

THE LATVERIAN TIMES

**COSMETICS
COME TO LIFE**

**iOS APP
PUSHING TO
APP STORE**

**MONETIZATION
EXPERIMENT**

ROUND 2

**NEW
FORMAT**



DAU'S ARE UP BY 27%

As are **Peak CCU's** (+20%)
and **Maximum DAU's** (18%)

113 SDK INTEGRATIONS

76 games, 3 commercial, 7 educational
and 27 non-conclusive!



WHILE THE WORLD IS BEING FORCED INTO DIGITAL TRANSFORMATION DUE TO COVID-19, THE LATYERIAN ENGINES ARE RUNNING FULL STEAM AHEAD. IT IS ONCE AGAIN TIME FOR YOUR TRUSTED NEWSLETTER, THE LATYERIAN TIMES™.

DR. DOOM

SUMMARY

FORTNITE is showing us a glimpse of what a networked future social world could look like with an incredible production for the **Travis Scott concert**.

LIV welcomes **CYBERCOUNTESS** to the team; our 18th member who will be bolstering the web team with her front-end magic.

The **LIV iOS App (LIV Camera)** is coming out of beta and being published on the App Store, putting the power of ARKit3 background removal into the hands of everyone.

We executed on the **Aprils Fool's cosmetics experiment**; audiences paid \$\$\$ to unlock 3D cosmetics inside VR streams. Lots of learnings. TL:DR: **Our tech holds up and it looks incredible; We need better hooks on the audience side.**

PRODUCT

LIV is in heavy experimentation mode! The next 6 months are all about monetization experiments that uniquely leverage the tech that we've built over the last three years. We're realizing that we can do things no one else can through a combination of our engine, our integrations and our healthy relationship with game developers.

Our next experiment run is in 3 weeks, where we'll give audiences the ability to donate \$5 to spin a roulette-like wheel, which in turn will land on a random effect that we'll inflict on the streamer. You expect things like:

- **Invert and takeover streamers controls**
- **A slew of very annoying visual effects**
- **Play binaural sounds**
- **Spawn assets on and around streamers**
- **One viewer -> streamer minigame**
- **+ more...**

We also had our first play test for LIV Play, our audience destination platform. We learned that we need to re-think the user experience on the audience side, and will share more as we run more experiments.



DEVELOPER INTEGRATIONS: 113

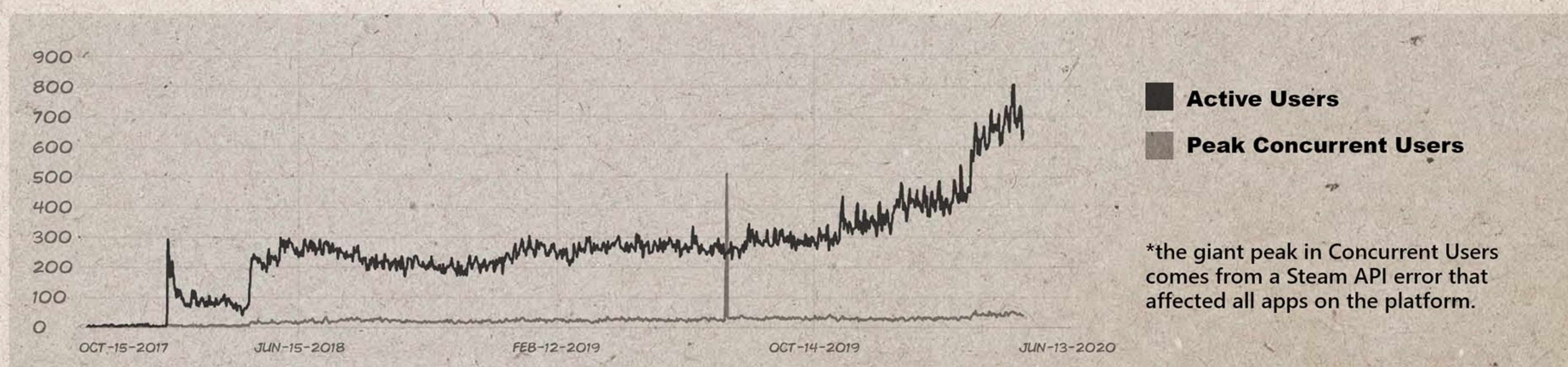
- **76 GAMES:** Noteworthy: Redemption's Guild, Dragon Dance VR, FF7RemakeVR, LiquidXR, Banana For Scale, Jack Walker: Ethereal
- **3 COMMERCIAL APPS**
- **7 EDUCATIONAL/RESEARCH APPS**
- **27 NON-CONCLUSIVE SUBMISSIONS**

TOTAL DOWNLOADS: 3742 +16% (VS. PREVIOUS 31 DAY PERIOD)

*WHO HAVE SPENT >1HR IN-APP.

USERS AVERAGE/MAXIMUM	MOST RECENT 31 DAYS	CHANGE VS PREVIOUS	PREVIOUS 31 DAYS
Peak Concurrent Users Average daily	45	20%	37
Peak Concurrent Users Maximum daily	54	-4%	56
Active Users Average daily	683	27%	535
Active Users Maximum daily	802	18%	718

A BEGINNING TO END GRAPH VIEW OF BOTH METRICS:



WORTH NOTING THAT ALL OUR USERS ARE CONTENT CREATORS, BOTH STREAMERS AND 'OFFLINE' CREATORS SUCH AS YOUTUBERS.



