

# 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.

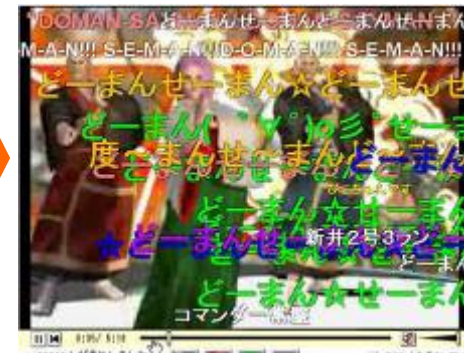
Video uploaded



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)



Comments



Influenced YouTube ranking

Videos



■ 2007-02-23

# Access blocked by YouTube Nico Nico Douga ( $\beta$ ) closed





■ 2007-03-06

2 weeks later from blocking YouTube

「Nico Nico Douga( ヽ )」

Members only.



Comments

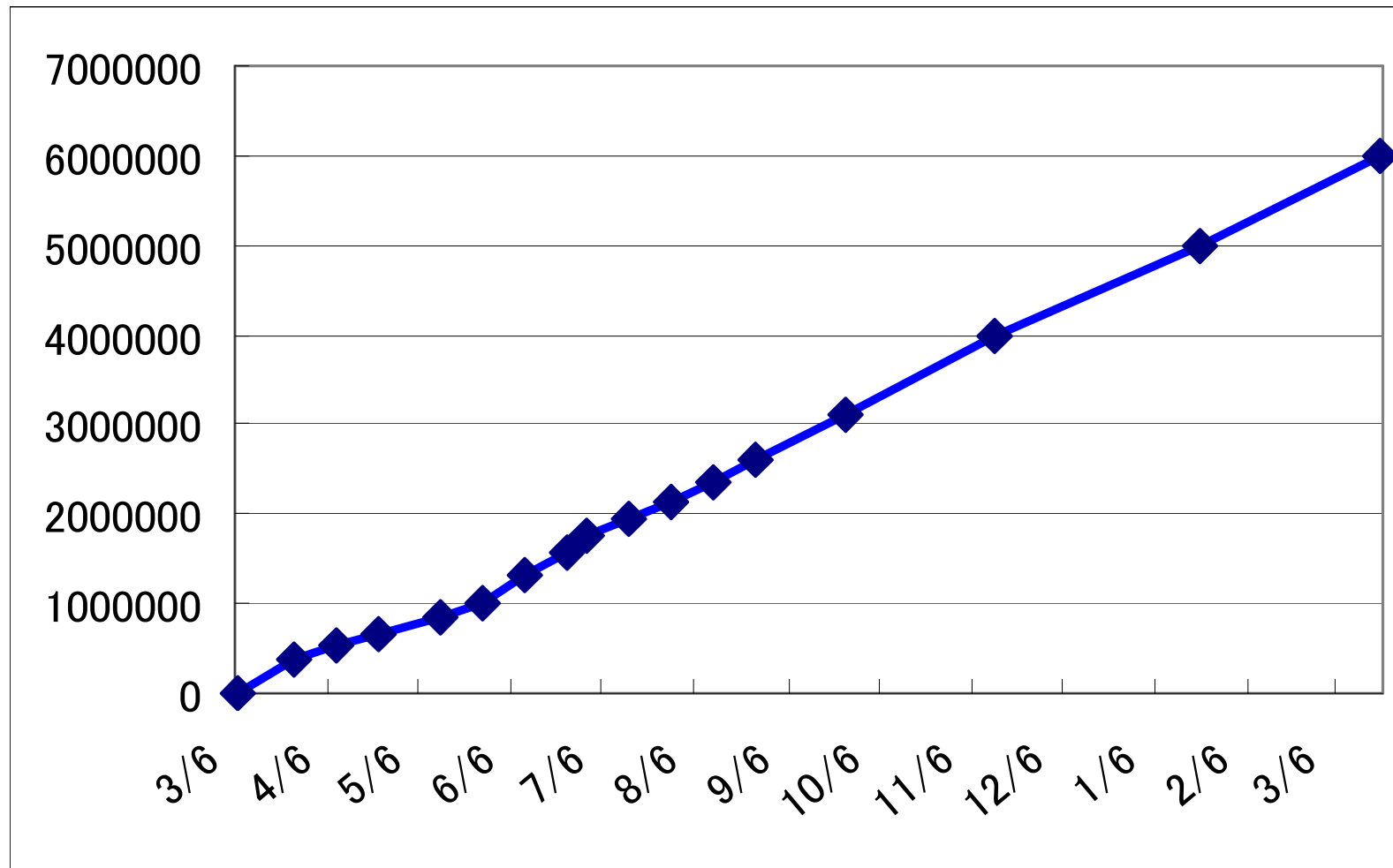


Videos



■ And now 2008...

