

4차 산업혁명 시대, 스타트업 혁신을 위한

2020 제1회 강남스타트업 포럼

MEMEWE
GANGNAM

일시 2020년 5월 7일 (목) 오후 3시~ 6시 장소 강남스타트업센터 5층 세미나실

Calcutta
Communication

캘커타 커뮤니케이션

Web consulting, UX design, Business Model Design, Mobile Application, Open Mobile Platform

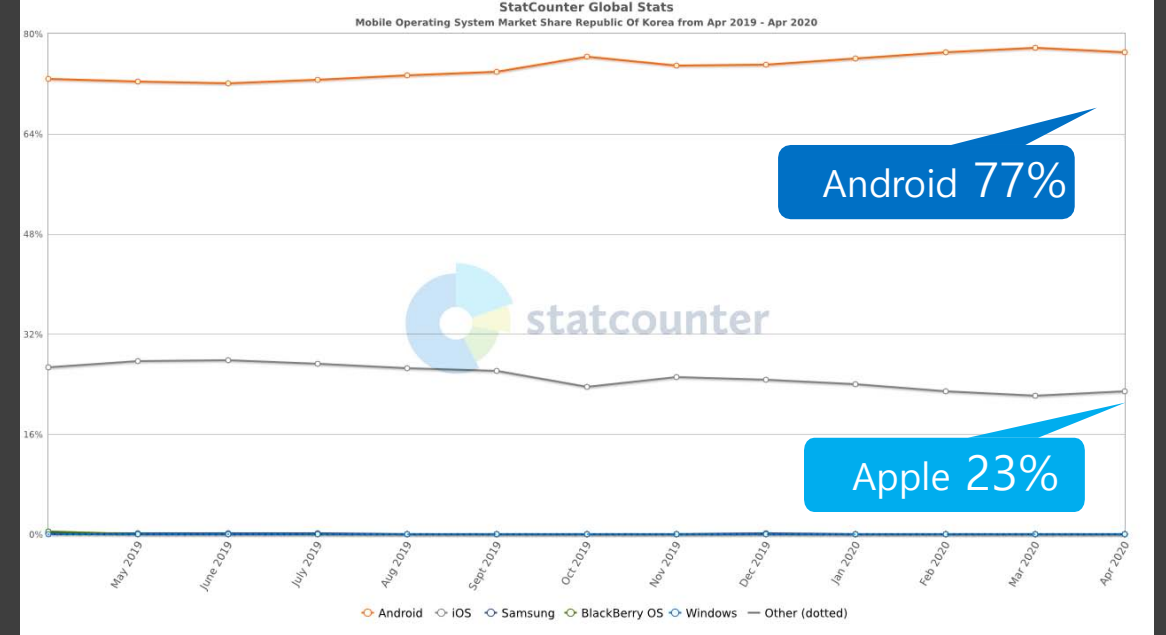
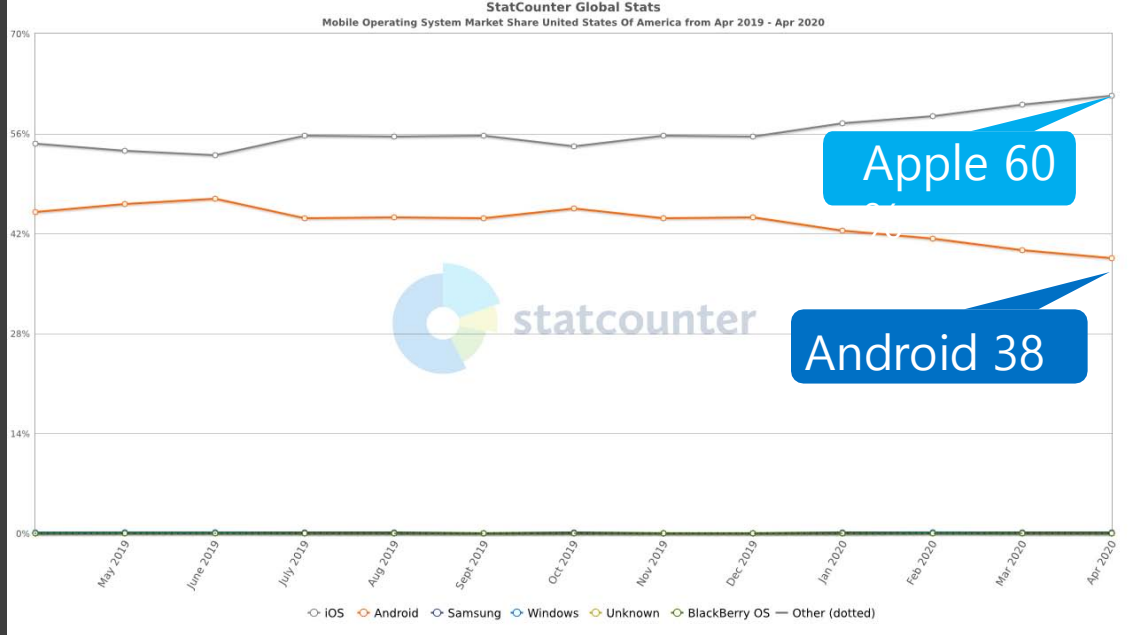
May
2020

(주)캘커타 커뮤니케이션

고윤환
ceo@Calcutta.co.kr

■ 비접촉 시대,
언컨택트(Uncontact)로 달라진 일상을 빅데이터로 분석하고,
2020년의 달라진 현상을 분석하여 긴급 1Q를 진단합니다

- Trend 1Q2012 달라진 Lifestyle....?
- COVID-19에 대응하는 각 나라별 특징
- 코로나 이전과 이후의 달라진 사용자의 생각(UX)을 앱으로 읽다
- 소비자가 선택한 서비스들
- 재택근무가 바꾼 서비스



