

Mobile GREE

Rags to Riches: GREE's Transformation into a Top Player

August 24, 2009



Mobile GREE and GREE Inc.

- GREE was originally launched as a PC-based social networking service in early 2004, with a mobile version following in June 2005. Until July 2006, the service was very similar to market leader mixi (focused on core social networking functionalities), however, GREE was not able to demonstrate the same kind of growth as mixi, especially because mixi - which had far more capital at its disposal - introduced innovative features in much more rapid succession.
- In July 2006, mobile network operator KDDI made a major investment in the company, aiming to leverage GREE as the “SNS engine” for a variety of its carrier-branded mobile services (e.g. its navigation service, its music download service, etc.).
- In late 2006, GREE relaunched its mobile version as EZ GREE on the au KDDI network, featuring several features that competitors mobagetown and mixi Mobile had seen success with (e.g. decorated profiles, casual games), and in early 2007, the site was listed as an official site on NTT DoCoMo’s i-mode as well, with a Softbank version following 7 months later.
- However, it was not until July 2007 that the service started to really catch on, shortly after GREE introduced avatars, rooms, and - most notably - its now hugely popular pet nurturing game “Clinoppe”. Building on this success story, Mobile GREE introduced several other complex games with nurturing and/or collecting mechanisms, tied into community functionalities. All of these games feature in-game paid items. The most successful of these is Tsuru Star, a virtual fishing simulation game.
- The service today has more than 10 million users and generates more than 20 billion page views per month, 99% of which are mobile-originated.

About this Report

- In the past two years, Mobile GREE's user base has grown almost tenfold, and currently exceeds ten million registered members. The service generates more than 12 billion page views per month. Revenues for the quarter ending March 2008 totaled ¥3.9 billion (US\$ 41.2 million), more than 70% of which stemmed from paid content and in-game purchases. This strongly distinguishes GREE from its competitors mixi Mobile and mobagetown, which much more strongly rely on an advertised-based revenue model.
- Interestingly, GREE only started to reach a stellar level of performance once it largely abandoned the PC channel and focused its strategy on mobile. It was also the first of the three major mobile social networking services in Japan to implement complex mobile games that feature strong community elements and combine mobile web and Flash-based technologies, and pioneered the concept of paid in-game items as a revenue stream (an approach that was quickly copied by competitor mobagetown).
- This is the first and only detailed research report available in English providing detailed analysis of the factors that have made Mobile GREE a smash hit. It includes step-by-step walkthroughs of all major features, deep analysis of the game portfolio, insight into business model and financials, as well as information on usage patterns and demographics.
- Current version 1.0 published August 24, 2009. 180 pages, 19 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 GREE 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 Mobile GREE work?** Step-by-step descriptions and walkthroughs for all major features: games lineup, social networking functions, avatars and shopping for virtual goods, location-based services, and information and entertainment content.
- **How does the service make money?** Business model and revenue stream analysis, including fiscal year 2009 financial data on parent company GREE Inc.
- **How does it leverage its virtual currency system to generate revenues?** See how the virtual currency model results in substantial revenues from purchases of in-game items and other paid content for GREE.
- **How has the service evolved, and where is it headed strategically?** Check the detailed timeline of major feature and content innovations.
- **What mobile advertising formats does the site offer, how are they priced, and what do successful campaigns look like?** Learn how GREE ties up with brands like Fanta and Nissin Foods for branded entertainment content, games and avatars.
- **How do they promote it?** Comprehensive information on marketing strategy and promotional activities.
- **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 GREE's strategy: From follower in the PC market to top player in mobile social networking and gaming.

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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Table of Contents

Part I: Company and Service Profile	6	Usage	35
GREE, Inc. Company Data	7	Registered Members	35
Introduction	8	Page Views	36
Mobile GREE Service Overview	9	Net Member Additions; Page Views per User	37
Main Components	10	Demographics	38
Account and Registration	11	Gender Distribution	38
Top Page	12	Age Distribution	39
Social Networking Functionalities	13	Company History and Service Evolution	40
Games	16	Major Feature and Content Innovations	46
Top 15-ranked Casual Games Titles	17	Marketing	51
Portfolio	20	Approach	51
Current Lineup of Complex Games	21	Shiro Kishibe Campaign	52
Virtual Currency	24	Shibuya Station Jack	54
Avatars	25	Timeline of Major Activities	55
Item Shop	26	Advertising Formats and Pricing	57
Profile Template Shop	27	Advertising Campaign Examples	90
User-generated Content	28	NISSIN Cup Noodle Eco Campaign	64
Entertainment and Information Content	29		
GREE Business Model and Financials	30		
Business Model	30		
User View	31		
Revenue Streams View	32		
Revenues by Business Segment	33		
Operating Profit and Profit Margin	34		

Table of Contents

Part II: Major Functionalities Overview	65
Inviting a New Member	66
Receiving an Item Reward for Inviting a New Member	67
Friend Search; Friend Request	69
Friend List; Viewing a Friend's Profile	71
Footprint	72
Sending and Receiving Mini Mail	73
Creating, Editing and Deleting Diary Entries	75
Commenting on Own Diary Entry	76
Commenting on Friend's Diary Entry	77
Viewing and Creating Content in Communities	78
Registering to a Sponsor Site to Receive GREE Gold	80
Purchasing the GREE Plus Course to Receive GREE Gold	83
Purchasing a Premium Background Template to Receive GREE Gold	85
Avatar Item Shopping	86
Purchase a Profile Background Template	87
Playing the Avatar Gaccha	88
Discovering Games	89
Playing Games	90
Avatar Item Rewards for High Scores	91
High Score Rankings	92
Creating a Diary Entry about a Game	93
My Games Page; Games Rally	94
Viewing and Answering Questions on GREE Q	95

Viewing and Commenting on GREE Machi	97
Viewing and Creating Content on Celebrities	98

Table of Contents

Part III: Complex Games Overview	99		
“Tsuru Star 2” Fishing Game	100	“Dorirando” Excavation Game	132
Game Concept	100	Game Concept	132
Basic Gameplay River Fishing	101	Basic Gameplay	133
Basic Gameplay Ocean Fishing	103	Worlds, Levels and Rank	136
Worlds, Levels and Rank	105	The Collection	137
The Fish Encyclopedia	107	Equipment and Shopping	138
Equipment and Shopping	108	Excavation Diary	140
Fishing Diary	110	Tours	142
Tours	112	Medals and Avatars	144
Team Play and Tournaments	114	Communities	145
Missions	116	“Hakoniwa” Gardening Game	146
Communities	117	Game Concept	146
“Clinoppe” Pet Game	118	Basic Gameplay	147
Game Concept	118	Worlds, Levels and Rank	149
Creating a pet	119	The Collection	150
Main Page	120	Hakoniwa Catalogue	151
Feeding	121	Positioning Equipment and Lawn Mowing	153
Bathing	122	Gift Giving and Social Functionalities	154
Exercise and Playing	124	“Pangya” Golf Game	155
Shopping and Items	125	Game Concept	155
Dance School	127	Basic Gameplay	156
Contests	128	Cookie Points and Pang	160
Nurturing History	129	Home Page	161
Social Functionalities	130	Shop	162
Candies	131	Single- and Multiplayer Mode	164

Table of Contents

Part IV: Casual Games Overview (Top 15)	165
Kone Kone Superstar	166
Takoyaki Escape	167
Lance of Longinus	168
The Right Angle Barber	169
Pillow Flip	170
Bonjour! Fanta World Festa	171
Animal Chain Reaction Lite	172
Cheater Attack	173
Snow Hammer	174
Chalk Teacher	175
King of the Hostess Bar	176
The Good Luck Cat	177
Goldfish Catcher	178
Love Angel	179

Part I

Company and Service Profile

Mobile GREE Service Overview

Main Components

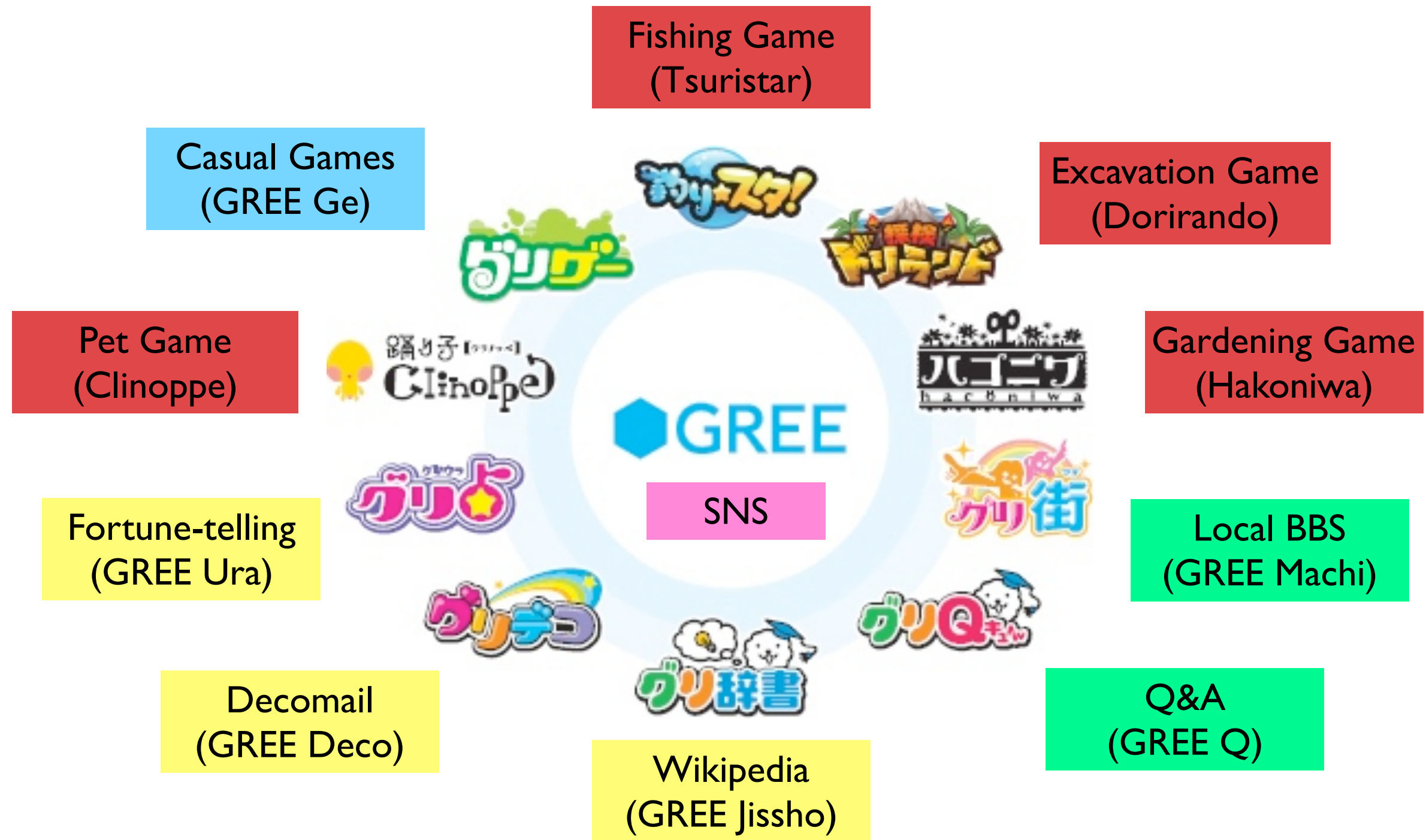
Sample 9

- Mobile GREE has five main components/types of content:
- (1) Core social networking functionalities: profiles, blogs, friends, groups and mini mail as core features.
- (2) Free casual games: 158 titles, all of which are implemented in Flash Lite.
- (3) Complex games with strong SNS/community features: 5 titles (4 Flash-/Mobile web-based, 1 Java), basic gameplay is free. A variety of virtual in-game items that make playing the games more fun and “unlock the games’ full potential” can be purchased with a virtual currency called GREE Gold (see below).
- (4) User-generated content: Q&A (GREE Q), location-based forums/BBS (GREE Machi).
- (5) Entertainment and information content: (Read-only) Wikipedia (GREE Jissho), News, Weather, Celebrities, Music Artists, Fortune-telling, etc.
- Each user is represented by an avatar, which is displayed on his profile page, and throughout a wide variety of social and gaming interaction contexts on the site. Avatars (and the rooms they “live” in) can be equipped with virtual clothing items, accessories etc., which need to be purchased with GREE Gold (like the in-game items, although in most cases in-game items and avatar items function independent of each other).
- Users can obtain GREE Gold by recruiting new members, clicking on ads and registering to subscription- or download-based partner sites. It is also possible to purchase GREE Gold directly via carrier billing, either under a monthly subscription plan or as one-time purchases.

Mobile GREE Service Overview

Main Components

Sample 10



Social Networking

Complex Games

User-generated Content

Entertainment and Information Content

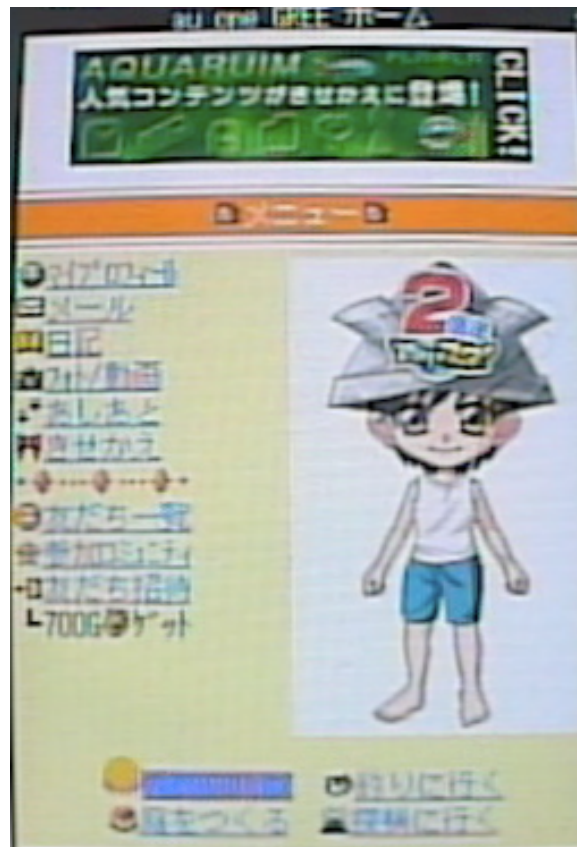
Casual Games

Mobile GREE Service Overview

Social Networking Functionalities

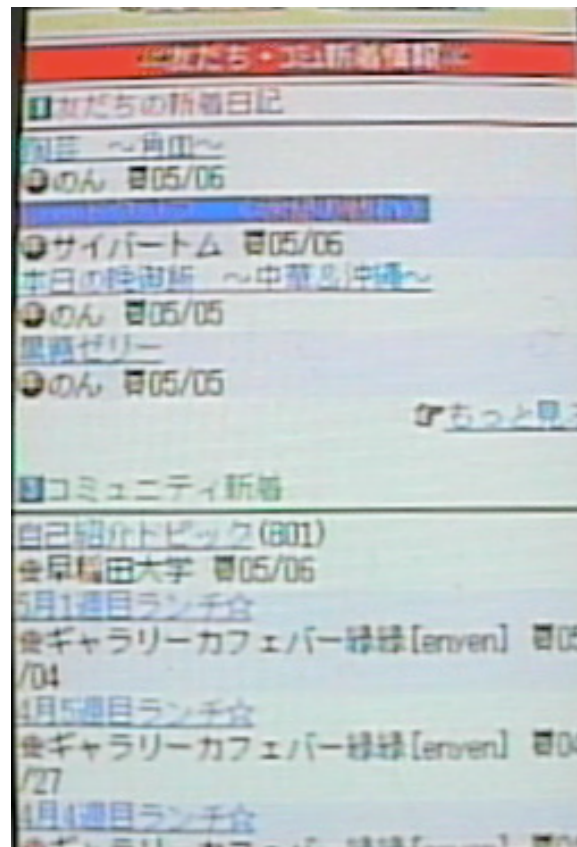
Sample

13




my Page as viewed by user (top half)