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



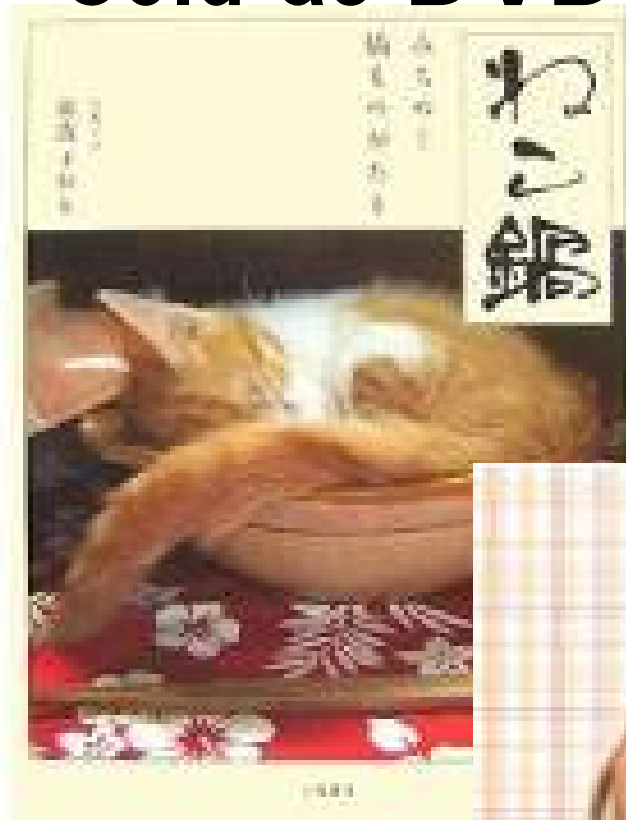
# **New cultures from Nico Nico Douga**

## 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：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>



Singer



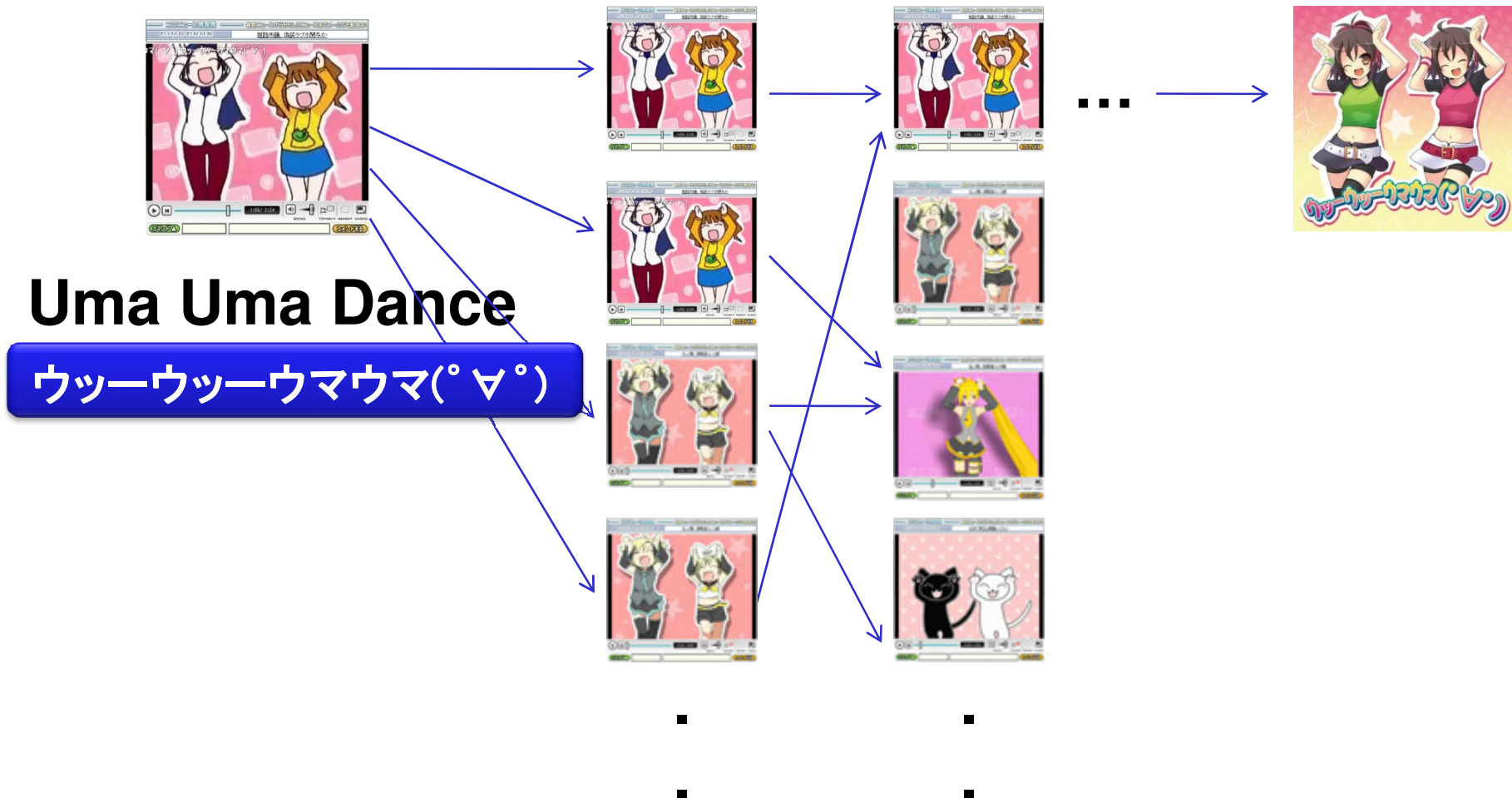
Covered vocal part  
<http://www.nicovideo.jp/watch/sm2849155>

## ■ Uma Uma Dance



## Another Uma Uma

## Products





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

ニ

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

~ キャラメル (アーティスト)

★★★★☆ (28件)

