

# LINE OFFICIAL ACCOUNT

THAILAND 2020

# LINE IN THAILAND

**69M**

Thai population

**44M**

**LINE**  
users

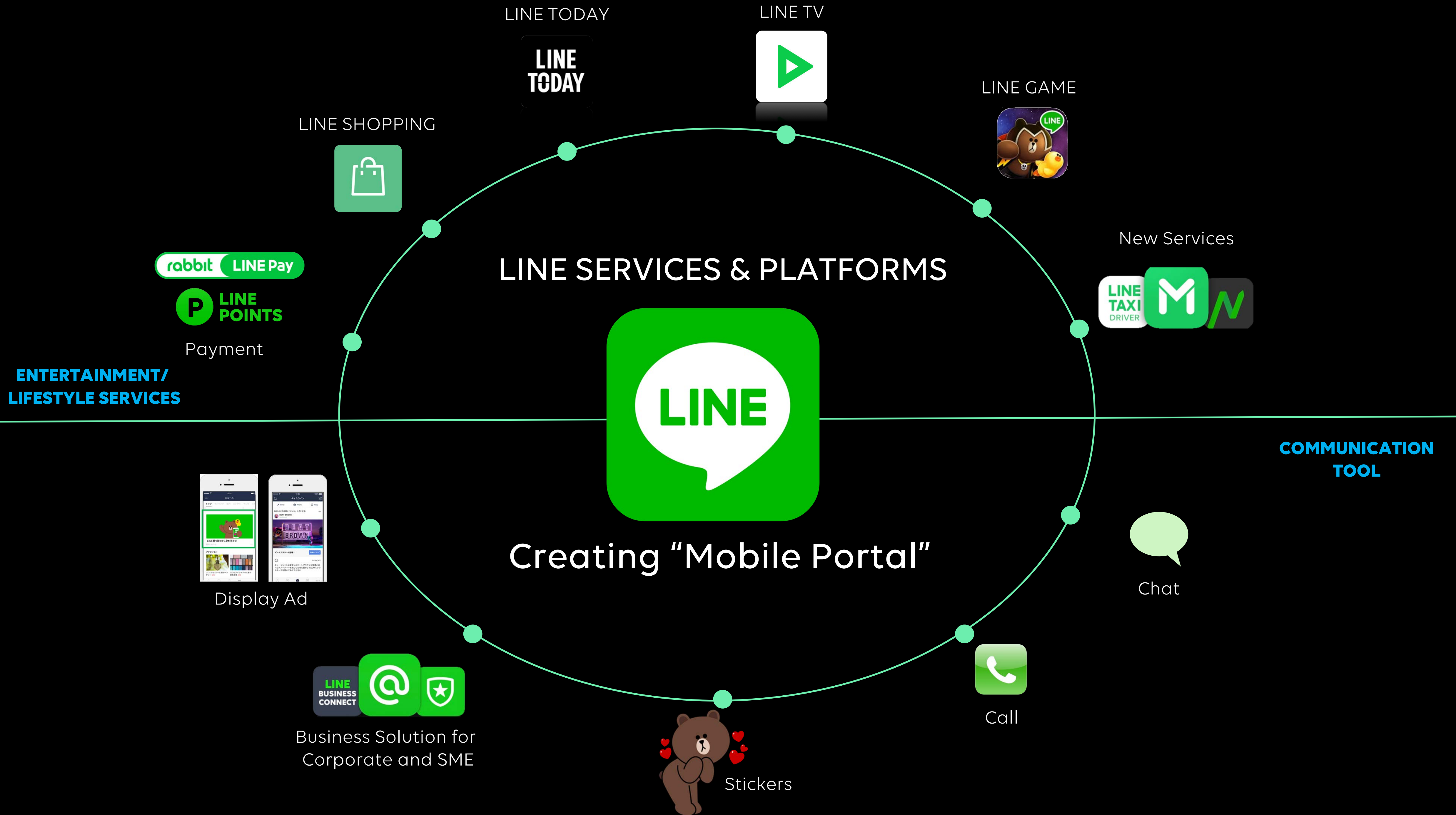


Average time spent  
on smartphone

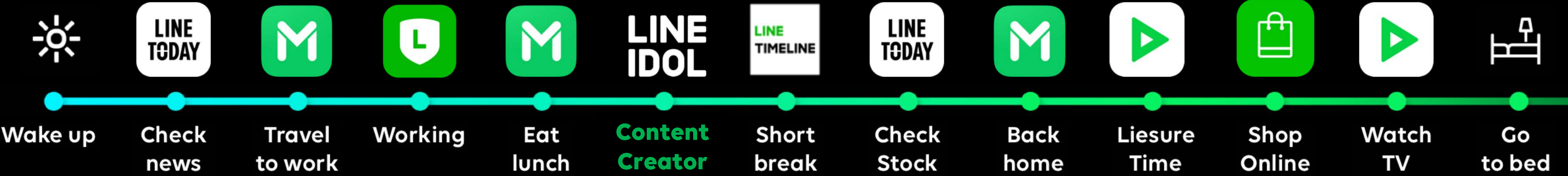
**216** min/day

Average time spent  
on LINE platform

**63** min/day

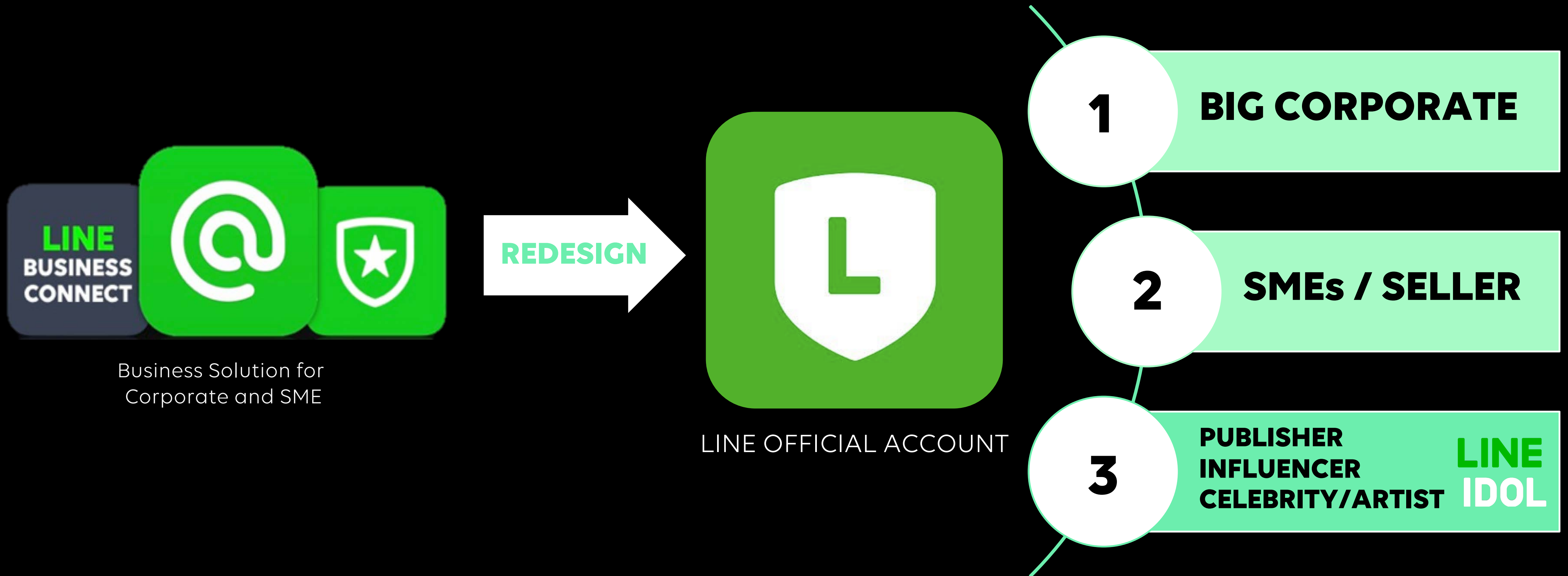


# LIFE ON LINE 24/7





# 3 TYPES OF OFFICIAL ACCOUNT



# LINE IDOL

THAILAND 2020

# WHAT IS LINE IDOL

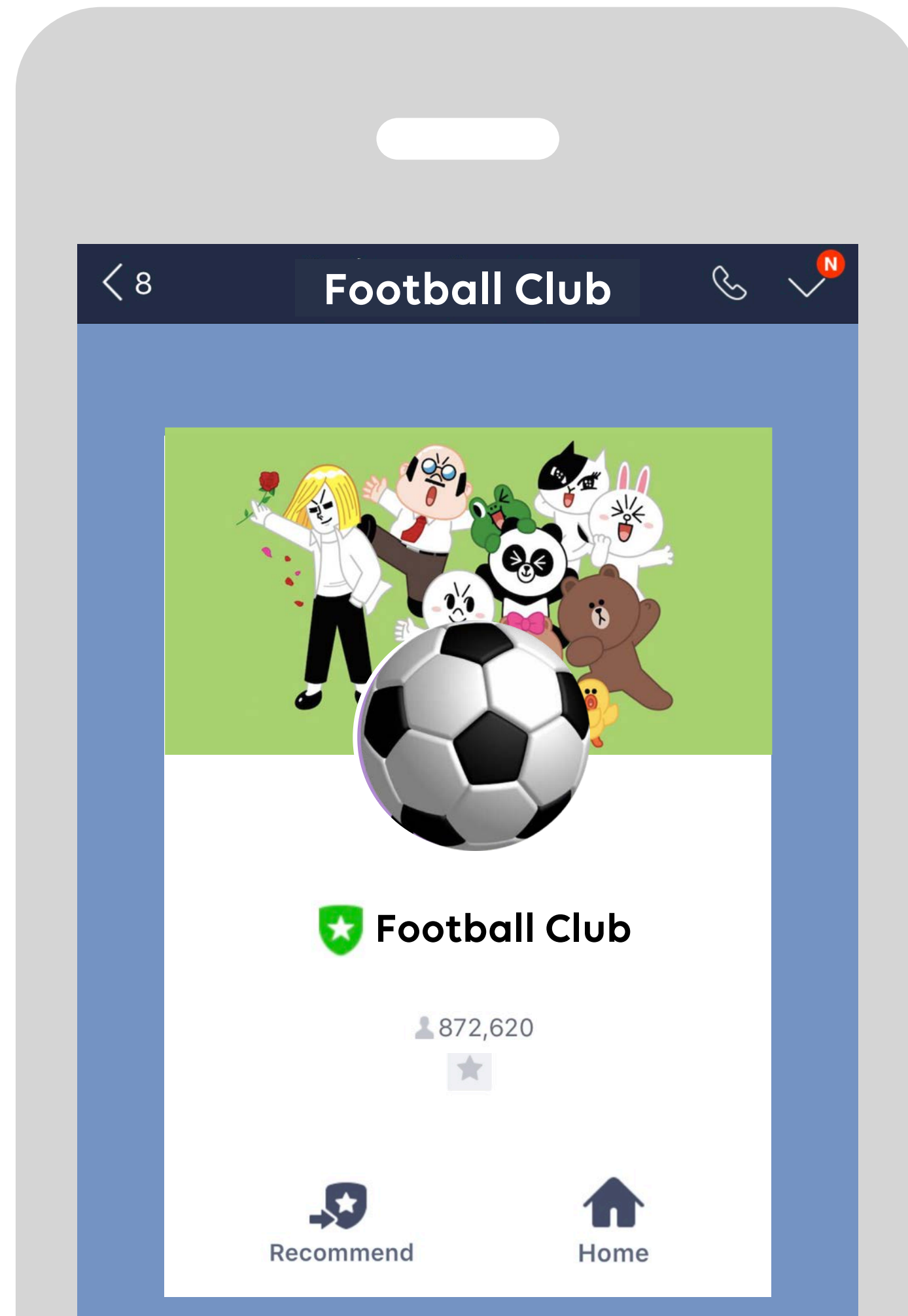
LINE IDOL INTRODUCTION

“ An innovative communication channel that brings  
Publisher or Celebrity or Artist or Influencer **closer** to  
their fans through **LINE Official Account** ”

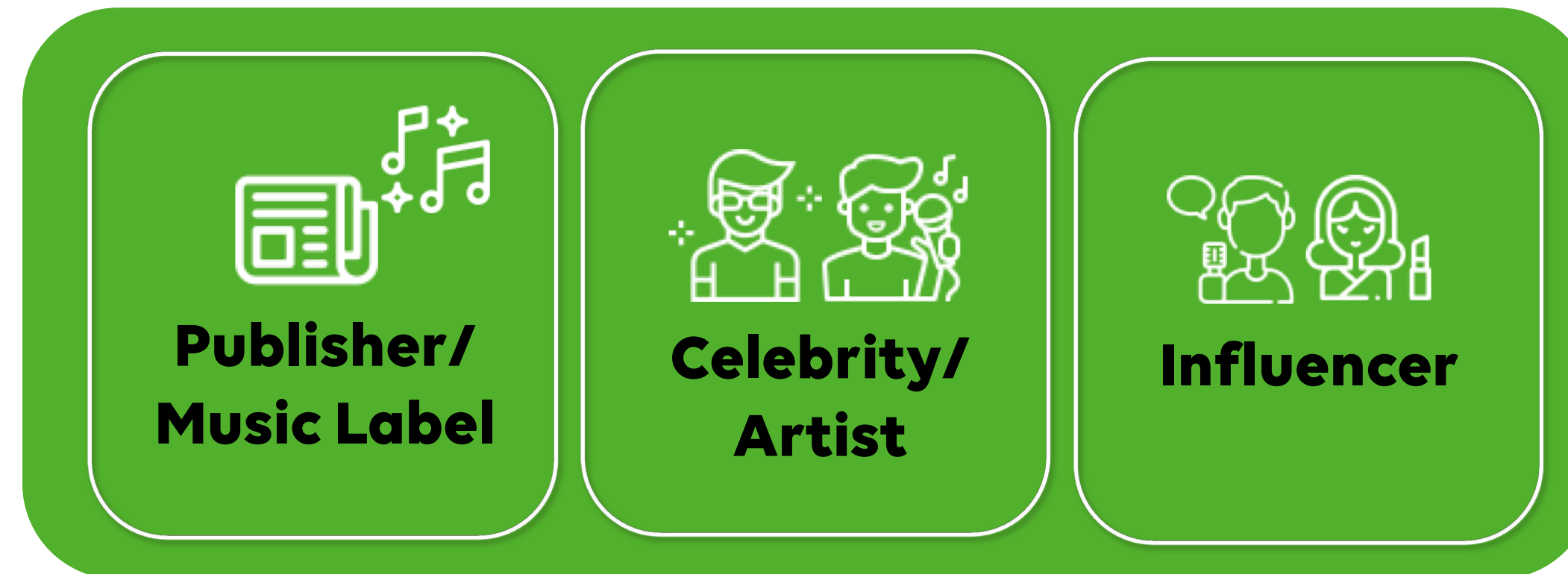


# LINE IDOL

Allowing publishers, celebrities or influencers to communicate and build relationships with their fan base more effectively through extensive features on **LINE OFFICIAL ACCOUNT**.  
LINE IDOL officially launched 9 sub-categories to cover all types of media.



## LINE IDOL CATEGORY



## SUB-CATEGORY

BUSINESS / MARKETING

NEWS

TECHNOLOGY / IT

LIFESTYLE

CARTOON

SPORTS

ENTERTAINMENT

REAL ESTATE

PARENTING & KIDS

# TO SEARCH LINE IDOL

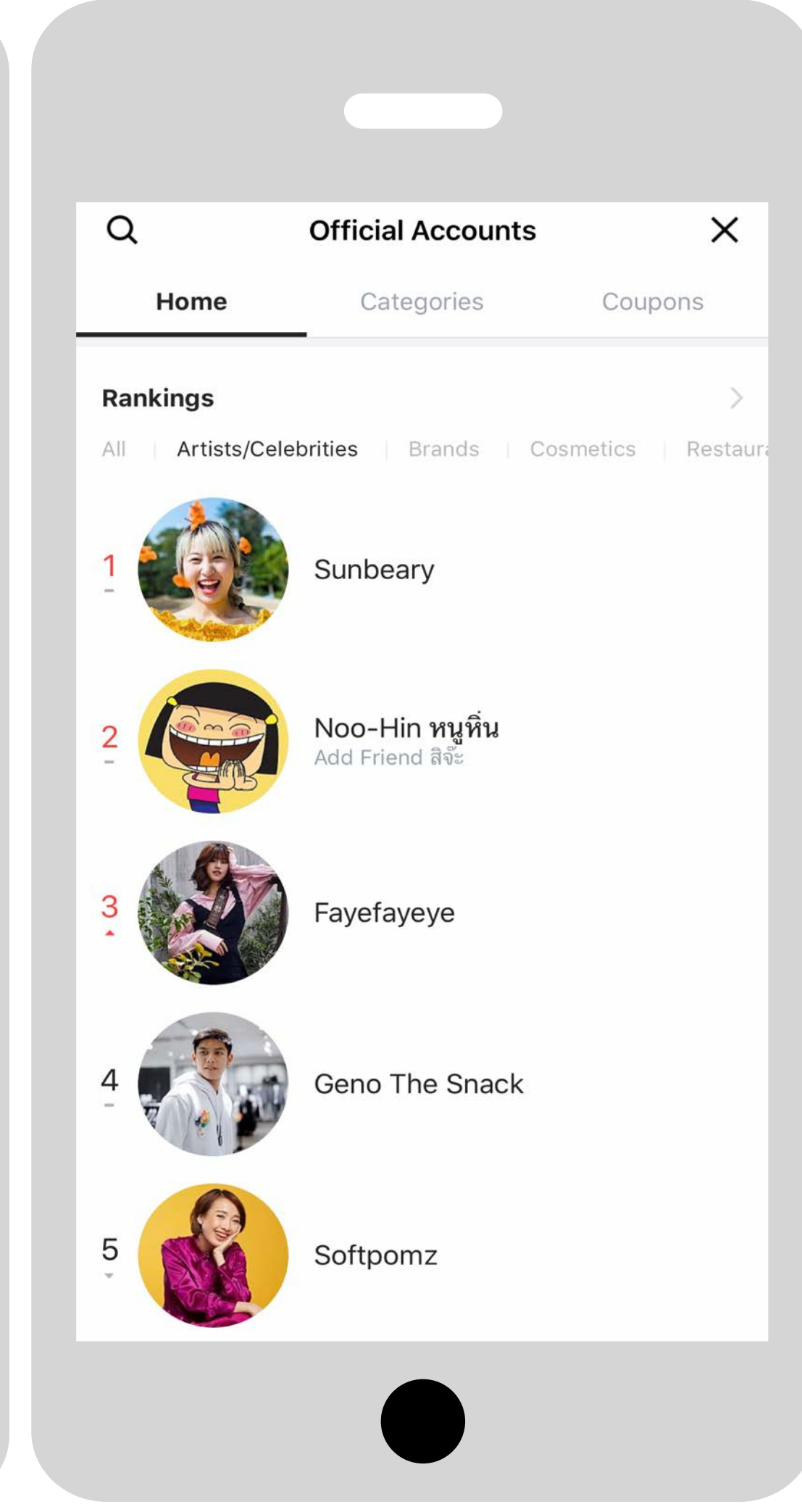
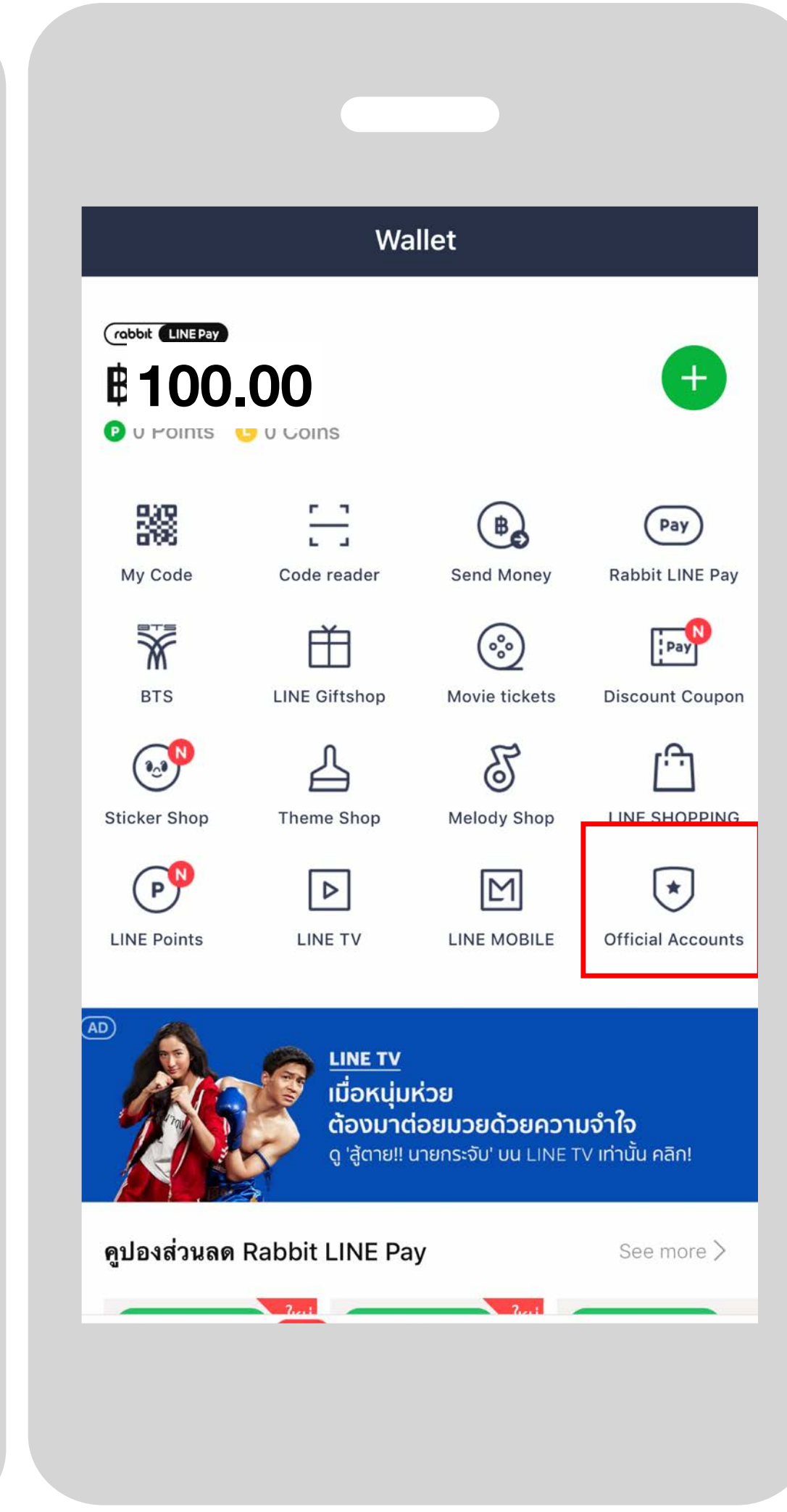
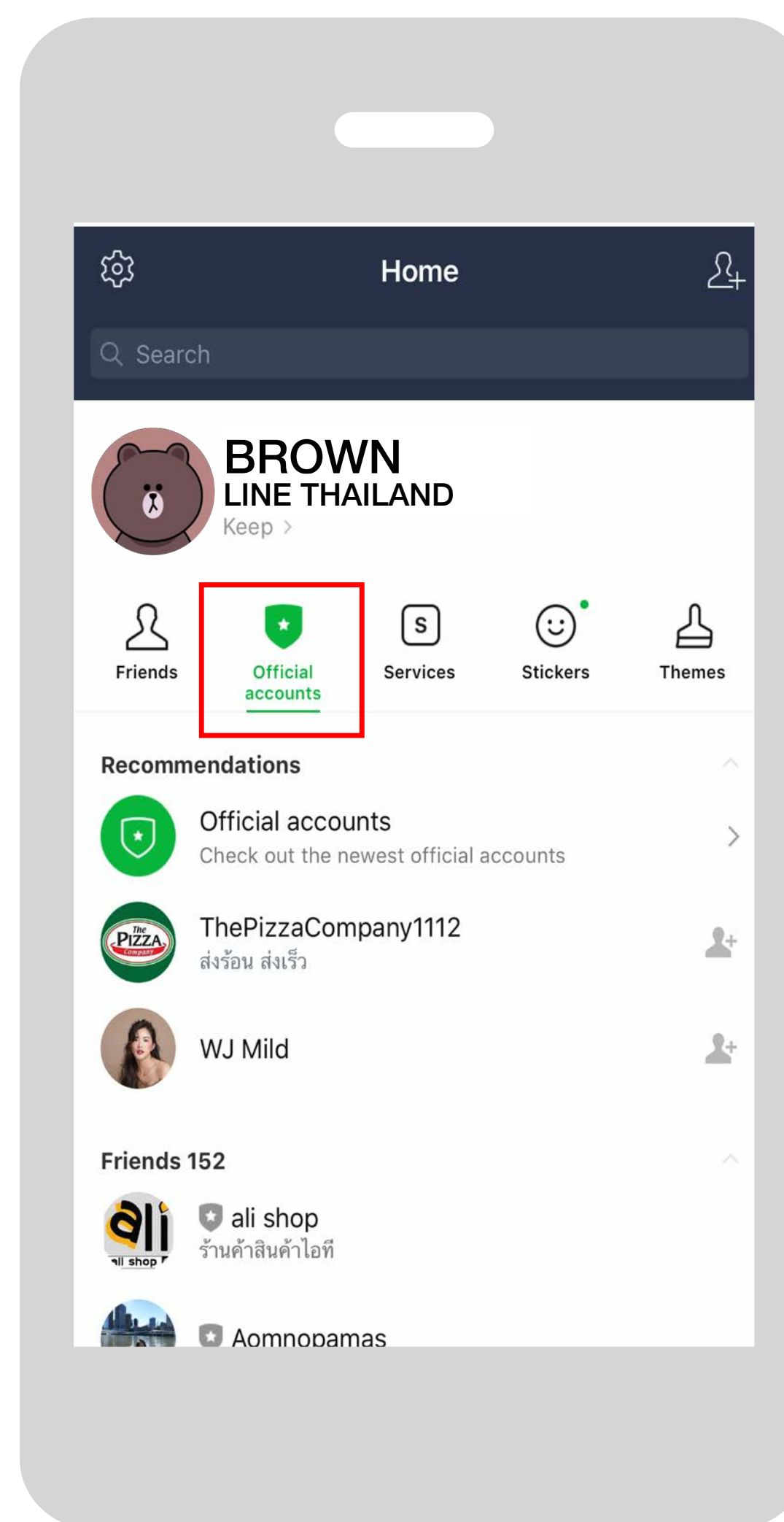
LINE Home or Wallet tab



Official Account

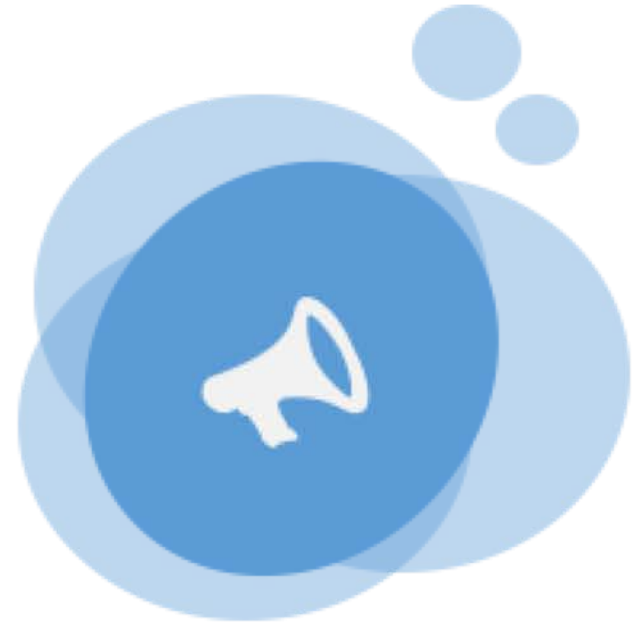


Categories (Artists/Celebrities)





# WHY LINE IDOL?



## New Communication Tool

Effectively reach to **very large** LINE audiences-  
**44M** active users



## Trust

Official Account with **no spam, no fake accounts.**  
Higher **privacy** as LINE is an 'open-close' platform



