

Victorious Weekly Data Review

04/29/2015

Summary

Victorious: iOS + Android victorious

	4/26/15	4/25/15	DoD	4/19/15	WoW
Installs	12,766	19,360	-34%	1,671	664%
DAU	55,894	61,318	-9%	10,129	452%
D1	31.3%	30.8%	2%	20.3%	54%
Registration Rate	56.1%	55.0%	2%	35.8%	57%

GLG: iOS + Android glamlife

	4/26/15	4/25/15	DoD	4/19/15	WoW
Installs	89	119	-25%	121	-26%
DAU	3,311	3,751	-12%	2,941	13%
D1	31.1%	26.9%	15%	28.8%	8%
Registration Rate	37.1%	39.5%	-6%	51.2%	-28%

TYT: iOS + Android TheYoungTurks

	4/26/15	4/25/15	DoD	4/23/15	WoW
Installs	618	798	-23%	3,920	-84%
DAU	1,695	1,963	-14%	3,974	-57%
D1	26.4%	24.5%	8%	33.3%	-21%
Registration Rate	27.7%	28.3%	-2%	32.9%	-16%

NC: iOS + Android NitroCircus

	4/26/15	4/25/15	DoD	4/24/15	WoW
Installs	3	34	-91%	20	-85%
DAU	30	50	-40%	27	11%
D1	23.5%	61.1%	-61%	100.0%	-76%
Registration Rate	33.3%	23.5%	42%	70.0%	-52%

EYK: iOS + Android eatyourkimchi

	4/26/15	4/25/15	DoD	4/19/15	WoW
Installs	235	267	-12%	570	-59%
DAU	3,761	4,447	-15%	2,730	38%
D1	29.6%	29.5%	0%	24.8%	19%
Registration Rate	55.3%	47.9%	15%	38.2%	45%

FB: iOS + Android fitnessblend

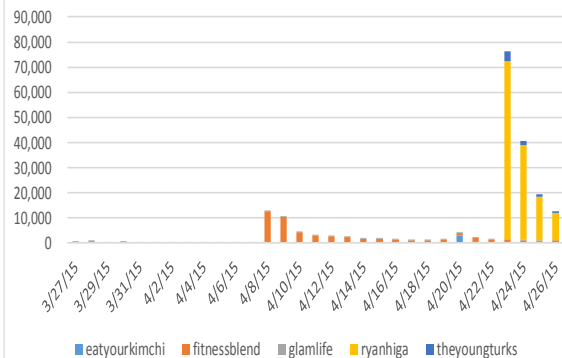
	4/26/15	4/25/15	DoD	4/19/15	WoW
Installs	768	668	15%	980	-22%
DAU	3,857	3,966	-3%	4,454	-13%
D1	15.3%	18.6%	-18%	17.9%	-15%
Registration Rate	32.2%	31.1%	3%	32.4%	-1%

RH: iOS + Android RyanHiga

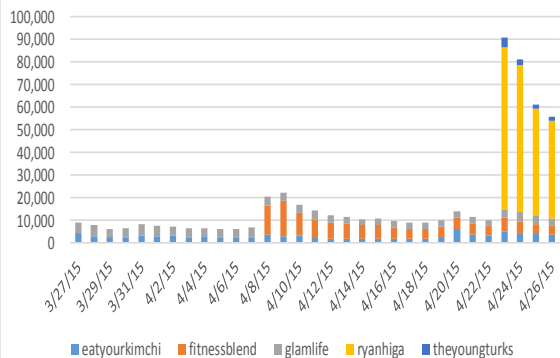
	4/26/15	4/25/15	DoD	4/23/15	WoW
Installs	11,056	17,508	-37%	71,178	-84%
DAU	43,270	47,191	-8%	72,057	-40%
D1	32.2%	31.3%	3%	56.5%	-43%
Registration Rate	59.5%	57.4%	4%	62.2%	-4%

