99,997

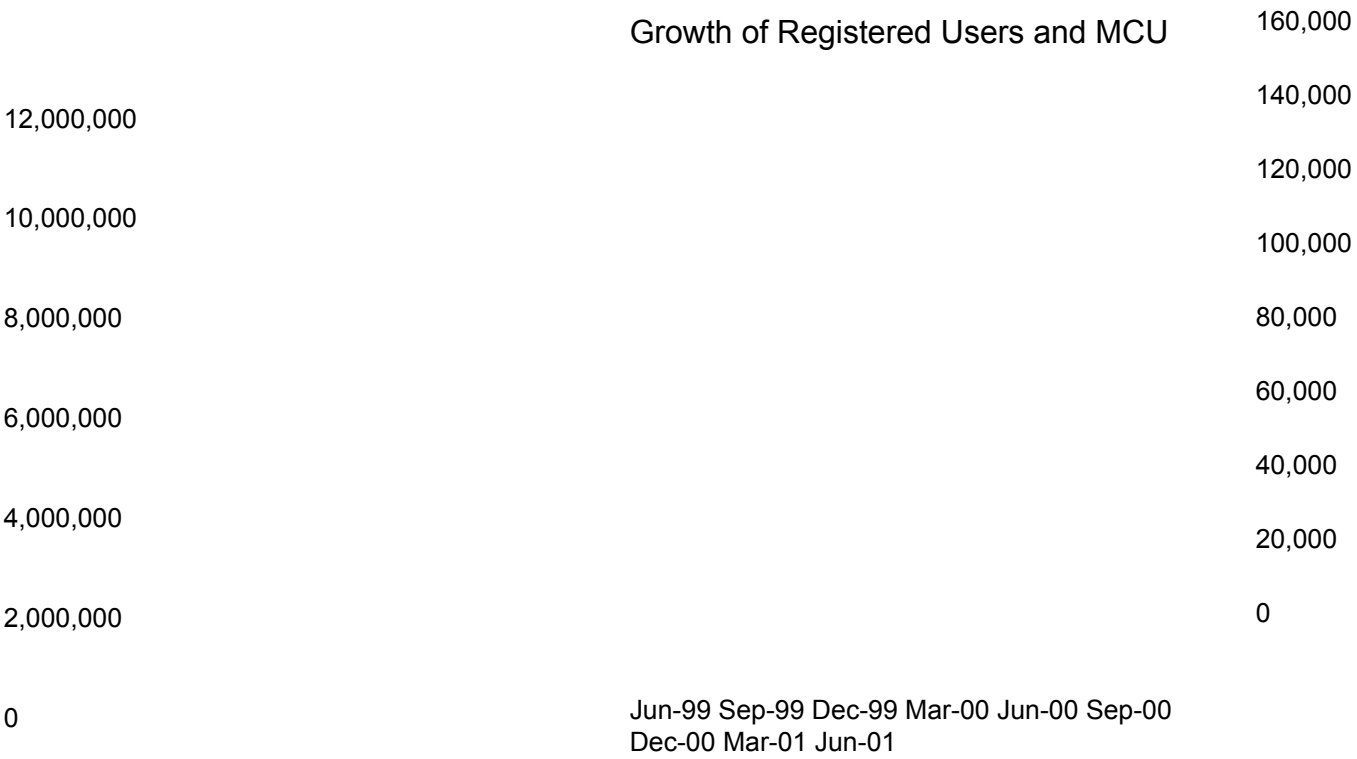
99,998

99,999

...

100,000

Concurrent users


Growth of Registered Users and MCU
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
0
Jun-99 Sep-99 Dec-99 Mar-00 Jun-00 Sep-00 Dec-00 Mar-01 Jun-01
Registered Users Maximum Concurrent Users

