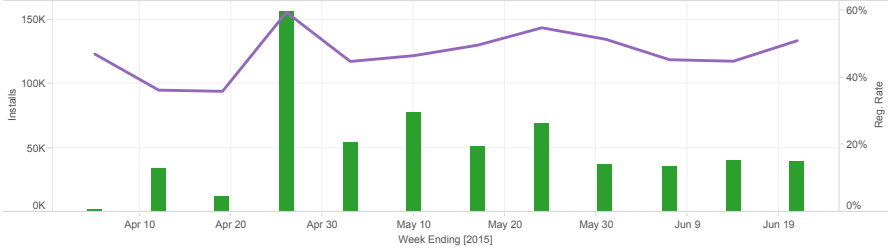


# Weekly Management Dashboard (Network)

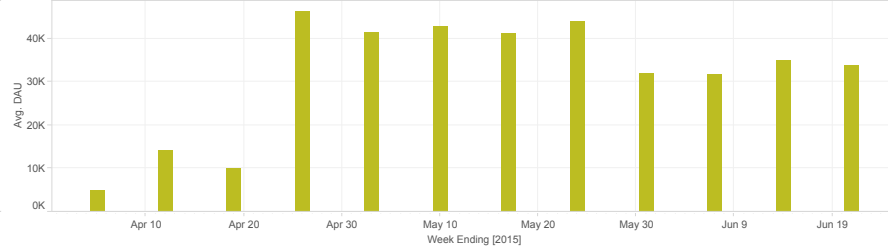
## Weekly Data

Week Ending	Total Installs	Reg. Rate	Avg. DAU	Sessions Per User	Mins Per Session	Time in App Per User (in Min)	D1 Retention	D7 Retention	D14 Retention	D30 Retention
Jun 21, 2015	39,172	51%	33,847	3.0	2.5	7.5	25%			
Jun 14, 2015	39,844	45%	34,819	2.9	2.4	6.9	28%	10%		
Jun 07, 2015	35,558	45%	31,914	2.7	2.5	6.7	26%	10%	7%	
May 31, 2015	36,974	51%	31,954	2.7	2.3	6.3	25%	8%	5%	
May 24, 2015	68,853	55%	43,967	2.9	2.1	6.3	32%	9%	5%	2%
May 17, 2015	51,473	50%	41,349	2.9	2.2	6.4	28%	9%	4%	2%
May 10, 2015	77,897	47%	42,861	3.0	2.3	6.8	29%	9%	5%	2%
May 03, 2015	54,443	45%	41,527	3.0	2.2	6.8	29%	10%	7%	3%
Apr 26, 2015	156,823	60%	46,407	3.6	2.2	8.0	33%	11%	8%	4%
Apr 19, 2015	11,858	36%	10,188	3.8	2.5	9.6	21%	9%	8%	5%
Apr 12, 2015	34,054	36%	14,255	3.7	2.3	8.5	28%	10%	9%	6%
Apr 05, 2015	1,563	47%	4,886	4.1	2.2	8.8	29%	14%	9%	9%
Grand Total	608,512	51%	31,498	3.1	2.3	7.0	29%	9%	6%	2%

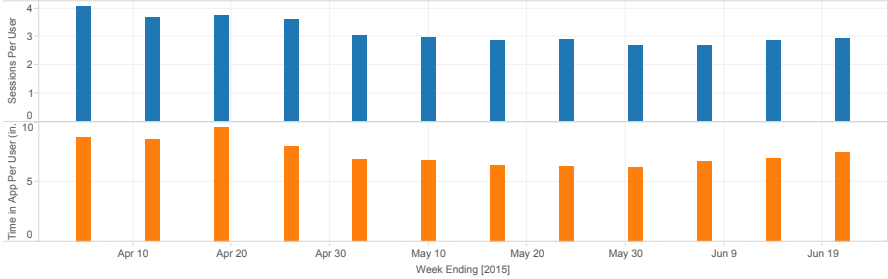
## Installs and Registration



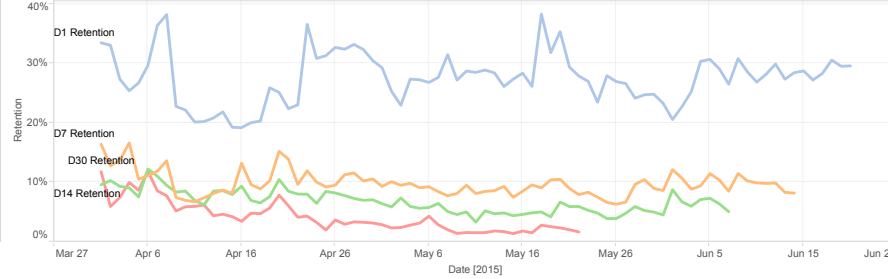
## DAU



## Engagement



## Retention



Date  
4/1/2015 to 6/21/2015

Week of Date  
All

- App
- ☒ alltime10s
  - ☒ awesomenesstv
  - ☒ beingindian
  - ☒ boyceavenue
  - ☒ clothesncount
  - ☒ digitour
  - ☒ ealyourkimchi
  - ☒ eleventhgorg
  - ☒ fallarmy
  - ☒ fitnessblend
  - ☒ glamlife
  - ☒ glamss
  - ☒ gtchannel
  - ☒ jennamarbles
  - ☒ jesslizama
  - ☒ joeygraceffa
  - ☒ kurthschneider
  - ☒ linustechtips
  - ☒ loganpaul
  - ☒ machinima
  - ☒ meghanienks
  - ☒ nitrocircus
  - ☒ pwnisher
  - ☒ questcrew
  - ☒ ryanhiga
  - ☒ strawberry17
  - ☒ theyoungturks
  - ☒ unicomisland
  - ☒ wizkhalifa

Lifetime Metrics by App (Network by app)

App	Total Installs	Reg	Reg. Rate	Tile Views	Views	Video Views	Engagements	Creations	Sessions Per User	Mins Per Session
ryanhiga	344,353	196,354	57%	52,829,933	6,264,387	2,549,192	19,987,952	212,872	3.0	2.2
fitnessblend	85,940	30,426	35%	18,340,788	1,387,246	287,301	688,108	27,222	3.2	2.6
eatyourkimchi	55,694	24,634	44%	39,088,945	3,285,022	629,064	5,206,977	106,905	3.6	1.4
glamlife	53,311	27,577	52%	46,434,325	2,985,897	173,027	2,183,362	115,904	4.0	1.6
unicornisland	41,567	24,570	59%	6,621,429	683,513	106,124	4,448,173	31,574	3.1	1.9
eleventhgorg	34,030	21,498	63%	6,091,162	539,503	80,216	2,034,107	32,518	2.9	1.9
awesomenesstv	30,197	7,427	25%	2,325,975	406,767	240,434	795,244	5,561	2.3	4.1
theyoungturks	26,853	10,132	38%	3,428,915	429,518	128,134	500,524	5,037	2.7	3.2
nitrocircus	9,866	2,678	27%	610,748	81,510	58,533	215,452	594	1.8	1.7
machinima	8,486	2,772	33%	509,319	46,473	27,025	136,844	945	2.4	2.4
alltime10s	1,645	829	50%	106,059	8,740	3,964	39,289	413	2.9	2.6
beingindian	1,560	743	48%	100,055	5,279	18	23,274	302	3.6	1.6
linustechtips	189	82	43%	7,621	659	253	2,475	43	3.4	0.7
gtchannel	148	67	45%	34,763	2,468	985	3,830	116	2.0	1.2
jesslizama	109	68	62%	12,411	1,533	336	1,843	118	4.3	0.7
pwnisher	84	39	46%	12,011	937	335	745	80	2.8	0.5
failarmy	46	28	61%	9,199	1,156	821	1,204	94	7.3	1.6
loganpaul	18	10	56%	443	24	14	37	13	4.8	0.8
clothesencount	6	4	67%	535	31	0	84	9	10.0	1.1
meghanrienks	6	10	167%	389	32	7	76	15	12.9	1.2
questcrew	6	6	100%	1,493	148	88	364	25	9.2	1.8
wizkhalifa	5	3	60%	83	13	10	43	5	9.0	1.4
digitour	3	4	133%	5	2	0		1	6.0	0.8
boyceavenue	2	2	100%	1,608	177	90	334	16	14.6	2.4
kurthschneider	2	1	50%	466	38	8	300	7	9.0	3.5
strawberry17	2	7	350%	134	27	16	194	3	11.8	0.8
glamss	1	1	100%	103	7	7		2	4.7	0.5
jennamarbles	1	1	100%	86	4	2		2	6.7	1.2
joeygraceffa	1	1	100%	35	10	4		7	6.0	1.5
Grand Total	694,131	349,974	50%	176,569,038	16,131,121	4,286,008	36,270,835	540,403	3.2	2.0

