



glance

LOCK SCREEN
TRENDS REPORT
2022



WHAT'S IN STORE?

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(India and Indonesia)

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Bikash Chowdhury

Chief Marketing Officer, Glance

“Glance’s AI-driven engine offers such powerful personalisation that users can’t help but see themselves on screen zero of their phones. Glance – their Glance – reflects who they truly are.”

FOREWORD

In 2021, Glance has grown from strength to strength – from launching Live on the lock screen to becoming the first creator-driven entertainment commerce platform in India. Along the way, we hit several milestones – **crossing 200 million active users (across India and Indonesia), nearly spending 25 minutes on average** on the lock screen, going international with our launch in Indonesia, **to securing a \$200 million funding from Jio Platforms to expand further into newer markets and tap into new internet users.**

But what stands out to us the most is how our users choose Glance to experience joy, over and over.

Our data shows us that Glance users turn to their lock screens at leisure to consume content that reflects their true selves. Irrespective of whether they choose to be informed or entertained, they are here to enjoy themselves. To be themselves, by themselves. Joy, however, was made to be shared.

And so we saw a **55% rise in Indians sharing lock screen content**, reinforcing our belief that Glance’s AI-driven engine offers such powerful personalisation that users can’t help but see themselves on screen zero of their phones. Glance – their Glance – reflects who they truly are.

And who they are is joyful and authentic. They seek out video-first, bite-sized, and ultimately, creative, imaginative, delightful content. True creativity – from art to dance – gets the most love.

Gamers are not far behind. 2021 saw the highest growth ever, where the joy is driven by achievement, rather than relaxation. Glance gamers do not seek complexity, but novelty.

200 million
active users globally

25 min
average time spent on
the lock screen

A simple game keeps them happy as long as it keeps them going. They love the no muss, no fuss setup of being able to game any time right from their lock screen.

Our shoppers are equally enthusiastic about what is on offer. Shopping is no longer just about a boring search, browse, click, and buy. Instead, they want an experience, just like they would get in their favourite local markets or high-end malls. **Glance and Roposo shoppers seek stores and sellers that perfectly match their taste**, with Roposo's pop stores feeling like boutiques built just for them. From the big screen of a theatre to the mobile screen in your home, authentic glamour is created when our user's favourite celebrity or top style influencer gets real.

Businesses and brands find a home on Glance. The lock screen inspires, instead of interrupts, turning millions of lock screens across the world into a steady stream of content our users care for. Marketing and advertising decisions can be personalised to a deep degree, with content created exclusively created for those with their eyes locked on the lock screen.

Ultimately, a user's Glance feed is a snapshot of what gives them joy – the imagination, authenticity, and immediacy of the people behind the content.

Individual creators can share their skills on Glance and Roposo, plugging into a robust and democratic ecosystem to launch their careers as creatorpreneurs. We expect this rise of creatorpreneurs to grow bigger with Glance's Live interactions and entertainment commerce, resulting in a nation of people who use their talent to build businesses and give wings to their entrepreneurial ambitions.

We hope you find the insights in this edition of Lock Screen trends report valuable. We see an unprecedented opportunity to envision the industry's future – let's shape it together.

Bikash Chowdhury

Chief Marketing Officer
Glance



UNLOCKING THE LOCK SCREEN CONTENT CRAZE

The concept of a lock screen has been completely reimagined. It's no longer a passive screensaver. It is now a content machine. And Glance is paving the way forward globally with its two current markets in **India and Indonesia.**



LOCK SCREEN CONTENT CRAZE IN INDIA





ROTI




KAPDA



MAKAAN

INTERNET
IS A THING



The hierarchy of needs has been rewritten. The internet is now right next to food, clothing and shelter. The new-age consumer no longer fits into pre-defined boxes and segments. The only common thread is that **people are totally obsessed with all things digital.**

And this reflects in the rapidly growing lock screen content consumption.

70

Times people
unlock their
phones
everyday

65

Times they
unlock phones
to watch lock
screen content

25

Minutes is spent
daily viewing lock
screen content

60%

Hike in lock
screen content
consumption
in tier 2 and 3
cities

40%

Increase in lock
screen content
consumption in
the metros

13%

Growth in
daily active
users

75%

Growth in daily
engaging users

LOCK SCREEN CONTENT HAS THE VOTE

Who could say no to the right mix of entertaining, interesting and informational content, especially when it's delivered simply on screen zero without the fuss of downloading apps?

Consumers are not just hooked on Glance, they heart it enough to share the content with their tribe.



35%

Increase in Indians consuming lock screen content



55%

Rise in Indians sharing lock screen content in their circles



75%

Hike In likes



45%

Increase in video consumption

Mobile Lock Screen Content Consumption by Time of the Day



BEDTIME STORIES AIN'T DEAD

Glance lock screen content is the new bedtime stories. Users view Glance stories round the clock, but their content hunger comes alive post-dinner and before falling asleep.

9pm may have been the prime time for TV. But lock screen content consumption surges from 7pm, and hits its peak at 11pm.

Note: Time period (Jan – Dec 2021) | X- axis: Time of the Day; Y-axis: Impressions



GLUED ON VIDEO

Trying to capture the attention of the distracted, multi-tasking brains of consumers can be a real pain. Glance sports multiple formats in theory – static images and photos, dynamic creatives and videos, articles and other forms of the written word. But videos have emerged as the crowd favourite.

Video accounts for 72% of the overall content consumption on Glance lock screen, while articles and images accounts for 28%; combined.

45%
Increase in video consumption

2X
Rise in video completion rate

50%
Users from metros and non-metros consume videos

Note: Time period (Dec 2020 - Dec 2021)

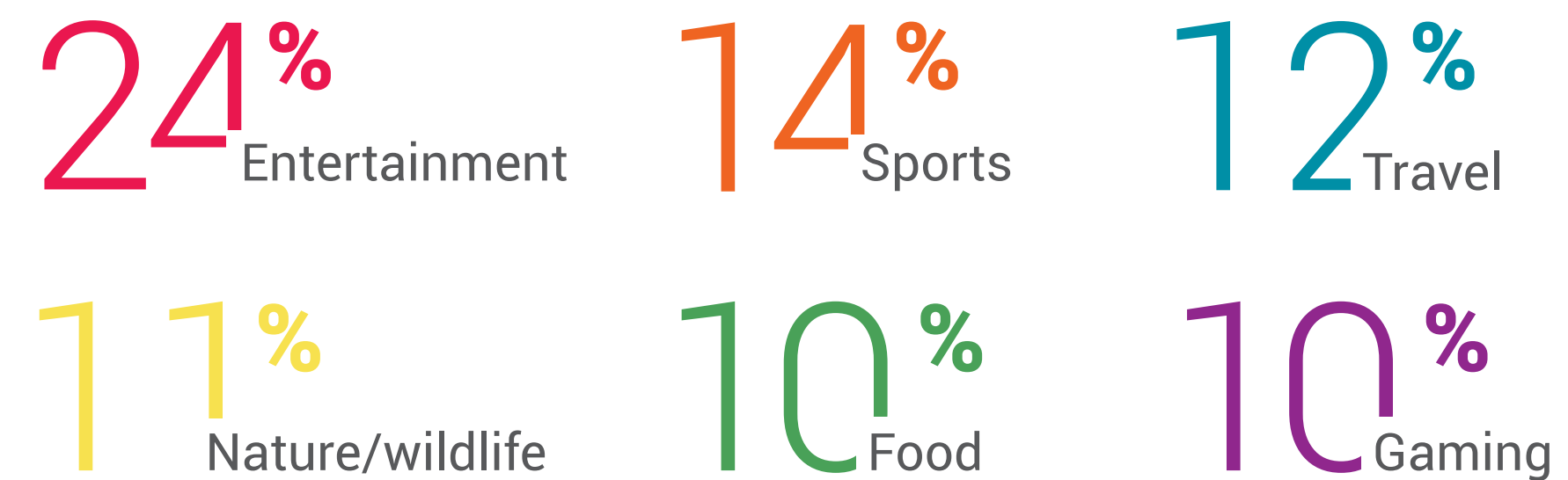
CATEGORY-WISE CONSUMPTION OF MOBILE LOCK SCREEN CONTENT

Entertainment Entertainment Entertainment

Recessions and pandemics have become regular chapters of our lives. Viola, consumers crave content that amuses them, moves them (literally), cracks them up, and makes them escape reality.

No wonder then that 24% of our users opt for entertaining content, followed by the ones who dig sports and travel, with Gaming — a fairly new category in the mix — catching up steam fast.

Top Categories



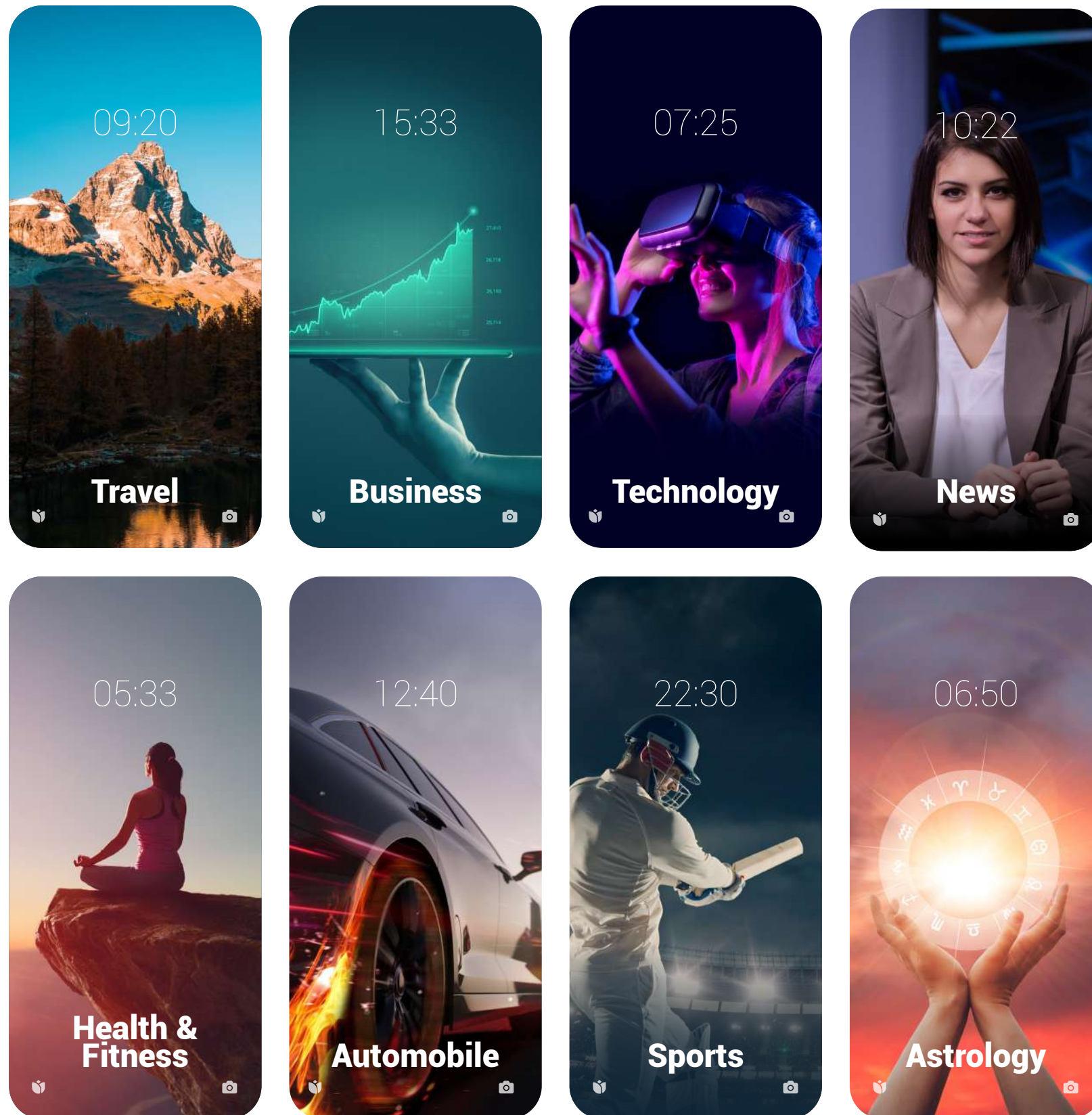
Other leading categories: **News, Fun Facts, Automotive**

Note: Entertainment (includes music), News (International & National News); Others include Health & Fitness, Fashion/lifestyle, Talent, Technology & Business

Time period (Dec 2020 - Dec 2021)

Weekly Lock Screen Content Consumption Pattern

WEEKDAYS



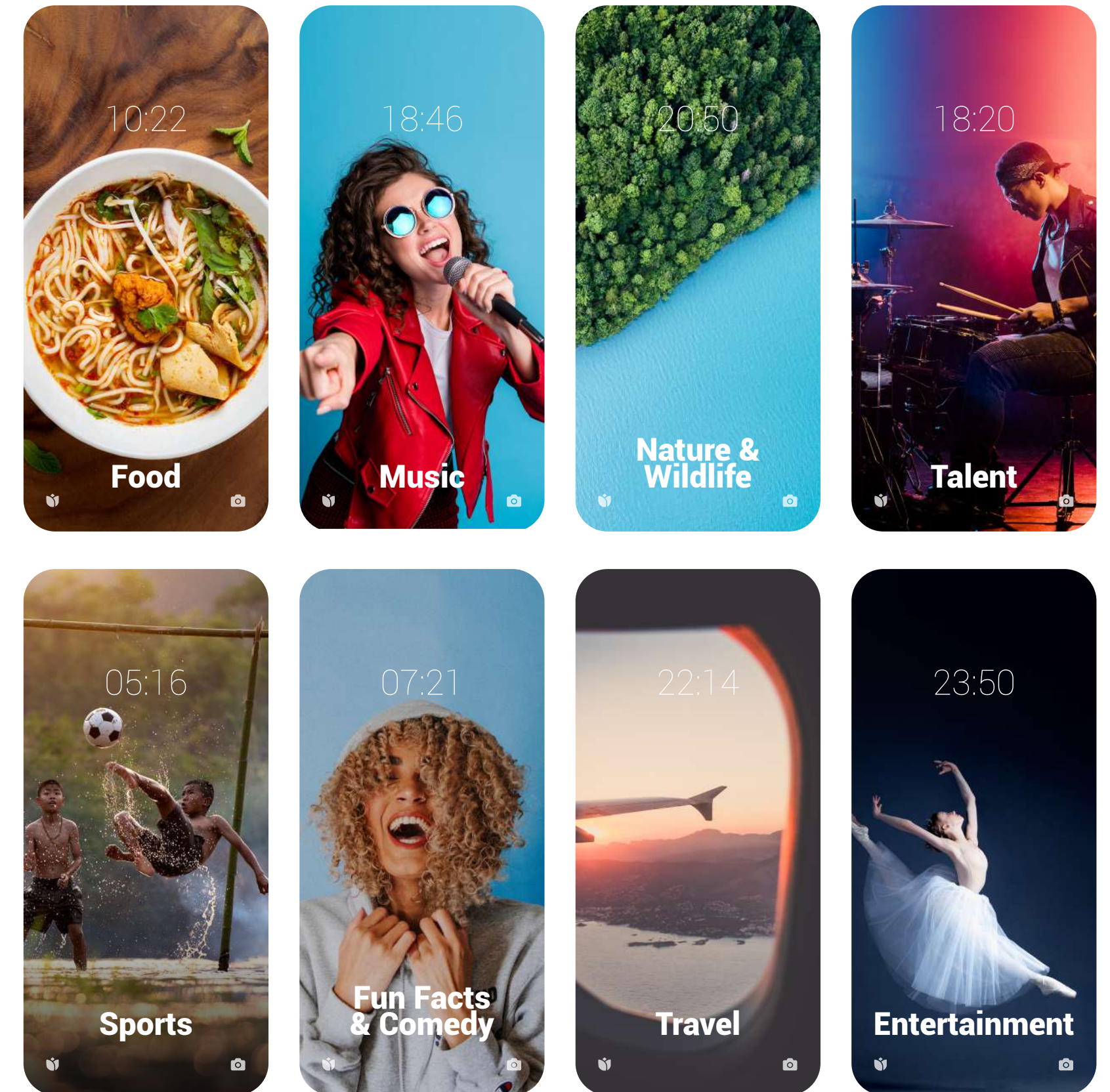
WORK HARD, PLAY HARD

Stuck at home for months, travel and sports captured the imagination of users. It has been quite the ride, but consumers seem to have adapted to the new normal, and it reflects in the kind of content consumed across the week.

Weekdays see the rise of what one would call 'serious' content, But on weekends, the scales are flipped for leisure, entertainment and 'non-serious' content.

Weekly Lock Screen Content Consumption Pattern

WEEKENDS



ANY TIME IS CONTENT TIME

What kind of content works hinges on what time of the day it is too. Because, **content is now woven into our lifestyles**. Consumers literally wake up with lock screen content, go through their days with it, and climb to their beds hooked on it.

Lock Screen Content Category Consumed by Time of the Day

Early morning

Embrace the day. Perhaps a few affirmations. Or, motivational content.

Entertainment • Daily Digest • Food • Fun Facts • Travel

Late morning

The grind is about to start. Time to prep and get yourself going.

Entertainment • News • Food • Nature/Wildlife • Sports

Afternoon

Post the few hours of work, it's an interval. Take a break. Scroll through content to momentarily escape your world.

Food • Entertainment • Nature/Wildlife • Daily Digest • Sports

Evening

Done for the day. It's the hour to network, catch-up and while away time.

Nature/Wildlife • Food • Entertainment • Travel • Health & Fitness

Night

Leisure. Relaxation. Me-time. One last look at your phone before you pass out.

Entertainment • Games • Travel • Nature/Wildlife • Food

LANGUAGE NO BARRIER

An only-English content platform is oh-so-passé. Content is being created and consumed in multiple tongues, catering to multiple audiences.

