

Gaudiy

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Design Matters Tokyo

Designing Oshi-based Community to Bring Sustainable Society

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[Oshi] /ow sh ee/

Slang terms that means your favorite one.

▶ e.g. musician, anime/manga

[Oshi-katsu] /ow sh ee ka tu/

General terms for things you do to support your Oshi.

▶▶ e.g. buy goods, go to a concert, draw fan arts



"Idol" song by YOASOBI



"Oshi-Moyu" written by Rin Usami



Source: BTS official X (@bts_bighit)



"BTS & ARMY" written by Lee, Jeeheng

“Oshi”

is slightly different from

“Like”

Oshi is ...

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- 1 ▶▶ **Actively** engage or take actions towards them.
- 2 ▶▶ **Relationships** with others are important.
- 3 ▶▶ Difference in **passion**.

Average costs spent per month: \$150 Gaudiy



Buying goods

Attending concert

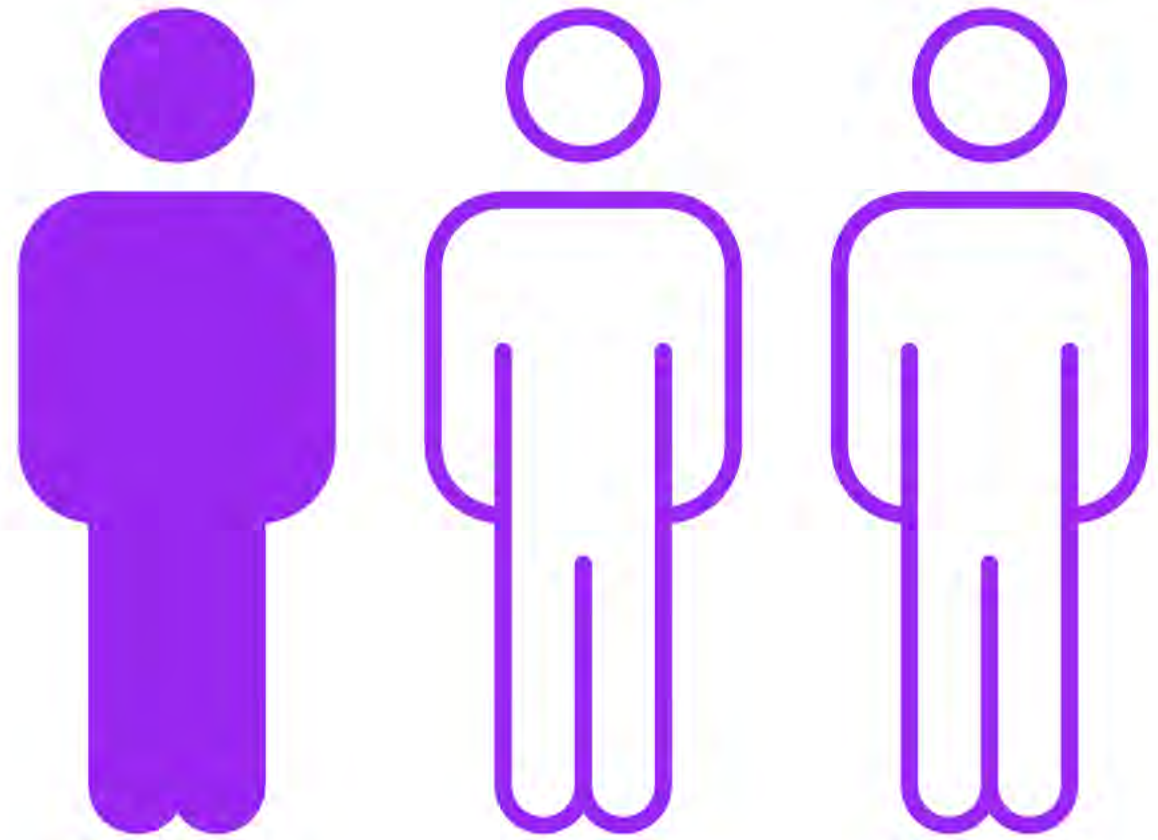
Giving money

Paying money in games

Buy materials for fan art



One in three people has Oshi.



