PRAXIS GLOBAL ALLIANCE

Growth of escapism and timepass apps

24 August 2020

Benchmarking: Moj, Takatak and Josh appear to have momentum in user growth; Takatak and Josh lead in terms of user engagement

Immediately after the TikTok app ban 7 of top 10 apps were TikTok alike apps

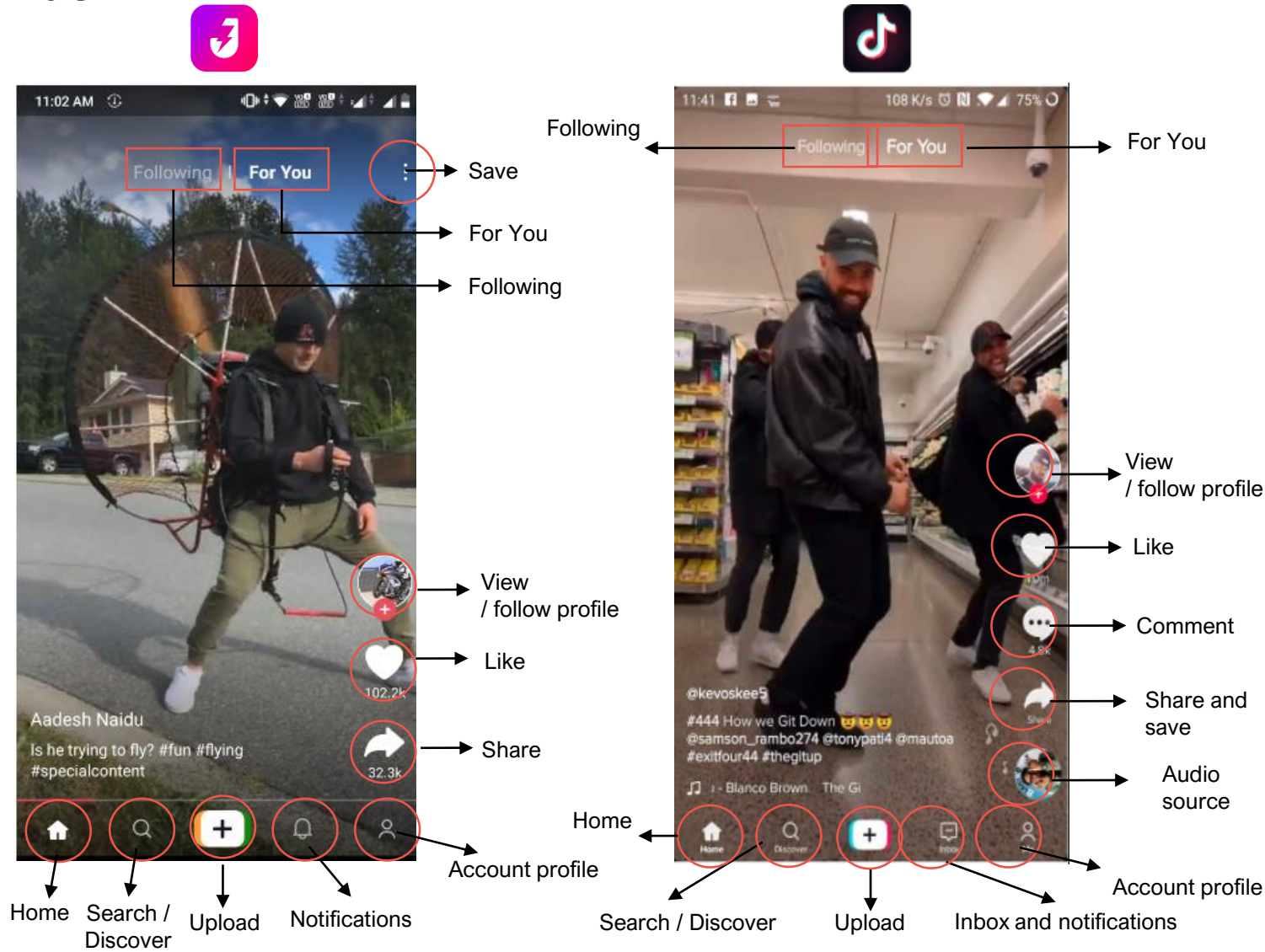|		Josh	TakaTak	Moj	Mitron	Chingari	Trell	Roposo	TikTok
Owner	Parent company		MX PLAYER		Mitron TV	Chingari	Trell Experiences	INMOBI	ByteDance
Launch	Year	July 2020	July 2020	June 2020	April 2020	November 2018	September 2016	November 2014	August 2014
Popularity	Android top free app ranking	3rd	2nd	8th	>500	~300	57th	22nd	3 – 5**
Scale	# downloads***	~38M	~33M	~50M	~33M	~38M	~35-40M	75M+	~600M
	MAU***	~32M	~25M	~20M	~12M (Jun 20)	~12M	~20M	~20M	180M (Dec 19)
	DAU***	~18M	~11M	~10M	<1M (Jul 20)	~4M	~4.5M	~8M	90M
User engagement	Daily time per active user***	~21 mins	~23 mins	~12 mins	~6 mins	~6 mins	~15 mins	~10-12 mins	40 mins
	App store rating	4.2	4.3	4.2	3.9	4.0	4.4	4.1	4.4**
Advt.	Ad load (cards per ad)	No ads (but coming soon)	No ads	No ads	No ads	9	n/a	13	3
AI / ML	Reinforced feed	✓	✗	✗	✗	✗	✓	✗	✗
Monetization scale of parent		~US$ 120M (Jun 20 ARR)	~US$ 20M (FY20)	Nil	Nil	Nil	Nil	Nil	~US$ 14M (FY20)
Product functionality	Languages supported, social features	• 10 languages • Includes social features such as follow, like, share etc.	• 10 languages (10 video languages) • Includes social features such as follow, like, share, comment, follow etc.	• 16 languages • Includes social features such as follow, like, share, comment etc.	• No option for language selection • Includes most social features (like, chat, comment, share etc.)	• 11 languages • Includes social features such as follow, like, share, comment etc.	• 8 languages • Focus on fashion, make-up and personal care videos • Includes social features such as follow, like, share, comment etc.	• 12 languages (11 video languages) • Includes social features such as follow, like, share, comment etc. • Requires login	• 14 languages • Includes most social features (like, share, comment, follow, tagging, etc.)

