PyxiVisio iMAGIC

Professional forecast report

iMAGIC India CTV/OTT Monetization Forecast

Scale with governance

Management review required before scaling

Scenario **PulseStream FAST - Ad Yi...**	Version **V1**
Market **India CTV/OTT**	Language **Hindi**
Health Score **65/100**	Confidence **88/100**

Prepared on 2026-07-19 18:42:31 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
88/100
Board-ready

Payback
0.3 months
CAC recovery gate

LTV:CAC
1.58x
Unit economics gate

CTV share
34.1%
Living-room scale signal

This forecast reviews PulseStream FAST - Ad Yield Turnaround 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 82.84 Crores (INR 37.66 per MAU) and payback at 0.3 months.

CTV share is 34.1% and estimated monthly ad revenue is INR 114.93 Crores (INR 52.24 per MAU), which should guide premium CTV packaging, ad-tier monetization and demand development.

The monetization channel strategy is classified as Pilot-and-optimize monetization model with a readiness score of 62/100.

Monetization concentration risk is classified as High Risk, with the next diversification focus on reduce open dependency.

1.1 Risk watch

- Retention Quality: 35/100 - Uses churn, contribution and LTV:CAC stability.
- Structural blocker: Ad revenue per MAU needs traceability before use as a baseline.
- Content & viewing: Ad Experience Risk - High experience risk. Ad load should be monitored before increasing further. Low fill rate indicates weak demand, packaging or ad operations readiness.
- Ad Monetization: 62/100 - Uses ad load, fill rate, completion and ad revenue per MAU.
- Unit economics need improvement before aggressive scaling.

- Monetization readiness supports pilot activity, not full-scale rollout.
- Benchmark quality: Moderate benchmark support - review generic benchmark areas before external use.
- Content & viewing: Viewing Depth - Build viewing depth. Viewing depth is usable, but premium monetization depends on improving CTV usage, completion quality or repeat viewing.

1.2 Next management actions

Improve paid conversion

OWNER	TIMELINE
Growth / Product	**30 days**

ACTION
Paid conversion is a core driver of subscription revenue and LTV.

Strengthen demand and fill rate

OWNER	TIMELINE
Ad Ops / Sales	**30-60 days**

ACTION
Weak fill rate limits ad revenue even when ad-tier scale is available.

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	PulseStream FAST - Ad Yield Turnaround
Version	V1
Market	India CTV/OTT

Region / Geo	Pan India
Primary language	Hindi
Genre / category	Not specified
Business model	Not specified
Ad tier share	90.0%
Generated	2026-07-19 18:12:33

3. Audience and subscription inputs

MAU	22,000,000
Paid Subscribers	800,000
CTV Users	7,500,000
Churn	8.5%

4. Revenue forecast

Subscription Revenue	-
Ad Revenue	-
Commerce Revenue	-
Total Revenue	-

5. Cost and profitability inputs

CAC	INR 280.00
Content Cost	INR 14.00
Infrastructure Cost	INR 4.00
G&A Cost	INR 2.00

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	62/100 - Uses ad load, fill rate, completion and ad revenue per MAU.
CTV Growth	80/100 - Uses CTV share, incremental reach and monetization readiness.
Retention Quality	35/100 - Uses churn, contribution and LTV:CAC stability.

6.1 Diagnosis cards

Revenue Diagnosis

-

VERDICT
Revenue signals support controlled scaling.

EVIDENCE
Blended ARPU: INR 58.20 per MAU; Ad revenue per MAU: INR 52.24; Estimated monthly ad revenue: INR 114.93 Crores; Ad revenue share: 89.8%

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 280 per paid user; Payback: 0.3 months; LTV:CAC: 1.58x

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

Ad Monetization Diagnosis

-

VERDICT
Ad monetization has usable signals but needs active monitoring.

EVIDENCE
Ad load: 9.0 min/hr; Fill rate: 48.0%; Completion rate: 78.0%

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: 34.1%; Incremental persons: 4.1 Million; Monetization readiness: 62/100

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

Retention & Churn Diagnosis

-

VERDICT
Retention risk can weaken LTV, payback and scaling quality.

EVIDENCE
Monthly churn: 8.5%; Monthly contribution pool: INR 82.84 Crores (INR 37.66 per MAU); Paid conversion: 3.6%

MANAGEMENT ACTION
Prioritize retention offers, content cadence and win-back journeys before expanding CAC-heavy acquisition.

7. Benchmark comparison

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

Blended ARPU

YOUR VALUE	INDIA BENCHMARK
INR 58.20	**INR 25 - INR 45**

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

Monthly Churn

YOUR VALUE	INDIA BENCHMARK
8.5%	**<= 8%**

CONSULTANT VERDICT
Watch: Churn is high and can weaken LTV, payback and growth confidence.

CAC

YOUR VALUE	INDIA BENCHMARK
INR 280	<= INR 900

CONSULTANT VERDICT
Strong: CAC is manageable.

Payback

YOUR VALUE	INDIA BENCHMARK
0.3 months	<= 12 months

CONSULTANT VERDICT
Strong: Payback is acceptable for controlled growth.

