

MASS4US Saved Input Summary

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

Scenario	US Streaming Retention and Margin Reset 2027
Version	Version 1
Region	ALL
Decision goal	retention_churn
Planning horizon	12_months
Version ID	#68

Core saved assumptions

Scenario Name	US Streaming Retention and Margin Reset 2027
Region Code	ALL
Content Language	multilingual
Decision Goal	retention_churn
Strategic Question	Should leadership pause aggressive acquisition and redirect investment toward churn reduction, content efficiency and margin recovery?
Planning Horizon	12_months
Executive Pressure	retention_fix
Monthly Active Users (MAU)	6,200,000
Paid Subscribers	1,700,000
CTV Users	2,200,000
Monthly Churn Pct	6.80
Ad Tier Share Pct	35
Subscription ARPU Paid	15.99
Subscription ARPU Ad Tier	6.99

CTV eCPM	30
Ad Load Minutes Per Hour	6
Monthly Viewing Hours Per User	50
Fill Rate Pct	72
Commerce Revenue Per Monthly Active Users (MAU)	0.50
Content Cost Per Monthly Active Users (MAU)	5.50
CAC	92
Infra Cdn Cost Per Monthly Active Users (MAU)	1.10
Platform Fee Pct	18
Ga Cost Per Monthly Active Users (MAU)	0.90
Ad Revenue Per Paid User	1.10
Ad Completion Rate Pct	91
Cross Device Lift	1.08
Trial Starts	250,000
Free Users	2,200,000
Conversions To Paid	40,000
Expected Paid Sub Growth Pct	2

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.