

**LIV**  
COMICS

**NO.3**  
JUNE 2020

# THE LATVERIAN TIMES



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MINIONS OF THE LATYERIAN  
KINGDOM; THE LATYERIAN TIMES,  
JUNE 2020 EDITION REQUESTS  
YOUR ATTENTION. THE LATYERIAN  
ARMY IS GROWING...

DR. DOOM

## SUMMARY

We're bringing on a **VP of Partnerships** (former VReal -> Magic Leap partnerships person) on July 1st, and hoping to bring a **VP of Product** in on August 1st.

**Brianna**, former Curse / Twitch / Fandom product operations person, joined us last week and is already hard at work, helping us run tighter operations.

We're still wrestling with some tech **R&D challenges**, but are nearing the end of the tunnel and will be releasing **SDK V1.5** soon which will bring a slew of benefits to developers and us, including full cross-platform support.

And lastly, we've been running fortnightly experiments with our web platform, and will soon be inviting a select few of you to join us live.

## PRODUCT

As part of our focus on simplification and onboarding for 2020, we're also revisiting all our external communication surfaces.

Our product has grown & matured a lot in the last 3 years, and our website is in dire need of reflecting that, so we're working on a website revamp.

**SDK V1.5** is in the final mile and will unlock a lot of critical functionality for developers and us, including full cross-platform support. Roll out should start in July starting with our closest development partners.

Our stream utilities application, **LIV StreamerKit**, is also in the final stages of being integrated into the main **LIV App**. The goal is to expose LIV users to the toolset, and drive higher **DAU/MAU's** as a result of it. We expect to see a healthy bump in usage across the board once the integration is complete.

And we're revisiting the **LIV Watermark**. We need a better way to track LIV videos as they float the web, and the best way to do that is to have a watermark that people want to keep. Our approach here is to leverage LIV tech to turn the watermark into a utility that would be detrimental to remove, and to make it look cool.





