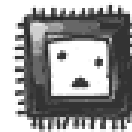


Nico Nico Douga

Nico Nico Douga Mobile



2008年7月14日
株式会社ドワンゴ
株式会社ニワンゴ

■ “Nico Nico Douga” is

the service where you can post
your comment “on” videos.

Nico Nico Douga is not only video sharing service
but also video communication service.

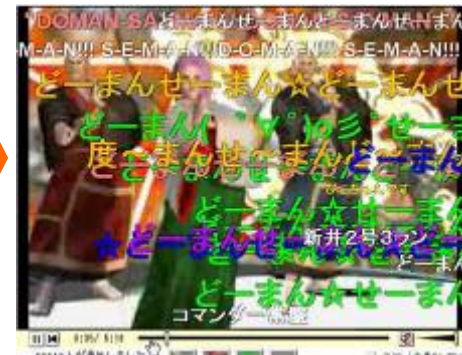
Video uploaded



Few comments are added



And more comments come



What's so new
about Nico
Nico Douga?

「非同期ライブ」

Asynchronous live show

- Users feel a sense of unity as if they are joining in a live show



- Nico Nico Douga as an “Asynchronous live show” was awarded



Good Design Award 2007

グッドデザイン賞受賞

Good Design Award 2007
Communication Design dept.

 **ARS ELECTRONICA**

Prix Ars Electronica 2008
Digital Communities Category

History

■ 2006-12-12

「ニコニコ動画(仮)」 launched Nico Nico Douga (test)



Influenced YouTube ranking

Comments

Videos



■ 2007-02-23

Access blocked by YouTube Nico Nico Douga (β) closed



Comments

ideos



■ 2007-03-06

2 weeks later from blocking YouTube

「Nico Nico Douga(γ)」

Members only.