Lock Screen Content Consumption by Vernacular Mix

45%
Hindi

11%
Tamil

16%
Kannada

09%
Marathi

13%
Telugu

06%
Bengali

Note: Time period (Dec 2020 - Dec 2021)

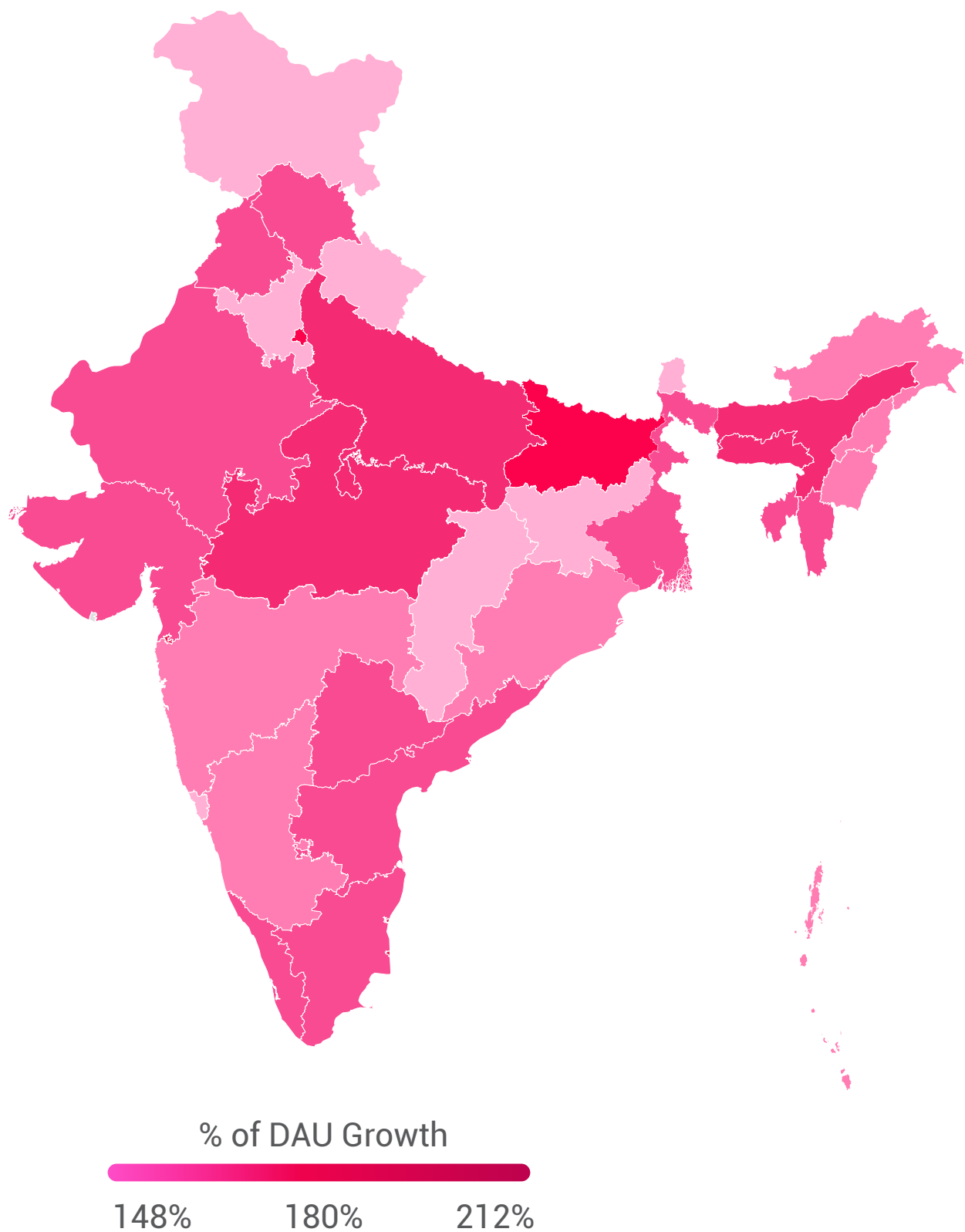
IT'S A NATION-WIDE CRAZE

Glance active users have been spotted all over the country, in both urban and rural markets. Talk about true democratisation of digital content!

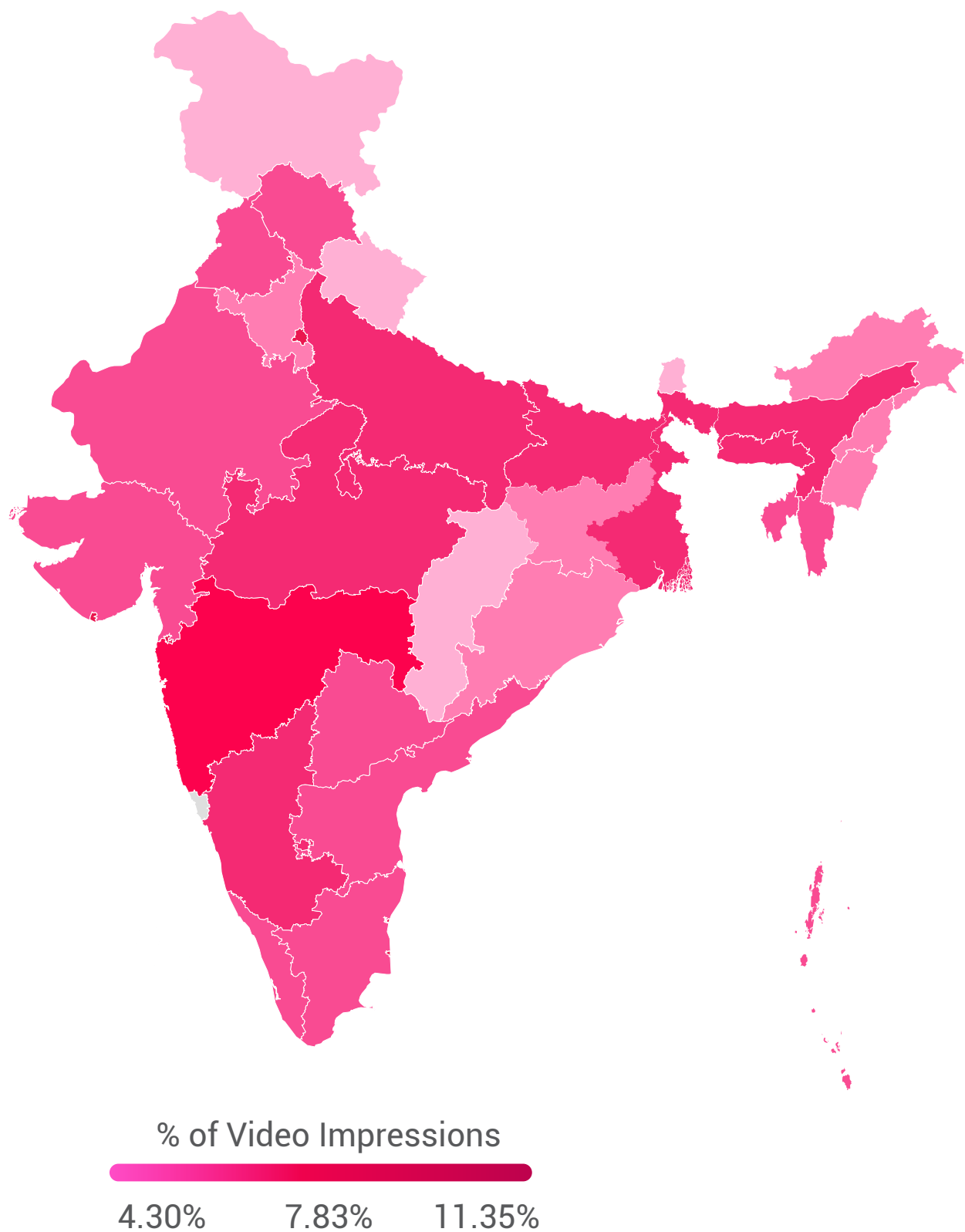
Both metros and non-metros report

50% users consume video content on their lock screens.

State-wise DAU Growth

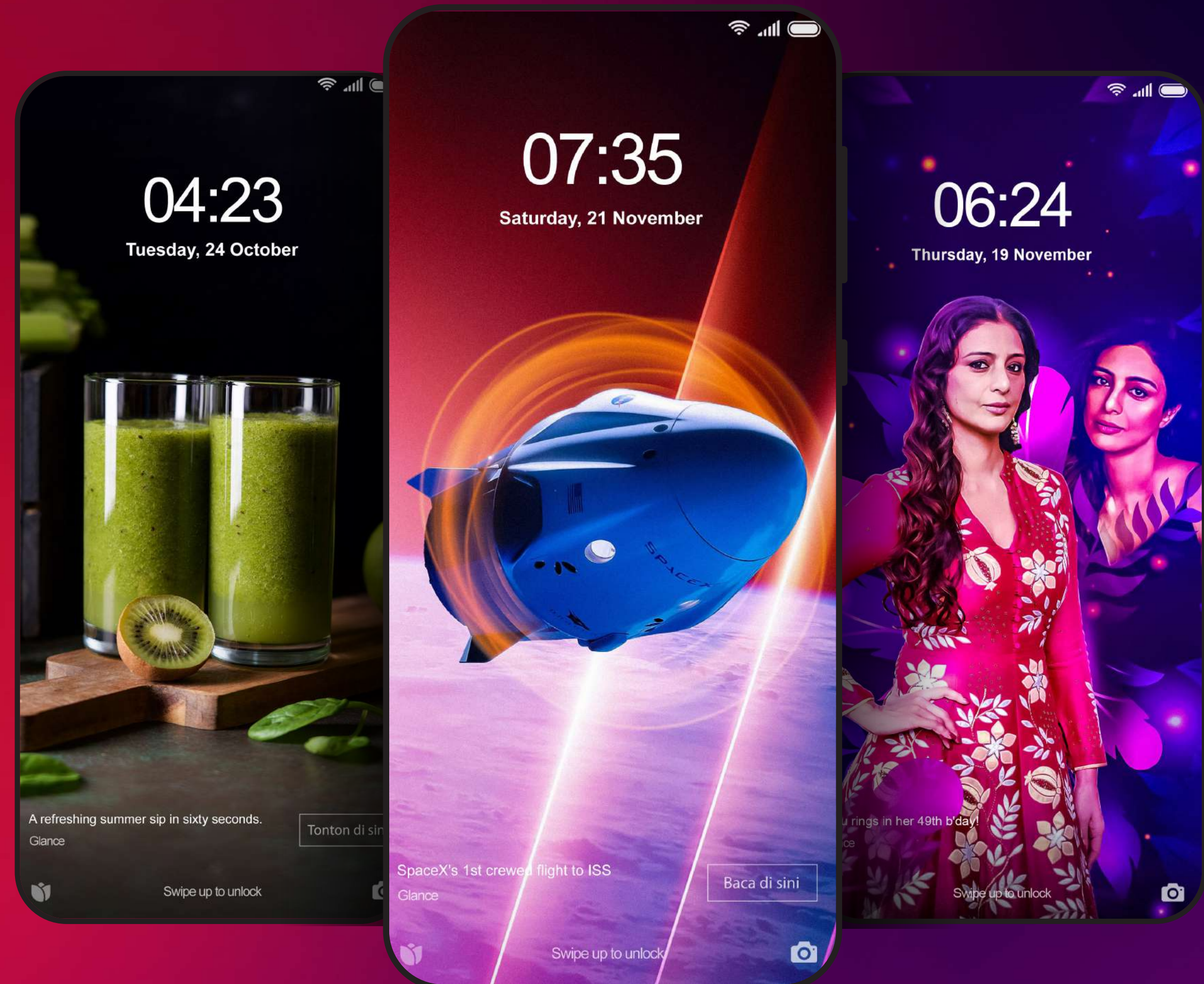


State-wise Video Impressions



Note: Time period (Dec 2020 - Dec 2021) | DAU - Daily Active Users

LOCK SCREEN CONTENT CATEGORIES: WHAT WORKED?

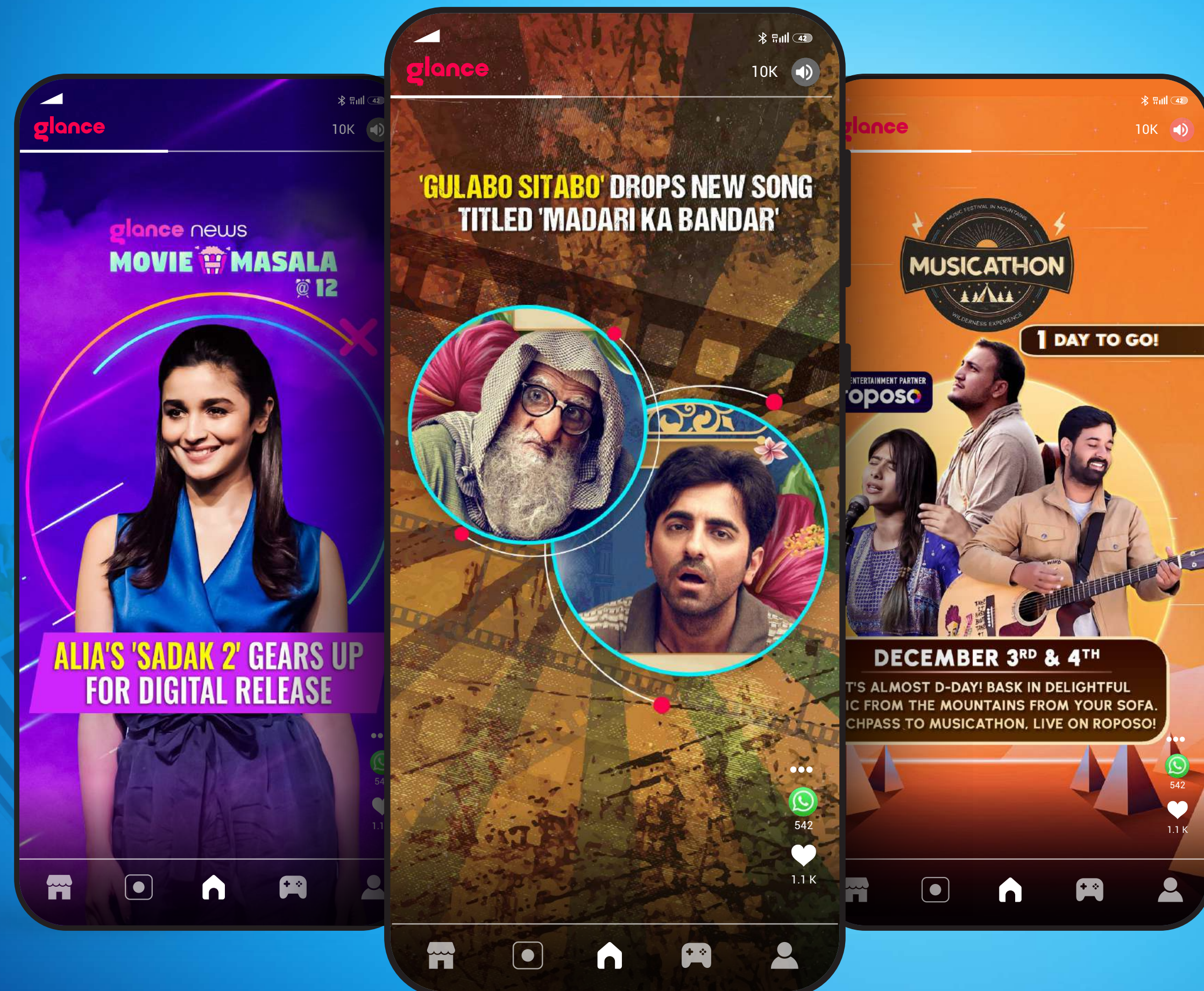


ENTERTAINMENT

This year, Indians binged on Entertainment, and how! Movie trailers and music video releases were essential to keep the josh high while the raging pandemic and multiple rounds of lockdowns ensued.

What are the hot picks?

- **Movie** Trailers
- **Music Video** Releases
- **Bollywood** Gossip
- **Celeb** Birthdays
- **Movie** Milestones
- **Live** Promos
- **Bigg** Boss

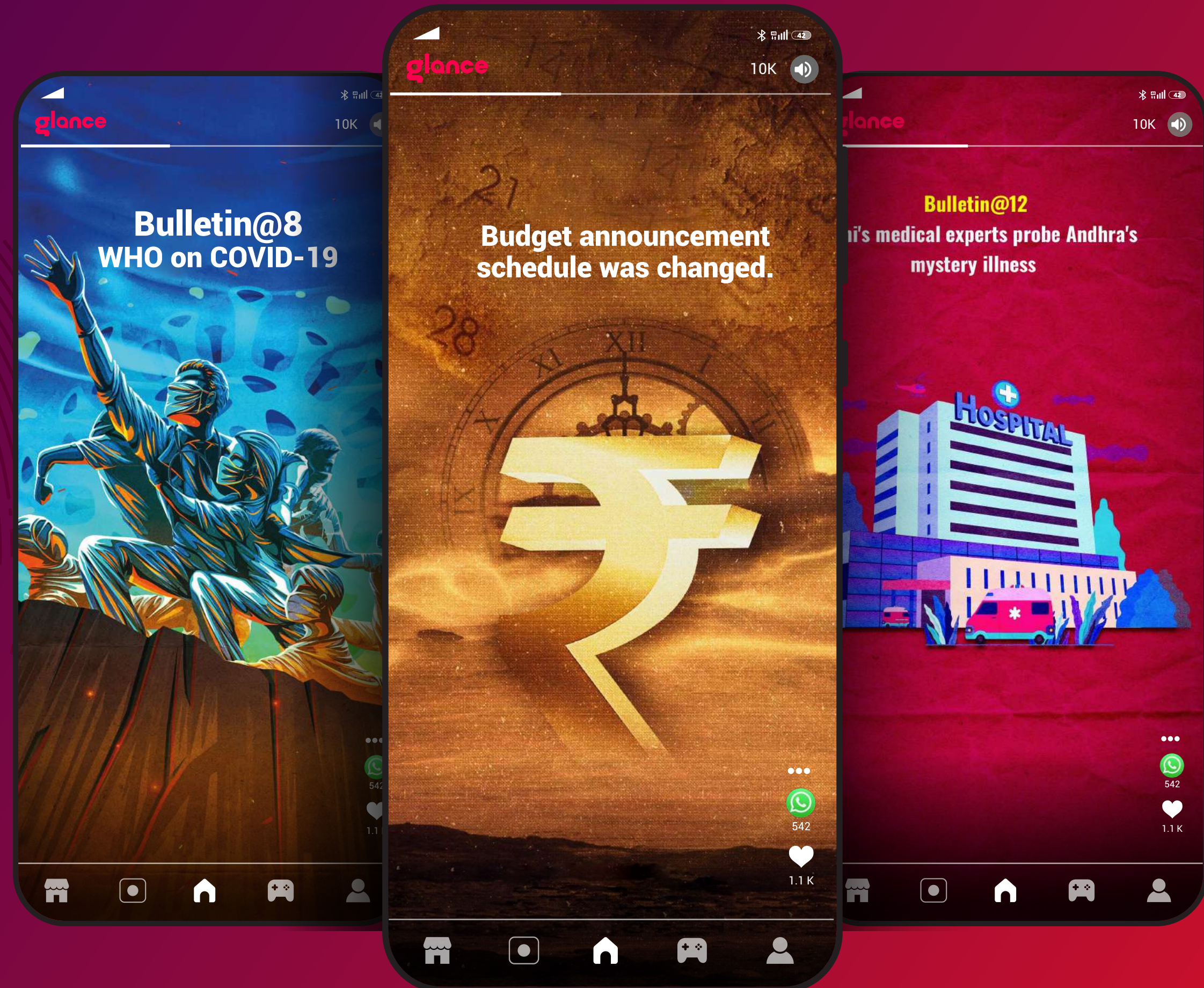


NEWS

Opinionated and inquisitive, Indians are never one to say no to a bit of news. Political, social and cultural current affairs presented in bite-sized nuggets performed like magic on the lock screen.

