

New Age Content: The Rising Trend of Bots and News Aggregator, and its Impact for Brands and Advertising to #shapethefuture

Dale Kim

Country Manager

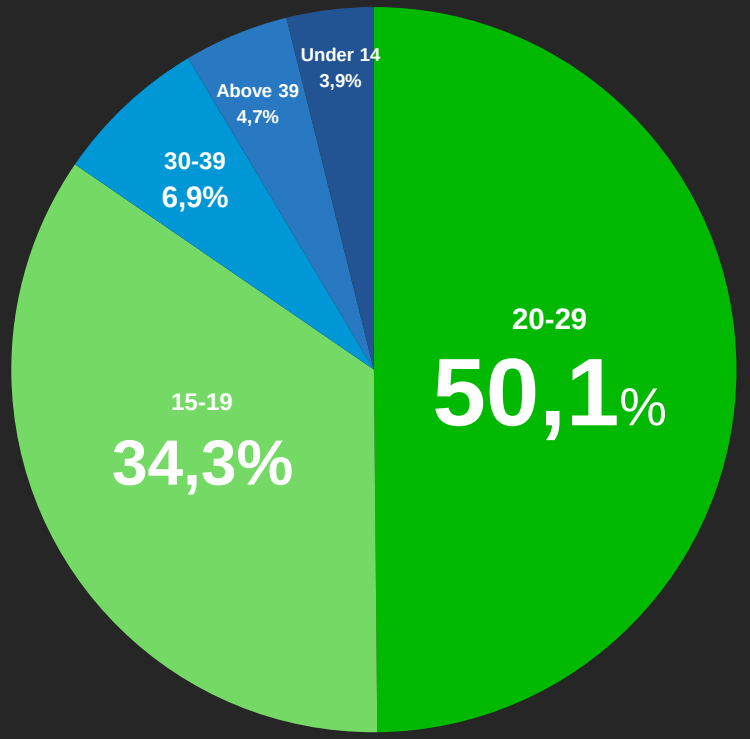
LINE Indonesia

MMA
MOBILE MARKETING ASSOCIATION

LINE Indonesia Overview

LINE has established and gained trust from the young generation





The Rise of Messenger as a Platform

Messaging become SMART PORTAL, few apps used daily here



+90M
Subscribers
Online Media



+9,2M
Subscribers
Online Media
Small Business
Small Store



+4,2M
Subscribers
HR Department
Job Vacancy Website



+8M
Subscribers
Family Apps



The Rising Star of ChatBot

CHATBOT

/’Chatbät/ a computer program designed to stimulate conversation with human users, especially over the internet

