THE
Latverian
TIMES

FUTURE

APP MERGE IN PUBLIC BETA!

SDK 1.5 IS READY!!!

HAPPY 3 YEAR ANNIVERSARY TO OUR CTO!

DAU'S ARE UP BY 2%
As are **Peak CCU's** (+2%)
and **Maximum DAU's** (1%)

101 SDK INTEGRATIONS
64 games, **2** commercial, **5** educational
and **30** non-conclusive!

STORM, EARTH, FIRE AND MINIONS OF LATVERIA, HEED MY CALL. THY TIME HAS COMETH TO ONCE AGAIN READ THE WORDS OF THE LATVERIAN KINGDOM: THE LATVERIAN TIMES, JULY 2020.

DR. DOOM

SUMMARY

A strong operational month, largely driven through our new hire **Bri** who has been tightening up LIVs processes and documentation, asking critical **"is this important"** questions, and communicating a lot of otherwise lost information internally.

Our **VP of Partnerships, Tiger,** has been gearing up to attack commercial and strategic partnerships, and we should start seeing many of those conversations materialize in the coming weeks.

PRODUCT

All our standalone **chat, alerts & notifications** features from **LIV Streamerkit are now integrated into the main LIV desktop app,** and available on the public beta.

The **LIV SDK V1.5 is now done**, and once it's through a pass of testing will be in the hands of developers, **driving better performance**, long needed QoL features and most importantly **full cross-platform support for Oculus and SteamVR.**

And lastly, **we've added deep analytics into our desktop app and mobile app**, driving better insights into exactly how our users are going through our app.

KPI'S

DEVELOPER INTEGRATIONS: 101

- **64** GAMES:
- **2** COMMERCIAL APPS
- **5** EDUCATIONAL/RESEARCH APPS
- **30** NON-CONCLUSIVE SUBMISSIONS

### TOTAL DOWNLOADS: **2829** –1% (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	43	+2%	41
Peak Concurrent Users Maximum daily	50	–10%	50
Active Users Average daily	632	+2%	617
Active Users Maximum daily	718	+1%	710