What's been making headlines?

- **News** Bulletins
- **SportsLine** Content
- **Covid-19**
- **Lakhimpur** Case
- **Aryan Khan** Case
- **The Farmers'** Protest
- **Live** Promos



HEALTH & FITNESS

Let's face it. There's a health and fitness content overdose. And, users are more than okay with scrolling through miles of content to land on the right advice and exercise routines.

The performance of health and fitness content is creator-dependent. Good creators rope up high engagement, while others miss the mark.

What's working out?

- **Diet Plans** and Recipes
- **Workout** Tutorials
- **Yoga** Videos
- **Celeb Fitness** Regime
- **Mental** Health
- **Roposo content creator videos:** Female workouts, yoga, stretching, exercise, etc.



SPORTS

'Sports' is just another way of saying 'cricket' in India. No wonder then that cricket content is what's making all the noise in this segment. Football and basketball have performed well, but the cricket fever wins the tournament.

What hit a sixer?

- **IPL** Match Updates
- **IPL Score** Updates
- **Covid-related IPL** Updates
- **On This Day** : What happened in cricket history on that day

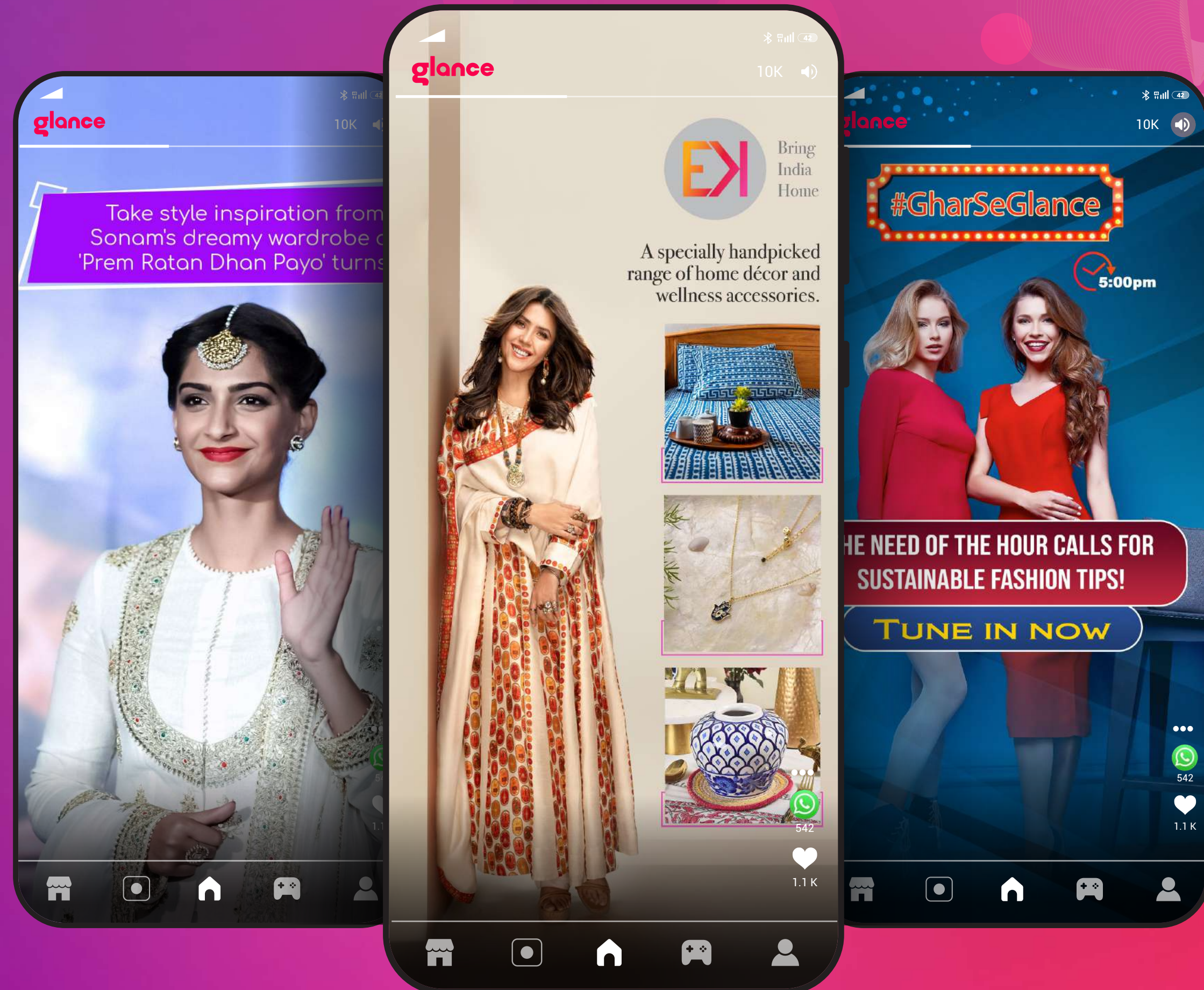


FASHION

We may have been locked in our homes, but staying fashionable isn't quite out of the picture. Video calls, e-meetings and webinars have crept into the daily vocabulary. And so keeping up virtual appearances is still as fashionable as ever.

What are the scroll-stoppers?

- **No-effort Styling** Videos
- **Make-up** Tutorials
- **Celeb Styling** Videos
- **Celeb Skincare** Regime
- **Roposo content creator videos:** Female outfits, accessorising looks, outfit styling, make-up steps and skincare routines



TALENT

The online community is very receptive to talent. Authentic creators with well-made videos are surging ahead. Roposo's army of creators has been bagging tremendous views and engagement in the year gone by.

What received the love?

- **Female dance videos:** especially on Hindi Bollywood songs
- **Artists showcasing their art:** painting, craft, mehendi, etc.
- **Hashtag challenges:** #angrezibeat, #sittimaar, etc.
- **Music videos:** especially singing while playing the guitar

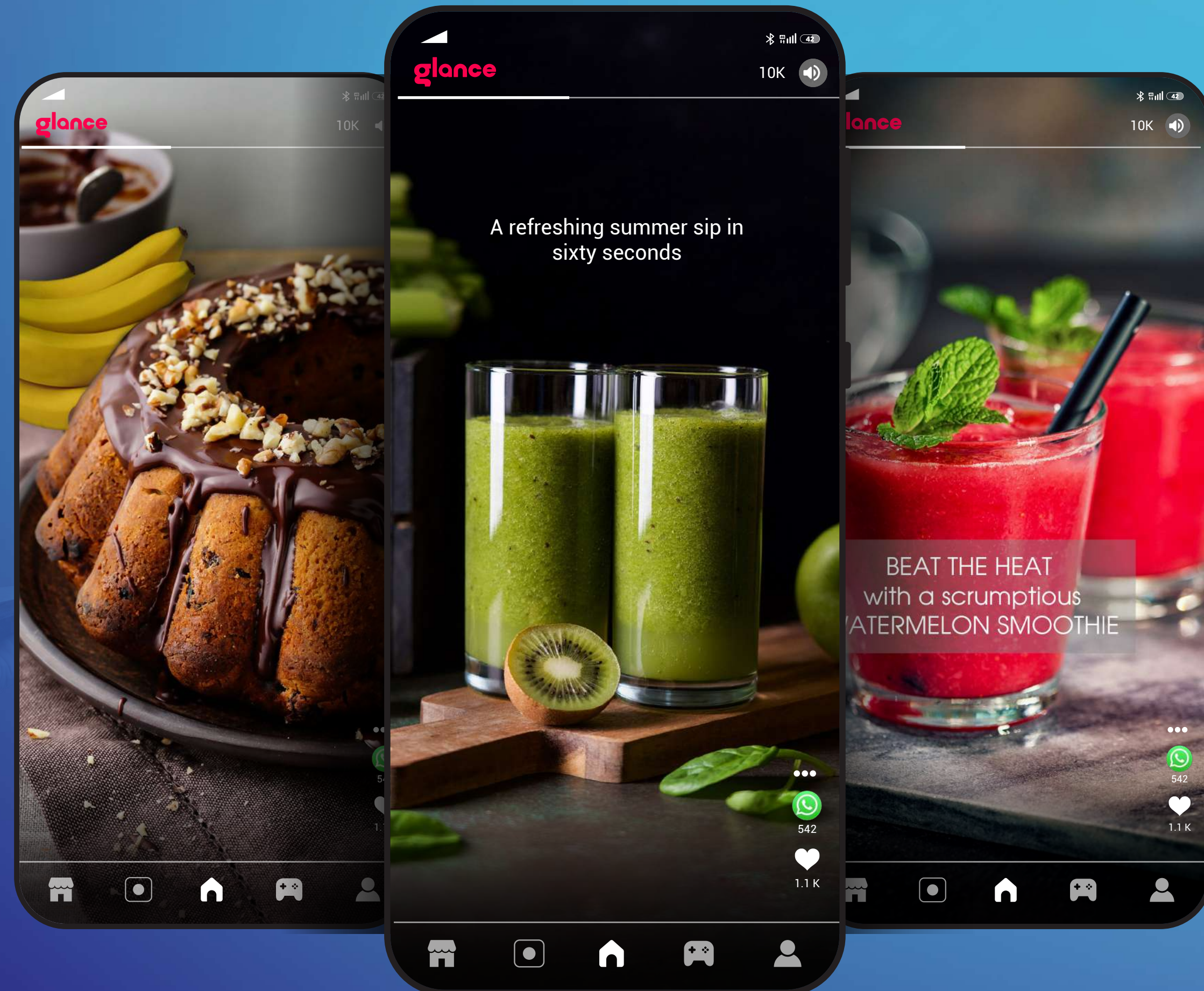


FOOD

India's love for food has translated into a love for sharing food-related content in the digital space. It's not enough that we eat, we must show the world what we are eating. It's not enough that we cook, we must share our recipe with the world.

What's been consumed?

- **Celeb Chef** Videos
- **Dessert Recipe** Videos
- **Easy-to-prepare** Snacks
- **Healthy Spin** to Popular Dishes
- **Special** Festive Sweets

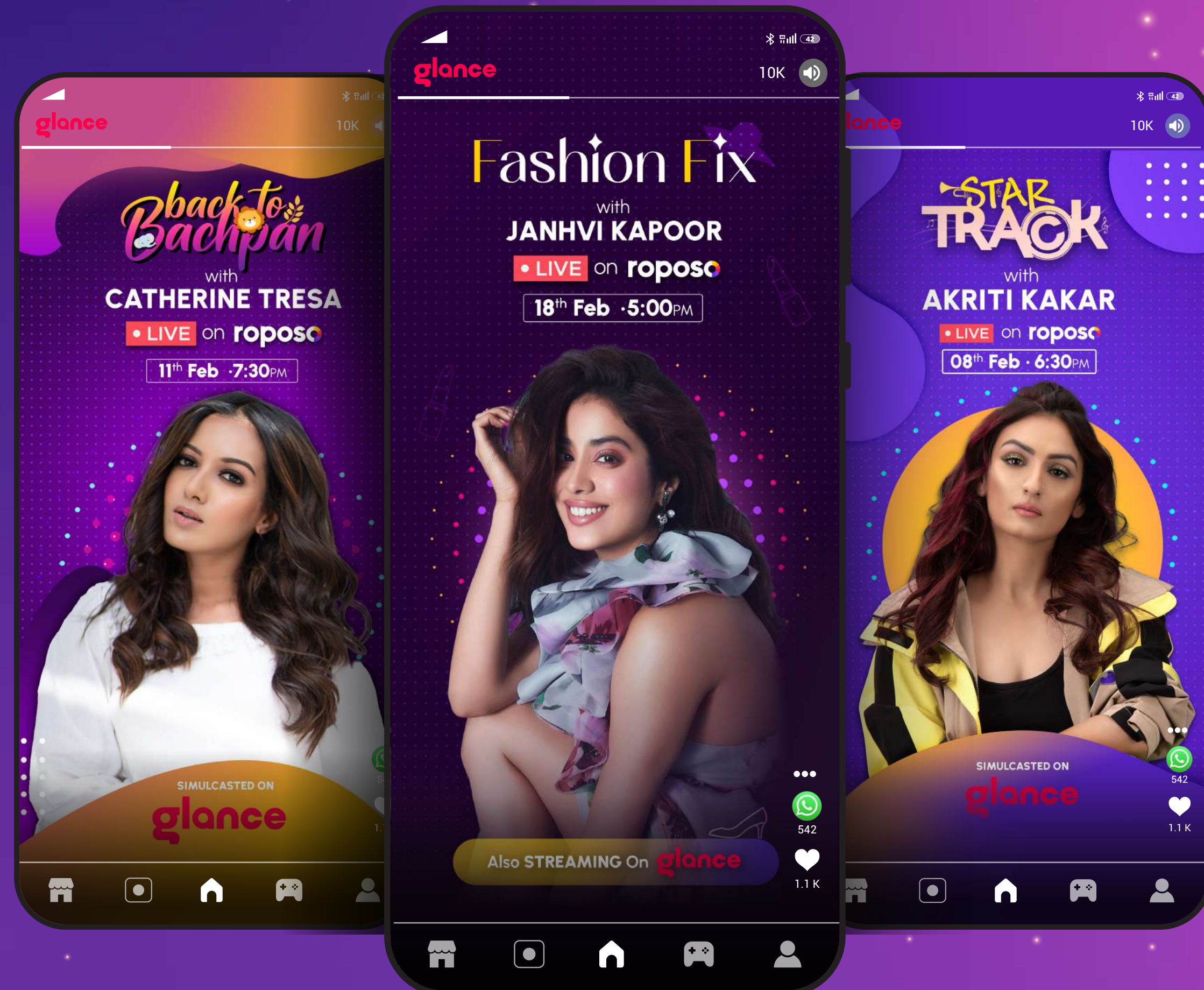


INFLUENCER LIVE STREAMS

Today's users are fast warming up to celebrity and influencer-led live content. The idea of being able to interact with their stars and role models in real time has made this space a heavily-sought content category. Besides creating live experiences, creators can also run their own multi-brand pop stores on Roposo.

What's the star content?

- **Paid** Masterclasses
- **Ticketed** Live Shows
- **Music** Concerts
- **Stand-up** Comedy
- **Talk** Shows
- **Fashion** Shows



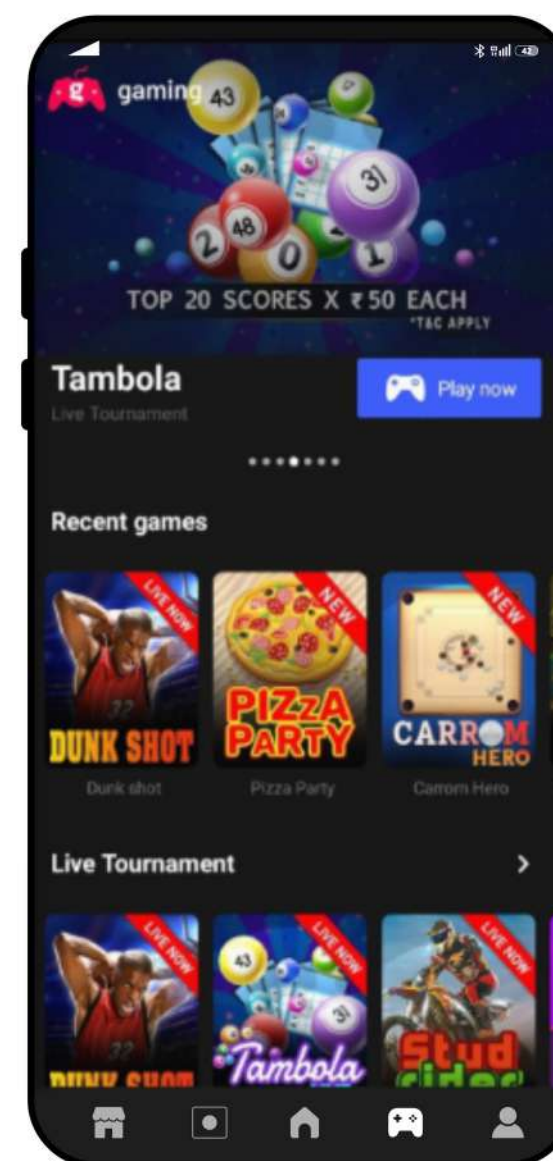
GAMING ON SCREEN ZERO



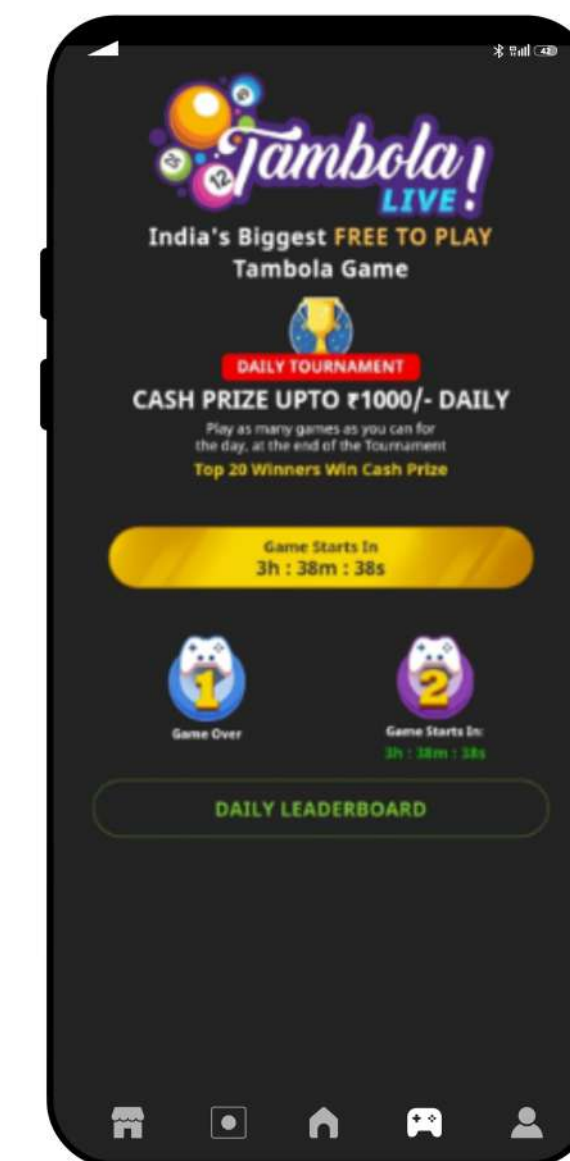
LOCK SCREEN GAMING ON THE RISE

Casual and hard-core gamers alike are warming up to the idea of gaming on their lock screens. The Glance Games, hence, serves as a treasure trove of light games spanning genres. Games that need not be searched or downloaded. Games that come with cash rewards, daily tournaments, and a close-knit gaming community.

