



## Mobile Marketing Trend in China

Nov 11. 2008  
Fractalist inc. & Fractalist China inc.  
Founder & Director  
Yusuke Tanaka

# Introduction of Yusuke Tanaka



- Dennotai co, ltd

Established Dennotai as founder & became CEO in 1996 and collaborated with Unwired Planet (now OPENWAVE inc) to support and promote mobile internet services during the emerging market in Japan.

Dennotai & PIM was merged into Yahoo! Japan in 2000. This M&A is one of the early Merge & development case in Japanese internet business.

- Fractalist inc & Fractalist China inc.

Established Fractalist as founder & became CEO since 2000. Fractalist focus on mobile specified solution provider and went to public in 2006 From the early stage of Fractalist, Fractalist try to export Japanese successful mobile biz-model to global market. Focusing on China market and launched Fractalist China inc. in 2003 with Chinese partners. Fractalist China is now a partner of China Mobile in marketing area.

# What Fractalist (Japan) is doing ?

“One stop” mobile solution provider

## Mobile Marketing

- ✓ Planning mobile advertisement
- ✓ Operating mobile promotion

Promotion

Mobile SEM

Mobile SEO

Search engine optimization

Listing AD

SEO

## Mobile Solution

- ✓ Planning mobile sites
- ✓ Development mobile sites system(Content Management System)
- ✓ Hosting mobile sites

Plan  
Dev  
Host

CMS  
System

Mobile Media

Operating mobile media  
(Free WAP sites..etc)

# Why We are doing business in China?

## Japan

- ✓ World **most advanced** mobile internet service & content
- ✓ Penetration is high (over **90%**)
- ✓ Over 7 years rich mobile content & service experience over 3G infrastructure