2019 vs 1Q2020

USA vs Korea Mobile Market share

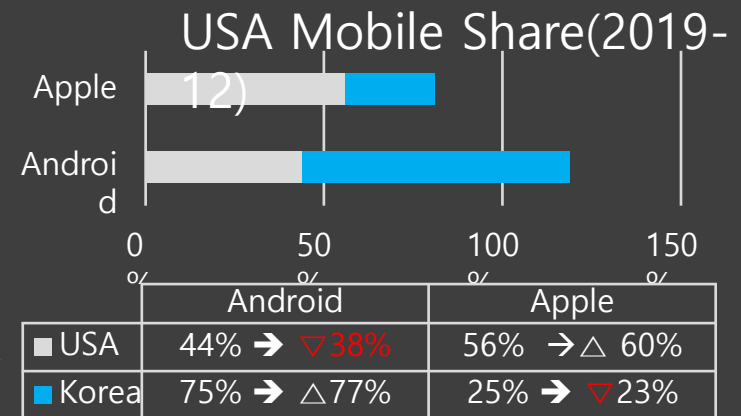
미국의 스마트폰 사용자는 2020년 1분기 현재 아이폰 사용자가 증가해서 60% 이고, 한국은 안드로이드폰 사용자가 77%로 다시 전년도에 대비해서 성장했습니다.

Samsung 27%

LG 6%

Samsung 64%

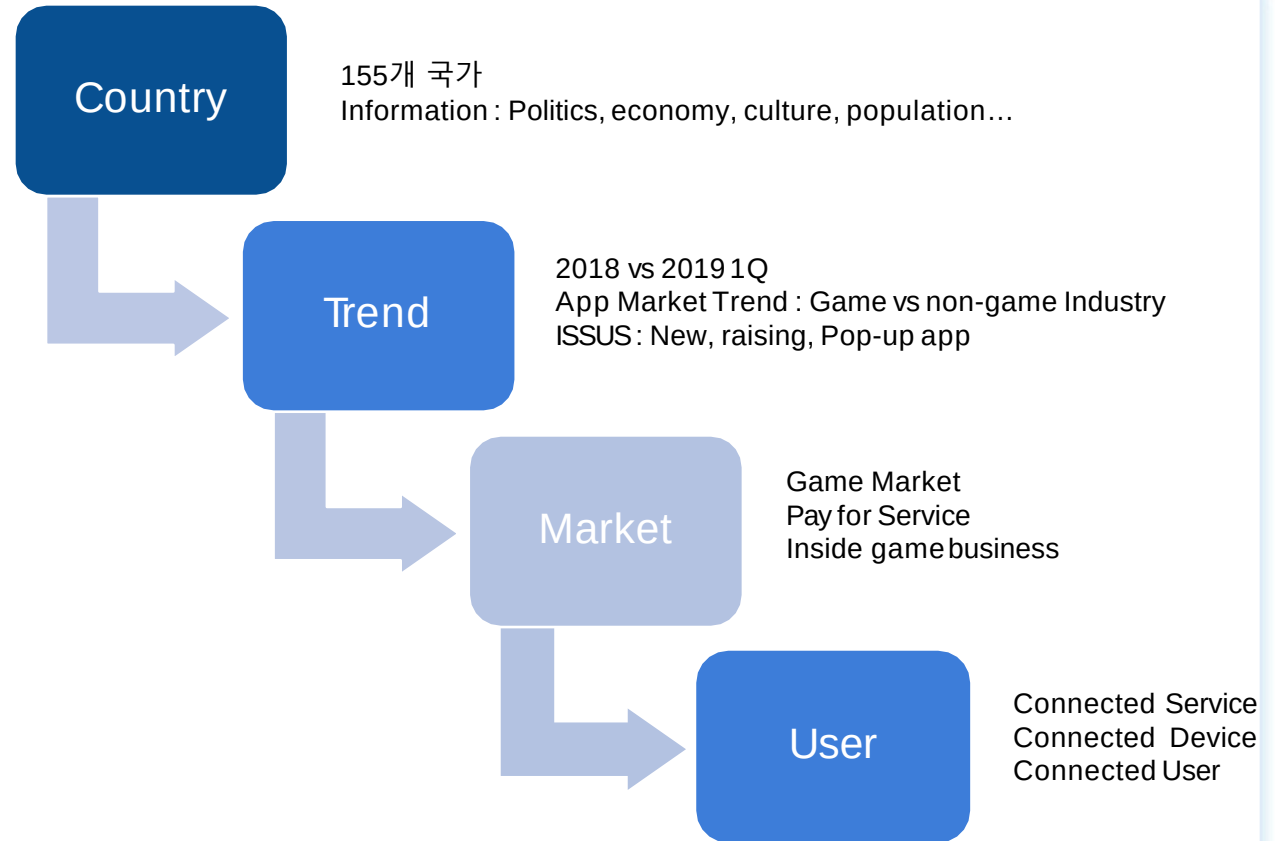
LG 8%



- 모바일 서비스의 다양성 : 지금 전세계에는 약 410만 여개의 모바일 서비스가 있습니다.

