



SMART STUDY





The **fear** of the
content creators.





Korean market is
small.

Can we recoup the production cost by selling content?

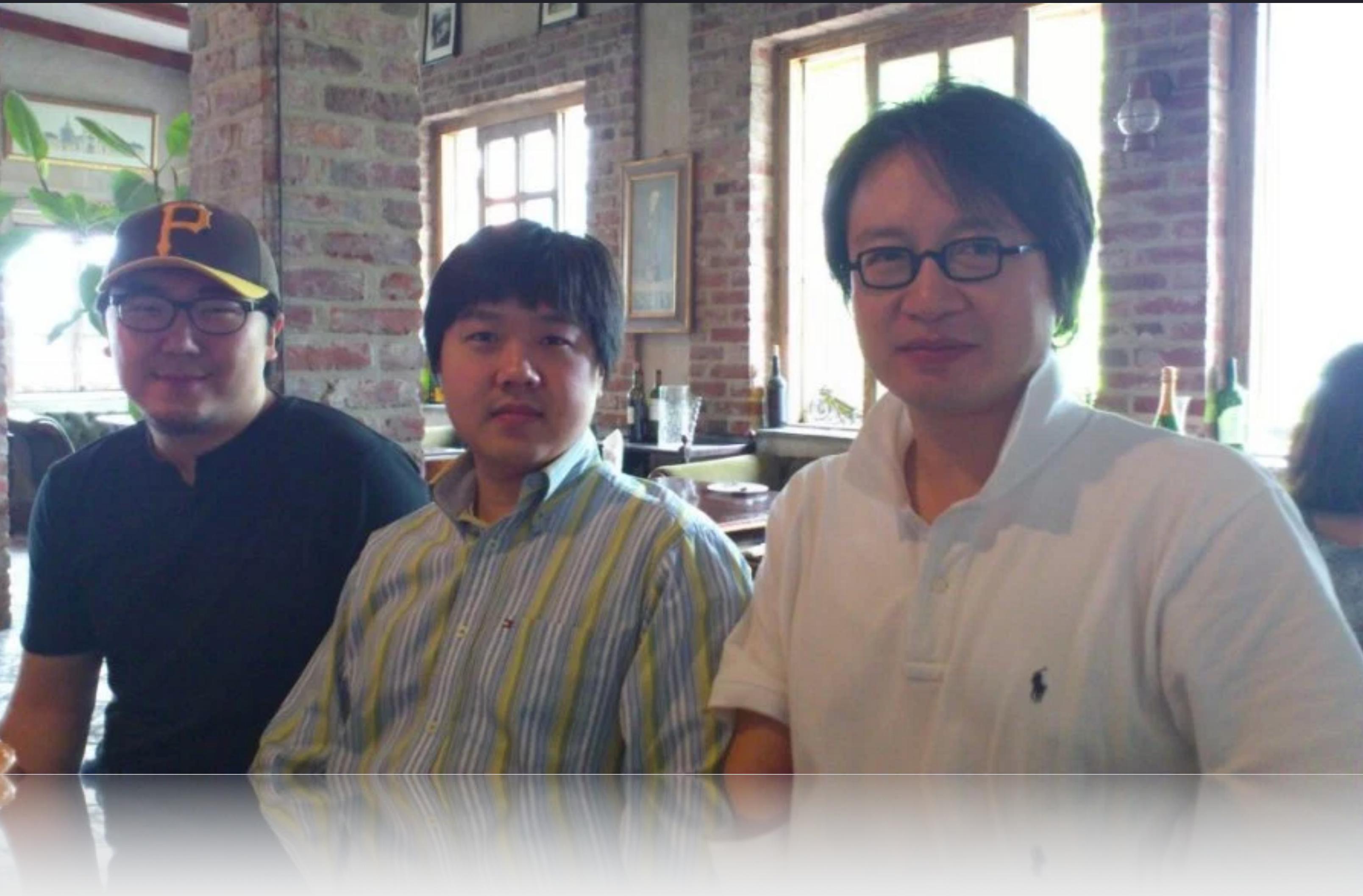




06. 2010

Desks, chairs and laptops.

