

**LIV**  
COMICS

**NO.7**  
OCT 2020

# THE LATVERIAN TIMES



**DAU'S ARE UP BY 22%**

As are Peak CCU's (+22%)  
and Maximum DAU's (36%)

**75 SDK INTEGRATIONS**

49 games, 6 commercial, 7 educational  
and 13 non-conclusive!



\*HEAVY RAINFALL PUSHES DOWN AS THUNDER RAGES IN THE DISTANCE, AND THE VOICE OF THE LOCAL NEWSPAPER BOY RINGS THROUGH THE STREETS OF DOOMSTADT, LATYERIA. A FAMILIAR CALL ECHOES THROUGH THE AIR...\*

MINIONS OF  
LATYERIA!!!

IT IS YET AGAIN TIME FOR YOUR MONTHLY THE LATYERIAN TIMES, FRESH OFF THE PRESSES. THE MONTH OF OCTOBER HAS BEEN FRUITFUL FOR OUR NATION, AND WE ARE GEARING UP FOR THE MUSTERING OF OUR TROOPS AS WE PREPARE FOR OUR BIGGEST PRODUCT RELEASE TO DATE -- THE COMPLETELY STANDALONE:

LIV MOBILE APP

## SUMMARY

LIV integrated in two success stories: **Phasmophobia**, which has taken Twitch by storm, is now officially integrated, and **Population:ONE**, the VR Battle Royale built from the ground up for VR. We will publicly announce this week, and look forward to seeing the bump in numbers in the following days & months.

**Our mobile efforts are speeding up.** We're running our wireframes by our user research subjects, and they are performing well. Design is shaping up to look crispy & clean, and our mobile team has grown by a senior iOS developer, **Parallax**.

**Record CCU and DAU numbers for LIV** following an overall growth of the VR market thanks to **Quest 2**. As a core utility and content platform, a rising tide floats all boats and we consistently benefit when the market expands.

## PRODUCT

The reception for **LIV Mobile** in our user research has been **incredibly positive**, and the demand for it (through our Discord and our public form) is through the roof.

The aim is to have **V1** ready for **Q1 2021** (which will empower creators to capture mixed reality content using just a phone and their Quest/Quest 2 or other untethered HMD), with **Avatar Capture**, **First Person Capture**, **Cosmetics** and **Filters** coming after.

We're also charging full steam ahead with our desktop redesign, getting closer to having an outside cover that more accurately reflects the power of our engine, and has a vastly improved UX.



DEVELOPER INTEGRATIONS: **75**

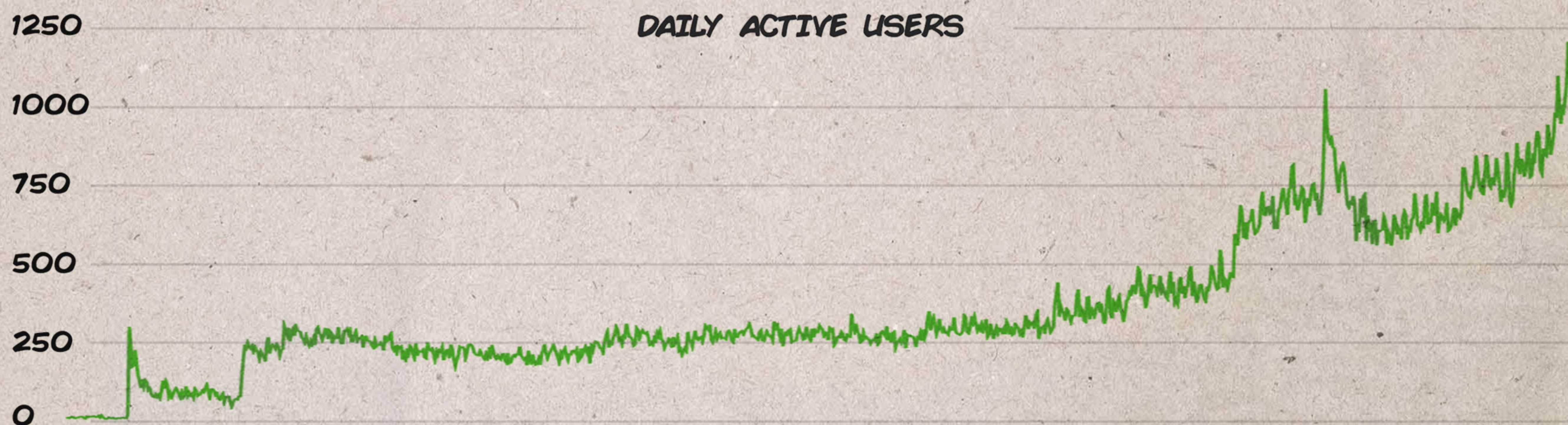
- 49 GAMES:
- 6 COMMERCIAL APPS
- 7 EDUCATIONAL/RESEARCH APPS
- 13 NON-CONCLUSIVE SUBMISSIONS

