             |            | 1.83       | 12          | 8          |
| CHROMECAST       | 13.33        | 6           | 5          | 2.01            | 14013       | 4368       | 8.62        | 116         | 41         | 2.07       | 14135       | 4370       |
| DECODEUR TV      |              |             |            | 2.31            | 13          | 7          |             |             |            | 2.31       | 13          | 7          |
| DISH             |              |             |            | 2.09            | 129         | 90         | 6.67        | 3           | 2          | 2.20       | 132         | 90         |
| FIRE TV          | 13.50        | 4           | 3          | 1.87            | 5563        | 2343       | 12.44       | 64          | 27         | 2.00       | 5631        | 2343       |
| FPT              |              |             |            | 1.50            | 4           | 2          |             |             |            | 1.50       | 4           | 2          |
| GOOGLE           | 12.08        | 13          | 8          | 2.01            | 3905        | 2540       | 11.28       | 95          | 28         | 2.26       | 4013        | 2546       |
| HISENSE          | 13.50        | 2           | 2          | 1.99            | 4321        | 1433       | 9.33        | 43          | 20         | 2.07       | 4366        | 1433       |
| HITACHI          |              |             |            | 1.88            | 225         | 65         | 8.00        | 1           | 1          | 2.02       | 226         | 65         |
| Total            | 12.73        | 194         | 166        | 2.18            | 167201      | 42134      | 10.69       | 4029        | 1654       | 2.39       | 171424      | 42695      |