Comments

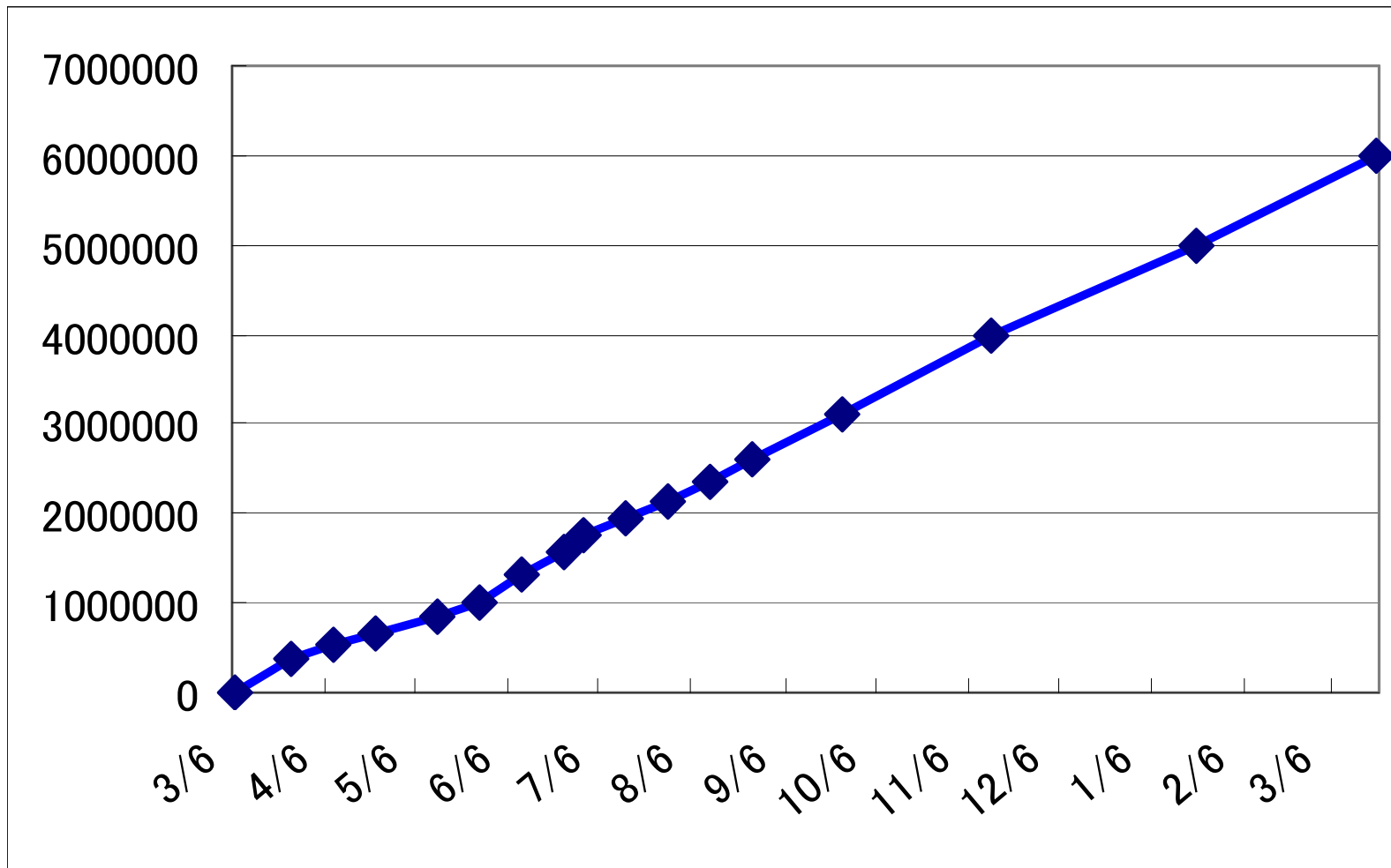


Videos



■ And now 2008...

Nico Nico Douga 7.9M members (2008-07-04)



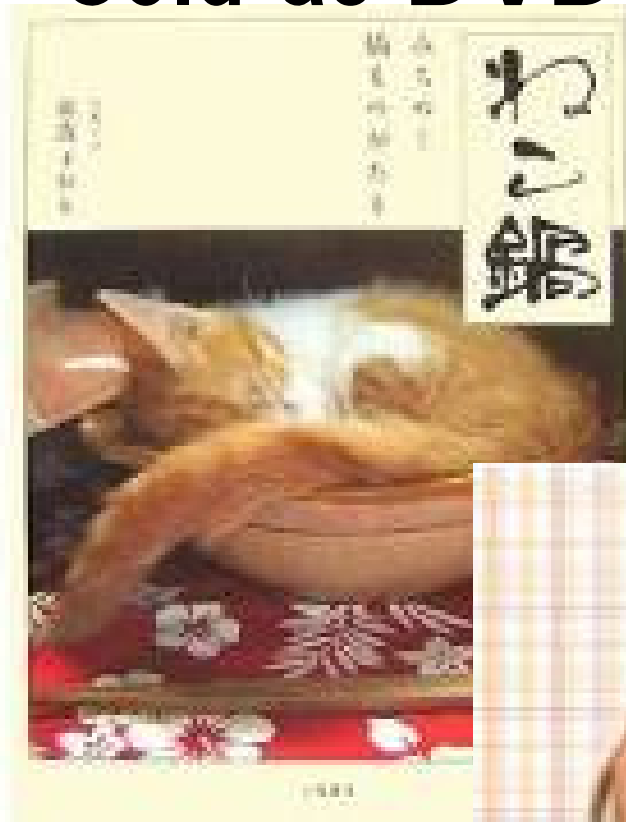
New cultures from Nico Nico Douga

Neko Nabe (Cat in a pot)



Someone posted a video of cats sleeping in pots.
Became popular through blogs.

■ Sold as DVD, photo album, calendar



The two cats growth documentary “Fuchagi and Elisabeth”



- Sold as Books and DVD in Oct. 2007
- Led to a cat boom
- Coined term “AV (Animal Video)”

「ニコニコ動画」動物カテゴリー：総再生回数第1位
みんなが見守った、捨て猫ふちゃぎ&エリザベスの成長物語



ふちゃぎとエリザベス

著 宮良隆彦

ISBN978-4-86113-911-6

写真集 & 特典 DVD VIDEO

定価：1890円（税込）



「初音ミク」 Hatsune Miku



In August 2007, “Hatsune Miku”
a vocalizing computer software was released



Many of Hatsune Miku videos are posted.
It was called “Hatsune miku phenomenon”

■ New Collaboration Style



Original song with vocaloid
<http://www.nicovideo.jp/watch/sm2700265>



Covered vocal part
<http://www.nicovideo.jp/watch/sm2849155>



■ Uma Uma Dance



Another Uma Uma

Products



...