3 members



4 animated songs



06. 2016

110 members

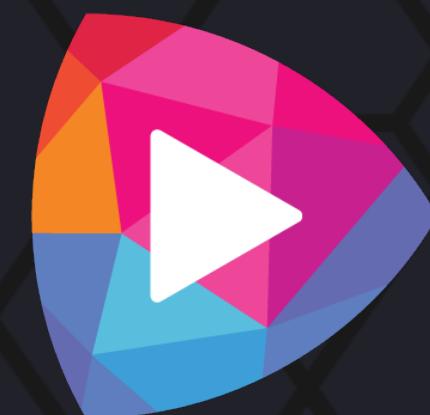


1000+ songs, stories and
educational videos

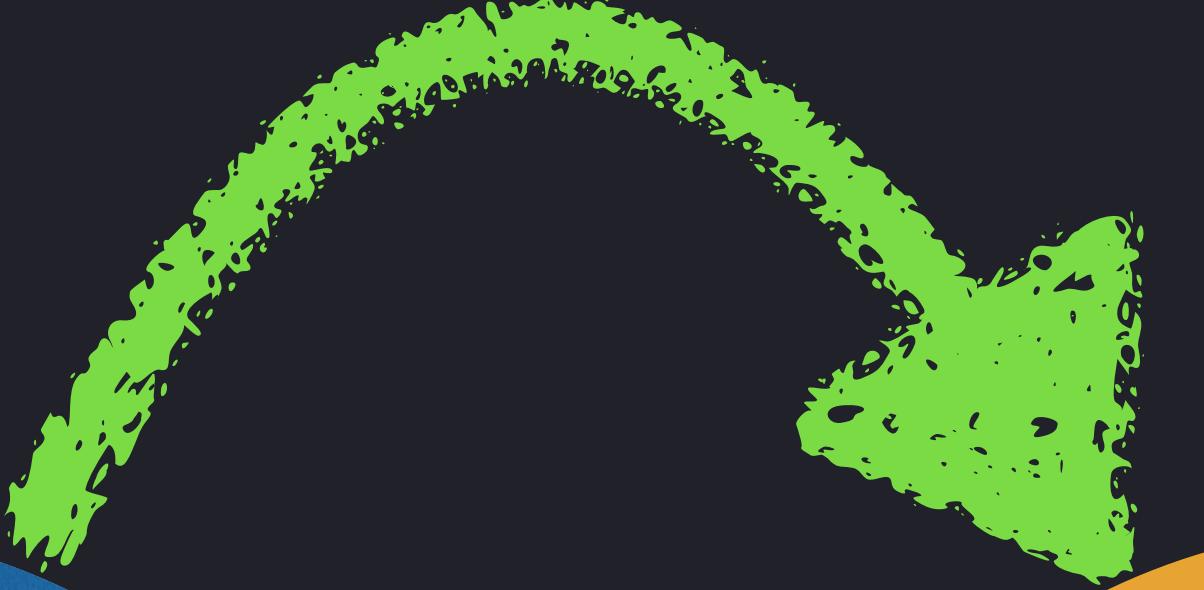


The Story of Smart Study

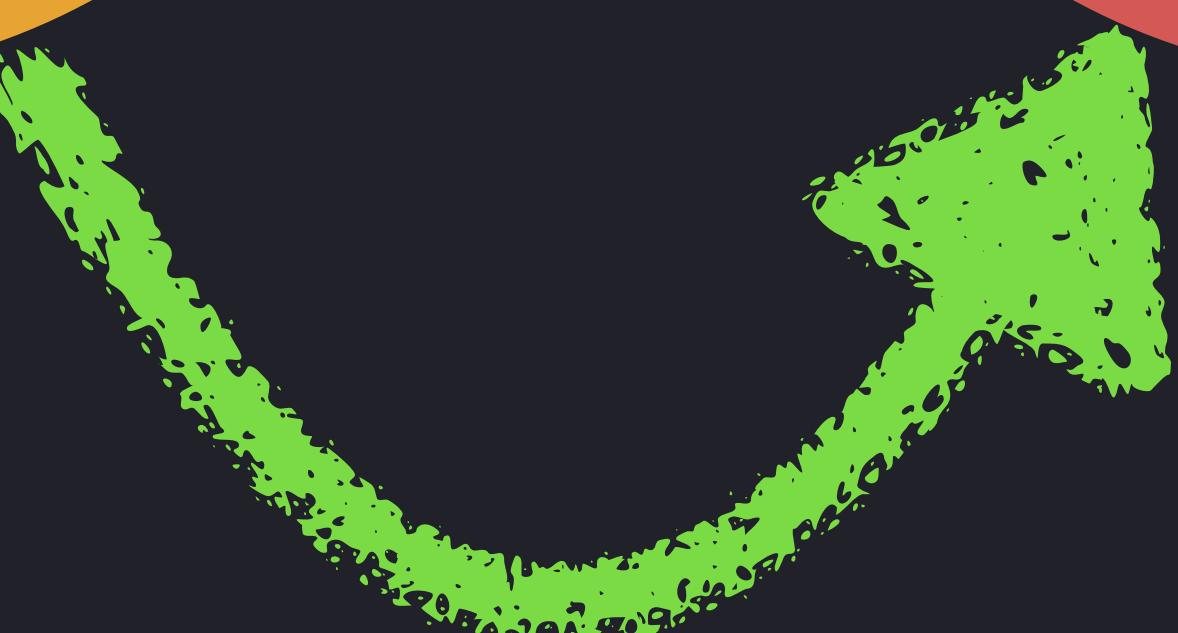
1. New Ecosystem



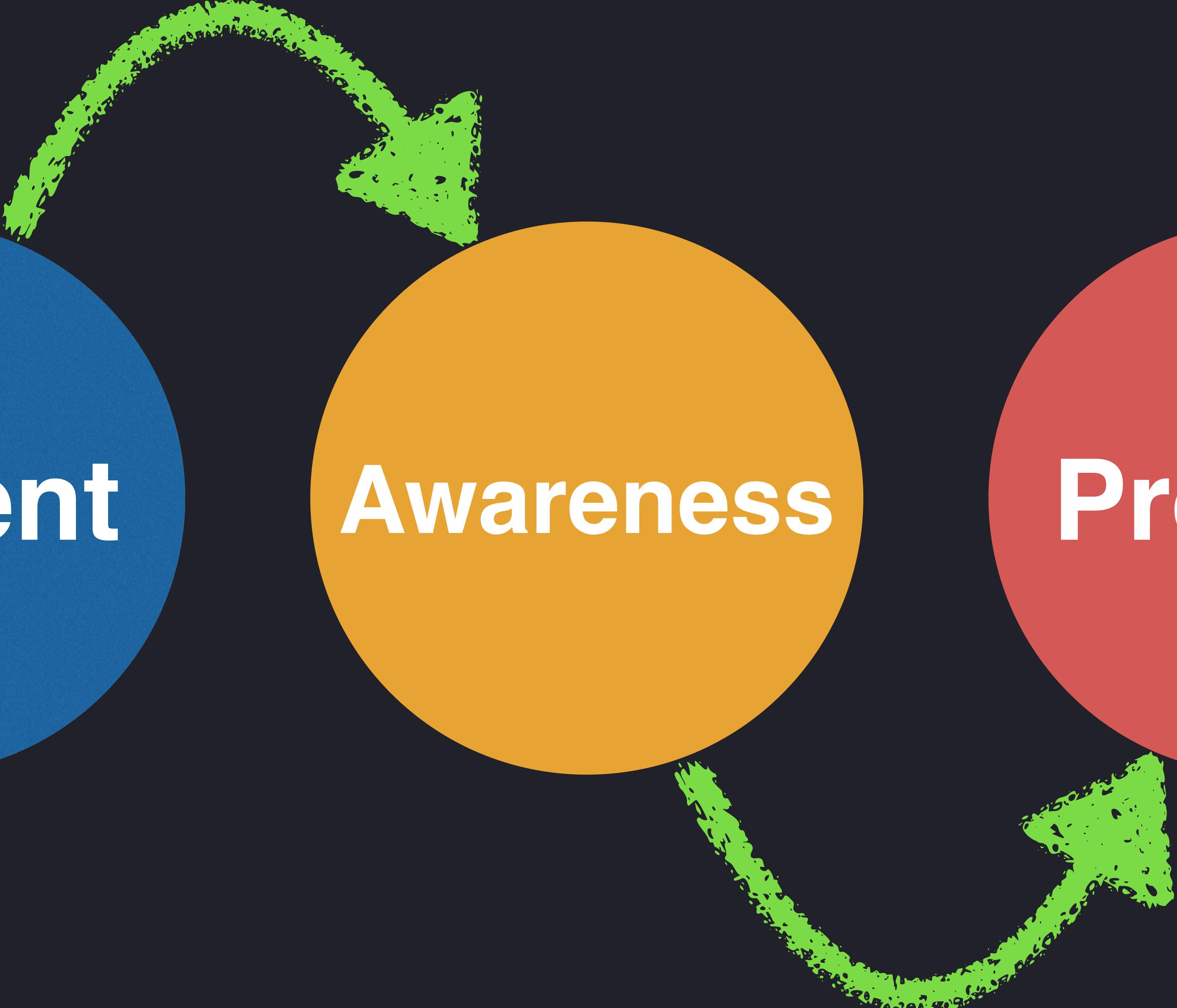