Victorious

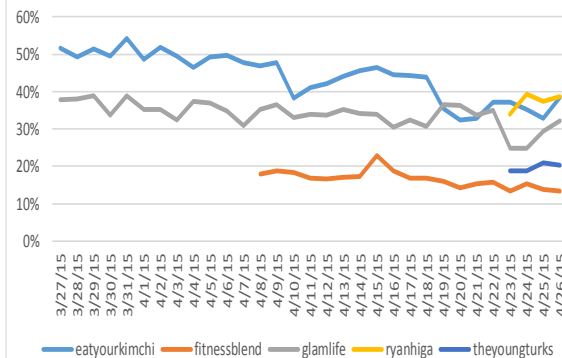
Installs by App



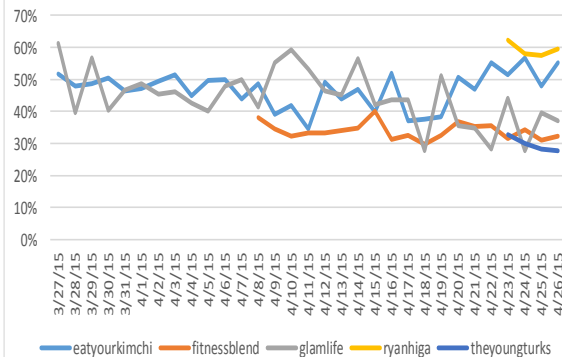
DAU by App



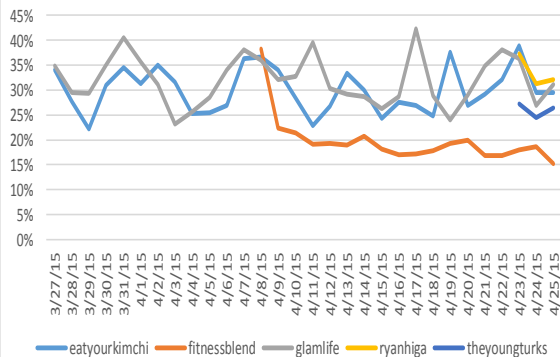
Engagers / DAU by App



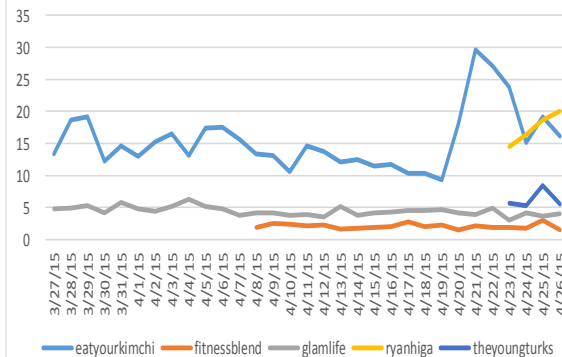
Registration Rate by App



D1 Retention by App

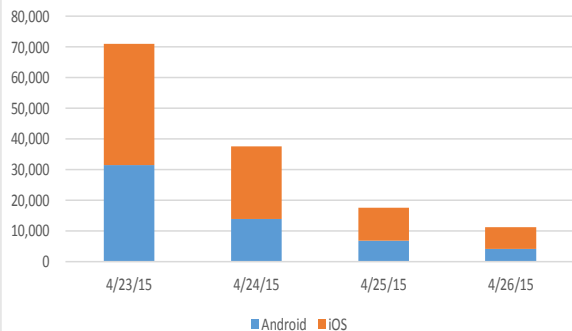


Engagements / DAU by App

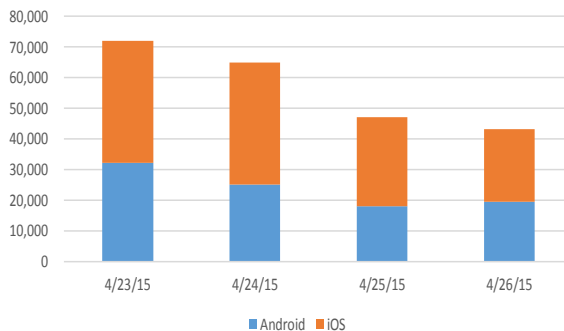


Ryan Higa

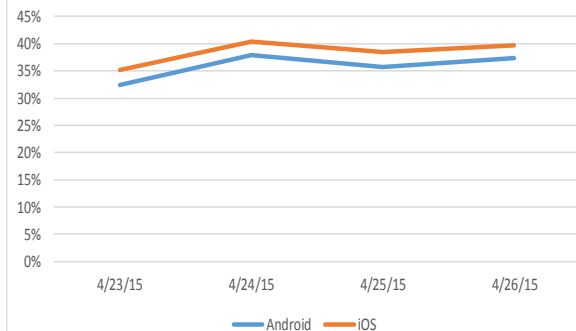
Installs by Platform



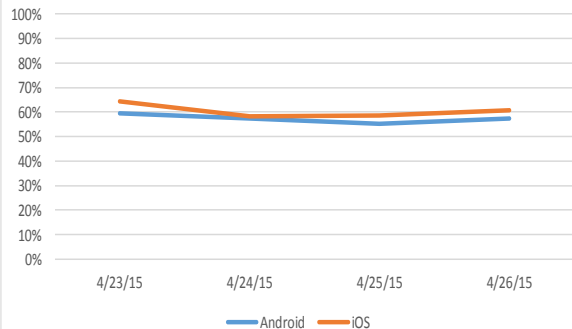
DAU by Platform



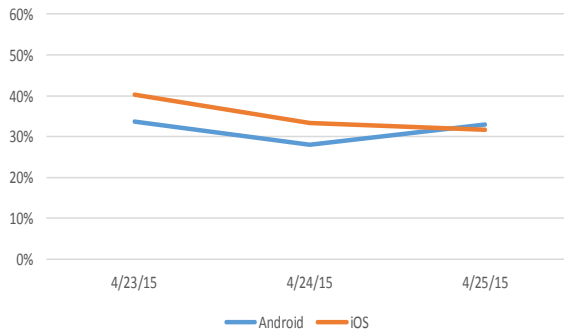
Engagers / DAU by Platform



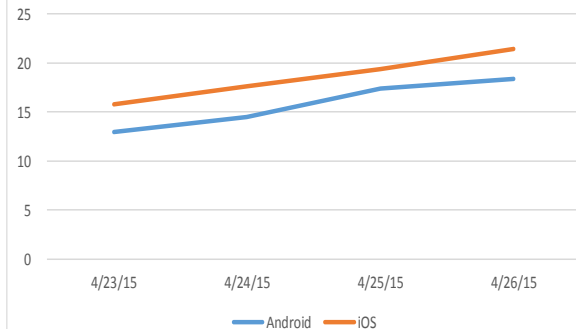
Registration Rate by Platform



D1 Retention by Platform

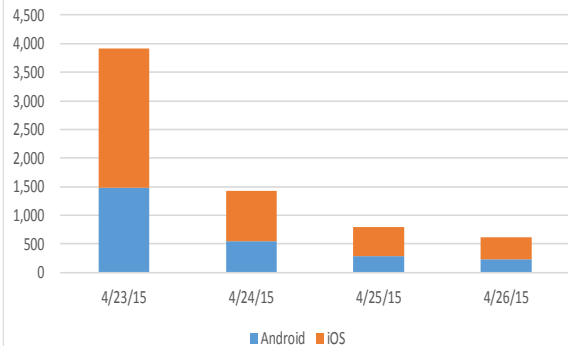


Engagements / DAU by Platform

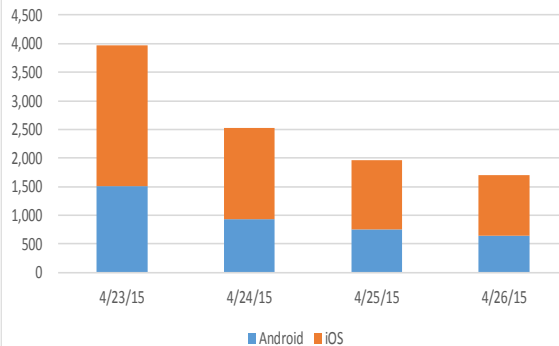


The Young Turks

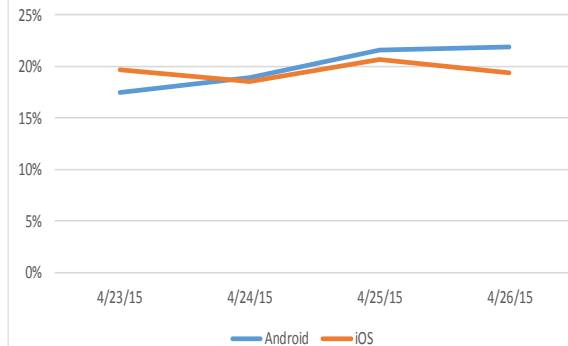
Installs by Platform



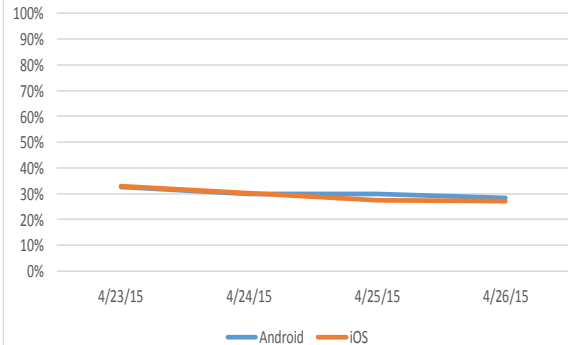
DAU by Platform



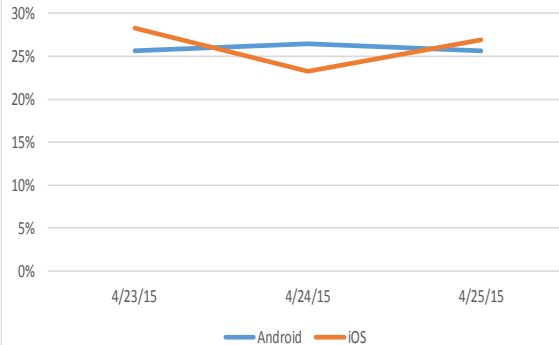
Engagers / DAU by Platform



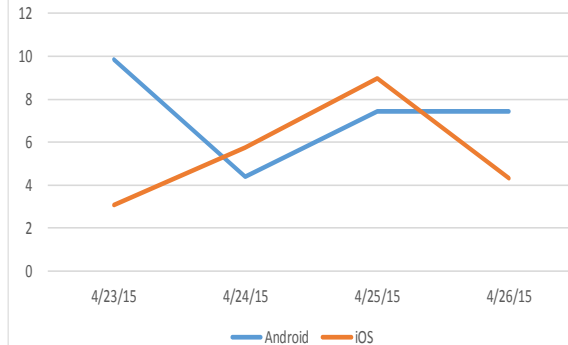
Registration Rate by Platform



D1 Retention by Platform



Engagements / DAU by Platform



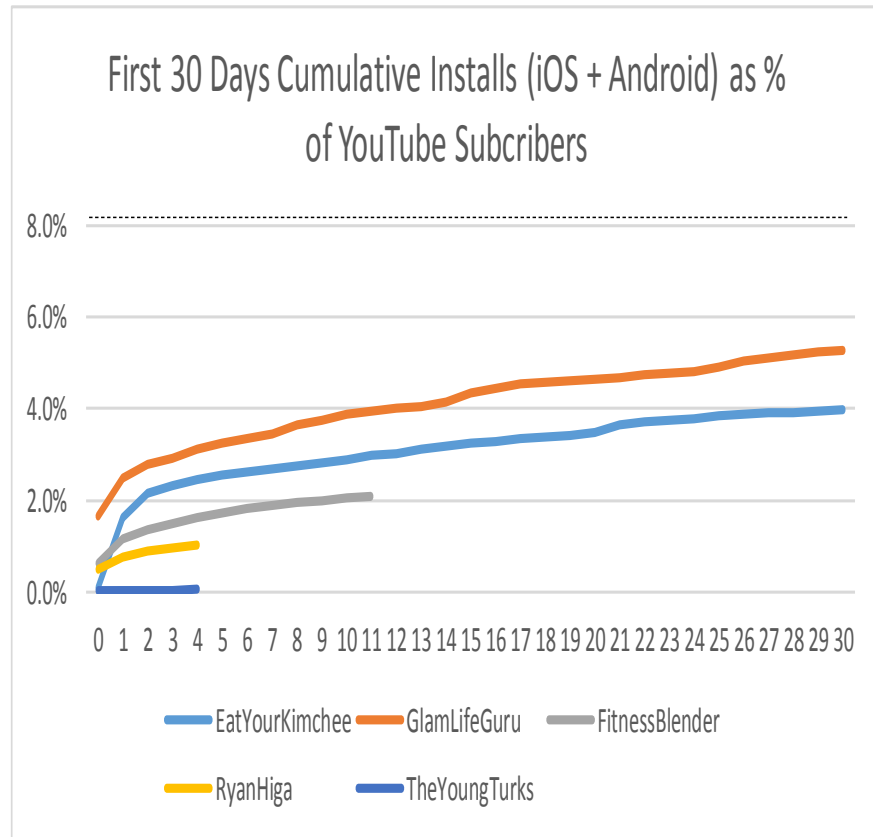
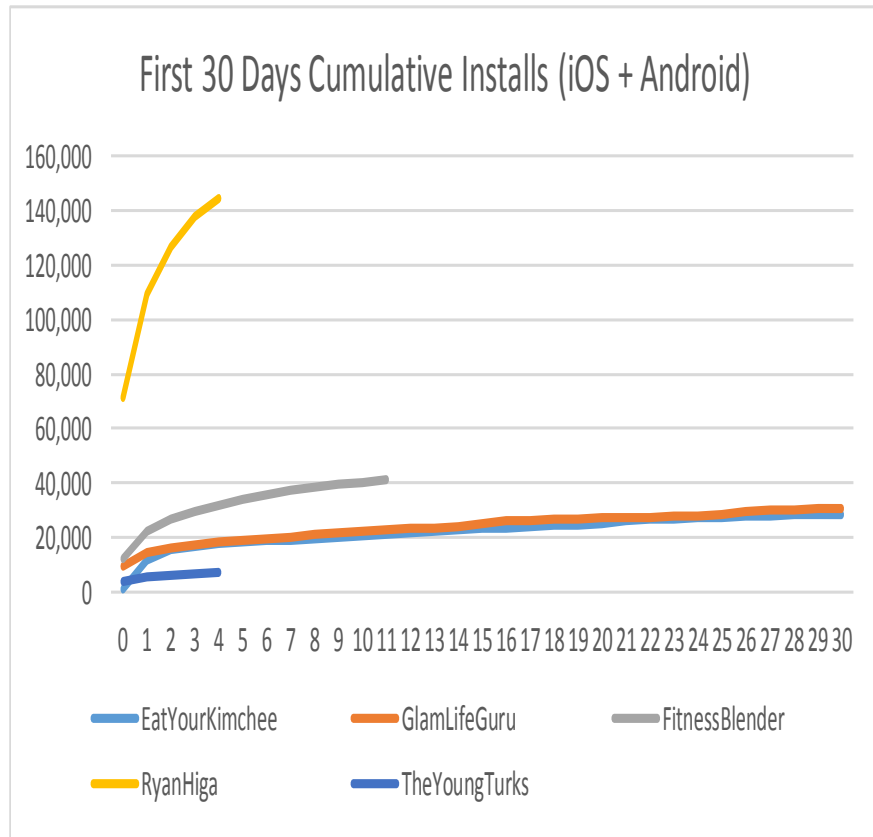
Launch Metrics – Ryan Higa

App	RyanHiga			
Date	4/26/15	4/25/15	4/24/15	4/23/15
Subscribers	14,221,180	14,221,180	14,221,180	14,221,180