Links to four complex games underneath avatar picture



my Page (lower section) with links to friends' new diary entries and new topics in communities

- The core of the social networking functionalities is the so-called “my Page.”
- The very top of the page features alerts and announcements, such as accepted or received friend request, and promotional news,
- followed by links to the following functions:
 - Profile
 - Mini mail
 - Write new diary entry
 - Photo/Video albums
 - Footprint
 - Avatar shop/change clothes
 - Friend list
 - Community list
 - Recruit a friend
- To the right of these, the member's avatar (along with his pet, if he has one) or photo is shown. Underneath the avatar there are links to four of the complex games
 - Pet Game
 - Fishing Game
 - Gardening Game
 - Excavation Game
- The background design of the “my Page” can be changed into one of approx. 1,300 different background templates, which can be obtained with GREE  Infinita Inc., 2009

Mobile GREE Service Overview

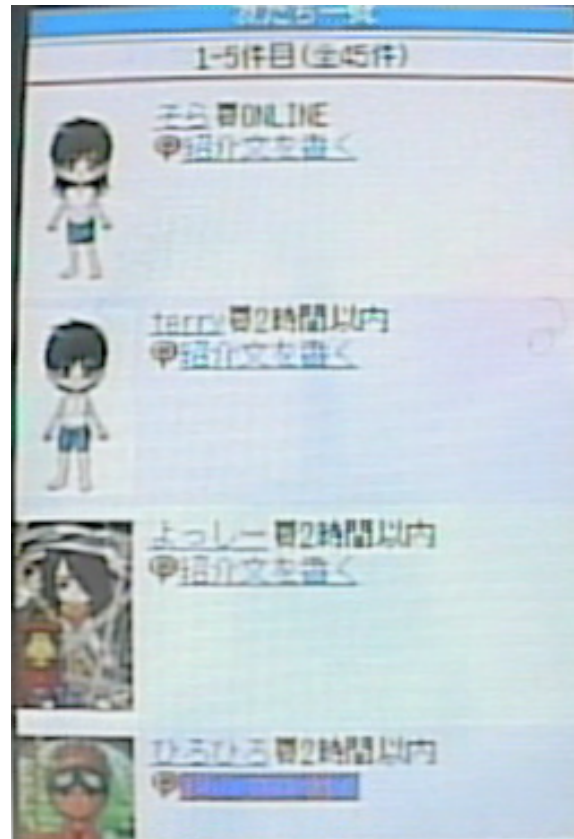
Social Networking Functionalities

Sample

14



my Page as viewed by user after profile template change



User's own friend list

- Further down on the page, the following are displayed:
 - Friends' new diary entries
 - New comments from others on own diary entries
 - New posts in communities
 - New comments from others on own community entries,
- followed by
 - Information on how to obtain GREE Gold
 - Friend, community, diary search box
 - Links to major content categories (such as celebrities, fortune-telling, casual games, news, etc.)
- From the perspective of an "outsider" (not the member himself), the "my Page" appears as the "profile page":
 - Avatar picture
 - User name, age, etc.
 - Links to user's Fishing, Gardening, Pet and Excavation Game profiles (provided he has them)
 - User's profile information/introduction he has written about himself
 - Friend list (newest three, link to see all)
 - Diary entries (newest three, link to see all)
 - Communities (newest three, link to see all)
 - Photo and video albums (newest three, link to see all)
 - Guestbook entries left by other users
 - Footprint ("who visited this user")

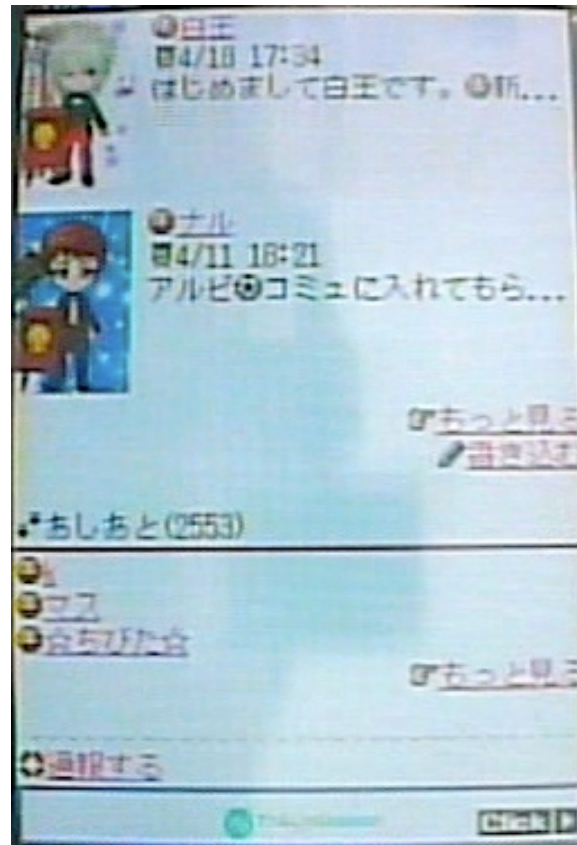
Mobile GREE Service Overview

Social Networking Functionalities

Sample 15



Another member's profile page with fully equipped "2D room"



Viewing another member's guestbook entries and footprint

- Mobile GREE 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 Mobile GREE members than on mixi because rather than a social networking service reflecting real-world connections and (to some degree) identities, GREE is much more of a "fantasy world" focused on games and entertainment.
- As opposed to mobagetown, Mobile GREE members do not have actual "rooms" displayed in 2.5D that they can outfit, that other members can enter etc. Rather, the frame displaying the avatar and his pet in 2D functions as the room, which can be equipped with a variety of virtual goods.

Mobile GREE Service Overview

Games: Top 15-ranked Casual Games Titles

Sample

18

Rank	Title	Description
9	Bonjour! Fanta World Festa	Tie up game with Fanta soda from Coca Cola. Simple game where player has to avoid obstacles such as hurdles, bicycles and birds by jumping and catch as many grapes as he can to fill his power gauge. Once full, the player becomes invincible for a short time. The points are based on how many bottles the player can get, with deductions being made every time the player runs into an obstacle.
10	Chalk Teacher	The setting is in a typical classroom where the students are running around or dazing off during class. Throw chalk at the sleepy students to keep them awake, and target the students who move around in the background without hitting the students that are awake. The points are based on successful hits, and no points are gained for hitting students that are awake. Characters in the background disappear when hit twice and are replaced with new character.
11	King of the Hostess Bar	Flash winks at the girls sitting next to you to score romance points with them. These girls will come and go rapidly, so be sure to wink at the right people, and at the right time, because sometimes there will be men sitting next to you. Winking at them will cause you to lose time. Successful winks at girls who display their particular interest (by having heart marks in their eyes) score higher points.
12	The Good Luck Cat	There is a cat on your restaurant's roof which has superpowers to lure customers into your store. Control the cat so that he beams in as many people in a given time. The more people he can get with one beam, the higher the points are. Combo points occur when male/female pairs of customers are successfully targeted.
13	Love Angel	Single males and females crowd a town without knowing that they are all single. Help the cupid target and couple two people together. There are several characteristic differences in the males and females, so target ones that have similarities, such as hair color or appearance, to score higher points.
14	Goldfish Catcher	Simple goldfish catcher game where the player uses his paper cup to catch as many goldfish in one stroke. But be careful as the paper cup will get wet and eventually tear. Get 5 paper cups and catch as many goldfish as you can. The rainbow color goldfish are bonuses where the durability of the paper cup will recover with the catch.
15	Number Place (Sudoku)	Simple 9x9 sudoku game where the player fills in the open spaces with numbers 1 through 9.

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



Infinita Inc., 2009

Mobile GREE Service Overview

Games: Portfolio

Sample

20

Category	Count	Java Titles
Action	71	0
Shooting	22	0
Puzzle	12	0
Variety Games	38	0
Sports	15	0
Complex Games	5	1
Total	163	1

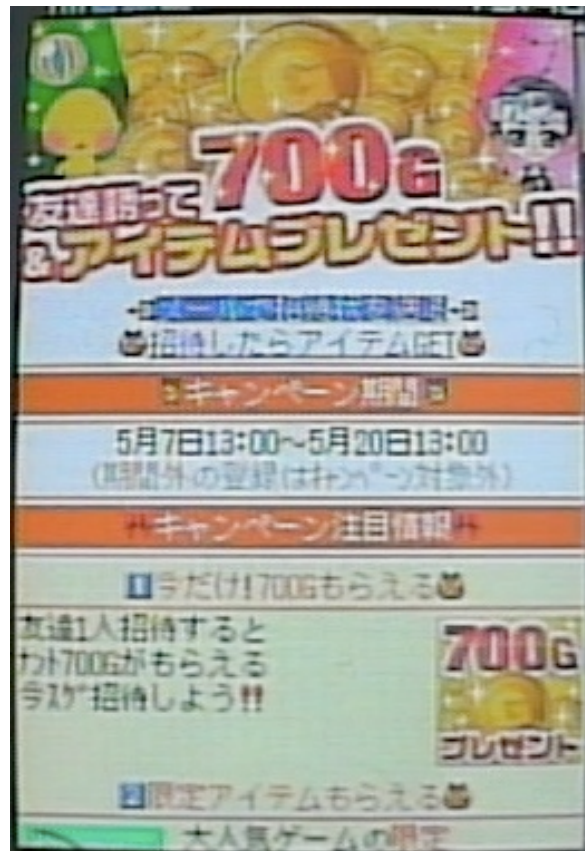
- GREE Mobile currently features a total of 163 games, all of which except one (Panya Mobile Golf, which is a Java Game) are implemented in Flash Lite and played through the mobile browser.
- Almost half the games are action titles, with shooting, sports, variety and puzzle game constituting the rest of the line-up.
- 5 of the games, one of which is Panya, are complex games combining Flash Lite gameplay with very refined, mobile web-based community elements. These are discussed in more detail in the following section.
- Gameplay for all but these 5 complex games is completely free. For the complex games, basic gameplay is free as well, but players can purchase a variety of virtual items that make playing them much more fun, and in some cases, allow the player to gain access to parts of the game that he otherwise would not have.
- In all complex games but the golf game, players can make purchases of virtual items either via GREE Gold (a virtual currency that can be obtained by recruiting new members to GREE, signing up to partner sites, or be bought with real money via carrier billing) or in-game experience points obtained by playing the game itself.

Mobile GREE Service Overview

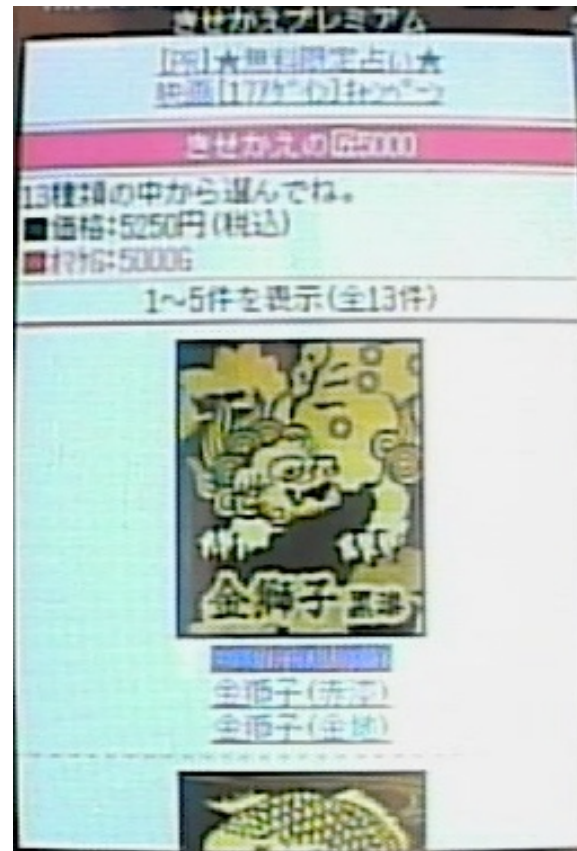
Virtual Currency

Sample

24



Promo page: “Recruit a new member to receive 700 GREE Gold”



Purchase page for “Premium Profile Templates”, which double as GREE Gold packages

- Mobile GREE features a virtual currency called “GREE Gold”, which members can spend on avatar items (such as clothing, haircuts, accessories for their 2D room, etc.) as well as virtual items for use in the complex games.
- Various amounts of GREE Gold can be obtained in a variety of different ways:
 - As reward for recruiting a new member to the service (currently 700 GREE Gold)
 - As reward for clicking on ads or purchasing something from one of GREE’s affiliate sites
 - “Premium Profile Templates” bought with actual money (via carrier billing) that award the user a certain amount of GREE Gold
 - Monthly subscription course (via carrier billing)
- GREE Gold once obtained can not be exchanged back into real money.
- As mentioned above, the Golf Game “Panya” has a separate currency system (please refer to the “Mobile GREE Complex Games Profile” section of this document for details).

Mobile GREE Service Overview

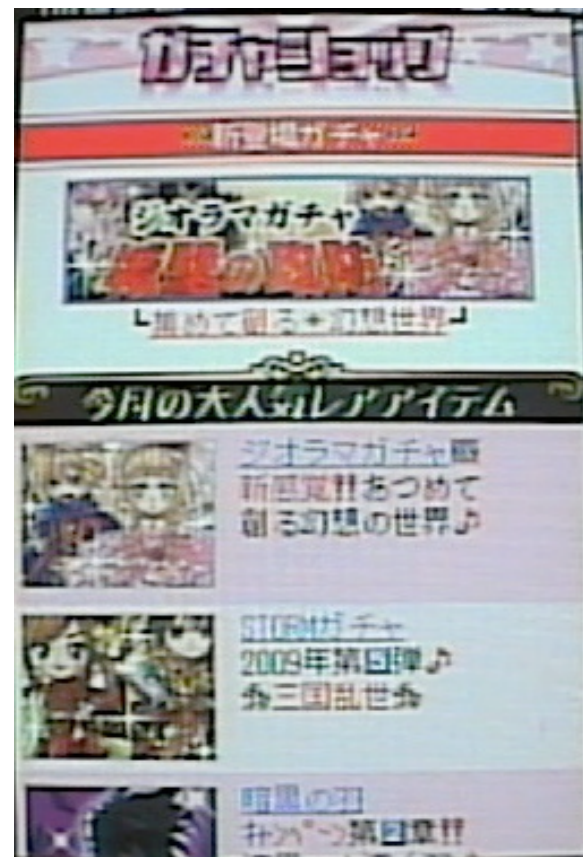
Avatars

Sample

25



Selection of facial expressions and haircuts in the avatar item shop



Promotion page for different kinds of "Gaccha" (item lotteries) in the avatar item shop

- When signing up for Mobile GREE, users are automatically given a very simply dressed avatar, along with 500 GREE Gold for initial purchases of virtual items. Alternatively, they can choose to use a picture instead of an avatar.
- Avatars are exposed in many contexts throughout the site (on diaries, footprints, games high score rankings, complex games profile pages, and many others), although the casual games generally do not feature avatars.
- The avatar item shop offers a selection of almost 2,000 items (organized in 15 categories), ranging from clothes, haircuts, accessories and pets to facial expressions. These are organized in ca. 15 categories.
- Some items are only offered seasonally (e.g. Christmas, Valentine's Day) or as prizes in "item lotteries" called "Gaccha", which Mobile GREE features 10 differently themed ones of. For each of the 10 Gaccha, there are 16 items that change monthly, as well as 1 rare item that users can obtain if they have collected the other 16. Playing the Gaccha costs 200 GREE Gold.
- A feature called "Mixer", which costs 100 GREE Gold to play, allows users to trade two unwanted items they have obtained previously and get one new item in return.

