- Lockscreen is the first screen of mobile that used about 60 times in a day
- Users can be gathered through a great number of current LINE users

**LINE screen 画面**

- **60+**  # of turn on mobile per day
- **18,130,935**  LINE screen DAU(E)
- **120,872,898**  LINE Android user(E)
- **1,087,856,084**  LINE Screen daily impressions(E)
Phase & distribution

- **Phase 1**: Securing the closest screen to User (Android OS only)
  - Organize AD server / mediation / creative optimizer / contents hub

- **Phase 2**: Increasing accessibility to LINE internal feature
  - Distribute huge traffic from the first screen to LINE internal feature

- **Phase 3**: Connecting to the entry of LINE Portal

![Phase 1](line-phase1-screen.png)

- Securing the closest screen to User (Android OS only)
  - Organize AD server / mediation / creative optimizer / contents hub

![Phase 2](line-phase2-screen.png)

- Increasing accessibility to LINE internal feature
  - Distribute huge traffic from the first screen to LINE internal feature

![Phase 3](line-phase3-screen.png)

- Connecting to the entry of LINE Portal
AD / Contents delivery process

- AD: easy to get ads from AD delivery (Red-Hike)
  - Additional AD suppliers (AD network, AD exchange)

- Contents: easy to get news contents from LINE News
  - Additional News supplier (Entertainment Contents Provider)
Product & Competitiveness

**Design & Friendship**
- Collaborate with LINE Friends characters to gain familiarity
- A Mobile first screen is very personalized. Aesthetic elements and designs are essential.
- LINE Friends IP can decrease AD aversion about the personalized mobile first screen

**Expandability**
- Users can be rapidly gathered by LINE without an additional new app download
- Easy adaption to LINE family app via simply loaded SDK
- Gateway to distribute traffic toward future concept of LINE portal

**Easy realization**
- Secure basic AD suppliers by HIKE of mt.burn
- News/entertainment contents are able to be provided by LINE NEWS

Quickly surpass competitors / possible to realize Monetization
## Forecast
**LINE Screen (E)**

Most of references (column ‘reference’) are real market data. **product’s business expansion excluded**

<table>
<thead>
<tr>
<th></th>
<th>Japan</th>
<th>Taiwan, Thailand, Indonesia</th>
<th>JAPAN+ Taiwan, Thailand, Indonesia</th>
<th>World Wide</th>
<th>constant</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One year rule</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>[ **1) Lockscreen data from major lockscreen provider ]</td>
</tr>
<tr>
<td><strong>MAU</strong></td>
<td>66,000,000</td>
<td>101,000,000</td>
<td>167,000,000</td>
<td>217,000,000</td>
<td></td>
<td>[<a href="https://scdn.line-apps.com/stf/linecorp/en/ir/library/Q4-0223-EN-1.pdf">https://scdn.line-apps.com/stf/linecorp/en/ir/library/Q4-0223-EN-1.pdf</a>]</td>
</tr>
<tr>
<td><strong>DAU</strong></td>
<td>47,520,000</td>
<td>72,720,000</td>
<td>120,240,000</td>
<td>156,240,000</td>
<td></td>
<td>Stickness (DAU/MAU) = 72% (from LINE conference call 2016 4Q)</td>
</tr>
</tbody>
</table>

**Android MAU (E)**

<table>
<thead>
<tr>
<th></th>
<th>Japan</th>
<th>Taiwan, Thailand, Indonesia</th>
<th>JAPAN+ Taiwan, Thailand, Indonesia</th>
<th>World Wide</th>
<th>constant</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAU</strong></td>
<td>18,282,000</td>
<td>74,740,000</td>
<td>93,022,000</td>
<td>120,872,898</td>
<td></td>
<td><a href="http://gs.statcounter.com/os-market-share/mobile">http://gs.statcounter.com/os-market-share/mobile</a></td>
</tr>
<tr>
<td><strong>DAU</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>a) Japan = 27.7%</td>
</tr>
<tr>
<td><strong>Subscription rate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>b) 3 Key countries (AVG= 64.4% assumption by each reference)</td>
</tr>
<tr>
<td><strong>Lockscreen DAU (E)</strong></td>
<td>2,742,300</td>
<td>11,211,000</td>
<td>13,953,300</td>
<td>18,130,935</td>
<td></td>
<td>- Indonesia = 77.2%</td>
</tr>
<tr>
<td><strong>Daily imp (E)</strong></td>
<td>164,538,000</td>
<td>672,660,000</td>
<td>837,198,000</td>
<td>1,087,856,084</td>
<td>60</td>
<td>- Thailand = 77.16%</td>
</tr>
<tr>
<td><strong>AD imp (E)</strong></td>
<td>49,361,400</td>
<td>201,798,000</td>
<td>251,159,400</td>
<td>326,356,825</td>
<td>30%</td>
<td>- Taiwan = 68.49%</td>
</tr>
<tr>
<td><strong>Daily Revenue($) (E)</strong></td>
<td>$49,361</td>
<td>$201,798</td>
<td>$251,159</td>
<td>$326,357</td>
<td>1</td>
<td>AVG eCPM = 1$. Only network AD included</td>
</tr>
<tr>
<td><strong>Monthly Revenue($) (E)</strong></td>
<td>$1,480,842</td>
<td>$6,053,940</td>
<td>$7,534,782</td>
<td>$9,790,705</td>
<td>* 30</td>
<td>eCPM * Daily Revenue * 30</td>
</tr>
<tr>
<td><strong>Yearly Revenue($) (E)</strong></td>
<td>$18,016,911</td>
<td>$73,656,270</td>
<td>$91,673,181</td>
<td>$119,120,241</td>
<td>* 365</td>
<td>eCPM * Daily Revenue * 365</td>
</tr>
</tbody>
</table>
Forecast  
LINE Ads impression