**SMART
STUDY**



Content



Awareness

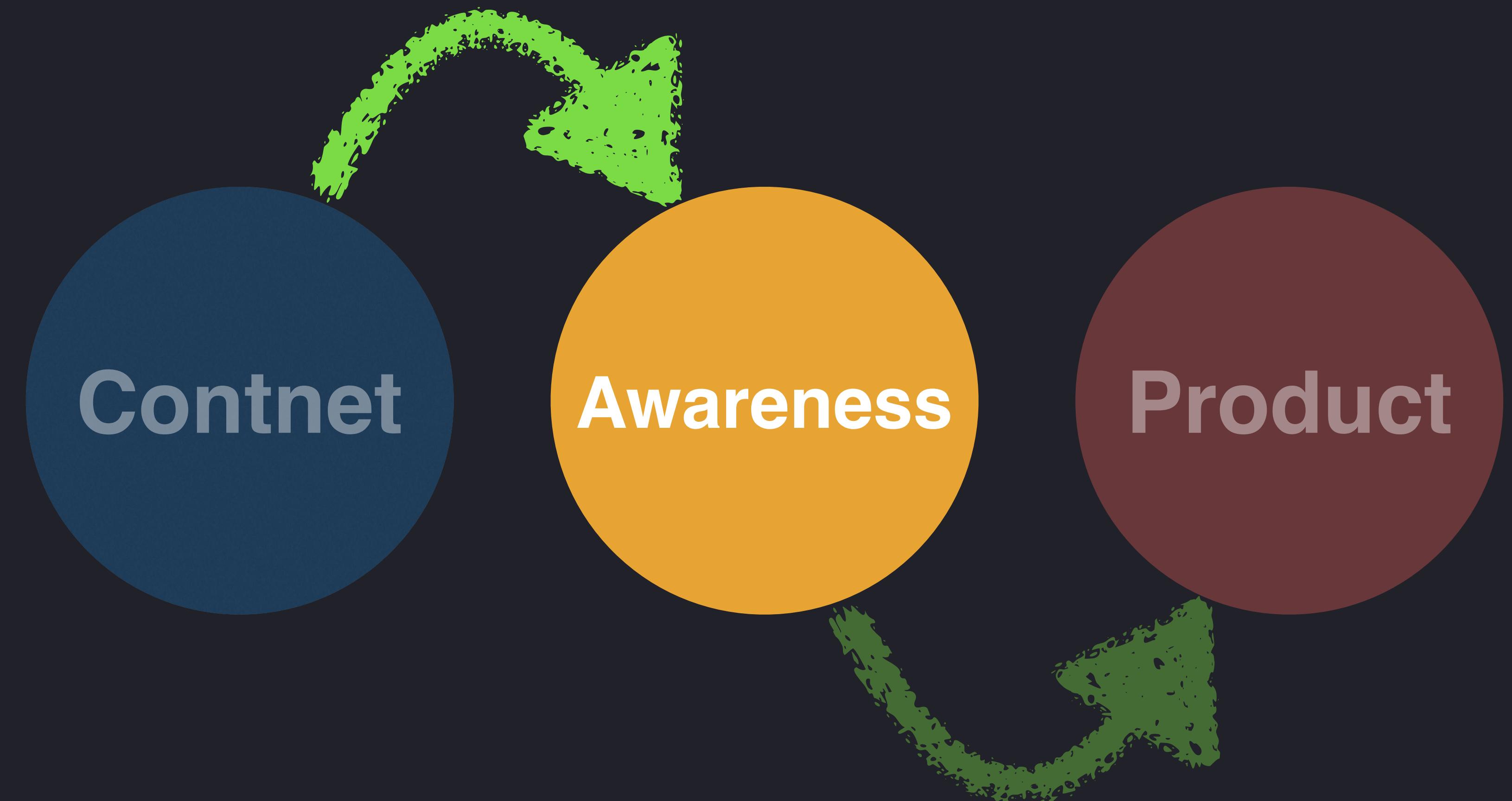


Product

High exposure and easy access are essential in increasing brand awareness.

TV

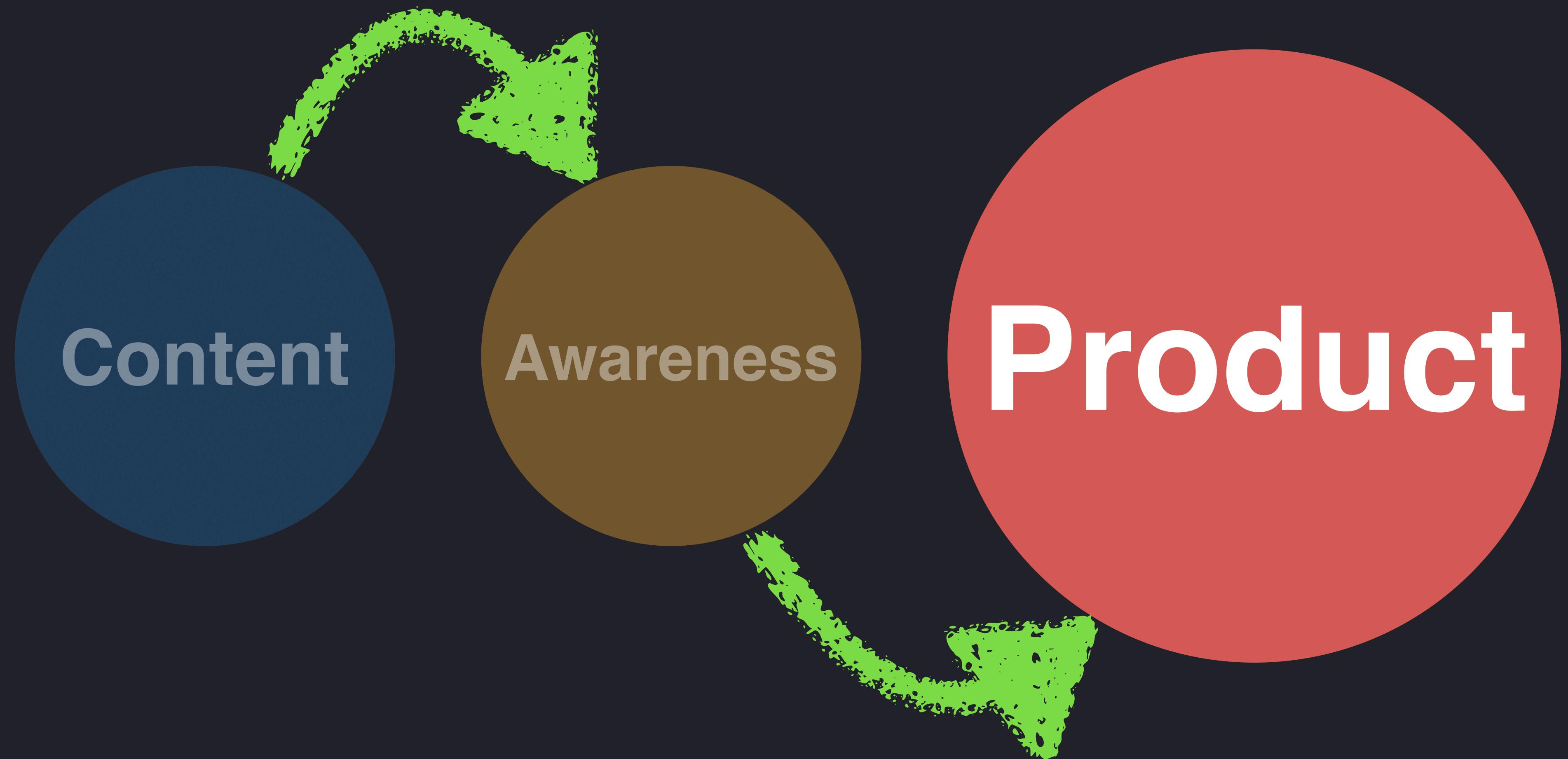
Impossible to **recoup the production cost** by selling content to TV networks.



