

# Paradigm Shift of User Behavior & Effects of Mass Media to Mobile Content

**CYIBRD Co., Ltd**  
Strategic Technology Planning Dept.

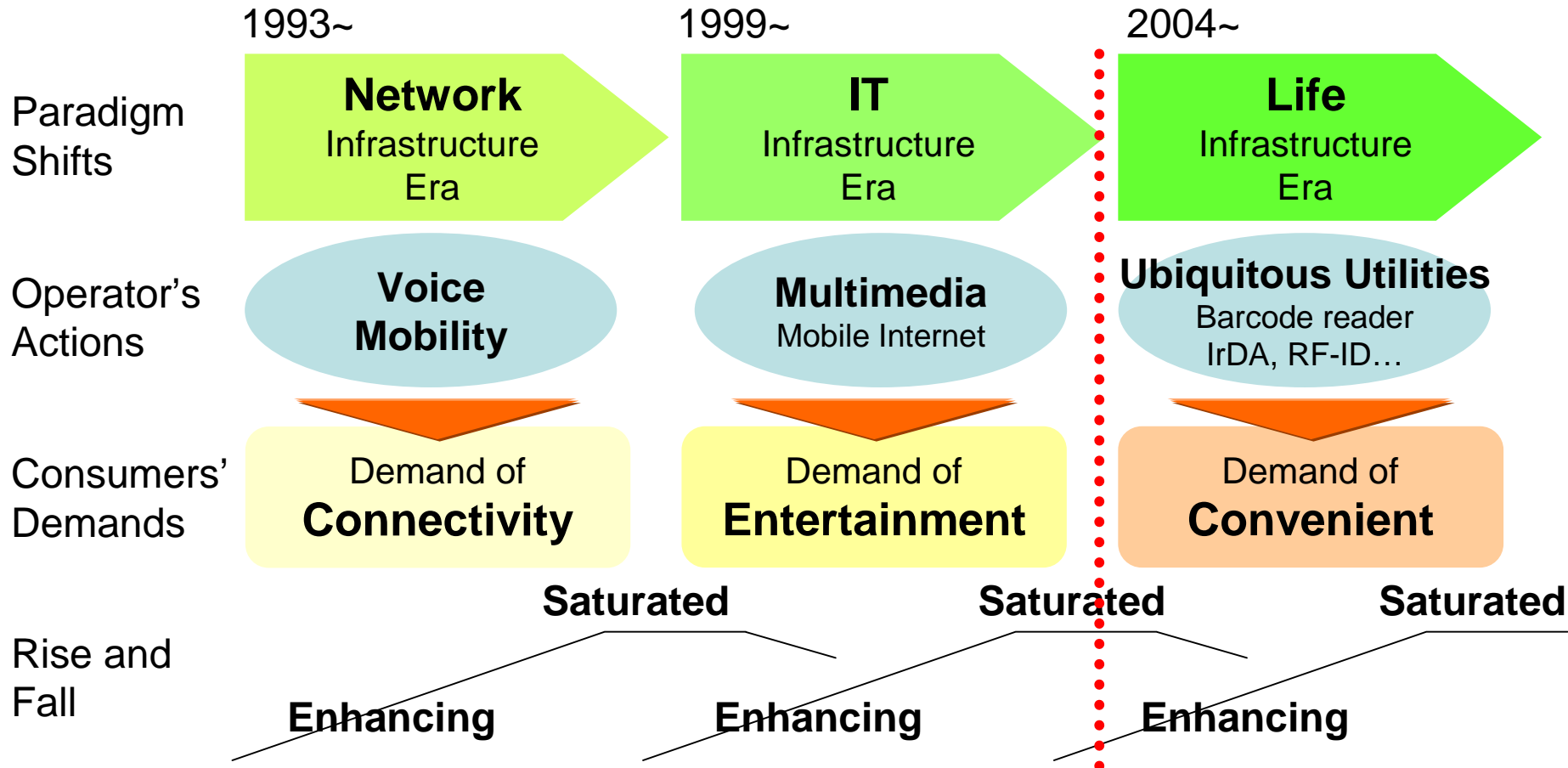
**Akinori SHIBUYA**  
shibuya@cybird.co.jp

March 5<sup>th</sup> 2004

- Mobile contents market is fragmented.
- Users choose only what they want.
- Famous branded contents can be survived.
  