Operation Cost >> Revenue

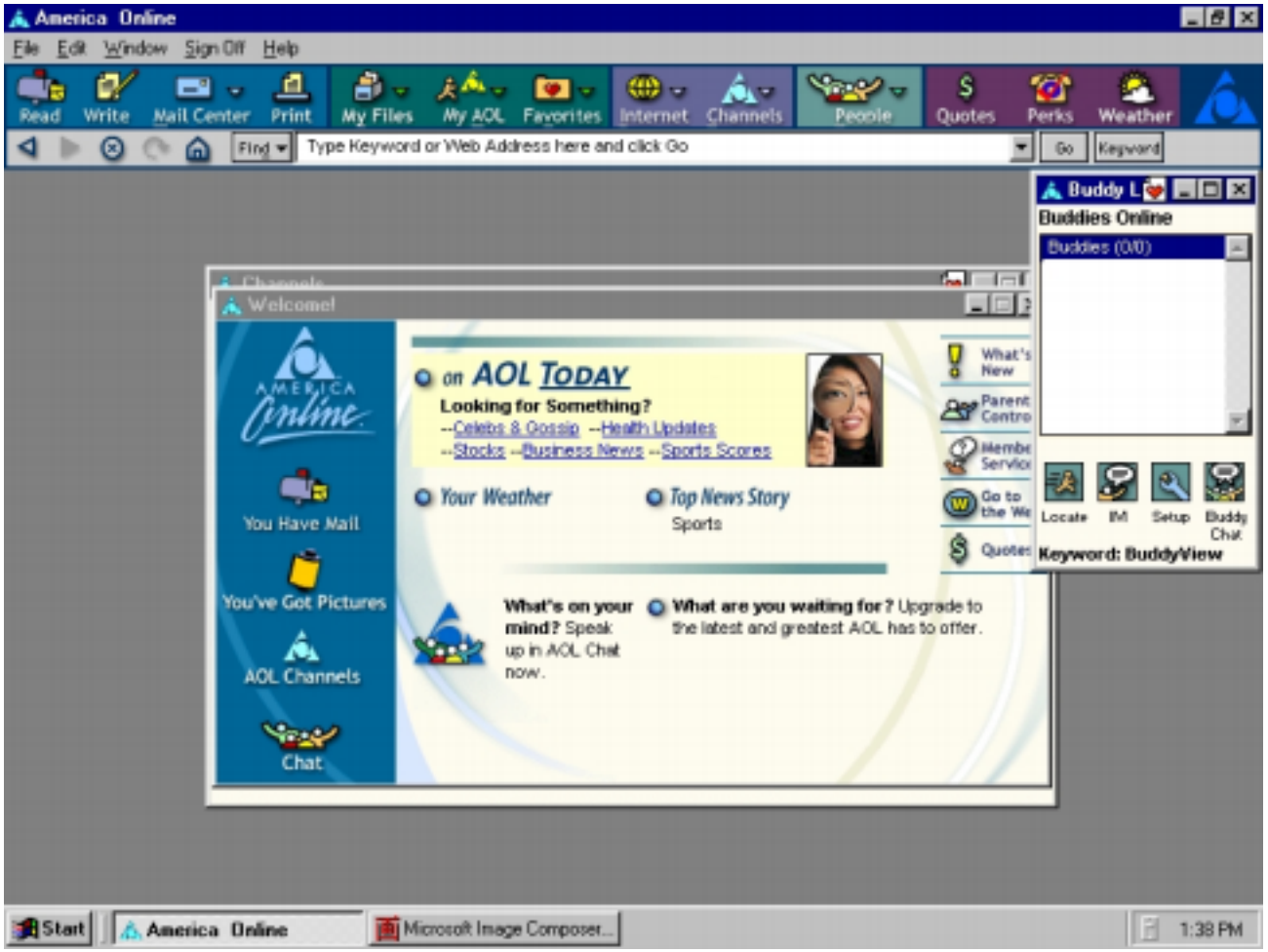
Find a new revenue source or Terminate it

History of SayClub.com

(1999-2004, an anonymous real-time community)

