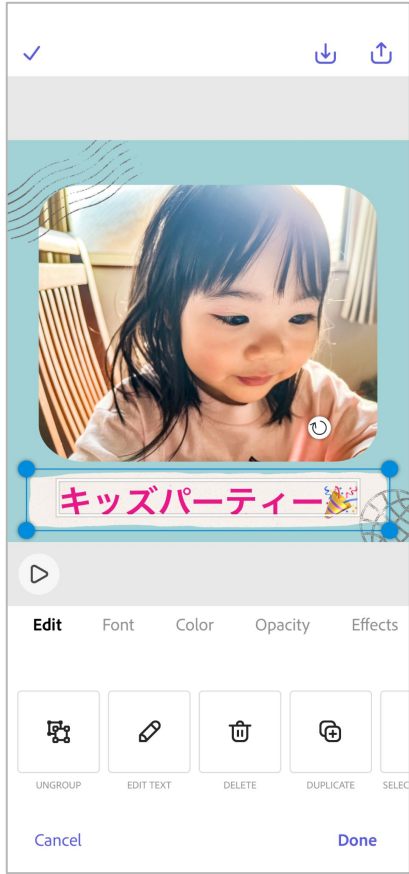


Mobile Opportunities in Japan With Adobe Express

MAKI HIROSE



Mobile Opportunities in Japan

Adobe Express is really important for Adobe because it makes creativity available for all



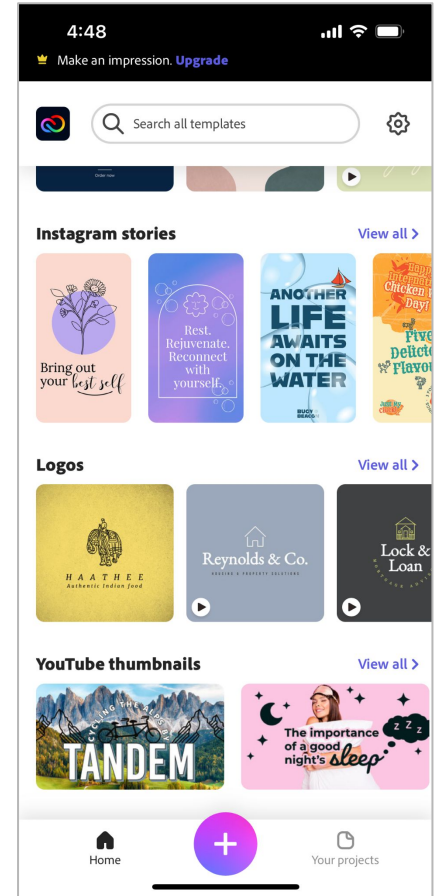
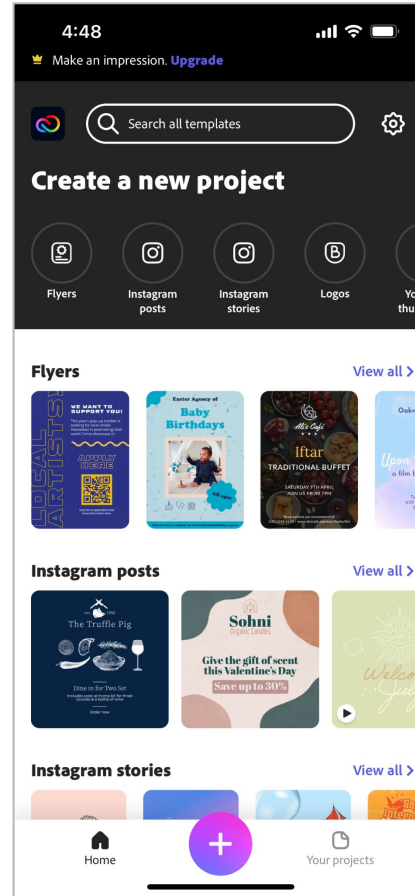
Most Adobe products:
- have a learning curve
- aimed at the prosumer



Adobe Express:
- little to no learning curve
- aimed at the non-pro consumer
- you can make cool designs with just a few clicks

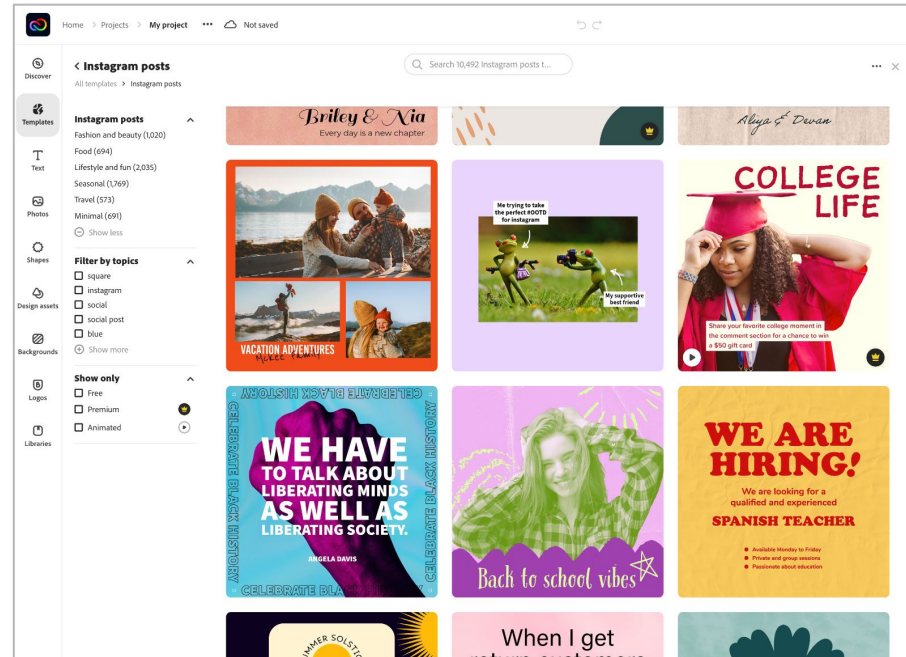
Current templates are very American-centric

