

Victorious Weekly Data Review

05/20/2015

Agenda

- Victorious KPIs
- UCI Launch Metrics
- Recently Launched Apps – RH, TYT, NC, ATV
- Other Apps – EYK, GLG, FB

Victorious Network Lifetime KPIs

As of 5/17:

Lifetime Installs: 507,866

Lifetime Registrations: 233,934

Reg. Rate: 46%

Total DAU (on 5/17): 40,133

DAU as a % of Lifetime Installs: 8%

DAU/MAU ratio across all apps: 16%

MAU by Month

Month	MAU
2014-10	690
2014-11	36,281
2014-12	33,838
2015-01	22,693
2015-02	20,045
2015-03	44,460
2015-04	262,809
2015-05	244,408

Summary

Victorious: iOS + Android

victorious

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	5,967	6,760	-12%	20,275	-71%
DAU	40,061	37,105	8%	58,065	-31%
D1	28.2%	27.3%	3%	27.1%	4%
Registration Rate	45.0%	49.0%	-8%	50.1%	-10%

GLG: iOS + Android

glamlife

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	42	40	5%	132	-68%
DAU	2,712	2,432	12%	2,426	12%
D1	38.5%	20.0%	92%	29.3%	31%
Registration Rate	50.0%	37.5%	33%	28.8%	74%

TYT: iOS + Android

TheYoungTurks

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	153	193	-21%	499	-69%
DAU	1,209	1,350	-10%	1,917	-37%
D1	21.8%	16.0%	36%	25.5%	-15%
Registration Rate	24.2%	23.3%	4%	29.5%	-18%

NC: iOS + Android

NitroCircus

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	132	207	-36%	156	-15%
DAU	602	630	-4%	564	7%
D1	20.3%	17.2%	18%	22.7%	-11%
Registration Rate	34.8%	26.6%	31%	30.8%	13%

EYK: iOS + Android

eatyourkimchi

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	95	139	-32%	153	-38%
DAU	2,845	2,812	1%	3,596	-21%
D1	34.8%	37.5%	-7%	32.3%	8%
Registration Rate	30.5%	48.9%	-38%	49.7%	-39%

FB: iOS + Android

fitnessblend

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	618	475	30%	594	4%
DAU	4,741	2,943	61%	4,384	8%
D1	17.9%	17.3%	3%	17.3%	3%
Registration Rate	36.6%	32.2%	14%	29.0%	26%

RH: iOS + Android

RyanHiga

	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	4,244	5,457	-22%	18,338	-77%
DAU	26,118	25,811	1%	43,523	-40%
D1	29.9%	29.9%	0%	27.7%	8%
Registration Rate	51.9%	53.4%	-3%	52.1%	0%

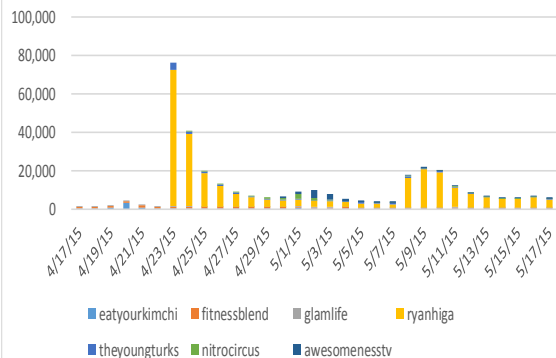
ATV: iOS + Android

AwesomenessTV

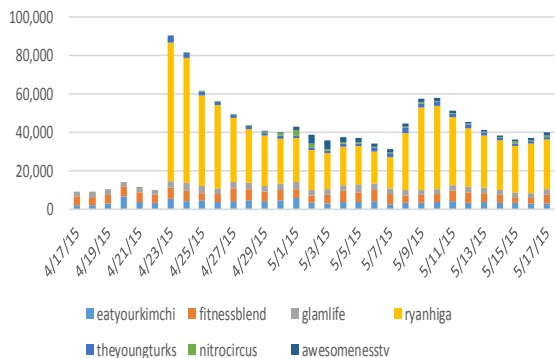
	5/17/15	5/16/15	DoD	5/10/15	WoW
Installs	683	249	174%	403	69%
DAU	1,834	1,127	63%	1,655	11%
D1	18.1%	17.7%	2%		
Registration Rate	18.2%	26.5%	-32%	32.8%	-45%