- Young generation uses mobile simultaneously.
- Bridging mobile with mass media is a key driver for content business.

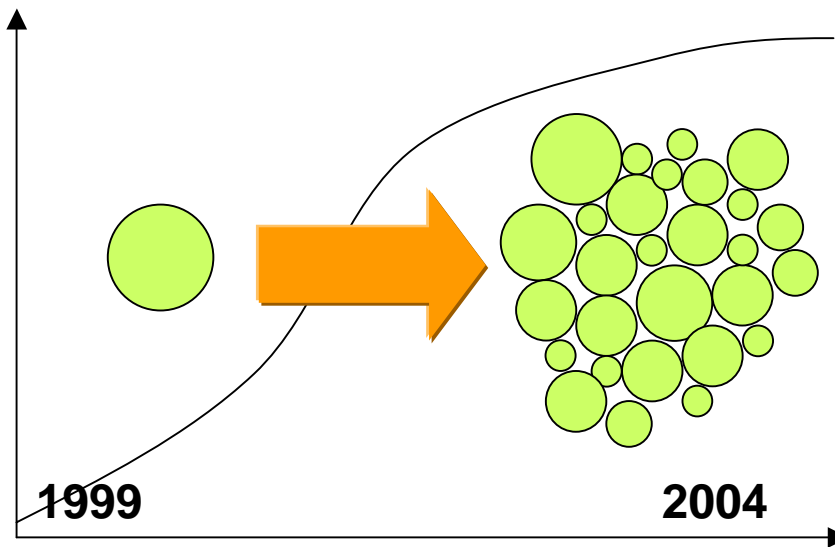
- Mobile contents market is fragmented.
- Users choose only what they want.
- Branded contents can be survived.
  
- Young generation uses mobile simultaneously.
- Bridging mobile with mass media is a key driver for content business.

**Entertainment contents business will be saturated.  
Contents providers will step down the position of the mobile market driver.**



Reference to a presentation of Takeshi Natsuno @NTT DoCoMo Inc. with modifications by Shibuya.

# Market Fragmentation causes ...



## Killing Time Usage

Users walk around the operator's menu for killing time without a purpose.

## Purposeful Usage

Users go directly content what they want through the menu as a path.