## Organic Reach

**100% organic reach** to large audiences with advanced targeting tools



## User-Friendly

Very user-friendly, feel a lot closer as if the artists are their friends





**LINE**  
Official Account

# Complete Ecosystem



## 1. Awareness

- Premium ID
- Gain friends
  - Link
  - QR Code
  - Add friends button
  - Poster



## 2. Communication

- Account Setting
- Greeting message
- Auto reply
- Timeline
- Rich menu
- Rich messages
- Rich video message
- Card-Based message



## 3. Engagement

- in-LINE LIVE Viewer
- Activity (On-Air)
- Real-time communication



## 4. Targeting Audience

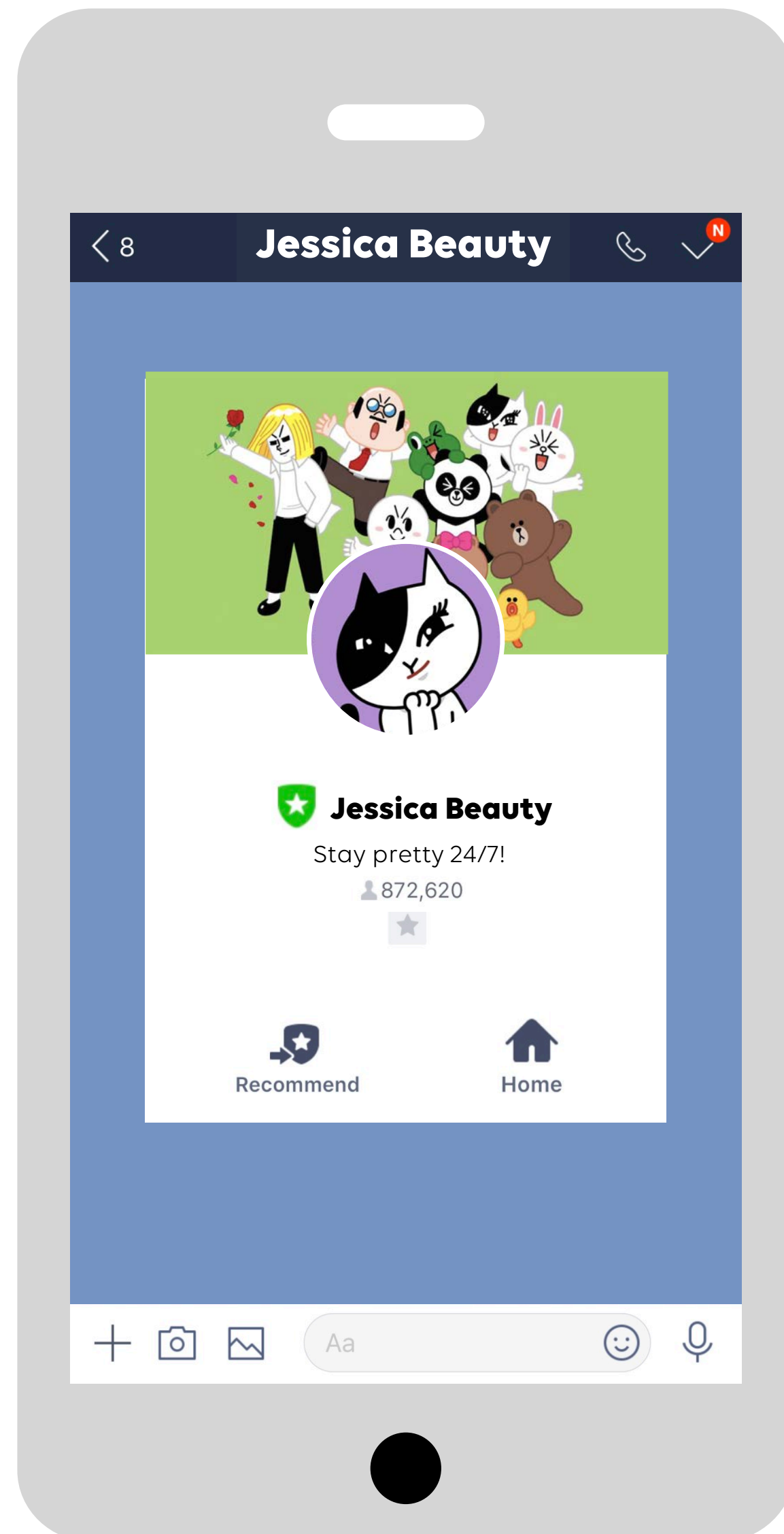
- Segmented broadcast
- Insight



Open API

# LINE IDOL GET FREE ! OFFICIAL ACCOUNT

Value : 4,800,000 baht per year + With accept agreements



“

Text, Photo, Video

Rich Message

Rich Video

Rich Menu

E-Coupon

Survey

Timeline

”

LIVE Chat (On-Air)

in-LINE LIVE Viewer

# Unlimited Official Account Post

“ OA Message - Type of Content.  
Gain more of Friends, Clicks, CTR. ”

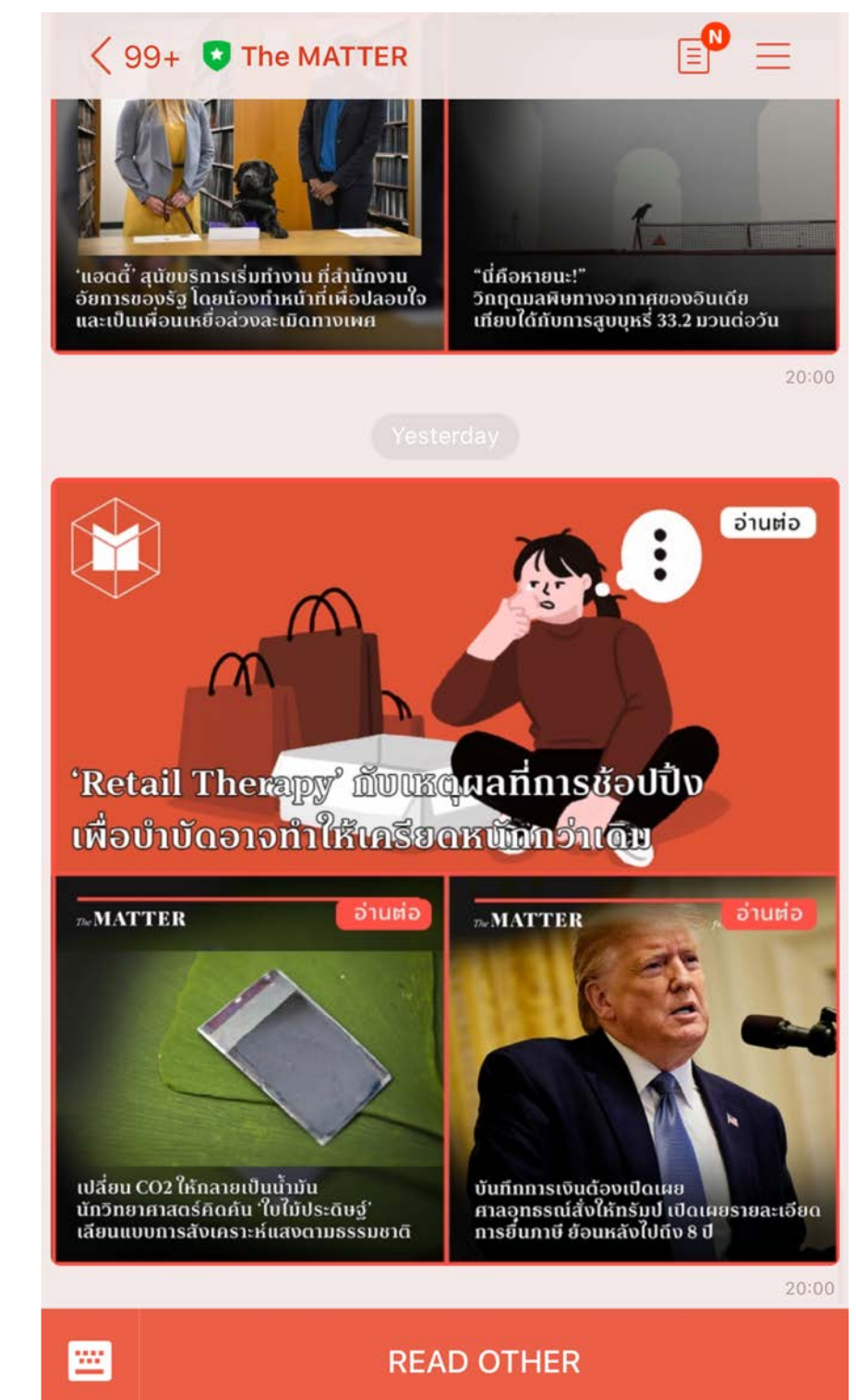
● Video

● Text

● Photo

● Rich Message

Send clickable full-size images,  
making it appealing and conversion-driven



MULTI-CONTENT



# Unlimited Timeline Post

“ Post information on timeline of user who are friend and they can see the previous post too.  
Where you can get No. of Likes, comments, shares ”

Photo / Video ●

Description ●

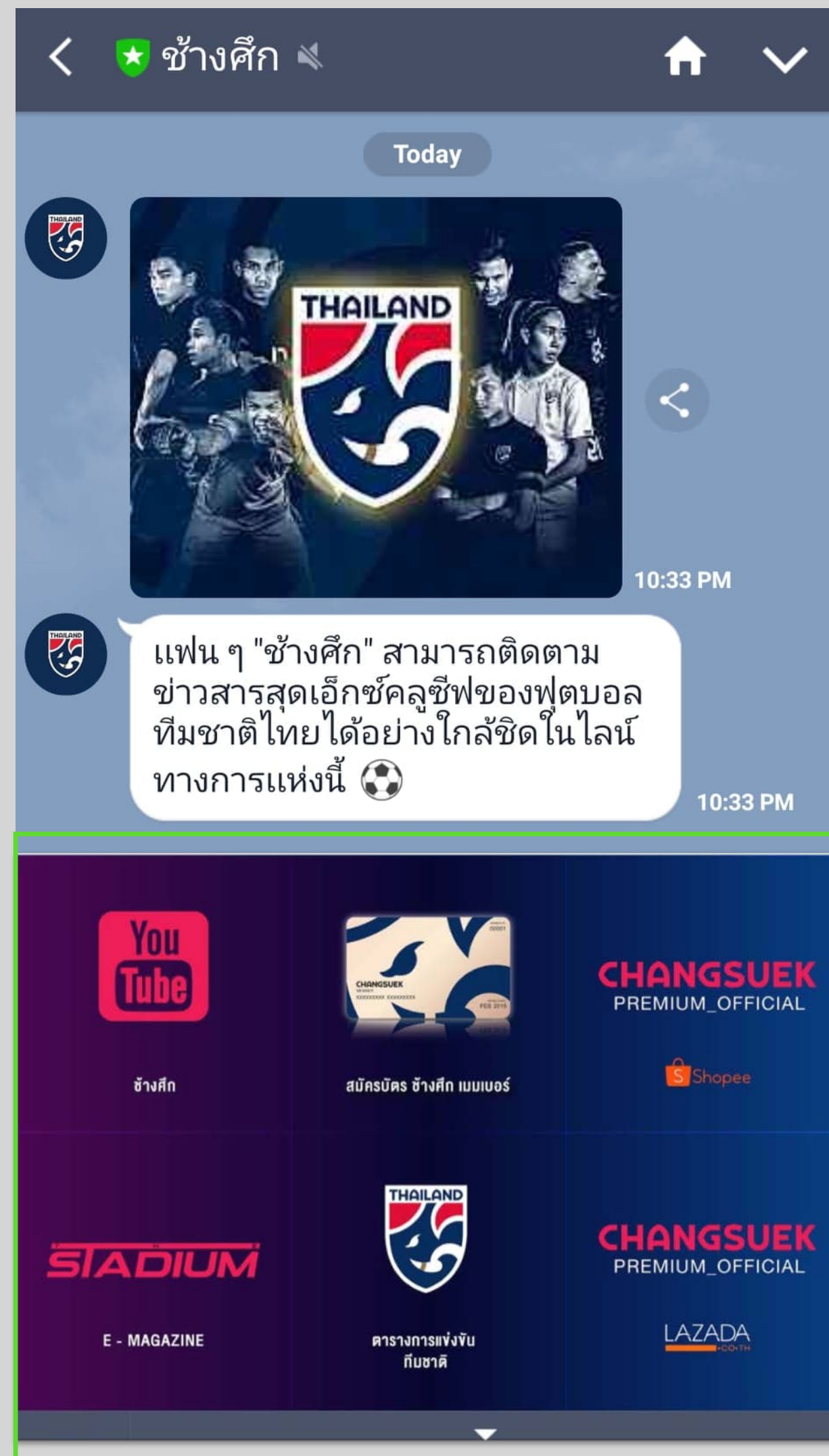
User can like, share, comment ●



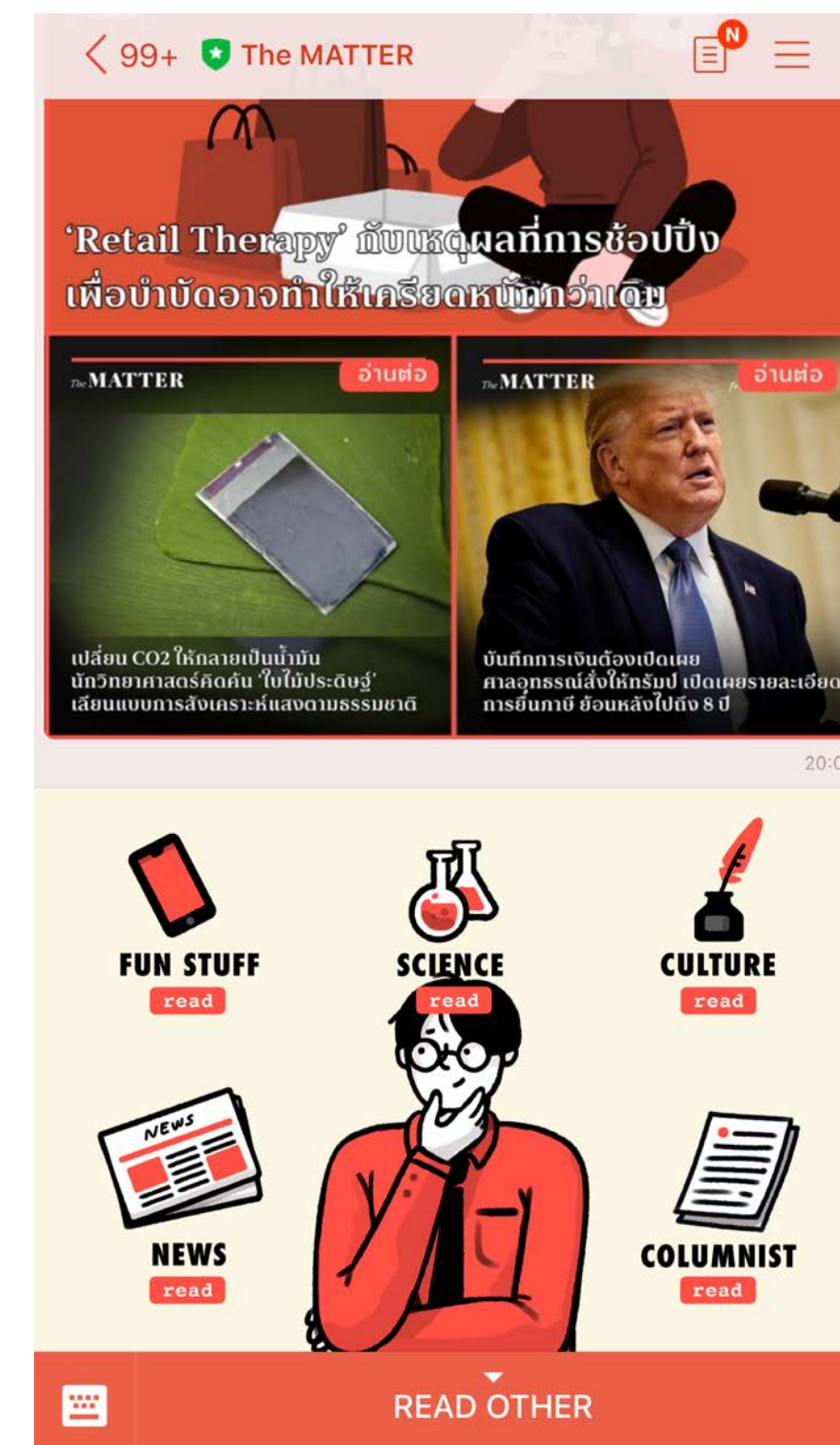


# Rich Menu

“ Rich Menu – to link user to another destination within LINE app or outside LINE app. ”



Content Rich Menu



Creative Design Menu

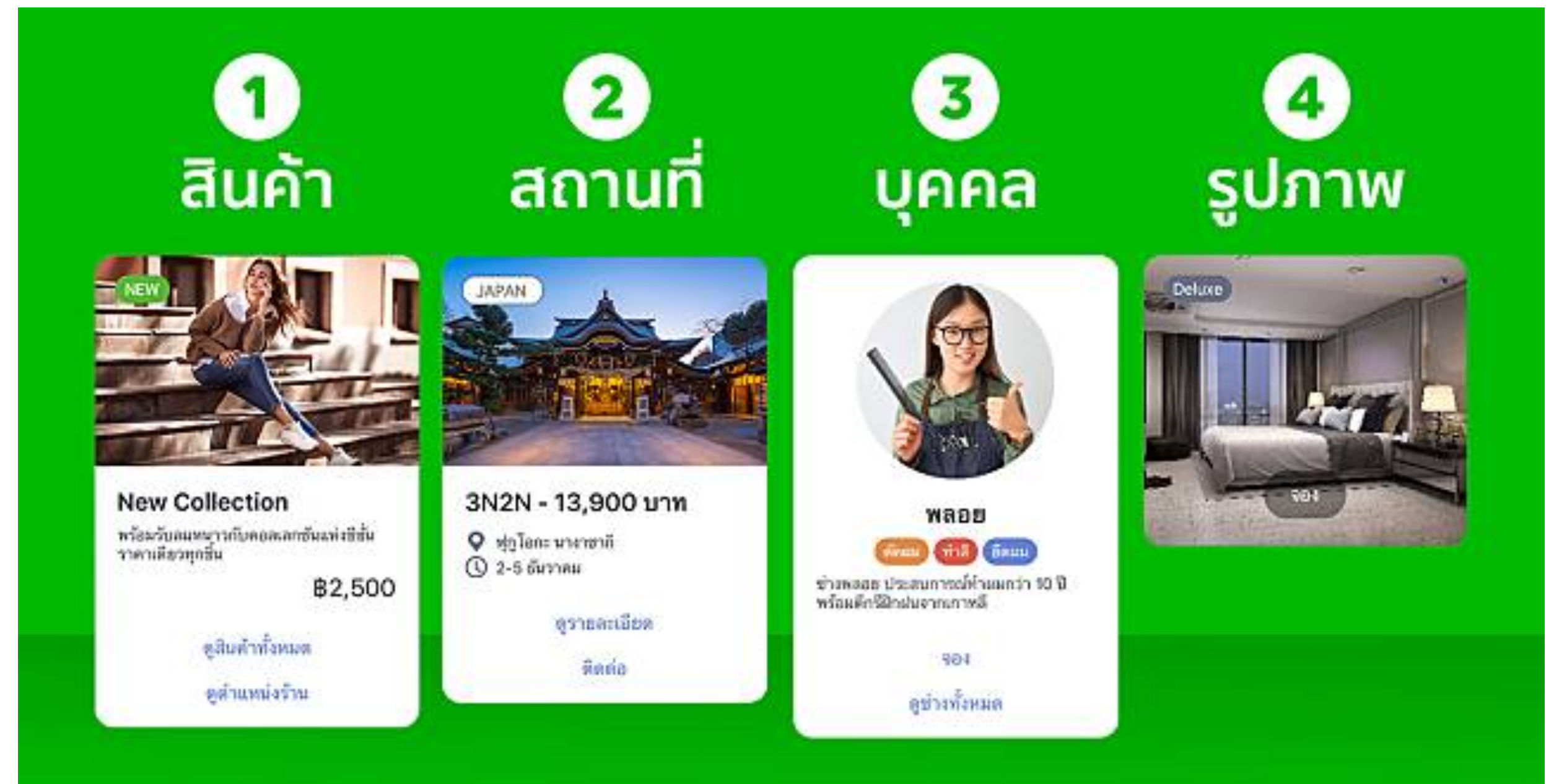
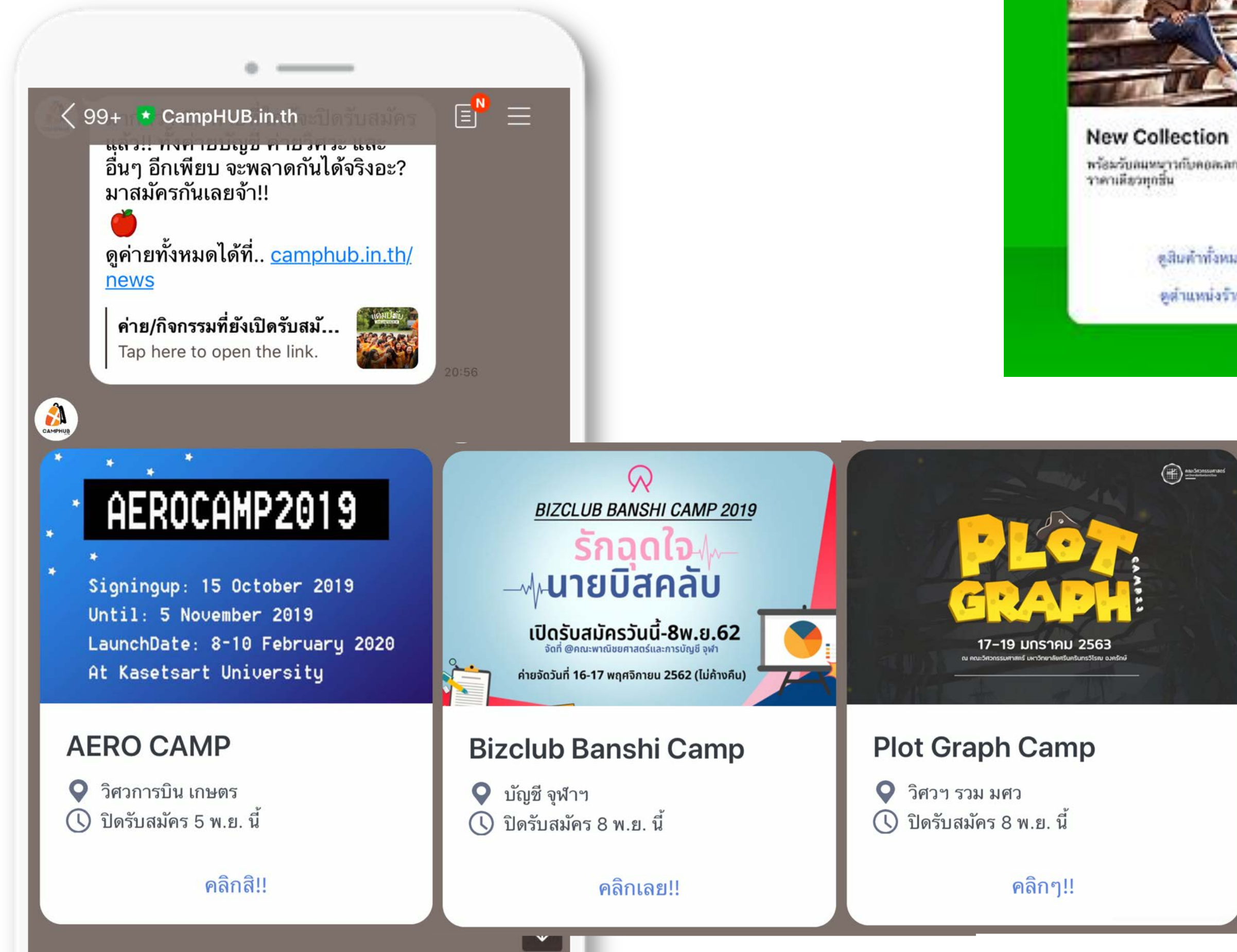


Link to Website



# Card-Based Massage

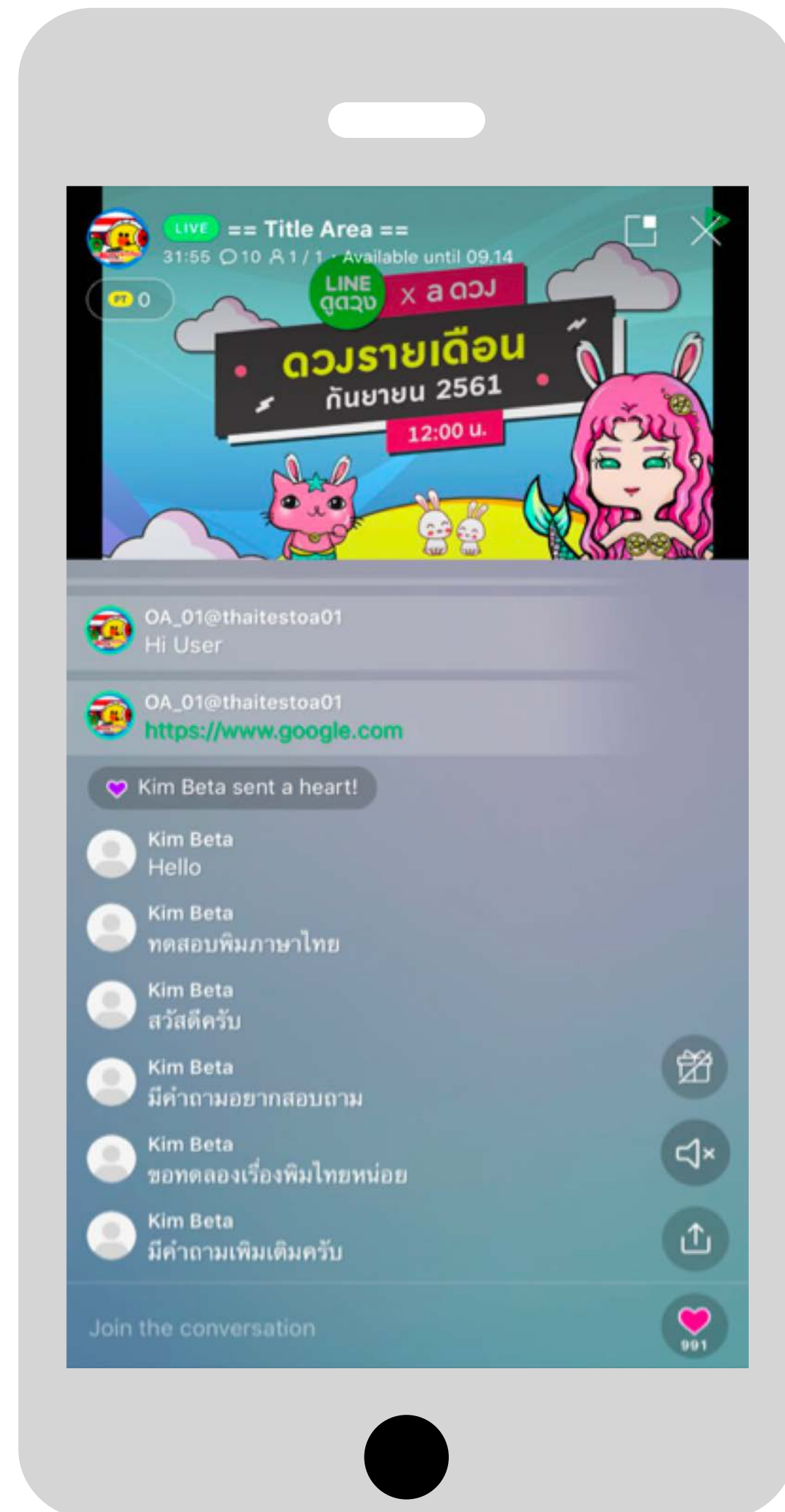
## Carousel Messages



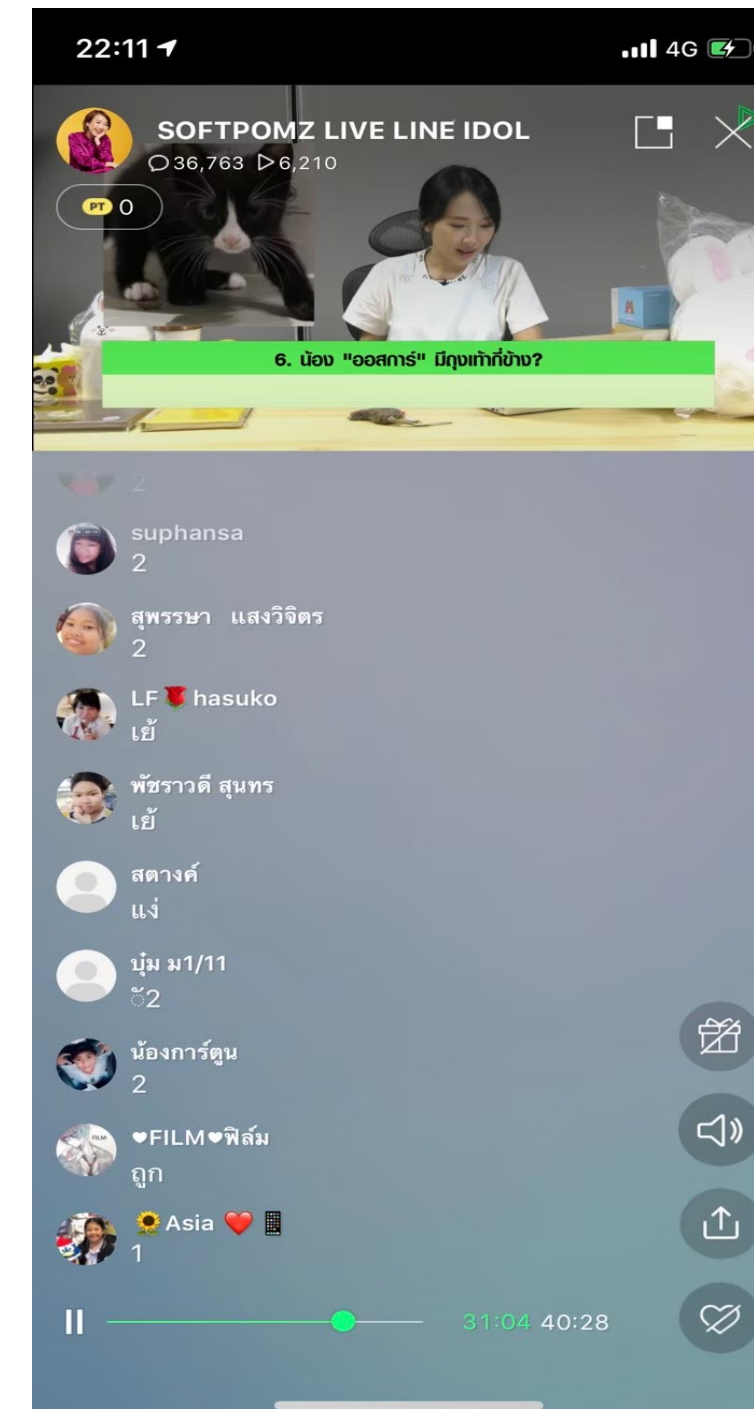


# in-LINE LIVE VIEWER

“ A new experience of live broadcast in LINE Official Account with real time engagement & interaction with fans ”



