

glance

SMART LOCK SCREEN

TRENDS REPORT 2023



WHAT'S IN STORE?

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BIKASH
CHOWDHURY
Chief Marketing Officer, Glance



The need to connect is what makes us human, to break free from the shackles of everyday monotony and find inspiration and joy through people and ideas from all over the world. It's this defining insight that led us to create Glance, the smart lock screen.



FOREWORD

In his book Blink, Malcolm Gladwell spoke about the power of thinking without thinking. The Glance smart lock screen is the visual analogue of this powerful idea – a quick glance at the lock screen can bring immense joy, inspire ideas and spur action that has the power to transform our lives.

We have been making the lock screen smart since 2019. In a delightful way. Today, more than 200 million consumers use Glance on their lock screen for their daily dose of trending stories, live entertainment, games, sports, weather updates and much more. And deriving joy and inspiration from it.

More than 75 million gamers play and watch games, compete and connect with fellow gamers through our gaming platform Nostra. It has become the largest gaming platform in India and Southeast Asia delivering delight to gamers on the lock screen.

Roposo, our LIVE platform is redefining the way consumers experience trends, sports, entertainment and music. Driving these experiences are creators who want to express themselves, share their take on any trend and connect with their fans.

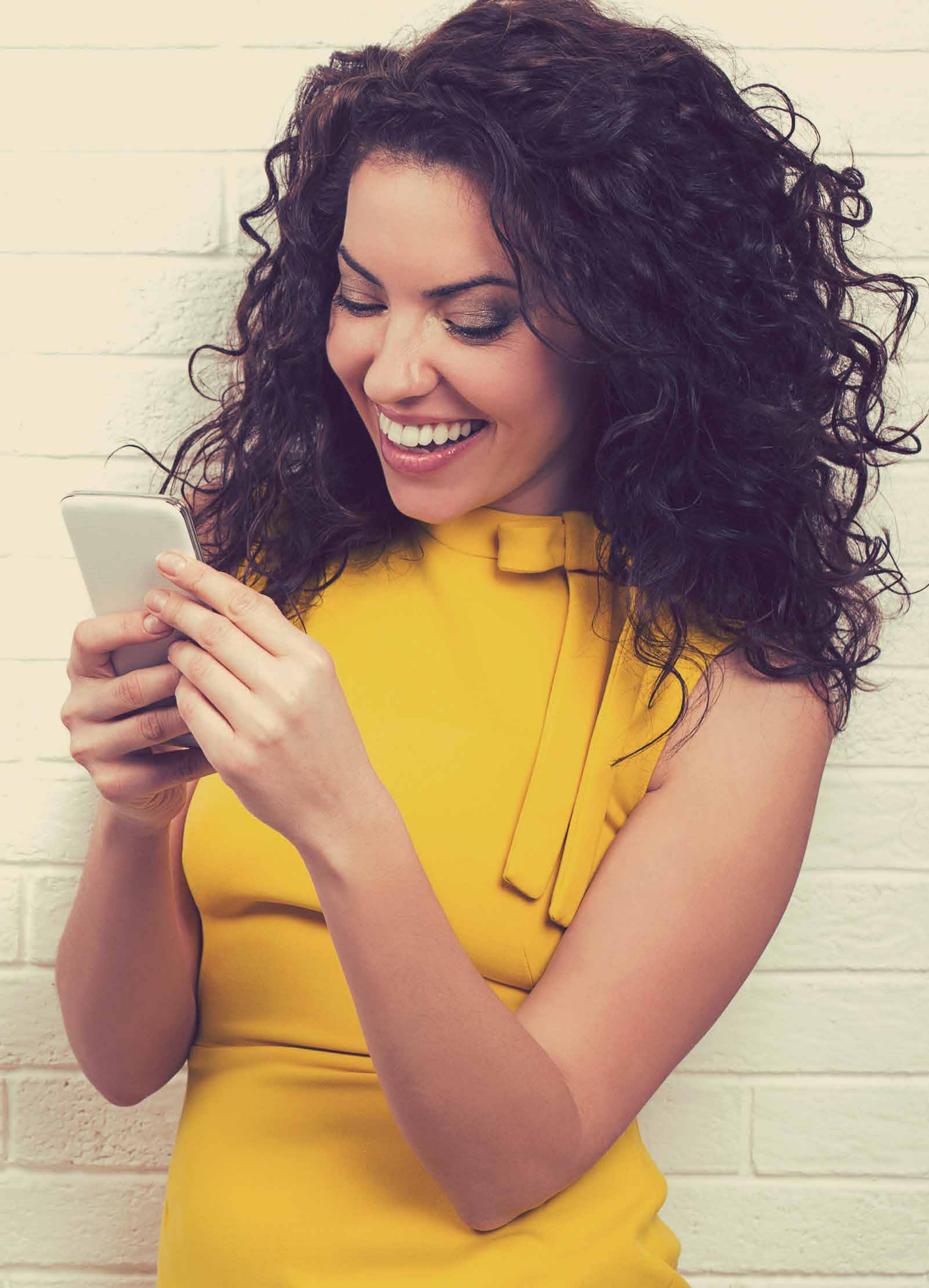
As the world of Glance grows, so does our understanding of what makes our consumers tick, and what doesn't. This report provides insights into the world of Glance and how it is impacting the lives of our consumers.

Whether you are a smartphone maker looking to convert your consumers into fans, a brand trying to connect with consumers and narrate your story, a game developer trying to understand gamers, a creator seeking fans, or a publisher looking for an audience, this report is for you. And if you are a consumer that has been inspired by Glance, we have the deepest gratitude for you.

Our aim is to bring empowerment and joy to consumers with the power of a glance, and to continue to make a difference in consumers' lives. And we'd love it, if you'd want to come along.

GLANCE LOCK SCREEN
SCREEN 0,
STIMULUS 100





THE POWER OF A GLANCE

A quick escape from a stressful day.

A sudden insight that inspires.

An instant connect with the world.

And more.

There's so much to do, so much to see, and so much to learn.

And all of it,

with just a Glance...

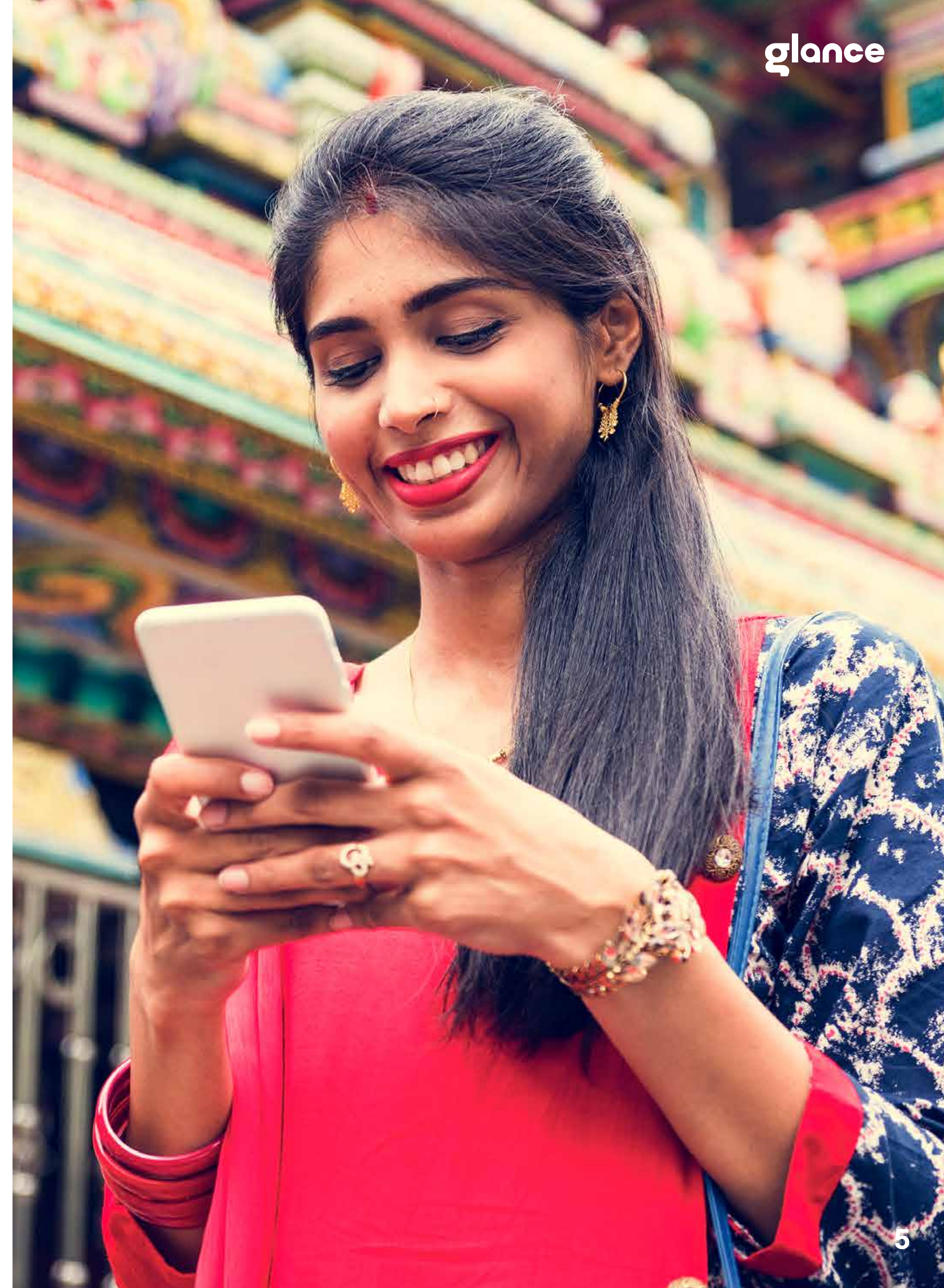
1.7^x
Growth in
active users

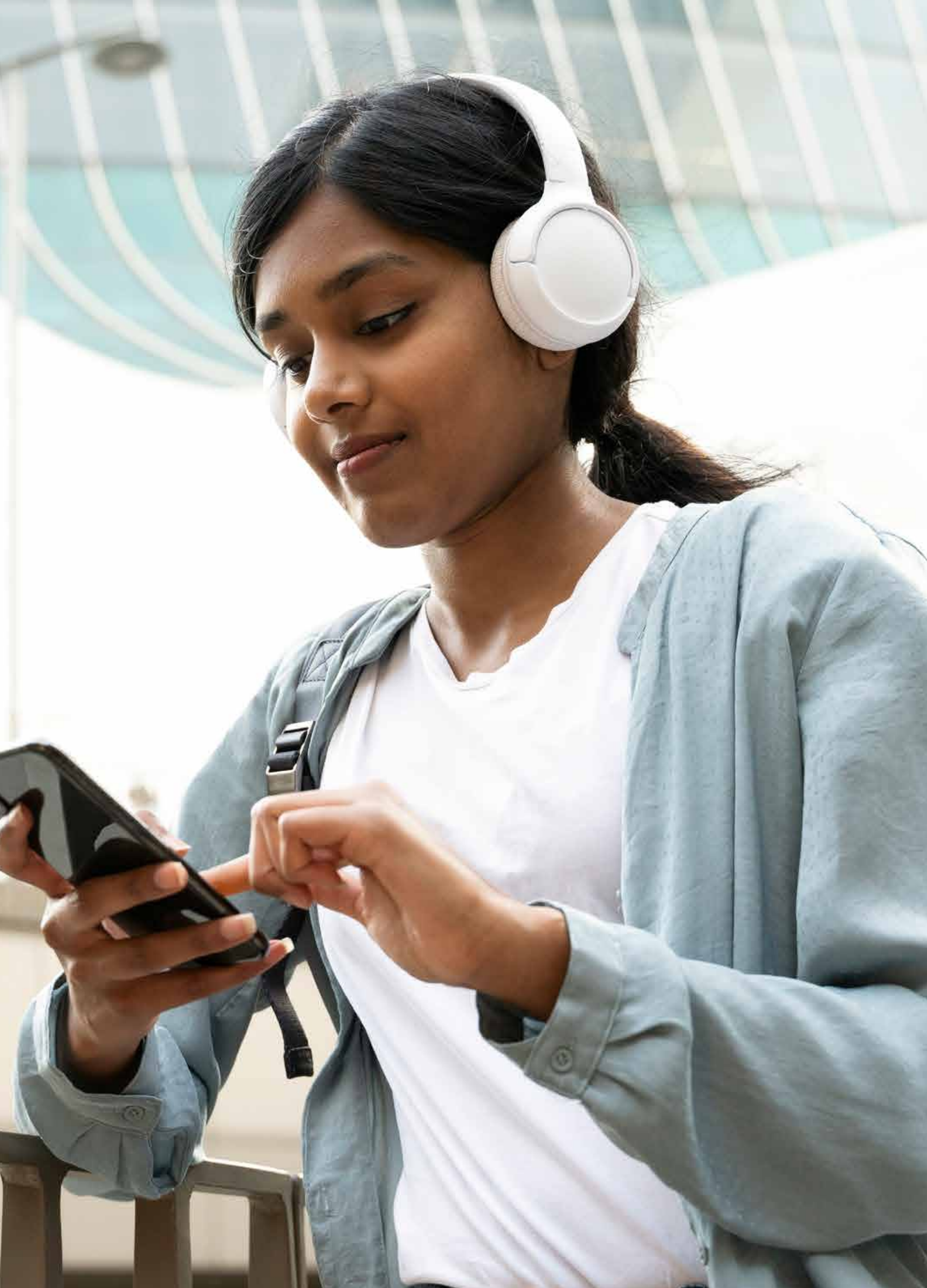
2.2^x
Growth in
engaged users

A GLANCE THAT HOLDS EVERYONE IN ITS SWAY

- ▶ **233 Mn active users**
- ▶ **Powering up the phone 75 times a day**
- ▶ **Served 15 billion+ Glances daily**
- ▶ **Across 20+ content categories**
- ▶ **Available in 7 languages**

**All of this,
on the Glance lock screen.**





LIKE. LOVE. SHARE. AND REPEAT.

When users see something they like, they like it, get invested enough to click through and see more.

But when they see something they really like, they share it.

Because they don't just want to see great content, they want to be the reason why their peers see it too.

> 18 Mn
Likes

> 10 Mn
Shares

ALL GENERATIONS ONE GLANCE

Whether you are Gen Z or X or Alpha or Omega or anything before and after – it doesn't matter.

Screen zero is screen Glance, for all of India.



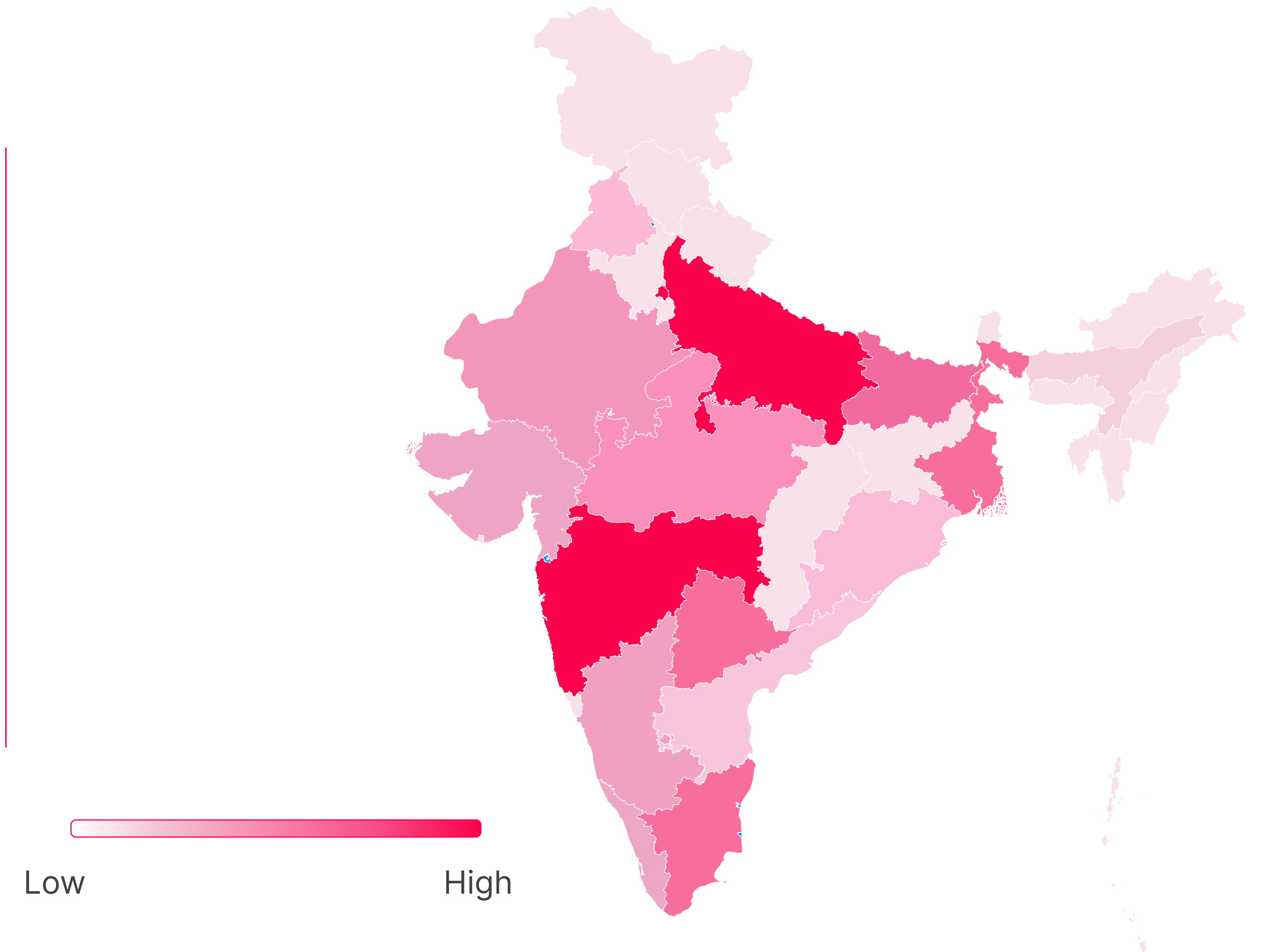
Glance consumers, Age composition

Glance consumers spread by states

ONE NATION, ONE GLANCE

Whether you are basking in the beauty of God's Own Country or toiling away in the City of Dreams.

