



Global Market Overview

User Distribution & Retention Performance

8,000

Total Users

25.89%

Churn Rate

74.78%

Paid Subscribers

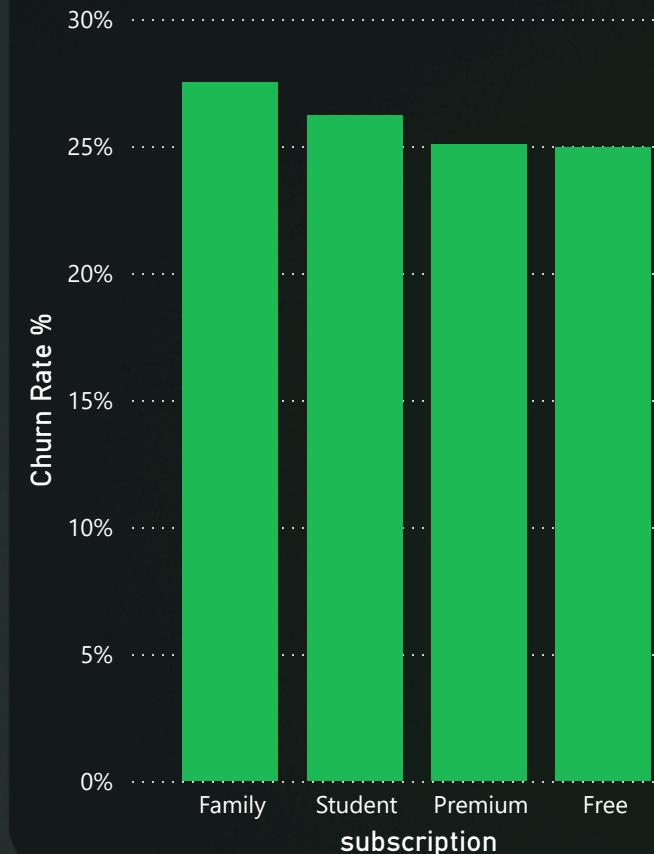
2.57

hrs / day

Average Listening Time

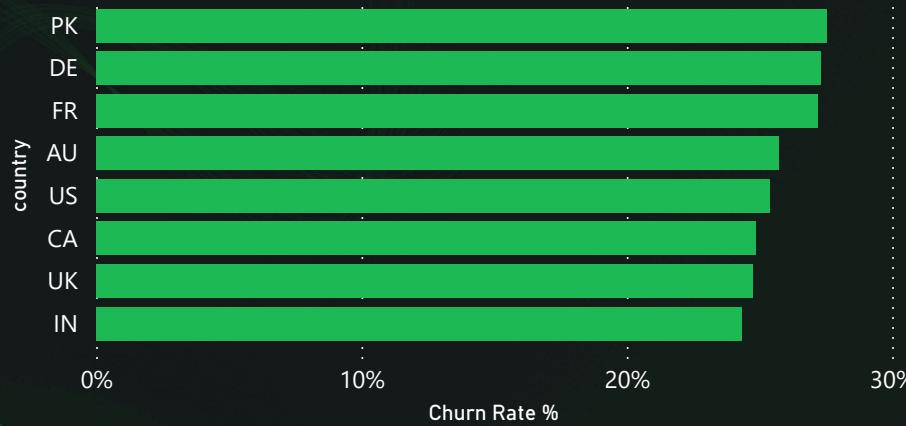
Churn Risk by Plan

Cancellation Rate Across Tiers



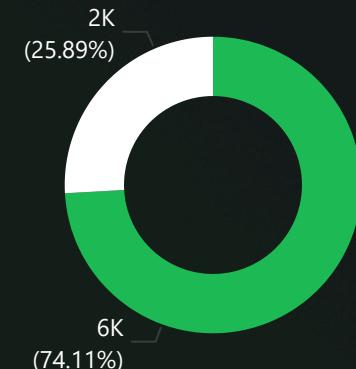
Global Churn Distribution

Churn Rate by Country



Customer Retention Status

Retained Vs Churned Split



Churn statuses

● Retained

● Churned



User Engagement & Behavior

Listening Patterns & Ad Tolerance Analysis

subscription

All

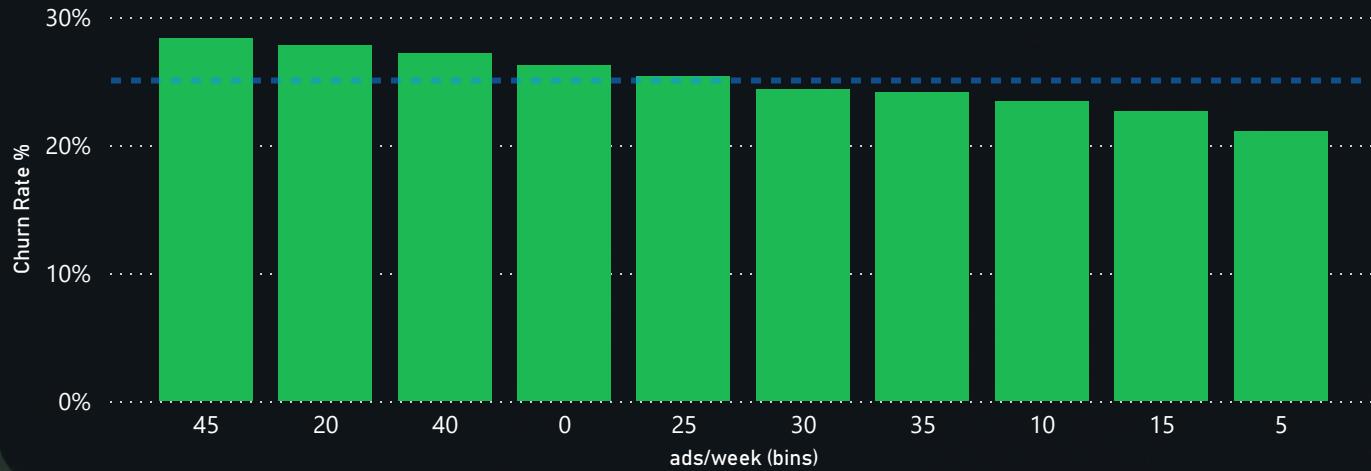
Device Engagement Profile

Device Type	Total Users	Churn Rate %	Average listening time
Mobile	2,599	26.89%	150.24
Desktop	2,778	25.74%	156.27
