

LiveShop.com

Team #1 Project Proposal

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Background

E-commerce in South Korea: trends and tendencies (1)

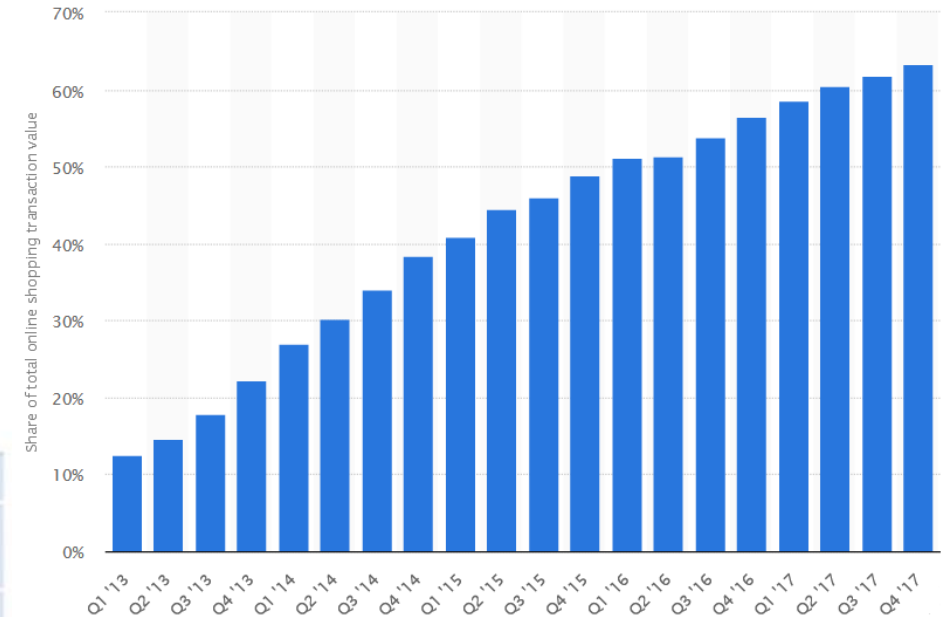
Rank	Country	2013	2014	2015	2016	2017	2018
1	China	\$315.75	\$426.26	\$562.66	\$714.58	\$871.79	\$1,011.28
2	US	\$264.20	\$305.65	\$349.06	\$394.43	\$442.55	\$493.89
3	UK	\$70.39	\$82.00	\$93.89	\$104.22	\$114.64	\$124.96
4	Japan	\$62.13	\$70.83	\$79.33	\$88.06	\$96.87	\$106.07
5	Germany	\$51.91	\$63.38	\$73.46	\$82.93	\$91.97	\$99.33
6	France	\$34.21	\$38.36	\$42.62	\$46.13	\$49.71	\$53.26
7	South Korea	\$29.30	\$33.11	\$36.76	\$40.43	\$44.07	\$47.82

Top 7 countries ranked by retail e-commerce sales worldwide, in billion USD

E-commerce in South Korea: trends and tendencies (2)

Year	2013	2014	2015	2016	2017	2018
Total retail sales	\$360.63	\$368.93	\$376.31	\$383.83	\$391.51	\$398.95
Retail ecommerce sales	\$29.30	\$33.11	\$36.76	\$40.43	\$44.07	\$47.82
- % of total retail sales	8.1	9.0	9.8	10.5	11.3	12.0

Total retail and retail e-commerce sales in South Korea, 2013-2018, in billion USD (From Nowak & Partner Co., Ltd.)



Share of mobile shopping transaction value against total online shopping transaction in South Korea from 1st quarter 2013 to last quarter 2017(*)

Since South Korea has one of the highest development index of Information and Communication Technology, the future of TV home shopping streaming as well as mobile shopping streaming are bright

(*) <https://www.statista.com/statistics/381309/mobile-shopping-sales-share-korea-quarter/>

Online shopping streaming?

- Going shopping



Online shopping streaming?

- "Going shopping"



- Desired delivery time



Online shopping streaming?

- Fake Reviews/Rates

- Overprices



Online shopping streaming?

- Getting personal experiences of special guest speakers



- Reasonable and discounted prices



Case Study: CJMall



Viewer's chat



Product information



Other posted Show

Case Study: CJMall



[뿌쇼뿌쇼] 카페를 내 집으로! 웅진 마이 홈 카페!

> 37 13일전

LIKE Share



0

공유

루소루소 커피 아메리카노 메이드 탄산수 바삭 마이 Hash tag



[MLC] 빅토리아 탄산수 20팩/비바 아이스커피

13,900원~

무료배송



[맛있는家] 웨지우드 영국 왕실 티 컬렉션...