Low ○◔◐◕● High

Lower than median | Median | Higher than median | ★ Apps disallowed in India on 29th June 2020

Josh's platform is like TikTok, barring a few features related to comment, audio source search and messaging friends

	Feature	Description		
Personalization	Following	• Videos of content creators followed by the person	✓	✓
	For You	• Curated trending videos on the app	✓	✓
	Account profile	• Profile of the person using the account	✓	✓
	Notifications	• Notifications regarding new videos / comments	✓	✓
Social	Inbox / messages	• Send and receive messages from friends on the app	✗	✓
	View / follow profile	• Follow a content creator	✓	✓
	Like	• Like a video	✓	✓
	Comment	• Comment on a video	✗	✓
	Share	• Share a video through various social media options (Whatsapp, Facebook etc.) and other channels such as mail, message etc.	✓	✓
Miscellaneous	Save	• Save a video	✓	✓
	Audio	• Original source of audio used in a video (if it is not original) and other videos on the app using that audio	✓	✓
	Upload	• Upload a video from the phone	✓	✓
	Search / Discover	• Search for trending / specific videos	✓	✓

Following → For You → Following

Save
For You
Following

View / follow profile
Like
Comment
Share and save
Audio source

View / follow profile
Like
Share

@kevoskee5
#444 How we Git Down 👑👑👑
@samson_rambo274 @tonypati4 @mautoa
#exitfour44 #thegitup
♫ - Blanco Brown   The Gi