Screen zero is screen Glance, for all of India.



EASY COME, EASY STAY

Some say the hallmark of a good relationship is how everything feels so...easy.

And that's exactly what consumers love about Glance: It's easy to use, easy to learn, and super easy on the eyes!

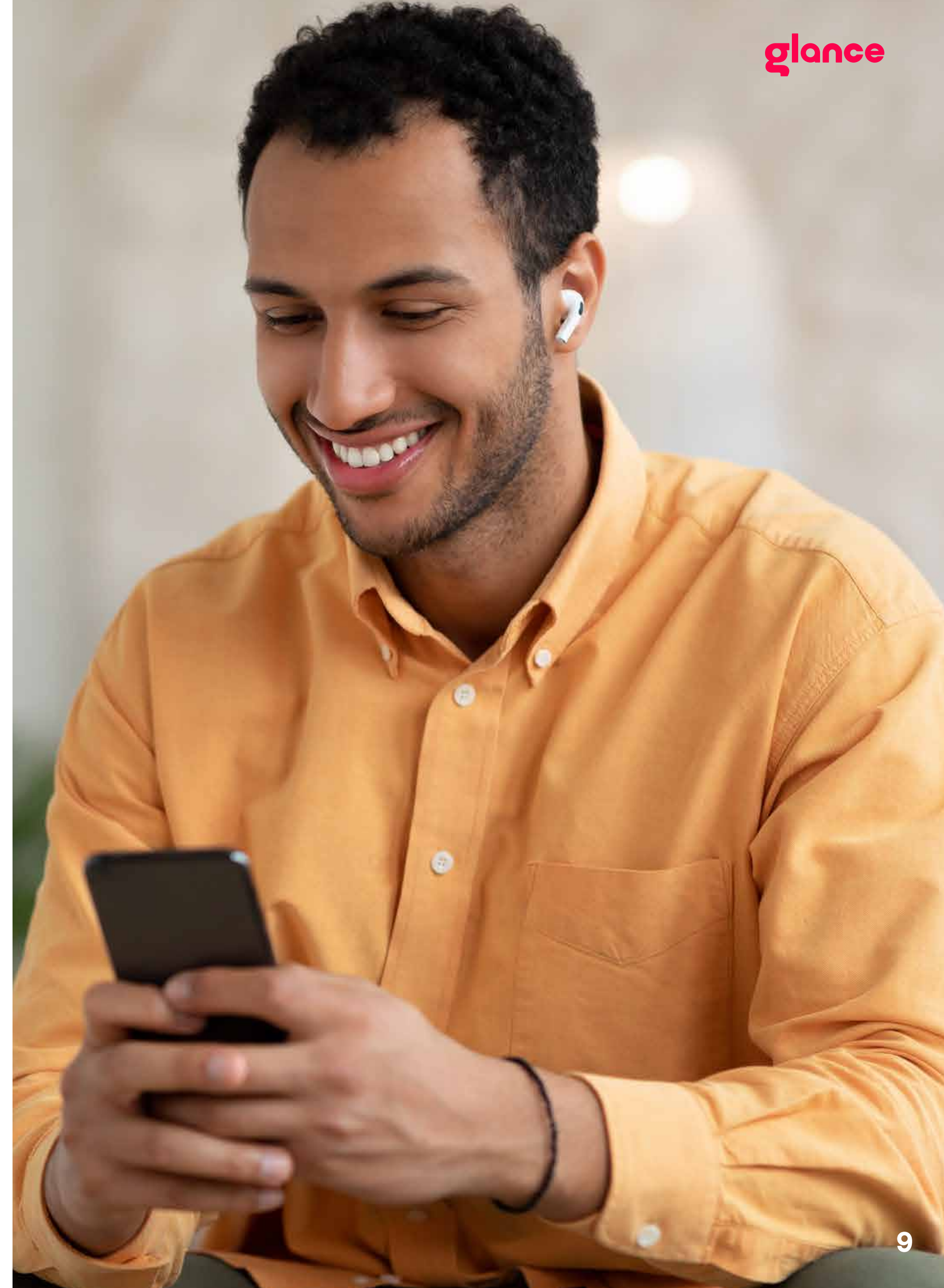
It's how Glance is making everyone's life just a little bit better, by making it just a little bit easier.

Top 3 reasons consumers love Glance:

34%
Easy to use

30%
Helps me learn new things

30%
Makes my phone look beautiful



Lock screen content consumed by time of the day



PRIME TIME IS NOW
GLANCE TIME!

The biggest attention-grabber for decades was Prime Time TV.

Was.

Glance is now in the arena.

Its presence in the user's day begins at 7 AM in the morning and peaks from 5-8 PM in the evening, rubbing shoulders with what has always been the centre of entertainment in any Indian household.

GLANCE LEADERBOARD: CONTENT LEADERS



THE SHOW MUST, AND DOES, GO ON!

Entertainment runs the show. Step away from the monotony of life, live vicariously, enter fantastic, adventurous, magical, or just different worlds – with a glance at the lock screen.

303 Mn Impressions

4 Mn Likes

2.1 Mn Shares



THE NATION WANTS TO KNOW

National News follows entertainment closely.
With Glance offering a quick, non-intrusive way to stay
up-to-date on what's happening in the world.

216 Mn
Impressions

3 Mn
Likes

1.7 Mn
Shares



WHERE GAMERS OF ALL KINDS BATTLE IT OUT

Gaming has typically been a high-time and high-investment hobby. Not anymore.

And, everyone wants a piece of the action.

210 Mn Impressions

2.1 Mn Likes

1.3 Mn Shares



MATCH DAY MANIA ON THE BIG SCREEN

Sports – fans made the lock screen their digital stadium in 2022. From cricket to football, IPL to FIFA, sports enthusiasts received milestone updates, match battles – almost real-time – on their phones.

The consumers wished and Glance provided!

145 Mn Impressions

1.6 Mn Likes

834 K Shares

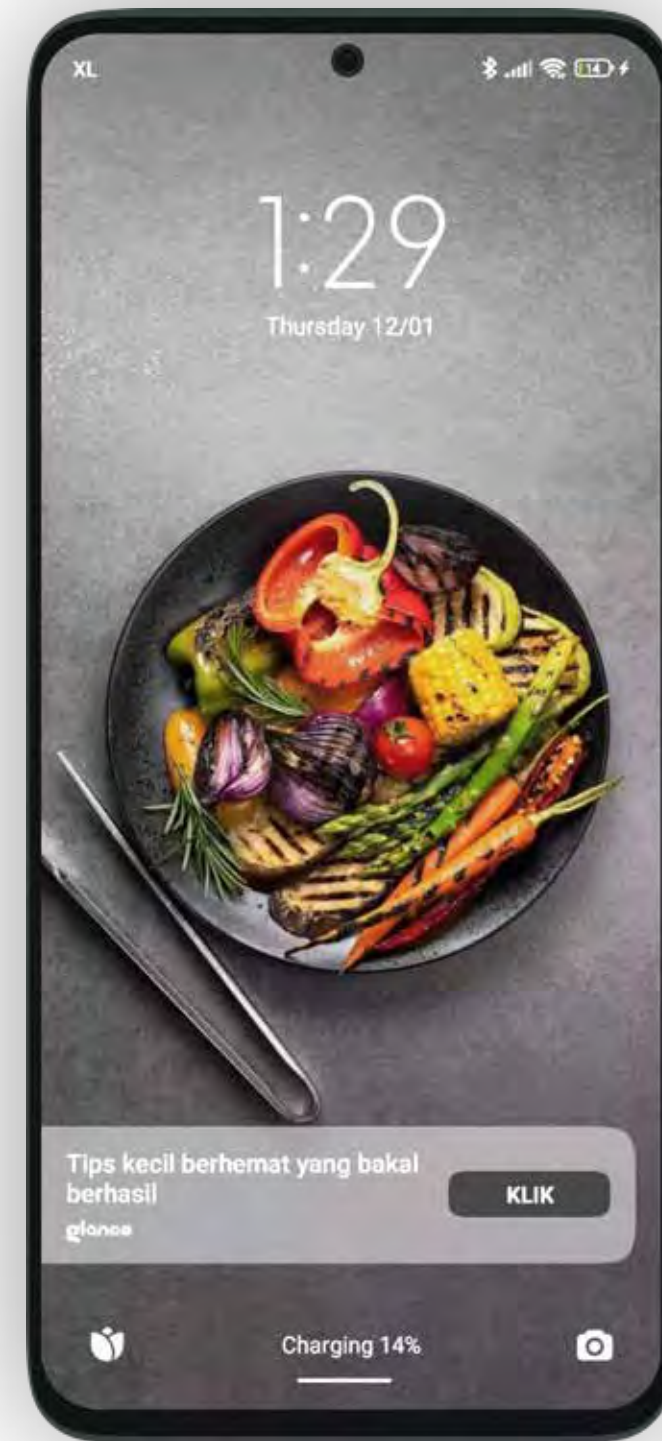




LOCK SCREEN INDONESIA
A SURFACE THAT
RUNS DEEP

GLANCE INDONESIA:

A smart lock screen experience across Xiaomi, Vivo, Realme and Oppo



mi



realme



vivo



oppo

GOING DIGITAL WITH A PURPOSE

A leading smartphone market with optimistic consumer sentiments, love for digital services and omni-channel methods along with a growing Gen Z smartphone user base that is deeply engaged on social media and entertainment platforms.

With almost 90% consumers visiting these platforms at least once a week, this audience's hunger for everything digital is fueled by a combination of what they seek, and what they end up stumbling upon. They want to stay entertained and informed, they don't just want to play snake and ladders; they want to move up the ladder.

For this vibrant Indonesia, the Glance lock screen offers:



GROWTH:

To consumers who want to be better, smarter, fitter.



CONNECTION:

To consumers who no longer wish to walk a lonely road.



RECREATION:

To consumers hungry for opportunities to indulge their tastes.



01 **GROWTH:**

Why stop when you can improve yourself every day?

Upgrade your skills, languages, habits – get inspired!



02 **CONNECTION:**

Reaching out has never been easier!

Collaborate for work, hobbies, ideas, or just to get to know someone better.



03 **RECREATION:**

Satiate your hunger for gaming and indulge your tastes!

Find new games, new hobby ideas, and consume uplifting content on the lock screen.

INDONESIANS WANT, GLANCE PROVIDES

Upskill, collaborate, or play?

Glance has everything to make the tech-savvy Indonesian consumers stay engaged and celebrate life. A reason to be Selalu Happy!

Here's a snapshot:

90%
Content in
Bahasa

03
Formats
(text, video
& live)

80%
Video content
consumed

22
Different genres
to choose from

250+
Daily text and
video content cards

The background of the left side of the slide is an aerial photograph of a tropical beach. The top half shows dense green foliage, and the bottom half shows clear turquoise water meeting a sandy shore. The text 'THE SELALU HAPPY WORLD!' is overlaid on the water in white, bold, uppercase letters.

LEARNING ON THE GO:

Glance exclusive English and Korean language learning, dancing and food videos.

GAMING ONLINE AND OFFLINE:

400+ casual games across 15+ genres.

ENTERTAINMENT LIKE NEVER BEFORE:

Short videos, episodic content and now - LIVE! With 3+ live-streams/day since May 2022.

SEE.LOVE. SHARE.REPEAT.

With Glance, the lock screen is no longer just a gateway to the world inside a phone; it's a destination in itself.

And the consumers can't wait to get to this destination, because there's always something that'll hit the right spot.

What's more?

When they like what they see, they make sure their world sees it too!

2.70^x
Growth in
engaged users*

100K⁺
Likes for the
most loved
content piece

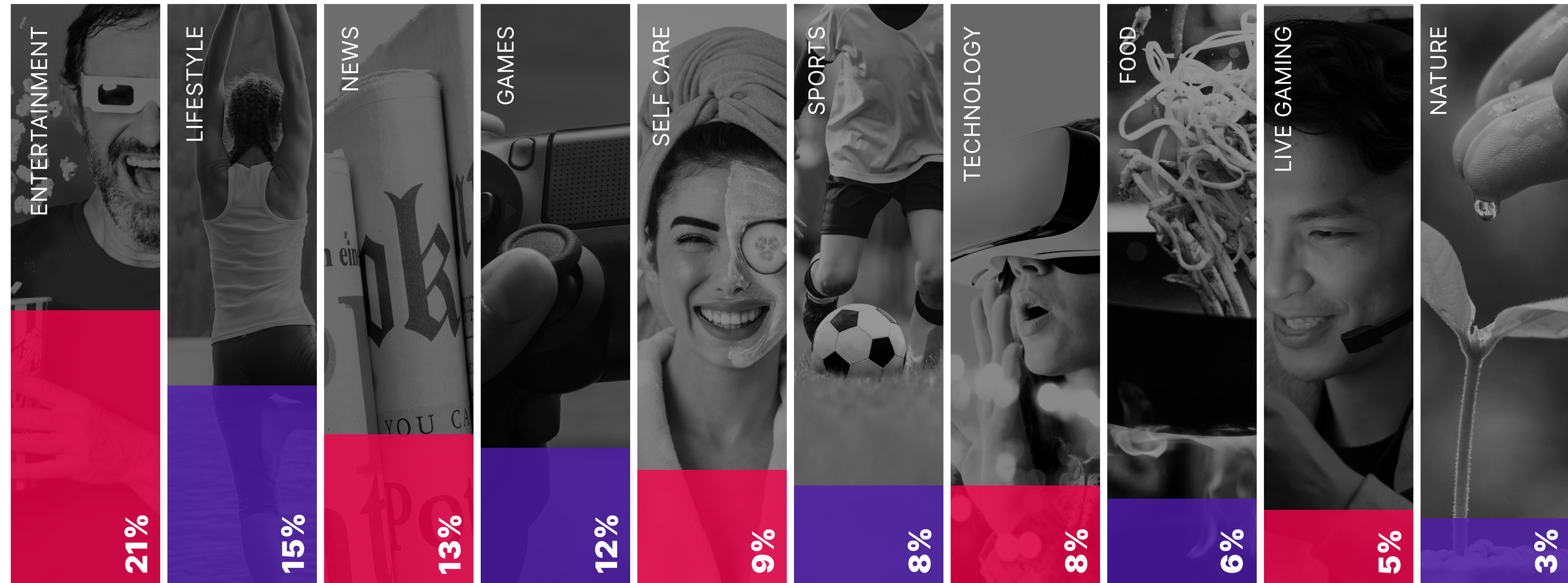
25K⁺
Shares for the
most loved
content piece

Time period: Jan '22 - Dec '22

*Engaged users for Xiaomi, Realme, and Oppo

THERE'S SOMETHING TO LOVE FOR EVERYONE

Whether you're looking for the latest updates on K-Pop, tips on lifestyle, fashion and relationships, or the coolest features on the brand-new Tesla, and more; it's all there right on the smart lock screen.

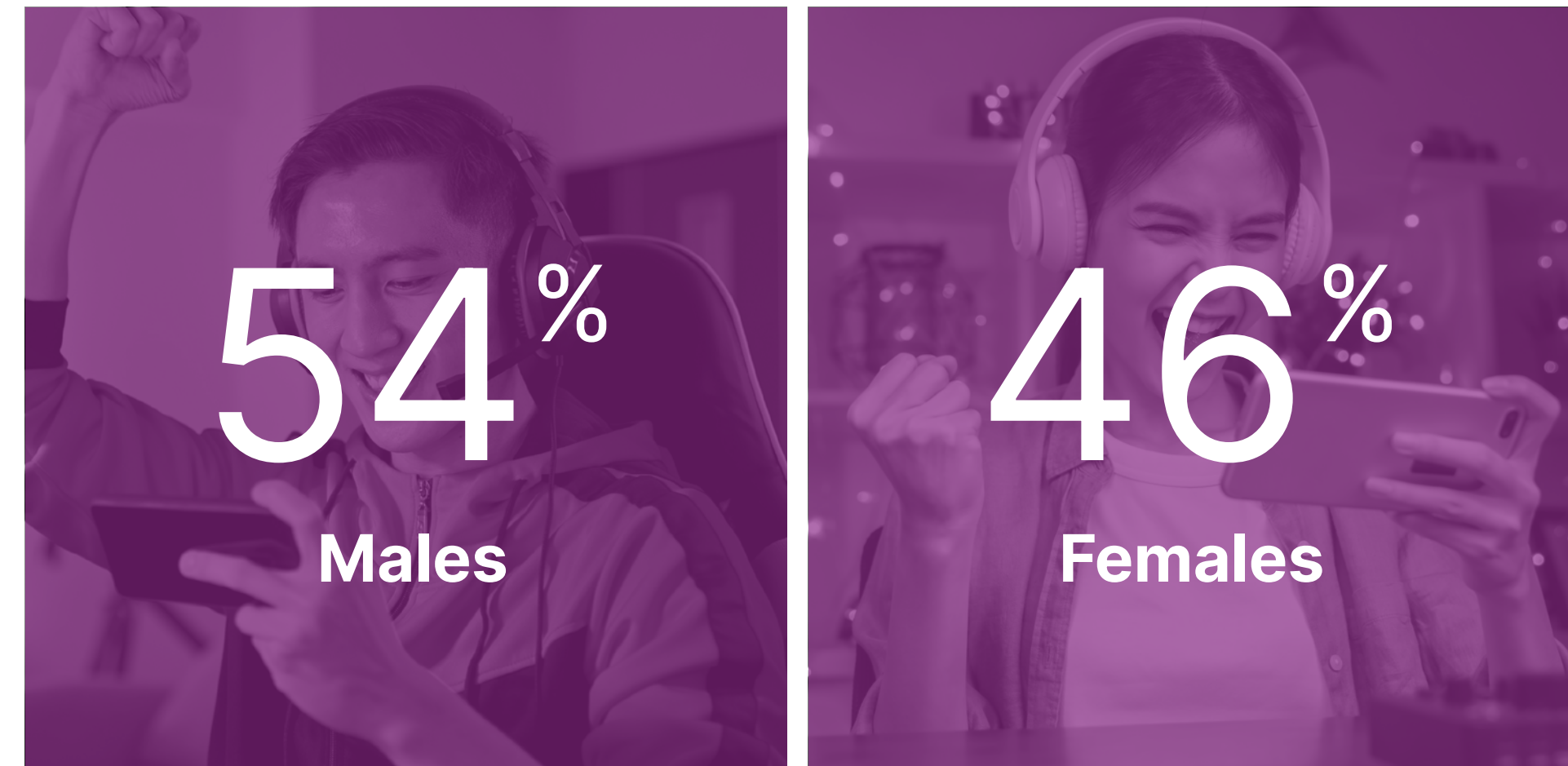


Top content categories, % watch time

INDONESIAN USERS UNITED BY THE LOCK SCREEN

Glance's massive variety of content brings both men and women across ages in droves.