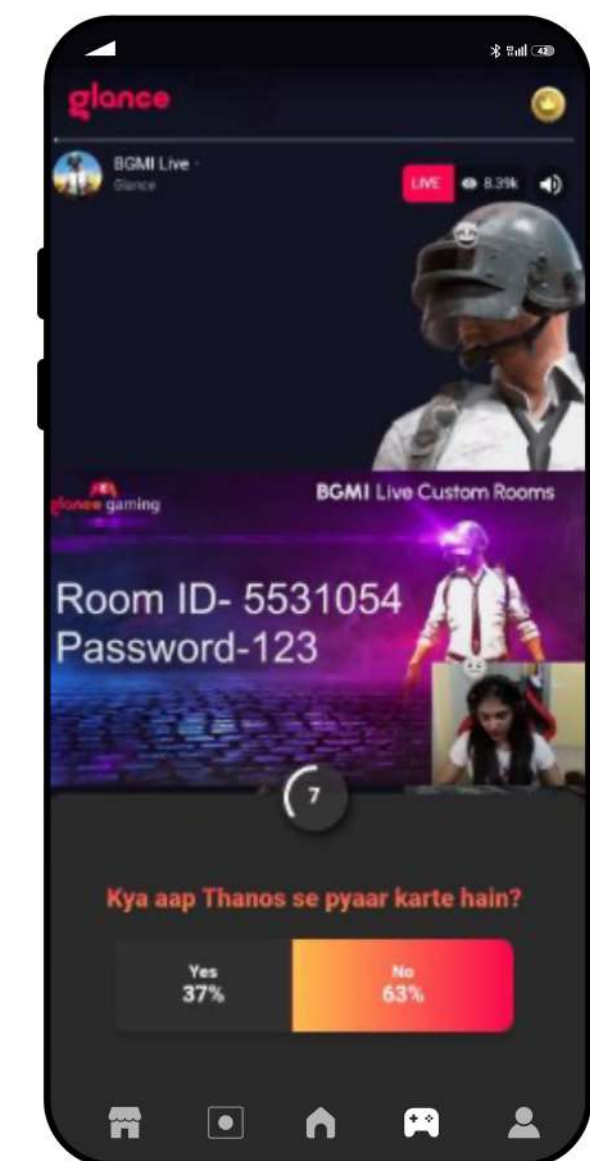
With multiple games under a single platform, the Glance Games has something for everyone. And its hassle-free experience is becoming a crowd favourite.



Wide variety
of games



Daily
Tournaments



Live
game streaming

The average Indian gamer does not walk or talk or look like a stereotypical tech whiz. This growing tribe comprises multi-genre gamers, a majority of whom love experimenting, and prefer free-to-play games that they can indulge in from their mobiles.

On the Glance Games, users can play numerous games or participate in multi-player formats and live tournaments on screen zero without the hassle of downloads. Registrations, logins and input of personal details have been taken out of the equation to simplify the process. What's more – gamers can share and extend challenges to other players in their community.

36%
Increase in
playing time

16
Minutes spent daily on
Glance Games

44%
Increase in daily
active users

52%
Increase in monthly
active users

Note: Time Period (Dec 2020 - Dec 2021)

A NEW BREED OF INDIAN GAMERS




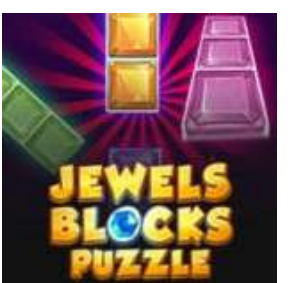








LOYAL TO GAMING NOT GAMES

Adrenaline, aspiration, entertainment, escapism, competing, socialising, killing time, relaxation, training one’s brains – our research leaves us with these nine factors that motivate gamers to play.

Hence, the Indian gamer is not loyal to one game. They are right swiping multiple games to satisfy their multiple motivations.

TOP TRENDING ON GLANCE GAMES

 Crazy Truck Parking	 Monkey Bounce	 Skeleton Defense	 Jewels Blocks Puzzle	 Master Chess
 Fruit Katana	 Blocks Puzzle Zoo	 Find 500 Differences	 Maserati Turismo	 Ski Rush

Note: Time Period Dec 2021

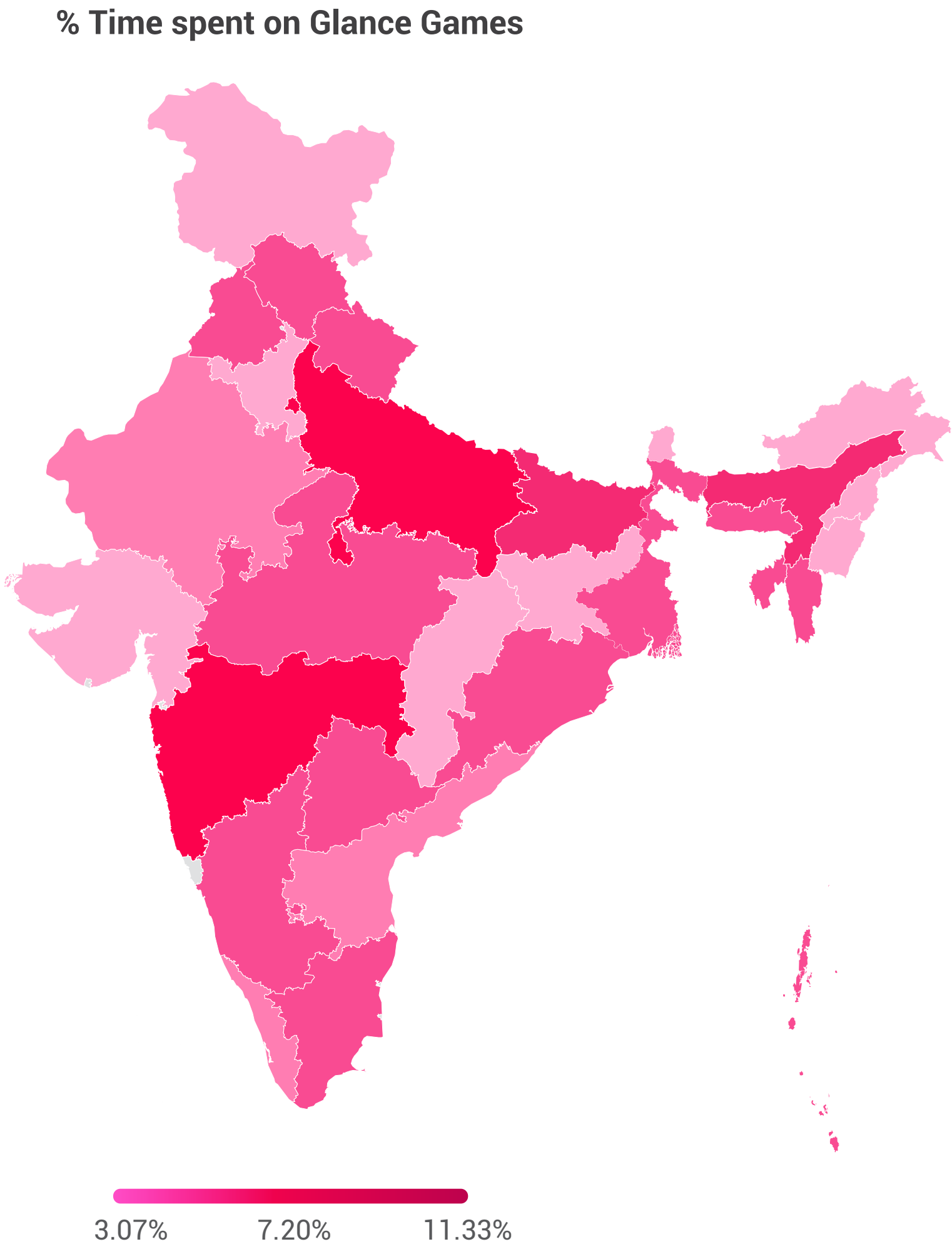
WIDE PLAYING FIELD

Watch out metros – you have competition. Gamers from Tier 2 and 3 are dominating the arena. Mobile and internet have become household essentials, opening the floodgates.

Anyone can be a gamer. And where you were born, what language you speak and your level of education holds no sway.

Lock screen gaming has democratised the gaming segment in India, and we spot the new Indian gamers throughout the land.

Gaming Tier Wise	% of Time spent playing games
T1	27%
T2	44%
T3	29%



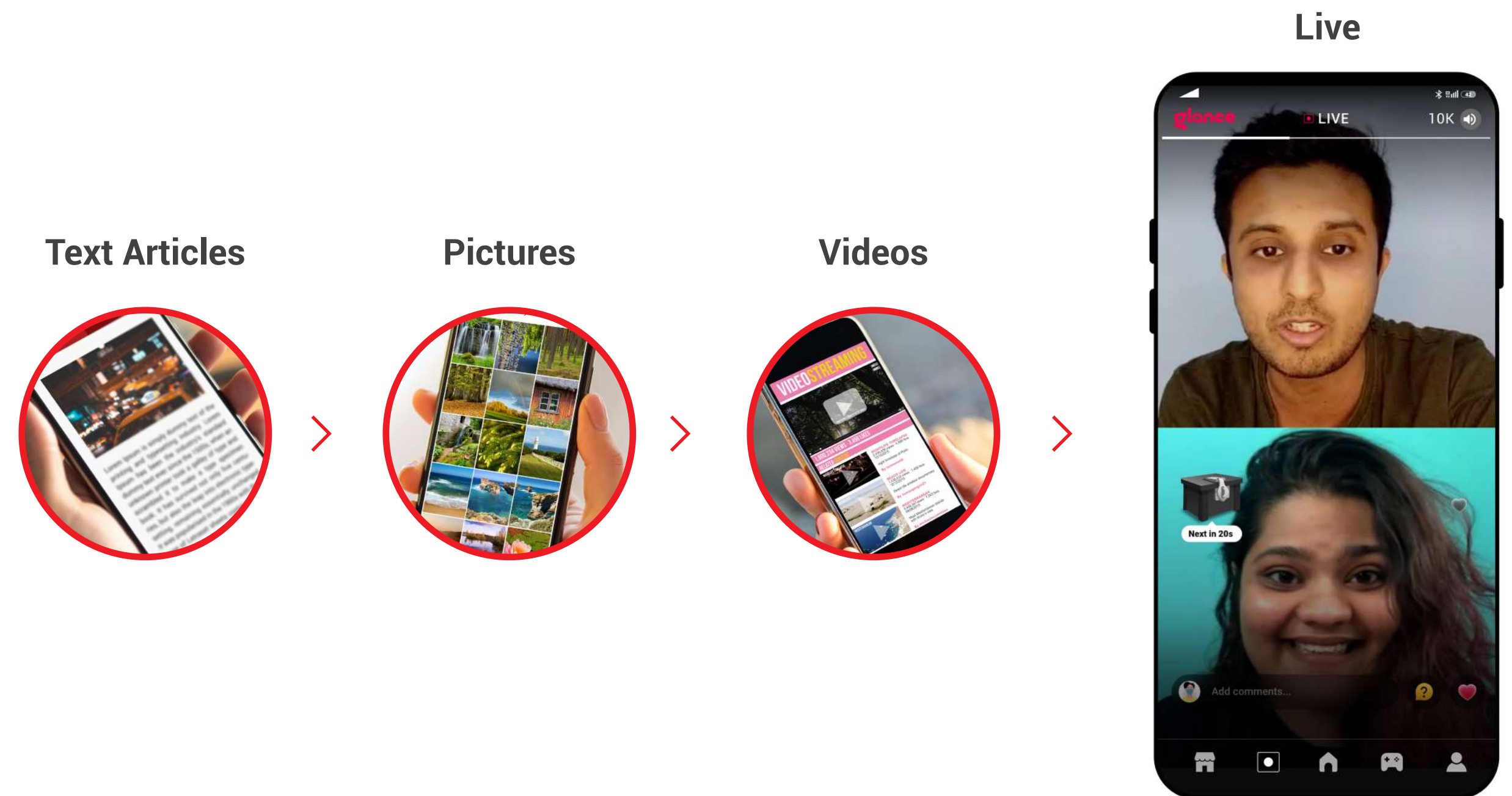
LIVE
AS A WAY
OF LIFE



REIMAGINING LIVE INTERACTIVE EXPERIENCES

With movie theatres, concerts, and events at a standstill in the post-pandemic world, people warmed up to live streams as a convenient alternative. Streaming is entertaining and intimate. It's a one-of-a-kind digital experience that mimics the offline world.

While multiple platforms have adopted live streams, Glance is turning the experience on its head. Live entertainment, live gaming, live fitness and live commerce are the new hot cakes in the content space. And Glance Live is the only destination for interactive live content, complete with polls, AMA (ask me anything), questions, comment sections, gifting options, etc.



LIVE STREAM IS NOW MAINSTREAM.

The 'Live' feature made its debut on Glance lock screens in Q2 2021.

And, its fast-paced growth only indicates that it is the next big frontier for online content consumption; after text, images and videos.

29%

Increase in high engaging
users

17%

Growth in time
spent per live show

Increase in the number of live shows from **20 to 39**

40

shows spread over
12 hrs (10 am to 10 pm)

03

shows running on
average every hour



AN EVENING (CONTENT) SNACK

Live streams are consumed the most between

2pm and **10pm**

Consumers start off with live streams,
with the peak watching time ranging from

4pm to **6pm**

before moving on to other formats of
lock screen content.

WHAT'S LEADING THE LIVE STREAM RACE?

Live streaming fits right in no matter the type of content. And, creators from every category possible have been jumping on to exploit the popularity of the format.

Top Live Shows By Category - % Watch Time



Note: Time Period (August 2021 – Dec 2021)

NEW KID IN THE BLOCK

The idea of playing for a live audience has tickled the imagination of both professional eSport players and casual gamers during the pandemic-stricken months. Live gaming is a new experience in Glance; however, it is breaking records and driving the maximum engagement with Glance users. Users can't have enough of playing along with live streamers and asking them questions in custom game rooms.

59%
Increase in high
engaging users

45%
Increase in
HEU average
watch time

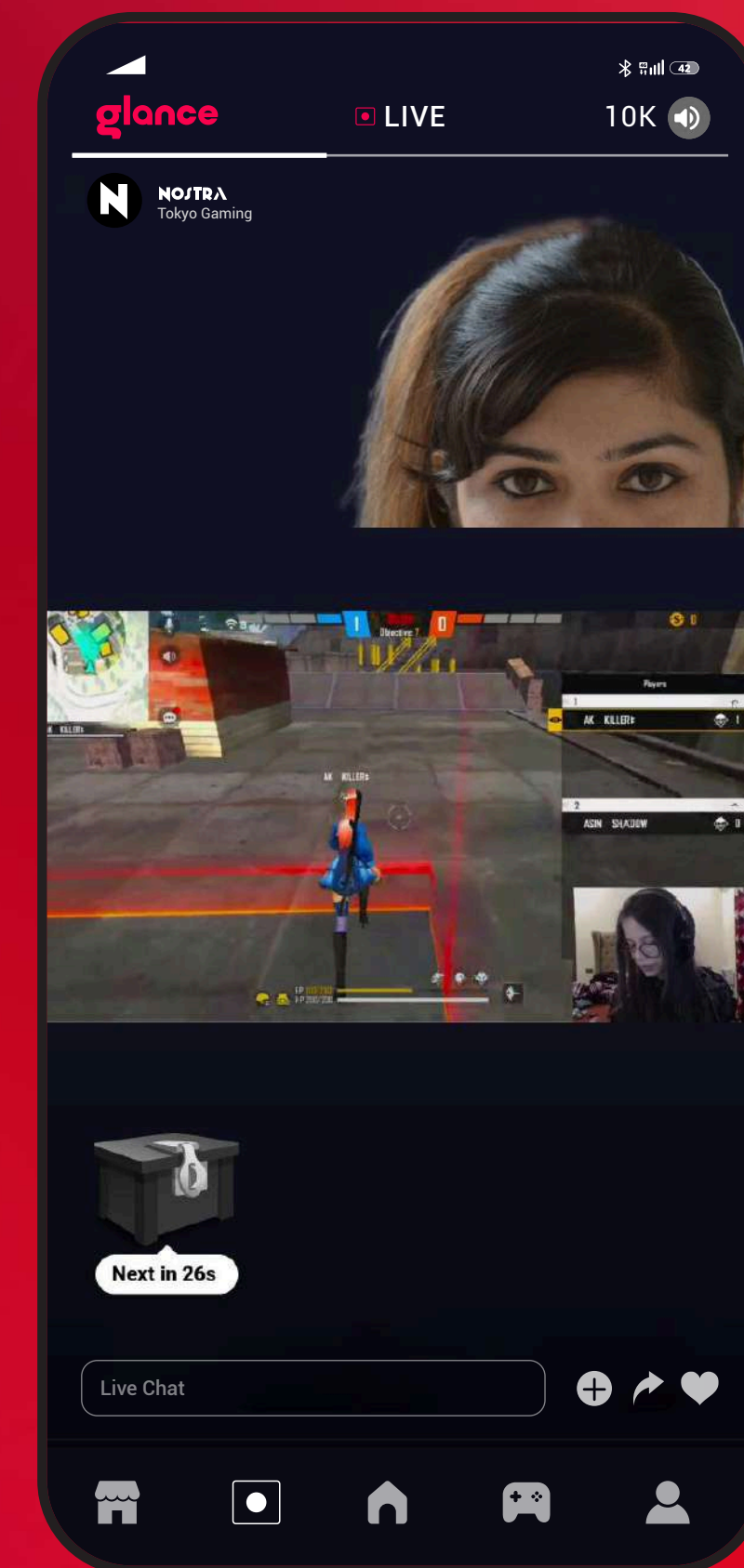
12x
Rise in AMA (Ask me
anything) queries