Aadesh Naidu
Is he trying to fly? #fun #flying #specialcontent

Home
Search / Discover
Upload
Notifications
Account profile

Home
Search / Discover
Upload
Inbox and notifications
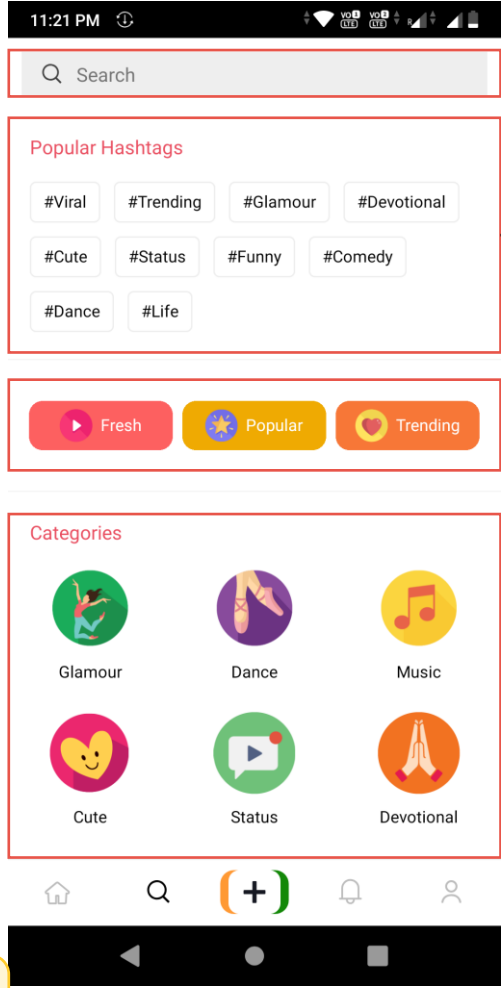Account profile

✓ Available   ✓ Partly available (for selected audios)   ✗ Not available

Search feature: Josh's search is stronger in content categories (variety); TikTok is stronger in search by users (influencers and KOLs)

Search feature	Description	Josh	TikTok
Hashtag	• Search videos with trending hashtags	✓	✓
Categories	• Search videos bucketed under specific categories	✓	✗
Videos	• Search for trending videos using keywords	✓	✓
Top / trending	• Search for trending videos using keywords	✓	✓
Sounds / audio	• Search for trending audios which are used in videos posted on the app	✓ (partly)	✓
Users	• Search users on the app (profile of the users)	✓ (partly)	✓

Feature available for selected audio / soundboard

User search can be done through the search bar but it is not successful in all cases
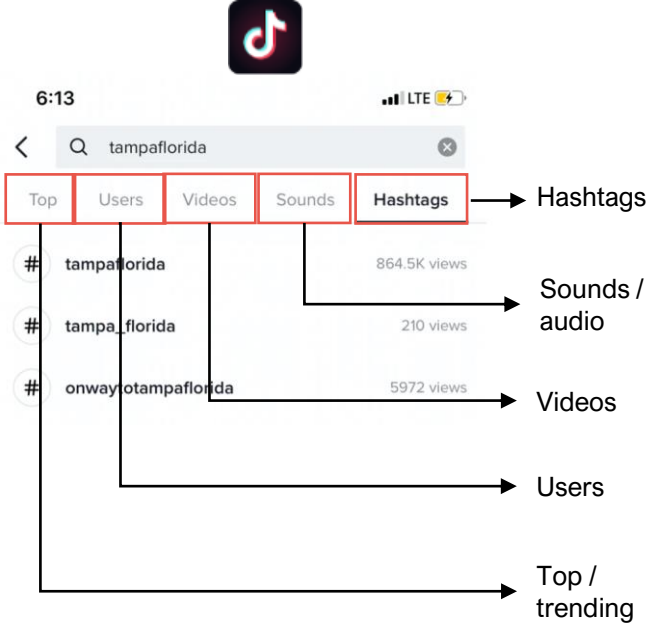
Josh app screen:
11:21 PM

