

Victorious Weekly Data Review

05/13/2015

Agenda

- Victorious KPIs
- ATV Launch Metrics and Analyses
- Recently Launched Apps – RH, TYT, NC
- Other Apps – EYK, GLG, FB
- A couple of analyses
- Next Steps

Summary

Victorious: iOS + Android

victorious

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	20,275	22,153	-8%	7,860	158%
DAU	58,065	57,715	1%	35,869	62%
D1	27.1%	31.5%	-14%	25.3%	7%
Registration Rate	50.1%	46.5%	8%	37.7%	33%

GLG: iOS + Android

glamlife

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	132	58	128%	72	83%
DAU	2,426	2,641	-8%	3,009	-19%
D1	29.3%	29.7%	-1%	35.8%	-18%
Registration Rate	28.8%	60.3%	-52%	30.6%	-6%

TYT: iOS + Android

TheYoungTurks

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	499	548	-9%	308	62%
DAU	1,917	2,134	-10%	1,086	77%
D1	25.5%	26.0%	-2%	23.8%	7%
Registration Rate	29.5%	33.6%	-12%	32.1%	-8%

NC: iOS + Android

NitroCircus

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	156	119	31%	337	-54%
DAU	564	585	-4%	1,035	-46%
D1	22.7%	21.2%	7%	17.6%	29%
Registration Rate	30.8%	33.6%	-8%	27.0%	14%

EYK: iOS + Android

eatyourkimchi

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	153	124	23%	232	-34%
DAU	3,596	3,096	16%	2,605	38%
D1	32.3%	23.5%	37%	24.8%	30%
Registration Rate	49.7%	63.7%	-22%	39.7%	25%

FB: iOS + Android

fitnessblend

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	594	514	16%	609	-2%
DAU	4,384	4,082	7%	4,685	-6%
D1	17.3%	16.9%	3%	17.5%	-1%
Registration Rate	29.0%	31.3%	-8%	29.4%	-1%

RH: iOS + Android

RyanHiga

	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	18,338	19,995	-8%	3,115	489%
DAU	43,523	43,180	1%	18,905	130%
D1	27.7%	32.8%	-16%	31.5%	-12%
Registration Rate	52.1%	47.9%	9%	60.5%	-14%

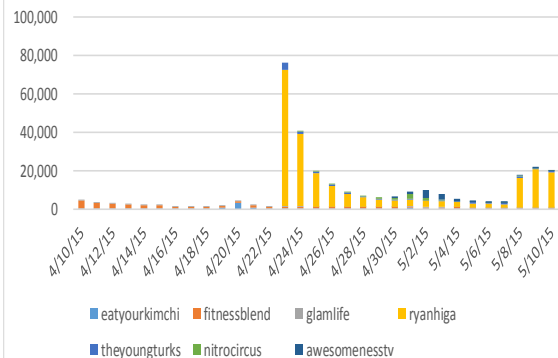
ATV: iOS + Android

AwesomenessTV

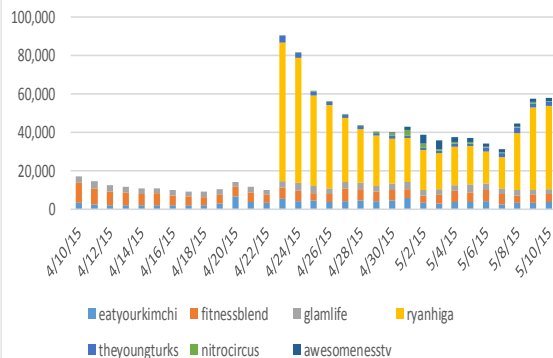
	5/10/15	5/9/15	DoD	5/3/15	WoW
Installs	403	795	-49%	3,187	-87%
DAU	1,655	1,997	-17%	4,544	-64%
D1	21.4%	21.5%	-1%		
Registration Rate	32.8%	27.4%	19%	18.8%	74%