- Text is central to the design
- Vivid colors
- American people



Current templates are very American-centric

- Text is central to the design
- Vivid colors
- American people





Calpico drink ad

Japanese Ads:

- a LOT of photography is used
- Image is central to the design
- Softer pastel colors are favored
- Japanese people, objects and places are featured

Interesting fonts are being used



Calpico drink ad

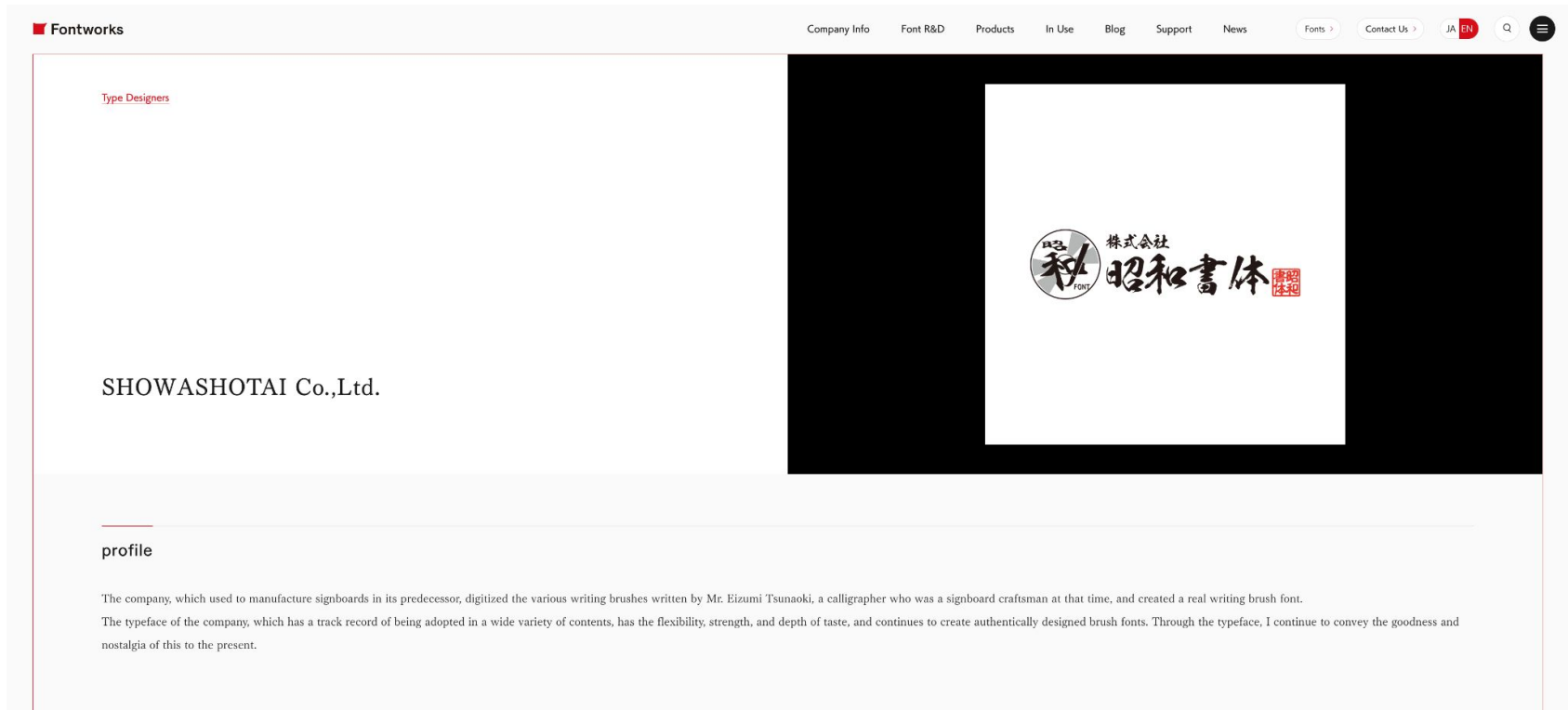
Mobile Opportunities in Japan

Logo font for the popular Anime series “Kimetsuno Yaiba” was created by a calligraphy artist



Mobile Opportunities in Japan

Handwritten brush strokes were digitized to create fonts



Fontworks

Company Info Font R&D Products In Use Blog Support News Fonts > Contact Us > JA EN Q


[Type Designers](#)

SHOWASHOTAI Co.,Ltd.

profile

The company, which used to manufacture signboards in its predecessor, digitized the various writing brushes written by Mr. Eizumi Tsunaoki, a calligrapher who was a signboard craftsman at that time, and created a real writing brush font.

The typeface of the company, which has a track record of being adopted in a wide variety of contents, has the flexibility, strength, and depth of taste, and continues to create authentically designed brush fonts. Through the typeface, I continue to convey the goodness and nostalgia of this to the present.



