



PulsePlay
streaming • analytics

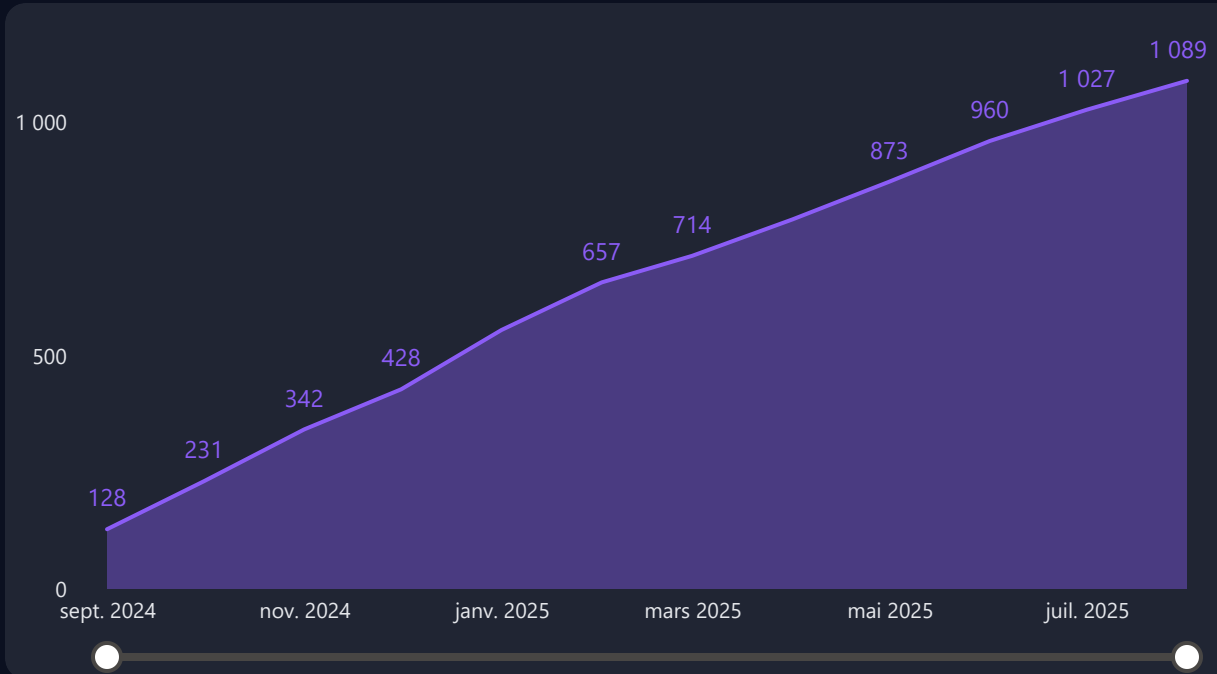
MAU
1K

DAU
2K

STICKINESS
1,74

WATCHIME (HR)
4,70K

MAU PER MONTH



Monthly DAU

1 089✓

Prev Month: 1 045 (+4.21 %)

Monthly Stickiness

1,02!

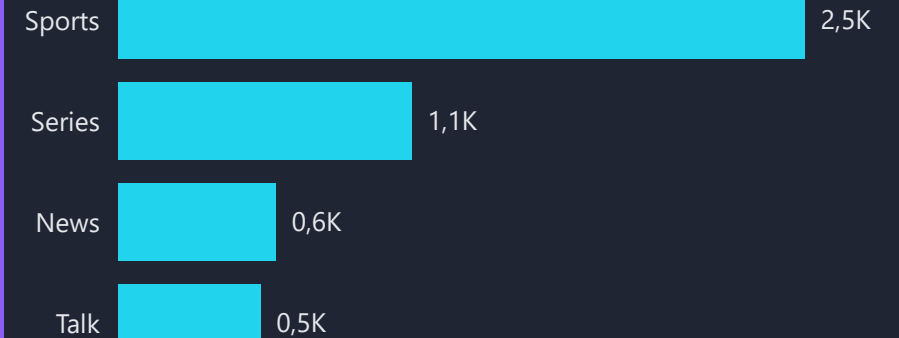
Prev Month: 1,02 (-0.19 %)

Monthly Watchtime

648✓

Prev Month: 595 (+8.77 %)

WATCHTIME PER GENRE



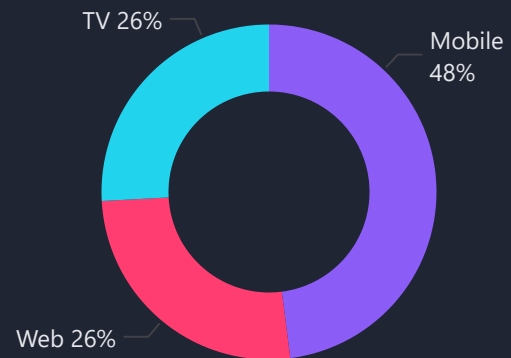
TOP 10 CONTENTS

Content	Watchtime (hours)	Completion %
Sports-Tennis #042	85	41,48 %
Sports-Basketball #031	84	44,23 %
Sports-Tennis #001	81	43,19 %
Sports-Basketball #080	79	44,84 %
Sports-Football #049	76	41,47 %
News-General #107	71	40,23 %
Sports-Football #006	71	43,95 %
Sports-Football #055	67	42,45 %
Sports-Football #085	62	41,05 %
Sports-Basketball #028	61	41,58 %