Victorious

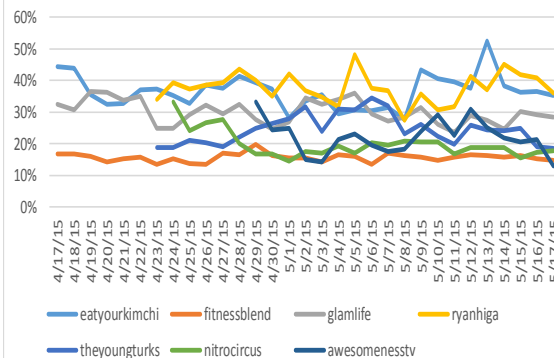
Installs by App



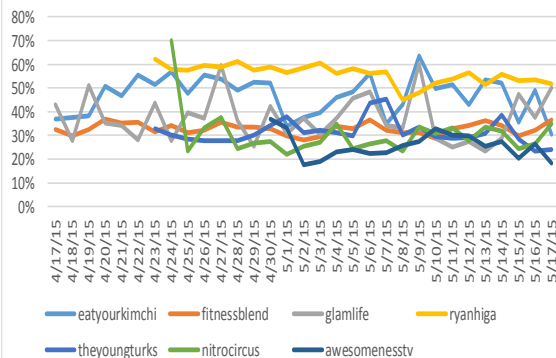
DAU by App



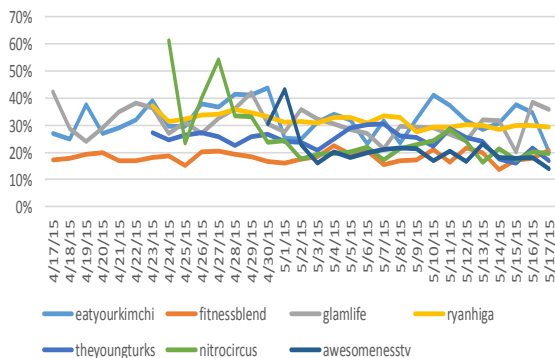
Engagers / DAU by App



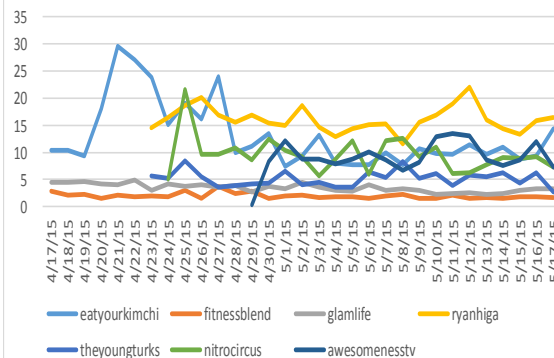
Registration Rate by App



D1 Retention by App



Engagements / DAU by App

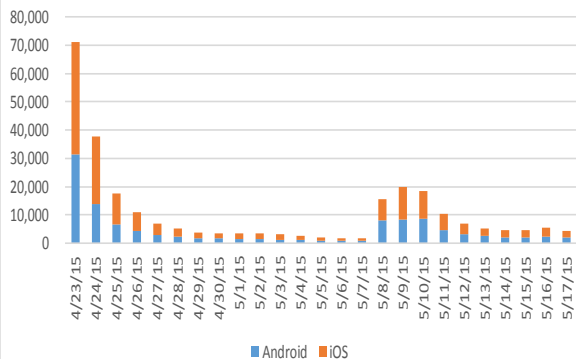


Launch Metrics – Unicorn Island

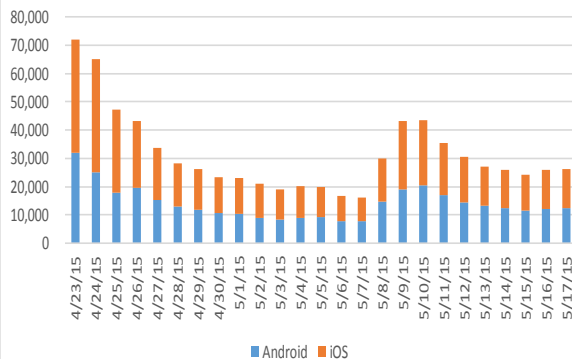
App	UnicornIsland
Date	5/18/15
Subscribers	5,714,766
Installs	7,235
Registrations	4,477
Reg. Rate	62%
DAU	7,235
Total Views	25,909
Total Viewers	3,560
% Total Viewers (to DAU)	49%
Engagements	211,674
Engagers	2,843
% Engagers (to DAU)	39%
Creations	2,307
Creators	1,306
% Creators (to DAU)	18%
Tile Views	404,679
Tile Viewers	7,235
% Tile Viewers (to DAU)	100%
*subs pegged to launch day	