Mobile Opportunities in Japan

Handwritten brush strokes were digitized to create fonts

Production font



Showa Kaisho



Gokubuto Kaisho



Showa Gyosho



Raijin



Akebono



Ginryu



Shinryu



Genbu



Hannya



Byakko



Hiryu



Jyukaku



Kouryu



Jinba



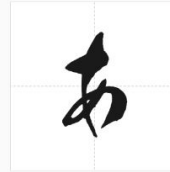
Shin Goryu



Showa Reisho



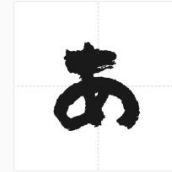
Yuai



Furaibo

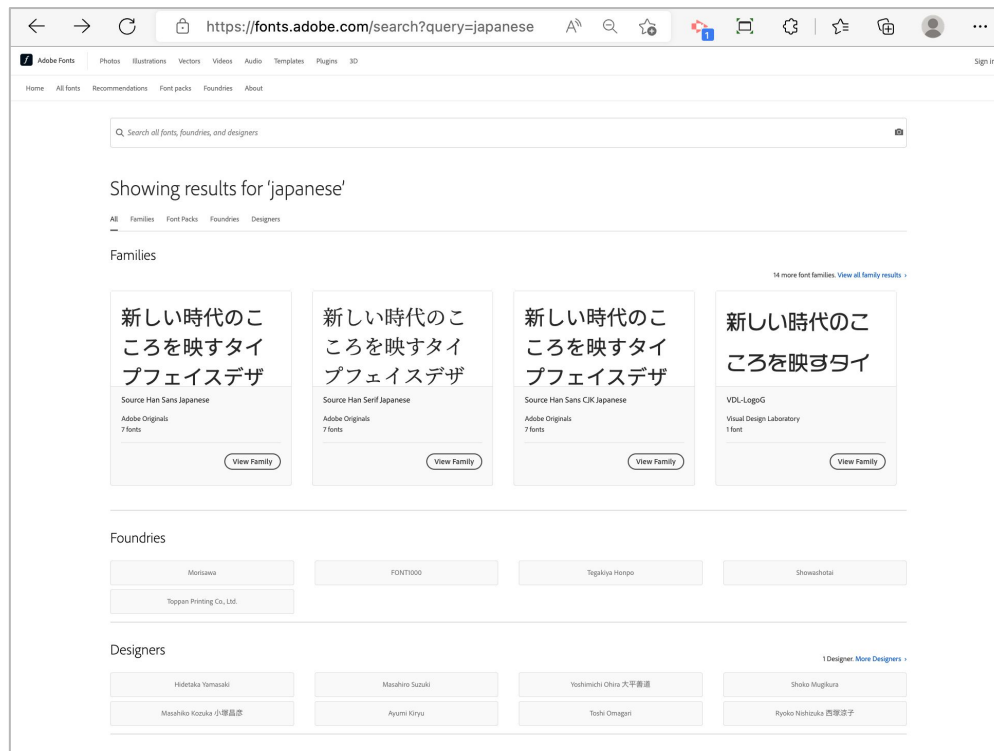


Showa Kanteiryu



Basakoro

Adobe fonts has a very extensive collection as a whole but the font sets for Japanese language are very limited



Mobile Opportunities in Japan

A variety of fun Japanese fonts need to be readily available on the standard font set



Japan is the land of Anime, it is everywhere



Kyoto city's ad promoting the 40th anniversary of the subway system

Mobile Opportunities in Japan



An ad featuring the popular anime series “Crayon Shinchan”
The ad is bringing awareness to good parenting and what it means to be a good father

Even Apple did one of their campaigns in the style of Anime recently

Anime designs should be incorporated more for the Japanese market



A drawing capability could also be included

Japanese people love to draw and write over images



あした 元気になーれ

ひとりで悩んでいませんか？ 誰かに話してみませんか？
悩みを言葉にすれば、気持ちのくもりが晴れるかもしれません。

- 自死遺族・自殺予防こころの相談電話
「きょうこころほっとでんわ」
電話：075-321-5560 (24時間相談対応中)
- こころの相談電話
電話：075-314-0874
(月～金曜：9時～12時、13時～16時 / 土日・祭日も受付可)
- 京都いのちの電話
電話：075-864-4343 (24時間相談対応中)
- 京都府自殺ストップセンター
電話：0570-783-797
(月～金曜：9時～20時 / 休日・祭日も受付可)

○ その他の相談窓口は [こちら](#) から
こころの健康増進センターR [ココロの健康増進センターR](#)

発行先：開学せえ
京都市こころの健康増進センター
電話：075-314-0333 FAX：075-314-0504

SUSTAINABLE DEVELOPMENT GOALS
京都市

京都府 京都市 京都市

Wellness ad

Japan is where “Puri-Kura” started (short for “Print Club”)

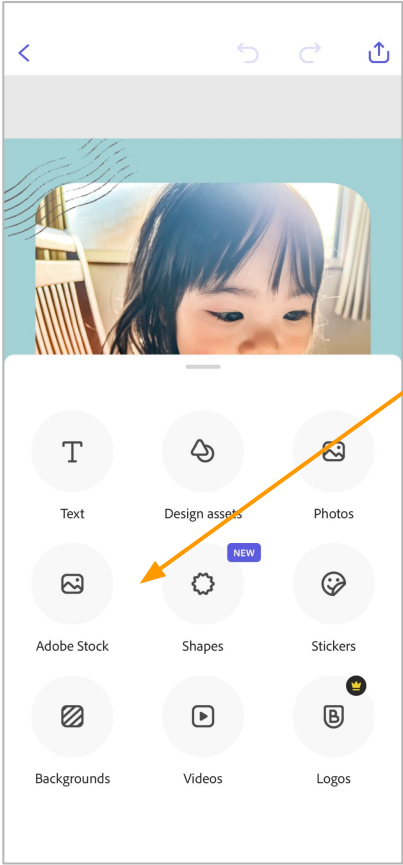


Puri-kura stations are abundant at shopping districts



Users often write and draw over images
Images are transferred to smartphones to upload to Instagram

