

**LIV**  
COMICS

**NO.8**  
NOV 2020

# THE LATVERIAN TIMES



## **DAU'S ARE UP BY 11%**

As are Peak CCU's (+9%)  
and Maximum DAU's (16%)

## **91 SDK INTEGRATIONS**

78 games, 5 commercial, 4 educational  
and 4 non-conclusive!



PEASANTS OF LATVERIA, IT IS TIME FOR ANOTHER MONTHLY UPDATE FROM YOUR FAVORITE TEAM IN ENTERTAINMENT (AND CONQUEST).

BRACE THYSELVES FOR THE LATVERIAN TIMES, NOVEMBER EDITION.

DR. DOOM



## SUMMARY

A belated happy thanksgiving to all our American friends! We are eternally grateful for the support over the years.

The Latverian Army is bolstered by two new recruits: **Zachmac** joins as **Engineering Manager**, helping us run a process-optimized engineering team and **Macy** joins us as an **Android Engineer**, helping us ship our mobile app on Android faster.

## PRODUCT

We rolled out our new support desk, turning our Discord into “**Community Support**” and our support page ([help.liv.tv](https://help.liv.tv)) into our “**Official Support**” and are already seeing interesting data come in: among the most searched for terms is “**Chat**”, meaning our intuition that our in-headset utilities being important were right!

We’ve also rolled out our new **developer portal**, aimed at automating distribution and tracking of **SDK’s**. Historically we’ve done this through a hosted form, but now we earmark each **SDK** per game and engine, and track it using a custom identifier -- giving us greater visibility into distribution and success, and also better signal -> noise ratio. We expect this to mean we’ll see a lower number of developer integration requests monthly, but that those will be of **higher quality**.



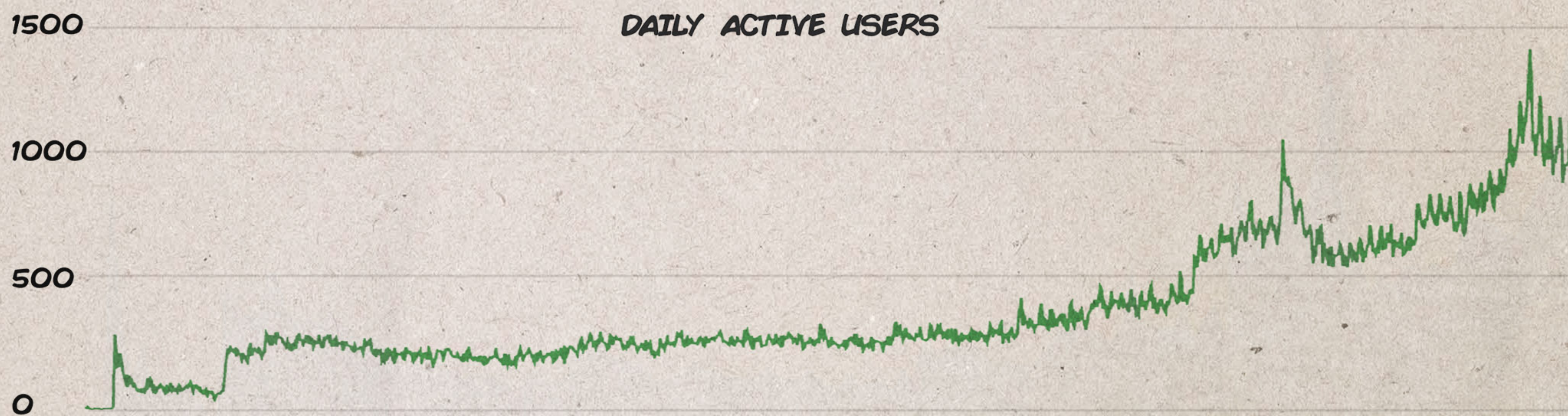
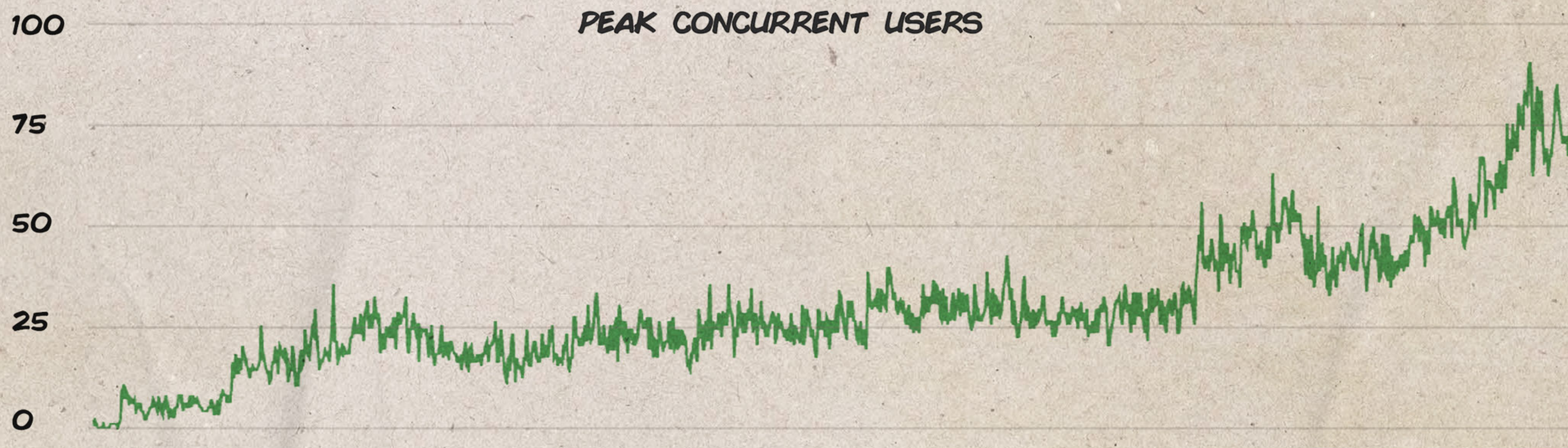
**DEVELOPER INTEGRATIONS: 91**