Marvin Park

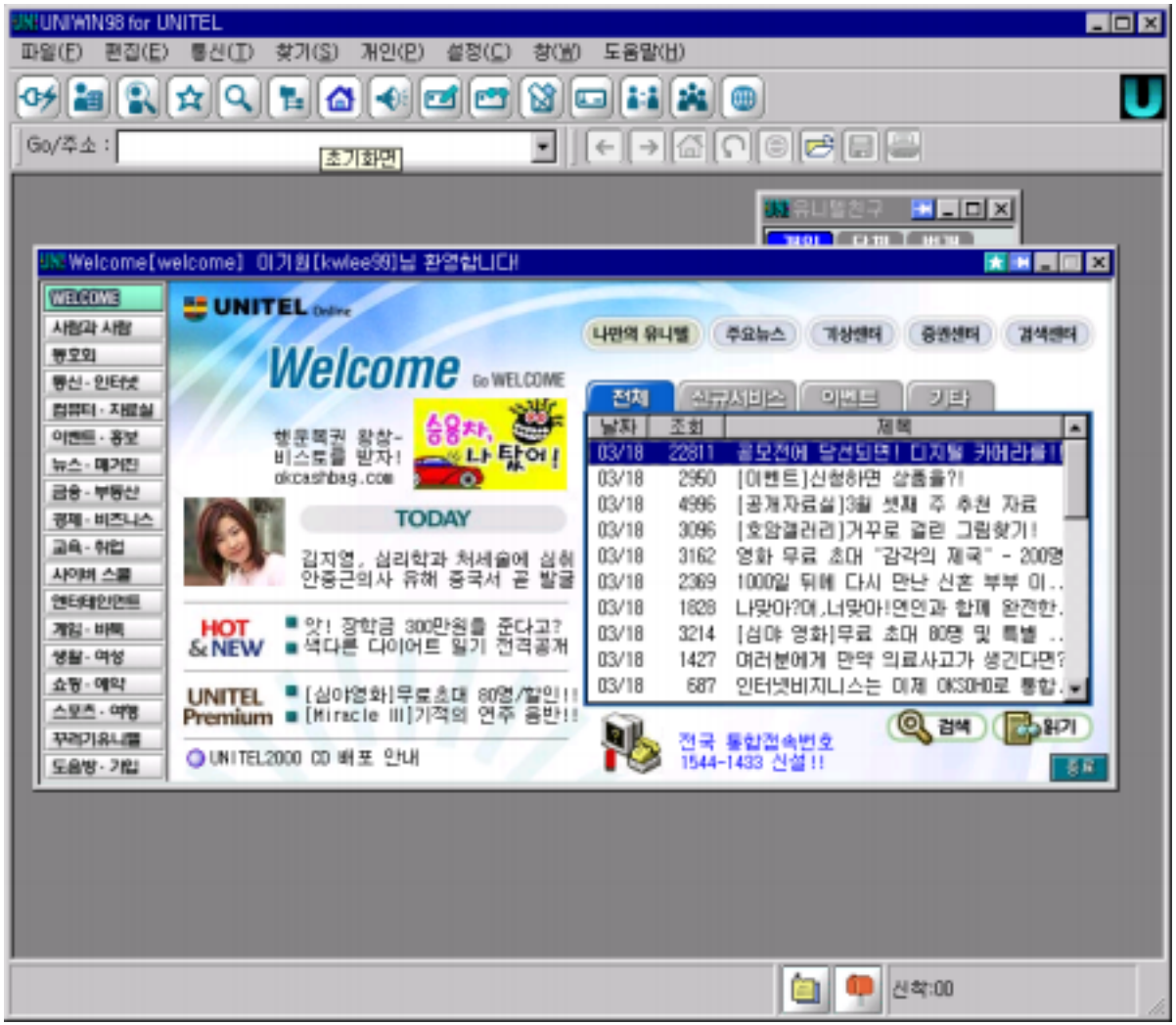
Former Director of SayClub



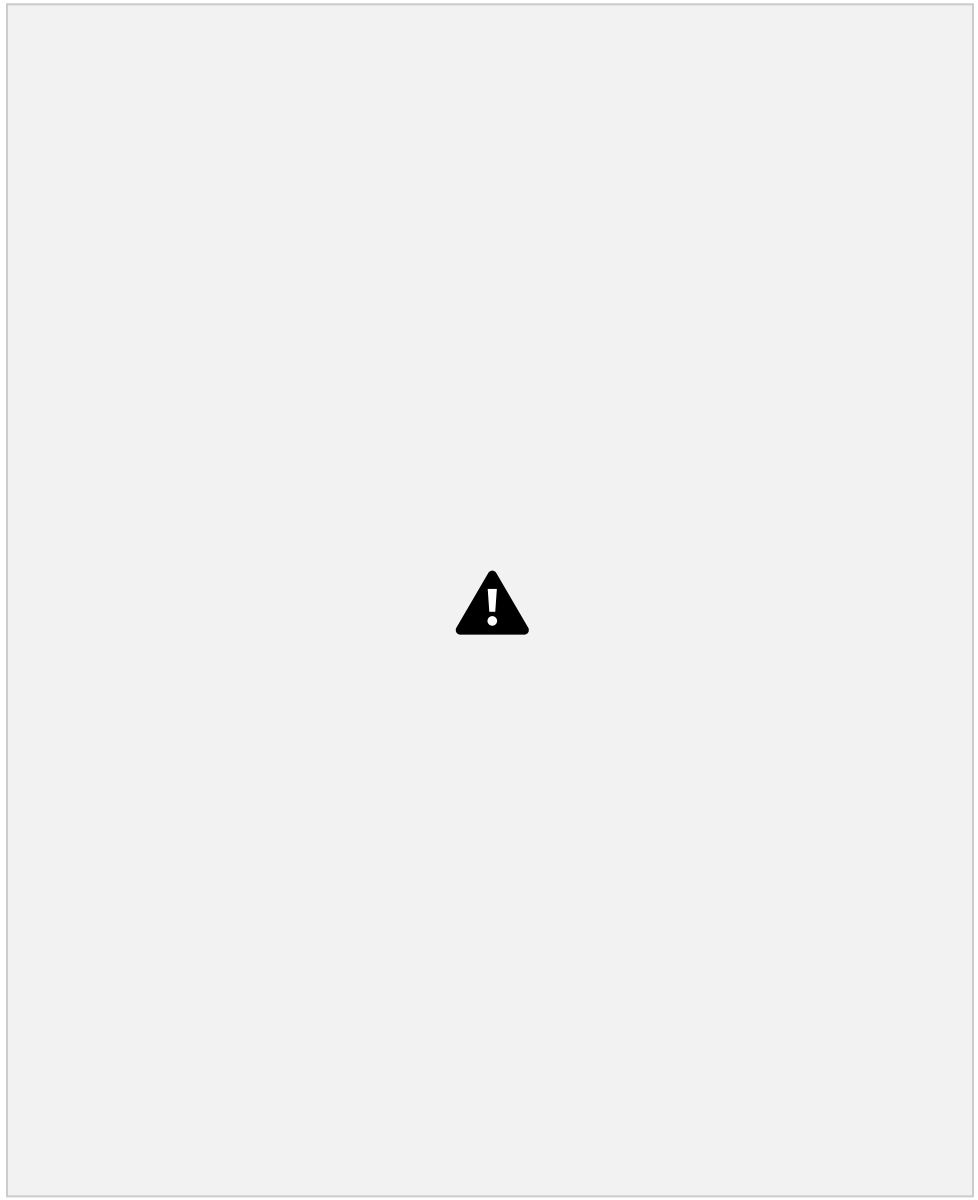
America Online

Hitel

<1990년대를 풍미했던 PC통신 '하이텔'의 대화방>


UNIWIN98 for UNITEL
파일(F) 편집(E) 통신(T) 찾기(S) 개인(P) 설정(C) 창(W) 도움말(H)
Go/주소 :
초기화면
Welcome[welcome] 이기원[kwlee99]님 환영합니다!
WELCOME
UNITEL Online
Welcome
Go WELCOME
나만의 유니텔
주요뉴스
개상센터
증권센터
검색센터
전체
신규서비스
이벤트
기타
TODAY
HOT & NEW
UNITEL Premium
UNITEL2000 CD 배포 안내
전국 통합접속번호
1544-1433 신설!!
검색
읽기
신착:00

Unitel



Daum Cafe

Real-time Interaction on the Web?

❖ System Architecture for Connection-Oriented Web

interactive web contents

JavaScript

620 Servers

(400M PVs/day)

(User Agent)

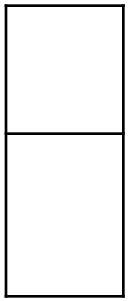
Web Servers

IRC-Robot

x

Invitation
or
Memo
Persistent Connection

Session
(Hidden Applet)



IRC Daemons (Chat Servers)

.....

Distributed System

(200 servers for 200,000 MCU)

❖ Sharing User Created Contents (Services) in Real-Time

By simply allowing HTML and scripting in chat rooms, users created and played

- image and video sharing
- personal radio broadcasting
- karaoke room
- text MUD (adventure games)
- role-playing chat
- auction (for game items)

Failed Business Models

- Subscription Based Online Service
  - Extra Charge for Community File Storage
- Ad-based Reward System

Anonymous + Realtime = People are looking at me.

