

Global and China LBSNS (Location-Based Social Networking Service) Market Report, 2010



LBS, i.e. Location-Based Service, is deemed as one of the killer businesses subsequent to SMS (Short Message Service), and it enjoys huge market size and nice profit prospect. SNS, namely Social Networking Service, refers to the Internet application service aimed at assisting people in establishing social network.

Currently, there appears a novel-type service integrating LBS and SNS, and we call it Location-Based Social Networking Service (LBSNS). Through information mark combination of time series, behavior trace and geographical location, LBSNS helps the users to establish wider and closer relationship with the outside world and intensifies the relevance between social networking and geographical location. By dint of check-in record and behavioral responses in different geographical positions, LBSNS users can generate corresponding relationship with business activities of local enterprises, which enables the local enterprises to further clarify the scope of target consumers and improve the correlation degree and accuracy of advertising service so as to raise the value of local advertisement marketing.

LBSNS takes off relatively early with the well-known LBSNS providers including Foursquare, Loopt, GyPSii, CitysensePlazes, MobiLuck, Brightkite, Gowalla, yelp, etc. Of which, Foursquare and Brightkite boast of higher market shares. Additionally, Twitter, FaceBook, Apple, AT&T and other traditional SNS websites, leading internet firms, terminal manufacturers and telecom operators are all the potential entrants of LBSNS market. In China, LBSNS started late, and the typical players with application of LBSNS consist of Bedo, L99, Mogutuan, Play4f, Jiebang, Duolequ, dianping.com, etc.

Featured Functions & Supporting Terminals of Pop LBSNS Applications

Application	Featured Functions	Supporting Terminals
Foursquare	Check-in, badge, title, coupon	Android, BlackBerry, iOS, Web OS
Brightkite	Group, picture sharing, virtual reality	Symbian, Android, BlackBerry, iOS, Web OS
yelp	Business reviews, check-in, badge	Android, BlackBerry, iOS, Web OS
Loopt	Check-in, badge, title, coupon, making friends	iOS, Web
Mytown	Games like Monopoly	iOS
Bedo	Making friends, blog, location sharing	Symbian, Windwos Mobile, Java
Play4f	Check-in, badge, title, coupon, localization	Symbian, Android, iOS
Dianping.com	Business reviews, recommends & preference information	Symbian, Android, iOS

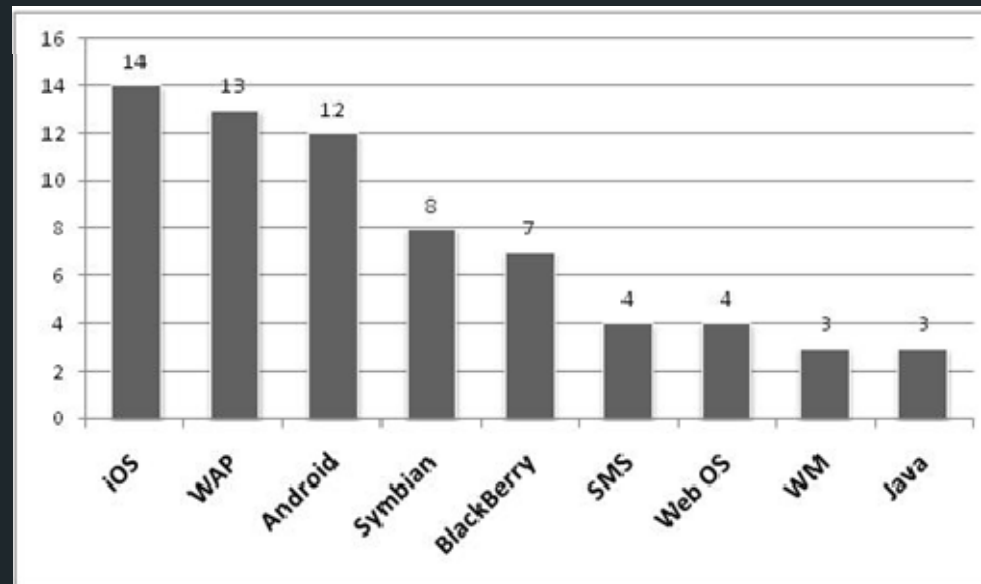
Source: ResearchInChina

There are presently three major modes of LBSNS services, i.e. Mobile Client, Web Client and SMS. Most of LBSNS providers have supplied Client for each mainstream smart phone platform, among which, iOS and Android turn out to be the preferred smartphone platforms of major overseas LBSNS enterprises. Considering the high domestic market share of Symbian smart phone, Chinese LBSNS enterprises have offered excellent support for applications on Symbian platform.