## China

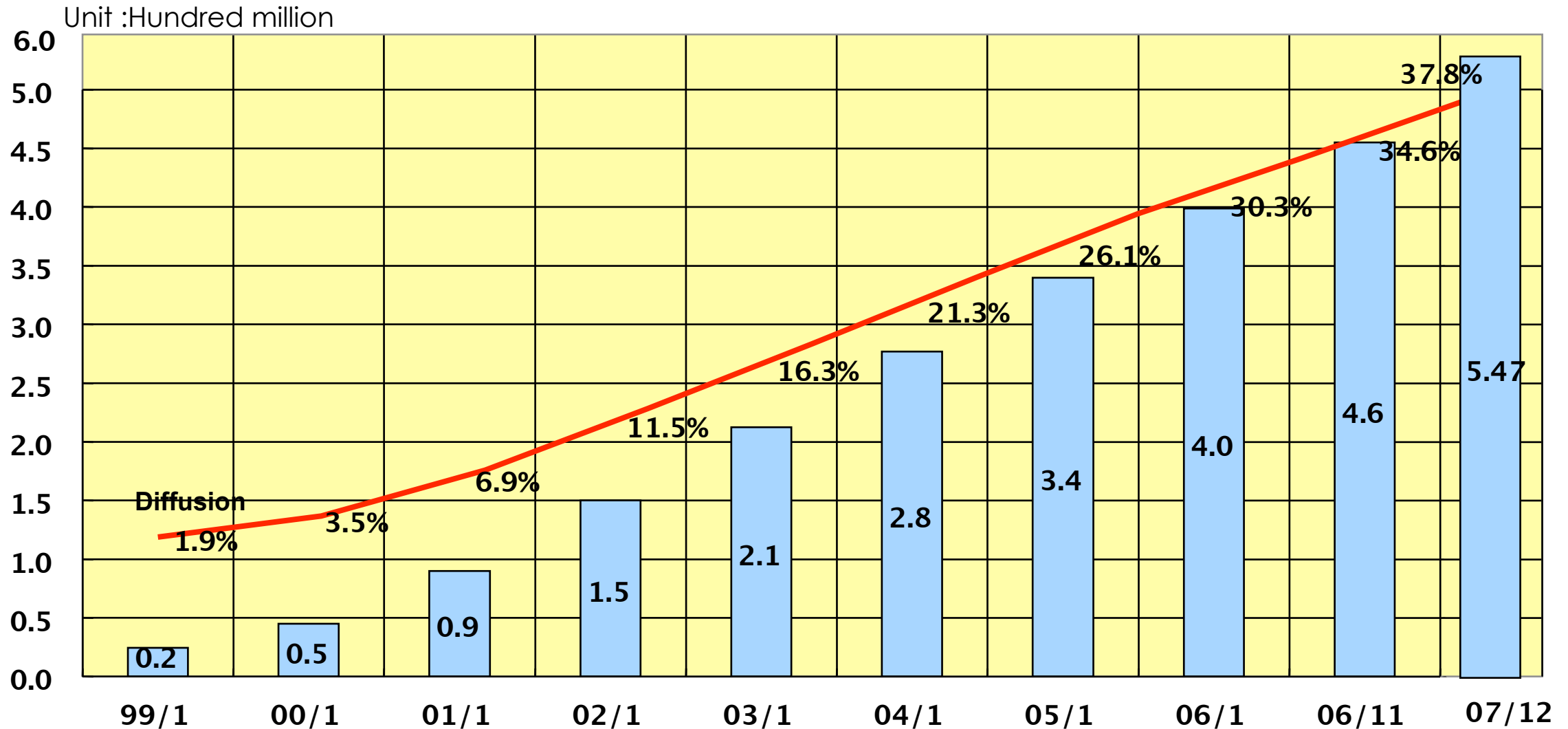


Transfer Successful Mobile Biz model into China & Global market

- ✓ World **largest** number' s of mobile subscriber (over **600M**)
- ✓ Growing (penetration is still under **50%**)
- ✓ Close to Japan and **similar culture**

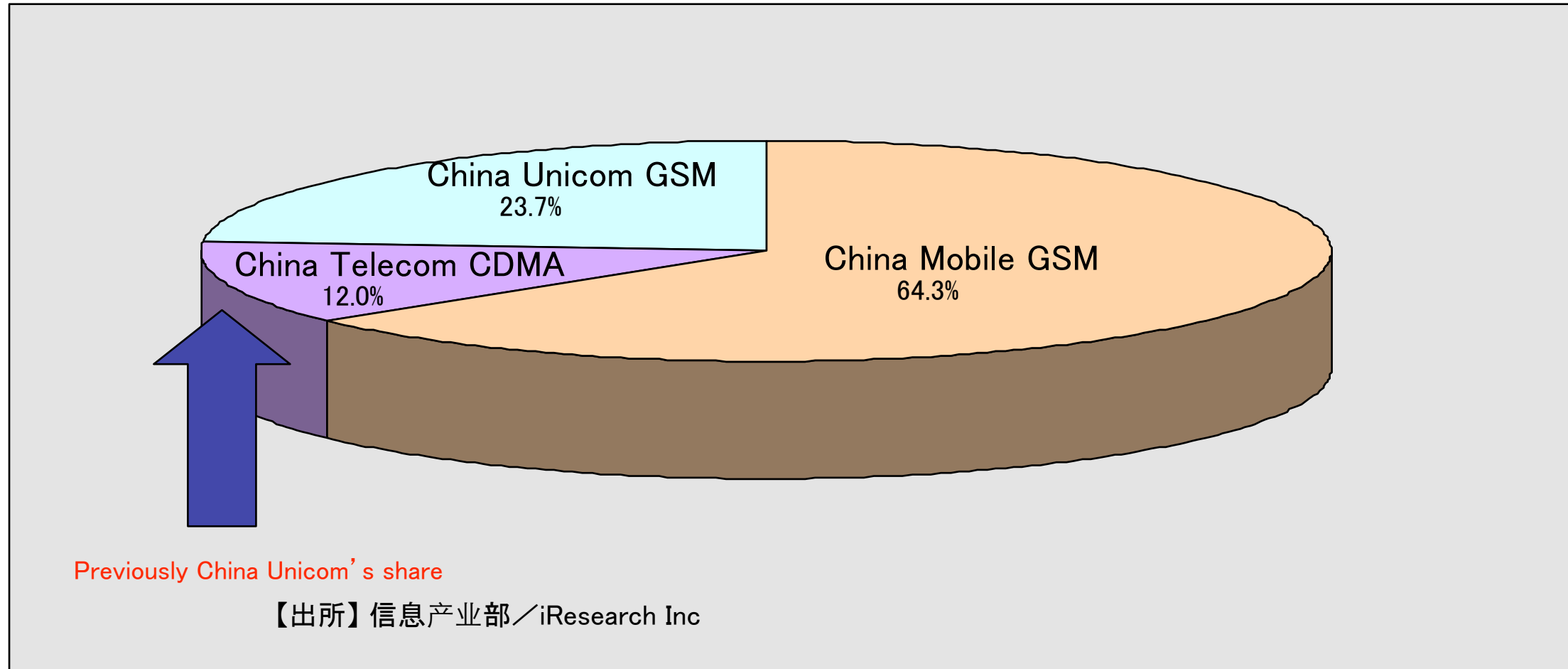
# Growth of China's mobile subscribers

- With the high coverage of mobile users in China (more than 500 millions), it enables a good foundation & growth for mobile media / advertising.