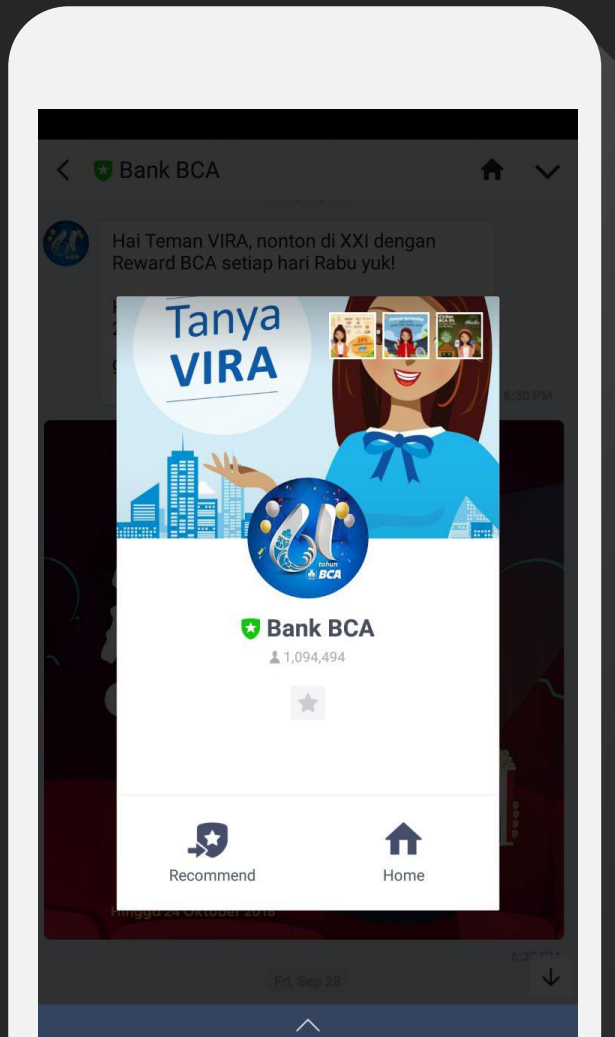
How Brand Use ChatBot Online

LINE Official Account

168
Official Account

12
Categories

- For large corporation
- Provides special features for enterprise user



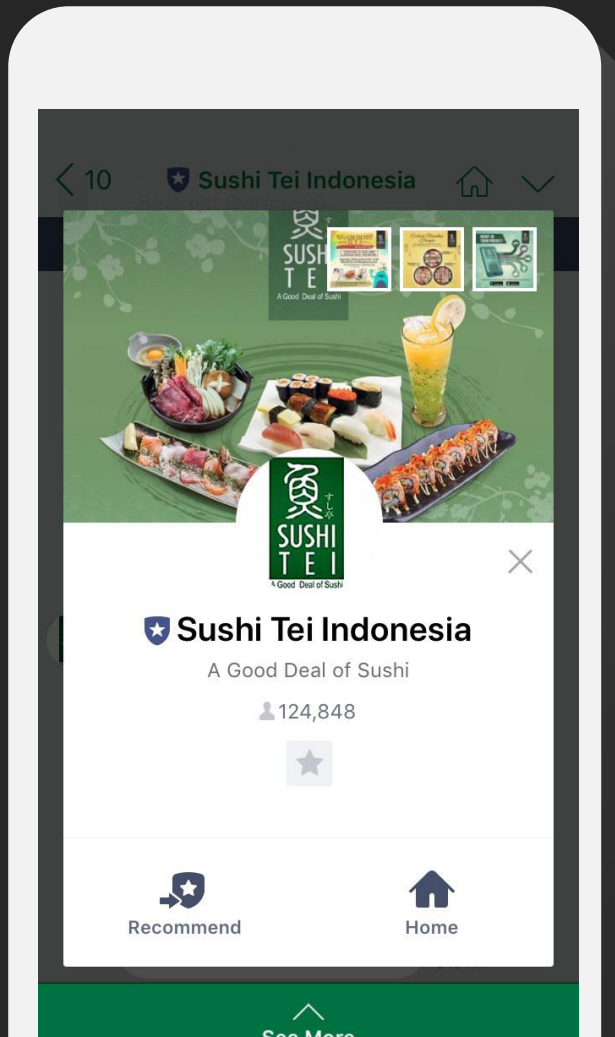
How Brand Use ChatBot Online

LINE@ Account

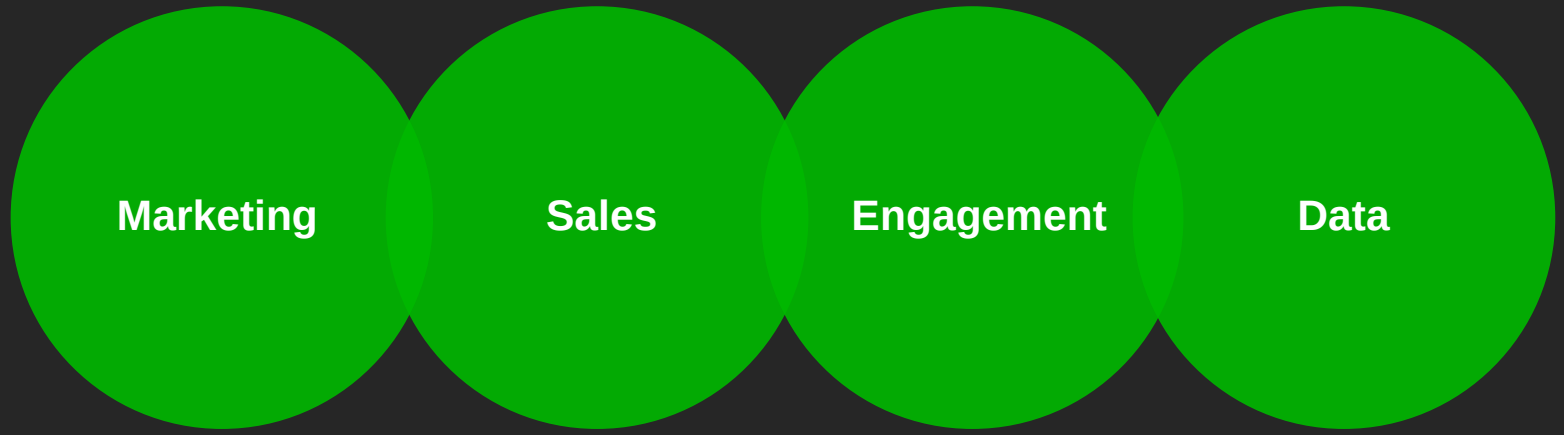
+2,5M
Account

+13
Categories

- For SMEs and Individual developers
- Can be created freely through LINE's developer portal



What You Can Do With ChatBot



Banking

- Customer service
- ATM locator
- Promotion
- Credit card apply
- Transaction:
  - Balance check
  - Bank statement check
  - Credit card check