Drawing functionality could be added between *Photos* and *Shapes*



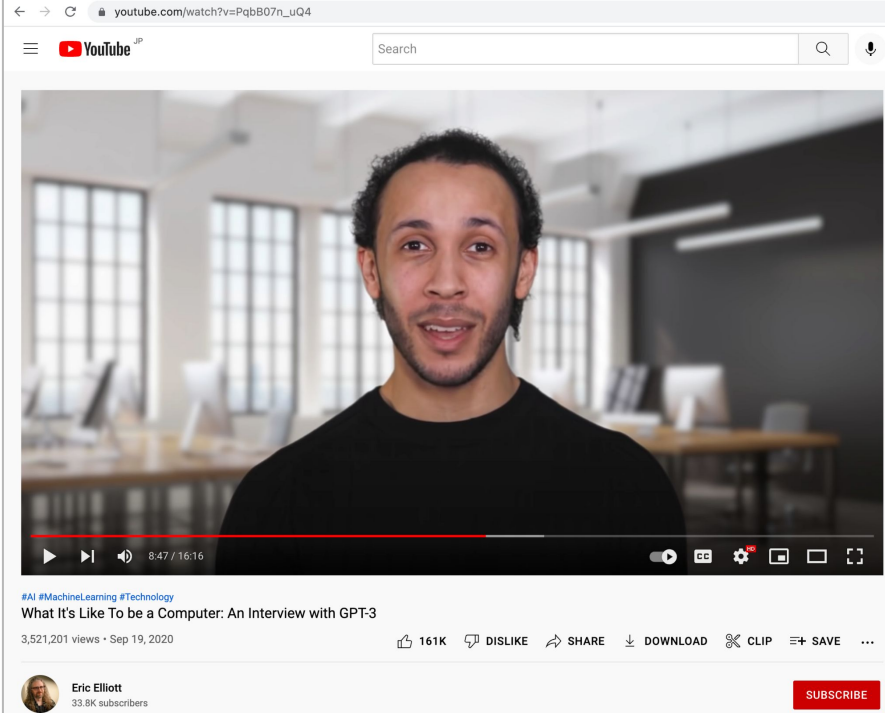
Looking into future opportunities...

We now have advanced ML technologies like GPT-3 developed by OpenAI

GPT-3 is an autoregressive (random process) language model

It produces extremely high quality human-like text

Mobile Opportunities in Japan



The image is a screenshot of a YouTube video player. The browser address bar shows the URL 'youtube.com/watch?v=PqbB07n_uQ4'. The YouTube logo is visible in the top left corner. The video player shows a man with dark hair and a beard, wearing a black t-shirt, speaking in a modern office setting with large windows and desks. Below the video player, the video title is 'What It's Like To be a Computer: An Interview with GPT-3'. The video has 3,521,201 views and was uploaded on Sep 19, 2020. The channel name is 'Eric Elliott' with 33.9K subscribers. There are buttons for like (161K), dislike, share, download, clip, save, and subscribe.

GPT-3 connected to a computer generated artificial person
It is akin to an extremely advanced version of SIRI

Using GPT-3's technology, OpenAI have developed DALL-E-2

DALL-E-2 can create images and art from a text description

← → C openai.com/dall-e-2/ 🔍 🏠 ☆ 🗑️ 👤 ⋮

DALL-E 2 can create original, realistic images and art from a text description. It can combine concepts, attributes, and styles.


TEXT DESCRIPTION

An astronaut Teddy bears A bowl of soup

riding a horse lounging in a tropical resort in space playing basketball with cats in space

in a photorealistic style in the style of Andy Warhol as a pencil drawing →

DALL-E 2



Mobile Opportunities in Japan

DALL-E-2 can create realistic images as well as objects that do not exist in reality

TEXT PROMPT an illustration of a baby daikon radish in a tutu walking a dog

AI-GENERATED IMAGES



[Edit prompt or view more images](#)

TEXT PROMPT an armchair in the shape of an avocado...

AI-GENERATED IMAGES



[Edit prompt or view more images](#)

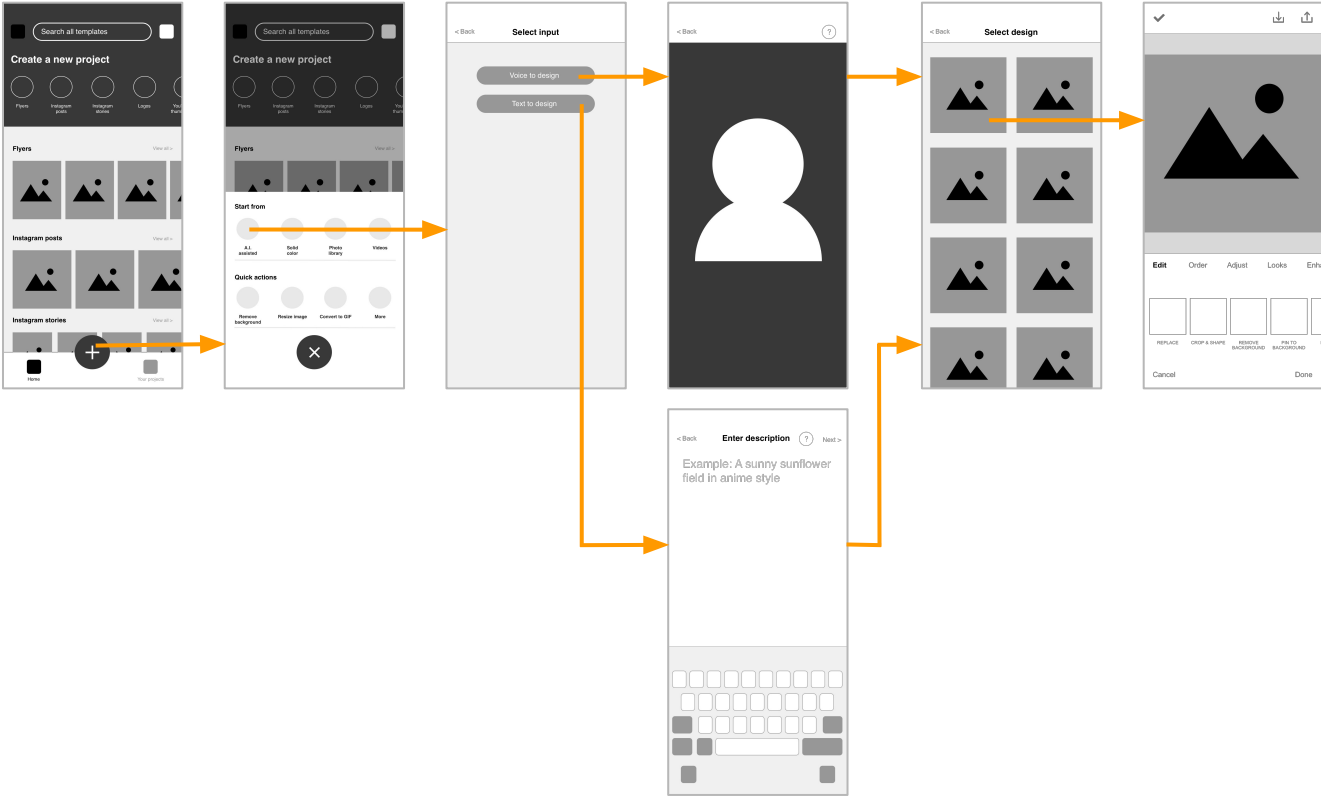
TEXT PROMPT a store front that has the word 'openai' written on it...