Funnel

All

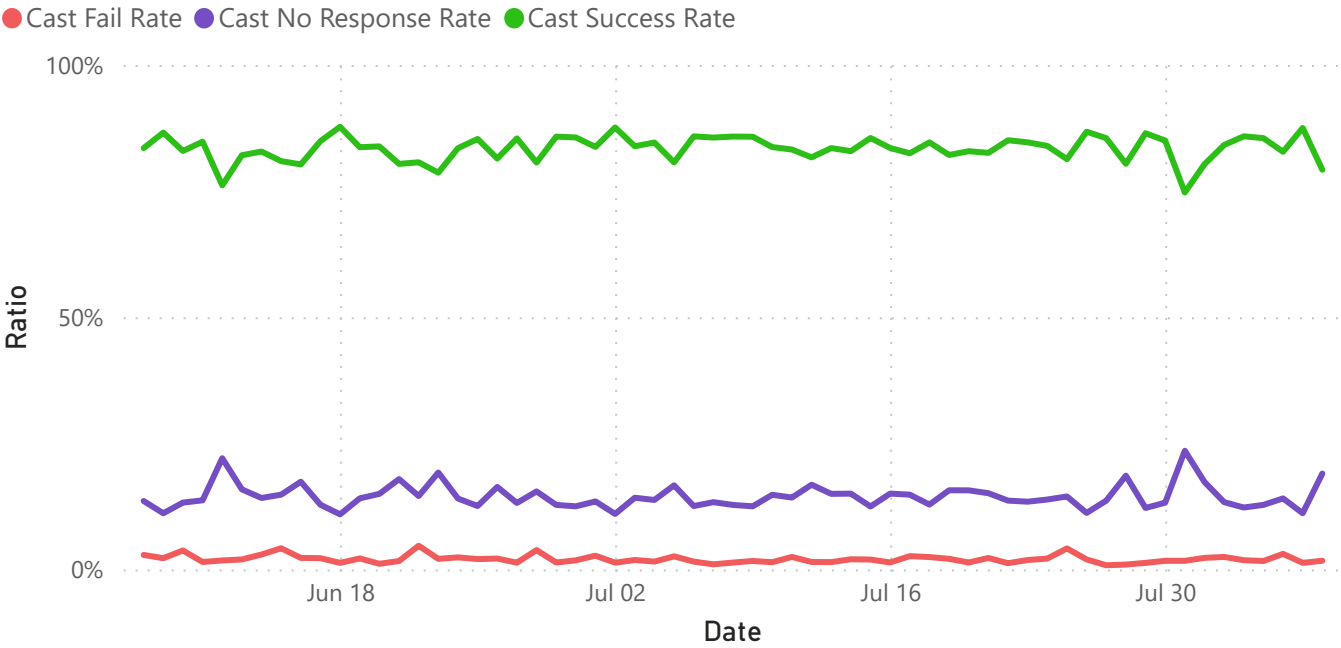
TV Brand

All

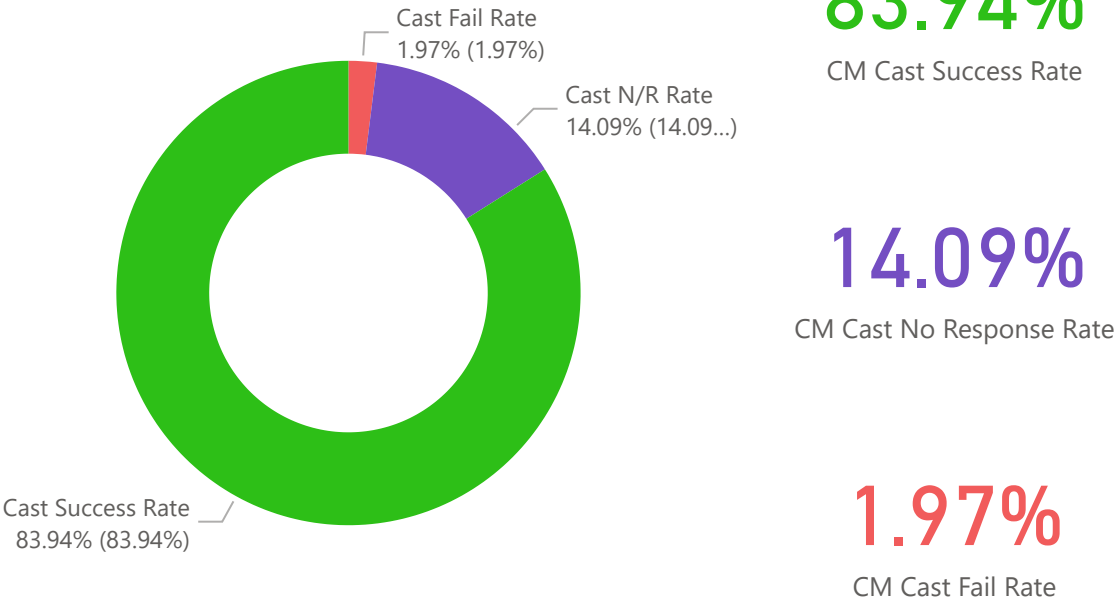
Cast Click Type

All

Cast Fail Rate, Cast No Response Rate and Cast Success Rate by Date

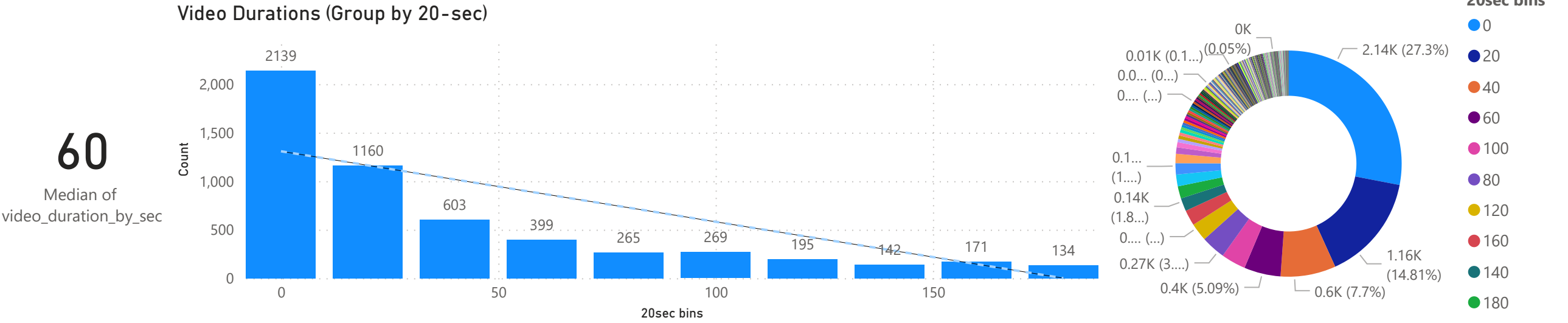


Cast Fail Rate, Cast N/R Rate and Cast Success Rate



| Funnel     | CM Cast Success Rate | CM Cast Fail Rate | CM Cast No Response Rate | AVG Time (by Sec) | Event Count | Success User Count | Non-Success User Count | User Count |
|------------|----------------------|-------------------|--------------------------|-------------------|-------------|--------------------|------------------------|------------|
| CAST MUSIC | 20.78%               | 4.67%             | 74.55%                   | 41.11             | 1006        | 51                 | 250                    | 301        |
| AUTO NEXT  | 81.08%               | 18.92%            |                          | 19.54             | 185         | 44                 | 10                     | 54         |
| CLICK      | 2.11%                | 1.05%             | 96.84%                   | 60.04             | 569         | 8                  | 247                    | 255        |
| SWIPE      | 18.65%               | 2.38%             | 78.97%                   | 14.22             | 252         | 18                 | 76                     | 94         |
| CAST PHOTO | 86.13%               | 1.55%             | 12.32%                   | 6.34              | 989675      | 18746              | 2366                   | 21112      |
| AUTO NEXT  | 98.43%               | 1.57%             |                          | 12.10             | 321975      | 8709               | 765                    | 9474       |
| CLICK      | 85.98%               | 2.53%             | 11.49%                   | 6.46              | 170468      | 18312              | 2762                   | 21074      |
| SWIPE      | 78.21%               | 1.20%             | 20.58%                   | 2.57              | 497232      | 8975               | 1588                   | 10563      |
| CAST VIDEO | 71.48%               | 4.43%             | 24.09%                   | 49.12             | 168738      | 10261              | 2350                   | 12611      |
| AUTO NEXT  | 95.20%               | 4.80%             |                          | 75.25             | 82312       | 9004               | 696                    | 9700       |
| CLICK      | 35.06%               | 7.77%             | 57.17%                   | 29.12             | 34182       | 1855               | 3734                   | 5589       |
| SWIPE      | 57.93%               | 1.67%             | 40.40%                   | 21.02             | 52244       | 3914               | 1372                   | 5286       |
| Total      | 83.94%               | 1.97%             | 14.09%                   | 12.59             | 1159419     | 24526              | 3899                   | 28425      |

