mobagetown

Social Networking, Games and Avatars: The Incredible Success Story of Japan’s No. 1 Mobile Portal

August 24, 2009
DeNA Co., Ltd., founded in 1999, is a company listed on the Tokyo Stock Exchange. It started its business activities in online auctions, with the “bidders” commerce platform. Soon it expanded into other online and mobile commerce activities, including operating commerce and auctions platforms for medium- and large-sized enterprises (such as mobile network operator au KDDI), and later launched the mobile affiliate advertising network PocketAffiliate, which quickly evolved into the market leader.

In early 2006, the company launched mobagetown, the first mobile service in Japan to provide free games through a social networking platform with avatar features. The site reached 3 million users in the first 12 months after launch and has grown its membership base to more than 14 million, generating more than 18 billion page impressions per month currently.

Mobagetown has evolved far beyond the initial concept: Although free Flash and Java games on a social networking platform with avatars still constitute the core of the service, a variety of additional elements like mobile commerce, user-generated content (mobile novels, music), information and entertainment content (news, weather, celebrities, horoscopes, etc.) and utilities like maps, transport information and mobile search have been successfully incorporated.

The site has developed a diversified and highly sophisticated business model combining revenues from mobile advertising, avatar-related revenues, in-game content purchases and affiliate revenues from its portfolio of mobile commerce partner sites.
About this Report

In the past two years, mobagetown has grown from 4.4 to more than 14 million members, from 9.4 billion page views per month to almost twice that, and quarterly revenues have close to quadrupled to reach ¥5.4 billion (US$ 56.8 million) currently. Parent company DeNA Co., Ltd. has relentlessly added innovation after innovation in its quest to make mobagetown the Number 1 mobile portal in Japan.

The company’s success story has been an inspiration for individuals and companies from all corners of the mobile industry across the globe, not a few of whom have turned to Infinita to learn more. We published the original version of our mobagetown research report in March 2007, and it has been flying off the shelves ever since.

This completely revised, expanded and updated report on mobagetown provides detailed analysis of the company’s history and strategy from its beginnings until today, contains a step-by-step walkthrough of every single important feature of the service itself, deep analysis of the games portfolio and provides detailed information on mobagetown’s business model and financials, usage patterns and demographics. It covers the factors that have made the service a runaway success and provides insight into the inner workings into one of the world’s most successful mobile services to an unprecedented degree.

Current version 2.0 published July 29, 2009. 206 pages, 21 charts, graphs and tables, more than 200 screenshots. Author: Christopher Billich, SVP, Research & Strategy, Infinita Inc.

Company-wide license: US$ 1,500
Who should read this Report and why

- **Social Networking Providers**: Whether you run a branded or white label platform, whether you already have entered the mobile space or are considering moving into it, this is a unique and rare chance to learn from one of the very best in the business - and a highly profitable one at that.

- **Game Studios and Publishers**: Learn how to successfully integrate mobile gaming content with a community platform, and how to monetize casual as well as complex mobile games with revenues from advertising and paid in-game items.

- **Mobile Content Providers**: See how to monetize mobile content beyond subscription and pay-per-download fees - and how to let your users contribute to create more compelling services.

- **Mobile Network Operators**: Get ahead with best practices from one of the most innovative mobile social networking providers in one of the most advanced markets worldwide - to create or improve upon your own mobile social networking strategy, whether you are following a “build” or “partner” approach.

- **Advertising Agencies and Marketers**: Find out how one of the most heavily trafficked mobile sites in the world has developed its highly sophisticated portfolio of mobile advertising formats, and how they work with some of the largest consumer brands to create truly engaging campaigns.
Key Questions answered in this Report

- **How does mobagetown work?** Step-by-step descriptions and walkthroughs for all major features: games lineup, social networking functions, avatars and shopping for virtual goods, maps, user-generated novels and music, and information and entertainment content (news, weather, horoscopes, etc.).

- **How does the service make money?** Business model and revenue stream analysis, including fiscal year 2008 financial data on parent company DeNA Co., Ltd. and mobagetown.