Victorious

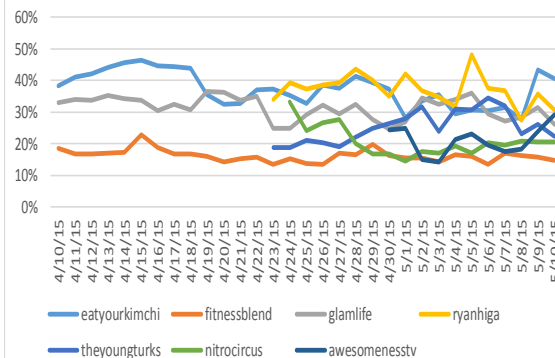
Installs by App



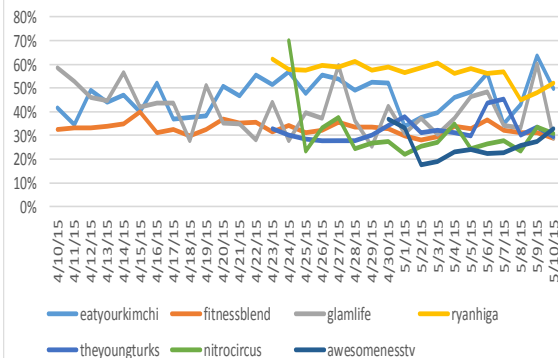
DAU by App



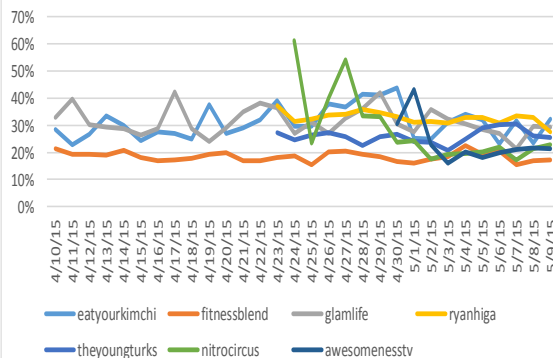
Engagers / DAU by App



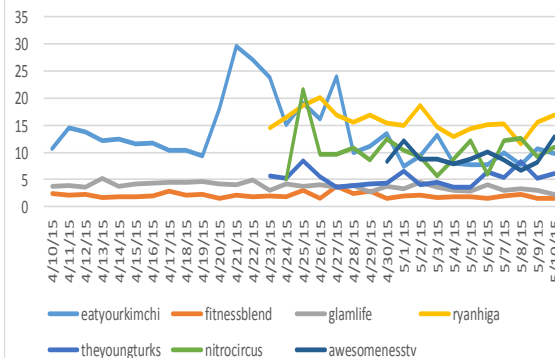
Registration Rate by App



D1 Retention by App



Engagements / DAU by App

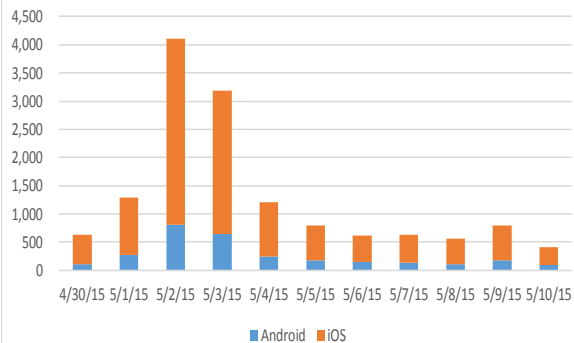


Launch Metrics – Awesomeness TV

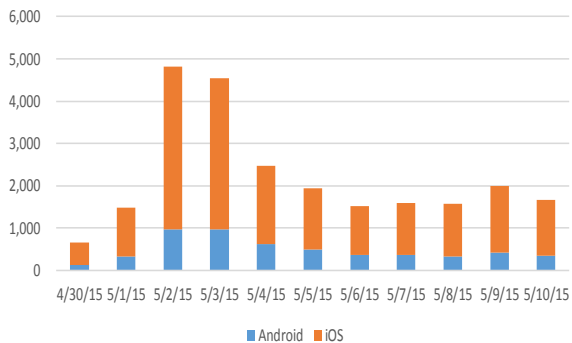
App	AwesomenessTV	Launch Date	4/30/15	
Date	5/3/15	5/2/15	5/1/15	4/30/15
Subscribers	2,421,838	2,421,838	2,421,838	2,421,838
Installs	3,200	4,118	1,290	631
Registrations	607	732	431	232
Reg. Rate	19%	18%	33%	37%
DAU	4,544	4,808	1,482	631
Total Views	25,909	24,953	7,193	2,829
Total Viewers	3,560	3,807	1,004	432
% Total Viewers (to DAU)	78%	79%	68%	68%
Engagements	39,863	41,828	17,906	5,373
Engagers	647	718	367	158
% Engagers (to DAU)	14%	15%	25%	25%
Creations	142	204	95	68
Creators	88	102	59	30
% Creators (to DAU)	2%	2%	4%	5%
Tile Views	122,557	124,327	50,195	23,060
Tile Viewers	3,970	4,253	1,312	591
% Tile Viewers (to DAU)	87%	88%	89%	94%
*subs pegged to launch day				