Uma Uma Dance

ウッーウッーウマウマ(°▽°)



■

■

■

■

CD

amazon.co.jp

こんにちは。おすすめ商品を見

マイストア Amazonポイン

すべてのカテゴリーを見る

検索 ミュージック

ミュージック

詳細検索

ジャンル

Amazon プライム™

この商品を土曜

Amazonプライムへの会員登録はお済
みですか？ご登録は[こちら](#)から



ウーウーウーウー

~ キャラメル (アーティスト)

★★★★☆ (28件)

価格: ¥ 600

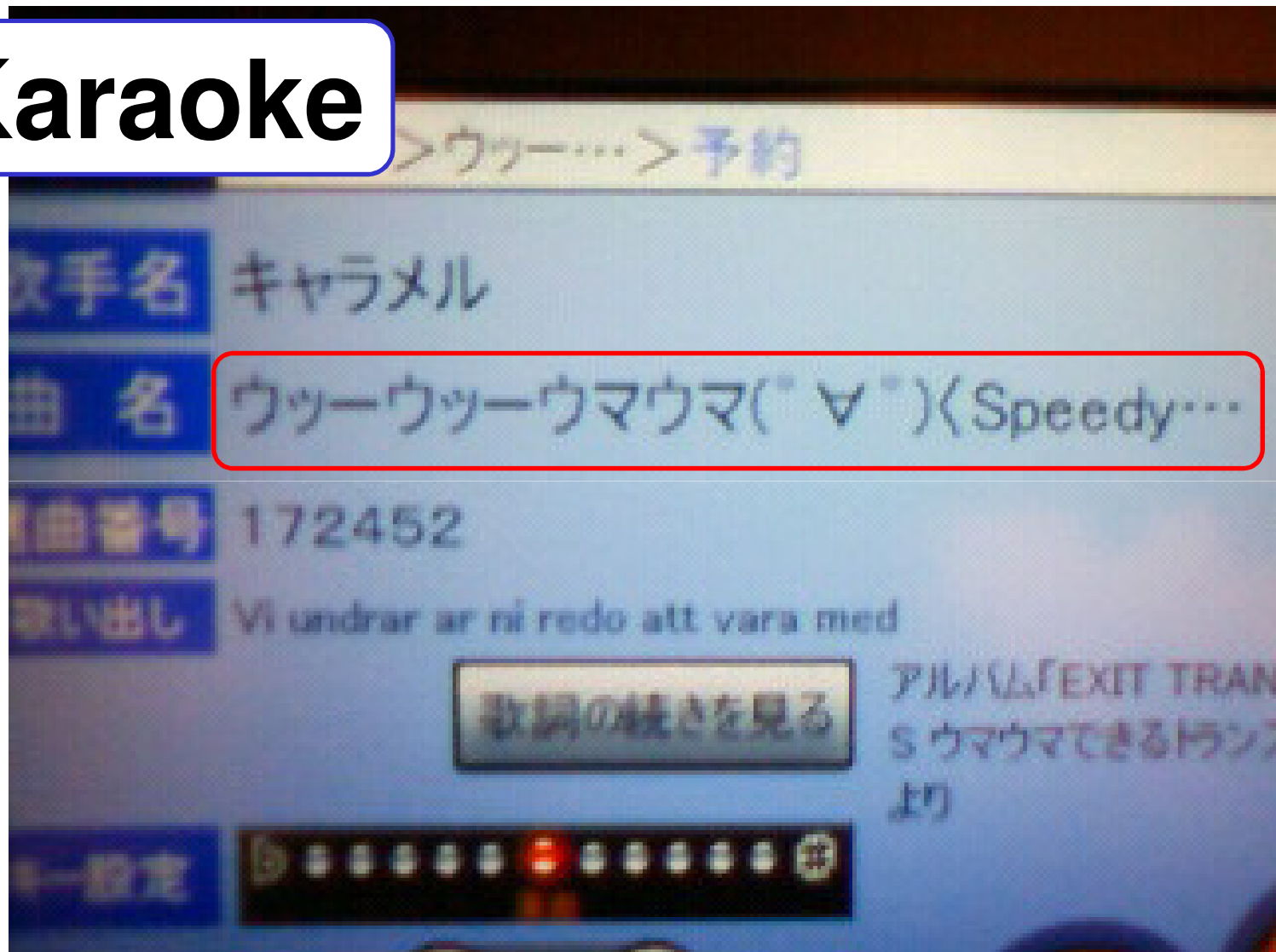
ます。

ポイント: 6pt (1%)