GREE Business Model and Financials

Business Model

Sample

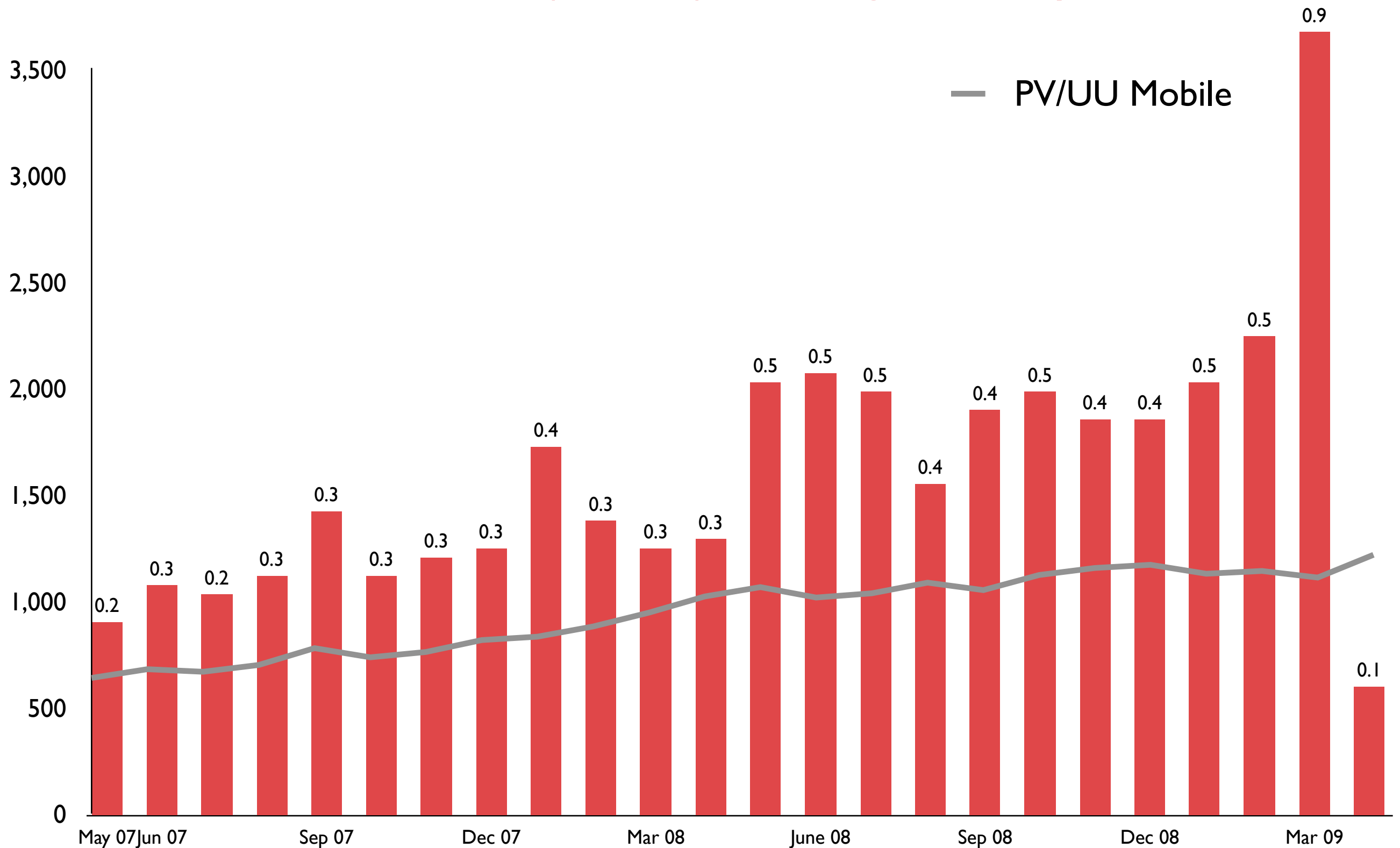
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- GREE has two main revenue streams:
 - (1) Advertising revenues from banner, email, tie-up and affiliate advertising, which currently account for 25% of revenues (FY09 Q3). Which percentage of this is affiliate advertising is not published. GREE runs its own advertising affiliate network which feeds the relevant ads into GREE.
 - (2) Paid content sales, which in FY09 Q3 accounted for 75% of total revenues. Paid content sales are implemented via a virtual currency called GREE Gold, which users can receive for clicking on ads, subscribing to partner sites, recruiting new members etc., but which also can be bought directly (via carrier billing) - a) in packages of ¥525, 1,050, 2,100, 3,150 and 5,250 as one-time purchases, or b) under a subscription model (GREE Plus Course, ¥300 per month), which awards the user 300 GREE Gold per month.
- Both revenue streams have been trending up over the past four quarters. Especially paid content sales have been growing drastically (518% YoY), but advertising revenues have been developing positively as well (59% YoY, roughly the overall growth rate of the mobile advertising market).
- As a third and minor revenue stream, GREE offers a “GREE Premium” course for its PC version, priced at ¥300 per month, which gives the user increased storage space, etc.
- GREE does not release separate data for PC vs. mobile revenues, but considering that PC traffic accounts for less than one percent of total traffic, it can be safely assumed that almost all revenues are mobile-originated.

Usage

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

Sample 37



Company History and Service Evolution

GREE

Sample 44

- GREE reaches 4 million subscribers.
- Mobile GREE starts providing the Java game Mobile Golf Panya.
- GREE reaches 5 million subscribers.
- GREE and Levi's collaborate on mobile novels campaign. The promotional novel is written by a Japanese author based in California, where the jeans were born. During the campaign, Levi's jeans offers away an original avatar item (Kisekae Prof) that relates to the story.
- The first nationwide TV commercial promoting GREE airs.
- The Mobile GREE alien nurturing game "Clinoppe" is awarded the 1st prize in the mobile content category for the Mobile Project Award held at Wireless Japan 2008.
- GREE reaches 6 million subscribers.
- Mobile GREE is certified as a "safe" mobile site by EMA, the industry self-governance body in charge of ensuring safe usage of mobile sites among minors.
- Dorirando, the complex excavation game, launches on Mobile GREE.
- Mobile GREE runs an eco campaign jointly with Nissin's Cup Noodle within its popular Tsuru Star 2 fishing game. Users have to fish out cans from rivers and the ocean, and gather them to complete a message (each can has a letter on it). A Cup Noodle avatar items is awarded to those that complete the message.
- The newest complex game, the gardening-themed "Hakoniwa" nurturing game, launches.
- October 2008: GREE reaches 7 million subscribers.
- The company makes its stock exchange debut with an IPO on TSE Mother's board.
- GREE reaches 8 million subscribers.

2008

February

May

July

August

September

October

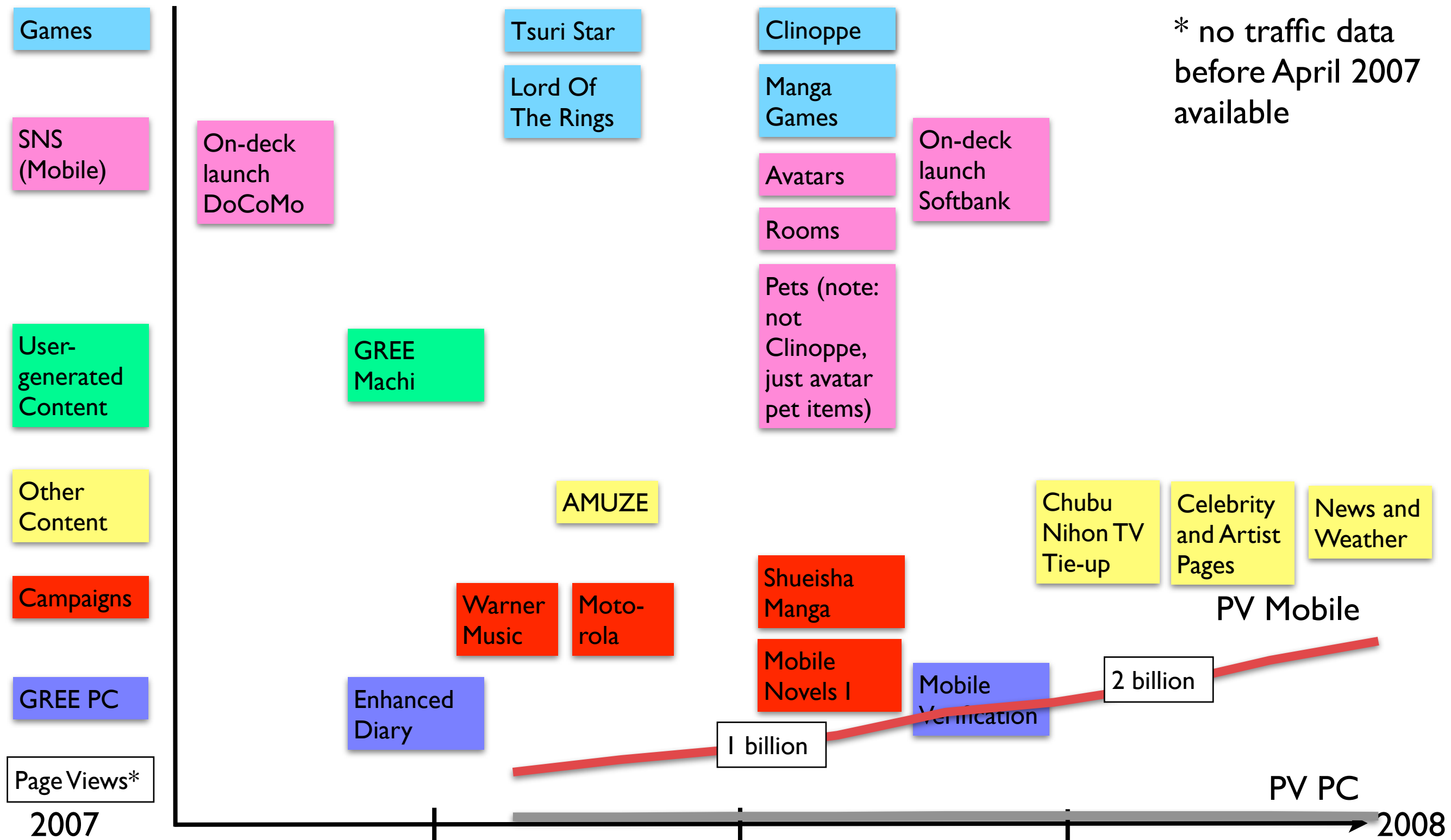
December

Note: developments directly related to GREE Mobile marked in red

Major Feature and Content Innovations

GREE

Sample 48



Marketing

Shiro Kishibe Campaign

Sample

53

モバイル版GREE



PC版GREE



TV CM と連動した岸部四郎オリジナルコンテンツ



Overview of Shiro Kishibe-themed Mobile GREE contents (clockwise from top: casual games, fortune-telling, Decomail, Tsuristar, Clinoppe)

Shiro Kishibe “site jack” on top page of Mobile GREE and PC version of GREE

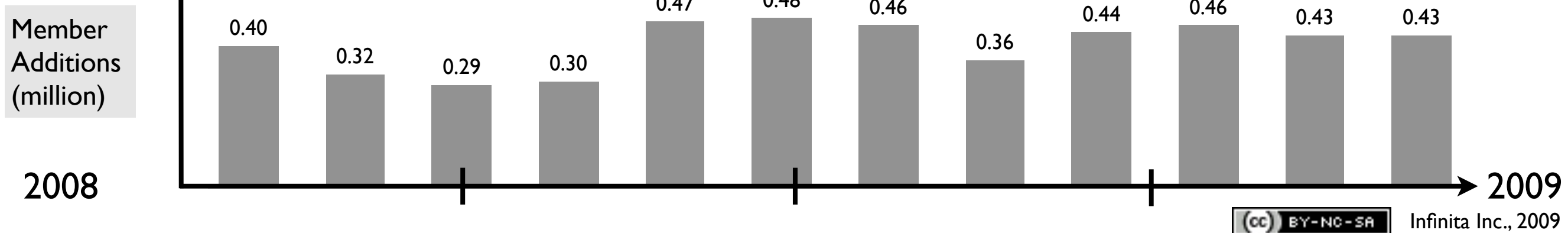
Marketing

Timeline of Major Activities

Sample 55

Media	TV, OOH, Web, Mobile, Transport
Date	May 2008
Name	Shiro Kishibe
Focus	Free Games
	<div> <p>なにやら楽しそうな岸部さん。</p> <p>でも、近所の公園でひとり。携帯を手に、グリゲーに夢中。ネコにも気づかないほど没頭しています。</p> <p>デロップ：金はない。時間はある。</p> <p>♪グリグリグリグリ〜</p> <p>NA：無料ゲームはジー・アール・イー・イー・ドット・ジェイ・ビー</p> <p>NA：グリー！</p> </div> <div>      </div> <div> <p>アパートの一角。またしても楽しそうな岸部さん。</p> <p>鼻歌を唄いながら、携帯を手に、グリゲーに夢中。とっても楽しそう！ハマってます。</p> <p>デロップ：金はない。時間はある。</p> <p>♪グリグリグリグリ〜</p> <p>NA：無料ゲームはジー・アール・イー・イー・ドット・ジェイ・ビー</p> <p>NA：グリー！</p> </div> <div>      </div>

Two versions of Shiro Kishibe TV commercial



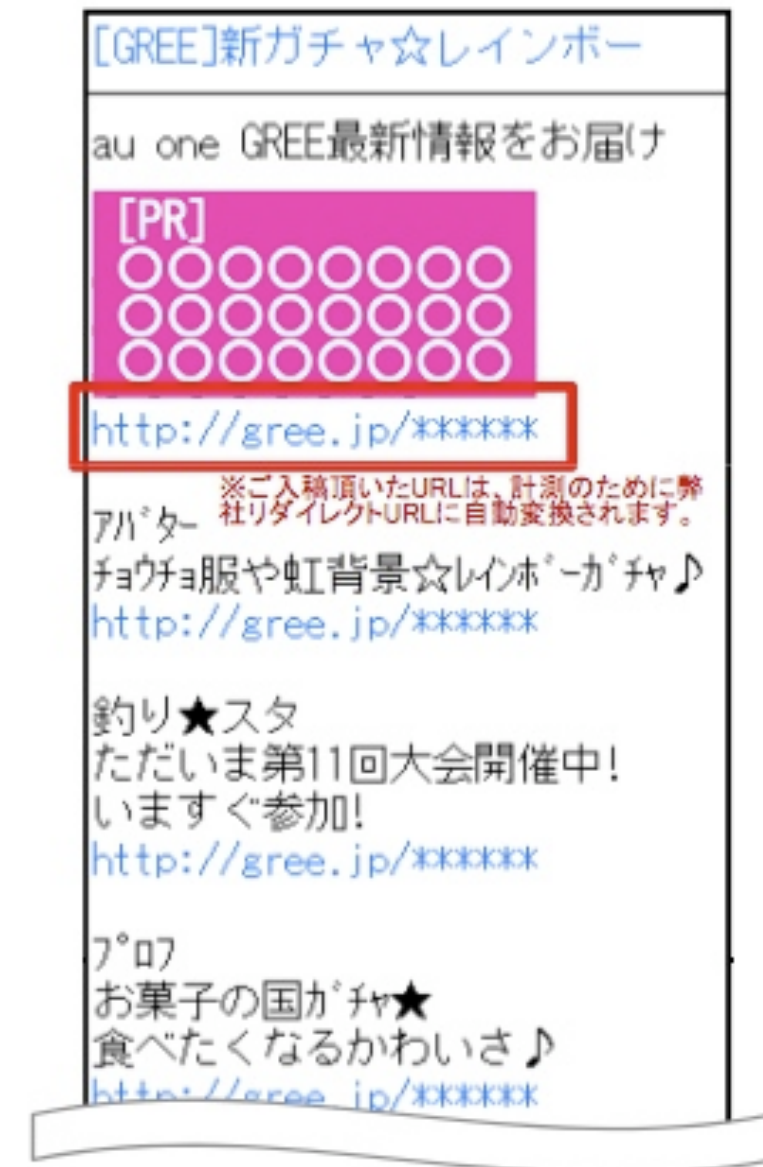
Advertising Formats and Pricing

au One GREE (au) and Mobile GREE (DoCoMo, Softbank)

