PyxiVisio iMAGIC

Professional forecast report

iMAGIC India CTV/OTT Monetization Forecast

Scale with governance

Management review required before scaling

Scenario **Northstar OTT India - Balan...**	Version **V1**
Market **India CTV/OTT**	Language **Hindi**
Health Score **65/100**	Confidence **91/100**

Prepared on 2026-07-19 18:39:01 for directional planning and decision support.

Generated from the saved forecast version and user-provided planning inputs.

1. Leadership summary and executive verdict

The one-page decision memo shown in the report, translated into a board-ready PDF section.

Scale with governance

Management review required before scaling. Use this forecast as directional planning evidence and validate it with actual results before scale commitments.

Business health
65/100
Usable with management review

Forecast confidence
91/100
Board-ready

Payback
2.0 months
CAC recovery gate

LTV:CAC
2.27x
Unit economics gate

CTV share
40.7%
Living-room scale signal

This forecast reviews Northstar OTT India - Balanced Hybrid Growth for the India CTV/OTT market using the submitted subscriber, revenue, cost, language and market inputs.

The model currently indicates scale with governance, with an estimated monthly contribution pool of INR 109.89 Crores (INR 73.26 per MAU) and payback at 2.0 months.

CTV share is 40.7% and estimated monthly ad revenue is INR 107.46 Crores (INR 71.64 per MAU), which should guide premium CTV packaging, ad-tier monetization and demand development.

The monetization channel strategy is classified as Scale-ready monetization model with a readiness score of 87/100.

Monetization concentration risk is classified as Low Risk, with the next diversification focus on govern balanced growth.

1.1 Risk watch

- Structural blocker: Ad revenue per MAU needs traceability before use as a baseline.
- Retention Quality: 70/100 - Uses churn, contribution and LTV:CAC stability.
- Unit economics need improvement before aggressive scaling.
- Benchmark quality: Moderate benchmark support - review generic benchmark areas before external use.

1.2 Next management actions

Validate ad revenue quality

OWNER	TIMELINE
Revenue / Finance	**Immediate**

ACTION
Very high ad revenue per MAU needs supporting evidence before external use.

2. Campaign overview

The saved scenario context that appears at the top of the report page.

Scenario	Northstar OTT India - Balanced Hybrid Growth
Version	V1
Market	India CTV/OTT
Region / Geo	Pan India
Primary language	Hindi
Genre / category	Not specified
Business model	Not specified
Ad tier share	58.0%
Generated	2026-07-19 18:10:33

3. Audience and subscription inputs

MAU	15,000,000
Paid Subscribers	3,600,000
CTV Users	6,100,000
Churn	5.2%

4. Revenue forecast

Subscription Revenue	-
Ad Revenue	-

Commerce Revenue	-
Total Revenue	-

5. Cost and profitability inputs

CAC	INR 620.00
Content Cost	INR 32.00
Infrastructure Cost	INR 7.00
G&A Cost	INR 4.00

6. Detailed health and diagnostic scores

The same Consultant Intelligence diagnostic cards shown in the report page.

Revenue Quality	90/100 - Uses ARPU, contribution and ad revenue per MAU to judge monetization strength.
Cost & Payback	75/100 - Uses CAC, payback and LTV:CAC to judge scaling discipline.
Ad Monetization	85/100 - Uses ad load, fill rate, completion and ad revenue per MAU.
CTV Growth	85/100 - Uses CTV share, incremental reach and monetization readiness.
Retention Quality	70/100 - Uses churn, contribution and LTV:CAC stability.

6.1 Diagnosis cards

Revenue Diagnosis

-

VERDICT
Revenue signals support controlled scaling.

EVIDENCE
Blended ARPU: INR 123.42 per MAU; Ad revenue per MAU: INR 71.64; Estimated monthly ad revenue: INR 107.46 Crores; Ad revenue share: 58.0%

MANAGEMENT ACTION
Validate whether ad revenue per MAU is structurally defensible before using it in external planning.