# China's mobile operators restructuring

Share of mobile market in China





# Mobile Operator's Restructuring

China Telecom = CDMA + Satellite + FIX/ADSL

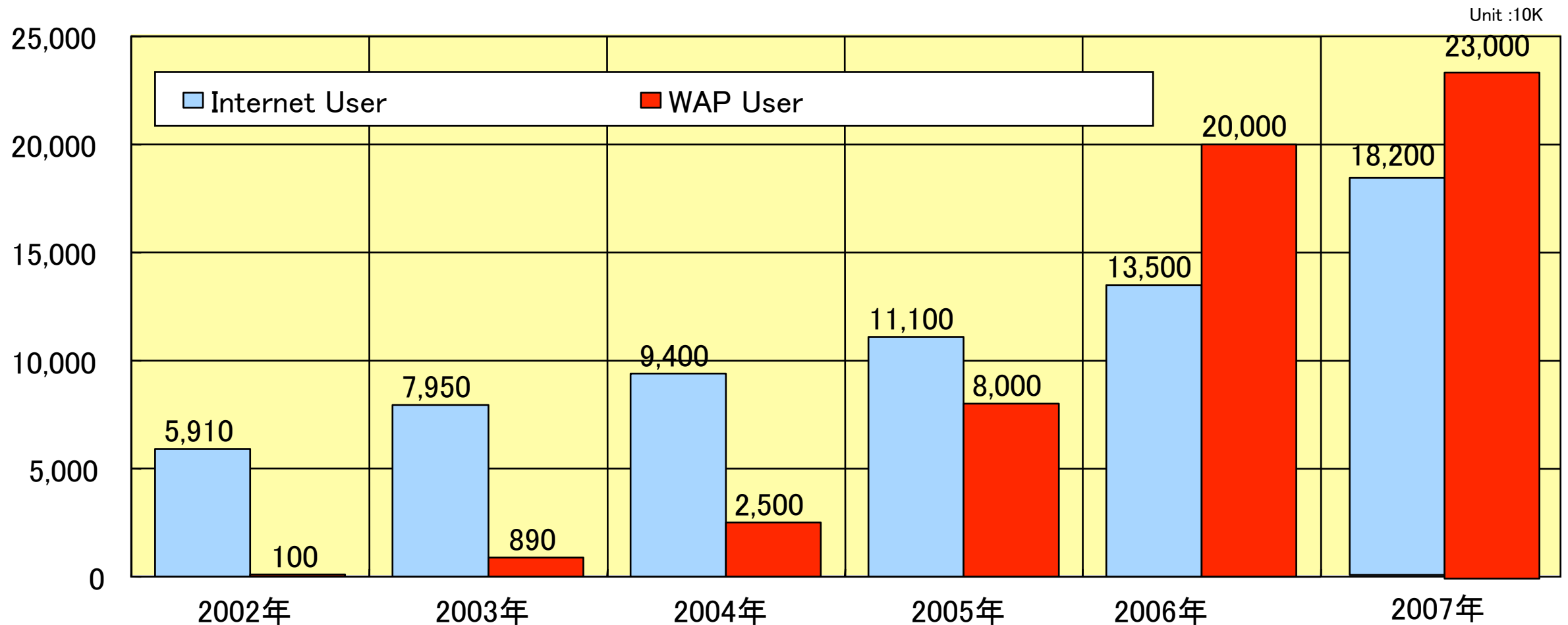
China Mobile = GSM(TD-CDMA) + FIX/ADSL

China Unicom = GSM + FIX/ADSL

- China Mobile Launched “TD-CDMA” Chinese unique 3G platform since April 2008 in 8 cities including Beijing, Tianjin, Shanghai, Guangzhou and Shenzhen.
- Started as a trial service for Beijing Olympic games

