

United Kingdom-OECD Workshop on Innovation and Policy for Virtual Worlds

Applications of Virtual Worlds in Japan

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AGENDA

Characteristics of Metaverses in Japan

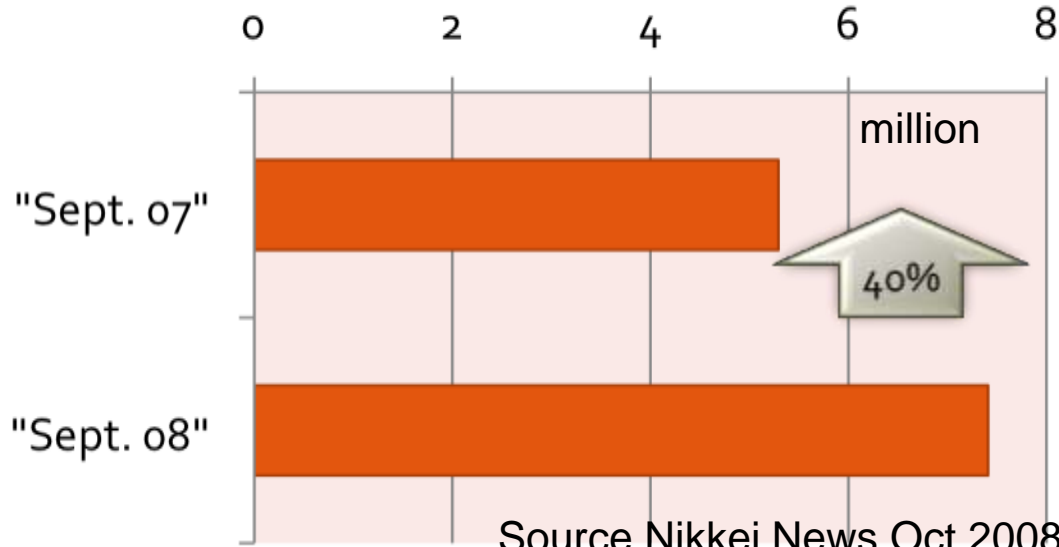
- “Anime” and “Manga” Flavors
- Mobile Metaverses
- Education, Examination and Job Hunting
- Socialization Supports and Mental Care
- Marketing and Sociological Research Tools

Roadmap of Metaverse in Japan

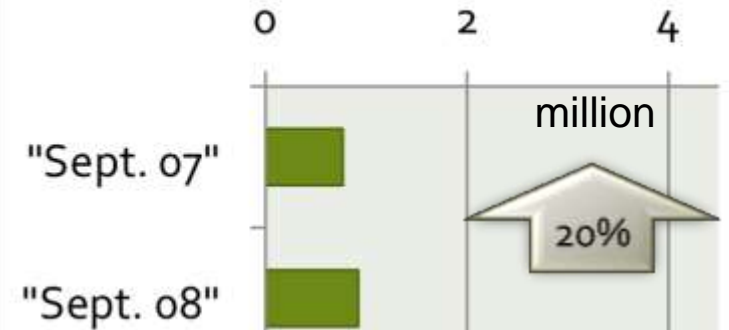
- PC to Mobile
- Real/Virtual Hybrid Culture
- More Business
- Proposal to Policy Makers