**Time spent in Oshi-katsu is
40% in average.**



Source: Hakuhodo Humanomics Journal #2 "OSHINOMICS REPORT"

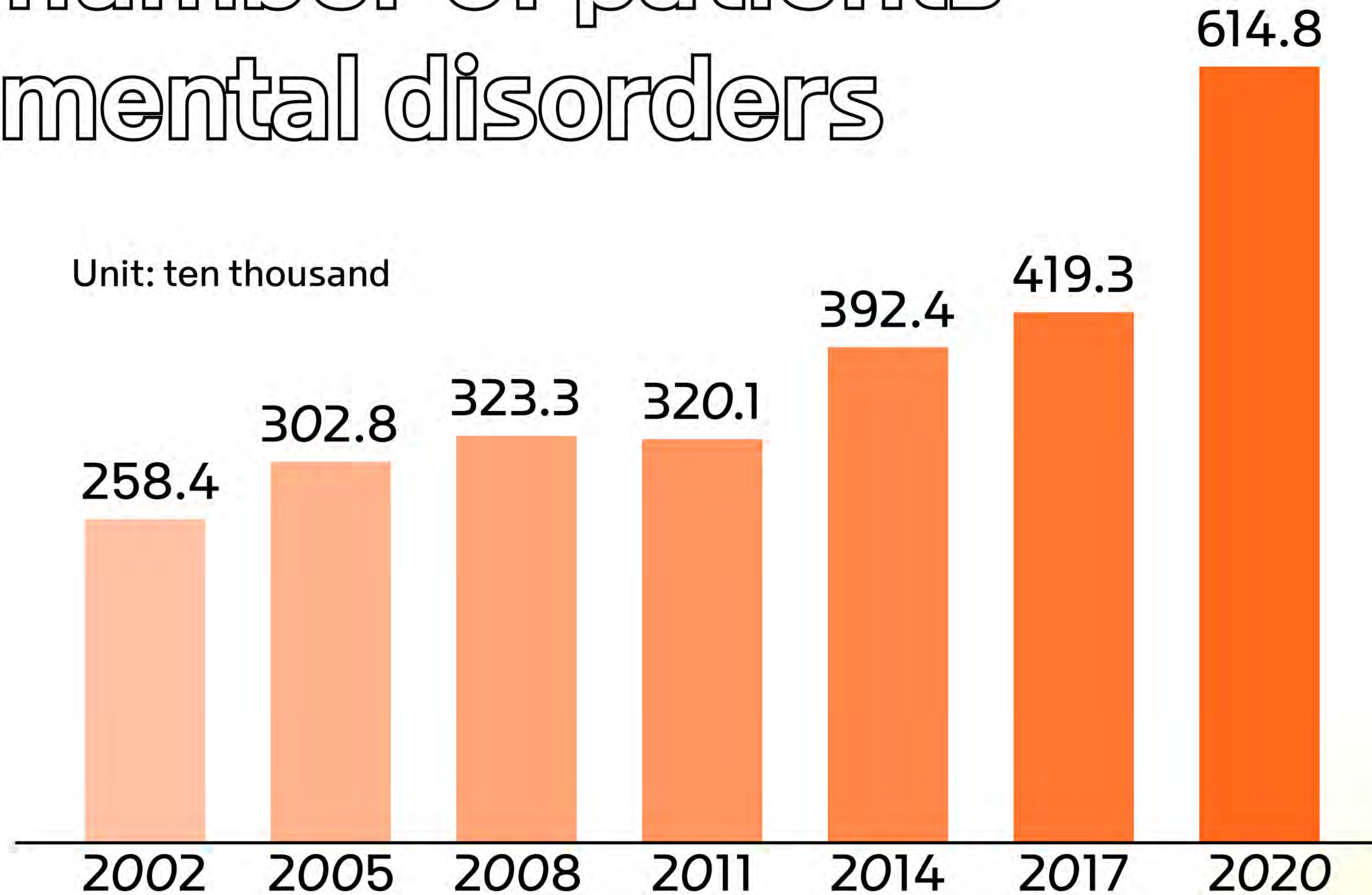
Why do people
Oshi-katsu (and go crazy)?

