

iMAGIC Saved Input Summary

The exact assumptions stored for this simulation version, prepared as a direct PDF download.

Scenario	Northstar OTT India - Balanced Hybrid Growth
Version	Version 1
Market	All India
Saved	2026-07-19 18:10:33
Session ID	#31

User and mix

Total Monthly Active Users (MAU)	15,000,000
Paid Subscribers	3,600,000
Monthly Active CTV Users	6,100,000
Monthly Churn Rate (%)	5.20
Ad Tier Share (%)	58
Region	All India

Revenue inputs

Subscription ARPU - Paid (INR)	199
Subscription ARPU - Ad Tier (INR)	59
CTV eCPM (INR)	520
Ad Load (minutes/hour)	6
Monthly Viewing Hours / User	42
Programmatic Fill Rate (%)	68
Commerce Revenue (INR per MAU)	3.50

Cost inputs

Content Cost per MAU (INR)	32
CAC (INR)	620
Infrastructure and CDN (INR per MAU)	7
Platform / App Store Fee (%)	15
G&A Cost per MAU (INR)	4

CMO metrics

Content Language	Hindi
Ad Revenue per Paid User (INR/month)	8
Ad Completion Rate (%)	88
Cross-Device Lift	1.15

Geography and market mix

Language mix

Hindi	45.00%
English	30.00%
Tamil	10.00%
Telugu	10.00%
Bengali	5.00%

Additional saved assumptions

Geo Mode	ALL
Subscriber Data Mode	overall
Direct Sales Share	25
Pmp Pg Share	30
Open Programmatic Share	35
Sponsorship Share	10
Inventory Sales Mix Touched	1

CTV Inventory Priority	high
Mobile Inventory Priority	medium
Commerce Layer Readiness	basic
Sales Team Readiness	4
Ad Server Readiness	4
First Party Data Readiness	3
Scenario Name	Northstar OTT India - Balanced Hybrid Growth
Scenario Title	Northstar OTT India - Balanced Hybrid Growth
Forecast Name	Northstar OTT India - Balanced Hybrid Growth
Forecast Title	Northstar OTT India - Balanced Hybrid Growth
Campaign Name	Northstar OTT India - Balanced Hybrid Growth
Campaign Title	Northstar OTT India - Balanced Hybrid Growth
Project Name	Northstar OTT India - Balanced Hybrid Growth
Project Title	Northstar OTT India - Balanced Hybrid Growth
Report Title	Northstar OTT India - Balanced Hybrid Growth

Record integrity

This PDF reflects the immutable saved input record for this version. Loading the scenario and saving changes creates a separate version.