Lifetime Metrics by App (Network by app)

App	Time in App Per User (in Min)	D1 Retention	D7 Retention	D14 Retention	D30 Retention
ryanhiga	6.6	32%	9%	6%	2%
fitnessblend	8.1	22%	8%	6%	4%
eatyourkimchi	5.1	33%	14%	10%	6%
glamlife	6.3	31%	16%	12%	7%
unicornisland	5.7	34%	9%	4%	2%
eleventhgorg	5.6	31%	9%	5%	1%
awesomenesstv	9.3	20%	8%	5%	2%
theyoungturks	8.7	27%	10%	7%	2%
nitrocircus	3.0	23%	6%	3%	1%
machinima	5.8	24%	7%		
alltime10s	7.5	26%			
beingindian	5.6	29%			
linustechtips	2.3	24%	5%	6%	2%
gtchannel	2.5	24%	7%	4%	1%
jesslizama	3.0	24%	12%	8%	2%
pwnisher	1.4	20%	6%	4%	
failarmy	11.8	50%	33%	11%	
loganpaul	3.8		6%	6%	
clothesencount	11.0	50%			
meghanrienks	15.3	33%		17%	
questcrew	16.5	50%	17%		
wizkhalifa	12.5		20%		
digitour	5.0				
boyceavenue	35.8				
kurthschneider	31.4		50%		
strawberry17	9.5	50%		50%	
glamss	2.3	100%			
jennamarbles	8.1				
joeygraceffa	8.9				
Grand Total	6.6	30%	10%	6%	3%

Daily Metrics Summary (EYK)

Date	Total Installs	Reg	Reg. Rate	DAU	Tile Views	Tile Viewers	Views	Viewers	Video Views	Video Viewers	Engagements	Engagers	Creations	Creators	Sessions Per User	Mins Per Session	Time in App Per User (in Min)	D1 Retention	D7 Retention	D14 Retention	D30 Retention
6/21/2015	93	37	40%	2,603	143,524	2,439	13,524	1,914	2,604	408	20,825	838	283	98	2.9	1.9	5.7				
6/20/2015	87	33	38%	2,181	120,043	2,015	10,726	1,372	1,869	431	19,615	598	251	95	3.0	2.2	6.6	30%			
6/19/2015	102	38	37%	1,678	116,205	1,610	9,751	1,058	882	209	16,563	483	291	94	3.2	2.4	7.8	26%			
6/18/2015	103	35	34%	2,515	124,169	2,299	11,214	1,816	1,617	294	20,767	761	294	110	3.0	1.9	5.7	29%			
6/17/2015	129	50	39%	2,602	133,148	2,444	11,348	1,797	2,236	508	25,685	791	291	115	2.8	2.2	6.1	33%			
6/16/2015	94	36	38%	2,190	132,908	2,068	10,957	1,559	1,214	216	27,430	790	364	125	2.9	2.0	5.9	29%			
6/15/2015	115	51	44%	2,427	148,546	2,271	16,490	1,790	4,738	318	32,945	863	376	132	3.0	2.0	6.0	30%			
6/14/2015	144	59	41%	2,490	141,347	2,319	19,187	1,748	8,459	397	22,258	763	357	115	3.0	1.9	5.7	26%	15%		
6/13/2015	229	60	26%	2,584	142,616	2,405	11,877	1,665	2,808	602	24,887	791	302	128	2.9	2.1	6.0	27%	13%		
6/12/2015	221	60	27%	2,945	155,691	2,679	14,566	2,012	3,235	592	31,395	1,026	316	145	3.0	2.0	6.0	29%	8%		
6/11/2015	184	65	35%	2,835	161,525	2,632	14,428	2,005	2,460	609	32,730	961	384	145	3.0	2.1	6.4	38%	14%		
6/10/2015	116	34	29%	2,334	129,284	2,172	11,021	1,556	1,651	408	20,832	719	316	132	2.9	2.1	6.0	28%	11%		
6/9/2015	89	39	44%	2,222	130,149	2,045	10,915	1,485	924	232	20,179	655	296	112	3.1	2.0	6.0	35%	12%		
6/8/2015	90	33	37%	2,496	136,675	2,385	12,332	1,787	1,366	264	19,348	773	302	111	2.8	2.0	5.6	31%	13%		
6/7/2015	117	44	38%	2,438	138,379	2,335	12,419	1,756	1,515	312	17,212	746	281	104	2.6	2.2	5.8	26%	18%	13%	
6/6/2015	199	75	38%	2,484	139,713	2,302	12,560	1,585	2,115	547	28,662	730	313	135	2.9	2.4	6.8	24%	16%	11%	
6/5/2015	134	56	42%	3,149	159,450	2,915	14,993	2,201	2,375	498	25,637	971	312	124	2.9	2.5	7.3	41%	19%	11%	
6/4/2015	144	69	48%	2,515	138,866	2,332	12,759	1,573	2,844	656	25,225	723	400	155	2.9	2.4	7.1	29%	10%	13%	
6/3/2015	85	30	35%	1,644	123,583	1,569	11,601	1,183	2,648	520	22,263	551	399	122	3.4	2.5	8.4	28%	11%	6%	
6/2/2015	74	27	36%	1,574	102,724	1,501	8,745	1,179	1,692	333	15,531	549	312	121	3.3	2.0	6.6	24%	9%	4%	
6/1/2015	111	40	36%	1,848	125,173	1,755	11,437	1,386	2,414	447	24,180	682	361	137	3.3	2.1	7.0	27%	14%	14%	
5/31/2015	158	70	44%	2,021	135,313	1,908	12,894	1,561	3,319	668	17,438	701	355	124	3.0	2.4	7.2	30%	15%	13%	
5/30/2015	102	53	52%	1,838	120,162	1,713	10,424	1,307	1,640	329	16,032	691	310	109	3.0	2.3	6.8	26%	9%	8%	
5/29/2015	132	60	45%	2,315	128,272	2,156	11,641	1,776	2,030	438	18,241	1,133	328	134	3.0	2.1	6.3	20%	13%	6%	
5/28/2015	158	83	53%	2,795	136,566	2,586	11,993	1,917	2,775	612	23,313	985	356	150	2.9	2.0	5.9	23%	15%	15%	
5/27/2015	150	53	35%	1,884	131,428	1,825	10,443	1,204	1,422	323	17,040	621	290	116	3.3	2.0	6.4	29%	6%	10%	
5/26/2015	82	41	50%	2,507	137,758	2,273	11,702	1,679	1,590	337	15,668	753	287	107	3.0	1.8	5.5	23%	11%	9%	
5/25/2015	74	28	38%	1,519	103,220	1,482	8,105	972	981	246	9,811	439	261	101	3.0	2.3	6.9	28%	8%	7%	
5/24/2015	95	51	54%	2,644	140,888	2,512	12,580	1,714	2,329	551	17,391	818	214	98	2.7	2.4	6.5	25%	8%	5%	
5/23/2015	85	33	39%	2,948	168,571	2,705	18,515	1,783	6,358	795	22,648	1,015	353	123	3.1	1.8	5.5	33%	16%	11%	
5/22/2015	62	38	61%	1,819	121,524	1,726	10,464	1,178	1,998	349	16,171	571	281	106	3.3	2.0	6.8	24%	15%	18%	3%
5/21/2015	81	33	41%	2,940	144,852	2,708	15,876	1,906	5,314	425	21,810	878	277	100	3.0	1.9	5.6	33%	27%	15%	9%
5/20/2015	87	47	54%	3,442	165,107	3,160	16,768	2,661	3,021	769	29,937	1,823	257	99	3.0	1.6	4.9	28%	13%	11%	1%
5/19/2015	85	41	48%	2,579	148,013	2,383	15,438	1,818	3,966	457	28,346	881	334	114	3.2	1.8	5.7	33%	14%	6%	4%
5/18/2015	109	39	36%	2,558	156,308	2,414	15,122	1,851	2,627	445	23,466	850	351	135	3.2	1.8	5.8	28%	6%	4%	6%
5/17/2015	95	29	31%	2,845	173,503	2,677	16,126	2,033	2,514	501	41,036	1,003	348	126	3.0	2.0	6.1	20%	7%	9%	5%
5/16/2015	138	69	50%	2,812	189,246	2,597	18,827	1,897	3,793	753	26,171	1,030	382	136	3.4	2.2	7.3	35%	22%	12%	7%
5/15/2015	128	47	37%	3,096	162,090	2,971	16,472	2,077	3,284	689	27,108	1,127	328	121	3.0	1.8	5.5	38%	16%	12%	5%
5/14/2015	94	49	52%	3,034	175,522	2,857	16,327	2,122	2,569	640	33,113	1,159	349	128	3.2	2.1	6.7	31%	23%	13%	3%
5/13/2015	133	73	55%	3,590	205,219	3,242	21,588	2,942	3,406	590	34,549	1,889	355	134	3.1	1.9	6.0	29%	26%	9%	6%
5/12/2015	123	53	43%	3,255	196,002	2,949	19,527	2,409	3,162	494	37,029	1,220	380	141	3.2	1.9	6.0	32%	20%	16%	10%
5/11/2015	131	69	53%	3,997	220,736	3,596	24,267	3,116	3,214	510	38,477	1,585	462	171	3.3	1.9	6.1	37%	16%	7%	8%
5/10/2015	153	76	50%	3,596	222,343	3,263	24,464	2,600	5,221	874	35,252	1,464	514	188	3.2	2.0	6.4	41%	14%	12%	3%
5/9/2015	124	80	65%	3,096	219,032	2,785	22,437	2,491	2,444	432	33,118	1,344	545	187	3.2	2.1	6.7	32%	14%	14%	4%
5/8/2015	132	57	43%	3,398	207,842	3,063	21,268	2,107	4,772	509	26,279	943	394	168	3.1	1.9	5.8	23%	20%	11%	7%
5/7/2015	132	47	36%	2,466	191,238	2,279	17,879	1,635	3,065	456	24,669	773	433	160	3.7	2.1	7.9	32%	11%	8%	3%
5/6/2015	125	70	56%	4,142	265,236	3,819	24,595	2,974	4,643	797	31,857	1,263	511	197	3.2	1.9	6.0	23%	20%	10%	9%
5/5/2015	138	67	49%	3,509	241,569	3,235	22,939	2,462	2,398	613	26,831	1,081	463	181	3.2	1.9	6.1	32%	9%	5%	4%
5/4/2015	161	76	47%	3,626	259,303	3,342	24,405	2,481	3,336	603	29,159	1,065	469	182	3.3	2.0	6.5	34%	19%	11%	4%
5/3/2015	232	95	41%	2,605	277,792	2,451	25,022	1,686	2,465	546	34,295	928	561	185	4.1	2.2	9.0	31%	17%	13%	6%
5/2/2015	318	121	38%	3,320	280,073	3,097	26,062	2,132	4,090	863	31,071	1,114	574	190	3.5	2.2	7.6	25%	15%	14%	6%
5/1/2015	674	231	34%	5,752	313,795	5,315	28,241	4,042	3,222	925	42,660	1,620	536	233	3.3	1.8	6.1	25%	13%	12%	4%