- **How does it leverage its virtual currency system to generate revenues?** See how the virtual currency model results in substantial revenues from mobile commerce partner sites and purchases of in-game items for DeNA.

- **How has the service evolved, and where is it headed strategically?** Check the detailed timeline of major feature and content innovations, as well as the company’s strategic vision.

- **What mobile advertising formats does the site offer, how are they priced, and what do successful campaigns look like?** Learn how mobagetown ties up with brands like NIKE, Coca Cola and UNIQLO for branded entertainment content and avatars - 6 case studies.

- **How do they promote it?** Comprehensive information on marketing strategy and promotional activities building on celebrity endorsements and cross-media tie-ups.

- **What does the games portfolio look like, and how do the games work?** Detailed description of the top-ranking casual titles and in-depth analysis of complex games with in-game paid items.

- **Who uses it, and how much?** Read about how demographics and usage are shifting from teenage segment-driven hype to mainstream.

- **How does it all tie together?** An in-depth analysis of mobagetown and DeNA strategy: From free games site to No. 1 mobile portal.
Company Background

Founded in 2005 and based in Tokyo, Infinita Inc. helps clients from all corners of the globe define and improve their mobile strategy, based on learnings from a part of the world that epitomizes the transformation into a mobile society: Japan.

We work with network operators, media companies, technology providers, consumer brands and marketers, investors and government agencies worldwide, leveraging insights from one of the world's hotbeds of mobile innovation to develop concrete business strategies for local markets. Our product and service lineup spans quantitative and qualitative research, innovation workshops and ongoing strategic advisory, covering business models, service concepts, user behavior, and enabling technologies.

Infinita’s clients include DoCoMo.com, Deutsche Telekom Group, Swisscom Innovations, Orange, Maxis, IBM, AOL, Adobe, Qualcomm, Naspers/MIH, NHN, Gameloft, Embassy of Canada in Japan, Embassy of Denmark in Japan, GroupM and Dentsu Avenue A Razorfish.
Author Background

In late 2005, Christopher Billich stored his former life in his Grandmother's attic and moved to Japan to spend some time inside the giant pinball machine more commonly known as Tokyo. As SVP of Research & Strategy at Infinita Inc., he manages the company's market intelligence and research operations, advising a wide variety of international and Japanese clients on mobile strategy. He is a frequent speaker at conferences and industry events across the globe.

Christopher has been active in the digital media and communications field since 1998. Prior to joining Infinita, he worked as a consultant for online and mobile strategy in the German media and telecommunications industries for 7 years, including assignments with Vodafone D2 Germany, BenQ Mobile and Deutsche Telekom. He holds a cum laude masters degree in psychology from University of Cologne, with a focus on communications psychology, entrepreneurship research and business psychology.
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  - Game Concept  
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- "Elemental Monster" Card Battle Game  
  - Game Concept  
  - Download Process  

- "Coolga! Grand Prix" RPG  
  - Game Concept  
  - Basic Gameplay  
  - Quests  
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- Selling Cards in the Shop  
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Part I

Company and Service Profile
DeNA launches “mobadepa” (Mobile Department Store) as mobagetown’s official online commerce site. Similar to mobakore, it is based on the pocket bidders platform and only accessible to mobagetown users. As opposed to mobakore, it provides a much wider range of goods (1.2 million items total in 20 categories) such as fashion items, games, personal computers and food.

DeNA commences operations in China and starts the free mobile-only SNS service 加加城, a service modeled on mobagetown, with features including free content, email, chat, diaries, bulletin boards, and communities. Because Chinese handsets do not support mobile email, the specification for notification messages was changed to SNS. Free games are not yet part of the service.

DeNA launches “Airlink,” an online ticketing site for flight reservations.

DeNA announced the launch of two new official sites on i-Mode: kirame.jp, which provides users with over 5,000 free Decomail elements (graphical elements/illustrations for mobile email), and yandi.jp, a mobile site offering more than 100 different fortune-telling and horoscope services. Access to the sites is priced at ¥210/month each.