Cost & Payback Diagnosis

-

VERDICT
Unit economics are strong enough for scaling discipline.

EVIDENCE
CAC: INR 620 per paid user; Payback: 2.0 months; LTV:CAC: 2.27x

MANAGEMENT ACTION
Prioritize CAC control, retention and margin improvement before increasing paid acquisition.

Ad Monetization Diagnosis

-

VERDICT
Ad monetization setup is commercially usable.

EVIDENCE
Ad load: 6.0 min/hr; Fill rate: 68.0%; Completion rate: 88.0%

MANAGEMENT ACTION
Treat very high ad revenue per MAU as a leadership review item before committing targets.

CTV Growth Diagnosis

-

VERDICT
CTV scale can support premium living-room strategy.

EVIDENCE
CTV share: 40.7%; Incremental persons: 3.4 Million; Monetization readiness: 87/100

MANAGEMENT ACTION
Build premium CTV packaging around household reach, completion and frequency discipline.

Retention & Churn Diagnosis

-

VERDICT
Retention is acceptable but should remain on the watchlist.

EVIDENCE
Monthly churn: 5.2%; Monthly contribution pool: INR 109.89 Crores (INR 73.26 per MAU); Paid conversion: 24.0%

MANAGEMENT ACTION
Maintain churn discipline while scaling offers and ad-tier monetization.

7. Benchmark comparison

Your value, India benchmark and consultant verdict for each benchmarked metric.

Blended ARPU

YOUR VALUE	INDIA BENCHMARK
INR 123.42	**INR 25 - INR 45**

CONSULTANT VERDICT

Risk: ARPU is strong; validate pricing, churn and paid/ad-tier mix before aggressive scaling.

Monthly Churn

YOUR VALUE	INDIA BENCHMARK
5.2%	**<= 8%**

CONSULTANT VERDICT

Strong: Churn is manageable for controlled scaling.

CAC

YOUR VALUE	INDIA BENCHMARK
INR 620	**<= INR 900**

CONSULTANT VERDICT

Strong: CAC is manageable.

Payback

YOUR VALUE	INDIA BENCHMARK
2.0 months	**<= 12 months**

CONSULTANT VERDICT

Strong: Payback is acceptable for controlled growth.

LTV:CAC Ratio

YOUR VALUE	INDIA BENCHMARK
2.27x	>= 2.5x

CONSULTANT VERDICT
Watch: LTV:CAC is below the scale comfort threshold.

CTV Share

YOUR VALUE	INDIA BENCHMARK
40.7%	>= 20%

CONSULTANT VERDICT
Strong: CTV share is healthy.

Paid Conversion

YOUR VALUE	INDIA BENCHMARK
24.0%	10% - 25%

CONSULTANT VERDICT
Strong: Paid conversion is within a healthy band.

Ad Revenue per MAU

YOUR VALUE	INDIA BENCHMARK
INR 71.64	INR 8 - INR 25

CONSULTANT VERDICT
Risk: Ad revenue per MAU is above benchmark and must be traced before it is used as a planning baseline.

Ad Load

YOUR VALUE	INDIA BENCHMARK
6.0 min/hr	4 min/hr - 10 min/hr

CONSULTANT VERDICT
Strong: Ad load is within a safer monetization band.

Fill Rate

YOUR VALUE	INDIA BENCHMARK
68.0%	**60% - 80%**

CONSULTANT VERDICT
Strong: Fill rate is healthy for controlled monetization.

Completion Rate

YOUR VALUE	INDIA BENCHMARK
88.0%	**>= 70%**

CONSULTANT VERDICT
Strong: Completion rate is healthy.

CPCV

YOUR VALUE	INDIA BENCHMARK
INR 0.0454	**<= INR 0.3000**

CONSULTANT VERDICT
Strong: CPCV is within acceptable range.