Cast Video: Video Duration Record





Date

6/8/2023

8/7/2023

Type

All

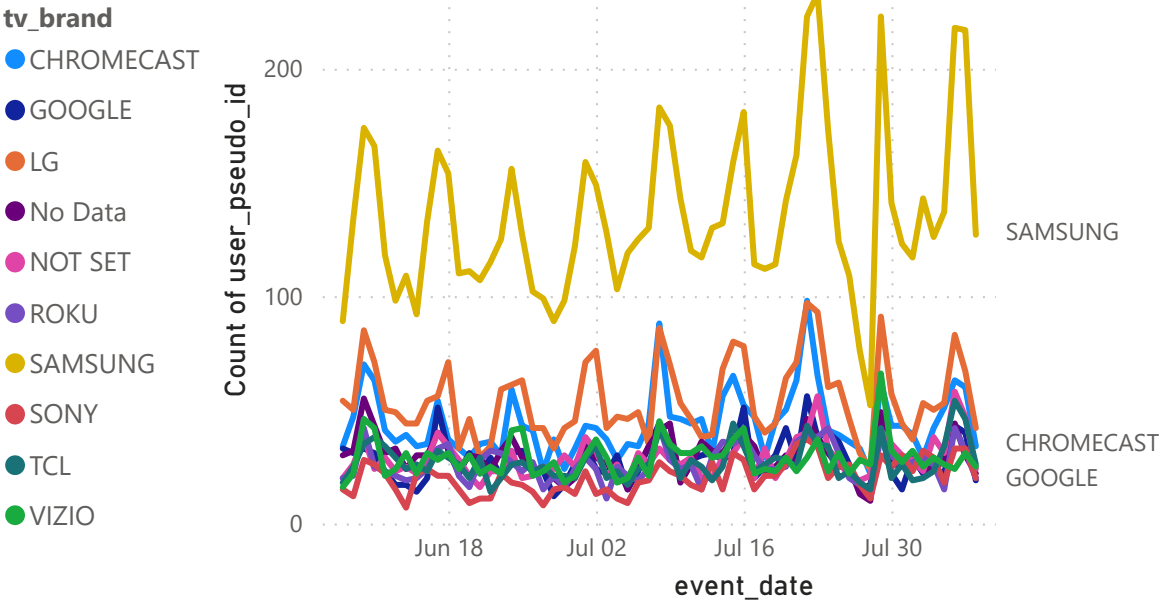
tv\_brand

All

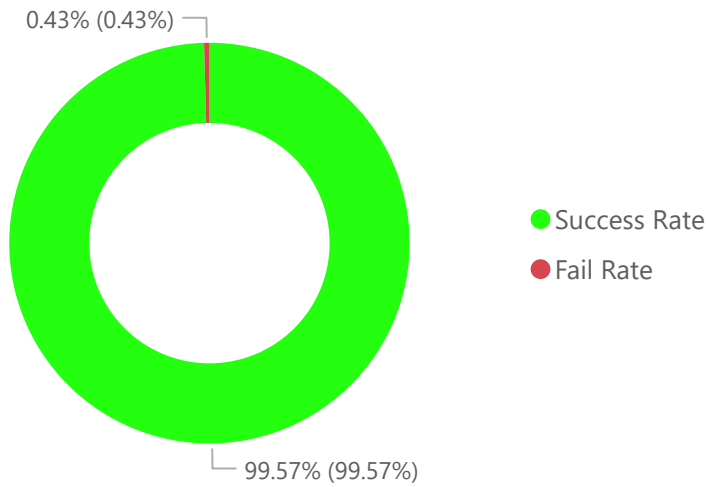
version

All

Count of user\_pseudo\_id by event\_date and tv\_brand



Success Rate and Fail Rate



Clear all slicers

22190

Total user

99.57%

Success Rate

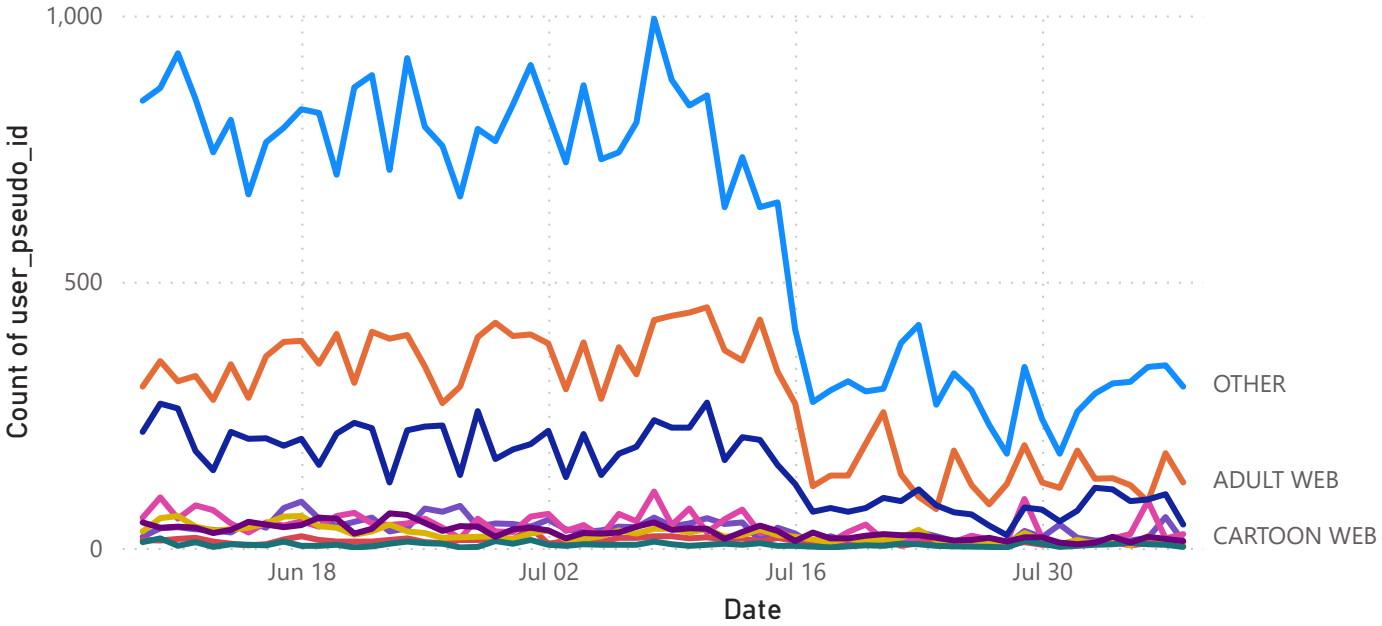
0.43%

Fail Rate

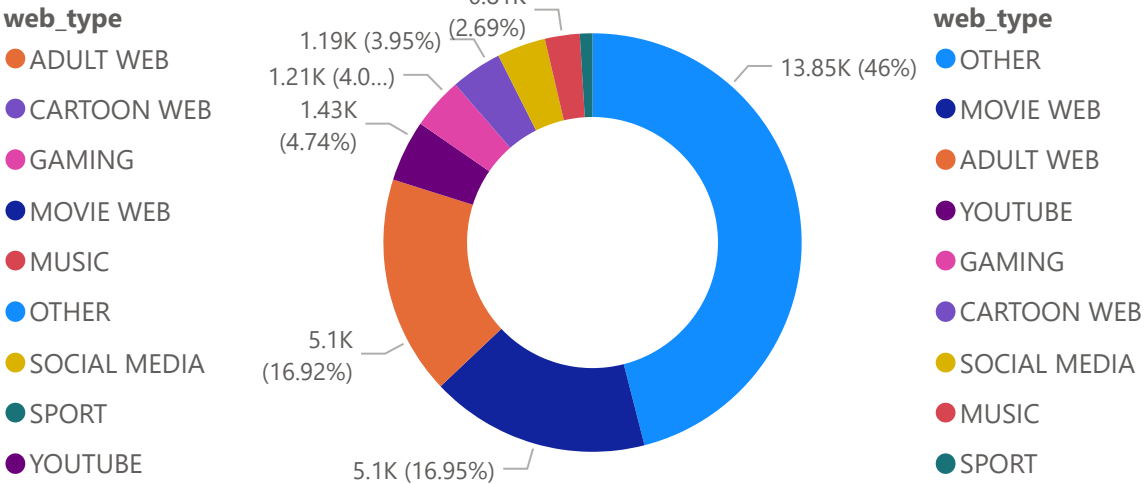
Kết quả truy cập Web Cast theo TV Brand

| Type       | ACCESS          |              |                         |                     |                | CAST            |              |                         |                     |          |
|------------|-----------------|--------------|-------------------------|---------------------|----------------|-----------------|--------------|-------------------------|---------------------|----------|
| tv_brand   | WC Success Rate | WC Fail Rate | Count of user_pseudo_id | Count of event_name | AVG time spend | WC Success Rate | WC Fail Rate | Count of user_pseudo_id | Count of event_name | AVG time |
| SAMSUNG    | 99.78%          | 0.22%        | 6015                    | 6959                | 84.28          | 95.36%          | 4.64%        | 694                     | 1292                |          |
| LG         | 99.54%          | 0.46%        | 2527                    | 2856                | 92.42          | 100.00%         |              | 364                     | 481                 |          |
| CHROMECAST | 99.59%          | 0.41%        | 2008                    | 2217                | 128.93         | 100.00%         |              | 332                     | 468                 |          |
| No Data    | 99.72%          | 0.28%        | 1573                    | 1812                | 229.96         |                 |              |                         |                     |          |
| NOT SET    | 99.73%          | 0.27%        | 1391                    | 1486                | 107.64         | 100.00%         |              | 219                     | 268                 |          |
| GOOGLE     | 99.72%          | 0.28%        | 1282                    | 1448                | 138.65         | 100.00%         |              | 194                     | 272                 |          |
| VIZIO      | 99.86%          | 0.14%        | 1099                    | 1445                | 113.74         | 100.00%         |              | 179                     | 317                 |          |