**Broadcast Message**

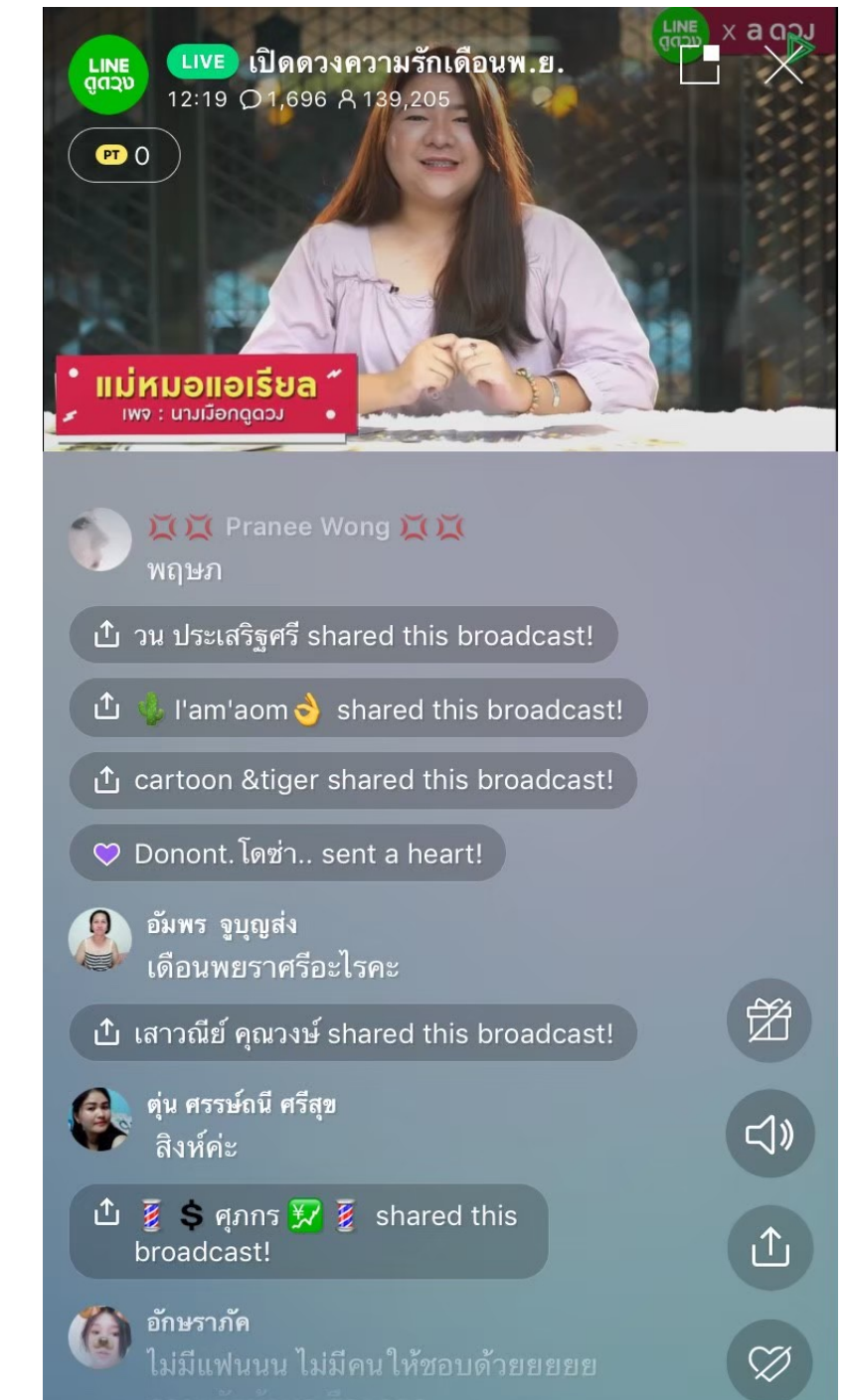


**Real-Time Engagement**



**ถามดวงฟรี!**

คนละ 1 คำถาม (ส่งได้ 1 ครั้งเท่านั้น)  
โดยพิมพ์ชื่อเล่น พร้อมคำถามและตัวเลขในใจ 3 ตัว และติด #ดูดวง ต่อท้าย



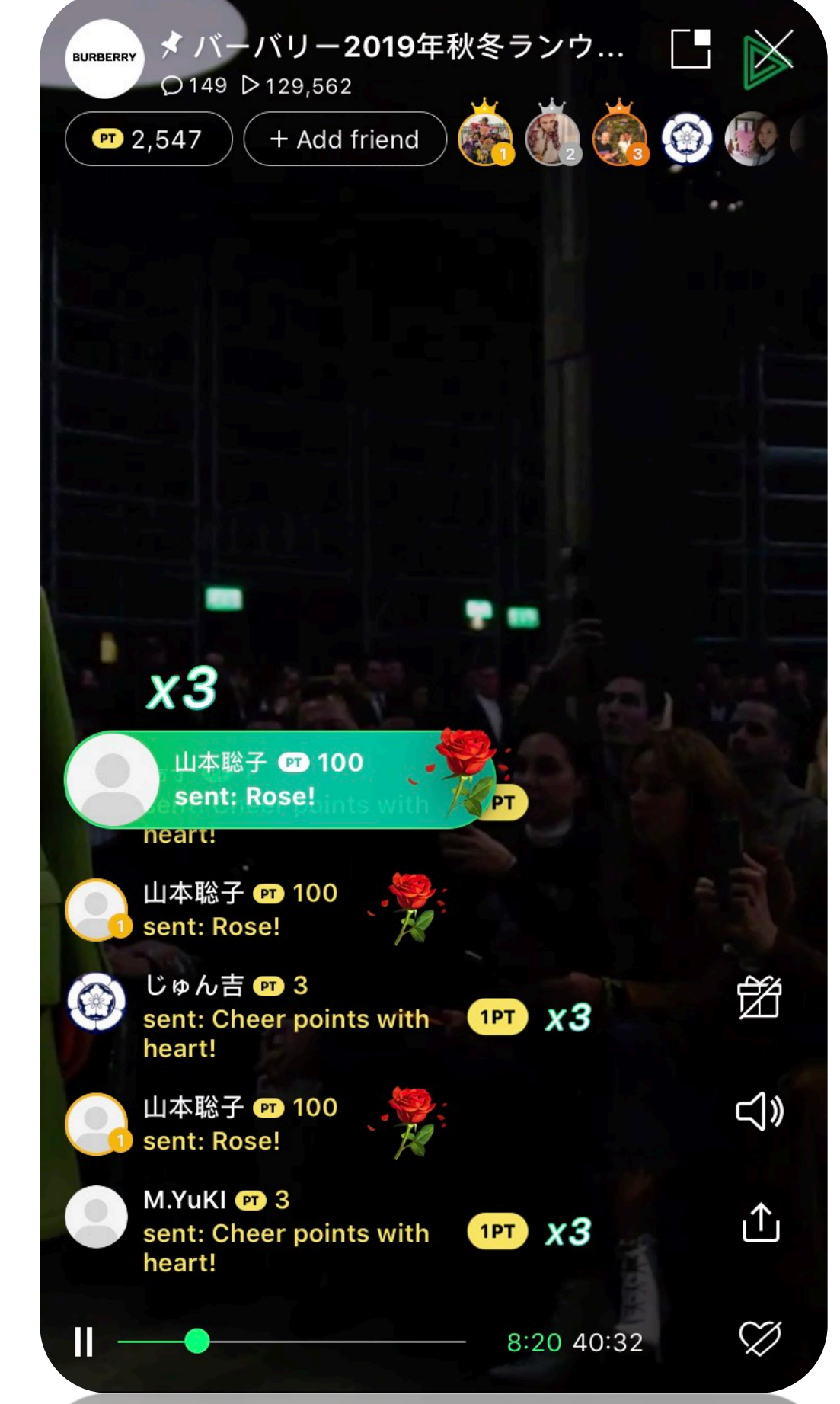
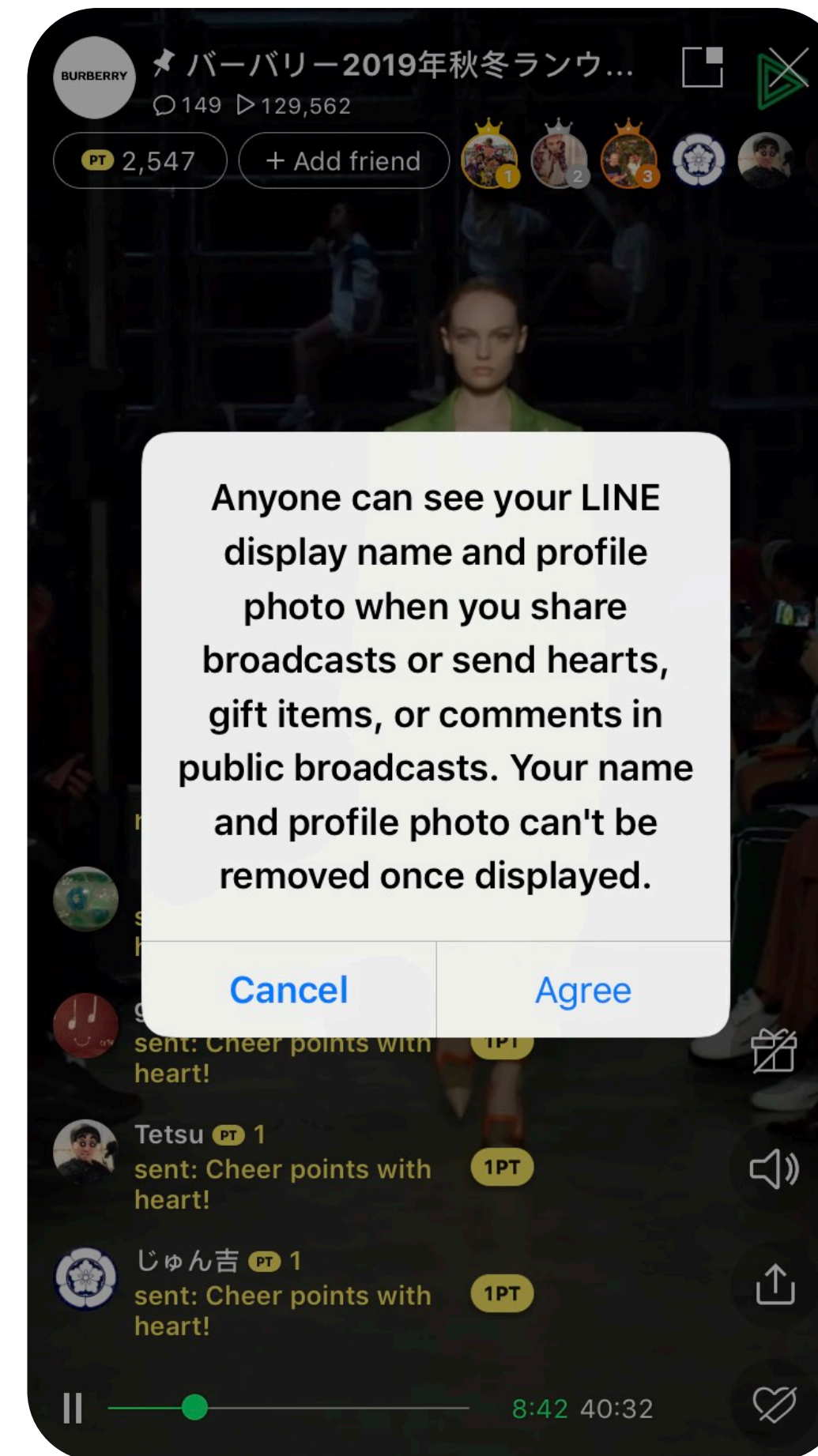
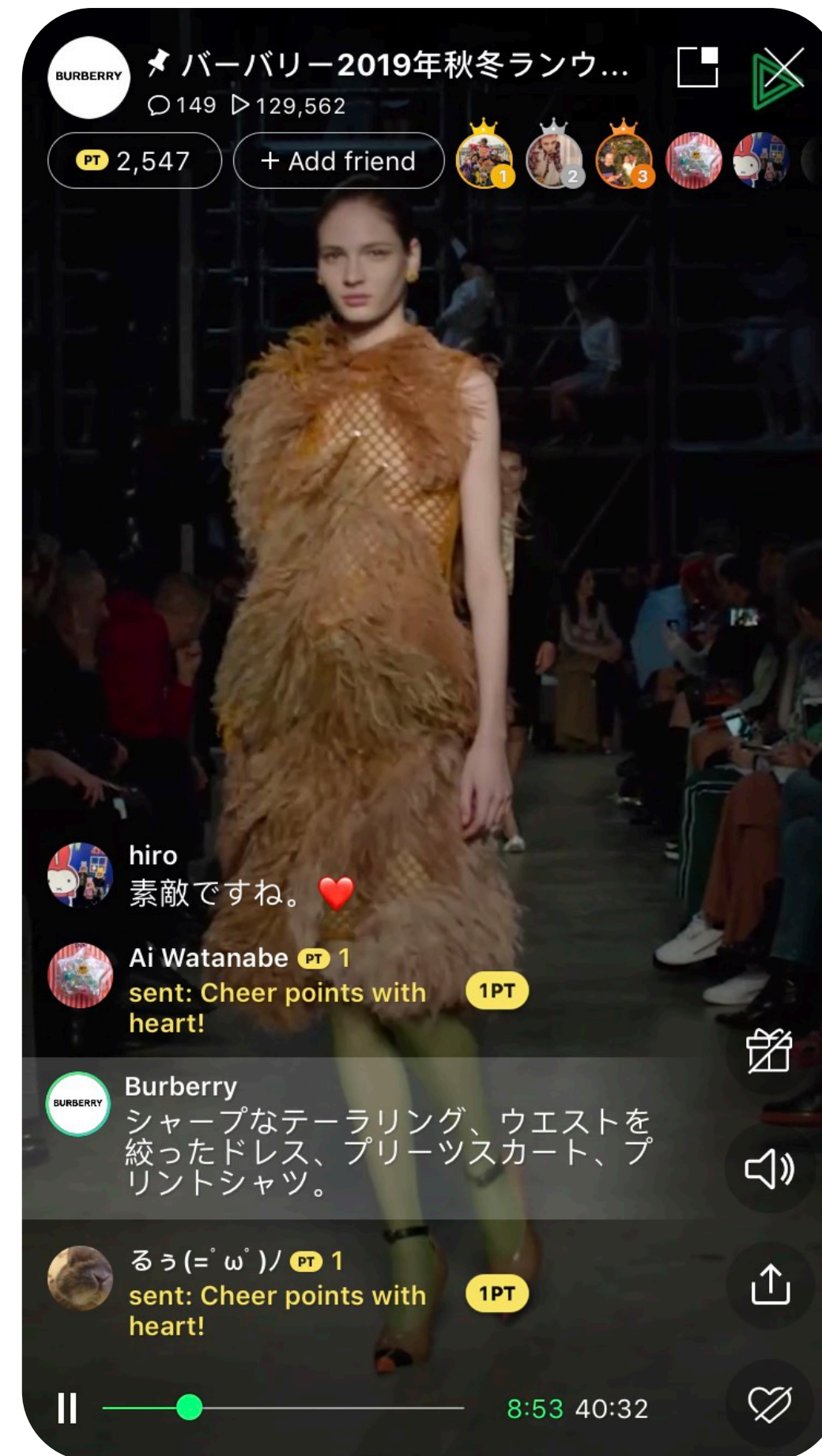
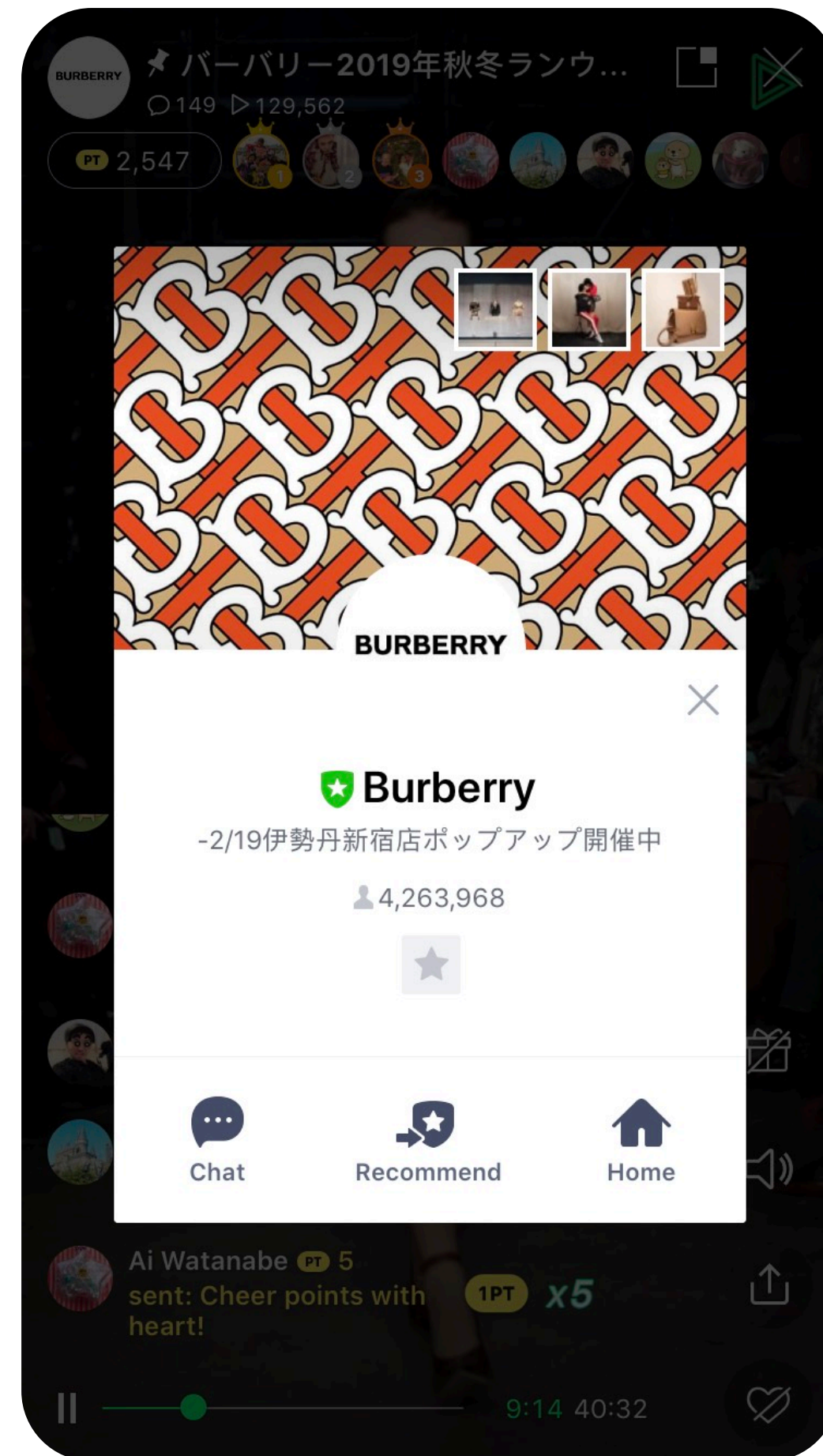
**Share LIVE**

Activity ให้เพื่อนๆ Share LIVE เพื่อเข้าร่วมกิจกรรม



# CASE STUDY

## Burberry's official account live chat



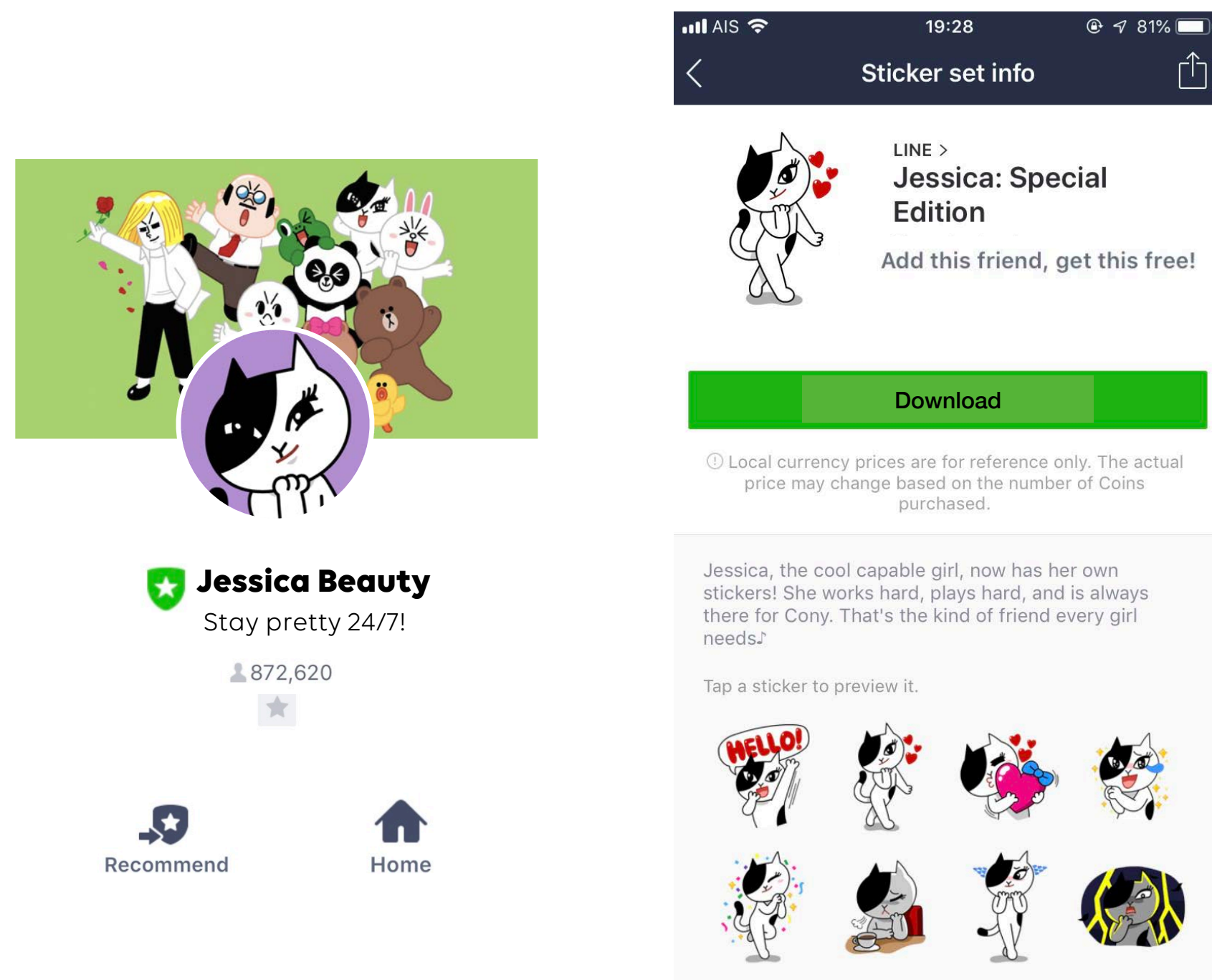
Burberry "2019秋冬バーバリーランウェイショー": <https://linliv.ee/5IGcS1r/li/tk/sh/II>



# ENHANCE

## Your Official Accounts

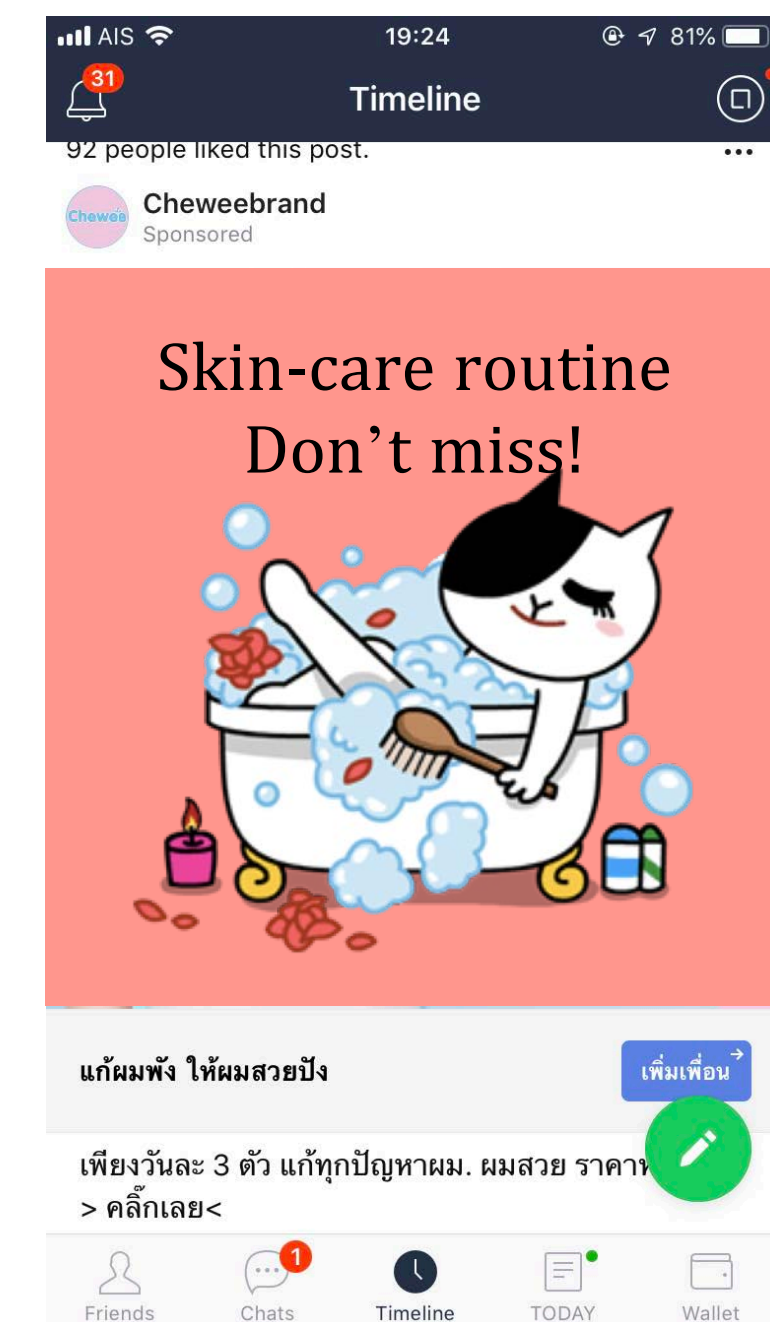
### Sponsored Stickers



Gain millions of followers within short period  
Huge awareness every time sticker is sent