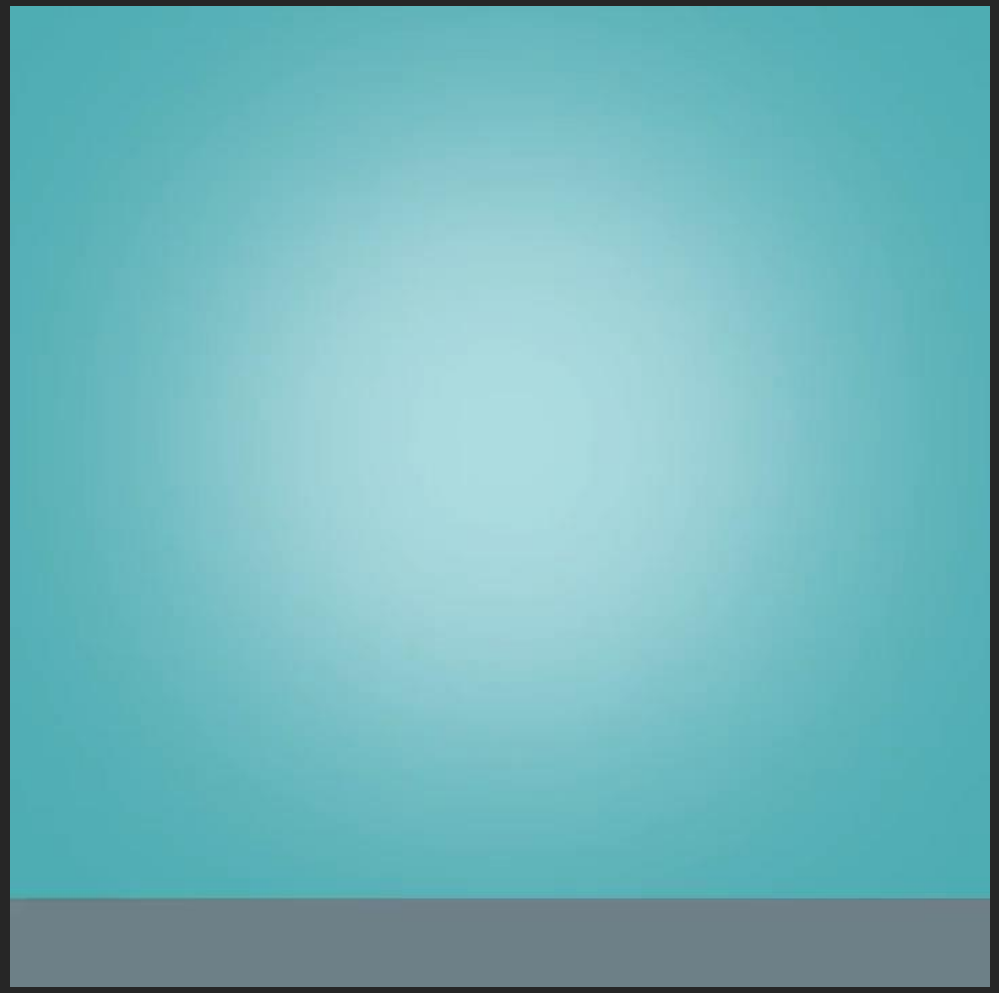
FMCG

- Data Collecting
- Data profiling
- Message targeting

Automotive

- Customer service
- Promotion
- Service reminder
- Dealer/ locator:
  - Test Drive
  - Service

ChatBot VIRA



VIRA as a Smart Assistant

Challenges

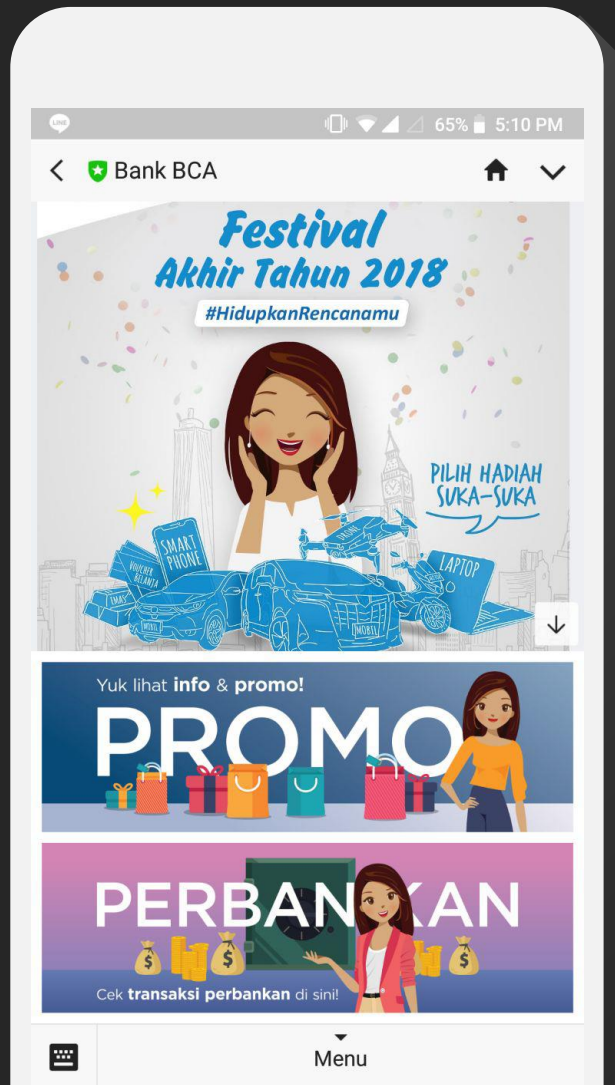
Approaching Millennials whose not familiar with banking

How VIRA Become Solution for User

As LINE is mostly used by Millennials therefore VIRA is made as a smart assistant which provides information, promotion, and banking transaction

How VIRA Become Solution for Business

As a marketing channel, contributes to BCA's website traffic



VIRA as a Smart Assistant

Result

Followers

+1M

From 2017

As Lead Channel

86%

VIRA Movie Festival 2108
Cinema Voucher Redemption
On Bookmyshow with
Sakuku

As Marketing Channel

50%

Website Traffic
(SBR 004 promo)