High exposure and easy access are essential in increasing brand awareness.

TV

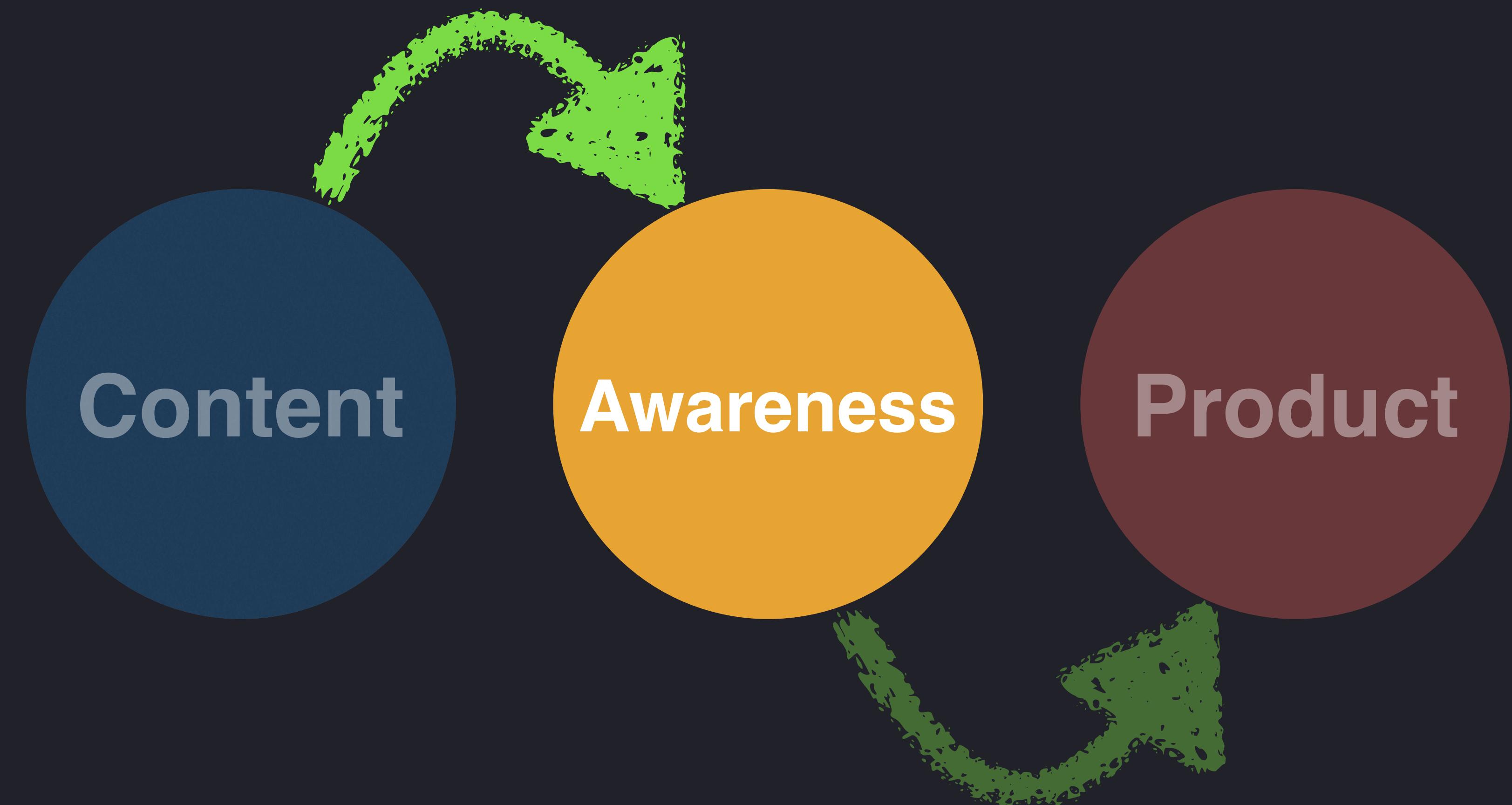
Impossible to **recoup the production cost** by selling content to TV networks.



High exposure and easy access are essential in increasing brand awareness.

MOBILE

Successfully recouped the production cost by selling content on mobile.