### LAP

## LINE Ads Platform

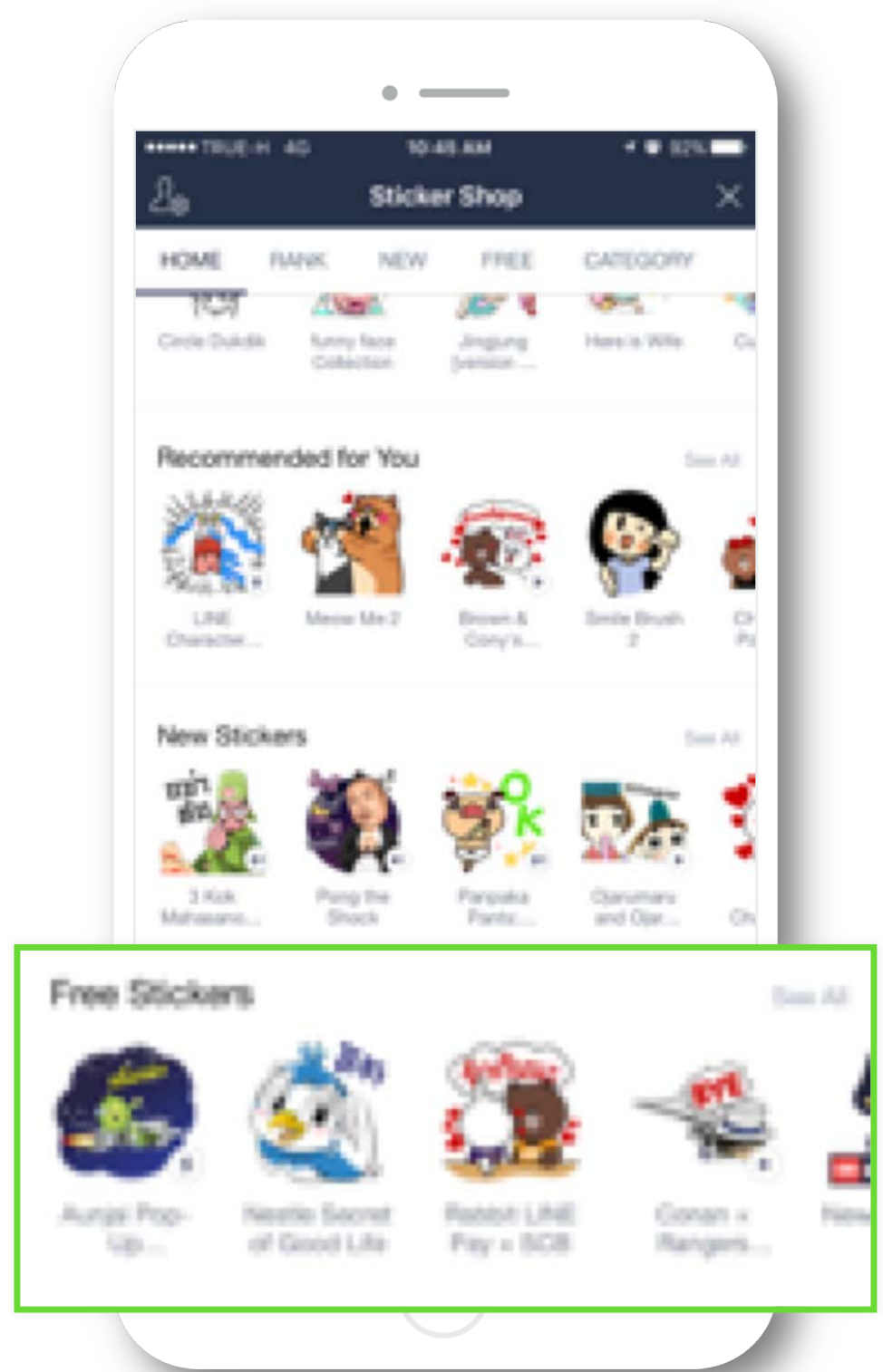


100% reach to followers on Timeline  
Boost extra reach to non-followers

# 3 TYPES OF STICKER(s)

## SPONSORED STICKER

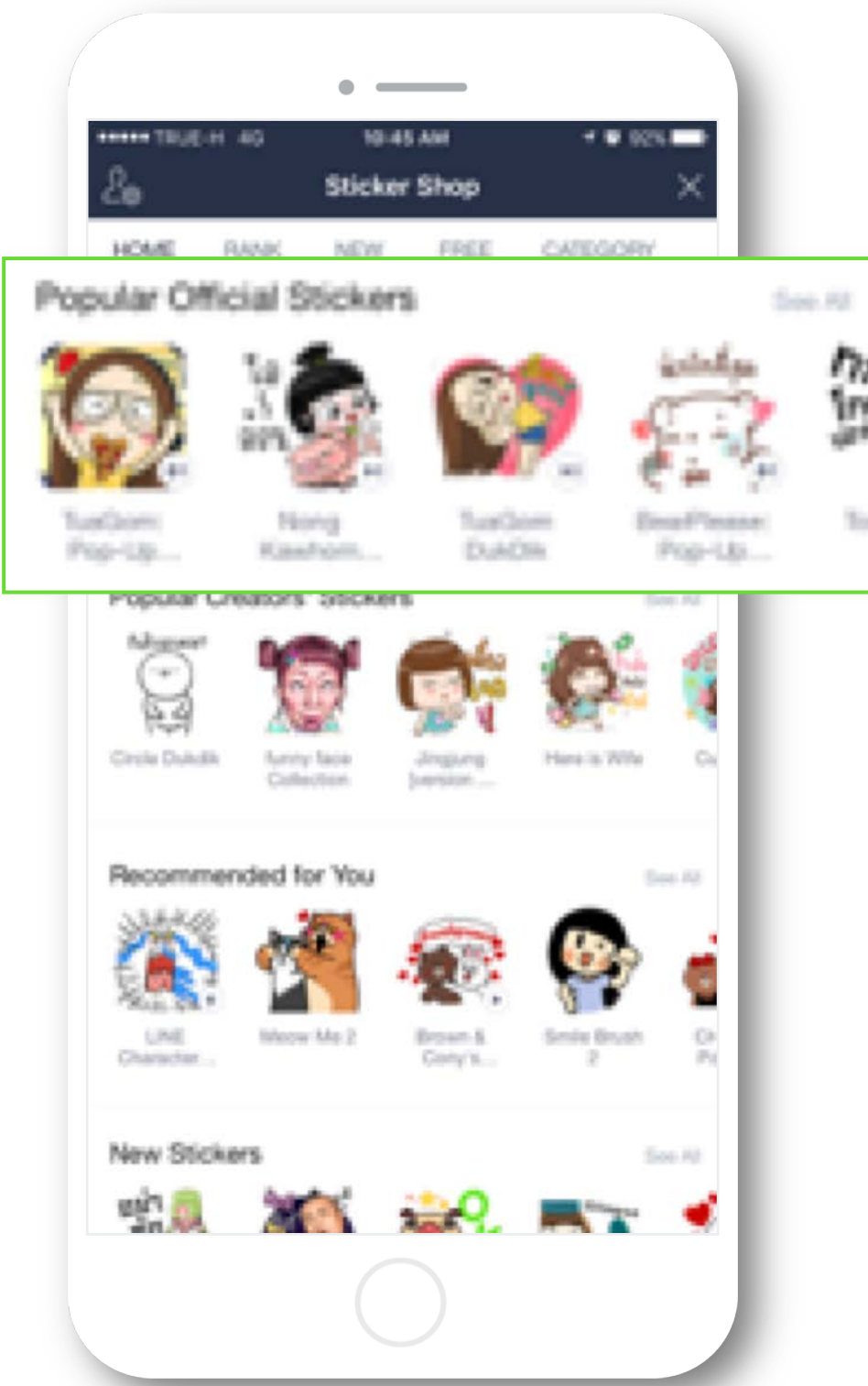
**Free Stickers** for user from the brand / advertiser  
(follow the account first, then download the sticker for free)



--- Brand logo cannot be put into the stickers ---  
(Subjected to LINE conditions)

## OFFICIAL STICKER

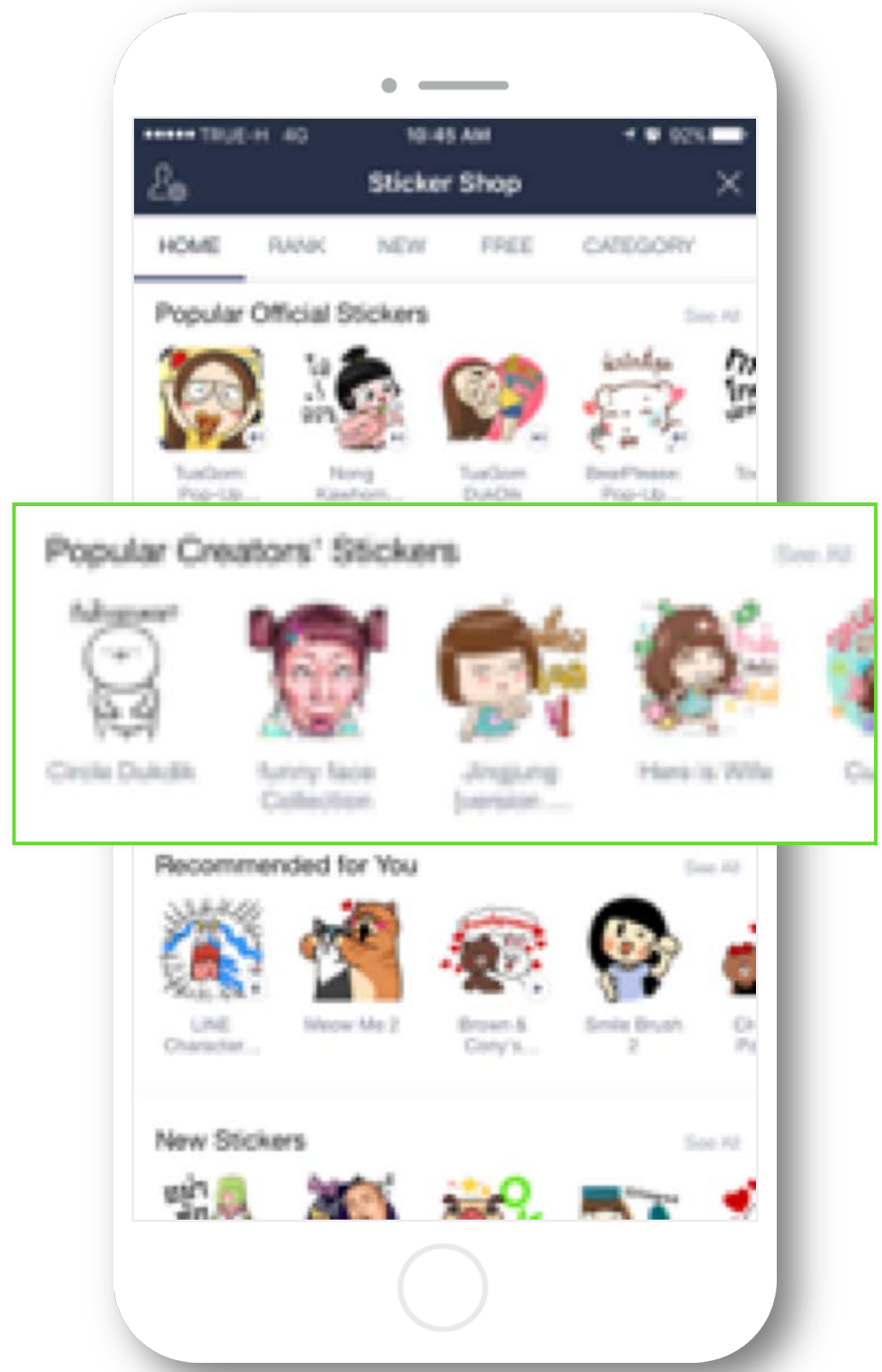
**Stickers for sales** created by TV Show, Celebrity, Net Idol, Famous Artist, and Top Creator



Static / Animation / Pop-up / Sound  
24 Characters : 60 THB a set

## CREATORS STICKER

**Stickers for sales** created by free Market for Thai People



Static 8 - 40 Characters : 30 THB a set  
Animation 8 - 24 Characters : 60 THB a set

----- Brand logo cannot be put into the stickers -----

**OVER 620 MILLIONS**

STICKER SETS DOWNLOADED



# King Power

(Static 16-Characters)



Released: May 2016  
First Day Download: **1.6M**  
30-Day Download: **5M**  
90-Day Usage: **42M**

# AIA

(Animated 8-Characters)

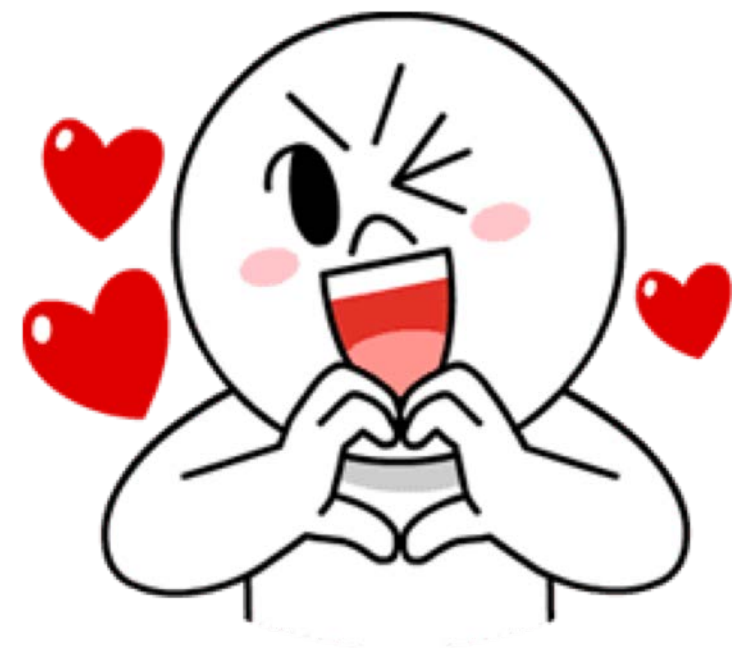


Released: Jan 2017  
First Day Download: **1.4M**  
30-Day Download: **5M**



# STICKER TYPES

## Static/Photo



## Animated



## Free sound



# SPONSORED STICKER 2020 PRICE

## LINE IDOL special promotion !!!

### Discount 50%



| Sticker Type            | Static [THB]    | ▼                 |           | ▼                 |                         |
|-------------------------|-----------------|-------------------|-----------|-------------------|-------------------------|
|                         |                 | Special promotion | Animate   | Special promotion | Period (Download/usage) |
| Sponsored 8 Characters  | 2,500,000       | 1,250,000         | 4,500,000 | 2,250,000         | 30/90 days              |
| Sponsored 16 Characters | 3,500,000       | 1,750,000         | 5,500,000 | 2,750,000         | 30/90 days              |
| Operation lead time     | 14 Working days |                   |           |                   |                         |

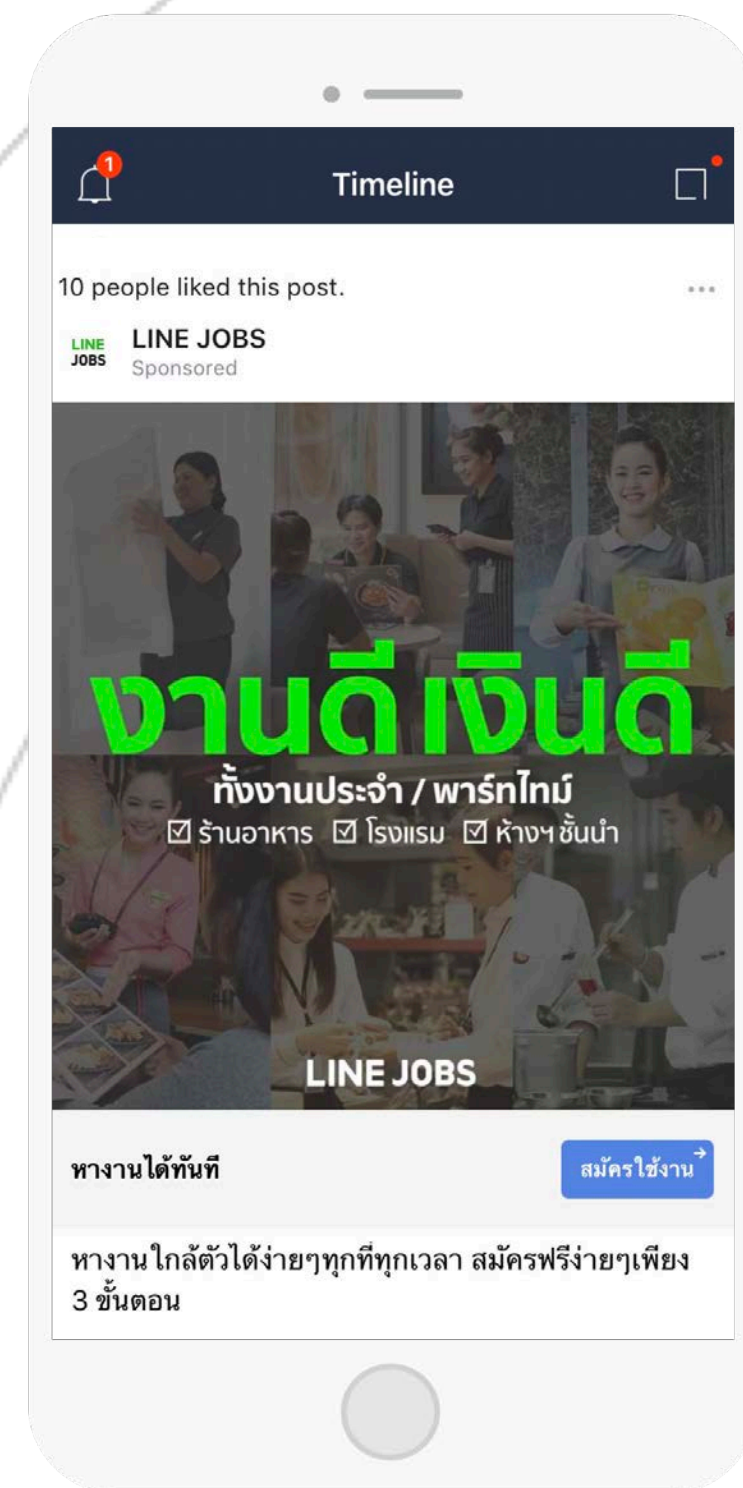
- Add sound (4 secs) for FREE, require 14 working days lead time for approval.
- Only client with active OA will have their sticker listed in FREE tab and NEW tab in sticker shop, Non-OA client will have sticker listed in NEW tab only.
- Sticker & media slot is based on first come first serve basis
- LINE will provide only download link for secret sticker
- Character design provided by client in a form of illustration
- Stickers must be launched before 30 June 2020
- 7% VAT is not included
- Agency discount cannot be applied

## LINE Ads Platform

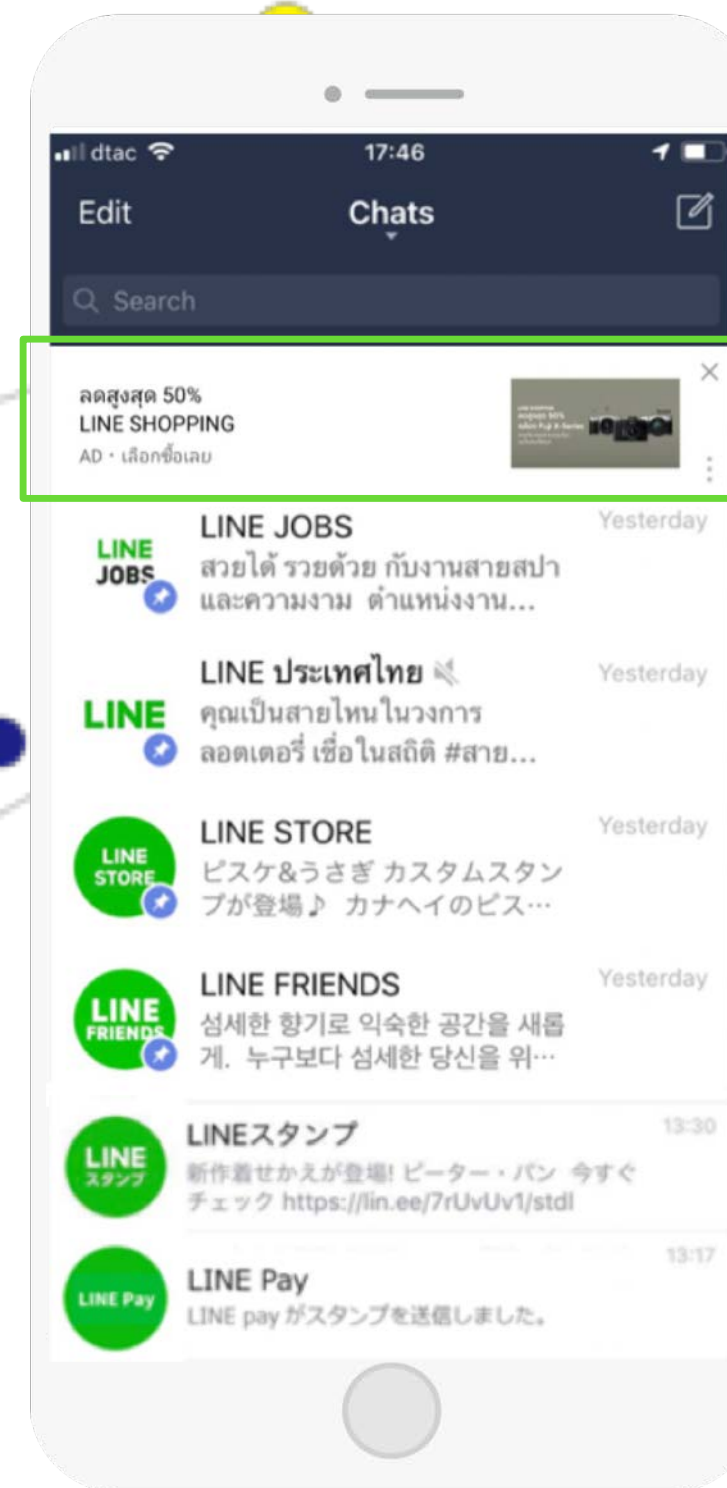
LINE Timeline  
38.4M MAU\*

**LINE**  
**TIMELINE**

\*monthly active users



LINE Timeline



LINE Smart Channel



LINE Today

LINE Today  
36M MAU\*



\*monthly active users



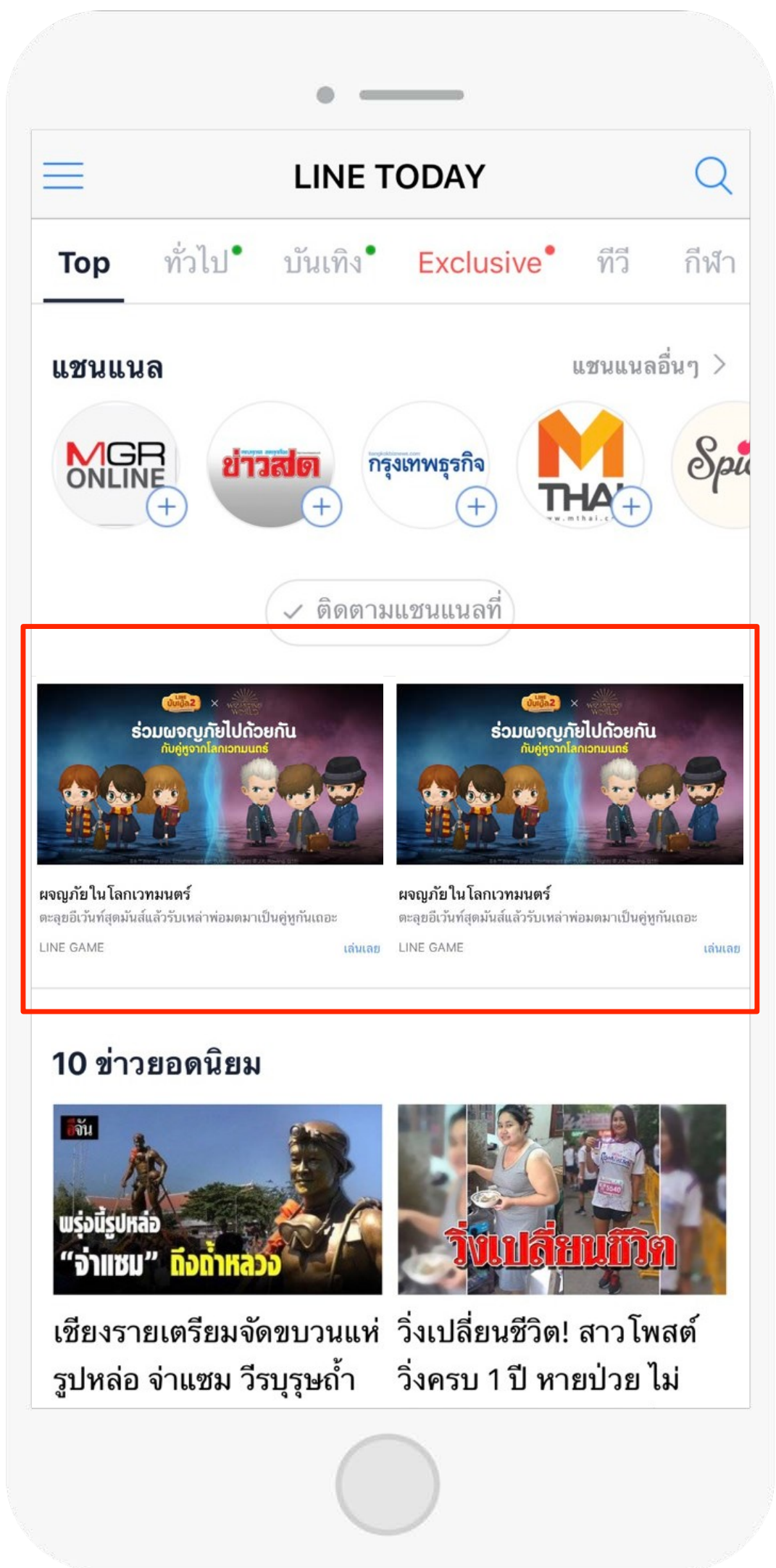
# LINE Ads Platform



TIMELINE



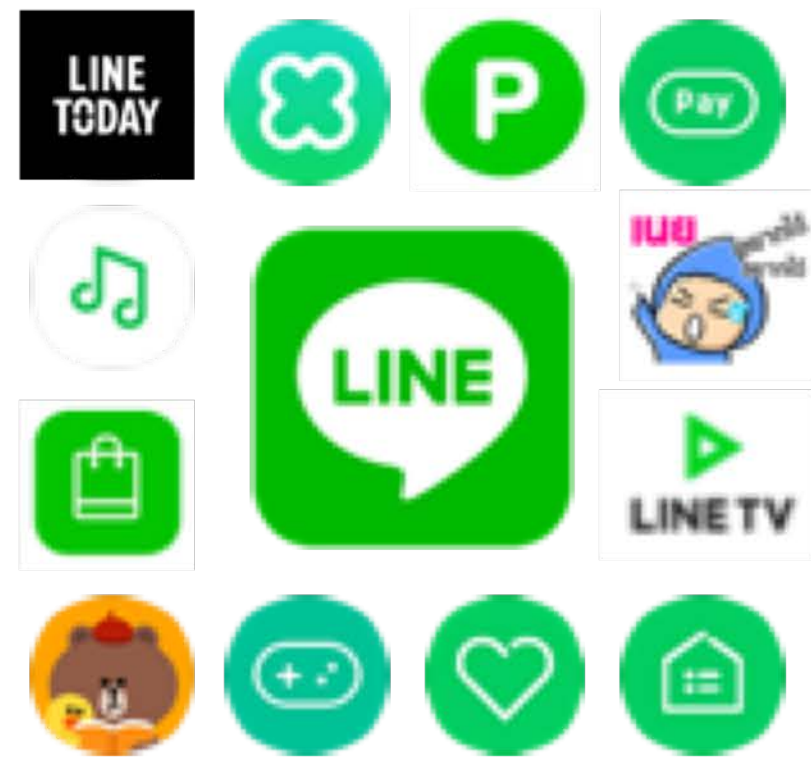
LINE TODAY



| Sizing                    | Format Support |
|---------------------------|----------------|
| 1080 * 1080<br>1200 * 628 | Static         |
| 1080 * 1080<br>1280 * 720 | Video          |