90%

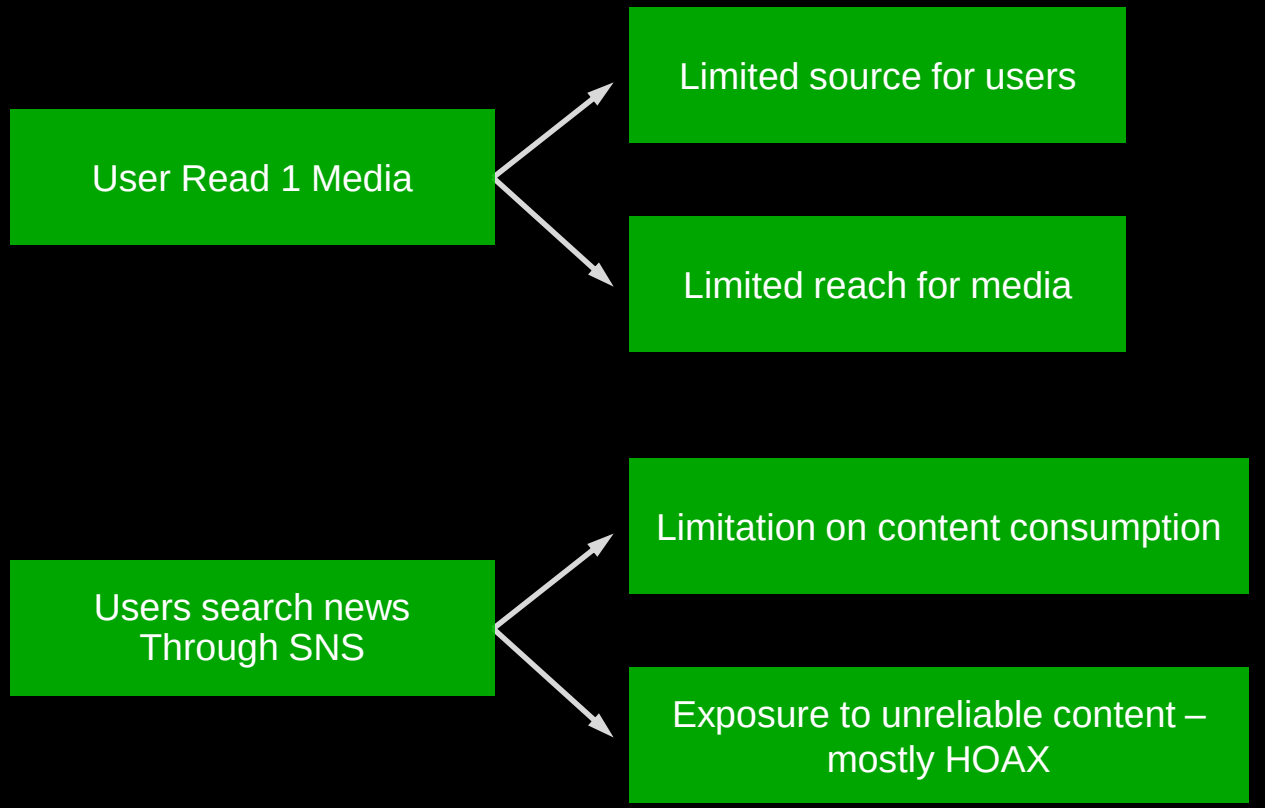
Website Traffic
(Campaign Nobar Sakuku)




News Aggregator Trend

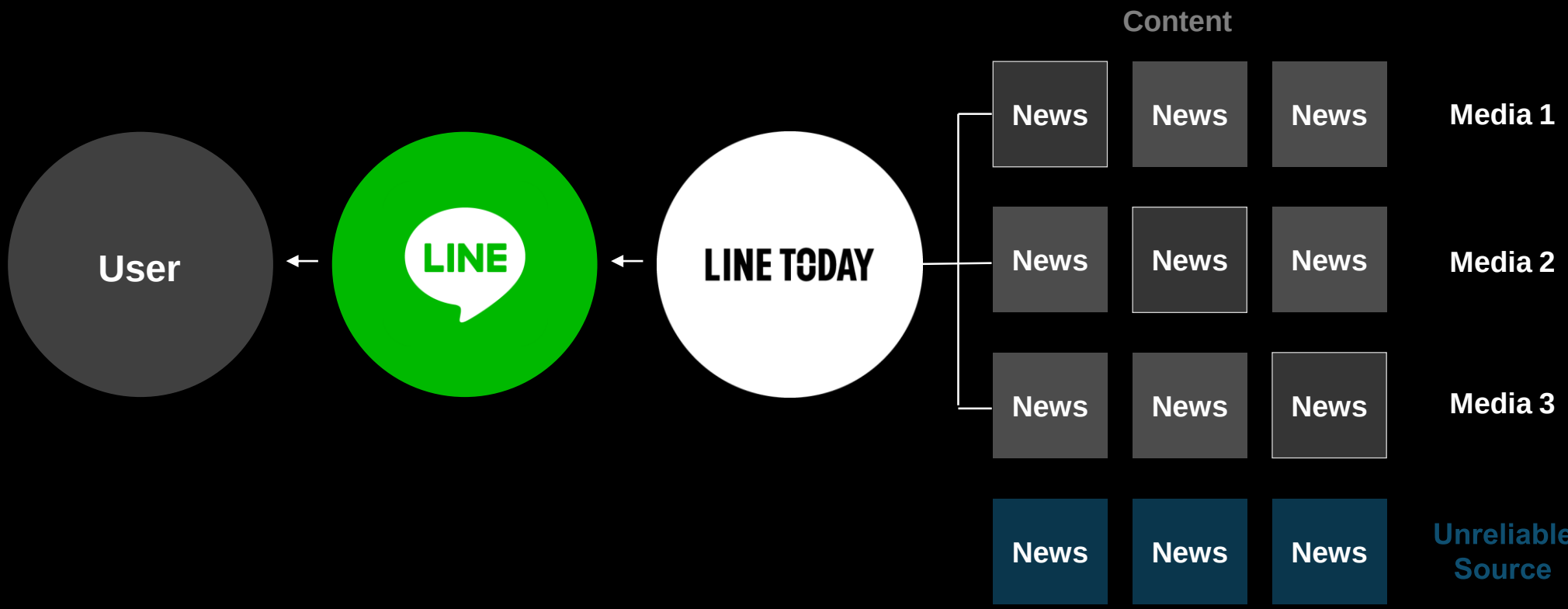
Why News Aggregator Preferred by Readers?

Conventional News Consumption



Why News Aggregator Preferred by Readers?