No asks for this month. We have clear line of sight of the work ahead of us, and the answers we need to seek internally to build the right user experience.

WE ARE GRATEFUL FOR YOUR SUPPORT AND POSITIVE MESSAGES THAT WE GET AFTER EVERY MONTHLY E-MAIL.

AS ALWAYS, BE KIND, BE GRACIOUS, TAKE CARE OF YOUR COMMUNITY AND SEE YOU NEXT MONTH!

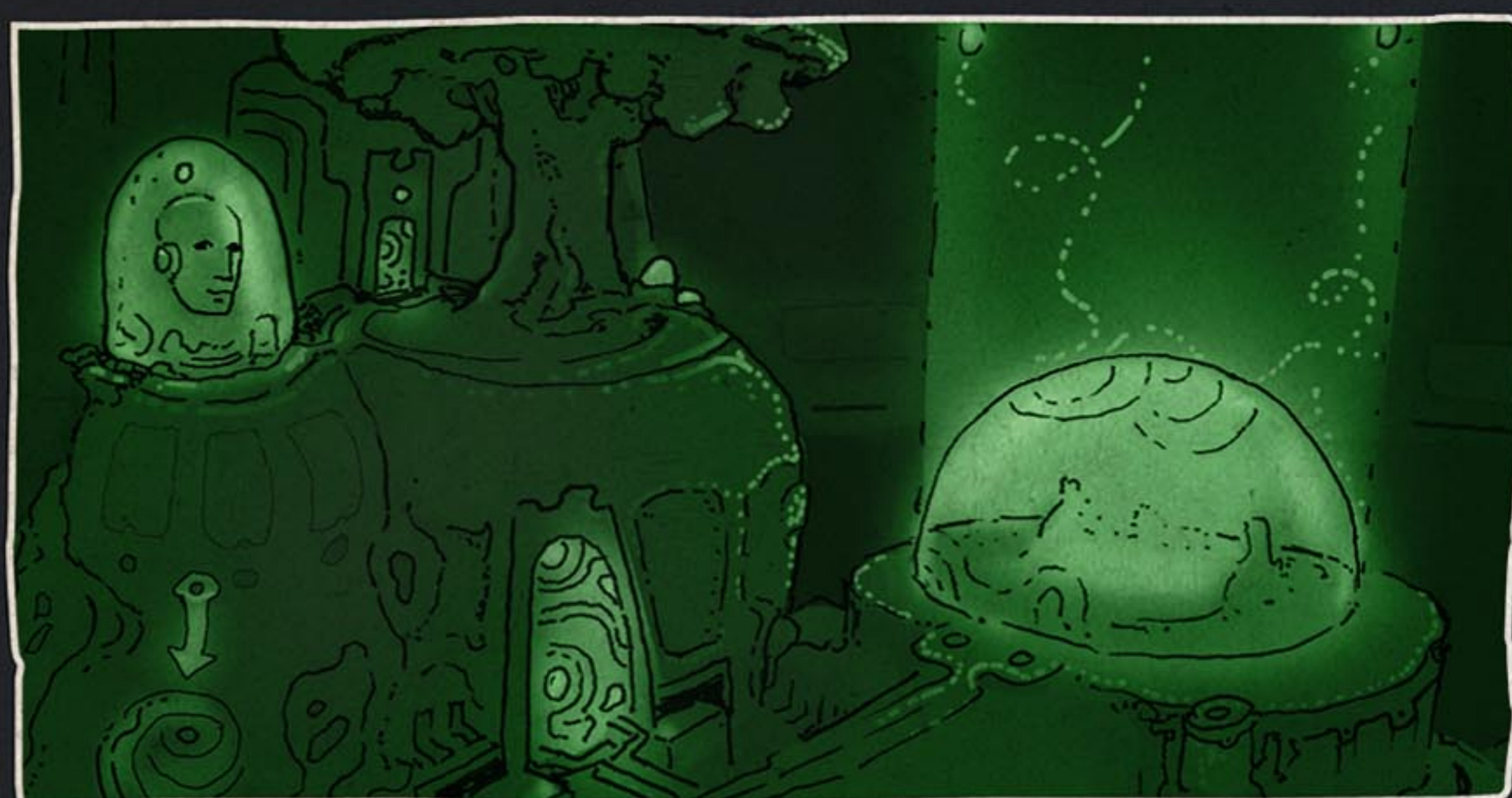
HIGHLIGHT OF THE MONTH

Our first monetization experiment was all about viewer activated cosmetics. The results were incredible: the tech is solid, the cosmetics look great, and the viewers loved the experience.

Check it out here. That cosmetic costed \$250 all together, and was unlocked within 3 hours.

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BEHIND THE SCREENS



WELCOME CYBERCOUNTESS:

We also are honored to welcome Cybercountess to the nerdiest team in showbiz. This talented full-stack engineer and competitive gamer will be bolstering the LIV Web team as we continue to build out the most intimate and immersive viewer destination platform for live streamed gaming. **Onwards!**



LIV

LIV is on a mission to empower VR content creators and developers to grow, and interact with their audiences in real-time. We are obsessed with driving fun, intimate and juicy interactions between our users and their viewers, and are transforming the live gaming video consumption experience.

LIV is in >40% of the **Top 30 SteamVR** games and we've driven over **1.5 billion** views to our creators videos to date. If you are creating content in **VR**, you are using **LIV**. We're finding ourselves building the Holodeck of our times, and that is an incredible journey to be on. **Join us!**