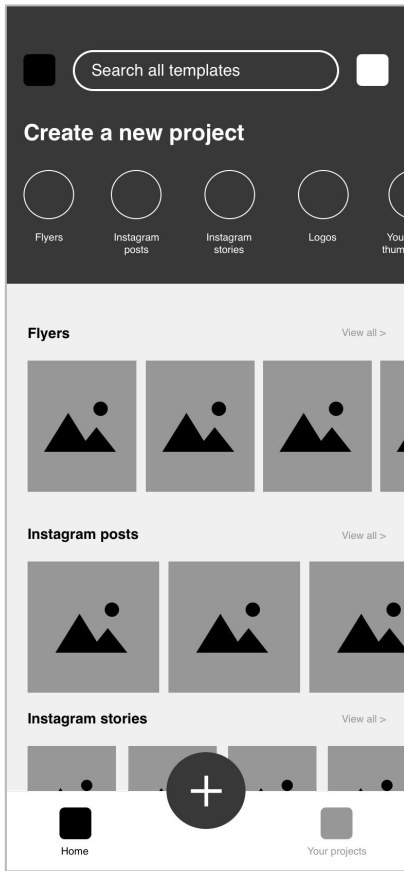
AI-GENERATED IMAGES

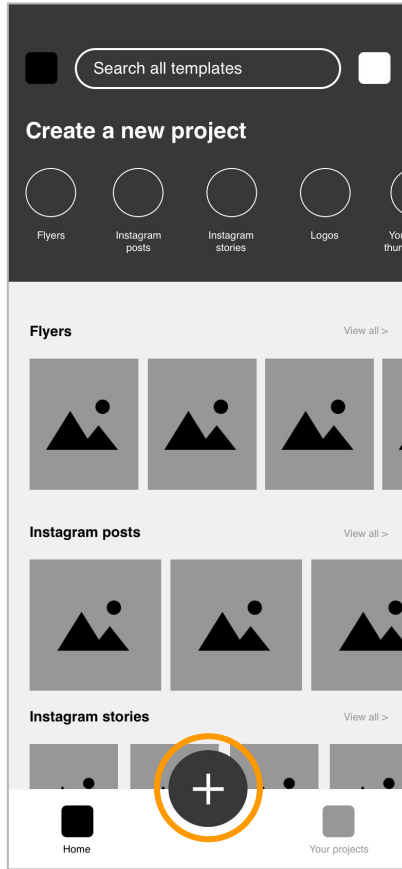


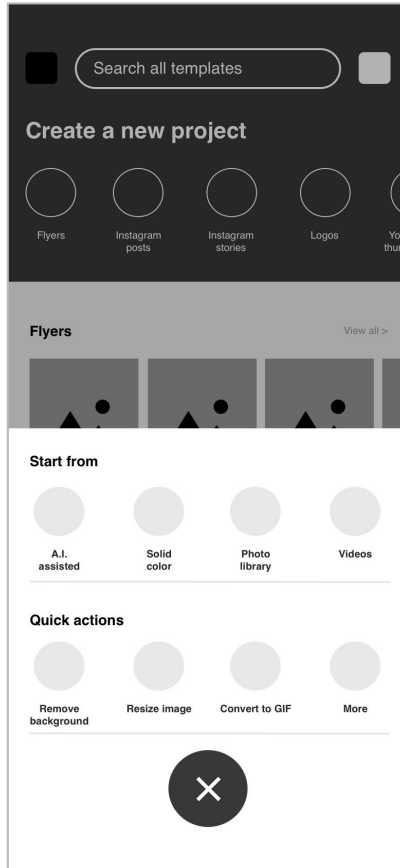
[Edit prompt or view more images](#)

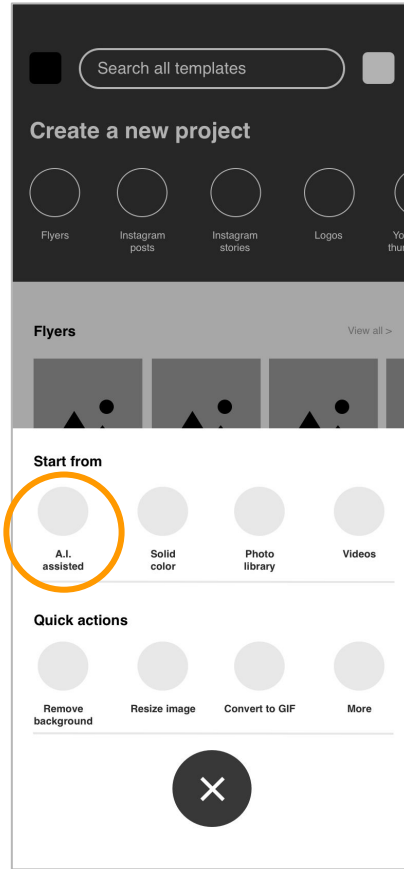
Example of incorporating GPT-3 and DALL-E-2 into Adobe Express