Glance consumers, Gender split



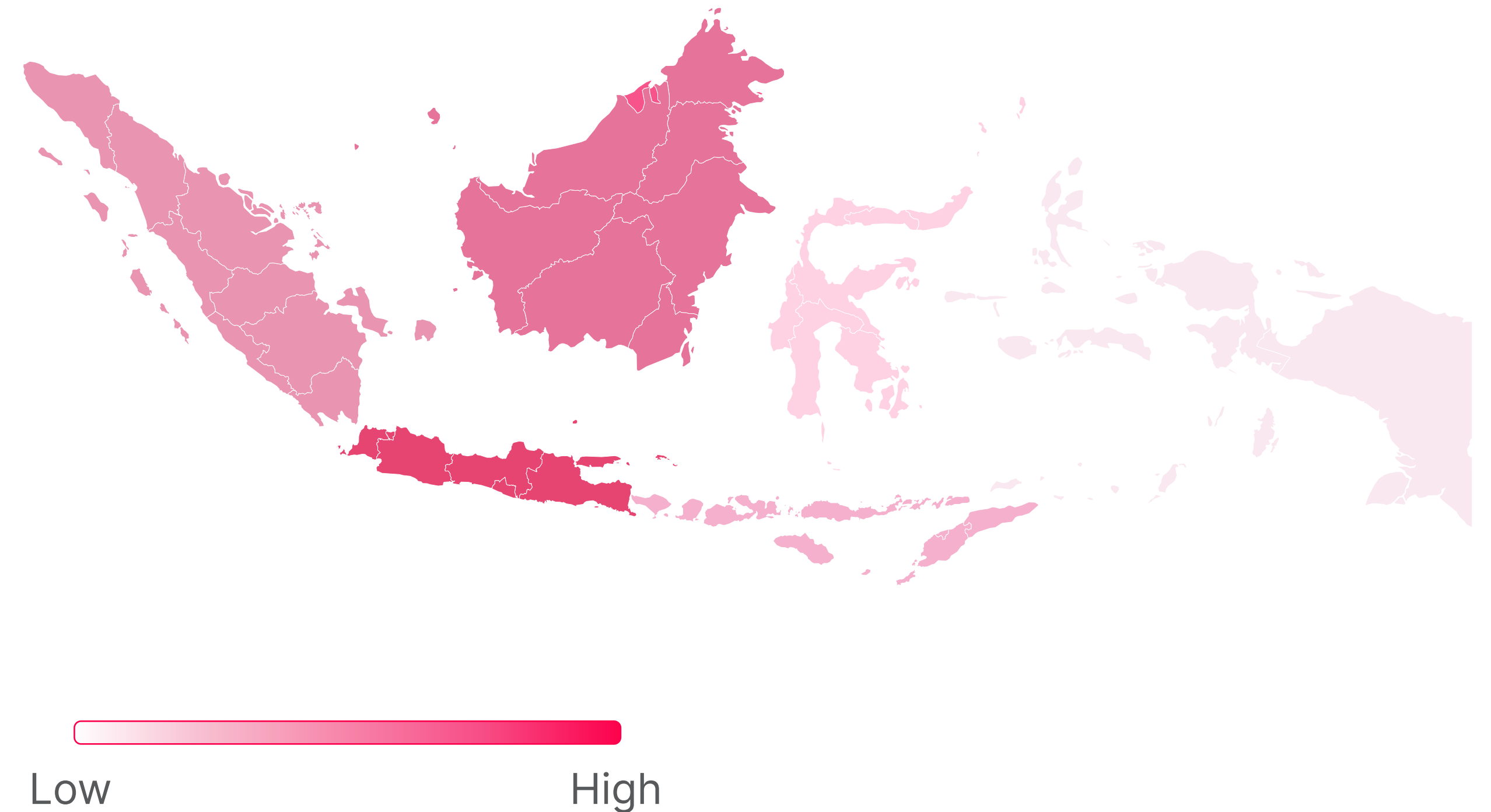
Glance consumers, Age composition



INDONESIAN ISLANDS UNITED BY THE LOCK SCREEN

But that's not all. Users from across Indonesia's thousands of islands spanning 700,000 square miles all agree on one thing: the smart lock screen!

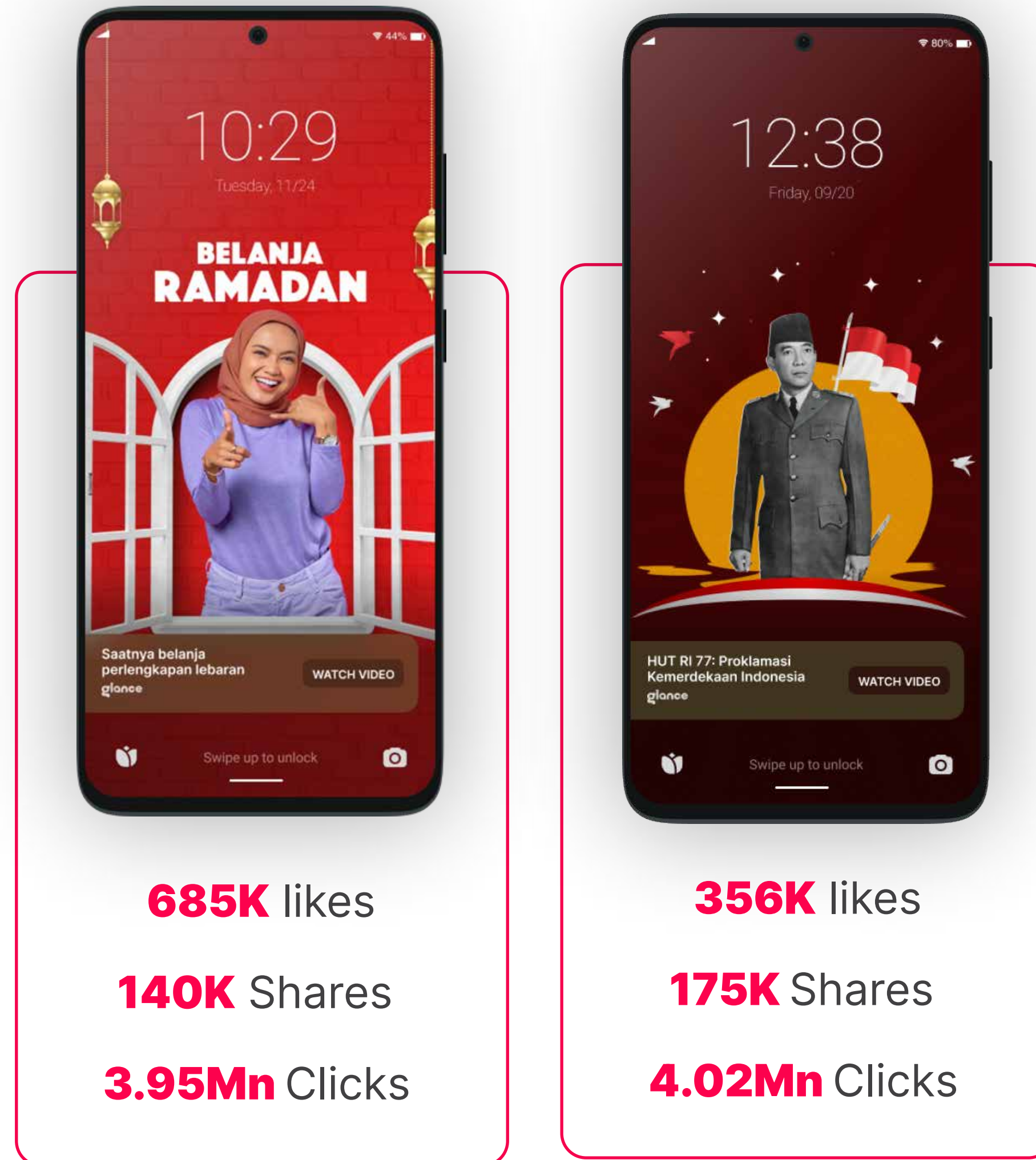
Glance consumers spread by islands



KYC KNOW YOUR CULTURE

Know Your Customer might be enough for a bank, but how does one create an immersive experience that resonates with everyone?

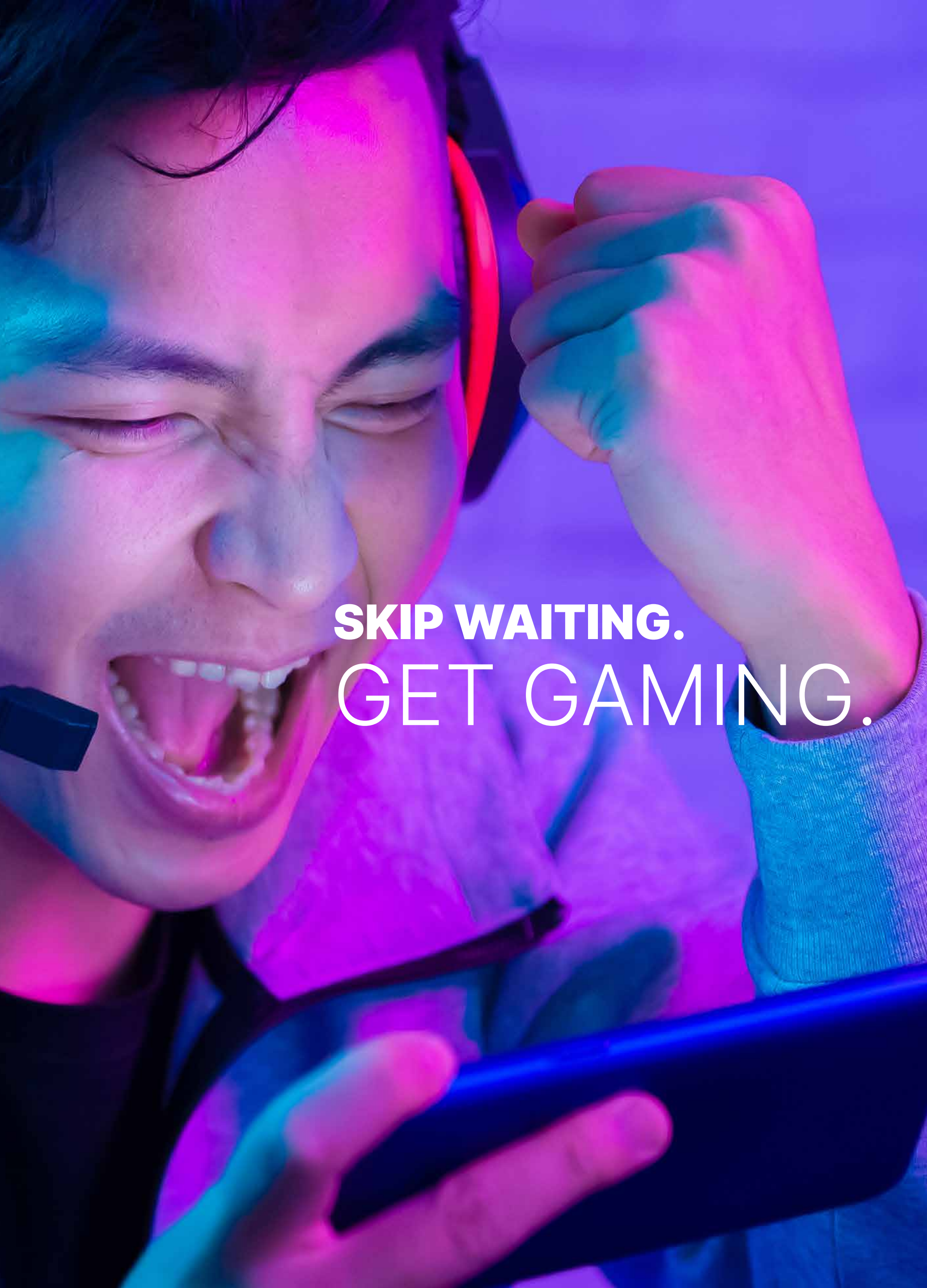
At Glance, KYC stands for **Know Your Culture**. It means working with strategic partners, who understand Indonesia and by doing this, Glance is able to launch content that captures the hearts and minds of Indonesia.



Content cards, Ramadan & Independence Day

Content Partners:





**SKIP WAITING.
GET GAMING.**

There was a time when users were okay to sit and twiddle their thumbs away. Now they want their thumbs deep in engaging gaming action, before the thought of boredom has a chance to even cross their mind.

And that's exactly what Nostra* provides!

**No compatibility checks. No installation. A massive library of pure dopamine.
And the gamers are rushing in.**

400⁺
Games

~6.6^{Mn}
Consumers come to
Nostra every month

15⁺
Categories

~200[%]
Growth in
consumer base

LIVE THE ACTION

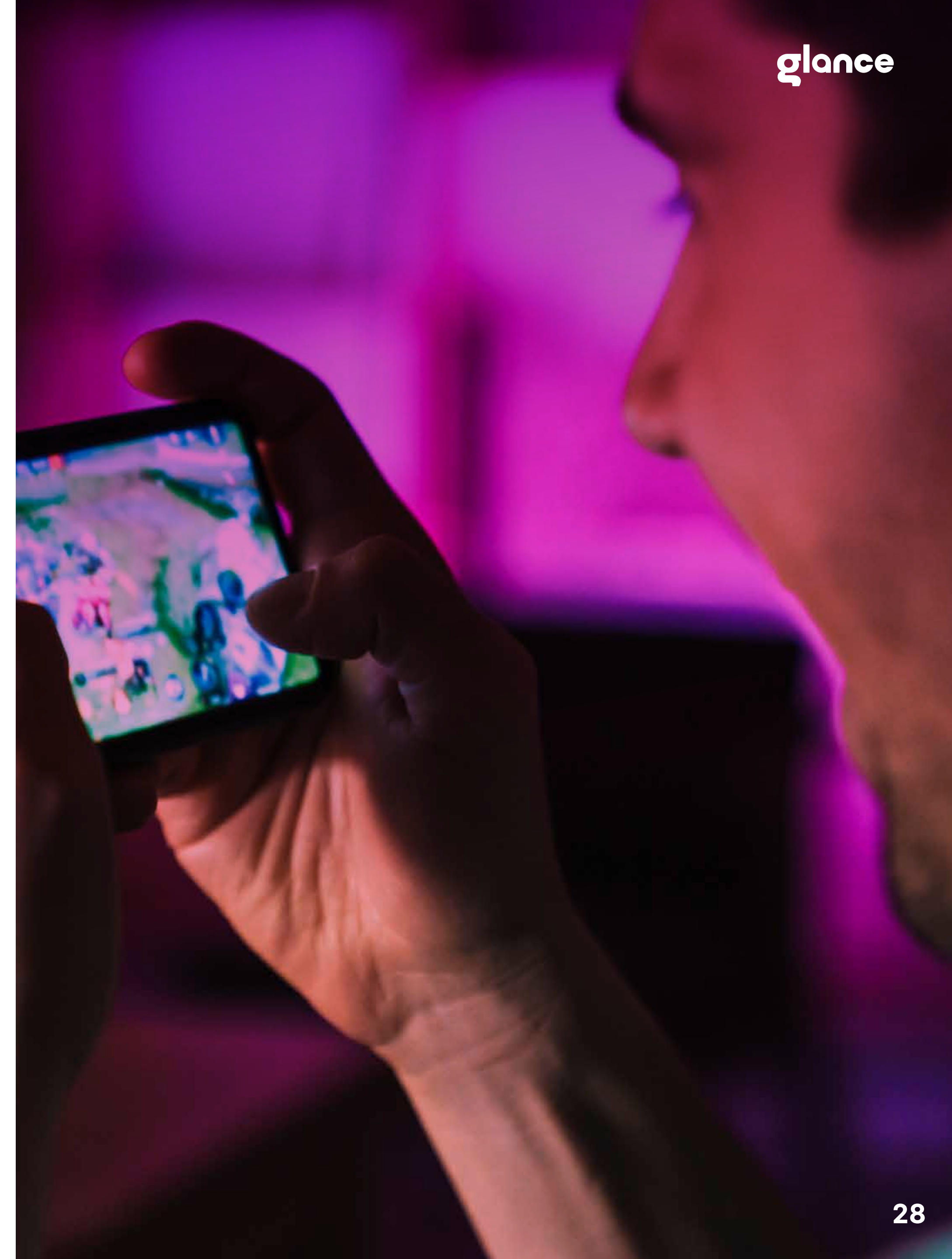
L.I.V.E ((•))

Gamers live, breathe and play games. And everyone loves to watch a good game. So, Glance introduced live gaming tournaments on the lock screen through Nostra.

An unforgettable stadium-like experience where the pros play and everyone else watches, learns and cheers.

Access to evolved gameplay, biting commentary and a gateway to gaming events.

In just around 40 days of being launched in mid-2022, total watch hours racked up to **222,000 + hours!**





TRENDING LIVE-STREAMERS

Selly

4,056,872 viewers tuned in for her shows



Thalia

1,401,563 viewers tuned in for her shows

Cocacila

2,030,357 viewers tuned in for her shows

Time period: Aug '22 - Dec '22

SKIP THE DRAMA, FOR THE GOOD KIND OF DRAMA

If gaming and live action was not enough, Glance had another surprise for Indonesia in 2022: Glance OTT.

That's right, episodic content from key OTT partners, served on your lock screen.