価格: ¥ 600

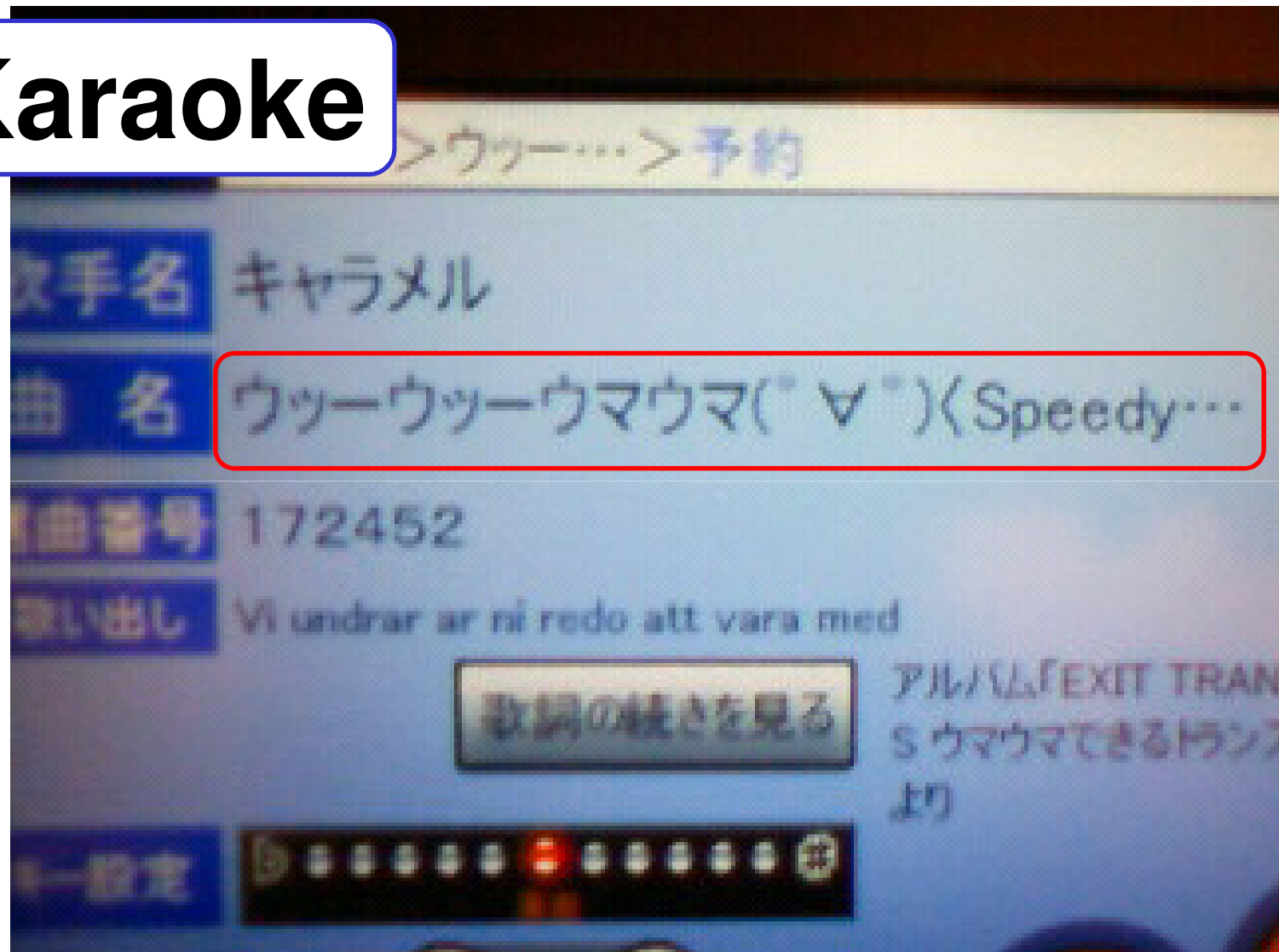
ます。

ポイント: 6pt (1%)