17,000원~

쿠폰15%



[뉴트리원] 14포x1박

990원

SKT 96% 오후 3:42
☰ 🏠 상품상세정보 🔍 🛒



8,550원~ [해택보기](#)



☑ 카카오페이(현대카드) 7% 청구할인(50,000원 이상)
☑ 카카오페이(롯데카드) 7% 청구할인(50,000원 이상)
☑ 카카오페이(하나은행) 7% 청구할인(50,000원 이상)

다보기

커피디바인 신선한 원두1kg 33종
주원료 : 원두커피 100% | 원산지 : 케냐



VOD and related products about VOD

Product information

Case Study: CJMall

Downside: only CJ products are sold.

professional salespersons affiliated with CJ are the only ones who can broadcast their live streaming advertisements.



Project Overview

Main Points



Comparison with CJMall

Anyone can be a seller!

Suggestion system from recorded live streaming videos!

AI to increase effectiveness of software!

- Evaluate seller's behavior and analyze customer satisfaction

- Keep track of time between purchase action and actual delivery

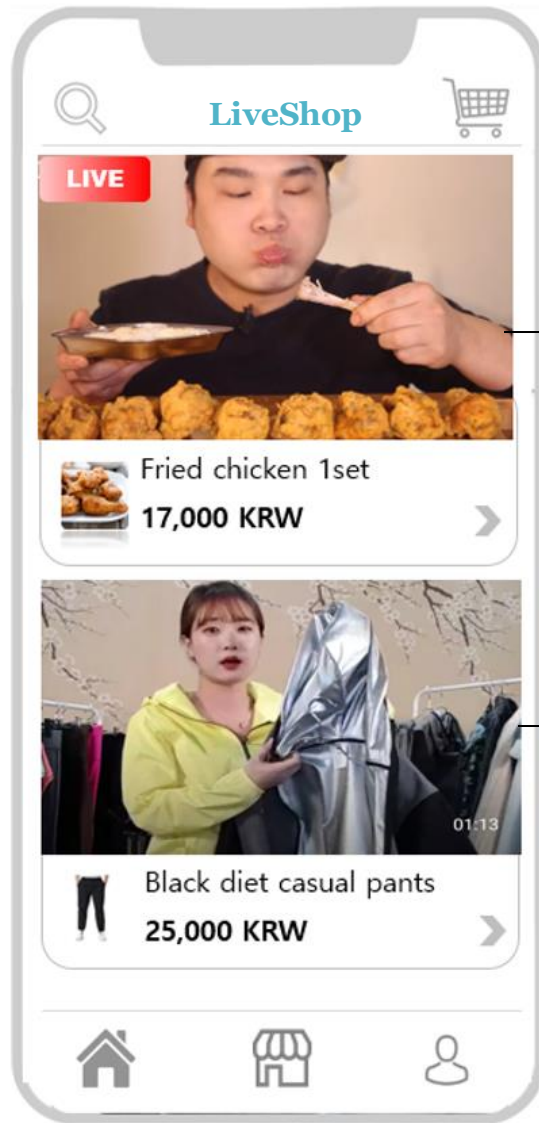
- Detect fraud in sales or purchases

- Analyze sales trend

Design Concept

Main page

In main page, there are several Live streamings or recorded live streaming videos based on the user's preferences.



Live Streaming and related product

Recorded live streaming video(VOD)

Live Streaming

Viewers can follow the seller

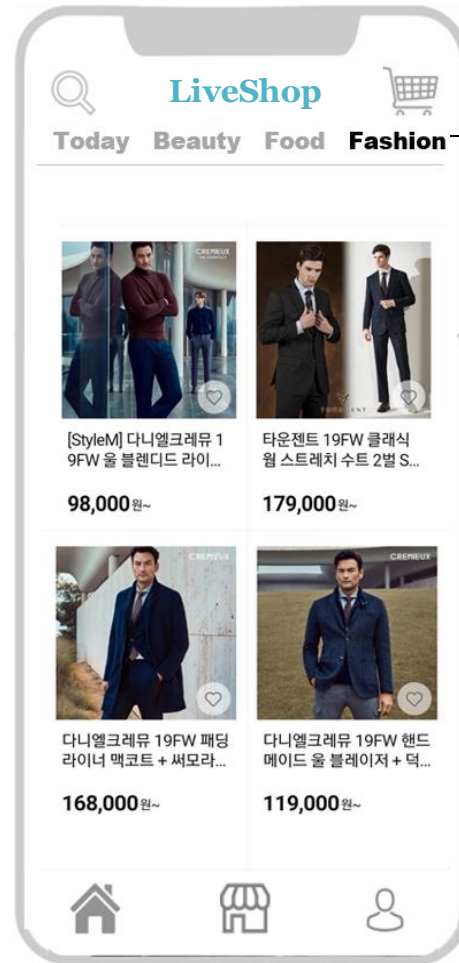
By online chat, sellers can receive feedback from viewers.