# WAP experienced user is more than PC internet users in China

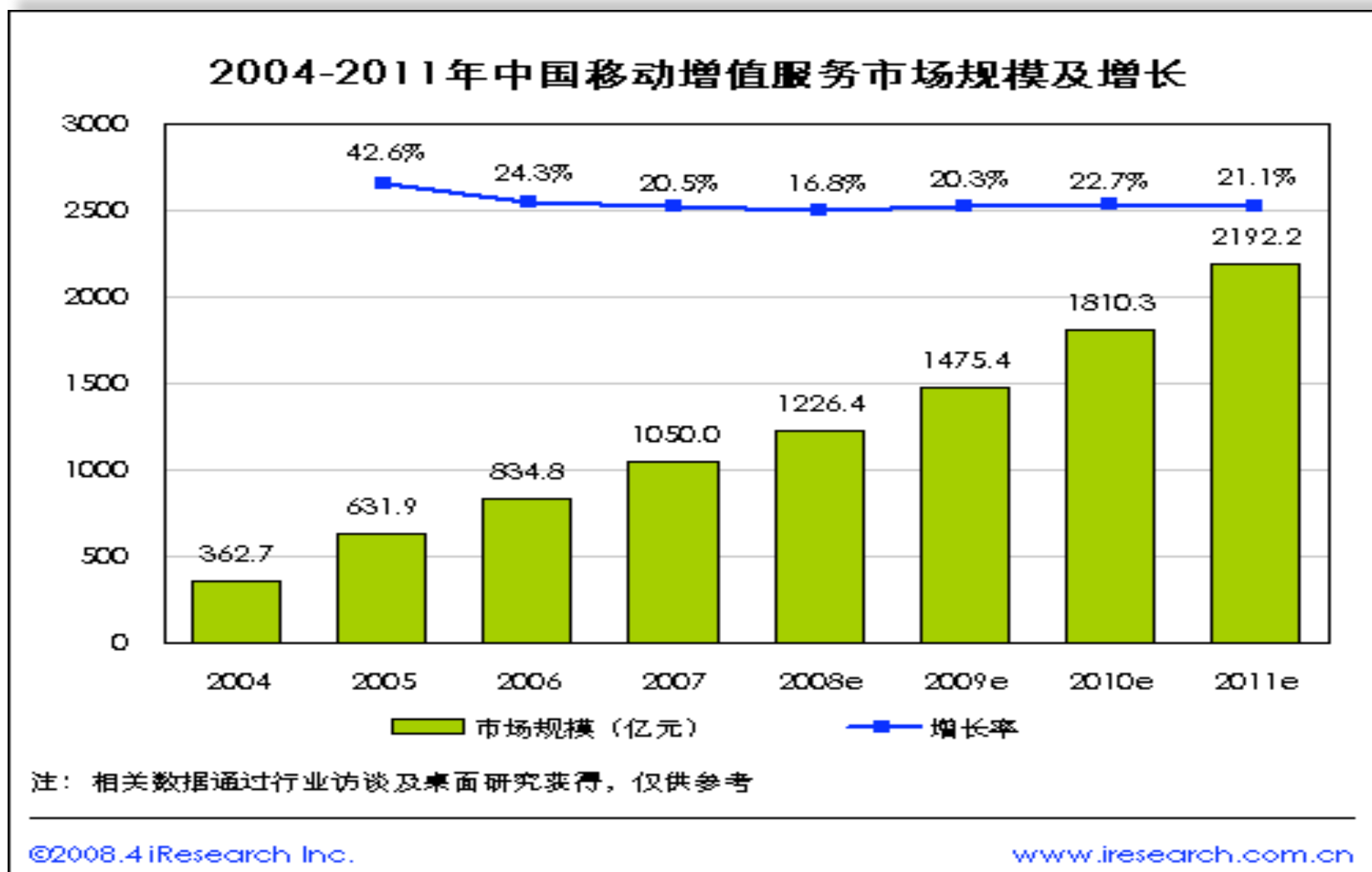
- ✓ Over 200M user have experienced WAP mobile internet browsing
- ✓ However penetration of active mobile internet users is still low





