



#MamaNyoSquad's 4th Inception Anniversary
Presenter's Transcript

December 2020. It all began with a simple mission: To spread the word about DOAXVV's Global Edition to the world via Twitter -- X.

We deeply explored the inner depths of what makes DOAXVV so great by going through its Japanese counterpart.

And along the way, we formed a community that has been with us through thick and thin.

Yes, there have been ups and downs when it comes to building a community, but one thing is for certain: As long as we always unite with one goal of preserving the hype, we can always make things work the way we want them to work.

Everything has changed since we first took off, and there are still multitudes of changes that we still need to focus on. But, this is still the beginning of our long-term mission..

With Mama Nyo to represent our Collective, we can make preserving and transforming DEAD OR ALIVE a reality!

Welcome to the 4th Inception Anniversary of #MamaNyoSquad, also known as "Nyotengu's 4th Ethereal Prism"! Representing tbmassoc's sole DEAD OR ALIVE Collective; my name is Mother Agatha, the First Maria 🌿 -- the General Manager!

It has been quite indeed a momentous feat as we continue to celebrate our anniversaries together. And now that it has reached its 4th year, this is only beginning to take shape.

But before we begin talking about what we have done since last year's Keynote, let's have a look at the logo that encompasses our fourth year as a DEAD OR ALIVE Collective. It has the same look as DOAXVV's PRISM; but it also has Main, Sub, and Sub2 -- the first three that yours truly personally picked since her first playthrough. Misaki -- or Reisalin, as we call her -- joins the Venus 5, with Elise as part of the logo the following year.

The logo itself follows the same framework as PRISM's, which signifies the essence of what makes Venus Vacation the series we've all come to love today. Misaki at front and center, with the first Trio by their respective Prisms.

The palette follows the same form-factor as the brand's since its inception, with Misaki's to signify her continuous presence across Venus Vacation. And the visual? Who could ever forget -- the visual that symbolizes her new era of redefining hearts to the players who are eager to return to the infamous Venus Island.

Now with that out of the way, let's have the following updates PR-wise since the last year's Keynote:

- Starting from The First Maria 🌸's first stint as a cosplayer -- representing as her own VTuber, #MamaNyoSquad began reporting events related to tbmassoc and the VTuber Collective -- VTresMarias.
- Our Social & Web Manager -- Emmannuel Ortega -- shared his warmest gratitude to SQUARE ENIX and Pokelabo as SInoALICE, as a series, draws to a close with the Japanese Edition. Yours truly conducted the ceremony, which saw its inevitable end on 15 Jan at 12pm JST -- 2pm VIT. More on that later.
 - Alongside that, we have managed to participate in the "true end" of SInoALICE following its Farewell Stream last 24 Jan. The SocWeb Mgr checked in on the stream, while the G.Mgr conducted a simulcast on Twitch.
- The day after, Yukino officially arrived on the Global Edition -- 11 months and 4 days after she was formally inducted as the 28th Overall Venus through Japanese Edition.
- On 27 Feb, a full year and 6 days after Yukino's formal inception, Twitch Korea was shut down following the Korean Government's ISP guidelines. The Squad has undergone a slight change of purple over a black background to reflect our solidarity.
- In another unexpected turn -- integrating VTubers and DOAXVV, Cadence Nine of The Jungle Tavern takes a crack at the game! He was somehow represented as fellow colleague Regina Red due to a model swap.
- DOAXVV Global celebrated its 5th year on 4 Apr, along with new events to go alongside it!
 - The G.Mgr sent her utmost regards to the Staff following the 5th Anniversary with a Press Release posted last 19 Apr.
- Another Inside Story has been completed as part of Helena's Series as of 20 May: Empty!
- Following on the routine PR reports, the Squad reported that one of the games has ended service. LoveLive! SIF2 shut down on 31 May at 4pm VIT. We reported on it two days later.