Android 1,491,145

iOS 2,776,055



2019. 11 Mobile Trend : COVID19 이전

Monthly Rank for Android

Top Free

1		Disney+	↑	New
2		Messenger – Text an...	↓	1
3		Snapchat	↑	1

Top Paid

1		HotSchedules	-	0
2		Navigation Pro: Goo...	↑	1
3		Torque Pro (OBD 2 &...	↑	1

Updated by Calcutta Com. on 2019.11.01

Monthly Rank for iOS

Top Free

1		Disney+	↑	New
2		Ink Inc. - Tattoo T...	↑	New
3		Call of Duty®: Mobi...	↓	2

Top Paid

1		Minecraft	-	0
2		Heads Up!	-	0
3		Plague Inc.	↑	1

Updated by Calcutta Com. on 2019.11.01

Monthly Rank for Android

Top Free

1		PayPay-ペイペイ(キャッ...	-	0
2		Samsung Notes	↑	New
3		d払い - スマホ決済アプリ、キャ...	↑	2

Top Paid

1		Mute Camera Pro	-	0
2		SLAM DUNK Talki...	↑	New
3		Poweramp Full V...	↓	1

Updated by Calcutta Com. on 2019.11.01

Monthly Rank for iOS

Top Free

1		PayPay-ペイペイ(キャッ...	-	0
2		Disney POP TOWN	↑	7
3		Rescue Cut - Ro...	↑	1

Top Paid

1		Minecraft	-	0
2		Human Anatomy A...	↑	41
3		Romancing SaGa 3	↑	New

Updated by Calcutta Com. on 2019.11.01

Monthly Rank for Android

Top Free

1		YouTube Music -...	↑	60
2		Samsung Notes	↑	101
3		MTR Mobile	↑	2

Top Paid

1		Poweramp Full V...	-	0
2		MX Player Pro	-	0
3		SLAM DUNK Talki...	↑	New

Updated by Calcutta Com. on 2019.11.01

Monthly Rank for iOS

Top Free

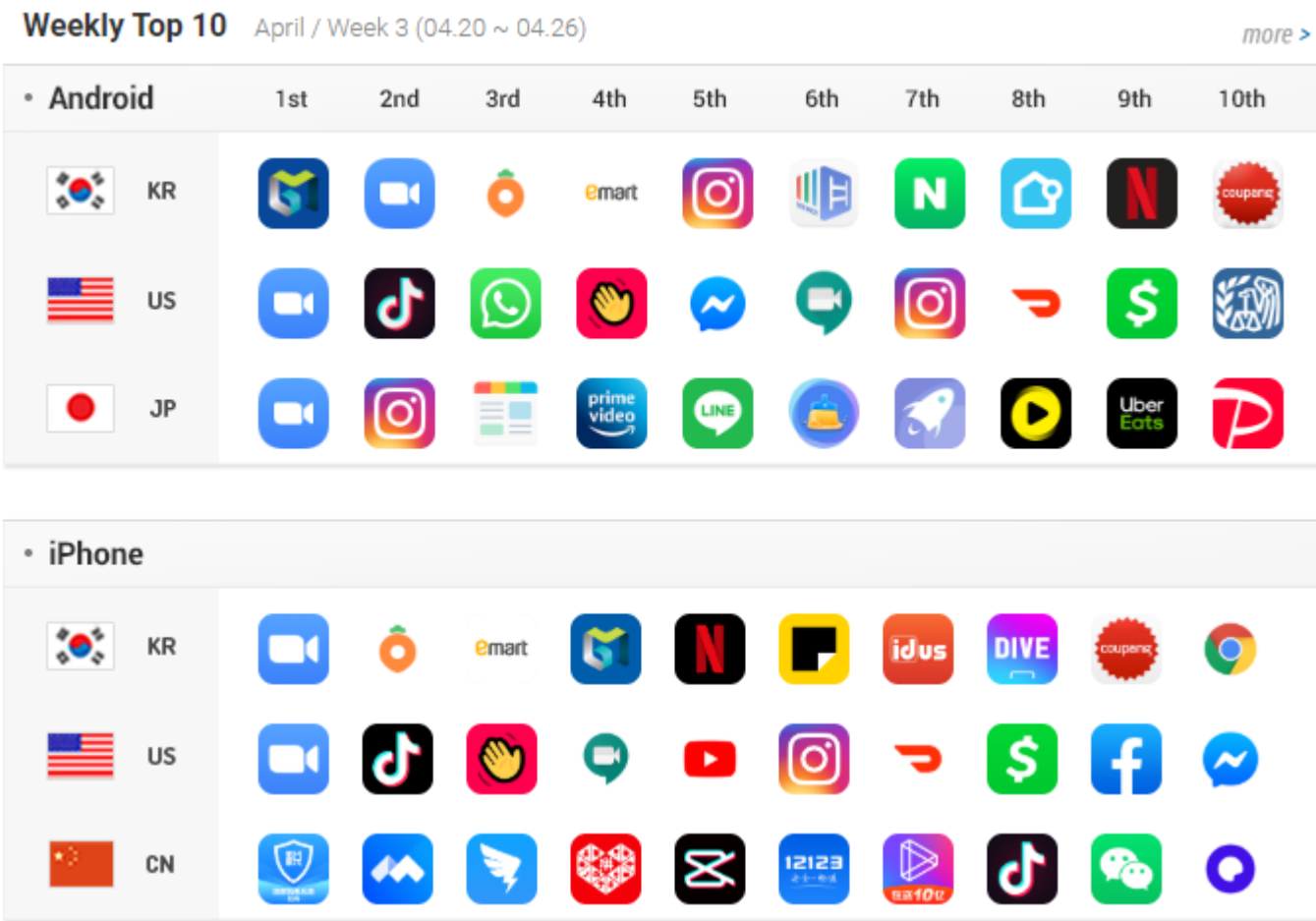
1		YouTube Music	↑	New
2		和你Eat	↑	New
3		MTR Mobile	↑	16