- 78 GAMES:
- 5 COMMERCIAL APPS
- 4 EDUCATIONAL/RESEARCH APPS
- 4 NON-CONCLUSIVE SUBMISSIONS

**TOTAL DOWNLOADS: 4966 +1.7%** (VS. PREVIOUS 31 DAY PERIOD)

\*WHO HAVE SPENT &gt;1HR IN-APP.

| USERS<br>AVERAGE/MAXIMUM            | MOST RECENT<br>31 DAYS | CHANGE VS<br>PREVIOUS | PREVIOUS<br>31 DAYS |
|-------------------------------------|------------------------|-----------------------|---------------------|
| Peak Concurrent Users Average daily | 73                     | +10%                  | 66                  |
| Peak Concurrent Users Maximum daily | 90                     | +9%                   | 82                  |
| Active Users Average daily          | 1049                   | +11%                  | 944                 |
| Active Users Maximum daily          | 1387                   | +16%                  | 1190                |

**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

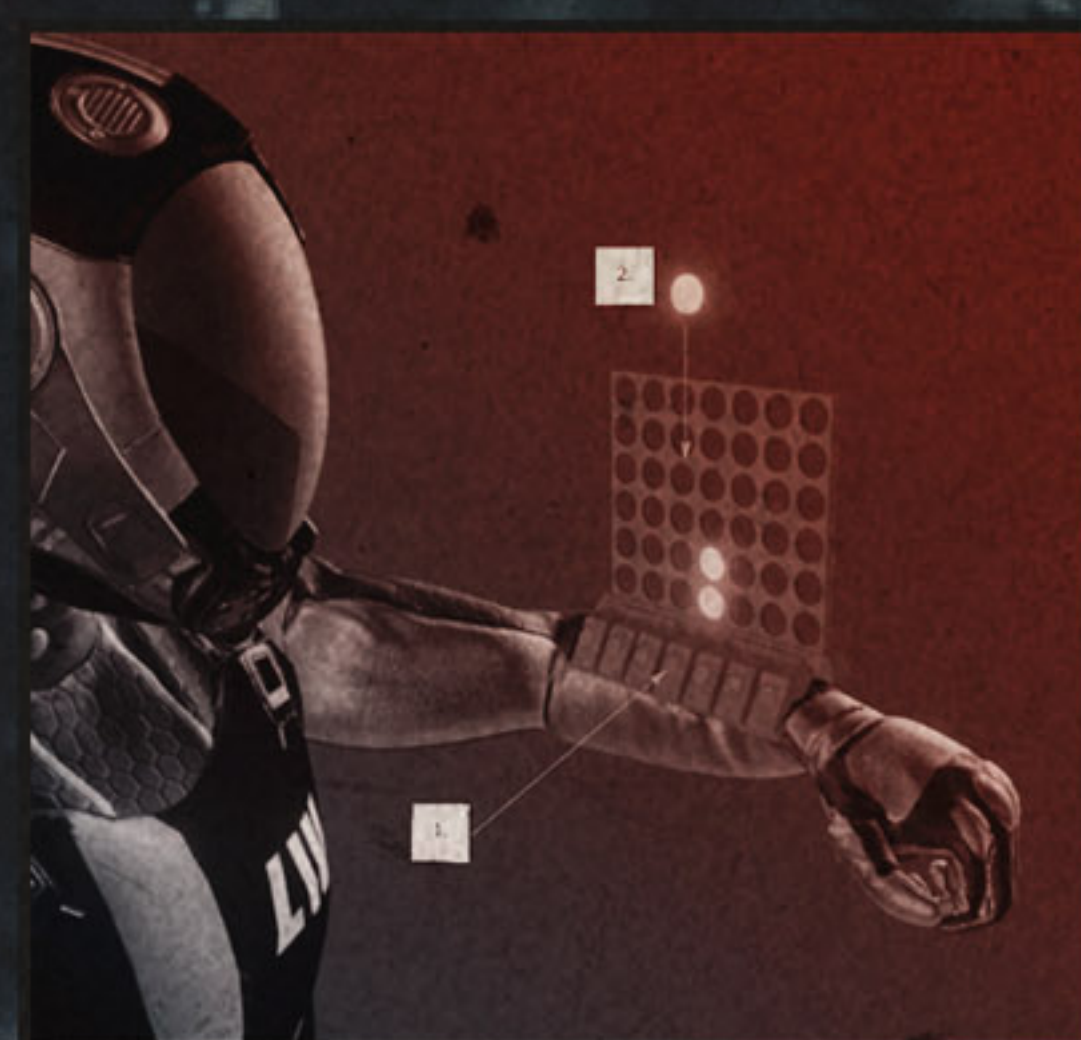
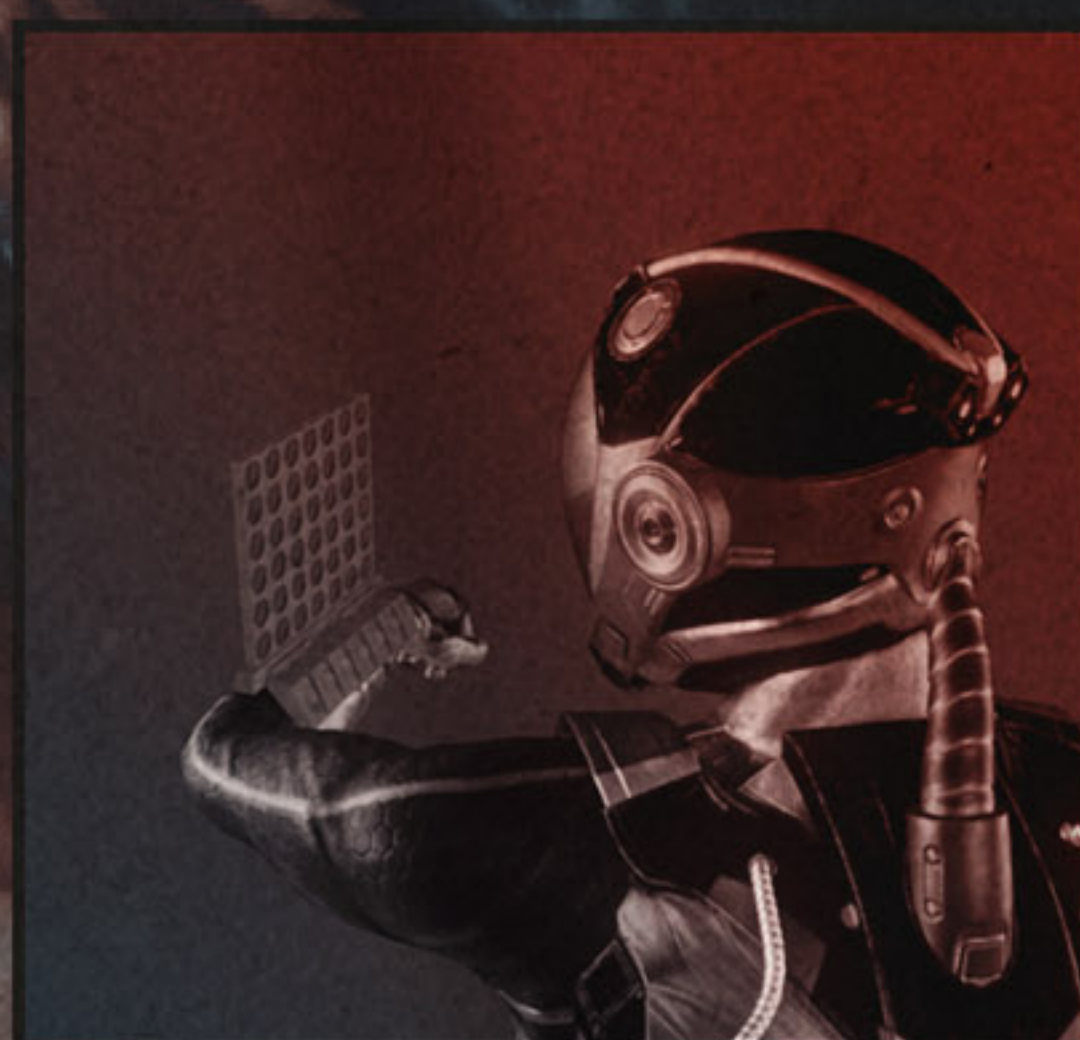


# THE LATVERIAN TIMES

## ASK

We're expanding our pool of usability research and are looking to interview folks who own an **Oculus Quest** and/or **Quest 2**. If that is you, we'd love to grab **30 minutes** of your time and ask you some questions!

## BEHIND THE MASK



# 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!**