**Potential content market is huge, but it's fragmented.**

**Users get bored with general contents.**

**Users choose  
Only what they want.**

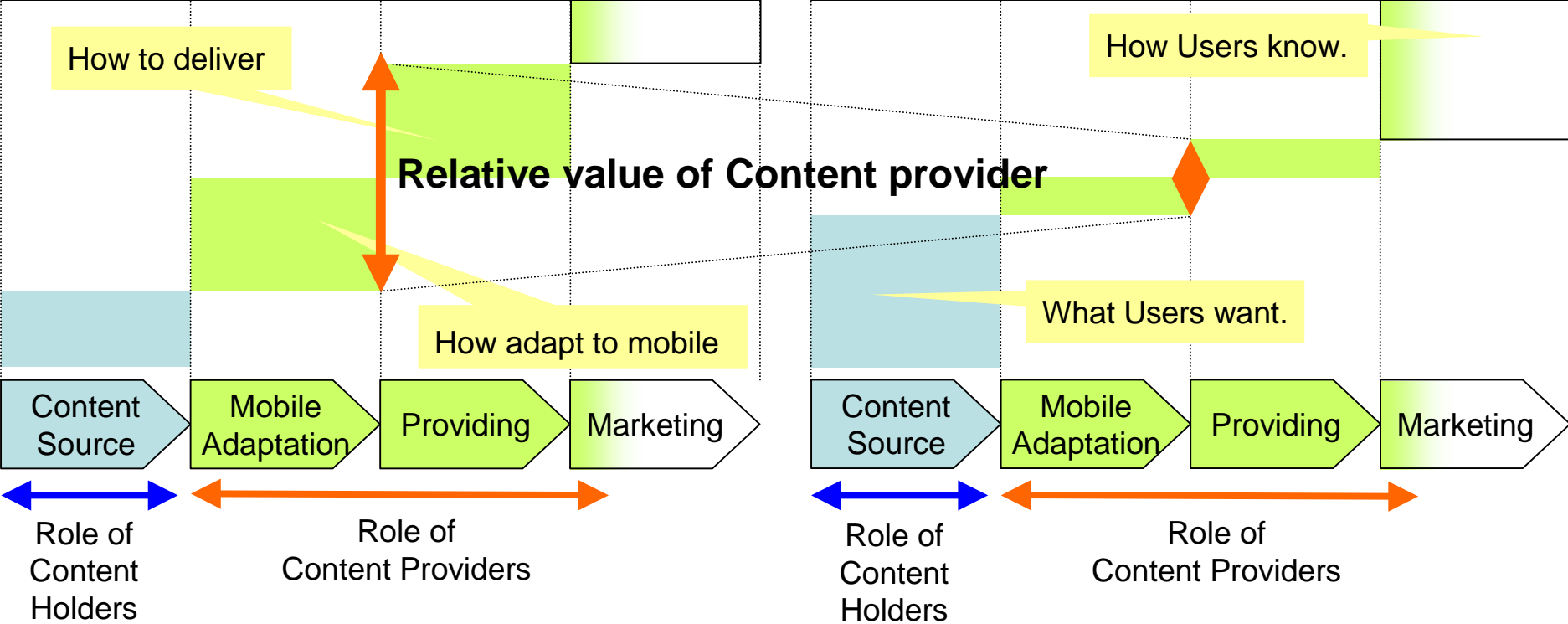
**But niche market is insufficient  
for business.**