- One-stop aggregator
- Filtering Unreliable contents
- Curated message

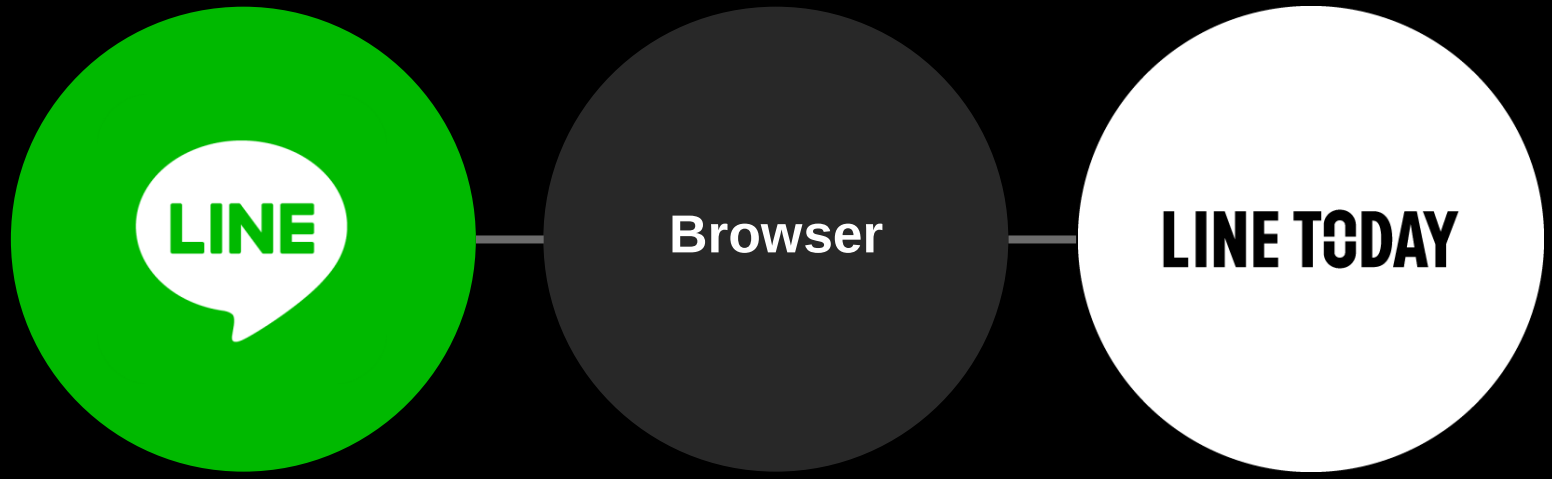


LINE TODAY Partnership Model



Reader’s Habit

How do they usually read



Reader’s Habit

What kind of topics that they prefer?



Entertainment



News
(Breaking/Viral)



Lifestyle

When do they usually read?