5.5x
Rise in Poll
Interaction Rate

4.8x
Rise in
Pitara CTR

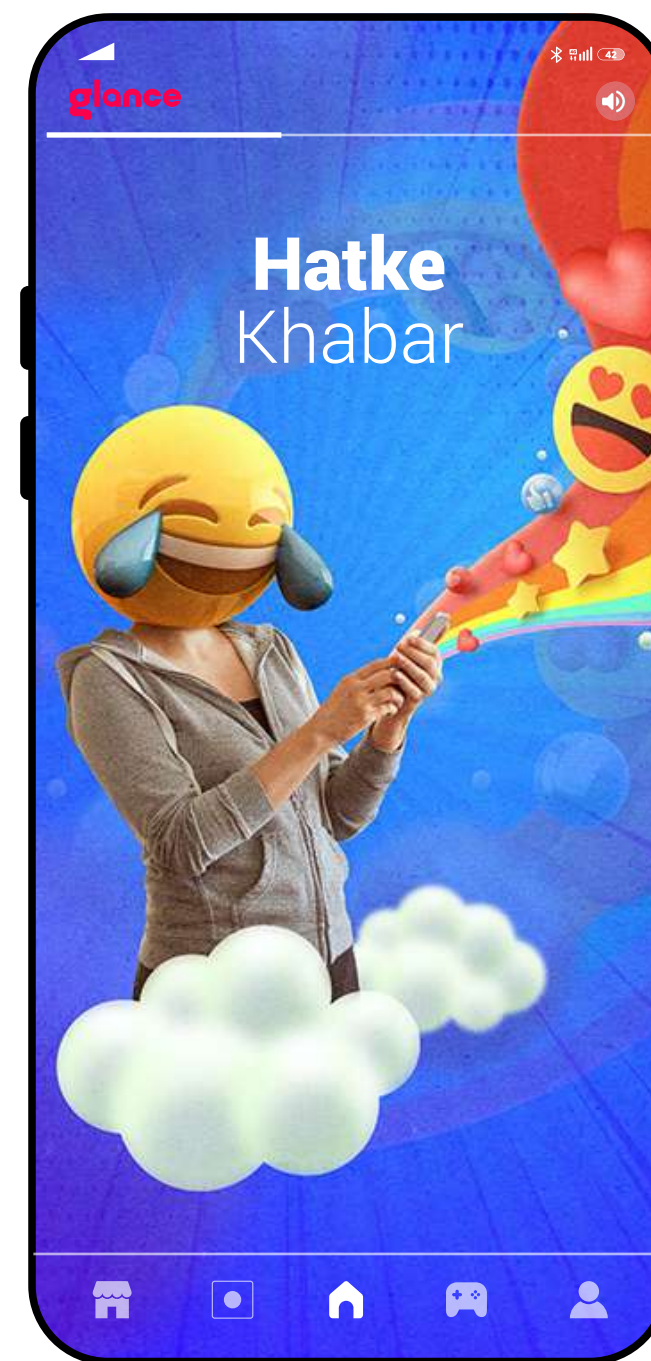
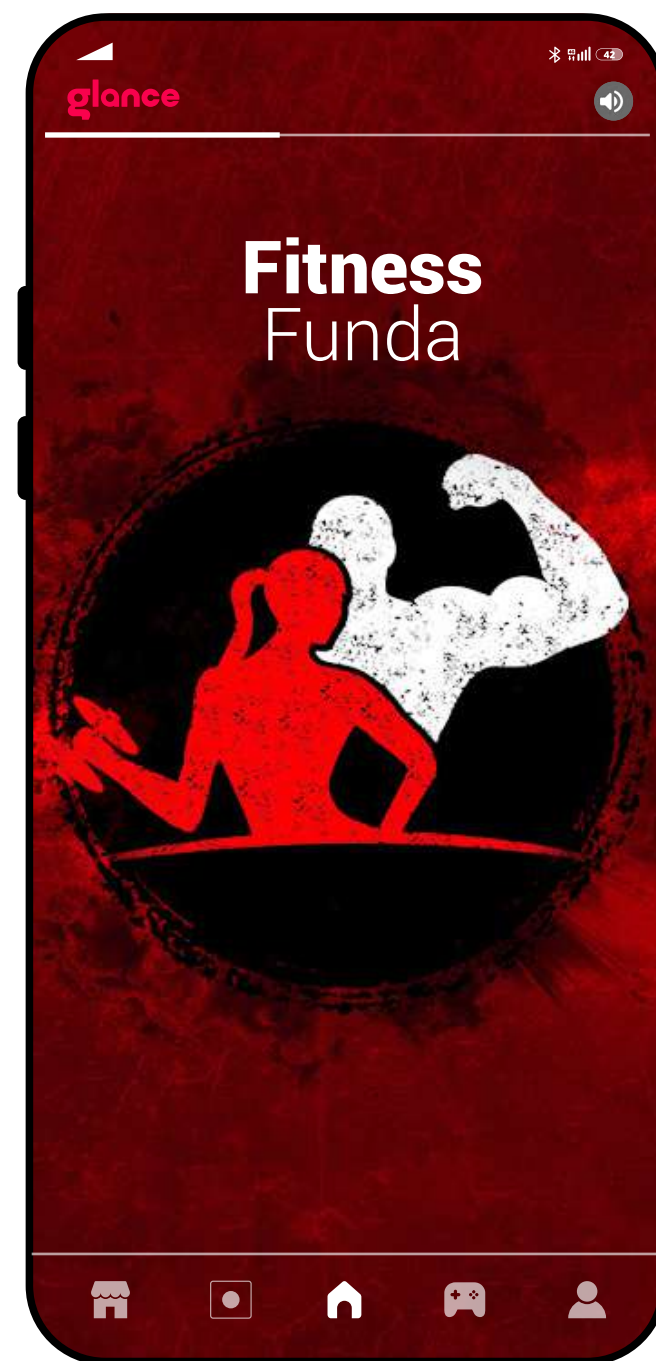
4-5
Gaming shows
running a day

Virtual stadium on Glance, complete with private chat rooms, rewards and polls.

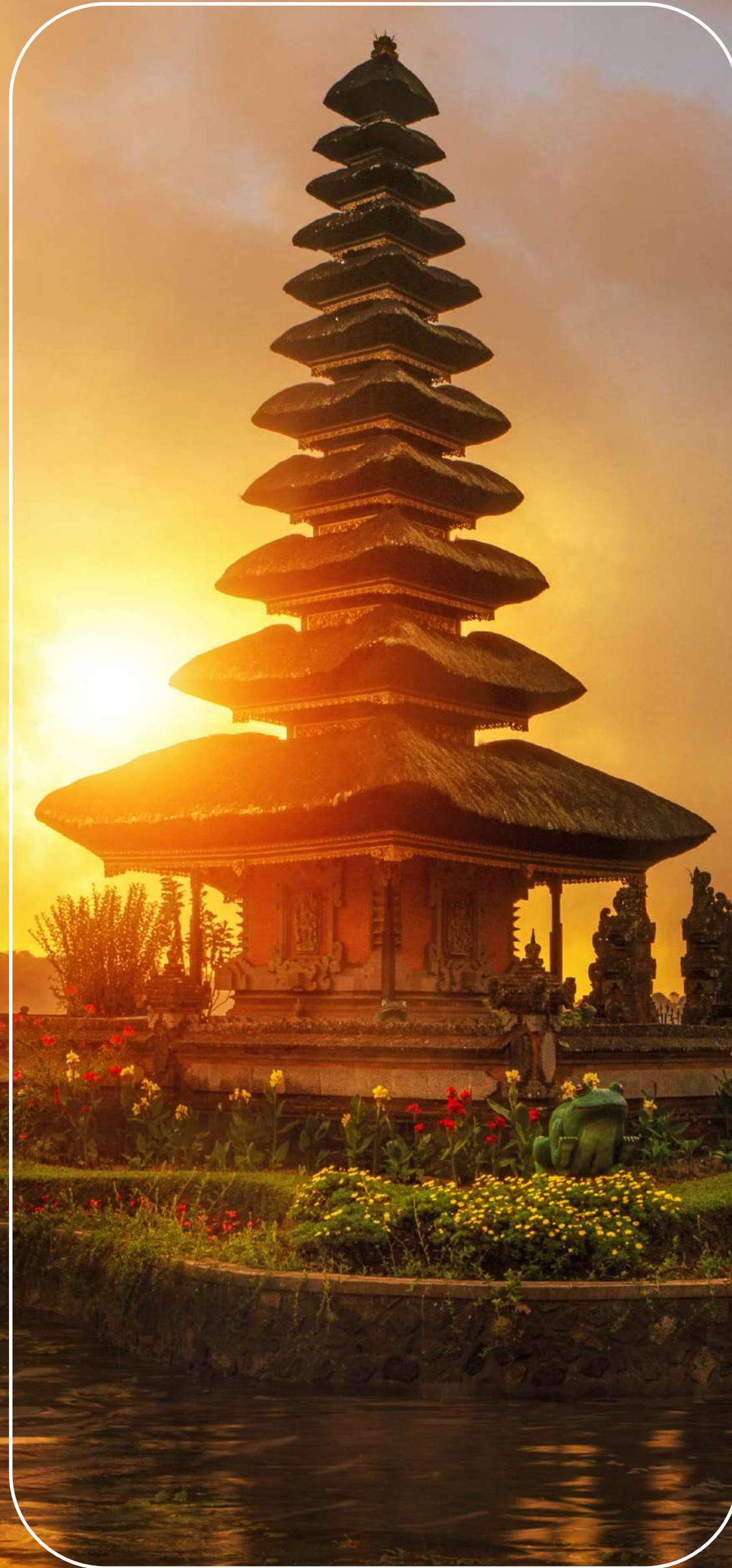


GO LIVE OR GO HOME

Live streams have broken the limits of interaction, and has made the connection between celebs and followers more real than ever. The creator community sees the value of going live too. Some even accept virtual coin gifts while they stream. **Glance boasts of 40 daily live shows, each up to 20 minutes long, for viewing on lock screens.**



THE LOCK SCREEN
CONTENT
CRAZE IN
INDONESIA



A VOYAGE TO THE NEW WORLD

The appeal for Glance echoes across the ocean in Indonesia, one of Asia's largest mobile markets. A developing nation, Indonesia finds its population hooked onto smartphones – texting, shopping, streaming and binge watching. As the number of smartphone users continue growing, Indonesia is all set to become a giant consumer of lock screen content.

3^x
Expected increase
in smartphone
users by 2025 as
compared to 2015

40%
Expected rise
in internet
users by 2025

256 MN+
Indonesians
with internet
access by 2025

>5 hrs
Spent watching
movies and TV
shows on a
weekly basis

50%
Respondents use
smartphones for
e-commerce and
video streaming

6.7 hrs
Spent on average
every week on
social media or
user-generated
content

72%
Respondents use
smartphones for
instant messenger
followed by social
media usage

NEW LOCKSCREEN CONTENT HUB UNLOCKED

Expanding across foreign waters might have been challenging. But not in a country like Indonesia that flaunts a large smartphone user base. Because – where there's smartphones, there's lock screen content.

And when it comes to the ultimate lock screen content experience, no one does it better than Glance. **With easy navigation, killer graphics, personalised content and trustworthy news, Glance ticks all the boxes for this new audience.**

30%
Increase in DAU

97%
Increase in lock screen content consumption

60
Times they unlock phones to watch lock screen content

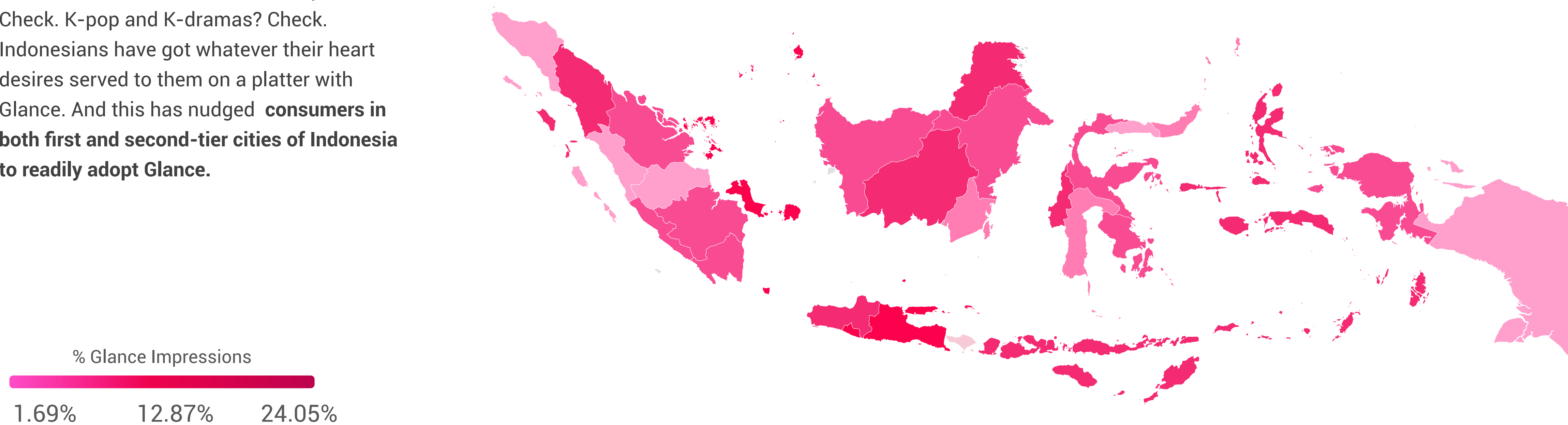
70%
Increase in shares

80%
Hike in likes

LOCK SCREEN CONTENT TAKES OFF IN INDONESIA

Influencer content? Check. Celebrity videos? Check. K-pop and K-dramas? Check. Indonesians have got whatever their heart desires served to them on a platter with Glance. And this has nudged **consumers in both first and second-tier cities of Indonesia to readily adopt Glance.**

State-wise Glance Impressions



SERIOUS ABOUT CONTENT

Information is gold for this woke lot and, hence, news and tech are powerful magnets. And this stands true for lock screen content consumption too. **This intel-hungry tribe is into current affairs and events, making News the most popular content category for Indonesians.**

This obsession over the so-called serious content trickles down – News is followed by Technology and Nature/Wildlife categories.

Top Categories

17%
News

16%
Technology

9%
Nature & Wildlife

8%
Entertainment

6%
Health & Fitness

10%
Others

Mobile Lock Screen Content Consumption by Time of the Day, Indonesia



THE RISE OF NOCTURNAL CONSUMERS

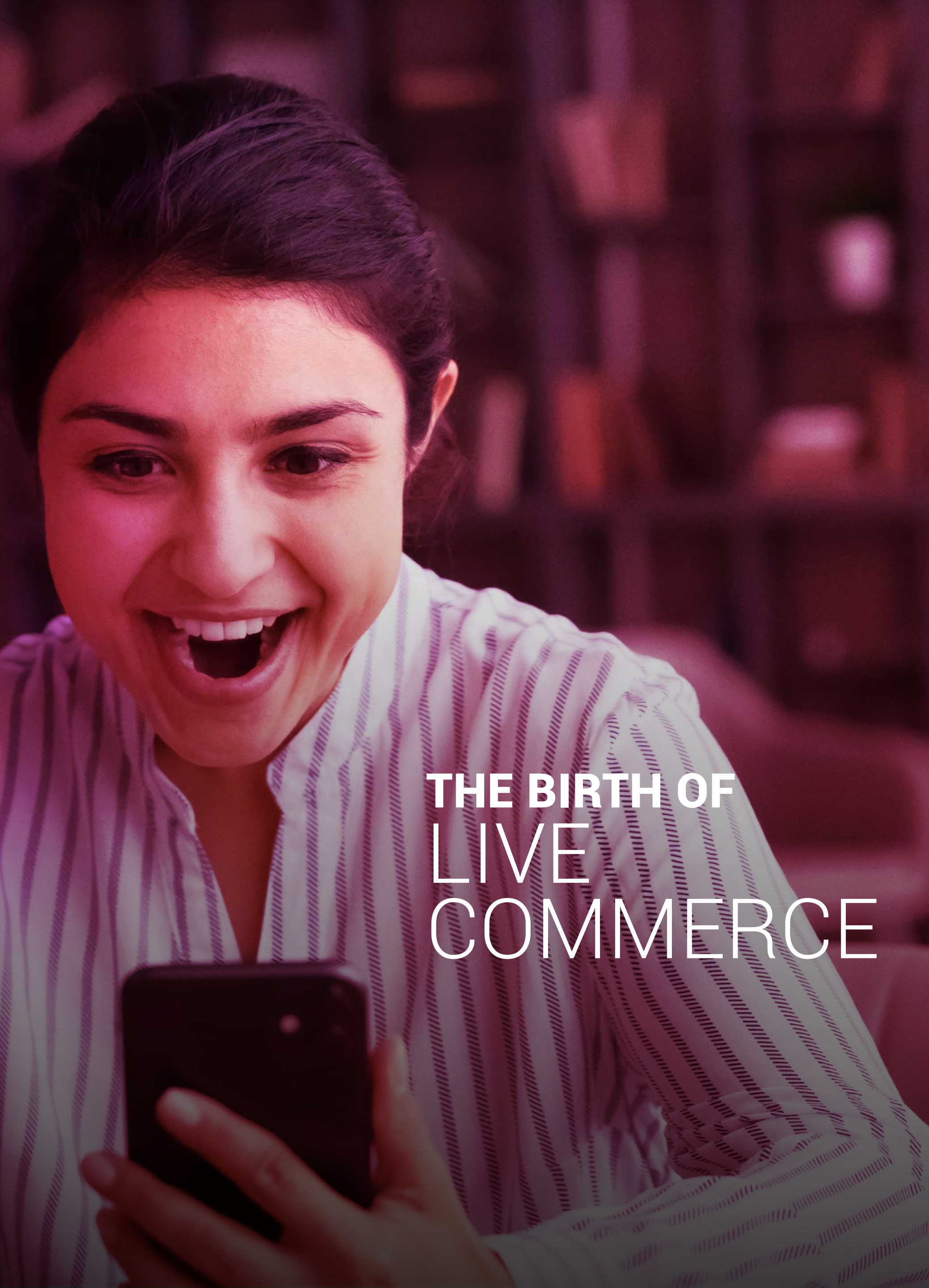
The consumers of this island nation are plugged in to their devices 24X7. The lock screen content consumption treadmill never really pauses. Not even at bed time. It's normal for users to indulge into some serious binge watching once their day is over. Mirroring this, we observe that **lock screen content consumption surges and hits its peak post dinner at around 8pm.**

Note: Time Period: Dec 2021 | X-axis: Time of the day: Y-axis: Impressions

roposo

**WHERE ENTERTAINMENT
MEETS LIVE
COMMERCE**

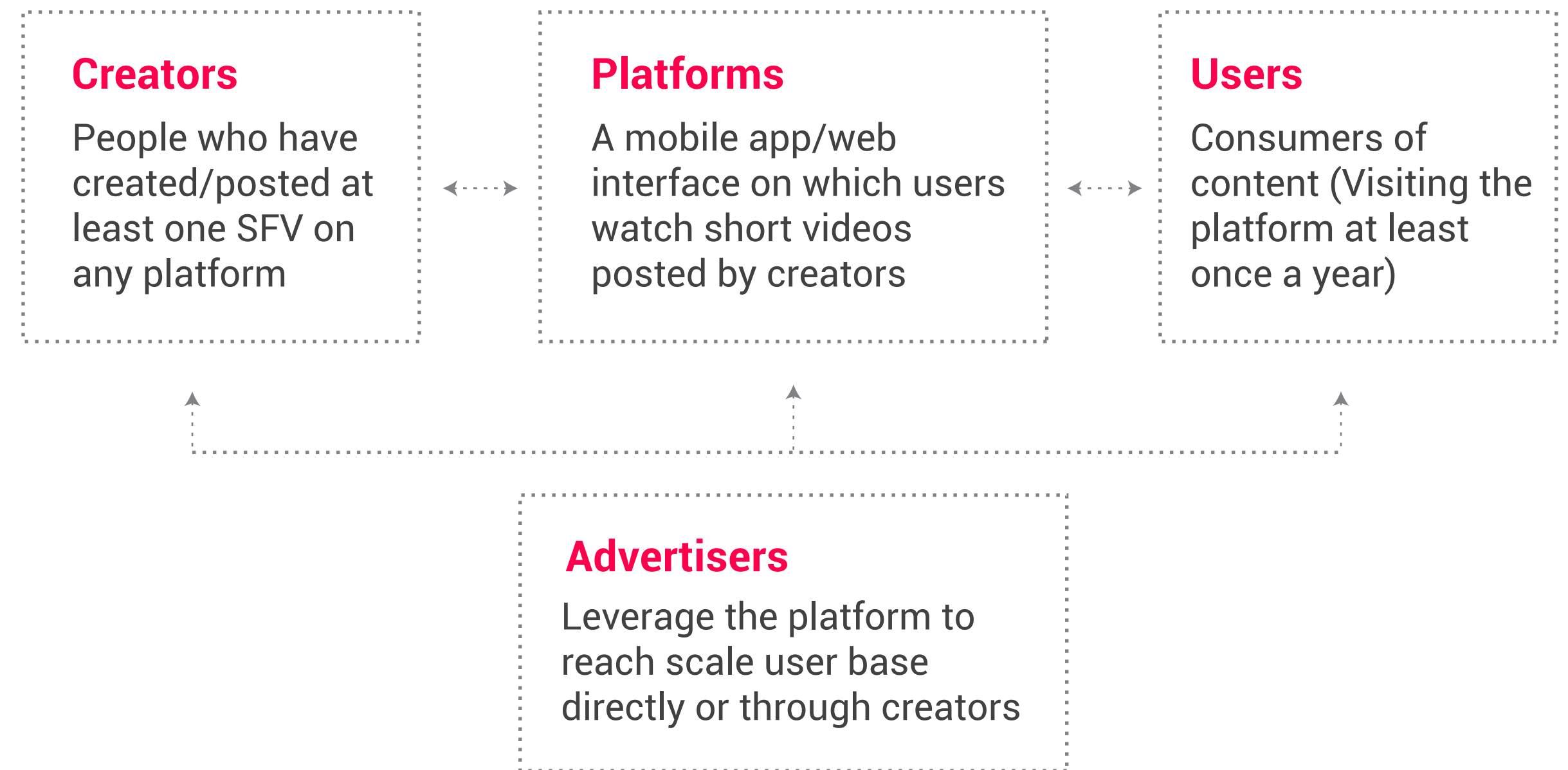




THE BIRTH OF LIVE COMMERCE

Roposo is India's first and only creator-led live entertainment commerce platform. This digital ecosystem thrives on a three-sided network of users, creators, and advertisers, powered by the Roposo app.

