THE LATVERIAN TIMES

iOS APP
IS LIVE!!!
ON THE APP STORE!

WANTED:
VP OF PRODUCT

INDUSTRY VETERAN
JOINS AS VP OF
PARTNERSHIPS

DAU'S ARE UP BY 11%
As are **Peak CCU's** (+11%)
and **Maximum DAU's** (29%)

107 SDK INTEGRATIONS
69 games, **4** commercial, **4** educational
and **30** non-conclusive!

PEASANTS OF LATVERIA, IT IS TIME FOR YET ANOTHER LATVERIAN TIMES™. THE MONTH OF MAY IS ALL ABOUT CONSOLIDATION OF BETAS AND BRANCHES.

DR. DOOM

SUMMARY

We've had to let two people go due to underperformance, and a slight change in product direction; they leave on good terms, and we're grateful for their efforts and dedication to the Latverian army.

On the hiring side, **we're bolstering the team with an industry veteran for our VP of Partnerships** position, and are still looking for more candidates for the **Head of Product** position. Send us your tributes.

LIV App is now officially on the App Store! Download it and try out our dynamic, green screen-less background removal on any iOS device with an A12 processor or better.

PRODUCT

In addition to our interaction and monetisation experiments, we've honed in on the core focus for LIV in 2020: **simplification.**

Simplification means consolidating all our products, and turning the onboarding and setup experience from a subpar, often frustrating experience, into a delightful, guided experience.

We have clear product/market fit; now it's about getting more people to convert from downloading the app to successfully capturing their first video.

Part of this work is also our company communication externally: from our website to our documentation, we're revisiting how the company looks & feels holistically to make it very clear what LIV is about, and why you should use us.

We're starting with a new setup wizard and website, and moving into re-thinking the app UX and UI.

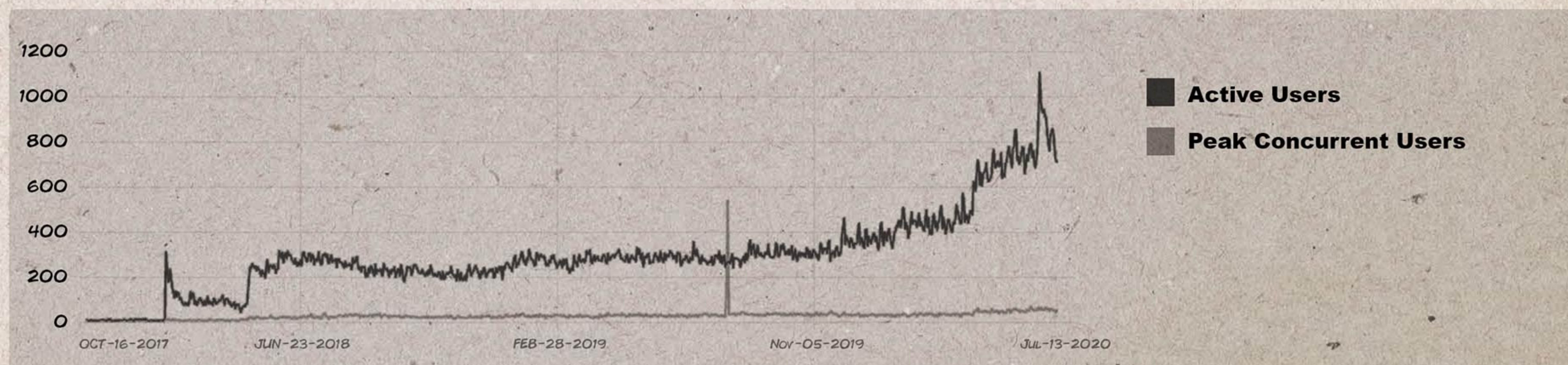## KPI'S

DEVELOPER INTEGRATIONS: 107

- **69** GAMES:
- **4** COMMERCIAL APPS
- **4** EDUCATIONAL/RESEARCH APPS
- **30** NON-CONCLUSIVE SUBMISSIONS

TOTAL DOWNLOADS: 4660 +20% (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	50	11%	45
Peak Concurrent Users Maximum daily	63	16%	54
Active Users Average daily	762	11%	683
Active Users Maximum daily	1041	29%	802

A BEGINNING TO END GRAPH VIEW OF BOTH METRICS:

Legend:
- Active Users
- Peak Concurrent Users

X-axis: OCT-16-2017, JUN-23-2018, FEB-28-2019, NOV-05-2019, JUL-13-2020
Y-axis: 0, 200, 400, 600, 800, 1000, 1200

As always, all our growth to date is 100% organic as a result of our flywheel:

MORE GAME INTEGRATIONS -> MORE STREAMERS -> BIGGER AUDIENCES -> MORE GAME INTEGRATIONS.

We're on top of SEO as a result of UGC driving traffic back to our website, steam page and Discord, and **our users are loud and proud LIV banner bearers.** New streamers look at popular existing streamers to see what success looks like and emulate them, which in turn drives growth for LIV.