2008 Growth of VW in Japan

of VW Users in Japan

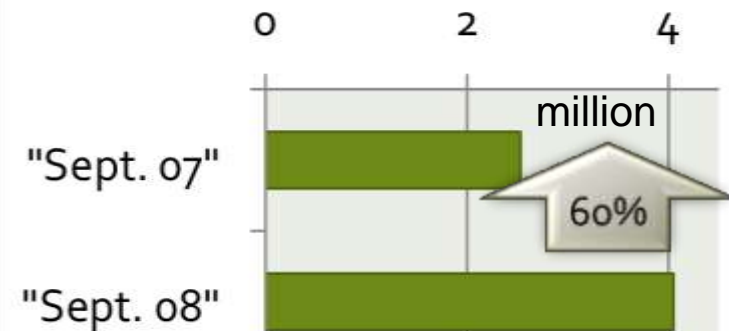


of "Second Life" Users in Japan



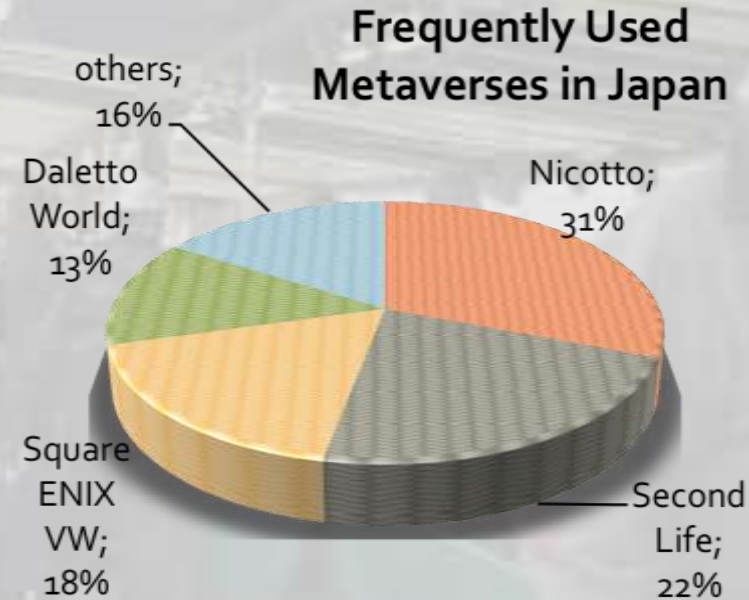
Source Nikkei News Oct.2008

of "Moba-Ge Town" Users



Source Nikkei News Oct.2008

Metaverses (Virtual Worlds) in Japan - “Anime” and “Manga” Flavour



Source: Metaverser Marketing Report Mar 2009



“Moe” (lovely and Cute) subculture

“Nicotto Town” <http://www.nicotto.jp/>
Started in Sep. 2008, now around 120K users

Metaverses (Virtual Worlds) in Japan - “Anime” and “Manga” Flavour



Deformation and Simplification

For Teenagers/Singles under 30

“iA” by SEGA <http://ia-world.jp/>

of users: unknown

Just launched in Feb 2009

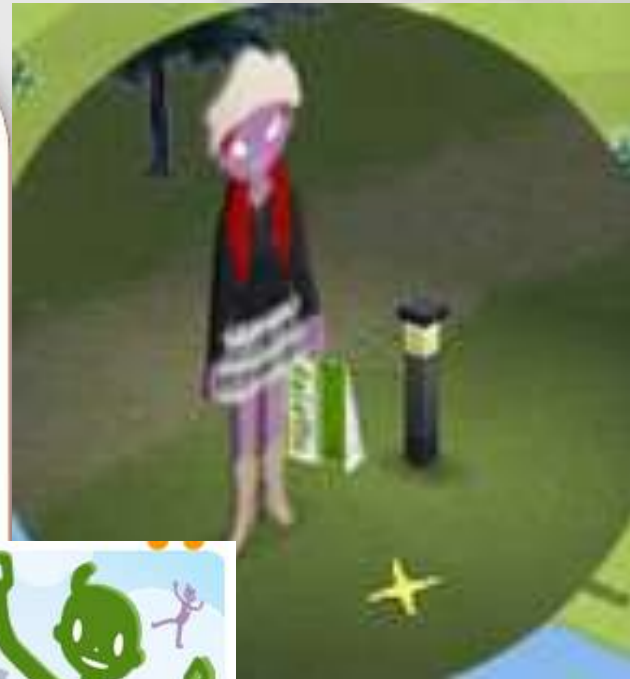
“Cute Casual Community, POKIPOKI”

<http://pp.clubhanbit.jp/Main.aspx>

of users: supposed to be some 100K

Started in July 2008

Metaverses (Virtual Worlds) in Japan - “Anime” and “Manga” Flavour



2 D VW and Flat Avatars allow smooth motion and high capacity of server

Like Ukiyoe art by “Hokusai” or “Utamaro”



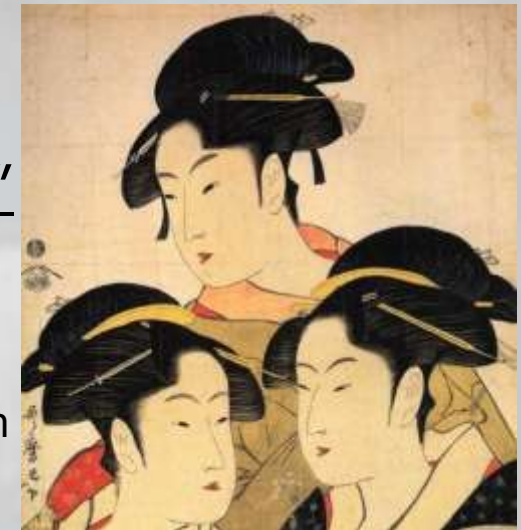
Quicker Motion and More User Capacity than “Realism”

“Daletto World” by Capcom/Dwango <http://dwpc.jp/>

Started in Aug 2008, Now over 1 Million users

Providing Marketing Platform for Bookstore, AV Contents, Restaurant Chain and Apparels.

