Affiliate economics and editorial revenue

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A calculation is not received revenue

The reported editorial record contains 0 INR of actual commission. The CPA, revenue-share and hybrid examples below are separate calculations, not a statement that these amounts were received by the editorial publisher. Paid placement is not included in the defined editorial profile, and rating rules are independent of this calculation model.

Qualification and accounting period

The example concerns India. A qualifying participant is a new adult participant making their own qualifying deposit, with duplicate registrations, reversals and nonqualifying deposits excluded before CPA is counted. There are 40 referral registrations in the period and 12 qualifying participants: 12/40 = 30%. Each participant needs one qualifying deposit.

Calculation or condition	Value
Model	Hybrid
Pure CPA example rate	1,200 INR per qualifying participant
Game stakes	100,000 INR
Gross payouts	80,000 INR
GGR	100,000 − 80,000 = 20,000 INR
Bonus deduction	3,000 INR
Agreed cost deduction	2,000 INR
NGR	20,000 − 3,000 − 2,000 = 15,000 INR
Standalone revenue share	25% of NGR = 3,750 INR
Hybrid CPA component	12 × 600 INR = 7,200 INR
Hybrid revenue-share component	15,000 × 15% = 2,250 INR

Calculation or condition	Value
Hybrid total	9,450 INR
Minimum active participants for payment	10; the example has 12
Payment threshold	5,000 INR; the 9,450 INR hybrid total exceeds it
Payment cycle	Monthly, after the accounting period closes
Negative carryover	Negative NGR carries into the following month in this model; current NGR is positive

Avoiding double counting

Bonuses are deducted once in the NGR calculation. Duplicates, refunds and nonqualifying deposits are removed before CPA is counted. The agreement, accrual and received commission belong to their respective accounting periods. A calculated hybrid amount does not become the publisher’s revenue merely because the example clears the payment threshold.