**Only famously and strongly  
branded contents can be survived.**

**Fragmented market requires powers of content and Marketing, So relative value of content providers is shrinking.**

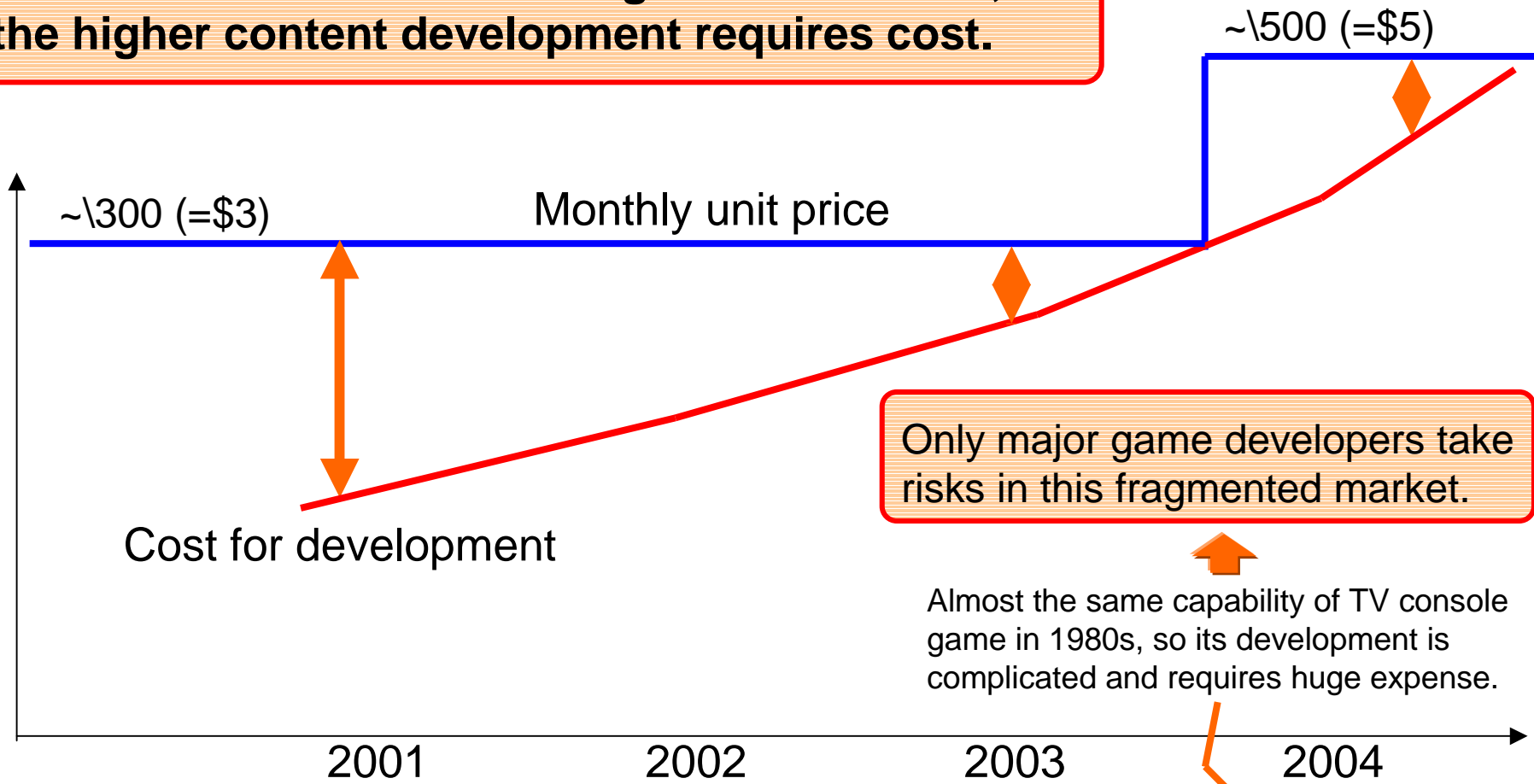
## Introductory period

## Maturation period



# [Ref.] Developing Cost Increasing

The more advanced technologies are installed, the higher content development requires cost.



