



# Global Market Overview

## User Distribution & Retention Performance

8,000

Total Users

25.89%

Churn Rate

74.78%

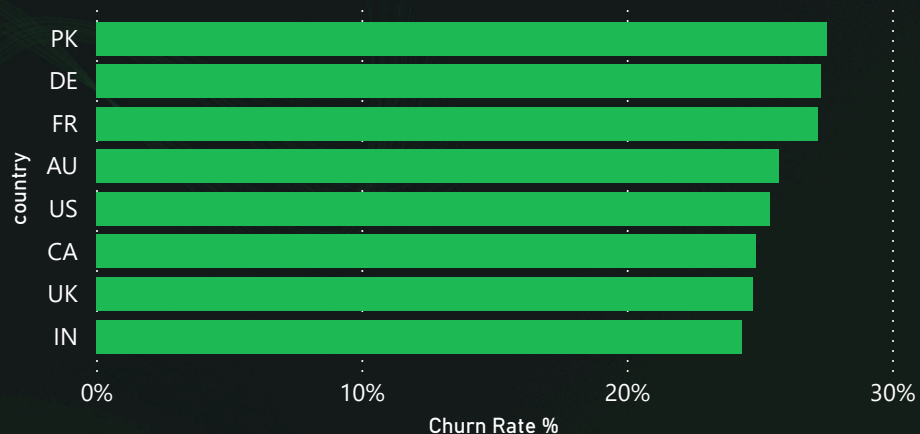
Paid Subscribers

2.57 hrs / day

Average Listening Time

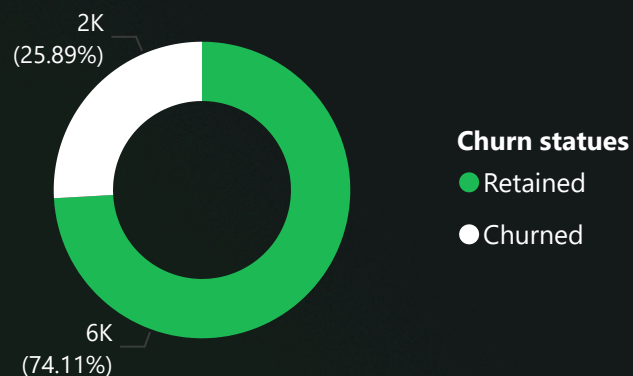
### Global Churn Distribution

Churn Rate by Country



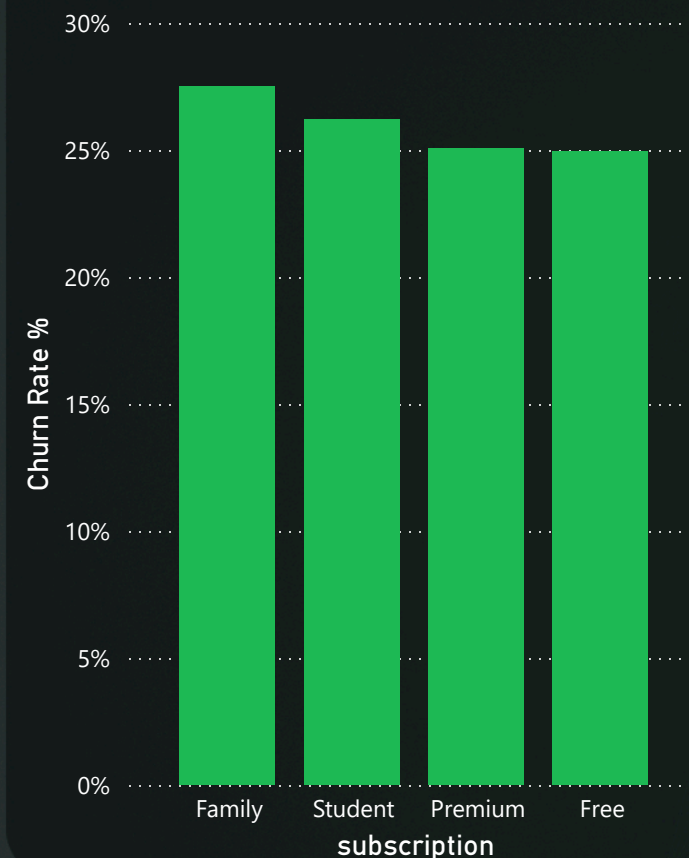
### Customer Retention Status

Retained Vs Churned Split



### Churn Risk by Plan

Cancellation Rate Across Tiers





# User Engagement & Behavior

## Listening Patterns & Ad Toletance 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
<b>Total</b>	<b>8,000</b>	<b>25.89%</b>	<b>154.07</b>