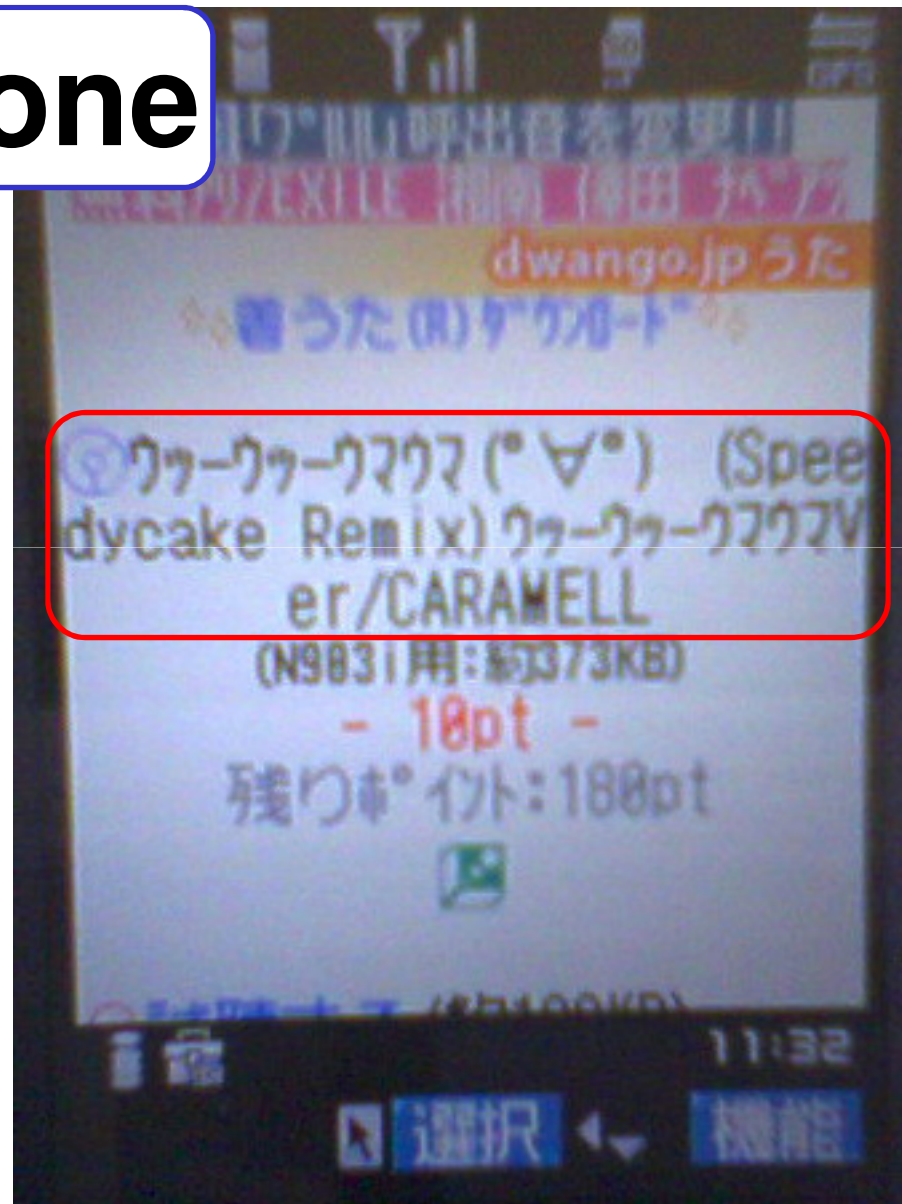
在庫状況(詳しくは)を
利用できます。

2008/7/12 土曜日 に
(有料)を選択して注文
一部サイズが大きい前
る画面、もしくは注文

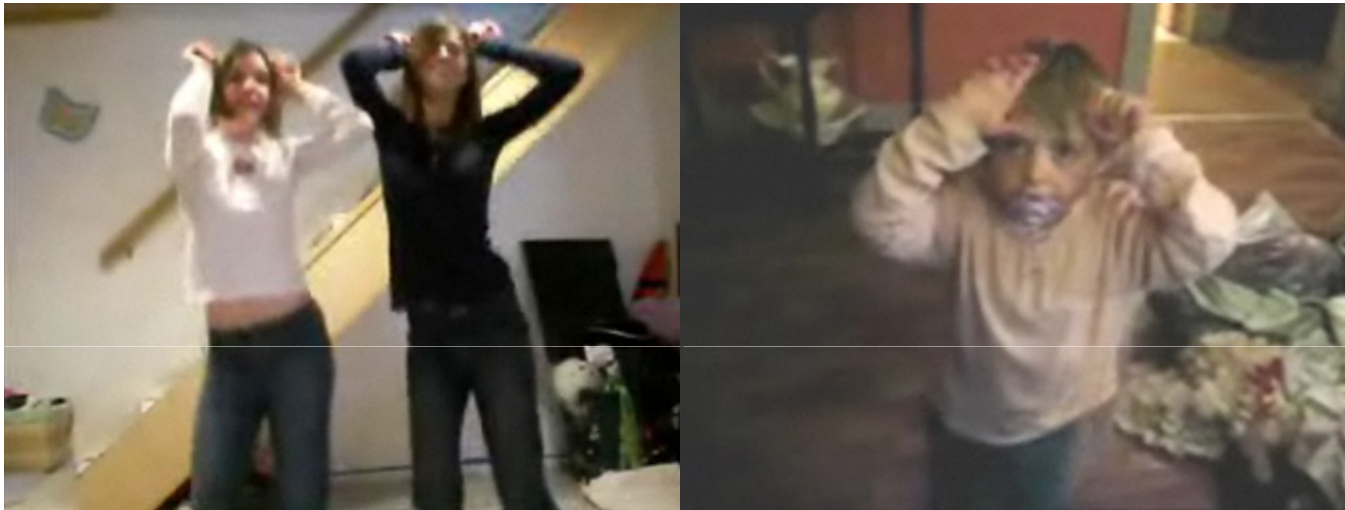
Karaoke



Ring tone



■ And to the world...



All over the world U-U-UmaUma(°▽°)

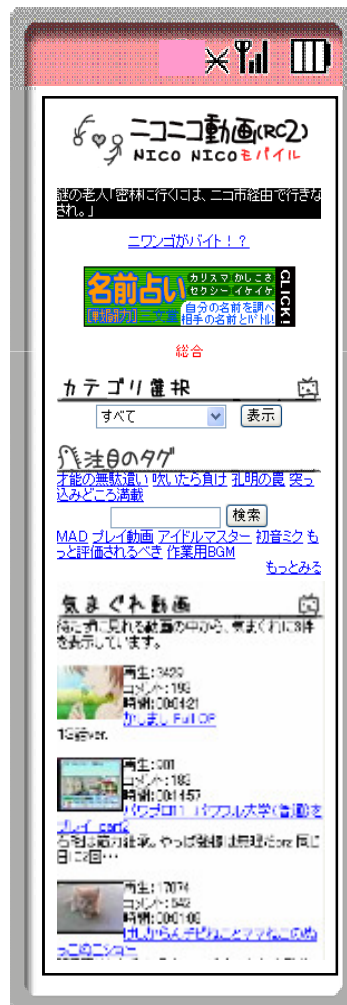
[http://jp.youtube.com/watch?v=INVffzRk
WV0](http://jp.youtube.com/watch?v=INVffzRkWV0)



Nico Nico Douga Mobile



Nico Nico Douga Mobile covers almost all of Nico Nico Douga's features



Demo

Implementation @ docomo

How does it work?