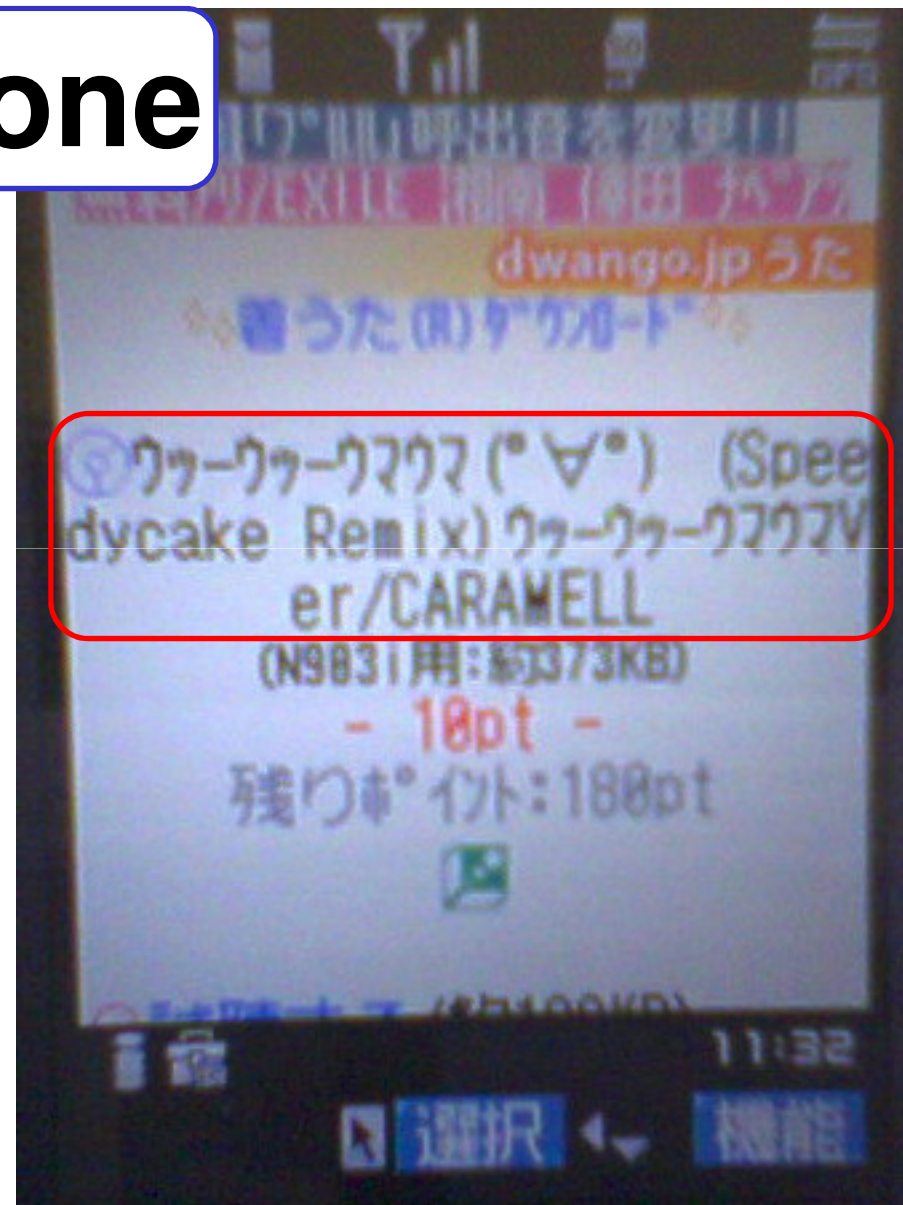
在庫状況(詳しくは)  
を利用できます。

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

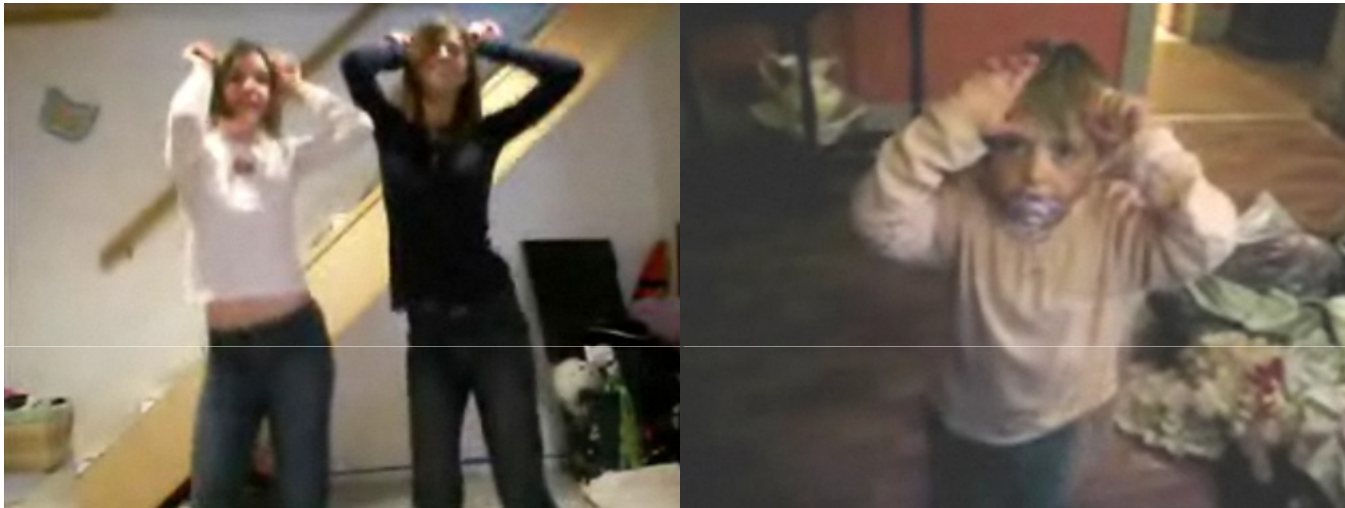