Online Identity Matters

❖Sales of Combinatorial Avatar Decoration Items

❖ Developing a New Payment and Billing System for Teenagers

Number

Enter Cell Phone

v

Brown Leather Jacket

Price : 3.50

Receive an Auth. Code (via SMS)

v

Heart Jean

Price : 2.00

Total Price USD

5.50

Payment Method Cell Phone ▼

Enter the Auth.
Code

Transaction Complete

(Added to Cell Phone Bill)

❖ Evolution Cycle of Anonymous Communities

Grow

Lighter

Temporary Strangers ContinuousStrangers

Create

Heavier

Repeat **Link** **Link**

Engagement

Temporary Buddies **Continuous Buddies** threshold area

Lighter **Heavier**

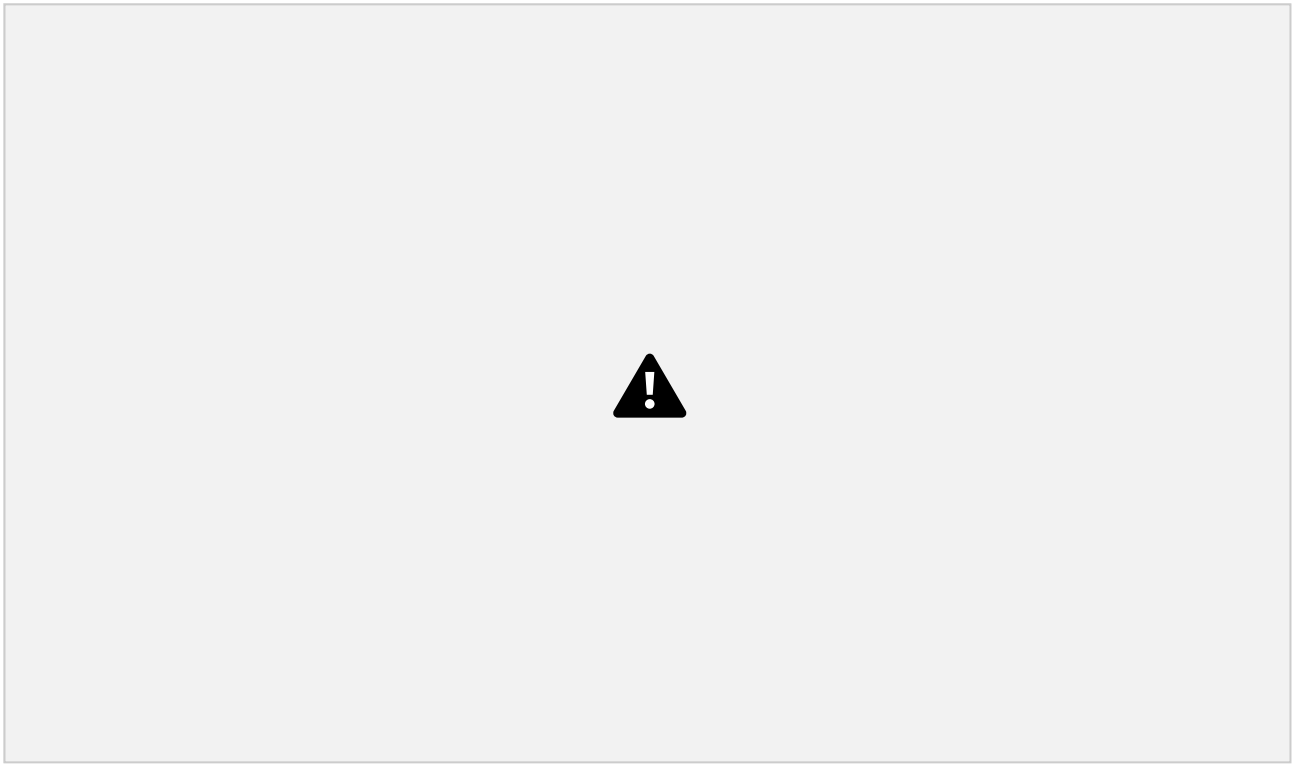
❖ **How**

SayClub users are connected with each other

sample actors: 300 **sample actors: 500**

Hubs and Followers

❖ Number of Buddies & Total Expense



Number of Buddies

- http://web.archive.org/web/ (May 15, 2016)
- https://namu.wiki/w/%EC%84%B8%EC%9D%B4%ED%81%B4%EB%9F%BD (May 15, 2016)
- Hisashi Ohtsuki, Christoph Hauert, Erez Lieberman & Martin A. Nowak, A Simple rule for the evolution of cooperation on graphs and social networks. Nature, Vol. 441 (25 May 2006)
- Han Woo Park, Hyperlink Network Analysis: A New Method for Study of Social Structure on the Web