Ex) Java capability @ NTT DoCoMo

Application size : 10k

Memory size : 5k

10k

100k

30k

200k

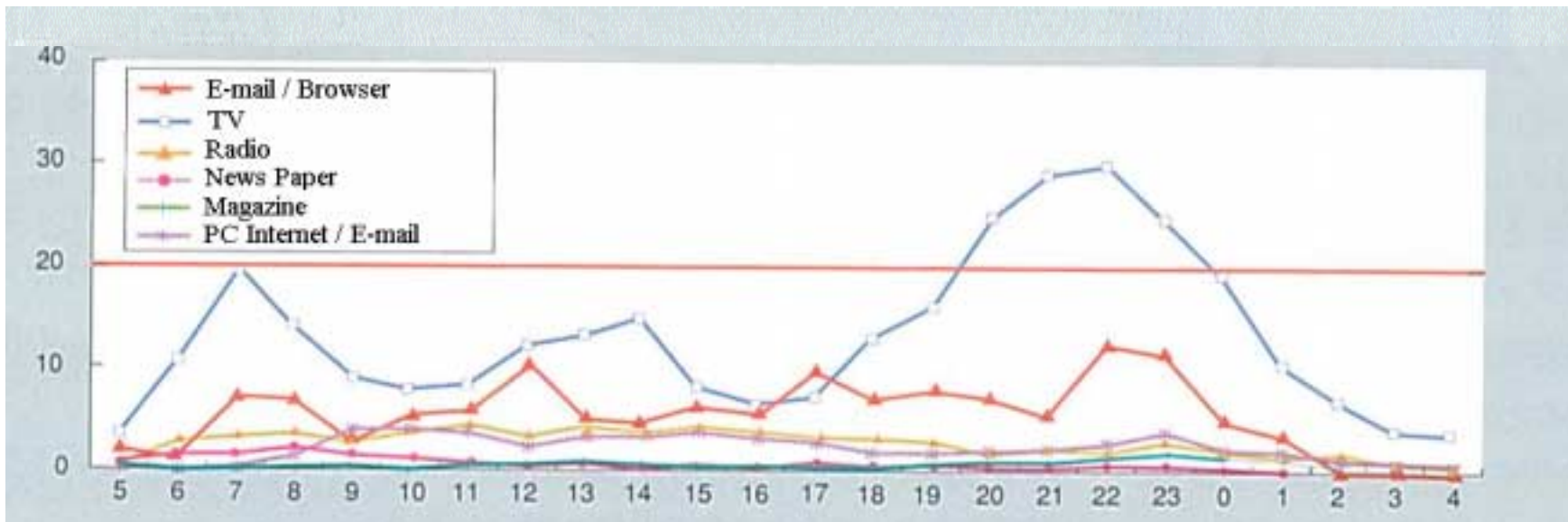
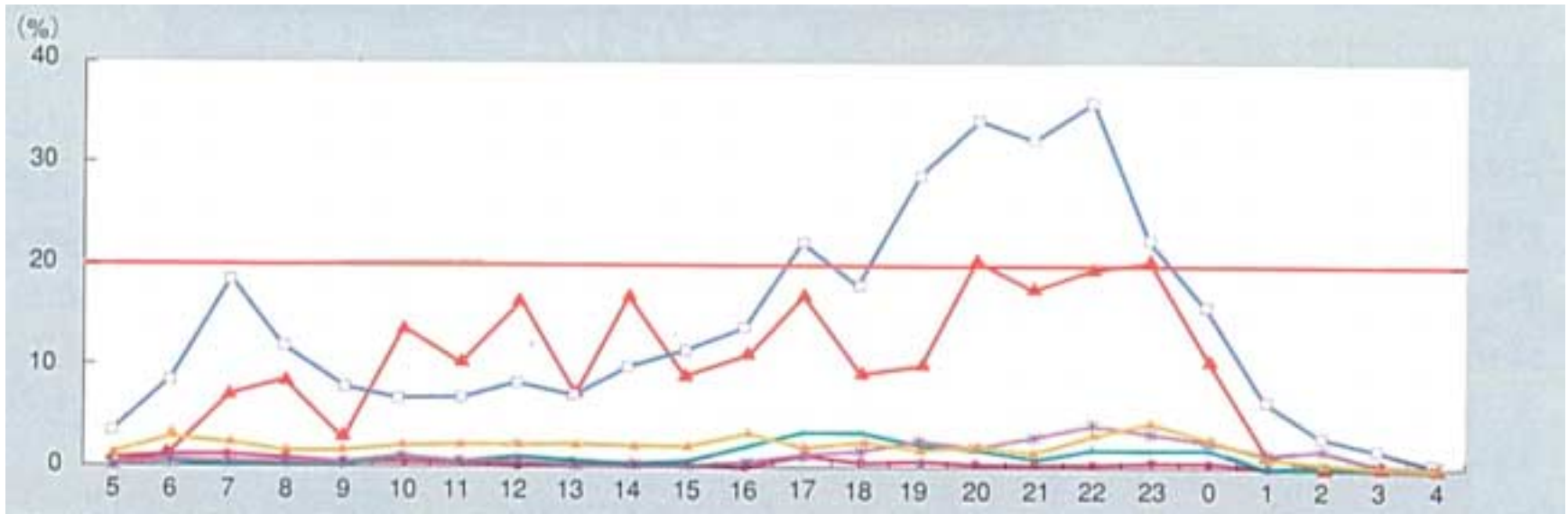
100k

400k

- Mobile contents market is fragmented.
- Users choose only what they want.
- Branded contents can be survived.
  