Viewers can easily buy the product while watching Live Streaming



Store

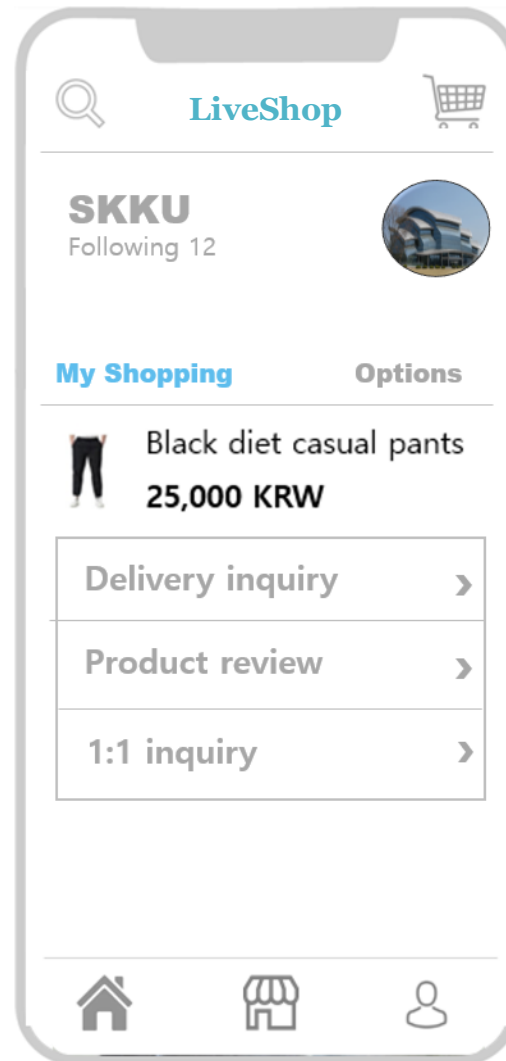
In Store, there are several product registered by seller and introduced through Live Streaming



Product Categories

My Page

In My Page, users can check information about purchased products and set options related to the application



Development

Description

Components

Broadcast Live Stream from Mobile Device

- Recording
- Encoding & Packaging

Play Live Stream On Mobile Device

- Low Latency
- Everywhere
 - Adaptive (Bitrate)
 - Devices compatibility
- On-screen Chat