# Ring tone





## ■ And to the world...



**All over the world U-U-UmaUma(°▽°)**

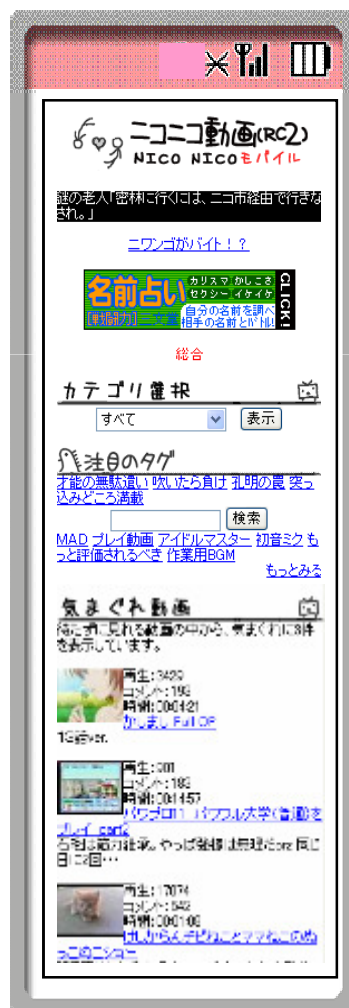
[http://jp.youtube.com/watch?v=INVffzRk  
WV0](http://jp.youtube.com/watch?v=INVffzRkWV0)



