

iMAGIC Saved Input Summary

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

Scenario	BharatWave - Multi-Language Expansion
Version	Version 1
Market	All India
Saved	2026-07-19 18:11:29
Session ID	#32

User and mix

Total Monthly Active Users (MAU)	8,400,000
Paid Subscribers	1,350,000
Monthly Active CTV Users	2,900,000
Monthly Churn Rate (%)	6.80
Ad Tier Share (%)	72
Region	All India

Revenue inputs

Subscription ARPU - Paid (INR)	169
Subscription ARPU - Ad Tier (INR)	49
CTV eCPM (INR)	390
Ad Load (minutes/hour)	7
Monthly Viewing Hours / User	46
Programmatic Fill Rate (%)	59
Commerce Revenue (INR per MAU)	1.50

Cost inputs

Content Cost per MAU (INR)	28
CAC (INR)	480
Infrastructure and CDN (INR per MAU)	6
Platform / App Store Fee (%)	15
G&A Cost per MAU (INR)	3

CMO metrics

Content Language	Tamil
Ad Revenue per Paid User (INR/month)	6
Ad Completion Rate (%)	85
Cross-Device Lift	1.12

Geography and market mix

Language mix

Hindi	10.00%
English	15.00%
Tamil	25.00%
Telugu	25.00%
Kannada	15.00%
Malayalam	10.00%

Additional saved assumptions

Geo Mode	ALL
Subscriber Data Mode	overall
Direct Sales Share	15
Pmp Pg Share	25
Open Programmatic Share	50
Sponsorship Share	10

Inventory Sales Mix Touched	1
CTV Inventory Priority	high
Mobile Inventory Priority	medium
Commerce Layer Readiness	basic
Sales Team Readiness	3
Ad Server Readiness	4
First Party Data Readiness	2
Scenario Name	BharatWave - Multi-Language Expansion
Scenario Title	BharatWave - Multi-Language Expansion
Forecast Name	BharatWave - Multi-Language Expansion
Forecast Title	BharatWave - Multi-Language Expansion
Campaign Name	BharatWave - Multi-Language Expansion
Campaign Title	BharatWave - Multi-Language Expansion
Project Name	BharatWave - Multi-Language Expansion
Project Title	BharatWave - Multi-Language Expansion
Report Title	BharatWave - Multi-Language Expansion

Record integrity

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