Top Paid

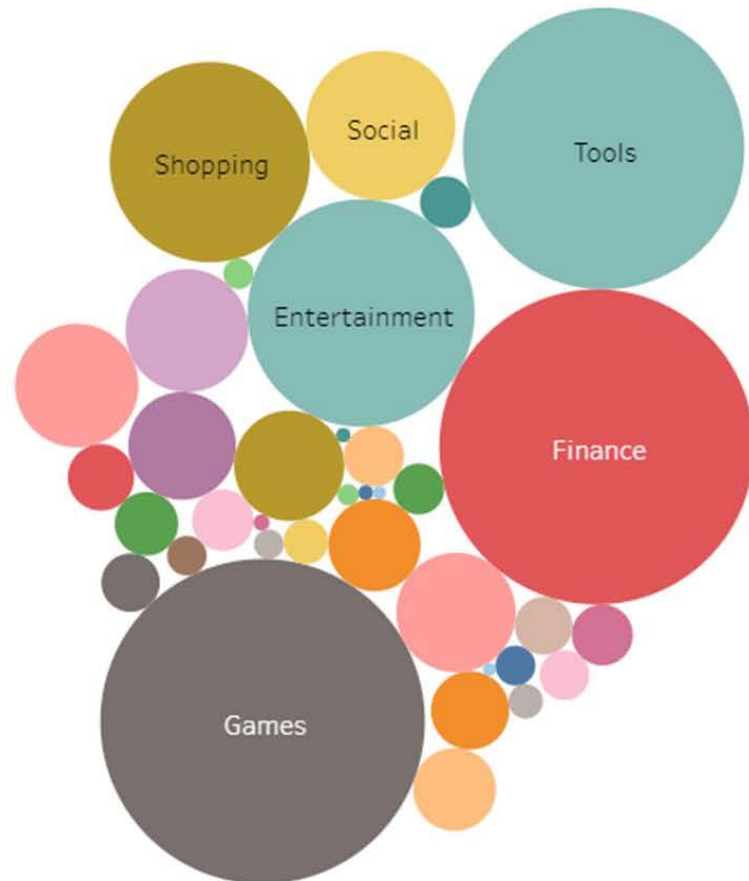
1		Minecraft	↑	4
2		NBA 2K20	-	0
3		Forest - Stay f...	↓	2

Updated by Calcutta Com. on 2019.11.01

- 한중일미국의 지금 달라진 모습은 다음과 같습니다.
- 한국 : 경기화폐가 가장 많이 사용중입니다.
- 미국 : Zoom 이라는 화상통신 앱이 가장 많이 사용 중이고, 비대면 접촉 서비스인 “Houseparty”로 온라인 커뮤니티 활동이 집중되고 있습니다.
- 일본 : 비대면 서비스인 Zoom 서비스를 많이 쓰고 있고, 아마존 영상서비스를 넷플릭스보다 많이 구독중입니다.



2019> USA> App Market Difference



Trend 2020-04> USA

■ 미국의 달라진 사용자의 일상

- 재택근무 서비스
- 비대면 커뮤니케이션
- 비대면 친구사귀기
- 비대면 원격 미팅 서비스
- 비대면 식품 배달서비스
- 비대면 건강관리 서비스
- 비대면 간편송금 서비스

Rank	Change		App Title	Publisher
1	-		ZOOM Cloud Meetings	zoom.us
2	▲ 1		TikTok - Make Your Day	TikTok Inc.
3	▲ 1		WhatsApp Messenger	WhatsApp Inc.
4	▼ 2		Houseparty	Life on Air
5	▲ 1		Messenger – Text and Video Chat for Free	Facebook
6	▲ 2		Google Meet	Google LLC
7	▲ 3		Instagram	Instagram
8	▲ 3		DoorDash - Food Delivery	DoorDash
9	▲ 4		Cash App	Square, Inc.
10	▼ 5		IRS2Go	Internal Revenue Service

Trend 2020-04 > KR

한국의 달라진 사용자의 일상

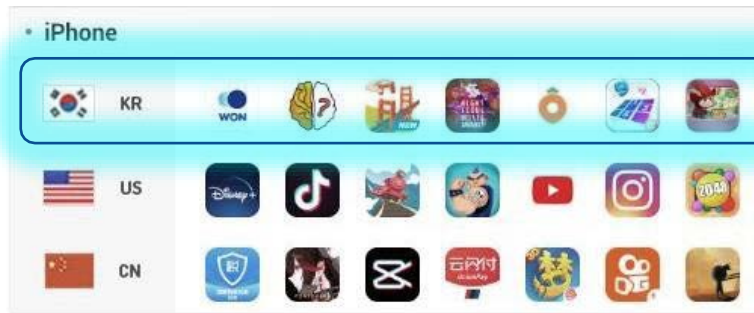
- 경기지역화폐 : 지원금 신청
- 비대면 미팅
- 중고 거래 : 우리동네 직거래 당근마켓
- 비대면 마트 장보기
- 비대면 업무를 위한 문서작성
- 비대면 부동산 서비스
- 비대면 새벽배송
- 비대면 극장서비스 : 넷플릭스

1	-		경기지역화폐	코나아이(주)
2	-		ZOOM Cloud Meetings	zoom.us
3	▲ 2		당근마켓 - 우리 동네 중고 직거래 베틀장터	Danggeun Market Inc.
4	▲ 60		이마트 - 매장에서 즐기는 스마트한 혜택	EMART
5	▲ 3		Instagram	Instagram
6	▲ 5		한컴오피스 viewer	Hancom Inc.
7	▲ 5		네이버 - NAVER	NAVER Corp.
8	▲ 7		오늘의집 - 900만이 선택한 No.1 인테리어 필수앱	Bucketplace Inc.
9	▼ 2		Netflix(넷플릭스)	Netflix, Inc.
10	▲ 11		쿠팡 (Coupang)	쿠팡

Trend 2019 to 2020

- 넷플릭스의 영향력은 이제 한국에서도 매우 중요한 매체로 올라오고, 유튜브는 이제 정점을 찍고, 틱톡과 서비스와 경쟁중입니다.