Because why download an app, sign in, find a show and then start watching when you can "skip intro" and see the drama right there on your lock screen?



7 different shows

1st to 3rd episodes free on Glance

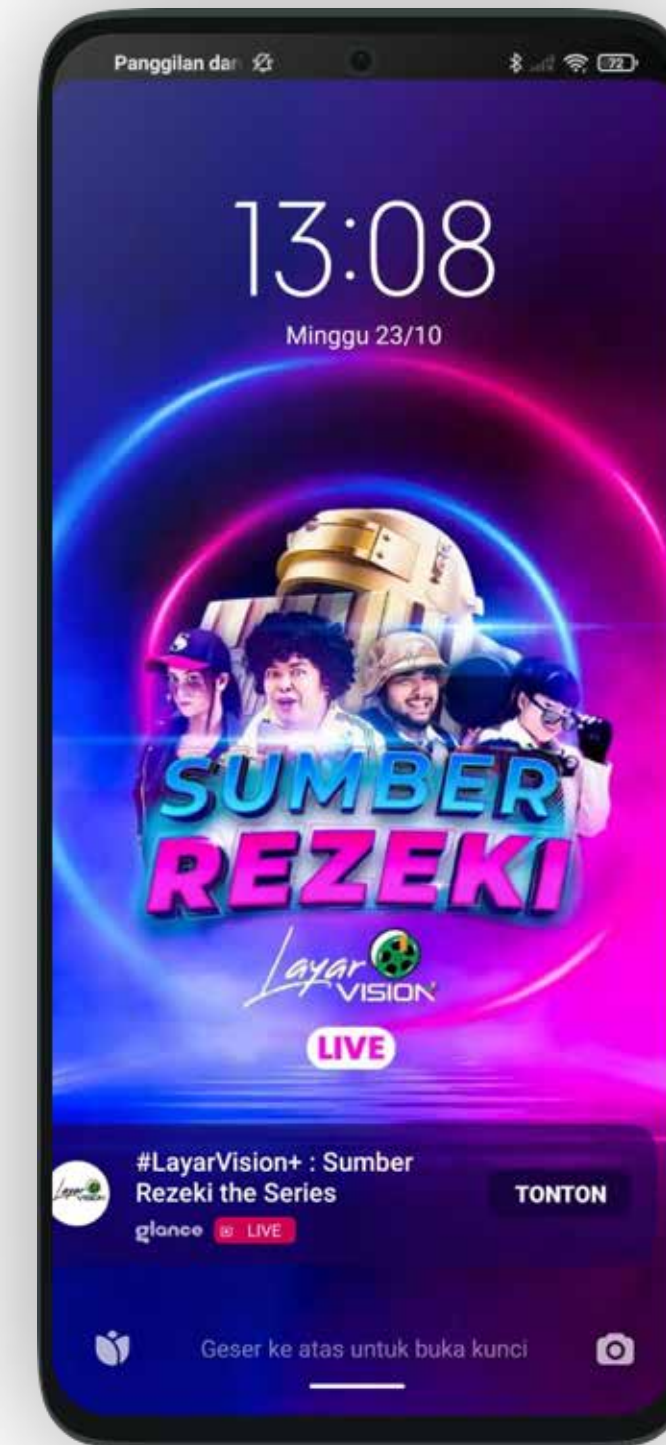
~550K Total Views

21K+ Watch Hours

Most watched episodes on Glance

Sumber Rezeki

Calonimam



1.1Mn Views
44K Watch Hours

0.9Mn Views
37K Watch Hours

**THE ACTION
NEVER STOPS**

Most watched live tournamnets on Glance

E-soccer



436K Views
15K Watch Hours

PUBG for ladies

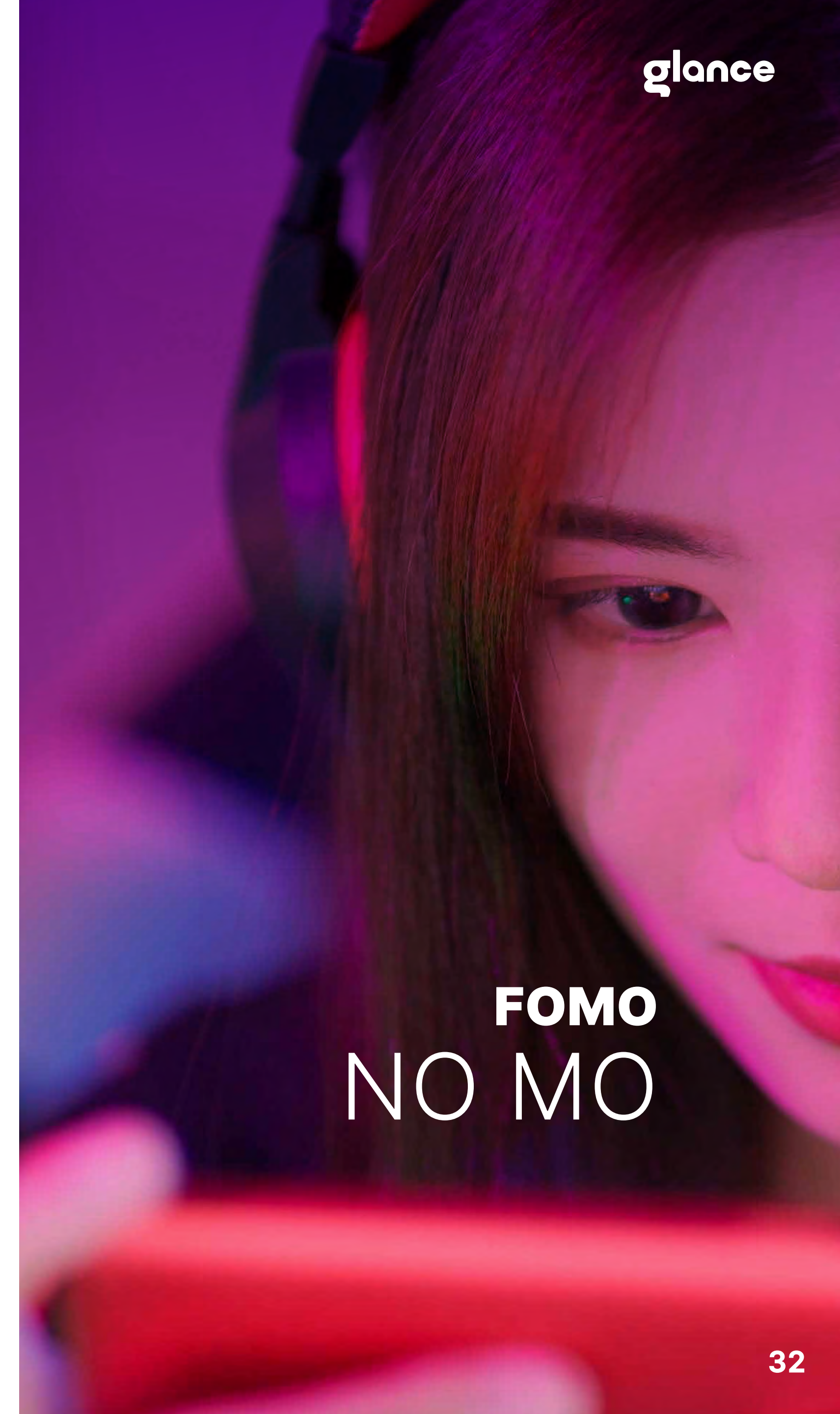


47K Views
1.9K Watch Hours

Valorant



2.8Mn Views
124K Watch Hours



FOMO
NO MO

Lock screen content consumed by time of the day



COMFORT CONTENT ALL DAY LONG!

Most people have a sacred routine in the mornings, before they start their work, and then again in the evenings, before they end their day.

These hours are for content they love! Something that engages and relaxes. For most smartphone users in Indonesia, that routine is Glance.

That's why Glance consumers peak at 10 am for news, lifestyle and entertainment, and then at 5 pm, winding down with games, entertainment and self-care.

LOCK SCREEN LATAM
2 CONTINENTS,
1 SURFACE

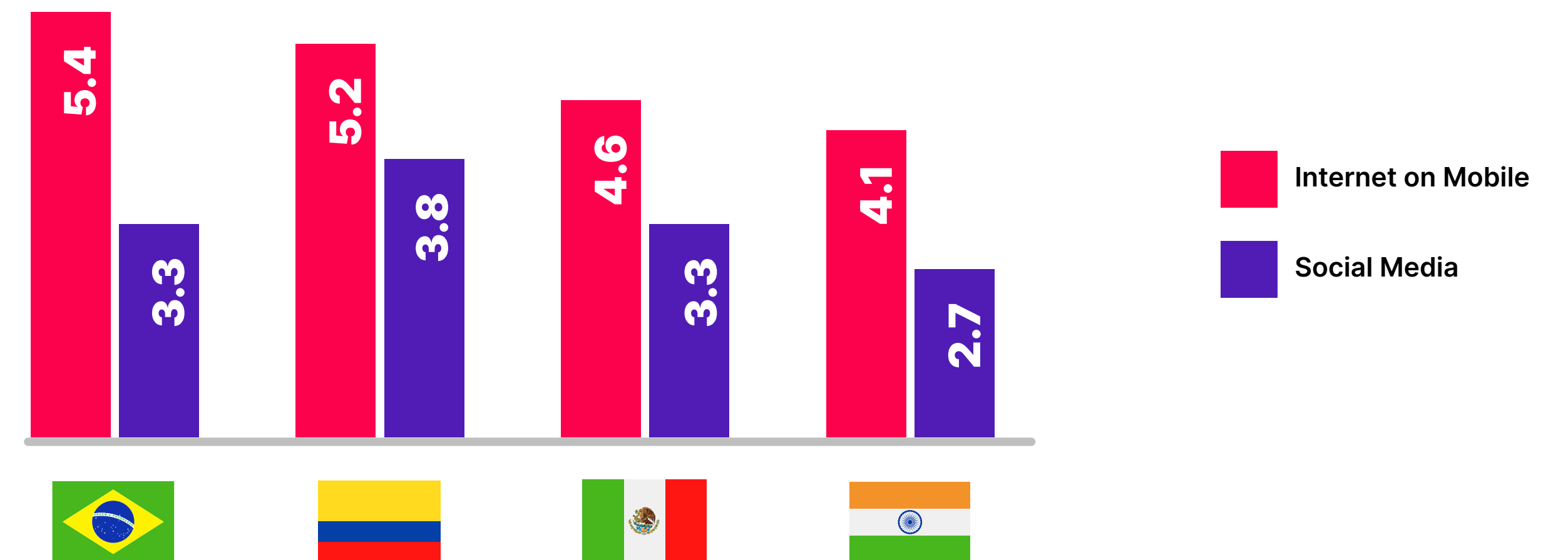


SALSA, SAMBA AND SOCIAL MEDIA

From the vibrant salsas and the sambas, the sumptuous empanadas and chorizos, the breathtaking and mysterious Machu Picchu, to the home of Pele –

Latin America is a rich melting pot of beauty and intrigue, a burst of culture at every turn. And more and more smartphone users of the region are looking to soak it all in via social media.

Average time spent with different kinds of media and devices (hours/day).



Source: Data Reportal; Quantitative Survey, April 28th- May 5th | Android users |
Brazil – (n=1009) | Colombia – (n=1005) | Mexico – (n=1011)

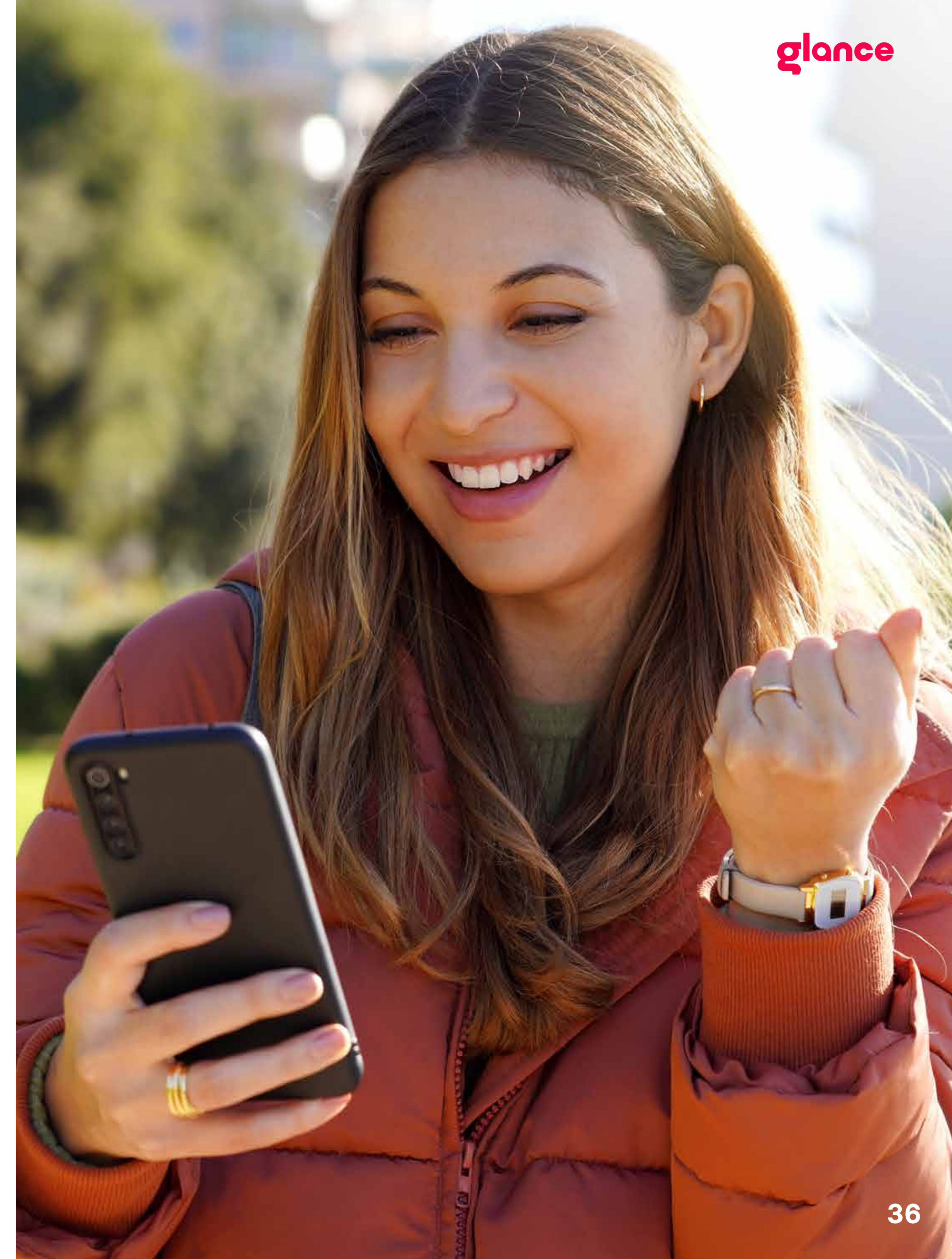
IT'S NOT ALWAYS ABOUT THE JOURNEY

Glance is disrupting the meandering journey consumers have to take to reach the content they want – by bringing it right to their lock screen. The hunt for fulfilling content, in one's own language, now begins and ends on screen zero.

Topping the charts in Brazil is entertainment and sports, while Mexico and Colombia swerve towards lifestyle.

But that's not all! Across the board, people search for familiar content from thrill-seeker Fridays to feel-good Sundays.

- ▶ **Number of cards published per day:**
Brazil - 60, Colombia - 40, Mexico - 40
- ▶ **Content across 20 categories every day**
- ▶ **Content in Portuguese and Spanish**
- ▶ **2 formats: 30% Video and 70% articles**





THE EVERYDAY ROUTINE THAT KEEPS ON GIVING

Regardless of continent or country, Latin Americans are coming together on the Glance lock screen.

A sacred routine that starts with powering up their phones, and doesn't end without engaging and spreading the word.

75
Avg. no of times
smartphone users power up
their phones daily

65%
Users engaging with
Glance content
multiple times in a day

15+
Highlight cards
consumed daily by
an average user

Lock screen content consumed by time of the day



GLANCE IS NOW ON PRIME TIME!

The routine starts as early as 6 am, when consumers turn to Glance for news and other stories.

What's more?

The 8-9 pm prime time slot, traditionally dominated by television, is also when users are locked into Glance.

DEEP PARTNERSHIPS, FOR A DEEP SURFACE

A mix of articles and videos covering everything from entertainment to news to sports.

Glance's partnerships with select content publishers brings engaging hyperlocal and hyper-international worlds to all of Latin America's smartphone surfaces.