Ryan Higa

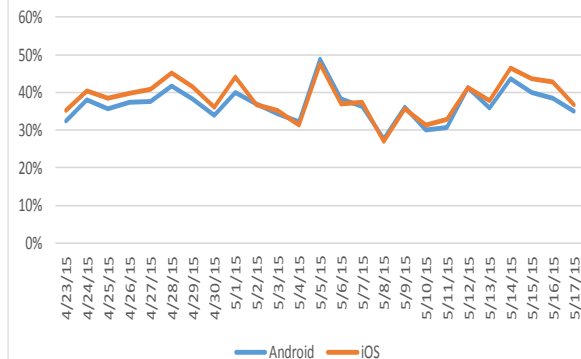
Installs by Platform



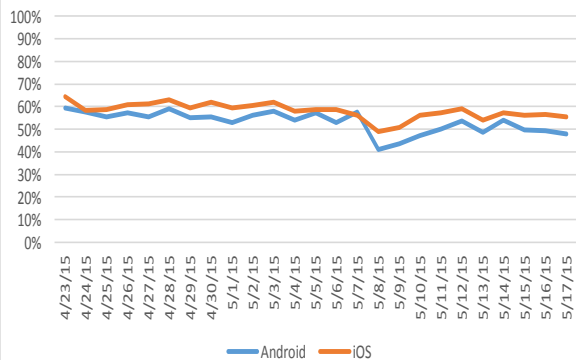
DAU by Platform



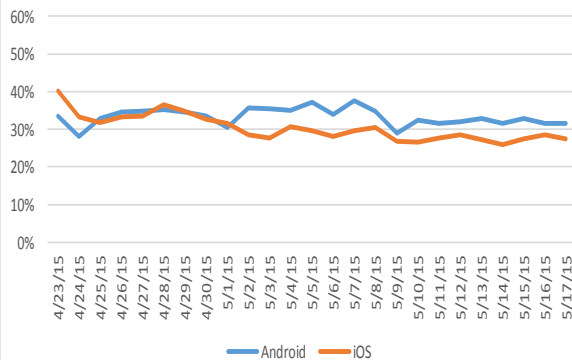
Engagers / DAU by Platform



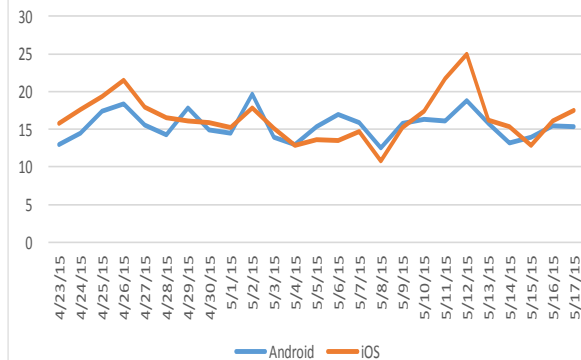
Registration Rate by Platform



D1 Retention by Platform

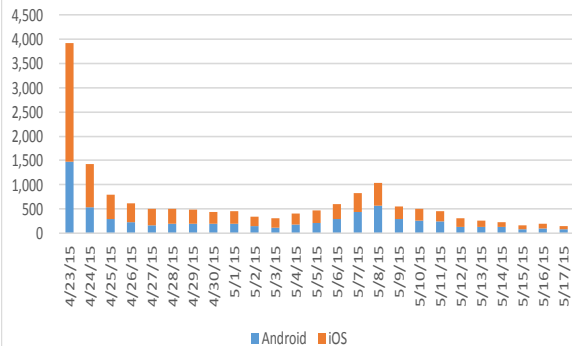


Engagements / DAU by Platform

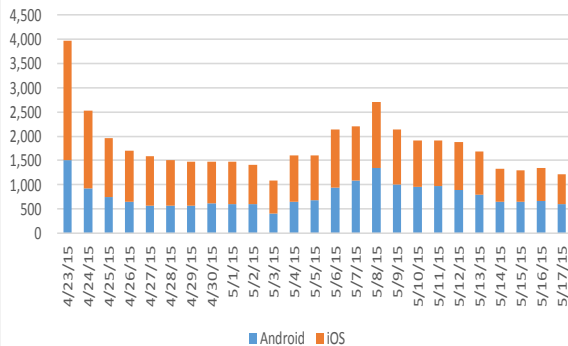


The Young Turks

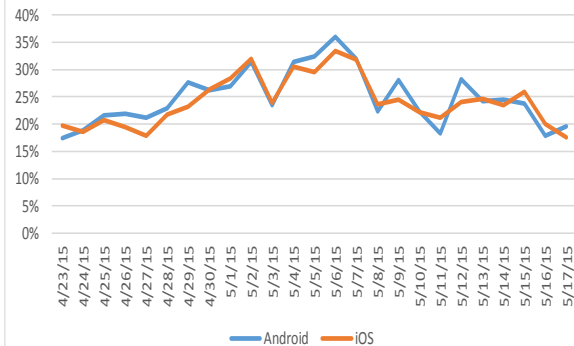
Installs by Platform