- Different devices, different lifestyles



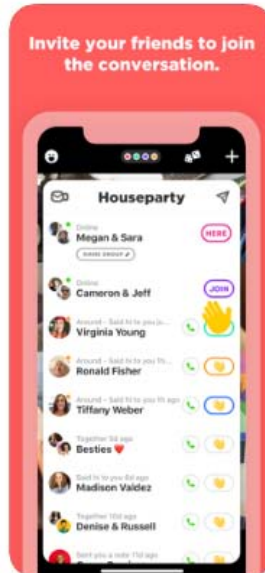
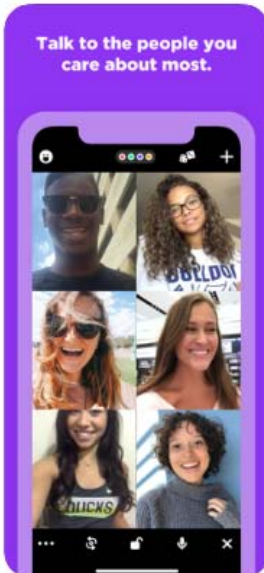
Trend 2020 (USA)

- 미국은 지금 비대면 서비스로 커뮤니티를 즐기고, 소모임을 온라인으로 매칭하는 서비스에 몰려있습니다.



Houseparty 12+
Group Video Chat
Life On Air, Inc
#5 in Social Networking
★★★★★ 4.9, 415.4K Ratings
Free · Offers In-App Purchases

Screenshots iPhone iPad iMessage



Trend 2020 (USA)

- 이제는 유튜버 보다는 틱톡 세대



TikTok - Make Your Day 12+

Real People. Real Videos.

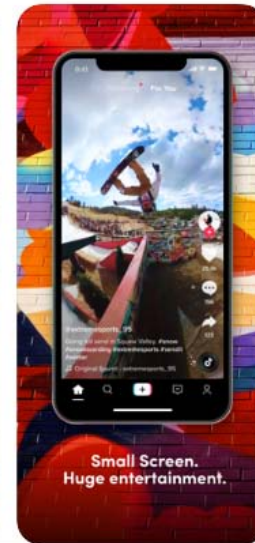
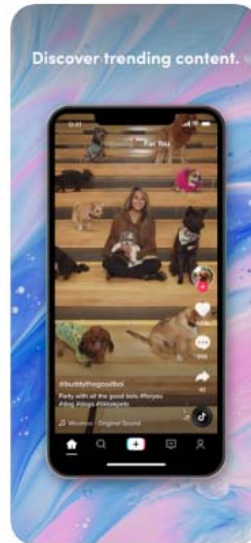
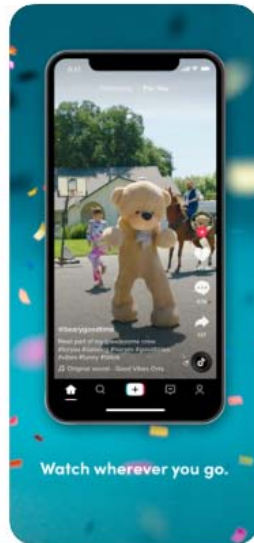
[TikTok Inc.](#)

#1 in Entertainment

★★★★★ 4.8, 4.3M Ratings

Free · Offers In-App Purchases

Screenshots iPhone iPad



Trend 2020 > Zoom

- 재택근무, 비대면 미팅을 통한 세계적으로 큰 성공을 이룬 서비스

zoom.us



ZOOM Cloud Meetings

zoom.us Business



This app is compatible with your device.

Add to Wishlist

Install

★★★★★ 92,480



Zoom Rooms

zoom.us Business



This app is incompatible with your device.

Add to Wishlist

Install

★★★★★ 342



Zoom for Intune

zoom.us Business



This app is compatible with your device.

Add to Wishlist

Install

★★★★★ 1,668



Zoomtopia

zoom.us Business



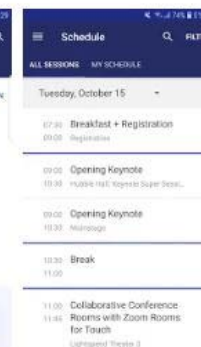
Contains Ads

This app is compatible with your device.

Add to Wishlist

Install

★★★★★ 34



Disney +

- 22,000,000 download/month, Korea
- Industry = Entertainment no.2 + Tour + Games ...