Web	2,623	25.05%	155.54
Total	8,000	25.89%	154.07

30.01%
Average Skip Rate

Ad Impact ON Retention

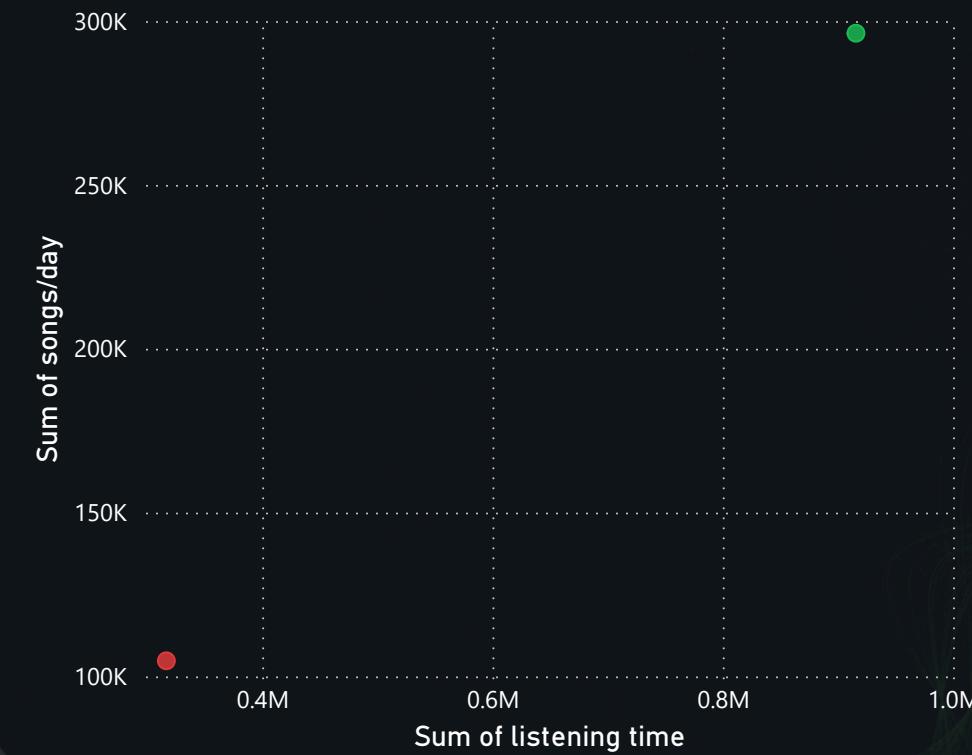
Churn Rate by Weekly Ad Frequency



Listening Habits Vs Churn

Activity Levels of Retained Vs Lost Users

Churn status: ● Churned ● Retained





Audience Demographics

User Segmentation by Age, Gender, Plan

74.1%

Retention Rate

Male

Top gender

38 Yrs

Average Age

Churn Trends by Age
Cancellation Rate by Age Group



Premium

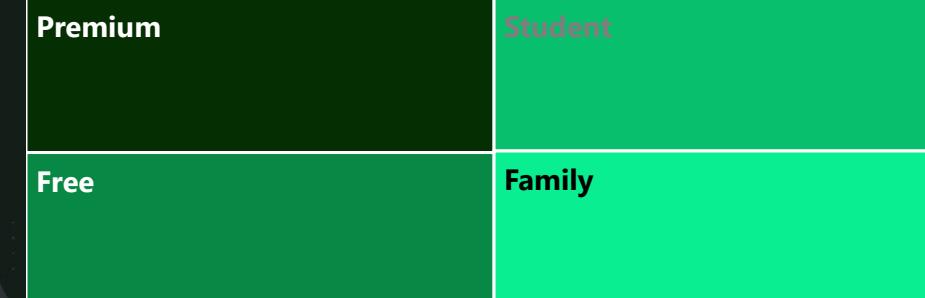
Most Popular Plan

AU

Top Market

User Distribution by Plan

Total Users per Subscription Type



Retention by Gender

Retained Vs Lost Users Split

Churn status: ● Churned ● Retained

gender

Male

Female

Other

0%

50%

100%

Total Users