DeNA launches “Shumihito Club” (“Hobby People’s Club”), a PC-based social networking service for middle-aged and elderly users.
mobagetown Service Overview

Main Components

High-quality Games
- More than 250 high-quality games (Flash and Java), single- and multi-player

User-generated Content
- Videos
- Keitai Novels, Music, etc.

Top Page

SNS Functionalities
- Profiles, Blogs, Friends, Groups, Mail
- Avatars; Virtual Currency

Information and Entertainment
- News, Weather, Transport, Search, etc.
- Horoscopes, Celebrities, etc.
mobagetown Service Overview

Social Networking Functionalities

The core of the social networking functionalities is the so-called “my Page,” which provides links to the most important communications functions:

- Profile
- Room
- Write new diary entry
- Mini mail
- Friend list
- Item bag (avatar wardrobe)
- Communities (“circles”)

From the perspective of an “outsider” (not the member himself), the “my Page” appears as the “profile page”:

- Avatar picture
- View friend list
- View diary
- View room
- Send mini mail
- Send friend request
- View user’s circle memberships
- Member profile/description
- Member’s current horoscope
- View information on current avatar outfit, send avatar item present
- Read and post guestbook entries
- View member’s footprint page (list of visitors)
mobagetown Service Overview

Social Networking Functionalities

- mobagetown members can freely communicate with each other in a variety of ways, even though they may not be connected as friends. The main means of communication include sending mini mail, leaving comments on blog posts or guestbook entries.

- Members are notified about newly arrived mini mails and friend requests by notification via mobile email.

- As opposed to mixi, all members can also not only see each others’ friend lists, but also view each other footprint pages (list of visitors to someone’s page). There is much less of a perceived need for privacy among mobagetown members than on mixi because rather than a social networking service reflecting real-world connections and (to some degree) identities, mobagetown is much more of a “fantasy world” focused on games and entertainment (with members actually even being prohibited from disclosing their real identity).

- It is also possible for mobagetown members to enter other members’ rooms and communicate with them in a semi-private setting by posting entries that are only visible to other members in the same room (although in principle anyone can enter anyone’s room). Members can add nuance to their entries by changing their avatars’ facial expression.

Footprints left by other members, with date (lower half of screen)

Guestbook entries on member’s profile page
# mobagetown Service Overview

## Games: Top 15-ranked Titles

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Description</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Chukken Momotaro's Day In The Life</td>
<td>Momotaro is a dog that loves to play games on his mobile phone (featured in recent mobagetown TV commercial). Control Momotaro so he doesn't bump into people in a crowd. Once you gain a certain number of points, you will be able to play a baseball minigame within the game for bonus points.</td>
<td>Action</td>
</tr>
<tr>
<td>10</td>
<td>Classroom Musical Chairs</td>
<td>Similar to the Oedo Puzzle game, based in a classroom. There are different colored icons of boys and girls in a 4x4 matrix. The objective of the game is to insert another random icon (which circles the matrix) into the matrix to match colors side by side (horizontally and vertically). Scores are higher if the two matching colors are boys and girls.</td>
<td>Card/Board/Puzzle</td>
</tr>
<tr>
<td>11</td>
<td>Connect the Mofrees</td>
<td>Mofrees are a kind of sheep that live on a farm. One day they decide to break free from the farm, but the only way to do so is to bump into each other and form a bigger Mofree. Control your Mofree so he runs into as many other Mofrees, which adds points, to gain freedom. There will be obstacles along the way.</td>
<td>Character</td>
</tr>
<tr>
<td>12</td>
<td>Make up Queen</td>
<td>Similar to Make up Queen 2, but work-related setting rather than party this time. Make up elements that can be influenced are less complex than Part 2.</td>
<td>Action</td>
</tr>
<tr>
<td>13</td>
<td>Samurai Baseball</td>
<td>A simple baseball mini game, the goal to score as many points as possible. The setting is an international baseball game, and the Samurai team is down 0-3 bottom of the ninth inning. The objective is to turn around the game and win.</td>
<td>Sports/Martial Arts</td>
</tr>
<tr>
<td>14</td>
<td>&quot;Yoiko&quot; Shooting Puzzle Game</td>
<td>One of the &quot;Yoiko&quot; games, featuring two famous comedians. The objective is to shoot at a board that has 6x3 targets. When a target is hit, that target disappears and new ones come falling from above. The targets are to match colors side by side (horizontally and vertically) to make them disappear. If multiple targets disappear at the same time, the player gets higher combo scores.</td>
<td>Famous Entertainer</td>
</tr>
<tr>
<td>15</td>
<td>Office Lady Volleyball</td>
<td>A stressed-out office worker has reached the limit of her temper after being scolded by her useless boss. During lunch break, she and her colleague relieve their stress by doing spikes on a volleyball that has her boss's face painted on it. Spike the ball at different targets to get points and relieve stress, but beware of hitting colleagues, and other objects that can in turn add stress.</td>
<td>Sports/Martial Arts</td>
</tr>
</tbody>
</table>

