

## ***PROJECT DETAILS***

### Project Detail Summary

#### <Realization of Asynchronous Live Sensation at NND>

NND enables users to write comments against video timeline. In other words, users can decide at which scene or video timeline their comments to be flown. At the first sight, all those comments may look disturbing. However, this generates some shared knowledge and shared emotions like "street-corner conversation". (For any users who would like to enjoy videos, we also have a feature to switch off the display of comments on video within our NND player, with which users can watch videos just as they do with other video sharing services.)

Secondly, NND achieves what is called "asynchronous live sensation" among the users. The exact timing of watching video and commenting do not necessarily coincide. One watches "video A" NOW and writes a comment exactly on the 30 second video timeline. The other watched the same "video A" YESTERDAY but commented exactly on the 30 second video timeline. This creates technically the asynchronous live sensation among all users, just like watching movies AT THE SAME TIME in the theatre, regardless of when they watch the video and write comments. As a result, it generates the sense of community, friendliness, ease and even the element of surprise among users.

#### <Participants and Video Content at NND>

The service is open to 3 types of participants;

- 1) "Video posters" who want to seek reaction from others,
- 2) "Commentators" who want to add fun aspect to the videos,
- 3) "Audiences" who want to enjoy watching videos with others.

Because posted videos to NND are to be regarded as only objective, videos themselves have less value. In other words, videos are one of components of collaboration. Commentators add collaborative value and effective information into videos, as a result, ultimate work with comments arrives audience. In fact, creativity of new videos is often to be inspired based upon the comments on other videos.

#### <Features of YouTube and NND; NND does have collaboration platform>

Regarding users' participation method in creation, the main differences between YouTube and NND are as follows;

YouTube, known as video sharing service;

- Creating videos
- Creating video response

- Commenting to videos

NND, known as the community service based on videos and comments

- Annotating additional information to a scene by commenting
- Painting ASCII art by commenting
- Giving applause to annotator / ASCII artist / video creator by commenting
- Creating videos referred to their comments

Introducing all of the remarkable aspects, the architecture of new platform, which delivers a sense of unity to users, nourishes the spiral of massive collaboration.

NND enables users to comment their thoughts and feelings on the story of the video timeline. Users voluntarily create "collective intelligence" and "mutual emotion".

Based upon the platform, as a result users invented a unique "intriguing" culture that demonstrates their own work and collaborates with others from the scratch. One example of mashups is as follows;

- 1) users perform their favorite parts of the music on the videos posted on NND and mashing them up
- 2) users combine singing voice with those mashing-ups above.

(<http://www.nicovideo.jp/watch/sm2353926>)

NND is to evoke collaborative manner by appearing easy-to-copy digital media. Unlike YouTube, with the fact above NND seeks and revives all of the users' hidden expressions/values without boundaries.

<Communication Platform for New Form of Digital Art: Comment Art>

Putting up comments usually gives an impression that the users just type in a short and simple one line text. However, our service far exceeds that presumption. The users create very sophisticated art work, which is only possible to do being in digital nature, using the comment functions that NND provides; different font size, colors, speed and other various techniques and calculations. Such users are called "artisans" and they actively demonstrate to show off their techniques. We deliberately established this platform with some insights that our users are able to perform such talent due to the fact that they are accustomed to and work diligently with ASCII art culture, which has existed in Japan before NND launched.

<Creation of Addictiveness and Realization of Collaboration Platform: User(s) Generated Content>

Such NND's asynchronous live element produces the domain where users collaborate on the creation of digital content. Demonstration of work of mashups or DIYs may start with a single user, but sooner such work is uploaded, commentators react to its work. Those comments initially may be some appraisals or criticism, but by the artisans, the piece is turning into a different artistic work. Some users divert from the piece and start their own work with some relation to the original work, which is occasionally referred as "remix culture". This

phenomenon creates some “addictiveness” to NND, and as a proof, the mean sojourn time at NND is much longer than any other Japanese video sharing services and the peak traffic is said to be dozens of Gbps. Even one interesting terminology was born; “Nico Chu”, which means “Nico Nico addict”.

Thus, NND establishes the platform of user generated content for not only video but also various other digital contents; comments and tags etc.

As an extra reference, the users can add tag to their own video. What is unique to NND is that tag can be added to other users’ videos as well. Therefore, the tag section has evolved into one of communication areas among between NND users including video posters/owners.

#### <NicoChu Friendly Service for the Connection>

In order to let users enjoy smooth connection to the server of NND, we gradually release the number of users who are able to login NND. Accordance with our constant efforts of enhancing the server capacity, our “NicoChu friendly service” has been catching up with the users’ request. As of 3rd March 2008, the number of users exceeded 5.6 million for PC as well as 1,140K for mobile. According to some articles, 1/12 of the Internet access in Japan is to be occupied by NND. With these facts, NND is one of the most fast growing communities in the Internet without doubt.

#### <Contribution to International Relationship>

At last, NND contributes to build a better international relationship between Taiwan users and Japanese ones. The first incident of this international communication is as follows;

- 1) 250 people in Taiwan sang the song related to NND in Japanese.
- 2) Japanese who heard/watched the video in NND were moved by their heartfelt performance.
- 3) 650 of Japanese users responded to Taiwanese in NND by chorusing. Cultural communication beyond the border has been lead by NND’s contents.

NND is a community, letting users share a “sense of live unity” with others by expressing comments on videos.