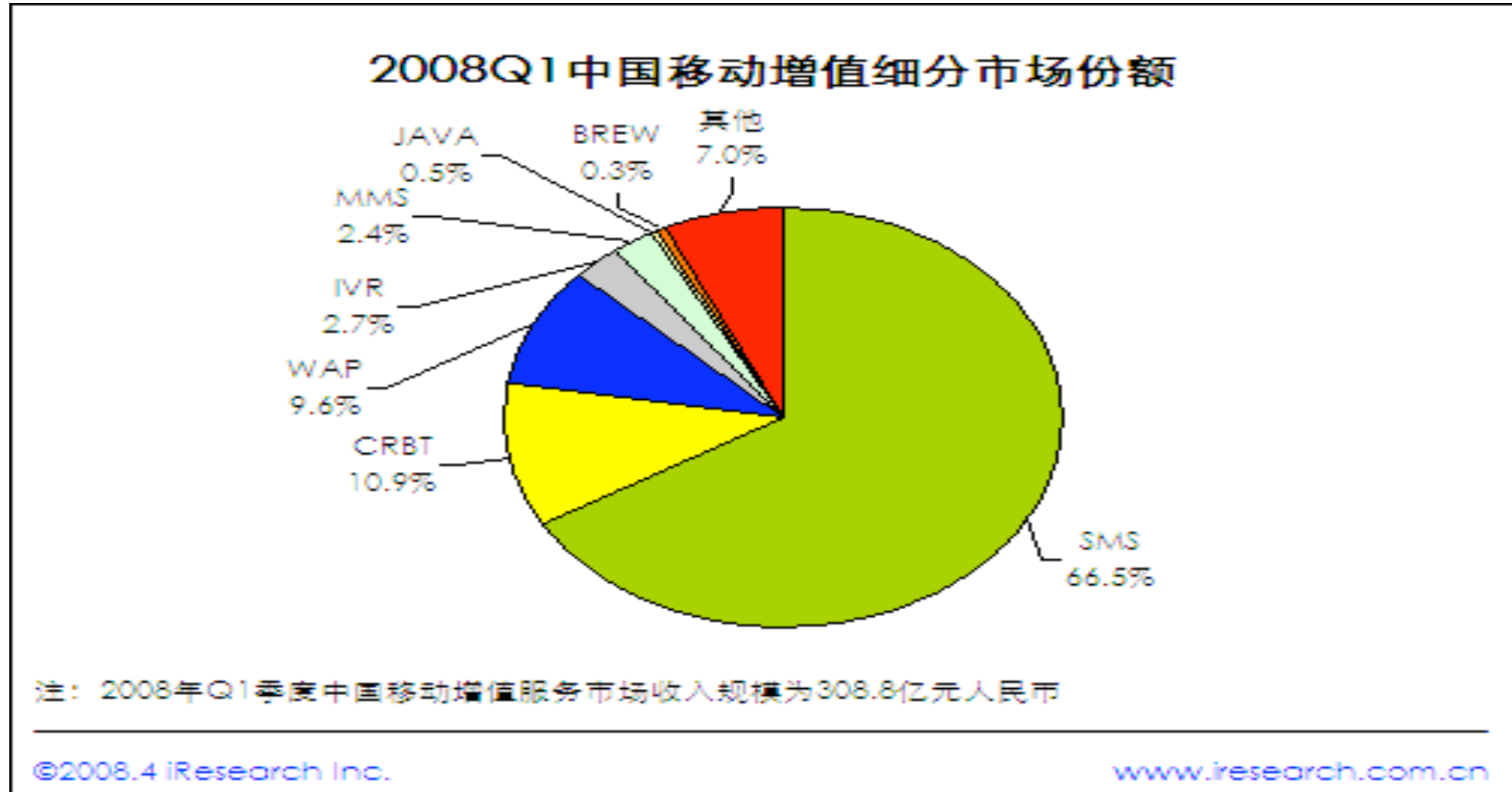
# Mobile Content & Platform Trend

Mobile content market size

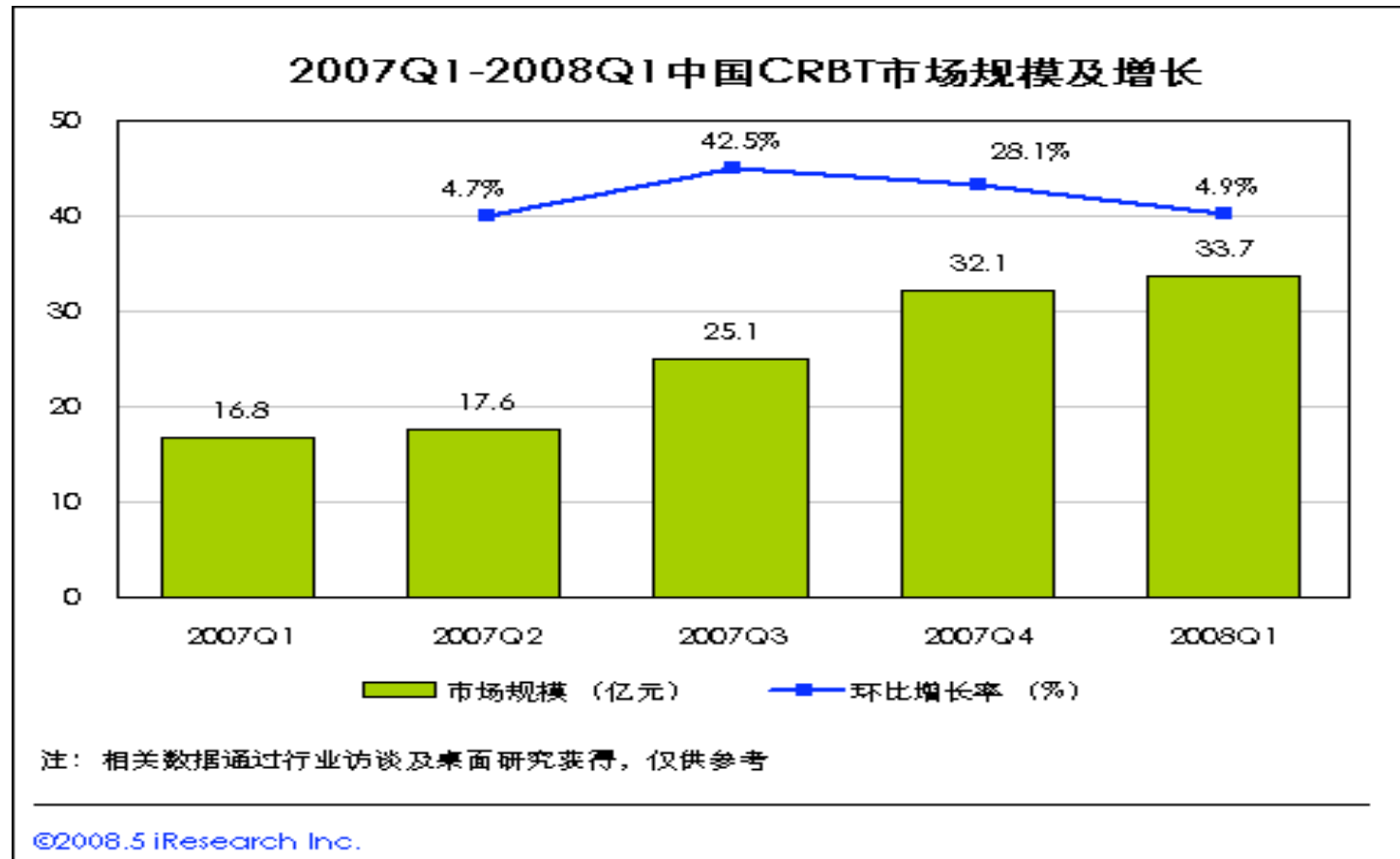


# Each share of mobile content platform

2008 Q1 Mobile internet platform share

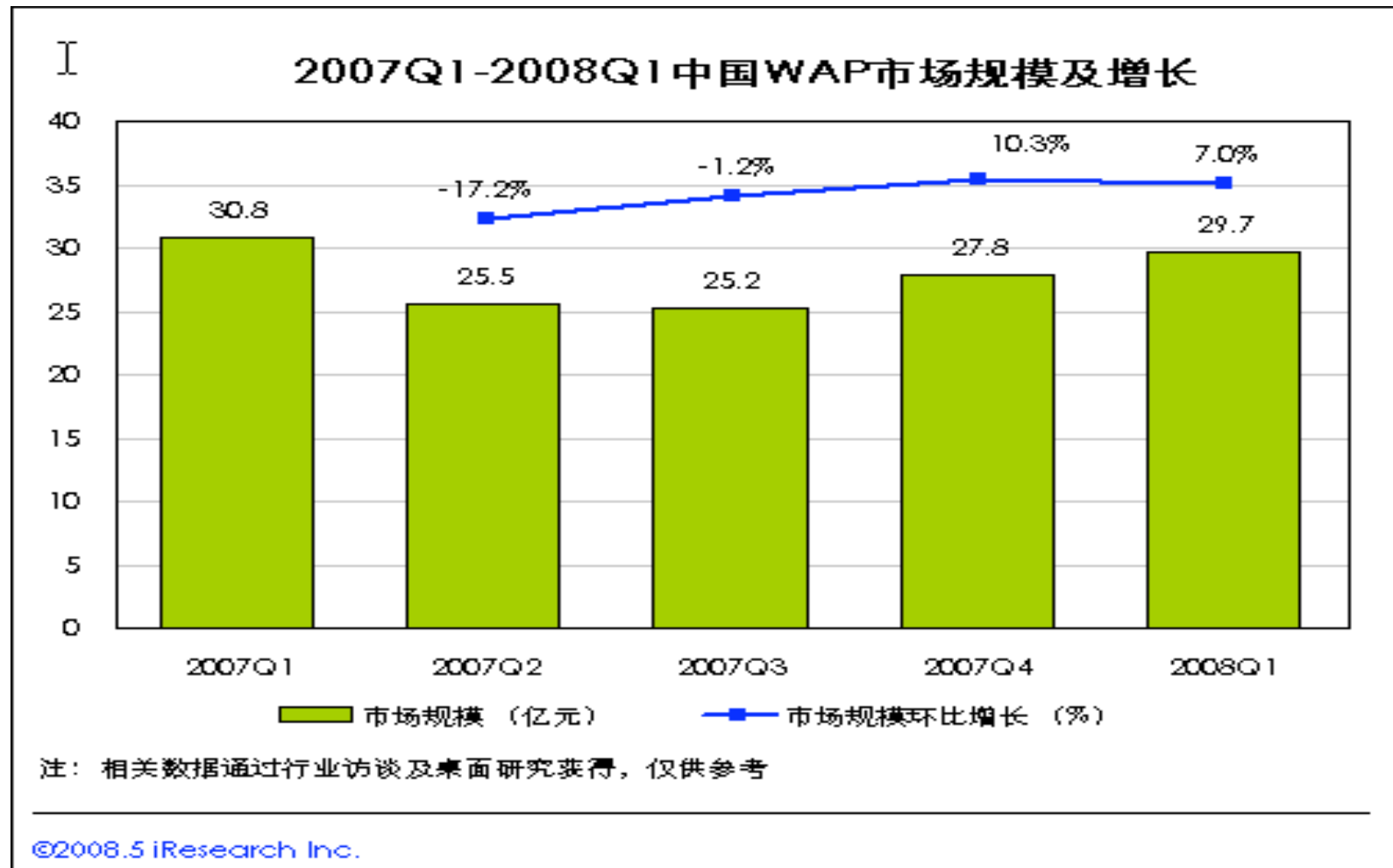


# CRBT Market is more popular than RingTone in China



2008年Q1: 168Million CRBT users

# Market size of WAP Content platform



- WAP content market in 2008 is estimated to be over 10B RMB
- WAP market is growing because of lower data plan & flat rate pricing of GPRS (Data service)

# Strategic Partnership with China Mobile

## CMCC Media Portal

- Management and Supervision
- Database Marketing



- Media strategy and planning
- Distribution management
- Ad. contents production and creativity

- Media Distribution

Agent

Agent

Agent

Advertisers

# Optimizing Mobile Advertisement

## ClickMaster

A Wireless Advertising Management Platform

Comprehensive targeting



A Beijing Business Man

- Advertisement to targeted users
- Including area, operator subscription, handset brands, handset model, handset value, specialty timing etc.,

Advertisement optimizing



- Analyze the click rate of every banners or text links on all page;
- Automatically Select the best banners or text links playing primarily to assurance the optimal impression

Multiple Billing functions



- CPM (Pay per Miller)
- CPC (Pay per Click)
- CPA (Pay per Action)
- ...

Our APIs are ready for any customized models

Strictly Private and Confidential

# Challenge of Mobile Marketing in China

## ▪ Data service improvement

- ✓ Rich contents expression such as WAP / MMS are increasing.
- ✓ Improving & Cultivating mobile sites such as mobile commerce, banking...etc

## ▪ Healthy relationship between mobile Advertiser & consumer

- ✓ User permission to push advertisement with SMS/MMS
- ✓ User Database and optimize CTR/CVR between media & consumer
- ✓ Developing cross media marketing method



Thank you very much!

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