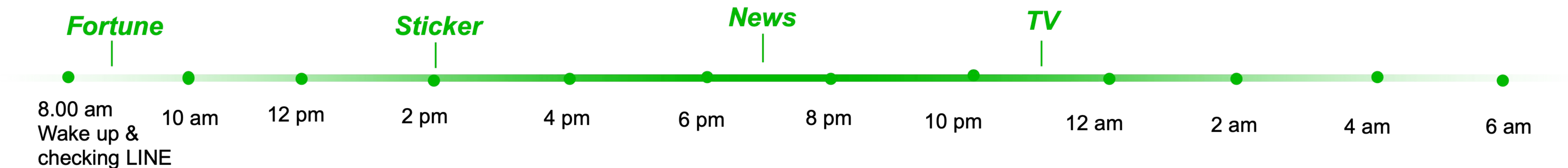


### LINE Family Services



- **Content format is Native Banner** (Text + Thumbnail or Logo)
- **Time in a day that a user will see the content is varied;** based on user's behavior of when and how often user opens the LINE chat
- **Content display per day are approx. 3-6 contents**
- **Each content is visible for 30 mins**
- **Same content type will not be served within 2 hours**

### Example Journey





# LINE

## Ads Platform

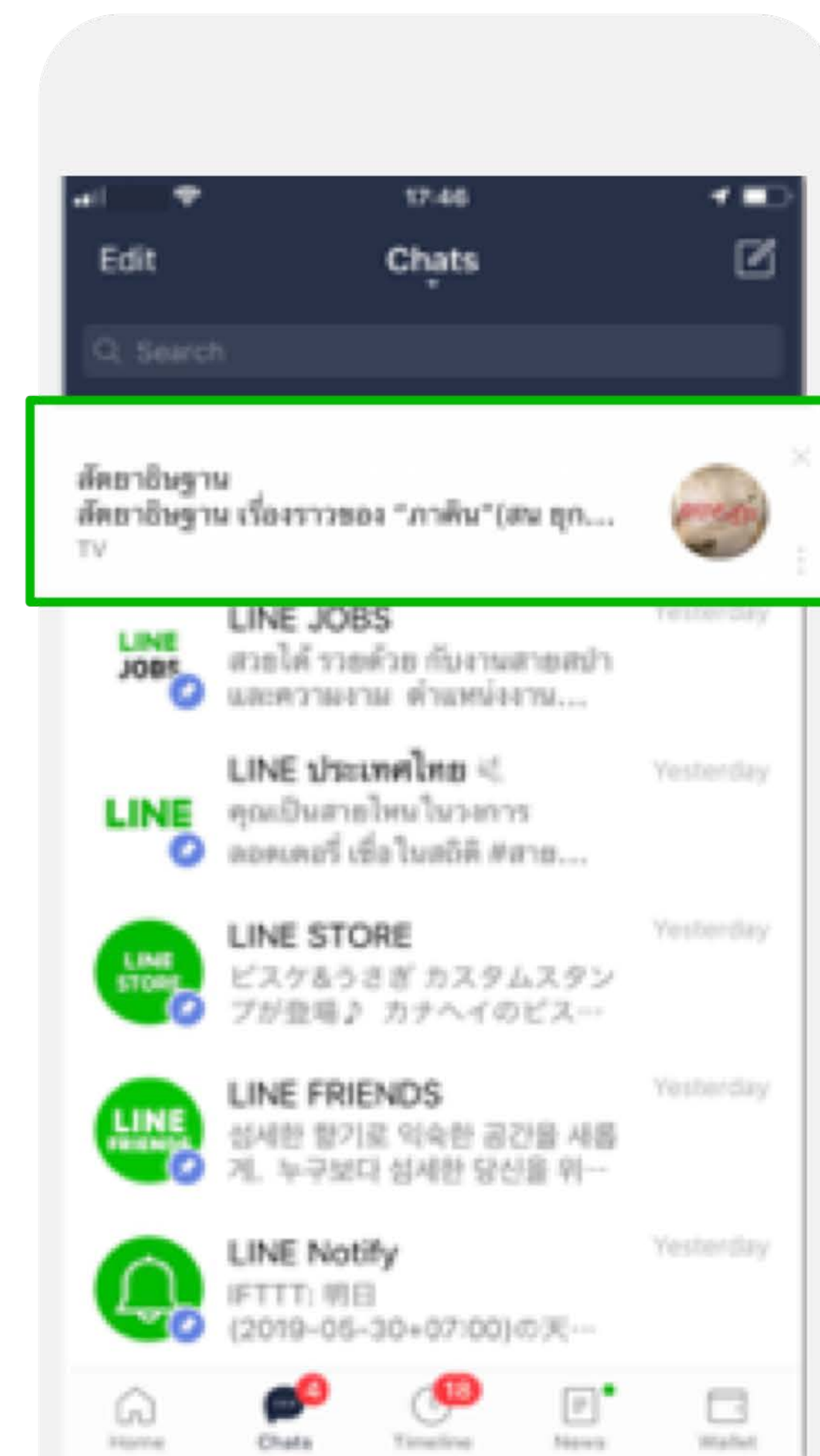
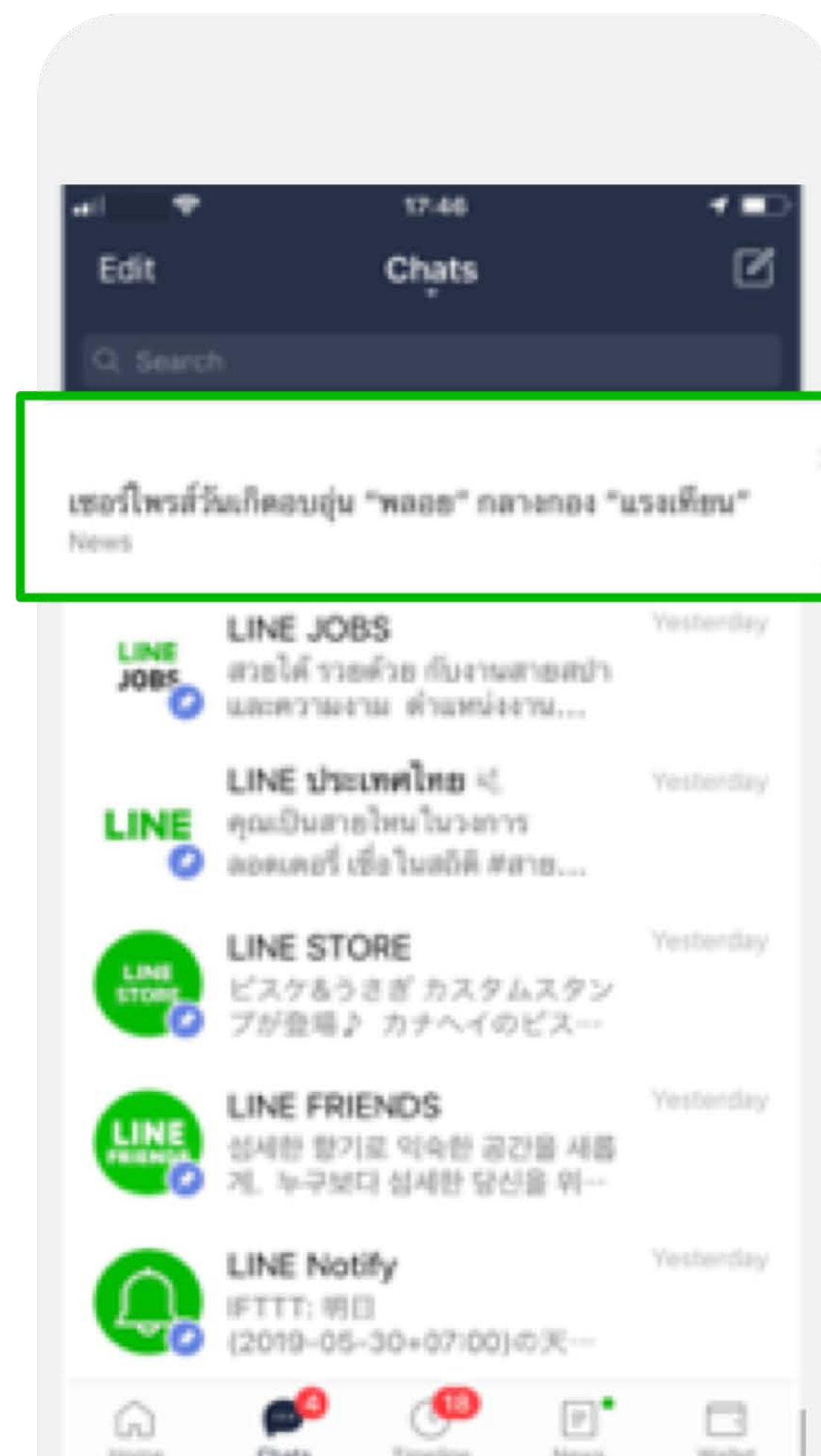
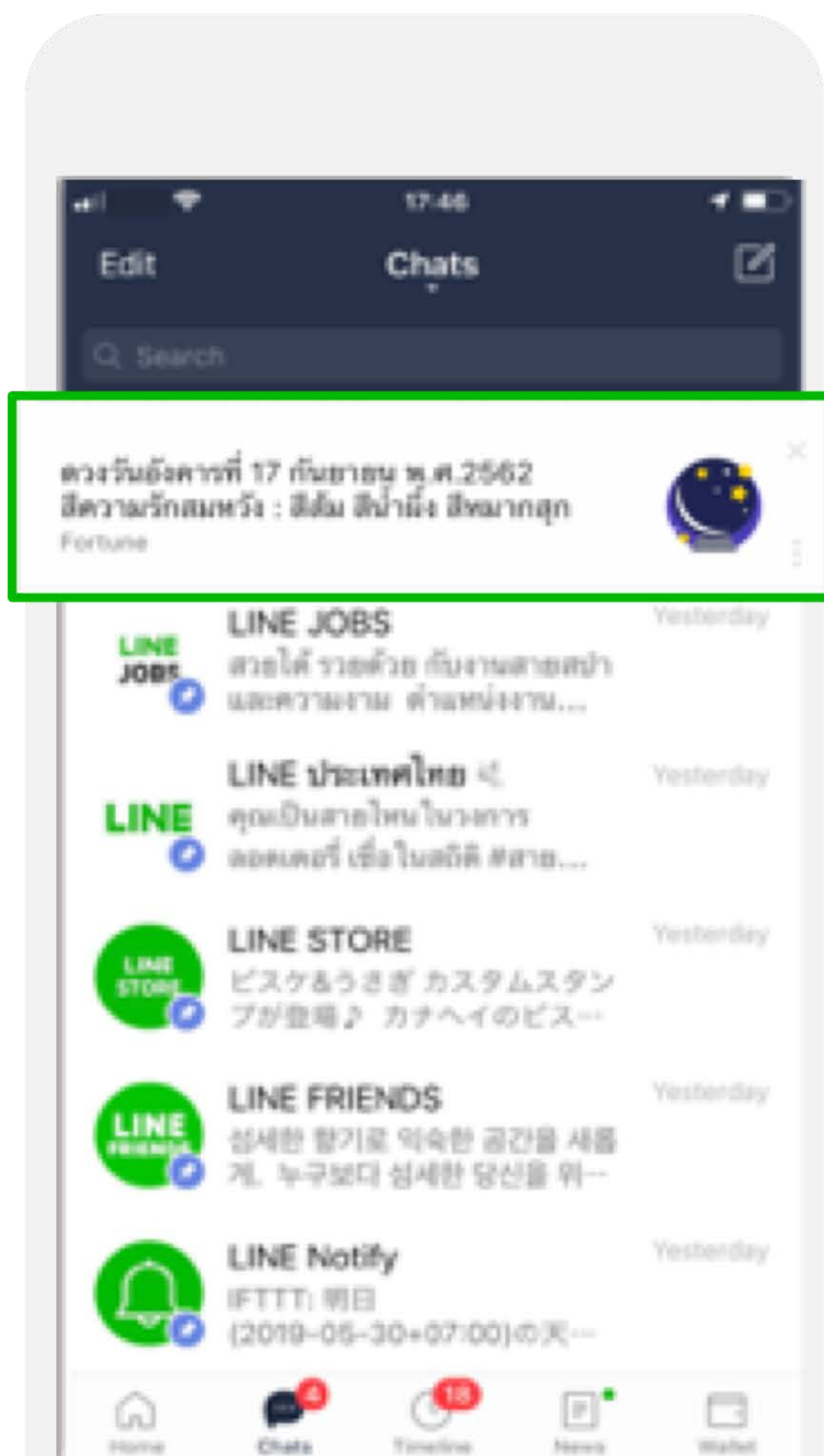
## LINE Smart Channel : Personalized Content Serving Channel

### Fortune

### Sticker

### News

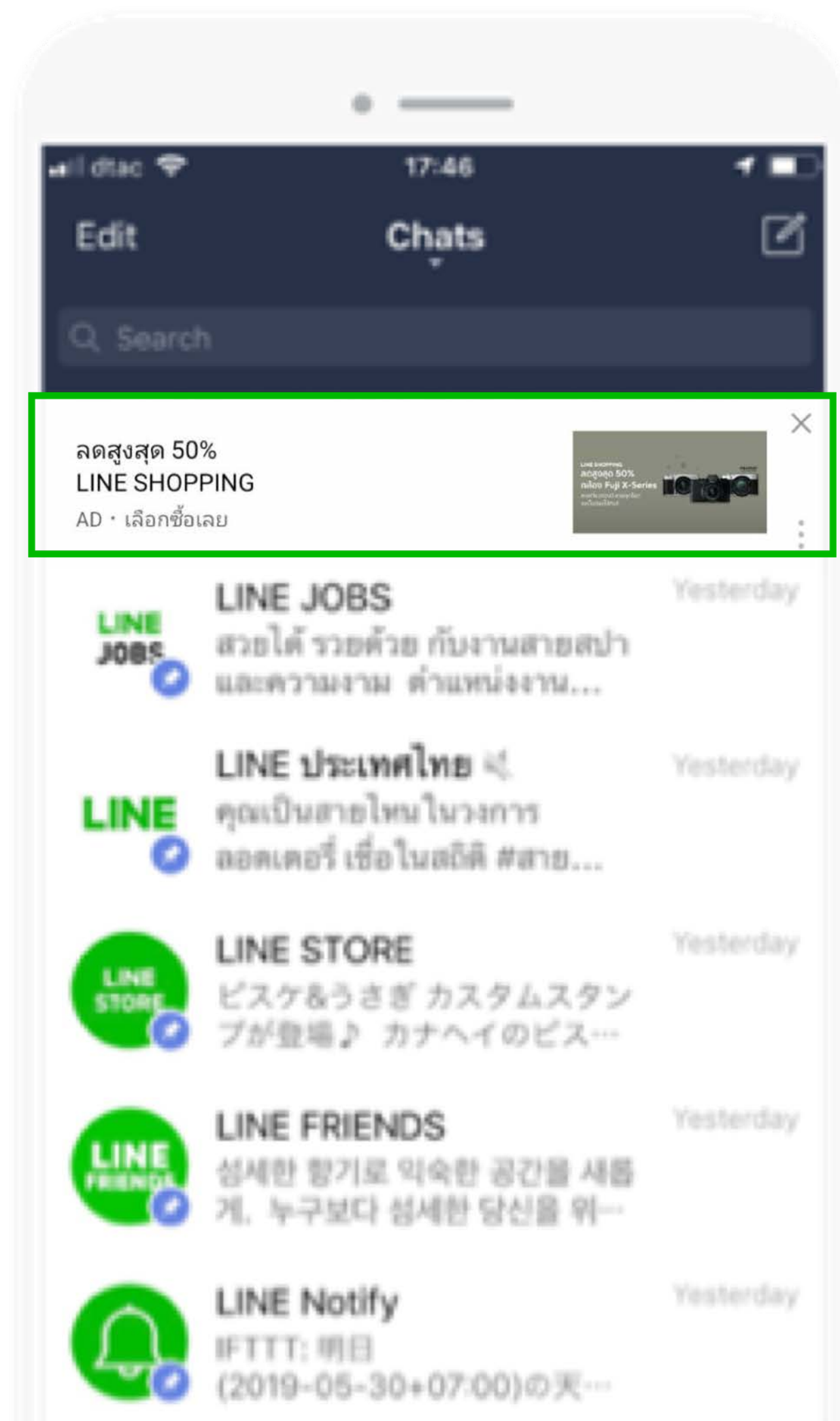
### TV







### Smart Channel Ads



**IMPACTFUL REACH**  
to Total Thailand  
Mobile Internet Population



**HIGH PERFORMANCE**

**2.5-6%**  
CTR

## Choose Your Marketing Goals

---



### Build Brand Awareness

Boosting your brand presence online and reach to future customers



### Grow Sales Online

Convert browser to buyer



### Promote Your App

Drive installation and engagement to your app



### Retarget Existing Customers

Reach to people who have engaged with your ad previously



### **Images**

(Display)

Grab people's attention with high quality visual.



### **Videos**

Create full experience with motion and sound for your product.



### **Catalogues**

(Dynamic Product Ads)

Enhance shopping experience online with responsive product catalogues targeted those people who already interests in your product.

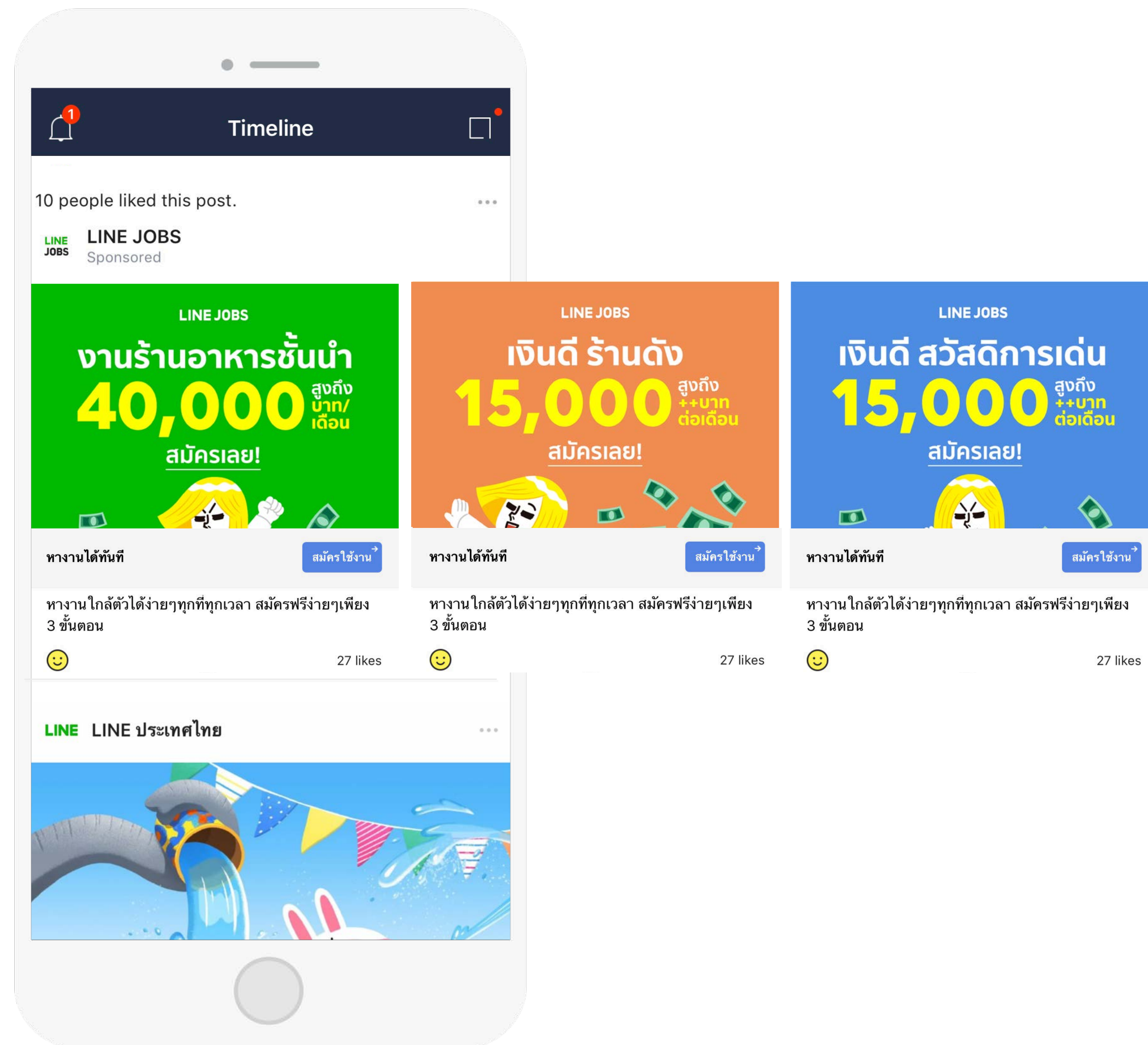


### **Native Ads**

(For Smart Channel only)

Blend in your ad content with meaningful headline to maximize the potential impact.





### Dynamic Product Ads (DPA)

- Definition
  - Dynamic Product Ad (DPA) means to deliver re-targeting advertisements for users who visited advertisers' sites or apps.
- Target audience
  - Users who actually triggered any dpa events in advertiser's site or apps.
  - **'Look-a-like'** users who actually didn't fire any events
- Supported advertisers' page
  - Web: Line tag should be planted on advertisers' pages to track events which users triggered.
  - App :3rd party SDK will fire app events to Line.
    - 3rd party SDK partner:Fox, Adjust, Appsflyer, Kochava
- Responsive creatives
  - Based on catalog registered by advertisers, responsive creatives per users can vary dynamically.

# LAP : Ads Call to Action





**1.**  
**Core**  
**Audiences**

**2.**  
**Custom**  
**Audiences**



### Location

Reach people in the region, cities where you want to grow your business.

#### Targeting:

- 8 Regions
- 77 Province
- District of each province



### Demographics

Select your audience based on age, gender.

#### Targeting:

- Gender: Female, Male
- Age range:
  - 15-19
  - 20-24
  - 25-29
  - 30-34
  - 35-39
  - 40-44
  - 45-49
  - 50+



### Devices

Choose specific device you want to target.

#### Targeting:

- AOS (Android)
- iOS



### Interests

Pick the interests and hobbies of your target audiences.

#### Targeting:

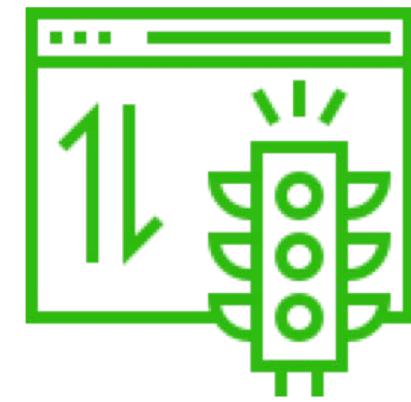
- |                                   |                        |
|-----------------------------------|------------------------|
| 1. Digital gadgets and appliances | 10. Health and fitness |
| 2. Sports                         | 11. Automotive         |
| 3. Careers and business           | 12. Books and comics   |
| 4. Fashion                        | 13. Food and drink     |
| 5. Home and garden                | 14. Beauty             |
| 6. TV and movies                  | 15. Entertainment      |
| 7. Music                          | 16. Shopping           |
| 8. Education and training         | 17. Game               |
| 9. Finance                        | 18. Travel             |





### LINE Official Account

Reach out to your friends from Official Account and maintain your relationship with them.



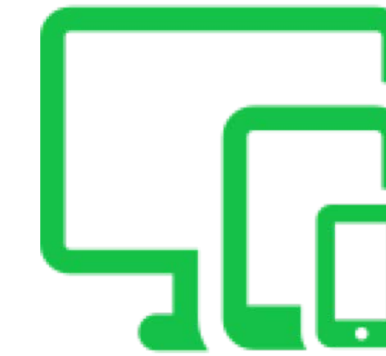
### Web Traffic Audiences

Build your custom audience from who already visited your website and retarget with them again



### Mobile App Audiences

Pick the interests and hobbies of your target audiences.