| TCL        | 99.82%          | 0.18%        | 1141                    | 1630                | 127.84         | 100.00%         |              | 26                      | 26                  |          |
| ROKU       | 99.69%          | 0.31%        | 1121                    | 1615                | 177.97         | 100.00%         |              | 1                       | 1                   |          |
| SONY       | 99.61%          | 0.39%        | 862                     | 1019                | 129.92         | 100.00%         |              | 107                     | 236                 |          |
| FIRE TV    | 100.00%         |              | 751                     | 863                 | 100.35         | 100.00%         |              | 65                      | 77                  |          |
| HISENSE    | 99.89%          | 0.11%        | 666                     | 916                 | 96.06          | 100.00%         |              | 49                      | 63                  |          |
| PHILIPS    | 99.66%          | 0.34%        | 469                     | 584                 | 181.59         | 100.00%         |              | 60                      | 87                  |          |
| ANDROID TV | 100.00%         |              | 364                     | 394                 | 98.78          | 100.00%         |              | 68                      | 90                  |          |
| XBOX       | 99.49%          | 0.51%        | 192                     | 197                 | 131.70         | 100.00%         |              | 6                       | 6                   |          |
| PANASONIC  | 100.00%         |              | 165                     | 170                 | 77.56          | 100.00%         |              | 3                       | 3                   |          |
| XIAOMI TV  | 100.00%         |              | 145                     | 156                 | 78.40          | 100.00%         |              | 21                      | 22                  |          |
| SHARP      | 99.39%          | 0.61%        | 141                     | 163                 | 143.40         | 100.00%         |              | 6                       | 6                   |          |
| BEYOND TV  | 100.00%         |              | 103                     | 108                 | 122.00         | 100.00%         |              | 13                      | 14                  |          |
| Total      | 99.74%          | 0.26%        | 21299                   | 26329               | 94.66          | 98.42%          | 1.58%        | 2304                    | 3788                |          |