Note: as of April 21, 2009, monthly ranking across male and female players, ranked by total times played
### Games: Portfolio

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Java Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>RPG</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Action</td>
<td>86</td>
<td>1</td>
</tr>
<tr>
<td>Shooting</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>Sports/Martial Arts</td>
<td>35</td>
<td>7</td>
</tr>
<tr>
<td>Card/Board/Puzzle Games</td>
<td>42</td>
<td>27</td>
</tr>
<tr>
<td>Adventure</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Nurturing/Educational/Quiz</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Casino Games (MobaCasino)</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Famous Entertainer Games</td>
<td>23</td>
<td>0</td>
</tr>
<tr>
<td>Mini Games</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>Character Games</td>
<td>36</td>
<td>5</td>
</tr>
<tr>
<td>Variety Games</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>288</strong></td>
<td><strong>63</strong></td>
</tr>
<tr>
<td>of which DX Games</td>
<td><strong>7</strong></td>
<td><strong>4</strong></td>
</tr>
</tbody>
</table>

For the DoCoMo version of mobagetown, the site currently has 288 games (up from 85 a little less than two years ago). Due to handset capabilities not available on au and Softbank phones, the relevant version of the site features approximately 40 games less.

63 of the games available are Java, the rest are Flash Lite titles. 27 of the Java games are multiplayer titles, 6 of which are virtual multiplayer (player competes against simulated past rounds from other players) and 19 actual realtime multiplayer, which feature in-game chat as well.

Among the 288 games, there are a total of so-called “DX Games” (7 in total) that feature use of the MobaCoin currency. Depending on the game, MobaCoins can be used in different ways to purchase weapons and tools, unlock levels, enter multiplayer mode etc.

4 of the DX games are Java titles, 2 are Flash- and web-based, 1 is web- and mini mail-based. The selection of DX Games will be expanded over the course of the coming months.

In order to produce the DX games, DeNA has teamed up with well-known publishers that it shares revenues from MobaCoin purchases with. All titles are direct adaptations or derivatives of famous console, PC or handheld titles.

The only games that feature use of the MobaGold currency are the casino games on MobaCasino, which allow users to gamble with chips (“Casino Coins”) exchangeable from/to MobaGold.

Note: as of April 21, 2009
mobagetown features a virtual currency called “MobaGold”, which members can spend on avatar items (such as clothing, haircuts etc.) as well as virtual items for their “room” (which is where their avatar “lives”), such as furniture etc.

Various amounts of MobaGold can be obtained in a variety of different ways:

- As reward for recruiting a new member to the service
- As reward for clicking on ads or purchasing something from one of mobagetown’s many affiliate sites (mobile content, shopping and auctions)
- Bought with actual money (via carrier billing - on DoCoMo only, credit card, or prepaid cards with serial codes sold at convenience stores)

Additionally, mobagetown has a section called “MobaCasino” where users can exchange MobaGold for “Casino Coins” and play Roulette etc. to win - or lose - Casino Coins, which can then be exchanged back into MobaGold.

In some premium games, (and there only) users can pay with a separate currency called “MobaCoins” to obtain in-game items such as weapons, tools etc. or to unlock new levels. MobaCoins are not exchangeable with MobaGold or Casino Coins in any way and need to be purchased with actual money (same billing mechanisms as for MobaGold).
mobagetown Service Overview

Avatars

- When signing up for mobagetown, users are automatically given a very simply dressed avatar, along with 500 MobaGold for initial purchases of virtual items.