### Device ID Audiences

Create specific device ID audiences you have in your database (Android/ADID and iOS/IDFA)



### Lookalike Audiences

Find the similar people to your target audiences for a higher potential response to your ad



# SELLING MODEL

| SELLING MODEL       | AVG PRICING | AVG CTR |
|---------------------|-------------|---------|
| COST PER CLICK      | 6-12 THB    | 0.67%   |
| COST PER IMPRESSION | 15-30 THB   | 0.32%   |
| COST PER ACTION     | 80-150 THB  | 0.77%   |



# LAP AGENCY PARTNER

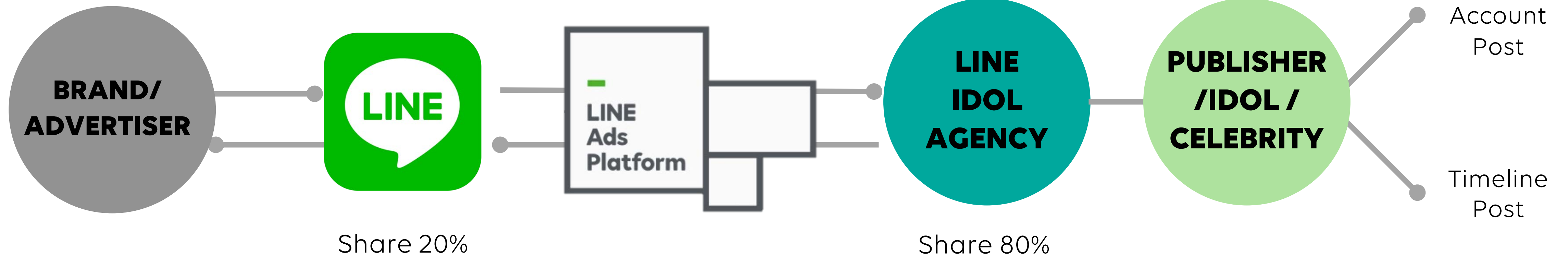


\*Remark:

1. Recommended to bidding LAP with our agency partners
2. There is agency fee 10%

# BUSINESS MODEL & CONDITIONS

OFFICIAL ACCOUNT MANAGEMENT



## ☐ REVENUE SHARING (MONETIZING SPONSORSHIP)

- PARTNER SELL >> PARTNER RECEIVE 100%
- LINE SELL >> PARTNER (80%) : LINE (20%)

## ☐ MONTHLY LINE ADS PLATFORM (LAP) SPENDING

- Friends < 1 M = 5,000 THB/MONTH
- Friends 1 M - 2 M = 10,000 THB/MONTH
- Friends > 2 M = 15,000 THB/MONTH

## ☐ MINIMUM TIMELINE POST

- Publisher = 2 Posts /day
- Celebrity/Artist = 2 Posts/week
- Influencer = 3 Post/week

## ☐ JOIN EVENT or PROVIDE CONTENT

- **Publishers** mandatory to provide **3 Advertorials/Year Articles for LINE.**
- Celebrity/Artist mandatory join **LINE event** at least **2 Times / Year.**
- Influencer mandatory join **LINE event** at least **3 Times / Year.**

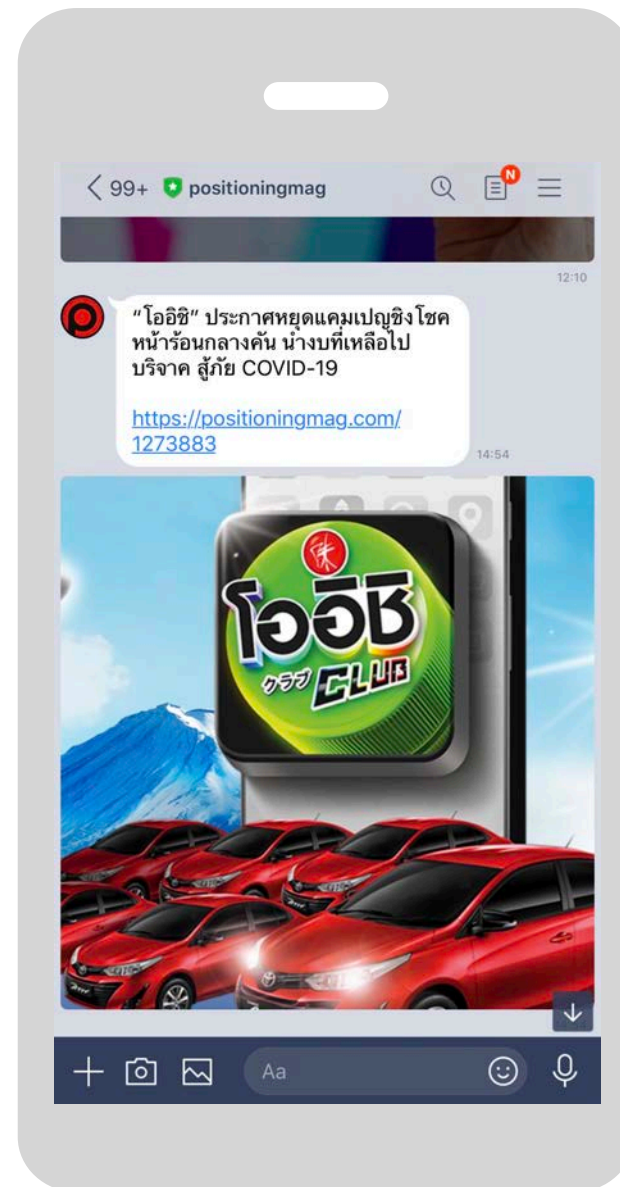
\*Remark:

1. Business model is subject to change with notice
2. Revenue sharing model excluded production cost



# BRAND SPONSORSHIP ON LINE OFFICIAL ACCOUNT

TYPE 1



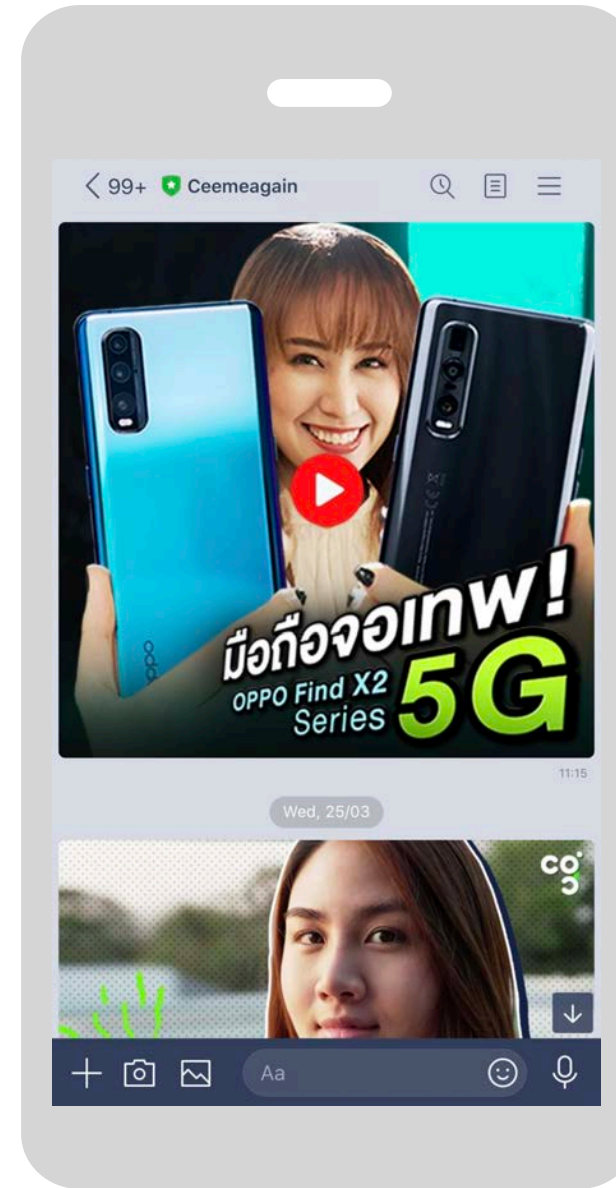
SPONSORED POST  
(Finished material)

TYPE 2



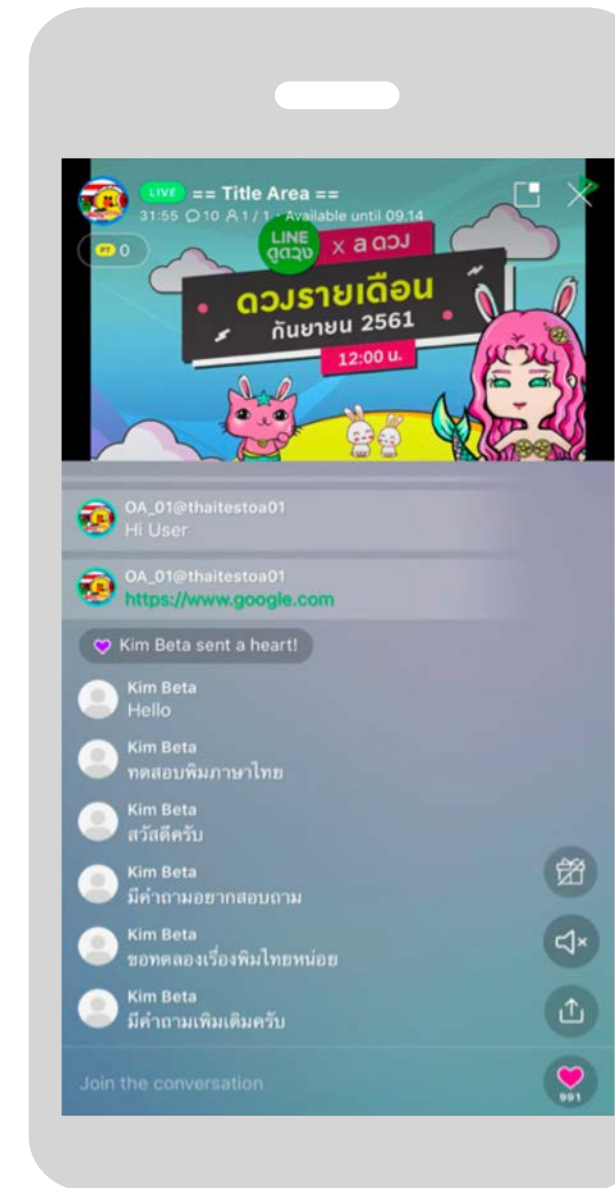
Photo TIE-IN  
Or Advertorial  
(Rich Message)

TYPE 3



TIE-IN VDO  
(1 Min)

TYPE 4



TIE-IN OA LIVE  
(30 Mins)

TYPE 5

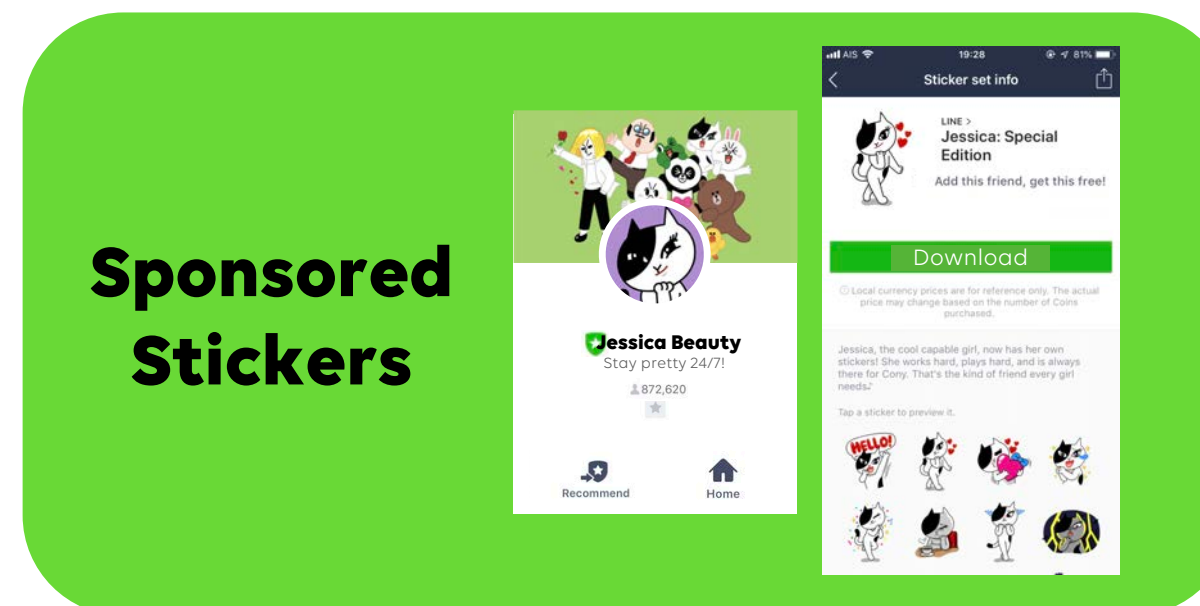
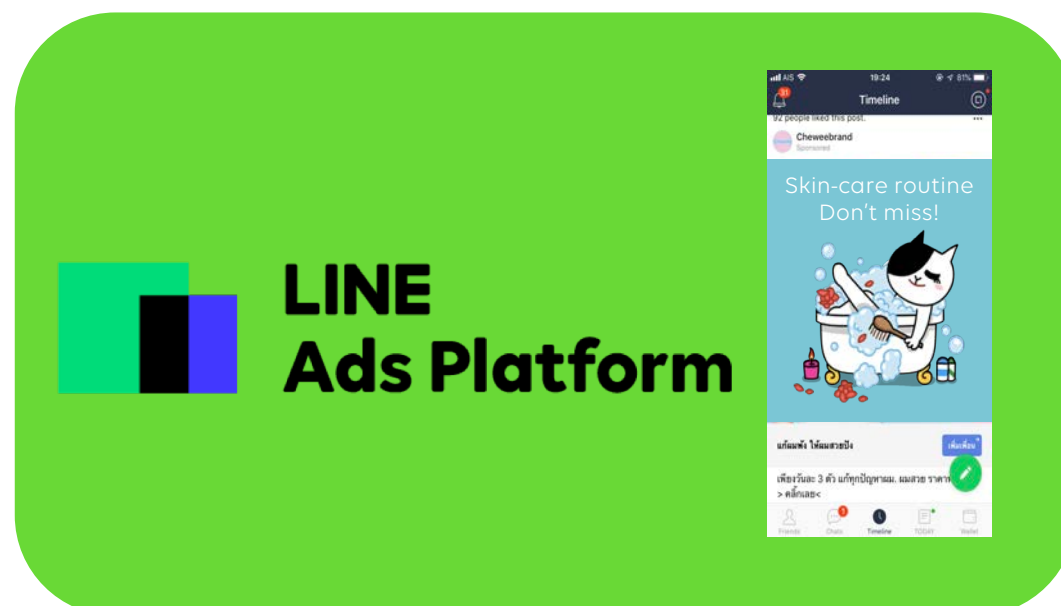


Card Based  
Message

TYPE 6



Rich Menus



## REMARK:

- Lead time minimum 7 working days based on scope of work
- Sponsored post will be placed on broadcast message and timeline post

# LINE IDOL

## CONTENT & BROADCAST MESSAGE GUIDELINE

PUBLISHER • CELEBRITY • ARTIST • INFLUENCER

2020

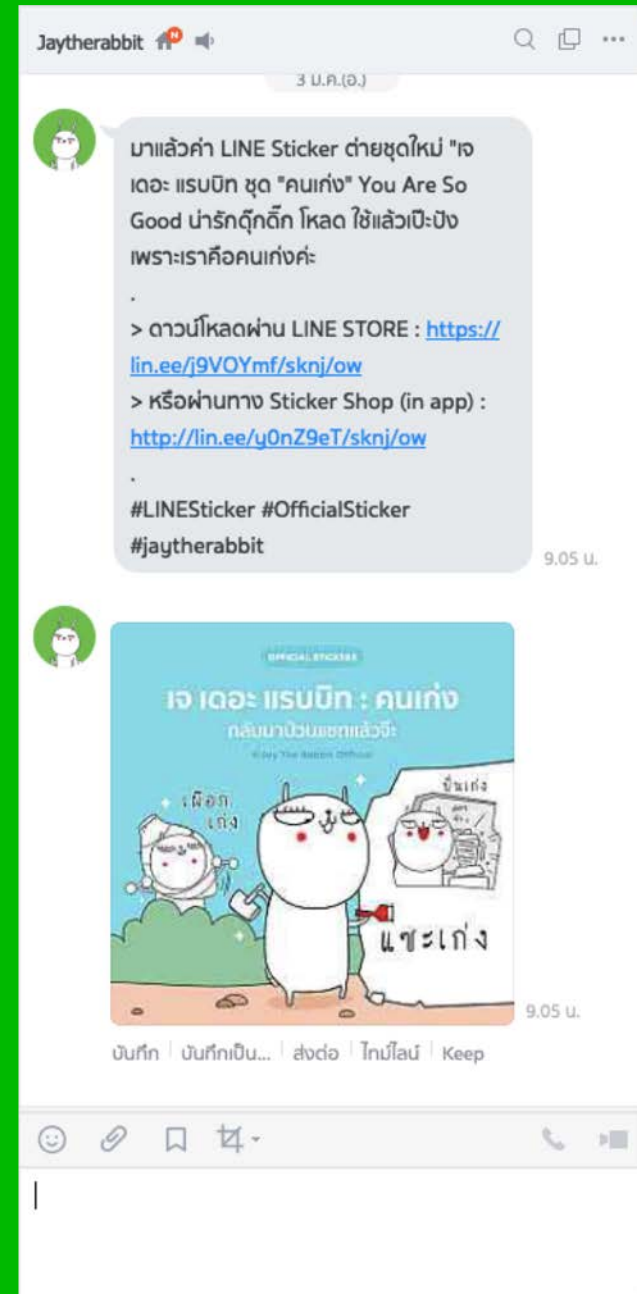
LINE



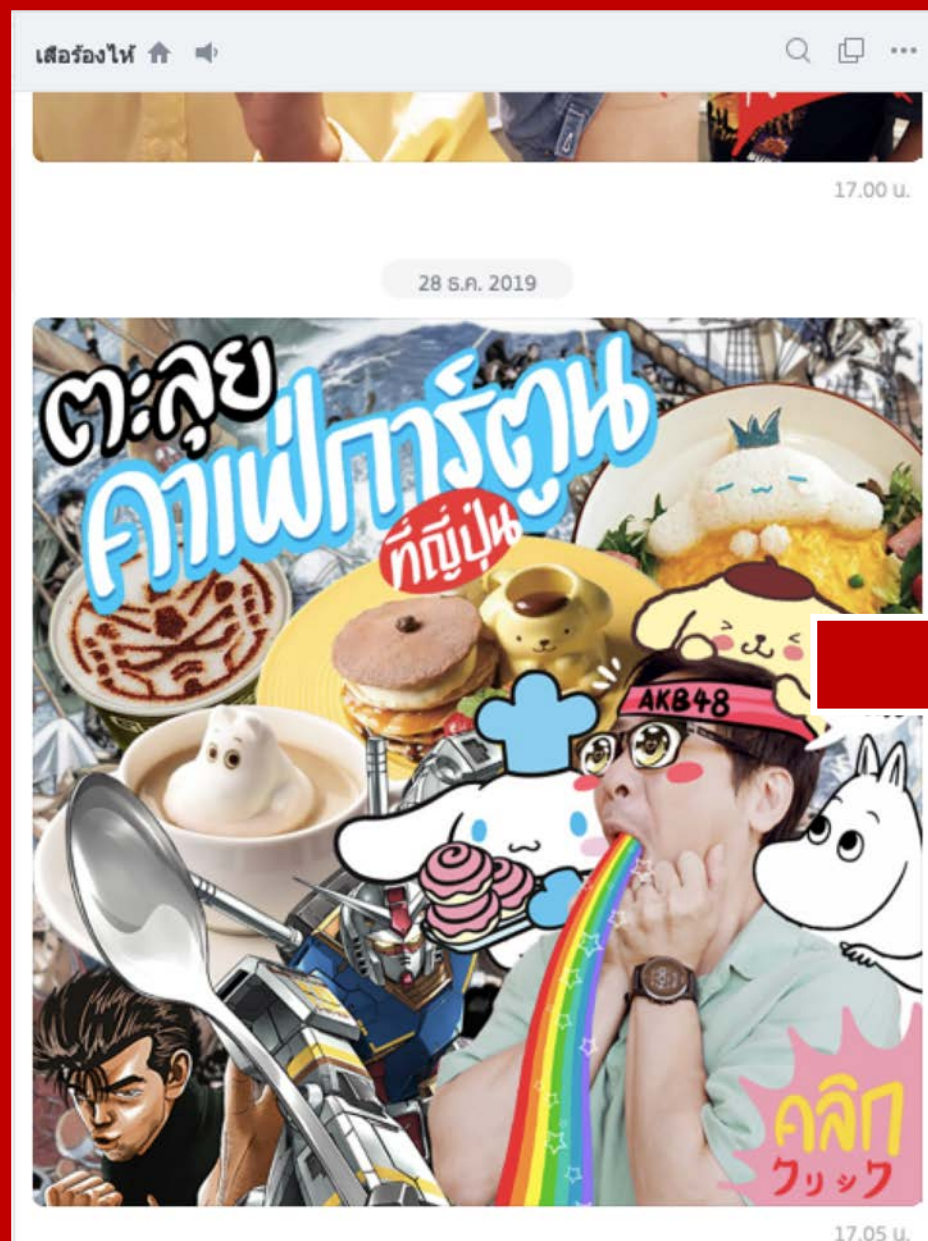
# DOS

- Landing to website base, article-based contents
- Link to SNS e.g. Youtube, Facebook, Twitter, etc.  
(Not TV live or TV re-run or any TV program frame)
- Reproduce to create clean photo with no TV super, no promoting and no specific date and on-air time on TV station
- Allowed to link to LINE services  
(e.g. LINE Today, LINE TV, LINE Sticker, LINE Melody, etc.)
- Allowed to post advertorial content (Brand tie-in, Affiliate)

## LINE Services



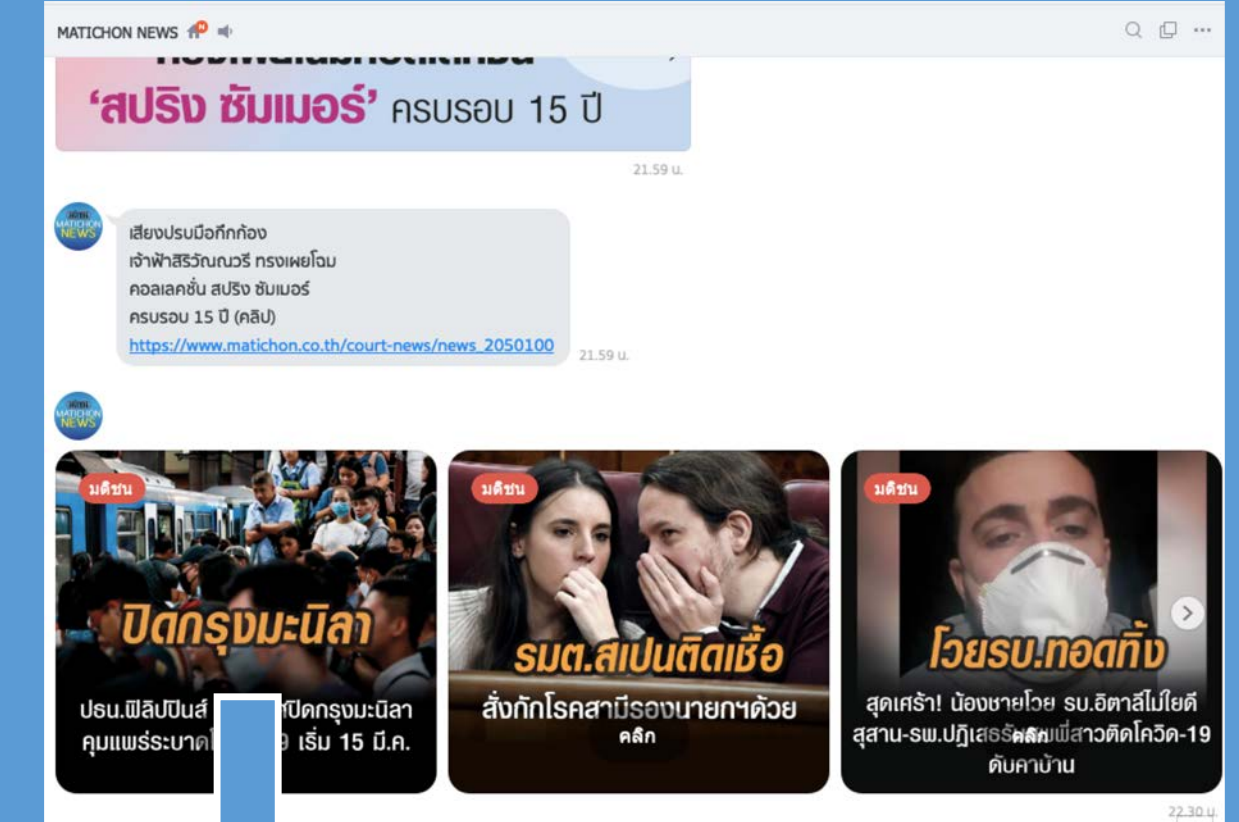
## SNS link



## RICH MESSAGE & TIMELINE POST



## Article on website



## ปธน.ฟิลิปปินส์ ประกาศปิดกรุงมะนิลา คุมการแพร่ระบาดโควิด-19 เริ่ม 15 มี.ค.

ประธานาธิบดีโรดริโก ดูเตร์เต ประกาศเมื่อวันที่ 12 มีนาคม ถึงแผนที่จะประกาศปิดการคมนาคมทั้งหมดในกรุงมะนิลา เมืองหลวงของประเทศลง หนึ่งในความพยายามเพื่อควบคุมการแพร่ระบาดของเชื้อไวรัสโควิด-19 ในประเทศลง แม้ว่าในฟิลิปปินส์จะมีผู้เสียชีวิตเพียง 5 รายเท่านั้นขณะที่ยอดผู้ติดเชื้ออยู่ที่ 52 ราย

ดูเตร์เต แถลงผ่านสถานีโทรทัศน์ท้องถิ่นของฟิลิปปินส์ระบุว่า รัฐบาลอนุมัติให้โรงเรียน ในกรุงมะนิลา ปิดเรียนเป็นเวลา 1 เดือน ห้ามไม่ให้มีการชุมนุม รวมไปถึงห้ามชาวต่างชาติจากประเทศกลุ่มเสี่ยงเดินทางเข้าประเทศ อย่างไรก็ตามยังไม่ชัดเจนว่ามาตรการเหล่านี้จะมีผลเมื่อใด แต่การปิดการเดินทางเข้าและออกกรุงมะนิลาทั้งทางบกทางเรือและอากาศนั้นจะให้ผลในวันที่ 15 มีนาคมนี้

"มันคือการปิดเมือง" ดูเตร์เต ระบุ

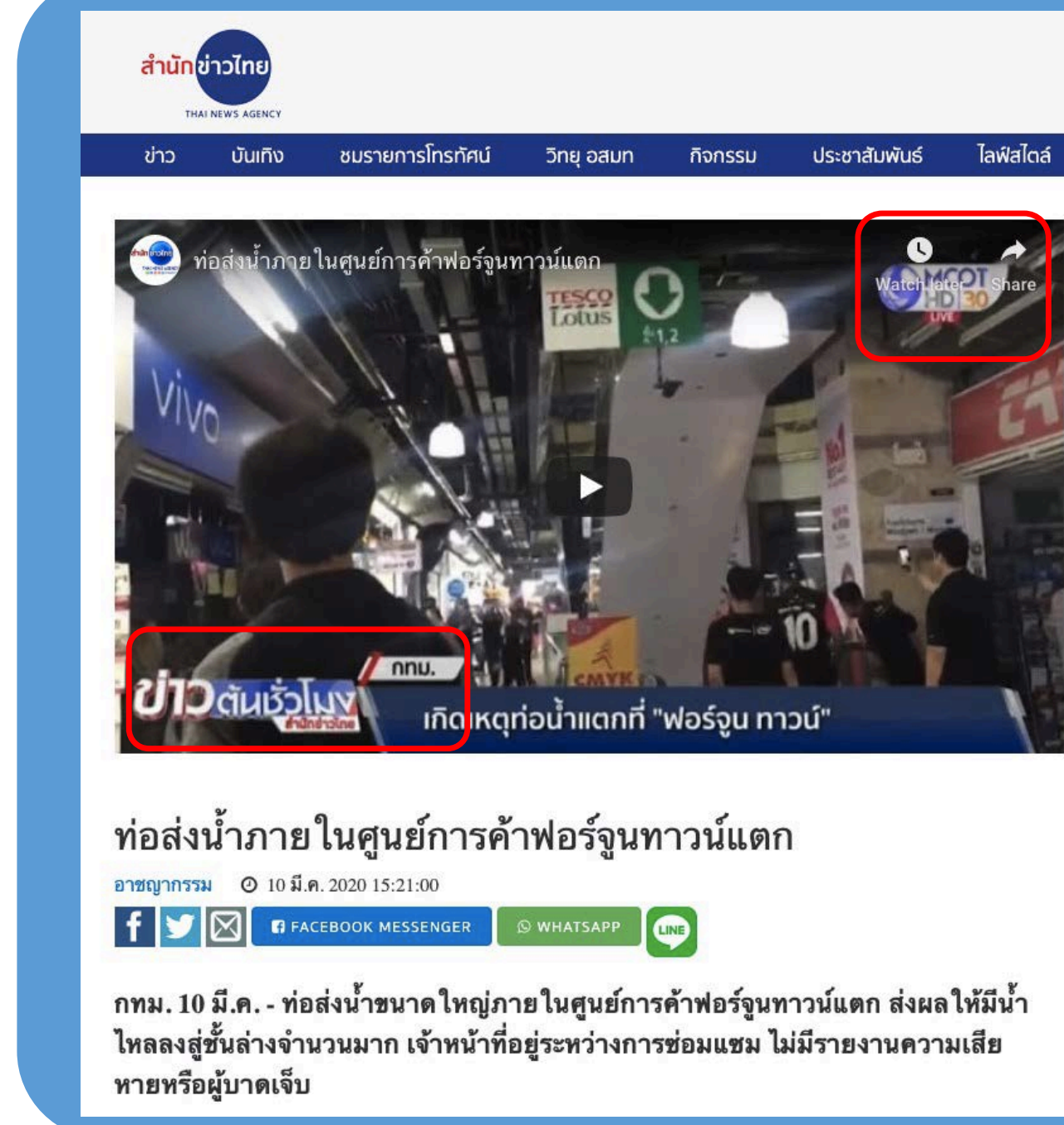
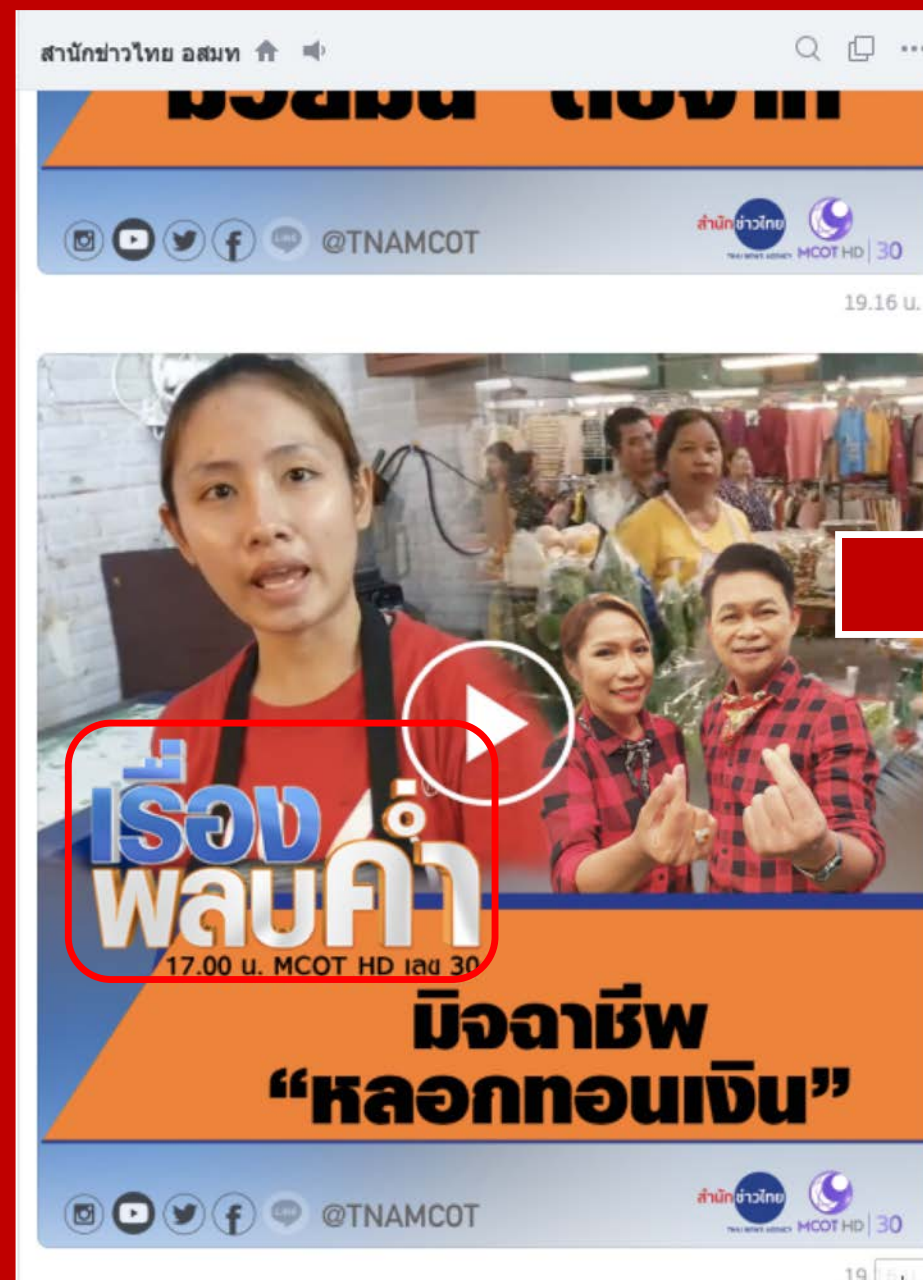
ทั้งนี้ฟิลิปปินส์มียอดผู้ติดเชื้อค่อนข้างน้อยหากเปรียบเทียบกับประเทศที่มีการแพร่ระบาดอย่างหนัก อยู่ที่ราว 52 ราย ขณะที่ยอดผู้เสียชีวิตอยู่ที่ 5 รายเท่านั้น โดยจำนวนนี้ 1 รายเป็น เป็นนักท่องเที่ยวจากเมืองอุฮัน ประเทศจีน



# DON'Ts

- OA Name : not included "TV" or "No. of channel"
- Put TV channel endorsed program frame/super
- Put TV program logo
- Promoting TV station or specific date and on-air time
- Link to TV live, TV re-run or TV program on website or SNS (e.g. Youtube, Facebook, Twitter, etc.)
- Broadcast or post on timeline with **Commercial Content (Sell product directly)**

## TV Program on SNS



## TV Program On Website

Promoting TV station or specific date and on-air time





# DONTs

## Commercial Content

- LINE IDOL *is not allowed to broadcast or post on timeline with Commercial Content*  
e.g product, clothing brand, course, etc.
- Promotion and price of products





# Please follow the guideline

If LINE IDOL fail in any conditions, LINE will notice and entitled to terminate and suspend the LINE Services.