Installs	11,108	17,590	37,862	71,433
Registrations	6,631	10,119	22,472	46,696
Reg. Rate	60%	58%	59%	65%
DAU	43,270	47,191	65,066	71,433
Total Views	635,198	587,389	605,465	484,696
Total Viewers	28,284	34,113	47,941	49,387
% Total Viewers (to DAU)	65%	72%	74%	69%
Engagements	869,063	879,220	1,068,427	1,048,443
Engagers	16,705	17,639	25,657	24,453
% Engagers (to DAU)	39%	37%	39%	34%
Creations	7,686	9,061	15,258	14,522
Creators	4,251	5,022	8,020	9,043
% Creators (to DAU)	10%	11%	12%	13%
Tile Views	2,415,784	2,753,869	3,799,790	3,762,550
Tile Viewers	39,478	43,297	60,329	68,284
% Tile Viewers (to DAU)	91%	92%	93%	96%

Launch Metrics – The Young Turks

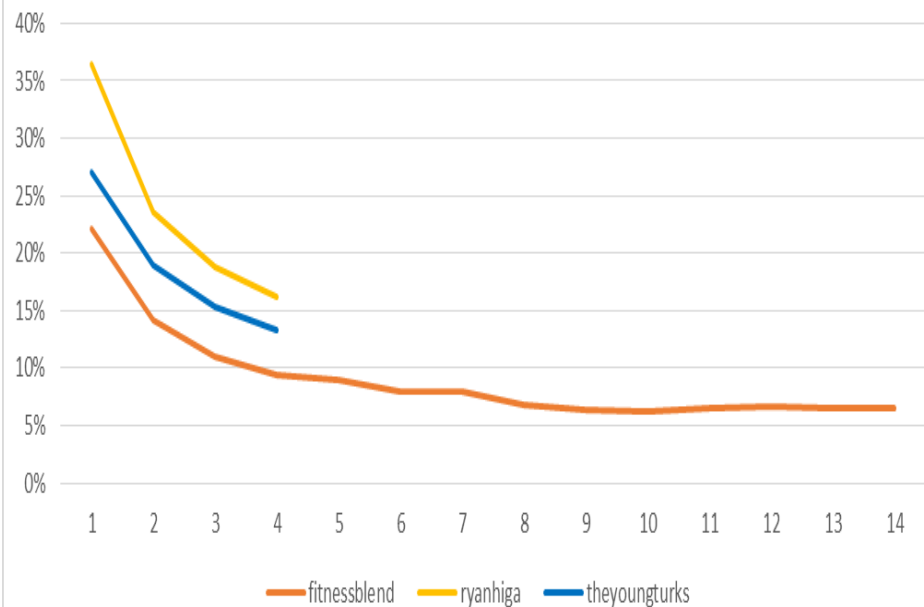
App	TheYoungTurks			
Date	4/26/15	4/25/15	4/24/15	4/23/15
Subscribers	2,064,385	2,064,385	2,064,385	2,064,385
Installs	618	799	1,434	3,929
Registrations	173	231	434	1,354
Reg. Rate	28%	29%	30%	34%
DAU	1,695	1,963	2,521	3,929
Total Views	10,822	12,047	14,168	15,604
Total Viewers	956	1,123	1,379	2,272
% Total Viewers (to DAU)	56%	57%	55%	58%
Engagements	9,330	16,443	13,198	22,398
Engagers	345	413	471	748
% Engagers (to DAU)	20%	21%	19%	19%
Creations	145	166	217	383
Creators	62	71	90	197
% Creators (to DAU)	4%	4%	4%	5%
Tile Views	77,469	88,065	111,221	151,252
Tile Viewers	1,536	1,805	2,309	3,737
% Tile Viewers (to DAU)	91%	92%	92%	95%