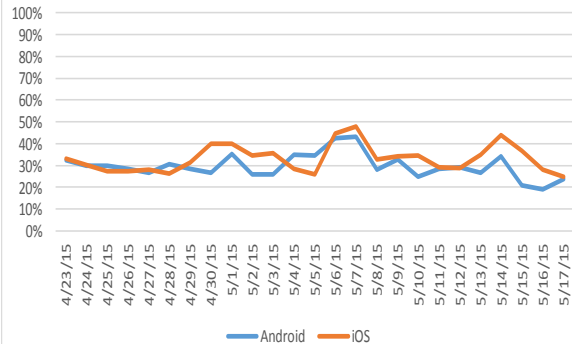
DAU by Platform



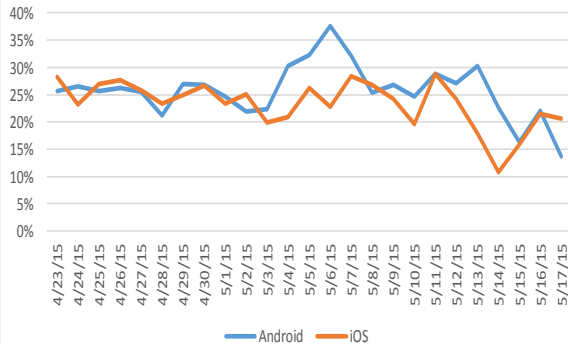
Engagers / DAU by Platform



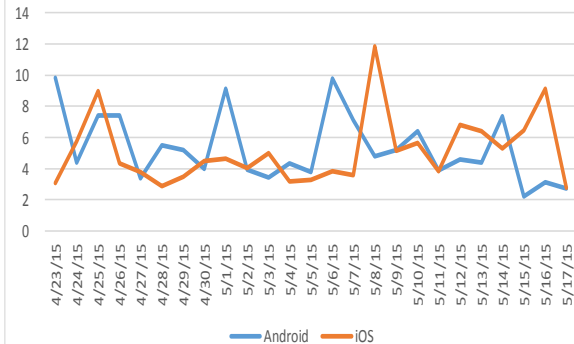
Registration Rate by Platform



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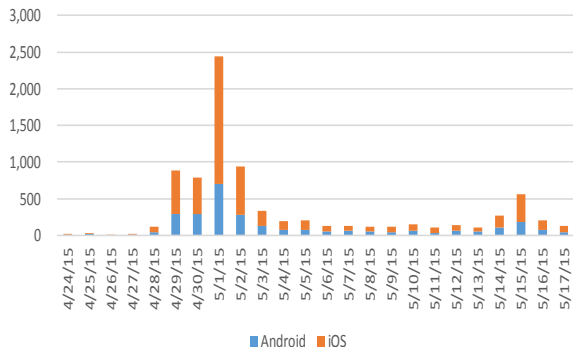


Engagements / DAU by Platform

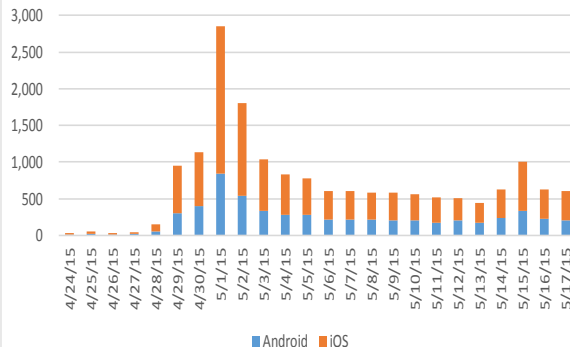


Nitro Circus

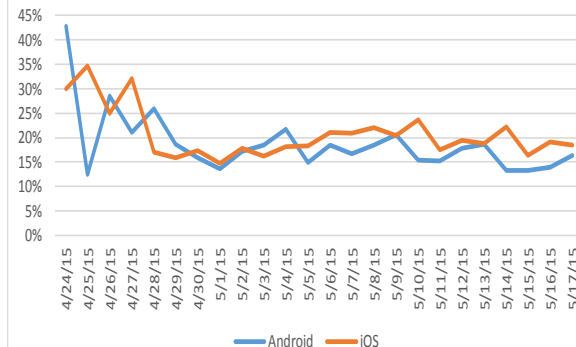
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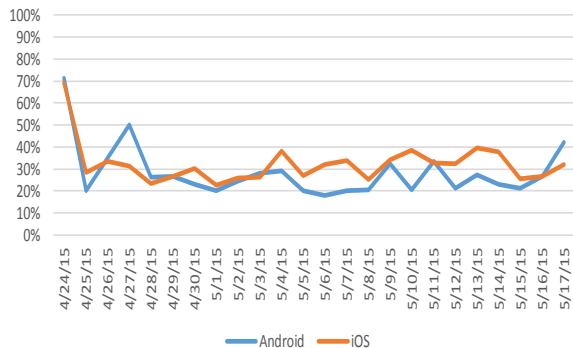
DAU by Platform