Daily Metrics Summary (EYK)

Date	Total Installs	Reg	Reg. Rate	DAU	Tile Views	Tile Viewers	Views	Viewers	Video Views	Video Viewers	Engagements	Engagers	Creations	Creators	Sessions Per User	Mins Per Session	Time in App Per User (in Min)	D1 Retention	D7 Retention	D14 Retention	D30 Retention
4/30/2015	410	218	53%	4,581	273,296	4,315	24,077	3,615	1,344	476	61,813	1,704	608	243	3.3	1.6	5.2	44%	9%	12%	5%
4/29/2015	241	129	54%	3,975	261,388	3,708	22,028	2,706	1,478	552	44,307	1,564	569	221	3.2	1.9	6.2	41%	16%	10%	3%
4/28/2015	218	107	49%	4,353	218,389	3,224	20,158	2,957	1,991	695	43,243	1,798	570	215	3.2	1.6	5.3	42%	21%	16%	11%
4/27/2015	284	154	54%	4,116	285,483	3,812	25,573	2,834	2,004	905	98,592	1,541	697	277	3.3	1.9	6.3	37%	15%	11%	5%
4/26/2015	235	131	56%	3,761	294,967	3,530	29,732	2,871	2,205	674	60,505	1,450	626	253	3.4	2.2	7.4	38%	10%	14%	6%
4/25/2015	267	128	48%	4,447	297,803	4,054	26,618	2,829	3,339	1,134	85,177	1,457	555	245	3.2	2.0	6.3	30%	17%	12%	5%
4/24/2015	289	164	57%	4,044	263,147	3,631	24,554	2,642	3,156	934	61,319	1,423	633	264	3.2	2.0	6.4	29%	20%	8%	4%
4/23/2015	331	177	53%	5,302	303,229	4,991	28,199	3,994	1,758	661	126,333	1,975	686	314	3.2	1.8	5.8	39%	19%	10%	8%
4/22/2015	459	256	56%	3,300	275,292	3,105	23,188	2,249	1,288	550	89,417	1,226	718	357	3.9	2.0	7.9	32%	12%	11%	5%
4/21/2015	790	376	48%	3,802	313,754	3,638	22,573	2,547	1,635	785	112,679	1,249	1,043	455	3.9	2.0	7.8	29%	19%	10%	8%
4/20/2015	3,032	1,546	51%	6,399	492,894	6,219	32,536	4,434	1,506	608	115,300	2,073	1,901	997	4.5	1.7	7.6	27%	17%	12%	9%
4/19/2015	570	221	39%	2,730	247,732	2,623	26,729	1,958	4,100	431	25,356	969	432	151	3.9	2.2	8.3	38%	16%	8%	7%
4/18/2015	157	59	38%	1,961	210,142	1,851	27,081	1,463	5,788	374	20,342	861	347	135	4.0	2.4	9.4	25%	17%	12%	6%
4/17/2015	135	50	37%	2,012	195,589	1,900	19,234	1,506	981	421	20,882	893	309	131	4.0	2.1	8.6	27%	13%	13%	5%
4/16/2015	196	102	52%	2,055	203,273	1,937	28,107	1,594	7,481	404	24,065	916	434	157	4.1	2.2	8.9	28%	29%	21%	9%
4/15/2015	206	82	40%	2,077	215,442	1,935	23,127	1,625	1,327	571	23,882	966	381	145	4.3	2.2	9.6	24%	14%	10%	10%
4/14/2015	151	71	47%	2,027	212,555	1,953	29,326	1,575	7,299	440	25,277	925	346	155	4.3	2.1	8.7	30%	14%	14%	6%
4/13/2015	171	75	44%	2,047	219,814	1,941	32,110	1,506	9,349	418	24,860	902	400	164	4.3	2.1	9.0	33%	16%	14%	9%
4/12/2015	183	91	50%	2,128	234,336	2,001	46,971	1,581	22,223	571	29,359	898	435	159	4.4	2.0	8.9	26%	13%	15%	10%
4/11/2015	215	75	35%	2,505	253,182	2,352	45,602	1,852	19,586	844	36,496	1,029	470	166	3.8	2.3	8.6	23%	11%	15%	10%
4/10/2015	162	68	42%	3,256	233,614	3,014	95,568	2,515	70,757	1,459	34,551	1,247	430	182	3.6	2.0	7.2	28%	13%	10%	12%
4/9/2015	200	78	39%	3,191	252,750	2,986	65,193	2,655	35,444	887	41,688	1,522	491	179	3.8	1.9	7.1	34%	13%	15%	8%
4/8/2015	316	154	49%	3,785	282,322	3,531	41,571	3,161	8,370	1,636	50,671	1,774	480	177	3.7	2.1	7.7	37%	14%	8%	7%
4/7/2015	149	67	45%	2,244	258,106	2,118	39,092	1,790	8,935	793	35,073	1,071	552	183	4.5	2.1	9.7	36%	13%	10%	7%
4/6/2015	175	88	50%	2,346	290,941	2,238	36,404	1,853	1,947	680	41,038	1,167	640	202	4.5	2.2	9.8	27%	12%	15%	13%
4/5/2015	157	78	50%	2,236	264,429	2,116	37,840	1,746	8,454	757	38,799	1,102	491	176	4.1	2.3	9.3	25%	10%	6%	8%
4/4/2015	202	92	46%	3,129	273,343	2,947	49,991	2,589	19,238	985	40,936	1,454	476	175	3.7	2.0	7.3	25%	15%	8%	12%
4/3/2015	171	89	52%	2,486	257,698	2,360	29,572	1,975	1,776	675	41,192	1,232	509	177	4.1	2.1	8.3	32%	16%	9%	8%
4/2/2015	154	76	49%	3,211	309,097	2,996	38,082	2,699	2,296	748	48,818	1,664	540	193	3.9	2.1	8.2	35%	9%	9%	5%
4/1/2015	163	78	48%	3,185	251,718	2,988	19,971	2,149	3,222	1,386	41,361	1,550	420	168	3.6	1.9	6.9	31%	20%	8%	13%
Grand T..	17,540	8,030	46%	238,393	16,527,966	221,595	1,826,068	170,430	408,911	48,794	2,867,486	88,133	35,848	14,015	3.4	2.0	6.8	30%	15%	10%	6%