# LINE OFFICIAL ACCOUNT

| LINE FEATURE            | OPTION 1<br>LINE OFFICIAL ACCOUNT<br>FREE PLAN  | OPTION 2<br>LINE OFFICIAL ACCOUNT<br>PAID PACKAGE   | OPTION 3<br>LINE IDOL  |
|-------------------------|---|---|--|
| Timeline Post           | Unlimited   | Unlimited   | Unlimited  |
| Broadcast Message       | 1,000   | 15,000 - 35,000   | Unlimited  |
| Premium ID              | -   | -   | Free   |
| LINE Ads Platform (LAP) | -   | -   | ✓  |
| Price                   | <ul style="list-style-type: none"><li>OA plan = Free</li><li>Premium ID = 444฿/Year</li></ul> | <ul style="list-style-type: none"><li>OA plan = 1,200-1,500฿/month</li><li>Additional Message ( 0.04-0.08฿/Message )</li><li>Premium ID = 444฿/Year</li></ul> | <ul style="list-style-type: none"><li>OA plan = Free</li><li>Premium ID = Free</li><li>LAP = 5,000-15,000฿<br/>(Minimum spending per month for LINE IDOL condition only)</li></ul> |

# OPTION 1

## LINE OFFICIAL ACCOUNT

[ FREE PLAN ]

- FREE Timeline Post
- Limit broadcast message at 1,000 message/1 month ( 1 Active user = 1 Message )
- Pay Premium ID (444฿/Year)

### LINE Official Account Monthly Plan

|                              | Free  | Basic                    | Pro                      |
|------------------------------|-------|--------------------------|--------------------------|
| Price                        | -     | 1,200 THB<br>(USD 36.03) | 1,500 THB<br>(USD 45.05) |
| Number of message            | 1,000 | 15,000 Messages          | 35,000 Messages          |
| Additional price per message | -     | 0.08 THB/Message         | 0.04 THB/Message         |
| Tag, Note, Quick Replies     | ✓     | ✓                        | ✓                        |
| Rich Content                 | ✓     | ✓                        | ✓                        |
| Rewards Card                 | ✓     | ✓                        | ✓                        |
| Coupon                       | ✓     | ✓                        | ✓                        |
| Account Page                 | ✓     | ✓                        | ✓                        |
| Survey                       | ✓     | ✓                        | ✓                        |

\*Monthly plan cannot purchase on iOS, please purchase via LINE Official Account Manager at [manager.line.biz](https://manager.line.biz)



## OPTION 2

### LINE OFFICIAL ACCOUNT

[ PAID PACKAGE ]

- FREE Timeline Post
- Limit broadcast message
- Basic plan = 15,000 messages/month
- Pro plan = 35,000 messages/month  
( 1 Active user = 1 Message )
- Pay Premium ID (444฿/Year)

#### LINE Official Account Monthly Plan

|                              | Free  | Basic                    | Pro                      |
|------------------------------|-------|--------------------------|--------------------------|
| Price                        | -     | 1,200 THB<br>(USD 36.03) | 1,500 THB<br>(USD 45.05) |
| Number of message            | 1,000 | 15,000 Messages          | 35,000 Messages          |
| Additional price per message | -     | 0.08 THB/Message         | 0.04 THB/Message         |
| Tag, Note, Quick Replies     | ✓     | ✓                        | ✓                        |
| Rich Content                 | ✓     | ✓                        | ✓                        |
| Rewards Card                 | ✓     | ✓                        | ✓                        |
| Coupon                       | ✓     | ✓                        | ✓                        |
| Account Page                 | ✓     | ✓                        | ✓                        |
| Survey                       | ✓     | ✓                        | ✓                        |

\*Monthly plan cannot purchase on iOS, please purchase via LINE Official Account Manager at [manager.line.biz](https://manager.line.biz)

## OPTION 3

# LINE IDOL

### GET FREE ! OFFICIAL ACCOUNT

- OA Premium Account (Green Badge)
- FREE Premium ID
- FREE Unlimited broadcast messages
- FREE Timeline Post
- Accept and sign agreement
- LAP spending / month  
( Sponsor or Brand can absorb the cost)



“ Text, Photo, Video

Rich Message

Rich Video

Rich Menu

E-Coupon

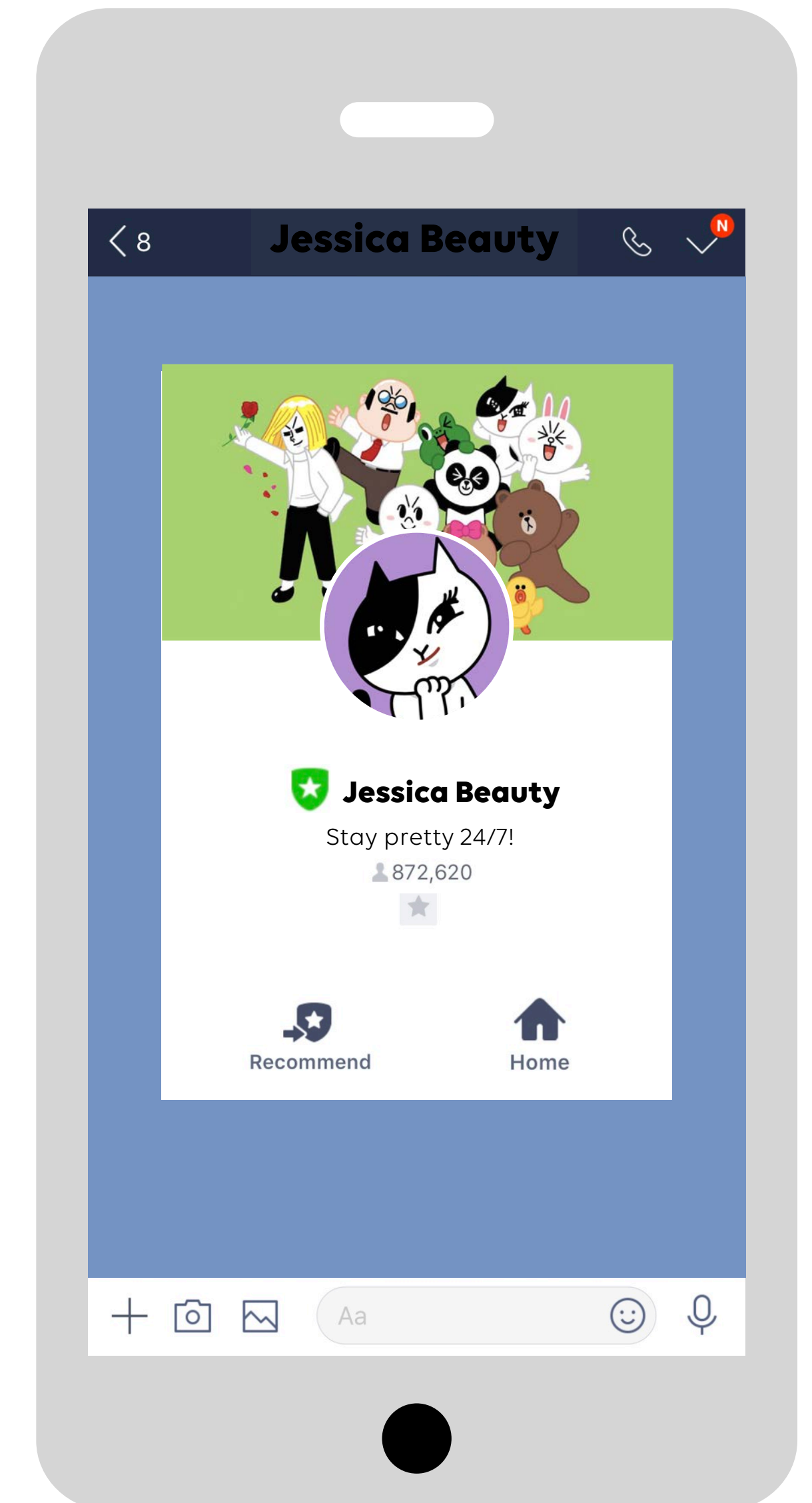
Survey

Timeline

LIVE Chat (On-Air)

in-LINE LIVE Viewer

”





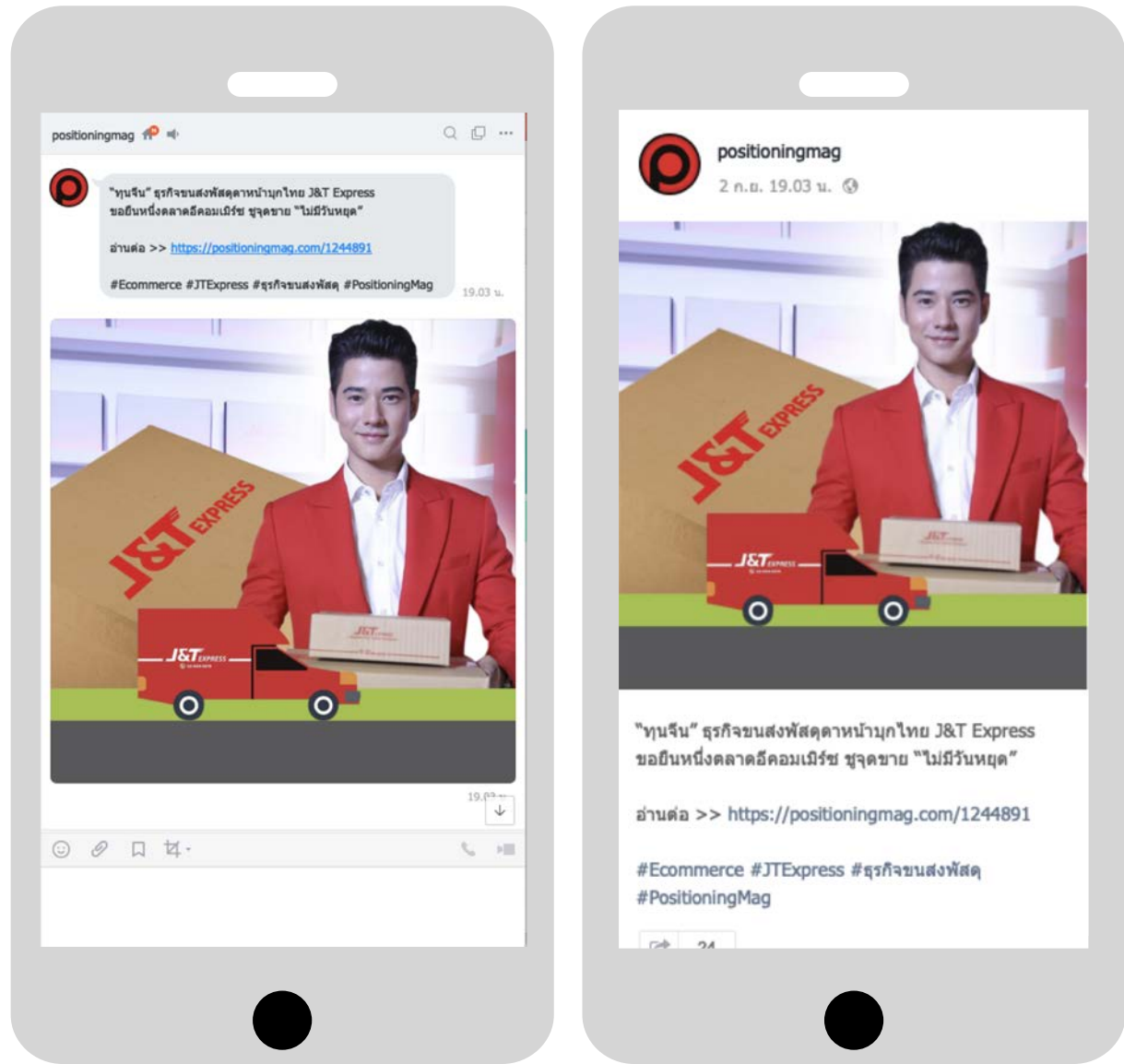
# RATECARD

PUBLISHER • CELEBRITY • ARTIST • INFLUENCER

2020

LINE

PUBLISHER PRICE RANGE RATECARD



PR POST

Post in LINE (OA/Timeline)  
(Finished material)

| OA with Followers   | Price (THB) |
|---------------------|-------------|
| 10,000 – 50,000     | 10,000 ++   |
| 50,001 – 100,000    | 30,000 ++   |
| 100,001 – 300,000   | 45,000 ++   |
| 300,001 – 500,000   | 60,000 ++   |
| 500,001 – 700,000   | 80,000 ++   |
| 700,001 – 1,000,000 | 100,000 ++  |
| 1,000,000 +         | 150,000 ++  |





**LINE  
Ads Platform**  
(Minimum 5,000 THB)

Ads spending for further reach out  
to audience through LAP

Remark

- Price depends on each publisher and scope of work
- Not eligible for agency discount.
- Exclude 7% VAT.
- Exclude LINE Ads Platform budget
- Exclude artwork, content writing, VDO/LIVE production; client shall provide materials.
- Sponsored post will be placed both on broadcast OA and Timeline post.
- Inclusive content preview and report for OA Reach, Click and LAP ads spending report (depends on ad objective).
- Lead time for reservation booking is 7 business days; (after submission of material & landing page)
- This packages will be expired in **31 Dec 2020**.



## PUBLISHER/IDOL LIST and SNS

[illegible]

# RATECARD

[illegible]

# OA Register Sheet

| LINE Official Account Submission Sheet |                                   | Fill-in Informations  |
|--|-----------------------------------|---|
| 1                                      | Client Name                       | Test  |
|  | Sub-Company/Commercial Name       | Test  |
| 2                                      | OA Name<br>(Max 20 Characters)    | Test<br>Character count (Max:20) Spaces and Special Characters are permitted (eg. !@\$%^&*()-<br>=_+[]{}<>/?) |
| 3                                      | OA ID<br>(Max 19 Characters)      | Test<br>Character count (Max:19) only English Alphabets, underscore(_), dot(.) and dash (-) are permitted     |
| 4                                      | Service Language                  | Thai (TH)   |
| 5                                      | Service Country                   | Thailand  |
| 6                                      | Category                          | Media<br>Default = Brand/Service, If not, please select from drop-down list                                   |
| 7                                      | Push Notification Default Setting | Off<br>Default = Off (50% Surcharge will be apply if the setting turned on by default)                        |
| 8                                      | Sales Package                     | Standard Package  |
| 9                                      | Purpose                           | Public  |
| 10                                     | Launch Date                       | 03/15/2018  |
| 11                                     | Campaign Type                     | LINE IDOL   |
| 12                                     | Profile Image Format              | PNG or JPG only<br>640x640 PIXEL ONLY   |



# APPENDIX

# BROADCAST BEST PRACTICES



## Perfect day and time

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**Sat, Sun**  
**Fri**  
**Mon**  
8 AM - 8 PM



## Frequency

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**4 times** per week Fashion, Health & Beauty,  
food & drink, Beauty & Spa,  
Education

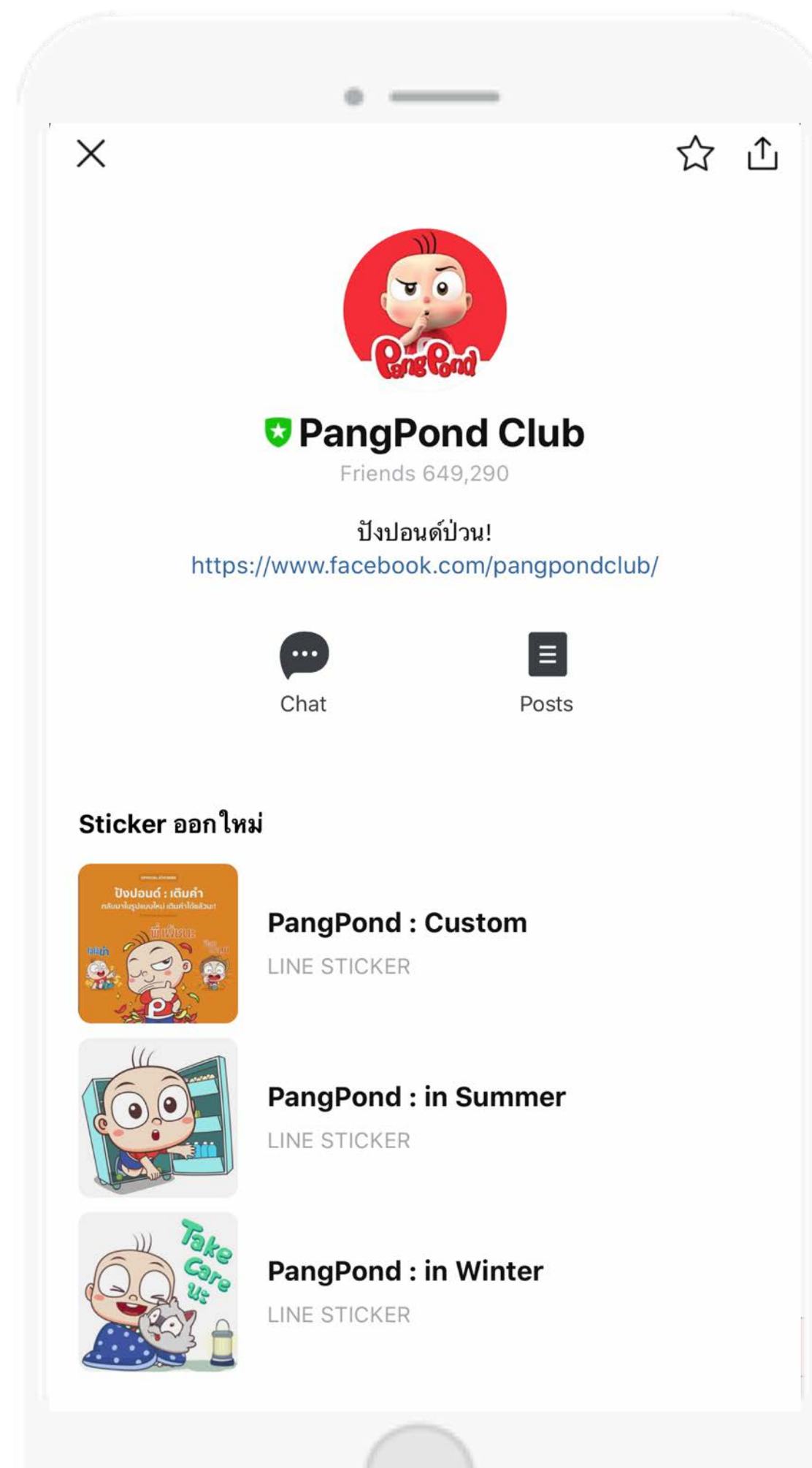
**3 times** per week Other products and services



# LINE OA Feature

## ACCOUNT PAGE

Tell about your description



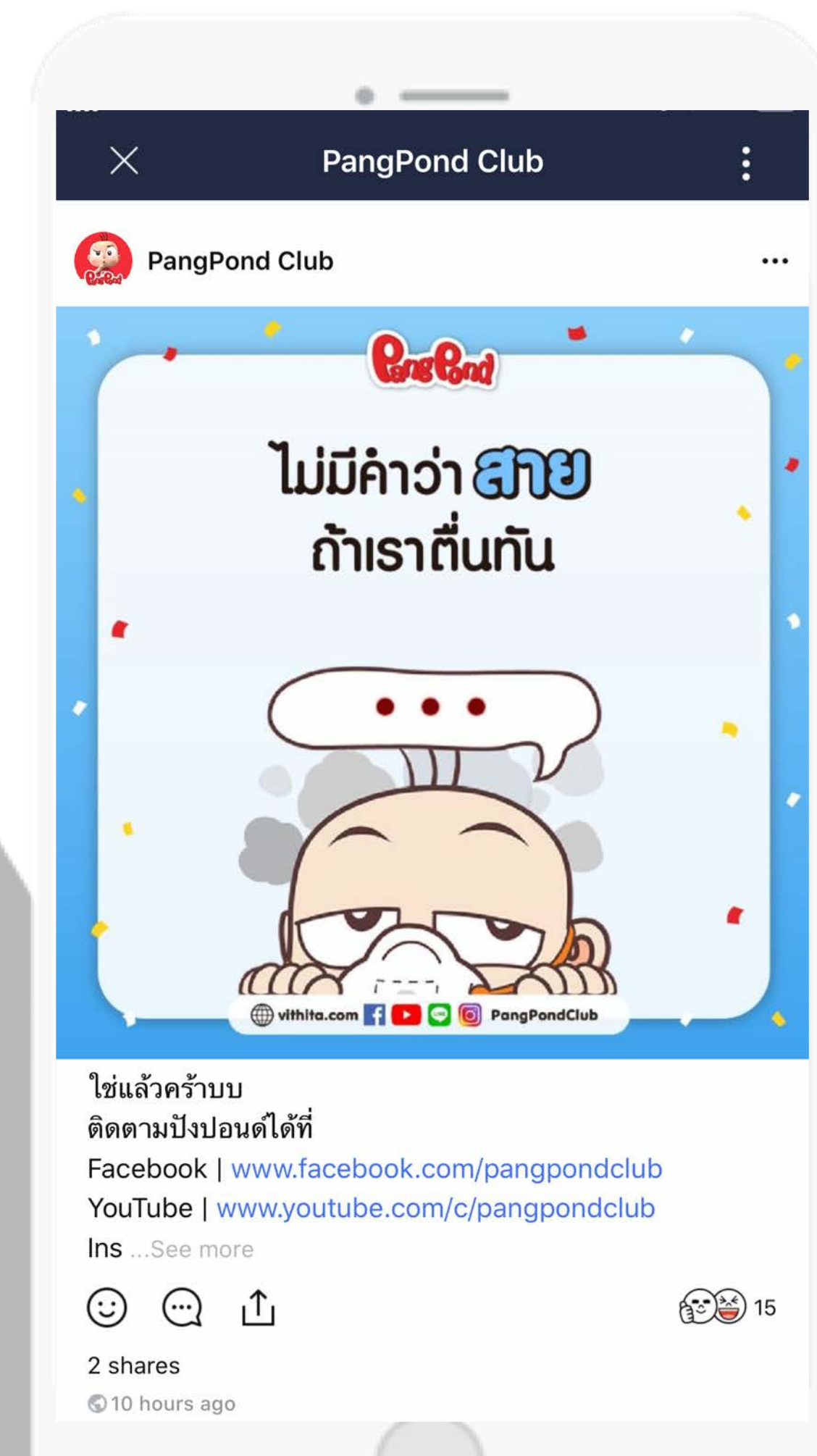
## GREETING MESSAGE

Impress new followers with welcoming messages



## TIMELINE POST

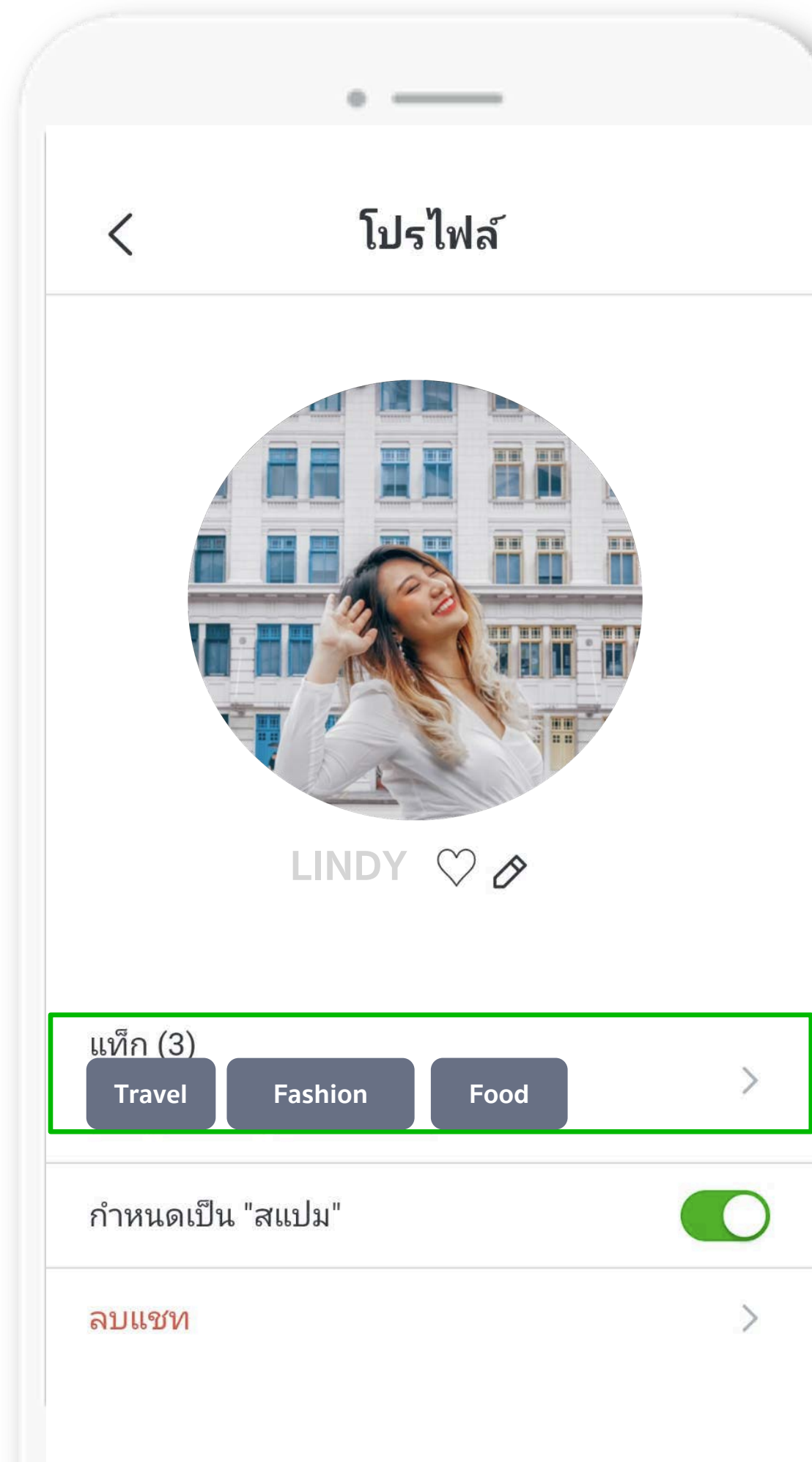
A great way to get more people to see your posts and news