- Avatars are exposed in many contexts throughout the site (on diaries, footprints, games high score rankings and many others), as well as within some multiplayer games, although most of the games do not feature avatars.

- The avatar item shop offers a selection of more than 6,000 items, ranging from clothes, haircuts, accessories and pets to facial expressions.

- These are organized in ca. 30 categories, some of which have virtual brand names (e.g. “orange” or “MODE”) and feature items of a certain style.

- More than 20 real-world brands, from Burton Snowboards to Vans, offer branded avatar items in a separate category. During large tie-up campaigns, brands such as NIKE or UNIQLO often offer exclusive avatar items for users who participate. Similarly, several popular cartoon characters, such as Naruto, are available as avatars in a variety of versions.

- Some items are only offered seasonally (e.g. Christmas, Valentine’s Day) or as prizes in “item lotteries.” mobagetown often features whole “collections” of rare items that users can collect. These are stored in the so-called “Collection Box.”

Trying on avatar outfits

Newly available avatar items
mobagetown Business Model and Financials

Revenues by Revenue Stream

- On a year-over-year basis (FY07 Q4 to FY08 Q4), advertising revenues on mobagetown grew by 79%, which is higher than the mobile advertising market growth rate overall. The very strong growth, especially in the latest quarter, should largely be attributable to mobagetown’s recently strengthened ad sales partnerships with some of the largest media representatives in the country.

- Affiliate revenues decreased by 32% over the year. Although the mobile affiliate market in Japan grew overall during the term, many affiliate advertisers started to question the effectiveness of advertising on mobagetown as many users signed up for a partner site in order to get MobaGold, then cancelled as quickly as possible after.

- Since the introduction of direct purchases of MobaGold (= avatar items) in FY06 Q3, related revenues grew strongly until FY07 Q4, however, on a year-over-year basis, were down -14%. DeNA has publicly stated this may be due to a saturation effect, and consequently introduced MobaCasino in FY08 Q2 in an effort to create other ways of spending MobaGold rather than just on avatars. It has also recently started offering 3D avatars.

- Although games with in-game purchases were introduced on an experimental basis as early as FY07 Q3, this has only become a non-negligible revenue stream since FY08 Q2, which is when DeNA announced partnerships with several games publishers and started building out the portfolio of related titles (DX Games). Growth is strong, with the segment almost doubling in value from FY08 Q2 to Q3, and again growing by 32% from Q3 to Q4.
Usage

Net Member Additions (million) and Page Views per User/Month

- PV/UU/Month
Convenience store chain Seven Eleven runs a tie-up campaign on mobagetown. By scanning a QR code on selected Seven Eleven products, accessing a special campaign section of mobagetown, and entering the product ID number, they can receive an avatar item from the well-known and popular TV cartoon series “Yattaman” (20 different avatar items total).

DeNA, Sanctuary Publishing and popular author Yoshichi Shimada (who has a column on mobagetown) publish a book focusing on the needs and challenges experiences by teenagers, partly based on an online survey conducted on mobagetown.

mobagetown provides special content covering the “90th National High School Baseball Championships” in collaboration with the Asahi Shinbun newspaper.

Beverage producer Suntory runs a tie-up campaign on mobagetown. mobagetown users that sign-up for a promotional PC website for Suntory’s BOSS coffee brand can access special branded content on mobagetown, such as avatar goods and games. By reaching high scores on the games, additional avatar items can be unlocked.

For a limited time period, mobagetown users can play the game classic Tetris on the site. The version of Tetris used for the campaign includes the feature of measuring one’s “Tetris ability,” popular with older user segments.

mobagetown offers editorial content and community features focusing on environmental issues and sustainable development. In this context, eco-related products that can be bought via DeNA’s mobadepa mobile commerce site and the mobaoku mobile auctions service are promoted.