Weekly Metrics Summary (EYK)

Week Ending	Total Installs	Delta Installs	Avg. Daily Installs	WoW Daily Installs	Avg. DAU	WoW Avg. DAU	Engagements	WoW Engagements	D1 Retention	WoW D1	D7 Retention	% Difference in D7 Retention ..
Jun 14, 2015	1,073	24.19%	153	24.19%	2,558	14.40%	171,629	8.14%	30%	6%	12%	-14%
Jun 07, 2015	864	0.93%	123	0.93%	2,236	5.20%	158,710	35.02%	29%	11%	14%	24%
May 31, 2015	856	41.72%	122	41.72%	2,126	-21.40%	117,543	-26.43%	26%	-11%	11%	-17%
May 24, 2015	604	-28.27%	86	-28.27%	2,704	-16.35%	159,769	-32.72%	29%	-9%	14%	-28%
May 17, 2015	842	-12.75%	120	-12.75%	3,233	-5.05%	237,483	14.63%	32%	2%	19%	26%
May 10, 2015	965	-59.40%	138	-59.40%	3,405	-16.96%	207,165	-41.80%	32%	-6%	15%	5%
May 03, 2015	2,377	-56.01%	340	-56.01%	4,100	-7.58%	355,981	-45.30%	33%	15%	14%	-15%
Apr 26, 2015	5,403	240.67%	772	240.67%	4,436	108.30%	650,730	295.19%	29%	-7%	17%	-1%
Apr 19, 2015	1,586	13.29%	227	13.29%	2,130	-23.37%	164,664	-38.76%	31%	2%	17%	34%
Apr 12, 2015	1,400	13.45%	200	13.45%	2,779	-2.33%	268,876	-6.81%	31%	0%	13%	-4%
Apr 05, 2015	1,234	-38.97%	176	-38.97%	2,846	-13.08%	288,521	-23.16%	31%	-8%	13%	-14%
Mar 29, 2015	2,022	-57.81%	289	-57.81%	3,274	13.18%	375,467	-1.97%	33%	-2%	16%	-45%
Mar 22, 2015	4,793	634.00%	685	634.00%	2,893	80.37%	383,018	83.80%	34%	9%	28%	98%
Mar 15, 2015	653	-20.27%	93	-20.27%	1,604	-2.30%	208,394	20.60%	31%	10%	14%	0%
Mar 08, 2015	819	29.18%	117	29.18%	1,641	2.73%	172,801	-10.81%	28%	-14%	14%	-1%
Mar 01, 2015	634	-4.08%	91	-4.08%	1,598	4.52%	193,746	3.39%	33%	16%	15%	13%
Feb 22, 2015	661	18.88%	94	18.88%	1,529	6.21%	187,392	26.35%	28%	2%	13%	10%
Feb 15, 2015	556	-11.18%	79	-11.18%	1,439	-10.55%	148,313	17.30%	28%	-4%	12%	2%
Feb 08, 2015	626	36.09%	89	36.09%	1,609	-1.43%	126,436	-7.53%	29%	10%	12%	8%
Feb 01, 2015	460	-38.91%	66	-38.91%	1,632	-17.15%	136,725	10.49%	26%	-4%	11%	-1%
Jan 25, 2015	753	-2.08%	108	-2.08%	1,970	12.50%	123,740	102.69%	27%	-1%	11%	-19%
Jan 18, 2015	769	35.63%	110	35.63%	1,751	122.26%	61,049	-14.19%	28%	140%	13%	3%
Jan 11, 2015	567	445.19%	81	445.19%	788	566.18%	71,146	522.89%	11%	-8%	13%	235%
Jan 04, 2015	104		15		118		11,422		13%		4%	

User Funnel (EYK)