Cumulative Installs at Launch

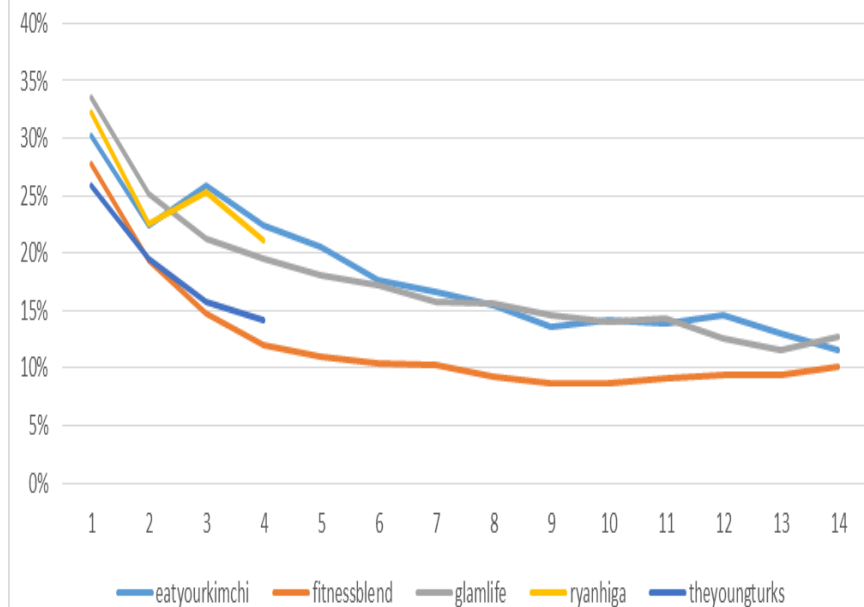


Retention at Launch

iOS Retention by Days since Launch

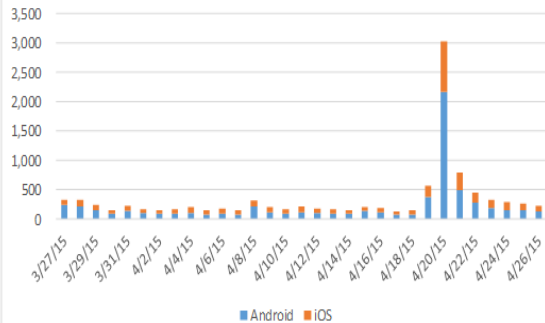


Android Retention by Days since Launch

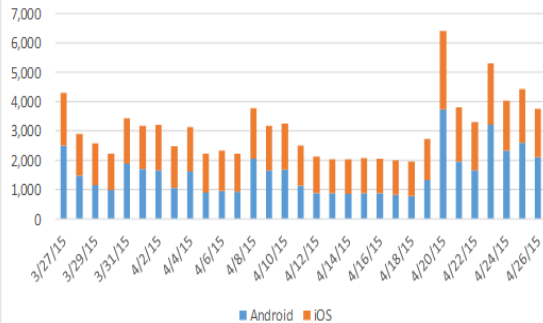


Eat Your Kimchi

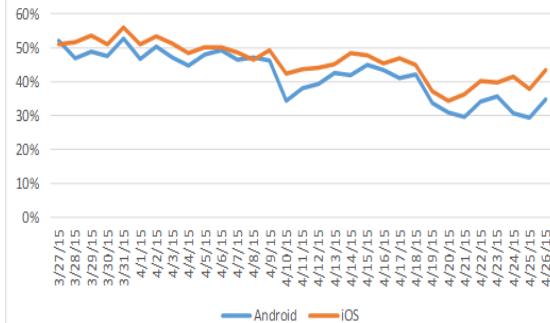
Installs by Platform



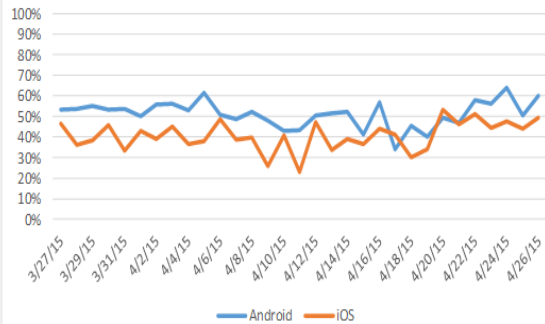
DAU by Platform



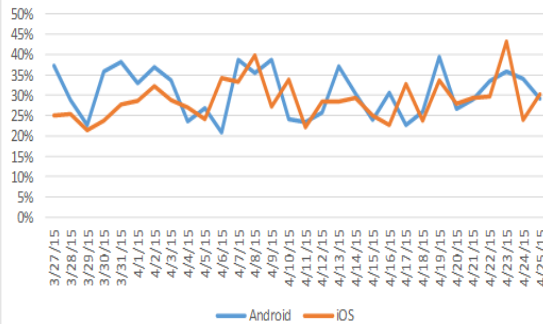
Engagers / DAU by Platform



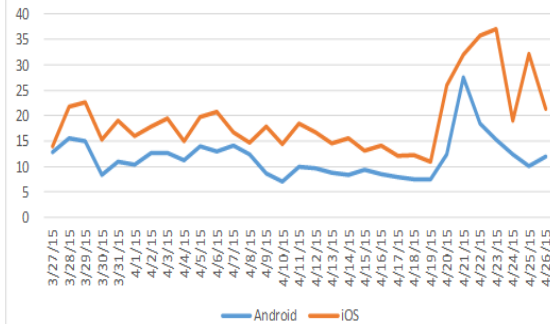
Registration Rate by Platform



D1 Retention by Platform