DeNA announces the closed beta launch of a version of mobagetown accessible from Internet access devices that do not have a mobile browser, such as PCs, iPod Touch and the iPhone. This “PC version” of mobagetown supports the main social networking functions, avatars, MobaGold virtual currency, user-generated novels/stories and music, as well as some of the entertainment content such as fortune-telling, but no games content.
Leverage power of 12 million member strong community of mobagetown users (high games affinity)

Departure from until-now common subscription fee model for online games, towards paid item model

Utilize existing platform across all mobile operators and work with strong partners to deliver powerful games lineup

Goal: gain 10% share of mobile games market
### Marketing

**Timeline of Major Activities**

<table>
<thead>
<tr>
<th>Date</th>
<th>Name</th>
<th>Focus</th>
<th>Member Additions (million)</th>
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</thead>
<tbody>
<tr>
<td>Feb '07</td>
<td>Dancing Ladies</td>
<td>Free Games</td>
<td>0.50 0.70 0.70 0.70</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.40 0.70</td>
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<tr>
<td></td>
<td></td>
<td>included campaign-related games</td>
<td></td>
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<tr>
<td>May '07</td>
<td>Yoiko’s R&amp;D</td>
<td>Free Games</td>
<td>0.50 0.41 0.45</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>0.54 0.36 0.34</td>
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<tr>
<td>Aug '07</td>
<td>Taxi; Meeting</td>
<td>Free Games</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>TV, supported by Print and OOH</td>
<td></td>
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<tr>
<td>Dec '07</td>
<td>Military; Keitai Novels</td>
<td>Free Games; Creator (Novels)</td>
<td>0.52 0.70</td>
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**Remarks**

- Included campaign-related games
# Advertising Formats and Pricing

**mobagetown**

<table>
<thead>
<tr>
<th>Description and Placement</th>
<th>Top Page News</th>
<th>Top Page Flash Banner</th>
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</thead>
<tbody>
<tr>
<td>Text ad on top page,</td>
<td>Flash banner on top page, a) Exclusive or b) Rotation (3 companies)</td>
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</tr>
<tr>
<td>a) Exclusive or</td>
<td>a) Exclusive or b) Rotation (3 companies)</td>
<td></td>
</tr>
<tr>
<td>b) Rotation (3 companies)</td>
<td>b) Rotation (3 companies)</td>
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<table>
<thead>
<tr>
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<td>b) 7 days</td>
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<table>
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<tr>
<th>Impressions (est.)</th>
<th>a) 27 million</th>
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<tbody>
<tr>
<td>b) 9 million</td>
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<table>
<thead>
<tr>
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<td>b) ¥2,500,000</td>
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<table>
<thead>
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<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Remarks</td>
<td>i-mode and EZweb only</td>
</tr>
</tbody>
</table>

---

**Top Page (Top Page News)**

**Top Page (Top Page Flash Banner)**
### Physical Store Tie-up

**Description**
Go to store to receive serial code (either for purchases generally, specific products or just for visiting store); then enter it online to receive special avatar items.

<table>
<thead>
<tr>
<th>Period</th>
<th>2 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>case by case</td>
</tr>
</tbody>
</table>

**Details**
--

---

**Promotion details page**

**Choose product page**

---

**Physical store**

**Card with QR code and serial number**

---

**Enter code page**

---

**Choose product page**

---

**Sample Advertising Formats and Pricing**

**mobagetown**

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**Infinita Inc., 2009**
Advertising Campaign Examples
Suntory BOSS Coffee

- **Campaign Date:** June 2008.
- **Accessible to** mobagetown users that also signed up for Suntory BOSS Coffee PC website.
- **Avatar character** called “Mr. BOSS” represented brand online and acted as spokesperson, while publishing a mystery novel within mobagetown’s mobile novels section.
- **BOSS-branded** avatar goods, as well as branded games available to participating users.
- **By reaching high scores** on the games, additional avatar items could be unlocked.