LTV:CAC Ratio

YOUR VALUE	INDIA BENCHMARK
1.58x	>= 2.5x

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

CTV Share

YOUR VALUE	INDIA BENCHMARK
34.1%	>= 20%

CONSULTANT VERDICT
Strong: CTV share is healthy.

Paid Conversion

YOUR VALUE	INDIA BENCHMARK
3.6%	10% - 25%

CONSULTANT VERDICT
Watch: Paid conversion is low and subscription monetization needs improvement.

Ad Revenue per MAU

YOUR VALUE	INDIA BENCHMARK
INR 52.24	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
9.0 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
48.0%	60% - 80%

CONSULTANT VERDICT
Watch: Fill rate is low and ad-demand development needs attention.

Completion Rate

YOUR VALUE	INDIA BENCHMARK
78.0%	>= 70%

CONSULTANT VERDICT
Strong: Completion rate is healthy.

CPCV

YOUR VALUE	INDIA BENCHMARK
INR 0.0023	<= INR 0.3000

CONSULTANT VERDICT
Strong: CPCV is within acceptable range.

8. Growth levers and action plan

Improve paid conversion

OWNER	TIMELINE
Growth / Product	**30 days**

WHY
Paid conversion is a core driver of subscription revenue and LTV.

Strengthen demand and fill rate

OWNER	TIMELINE
Ad Ops / Sales	**30-60 days**

WHY
Weak fill rate limits ad revenue even when ad-tier scale is available.

Validate ad revenue quality

OWNER	TIMELINE
Revenue / Finance	**Immediate**

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

Reduce churn risk

OWNER	TIMELINE
Product / Retention	**30 days**

WHY
High churn lowers LTV and weakens payback.

8.1 30/60/90-day action plan

0-30 Days - Improve paid conversion

OWNER	TIMELINE
Growth / Product	30 days

WHY
Paid conversion is a core driver of subscription revenue and LTV.

0-30 Days - Launch quarterly prepaid plans with 15% discount

OWNER	TIMELINE
Product	This month

WHY
Recommended by the current forecast signals.

0-30 Days - Do not increase ad load until churn, completion and fill-quality signals are reviewed together.

OWNER	TIMELINE
Revenue / Product / Ad Ops	Immediate-30 days

WHY
Content & Viewing: Protects retention while monetization operations improve.

31-60 Days - Strengthen demand and fill rate

OWNER	TIMELINE
Ad Ops / Sales	30-60 days

WHY
Weak fill rate limits ad revenue even when ad-tier scale is available.

61-90 Days - Validate ad revenue quality

OWNER	TIMELINE
Revenue / Finance	Immediate

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

61-90 Days - Reduce churn risk

OWNER	TIMELINE
Product / Retention	**30 days**

WHY
High churn lowers LTV and weakens payback.

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.
- CTV Growth: 80/100 - 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.
- CTV share supports premium living-room positioning.
- Content & viewing: Language Monetization Fit - Regional depth available. The language mix gives the business more options for regional packaging, retention programming and advertiser-facing moments.

9.2 Watch drivers

- Ad Monetization: 62/100 - Uses ad load, fill rate, completion and ad revenue per MAU.
- Unit economics need improvement before aggressive scaling.
- Monetization readiness supports pilot activity, not full-scale rollout.
- Benchmark quality: Moderate benchmark support - review generic benchmark areas before external use.
- Content & viewing: Viewing Depth - Build viewing depth. Viewing depth is usable, but premium monetization depends on improving CTV usage, completion quality or repeat viewing.

9.3 Risk drivers

- Retention Quality: 35/100 - Uses churn, contribution and LTV:CAC stability.
- Structural blocker: Ad revenue per MAU needs traceability before use as a baseline.
- Content & viewing: Ad Experience Risk - High experience risk. Ad load should be monitored before increasing further. Low fill rate indicates weak demand, packaging or ad operations readiness.

10. Forecast confidence and benchmark quality

Confidence score
88/100
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	**86/100**

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

Base Case

RISK	FIT
Medium Risk	**62/100**

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

Monetization Case

RISK	FIT
Medium Risk	**62/100**

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

Growth Case

RISK	FIT
Medium Risk	**52/100**

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
66/100
Build viewing depth

Primary language
Hindi
45.0%

Language count
4
Active language mix

Ad experience risk
High experience risk
58/100 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. However, ad experience risk must be managed before pushing yield 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	Build viewing depth - Viewing depth is usable, but premium monetization depends on improving CTV usage, completion quality or repeat viewing.
CTV Engagement Strength	34.1% CTV share - CTV usage is strong enough to support living-room monetization narratives.
Ad Experience Risk	High experience risk - Ad load should be monitored before increasing further. Low fill rate indicates weak demand, packaging or ad operations readiness.
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
35.0%

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

Bengali

DECLARED SHARE
10.0%

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

Marathi

DECLARED SHARE
10.0%

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

12.3 Ad experience risk drivers

- Ad load should be monitored before increasing further.
- Low fill rate indicates weak demand, packaging or ad operations readiness.
- Churn should be watched while adjusting ad load and content packaging.
- Ad revenue dependence plus higher ad load can create experience risk.