“For young people with a Oshi, Oshi-katsu serve as hobbies and experiences where they can immerse themselves, connect with others who share their feelings, and **alleviating anxiety and stress.”**

Source: The meaning of having “favorites” and the psychological effects on young people

Total number of patients with mental disorders

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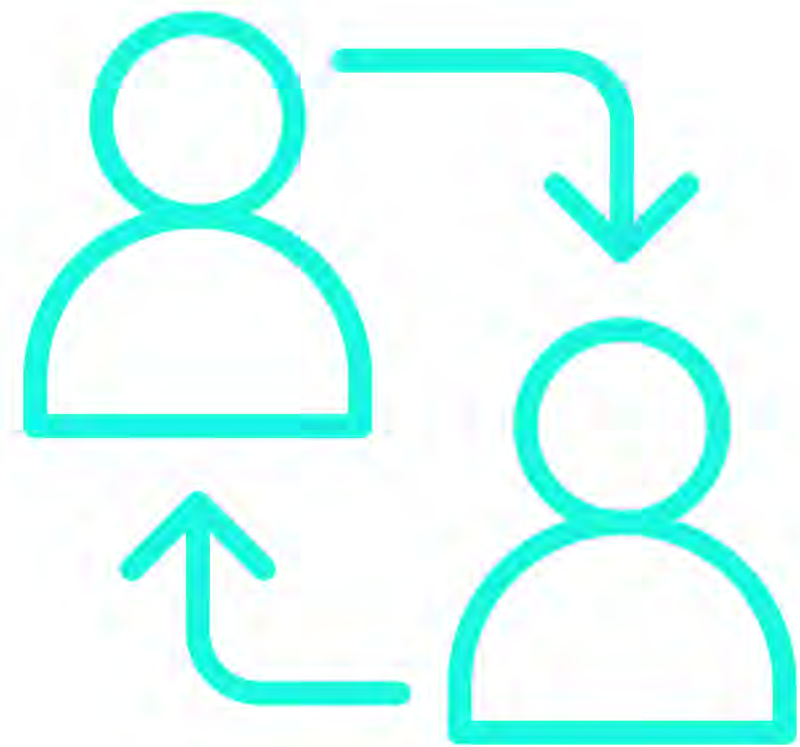


Source: rescho.co.jp/recruit/about/context.html

People have sought out communities
with shared Oshi



and



have begun to engage
in interactions within them.

More than 80% have experienced positive changes through Oshi-katsu.

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Oshi has enriched my life.

Relieves stress.

Feeling more positive and motivated.

Became IKIGAI.

Filled with happiness.

Source: Hakuhodo Humanomics Journal #2 "OSHINOMICS REPORT"

Oshi-katsu can be considered the **ultimate self-care**. It holds the key to recovering from mental health issues.

Source: nhk.or.jp/minplus/0100/topic011.html

However, our research has revealed that...

- 1 ▶ Many individuals struggle with dilemma of **not knowing where to find such communities.**
- 2 ▶ **Being afraid of criticism or judgement** from others, which prevents them from joining the community they desire.

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MISSION

Moving forward in a new era with Fans

We make full use of advanced technology like the blockchain in our quest to create Fan Nations where anyone can make content and contribute to their favorite content.

Strong Relationships with Various Entertainment Companies

Since our founding, we have built relationships with many entertainment companies as development partners and have engaged in a large number of collaborative projects.



Fans Connect with Fans and Create the Future of Gundam: the Worldview of the Gundam Metaverse Project and Its Use of the Latest Technology

<https://note.gaudiy.com/n/n3b75257c8b1a>

note



How Can Companies like Sanrio and SME Connect Their IPs with Fans Using Web3?