Awesomeness TV

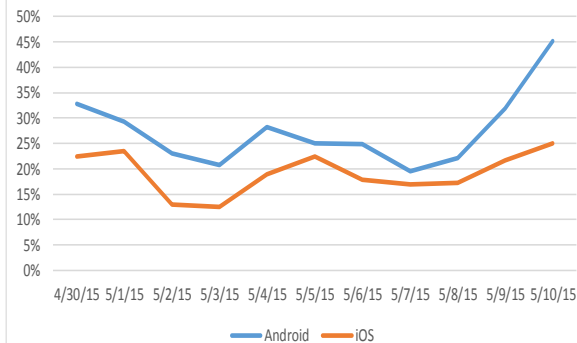
Installs by Platform



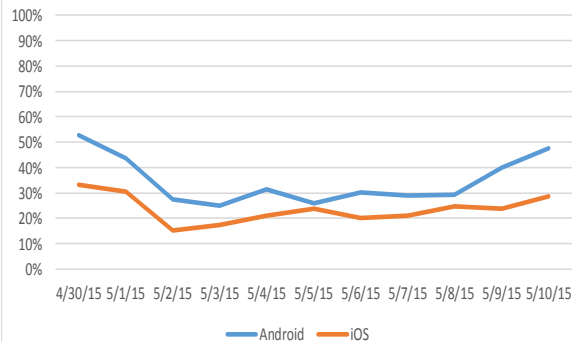
DAU by Platform



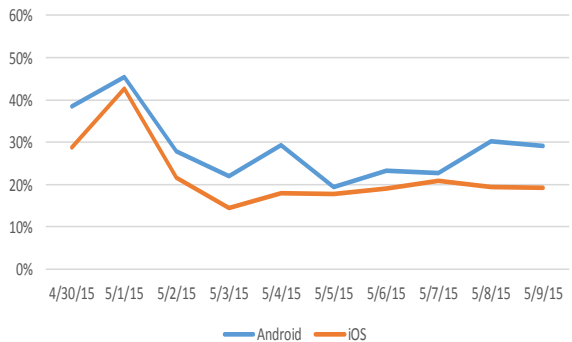
Engagers / DAU by Platform



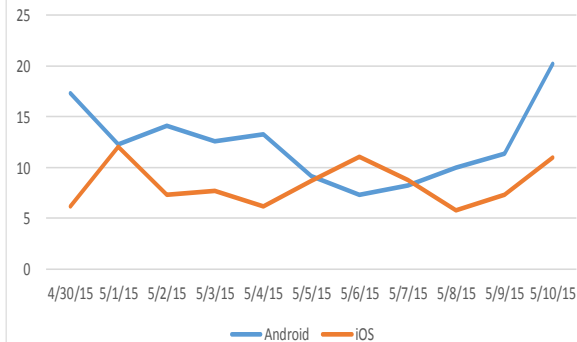
Registration Rate by Platform



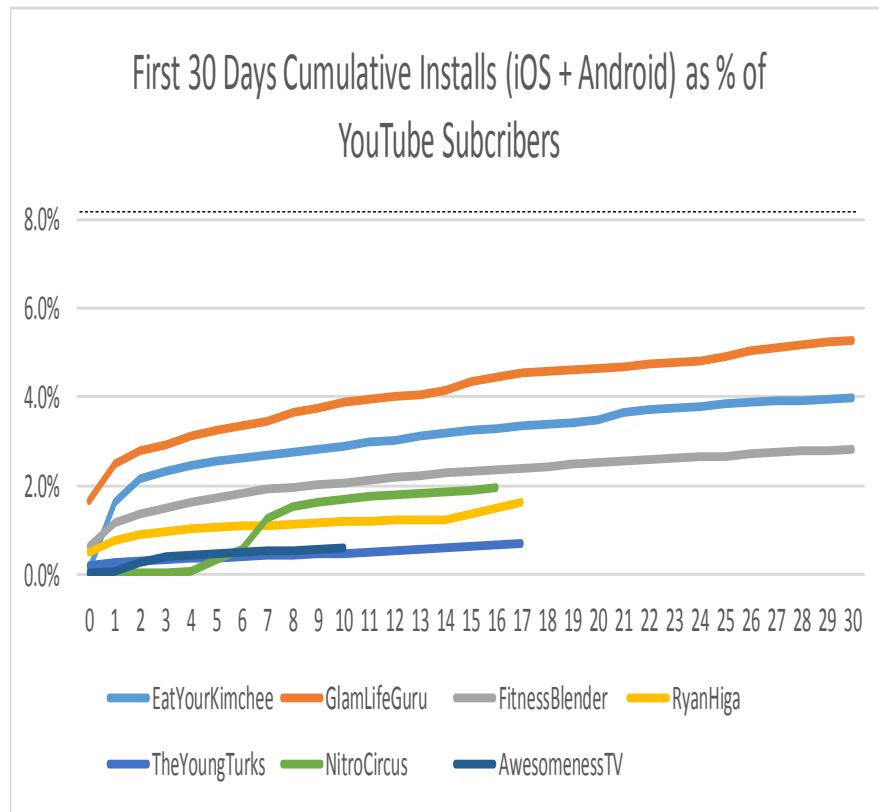
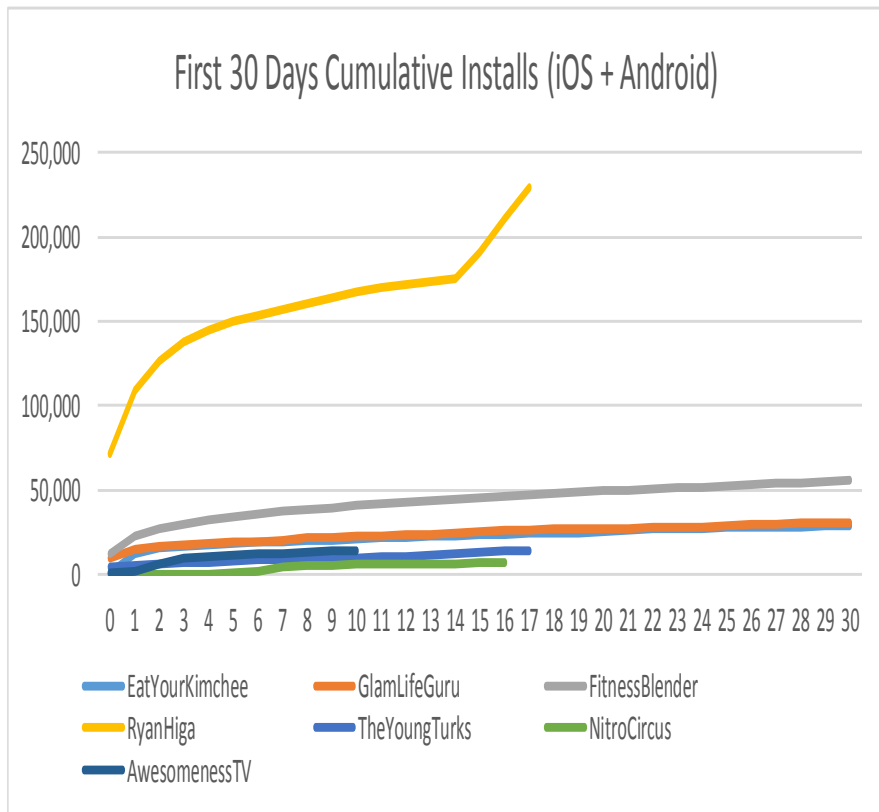
D1 Retention by Platform