## DEVELOPER INTEGRATIONS: 95

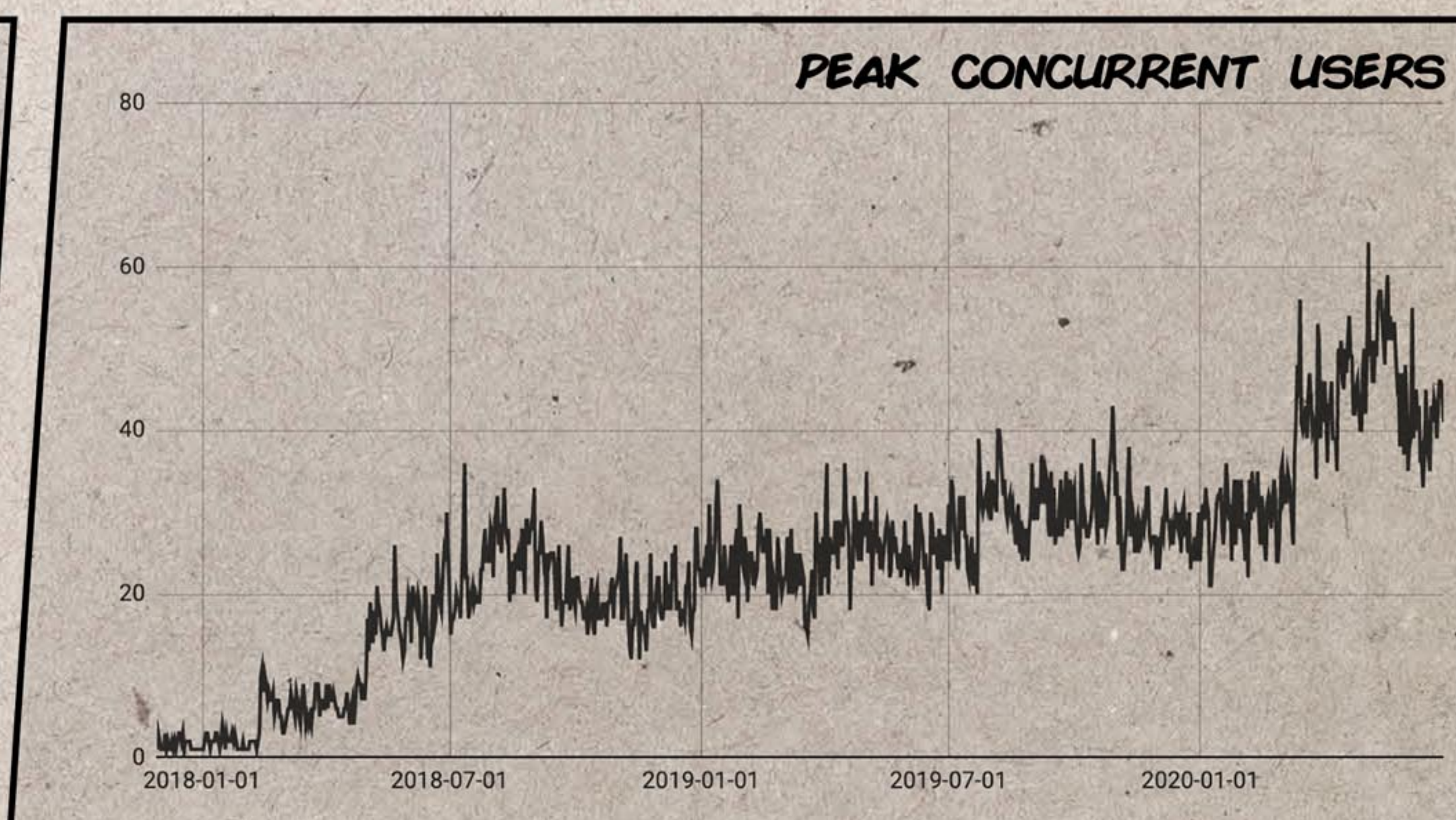
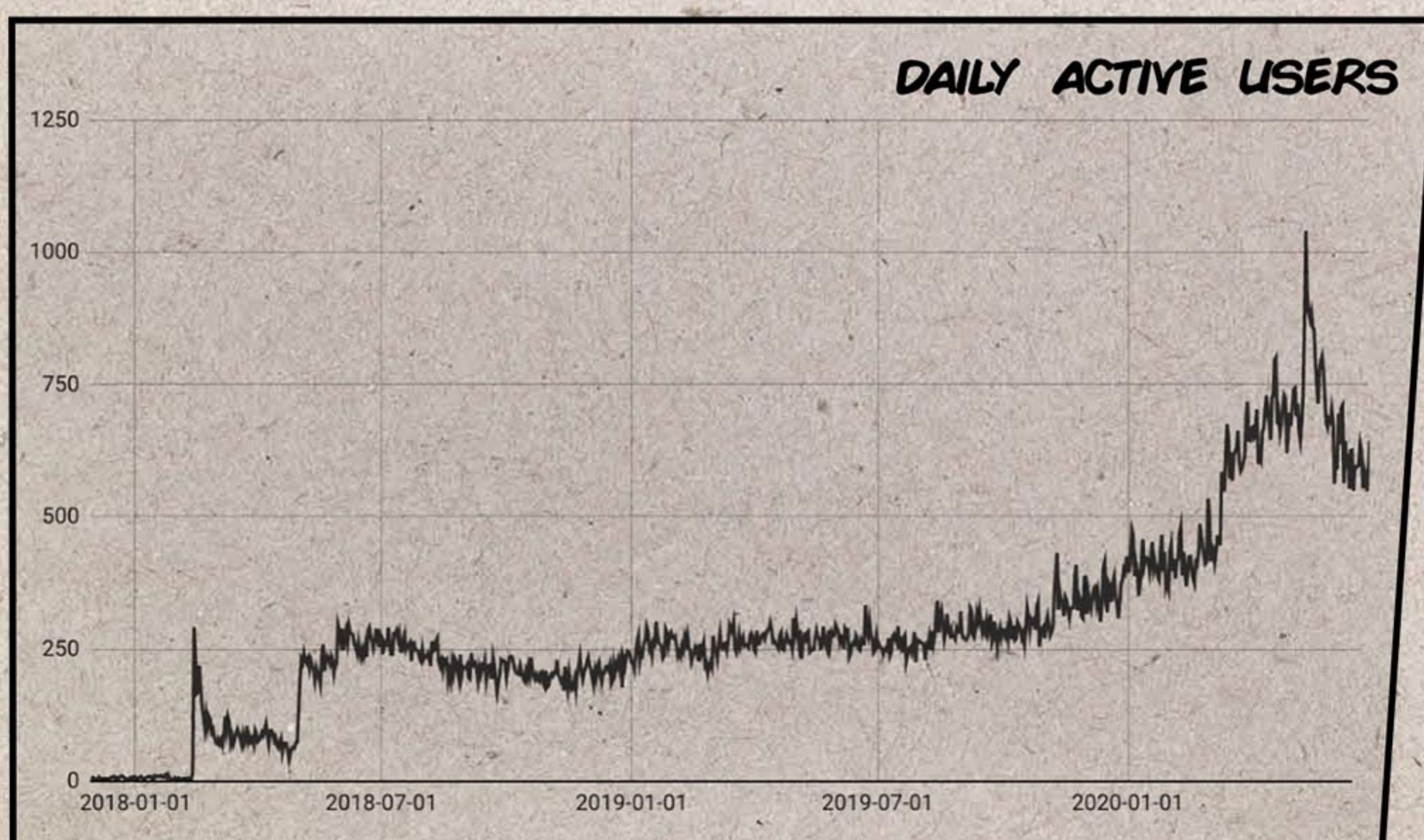
- 43 GAMES:
- 5 COMMERCIAL APPS
- 10 EDUCATIONAL/RESEARCH APPS
- 37 NON-CONCLUSIVE SUBMISSIONS

**TOTAL DOWNLOADS: 2562 -44%** (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	41	-18%	50
Peak Concurrent Users Maximum daily	55	-13%	63
Active Users Average daily	617	-20%	762
Active Users Maximum daily	710	-32%	1041

### A BEGINNING TO END VIEW...



### THIS MONTHS DROP IN USAGE IS DUE TO TWO DRIVERS:

1) This is the big driver in the drop: we closed the beta program for our Quest support. We've learned what we need to improve on it, and the type of users we'll get by having a solution on the market, and are going to release a standalone mobile-first Quest app to address the market. More on this in the hiring section below.