Glance's magic formula of bringing together creators, commerce and entertainment, in a virtual mall-like experience is disrupting the online shopping scene in India. Parallely, Glance enables creators to run their own pop stores, talk about the latest trends and form their own identities for greater monetisation opportunities and leverage their fan following, especially for Gen Z consumers, igniting a new creator economy in the country.



There's a new term in town. Creatorpreneur. A savage combo of creators and entrepreneurs at Roposo who's in charge of disrupting online shopping in India. This advent of the creator economy in India is more than just a fad. People are willing to face the camera to share their talent and rope in brand endorsements—a sweet package of fame and money.

47%
Users surveyed are willing
to turn into content creators

Motivation to become content creators

71%
To become
famous

65%
To share
creativity/talent

58%
To be seen as an
authority figure

55%
For brand
endorsements
and partnerships

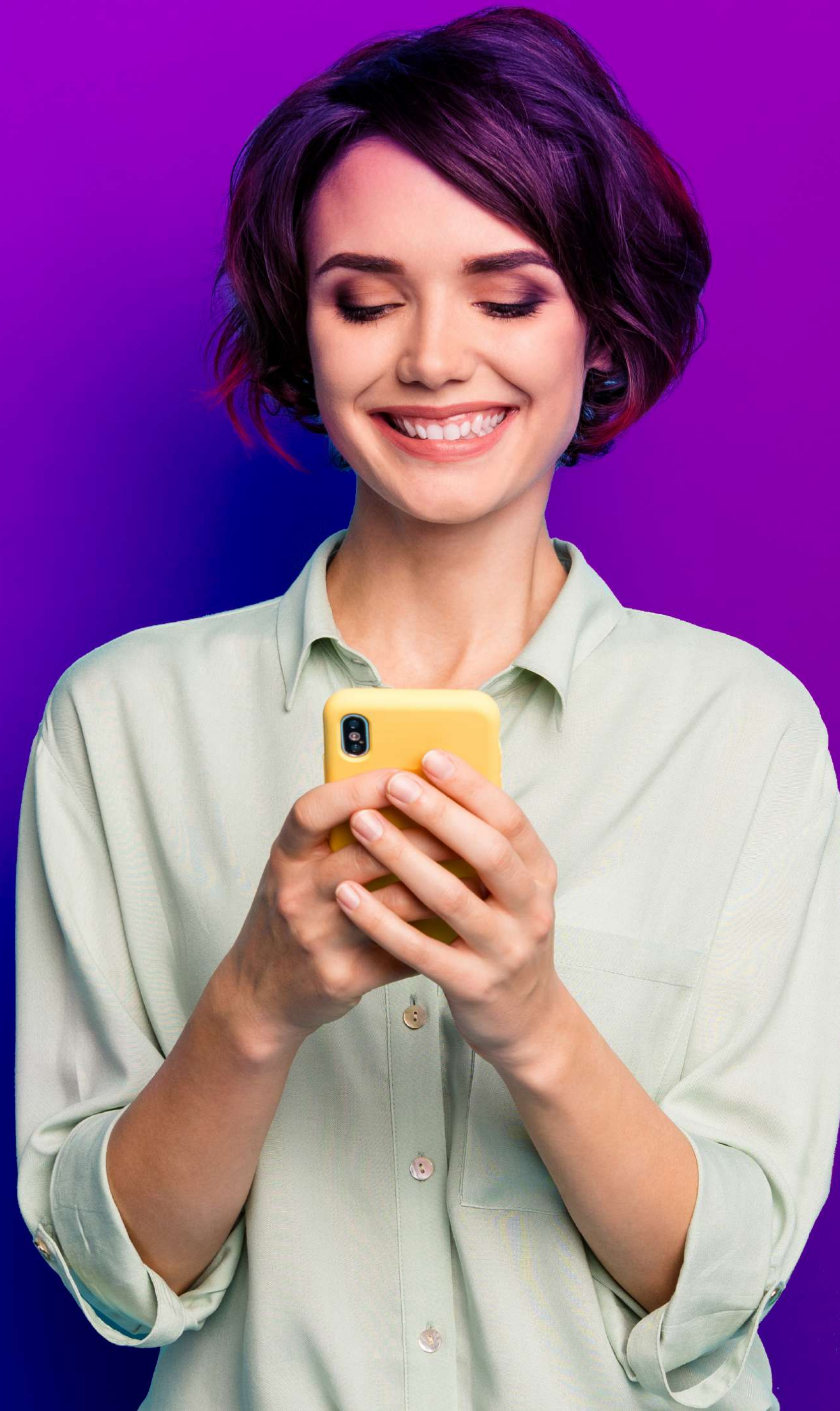
51%
To earn

**ALL HAIL THE
CREATORPRENEUR**

BANKING ON LIVE

Creatorpreneurs count on live streaming with audience interaction to promote their content or brands they endorse. And Roposo pushes the possibilities further with provisions for masterclasses, ticket sales, and digital gifts – all while streaming live.

Source: comScore Survey, 2022



55%
Content creators surveyed think Roposo is better than other short video apps

Roposo features loved by content creators

33%
Live feature with audience interaction

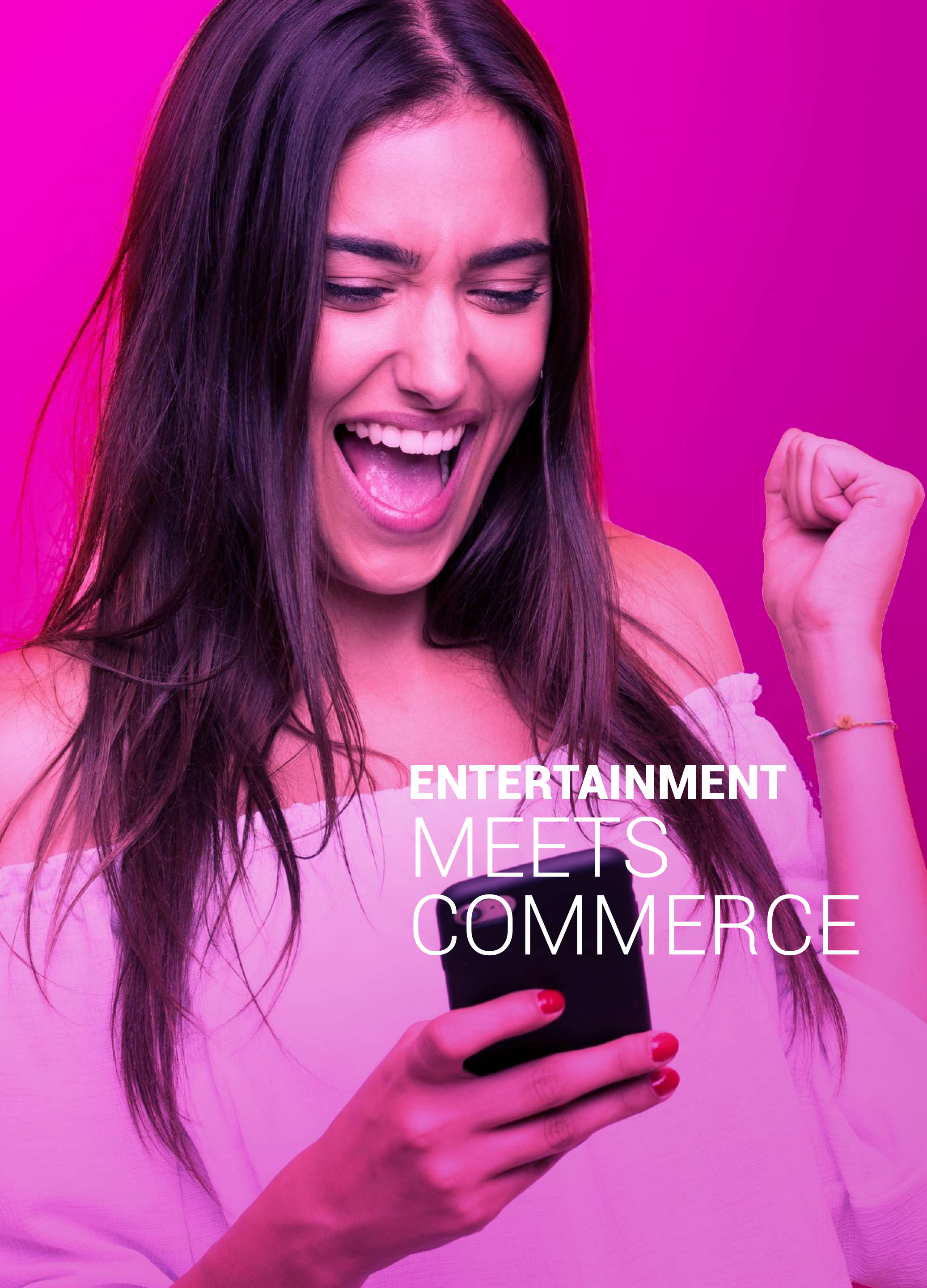
21%
Filters and editing tools

13%
Discovery and purchase of brands

12%
Collaboration tools

11%
Big music library

10%
Monetisation



ENTERTAINMENT MEETS COMMERCE

Roposo leverages its raging, raving content to drive commerce. Stuff that engages consumers, sparks conversations, and is extremely binge-worthy. That is what sets Roposo apart, and makes users come back to the platform.

Swayed by the content, users of the app are following brand pages and discovering new products and emerging trends for buying products. Ease of discovery, payment and trust in the seller clubbed with an engaging blend of entertainment and content are the key drivers for commerce adoption.

What do users do on video apps?



What drives the adoption of commerce on video apps?



GLANCE TV:
REIMAGINING
THE TV CONTENT
VIEWING
EXPERIENCE



NOT JUST AN IDIOT BOX

Consumers today are not just passive viewers of content. They want live, interactive, engaging content.

2021 marked the launch of Glance TV on smart TVs home screen, a revolutionary yet no-brainer upgrade to the idiot box.

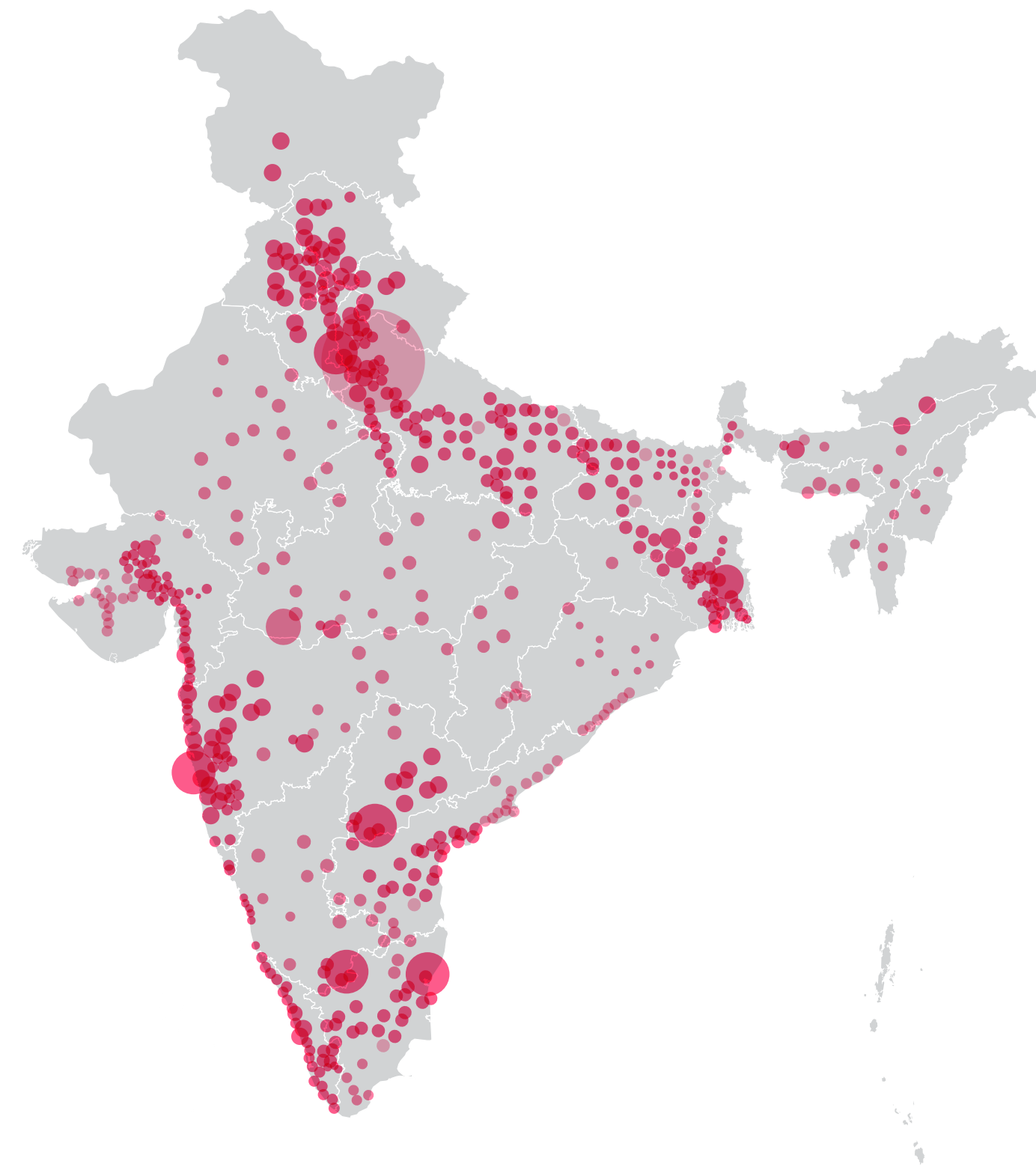
78%
increase in Clicks
(App Open)

100%
Growth in
Glance TV impressions

3.1
Minute of Glance TV consumed
per user on an average

20%
Average
Interaction Rate

Glance TV Content Consumption Pattern:
Active users across India



SHORT CONTENT HAS A LONG WAY TO GO

Short content is in. And, there's no reason that TV should lag behind. Strike out long-form TV shows. Glance TV whips up off-beat, snackable content of 5-20 minutes that can be watched from time to time, many times.

Glance TV promises fresh, personalised, premium, bite-sized, interactive content at all times. Hence, viewers seem to be unmindfully squeezing Glance TV viewing into their schedules throughout the day during short breaks, with a relatively peak in viewing at 5pm.

Note: 1. Time Period (Oct 2021 – Dec 2021) 2. Glance TV User Research , Oct 2021
X: axis - Time of the day ; Y: axis - Impressions

Glance TV Content Consumption Pattern by Time of the Day



GLANCE TV SHOWS



A MARKETER'S PARADISE





ADVERTISING, WHO?

Sorry admen, but who even watches ads anymore? Consumers in India are bombarded by brand messages, and if you wish to do the same, get ready to be skipped, blocked, muted, ignored, and forgotten. You now need a compelling narrative, new-age formats and emerging platforms.

Case in point – **the lock screen is an untapped content platform brimming with possibilities.** At Glance – the only lock screen content platform in the world – we leverage the exponential strength of our active user base.