Once the re-design of LIV is complete, we'll start investing in paid marketing to start learning where our big wins will come from as we start building out our paid marketing engine.

ASK

We are looking to hire a VP / Head of Product and would love introductions to people you trust. Ideally, the person has experience in VR and/or gaming and/or live streaming.

This is an excellent opportunity to join LIV as we get ready to scale up LIV to level 2, and the perfect candidate is willing to get in here and get their hands dirty. **Send us your tributes.**

HIGHLIGHT OF THE MONTH

Custom camera plugins! We exposed the camera interface allowing developers to create their own dynamic camera behaviours, and we're starting to see the fruits of those efforts. **Check it out**.

Opening up more of our ecosystem to custom camera developers, custom avatar creators and modders in general is giving us more surfaces to empower people to go further in VR, and we're super excited to see how far the users in our ecosystem will push it.

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BEHIND THE SCREENS
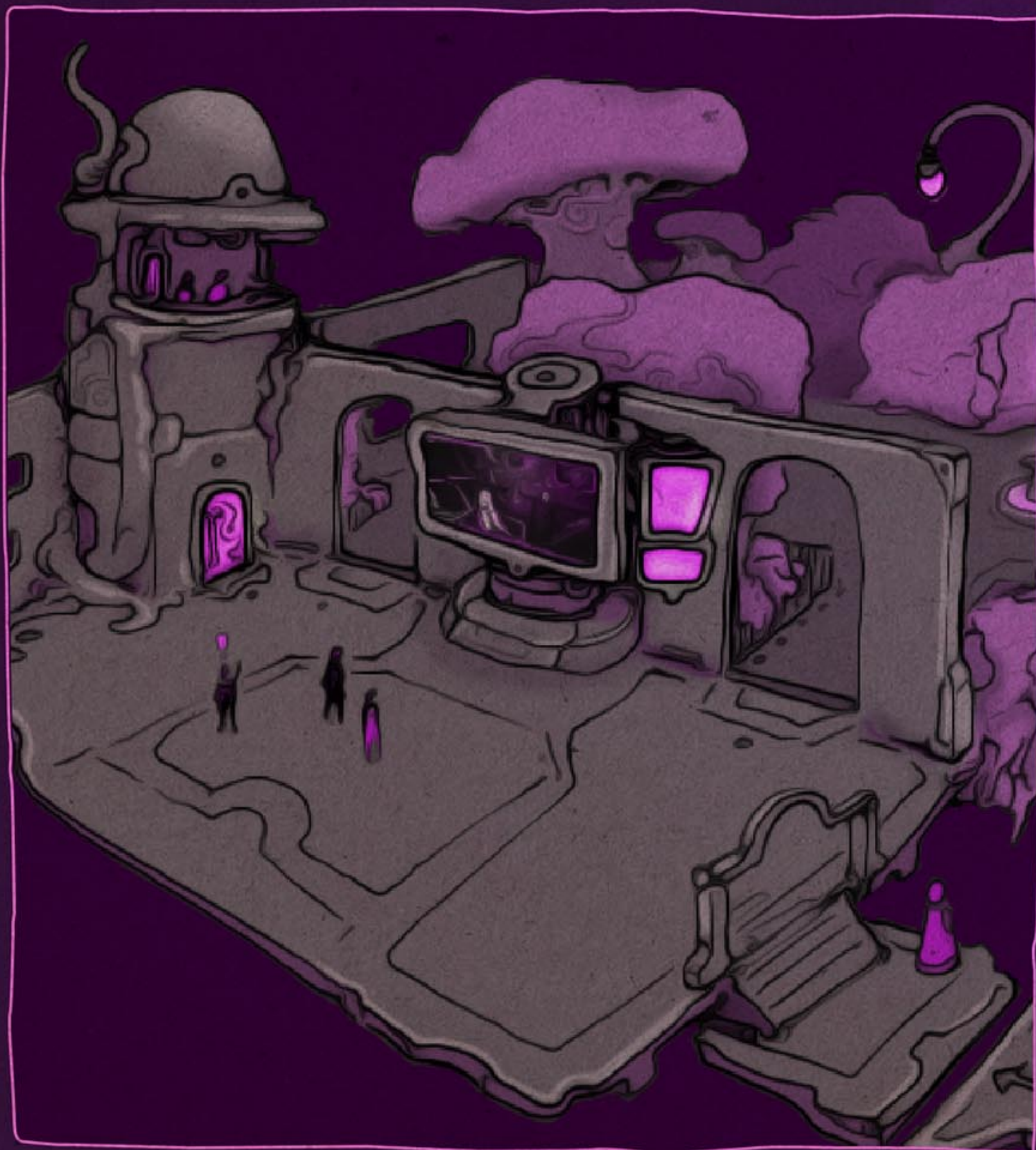
LIV

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!**