Agência Brasil



AFP



CNN



DW



VivaBem (UOL)



Mongabay



THE CONVERSATION



BBC



Notícias da TV

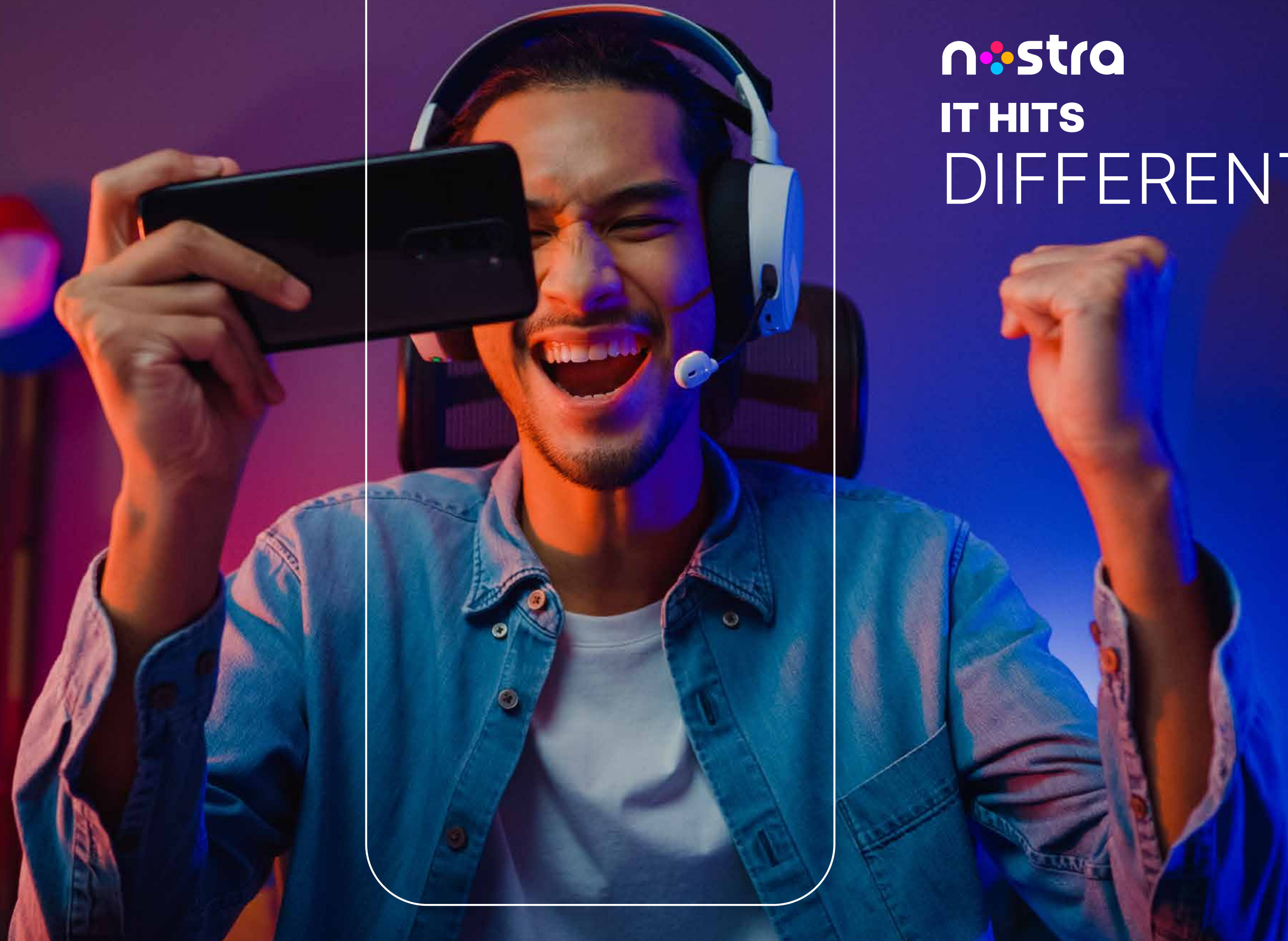


msn

n•stra

IT HITS

DIFFERENT

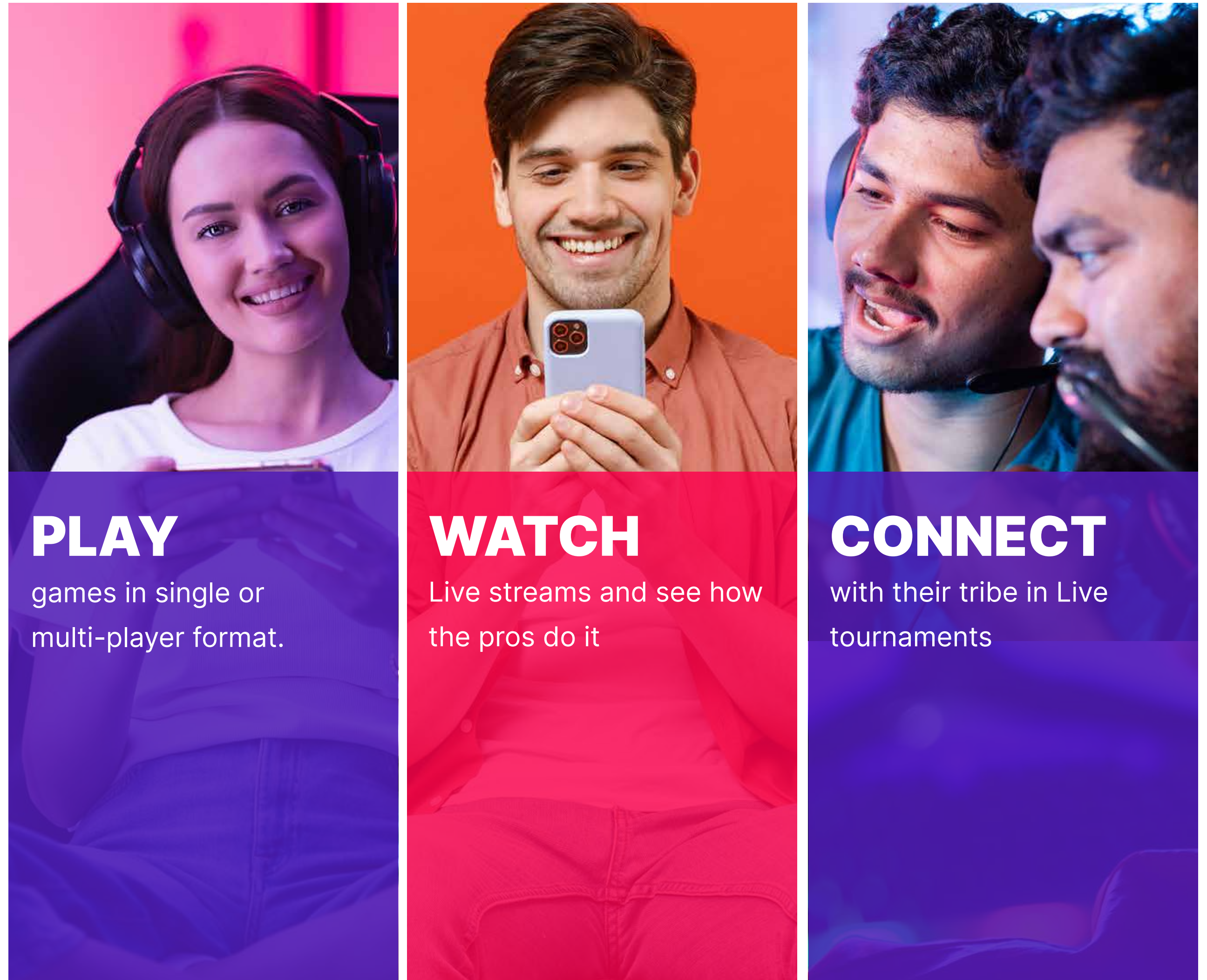


FEEDING THE GAMER INSIDE EVERYONE

Whether it's the busy mother looking for a relaxing break, or the bored teenager looking for a refreshing change – there's a Gamer inside every individual. And just like any personality, this side has its own version too.

To emerge, all it needs is the right kind of stimuli.

And when it does emerge, Gamers on glance enjoy a unique experience as they:



PLAY

games in single or multi-player format.

WATCH

Live streams and see how the pros do it

CONNECT

with their tribe in Live tournaments

BRINGING GAMING INTO EVERYONE'S HANDS, WITH NOSTRA

Introducing Nostra, the gaming on Glance experience across India and Indonesia.

Nostra skips the tedium that comes with the regular process of gaming and cuts right to the action – by bringing an immense range of gaming right to the lock screen.

The Nostra Universe

15+ categories , 400+ games

- Refresh, don't repeat
- A new game every day

One Platform, a Million Formats

- Single player / multi-player
- Live tournaments
- Live Streaming

Online and Offline

- Play online or save data by playing offline

A community to bank on

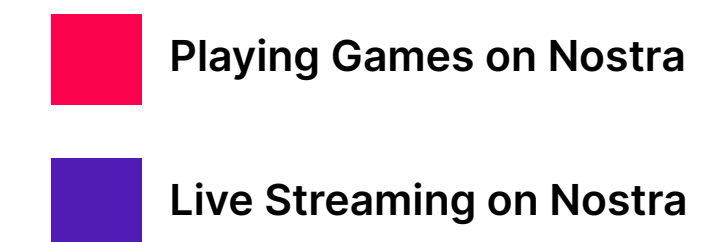
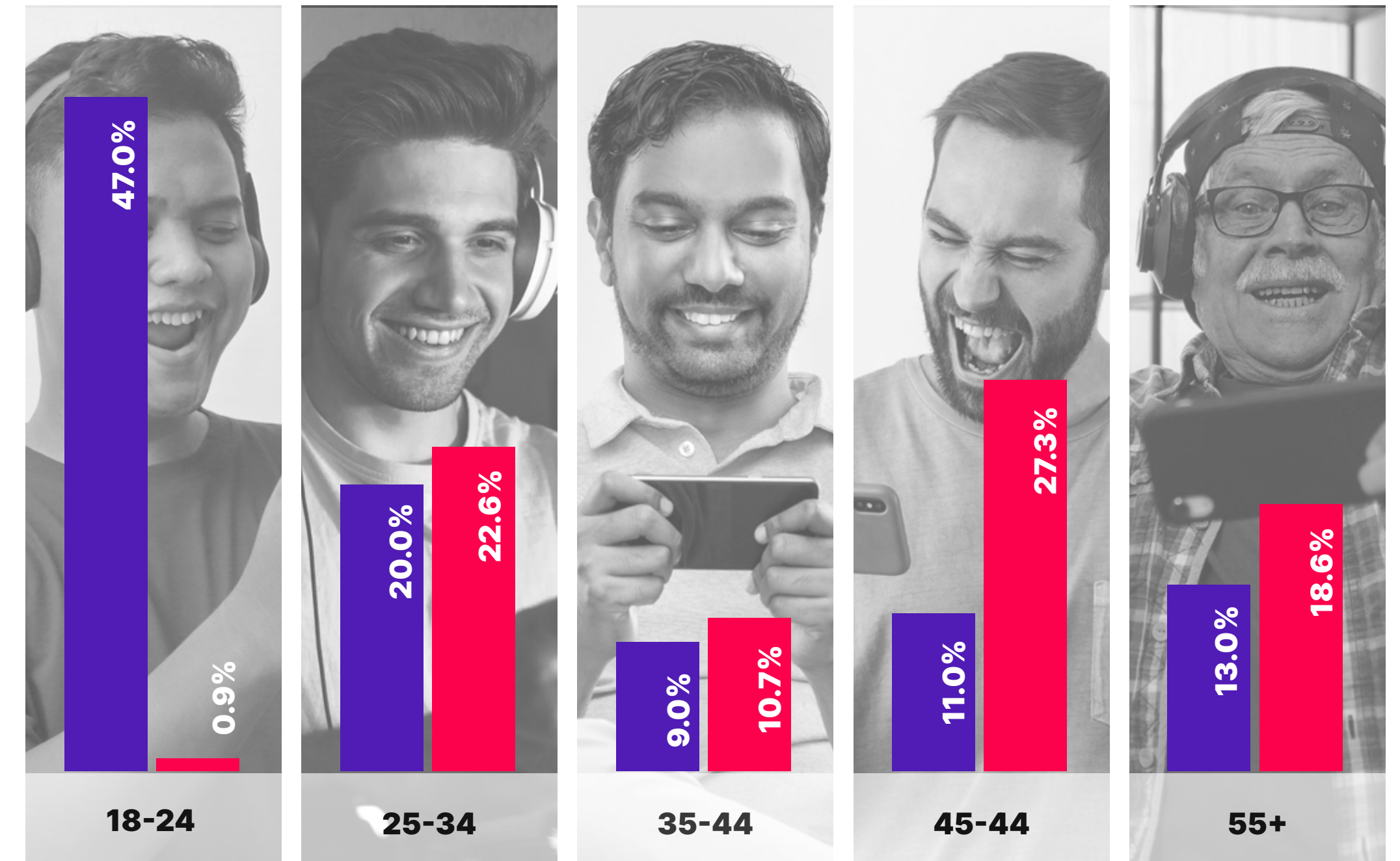
- **65 M** active gamers
- 30+ live streamers to grow with

EVERY LIFE STAGE HAS A GAMING STAGE...

The simplicity of the formats and range of options appeal to all gamers - young and old.

The sense of community and the prospects of improving their game drives the youth towards Live-streaming, while the middle-aged and older consumers prefer playing online games because of its accessible and rewarding nature.

Nostra consumers, Age composition

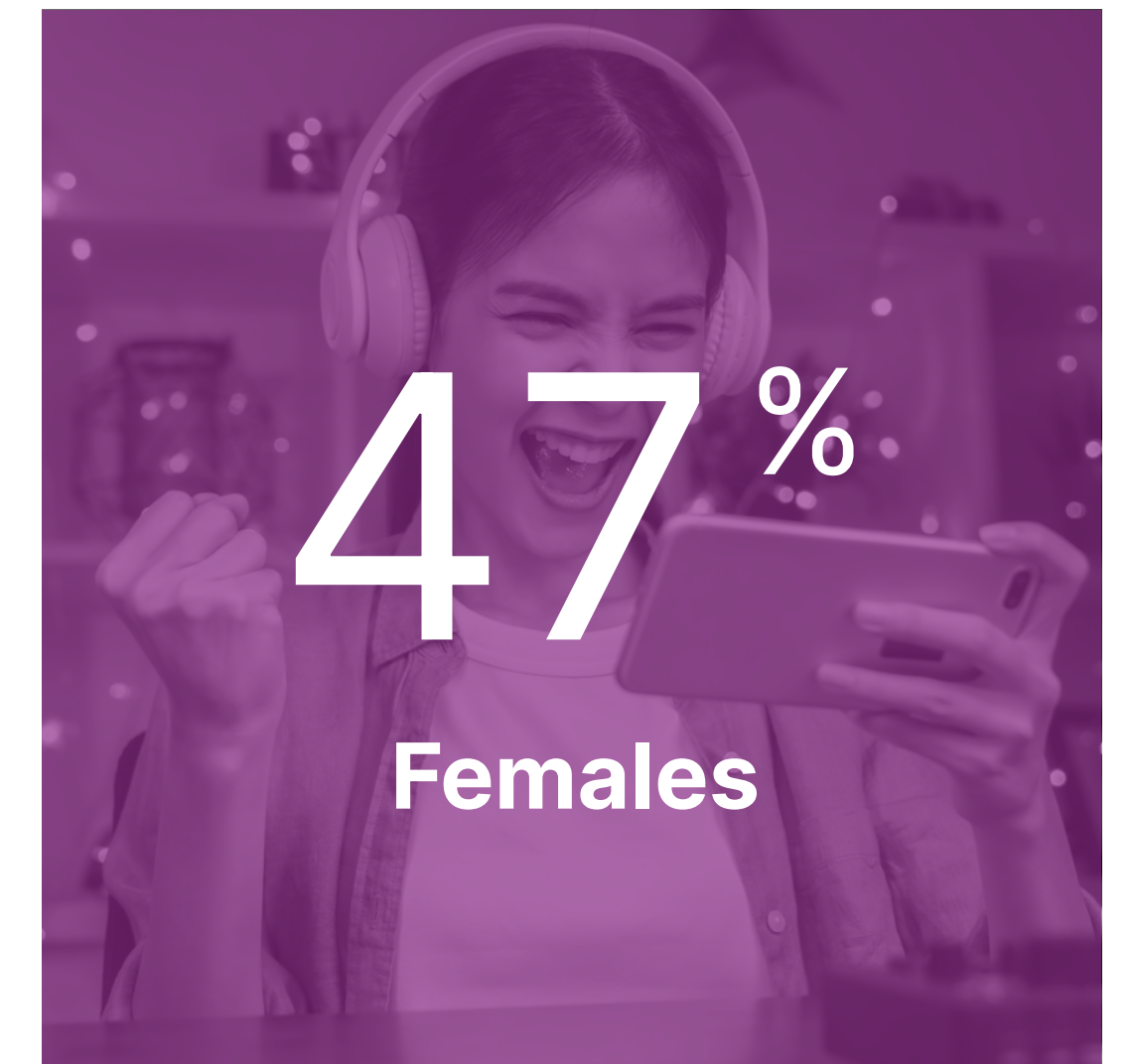
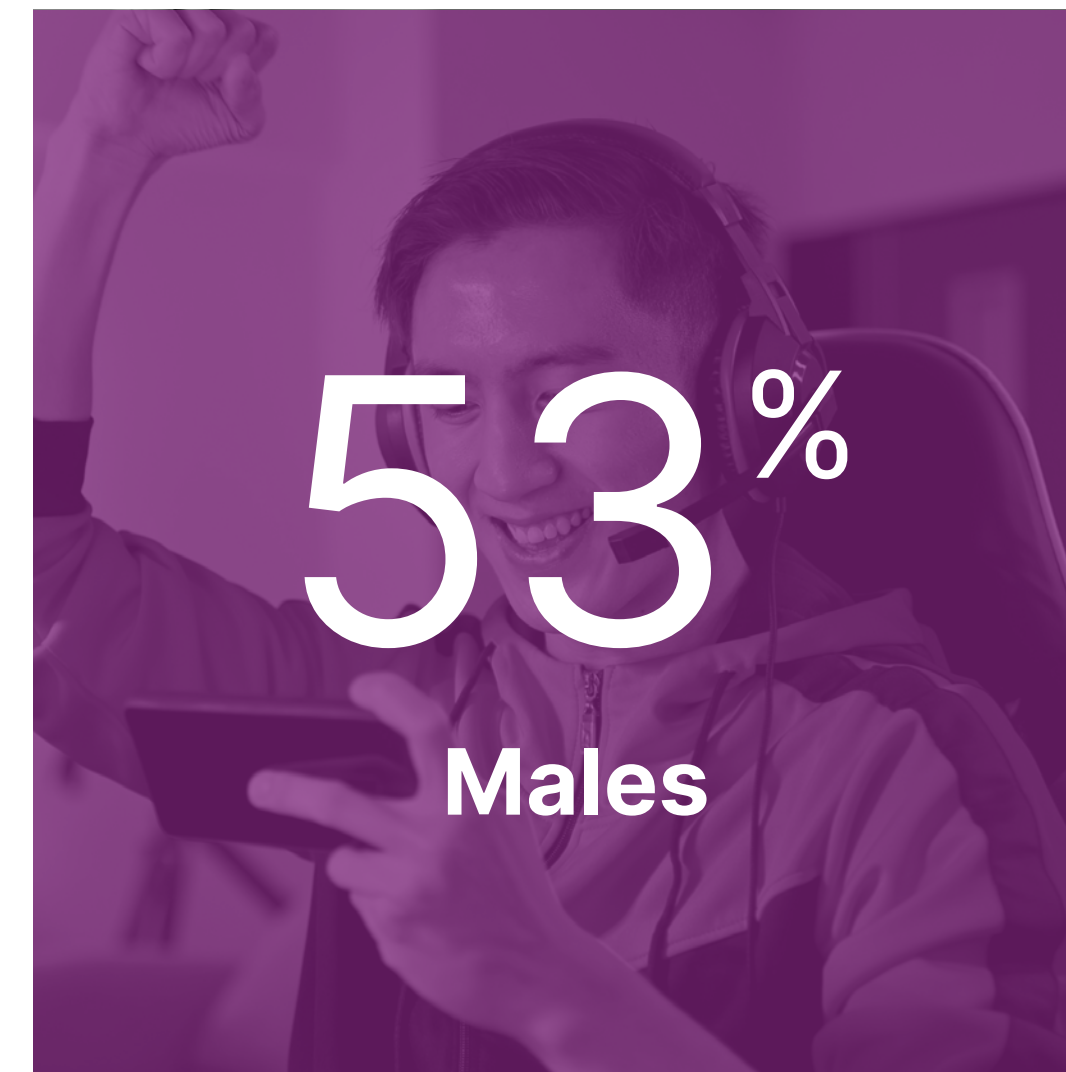


...AND EVERY GENDER CAN BE A CONTENDER

Most men get into Glance gaming for the thrill of winning, while women flock to the platform to look for ways to stay engaged.