200^{MN}
Active users globally

80%
New smartphones in the
market are compatible
with Glance

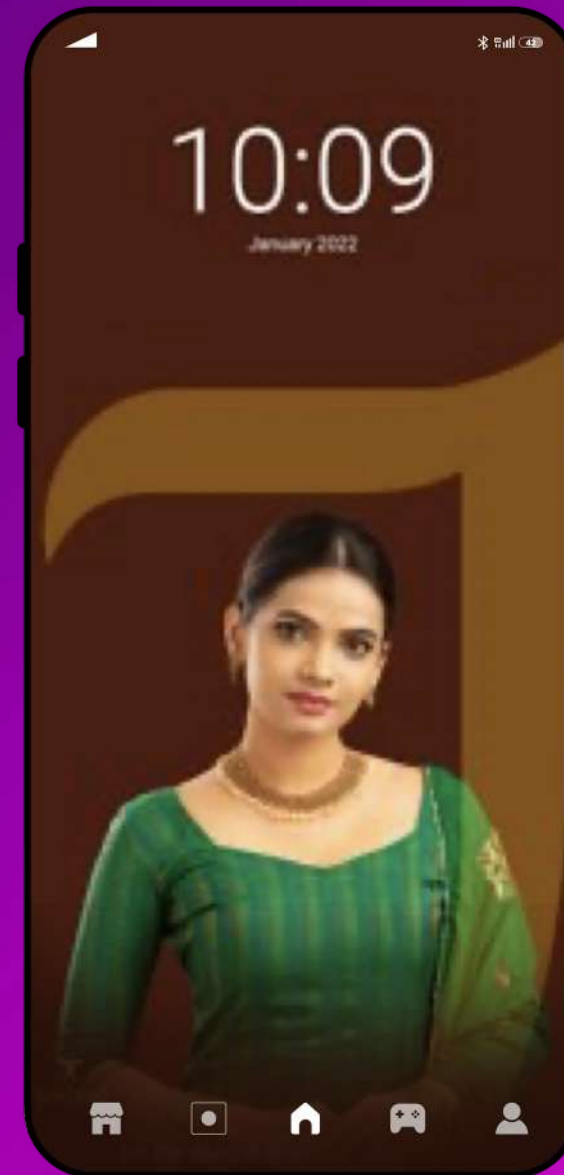
65
Times they unlock
phones to watch lock
screen content

CUT THROUGH THE NOISE

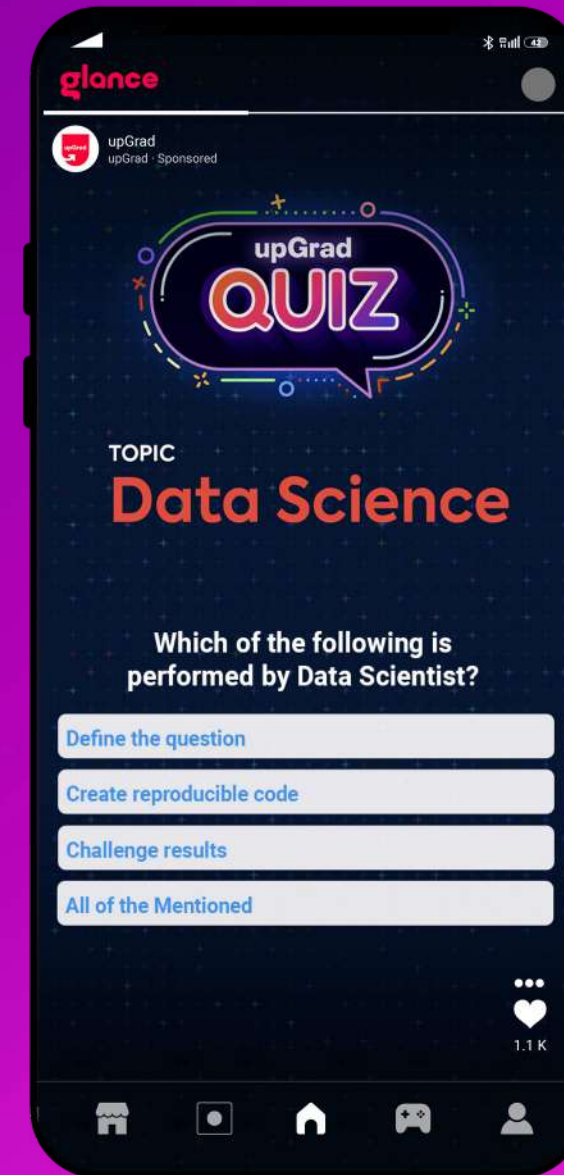
Captivating full-screen imagery. Clutter-breaking content formats.
A pool of creators. Glance has just the right mix of innovative features that allow brands to reach out to their fan effortlessly.



**GLANCE
LIVE**



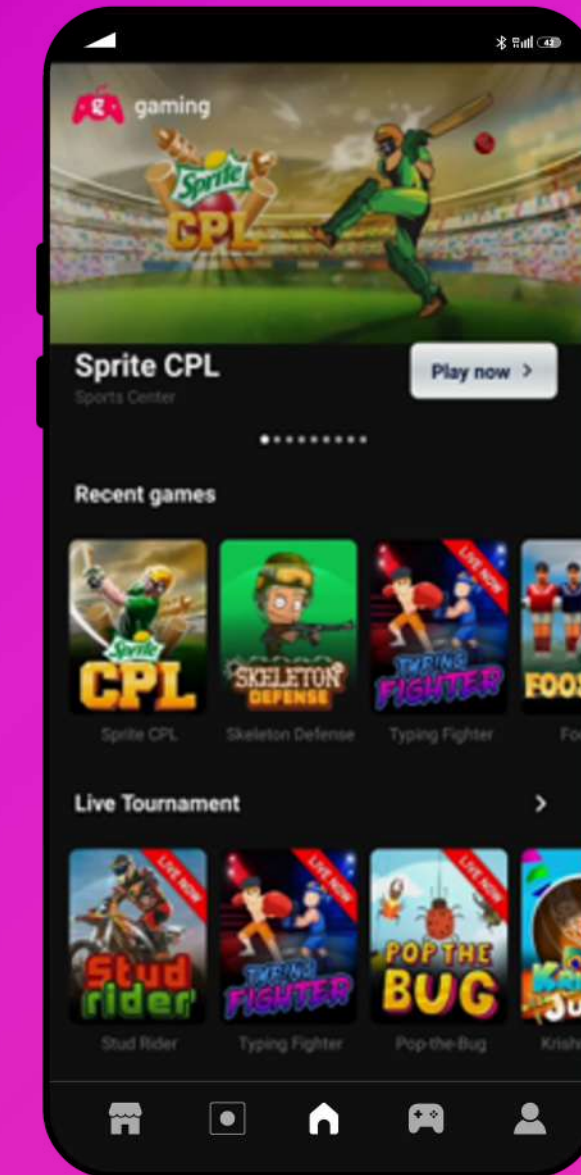
**FULL SCREEN
VISUALS**



**INTERACTIVE
FORMATS**



**ONE-CLICK
INSTALLATIONS**



**BRANDED
GAMES**

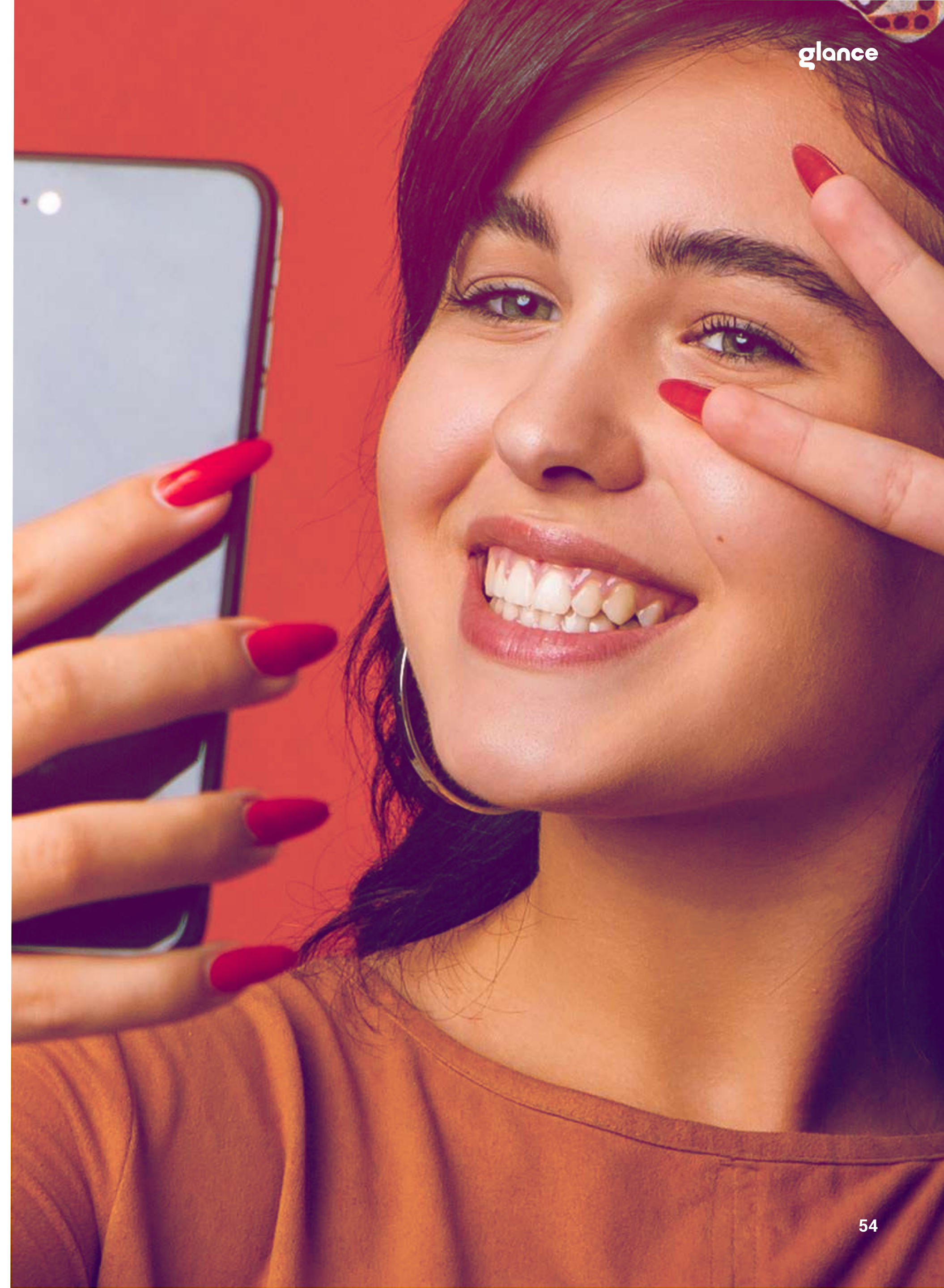
WHAT'S THE SCORE?

Within two years of monetisation, Glance has stirred things in digital media and advertising.

Over 150 brands have started spicing up their strategies by adopting lock screen advertising.

With its winning blend of unique formats and unmatched reach on an exclusive digital real estate, Glance is geared to change the face of advertising.

New vertical debuts in 2021:
Cryptocurrency, Food Delivery, CPG





GLANCE X TRUECALLER | Took a stance against harassment

Truecaller saw the realities women (unfortunately) live with everyday, and leveraged a powerful insight to drive a hard-hitting and humane International Women's Day campaign.

Instead of congratulatory messages, Truecaller took to lock screens to take a stand against harassment and stalking. The narrative comes alive in their film – Shabd – and TrueCaller urged women to feel empowered to take action.

26^{MN}
Unique users
reached

70^{MN}
Impressions
generated



GLANCE X COINSWITCH KUBER

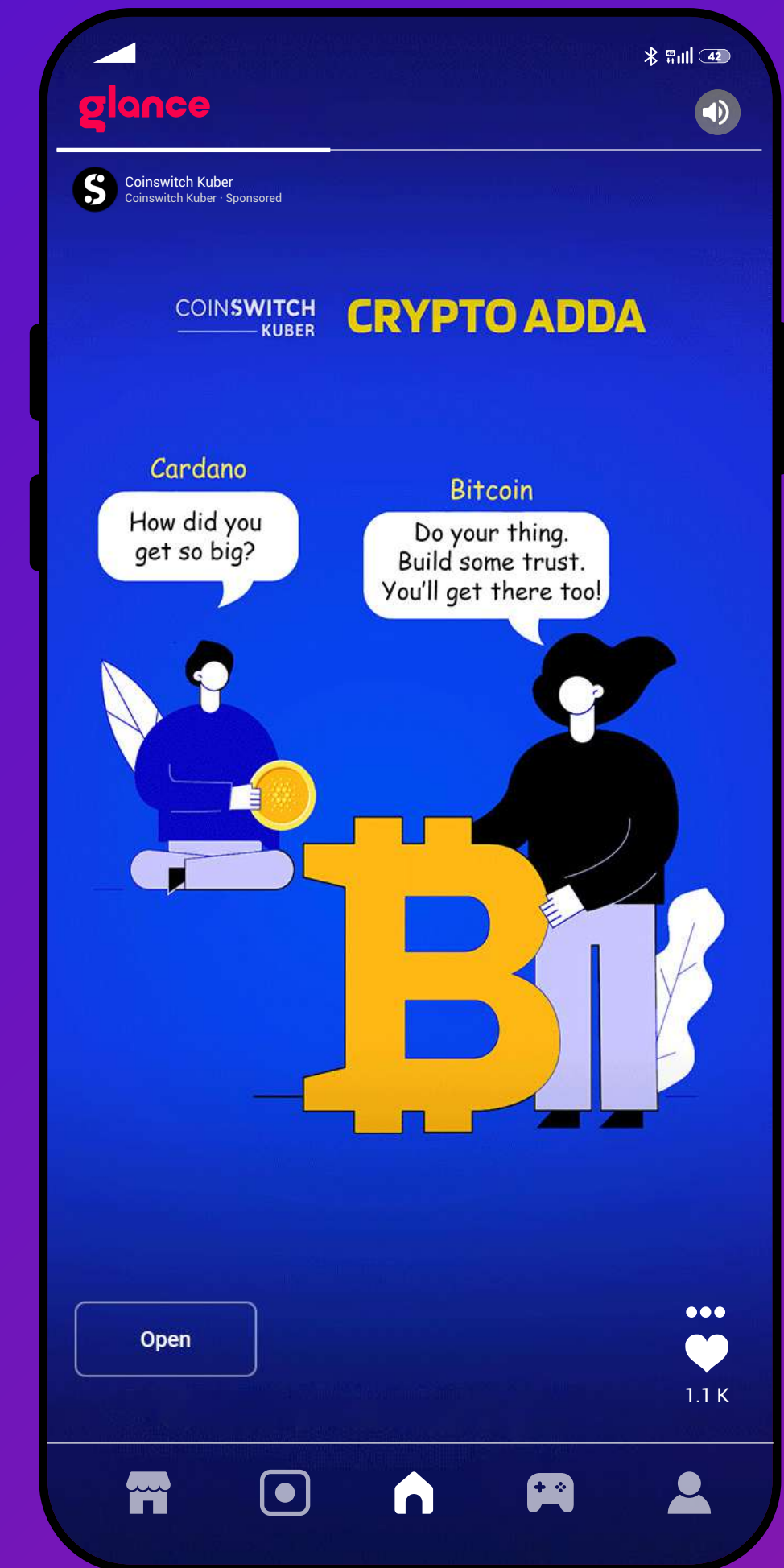
Educated people
about crypto

Millennials and Gen Zs are bullish on crypto but struggle with navigating the digital investment space, keeping up with a volatile market and decoding crypto jargon.

CoinSwitch Kuber, thus, relied on the lock screen to educate budding crypto enthusiasts. With bite-sized myth-busters, interactive polls and gamified quizzes, CoinSwitch Kuber positioned itself as the simplest Indian crypto trading app.

8%
Average click rates
for Crypto Adda

10^{MN}
Impressions
generated



GLANCE X ZOMATO | Tempted people with mouth-watering visuals

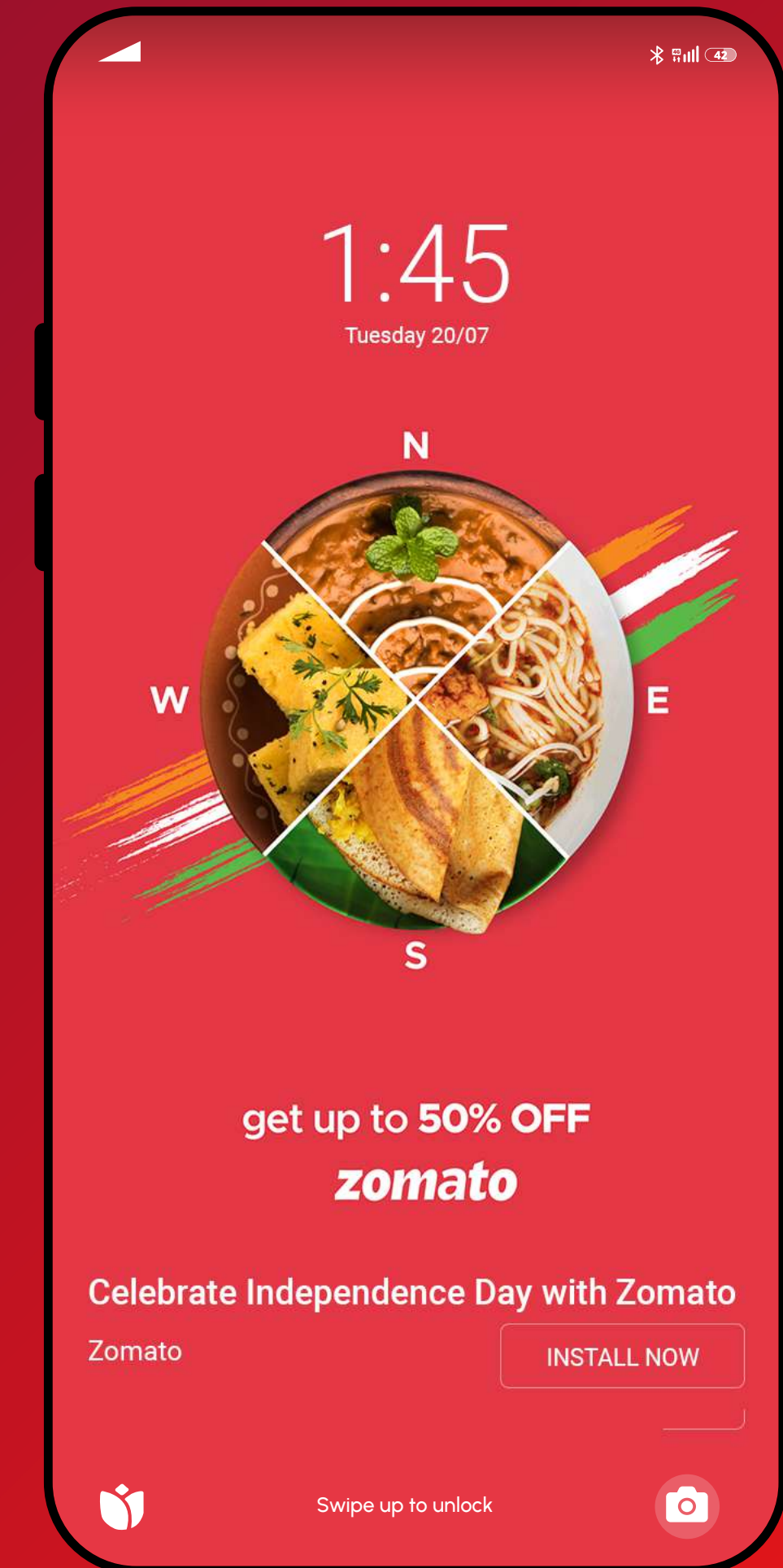
As lockdown restrictions eased, food ordering apps took a hit. People would rather head out to restaurant than order in.