Sample

63

	GREE News Mail Header (au one GREE)	GREE News Mail Header (au one GREE)
Description and Placement	Text ad in mobile email newsletter to GREE members	
Period	Monday (once) between 8:00 and 17:00	
Impressions (est.)	a) 450,000 (CTR 2.50%) b) 120,000 (CTR 2.50%) c) 330,000 (CTR 1.00%) d) 250,000 (CTR 2.50%)	a) 450,000 (CTR 2.50%) b) 120,000 (CTR 2.50%) c) 330,000 (CTR 1.00%) d) 250,000 (CTR 2.50%)
Price	a) - d) ¥500,000	
Size	3 lines of text plus URL	
Targeting	a) no targeting b) 19 years and under c) 20 years and over d) Gender	



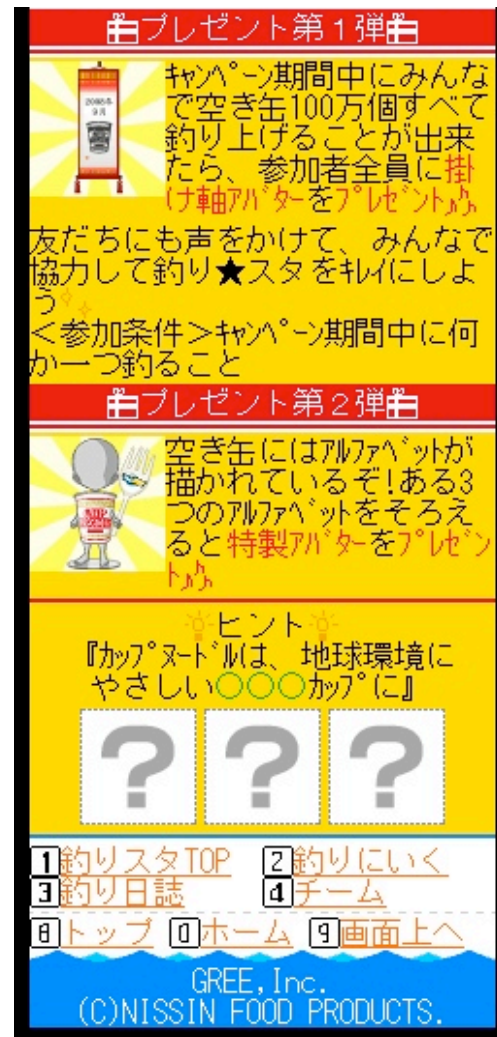
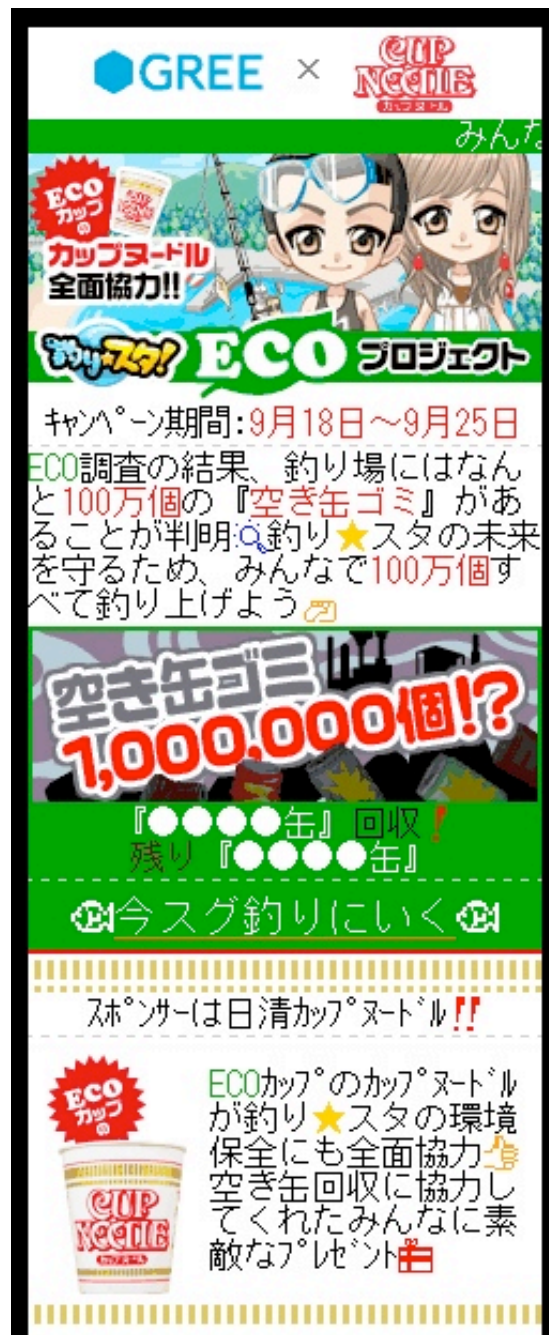
GREE News Mail
(News Header Text Ad)

Advertising Campaign Examples

NISSIN Cup Noodle Eco Campaign

Sample

64



- Like mobagetown, Mobile GREE has run a variety of advertising campaigns on its site that go beyond the standard formats. However, information on these is sparse. One example is a campaign for NISSIN Cup Noodles from September 2008:
- Campaign Date: June 2008.
- Eco-themed campaign leveraging the Tsuru Star fishing game; users had to fish out cans from river and the ocean, and gather them in order to complete a message. As a prize for completing the message, they were awarded a Cup Noodles avatar item.
- Moreover, once all of the one million empty cans had been collected, all participants received an additional avatar item present.

Campaign promotion page (left: top half, right: bottom half) and special avatar item present.

Part II

Major Functionalities Overview

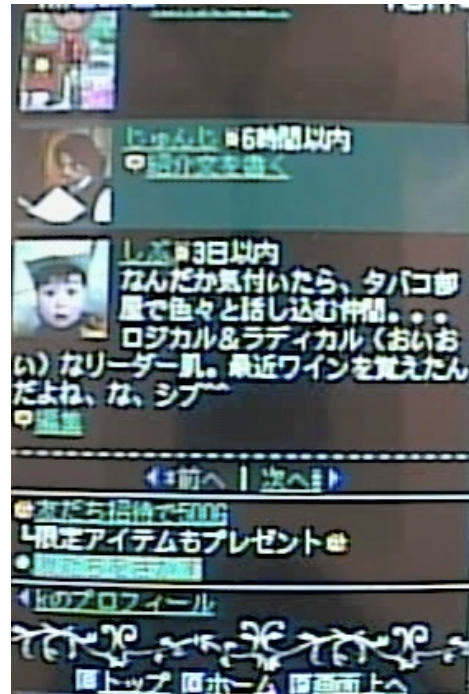
Major Functionalities

Friend Search; Friend Request

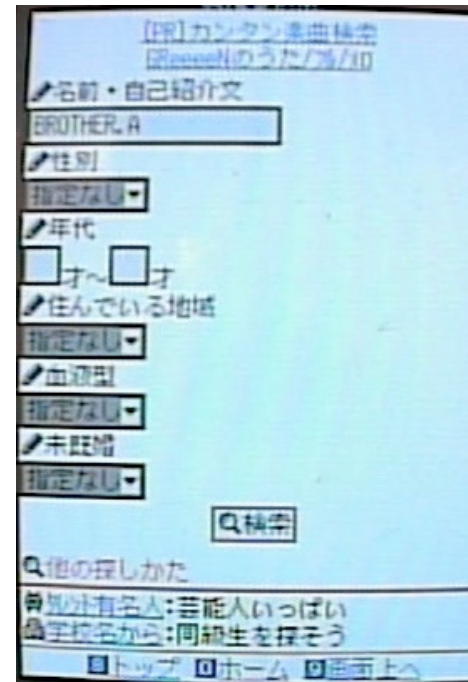
Sample 69



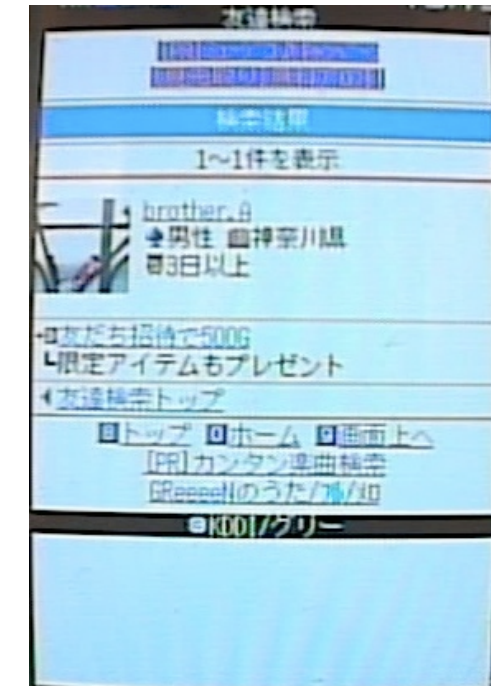
Start from own my page



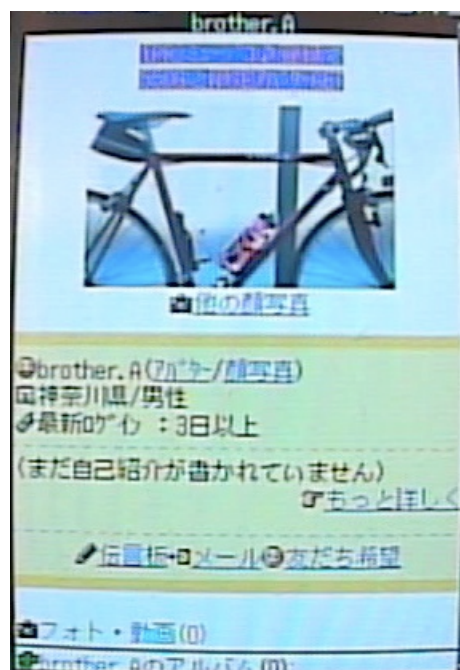
Click "friend search" link



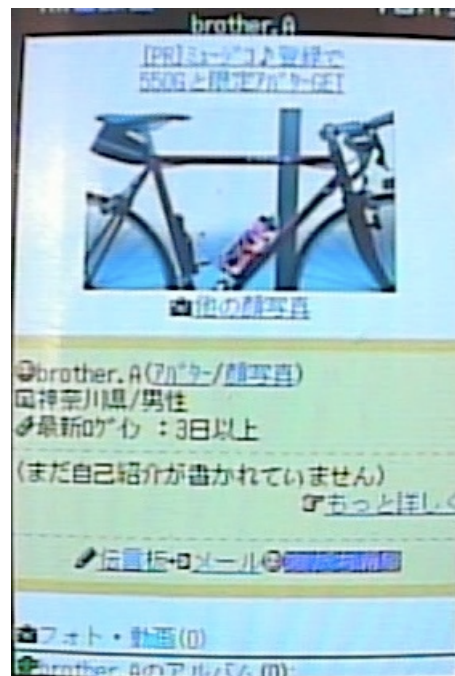
Enter name (or other search criteria)



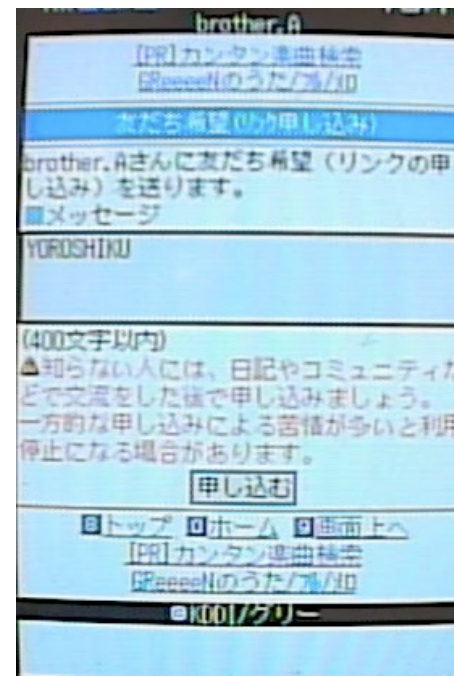
Search results page



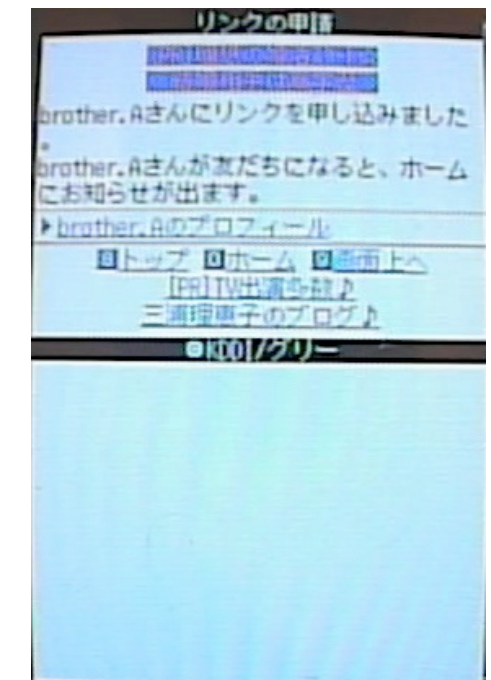
View member's profile



Click "connect as friends"



Enter message (optional)



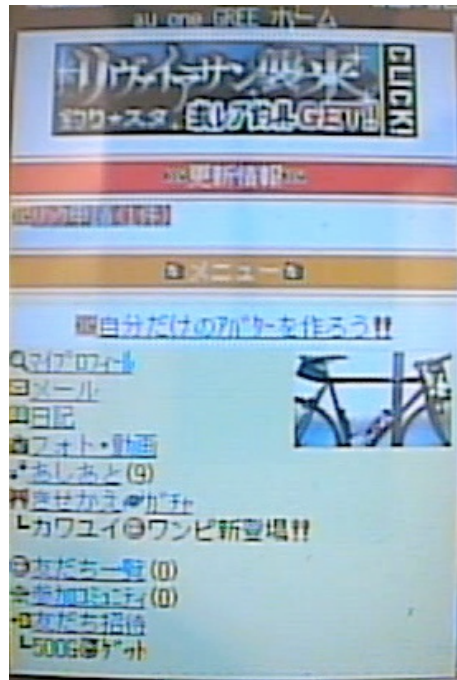
Message sent

Major Functionalities

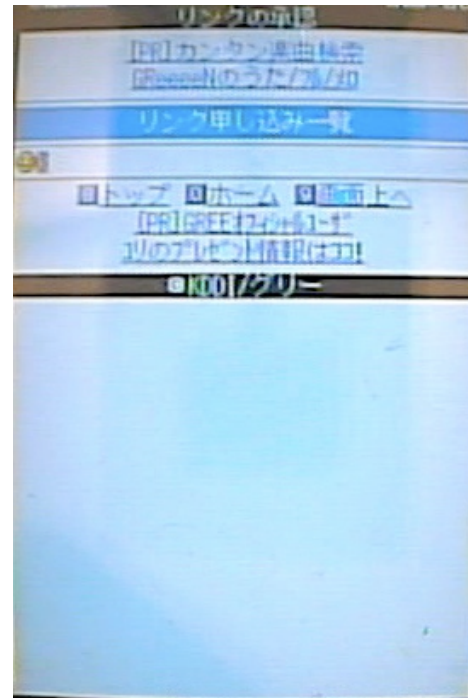
Friend Search; Friend Request

Sample

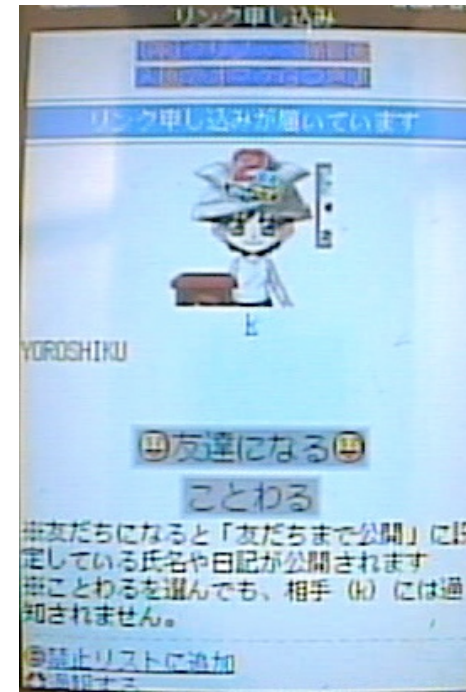
70



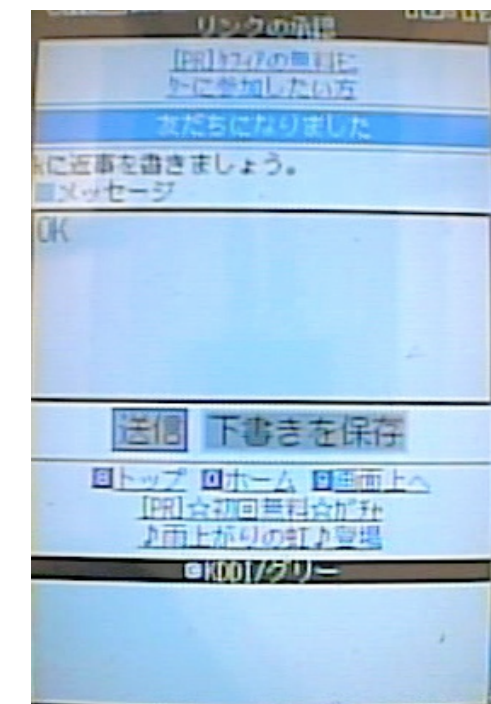
Recipient's top page: "new friend request" alert
(note: is also sent by email)



