

















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

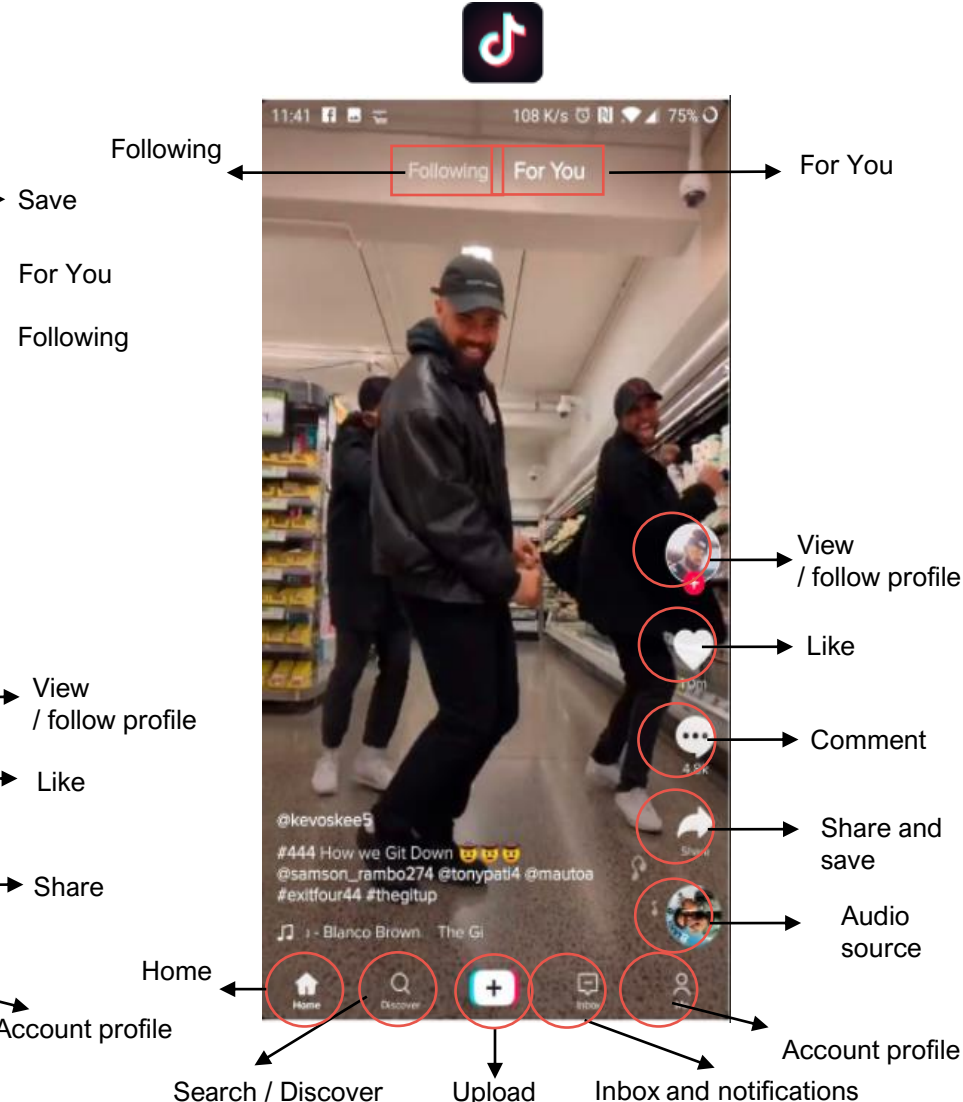
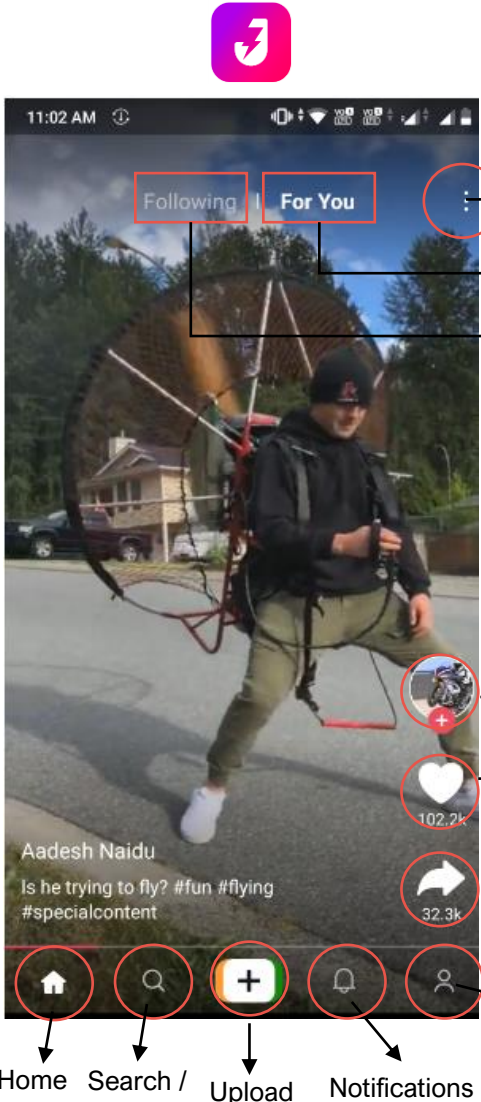
									