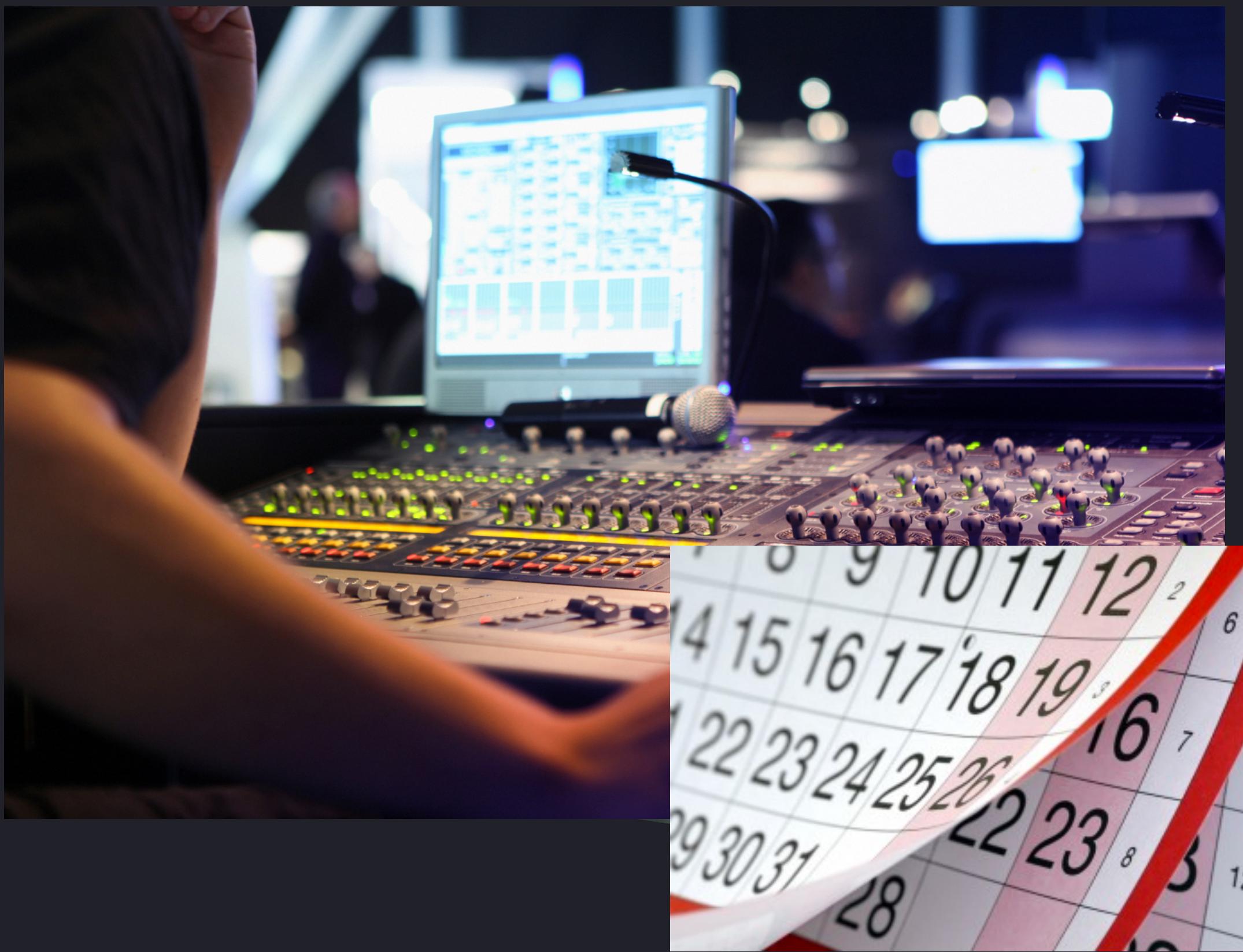


High exposure & easy access

are essential in increasing brand awareness



VS



**Mobile platform provides
an equal opportunity to everyone.**

**No matter how competitive it is, free
competition is better than a closed ecosystem
with zero opportunity.**





elizadianna

팔로우

좋아요 13개

5주

elizadianna Eizzu & Papa
#pinkfong
#pinkfonglover
#pinkfongbaby
#eizzulislam

azzryn ha mamat nie la hat sokmo salah
call org. call je tny iron

elizadianna @azzryn hahahaha haitu dia
call lg..dia nk call adik ipar i..mmg nama
reen jgk la haha..kali ni org cek no yg dia
save tu..mmg sah, no uols tp nama save as
reen adik ipar i 🐾🐾🐾

syafiq939 guano napok gelap molex tokey
kito tu kak @elizadianna

♡ 댓글 달기...



chirocantik

팔로우

좋아요 15개

10주

chirocantik #chloe #firstbdy #cute
#birthday #birthdaycake #pinkfong #pink
Chloe first birthday ... Love you so much

♡ 댓글 달기...

ooo



nyamidummysouvenirs...

팔로우

instamanage_biscotti, megaliyatana,
madziq_님이 좋아합니다

2일

nyamidummysouvenirs Totebag with
coloring.. thank you for ordering.. #birthday
#birthdayparty #birthdayhampers
#goodiebagultah #goodiebag #ultah
#ultahanak #ulangtahun #personalised
#jualan #hampers #hampersjakarta
#hampersbogor #hampersmurah
#olshopindo #trustedolshop
#partyplannerbogor #partyplannerjakarta
#partyplanner #eo #eventorganizer
#jualhampers #pinkfong #shark
#pinkfongsong

♡ 댓글 달기...

ooo

2. Mobile-First Content



Videos designed
for mobile

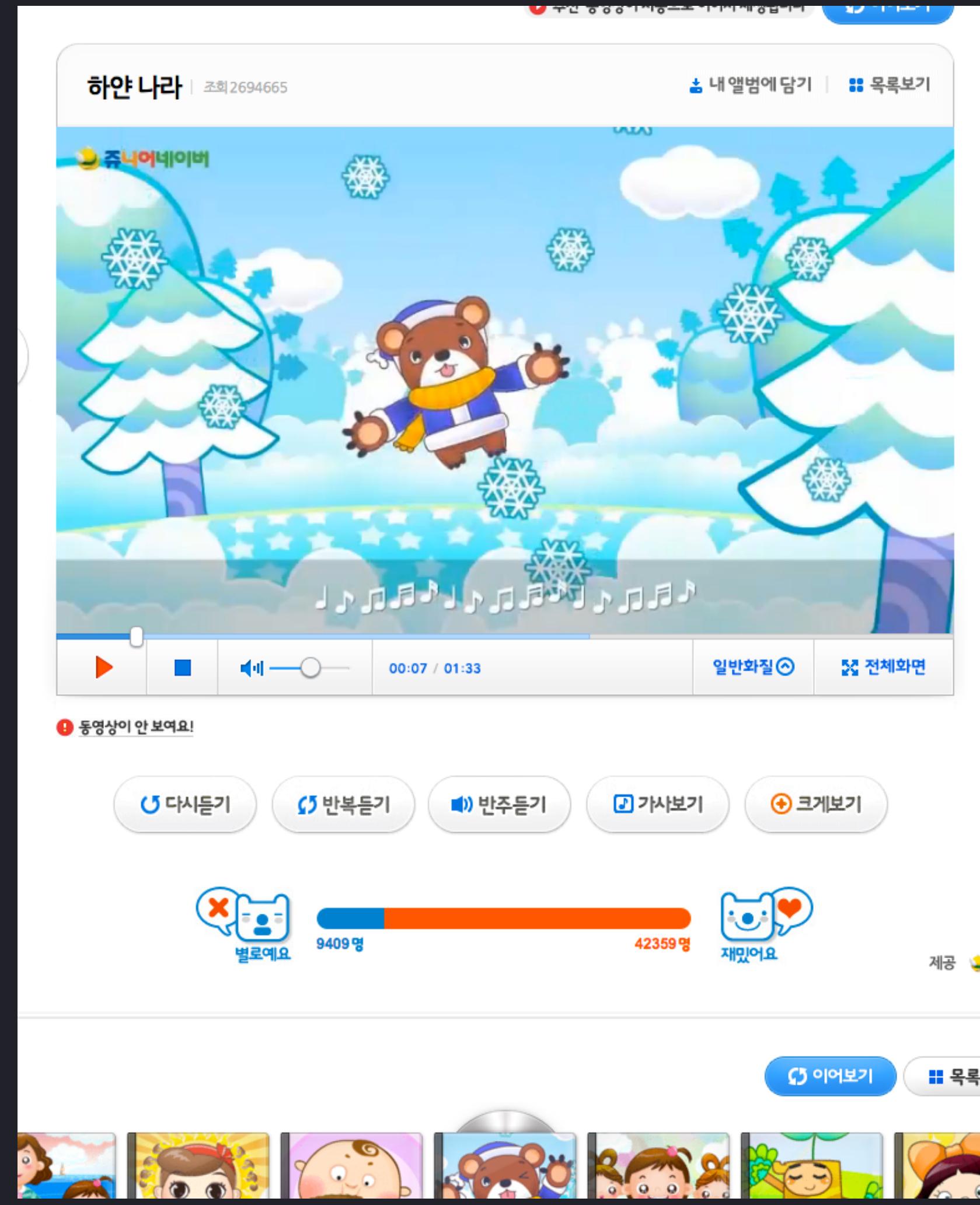


Short. Fast and dynamic.