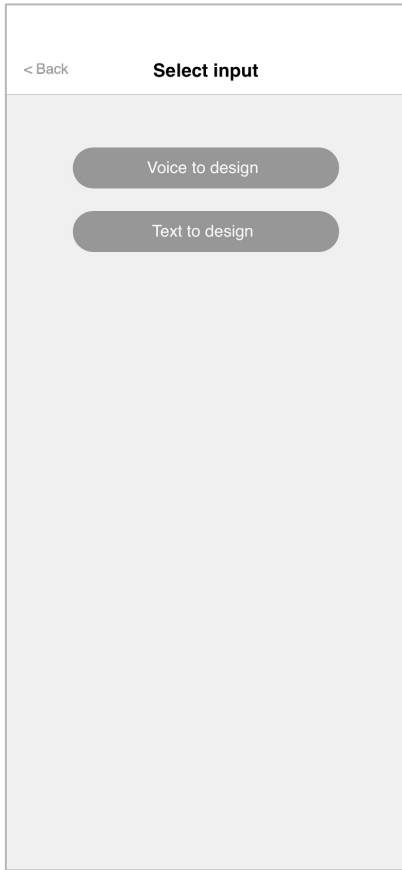


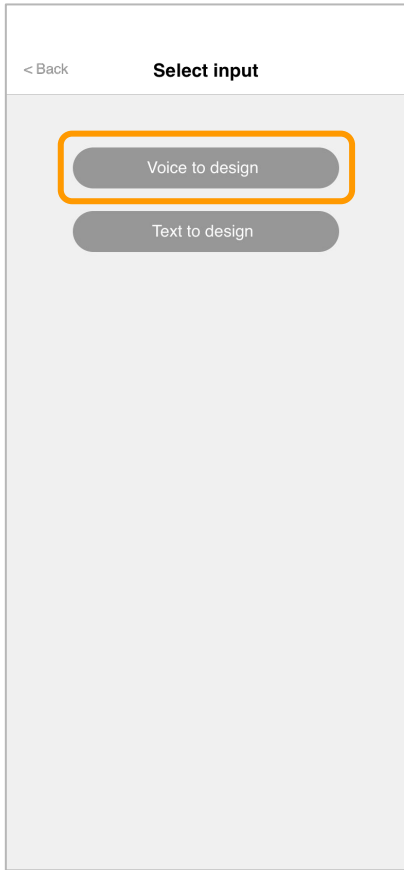








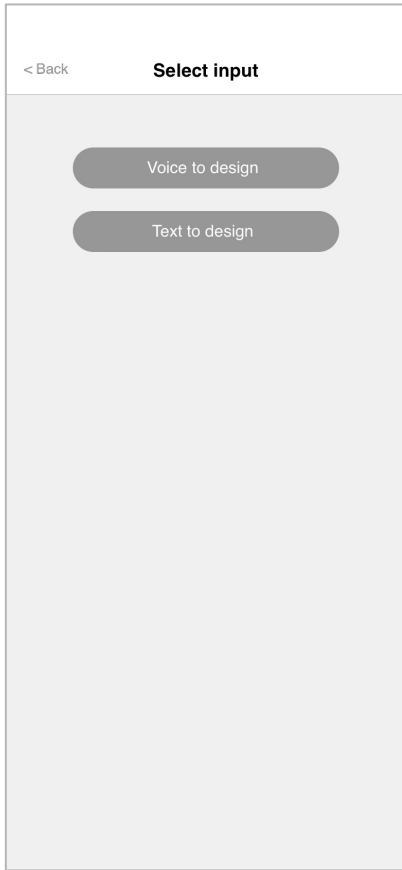


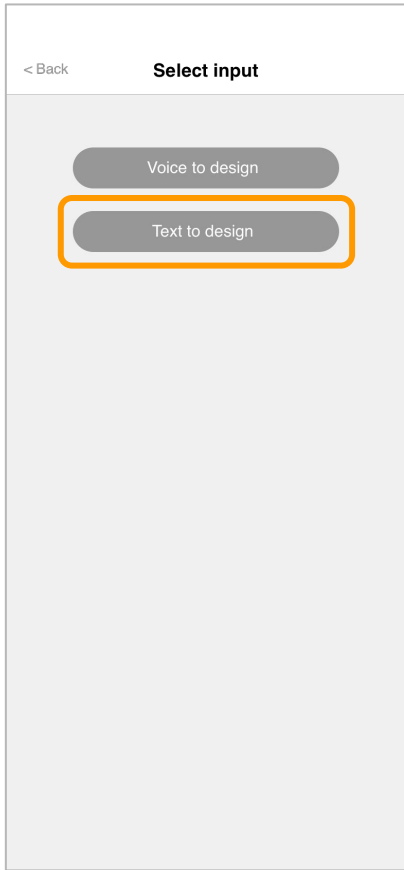


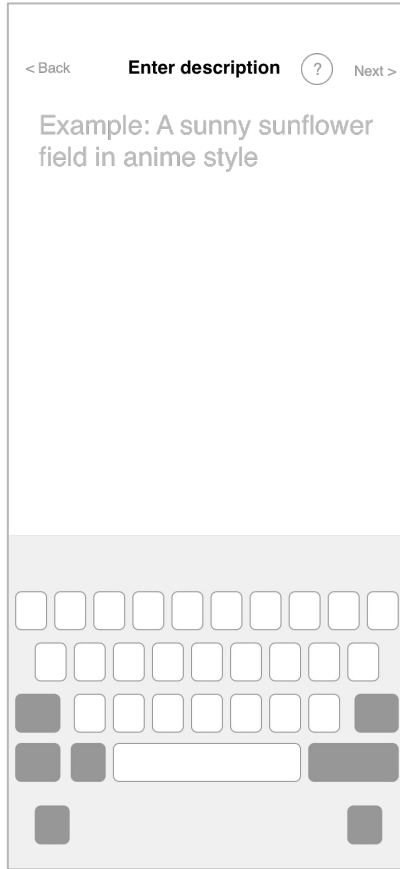


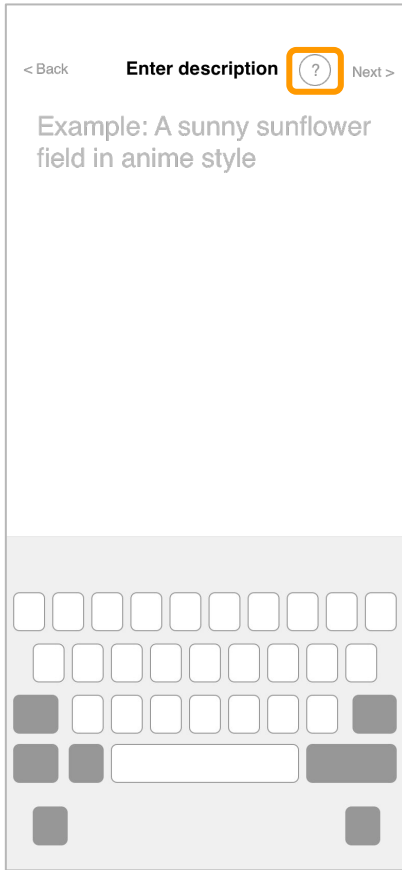


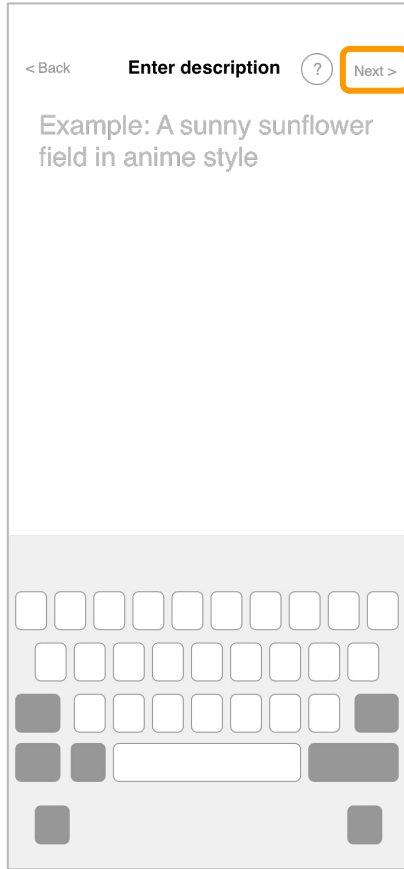


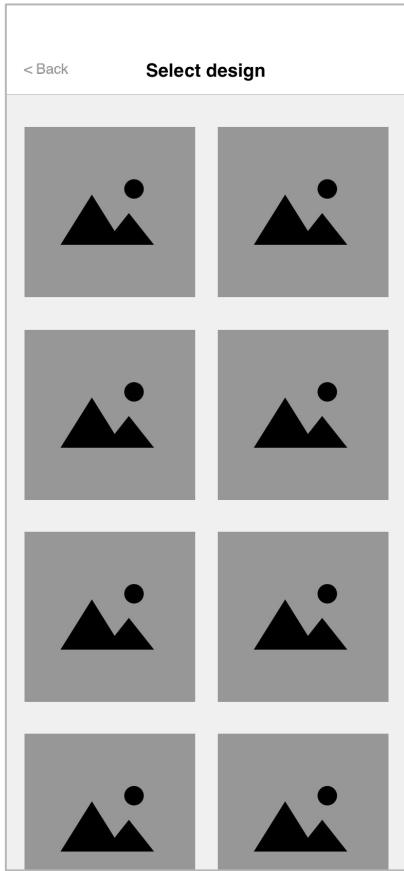