- We unveiled the first look of the new layout of our website on 3 Jun, indicating our continuous effort in defying the existing web language. We'll discuss more about this new design language later.
- Luna has been conveying her feelings indirectly, that she wanted to make it a reality! Her "True Colors" series began last 12 Jun.
- Shortly after, on 27 Jun, Reika was introduced to DOAXVV! Following Shizuku, she is the 30th Overall Venus, and the second Venus to be debuted simultaneously across Japanese and Global -- the first being Tina.
 - Consequently, we also reported on their associated Seiyuus voicing other characters in their field. For instance: Kondo Reina -- who voices Reika -- is also Shifuna from Re:Dive, Youmiya Hina -- Shizuku -- is Tomori from BanG Dream!, Uchida Maaya -- Nagisa -- is Maho from Re:Dive and Gretel from SInoALICE, and Sashide Maria -- Tsukushi -- is also Emma Verde from LoveLive!, to name just a few.
- We also reported on the CrowdStrike situation that had put organizations around the world to a standstill last 19 Jul.
- Koko's the next Venus to convey her true feelings! Her "True Colors" series began last 25 Jul for Japanese Edition!
- We are still in the middle of the web redesign that by 14 Aug we stopped updating our Maintenance Tracker and resorted to posting on X for the time being. A full-scale hold was put into effect a day later, leaving the current web instance as-is as we focus on the rebuild.
- DOAXVV Japanese is on a roll as they formally introduce Meg, the 31st Overall Venus, on 27 Aug!
- 12 days later, on 8 Sep, Shizuku formally debuted on Global!
- Then on 27 Sep, Venus Vacation emerged from a DOAX spin-off to its own full-fledged series with the inaugural launch of Venus Vacation PRISM -- the second in the Venus Vacation Universe! It was announced during KOEI TECMO's Tokyo Game Show Leg, with a projected release of 6 Mar 2025.
 - The so-called Prism 6 -- consisting of Misaki, Fiona, Elise, Tamaki, Honoka, and Nanami -- were individually introduced leading up to its first official trailer released last 1 Nov.
 - The release workflow will also follow the same as DOAXVV, with more language options available only on the Global Edition.
- As part of the design changes, the #MamaNyoSquad brand was given a slight make-over! Sure, the lines may be thinner than what they used to be, but they still capture the essence that made the Squad great. We began its soft implementation in later PVs and announcements.
 - On 20 Oct, we teased a new animation that signifies the PRISM's presence in the Squad. You'll be seeing what it'll look like with the new version of the brand logo later throughout the Keynote.

- Incorporating PRISM's essence to our brand operations moving forward, we celebrated with DOAXVV Japanese for their 7th Anniversary -- dubbed "The 7th Prism". The G.Mgr has also sent a video message in commemoration of the event.
- #MamaNyo19 soon followed, along with the Birthday Outfit Series Refresh, and the incorporation of our new time zone format. We'll discuss what this means for our operations later.
 - This also means that the Volume 4 of DOAXVV OST was also released that day as part of "The 7th Prism"!

Now that we're done with the highlights after the 3rd Keynote, let's discuss the major facelifts applied to our brand, our design, and our operations:

- Alongside the typeface facelift, we also experimented with the "N" branding across other design elements as we anticipate PRISM's official release. Currently, our current logo looks like this: The "N" is still front and center, with Mama Nyo slightly moved to the left to fit the main Prism. But don't worry, while the design element behind it has changed, Mama Nyo and the "N" isn't -- the latter still maintaining its old look, which you can still find on the website and in our other socials.
- We're also unveiling the freshest new look of our website! This encompasses three things that we have considered while working on its new design language: Simple, Universal, and PWA-friendly. In order to make it happen, however, we have to make a lot of changes:
 - The navigational elements in the website header had to be simplified to allow more room to display the elements behind it. In addition, we also need to position them in a way that they go along with the logo -- the latter on the left, with the former on the right.
 - Most of the icons we use are powered by Google Icons, making icons more streamlined and simple.
 - Graphics had to be re-done in order to fit the new layout, which took a lot of R&D effort. Thanks to some CSS implementations, we are able to at least 'dynamically' display these graphics to our audience. In addition, we also had to sacrifice some of our design elements to maintain our 'simplistic' look; as during the previous incarnation of the website, they have caused some visual issues especially for those who browse the website on mobile.
 - The footer has also been given a more simplistic, yet somewhat verbose look. Alongside the social links converted to icons, it introduces two things for the first time: A clock, and version number. Let's have a look at what these mean:

- The version number is among the first that we've done during R&D where site visitors can take note to see what changes had been made on a visual basis. It follows three frameworks:
 - A date in format [YYYYMMDD] -- which denoted the date the design language was first implemented.
 - A major version in format [xx] -- commits that had significant changes, such as additions to our elements or visual redesigns, to name a few.
 - A minor version in format [yy] -- commits that had some minor changes, such as updates related to Maintenance.
 - For developers; this semantic versioning means these things will be implemented:
 - The date format does not change between commits as it follows the design language it first introduced. When it does, it will reset proceeding versions to 0.
 - Major version changes that will be applied moving forward will reset minor versions to 0. There is no rule when they go above 99.
 - Minor versions have a rule that when they go above 99, it will reset back to 0 with the major version incrementing once.
 - Date-format version follows the branch name of the date the design language was initially committed, which you can check in our preview channel mamanyosquad-preview on GitHub.
- Next, the built-in clock! You can visually refer to it while checking the footer, but notice that the time zone is at UTC +11 (also known as VIT). We'll get to that in a bit, but we had undergone a lot of work in order to get this clock system going in our set time zone.
 - For developers: You can check the full implementation of it and how it goes against your local time zone by accessing "_main.js" in our website directory, in "/assets/js". The quickest way to check out the framework is through our GitHub.
- It should be noted that these design languages have also been inherited in other websites maintained by either the G.Mgr or tbmassoc. The most notable is the header portion, where it has appeared on both her website and the upcoming rebuild of the VTuber Collective -- VTresMarias. You can expect more inheritances

from this design language to propagate across other websites in the coming months.