<https://www.4gamernet.com/games/999/G989905/2023072703/>

4Gamernet



PARTNER

Sony Music
G R O U P

Sanrio

集英社

BANDAI NAMCO
Fun for All into the Future

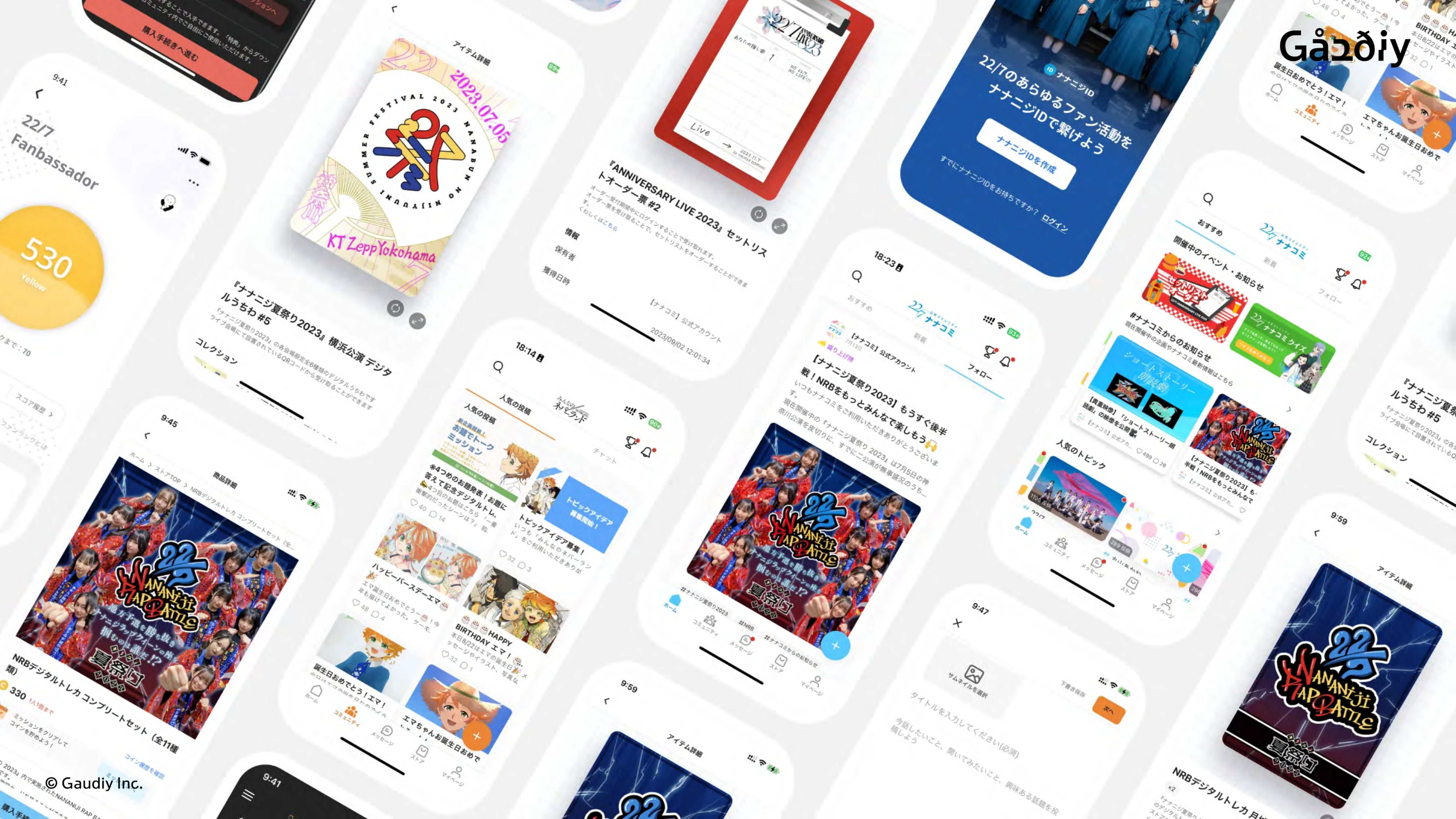
ANIPLEX



COMIC SMART

etc...

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9:41
22/7
Fanbassador

530
Yellow



『ナナジジ夏祭り2023』横浜公演 デジタルうちわ #5
『ナナジジ夏祭り2023』の各会場限定全6種類のデジタルうちわです
ライブ会場にて設置されているQRコードから受け取ることができます

『ANNIVERSARY LIVE 2023』セットリスト
トオーダー票 #2
オーダー受付期間中にログインすることで受け取れます。
オーダー票を受け取ることで、セットリストをオーダーすることができます。
くわしくはこちら

18:23
おすすめ
【ナナジジ】公式アカウント
2023/09/02 12:01:34

おすすめ
開催中のイベント・お知らせ
#ナナジジ夏祭り2023
現在開催中の企画やナナジジ最新情報はこちら

9:45
商品詳細
NRBデジタルトレカコンプリートセット (全11種)