With Glance, both men and women get what they want!

Nosta consumers, Gender split



GAMING WITHOUT BOUNDARIES

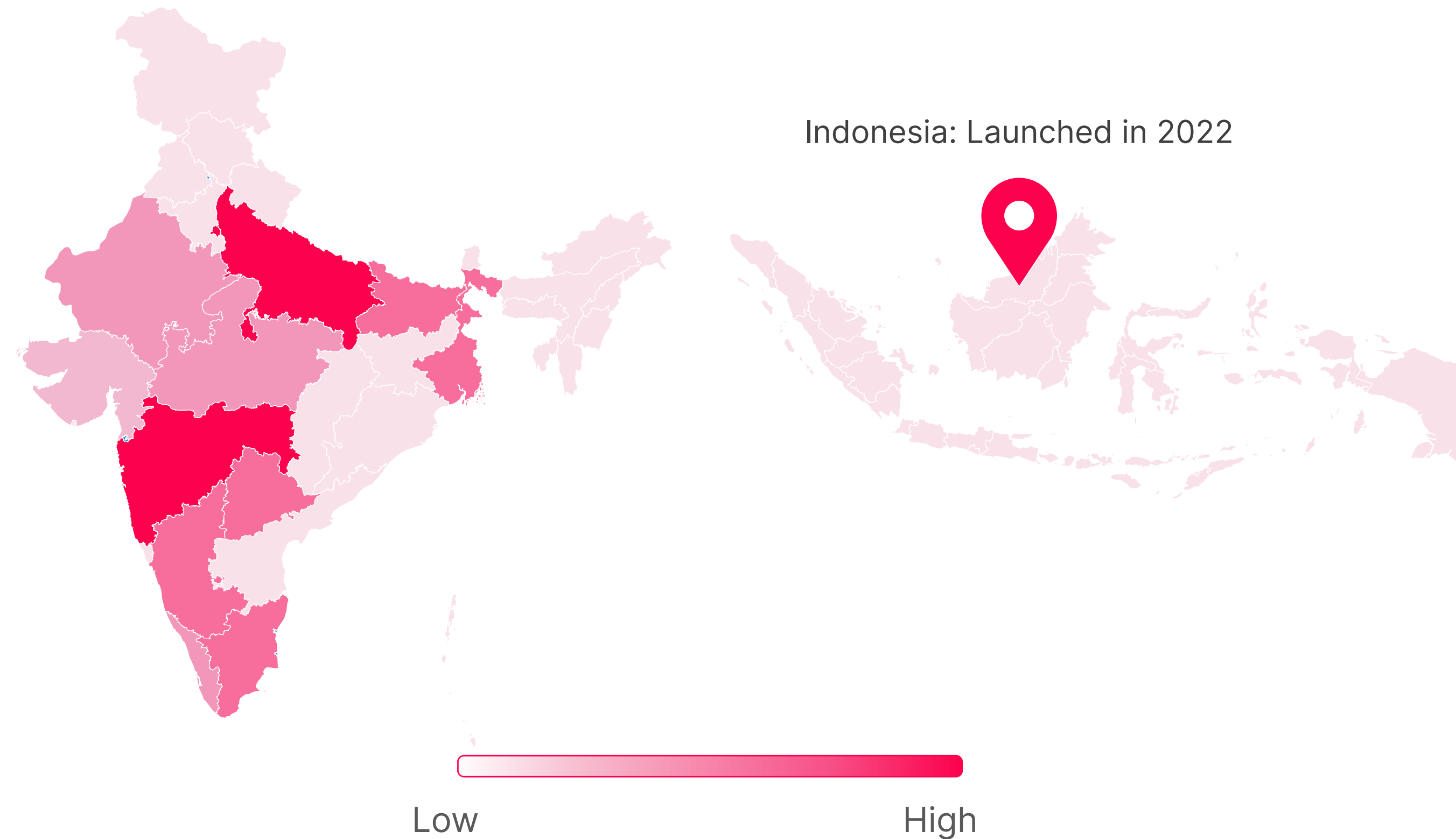
The love for Nostra is steadily spreading world-wide.

Cutting across linguistic zones, metros and non-metros. People who love Nostra need to know only one language between them:

And that is the language of gaming.



Glance consumers spread across India & Indonesia



GAMING AT NOSTRA: ENOUGH GAME, FOR EVERY GAMER

While no genre gets left behind, some see more action than others.

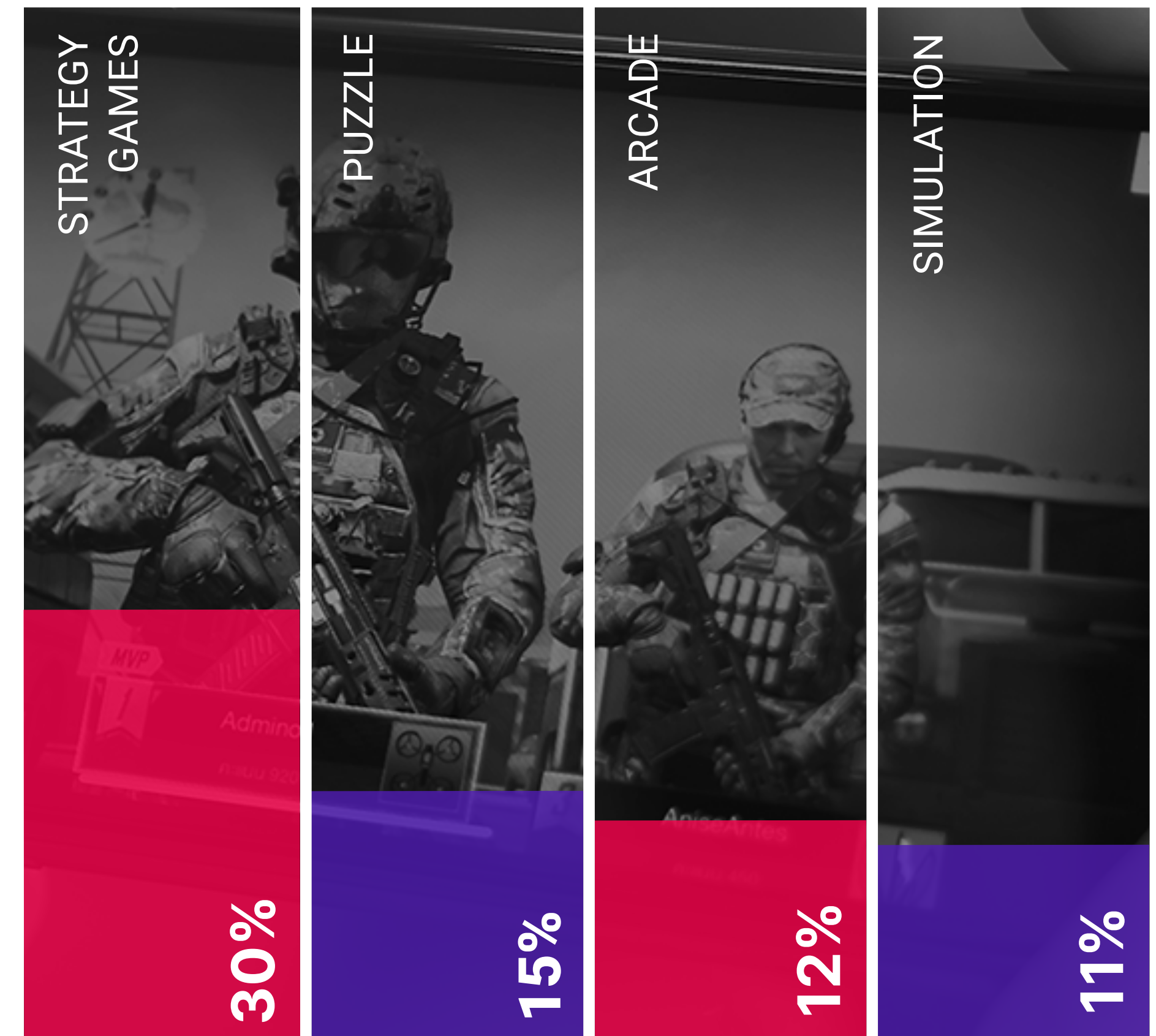
STRATEGY GAMES: Leading the race, this is where most Glance gamers test their cognitive abilities.

PUZZLE GAMES: For the time-idlers and the problem solvers, puzzle games are next in line, providing a rewarding, engaging escape.

ARCADE GAMES: Closely following puzzle games, arcade games are favored by gamers who prefer to play in short bursts.

SIMULATION: Trailing the top genres, simulation games where users get to act out real world activities is for those who want the engagement of strategy games but with less abstract representations.

Glance games category share



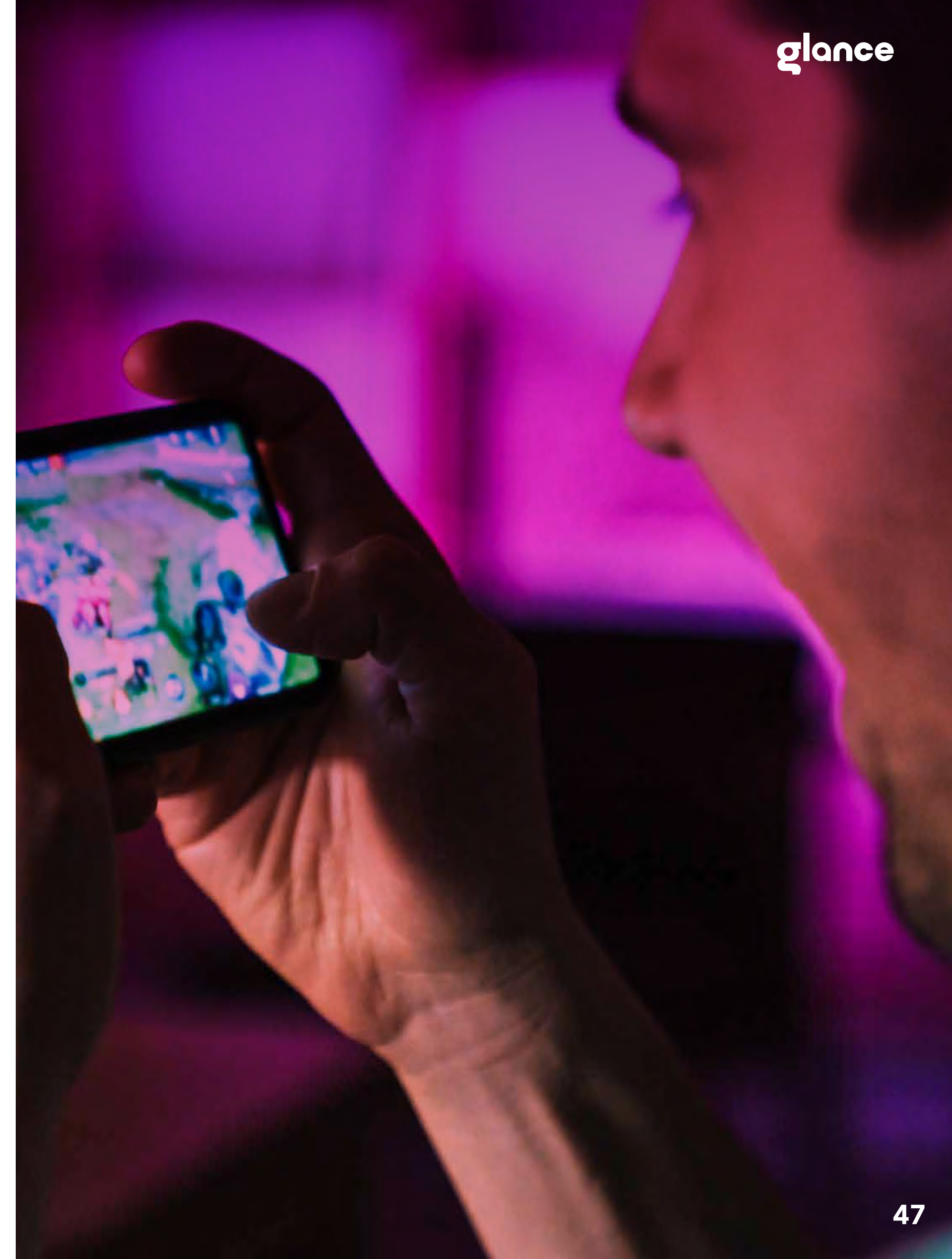
AND WITH GREAT CHOICE, COMES GREAT ENGAGEMENT

With over 400 games, live streams and a range of genres to choose from, consumers on Nostra are spoilt for choice. They find a reason to engage with the platform throughout the day to **Play, Watch or Connect**.

It's a gamers paradise, and they know it.

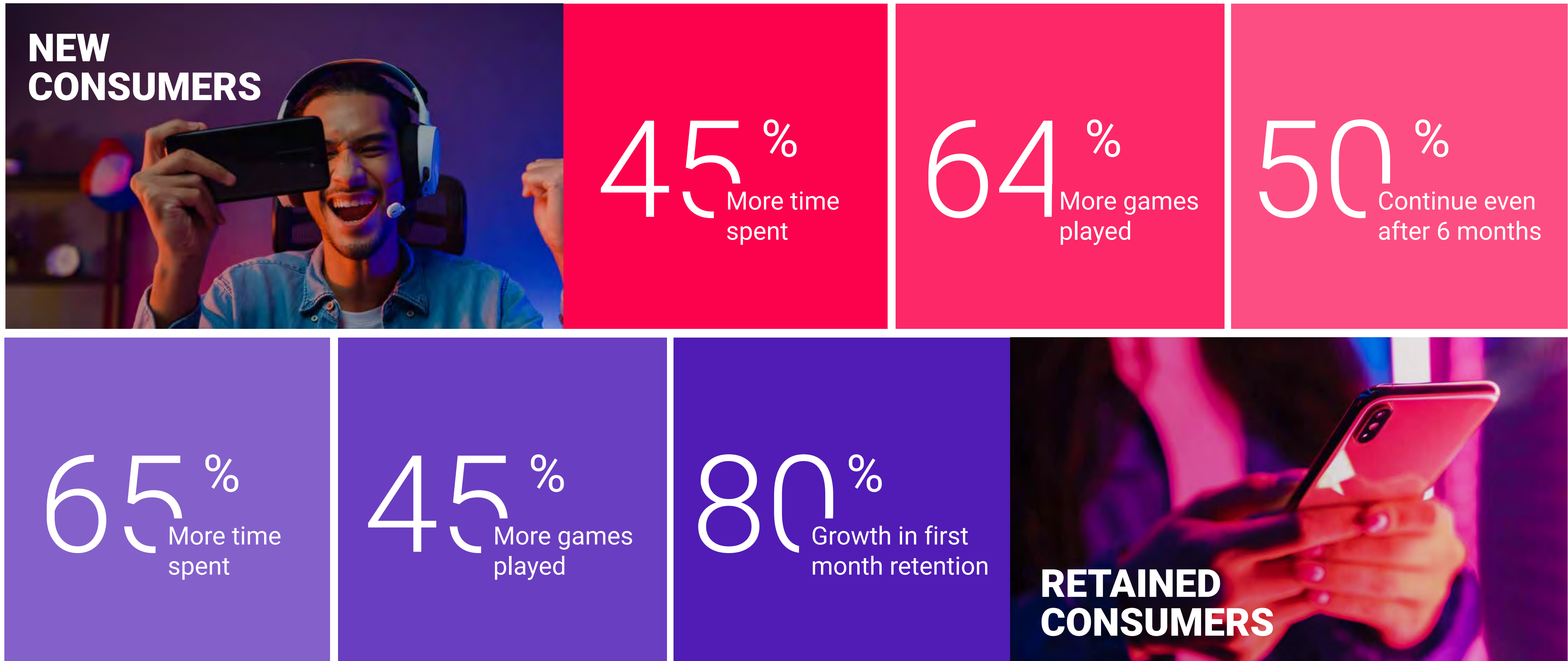
2.2^x
Growth in total
user base

06⁺
Games played daily by
average engaged user



YOU CAN CHECK-IN FOR A WHOLESOME EXPERIENCE

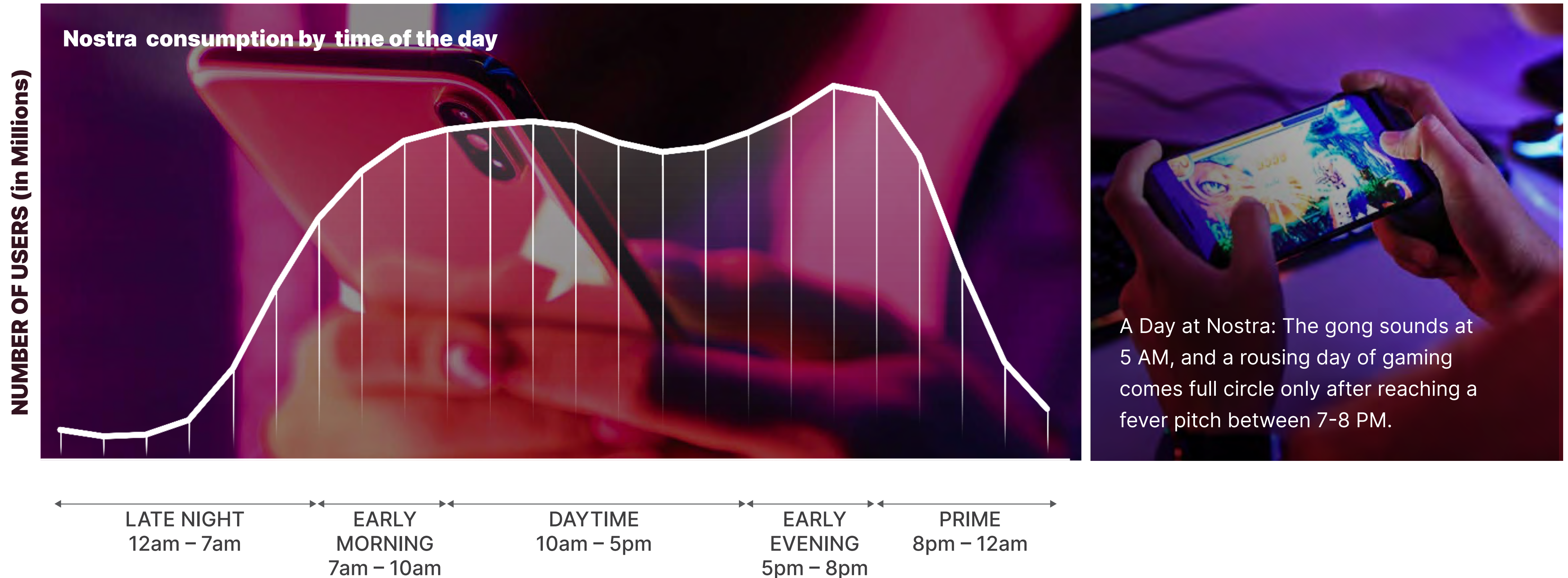
Newer game discoveries, offline formats, gameplay improvement options, and a hassle-free experience are all compelling reasons why our gamers keep coming back.