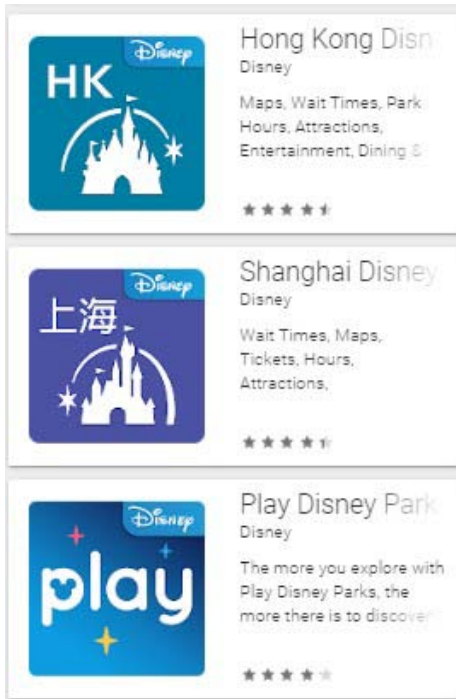
Disney Cruise

Disney Travel & Local



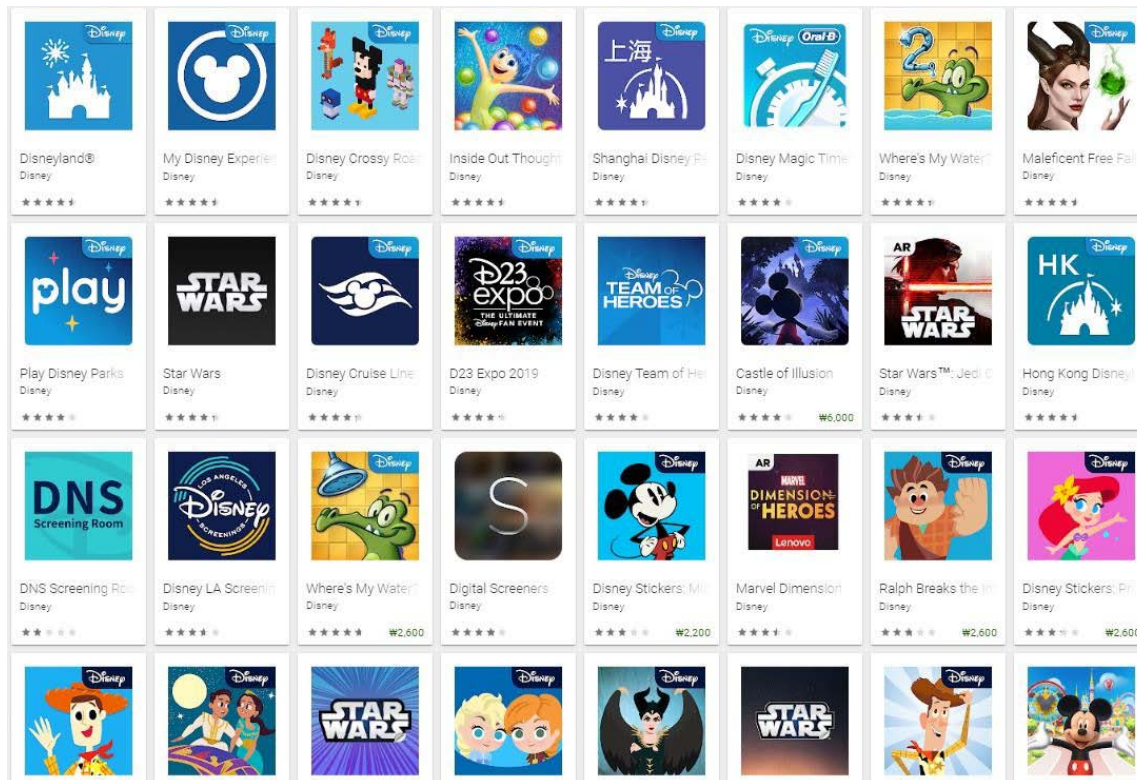
This app is compatible with y

Add to Wishlist

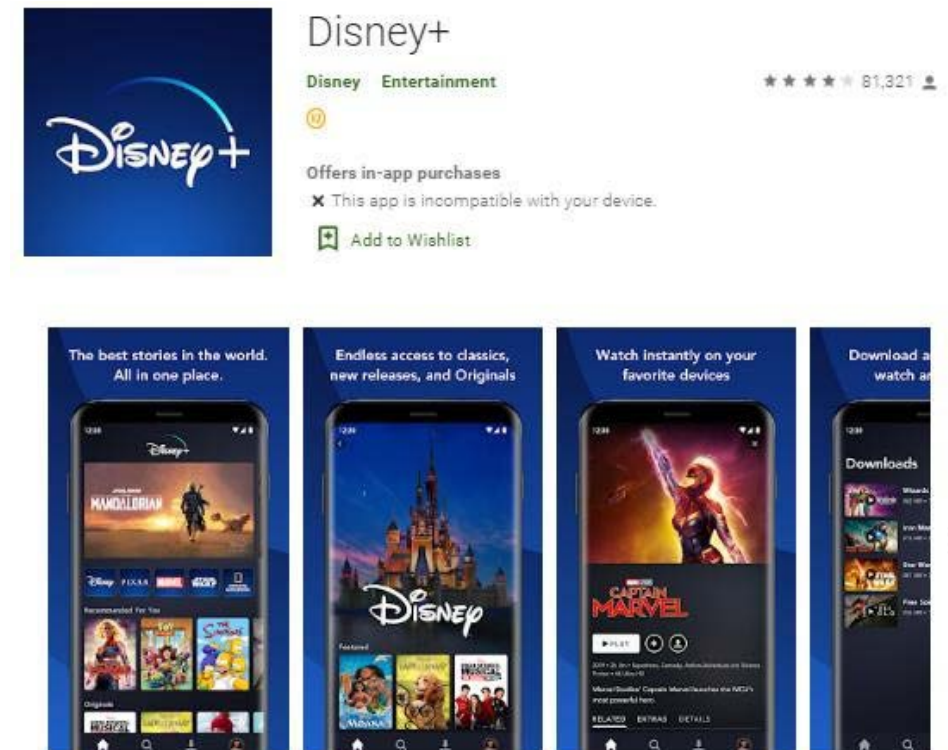


Disney +

- 22,000,000 download/month, Korea



Disney - AndroidApps on Google Play <http://bit.ly/37CsxTW>



Disney+ on the App Store <https://apple.co/36w7qtJ>

Disney, Infinitely expand Disney's brand

- **Experience Toured + Game Character**
- **Education : New training platform for tourism professionals**



Play Disney Parks

Disney Travel & Local



Offers in-app purchases

This app is compatible with your device.

Add to Wishlist



Disney Crossy Road

Disney Arcade Action & Adventure

Family Friendly

Contains Ads - Offers in-app purchases

This app is compatible with your device.

Add to Wishlist

Editors' Choice

550,037

Install



Why should the chicken get all the fun?

From Hipster Whale, the makers of the original Crossy Road® with over 120,000,000 downloads, and Disney comes Disney Crossy Road—an all-new take on the 8-bit endless adventure to cross the road without splatting!



Disney Stars

Disneyland Paris Education



This app is compatible with your device.

Add to Wishlist

Install



Disney Stars is the new training platform for tourism professionals to find out everything there is to know about Disneyland® Paris.

[Travel] Play Disney Parks
Apps on Google Play <http://bit.ly/2RYZbll>

[Game] Disney Crossy Road –
Android Apps on Google Play <http://bit.ly/1SIPDiw>

[Education] Disney Stars
Apps on Google Play <http://bit.ly/2uHv00A>

Disney, Disney Fan Event

- D23 Expo 2019 is the Ultimate Disney Fan Event, and the D23 Expo 2019 Official Mobile App will help you navigate all the entertainment, presentations, shopping, photo opportunities, and magic that Disney has in store.