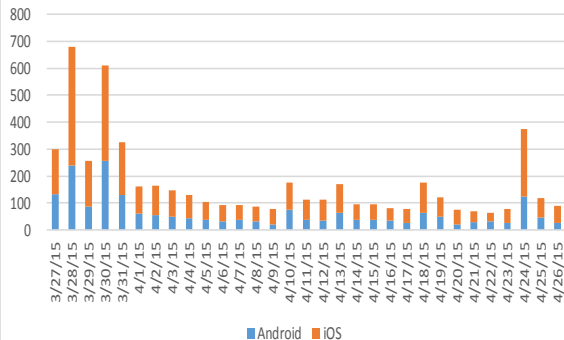


Engagements / DAU by Platform

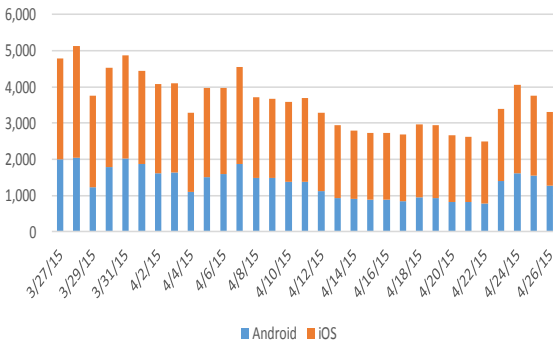


Glam Life Guru

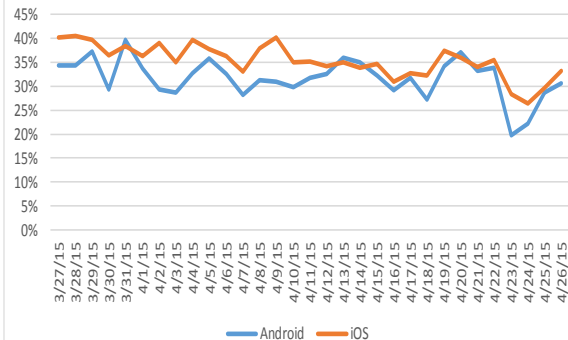
Installs by Platform



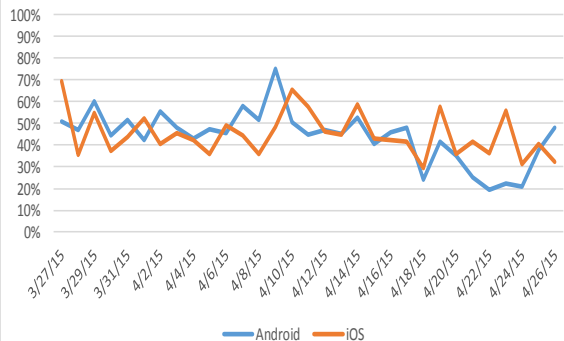
DAU by Platform



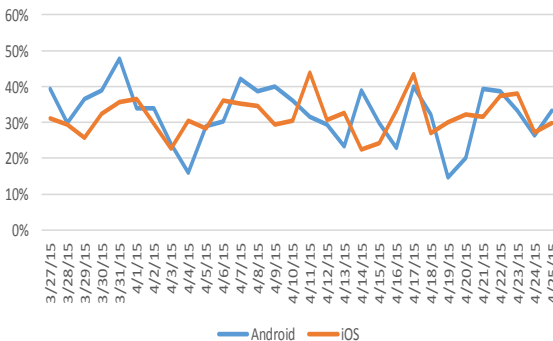
Engagers / DAU by Platform



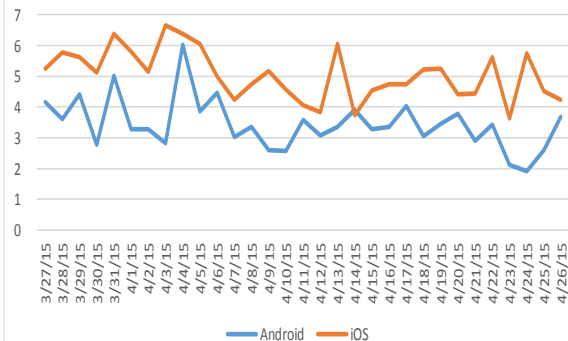
Registration Rate by Platform



D1 Retention by Platform

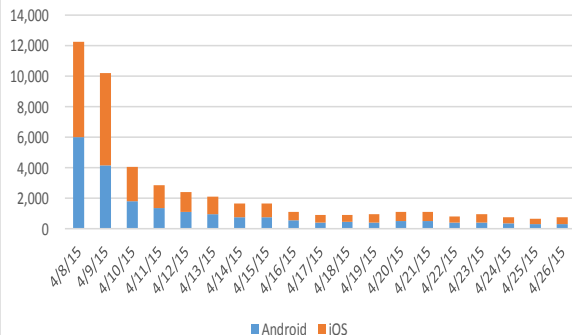


Engagements / DAU by Platform

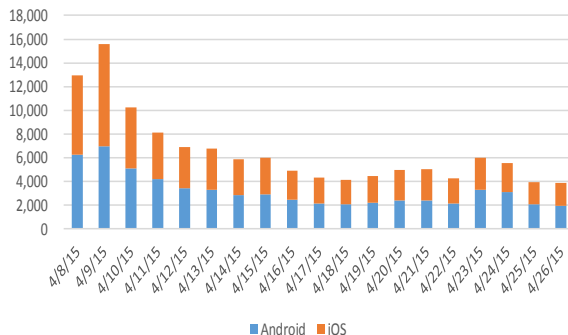


Fitness Blender

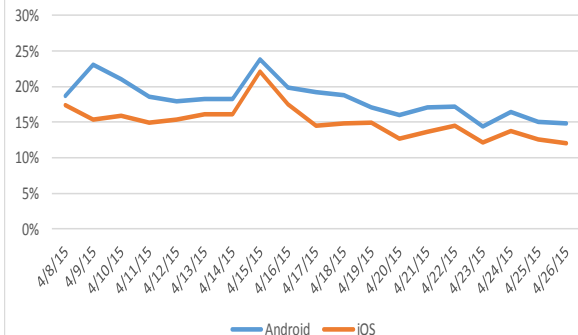