THE SUN MAY RISE AND SET, BUT THE GAME IS ALWAYS ON!

There's always someone playing. Nostra consumers across India and Indonesia almost pass the baton to each other everyday – and keep the gaming action going whenever they're looking for a break!

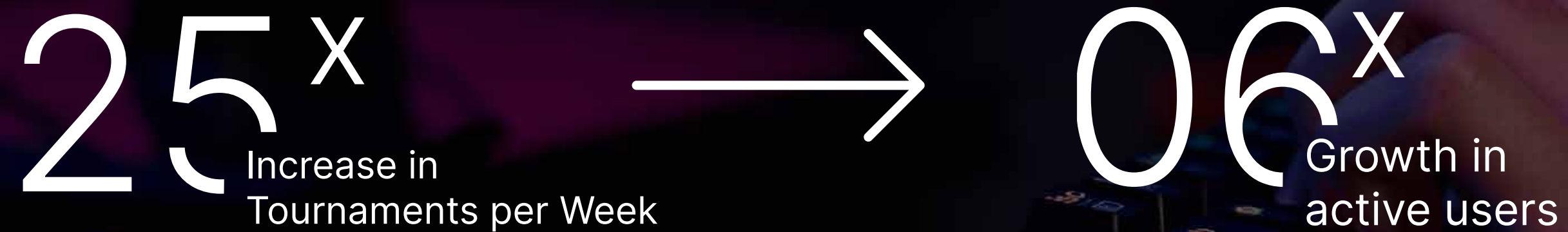
Because there is no real slot for gaming; as mindful breaks taken in the day are when everyone gets ready to play.



TOURNAMENTS, TO SHOW AND TELL... OR LIVESTREAM WITH THE COMMUNITY, AND CHILL!

Tournaments are a time to put on that SHOW.

Real-time scoreboards, the chance to earn, learn and display their gaming skills → Gamers, much excited!



In India, daily live streams hit both ways.

Gamers enjoy watching better players and improving their own game.

While the streamers get to interact with and build their community.

50⁺ Streamers

25⁺ Streams a day

GLANCE GAMING LEADERBOARD

TOP TRENDING GAMES ON GLANCE GAMING



Defend the Tank



Escape from Aztec



Crazy Truck Parking



Swing Monkey



Skeleton Defense



Stair Race



One Liner



Jewels Block



Fruit Katana



Amazing Colors



roposo



LIVE STREAM IS NOW MAINSTREAM!

1

Real, curated content that is always ON.

2

Beating the “staged experiences” of other platforms.

3

Real-time reactions and connections between creators and engaged spectators.

4

Entertainment, trends, answers – guaranteed.

AND THE SCREEN NEVER LEFT ON SEEN

The live entertainment format is growing and more viewers are drawn to it every day.

Key motivators for Live entertainment:

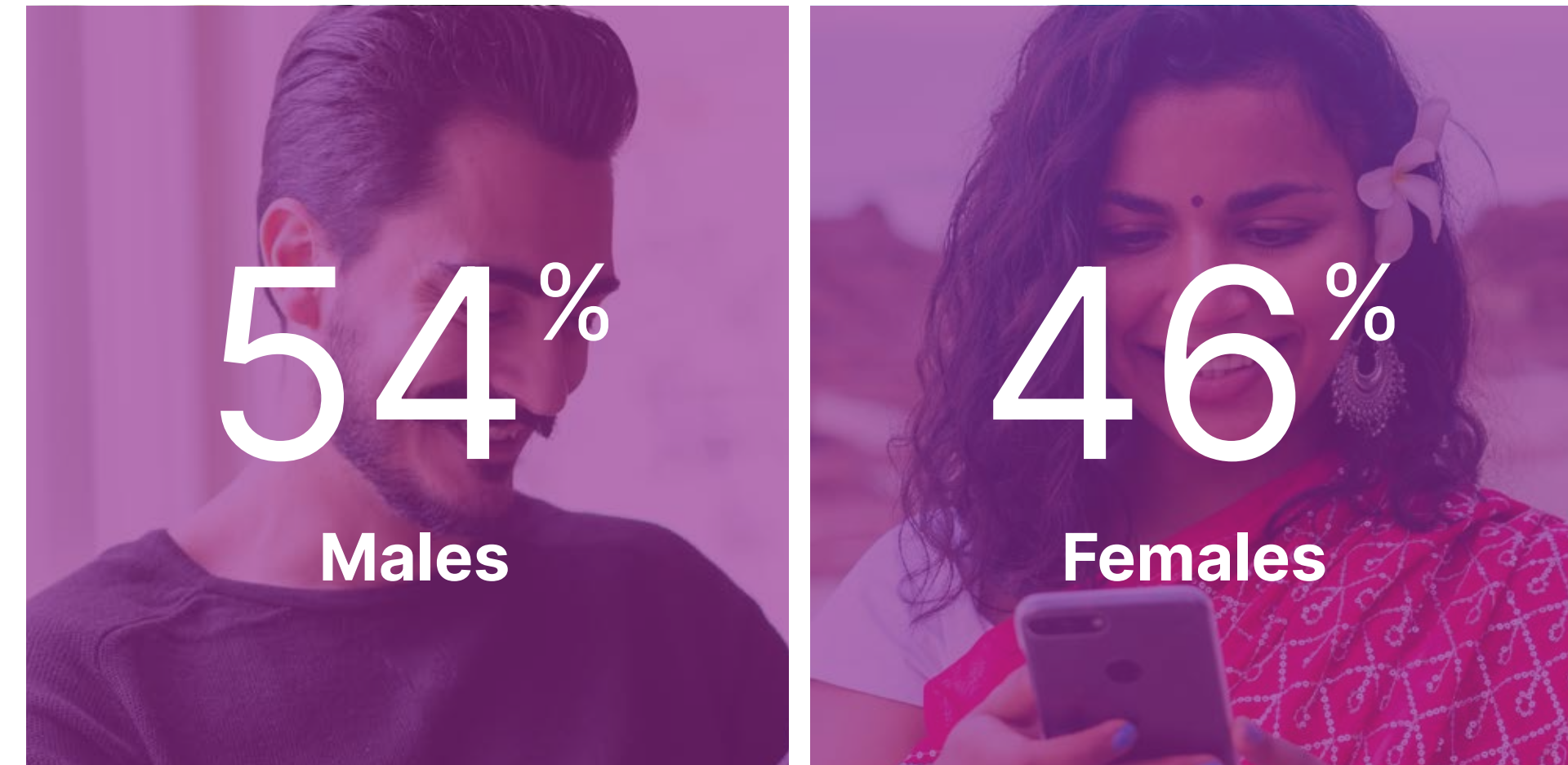
- Being present and never missing out!
- Upskilling, keeping up with the trends and lingo.
- Real, curated, relatable content and reactions.

55%
of users who
watch live shows
watch a live show daily

75%
of users who watch
live shows watch it
at least 3 times a week



Roposo consumers, Gender split



FIND YOUR TRIBE, IN REAL TIME

Like almost everything else on Glance, LIVE content cuts across gender and age groups. Creators and viewers are hooked to the experience of building and bonding with their community.

Women and users in the age group of 25 to 35 years prefer to watch entertaining and relatable shows. While men and users in the age group of 18 - 25 are constantly looking for inspiration to do more, to try something new.

Roposo consumers, Age split



ROPOSO Content consumed by time of day



WITH ROPOSO LIVE, THERE'S NO POWER NAPS

Move over lunch breaks and afternoon siestas:
Roposo LIVE is here!

At its peak from 12 – 2 PM, users are clearly
enjoying their lunch breaks.

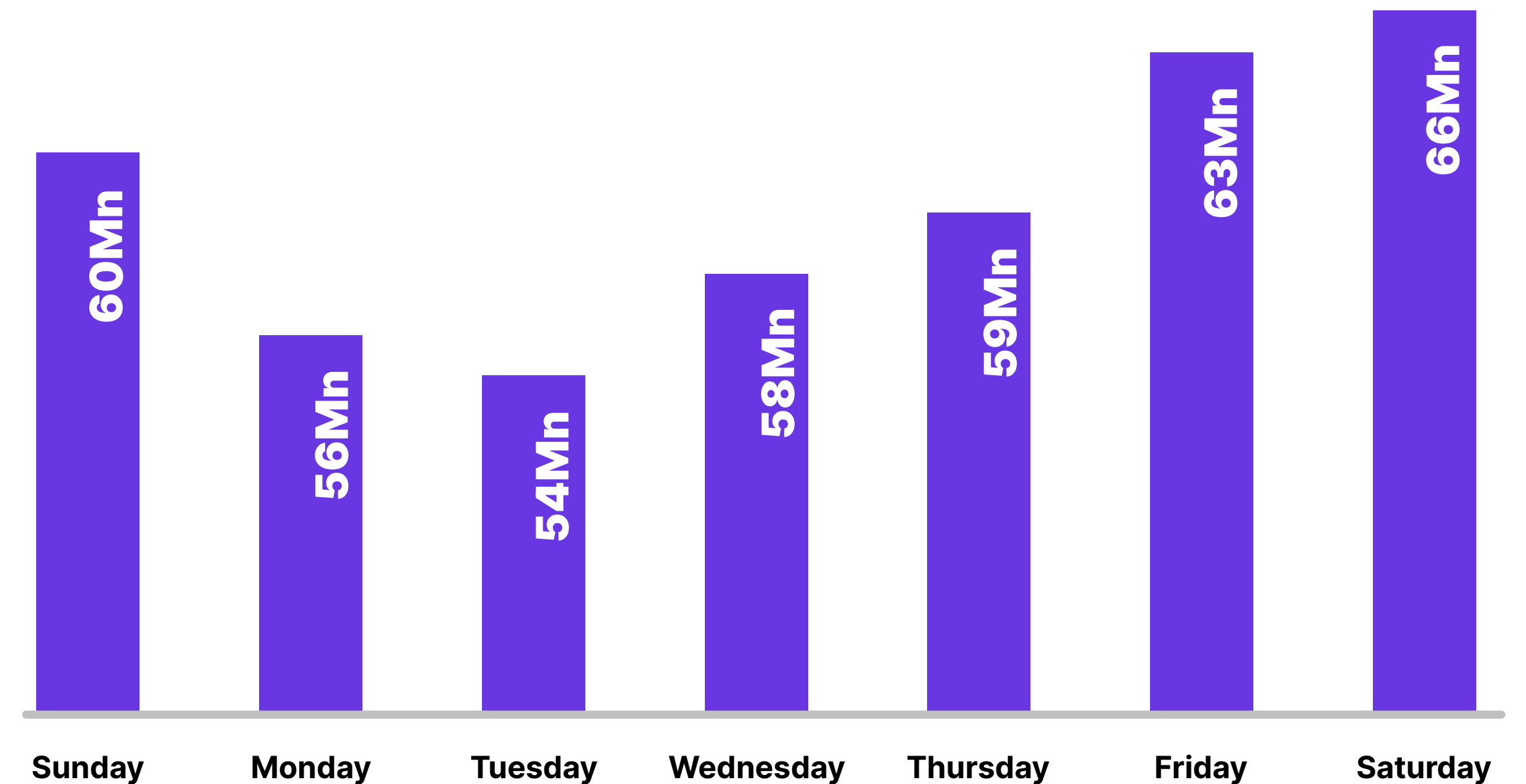
Interactions, engagement and connections,
however, continue through the day.

AND THE WEEKEND INDULGENCE, A 'LIVE'-STYLE CHOICE

Roposo carries users through the week, through traffic, meetings, lunches, routines and more. And they are bingeing like never before!

Escalating from Thursday, LIVE viewership hits its peak on the weekends with **20% higher viewership than weekdays.**

Weekday Watch list: Gaming and Entertainment, Weekend Binge: Music



Time Period: Jan '22 - Dec'22

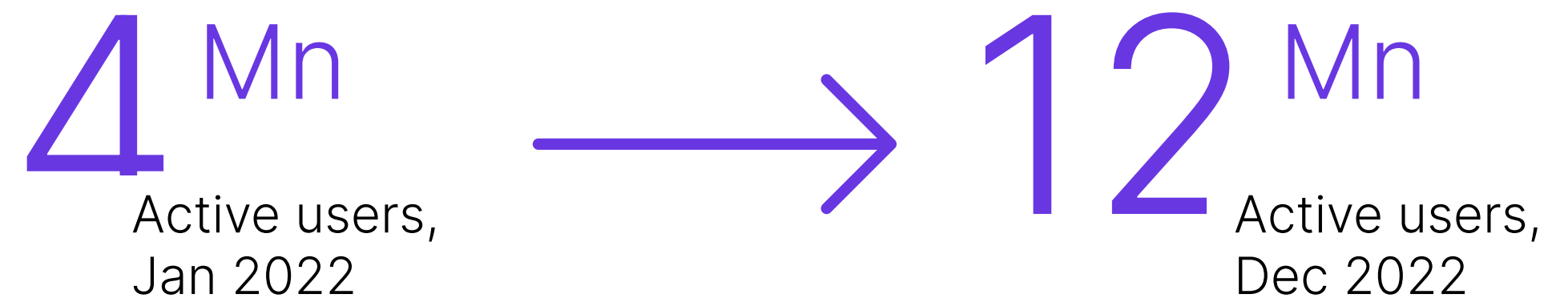


REAL, RELATABLE AND UNFILTERED GROWTH.

2022 saw it all.

Grand LIVE events, popular offline events served in real time, and curated shows for users daily-

- ▶ **31 daily LIVE shows were streamed**
- ▶ **Serving 17+ hours of fresh LIVE content everyday**
- ▶ **Across music, fashion, fitness, entertainment and lifestyle**



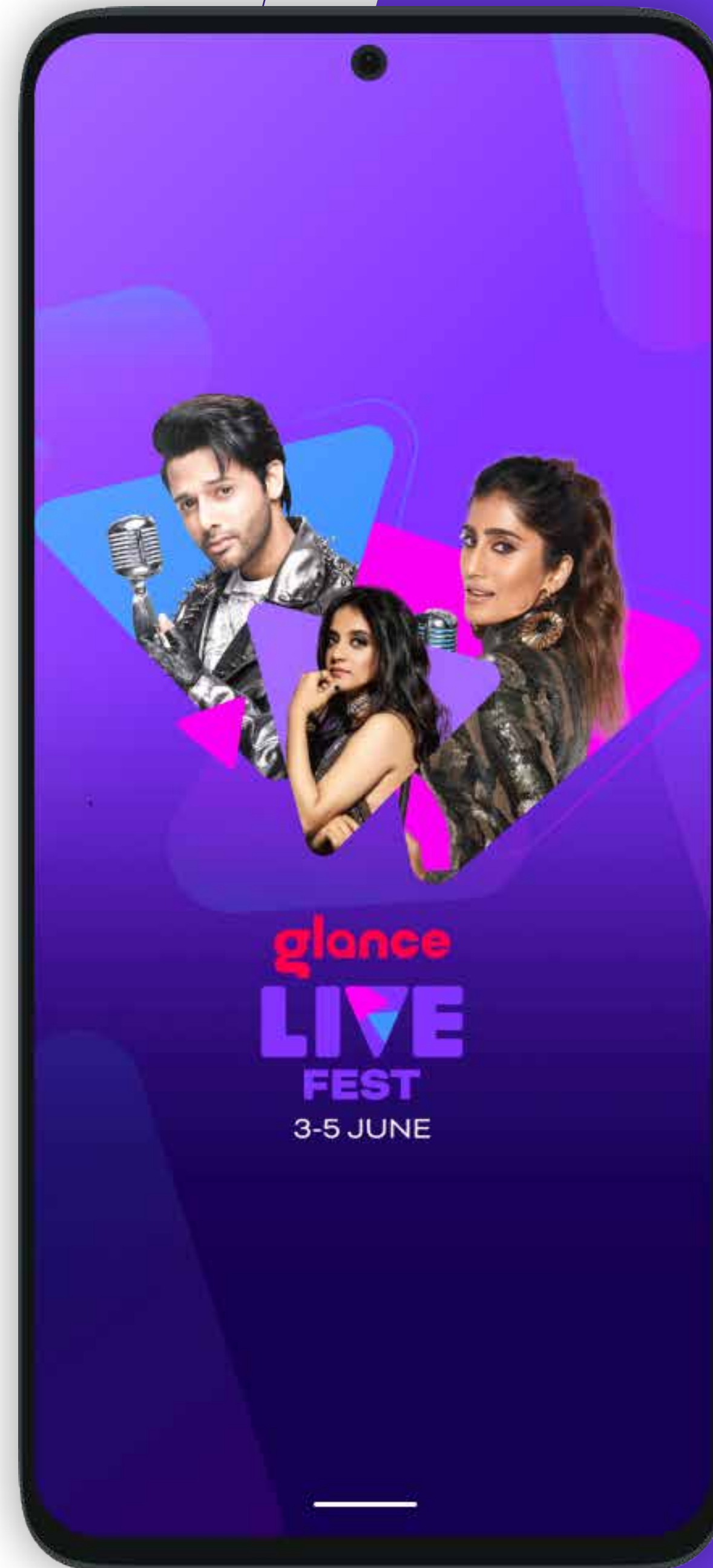
Time Period: Jan '22 - Dec'22

LIVING IT UP WITH GLANCE LIVE FEST

Glance LIVE Fest (3rd – 5th June)

A 3-day extravaganza that brought together top celebrities, creators, game streamers and brands through an offering of premium LIVE experiences.