D23 Expo 2019

Disney Entertainment

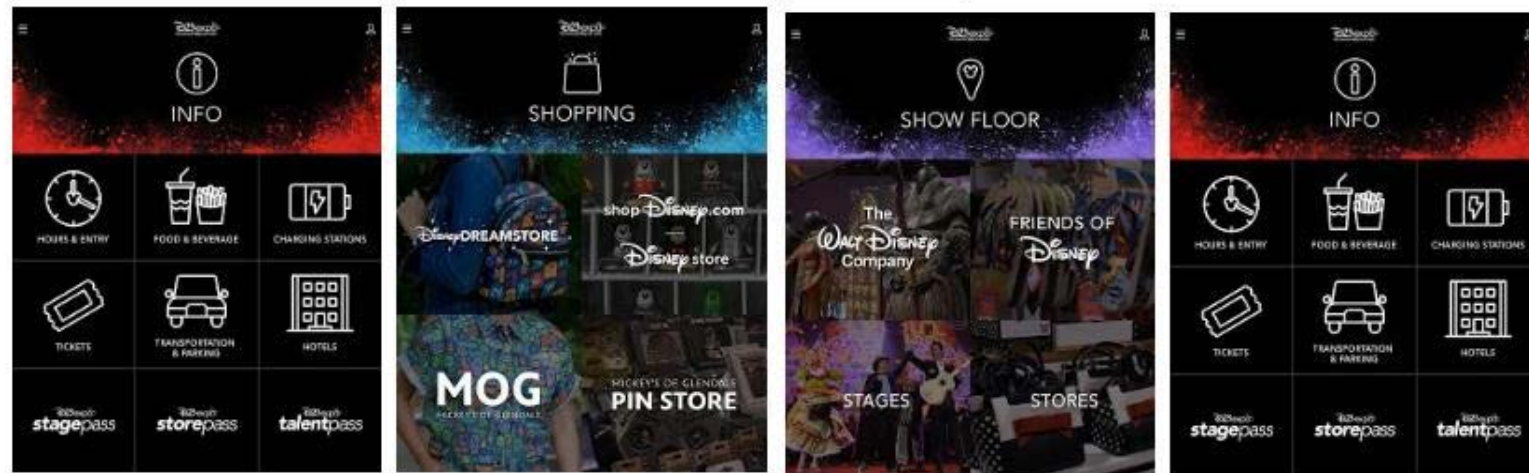
★★★★★ 370



This app is compatible with your device.

Add to Wishlist

Install



D23 Expo 2019 is the Ultimate Disney Fan Event, and the D23 Expo 2019 Official Mobile App will help you navigate all the entertainment, presentations, shopping, photo opportunities, and magic that

2020 Education App Trends

- Learning Language
- Dictionary
- Fun Learning



Duolingo:
Learn Languages



U-Dictionary:
Oxford Dictionary



Pinkfong Baby Shark



Cake
Learn English

Back to School

- 한국 : 3월에 개학, 9월에 개학
- 미국 : 8월초-9월에 시작, 이듬해 6월-7월에 끝난다

1000 JOURNAL OF CLIMATE

● App ● Game ● Kids

Term : Weekly

Search



Education 2020 May 개학/입학시즌

Rank ▲	Change ▼	Category ▼	Icon	App ▼	Publisher
1	+77	Education		하이클래스-알림장, 가정통신문, 하이톡	i-Scream Media
2	+68	Education		클래스팅 - 학교 플랫폼	Classting Inc.
3	+14	Education		아이엠스쿨 - 한국 1위 알림장	NHN Edu Corp.
4	+15	Education		EBS 초등	EBS(한국교육방송공사)
5	+17	Entertainment		오디오클립 - 다양한 채널, 팟캐스트와 오디오북 그리고 ASMR	NAVER Corp.
6	-4	Education		관다 - 500만 다운로드 수학 공부 앱	Mathpresso
7	new	Education		저절로암기 한자 - 통합 한자사전 천자문 한자능력검정	Wafour Corporation
8	+32	Education		커넥츠 Q&A - 전 과목 문제풀이 무제한 무료 (중/고	ST Unitas



Cake
Learn English

English, Indonesian,
Japanese, Korean,
Portuguese, Spanish, Thai,
Traditional Chinese,
Vietnamese

TH		Cake - Learn English
VN		Cake - Learn English
TW		Cake - 英語會話



Bolo:
Learn to read with Google

- English
- Hindi (हिंदी)
- Bangla (বাংলা)
- Urdu (اردو)
- Telugu (తెలుగు)
- Marathi (मराठी)
- Tamil (தமிழ்)
- Spanish (Español)
- Portuguese (Português)