LBSNS users can share the locations with friends and obtain local business information through the function of Check-in, and later, they may make comments on the business and even get the services like discounts, etc. Quite a few LBSNS operators have introduced game elements and shaped corresponding competition and incentive mechanism so as to increase the interactivity of C2C and C2B as well as the active degree and viscosity of consumers, which has improved the application popularity and advertisement marketing value indirectly and favored the positive circulation of its business ecosystem.

The local advertising market of LBSNS possesses fine development outlook, but the entire market is now still in the period of cultivation. It is the being explored and practiced profit pattern of LBSNS operators to provide the enterprises with local advertising services, real-time advertising study and consumer concerns analyses.

LBSNS Application Quantity of Each Mobile Phone Platform (by July/2010)



Source: ResearchInChina

Table of Contents

- **1 Overview of LBSNS Industry**
 - 1.1 Concepts & Definitions
 - 1.1.1 LBS
 - 1.1.2 SNS
 - 1.1.3 LBSNS
 - **2 LBSNS Industry**
 - **3 LBSNS Business Model**
 - 3.1 Service Mode
 - 3.2 Application Type
 - 3.3 Incentive Mechanism
 - 3.4 Advertising Service
 - 3.5 Extension Platform
 - **4 Financing**
 - 4.1 Overseas Enterprises
 - 4.2 Chinese Enterprises
 - **5 International Enterprises of LBSNS**
 - 5.1 Foursquare
 - 5.1.1 Profile
 - 5.1.2 Business
 - 5.1.3 Operation
 - 5.1.4 Development Strategy
 - 5.2 Gowalla
 - 5.2.1 Profile
 - 5.2.2 Business
 - 5.2.3 Operation
 - 5.3 Yelp
 - 5.3.1 Profile
 - 5.3.2 Business
 - 5.3.3 Operation
 - 5.3.4 Development Strategy
 - 5.4 Loopt
 - 5.4.1 Profile
 - 5.4.2 Business

- 5.4.3 Operation
- 5.5 Brightkite
 - 5.5.1 Profile
 - 5.5.2 Business
 - 5.5.3 Operation
- 5.6 Whrrl
 - 5.6.1 Profile
 - 5.6.2 Business
 - 5.6.3 Operation
- 5.7 Mytown
 - 5.7.1 Profile
 - 5.7.2 Business
 - 5.7.3 Operation
 - 5.7.4 Development Strategy
- **6 Chinese Enterprises of LBSNS**
 - 6.1 Bedo
 - 6.1.1 Profile
 - 6.1.2 Business
 - 6.1.3 Operation
 - 6.1.4 Development Strategy
 - 6.2 Play4f
 - 6.2.1 Profile
 - 6.2.2 Business
 - 6.2.3 Operation
 - 6.2.4 Development Strategy
 - 6.3 Duolequ
 - 6.3.1 Profile
 - 6.3.2 Business
 - 6.3.3 Operation
 - 6.4 L99
 - 6.4.1 Profile
 - 6.4.2 Business
 - 6.4.3 Operation
 - 6.5 Dianping.com
 - 6.6 Jiebang
- **7 Development Trend of LBSNS**
 - 7.1 Overseas Market
 - 7.2 Domestic Market