**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**

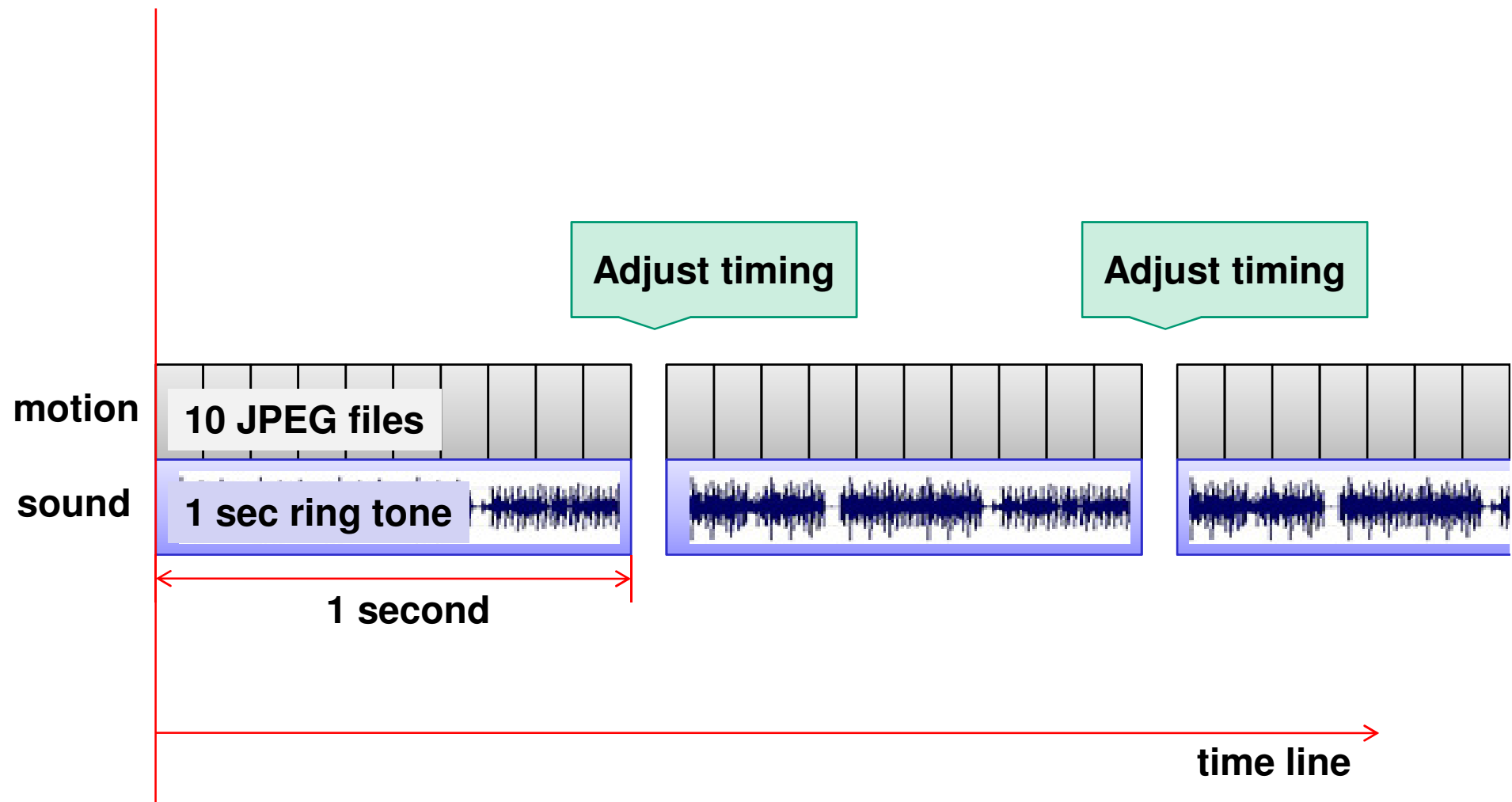
**A. 3GPP / 3GPP2**

**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.



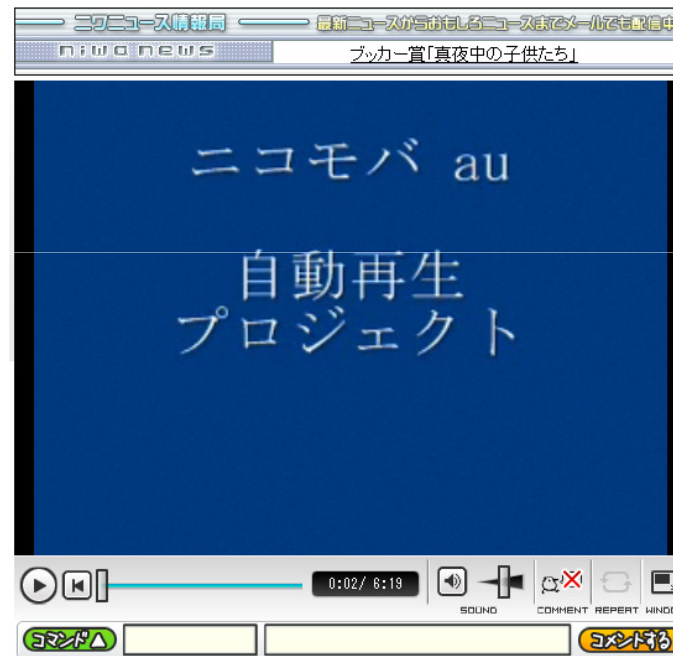
**OK.**

**Push!**  
**Push!**  
**Push!**

And we developed