Installs by Platform



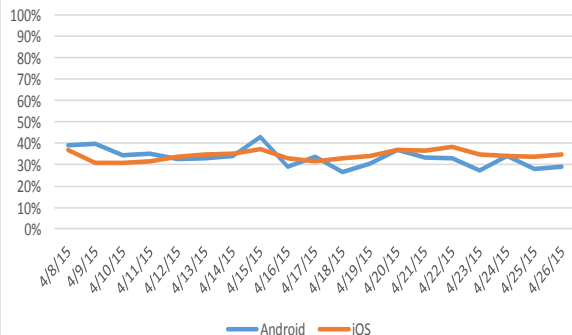
DAU by Platform



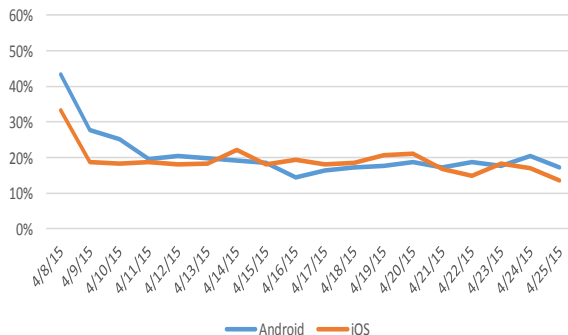
Engagers / DAU by Platform



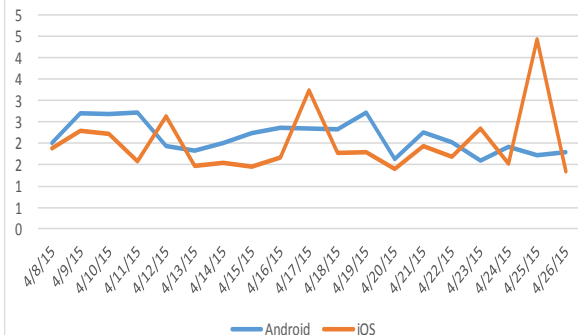
Registration Rate by Platform



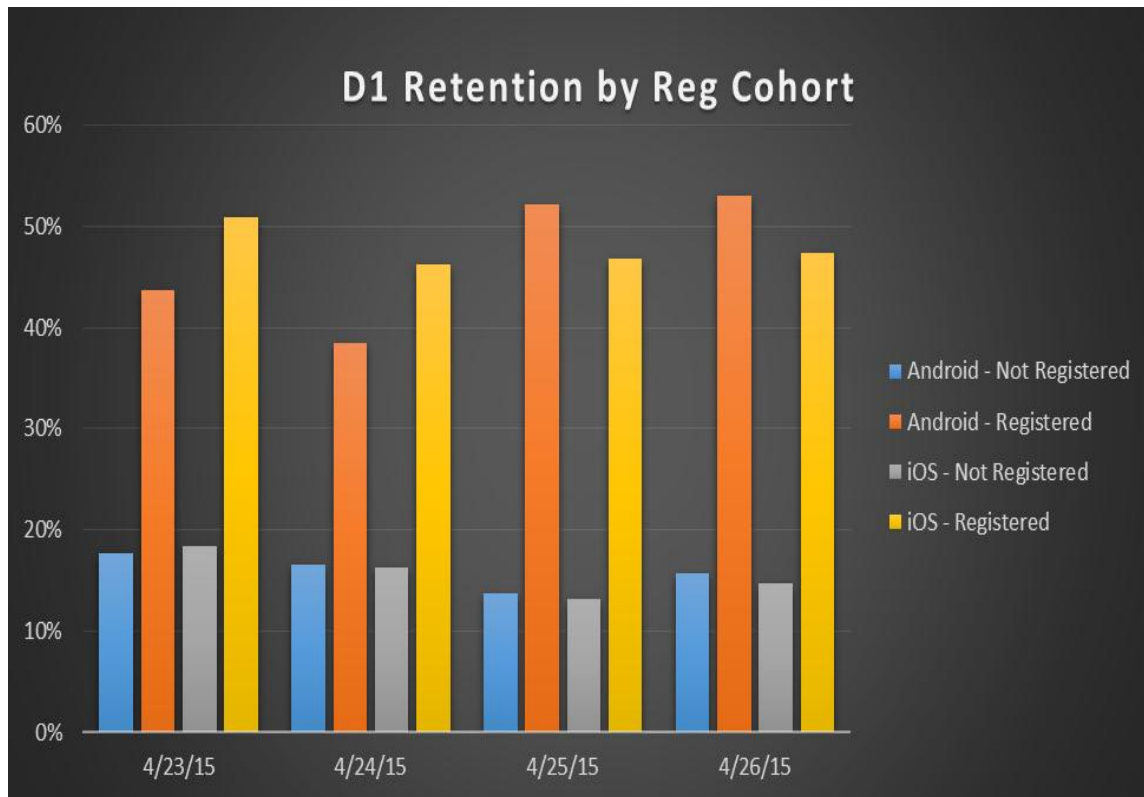
D1 Retention by Platform



Engagements / DAU by Platform



Registration has high correlation to Retention



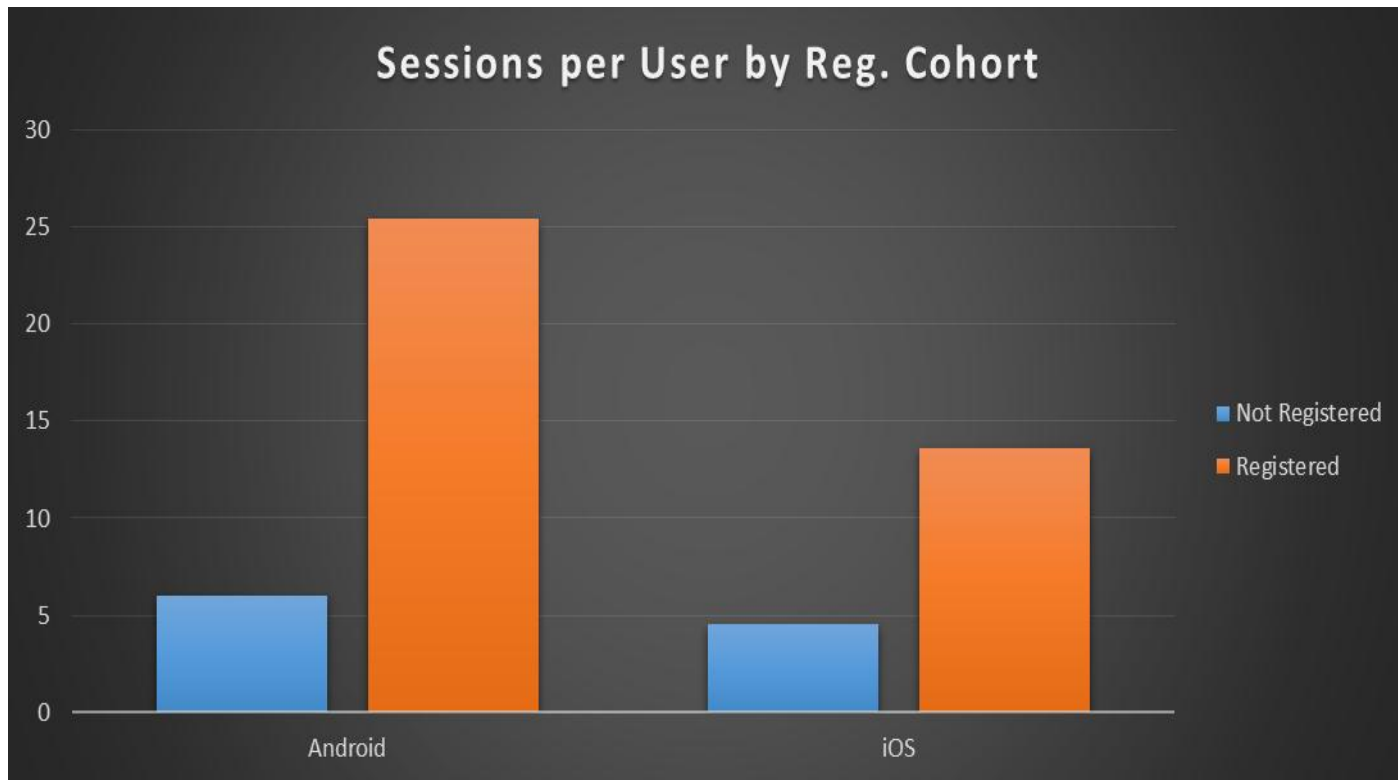
Android:

Reg users show 2-3X higher D1 Retention than Non-Reg users.

iOS:

Reg users show 2-3X higher D1 Retention than Non-Reg users.