Engagements / DAU by Platform

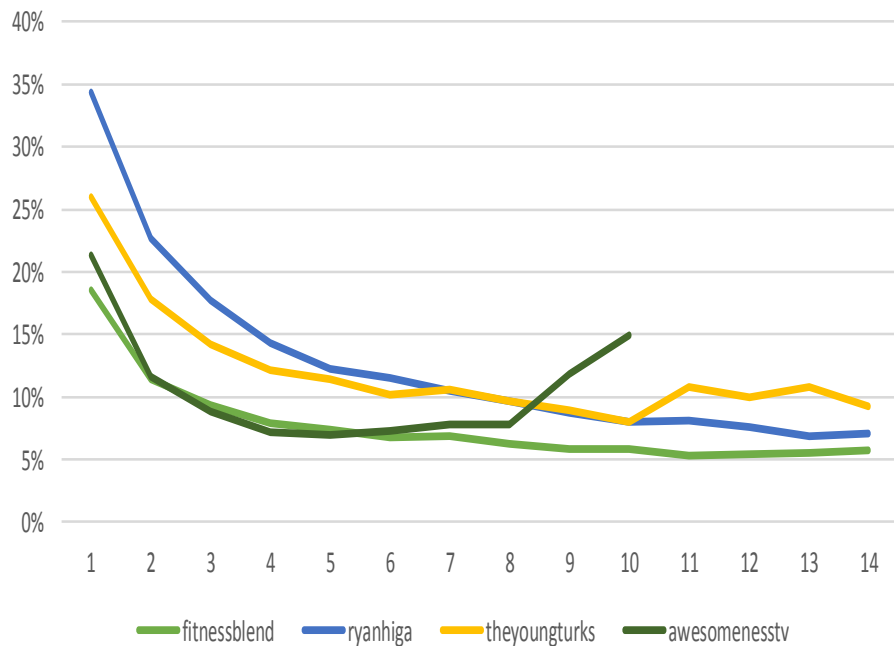


Cumulative Installs at Launch

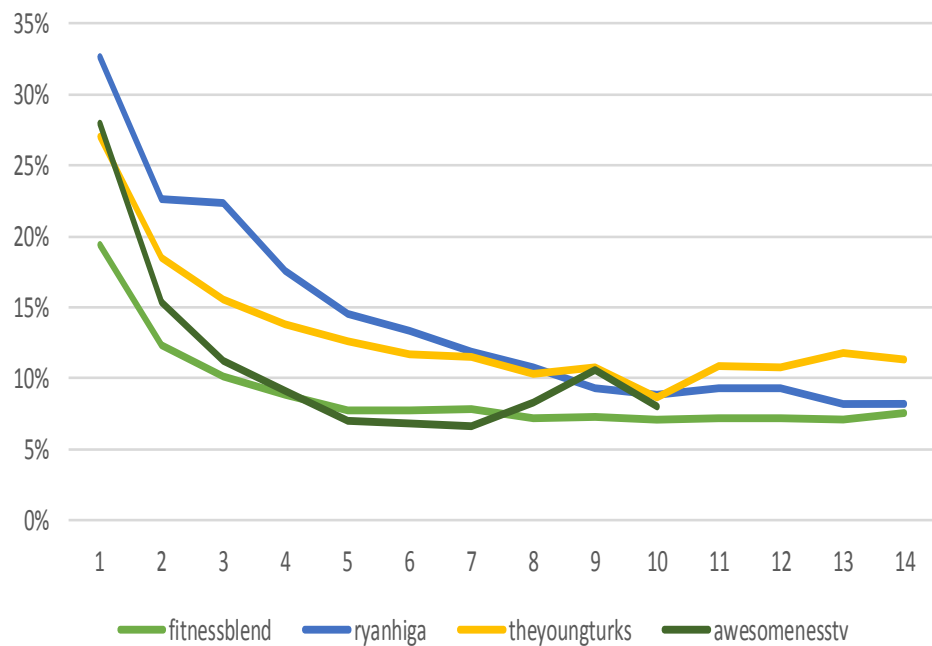


Retention at Launch

iOS Retention by Days since Launch

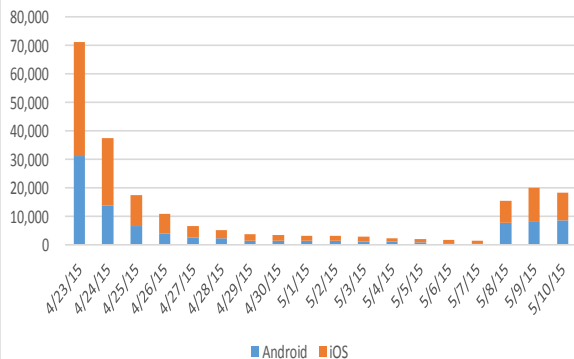


Android Retention by Days since Launch

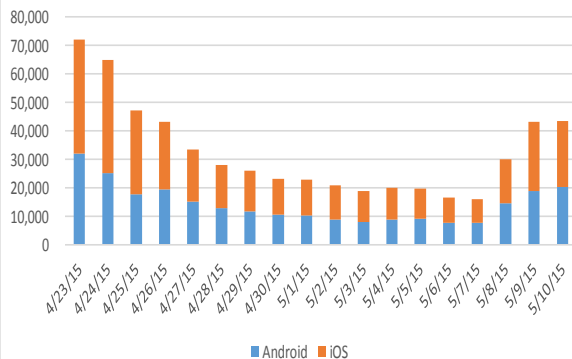


Ryan Higa

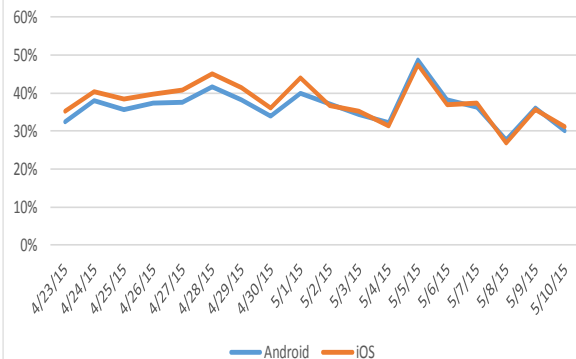
Installs by Platform



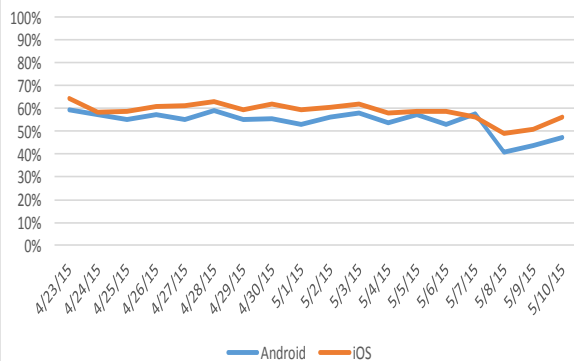
DAU by Platform



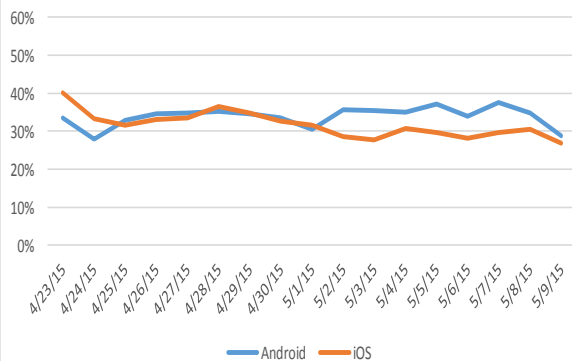
Engagers / DAU by Platform



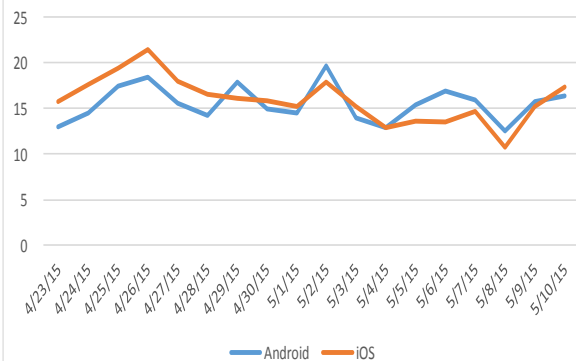