Selected Charts

- LBS System Composition
- Applications of LBS Users in the USA
- Pop LBS Applications
- Topological Graph of China Mobile 3G Indoor Distribution
- Schematic Diagram of LBS Positioning
- Pop LBS Applications in Google Maps
- Random Network and Scale-free Network in Six Degrees of Separation
- SNS Concept Map
- Pop SNS Applications
- Pop SNS Applications in Twitter
- Pop LBSNS Applications
- Pop LBSNS Applications in Foursquare
- Platform Support of Each LBSNS Application, Jul.2010
- LBSNS Application Quantity of Each Platform, Jul.2010
- Flow Chart of LBSNS Application
- Incentive Mechanism of LBSNS Application
- Circulation Flowchart of LBSNS Advertising Service
- Relation Graph of LBSNS Extension
- Financing of Overseas LBSNS Enterprises
- Gross Financing Comparison among Overseas LBSNS Enterprises
- Friends Page and Check-in Page of Foursquare Mobile Phone Client
- Comments Page and Badge Page of Foursquare Mobile Phone Client
- Third-party Application Classified Pages of Foursquare Website

- Visitor Flow Data Page of Foursquare
- Independent Site Visits of Foursquare Website, May 2009-May 2010
- Friends Page and Landmark Page of Gowalla Mobile Phone Client
- Check-in Page and Consumer Files Page of Gowalla Mobile Phone Client
- Independent Site Visits of Gowalla.com, May 2009-May 2010
- Merchant Information of Yelp Website
- Main Menu Page and Nearby Shops Page of Yelp Mobile Phone Client
- Comments Page and Map Page of Yelp Mobile Phone Client
- Independent Site Visits of Yelp.com, May 2009-May 2010
- Map Page and Main Menu Page of Loopt Mobile Phone Client
- Message Page and Merchant Information Page of Loopt Mobile Phone Client
- Userinfo Page and Check-in Page of Loopt Star
- Nearby Shops Page of Loopt Pulse
- Nearby Users Page and Chat Room Page of Loopt Mix
- Independent Site Visits of Loopt.com, May 2009-May 2010
- Friends Page and Chat Groups Page of Brightkite Mobile Phone Client
- Geographical Information of Real-time Shot Pictures Shown on Mobile Phone by Brightkite
- Independent Site Visits of Brightkite.com, May 2009-May 2010
- User Check-in Information Displayed in Dynamic Map of Whrrl Website
- Userinfo Page and Social Networking Page of Whrrl Mobile Phone Client
- Activity Information Page and Recommended Activity Page of Whrrl Mobile Phone Client
- Independent Site Visits of Whrrl.com, May 2009-May 2010
- User Homepage and Real Estate Page of Mytown Mobile Phone Client
- Virtual Articles Manufacturing Page and Barter Page of Mytown Mobile Phone Client

- Virtual H&M Series Clothes in Games
- Independent Site Visits of Booyah.com, May 2009-May 2010
- Homepage of Bedo Web Version
- Community Page of Bedo Web Version
- Application of Bedo Flash Extended Code
- Check-in Interface and Radar Interface of Bedo Windows Mobile Client
- Teahouse Interface and Community Interface of Bedo Windows Mobile Client
- Information Interface of Bedo Windows Mobile Client
- Daily Independent Site Visits per Million Website Visitors of bedo.cn, Jan.2010-Jul.2010
- Message Interface and Nearby Interface of Play4f iPhone Client
- Private Chat Interface of Play4f iPhone Client
- Daily Independent Site Visits per Million Website Visitors of play4f.cn, Jan.2010-Jul.2010
- Main Interface and Check-in Interface of Duolequ iPhone Client
- Friends Interface and Location Interface of Duolequ iPhone Client
- Daily Independent Site Visits per Million Website Visitors of duolequ.cn, Jan.2010-Jul.2010
- Loading Interface and Main Interface of L99 iPhone Client
- Sharing Interface and Message Interface of L99 iPhone Client
- Search Interface of Dianping.com iPhone Client
- Comments Interface and Coupon Interface of Dianping.com iPhone Client
- Daily Independent Site Visits per Million Website Visitors of dianping.com, Jan.2010-Jul.2010
- Loading Interface and Badge Interface of Jiebang iPhone Client
- Check-in Interface of Jiebang iPhone Client
- Daily Independent Site Visits per Million Website Visitors of jiebang.com, Jan.2010-Jul.2010

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