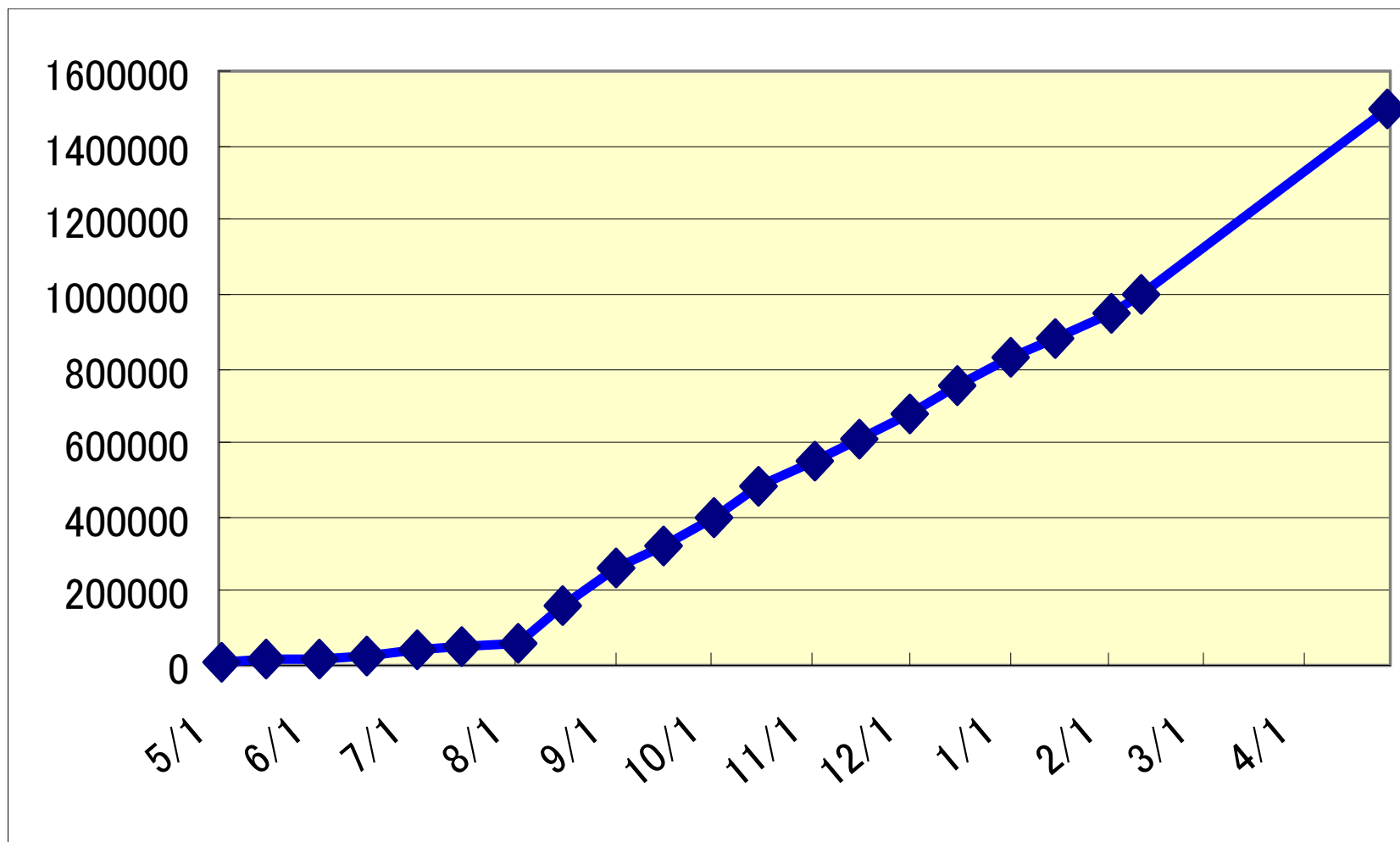
# The world's first automatic winder

# 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

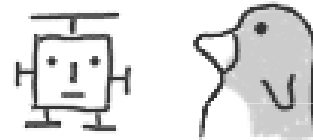
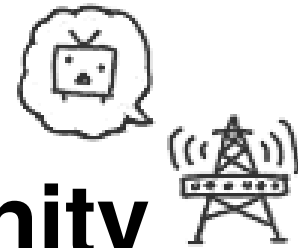
- ➔ Ringtone melody, standby screen, skin theme