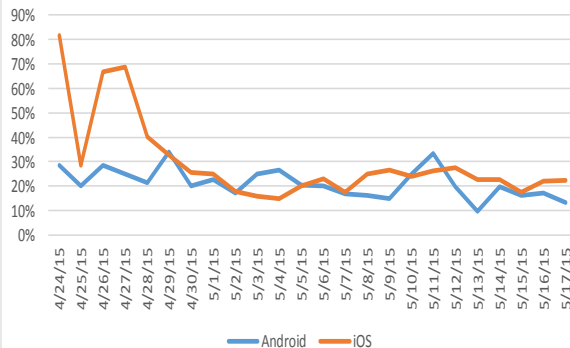
Engagers / DAU by Platform



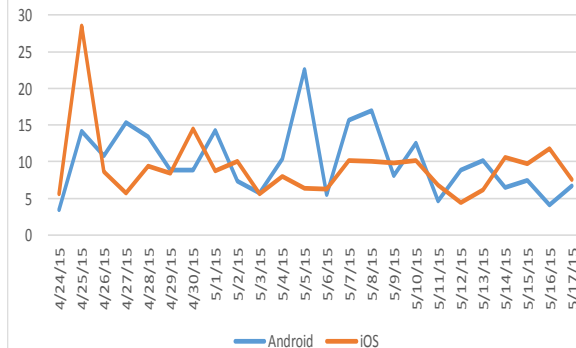
Registration Rate by Platform



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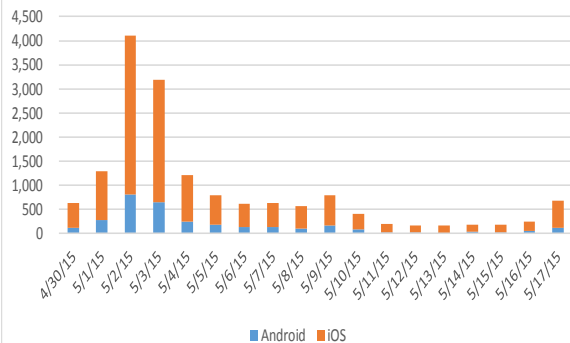