Search → Videos

Popular Hashtags → Hashtags
#Viral #Trending #Glamour #Devotional
#Cute #Status #Funny #Comedy
#Dance #Life

Fresh Popular Trending → Top / trending

Categories → Categories
Glamour Dance Music
Cute Status Devotional

TikTok app screen:
6:13 LTE
tampaflorida

Top | Users | Videos | Sounds | Hashtags → Hashtags

tampaflorida   864.5K views
tampa_florida   210 views
onwaytotampaflorida   5972 views

→ Sounds / audio
→ Videos
→ Users
→ Top / trending

✓ Available   ✓ Partly available   ✗ Not available

Source(s): App reviews, Secondary research, Praxis analysis

Content creation: Josh's content creation screen is similar to Tiktok; scope to add effects, stickers and text, and flashlight for videos

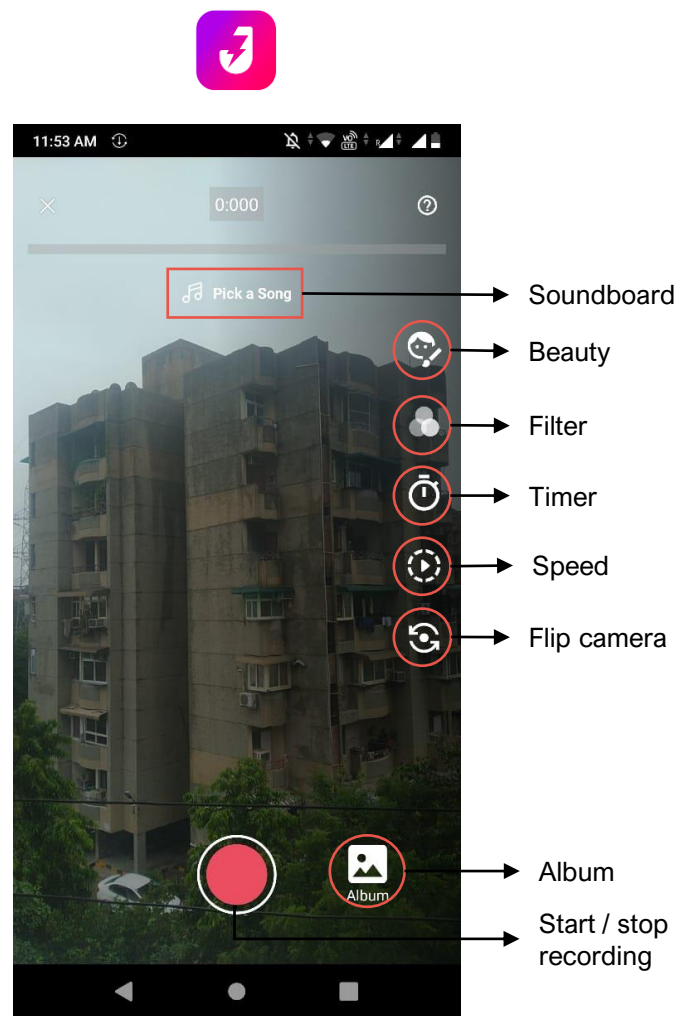|	Feature	Description	Josh	TikTok
Video creation	Record	• Red button to start and stop recording video	✓	✓
	Album	• Upload any pre-saved video on the phone	✓	✓
	Flip	• Flip between front and back camera	✓	✓
	Soundboard	• Add an audio for the video being recorded	✓	✓
Video quality	Beauty	• AR filter to hide blemishes and smooth out the skin	✓	✓
	Filter	• Adding filters to the face	✓	✓
	Effects	• Adding special effects to the video, such as dog face, falling ice etc.	✗	✓
	Stickers	• Pinning emojis in video	✗	✓
	Text	• Adding text within videos	✗	✓
	Flash	• Use the flash light for better video recording	✗	✓
Video length	Timer	• Select an auto-record countdown before starting recording	✓	✓
	Speed	• Record video in slow motion or higher speed	✓	✓