Registration Rate by Platform



D1 Retention by Platform

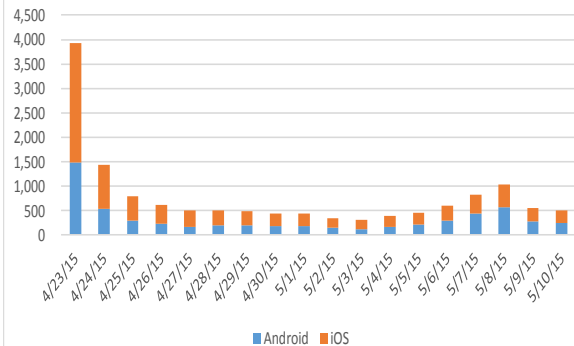


Engagements / DAU by Platform

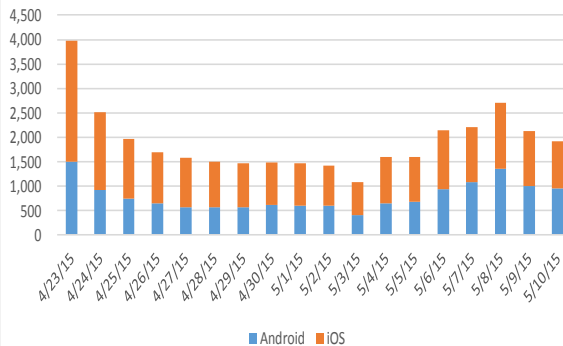


The Young Turks

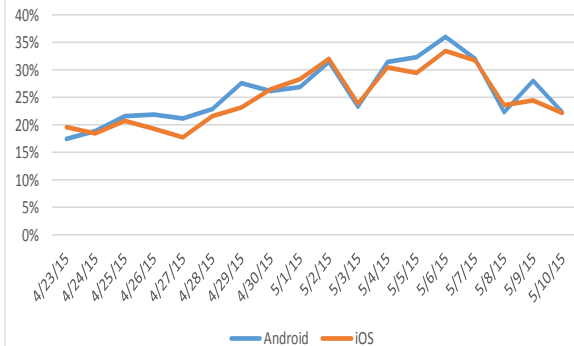
Installs by Platform



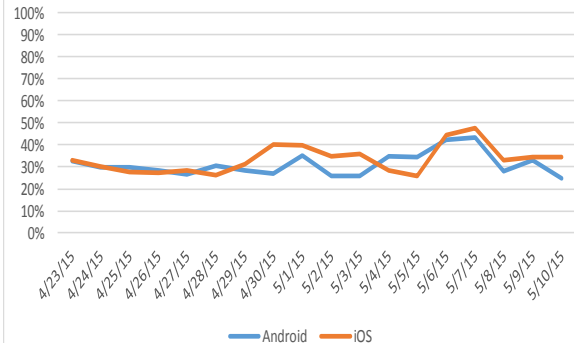
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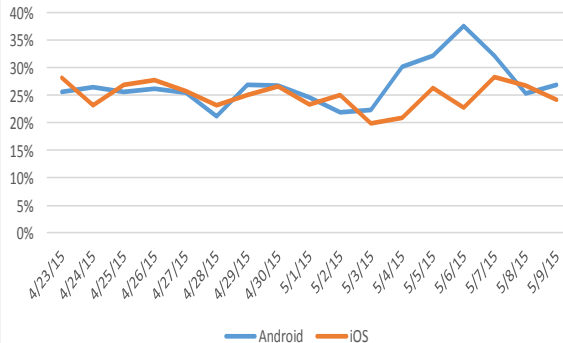
Engagers / DAU by Platform



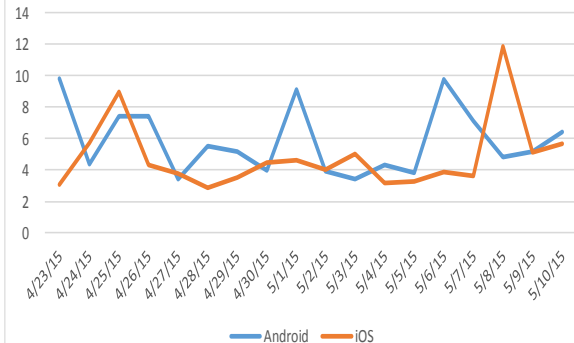
Registration Rate by Platform



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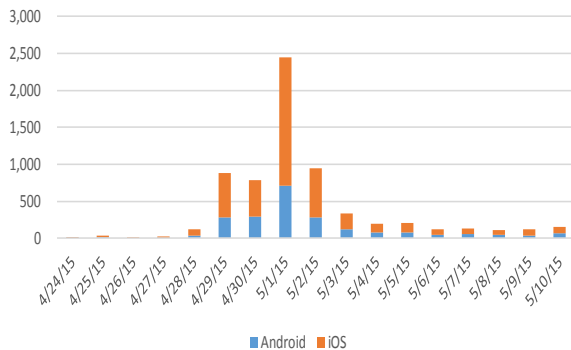


