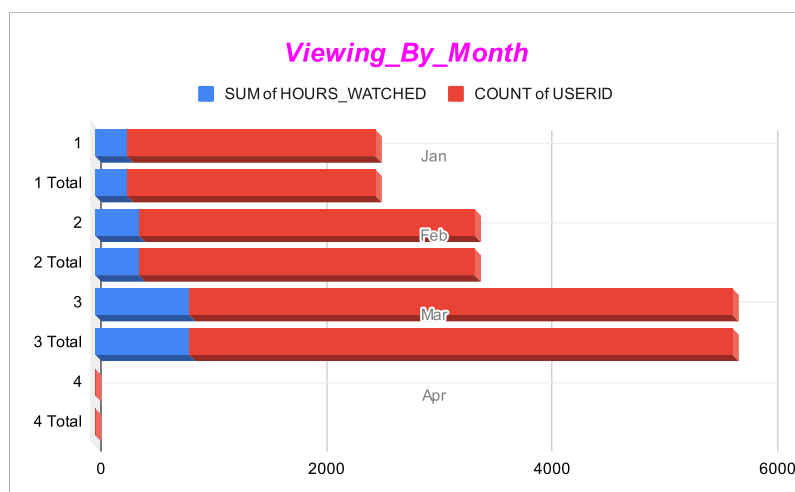
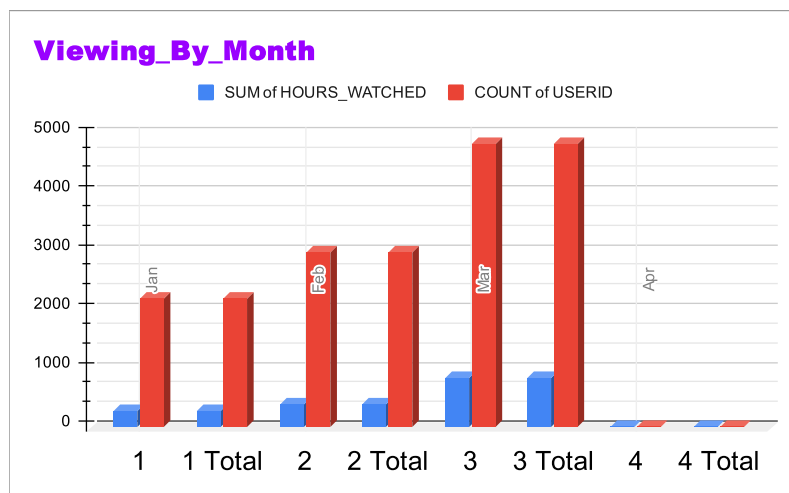


MONTH_NUM	WATCH_MONTH	SUM of HOURS_COUNT of USER	
1	Jan	291.198338	2199
1 Total		291.198338	2199
2	Feb	392.930264	2980
2 Total		392.930264	2980
3	Mar	838.792237	4816
3 Total		838.792237	4816
4	Apr	0.159722	5
4 Total		0.159722	5
Grand Total		1523.080561	10000



Viewing by month Insights

February and March have the highest consumption.

January has the lightest viewership.

April shows a drop.

Interpretation

Month to month variation could be due to:

Holidays periods

New content season released

Subscriber promos

Business Insights

Introduce new content or promotions in months where viewership drops.

Maintain momentum by releasing top shows early in the year(Feb-Mar).