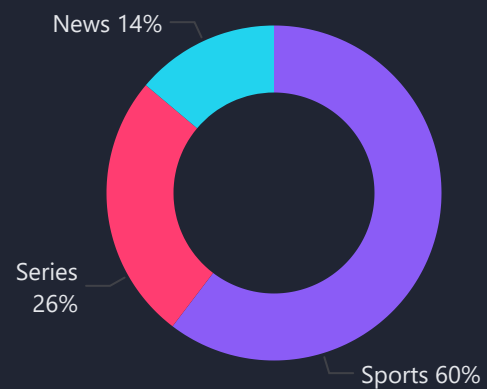


CONTENT

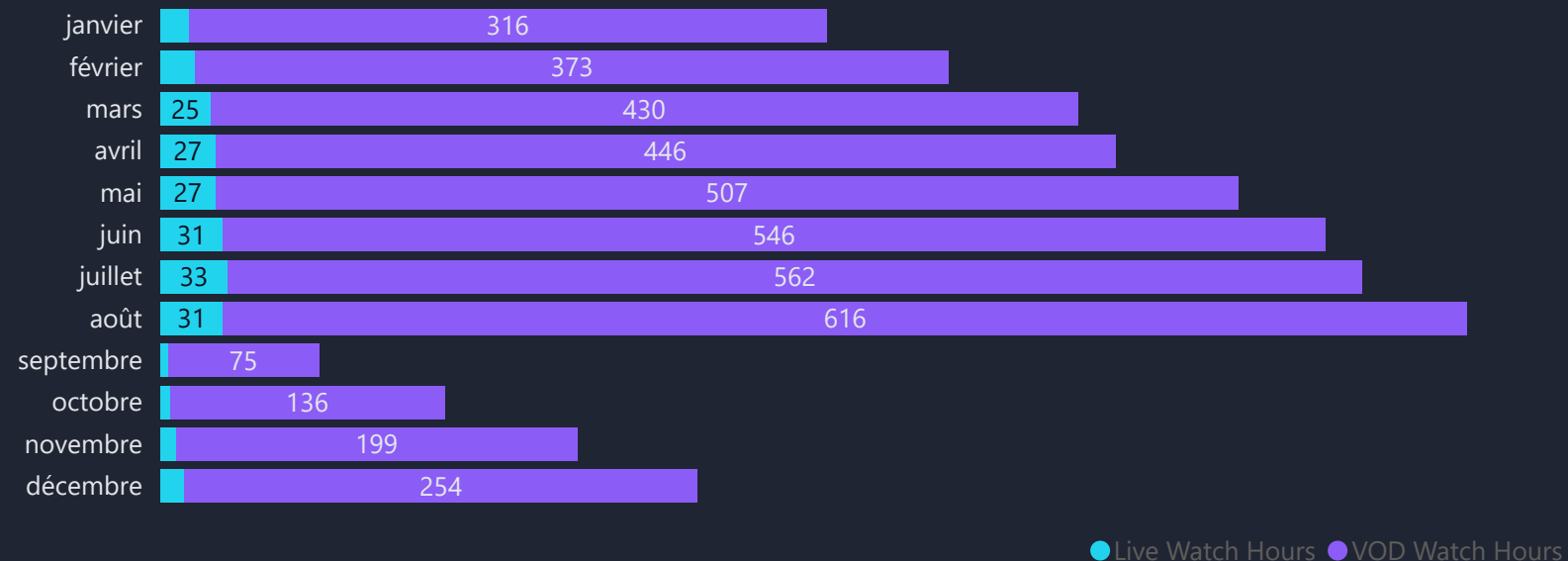
DEVICE



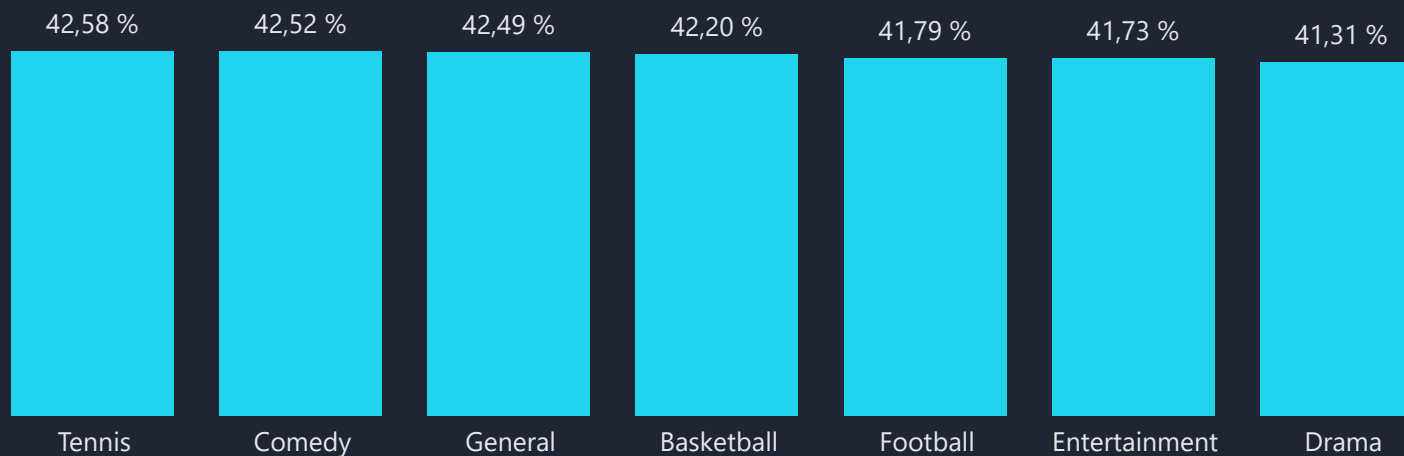
GENRE



LIVE VS VOD



COMPLETION RATE



ACQUISITION

TRIAL USERS

1K

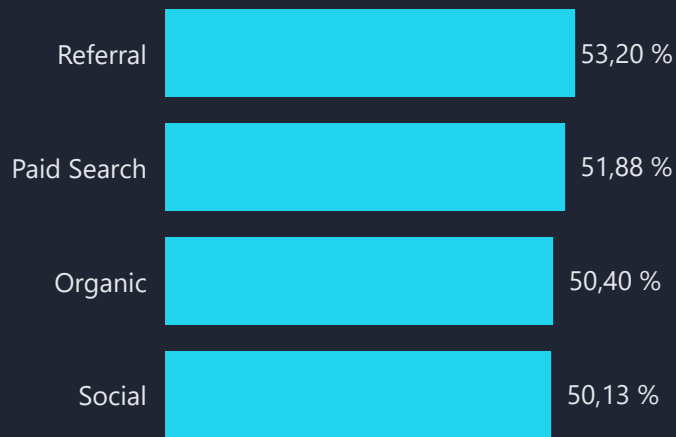