- ➔ [dwango.jp](http://dwango.jp)




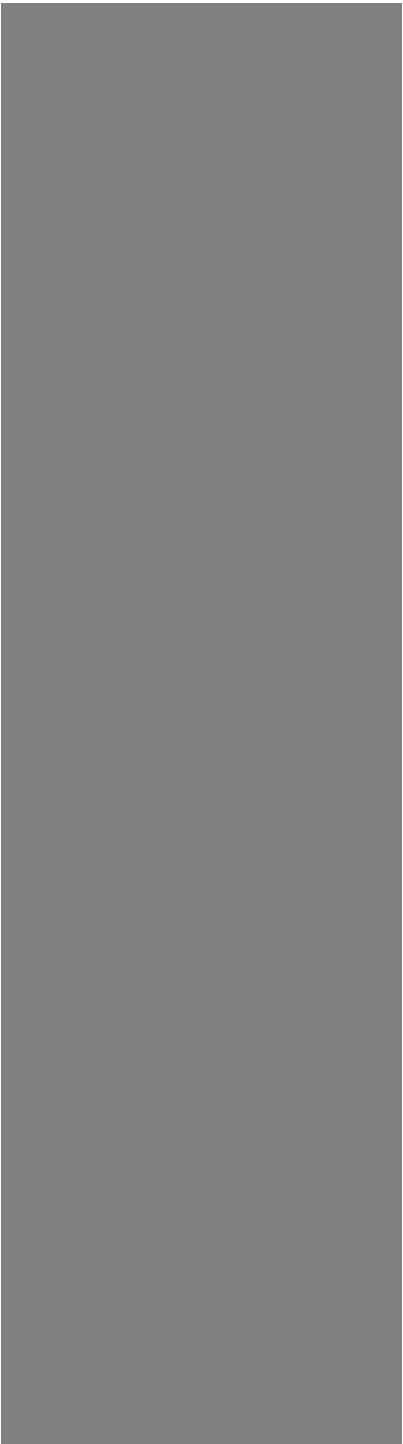
## ■ Conclusion

**Nico Nico Douga is a community**  
which enables users to participate in an “Asynchronus 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!**