“BOSS Hotel” Mystery Novel (top left), game page (top middle), game (top right) avatars with BOSS items (bottom)
Advertising Campaign Examples

7-Eleven

- Campaign Date: June 2008.
- Joint tie-up promotion by mobagetown and convenience store chain 7-Eleven.
- Designed to drive both purchases of selected products at 7-Eleven and mobagetown traffic.
- Users could scan QR codes on the packaging of selected 7-Eleven products, and were then directed to a special campaign section of mobagetown to enter product ID number.
- In exchange, they received an avatar item from the well-known and popular TV cartoon series “Yattaman” (total of 20 different avatar items could be collected).

Campaign promotion page on mobagetown (left), avatar items collection (middle), avatars with Yattaman items (right)
Part II

Major Functionalities Overview
Major Functionalities
Inviting a New Member by Email; Setting up a New Account

From top page, click “invite friend”

On campaign page, click “invite by email”

Email client opens

Enter email address

Send

Invited handset receives email

“Join mobagetown now!” page, click to...

...be taken to “set up account” page
**Major Functionalities**

**Inviting a New Member by Email; Setting up a New Account**

Enter user name

Enter other personal data

Confirm

Preview. OK?

“Click here to send confirmation email”

Handset receives confirmation email...

...click link to confirm

Done.

Sample

Infinita Inc., 2009
Major Functionalities

Registering to a Sponsor Site to Receive MobaGold

From top page, go to “get MobaGold” page

Click “subscription sites”

Select site to subscribe to

“You are now leaving mobagetown”

Click to subscribe

Choose your course

Confirm

Proceed
Major Functionalities

Registering to a Sponsor Site to Receive MobaGold

Enter carrier billing code

Enter code

Click OK

Done

From My Page, scroll down to “Balance”

Click

MobaGold balance has been updated
Major Functionalities

Sending an Avatar Item Present to a Friend

1. Go to avatar shop page, scroll down...
2. To desired item, click
3. On try-on page, scroll down to...
4. “Send as present” link
5. Select recipient from friend list
6. Preview, click to buy
7. Confirm order
8. Send or click link “purchase greeting card”
Major Functionalities

Sending an Avatar Item Present to a Friend

Choose a greeting card design

Preview

Confirm order page

Enter title and message page

Enter title

Enter title and message page

Enter message

Send

Sample

Infinita Inc., 2009
Major Functionalities

Sending an Avatar Item Present to a Friend

- Preview/confirm
- Sent.
- Recipient notices new message on own My Page
- Click to open present
- Flash animation starts
- Push enter
- View greeting card, click to...
- Try on the item
Major Functionalities

Entering another Member’s Room

From list of users living in an area, click to...

...see their room and who is in it. Click to enter.

You have entered the room.

Scroll for list of members who have left comments

Click button to exit room or...

Click text form to leave comment

Enter comment

Choose facial expression

Sample Infinita Inc., 2009
Major Functionalities

Entering another Member’s Room

- Preview/confirm
- Done.
- Comment appears at top of list
- Below the comment list, a list of all past visitors to the room page (not the room itself) can be viewed
Major Functionalities

My Games Page

From one of the rankings, click on “My Games” for a player

His “My Games” page links to...

...all game diary entries written by the player

Click to view a particular entry

For reaching certain scores per game, players are awarded “amateur” and “pro” ranks for that particular game, which they are rewarded for with trophy avatar items.

It also shows his amateur and pro ranks

Own game page further links to...

...complete list of unplayed and played games with own rank
Major Functionalities

Tie-up Game with Friend Request

Click game title from list

Game description page...

...with link to start the game...

You are now friends with Fanta

Play game

Game exit page has information on avatar rewards, view details

..."please connect with Fanta as a friend first"

Details on avatar item promotion
Part III

Complex Games Overview
“Fishing-getown 2” Fishing Game

Game Concept

- The basic premise of the mobagetown Fishing Game “Fishing-getown”, the only sports game on mobagetown, is to go fishing in different environments, using different types of equipment, building out one’s fish collection and rising in rank in the process.

- Equipment can be bought with mobagetown’s virtual premium currency MobaCoins, which has to be bought with real money (either by carrier billing, by credit card or with the WebMoney prepaid currency, which can be bought at conveniences stores or with a credit card online), or with Fishing Points (experience points gathered by playing the game).