Số lượng user sử dụng Web Cast theo brand TV



Kết quả số lượng user truy cập theo web type



Clear all slicers

Date

Count of user\_pseudo\_id by event\_date and tv\_brand

6/8/2023

8/6/2023

Method

All

tv\_brand

All

version

All

tv\_brand

CHROMECAST

FIRE TV

GOOGLE

LG

NOT SET

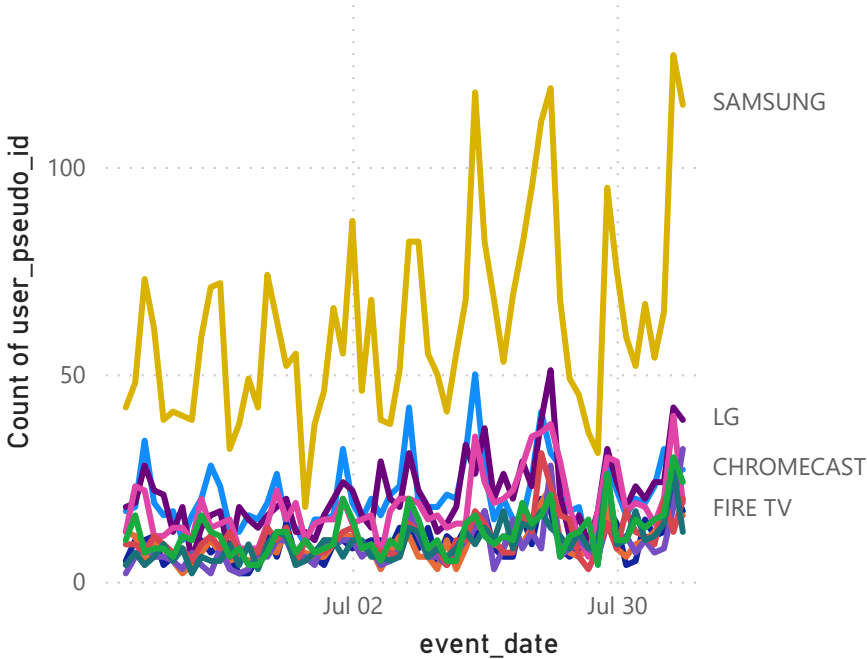
ROKU

SAMSUNG

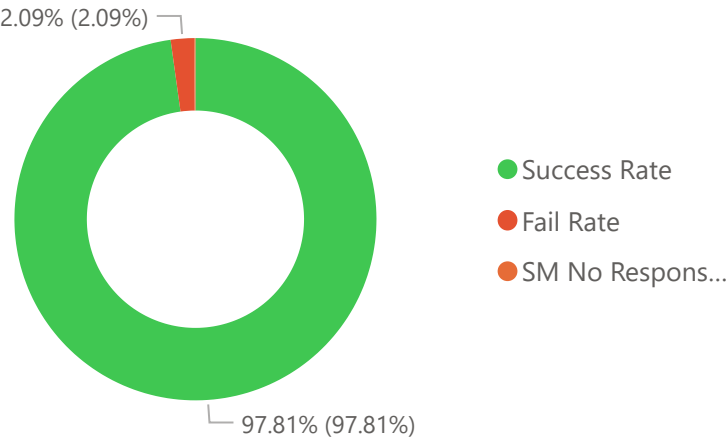
SONY

TCL

VIZIO



Success Rate, Fail Rate and SM No Response Rate



12168

Total user

97.81%

SM Success Rate

2.09%

SM Fail Rate

0.11%

SM No Response Rate

| Method     | Direct          |              |                     |                       |             |                       |                | ID code         |              |                     |   |
|------------|-----------------|--------------|---------------------|-----------------------|-------------|-----------------------|----------------|-----------------|--------------|---------------------|---|
| tv_brand   | SM Success Rate | SM Fail Rate | SM No Response Rate | SM Success (All User) | Event count | SM Success User Count | AVG time spend | SM Success Rate | SM Fail Rate | SM No Response Rate | S |
| SAMSUNG    | 99.04%          | 0.96%        |                     | 99.05%                | 2609        | 2156                  | 216.47         | 92.78%          | 7.22%        |                     |   |
| CHROMECAST | 99.18%          | 0.82%        |                     | 98.89%                | 1095        | 786                   | 317.94         | 80.25%          | 19.75%       |                     |   |
| LG         | 100.00%         |              |                     | 100.00%               | 1218        | 894                   | 204.88         | 37.50%          | 62.50%       |                     |   |
| NOT SET    | 98.75%          | 1.25%        |                     | 98.47%                | 878         | 695                   | 242.09         | 75.22%          | 23.89%       | 0.88%               |   |
| VIZIO      | 100.00%         |              |                     | 100.00%               | 695         | 485                   | 269.92         |                 |              |                     |   |
| SONY       | 99.66%          | 0.34%        |                     | 99.31%                | 587         | 423                   | 259.06         | 68.00%          | 32.00%       |                     |   |
| FIRE TV    | 99.10%          | 0.90%        |                     | 98.93%                | 555         | 456                   | 246.41         | 100.00%         |              |                     |   |
| TCL        | 99.78%          | 0.22%        |                     | 99.74%                | 465         | 383                   | 178.19         | 75.00%          | 25.00%       |                     |   |
| GOOGLE     | 99.62%          | 0.38%        |                     | 99.51%                | 531         | 395                   | 340.46         |                 | 100.00%      |                     |   |
| ROKU       | 99.54%          | 0.46%        |                     | 99.45%                | 438         | 351                   | 347.38         |                 |              |                     |   |
| HISENSE    | 98.64%          | 1.36%        |                     | 98.98%                | 369         | 284                   | 205.49         | 94.12%          |              | 5.88%               |   |