2) DMCA strikes are hitting rhythm game streamers, and for a period during this month streamers were scared to stream their mainstay games as they were worried they'd get banned.

We'll continue to monitor the situation and react accordingly.



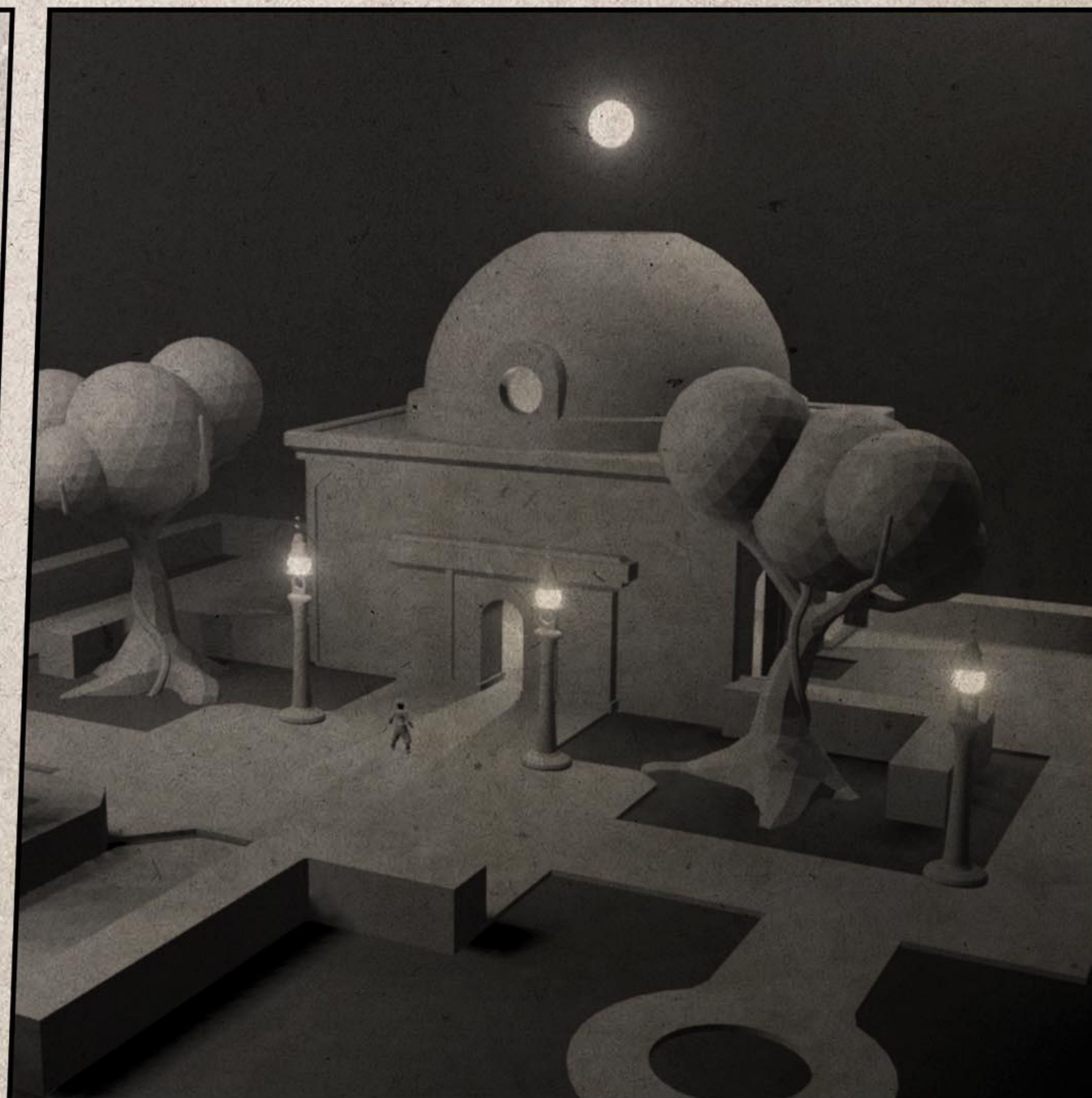
## HIGHLIGHT OF THE MONTH

We made critical breakthroughs in an R&D area, using the main LIV App to drive Avatars cross platform. In this case, we can now drive an Avatar inside a web browser in real-time from the LIV desktop app.

WHILE WE  
CAN'T QUITE  
SHARE WHAT  
WE'RE  
WORKING ON,  
MAYBE THIS  
SCREENSHOT  
WILL GIVE YOU  
SOME HINTS...



## BEHIND THE SCREENS:



We're looking to hire an experienced iOS developer, and an experienced Android developer to work on the mobile version of LIV.

These jobs won't be publicly available initially, but you can read about the requirements [here](#).





# 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!**