Higher Sessions/User for Reg. Cohort



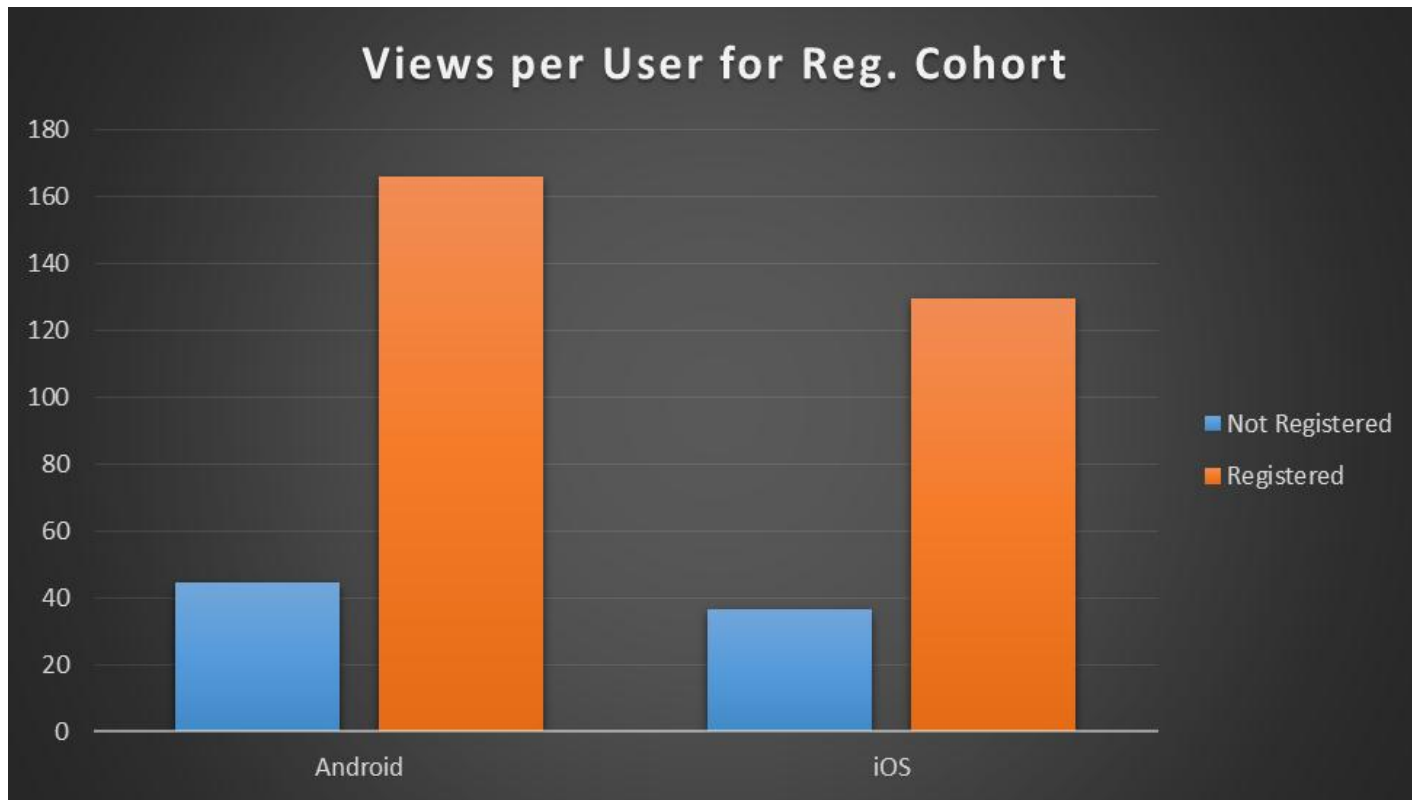
Higher sessions/user for
Reg. Cohort

Sessions/User:

Android
Registered: 25.4
Not Registered: 6.0

iOS
Registered: 13.6
Not Registered: 4.6

Higher Views/User for Reg. Cohort



Higher views/user for Reg.
Cohort

Views/User:

Android

Registered: 166

Not Registered: 45

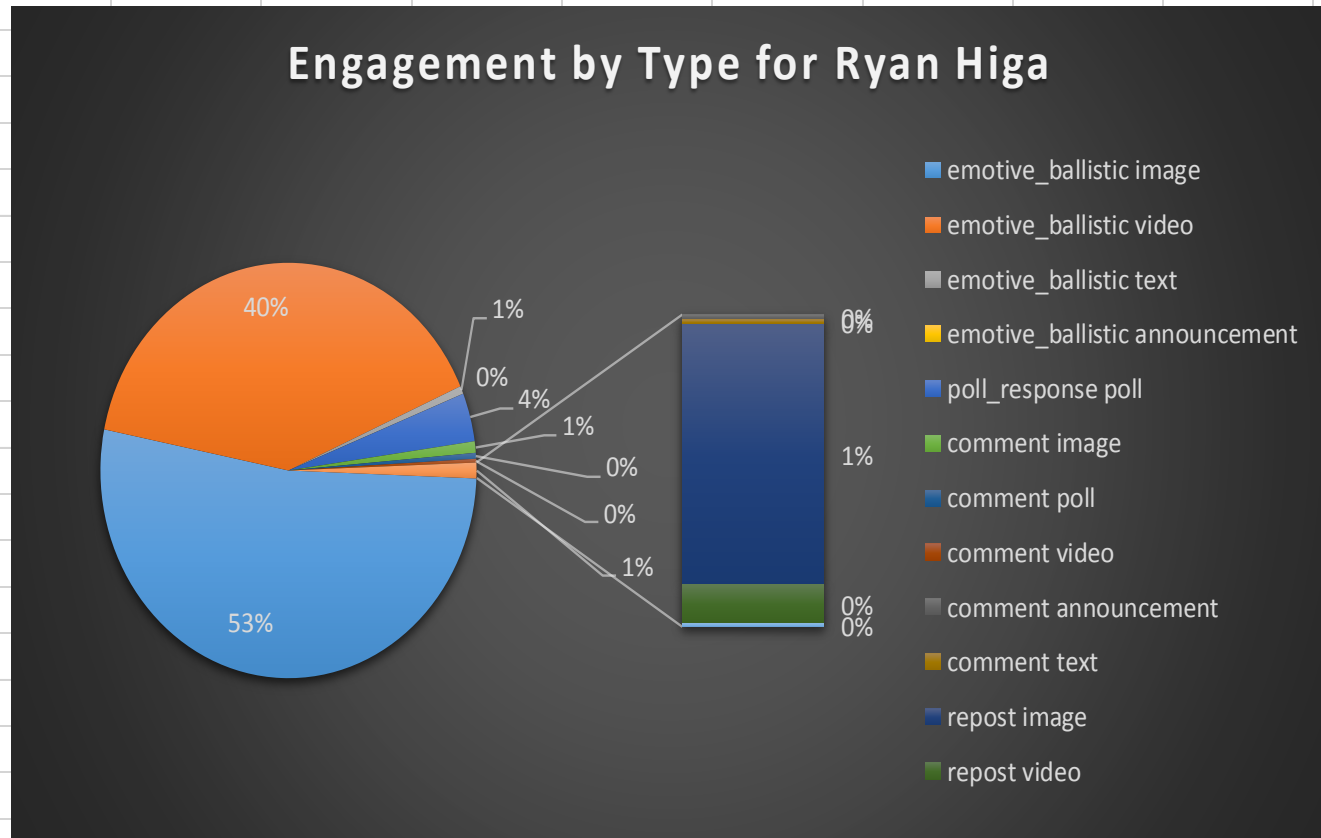
iOS

Registered: 130

Not Registered: 37

Emotive Ballistics...Emotive Ballistics...