Broad spectrum of users: teen to over 40, men/women.



Metaverses (Virtual Worlds) in Japan - Mobile Metaverses



Handy Metaverse

"Lamity -felicitare-"

<http://www.eitarosoft.co.jp/jp/lamity.htm>

Now released as beta test, planned to be in service in April 2009

Mobile Cyber Portal

"Moba-ge Town"
(mobile game)

<http://www.mbga.jp>

A Huge Portal for Mobile Phone users, > 12 Million

Avatar SNS users are estimated > 4 Million



Business Metaverse

"SITECUBE" by NRI

<http://www.sitecube.jp/>

- Mental care and mutual counseling in VW for cancer patients
- Foreign Language Training by VW chatting in Kyoto Univ.
- Virtual Recruit Meeting with Students
- Teacher's License Examination in VW (planning)

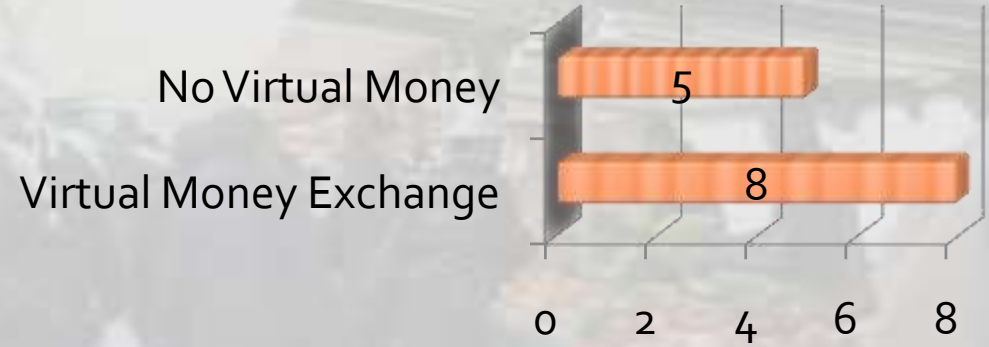


Interview with Recruiters who want job at NRI

Metaverses (Virtual Worlds) in Japan - Marketing and Sociological Research Tools



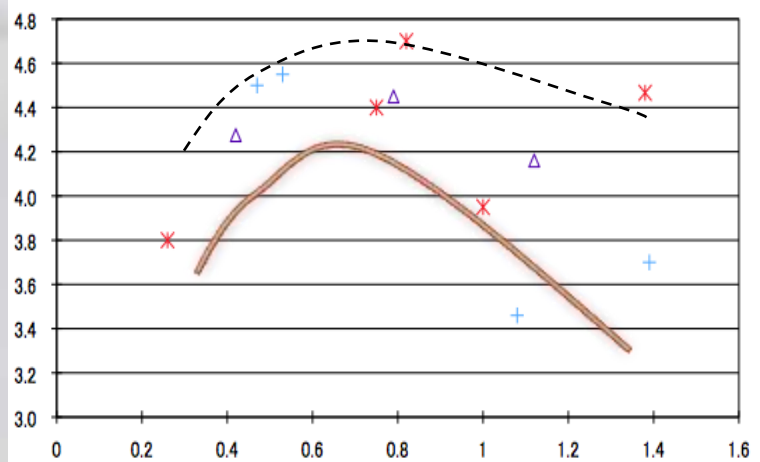
Present Packages found by participants



VW Organization Mechanism

"Hunting for Santa's Presents" Experiments by MOIS Labo, Kyoto Univ.