8. Growth levers and action plan

Validate ad revenue quality

OWNER	TIMELINE
Revenue / Finance	**Immediate**

WHY
Very high ad revenue per MAU needs supporting evidence before external use.

8.1 30/60/90-day action plan

0-30 Days - Validate ad revenue quality

OWNER	TIMELINE
Revenue / Finance	**Immediate**

WHY
Very high ad revenue per MAU needs supporting evidence before external use.

0-30 Days - Scale paid acquisition

OWNER	TIMELINE
Marketing	**Ongoing**

WHY
Recommended by the current forecast signals.

61-90 Days - Improve shoppable journeys, QR flows and measurement before relying on commerce upside in the forecast.

OWNER	TIMELINE
Product / Commerce	**60-90 days**

WHY
Content & Viewing: Makes commerce revenue assumptions more credible.

9. Risk and watch drivers

9.1 Strength drivers

- Revenue Quality: 90/100 - Uses ARPU, contribution and ad revenue per MAU to judge monetization strength.
- Cost & Payback: 75/100 - Uses CAC, payback and LTV:CAC to judge scaling discipline.
- Ad Monetization: 85/100 - Uses ad load, fill rate, completion and ad revenue per MAU.
- CTV Growth: 85/100 - Uses CTV share, incremental reach and monetization readiness.
- Subscriber and CTV user scale is sufficient for directional forecasting.
- Core subscriber relationships are internally consistent.
- Ad monetization inputs are in a usable operating range.
- Monetization channel readiness supports commercial packaging.

9.2 Watch drivers

- Retention Quality: 70/100 - Uses churn, contribution and LTV:CAC stability.
- Unit economics need improvement before aggressive scaling.
- Benchmark quality: Moderate benchmark support - review generic benchmark areas before external use.

9.3 Risk drivers

- Structural blocker: Ad revenue per MAU needs traceability before use as a baseline.

10. Forecast confidence and benchmark quality

Confidence score
91/100
Board-ready

Benchmark source
India benchmark catalog
India CTV/OTT reference layer

Recommendation count
1
Action signals

Health score
65/100
Business readiness

Benchmark Source	India benchmark catalog - The forecast has usable benchmark support, but some areas still depend on generic or lower-quality ranges.
Benchmark Coverage	100% - 12 of 12 report benchmark metrics are supported by the active benchmark catalog.
Benchmark Quality	68/100 - Quality score reflects how suitable the active benchmark catalog is for consultant-grade report guidance.
Confidence Impact	0 pts - Benchmark support influences the displayed confidence view for this forecast.

11. Scenario planning

Conservative Case

Scenario view compares the current forecast against conservative, growth and monetization paths so leadership can choose the right operating posture instead of treating one forecast as the only answer.

Conservative Case

RISK	FIT
Low Risk	**94/100**

EXPECTED EFFECT
Lower execution pressure with slightly softer revenue upside but better reliability for risk-sensitive decisions.

Monetization Case

RISK	FIT
Low Risk	**90/100**

EXPECTED EFFECT
Improves ad revenue per MAU and sales monetization without relying only on user growth.

Base Case

RISK	FIT
Low Risk	**82/100**

EXPECTED EFFECT
Maintains the current forecast view for boardroom, sales and operating review alignment.

Growth Case

RISK	FIT
Low Risk	**82/100**

EXPECTED EFFECT
Improves MAU, paid base, CTV reach and advertiser scale, but may increase CAC and churn risk.

12. Content and viewing intelligence

Viewing depth
95/100
Strong viewing depth

Primary language
Hindi
45.0%

Language count

5

Active language mix

Ad experience risk

Low experience risk

0/100 risk score

Monetization fit

Ad-led hybrid

Content-to-monetization fit

The content and viewing base can support ad monetization, but ad-experience guardrails should stay active. Viewing quality is strong enough to support controlled monetization expansion.

This section uses existing content, language, viewing, ad experience and monetization inputs. It does not add advertiser creative-planning fields.