**Big
subtitles.**





3. Localization



**SMART
STUDY**

PINKFONG Songs & Stories



x 4



Seasonal promotions targeting
different holidays based on the location.



Children's Day

Black Friday



Cherry Blossom
Festival



Spring Festival



Smart Study's global performance

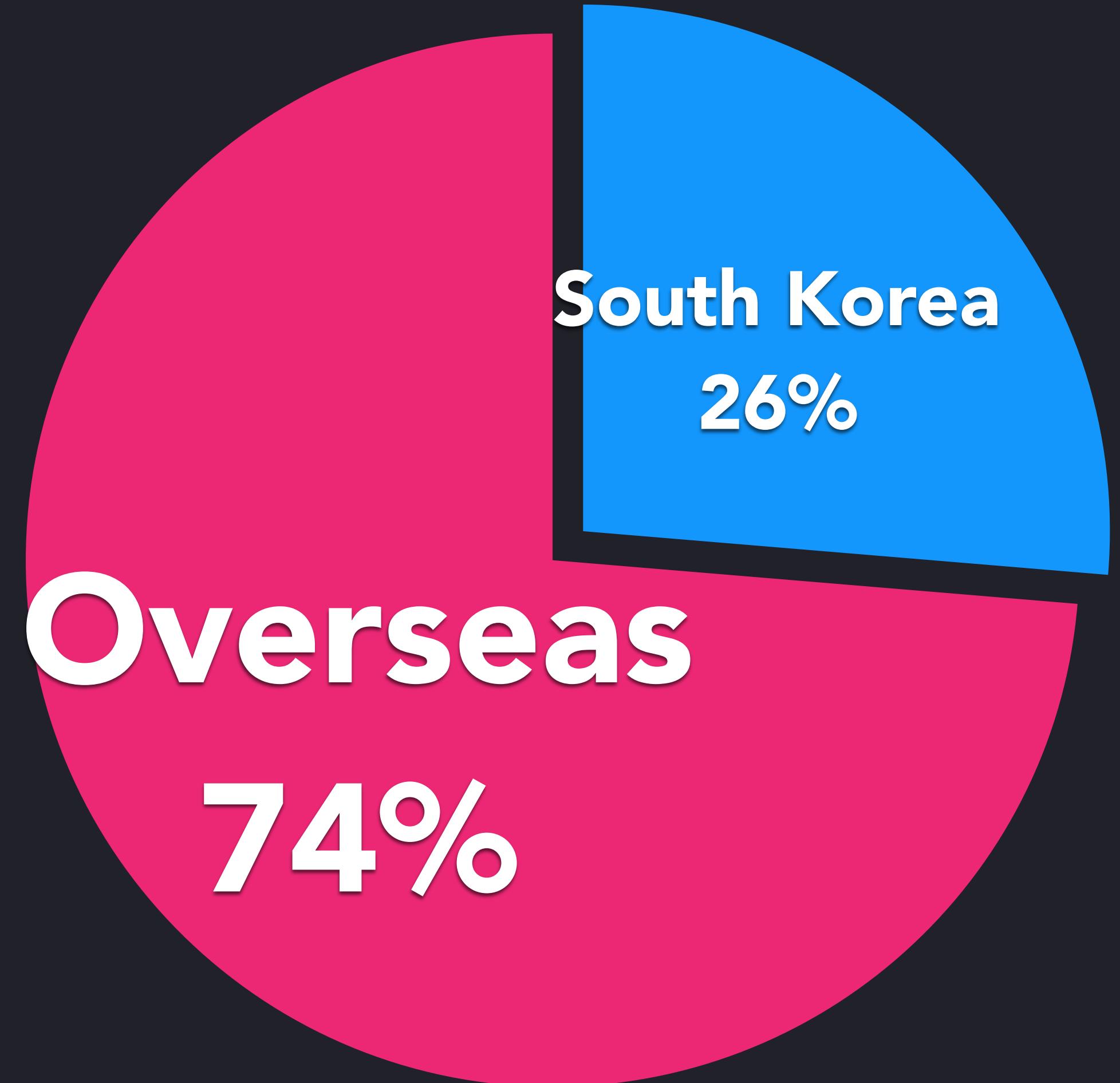




PINKFONG!