18:14
人気の投稿
トピックアイデア
トピックアイデア募集!
いつも「みんなのネバーランド」をご利用いただきありがとうございます

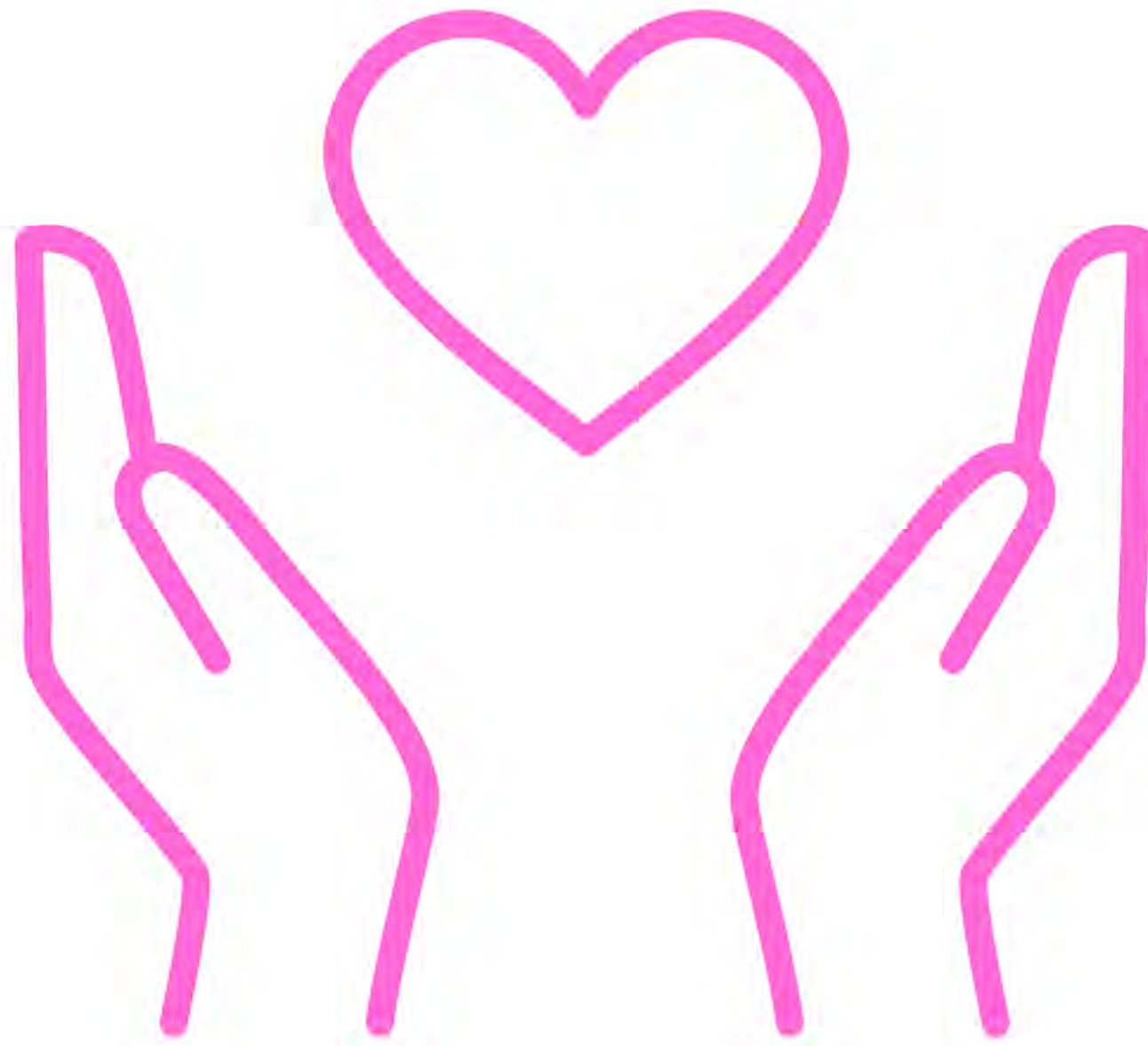
18:23
おすすめ
【ナナジジ夏祭り2023】もうすぐ後半戦! NRBをもっとみんなで楽しもう!
いつもナナジジをご利用いただきありがとうございます
現在開催中の『ナナジジ夏祭り2023』は7月5日の神奈川公演を皮切りに、すでに二公演が無事盛況のうち...

人気のトピック
22/7
ホーム
コミュニティ
メッセージ
ストア
マイページ

9:59
アイテム詳細
NRBデジタルトレカ月...

Why is this happening?

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Gaining a sense of belonging as a fan who supports the same Oshi creates an emotional security.

Their goals are twofold:

Promote and appeal of the IP
to increase the fanbase.