CONVERTED

770

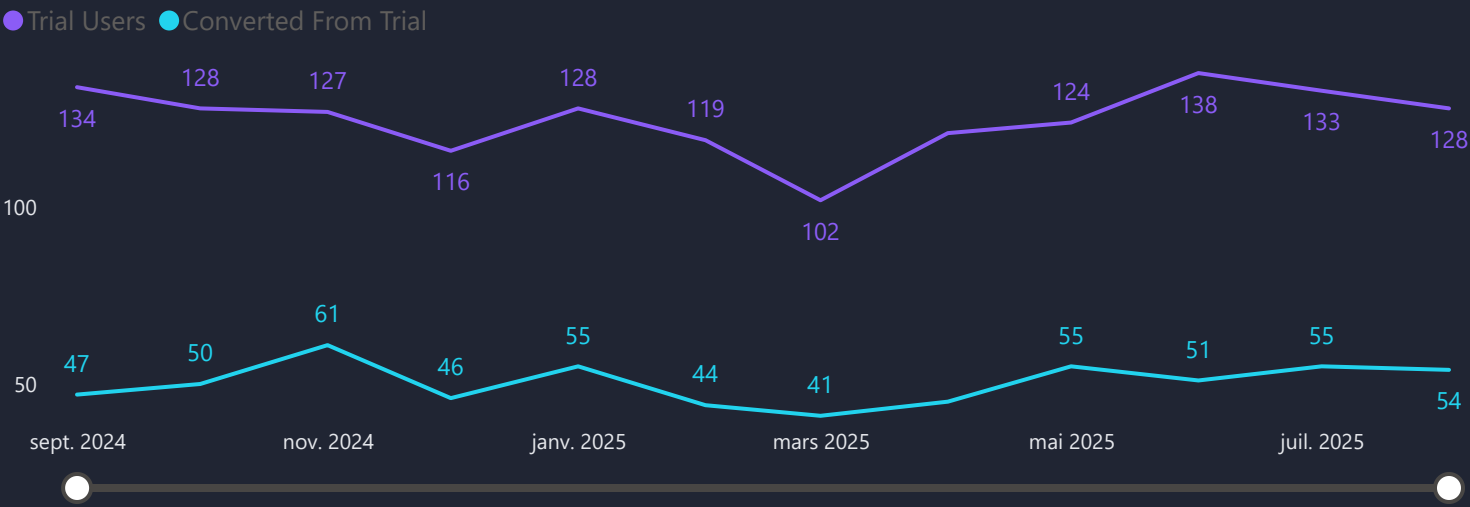
CONVERSION RATE

51,40 %

PAY RATE PER CHANNEL



CONVERSION TREND



Channel	Trial Users	Converted From Trial
Referral	391	208
Social	385	193
Organic	377	190
Paid Search	345	179

PLANS

