

User Generated Content

1st Urasa Conference
June 21, 2007



Jap Satria P. Winata
spwinata@iuj.ac.jp

User Generated Content

What is UGC?

UGC Value Chain

Impact on Mobile Value Chain

Top 3 UGC Internet Sites

Key Lessons

What is UGC?

- User Generated Content
- Consumer Generated Media
- Participatory Model
- Social Computing
- Crowd-sourcing
- Web 2.0



WIKIPEDIA



Evolution of UGC: Internet to Mobile

YAHOO! GEOCITIES



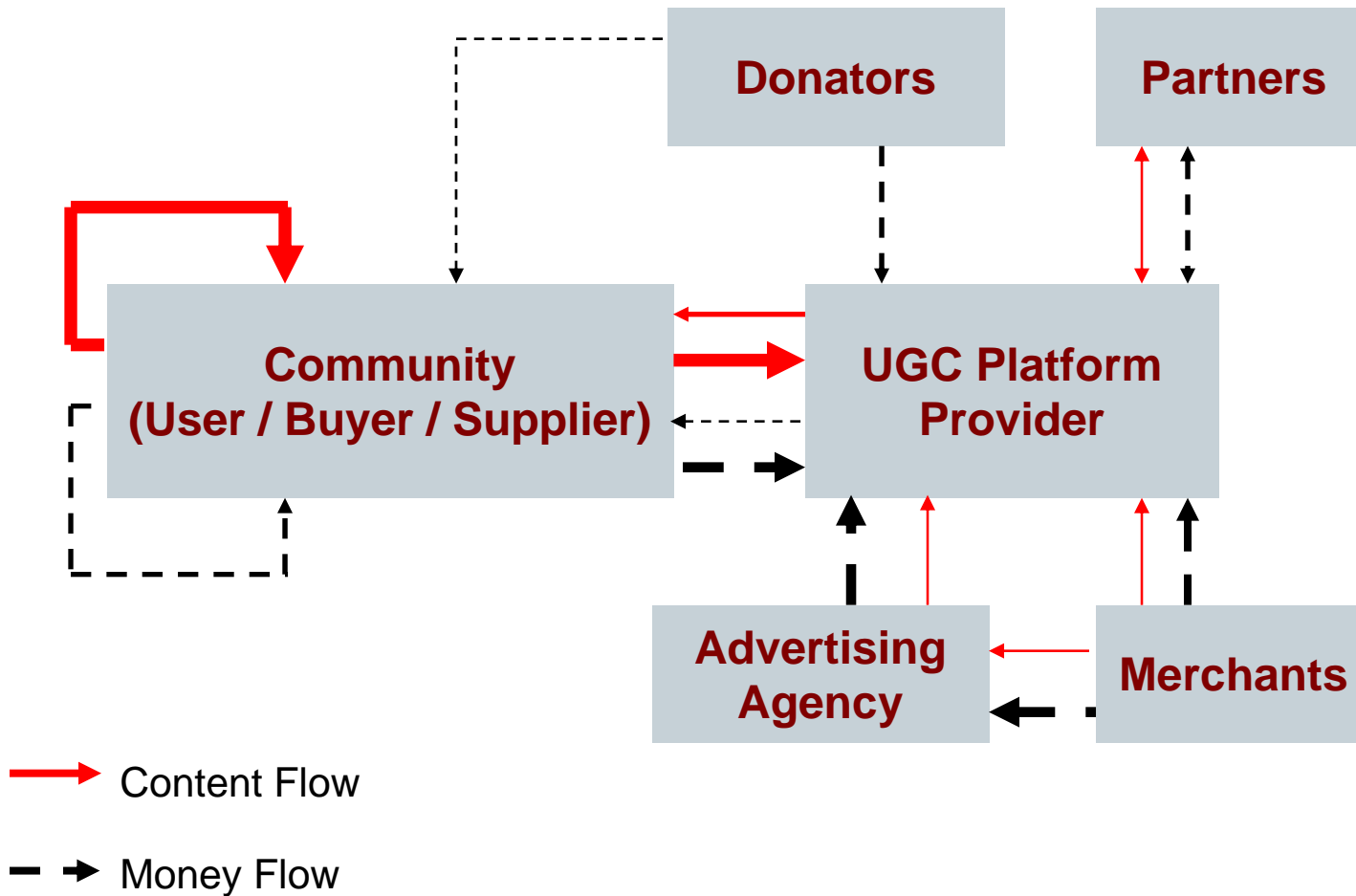
eGroups.com



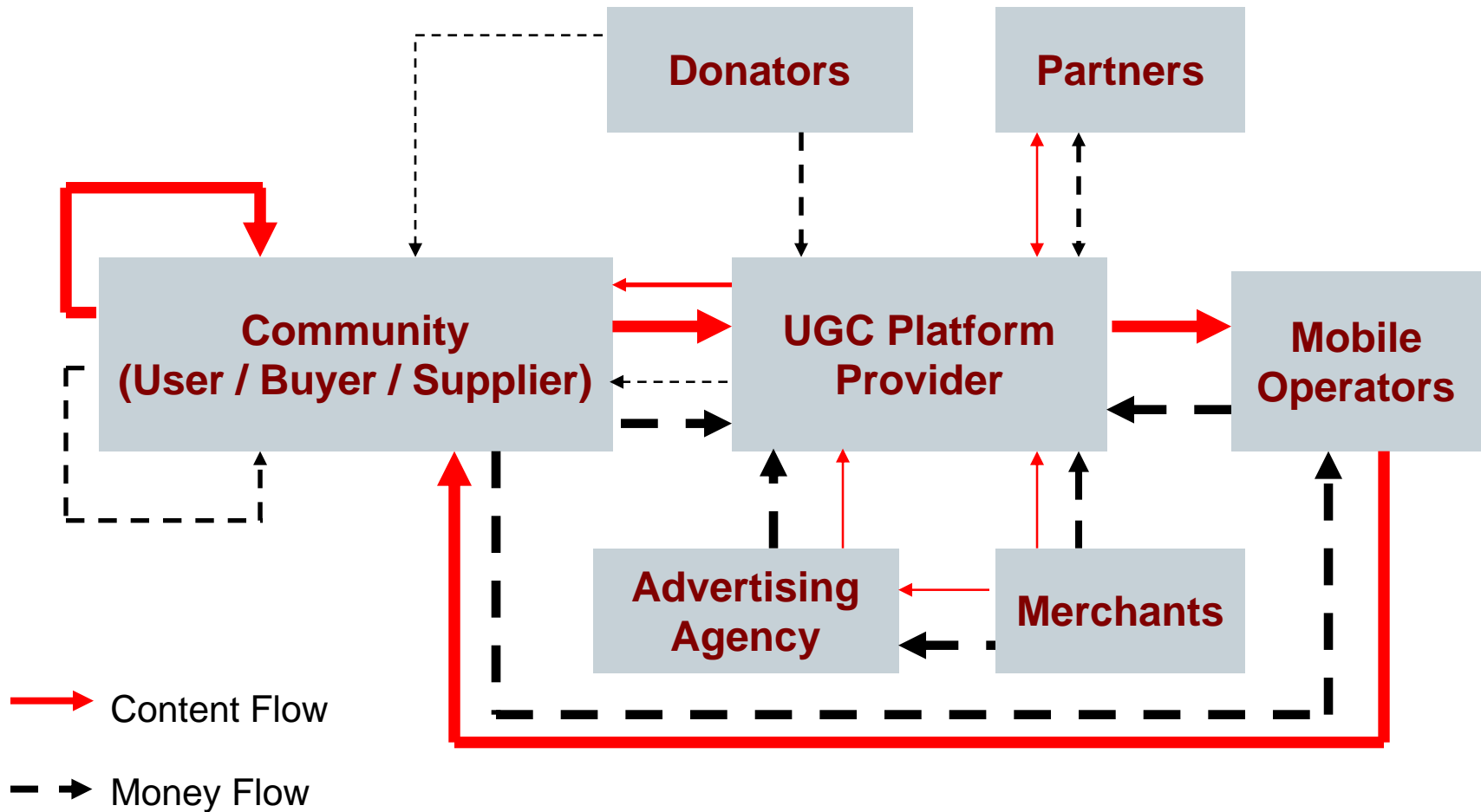
friendster



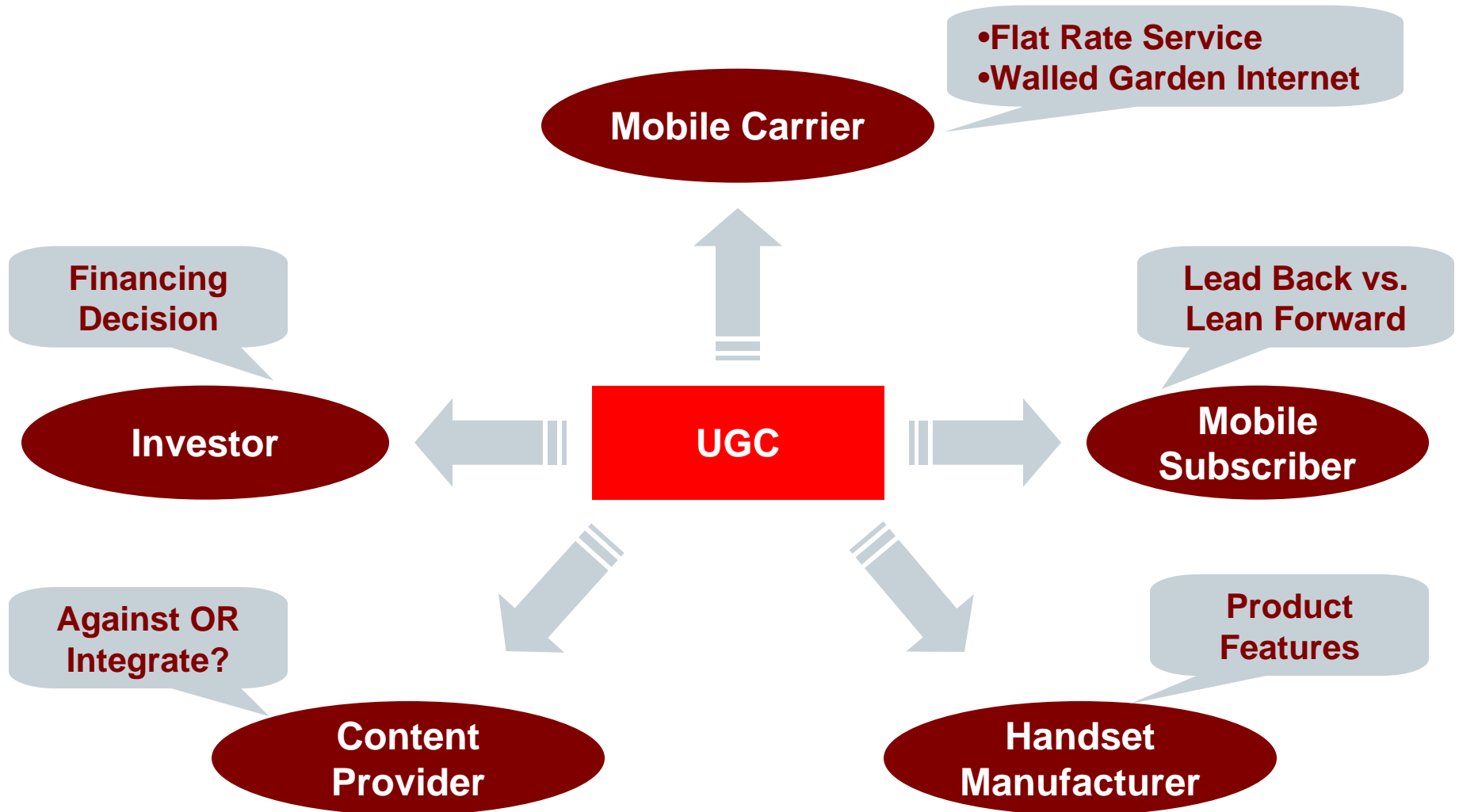
UGC Value Chain - Internet