12.4 Content and viewing guardrails

- Treat viewing depth and CTV share as monetization capacity signals, not only engagement metrics.
- Avoid ad-load increases until completion and churn are stable.
- 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
62/100
Pilot-and-optimize monetization model

Inventory mix coverage
100.0%
Inventory sales mix

Controlled channels
40.0%
Premium-controlled share

Open programmatic dependency
60.0%
Dependency pressure

Concentration risk
High Risk
72/100 risk score

The monetization model is overly dependent on open programmatic. This can help short-term fill, but it weakens yield control unless direct, PMP/PG and sponsorship channels are developed.

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
High Risk	**72/100**

SUMMARY
Channel concentration is a leadership risk. Prioritize diversification before relying on aggressive monetization growth.

Dominant channel

CHANNEL	SHARE
Open Programmatic	**60.0%**

Next diversification focus	Reduce open dependency

13.2 Channel risk drivers

- Open Programmatic carries a large share of monetization dependency.
- Open programmatic dependency is high and should be reduced gradually.
- Controlled channels are present but not yet strong enough to fully protect premium yield.
- Execution readiness is moderate; diversify carefully through pilots first.
- Fill rate is weak, so demand quality and channel development need attention together.

13.3 Diversification recommendations

Reduce open dependency

PRIORITY	OWNER	TIMELINE
High	**Ad Sales / Programmatic Lead**	**30-60 days**

RECOMMENDATION
Shift a controlled portion of open programmatic supply into PMP/PG and direct-led packages.

EXPECTED IMPACT
Improves yield stability and reduces fill-led revenue volatility.

Grow direct sales

PRIORITY	OWNER	TIMELINE
Medium	**Sales Leadership**	**60-90 days**

RECOMMENDATION
Build a direct-sales pipeline around premium CTV, regional language cohorts and tentpole content.

EXPECTED IMPACT
Improves premium pricing control and advertiser relationship depth.

Fix enablement gap

PRIORITY	OWNER	TIMELINE
High	**Ad Ops / Data / Product**	**30-60 days**

RECOMMENDATION
Improve ad-server controls, reporting proof and first-party audience packaging before scaling premium deals.

EXPECTED IMPACT
Reduces delivery risk and improves buyer confidence.

13.4 Operating inputs used

Inventory priority

CTV	MOBILE
high	high

Readiness input score

SALES	AD SERVER/PROGRAMMATIC	FIRST-PARTY DATA
2/5	3/5	2/5

Commerce layer none - 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
10.0%

BUSINESS ROLE
Premium negotiated revenue and strategic advertiser relationships.

DIAGNOSIS
Direct sales is light; strengthen premium sales motion.

PMP / Programmatic Guaranteed

CURRENT SHARE
20.0%

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

DIAGNOSIS
PMP/PG can support yield stability.

Open Programmatic

CURRENT SHARE
60.0%

BUSINESS ROLE
Demand breadth and remnant fill.

DIAGNOSIS
Open programmatic dependency is high; monitor yield and cannibalization.

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	2 - Needs sharper package narrative, buyer handling and owner cadence.
Ad Server / Programmatic Readiness	3 - Improve trafficking, floors, pacing and reporting before complex commitments.
First-Party Data Readiness	2 - Audience segments and reporting need strengthening.
Commerce / Shoppable Layer	1 - Treat commerce-linked monetization as pilot-stage until tracking improves.

13.7 Monetization action plan

Reduce over-dependence on open programmatic by shifting qualified supply into direct, PMP/PG and sponsorship-led channels.

PRIORITY	OWNER	TIMELINE
High	Ad Sales / Programmatic Lead	30-60 days

EXPECTED IMPACT
Improves yield control and lowers revenue volatility.

Prepare sales narrative, rate-card logic, objection handling and owner cadence before scaling outreach.

PRIORITY	OWNER	TIMELINE
High	Sales Leadership	30 days

EXPECTED IMPACT
Improves execution quality and reduces buyer-facing inconsistency.

Improve first-party audience readiness and reporting proof for premium monetization.

PRIORITY	OWNER	TIMELINE
Medium	Data / Product	60 days

EXPECTED IMPACT
Enables stronger audience packages and better renewal conversations.

13.8 Operating guardrails

- Keep ad-load increases governed by churn and completion quality.
- Treat weak fill rate as a demand-quality and package-readiness issue.
- Open programmatic should not become the default growth engine for premium inventory.
- Premium controlled channels need more focus before aggressive revenue targets.
- Diversification should be reviewed before increasing revenue commitments.
- 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 320.00
Fill Rate	48.0%
Completion Rate	78.0%
Ad Load	9.00

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

High - 82/100

OWNER	TIMELINE	CONFIDENCE
Revenue / Product / Ad Ops	**Immediate-30 days**	**Medium**

ISSUE
Content and viewing monetization action required

EVIDENCE
Build viewing depth; ad experience status: High 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
Do not increase ad load until churn, completion and fill-quality signals are reviewed together.

EXPECTED IMPACT
Protects retention while monetization operations improve.

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.