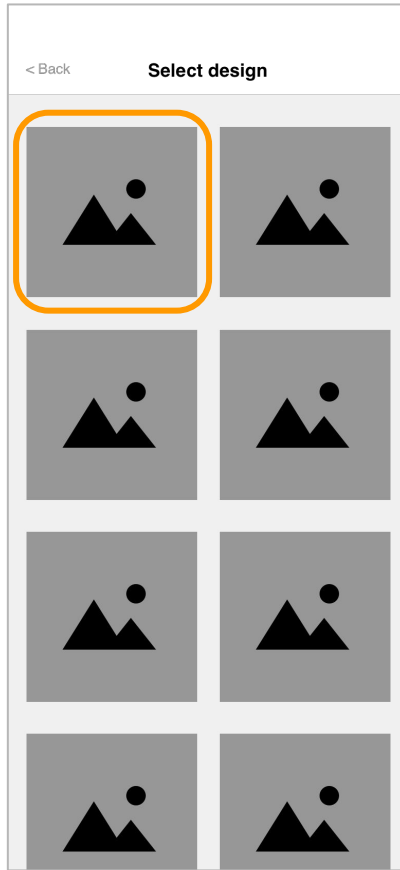


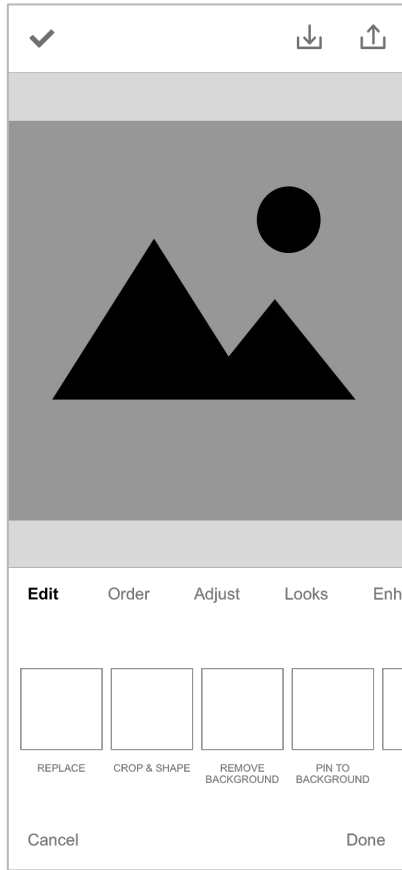














Mobile Opportunities in Japan

Let's consider the big picture

You can have the best experience using the app, but if the company can't monetize on it, then money is just being wasted



Acquisition

First Mile

Engagement

Monetization

How can we increase acquisition?