- 2008 "Reciprocity" Experiments in "Second Life"
- A Cooperative Game to find Hidden Presents from Santa Clause
- Virtual Currency exchanges as "gratitude" for information exchange improve productivity



Satisfaction of Participants v.s. Group Heterogeneity In VW Consensus Making (from 2009 "Consensus" Experiments in "Daletto World")

Metaverses (Virtual Worlds) in Japan - Marketing and Sociological Research Tools



Replicant "Tokyo" for Marketing Platform

"Meet-me" <http://www.meet-me.jp>

- Like "Twitter", replicating Tokyo city in VW
- Virtual Showrooms of TOYOTA and Nomura Securities

TOYOTA's Virtual Car



Marketing Experiments in "Second Life" by Japanese Industry

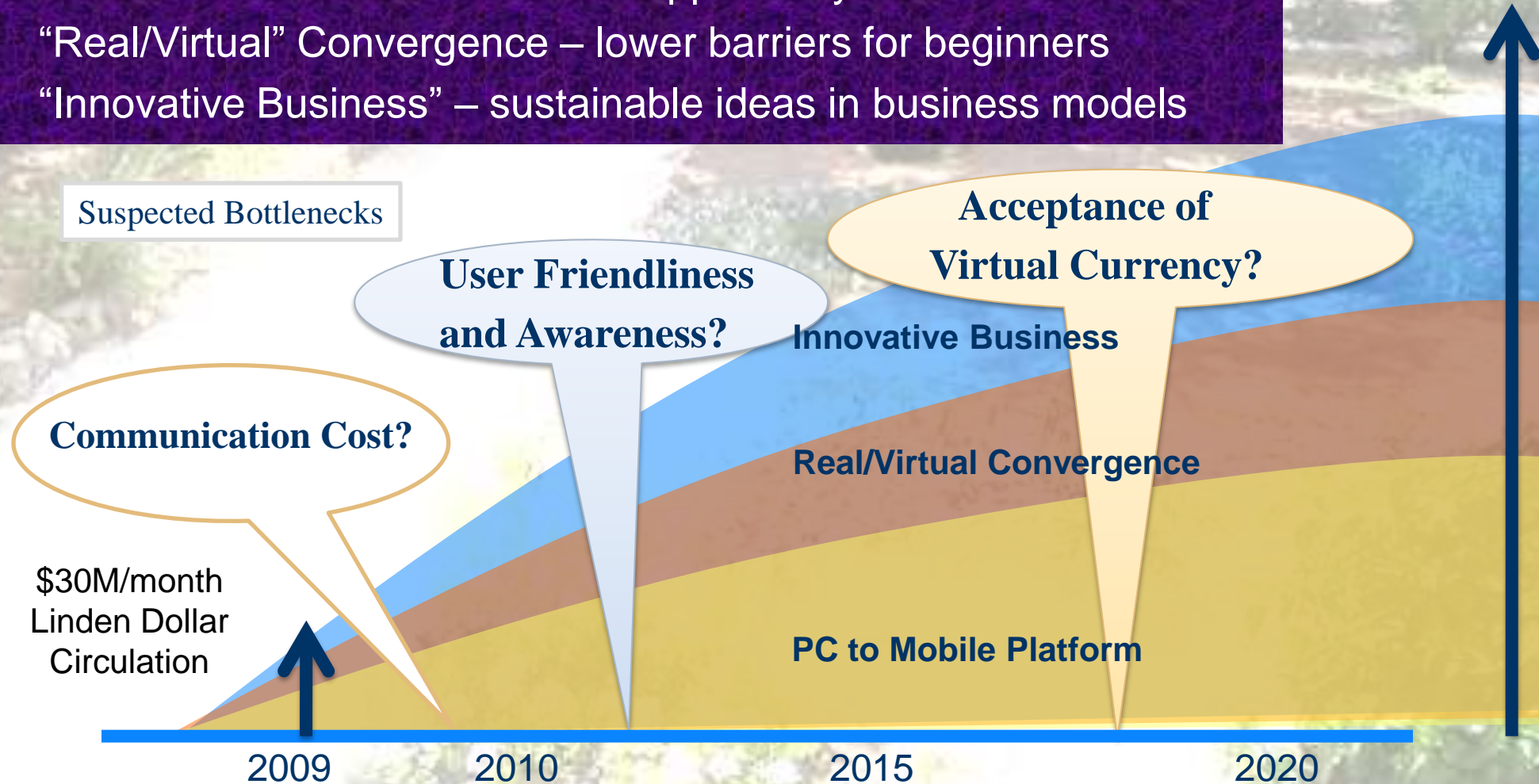
- Manufacturers
 - Nissan "Automobile Vending Machine"
 - Panasonic Maze
 - NEC
- TV broadcasters
 - Nippon TV Virtual Studio
- Advertisement
 - Hauhoudo "WITH" SIM
- ICT
 - NTT Docomo Virtual Showroom
 - Microsoft