- Young generation uses mobile simultaneously.
- Bridging mobile with mass media is a key driver for content business.



# When user contact Media?

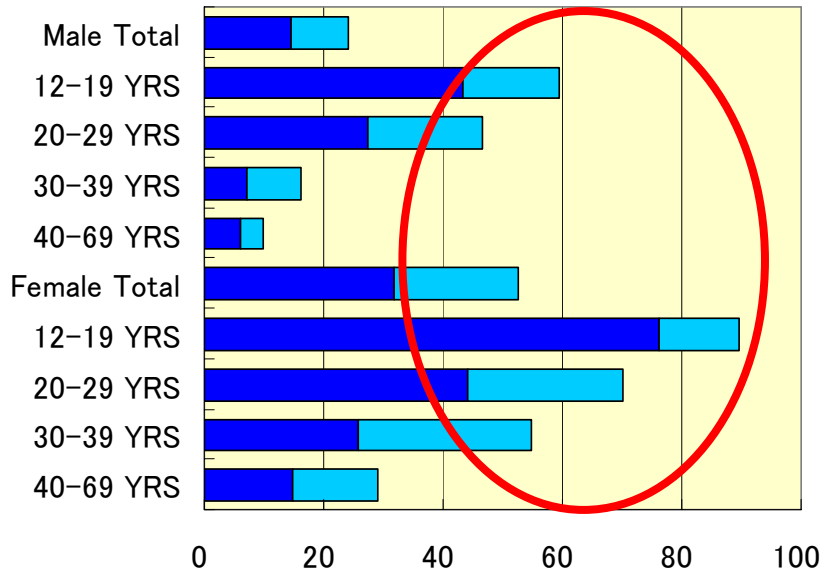


Data source: "Mobile Marketing" Sendenkaigi, June 2003

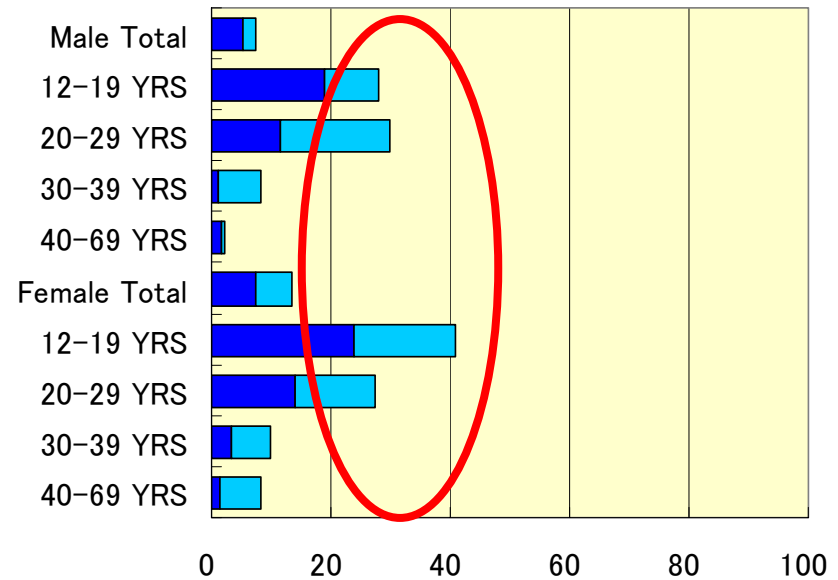
# Even during watching TV...

More than 30% of young generation uses mobile internet even during watching TV.

Q Do you **E-MAIL** during watching TV?



Q Do you **WEB-BROWSING** during watching TV?

