

MASS4US Saved Input Summary

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

Scenario	US Hispanic Ad-Tier Expansion 2027
Version	Version 1
Region	SO
Decision goal	ad_tier_monetization
Planning horizon	12_months
Version ID	#67

Core saved assumptions

Scenario Name	US Hispanic Ad-Tier Expansion 2027
Region Code	SO
Content Language	spanish
Decision Goal	ad_tier_monetization
Strategic Question	Can a Hispanic-focused ad tier expand reach and CTV revenue without pushing churn above 5% or weakening unit economics?
Planning Horizon	12_months
Executive Pressure	growth_case
Monthly Active Users (MAU)	8,500,000
Paid Subscribers	1,100,000
CTV Users	3,800,000
Monthly Churn Pct	4.60
Ad Tier Share Pct	65
Subscription ARPU Paid	12.99
Subscription ARPU Ad Tier	4.99
CTV eCPM	26

Ad Load Minutes Per Hour	8
Monthly Viewing Hours Per User	65
Fill Rate Pct	62
Commerce Revenue Per Monthly Active Users (MAU)	0.40
Content Cost Per Monthly Active Users (MAU)	4.80
CAC	68
Infra Cdn Cost Per Monthly Active Users (MAU)	0.95
Platform Fee Pct	14
Ga Cost Per Monthly Active Users (MAU)	0.75
Ad Revenue Per Paid User	0.90
Ad Completion Rate Pct	87
Cross Device Lift	1.12
Trial Starts	400,000
Free Users	5,500,000
Conversions To Paid	70,000
Expected Paid Sub Growth Pct	6

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.