DAILY DOWNLOADS FOR LIV APP
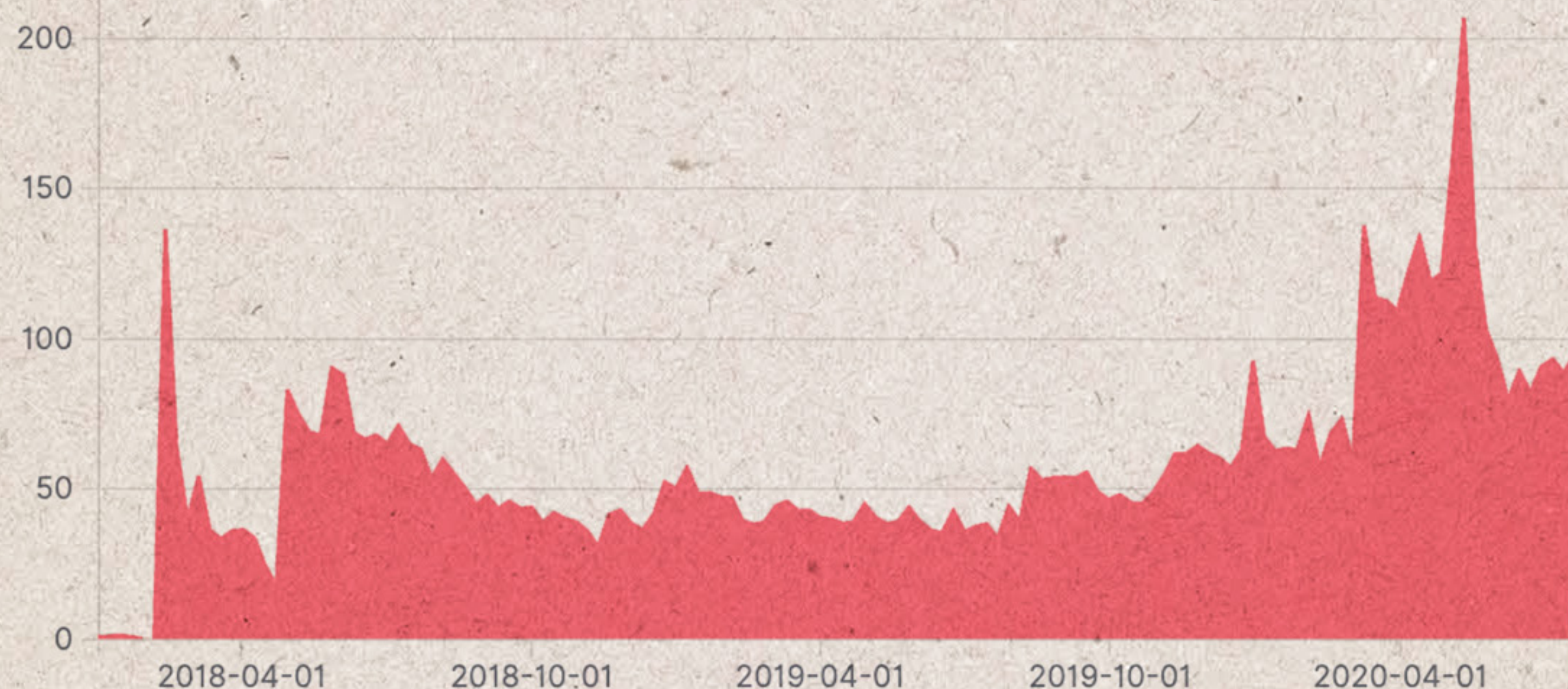
ACTIVE/ PEAK CONCURENT USERS
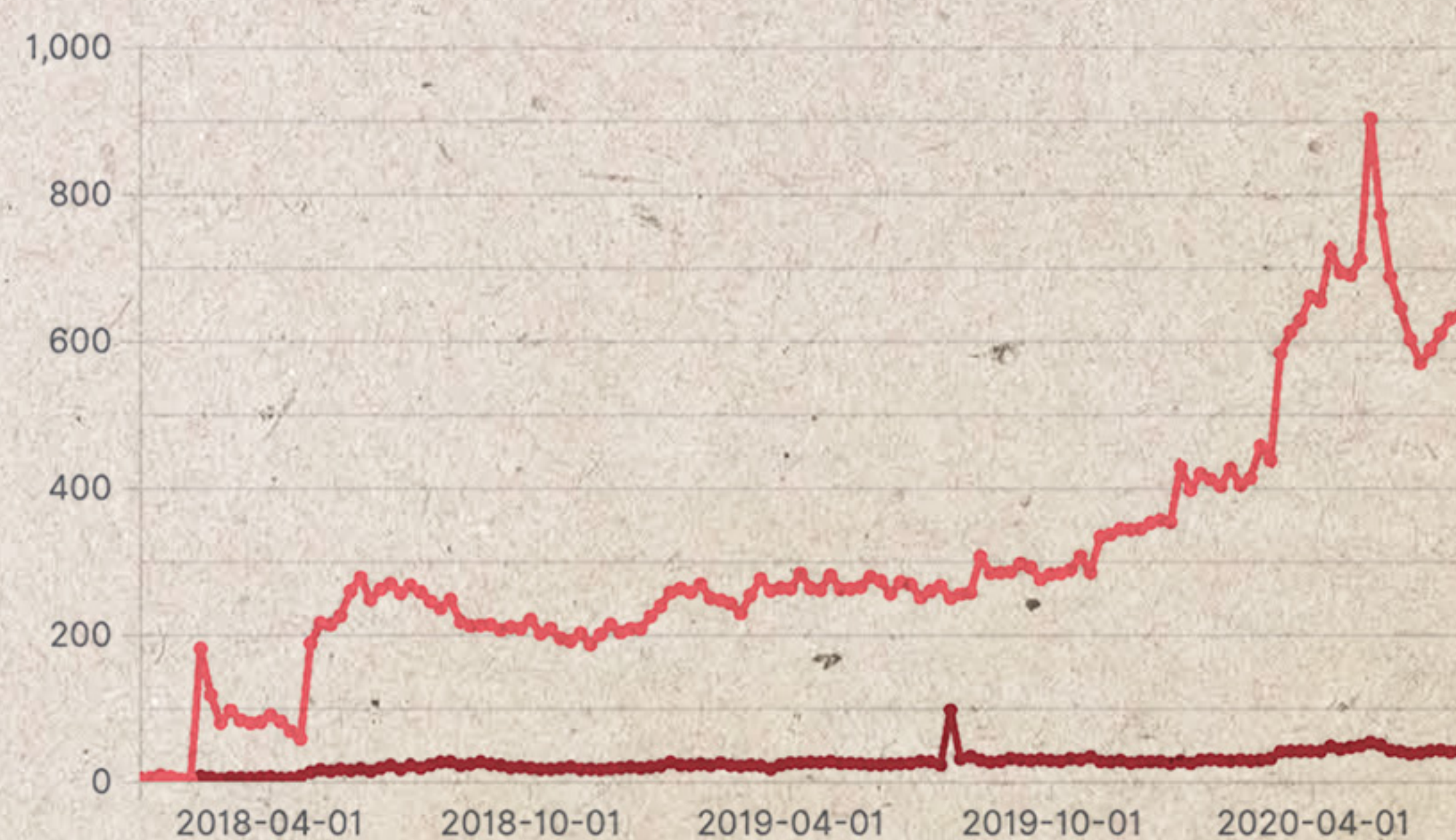
As always, **all our growth to date is 100% organic** as a result of our flywheel:

More game integrations -> More streamers -> Bigger audiences -> More game integrations.

We're going to start experimenting with first-party content on **TikTok** and **Snap**, and are talking to both about potentially making it easier for LIV users to directly post & stream to both platforms. **LIV Creators are seeing incredible growth on TikTok!**

ASK

Mobile developers! We need two solid new adventurers, one iOS and one Android. If you know any talented folks who want to work on frontier tech with the nerdiest team in showbiz, **send them our way!**

This is an excellent opportunity to join LIV as we get ready to scale up **LIV to level 2**, and the perfect candidates are willing to get in here and get their hands dirty.
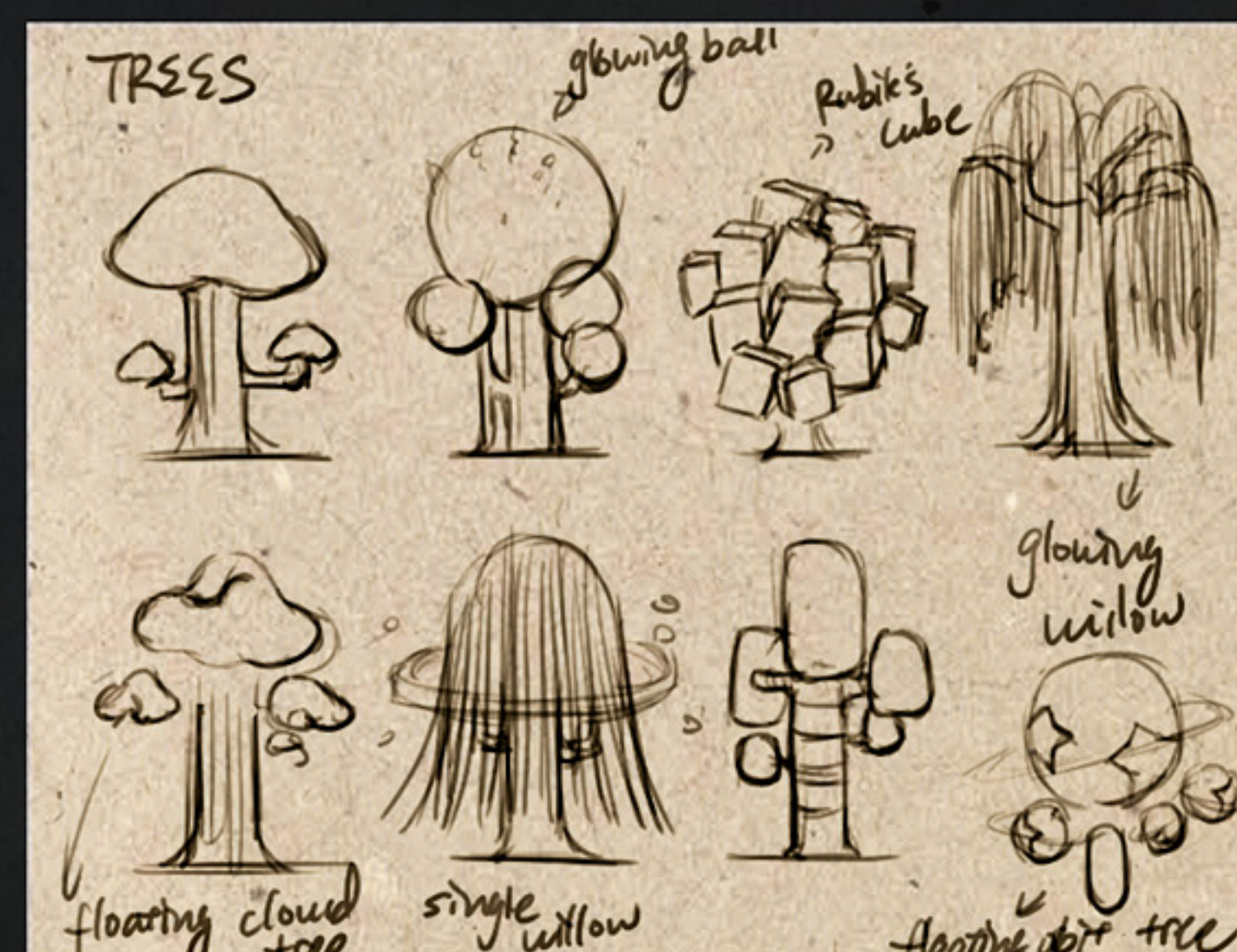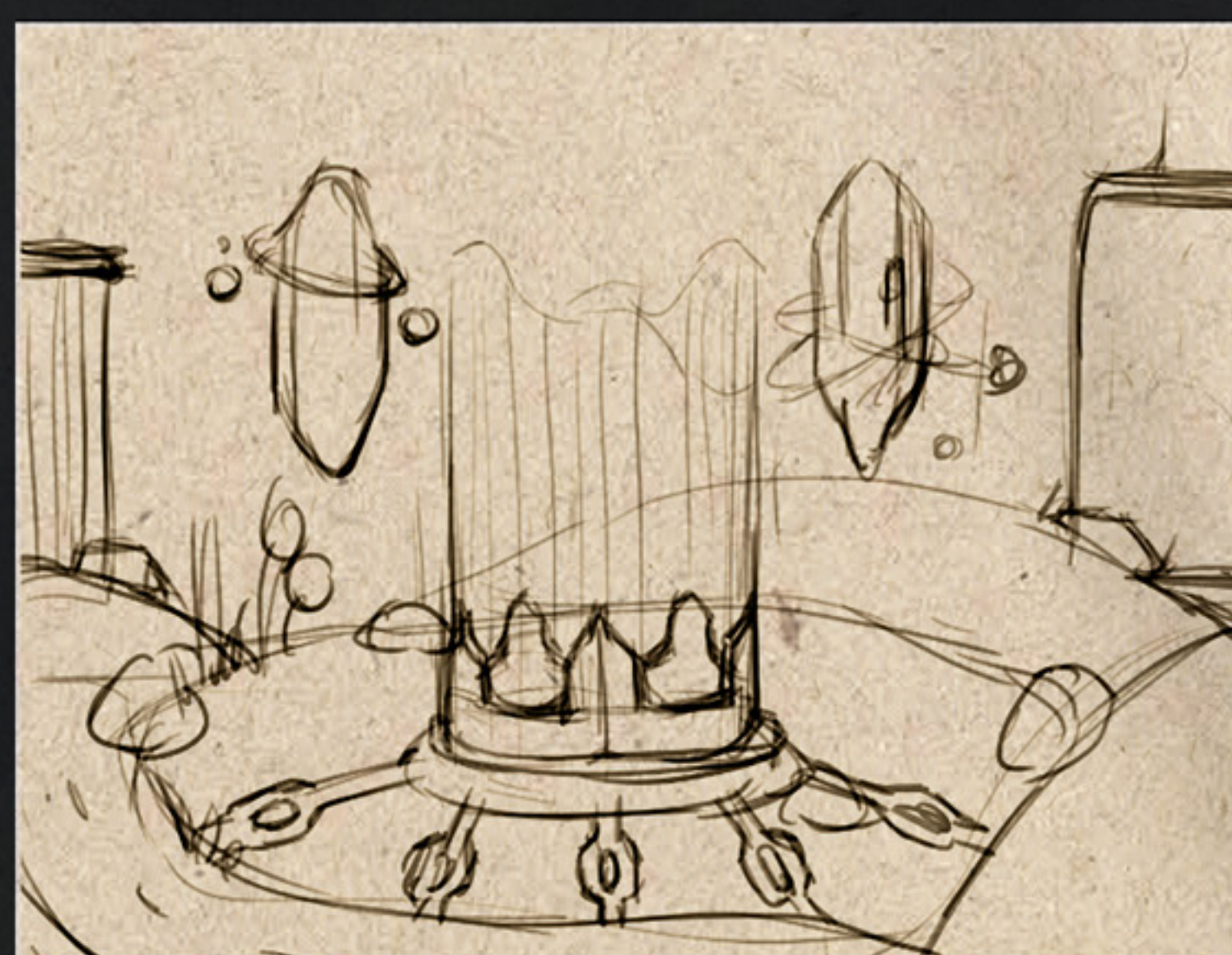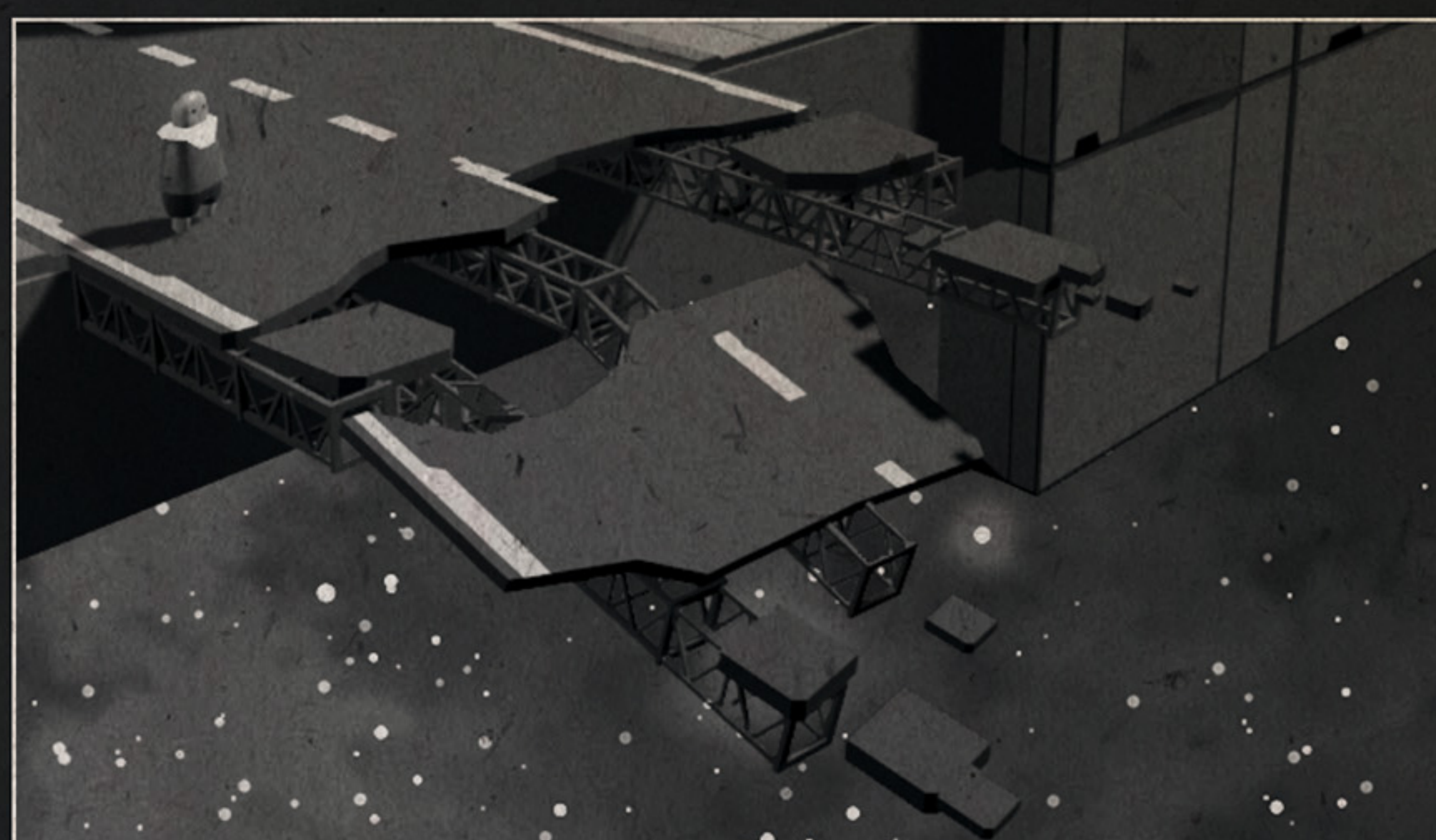
HIGHLIGHT OF THE MONTH

OPERATIONS!

Tightening up our processes (documentation, communication and internal messaging) has already yielded workflow improvements across the team, and we expect this to pay increasingly greater dividends as time passes.

BEHIND THE SCREENS

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!**

LIV