Engagements / DAU by Platform

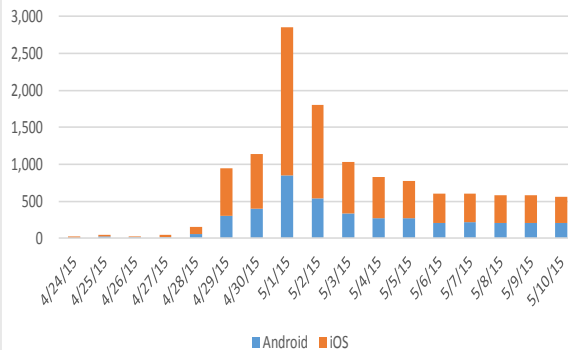


Nitro Circus

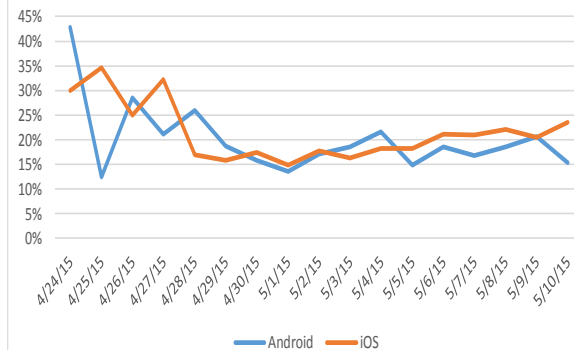
Installs by Platform



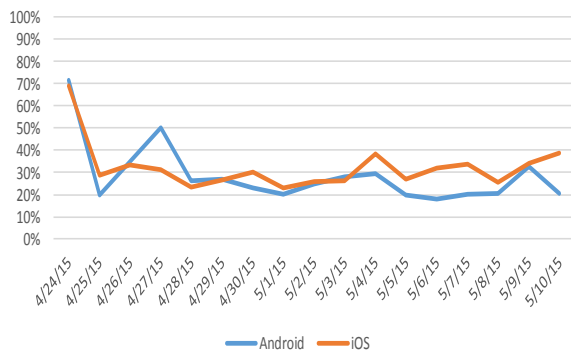
DAU by Platform



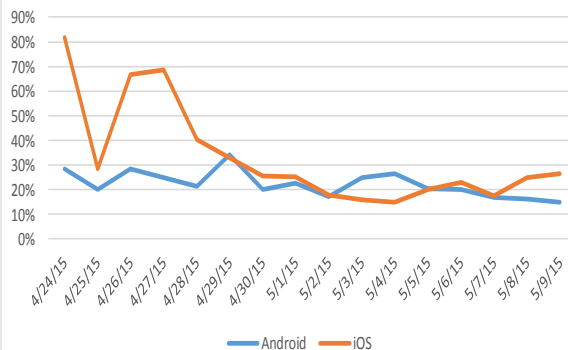
Engagers / DAU by Platform



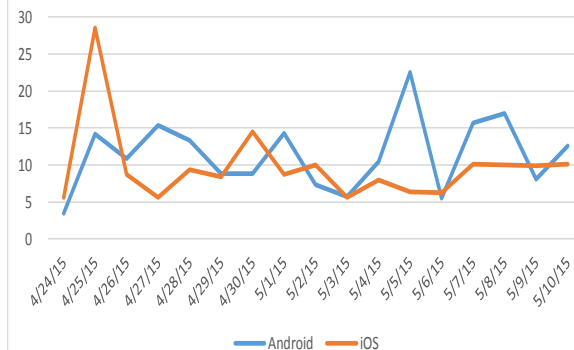
Registration Rate by Platform



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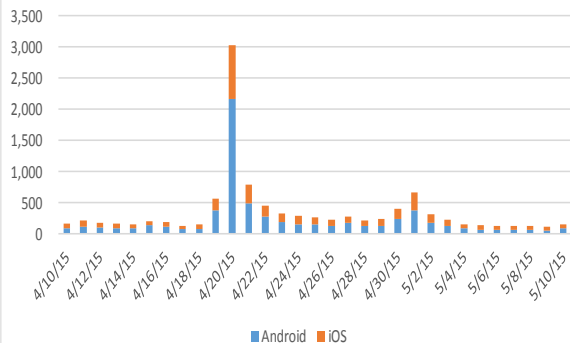