Owner	Parent company								
Launch	Year	July 2020	July 2020	June 2020	April 2020	November 2018	September 2016	November 2014	August 2014
Popularity	Android top free app ranking	3 rd	2 nd	8 th	>500	~300	57 th	22 nd	3 – 5**
Scale	# downloads***	~38M	~33M	~50M	~33M	~38M	~35-40M	75M+	~600M
	MAU***	~32M	~25M	~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 fee	✓	✗	✗	✗	✗	✓	✗	✗
Monetization scale of parent		~US\$ 120M (Jun 20 ARR)	~US\$ 20M (FY20)	Nil	Nil	Nil	Nil	Nil	~US\$ 14M (FY20)
	Product functionality	<ul style="list-style-type: none"> 10 languages Includes social features such as follow, like, share etc. 	<ul style="list-style-type: none"> 10 languages (10 video languages) Includes social features such as follow, like, share, comment, follow etc. 	<ul style="list-style-type: none"> 16 languages Includes social features such as follow, like, share, comment etc. 	<ul style="list-style-type: none"> No option for language selection Includes most social features (like, chat, comment, share etc.) 	<ul style="list-style-type: none"> 11 languages Includes social features such as follow, like, share, comment etc. 	<ul style="list-style-type: none"> 8 languages Focus on fashion, make-up and personal care videos Includes social features such as follow, like, share, comment etc. 	<ul style="list-style-type: none"> 12 languages (11 video languages) Includes social features such as follow, like, share, comment etc. Requires login 	<ul style="list-style-type: none"> 14 languages Includes most social features (like, share, comment, follow, tagging, etc.)

Note(s): *Launch of Musical.ly app in India ** Rating and rank before the app was banned ***Figures for 1st week of August 2020
Source(s): Tracxn, App reviews, Praxis analysis, Play Store app ranking



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	✗	✓
Miscellaneous	Share	Share a video through various social media options (Whatsapp, Facebook etc.) and other channels such as mail, message etc.	✓	✓
	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	✓	✓