12.1 Content/viewing diagnosis cards

Language Monetization Fit	Regional depth available - The language mix gives the business more options for regional packaging, retention programming and advertiser-facing moments.
Viewing Depth	Strong viewing depth - Viewing depth and CTV engagement are strong enough to support premium monetization conversations.
CTV Engagement Strength	40.7% CTV share - CTV usage is strong enough to support living-room monetization narratives.
Ad Experience Risk	Low experience risk - Ad load, fill rate, completion and churn are not showing major experience stress in this forecast.
Content-to-Monetization Fit	Ad-led hybrid - The content and viewing base can support ad monetization, but ad-experience guardrails should stay active.

12.2 Language mix used

Hindi

DECLARED SHARE

45.0%

PLANNING READOUT

Secondary language depth for regional engagement or package testing.

English

DECLARED SHARE
30.0%

PLANNING READOUT
Secondary language depth for regional engagement or package testing.

Tamil

DECLARED SHARE
10.0%

PLANNING READOUT
Secondary language depth for regional engagement or package testing.

Telugu

DECLARED SHARE
10.0%

PLANNING READOUT
Secondary language depth for regional engagement or package testing.

Bengali

DECLARED SHARE
5.0%

PLANNING READOUT
Secondary language depth for regional engagement or package testing.

12.3 Ad experience risk drivers

- Ad load, fill rate, completion and churn are not showing major experience stress in this forecast.

12.4 Content and viewing guardrails

- Treat viewing depth and CTV share as monetization capacity signals, not only engagement metrics.

- Ad-load changes should still be governed by completion and churn trends.
- Multi-language depth should be tied to actual viewing and package demand, not only content availability.
- Keep CTV and mobile monetization stories separated for clearer pricing logic.

13. Monetization channel strategy

Channel readiness
87/100
Scale-ready monetization model

Inventory mix coverage
100.0%
Inventory sales mix

Controlled channels
65.0%
Premium-controlled share

Open programmatic dependency
35.0%
Dependency pressure

Concentration risk
Low Risk
8/100 risk score

The monetization model has a useful balance of controlled revenue channels and execution readiness. Focus on disciplined pricing, reporting and churn-safe ad experience.

This section diagnoses the OTT/CTV business monetization operating model. It does not plan media spend across external media placements.

13.1 Concentration risk and diversification

Channel risk score

RISK LEVEL	SCORE
Low Risk	8/100

SUMMARY
Channel concentration is controlled. Continue governance while scaling premium monetization.

Dominant channel

CHANNEL	SHARE
Open Programmatic	35.0%

Next diversification focus	Govern balanced growth

13.3 Diversification recommendations

Govern balanced growth

PRIORITY	OWNER	TIMELINE
Medium	**Revenue Leadership**	**Monthly**

RECOMMENDATION
Maintain channel balance through monthly reviews of direct, PMP/PG, open programmatic and sponsorship contribution.

EXPECTED IMPACT
Protects yield quality while allowing controlled scale.

13.4 Operating inputs used

Inventory priority

CTV	MOBILE
high	**medium**

Readiness input score

SALES	AD SERVER/PROGRAMMATIC	FIRST-PARTY DATA
4/5	**4/5**	**3/5**

Commerce layer	basic - Commerce readiness is treated as an operating capability, not an advertiser media-planning input.

13.5 Current inventory sales mix diagnosis

Direct Sales

CURRENT SHARE
25.0%

BUSINESS ROLE
Premium negotiated revenue and strategic advertiser relationships.

DIAGNOSIS
Useful direct-sales contribution.

PMP / Programmatic Guaranteed

CURRENT SHARE
30.0%

BUSINESS ROLE
Controlled programmatic demand, better floor discipline and cleaner buyer access.

DIAGNOSIS
PMP/PG can support yield stability.

Open Programmatic

CURRENT SHARE
35.0%

BUSINESS ROLE
Demand breadth and remnant fill.