Engagements / DAU by Platform

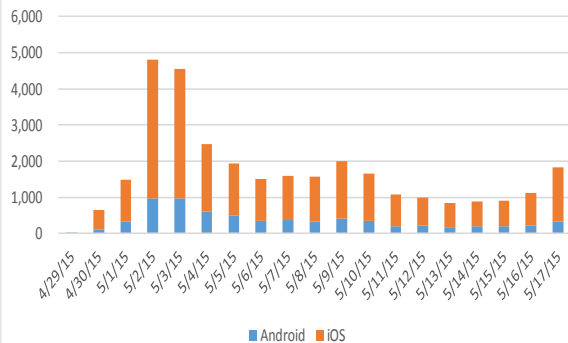


Awesomeness TV

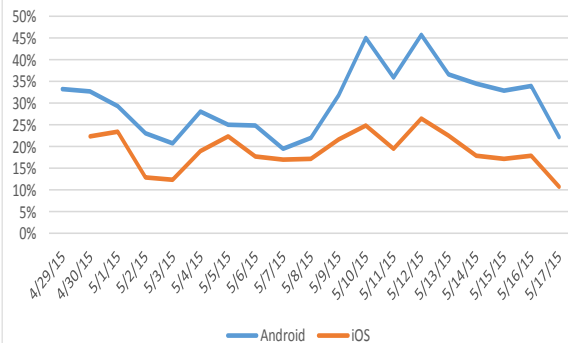
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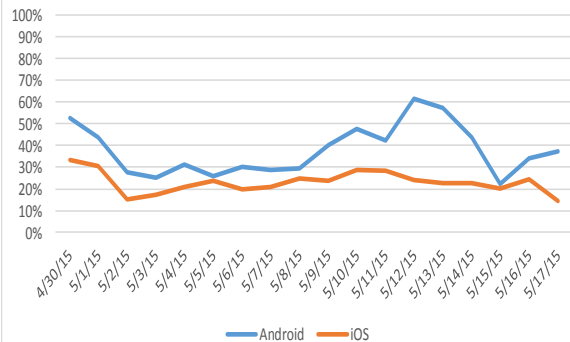
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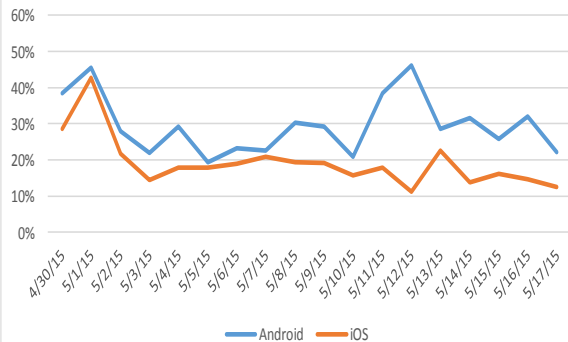
Engagers / DAU by Platform



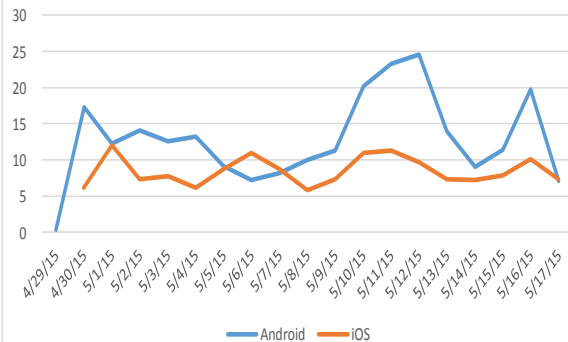
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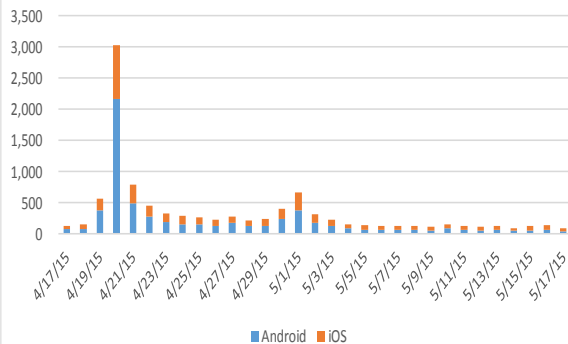


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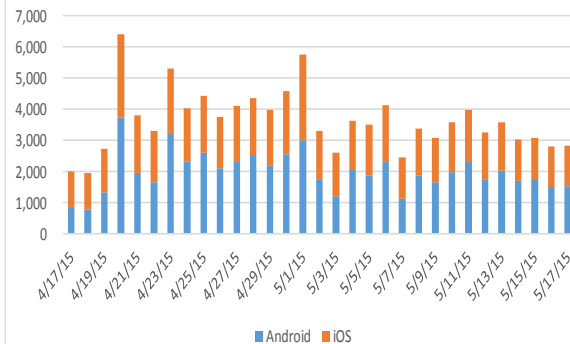


