



Assignment #1

Report of App Market Study

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Chatie(채티)

1. Key Idea

This app is the new type of consuming media rather than video, text, images. Chatie tell us stories with text, photos and videos not just a media screen but like a chatting app like Kakao talk and What's app. With this new type of media, Chatie have own stores to sell and buy them what made by users.

2. Technical Point

Chatie app is based on Platform Service such as "Naver Webtoon" and "Google Play Movies". To make a Platform Service, it will be faced many technical challenges. In this part, I'm going to discuss some technical points what platform service must be needed.

- Market Place to be able to seek contents what user wants

When user watch some contents in the app, app may need to ability of choose contents what user wants and present contents an effective way. Chatie use artificial intelligent to pick contents what user most interested and show contents with photos related to stories.

- Generated Contents by User

One of main concept of platform service is to create contents by users. Chatie made tools to create stories based on chatting app style. It runs on their app and easy to create stories what user want to say with chatting user interface.

- Purchasing System & Module

In-App Purchase is most important part of platform business. This can make users buy and sell their stories in the platform. Thanks to Apple and Google, developer can implement in-app purchase system in their app so easily. This is connected each platform's market and automatically manage contracts between company and customers. Chatie use their own valued token called "Ballon" to buy stories in their platform. So, company can manage and calculate profit of story writer and send reward to them.

3. Discussion Point

Chatie present us the new type of the way of consuming media. It based on chatting app's user interface and this is very important what people get interested in not just watching images and videos but also spend their time with interactive media. Let's check several points of this new trends of consuming various contents.

"New era of Media; Interactive"

In 20th century, media was formed by mass-media. They provided information only one direction; from broadcasters to people. But enter the 21st century, we faced on Internet, and this can make people connect with each other, even broadcasters. Nowadays, it is not so hard to communicate with them who makes the media. We can see these magics in Youtube, Twitch and any other Broadcasting Systems based on internet. People wants to communicate and want to be a part of the media. Quartz app is example to provide news a whole new way. This app shows us the news like a messaging app. Users can choose the news is great or bad, like sending reply message and it learn from user's selection and it can estimate what news user want or hate. In Korea, Hyundai Card tried to make their app with the new concept of interacting with their customers. They used famous webtoon (be called "유미의 세포들") to introduce their new services and how to use their new app.

Many company and media try to interact their users, and this represent what media trend is changing. Chatie have chatting UI, so people can interact with stories to say with characters! They not only read stories but also be a part of stories. This can make people feel more realistic so, they can fully get into the stories.

4. Business Strategy

"The new type of consuming media for MZ generations"

The main target user of Chatie is teenager called MZ Generation. Teenagers are more familiar with Smartphone not PC. So, they get used to see videos and chatting UI better than paper and plain texts. This will be an attractive point to use this app.

Also, MZ generation tend to participate their culture (ex> ice bucket challenge) not just watching them. This new trend makes them create contents themselves, so market automatically grow when they make stories and play them. Last year, Chatie app's MAU (monthly average user) was 300,000 and 90% of writers were normal users not based in professional writers. This let us to know Chatie have powerful users what they can make contents themselves and company can make business model with this huge and spontaneous platform easily.