- There are 100 different kinds of fish total that users can collect (these types of fish come in different sizes), across 8 levels. The higher 4 of these levels can only be accessed by first completing group quests (see teams and quests section).

- The game features a variety of social elements, including user rankings in terms of experience points, fishing profile/diary pages, team play, and communities/message boards for players to discuss game-related issues.

- The only part of the game implemented in Flash Lite is the actual process of catching the fish, and the so-called “aquarium” feature, which lets users display fishes they have caught in a Flash animation on their fishing profile page. All other functionality (level selection, shopping, fishing profile page except aquarium, communities, etc.) is mobile web-based.

Fishing-getown start page
“Fishing-getown 2” Fishing Game

Basic Gameplay

After selecting a level, a Flash game screen loads that shows the fishing spot, a rod and a buoy that is moving forwards and backwards. Players aim for a spot to drop the buoy in by hitting the OK button, and repeat the process to position the buoy laterally. The position of fishes is hinted at with shadows of fishes that appear and disappear at random locations on screen.

The buoy drops in the relevant spot, and a small buoy marker appears in the upper left corner of the screen. When a fish bites, the buoy is drawn down. While the buoy is down, the player needs to hit the OK button to start reeling in the fish.

A new screen loads, showing two concentric circles, further divided into green and purple sections, and the shadow of the fish on the hook moves around the screen. Whenever the fish is within the green sections of the circles, pressing OK reels it in a little. The closer the fish is to the center of the circles, the bigger the effect.

With too many “misses” (by pressing OK when the fish is outside the circle or in one of the purple sections), the fish disappears off the hook. Bigger fish are harder to reel in.

When the user performs well, he will occasionally be given the “immediate reel-in” chance: all but the bull’s eye of the concentric circles disappear, if he hits the fish with five seconds, it is reeled in, otherwise the game continues as before.
“Fishing-getown 2” Fishing Game

Basic Gameplay

Buoy drops
Buoy appears
Fish bites, buoy moves downward
Hit!

Game moves to reel in stage
Bad reel in
Perfect reel in
“5 second chance!”
“Fishing-getown 2” Fishing Game

Basic Gameplay

“Instant hook” appears

Instant hook mode is on

Get the fish within 5 seconds

Miss - Timeout

Game reverts to normal mode

Reeled in!

Get!

You caught a fish
“Elemental Monster” Card Game
Selling Cards in the Shop

Cards overview screen
Card detail view
Card properties; sell card link (lower left)
Please confirm to sell

Contact server Y/N?
Contacting server
Shop main screen with updated Elecooin balance

Sample
Infinita Inc., 2009
“Coolga! Grand Prix” RPG
Item Shop and Exchanging Mobacoin for GC

Back to town Y/N?
Go to item shop
Shop menu (buying and selling items, Gaccha, go to Mobacoin Exchange)
Detail view/shopping cart for premium items (explanation appearing at bottom)

Choose exchange amount (mobile web)
Confirm
Done. Back to game?
Part IV

Casual Games Overview (Top 15)
Make up Queen 2

Game start

Stop powder puff at desired whiteness

Stop eyebrow liner at right time

Stop mascara at right time

Stop lipstick at right time

Stop hairspray at right time

Stop hair curler at right time

Go to exit page and score (2 scenes total)
Chuken Momotaro’s Day In The Life

Game start

Dog moves right, looking at mobile phone

Hit to change direction

After having avoided pedestrians for long enough, dog enters baseball mode

Wait for right moment

Hit and score

Bumping into pedestrians will cause the dog to drop phone

Go to exit page and score
How to order

Order online: You can easily purchase and instantly download this report via our online shop at www.infinita.co.jp/research. We accept all major credit cards.

Alternatively: We are happy to arrange non-credit card forms of payment, such as wire transfer and PayPal. Please email us for details at info@infinita.co.jp.

Mobile Social Networking Research Mega Bundle: For a limited time, we offer a bundle of our research reports on all 3 leading Japanese mobile social networking services (mobagetown, Mobile GREE and mixi Mobile) at just US$ 3,375 (that’s 25% off the per-report price!) - available online at www.infinita.co.jp/research, or email us at info@infinita.co.jp.

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