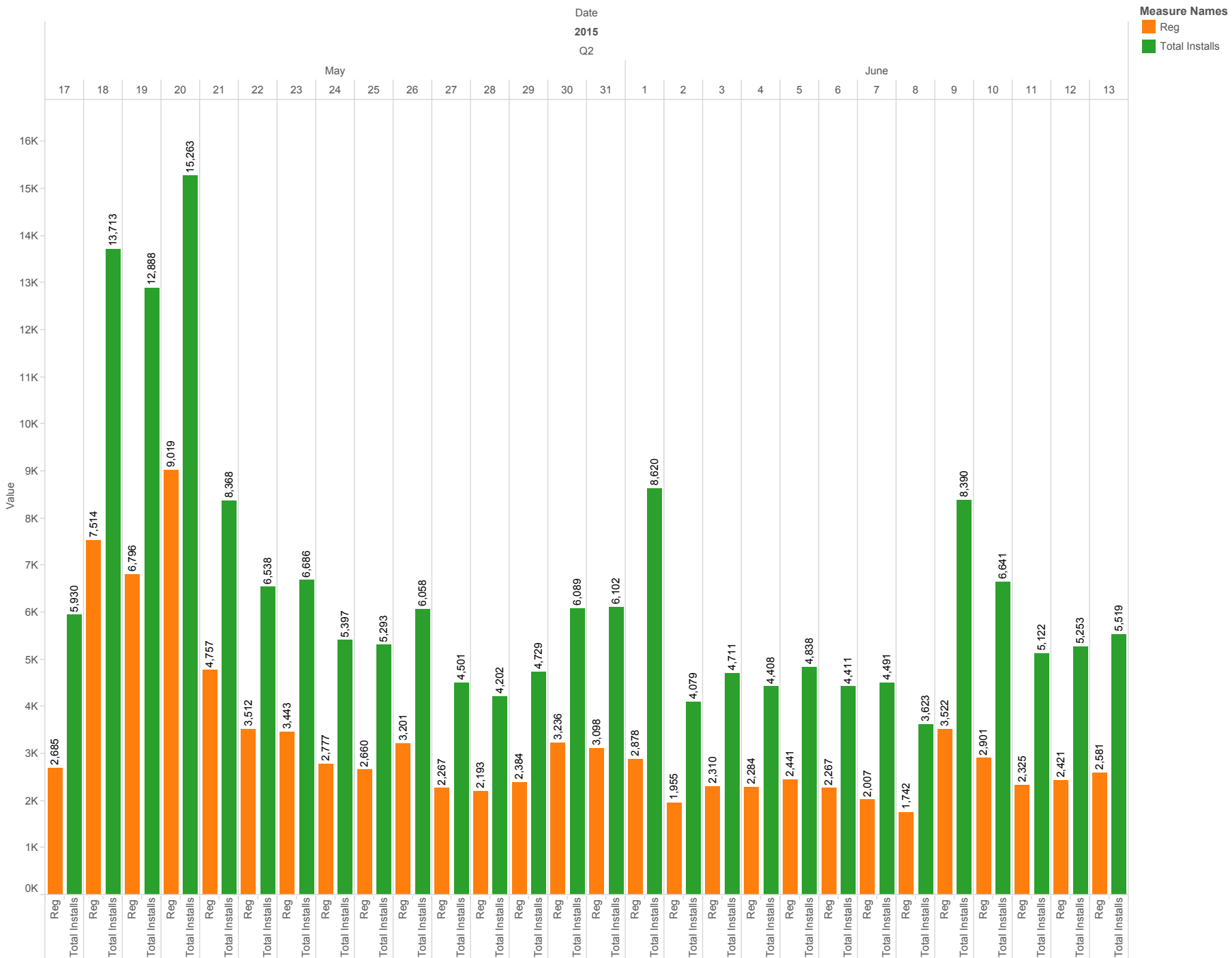
Date	DAU	Tile Views	Tile Views ..	Tile Viewer..	Viewers	Views per ..	Viewers as ..	Video View..	Video View..	Video View..	Engagers	Engageme..	Engagers a..	Creators	Creations p..	Creators as..
6/21/2015	2,603	2,439	55	93.7%	1,914	5	73.5%	408	1	15.7%	838	8	32.2%	98	0.1	3.8%
6/20/2015	2,181	2,015	55	92.4%	1,372	5	62.9%	431	1	19.8%	598	9	27.4%	95	0.1	4.4%
6/19/2015	1,678	1,610	69	95.9%	1,058	6	63.1%	209	1	12.5%	483	10	28.8%	94	0.2	5.6%
6/18/2015	2,515	2,299	49	91.4%	1,816	4	72.2%	294	1	11.7%	761	8	30.3%	110	0.1	4.4%
6/17/2015	2,602	2,444	51	93.9%	1,797	4	69.1%	508	1	19.5%	791	10	30.4%	115	0.1	4.4%
6/16/2015	2,190	2,068	61	94.4%	1,559	5	71.2%	216	1	9.9%	790	13	36.1%	125	0.2	5.7%
6/15/2015	2,427	2,271	61	93.6%	1,790	7	73.8%	318	2	13.1%	863	14	35.6%	132	0.2	5.4%
6/14/2015	2,490	2,319	57	93.1%	1,748	8	70.2%	397	3	15.9%	763	9	30.6%	115	0.1	4.6%
6/13/2015	2,584	2,405	55	93.1%	1,665	5	64.4%	602	1	23.3%	791	10	30.6%	128	0.1	5.0%
6/12/2015	2,945	2,679	53	91.0%	2,012	5	68.3%	592	1	20.1%	1,026	11	34.8%	145	0.1	4.9%
6/11/2015	2,835	2,632	57	92.8%	2,005	5	70.7%	609	1	21.5%	961	12	33.9%	145	0.1	5.1%
6/10/2015	2,334	2,172	55	93.1%	1,556	5	66.7%	408	1	17.5%	719	9	30.8%	132	0.1	5.7%
6/9/2015	2,222	2,045	59	92.0%	1,485	5	66.8%	232	0	10.4%	655	9	29.5%	112	0.1	5.0%
6/8/2015	2,496	2,385	55	95.6%	1,787	5	71.6%	264	1	10.6%	773	8	31.0%	111	0.1	4.4%
6/7/2015	2,438	2,335	57	95.8%	1,756	5	72.0%	312	1	12.8%	746	7	30.6%	104	0.1	4.3%
6/6/2015	2,484	2,302	56	92.7%	1,585	5	63.8%	547	1	22.0%	730	12	29.4%	135	0.1	5.4%
6/5/2015	3,149	2,915	51	92.6%	2,201	5	69.9%	498	1	15.8%	971	8	30.8%	124	0.1	3.9%
6/4/2015	2,515	2,332	55	92.7%	1,573	5	62.5%	656	1	26.1%	723	10	28.7%	155	0.2	6.2%
6/3/2015	1,644	1,569	75	95.4%	1,183	7	72.0%	520	2	31.6%	551	14	33.5%	122	0.2	7.4%
6/2/2015	1,574	1,501	65	95.4%	1,179	6	74.9%	333	1	21.2%	549	10	34.9%	121	0.2	7.7%
6/1/2015	1,848	1,755	68	95.0%	1,386	6	75.0%	447	1	24.2%	682	13	36.9%	137	0.2	7.4%
5/31/2015	2,021	1,908	67	94.4%	1,561	6	77.2%	668	2	33.1%	701	9	34.7%	124	0.2	6.1%
5/30/2015	1,838	1,713	65	93.2%	1,307	6	71.1%	329	1	17.9%	691	9	37.6%	109	0.2	5.9%
5/29/2015	2,315	2,156	55	93.1%	1,776	5	76.7%	438	1	18.9%	1,133	8	48.9%	134	0.1	5.8%
5/28/2015	2,795	2,586	49	92.5%	1,917	4	68.6%	612	1	21.9%	985	8	35.2%	150	0.1	5.4%
5/27/2015	1,884	1,825	70	96.9%	1,204	6	63.9%	323	1	17.1%	621	9	33.0%	116	0.2	6.2%
5/26/2015	2,507	2,273	55	90.7%	1,679	5	67.0%	337	1	13.4%	753	6	30.0%	107	0.1	4.3%
5/25/2015	1,519	1,482	68	97.6%	972	5	64.0%	246	1	16.2%	439	6	28.9%	101	0.2	6.6%
5/24/2015	2,644	2,512	53	95.0%	1,714	5	64.8%	551	1	20.8%	818	7	30.9%	98	0.1	3.7%
5/23/2015	2,948	2,705	57	91.8%	1,783	6	60.5%	795	2	27.0%	1,015	8	34.4%	123	0.1	4.2%
5/22/2015	1,819	1,726	67	94.9%	1,178	6	64.8%	349	1	19.2%	571	9	31.4%	106	0.2	5.8%
5/21/2015	2,940	2,708	49	92.1%	1,906	5	64.8%	425	2	14.5%	878	7	29.9%	100	0.1	3.4%
5/20/2015	3,442	3,160	48	91.8%	2,661	5	77.3%	769	1	22.3%	1,823	9	53.0%	99	0.1	2.9%
5/19/2015	2,579	2,383	57	92.4%	1,818	6	70.5%	457	2	17.7%	881	11	34.2%	114	0.1	4.4%
5/18/2015	2,558	2,414	61	94.4%	1,851	6	72.4%	445	1	17.4%	850	9	33.2%	135	0.1	5.3%
5/17/2015	2,845	2,677	61	94.1%	2,033	6	71.5%	501	1	17.6%	1,003	14	35.3%	126	0.1	4.4%
5/16/2015	2,812	2,597	67	92.4%	1,897	7	67.5%	753	1	26.8%	1,030	9	36.6%	136	0.1	4.8%
5/15/2015	3,096	2,971	52	96.0%	2,077	5	67.1%	689	1	22.3%	1,127	9	36.4%	121	0.1	3.9%
5/14/2015	3,034	2,857	58	94.2%	2,122	5	69.9%	640	1	21.1%	1,159	11	38.2%	128	0.1	4.2%
5/13/2015	3,590	3,242	57	90.3%	2,942	6	81.9%	590	1	16.4%	1,889	10	52.6%	134	0.1	3.7%
5/12/2015	3,255	2,949	60	90.6%	2,409	6	74.0%	494	1	15.2%	1,220	11	37.5%	141	0.1	4.3%
5/11/2015	3,997	3,596	55	90.0%	3,116	6	78.0%	510	1	12.8%	1,585	10	39.7%	171	0.1	4.3%
5/10/2015	3,596	3,263	62	90.7%	2,600	7	72.3%	874	1	24.3%	1,464	10	40.7%	188	0.1	5.2%
5/9/2015	3,096	2,785	71	90.0%	2,491	7	80.5%	432	1	14.0%	1,344	11	43.4%	187	0.2	6.0%
5/8/2015	3,398	3,063	61	90.1%	2,107	6	62.0%	509	1	15.0%	943	8	27.8%	168	0.1	4.9%