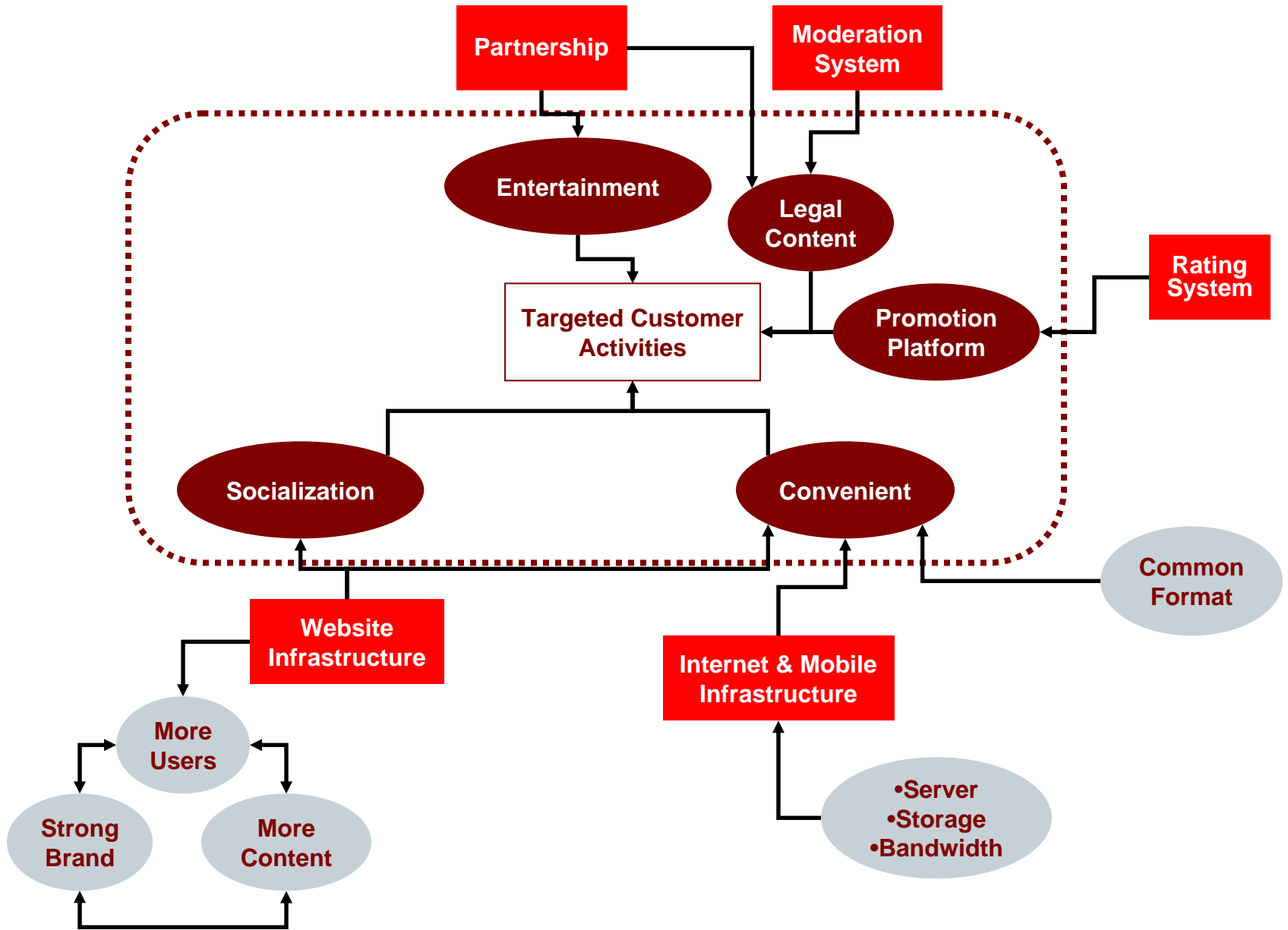


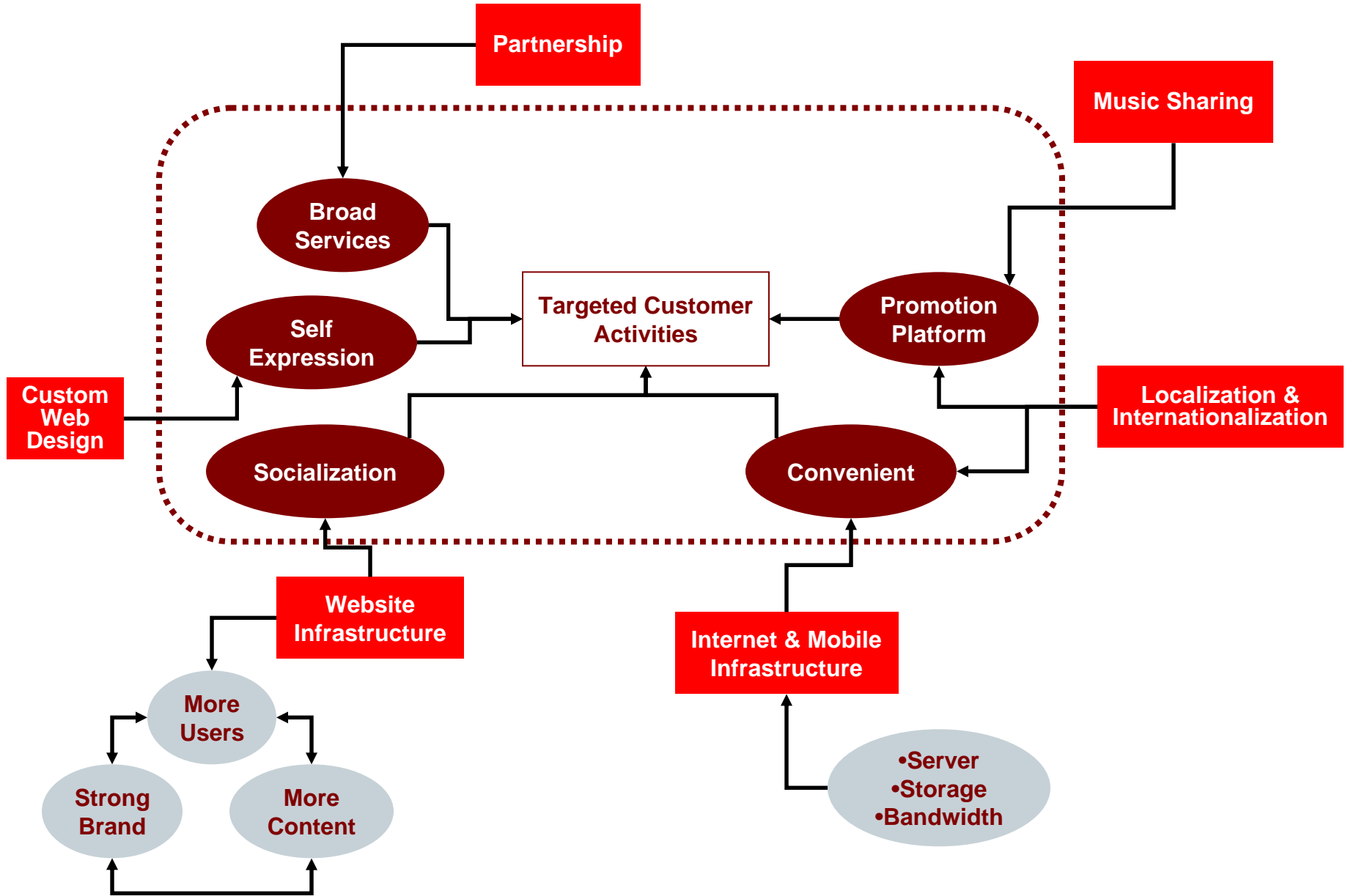
UGC Value Chain - Mobile

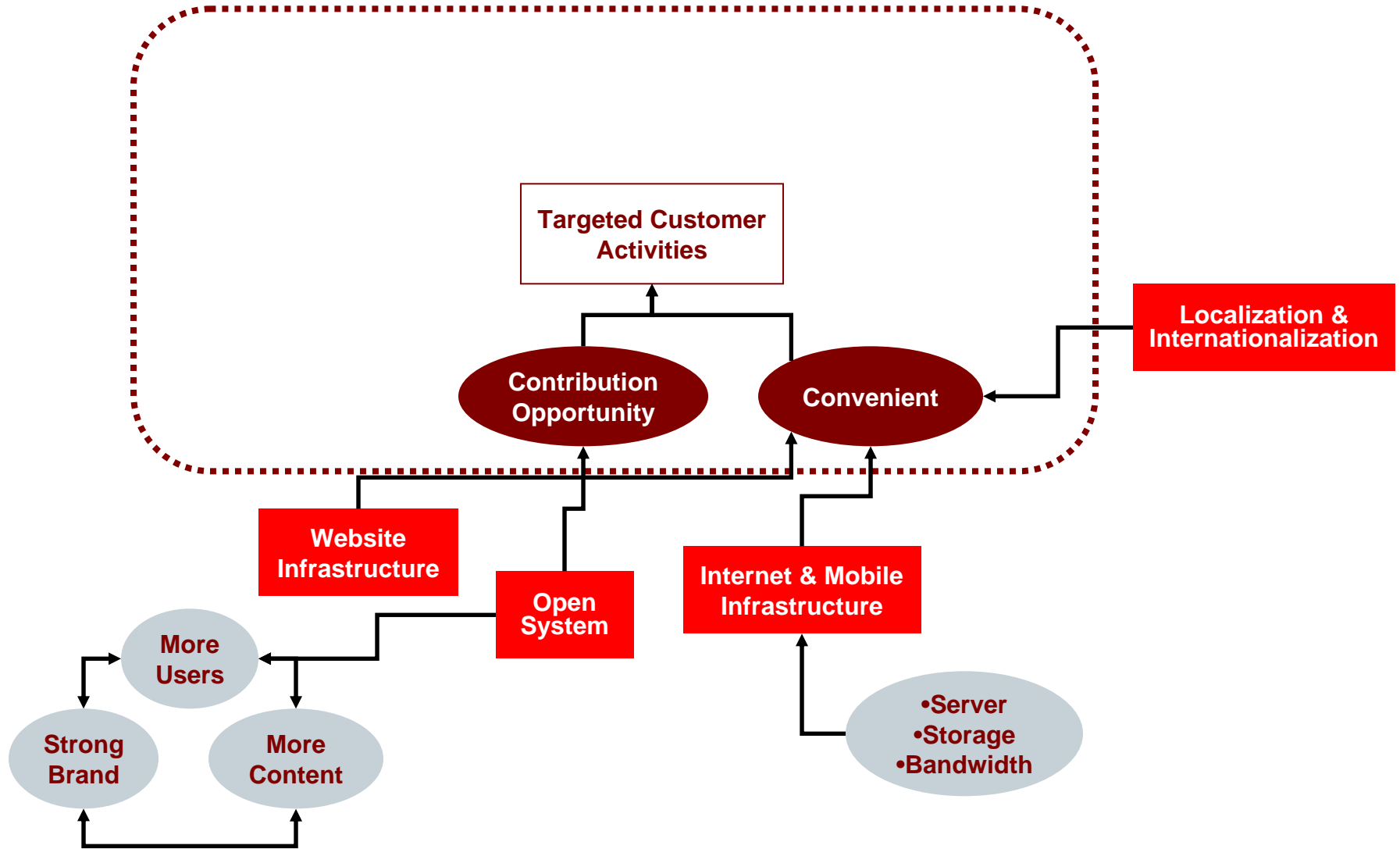


Impact on Mobile Value Chain