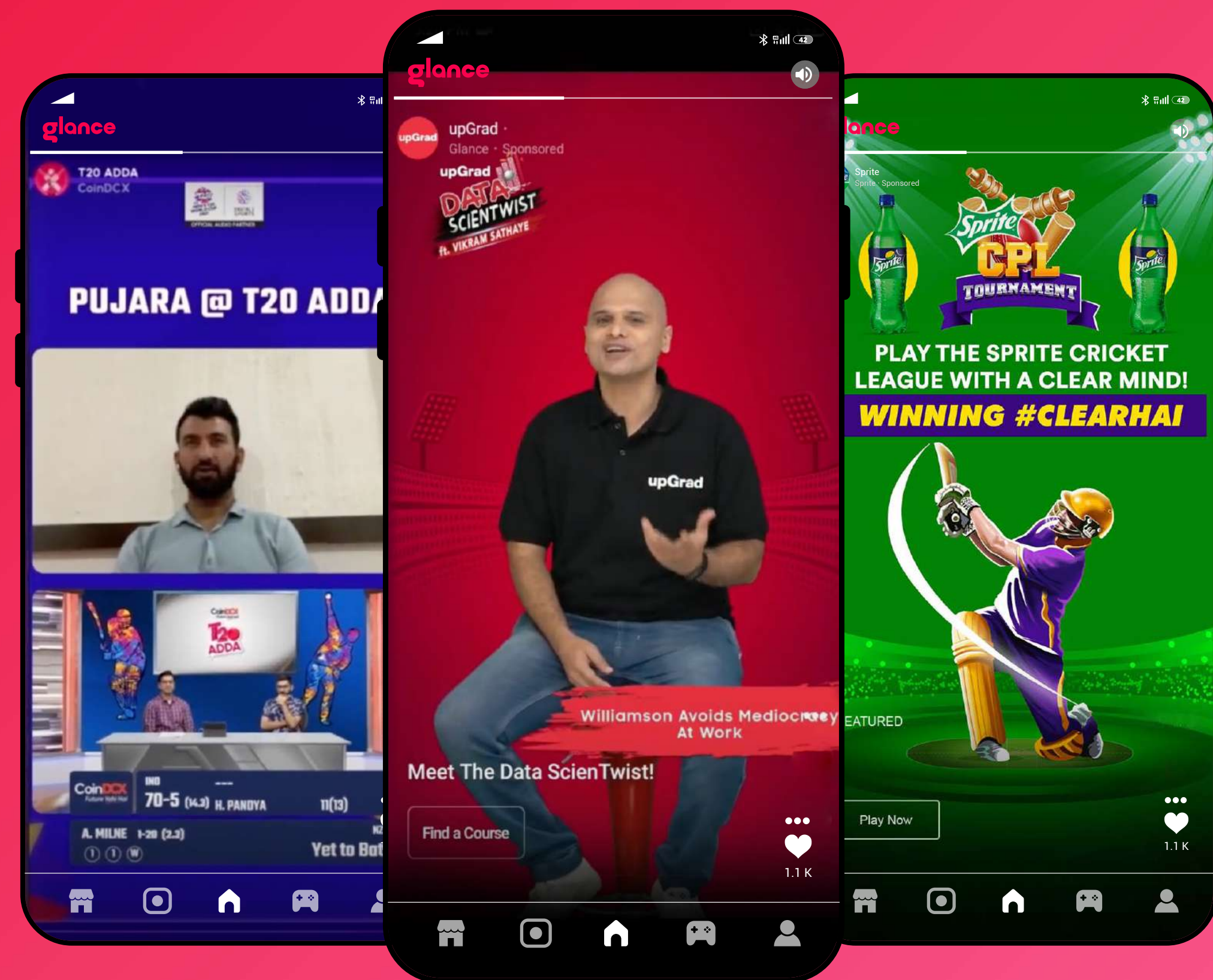
To keep up the order numbers in Q3 2021, Zomato took over screen zero with clutter-breaking visuals, hard-to-miss discounts and quirky communication. The brand leveraged one of Glance's most impactful properties – the roadblocks. Not only are these visuals hard to ignore, they also come with a guaranteed reach of 40 million+ in a single day.

1.8^{BN}
Cumulative impressions generated

60^{MN+}
Unique users reached

10%
Rise in brand awareness





HIT CAMPAIGN SIXERS DURING IPL

India is truly united by cricket; and her passion for food. So, imagine the frenzy when the two come together. That's exactly what IPL does. A country of cricket fans live every moment of the game with bated breath. So, don't be silly – no one has the time to cook!

The melting point here are smartphones. On the one hand, the match plays out on a streaming platform. On the other hand, food delivery apps deal with an influx of orders. Almost a billion people gave into their favorite league of entertainment and satisfied their hunger pangs simultaneously.

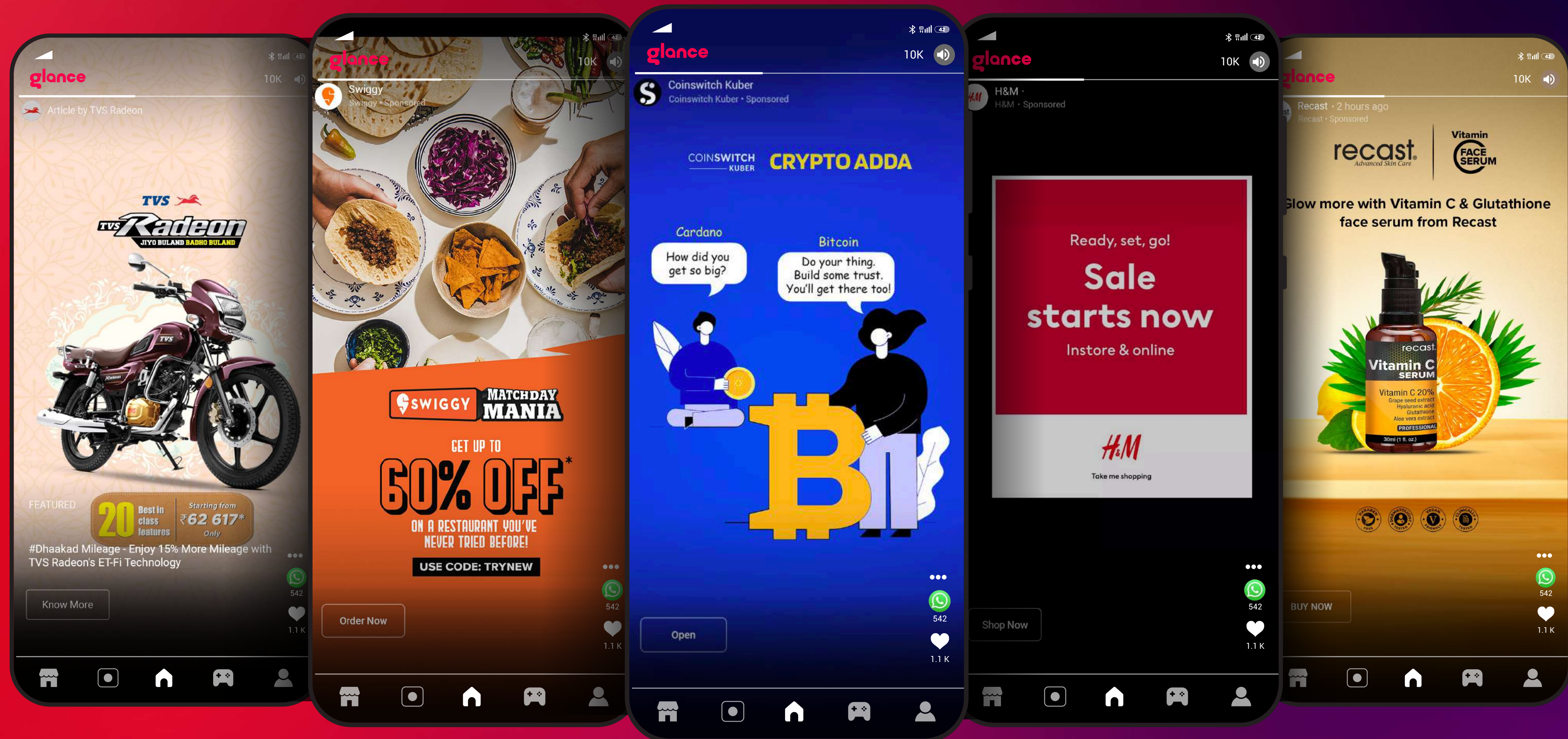
Brands, needless to say, made the most of this double bonanza. Swiggy cashed in on the IPL craze with a sixer of a campaign on the Glance lock screen. Other brands who gained from a lock screen IPL campaign include Coca-Cola, Sprite, upGrad, and CoinDCX.

GLANCE AD LEADERBOARD



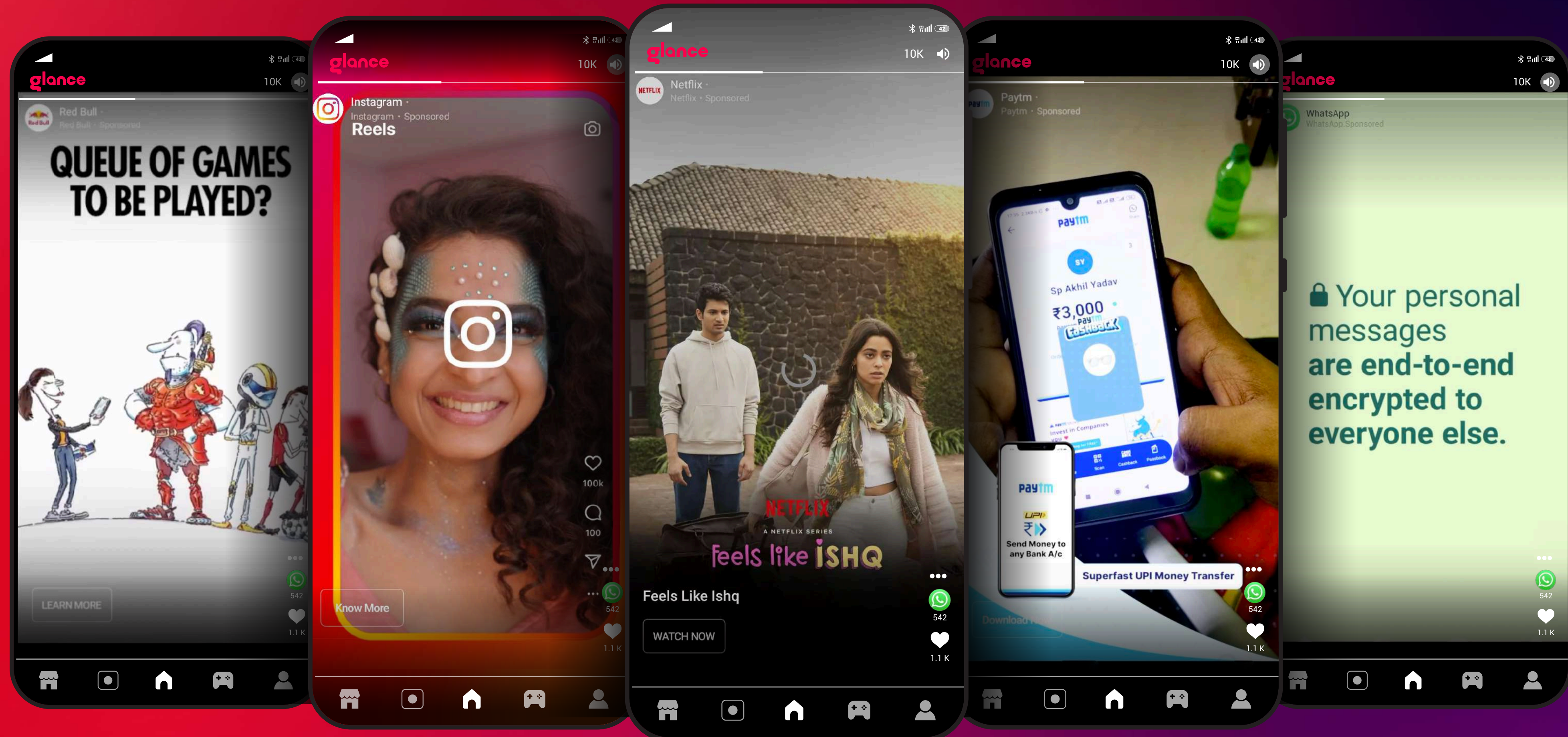
VISUAL STORYTELLING IS IN

Captivating visuals and lucrative CTAs proved to be an effective marketing combo.



EMERGING FORMATS RULE THE MARKET

Brands went all out with innovative formats – be it influencer content or gamifications.



THE WAY FORWARD

At Glance, we aim to redefine the content consumption experience, especially for the rapidly growing mass of digital natives. We will continue to innovate the content experiences across all surfaces and platforms – be it smartphones or TVs and take these innovations globally.

With the backing of Jio Platforms, Glance will be integrated into Pragati OS (jointly developed by Jio and Google), to help bring live content on the lock screens of Jio phones by 2022. We are working to reimagine the lock screen experience for novice internet users and unlock a market of 100 million new smartphone users in India and other emerging markets such as the USA, Brazil, Mexico and Russia by 2023. This ties in neatly with our goal to democratise the access to content to the next billion users.

As we pave the way to create a frictionless content and commerce experience, we shall forge deeper partnerships with OEMs, and look at newer digital platforms to adopt, newer markets and consumer segments to tap into, and create a frictionless content ecosystem that fosters interactive live experiences.



RESEARCH METHODOLOGY

This findings in the report are based on Glance & Roposo platform analytics, consumer insights, third-party data and industry reports.

OEM brands covered:

Xiaomi, Samsung, Vivo, Realme, Oppo

Time frame:

Dec 2020 to Dec 2021

Target consumers:

Users of Glance Lock screen, Glance Games, Roposo and Glance TV



GLANCE LINGO

| YoY

The comparison of a property or category's growth year over year

| OEM

The mobile manufacturer company on which we display our content

| Like Rate

Likes/Impressions

| DAU (Daily Active Users)

The number of unique users who saw any of the Glance card/ impressions in a day

| MAU (Monthly Active Users)

The number of unique users who saw any of the Glance card/ impressions within a 30-day window

| DEU (Daily Engaging Users)

The number of unique users that interacted with any of the Glance card/ impressions in a day

| Impressions/Glances

Number of times the Glance card was seen



GLANCE LINGO

| 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

| Share Rate

Shares/Impressions

| HEU (High Engaging Users)

Users who have spent over 3 minutes watching Glance live shows

| AMA (Ask me anything)

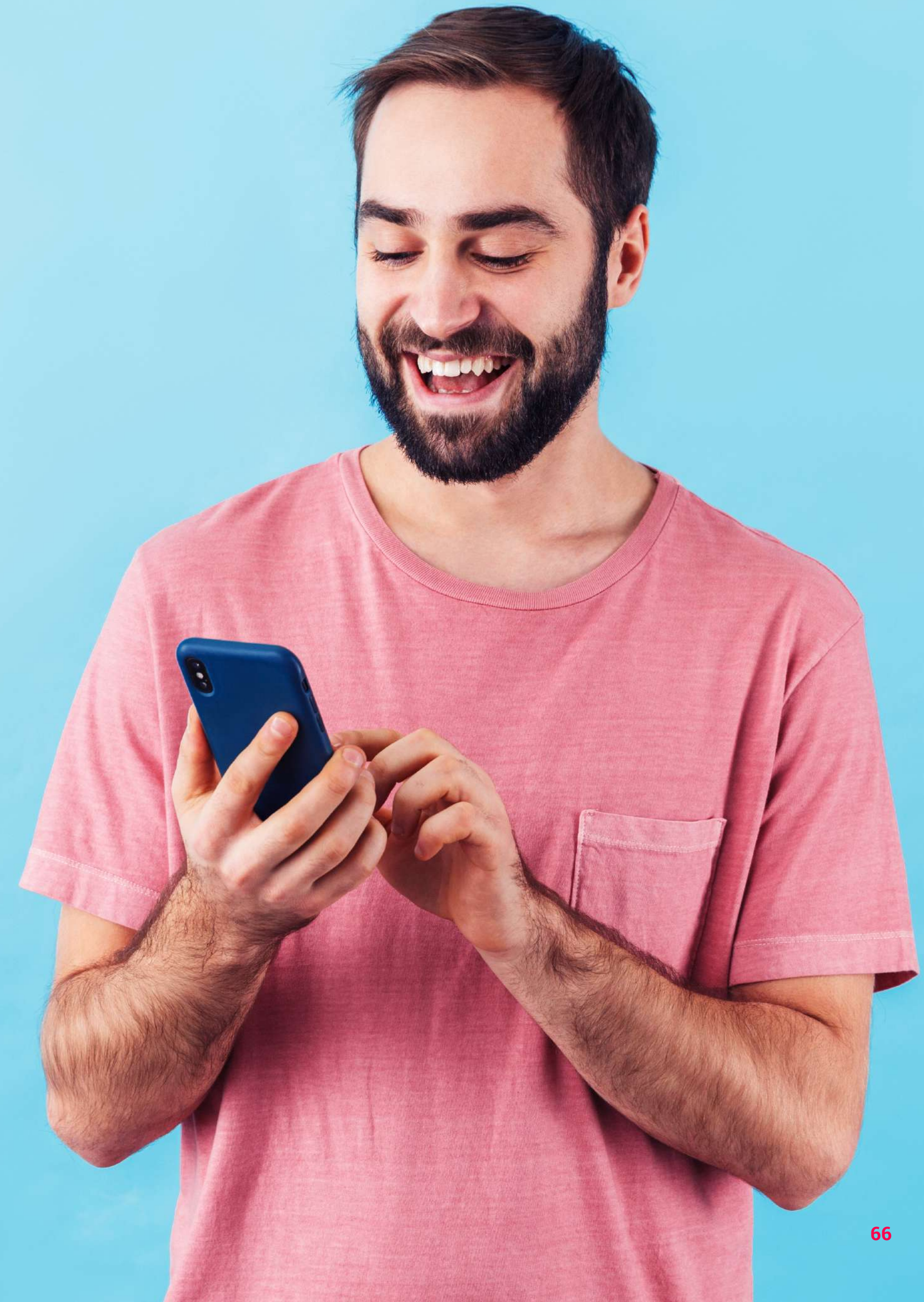
Users can ask creators/streamers any question they want

| Glance Live

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

| Pitara

Reward system where users can earn coins and spend on the platform for additional interactive features



ABOUT GLANCE

Founded in 2019, Glance is a consumer internet company that has created two of India's largest digital content platforms, Glance and Roposo. Glance enables an estimated 200 million users across India and southeast Asia to experience the 'live internet' on the lock screen of their smartphones.

Roposo, a live entertainment commerce app, is India's first dedicated destination for creator-led, live streaming commerce. Glance also owns full-stack e-commerce company Shop101 and is a majority shareholder in Glance Collective, which co-creates consumer brands across categories with leading celebrities and creators.

Funded by Google and Mithril Partners, Glance is an unconsolidated subsidiary of InMobi.

THANK YOU

Reach us at insights@glance.com

For more information, visit

glance.com