A. Flash Lite 2



Streaming wasn't supported
Flash Lite 3 wasn't standard yet

B. i appli

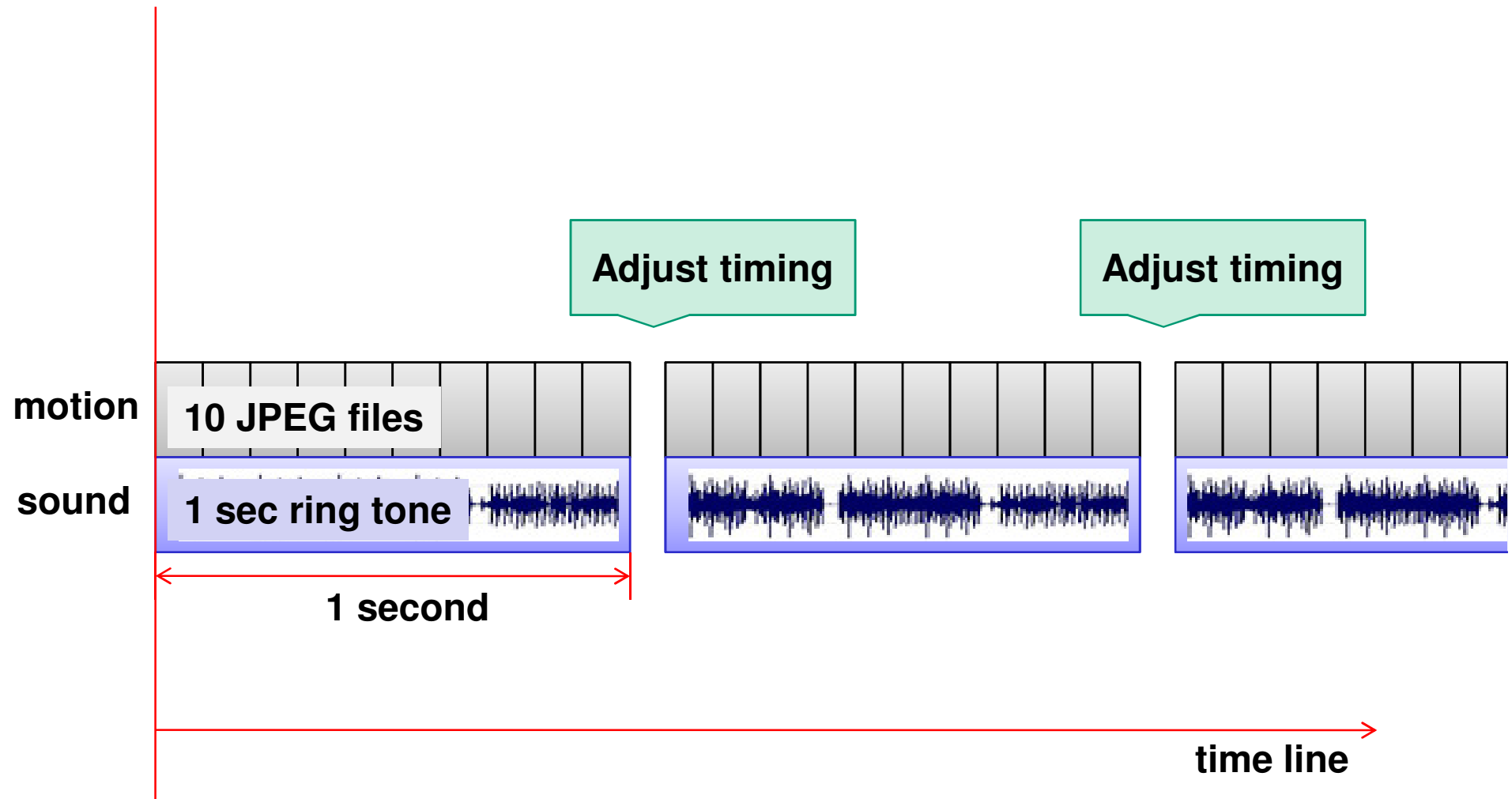
A. 3GPP / 3GPP2

B. Motion JPEG
(flip JPEG image frame
by frame) animation and
1 second ADPCM files
continuation audio

■ Why motion JPEG?

**3GPP has limitation in media size
(Maximum 10MB)**

■ Technical information



Implementation @ au

The world's first wind-up movie player

Wind-up counter

クリック数:99 消費カロリー:1.9kcal

Consumed
calories

Wind-up meter

02:28/09:09 [手回しメーター] ○-*

[7]書込 [8]コメント表示: ON [9]一覧

OK

ブラウザ
メニュー

Why do we do that?

Flash Lite doesn't allow
connection without Key Event.



OK.

Push!