Engagement	% of Total
emotive_ballistic	93%
image	53%
video	40%
text	1%
announcement	0%
poll_response	4%
poll	4%
comment	2%
image	1%
poll	0%
video	0%
announcement	0%
text	0%
repost	1%
image	1%
video	0%
text	0%
Grand Total	100%

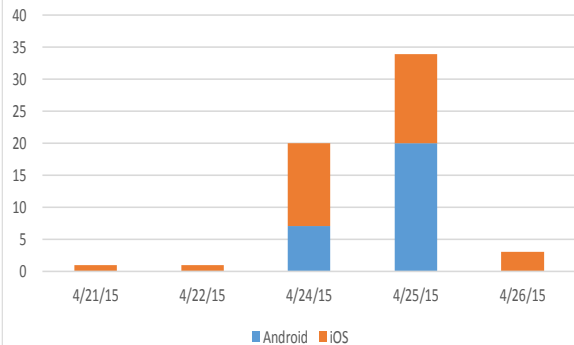


Next Steps

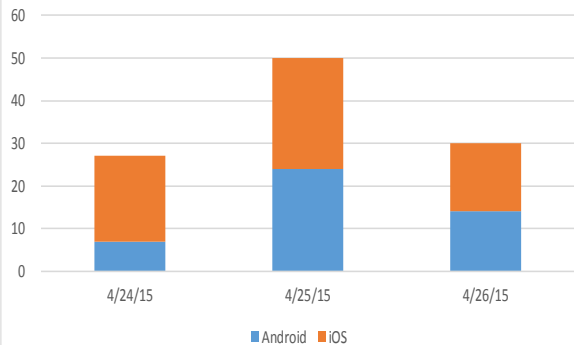
- Drivers of D1 retention for Ryan Higa
- Push Notification and Session Cohort Analysis
- App Scorecard
- Content Analytics for Ryan Higa

Nitro Circus

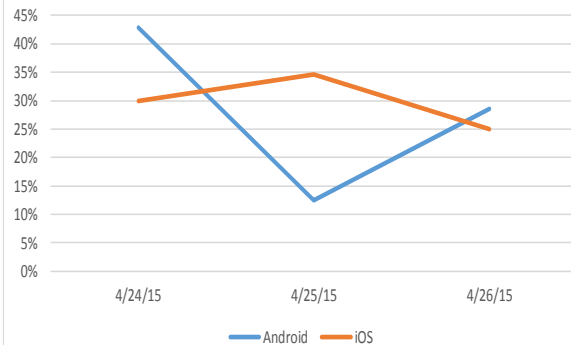
Installs by Platform



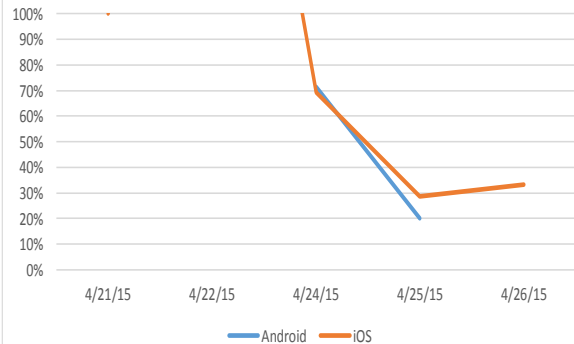
DAU by Platform



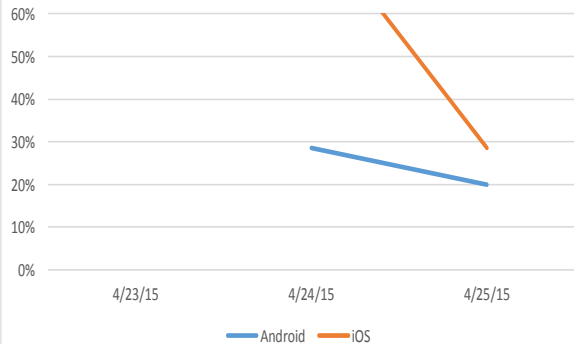
Engagers / DAU by Platform



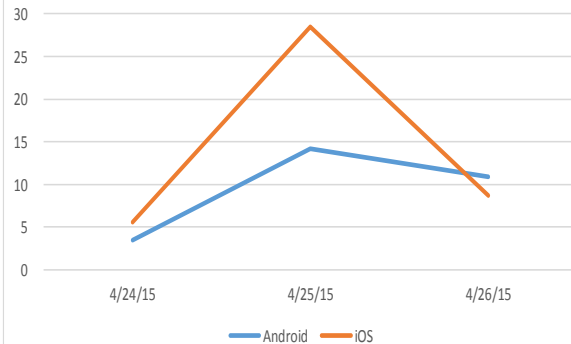
Registration Rate by Platform



D1 Retention by Platform

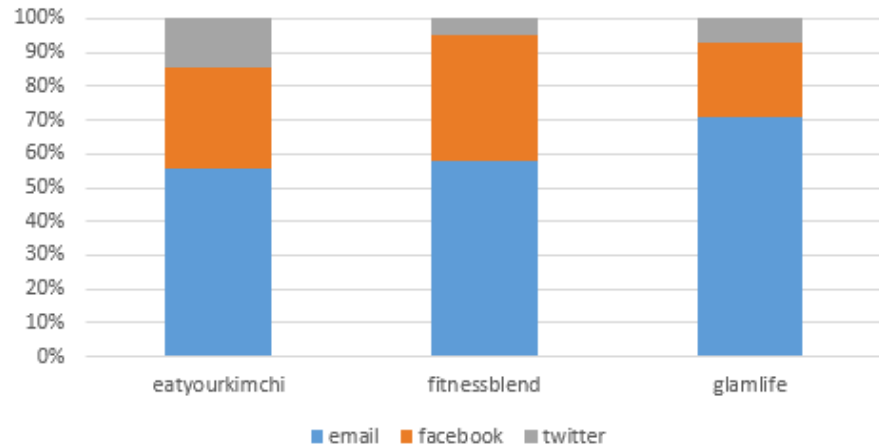


Engagements / DAU by Platform

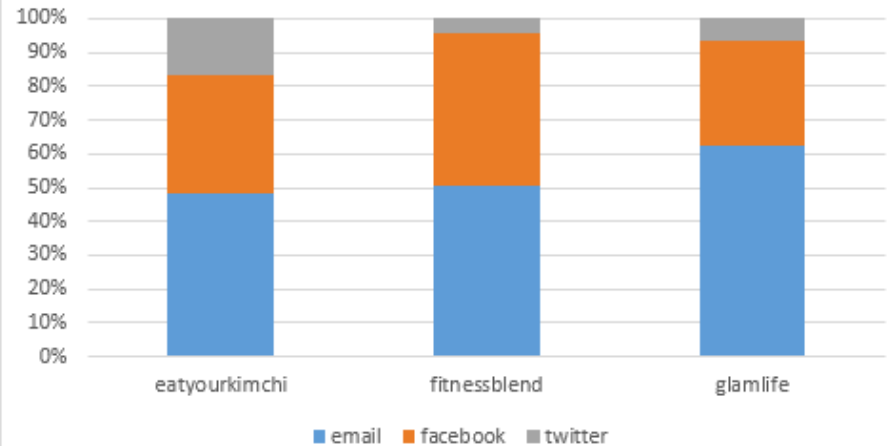


How are users registering?

Registrations by Source (iOS) (3/20 - 4/19)



Registrations by Source (Android) (3/20 - 4/19)



- Overall registration distribution across all apps: 55% email, 38% Facebook, 7% Twitter
- Facebook makes up slightly higher proportion of registrations on Android (41%) compared to iOS (34%)

What are users engaging in?

- Emotive ballistics have highest engagement across all 3 apps
- EYK has highest percentage of poll responders
- FB has highest percentage of reposters