- ▶ **180+ Unique Live Shows**
- ▶ **10+ Celebrities**
- ▶ **A lasting place for Glance Live Fest in the hearts of users**



20.6 Mn
Total unique
Live users

6.2 Mn
Live
interactions

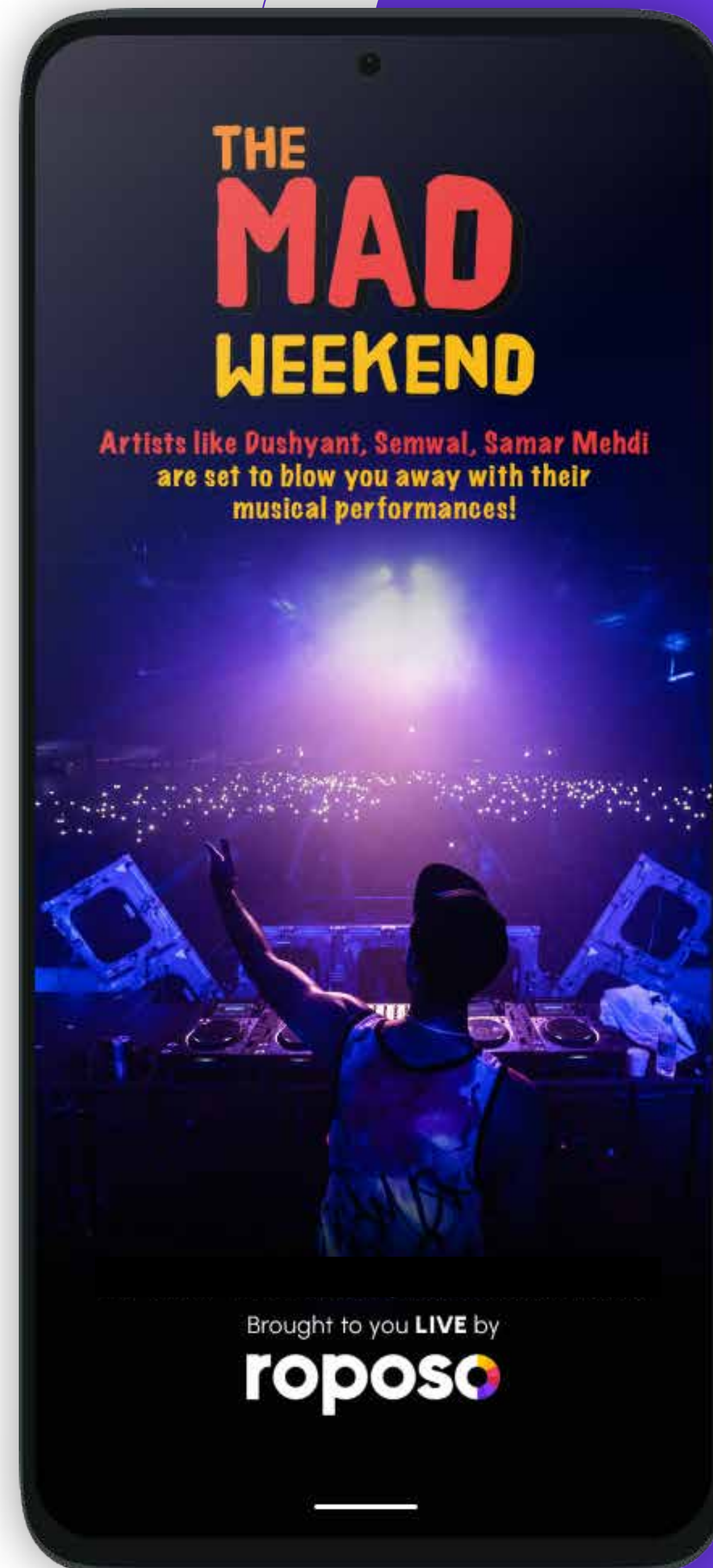
2.1x
Growth in Live
viewership (post GLF)

...AND GOING MAD FOR 24 HOURS

The MAD Festival (21st June)

When we turned up the bass with the first 24-hour LIVE Music Festival hosted on Glance and Roposo*

- ▶ **Artist & Streamers jamming together.**
- ▶ **From 5 AM to 12 AM**
- ▶ **Across 10+ Genres**



3.5 Mn
Viewers

30+
Artists

24 hrs
of music

11
unique shows

MISSED SOME OFFLINE EVENTS? ROPOSO HAD YOUR BACK

27+ popular on-ground events – including music and college fests, Lakme Fashion Week – were streamed on Roposo.



1.1Mn Viewers
39K Watch Hours



3.6Mn Viewers
136K Watch Hours



1Mn Viewers
42K Watch Hours

Fashion Fix: Up your fashion game with
your favourite celebrities
550 K + watch hours



Trending Top 20:
Fresh hot music served LIVE
372 K+ watch hours

Fit Club: Live healthy with
a fitness routine that suits you
57K + watch hours

DAILY LIVE SHOWS LEADERBOARD



TRENDING LIVE-STREAMERS LEADERBOARD

DigVijay – Fitness content creator
16,971,121 viewers tuned in for his shows



Vinayak - all things fitness
and fun
15,001,013 viewers tuned in for his shows

Kritika Gambhir - Peppy Punjaban for
your music needs
9,889,901 viewers tuned in for her shows



**THE PEOPLE'S HAVEN,
A BRAND'S
HEAVEN**



BRANDS TOO HAVE FOUND A REASON TO PARTNER WITH GLANCE

With 200M globally active consumers who are not only consuming Lock screen content but also actively engaging with it - Glance becomes the ideal destination for brands to create deeper engagement with their consumers.

Mediated by Glance's innovative formats and brand-specific lock screen marketing strategies Glance offers a platform for meaningful connections between brands and their consumers.

200 Mn+
Active users globally

80 %
New smartphones are compatible with Glance

20 Mn+
Likes across markets

10 Mn+
Shares across markets

BRANDS ACROSS INDIA AND INDONESIA THAT HAVE HARNESSSED THE POWER OF GLANCE



Coca-Cola

Reckitt Benckiser

Unilever

Nestle

FMCG



Lenovo

CEAT

PHILIPS

atomberg
"Why not?"

Durables



SWIGGY

Flipkart

TATA CLiQ

OLA

E - Commerce

BRANDS ACROSS INDIA AND INDONESIA THAT HAVE HARNESSSED THE POWER OF GLANCE



Other major brands

PEPSODENT BRUSHING UP BETTER HABITS IN INDONESIA

1 in 2 people worldwide experience dental and oral problems. Pepsodent believes that this problem is easy to prevent.

Just brush your teeth in the morning after breakfast and at night before going to bed, and consult your dentist regularly.

In Indonesia, Pepsodent wanted to drive the healthy habit of brushing twice daily while also raising awareness for its brand -- Pepsodent Complete 8.



THE GLANCE APPROACH TIMED LOCKSCREEN CARDS

Pepsodent + Glance partnership:

- Morning: A mother and child with the message – ‘Get 8 benefits from one toothpaste’.
- Night: A reminder to brush before going to bed.
- During the day: Stunning product visuals showcasing its benefits.

Impact :

The efforts led to recall of the initiative, higher engagement (47.7%) with the creatives and hopefully drove better oral hygiene practices



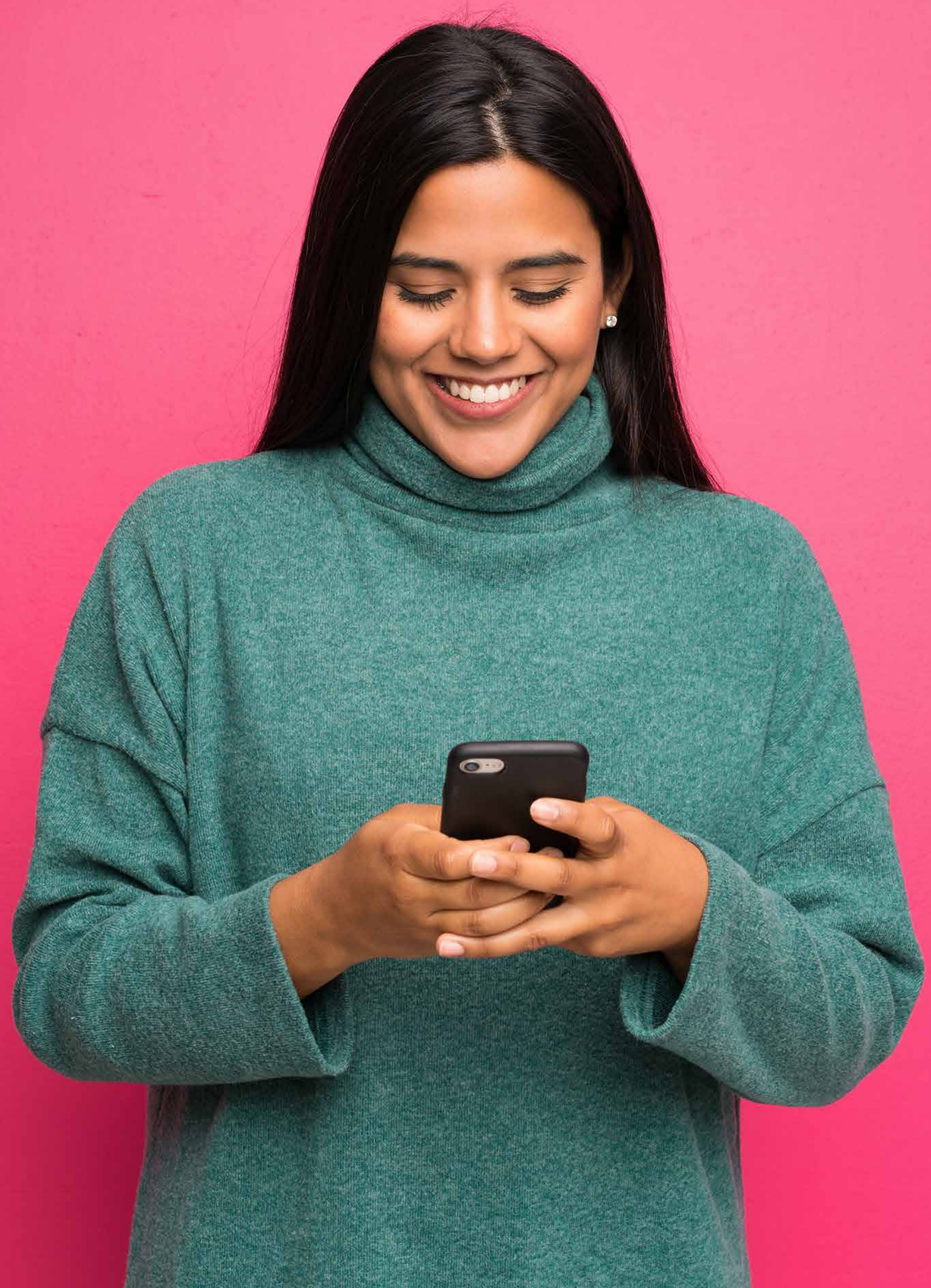
GLANCE METHODOLOGY

The findings in this report are based on Glance and Nostra platform data, consumer survey data and industry reports.

The OEM brands covered in this report are Xiaomi, Realme, Oppo & Vivo.

Time frame:
Jan '22 to Dec '22

Target consumers:
Glance Consumers



GLANCE LINGO

▶ **OEM:**

The mobile manufacturer company on which we display our content.

▶ **OTT on lock screen:**

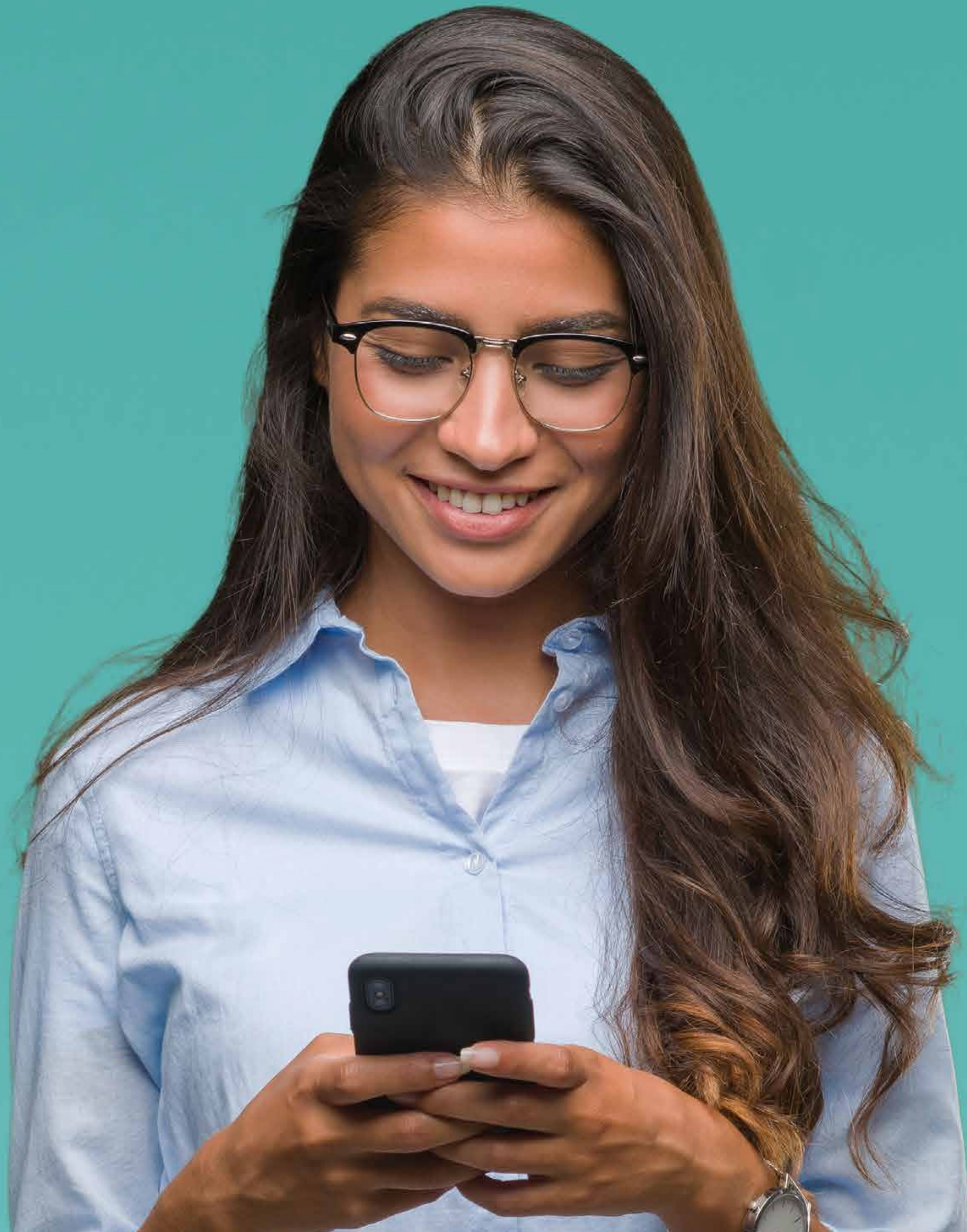
1st and 2nd episode of new OTT shows streamed on the lock screen

▶ **LIKES:**

Number of times the Like button on the Glance card was clicked.

▶ **SHARES:**

Number of times the Share button on the Glance card was clicked.



GLANCE LINGO

▶ **Live on Glance:**

A streaming service for real-time, interactive content on the lock screen of Android smartphones.

▶ **Engaged Users:**

The number of unique users who have interacted with any of Glance experiences.

▶ **Active Users:**

The number of unique users who have seen any Glance cards or came into the gaming section or Live section in the last 30 days.

▶ **Number of Glances/Impressions:**

Number of times the Glance card was seen.



Founded in 2019, Glance is a consumer technology company that operates some of the most disruptive digital platforms including Glance, Roposo, and Nostra.

Glance has redefined the way internet is consumed on the lock screen, removing the need for searching and downloading apps. Over 400 million smartphones now come enabled with Glance's next-generation internet experience.

Nostra is India and Southeast Asia's largest gaming platform with a rich variety of gaming experiences (instant, online, live, tournaments). The platform offers game developers innovative plug-and-play solutions and instantaneous access to passionate gamers, while brands can leverage it for unique contextual engagement with their audiences.

Roposo is a creator-driven live entertainment commerce platform that brings together creators, shopping and entertainment in a single destination.

Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit glance.com.

ABOUT GLANCE

THANK YOU

Reach out to
insights@glance.com