Eat Your Kimchi

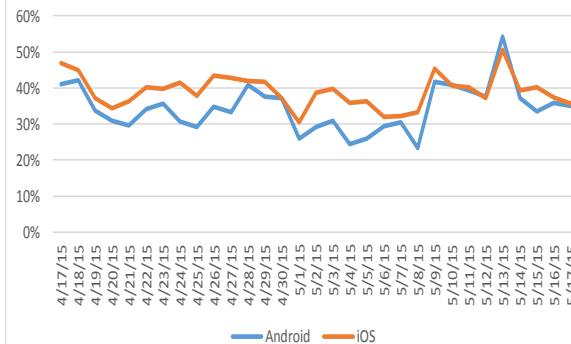
Installs by Platform



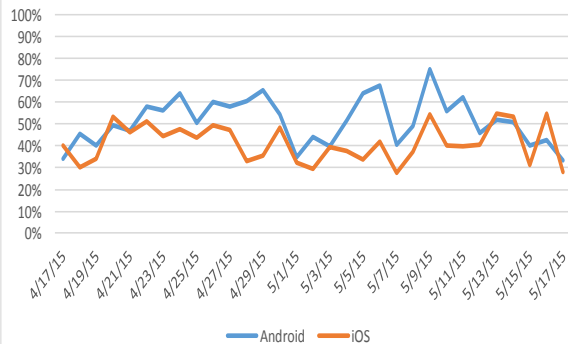
DAU by Platform



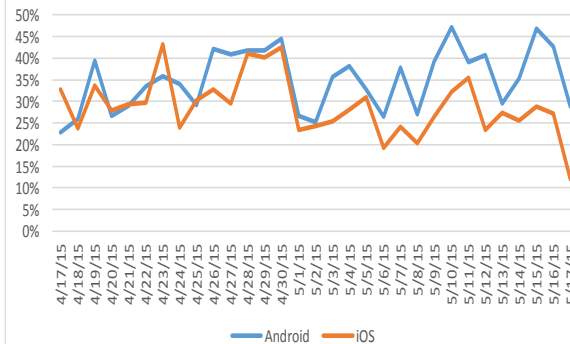
Engagers / DAU by Platform



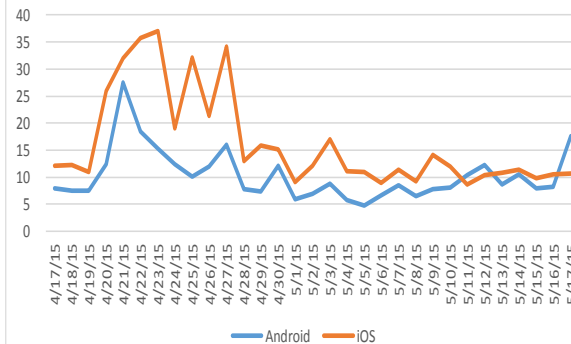
Registration Rate by Platform



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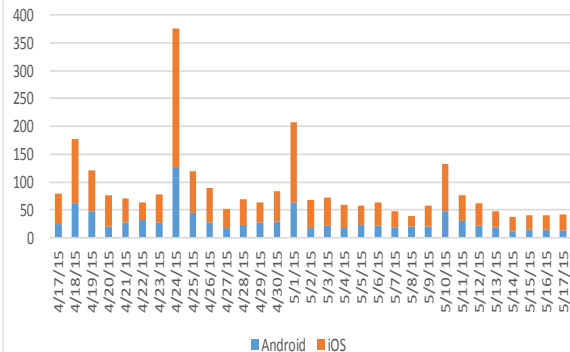


