

iMAGIC Saved Input Summary

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

Scenario	PulseStream FAST - Ad Yield Turnaround
Version	Version 1
Market	All India
Saved	2026-07-19 18:12:33
Session ID	#33

User and mix

Total Monthly Active Users (MAU)	22,000,000
Paid Subscribers	800,000
Monthly Active CTV Users	7,500,000
Monthly Churn Rate (%)	8.50
Ad Tier Share (%)	90
Region	All India

Revenue inputs

Subscription ARPU - Paid (INR)	149
Subscription ARPU - Ad Tier (INR)	29
CTV eCPM (INR)	320
Ad Load (minutes/hour)	9
Monthly Viewing Hours / User	28
Programmatic Fill Rate (%)	48
Commerce Revenue (INR per MAU)	0.50

Cost inputs

Content Cost per MAU (INR)	14
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CAC (INR)	280
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Infrastructure and CDN (INR per MAU)	4
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Platform / App Store Fee (%)	10
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G&A Cost per MAU (INR)	2
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CMO metrics

Content Language	Hindi
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Ad Revenue per Paid User (INR/month)	4
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Ad Completion Rate (%)	78
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Cross-Device Lift	1.08
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Geography and market mix

Language mix

Hindi	45.00%
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English	35.00%
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Bengali	10.00%
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Marathi	10.00%
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Additional saved assumptions

Geo Mode	ALL
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Subscriber Data Mode	overall
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Direct Sales Share	10
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Pmp Pg Share	20
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Open Programmatic Share	60
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Sponsorship Share	10
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Inventory Sales Mix Touched	1
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CTV Inventory Priority	high
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Mobile Inventory Priority	high
Commerce Layer Readiness	none
Sales Team Readiness	2
Ad Server Readiness	3
First Party Data Readiness	2
Scenario Name	PulseStream FAST - Ad Yield Turnaround
Scenario Title	PulseStream FAST - Ad Yield Turnaround
Forecast Name	PulseStream FAST - Ad Yield Turnaround
Forecast Title	PulseStream FAST - Ad Yield Turnaround
Campaign Name	PulseStream FAST - Ad Yield Turnaround
Campaign Title	PulseStream FAST - Ad Yield Turnaround
Project Name	PulseStream FAST - Ad Yield Turnaround
Project Title	PulseStream FAST - Ad Yield Turnaround
Report Title	PulseStream FAST - Ad Yield Turnaround

Record integrity

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