Songs & Stories

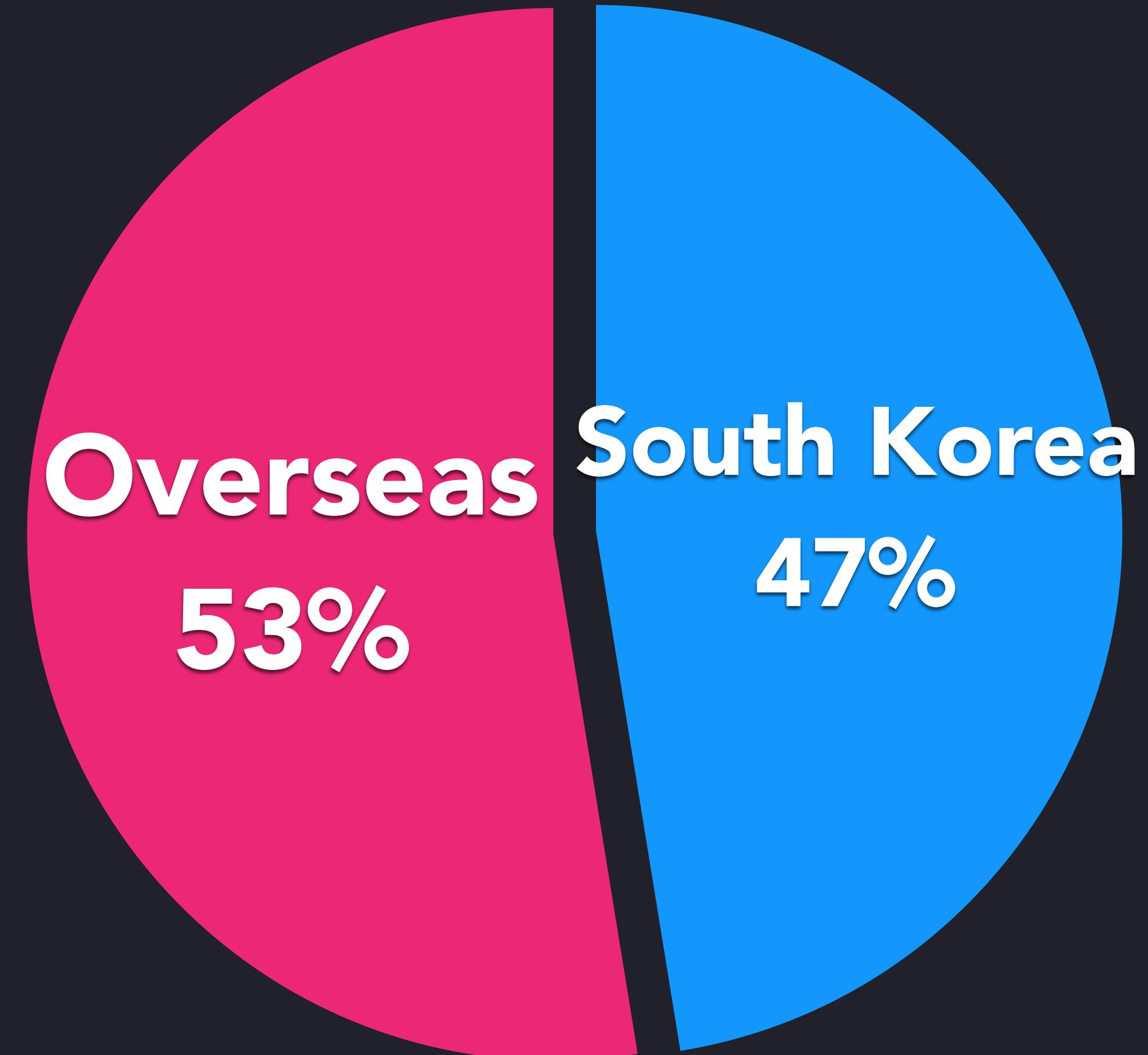
Downloads





PINKFONG! Songs & Stories

Sales



Last 1 year



PINKFONG! Songs & Stories

16M Global Downloads

#1 Grossing App in **33 countries**

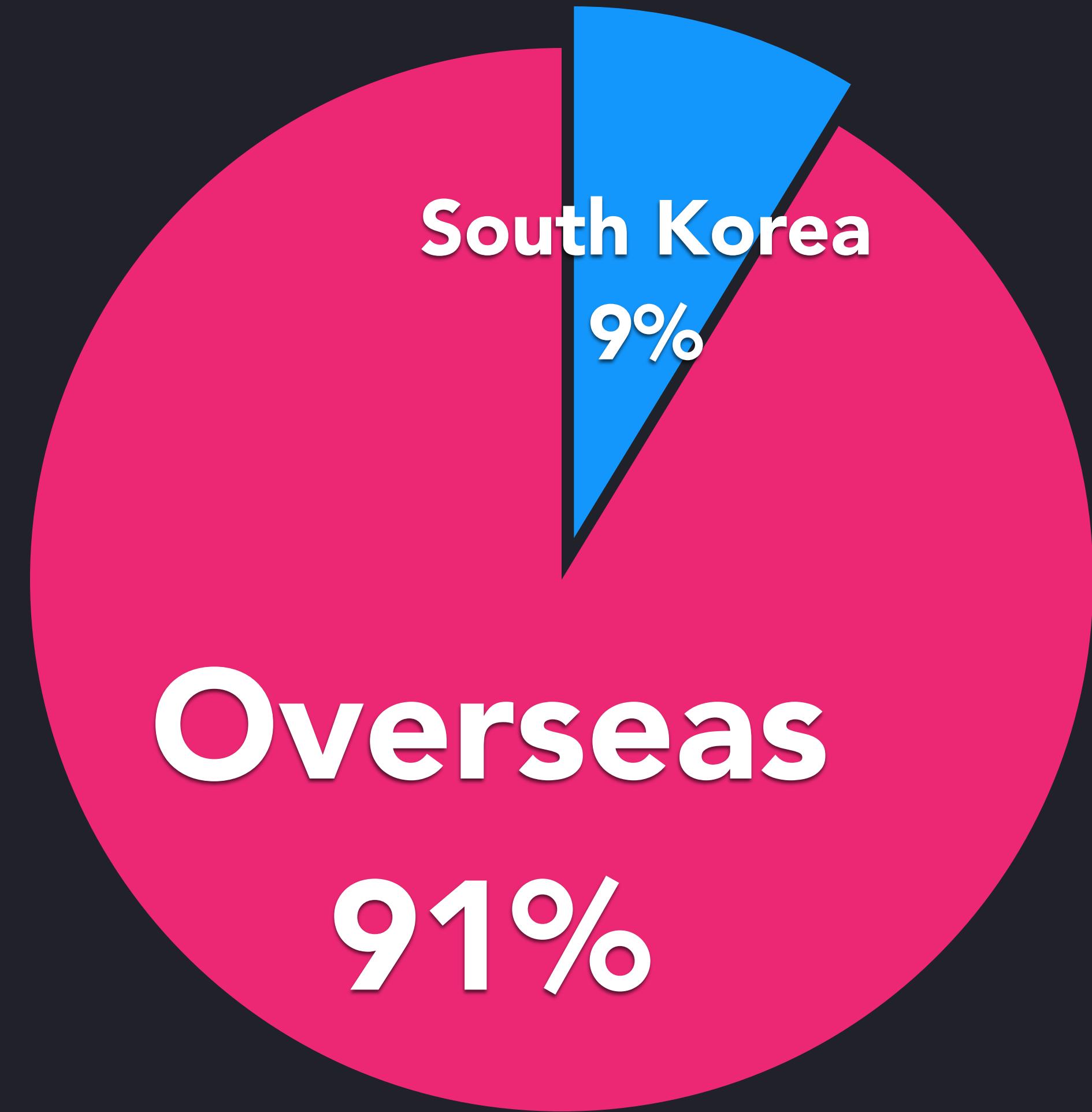
Top 10 Grossing Apps in **84 countries**

#1 - #5 Grossing Apps in Korea, Hong Kong, Indonesia, Singapore, Malaysia, etc. over 4 years since March 2012