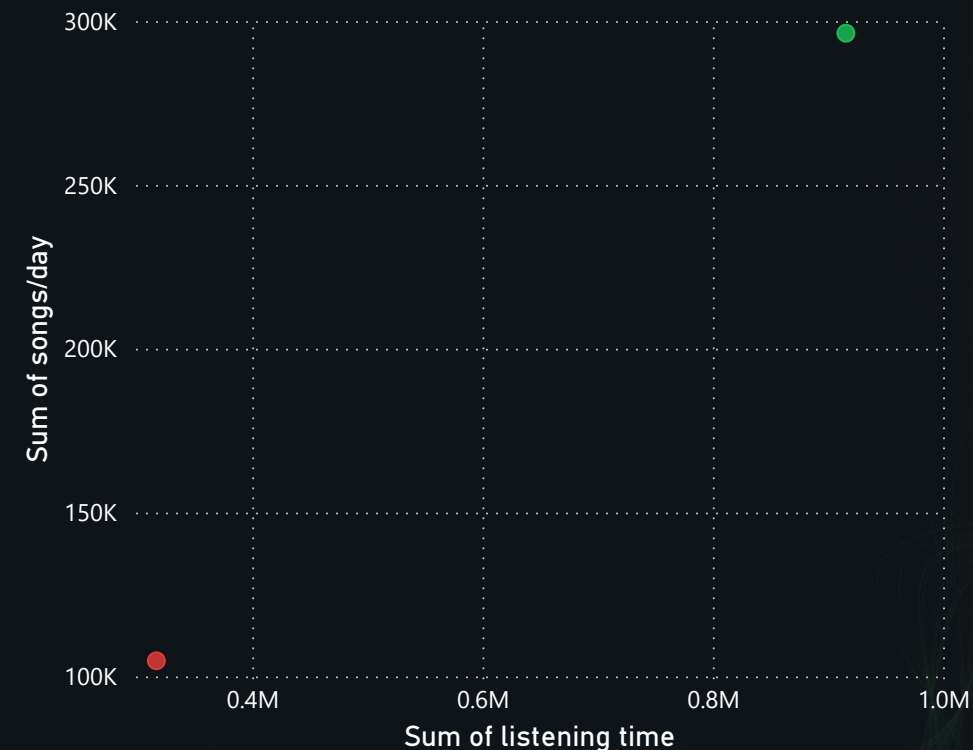
# 30.01%

Average Skip Rate

### Listening Habits Vs Churn

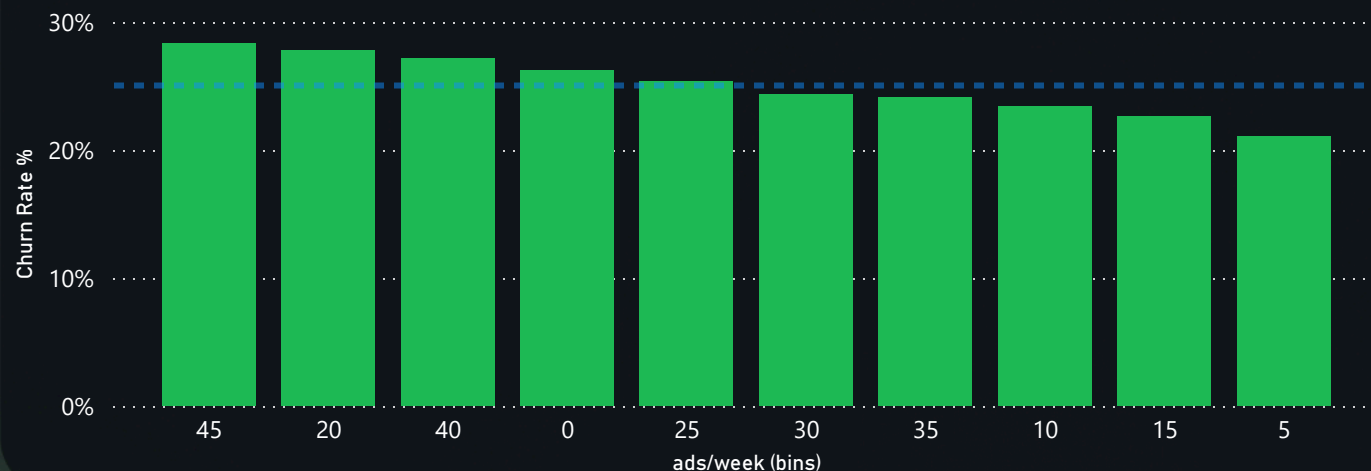
Activity Levels of Retained Vs Lost Users

Churn statues ● Churned ● Retained



### Ad Impact ON Retention

Churn Rate by Weekly Ad Frequency



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# Audience Demographics

## User Segmentation by Age, Gender, Plan

74.1%