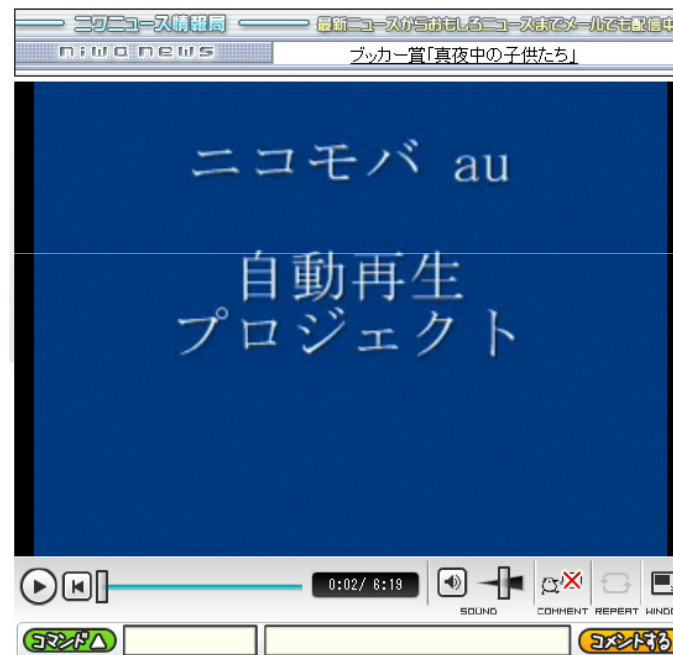
Push!

Push!