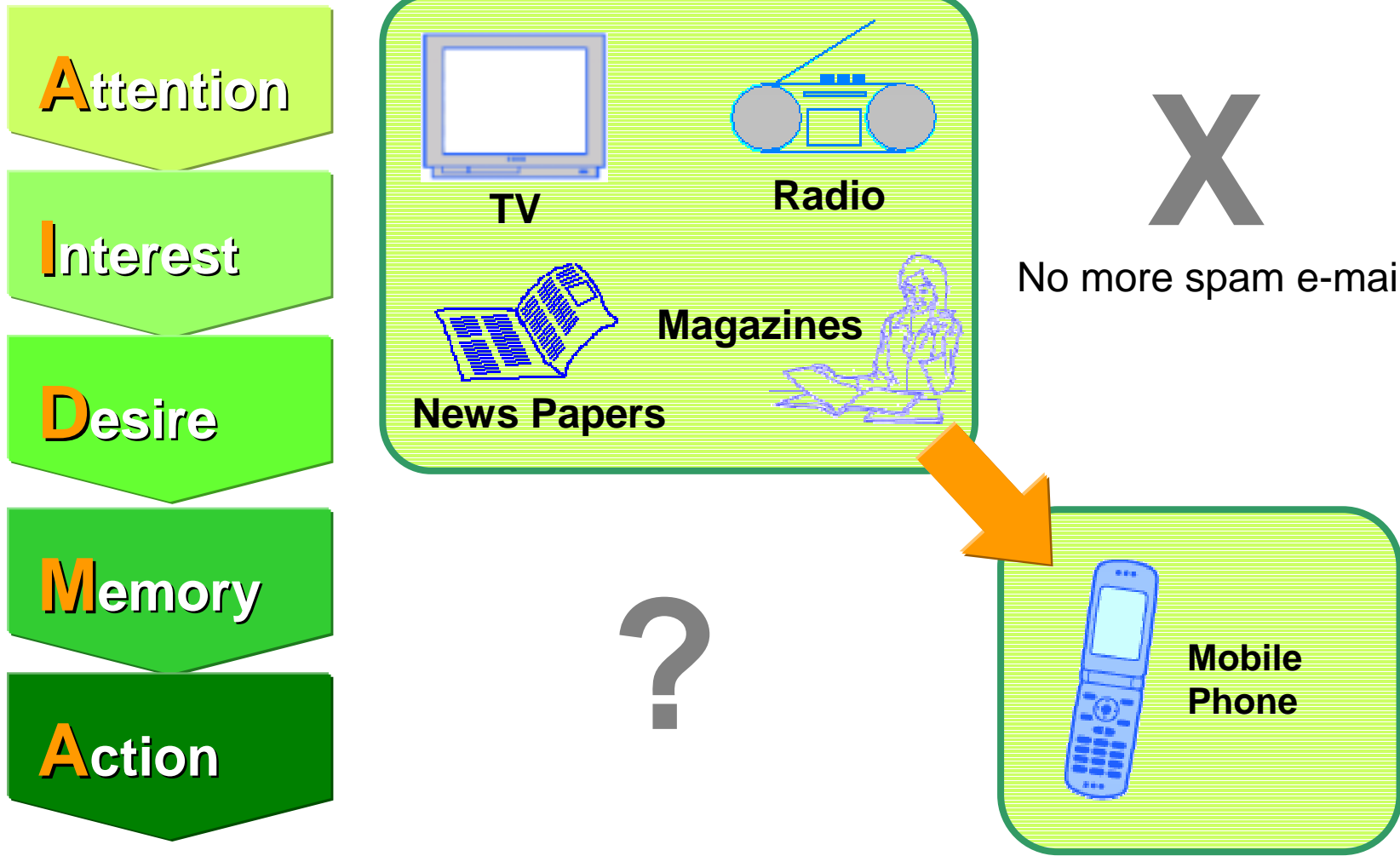


 YES  Almost YES

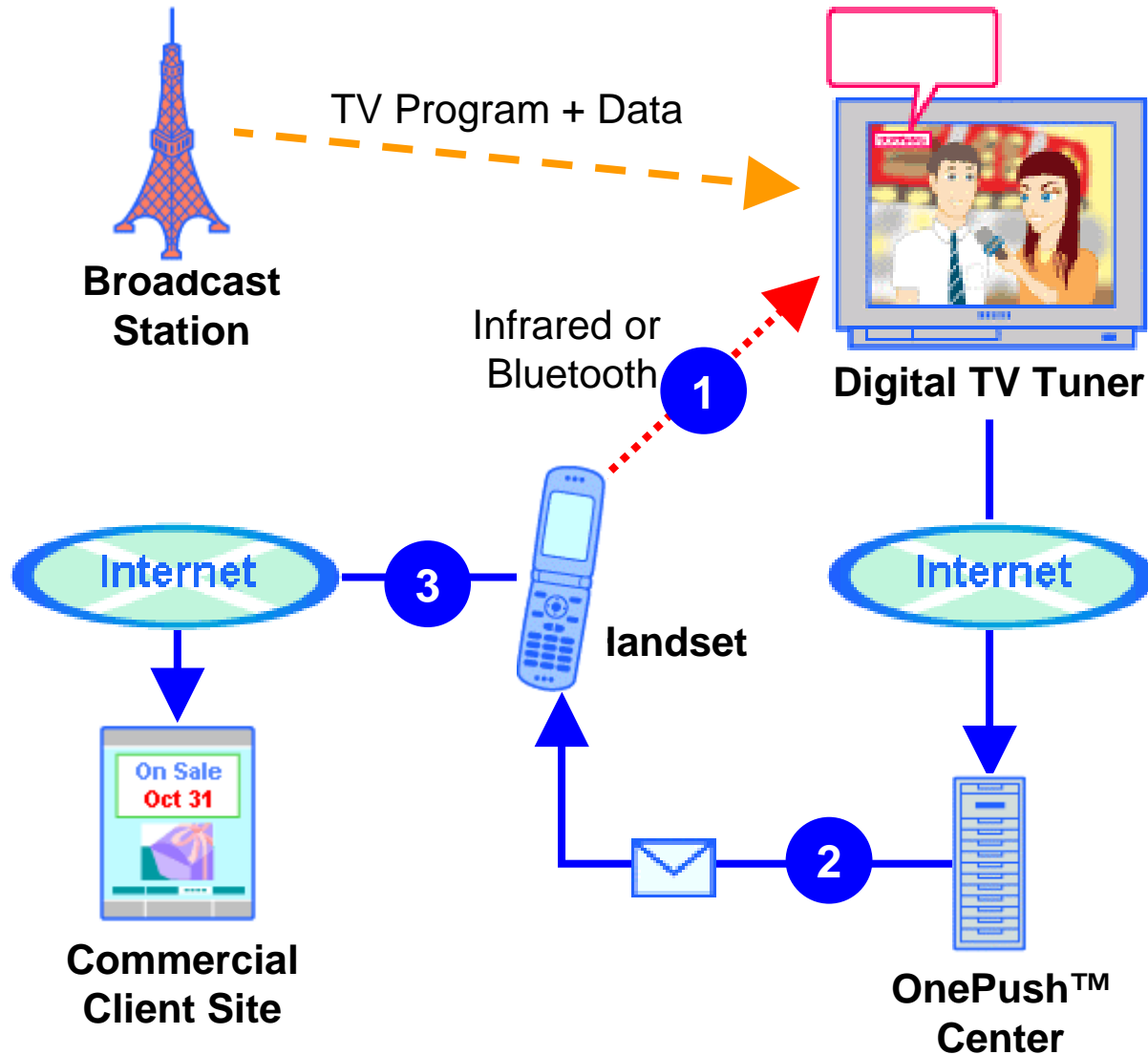
N=766

Data source:  
Video Research Ltd. (2002 July)

**Media bridging is a market driver for mobile contents!**



# OnePush™ for Digital TV



# Thank you!

+mobile=smile

**For more information**  
**shibuya@cybird.co.jp**  
**[www.cybird.co.jp/english/](http://www.cybird.co.jp/english/)**