Education > FunEnglish

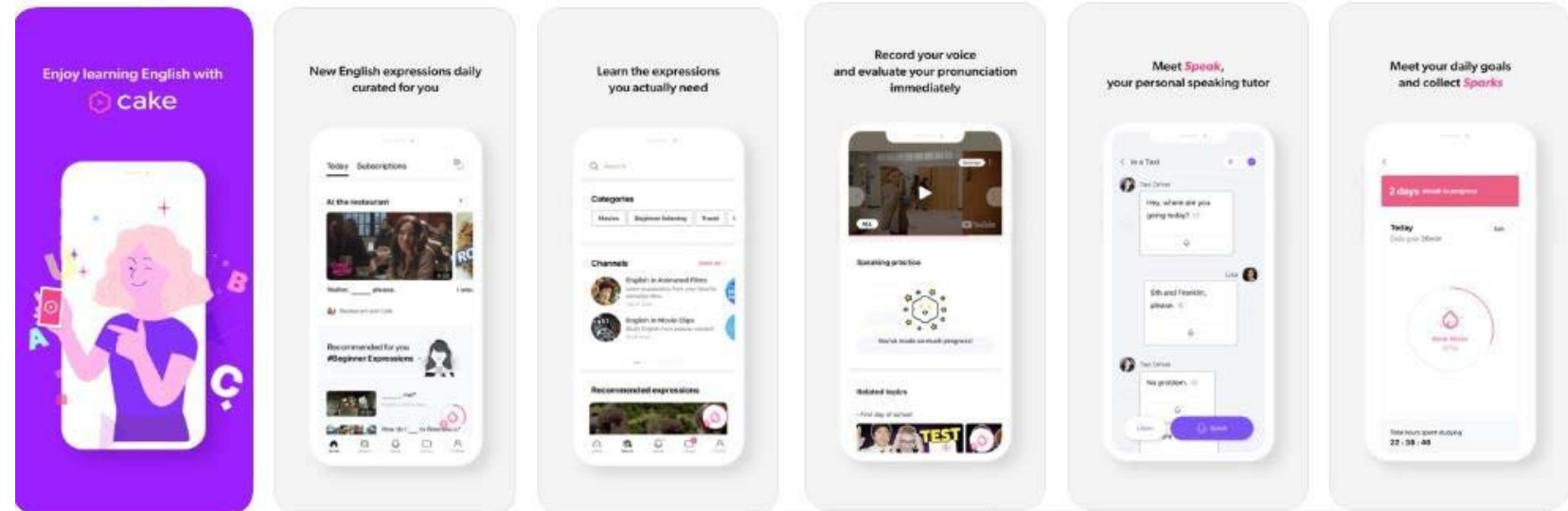
***“speaking practices
native speakers!”***

- Fun, short English conversation videos updated every day!
- Learn English fast, completely free.
- Learn real English expressions curated from YouTube. See similar phrases in one place and spend just a few minutes a day to improve your English!
- If you want to improve your English speaking skills, look no further. Our “Cake” app offers speaking practices that simulate conversations with native speakers!
- Check your pronunciation with our AI speech recognition. Simply record your voice and get immediate feedback. Soon you will learn to sound like a native speaker.
- 100% free!
- “Cake” app is completely free and there are no annoying ads. We are committed to helping you improve your English. Learn English with “Cake” today.



English, Indonesian, Japanese, Korean, Portuguese, Spanish, Thai, Traditional Chinese, Vietnamese

Screenshots [iPhone](#) [iPad](#)



Cake - Learn English for Free - Apps on Google Play <http://bit.ly/2RvKTQQ>

Cake - Learn English on the App Store <https://apple.co/2RwKNIB>

Education > Google > Bolo, Google Assistant

- Designed for primary grade children, Bolo helps to improve their reading skills, by encouraging them to read aloud and giving them instant feedback - even when completely offline.



Bolo: Learn to read with Google

Google LLC Education Education

★★★★★ 5,701

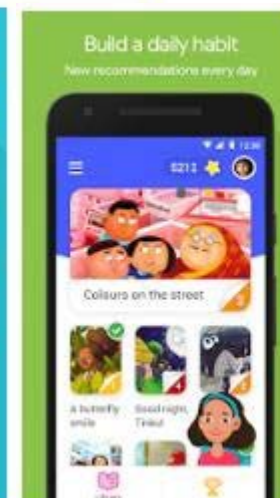
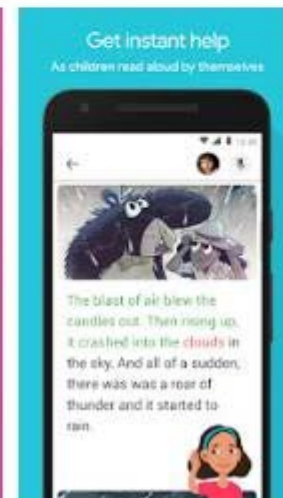
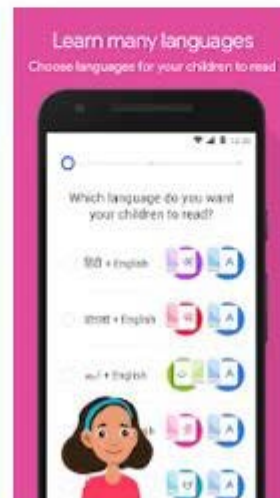
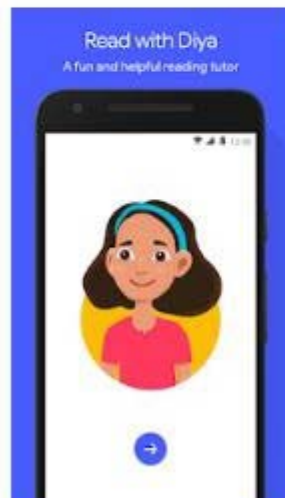
📱 Ages 6-12

✖ This app is incompatible with your device.

➕ Add to Wishlist

“Bolo helps children”

- Bolo comes with a fun and helpful reading tutor, “Diya”, which is powered by the same speech technology that is in the Google Assistant.
- Multiple children
- adjusts to reading skills.
- completely offline,
- and shows no ads



- English
- Hindi (हिंदी)
- Bangla (বাংলা)
- Urdu (اردو)
- Telugu (తెలుగు)
- Marathi (मराठी)
- Tamil (தமிழ்)
- Spanish (Español)
- Portuguese (Português)

<https://play.google.com/store/apps/details?id=com.google.android.apps.seekh>

Education

- 쿠웨이트 : 쿠웨이트학교, 학생, 교사, 학부모를 위한 교재 서비스
 - 책, 메모, 테스트, 솔루션에 접속하여 자료 다운로드



مدرستي الكويتية

Q8-Online Education



Contains Ads

This app is compatible with your device.

Add to Wishlist

★★★★★ 627

Install





Calcutta
Communication

캘커타 커뮤니케이션

Web consulting, UX design, Business Model Design, Mobile Application, Open Mobile Platform

Lab@Calcutta.co.kr

발표 자료가 필요하신 분은 연락주세요

사용자 경험에서 출발한 모바일 라이프스타일과 문화적차이,

앱스토어 데이터 분석과 시각화를 통한

2020 Global Mobile Trend