- Let's then focus our shift to the clock: Right before #MamaNyo19 2024, we have been using UTC for our operations as we are trying to sync with Global's for their Press Releases. It was first implemented before the end of 2020, dubbed as the Venus Island Time. But starting this year, to commemorate Nyotengu's birthday, we are now switching to a new time zone -- dubbed the New Venus Island Time! It's UTC +11, which is two hours ahead of Japan.
 - The main reason for this new time zone change is due to the assumed geographical disposition as we learn more about the Venus Island through our friends at DOA Universe.
 - This will also aid in our non-reliance to Daylight Savings, as the time zone -- according to Time.is -- does not have one, as it should.
 - What will this new change mean? That means a more streamlined operation in what we do and how we deliver to our audience.
- With the new addition to our graphics arsenal -- Adobe Photoshop CS6, we have been slowly migrating our future graphics to that tool.
 - Don't worry for those who are still thinking of PowerPoint: We are still going to use that for quick graphics, consolidations, and animations like normal.
 - What would this mean is that our future graphics will look different with different filters and mixing methods to choose from!
- For the first time since the big migration to open-source last 18 Apr 2022, our Maintenance announcement graphics are given a new look! Capturing both DOAXVV and PRISM, the aim for our new graphics to be as simple and direct as they can be. You can expect the new graphics to arrive on the next Maintenance Routines of Japanese and/or Global during or after the Keynote.
- And finally, we are giving a warm welcome to the newest font family: Fredoka! We have been experimenting on the font since PRISM's initial unveil, and the G.Mgr has been integrating it on her DOAXVV playthroughs since the first official trailer. You can expect the font to appear more frequently, although we're still keeping Poppins as the primary font family.

Now with all the framework changes out of the way, let's take a look at what to expect this 2025:

- With the full rebuild of the main website mostly done, we will begin rebuilding the Publishing as an all-in-one hub to view our Inside Stories! In addition, we will begin the integration of our Main Story as we resume its

development. It will be PWA-friendly, meaning it will work across platforms as long as you have a compatible browser.

- The Android App will be issuing its final deployment as version 1.0-release, along with a notification that all development going forward will be focused on the Web.
- We will also anticipate the official release of Venus Vacation PRISM, with yours truly giving us the first taste of what it will be like on the very first playthrough.
- We will also be showcasing PVs related to PRISM and Tina's as she's also celebrating her birthday today.

For more information about upcoming events related to DOAXVV, you can check out the websites of the respective editions:

- For Japanese Edition: <https://doax-venusvacation.jp/lp.html>
- For Global Edition: <https://game.doaxvv.com/en/lp.html>

And that wraps up the 4th Annual Keynote, titled "Nyotengu's 4th Ethereal Prism"! Special thanks goes to all of DOAXVV Development Staff from both editions that continuously provide meaningful outcomes that will make us more curious about the island as a whole.

We're also giving our special thanks to these people who made this Collective even more amazing:

- tbmassoc, the home of the DEAD OR ALIVE Collective
- 「VTresMarias - V三人のマリア - 」 and コスプレのマリア (Cosplay Marias), our pride and joy
- Emmanuel Ortega, our SocWeb Mgr who have been with us through thick and thin
- Yasunori Sakuta and Nishikawa-kun, two of the most notable people who made DOAXVV possible
- "The Icons" Satou Akemi and Koyama Yuka, two of the greatest Seiyuus voicing the legendary Main and Sub
- And you for supporting the hype since our inception!

Thank you so much for tuning in to this wonderful event; and although we'll be back with another Keynote next year, we'll always keep in touch through X and YouTube at @MamaNyoSquad, with expansion to more socials on the horizon!

This has been Mother Agatha, the First Maria 🌸 -- the General Manager of the Squad; and we'll see you in the not-too-distant future. いってらっしゃい!

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Music

KOEI TECMO SOUND

External Resources*

KOEI TECMO GAMES Co., Ltd.

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thebelovedmoon and associates (tbmassoc)

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DOAXVV Development Staff

Adobe, Inc.

GitHub

OBS Project

Microsoft 365

KDE e.V.

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<https://mamanyosquad.github.io/policies>*