**TOTAL DOWNLOADS: 4880 +29%** (VS. PREVIOUS 31 DAY PERIOD)

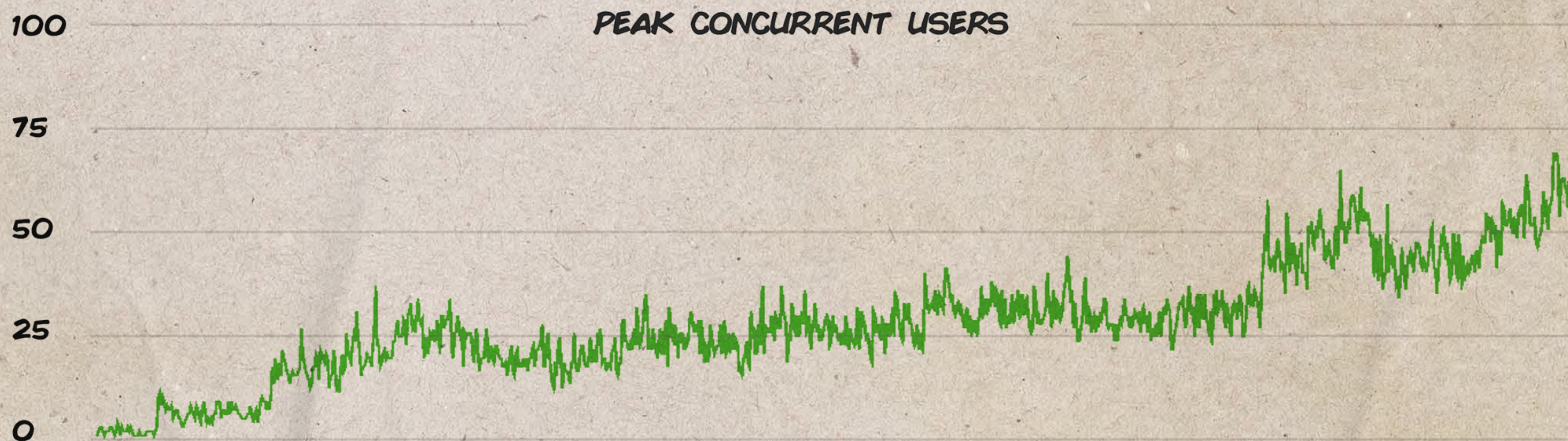
\*WHO HAVE SPENT >1HR IN-APP.

USERS AVERAGE/MAXIMUM	MOST RECENT 31 DAYS	CHANGE VS PREVIOUS	PREVIOUS 31 DAYS
Peak Concurrent Users Average daily	66	<b>+22,2%</b>	54
Peak Concurrent Users Maximum daily	82	<b>+22,3%</b>	67
Active Users Average daily	944	<b>+22,4%</b>	771
Active Users Maximum daily	1190	<b>+36%</b>	875

DAILY ACTIVE USERS



PEAK CONCURRENT 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**



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## ASK

We're starting to plan for our next raise, and part of that involves short-listing our next senior hires. We'd love to talk to **marketers** who have experience working with gaming and esports (large scale events, community engagement), **growth experts** who have successfully grown mobile apps on iOS and Android and **monetisation experts** who have experience in mobile F2P.

## HIGHLIGHT OF THE MONTH

A warm, Latverian welcome to **Parallax** who is joining LIV as a senior iOS engineer, and **Sourgurl** who levels up from being a voluntary customer support person on Discord to being a fully fledged member of the LIV customer success team!



# 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!**

