

Content Curation Services Market: Key Research Findings 2014

◆ Research Outline

Yano Research Institute has conducted a study on the domestic content curation services market with the following conditions:

1. Research period: From April to June, 2014
2. Research target: Content curation service providers
3. Research methodologies: Face-to-face interviews by the expert researchers, survey via telephone/email and literature research

What is a Content Curation Service?

A content curation service in this research indicates a service to gather information according to certain aims and intentions, omit unnecessary information from it, and arrange and share it in an attention-drawing form.

What is the Content Curation Services Market?

The content curation services market in this research targets the following services: Information-based content curation services earned by advertising and billing revenues, e.g. “Naver Matome”, “Gunosy”, “SmartNews”, “NewsPicks”, and “Antenna”; EC services earned by commission fees and product sales; and other services earned by consulting services for developing curation services and/or building a platform equipped with content-curation functions.

◆ Key Findings

■ Expansion of Content Curation Services Driven by Increase of Information and Smart Devices Users

Now that so many people are using the internet, more and more information is flowing, or rather overflowing, throughout the world to the level unable for individuals to run through everything. One of the solutions to such a challenge may be content curation services, the market size of which was 601.1 million yen in FY2012, and is likely to expand further in proportion to increase of smart devices users. The CAGR (Compound Average Growth Rate) of the content curation services market from FY2012 to FY2017 is likely to attain 45.7%, indicating that it is predicted to achieve 39,530 million yen by FY2017 based on the sales of the businesses.

■ Enabling to Raise PVs and Conversion Rates, Contents Curation Services Expected to Spread into Diverse Industries

Launching a content curation service as a business within a company helps make large number of users to become interested in the company’s website without large investment. Once the company succeeds in attracting a certain number of users to the contents or products by means

of a content curation service, then, the service is able to contribute in acquiring a number of PVs (Page Views) or conversion rates.

As importance of Web marketing becoming larger, content curation services have been drawing attention. It is predicted that the services are used in diverse industries including EC, retailing, media, and big data analysis.

◆ Report format

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Format: 242 pages in A4 format

Price: 90,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

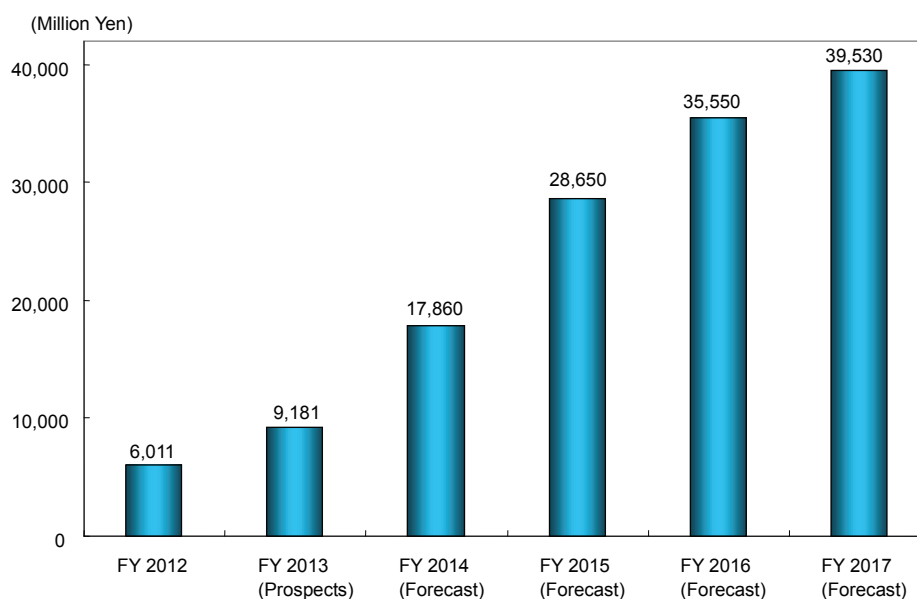
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

■ Figure 1. Transition and Forecast of Content Curation Services Market Size



Notes:

1. The figures are based on the sales of businesses.
2. The figures for FY2013 are prospects and those for FY2014 and beyond are forecast values.
3. The content curation services market in this research targets the following services: Information-based content curation services earned from advertising and billing revenues, e.g. “Naver Matome”, “Gunosy”, “SmartNews”, “NewsPicks”, and “Antenna”; EC services earned by commission fees and product sales; and other services earned by consulting services for developing curation services and/or building a platform equipped with content-curation functions.