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Announcing the Launch of "[en] 高校生 (koukousei) ," a Contest and SNS Mobile Site Limited Specifically to High School Students

en-japan inc. (headquarters: Shinjuku-ku, Tokyo; Michikatsu Ochi, President & CEO) has announced the December 3 launch of "[en] 高校生 (koukousei) ," a contest and SNS (social networking service) site for mobile phones, limited specifically to high school students.

An SNS is an online service where members can invite their friends to join, build their network of friends, and exchange information with other specific members.

Social networking services have spread rapidly among the youth consumer segment. A full 96% of Japanese high schoolers own mobile phones, and 95.5% of high school aged youth access the Internet through mobile phones and other means (Cabinet Office Survey), indicating that using mobile phones to access the Internet is a common practice among Japanese high school students.

Seizing on these market characteristics, "[en] 高校生 (koukousei) " will work with universities, vocational schools and companies to offer, as its main contents, advertiser-sponsored participatory contests related to hobbies, language, sports and a wide variety of fields. en-japan will also offer its own independently developed contests that will help shape the futures of high school students in Japan.

To date, mobile phone SNS sites have mainly been an adjunct to the PC, or used for simple self introductions and information sharing. "[en] 高校生 (koukousei) " moves beyond simple information exchange, offering participatory contests encouraging high school students to immerse themselves in areas of their own interest, providing an opportunity for accomplishment, and a means of developing a community of peers engaged in the same interests.

Other SNS sites targeting Japan's youth segment have had a difficult time offering a safe community environment, experiencing problems related to online impersonation and the proliferation of content contravening the public order and morals. "[en] 高校生 (koukousei) " membership will be limited to high school students, with registration conditioned upon the receipt of accurate personal information to enhance safety. Focus will also be placed on

content monitoring as a means of creating an SNS based on a true community.

Our company will adapt our operations expertise and content planning experience, developed through our Internet offerings in the recruitment consulting business, building “[en] 高校生 (koukousei)” into a media site having 1 million members and generating ¥1 billion in advertising revenues over the next three years.

In conjunction with the launch of the “[en] 高校生 (koukousei)” mobile site, en-japan has also announced a cooperative business partnership with Licenseacademy Inc. (Shinjuku-ku, Tokyo; Yasunori Shiota, president), which will lend its strengths in the education market to high school membership promotional activities, as well as providing information related to higher education.

▼ display image of the “[en] 高校生 (koukousei)” mobile site