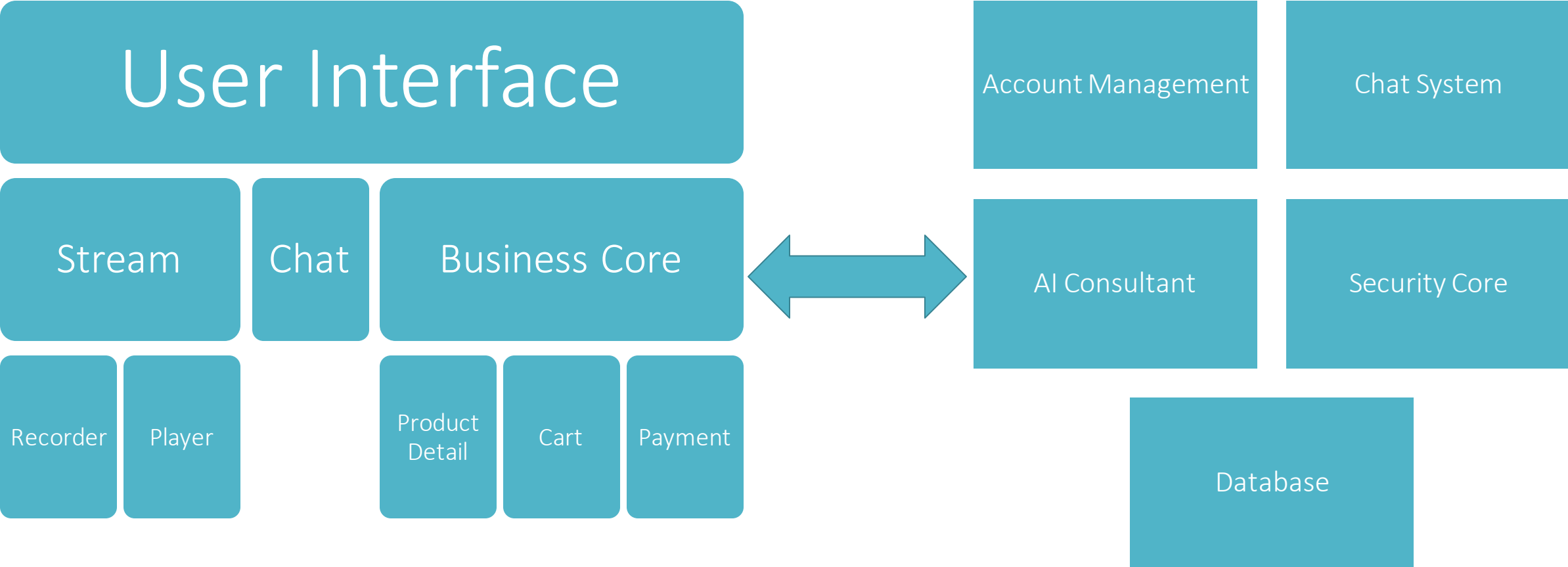
Media Server

- Receive & Transcodes live streams
- Distributes the live stream to user
- Replay
- Broadcast to other platform (Social Network, Youtube)

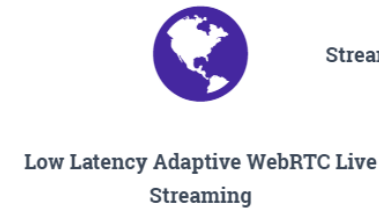
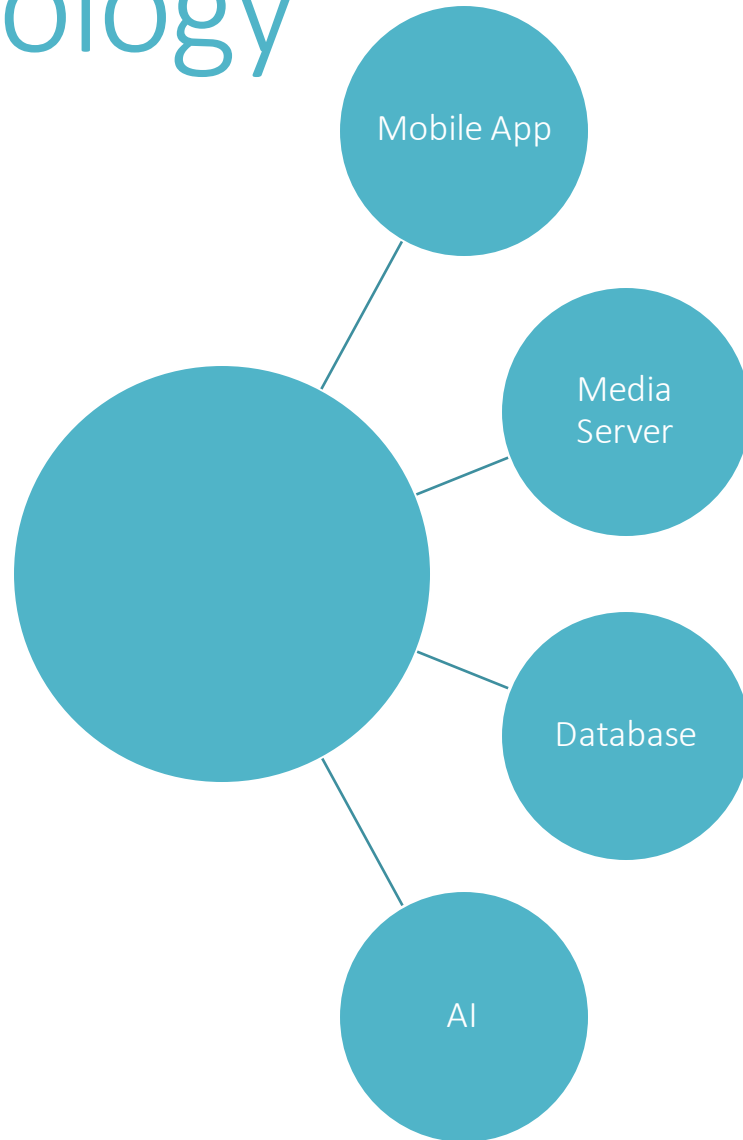
Business Platform

- Interact comments
- Product detail information
- Safe Payment infrastructure
- Chat System

Model



Technology



Streams Play Everywhere & Every
Internet Speed



SDK for iOS, Android, and JavaScript



Development Schedule



Expected Results

Livestreaming

- Sales and business growth for the sellers
- Customers no longer jeopardized due to fake/misleading reviews since they can see the product being advertised live



Available to various sellers

Provide customers with a wide range of shopping options for different or similar products



Off-air content suggestion system

- Convenience in terms of shopping since customers who missed live broadcast during the scheduled time will usually get recommendations for videos with some specific products

AI-based platform enhancements

- Improved shopping experience for customers
- Customer satisfaction with the purchased products



