

MASS4US Saved Input Summary

The exact strategy, audience, revenue, cost, growth and CTV assumptions stored for this forecast version.

Scenario	US Streaming Balanced Growth Base 2027
Version	Version 1
Region	ALL
Decision goal	growth_strategy
Planning horizon	12_months
Version ID	#66

Core saved assumptions

Scenario Name	US Streaming Balanced Growth Base 2027
Region Code	ALL
Content Language	english
Decision Goal	growth_strategy
Strategic Question	Can we accelerate paid and ad-supported growth while keeping CAC payback and contribution margin within board-ready limits?
Planning Horizon	12_months
Executive Pressure	growth_case
Monthly Active Users (MAU)	12,000,000
Paid Subscribers	2,400,000
CTV Users	5,000,000
Monthly Churn Pct	3.80
Ad Tier Share Pct	50
Subscription ARPU Paid	13.99
Subscription ARPU Ad Tier	5.99
CTV eCPM	32

Ad Load Minutes Per Hour	7
Monthly Viewing Hours Per User	60
Fill Rate Pct	78
Commerce Revenue Per Monthly Active Users (MAU)	0.65
Content Cost Per Monthly Active Users (MAU)	3.80
CAC	55
Infra Cdn Cost Per Monthly Active Users (MAU)	0.85
Platform Fee Pct	12
Ga Cost Per Monthly Active Users (MAU)	0.70
Ad Revenue Per Paid User	1.25
Ad Completion Rate Pct	90
Cross Device Lift	1.18
Trial Starts	550,000
Free Users	6,000,000
Conversions To Paid	100,000
Expected Paid Sub Growth Pct	4.50

Record integrity

This PDF is generated from the saved version used by the MASS4US forecast. Editing the scenario creates a separate version and does not alter this record.