Engagements / DAU by Platform

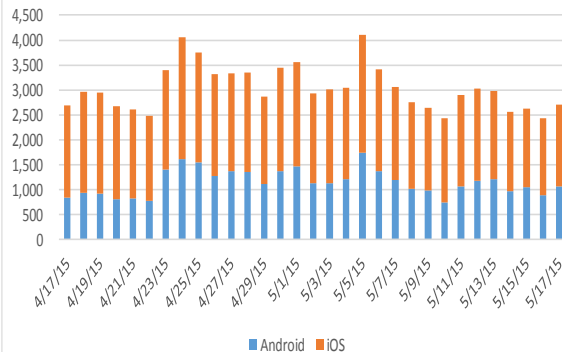


Glam Life Guru

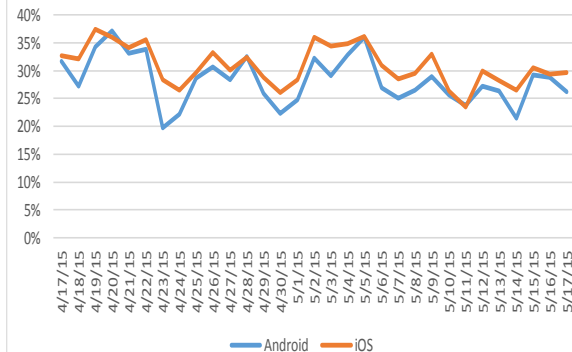
Installs by Platform



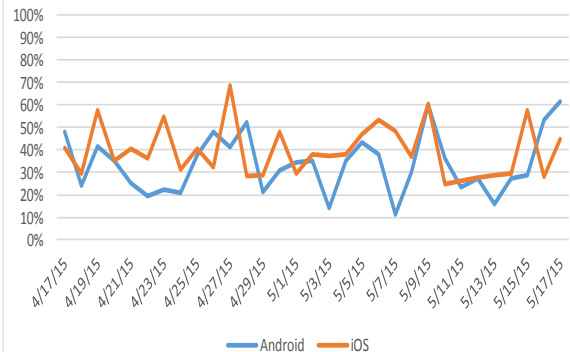
DAU by Platform



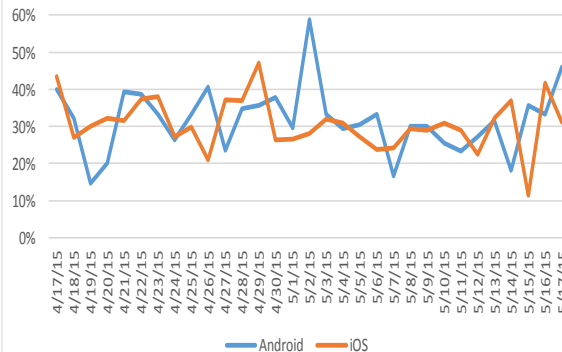
Engagers / DAU by Platform



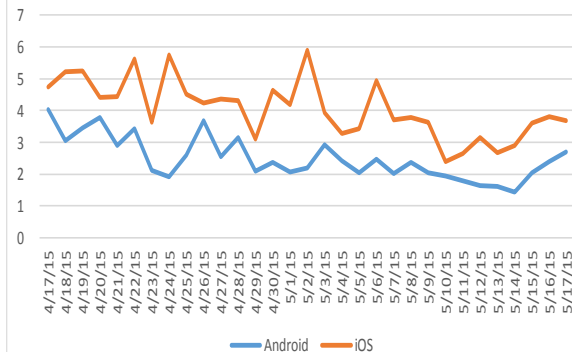
Registration Rate by Platform



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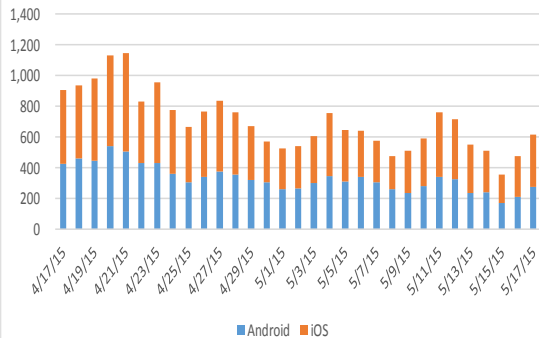


Engagements / DAU by Platform

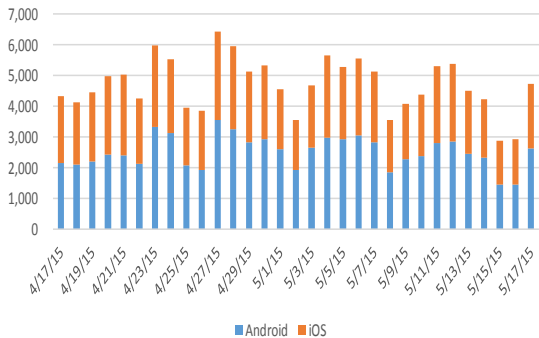


Fitness Blender

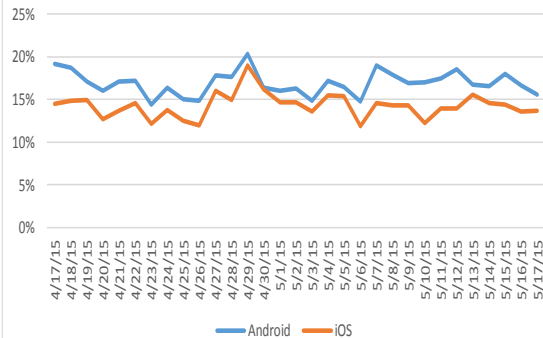
Installs by Platform



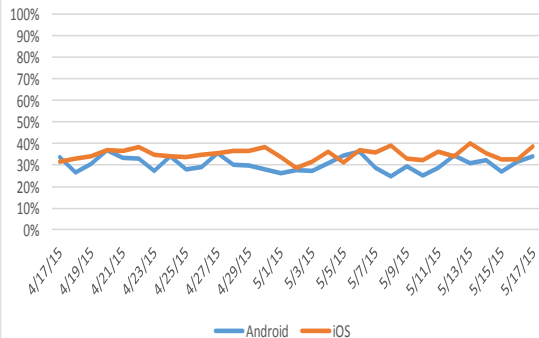
DAU by Platform



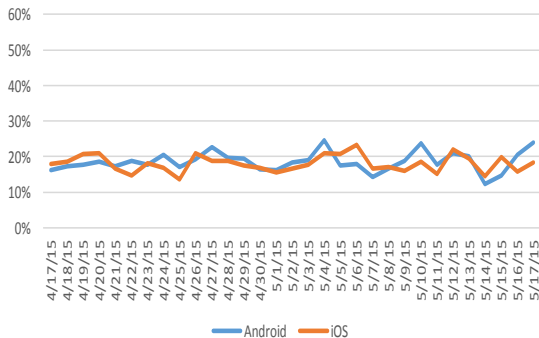
Engagers / DAU by Platform



Registration Rate by Platform



D1 Retention by Platform



Engagements / DAU by Platform