DIAGNOSIS
Open programmatic dependency is controlled.

Sponsorship / Branded Content

CURRENT SHARE
10.0%

BUSINESS ROLE
Premium contextual revenue around tentpole content and language moments.

DIAGNOSIS
Sponsorship contribution is visible.

13.6 Execution readiness

Sales Team Readiness	4 - Ready for premium monetization conversations.
Ad Server / Programmatic Readiness	4 - Operationally strong enough for controlled deal execution.
First-Party Data Readiness	3 - Audience segments and reporting need strengthening.
Commerce / Shoppable Layer	3 - Treat commerce-linked monetization as pilot-stage until tracking improves.

13.7 Monetization action plan

Scale controlled monetization channels with weekly governance over CPM, fill rate, completion and churn.

PRIORITY	OWNER	TIMELINE
Medium	**Revenue Leadership**	**30-60 days**

EXPECTED IMPACT
Supports healthier yield growth without damaging user experience.

13.8 Operating guardrails

- Keep ad-load increases governed by churn and completion quality.
- With fill rate in a usable band, focus on yield mix rather than only more demand.
- Open programmatic dependency is not the main risk, but it should still be watched.
- Direct, PMP/PG and sponsorship channels can be used for controlled yield growth.
- Diversification is healthy enough for controlled scaling with governance.
- All monetization recommendations are directional and require Revenue, Ad Ops, Product and Finance approval before operating commitments.

14. CTV ad monetization assumptions

Base CPM	INR 520.00
Fill Rate	68.0%
Completion Rate	88.0%
Ad Load	6.00

15. Scenario simulator

Saved scenario and sensitivity data shown in the report scenario section.

Base case	Use the saved forecast as the current planning baseline for revenue, payback, LTV:CAC and CTV monetization.
Upside case	Improve CTV fill, completion, paid conversion or ARPU before scaling if leadership wants a stronger growth case.
Downside case	Pressure-test churn, CAC, content cost and ad demand before approving aggressive investment.
Management use	Create a new scenario version whenever a major assumption changes.

16. Detailed consultant recommendations

Each recommendation below is formatted as a management brief, not a raw data row. It separates the issue, evidence, impact, root cause, action, owner and risk so it can be reviewed by Finance, Product, Revenue and Leadership teams.

CONTENT & VIEWING

Content and viewing monetization action required

Medium - 64/100

OWNER	TIMELINE	CONFIDENCE
Product / Commerce	**60-90 days**	**Medium**

ISSUE
Content and viewing monetization action required

EVIDENCE
Strong viewing depth; ad experience status: Low experience risk.

BUSINESS IMPACT
Content depth, viewing habit, CTV usage and ad experience directly affect monetization quality and forecast credibility.

LIKELY ROOT CAUSE
The current forecast signals show a content, viewing or ad-experience constraint that should be reviewed before scaling monetization pressure.

RECOMMENDED ACTION
Improve shoppable journeys, QR flows and measurement before relying on commerce upside in the forecast.

EXPECTED IMPACT
Makes commerce revenue assumptions more credible.

EXECUTION RISK
If this is ignored, the forecast may overstate monetization capacity or create avoidable churn/ad-experience pressure.

17. Actuals-led learning

Actuals pending

Actual business results have not been entered for this forecast. Add actuals after the reporting period to create a calibration view and improve the next forecast version.

18. Use notes and disclaimer

PyxiVisio planning tools provide directional forecasts, benchmarks, diagnostics and recommendations based on user-provided inputs, benchmark ranges, planning assumptions, historical evidence where available and modelled logic. They are intended for planning and decision support only, not as a guarantee of revenue, profit, subscriber growth, reach, conversions, campaign performance, valuation, financing outcome or any other business result. Actual outcomes may vary because of market conditions, audience behaviour, inventory availability, pricing, competitive activity, creative quality, execution, measurement definitions and data accuracy. The final decision and responsibility for using any forecast, recommendation or action plan rests with you.