| PHILIPS    | 100.00%         |              |                     | 100.00%               | 191         | 138                   | 247.88         | 66.67%          | 33.33%       |                     |   |
| ANDROID TV | 100.00%         |              |                     | 100.00%               | 175         | 106                   | 101.17         |                 |              |                     |   |
| Total      | 99.30%          | 0.70%        |                     | 99.25%                | 10230       | 7008                  | 225.48         | 86.83%          | 12.73%       | 0.44%               |   |

Clear all slicers



The chart displays a constant vaccination rate of 100% from June 18 to July 30. The y-axis is labeled with percentages: 80%, 100%, and 120%. The x-axis is labeled 'event\_date' with markers for Jun 18, Jul 02, Jul 16, and Jul 30. The area under the line is filled with a solid blue color.



Fail Rate

| Type       | DRAWING         |              |            |                | LIVE CAMERA     |  |
|------------|-----------------|--------------|------------|----------------|-----------------|--|
| tv_brand   | WS Success Rate | WS Fail Rate | User_count | AVG time spend | WS Success Rate |  |
| SAMSUNG    | 100.00%         |              | 15         | 181.36         | 100.00%         |  |
| LG         | 100.00%         |              | 18         | 245.68         | 100.00%         |  |
| CHROMECAST | 100.00%         |              | 5          | 476.40         | 100.00%         |  |
| SONY       | 100.00%         |              | 11         | 195.82         | 100.00%         |  |
| FIRE TV    | 100.00%         |              | 3          | 162.53         | 100.00%         |  |
| TCL        | 100.00%         |              | 8          | 200.48         | 100.00%         |  |
| VIZIO      | 100.00%         |              | 8          | 321.57         | 100.00%         |  |
| NOT SET    |                 |              |            |                | 100.00%         |  |
| GOOGLE     | 100.00%         |              | 7          | 194.98         | 100.00%         |  |
| ROKU       | 100.00%         |              | 7          | 277.12         | 100.00%         |  |
| PHILIPS    | 100.00%         |              | 1          | 22.22          | 100.00%         |  |
| HISENSE    | 100.00%         |              | 2          | 357.08         | 100.00%         |  |
| No Data    |                 |              |            |                |                 |  |
| XIAOMI TV  | 100.00%         |              | 2          | 358.55         | 100.00%         |  |
| ANDROID TV |                 |              |            |                | 100.00%         |  |
| PANASONIC  |                 |              |            |                | 100.00%         |  |
| Total      | 100.00%         |              | 73         | 269.02         | 100.00%         |  |

The chart displays the count of user\_pseudo\_id for various events over time. The y-axis represents the count, ranging from 1 to 6. The x-axis represents the event\_date, spanning from June 18 to July 30. Multiple colored lines represent different events, with a legend on the right showing 'NOT SET' (grey) and 'CHROMECAST' (light blue). The lines show significant fluctuations, with several peaks reaching counts of 4 or 5. The 'CHROMECAST' event is consistently at the bottom, with a count of 1.