Engagements / DAU by Platform

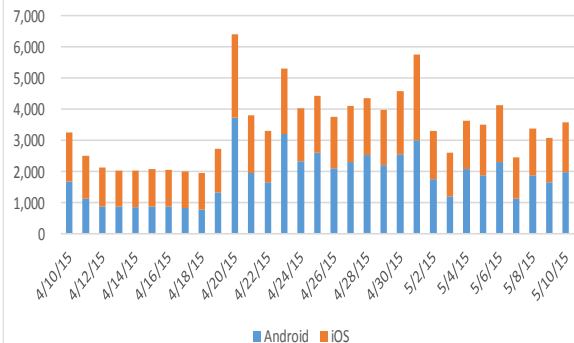


Eat Your Kimchi

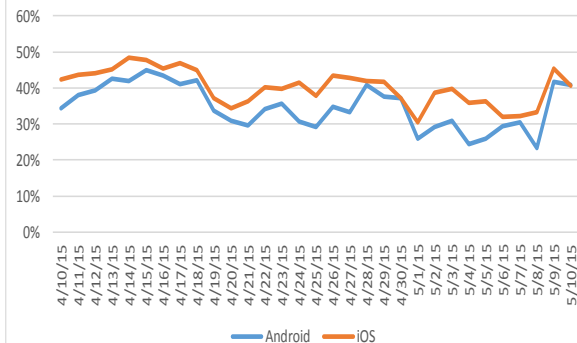
Installs by Platform



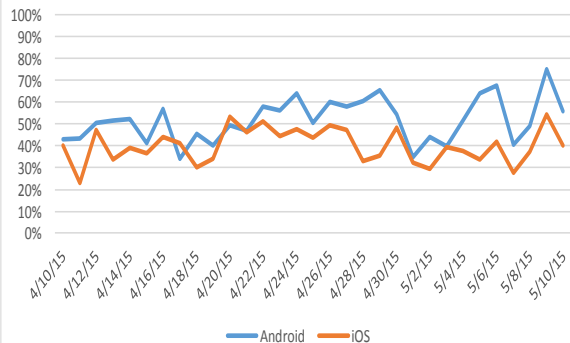
DAU by Platform



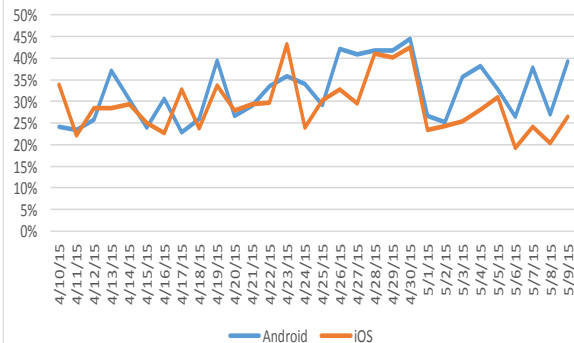
Engagers / DAU by Platform



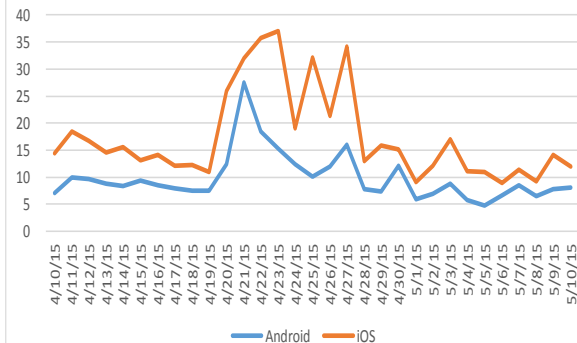
Registration Rate by Platform



D1 Retention by Platform

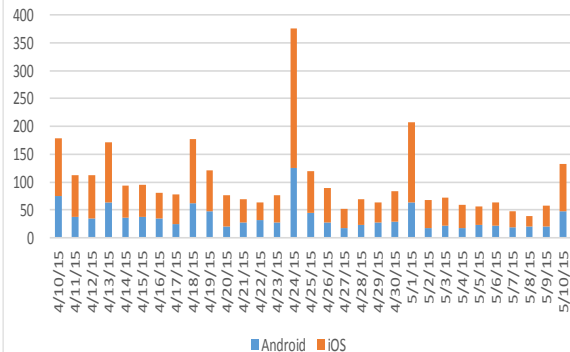


Engagements / DAU by Platform

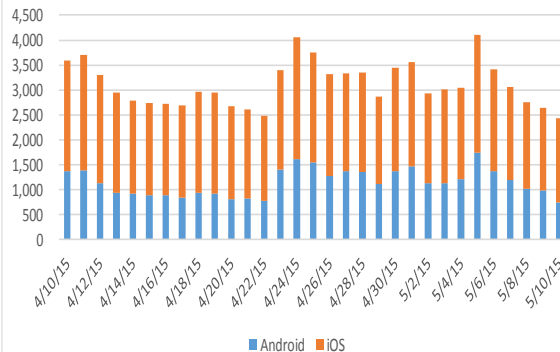


Glam Life Guru

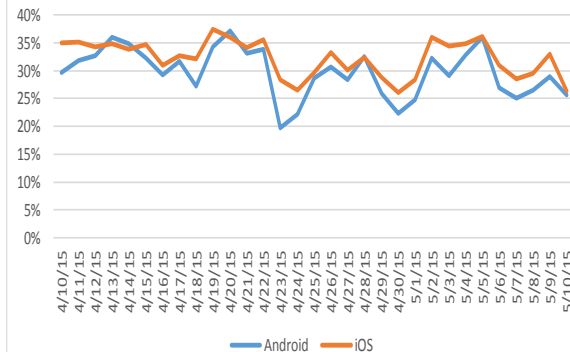
Installs by Platform



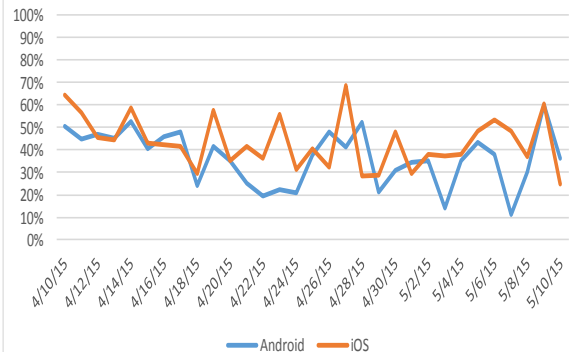
DAU by Platform



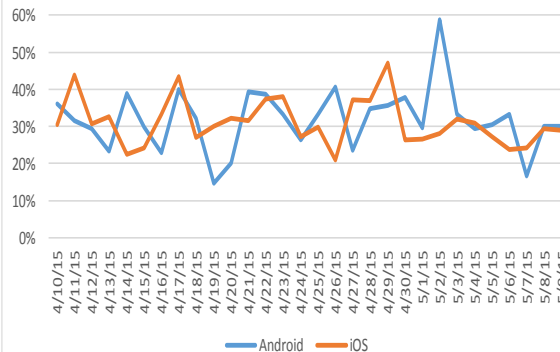
Engagers / DAU by Platform



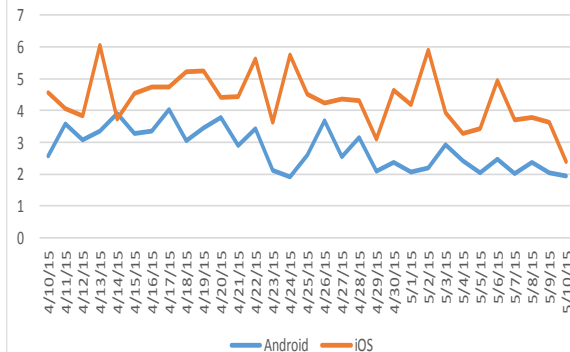
Registration Rate by Platform



D1 Retention by Platform

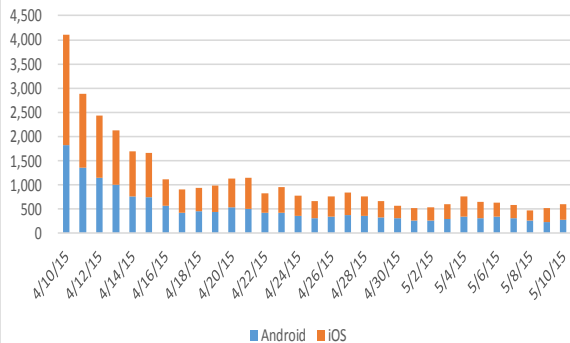


Engagements / DAU by Platform

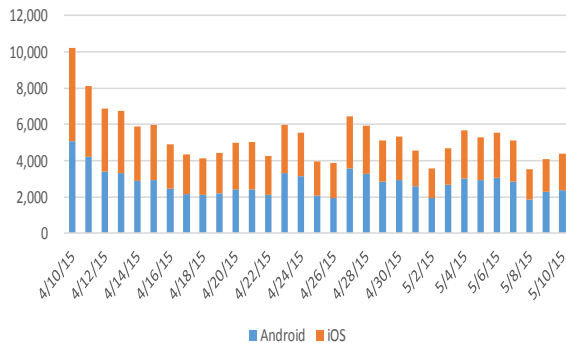


Fitness Blender

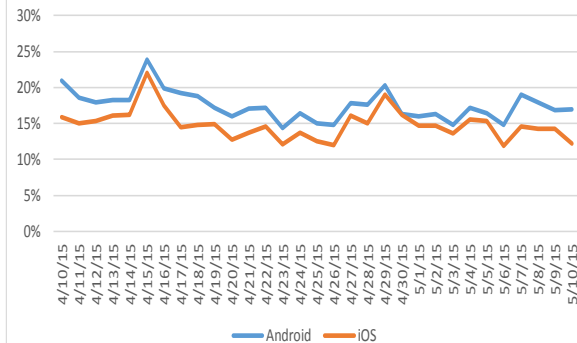
Installs by Platform



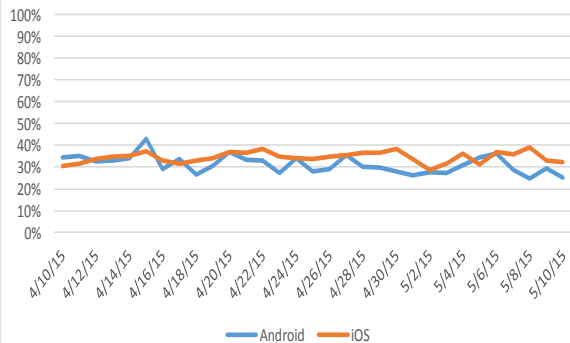
DAU by Platform



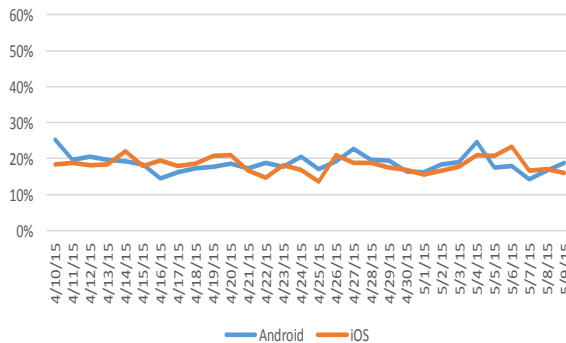
Engagers / DAU by Platform



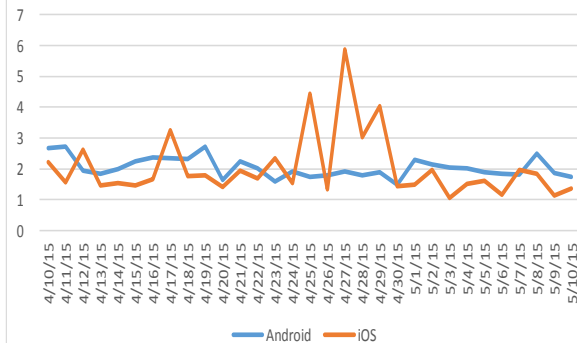
Registration Rate by Platform