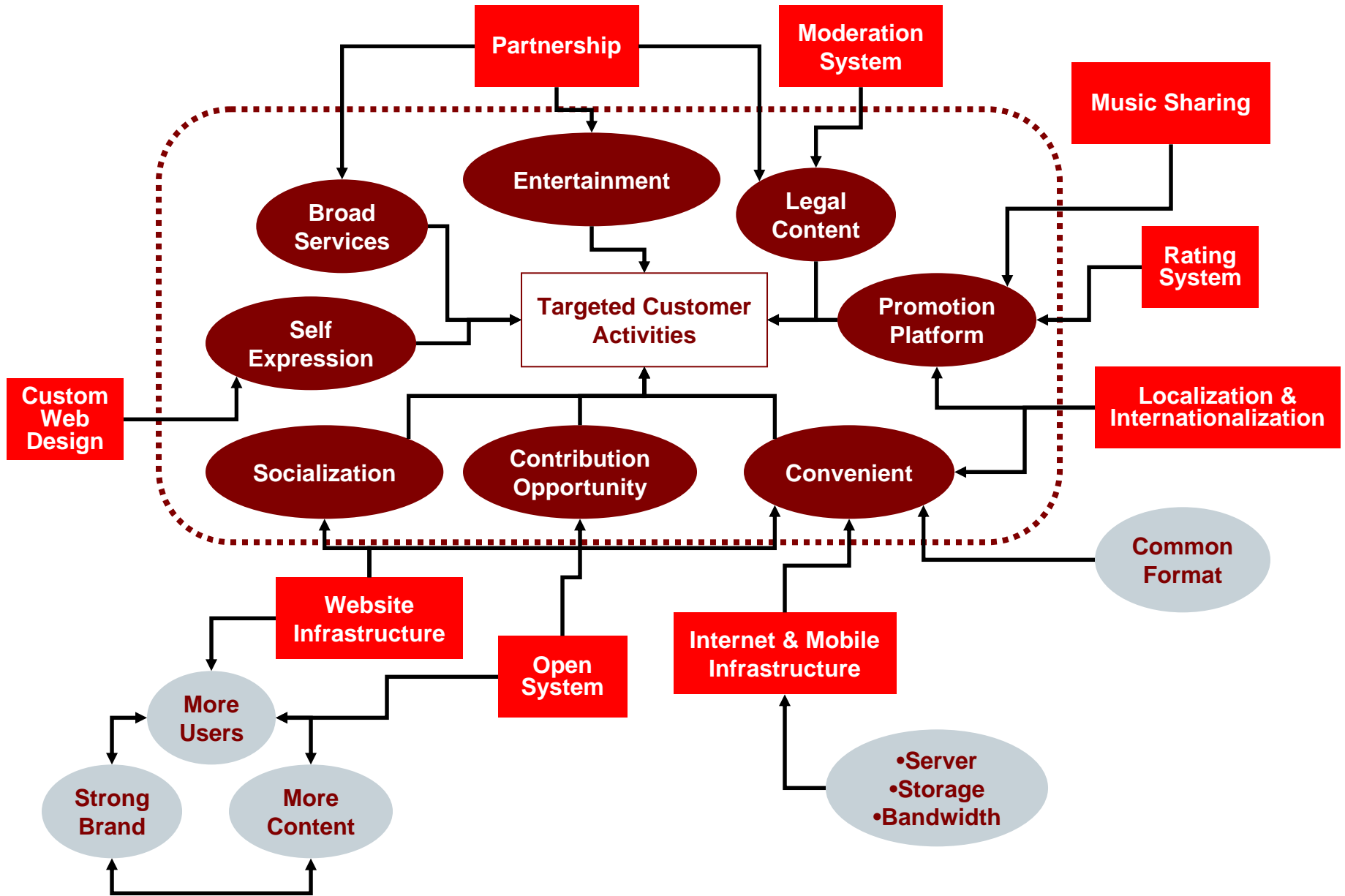








The BIG Picture



UGC Common Business Logic

**Server
Storage
Bandwidth**

**Features
User Interface
Ease of Use**

**Internet / Mobile
Infrastructure**

+

**Website
Infrastructure**

**More
Content**

**More
Users**

**Strong
Brand**



From PC to Mobile

- Users become more sophisticated
- Mobile technology getting advanced
- New revenue stream required:
 - Advertising
 - Subscription
 - Transaction?

You Tube™

Broadcast
Yourself



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THANK YOU



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