Roadmap of Metaverses observed in Japan

- “PC to Mobile” - over x10 times opportunity
- “Real/Virtual” Convergence – lower barriers for beginners
- “Innovative Business” – sustainable ideas in business models

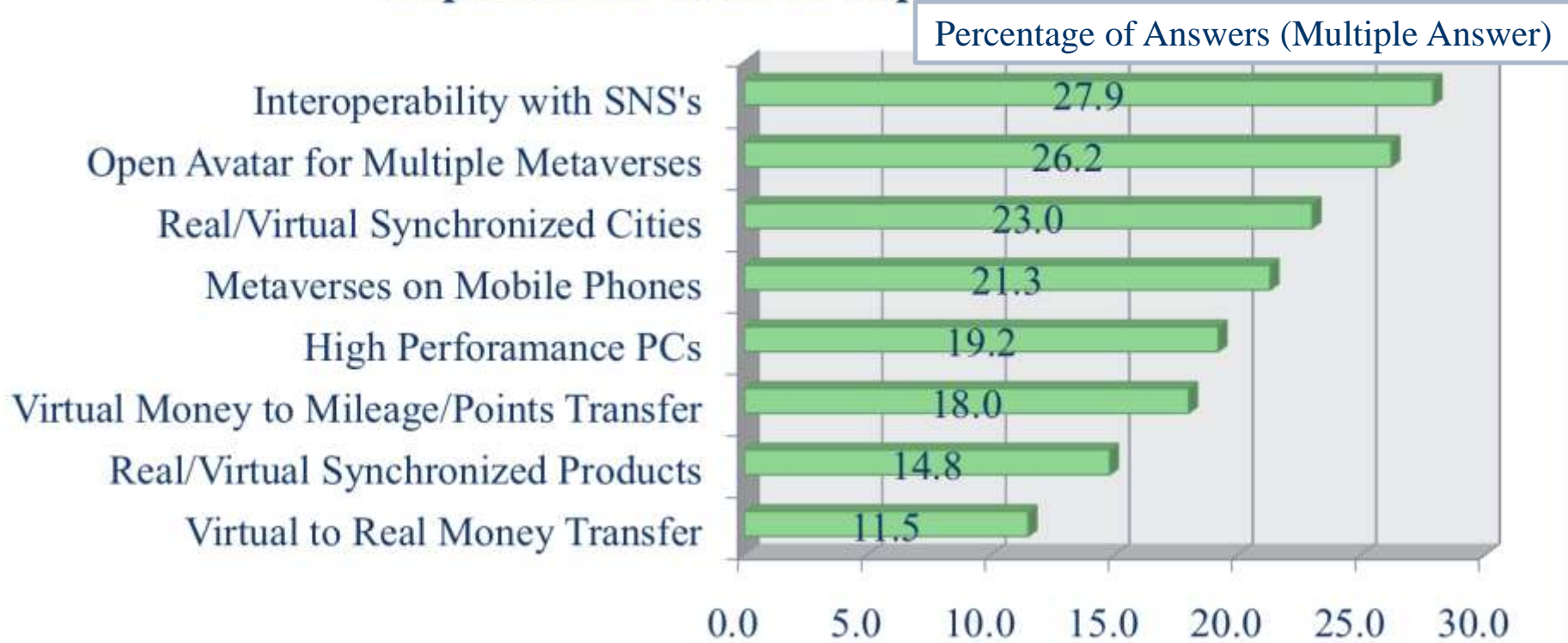
Economy Scale



Roadmap of Metaverses observed in Japan

- User's Request

Top 8 Requests on the Future Metaverses from Experienced Users in Japan



Source: Metaverse Assoc.(Japan) ,2009

Roadmap of Metaverses observed in Japan - Proposals for Policy Makers

Foster Virtual Economy in Virtual Worlds by

- Funding Experiments by Private Sector
- Not Interfering the Growth of Virtual Economy, just Treat as “Special (less regulated) Zones”
- Properly Keep Governance, i.e. Security and Privacy in Virtual Worlds

Monitor and Analyze Virtual Worlds

- Users - statistics
- Business - best practices
- Communities - case studies

Build Capacity for Virtual Worlds

- Fixed/Mobile Ubiquitous Network Infrastructure
- Low Cost, High Performance and Dependable Platforms
- Interoperability among Virtual Worlds or Virtual Currency and between Real/Virtual Worlds



Thank you

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