User Funnel (EYK)

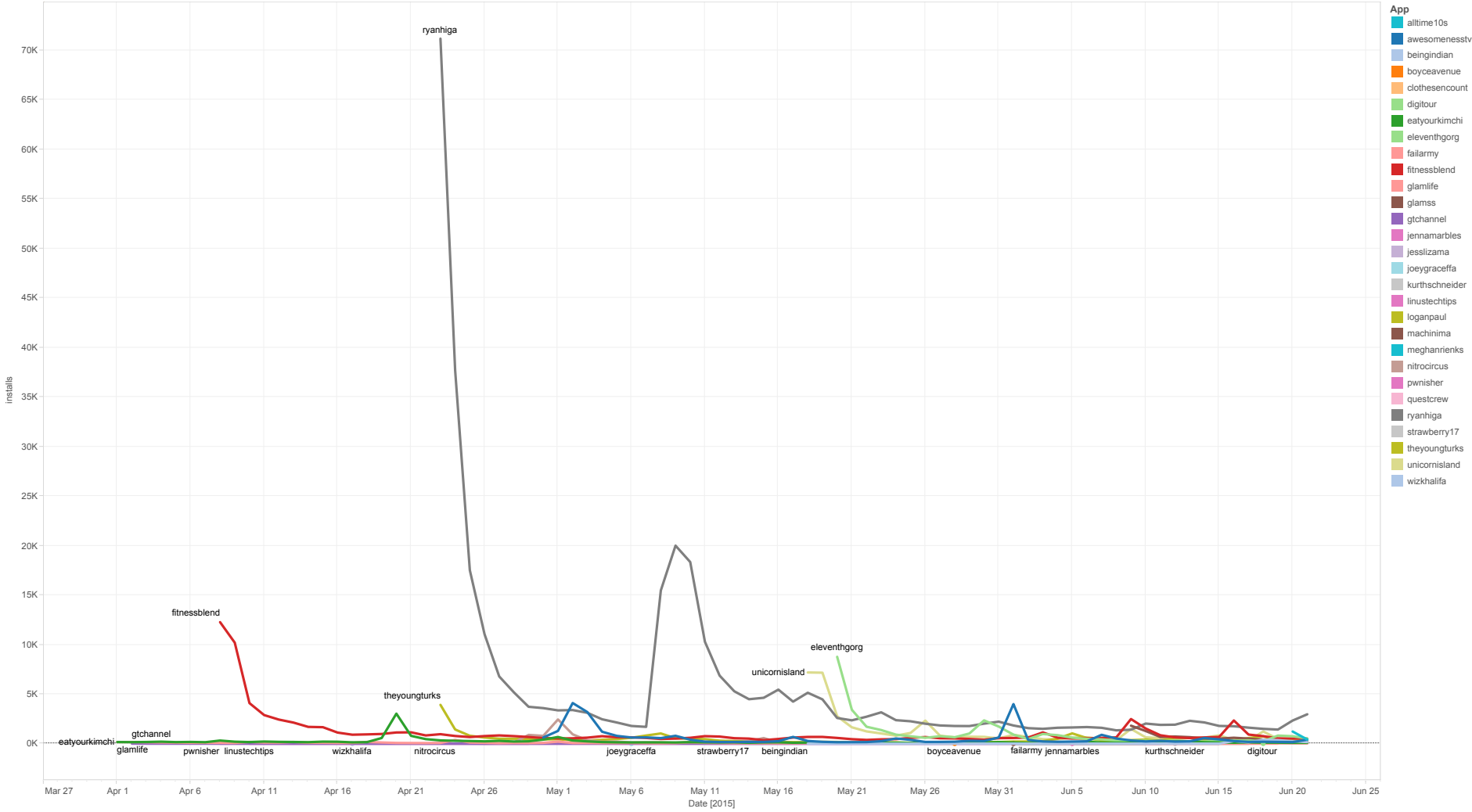
Date	DAU	Tile Viewers	Tile Views ..	Tile Viewer..	Viewers	Views per ..	Viewers as ..	Video View..	Video View..	Video View..	Engagers	Engageme..	Engagers a..	Creators	Creations p..	Creators as..
5/7/2015	2,466	2,279	78	92.4%	1,635	7	66.3%	456	1	18.5%	773	10	31.3%	160	0.2	6.5%
5/6/2015	4,142	3,819	64	92.2%	2,974	6	71.8%	797	1	19.2%	1,263	8	30.5%	197	0.1	4.8%
5/5/2015	3,509	3,235	69	92.2%	2,462	7	70.2%	613	1	17.5%	1,081	8	30.8%	181	0.1	5.2%
5/4/2015	3,626	3,342	72	92.2%	2,481	7	68.4%	603	1	16.6%	1,065	8	29.4%	182	0.1	5.0%
5/3/2015	2,605	2,451	107	94.1%	1,686	10	64.7%	546	1	21.0%	928	13	35.6%	185	0.2	7.1%
5/2/2015	3,320	3,097	84	93.3%	2,132	8	64.2%	863	1	26.0%	1,114	9	33.6%	190	0.2	5.7%
5/1/2015	5,752	5,315	55	92.4%	4,042	5	70.3%	925	1	16.1%	1,620	7	28.2%	233	0.1	4.1%