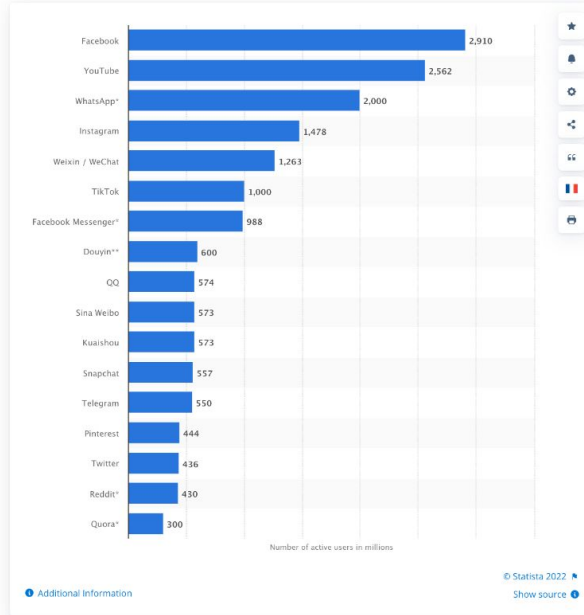
- What are our personas like for the Japanese market?
- Where do our customers hang out online?
- Where is the Adobe Express app being advertised?



Internet > Social Media & User-Generated Content

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)



DOWNLOAD

PDF XLS PNG PPT

Sources

- Show sources information
- Show publisher information
- Use Ask Statista Research Service

Release date

January 2022

Region

Worldwide

Survey time period

January 2022

Special properties

social networks and messenger/chat app/voip included; figures for TikTok does not include Douyin

Supplementary notes

*Platforms have not published updated user figures in the past 12 months, figures may be out of date and less reliable
 **Figure uses daily active users, so monthly active user number is likely higher

NEW

WEBINAR HUB

Our expertise at a glance

Find inspiring webinars and helpful trainings on our brand-new hub

Explore now

statista

Worldwide:

Facebook
2910m users per month

YouTube
2562m users per month

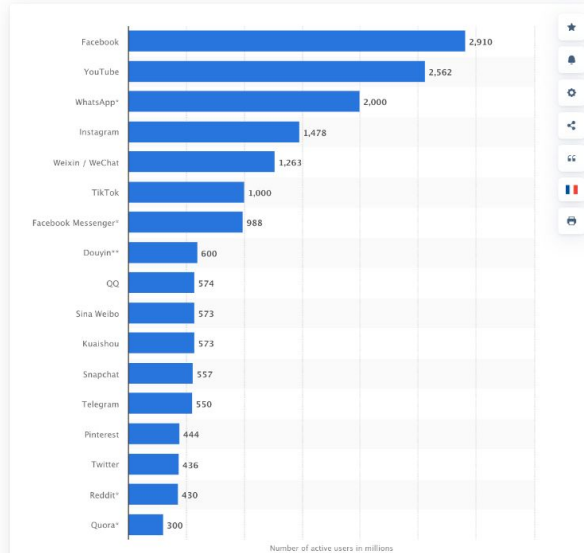
Instagram
1478m users per month

TikTok
1000m users per month

Internet > Social Media & User-Generated Content

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)



Number of active users in millions

© Statista 2022

Show source

Additional information

DOWNLOAD



Sources

- Show sources information
- Show publisher information
- Use Ask Statista Research Service

Release date

January 2022

Region

Worldwide

Survey time period

January 2022

Special properties

social networks and messenger/chat app/voip included; figures for TikTok does not include Douyin

Supplementary notes

*Platforms have not published updated user figures in the past 12 months, figures may be out of date and less reliable

**Figure uses daily active users, so monthly active user number is likely higher

NEW

WEBINAR HUB

Our expertise at a glance

Find inspiring webinars and helpful trainings on our brand-new hub



Explore now

statista

Worldwide:

~~Facebook
2910m users per month~~

YouTube
2562m users per month

Instagram
1478m users per month

TikTok
1000m users per month

LINE does not even rank globally but uptake is extremely high in the Japanese market

The Smartphone is King in Japan

4 out of 5 people use a smartphone in Japan

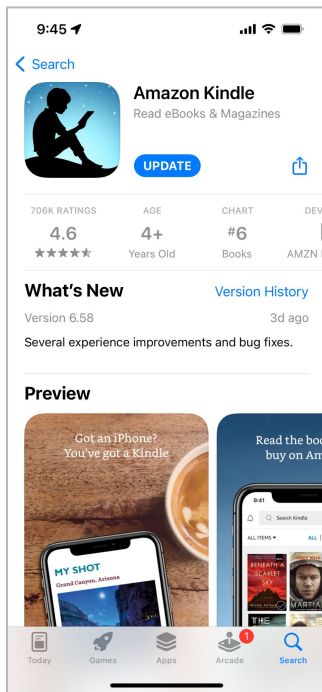
This will continue to increase in the coming years despite a shrinking population

Emphasis should be made on the mobile app of Adobe Express



How do we monetize on this app?

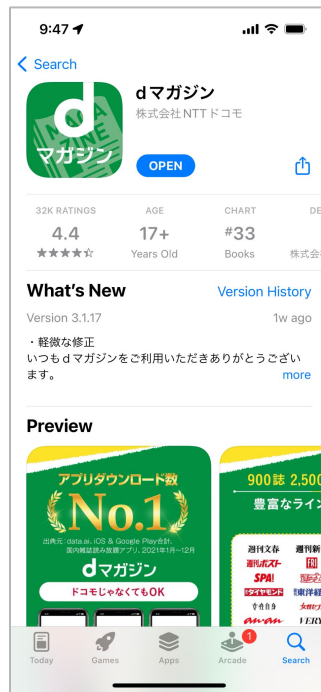
Could we make this 440 yen (incl. tax) per month or introduce in-app à la carte purchases?



Kindle Unlimited

1078 yen subscription

Limited selection of magazines and books



D Magazine

440 yen subscription

No.1 in unlimited reading apps in Japan

Wider selection of magazines only