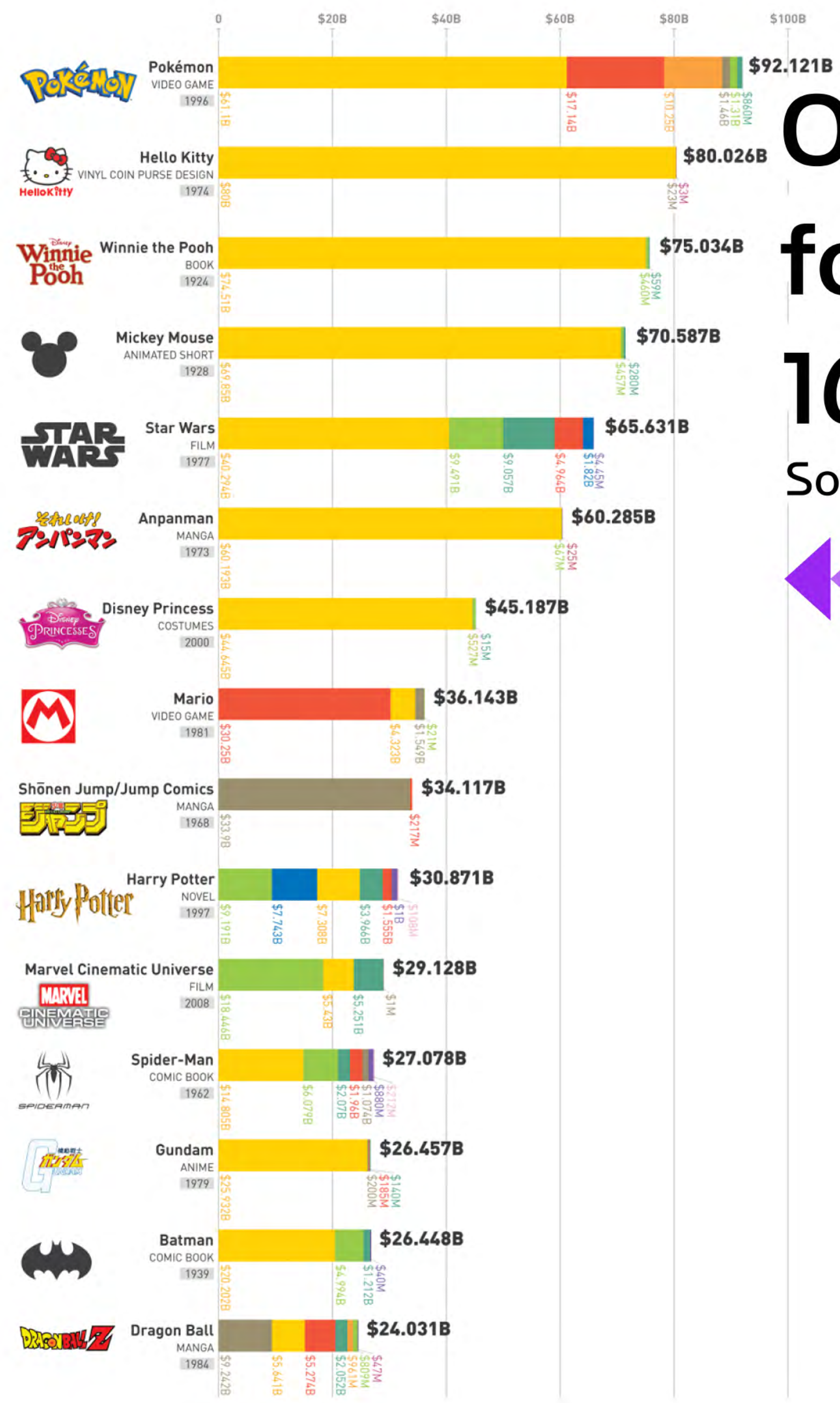


Achieve the goals of the IP.



Gaudiy believes that communities surrounding Japanese IPs will eventually transcend boundaries and borders, involving **society** and becoming a **catalyst** for moving society itself.





Out of top 25 sales ranking for IP contents worldwide, 10 are Japanese IPs.

Source: <https://ipmag.skett.com/detail/ip-sales-ranking>



There are many fans event outside of Japan who does Oshi-katsu for their favorites.

What should we keep in mind when designing a community that society and people demand?

Who is the audience?

— Case of Oshi community.

Active

- Users who wants to live off the energy of Oshi.
- Users who wants to make Oshi as a shared experience.

Passive

- Users who wants to casually enjoy fan activities.
- Users who wants to admire Oshi from afar.

What is their motivation and behaviors like?

Clarify what is be the community's common goal and how they could contribute.

HOW should the community owners
access those people?

HOW should the community owners
uphold the norms of the community?

**Make sure they can engage in activities
with peace of mind.**

Fandom communities
are recognized for their potential
to drive positive change and
contribute to the realization of
a sustainable society.

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Thank you.

Mario Sakata

Design Credit: yamayu (Communication Designer)