And we developed

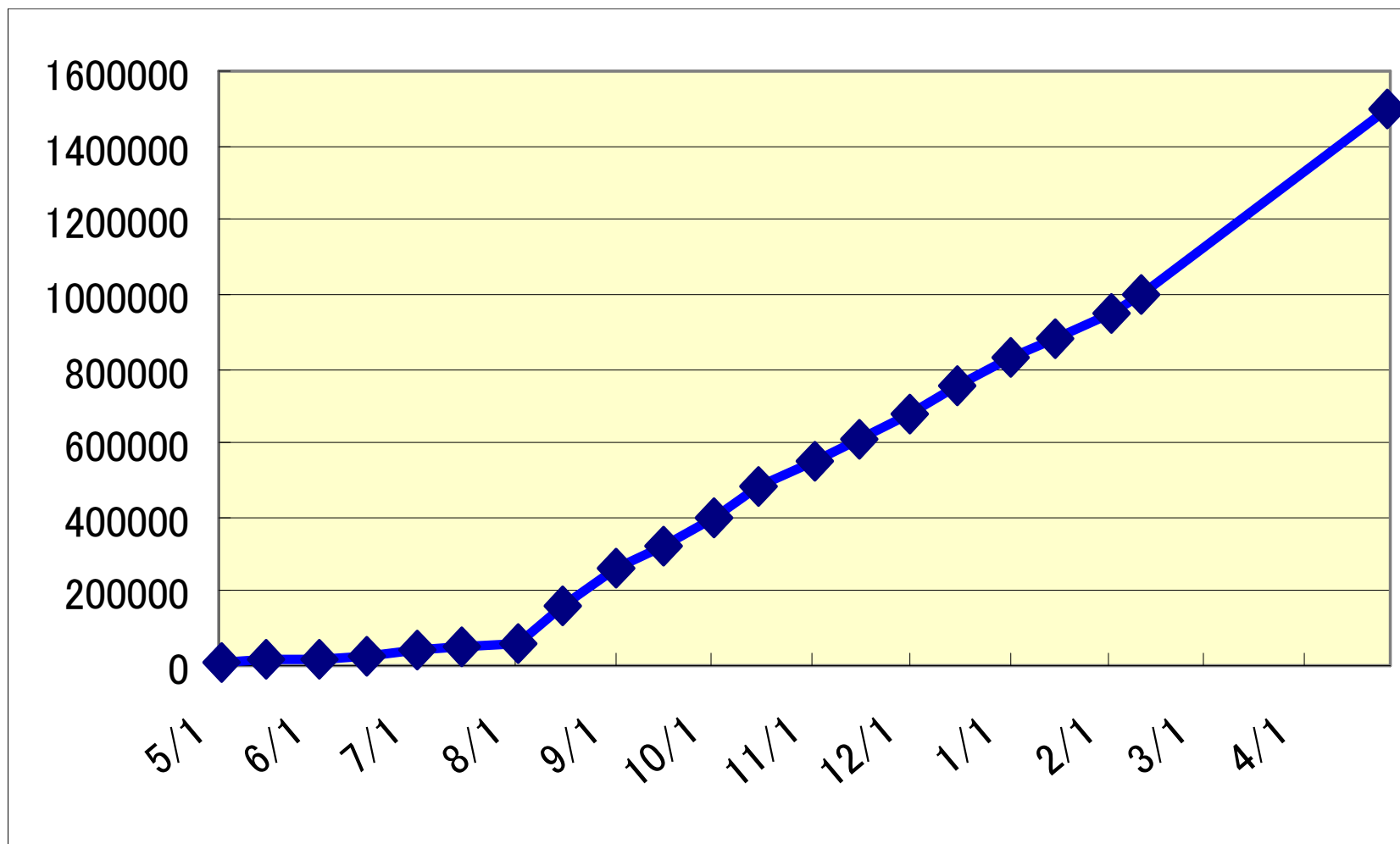
The world's first
automatic winder

Watch this video



<http://www.nicovideo.jp/watch/sm597544>

Nico Nico Douga Mobile **1.5M Members** (2008-05)



- Mail magazine by Niwango

- Daily ranking, short movie



- Contents tie-up with dwango.jp, Dwango's ringtone melody service

- Delivers mobile contents about Nico Nico Douga

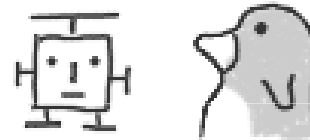
- Ringtone melody, standby screen, skin theme

- dwango.jp



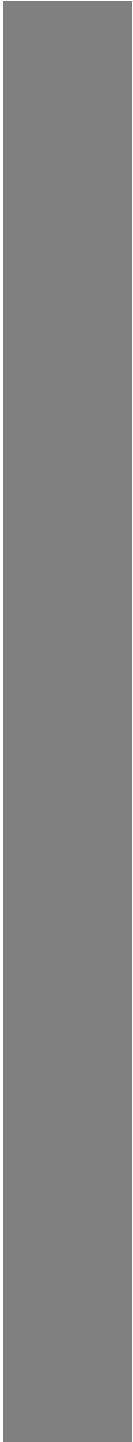
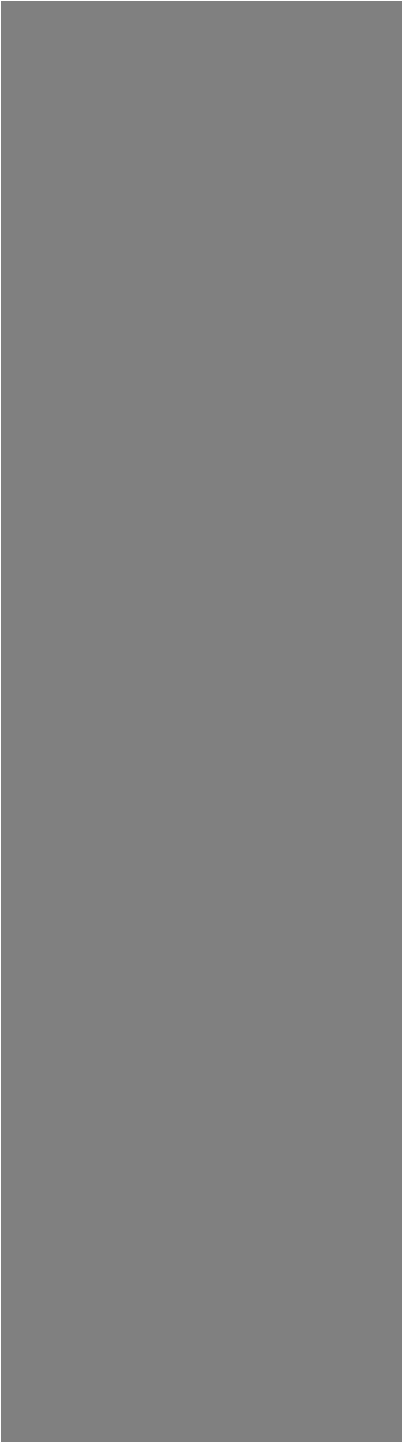
■ Conclusion

Nico Nico Douga is a community  
which enables users to participate in an “Asynchronous live show”



**Nico Nico Douga Mobile has broke
play time limitation by trial and error**





Side Story

One engineer in US suggested when he was introduced Nico Nico Douga

It is more intelligent to post 'w(lol)'s automatically by laughing detection, isn't it?



www (lol)

Auto
Commenting
Server

You

don't

get it!

**Nico Nico Douga is not
only annotation service.**

**Share your emotions at
Nico Nico Douga!**