Retention Rate

Male

Top gender

38 Yrs

Average Age

Premium

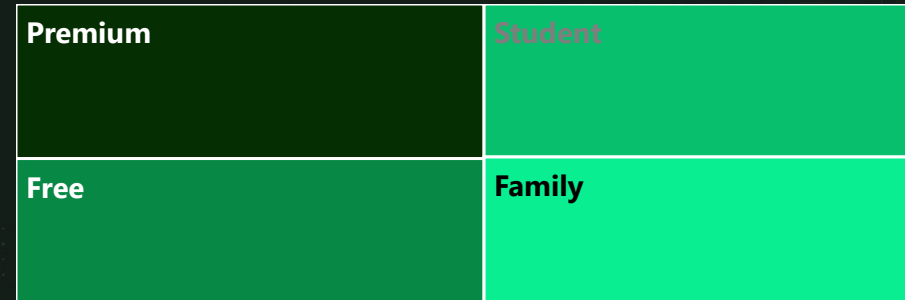
Most Popular Plan

AU

Top Market

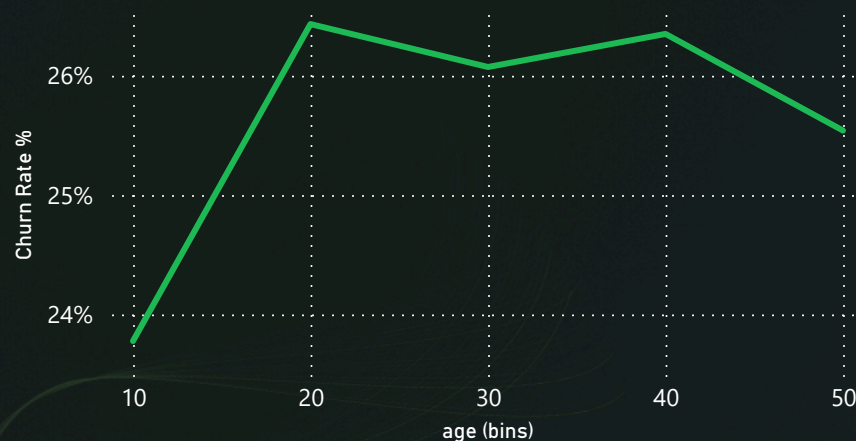
### User Distribution by Plan

Total Users per Subscription Type



### Churn Trends by Age

Cancellation Rate by Age Group



### Retention by Gender

Retained Vs Lost Users Split

Churn statuses ● Churned ● Retained