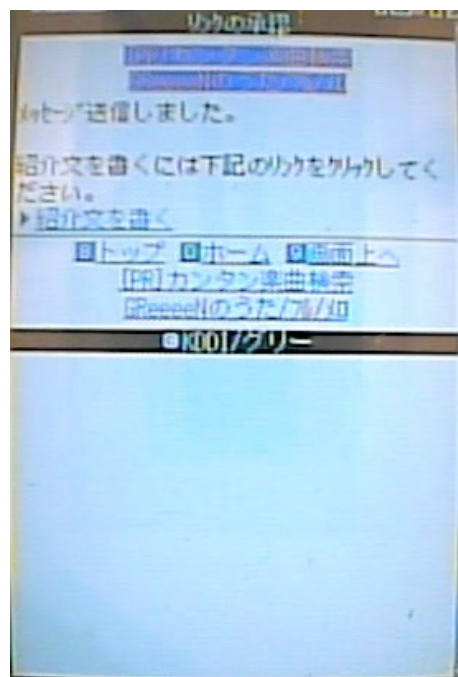
View friend request list



View request and confirm/reject



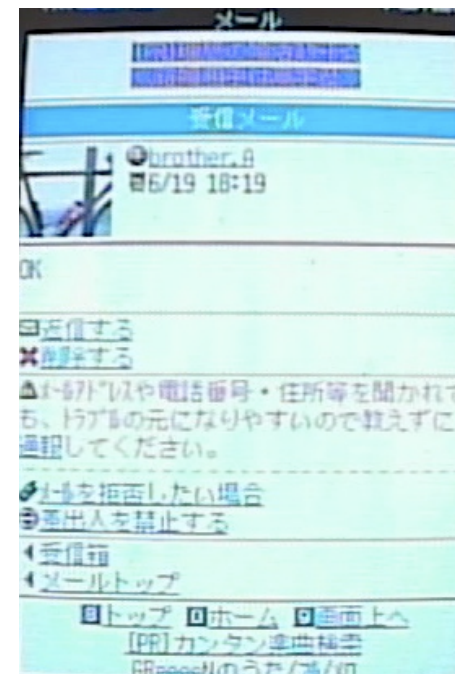
If confirm, write message (optional)



Connected as friends



Sender's top page:
"request accepted" alert



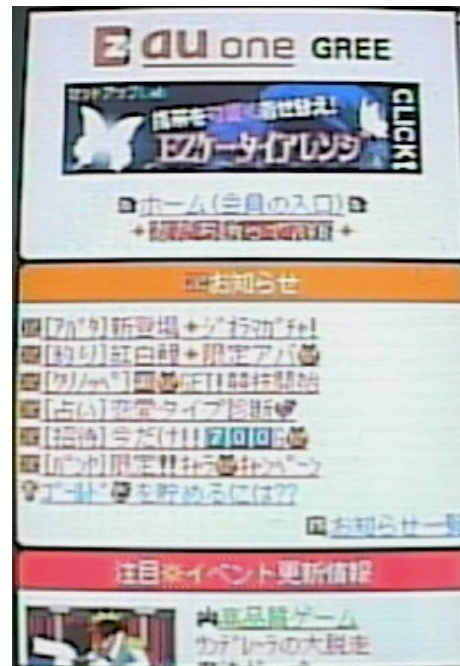
View message from new friend

Major Functionalities

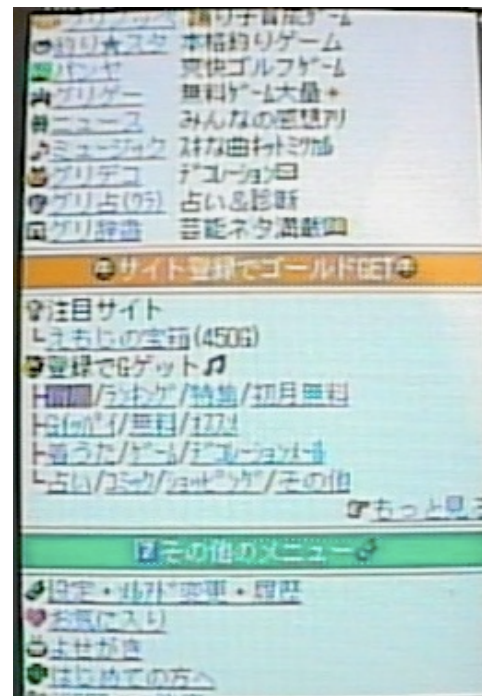
Registering to a Sponsor Site to Receive GREE Gold

Sample

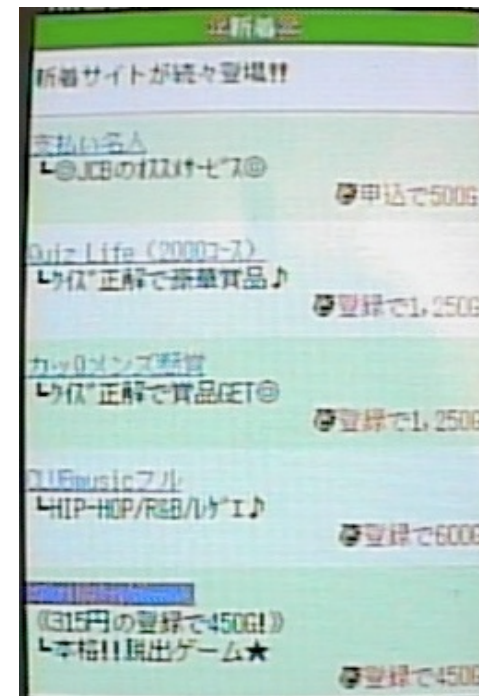
80



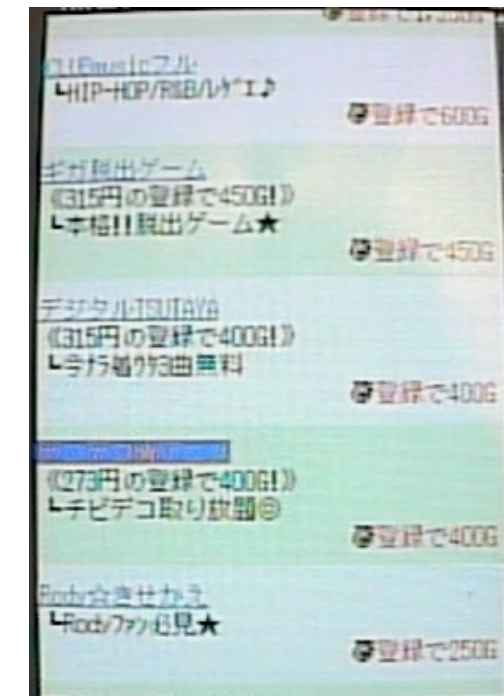
Start from top page and scroll down to “sponsor sites”



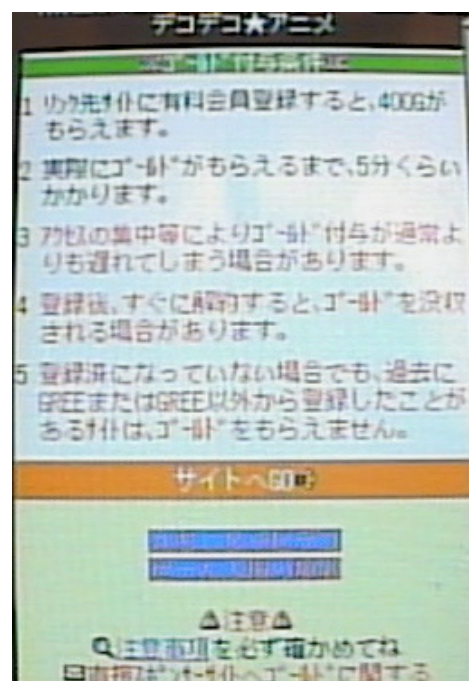
Choose category



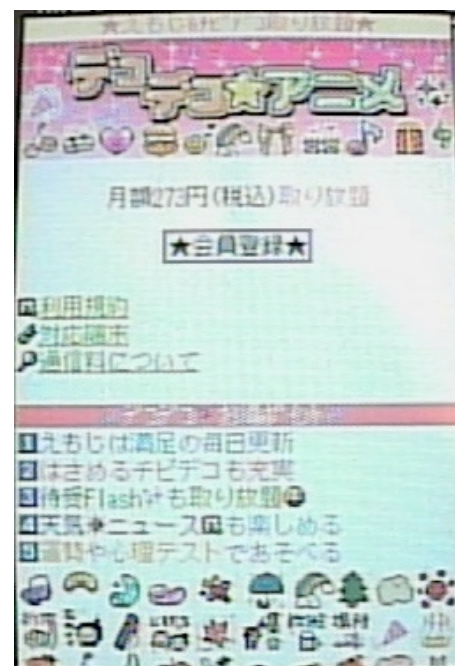
View offers (GREE Gold reward shown in brackets)



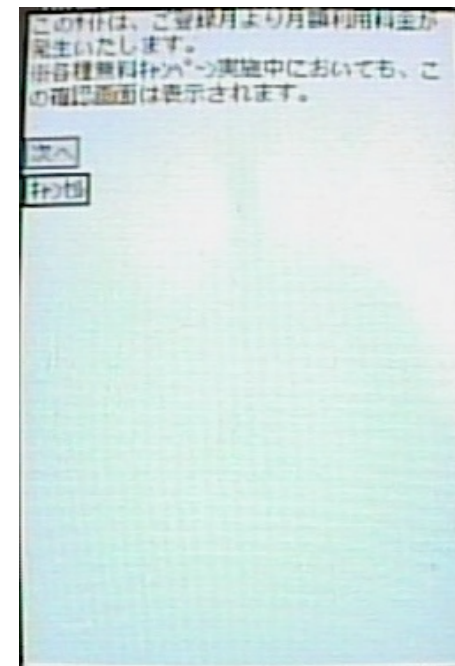
Select site



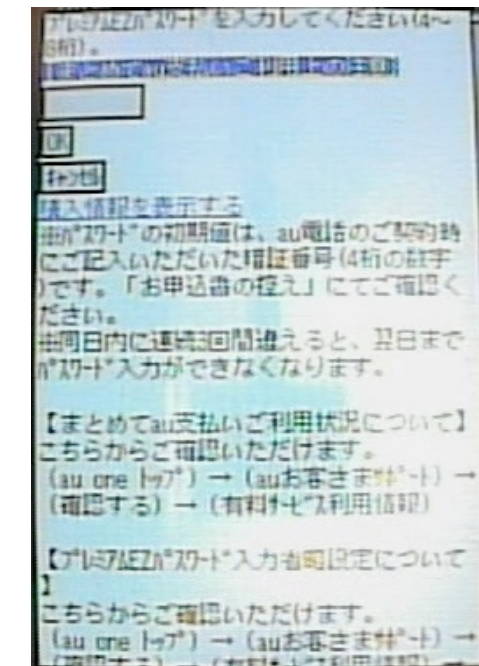
“Note: now leaving GREE”



“Subscribe to this site?”
button, confirm



Proceed?



“Enter carrier billing
password”

(CC) BY-NC-SA

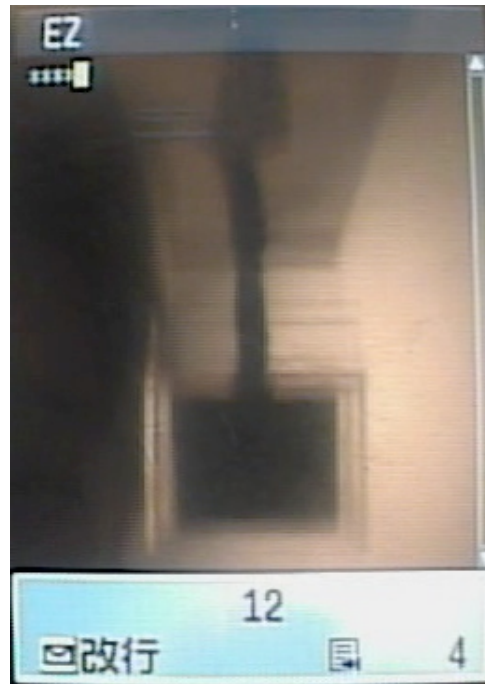
Infinita Inc., 2009

Major Functionalities

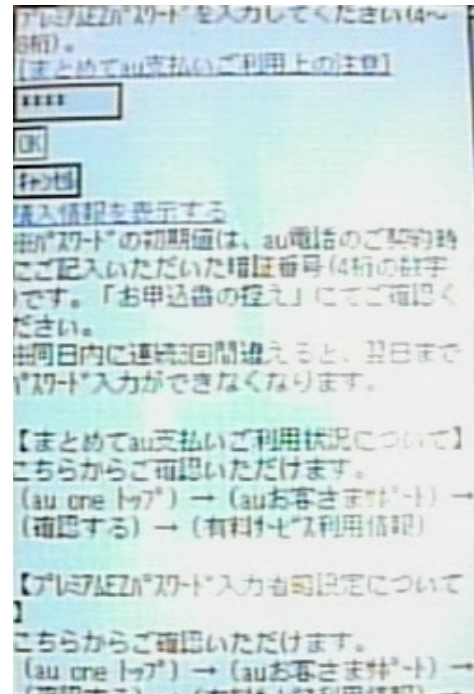
Registering to a Sponsor Site to Receive GREE Gold

Sample

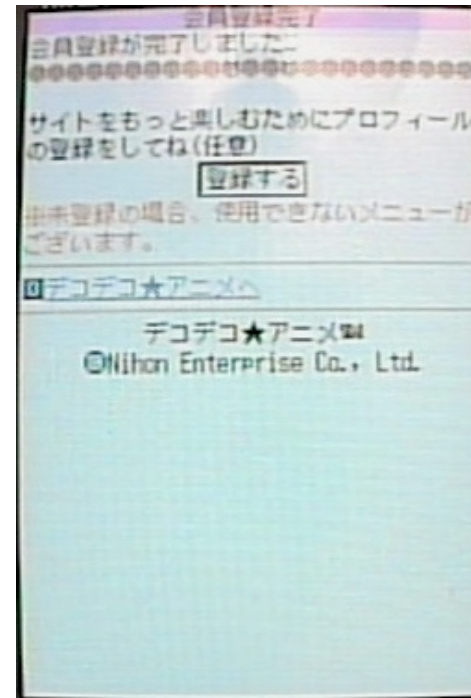
81



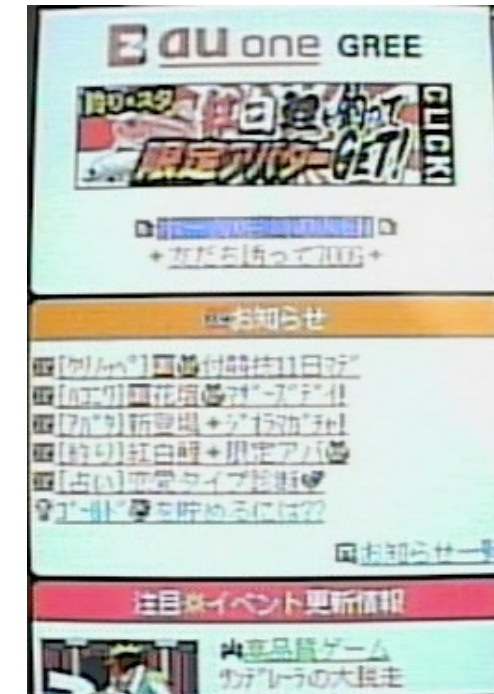
Enter password



Confirm/send



Done.