**Past data is from LINE IR,**
**Expected figure marked `(E)`**

<table>
<thead>
<tr>
<th></th>
<th>LINE Ads Total Imp</th>
<th>Existing Product</th>
<th>Lockscreen Impression (mn)</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Japan</td>
<td>Japan</td>
<td>Taiwan, Thailand</td>
</tr>
<tr>
<td>Q1.2016</td>
<td>6,751</td>
<td>6,751</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>7,992</td>
<td>7,992</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>9,933</td>
<td>9,933</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>11,166</td>
<td>11,166</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1. 2017(E)</td>
<td>12,283</td>
<td>12,283</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2(E)</td>
<td>13,511</td>
<td>13,511</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3(E)</td>
<td>14,862</td>
<td>14,862</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4(E) - Lockscreen Launch</td>
<td>17,237</td>
<td>16,348</td>
<td>889</td>
<td></td>
</tr>
<tr>
<td>Q1.2018(E)</td>
<td>20,204</td>
<td>17,983</td>
<td>2,221</td>
<td></td>
</tr>
<tr>
<td>Q2(E)</td>
<td>37,865</td>
<td>19,781</td>
<td>3,554</td>
<td>14,529</td>
</tr>
<tr>
<td>Q3(E)</td>
<td>44,364</td>
<td>21,759</td>
<td>4,443</td>
<td>18,162</td>
</tr>
<tr>
<td>Q4(E)</td>
<td>48,800</td>
<td>23,935</td>
<td>4,887</td>
<td>19,978</td>
</tr>
</tbody>
</table>
# Issue & Checklist

## A Check list to develop business / product

<table>
<thead>
<tr>
<th>Category</th>
<th>Checkpoint</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business</strong></td>
<td><strong>Marketability</strong> LINE Screen is marketable?</td>
<td>Competitor&lt;br&gt;Customer Needs</td>
</tr>
<tr>
<td></td>
<td><strong>Profitability</strong> Check LINE screen business is profitable or not</td>
<td>Basic paid point&lt;br&gt;Operation cost</td>
</tr>
<tr>
<td></td>
<td><strong>Marketing</strong> How can we promote LINE screen effectively on target market?</td>
<td>Marketing channel&lt;br&gt;Marketing budget&lt;br&gt;Go-to-market Strategy</td>
</tr>
<tr>
<td><strong>Product</strong></td>
<td><strong>Tech</strong> Infringe patent or not</td>
<td>Competitor's patent&lt;br&gt;Patent strategy</td>
</tr>
<tr>
<td></td>
<td><strong>Expandability</strong> The possibility of expanding the product</td>
<td>LINE family ecosystem&lt;br&gt;Additional service and business&lt;br&gt;OS standard, policy</td>
</tr>
<tr>
<td></td>
<td><strong>UX</strong> User interface implementation for optimal user usability</td>
<td>UI/UX strategy&lt;br&gt;Prototype - A/B Test</td>
</tr>
<tr>
<td></td>
<td><strong>Scale up</strong> Do we have infrastructure/technology to accommodate a lot of user</td>
<td>Secure infrastructure&lt;br&gt;Development review</td>
</tr>
<tr>
<td></td>
<td><strong>Character</strong> What is the most effective way to increase friendliness and Design quality</td>
<td>LINE Friends</td>
</tr>
<tr>
<td><strong>In house</strong></td>
<td><strong>team</strong> Is there proper co-worker who can lead new business and development</td>
<td>Man-power evaluation&lt;br&gt;Organization structure</td>
</tr>
<tr>
<td></td>
<td><strong>collaboration (Family app)</strong> Possibility of collaborate with LINE family app</td>
<td>Business roadmap&lt;br&gt;Expandable technology&lt;br&gt;Development priority</td>
</tr>
</tbody>
</table>
This document is a virtual plan. This was not made by LINE corp.