



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 page of the screen but like a chatting app a.k.a. Kakao talk and What's app. With this new type of media, Chatie have own store to sell and buy the stories what user made.

2. Technical Point

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

- Market Place to seek contents

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

- Generating Contents by User

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

- Purchasing module

In-App Purchase is most important of platform business. This can make users buy and sell their creation in platform. Thanks to Apple and Google, developer can make in-app purchase in their app. This is connected each platform's market and automatically manage contracts. Chatie use their own 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 is representing the new trend of media consuming. It based on chatting like app and this point is very important what people spend their time based on not just watching videos. Let's check several points of this new trend of consuming various contents.

"New era of Media; Interactive"

In 20th century, media was mainly formed mass media. This provided information just one direction, from publisher to people. But enter the 21st century, we faced Internet, and this can make people connect with each other, even publisher. Nowadays, it is not too hard to communicate with publisher and viewers. We can see this in Youtube, twitch and any other Broadcasting Systems. People want to communicate and be a part of the media. Quartz app is example to provide news a whole new way. This app show news like a messaging app. User can choose the news is great or bad, like sending reply and it shows another news what user want to. In Korea, Hyundai Card app try the new concept of interacting with their customers. They use Webtoon(it called "유미의 세포들") to introduce their new service and how to use new app.

Many company and media try to interact their users, and this type of media represent what media trend is changing. Chatie have chatting UI, so people can be interactive with story like to say with character! 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 more than paper and plain text. 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) is 300,000 and 90% of writer is normal user not based in professional writer. This present Chatie have powerful users what they can make contents themselves and company can make business model from this huge, spontaneous platform.