D1 Retention by Platform

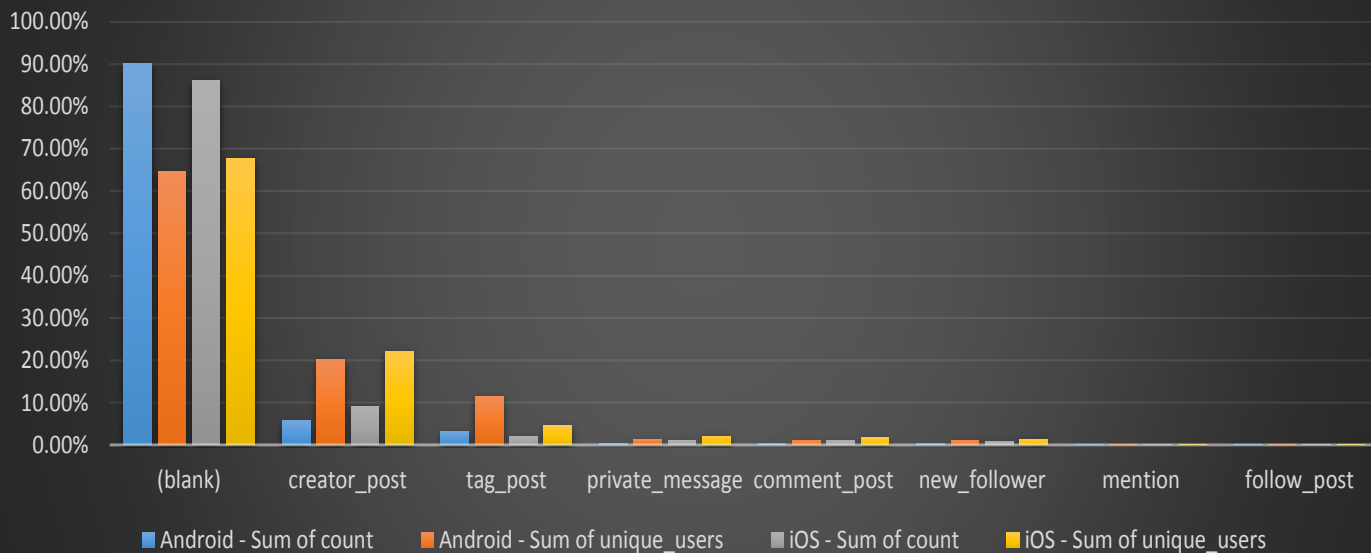


Engagements / DAU by Platform



Session Starts by Push Notif Type

RH - Session Starts from Push Notifications



iOS:

- 14% of Sessions coming from Push Notification.
- 32% of Users opening from Push Notification.

Android:

- 10% of Sessions coming from Push Notification.
- 35% of Users opening from Push Notification.

Followers and Followees

Users

Metrics	ATV	EYK	FB	GLG	NC	RH	TYT
Followees	78	5,806	2,070	7,126	61	11,278	883
Followers	49	9,232	1,808	5,470	90	88,191	2,408
Total Users	727	55,110	52,283	56,287	1,971	159,573	8,954
% Followees	11%	11%	4%	13%	3%	7%	10%
% Followers	7%	17%	3%	10%	5%	55%	27%

Tags

Metrics	ATV	EYK	FB	GLG	NC	RH	TYT
Following at least 1 tag	41	2,113	1,269	1,085	65	8,455	253
Total Users	727	55,110	52,283	56,287	1,971	159,573	8,954
% of Total Users	6%	4%	2%	2%	3%	5%	3%

- RH has 55% followers. Most of them follow 1 user.
- Most apps average around 7-10% followers/followees (% of Total Users).
- Most apps average around 5% tag follows (% of Total Users).

Next Steps

- Effect of following on retention
- Activity Cohort Analysis – Engagement, Reg, Creation, Monetization etc.
- App Scorecard
- Daily/Weekly Reports - Automation