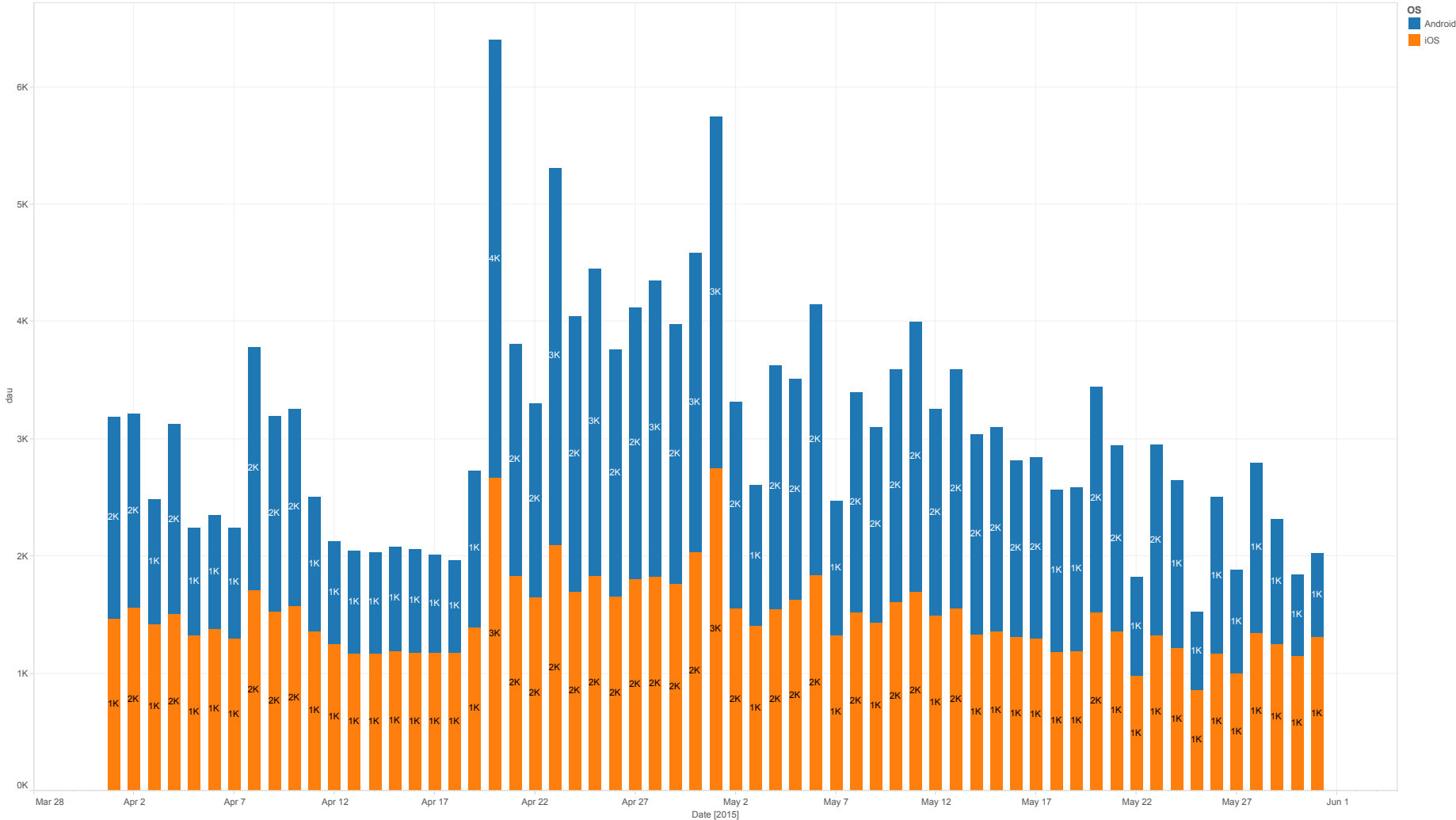
Installs and Reg (Network)



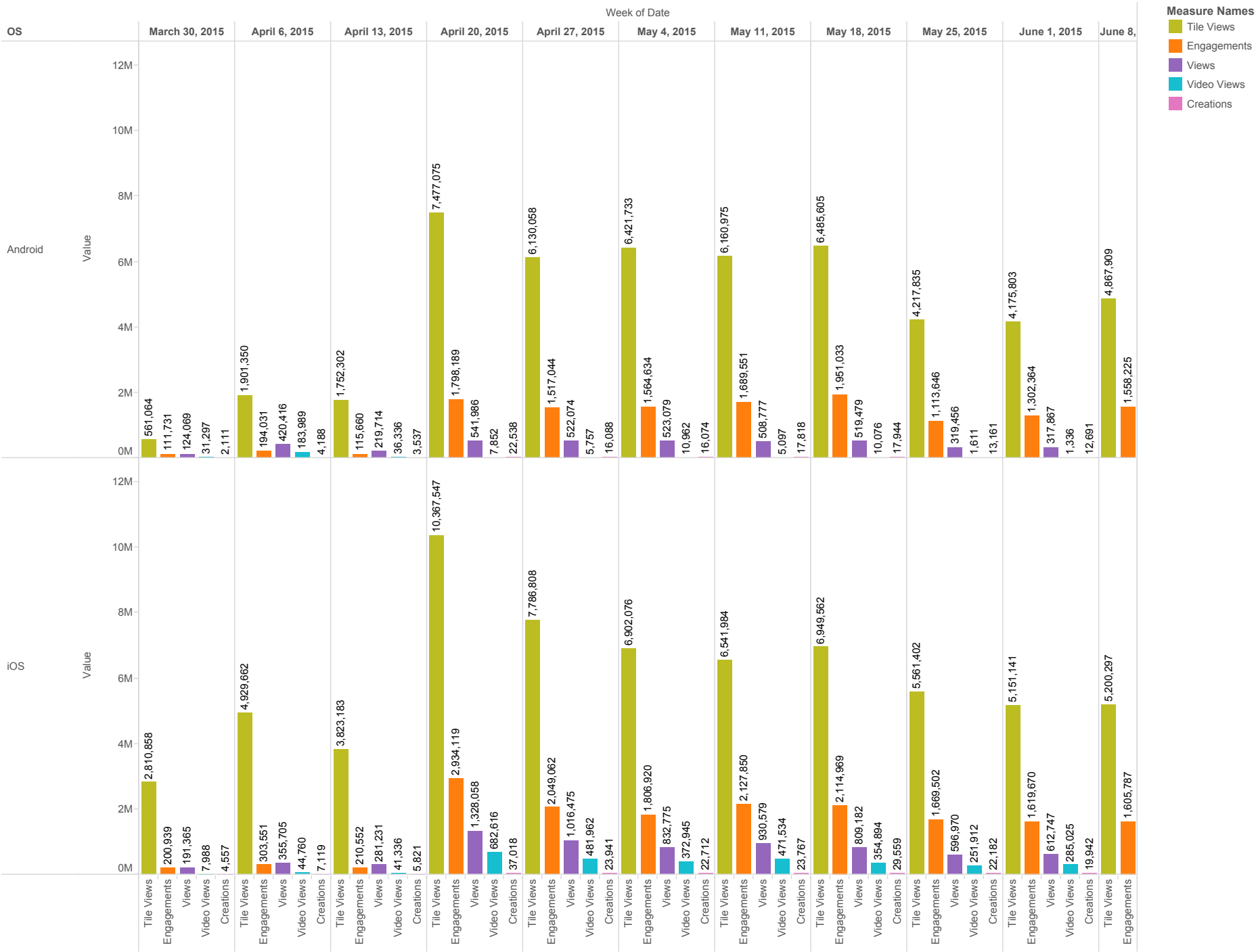
Installs by App (Network)