Soundboard
Beauty
Filter
Timer
Speed
Flip camera
Album
Start / stop recording

11:53 AM   0:000   Pick a Song   Album

Soundboard
Flip camera
Speed
Beauty
Filter
Timer
Flash

2:40   Add a Sound   HubSpot   60s   15s   Photo Templates

Effects
Start / stop recording
Album
Stickers
Text
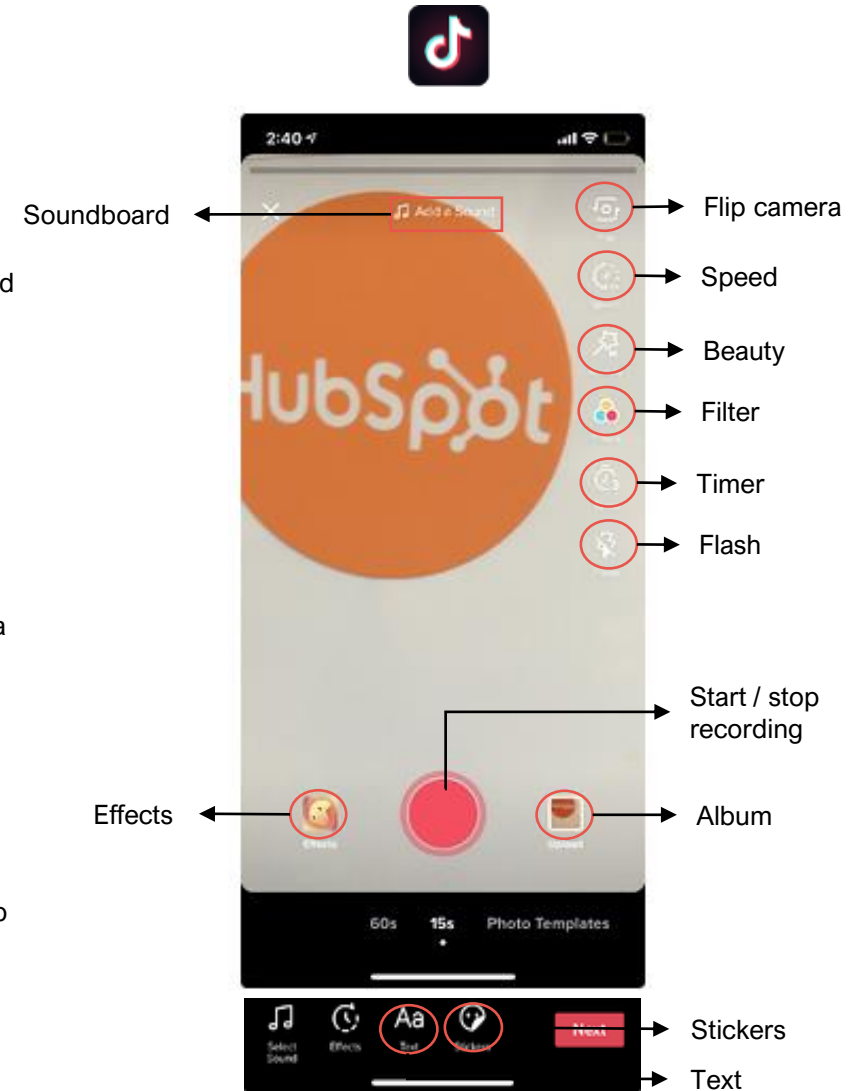
THANK YOU

#BuildTogetherWinTogether

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