THỐNG KÊ DEVICE QUÉT ĐƯỢC TRONG DEVICE LIST CỦA USER

App Version  
All

Country  
All

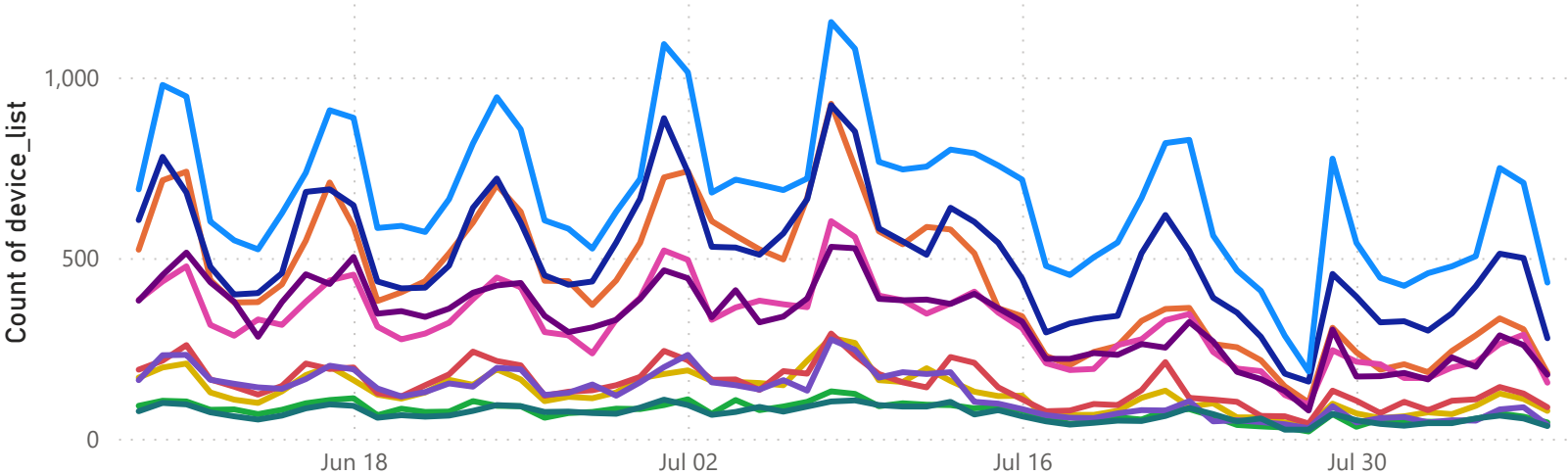
tv\_brand  
All

6/8/2023

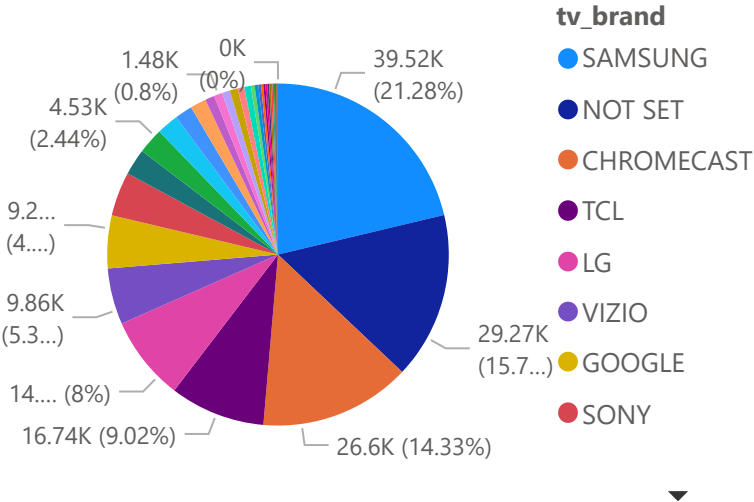
8/7/2023

Total user by TV brand

tv\_brand CHROMECAST GOOGLE LG NOT SET ROKU SAMSUNG SONY TCL VIZIO XBOX



Count of user\_pseudo\_id by tv\_brand



Date

| tv_brand   | User count |
|------------|------------|
| SAMSUNG    | 39519      |
| NOT SET    | 29266      |
| CHROMECAST | 26600      |
| TCL        | 16743      |
| LG         | 14862      |
| VIZIO      | 9856       |
| GOOGLE     | 9271       |
| SONY       | 7754       |
| XBOX       | 4600       |
| ROKU       | 4527       |
| SONOS      | 3818       |
| Total      | 124496     |