Reader’s Habit

Engagement on LINE TODAY

42K
Daily Likes

39K
Daily Comments

68K
Daily Share

340K
Daily Votes

LINE TODAY

News & Content Curation Service



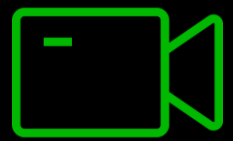
News



Entertainment



Lifestyle



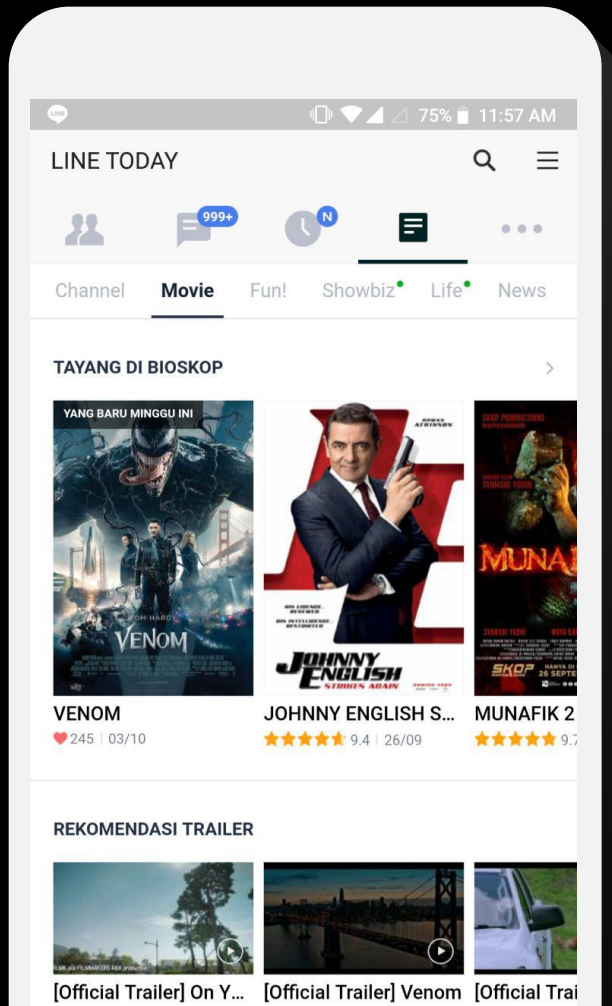
Video



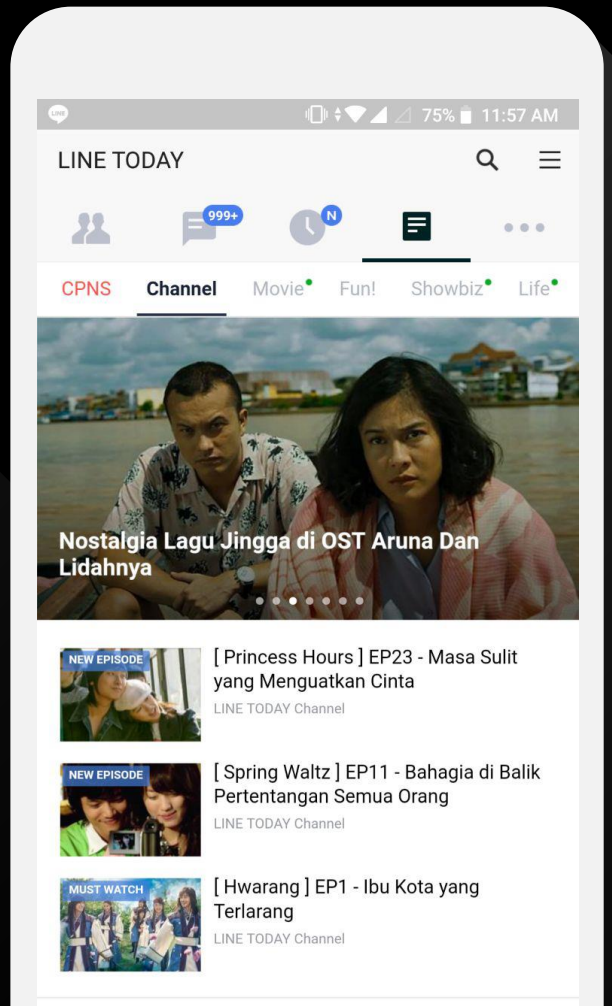
Movie

LINE TODAY

LINE TODAY Movie



LINE TODAY Channel



LINE TODAY

Channel Content



Music



Bloopers & BTS

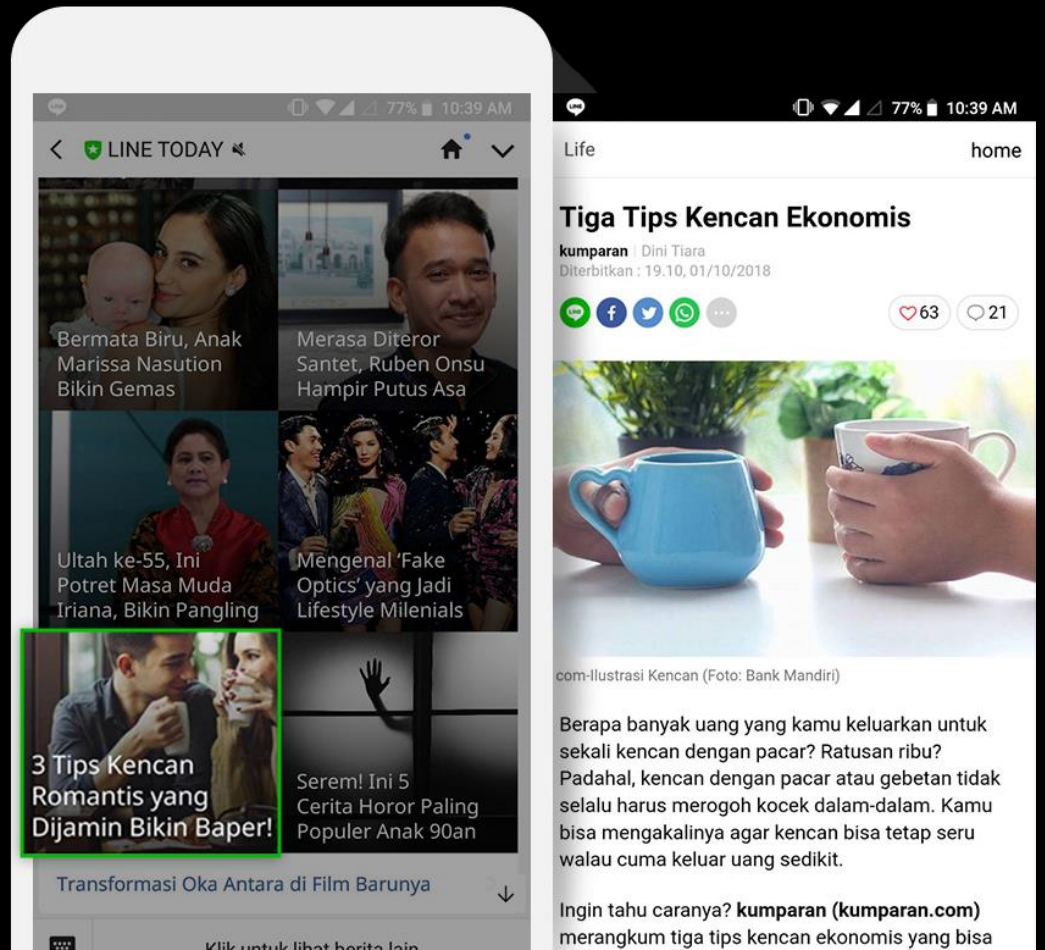


Free Streaming:
K-Drama

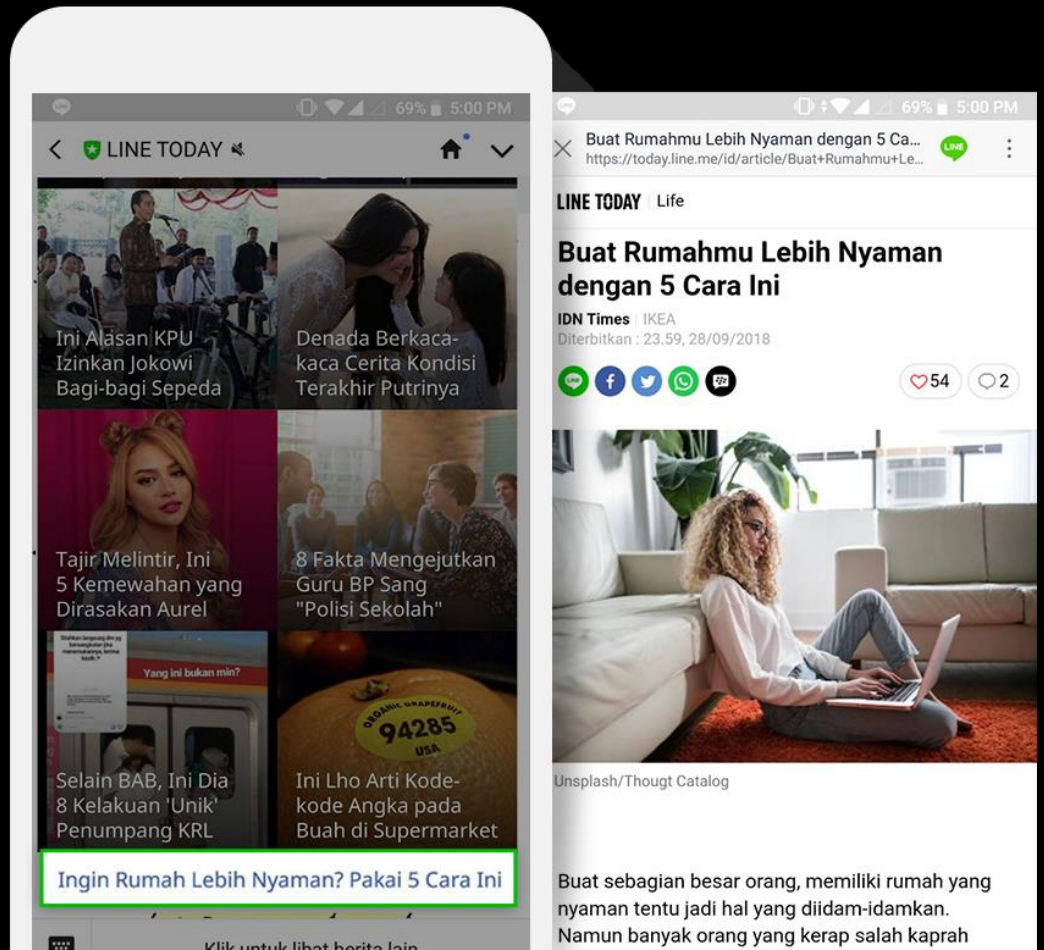
What You Can Do On LINE TODAY