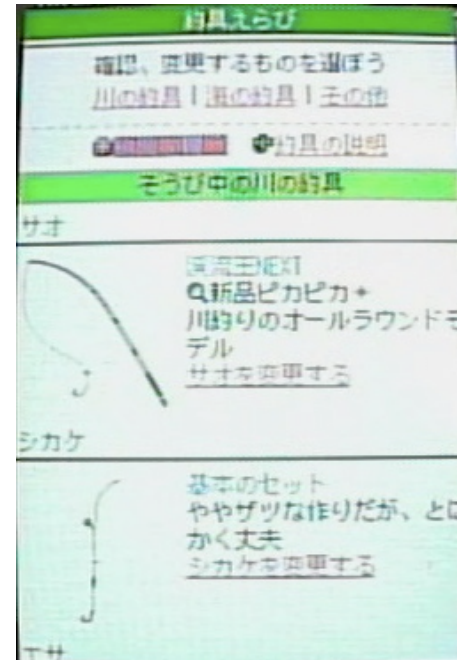
Back on GREE top, go to my page



Go fishing (or wherever you want to spend money)



Fishing: go to equipment



View equipment. Go to shop.



Shop. Go to ocean fishing category.

(CC) BY-NC-SA

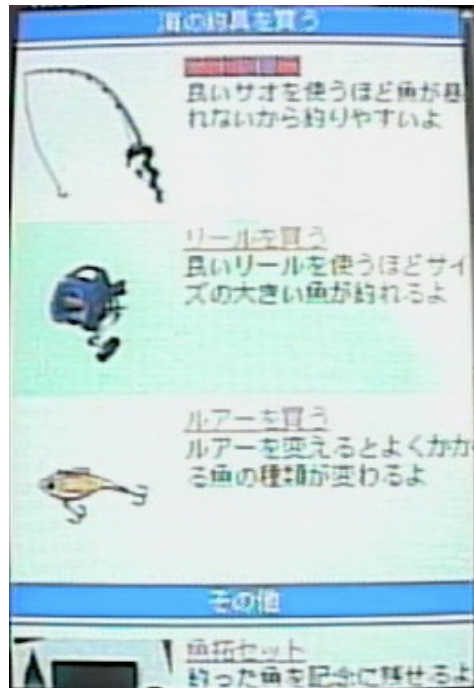
Infinita Inc., 2009

Major Functionalities

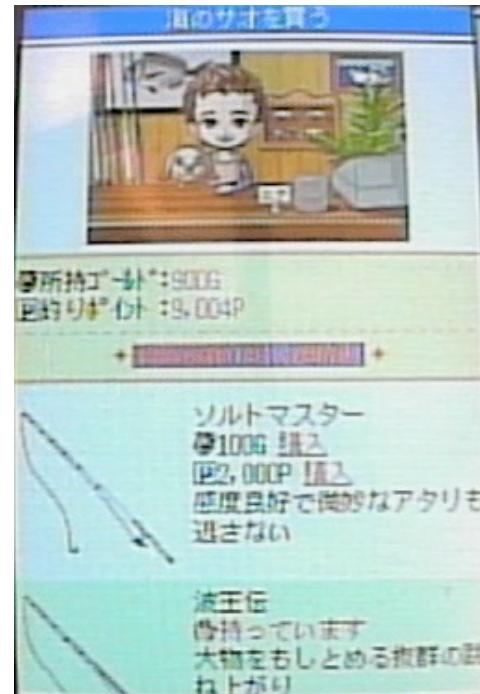
Registering to a Sponsor Site to Receive GREE Gold

Sample

82



View categories



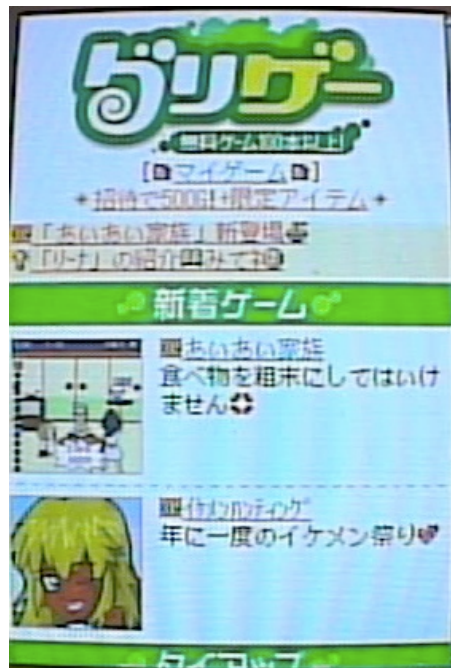
View rods -- balance at top has increased by 400 GREE Gold as result of subscribing to sponsor site

Each user has only one GREE Gold account, valid for all purchases of virtual items across the site (i.e. avatar items, backgrounds, in-game items for 4 of the 5 complex games, except Panya).

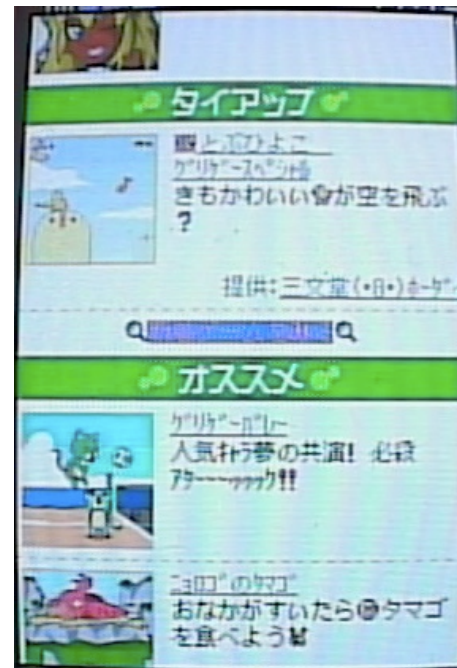
Major Functionalities

Discovering Games

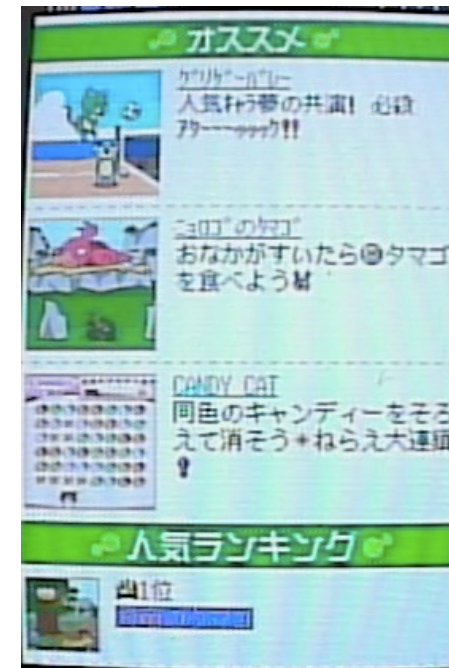
Sample 89



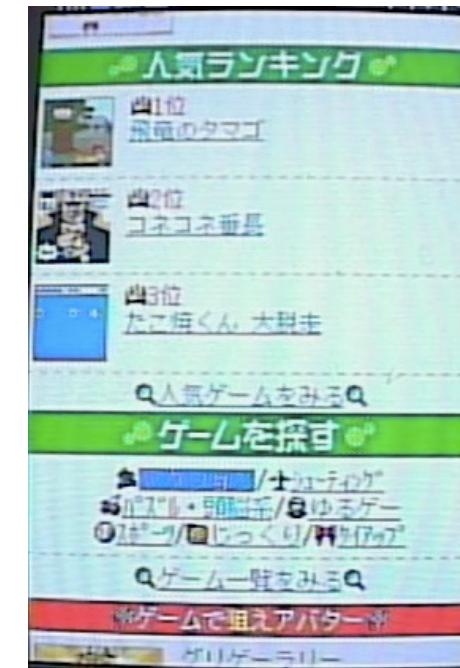
GREE Games top page shows newest games...



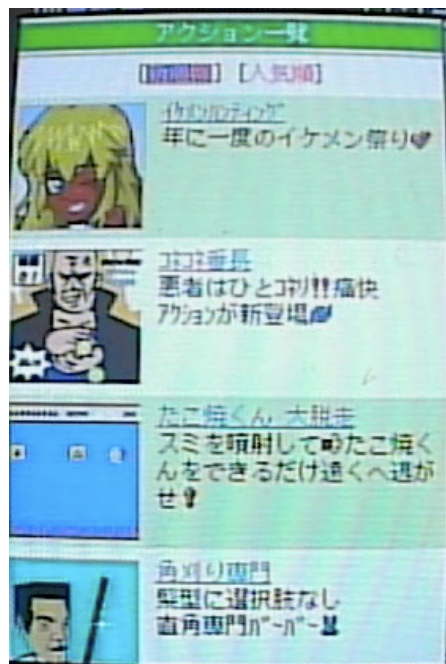
...followed by tie-up games (branded games)...



...then recommended games...



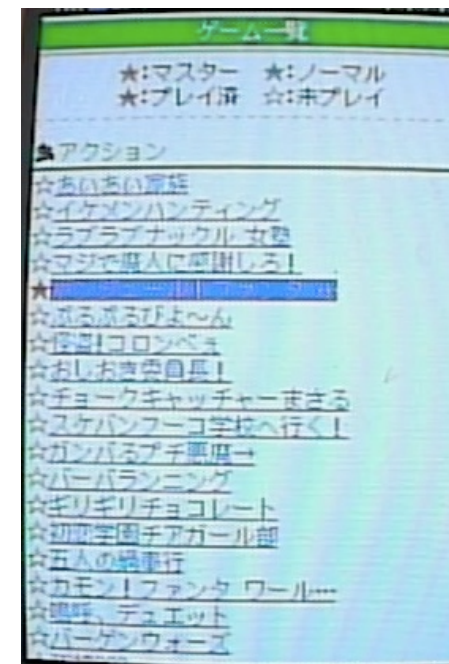
...followed by the most popular games and links to...



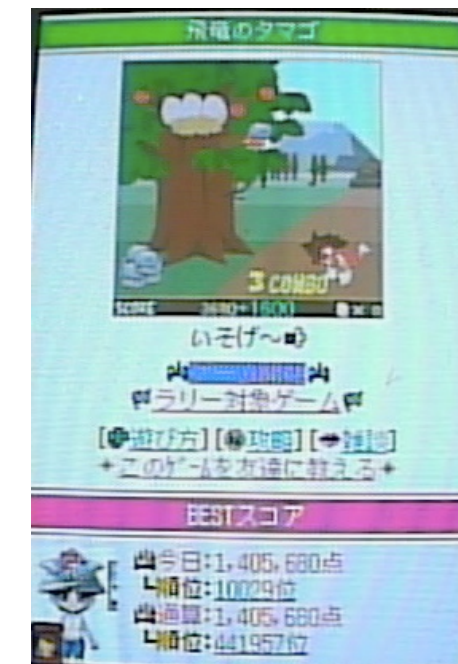
...individual categories like "action".



"Search" leads to a list of...



...all games sorted by category.



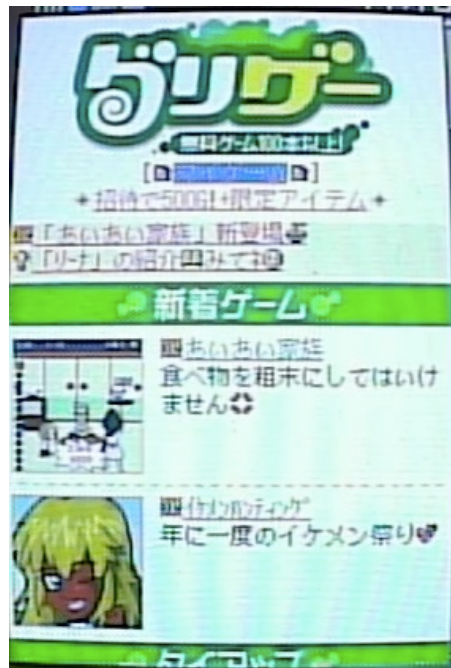
Example of game description page with explanation and personal best score.

Major Functionalities

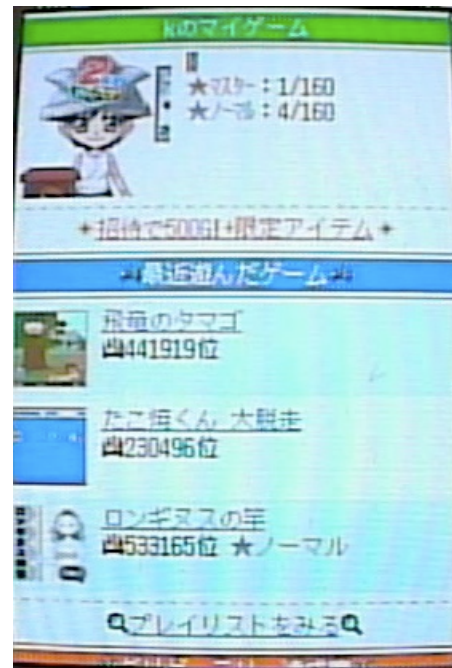
My Games Page; Games Rally

Sample

94



From Games top, click
“My Games Page”...



...which lists the number of
games user has reached master
and normal high score for...



...as well as a list of all
games played by user...

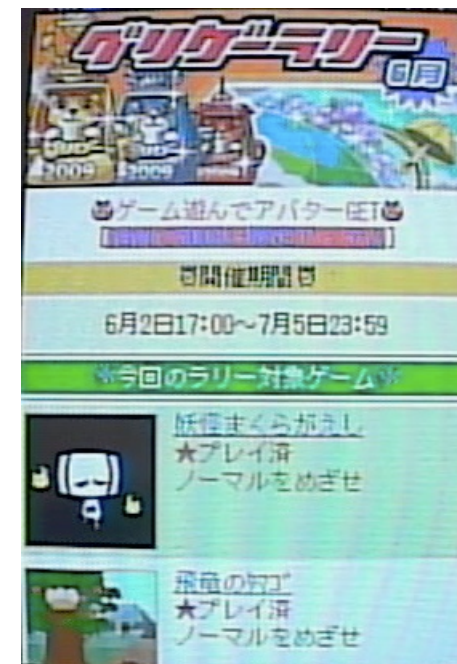


...along with rank, personal
best score...