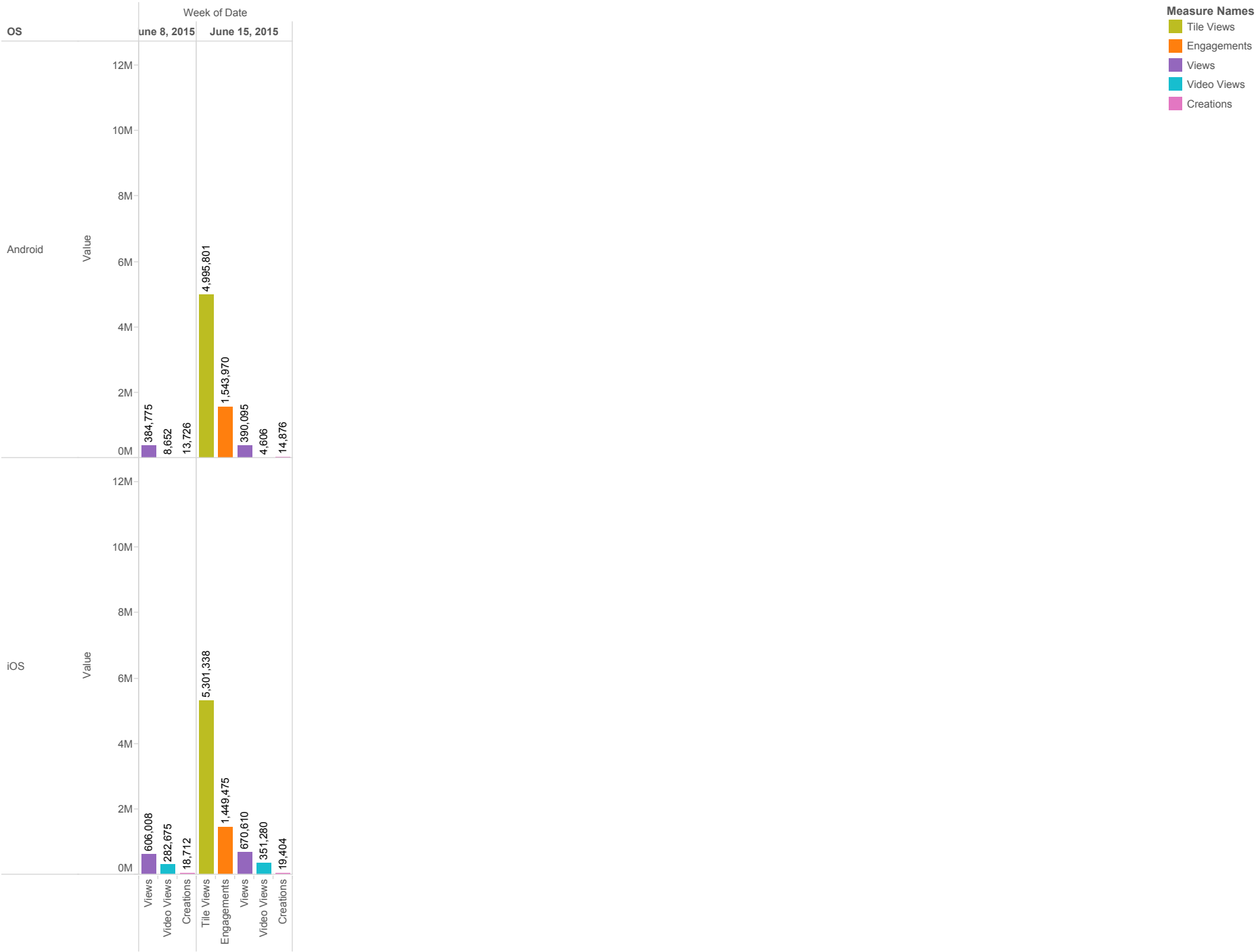
DAU (EYK)



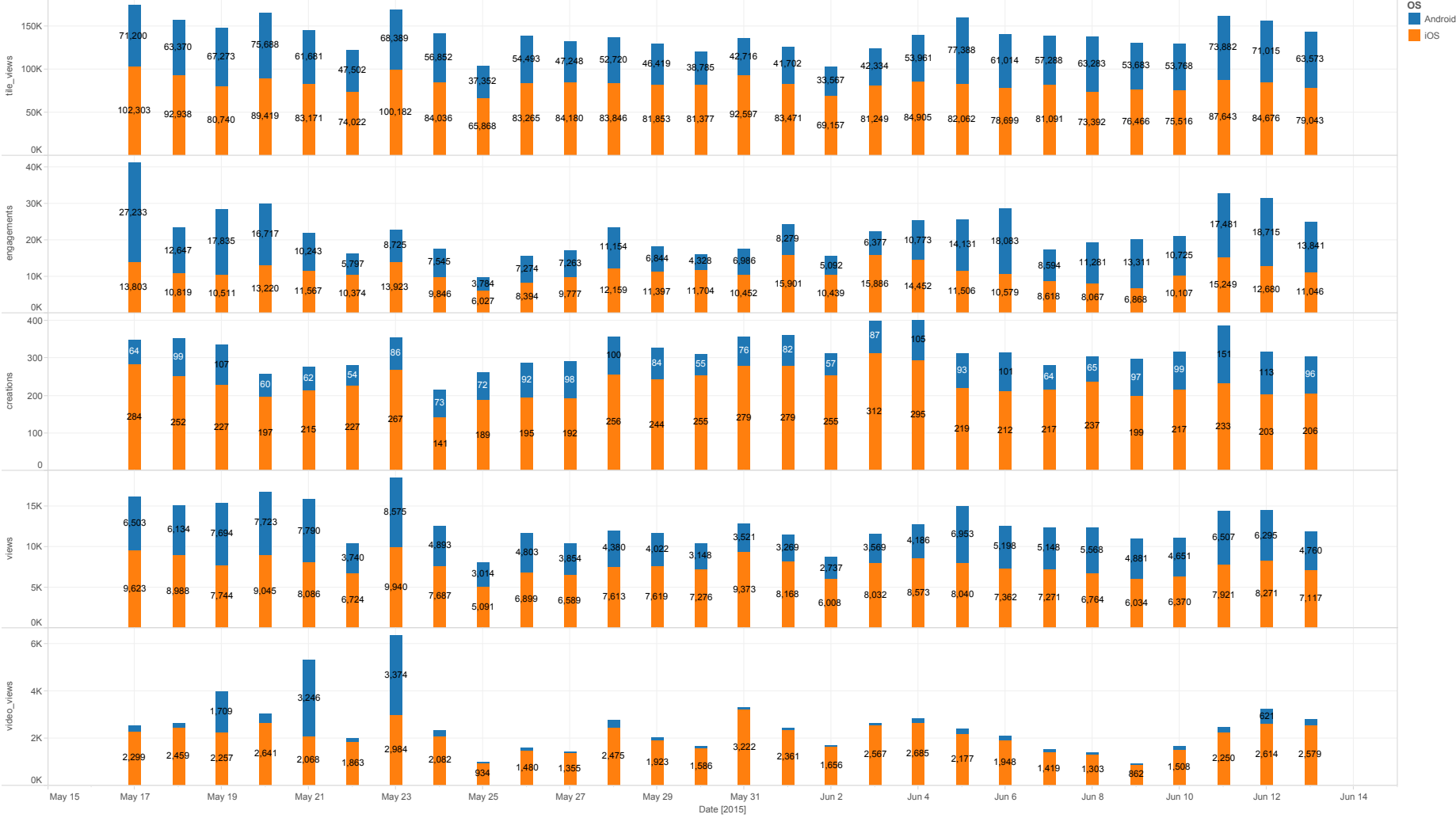
Weekly Activity Breakdown (Network)



Weekly Activity Breakdown (Network)



Activity by App (EYK)



Time in App (Network)