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

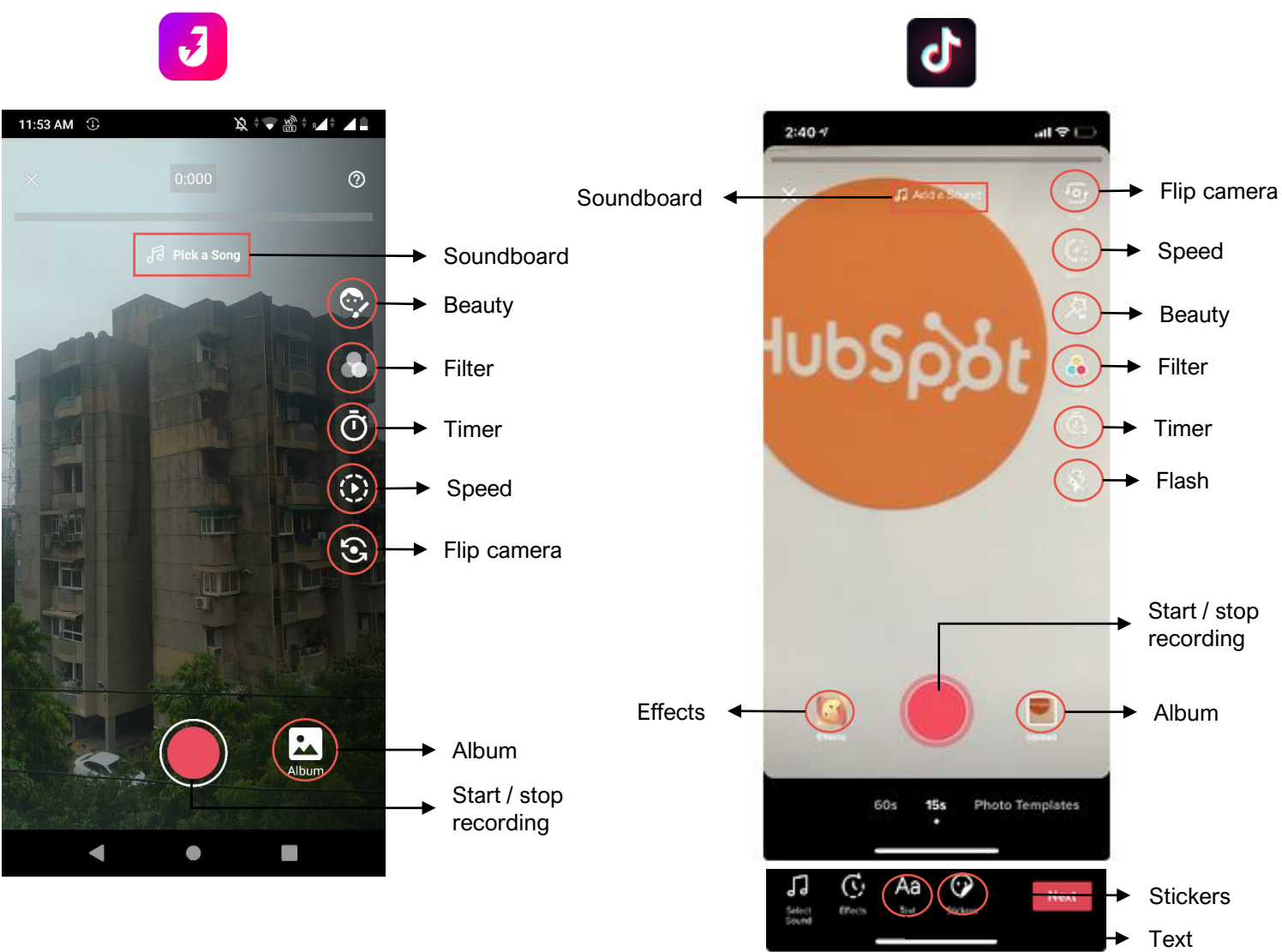
Search feature	Description	Instagram	TikTok
Hashtag	Search videos with trending hashtags	✓	✓
Categories	Search videos bucketed under specific categories	✓	✗
Videos	Search for trending videos using keywords	✓	✓
Top / trending	Search for trending videos using keywords	✓	✓
Sounds / audio	Search for trending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

Feature available for selected audio / soundboard

User search can be done through the search bar but it is not successful in all cases

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

	Feature	Description		
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	✗	✓
Video length	Flash	• Use the flash light for better video recording	✗	✓
	Timer	• Select an auto-record countdown before starting recording	✓	✓
	Speed	• Record video in slow motion or higher speed	✓	✓





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