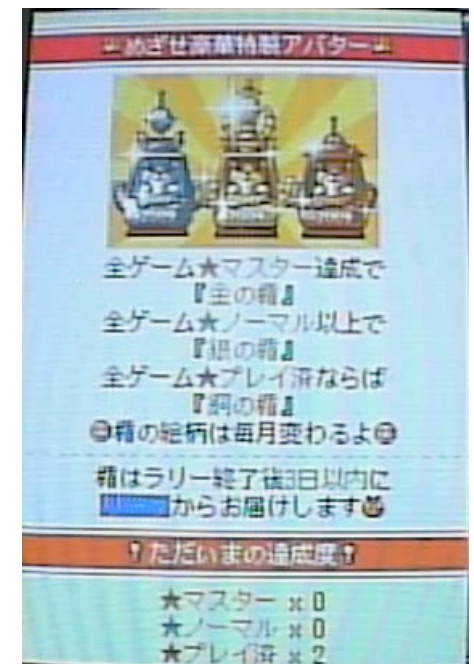


...and a star for games that user has
reached master or normal status in.

GREE also features
the “GREE Games
Rally.” Users have to
play (and ideally reach
normal or master
status for all) 5
selected games in a
month to get a
special trophy for
their avatar:



GREE Games Rally page
(accessible from Games top)



Explanation of trophies (lower
part of Rally page).

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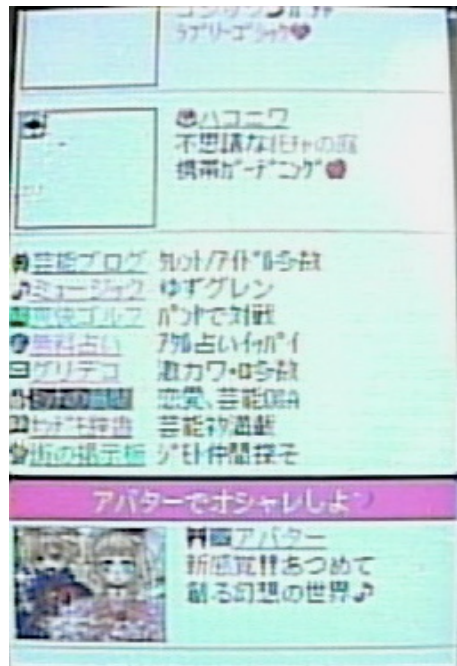
Infinita Inc., 2009

Major Functionalities

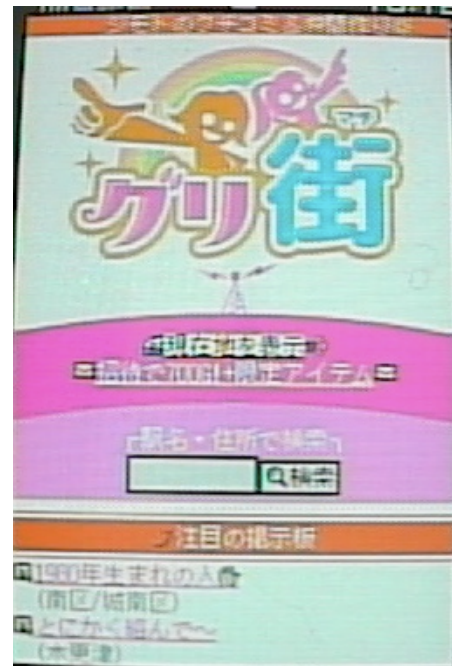
Viewing and Commenting on GREE Machi

Sample

97



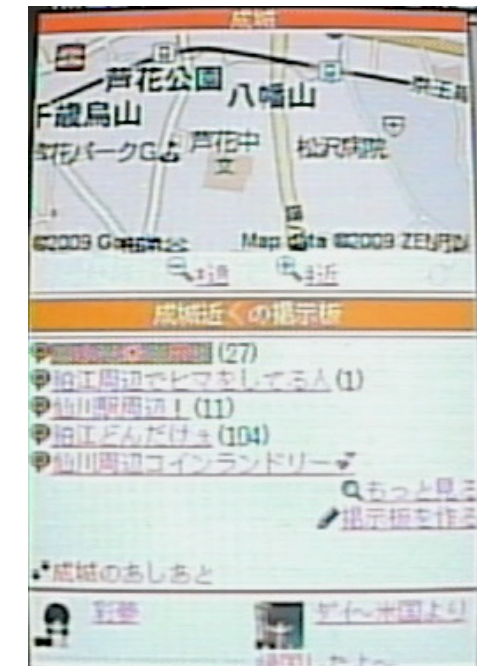
Access GREE Machi from top page



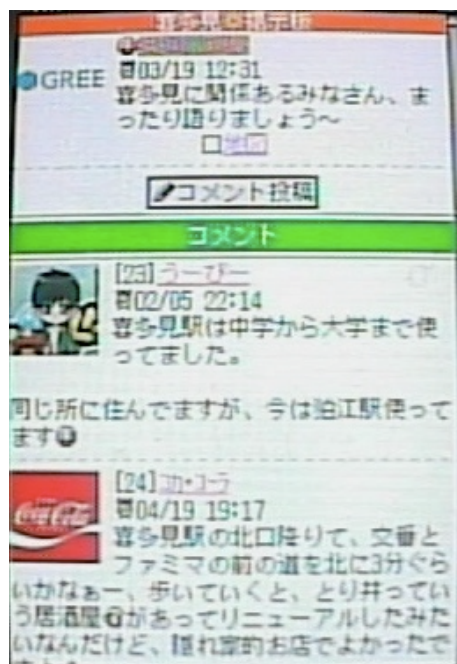
GREE Machi main page with recent posts, click to...



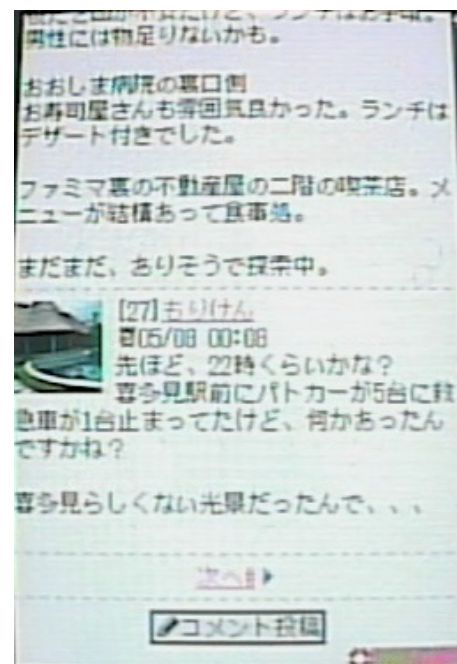
...transmit own location via GPS.



Map of current location with related topics, click topic...

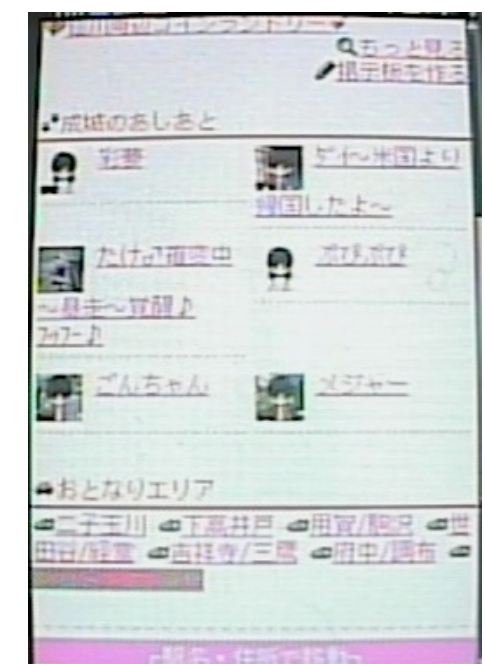


...to view thread.



Click button to add own comment.

[Not shown here]
Process for posting comment is exactly the same as on diary entries.



“Local footprint” of visitors to location; links to nearby areas.

Part III

Complex Games Overview

“Dorirando” Excavation Game

Game Concept

Sample

132



Dorirando start page

- The basic premise of the GREE Excavation Game “Dorilando” (a Japanized version of the words “drilling” and “land”) is to go excavating for ancient artifacts in different environments, using different types of equipment (which can be bought with GREE’s virtual currency GREE Gold or Dori Points - experience points gathered by playing the game), building out one’s artifact collection and rising in rank in the process.
- There are a total of 156 different kinds of artifacts in the four levels the game has, plus a variety of artifacts that can only be excavated in special events, so-called “tours”.
- The game features most of the elements that “Tsuru Star” has as well, such as a ranking system, experience points, equipment shop, game-specific profile page, achievement stickers, posting announcements about newly excavated artifacts to the user’s GREE profile page, etc., but overall it is slightly less complex than Tsuru Star in that it does not feature team play/tournaments, and only has 4 standard levels (as opposed to 8 for the fishing game).
- The only part of the game implemented in Flash Lite is the actual process of drilling for the artifact and uncovering it. All other functionality (level selection, shopping, diary, communities, etc.) is mobile web-based.

“Dorirando” Excavation Game

Basic Gameplay

Sample

133



Aiming the drill



Chipping away at the rocks to uncover the treasure

- After entering an excavation site, the Flash game screen loads, and the player then sees a drill that it swaying from left to right at the bottom of the screen, in an circle of light in the darkness.
- Each time the player hits the OK button, the drill moves forward a certain distance at the relevant angle, picking up small gems (which add to the points) along the way. The drill will then stop on its course and start swaying again, the player has to reposition it and set it off again by pressing OK.
- At these stops, sometimes an arrow (the “radar”) will appear that hints at a buried treasure. The player then needs to aim the swaying drill head in the right direction and set it off again to hit the treasure.
- While the drill is moving forward, the circle of light gets smaller and smaller. If the player does not reach a hidden treasure before it gets too dark, the game round is over.
- If the player hits a treasure, a screen showing the treasure covered by rocks appears, with a hammer that randomly moves around the screen. Whenever the hammer is hovering above a rock, pressing OK chips away part of that rock, until the treasure is uncovered. However, players can fail by either hitting the treasure itself too many times, or by going over a (non-specified) time limit, upon which the ceiling collapses.

“Dorirando” Excavation Game

Basic Gameplay

Sample

134



Drill moves forward



Drill picks up a gem



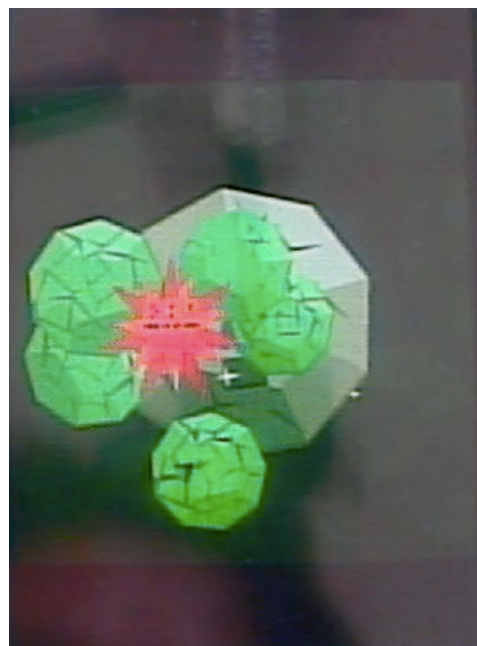
The radar indicates a hidden treasure



Found a treasure!



Start chiseling away at the rocks



Hitting the treasure will cause it to crack...



...and finally break..



...which finishes the game round.

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Infinita Inc., 2009

“Dorirando” Excavation Game

Basic Gameplay

Sample

135



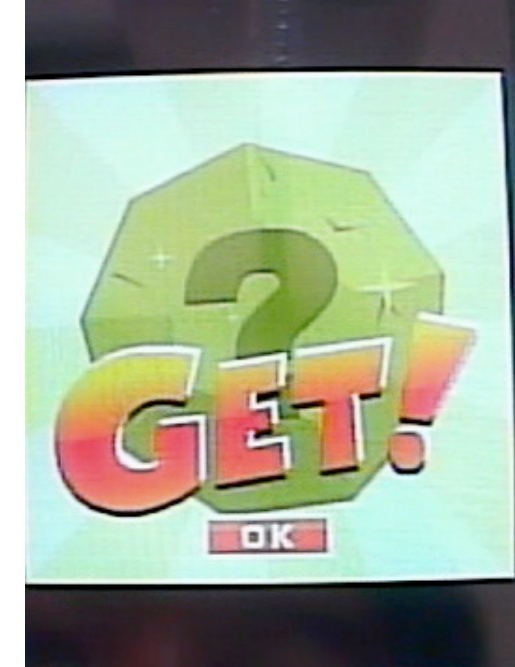
Found a treasure!



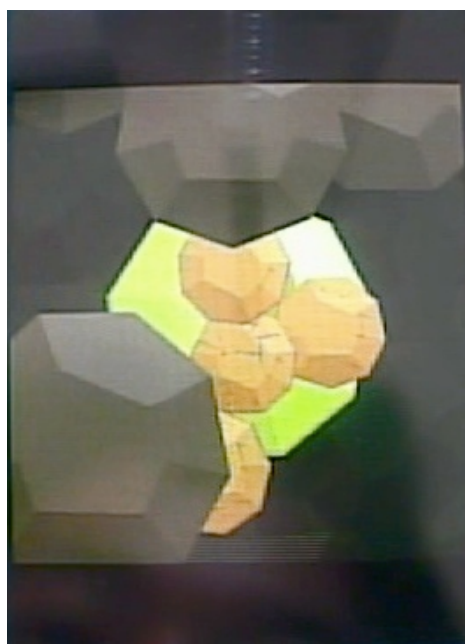
Chiseling away



Uncover the treasure completely...



...to get it.



If the player is too slow...



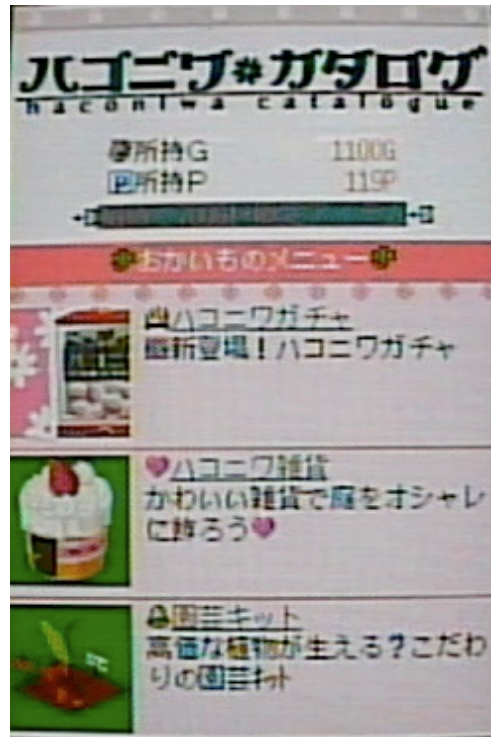
...the ceiling collapses and the game round is finished.

“Hakoniwa” Gardening Game

Hakoniwa Catalogue

Sample

151



The Hakoniwa Catalogue top page with links to Gaccha, Zakka and Farmland (link to gifts not shown here)



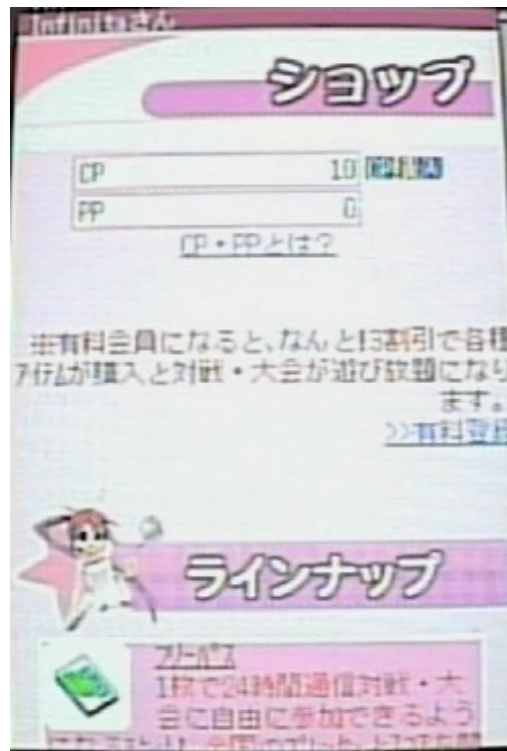
Overview page for different kinds of items in Hakoniwa Zakka

- The shop, which is called the “Hakoniwa Catalogue”, has four different sections:
 - a) Hakoniwa Gaccha
 - b) Hakoniwa Zakka
 - c) Farmland
 - d) Gifts
- Hakoniwa Gaccha is essentially a lottery, for 300 GREE Gold (not Hakoniwa Points), users receive a random special item. Each month, there are new 9 items available. After completing the whole set of monthly items, users can get an additional 2 rare items.
- Hakoniwa Zakka is a shop that sells garden furniture, fences etc., which users can decorate their garden with. Shopping here is only possible with GREE Gold.
- Once items have been bought, they are added to the user’s item collection. He can then choose them from the collection and add or delete them from the garden, as well as choosing and changing the position of the items in the garden.
- In order to grow vegetables and fruit, farmland is necessary. Farmland needs to be bought with Hakoniwa Points or GREE Gold, except for one initial patch which the player receives for free.
- Lastly, Hakoniwa Catalogue offers gifts that can be given to friends (for details refer to the section below).