PINKFONG! ABC Phonics

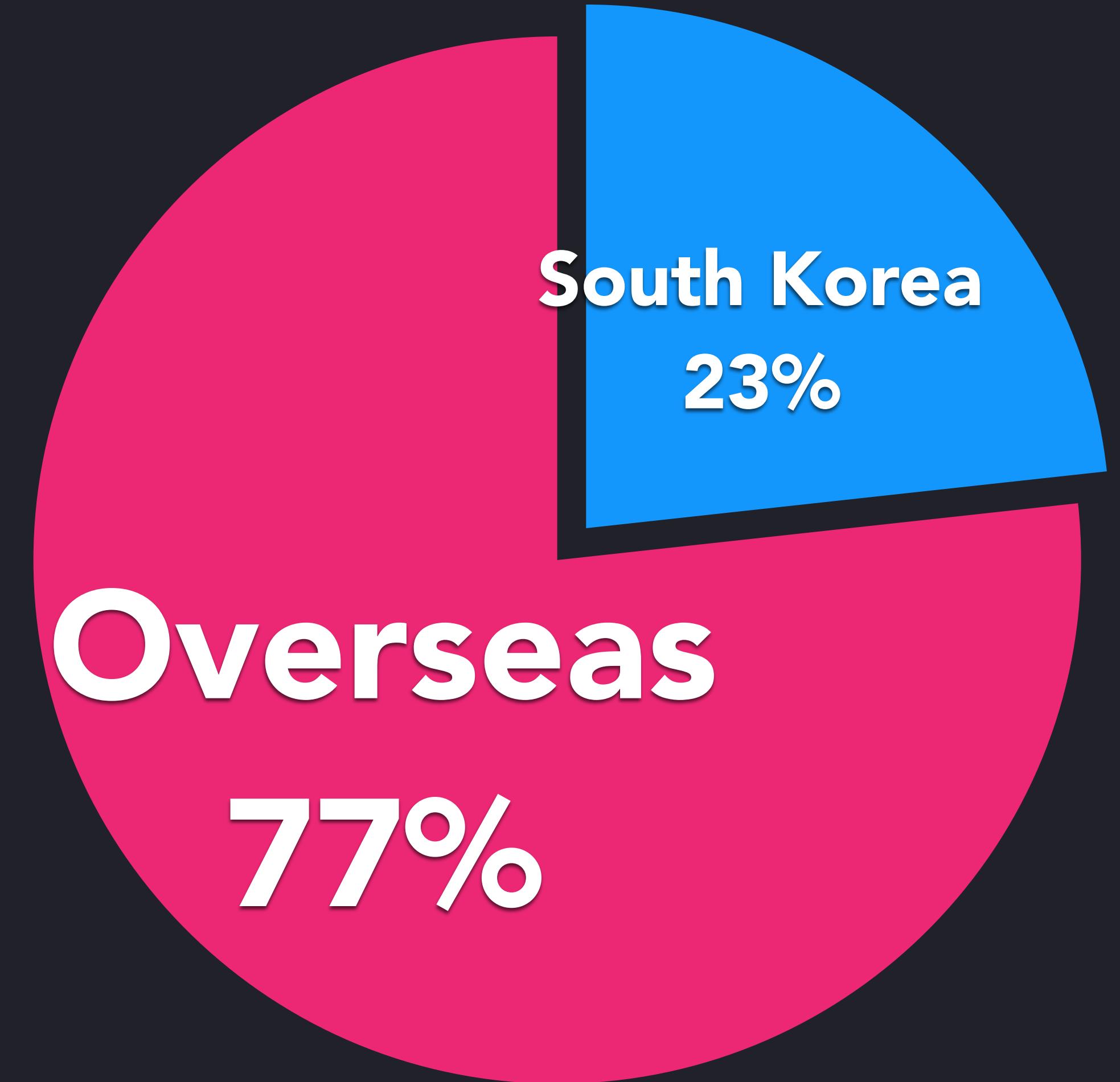
Downloads





PINKFONG! ABC Phonics

Sales





PINKFONG! ABC Phonics

#1 Grossing App: 9 countries

Top 5 Grossing Apps: 33 countries

#1 New Free App: 33 countries





PINKFONG! Car Town

#1 Grossing App: 5 countries

Top 5 Grossing Apps: 58 countries

#1 New Free App: 44 countries





PINKFONG! 123 Numbers

700K downloads within 2 months





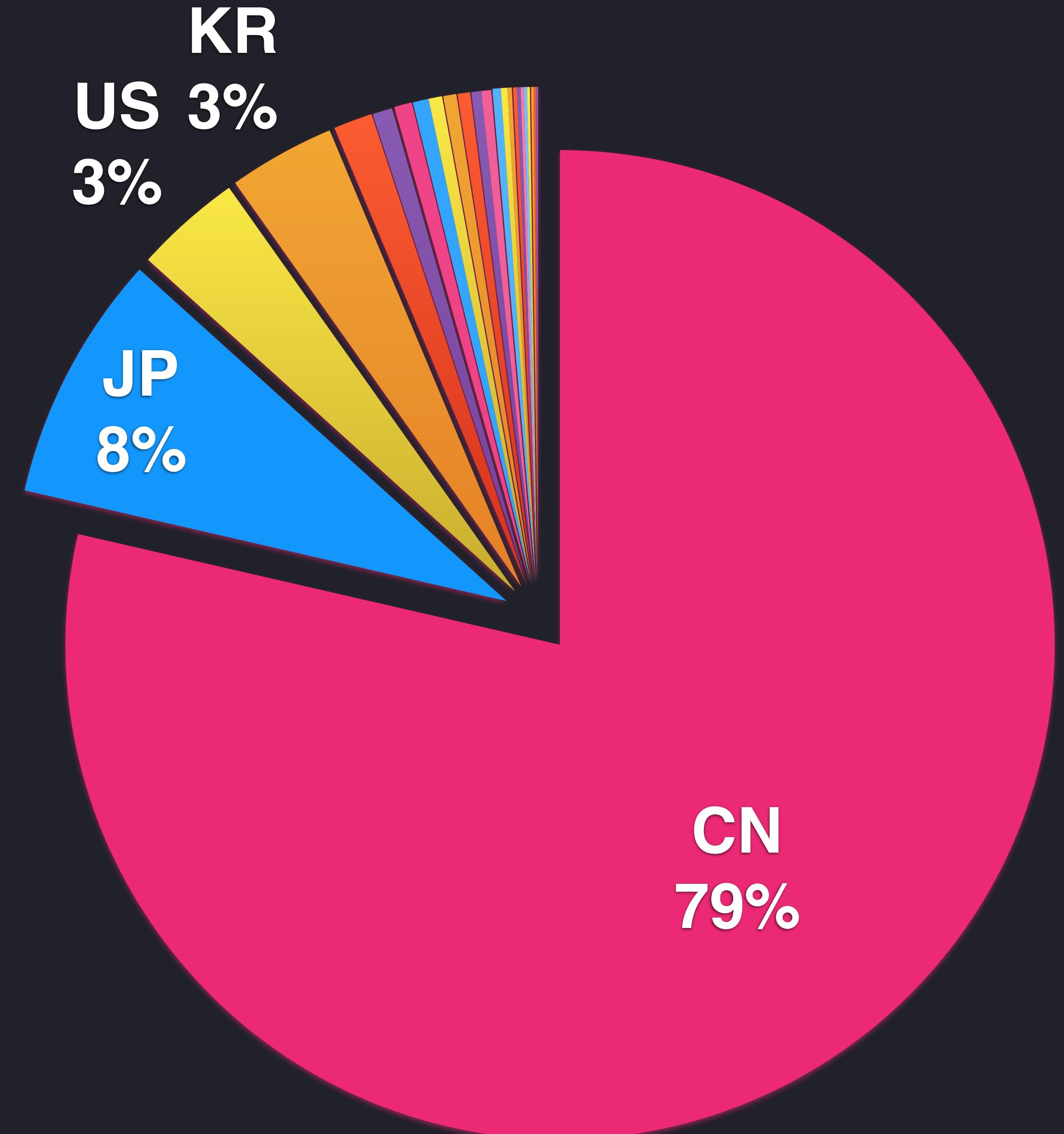
PINKFONG! 123 Numbers

China : 79%

Japan : 8%

US : 3%

Korea : 3%



**Along with its success on mobile,
acquiring a high number of users,
PINKFONG's "brand value" increased,
which allows an easier access to other
related industries.**



**The expansion includes the global market,
where the same strategy can be applied
as the Korean market.**

**Everything that Smart Study does now
is possible because we were able to
increase users and brand awareness
through the mobile platform.**





SMART STUDY