Advertorial

LINE x Kumparan x Bank Mandiri



LINE x IDN Times x IKEA



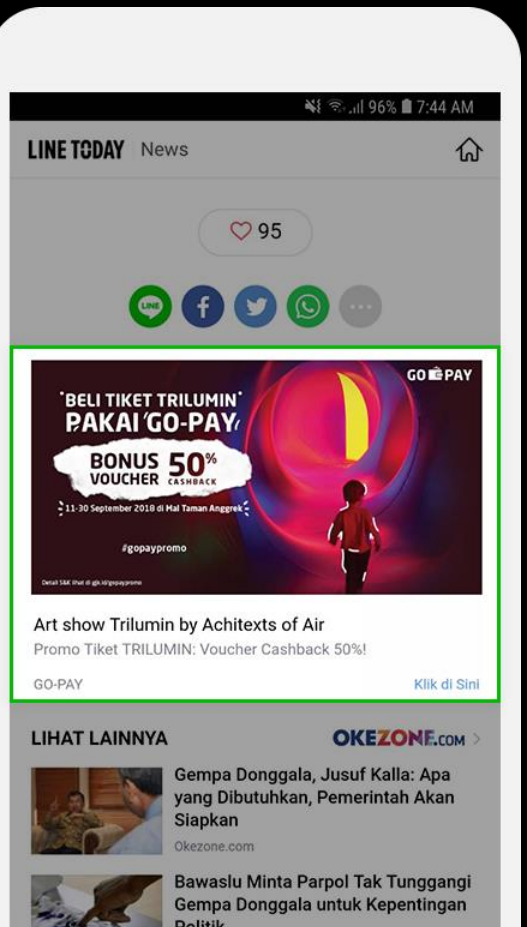
What You Can Do On LINE TODAY

Static/Native banner ads or Video ads format available on programmatic

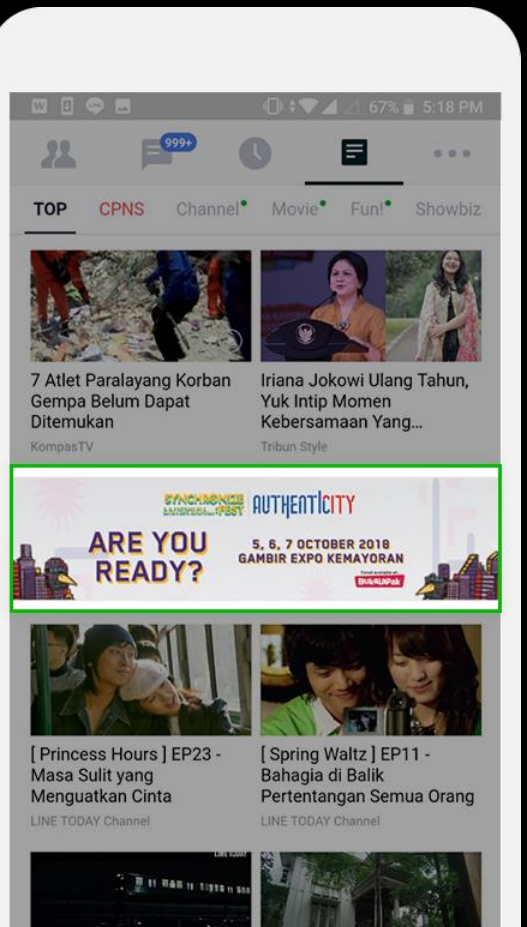
Middle Article



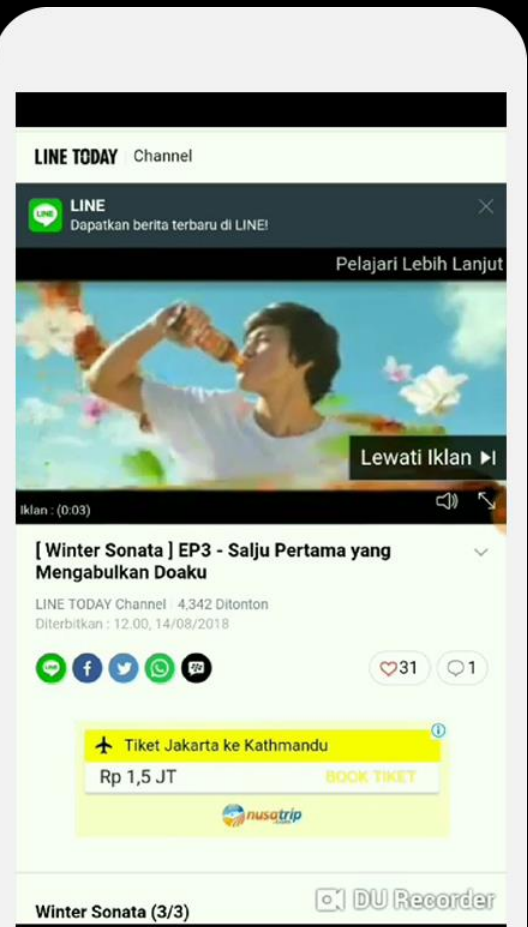
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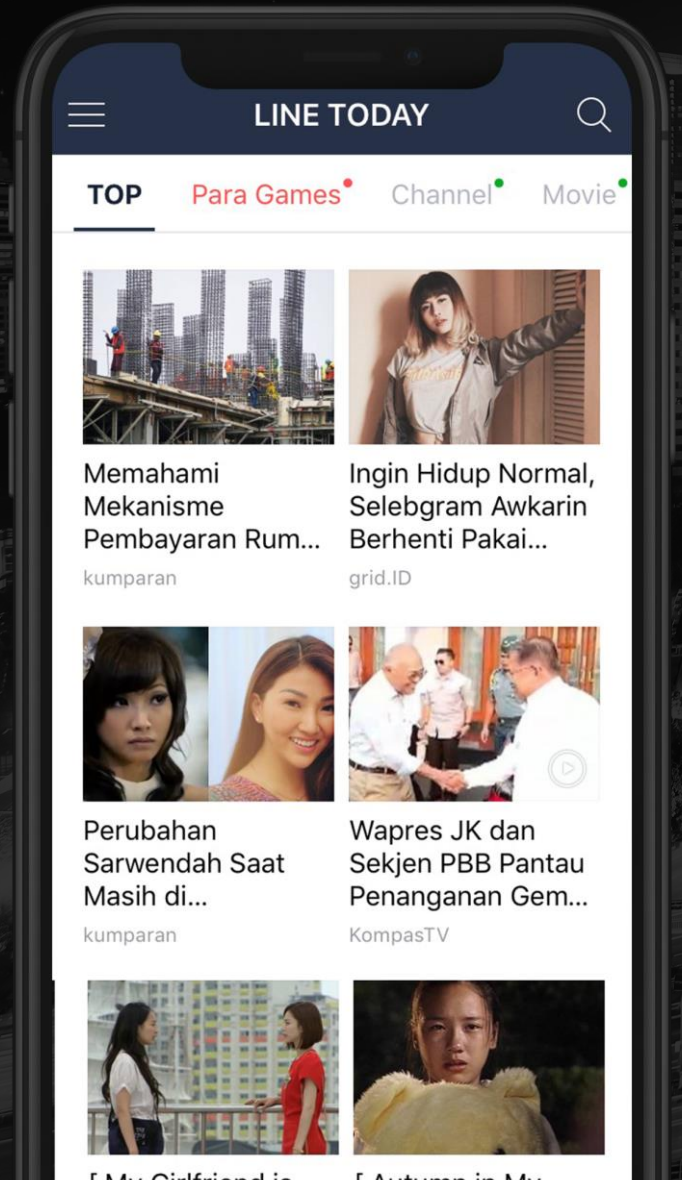


Homepage



Preroll





LINE TODAY INDONESIA AIMS TO DELIVER VALUABLE CONTENT THAT ENRICH INDONESIANS' EVERYDAY LIFE

LINE Ecosystem

Be part of user daily life with LINE

7:00

LINE Today/LINE OA

- Checking on the latest news
- Promo through Official Account

12:00

LINE Today/LINE OA

- Take a break with LINE Today's video content
- Promo through Official Account

14:00

LINE chat/videocall/ group chat/LINE for PC

- Use LINE for your daily work/study related interaction

19:00

LINE Today/Webtoon

- Make your commute more fun with LINE

22:00

LINE Today/LINE Shopping

- Watch or read appealing contents/ shop before sleep

THANK YOU

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MOBILE MARKETING ASSOCIATION