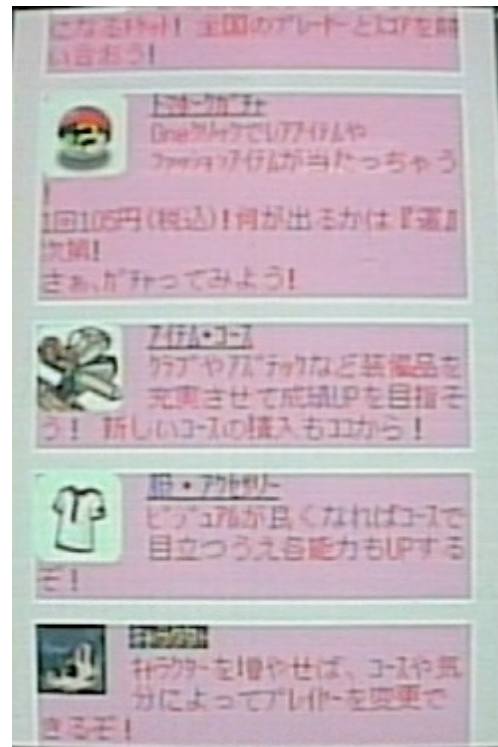
“Pangya” Golf Game Shop

Sample

162



Shop page (top part),
displaying CP and PP
balance



Shop page (lower
part) with links to
shop categories

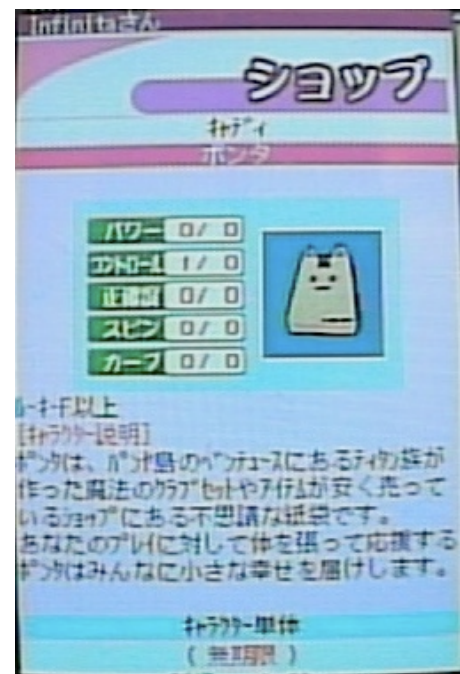
- The shop is reached via a link from the player's home page. Here, the player can choose to purchase from several categories (depending on the goods, with CP or PP), the main ones of which are:
- **Clubs:** There are several different sets available, including fantasy-themed ones, such as a set of baseball clubs or household items that can be used to play golf.
- **Balls:** Different balls have specific magical properties, such as giving just the player additional PP when hitting a perfect shot (indicated by a “Panya!” message during golf play).
- **Characters:** For beginner level players, four different characters can be purchased, with two additional characters which become unlocked and purchasable later in the game as the player rises in rank.
- **Clothes:** Clothes are available in several subcategories, such as shirts, pants, shoes, hats, etc.
- **Caddies:** Players can buy a caddy, who will then accompany them through the game and give them hints on how to play better.
- **Backgrounds:** Backgrounds for the character profile page can be bought with a validity of 30 or 365 days, after which they expire.
- **Courses:** As with characters, some courses can only be purchased once a player has risen in rank sufficiently.

“Pangya” Golf Game Shop

Sample 163



Caddy category in shop



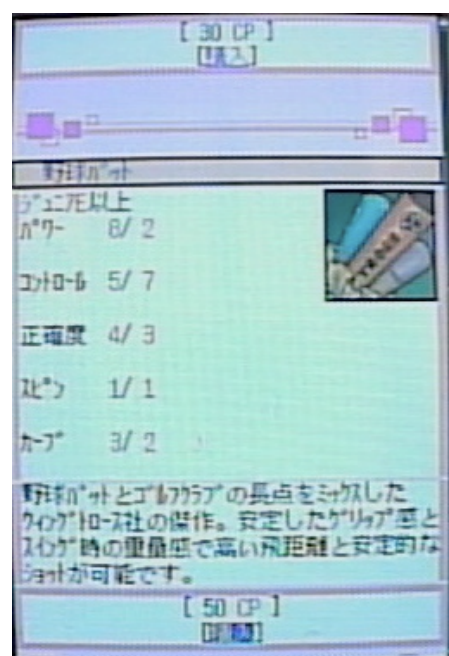
Caddy detail view



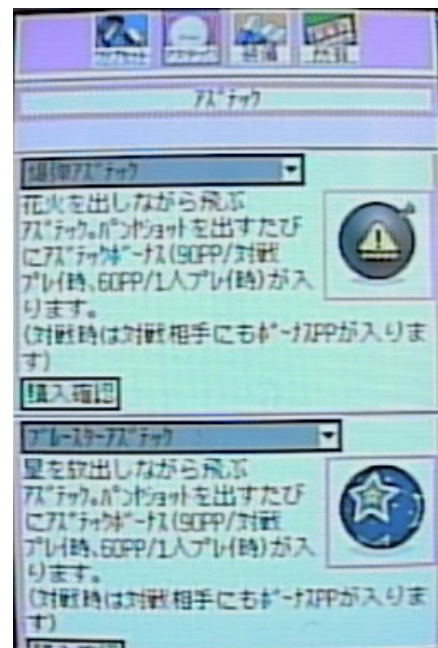
Character category view



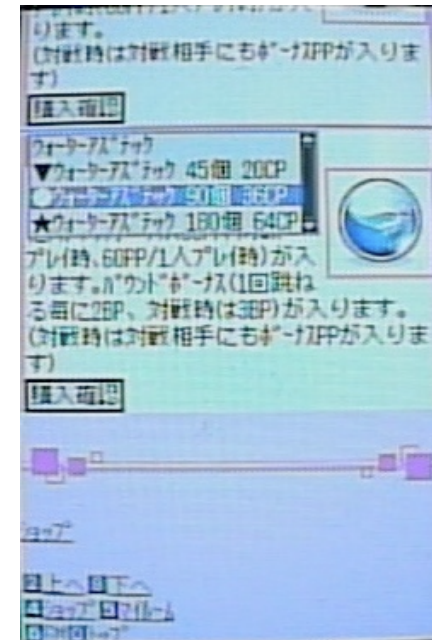
Character detail view



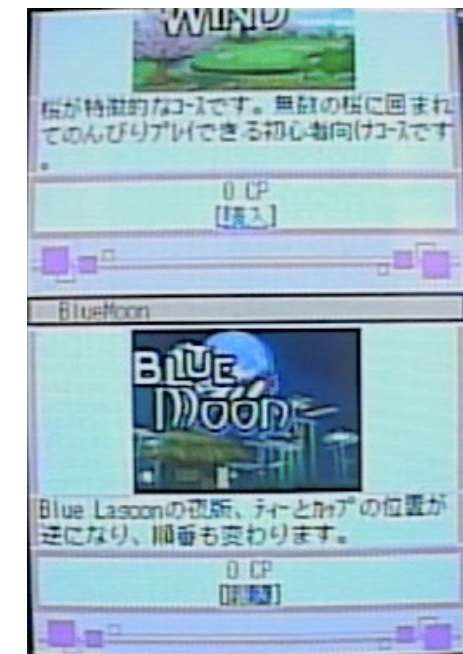
Club set detail view



Balls category view



Selecting the number of balls to purchase



Courses category view

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Infinita Inc., 2009

Part IV

Casual Games Overview (Top 15)

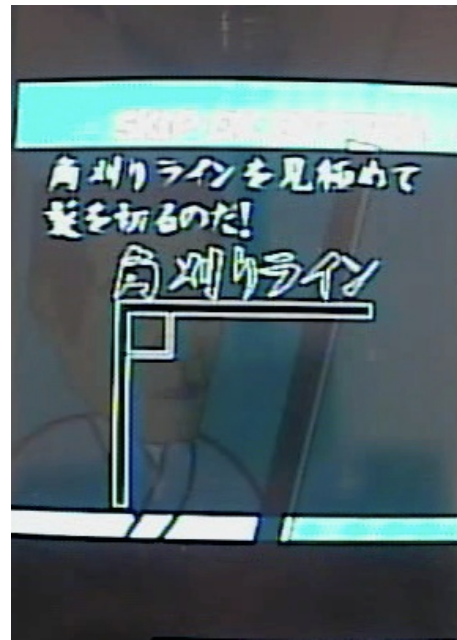
The Right Angle Barber

169

Sample



Game start



Hit the moving sword at the right moment



Character with cut marks



Sword approaching (vertical)



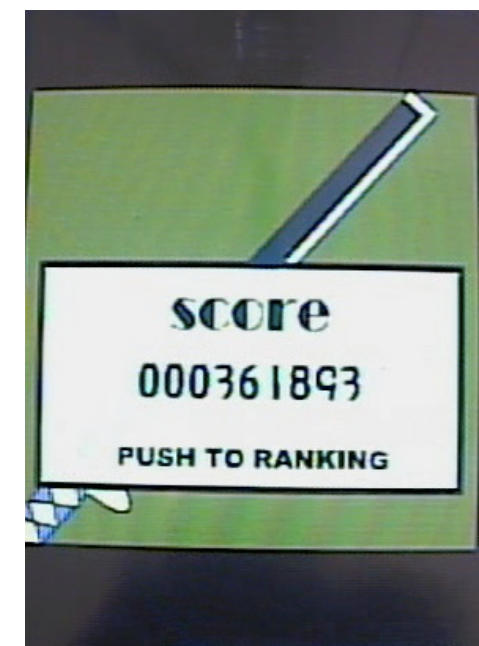
Cut



Sword approaching (horizontal)



Cut made.
Game has 5 characters.



Go to exit page and score

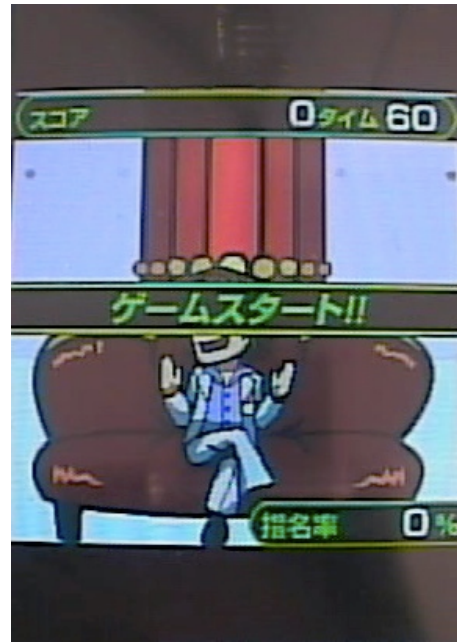
King of the Hostess Bar

176

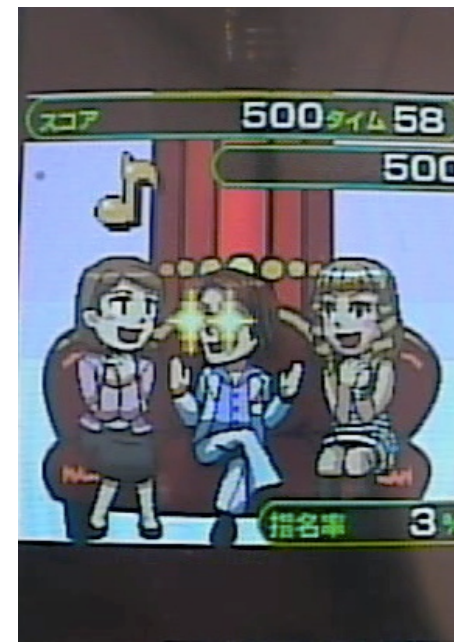
Sample



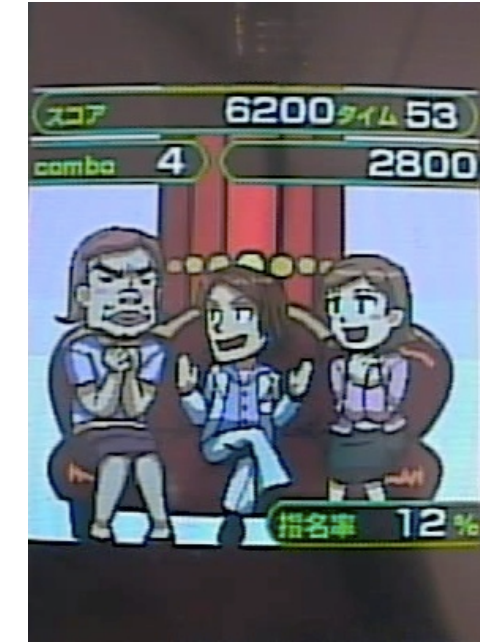
Game start



Go!



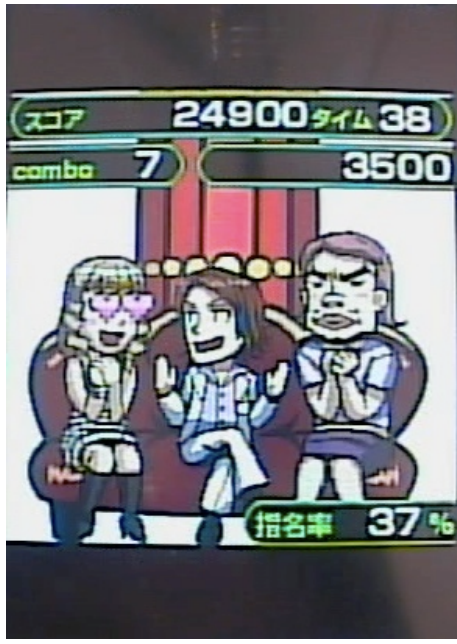
Wink at girls for points...



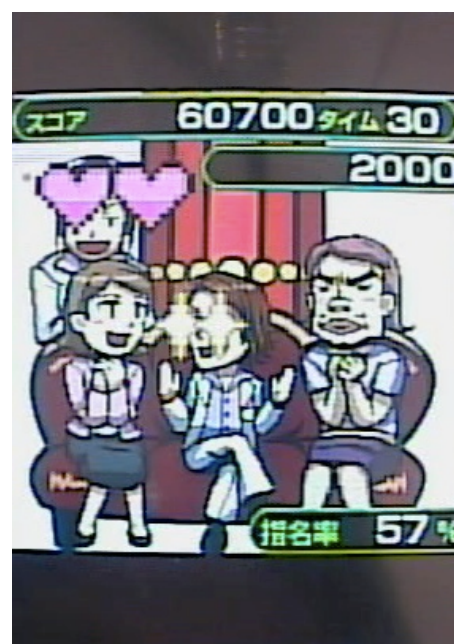
...but not the guys because...



...they will hug you (you lose time)



When girls like you (heart marks)...



...wink at them for bonus points



Go to exit page and score

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