# LINE OA Features

## CHAT

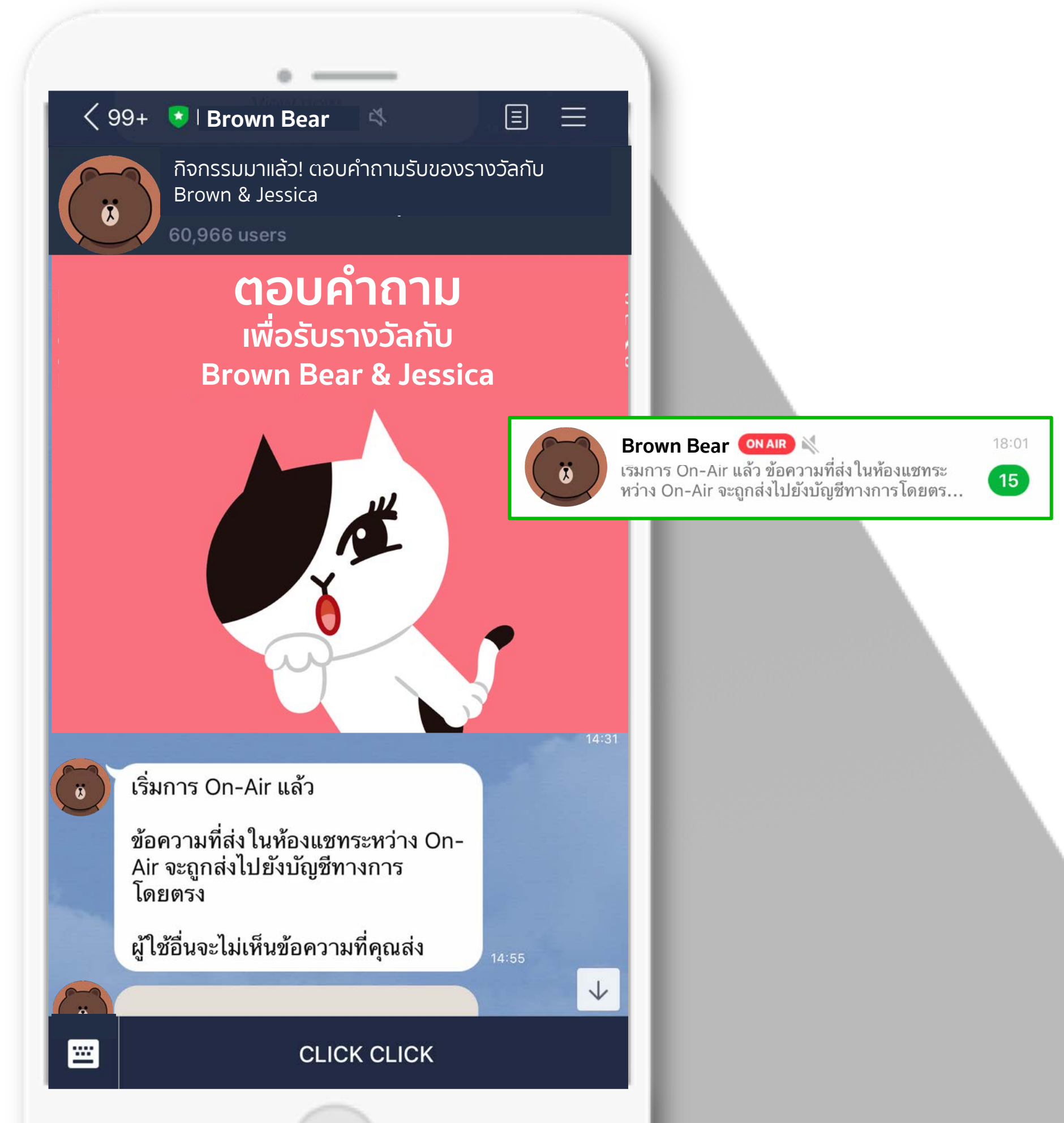
Get closer to your fans



- ✓ Multiple admins
- ✓ Tag
- ✓ Group Chat

## ON-AIR

Create Activity





# LINE TIMELINE

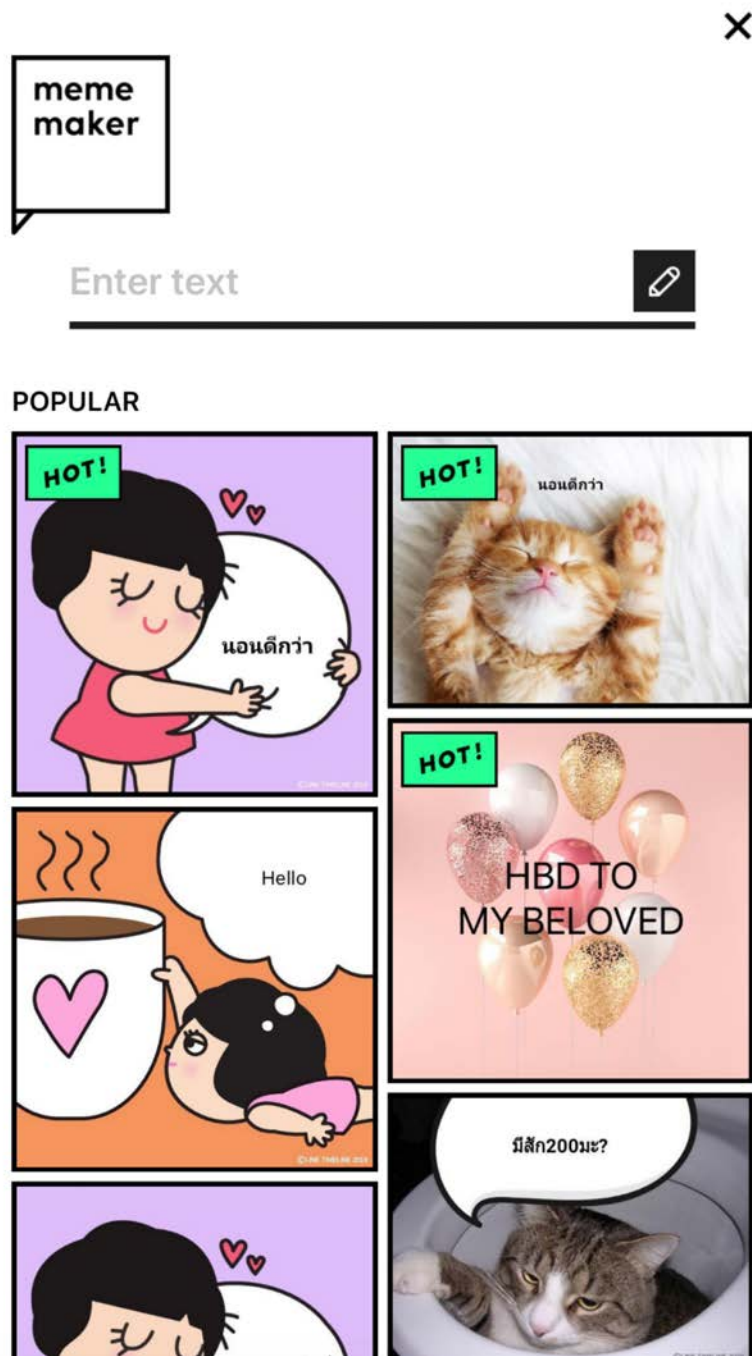
## KEY FEATURES

### LINE Story



Allows users to express and share their “now” moments with their friends on LINE

### Meme Maker



Preset expressive images where users can edit wordings to their emotions and easily share on LINE or other social media

### Hot Topic



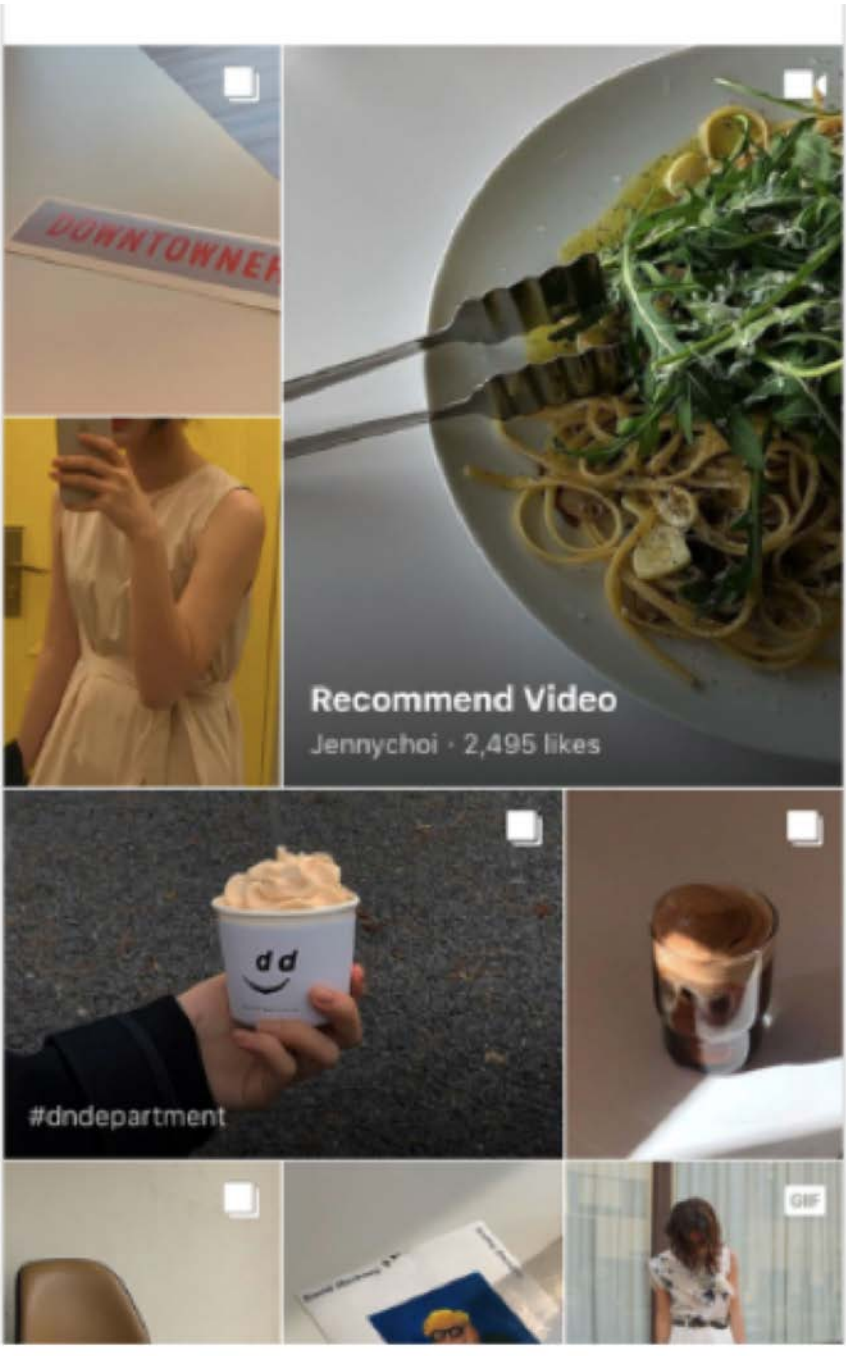
Timeline Challenge that allows users to share their photo content to public with similar interests

### Quiz



Various quiz contents for users to participate and share results on Timeline

### TIMELINE EXPLORE

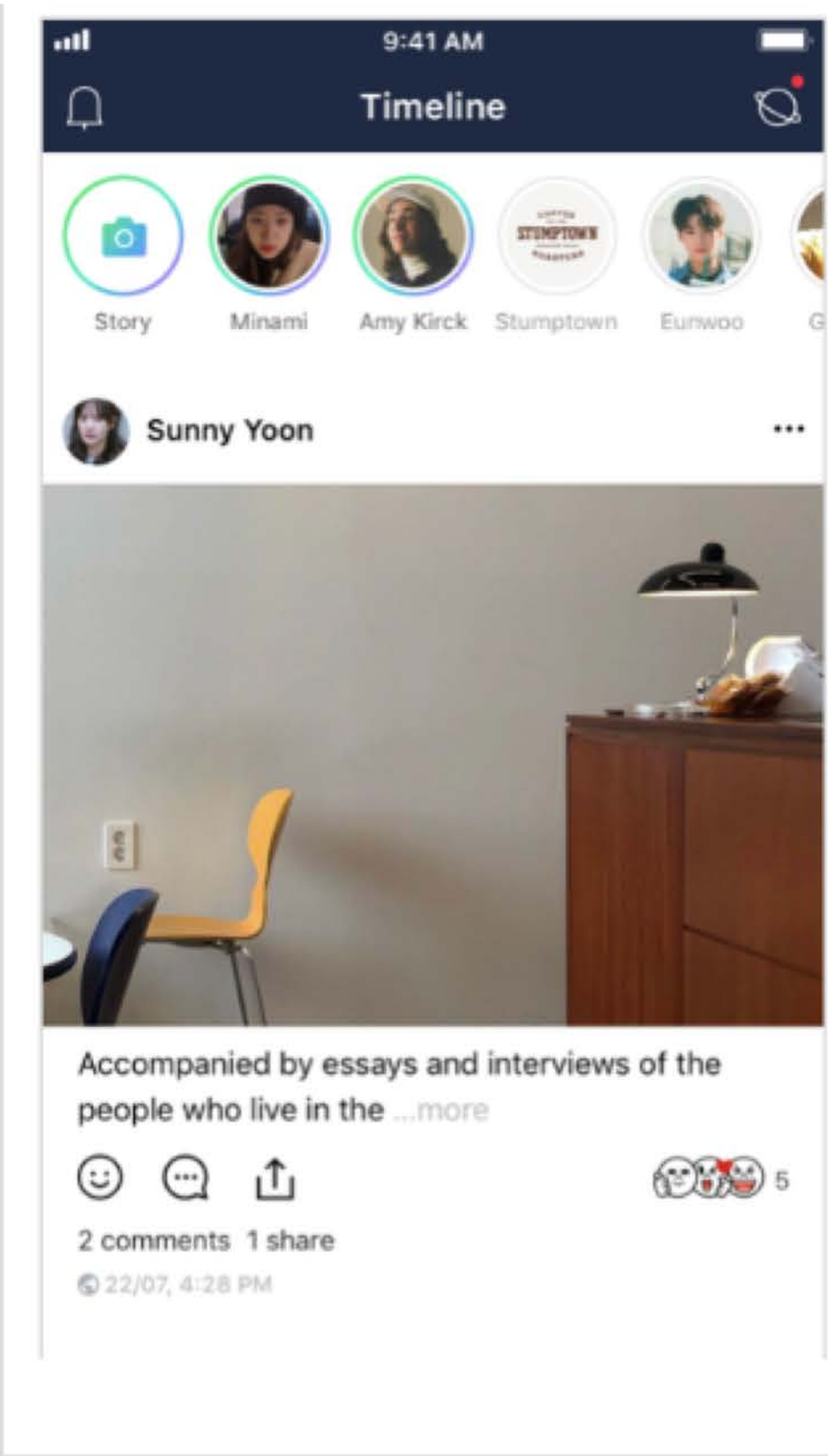


Area where posts uploaded from non-friend accounts can be viewed that match with your interest

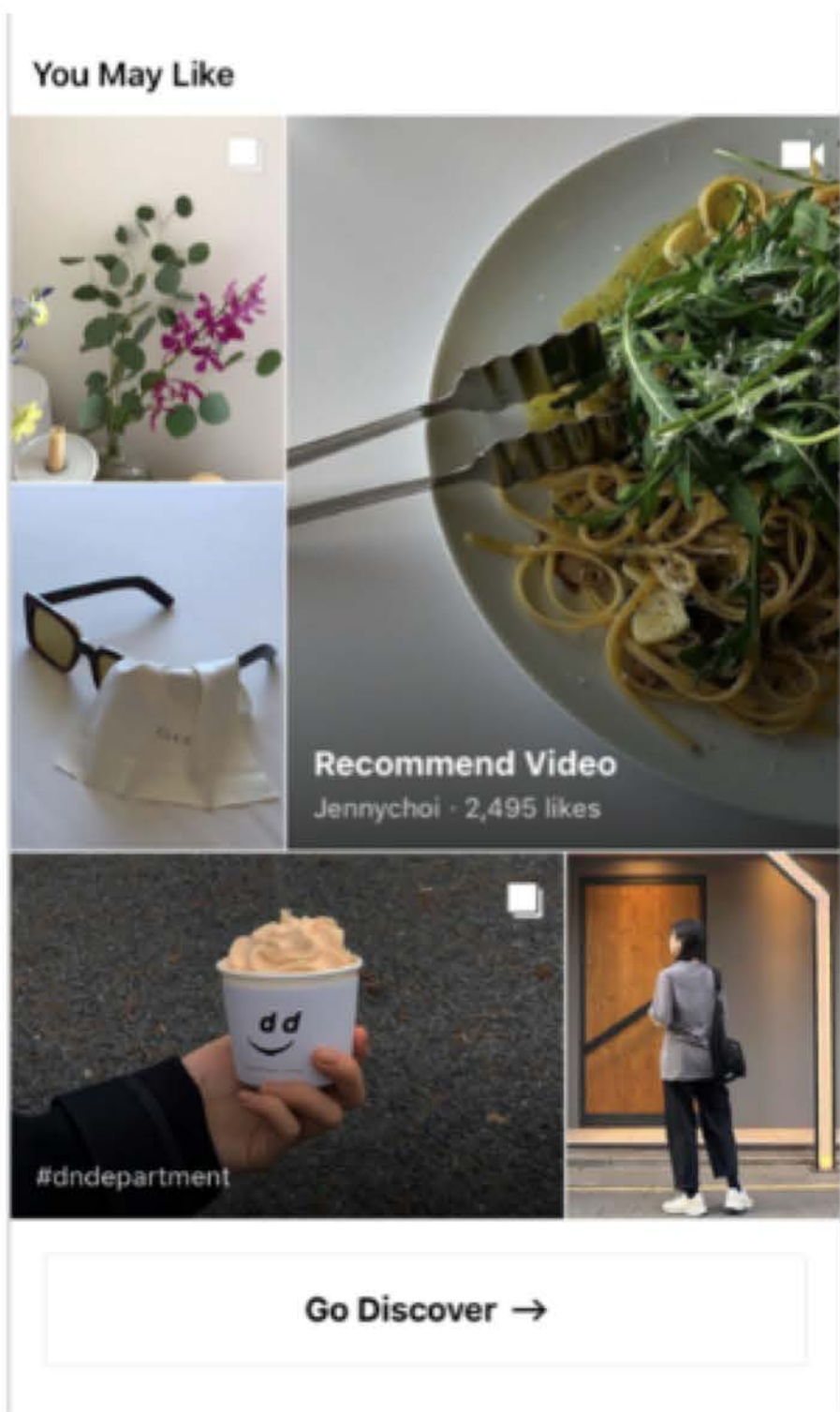


# TIMELINE EXPLORE FEATURE

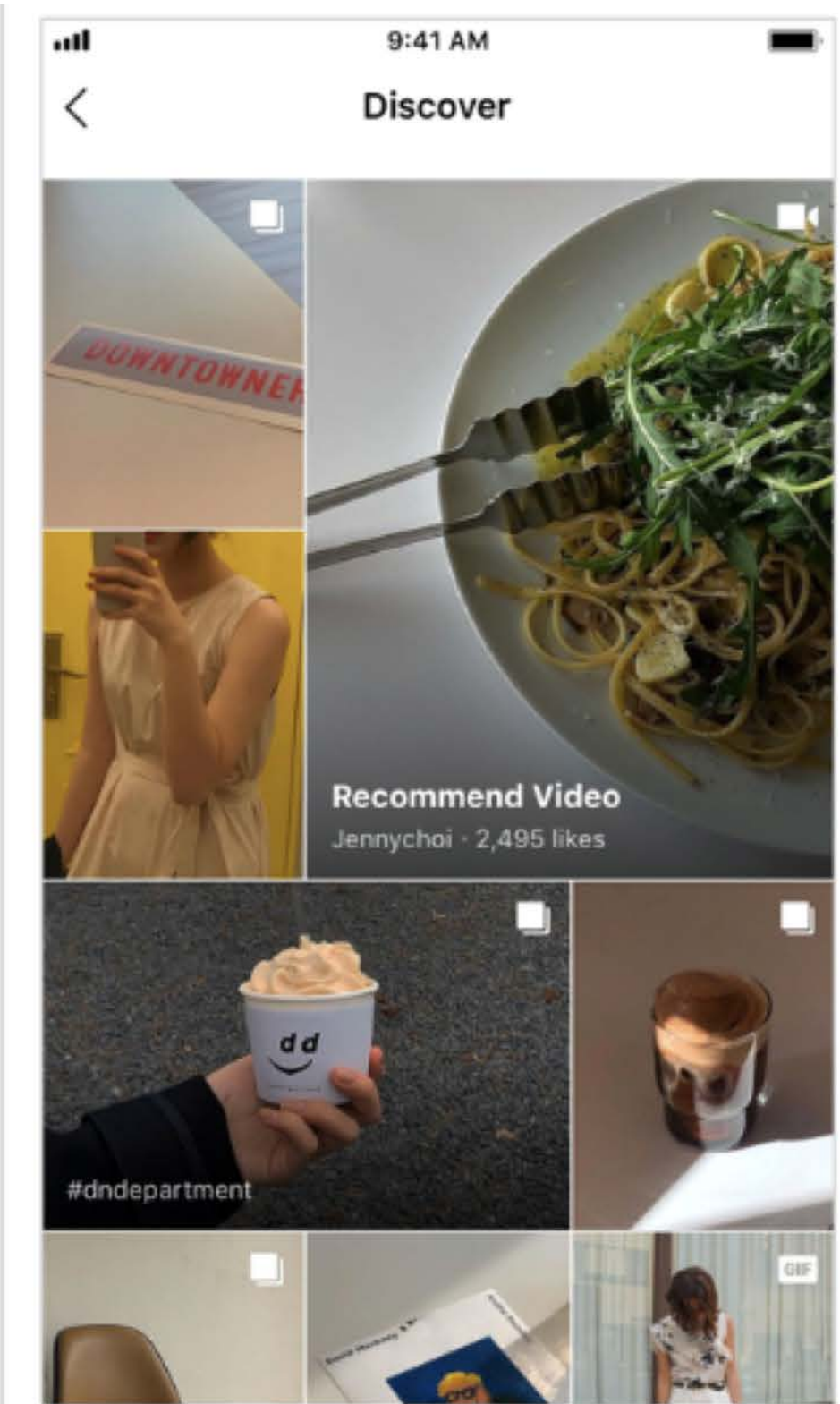
Timeline Feed



Module on  
Timeline Feed



Main Page



Post Feed

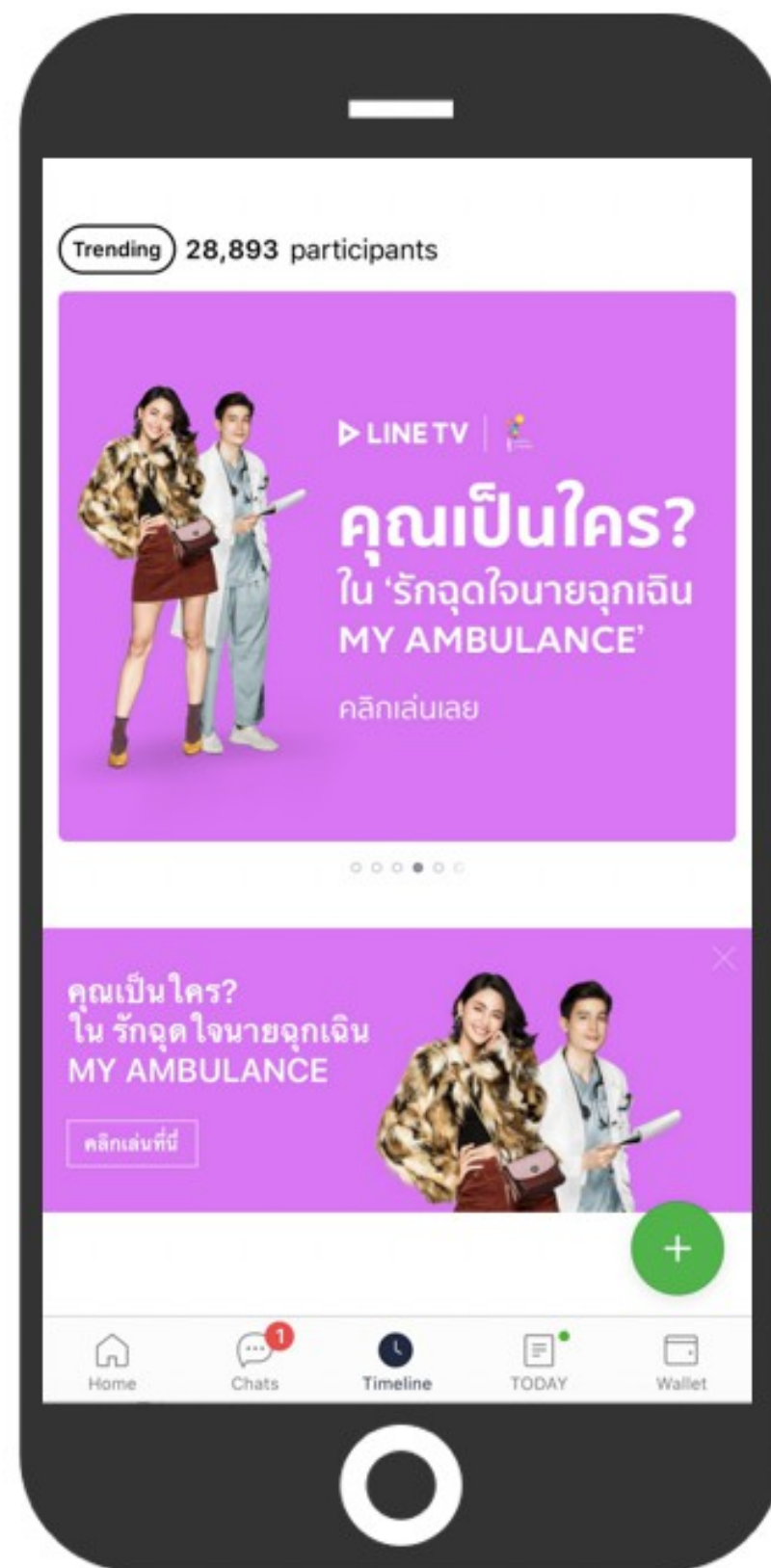


Video Viewer

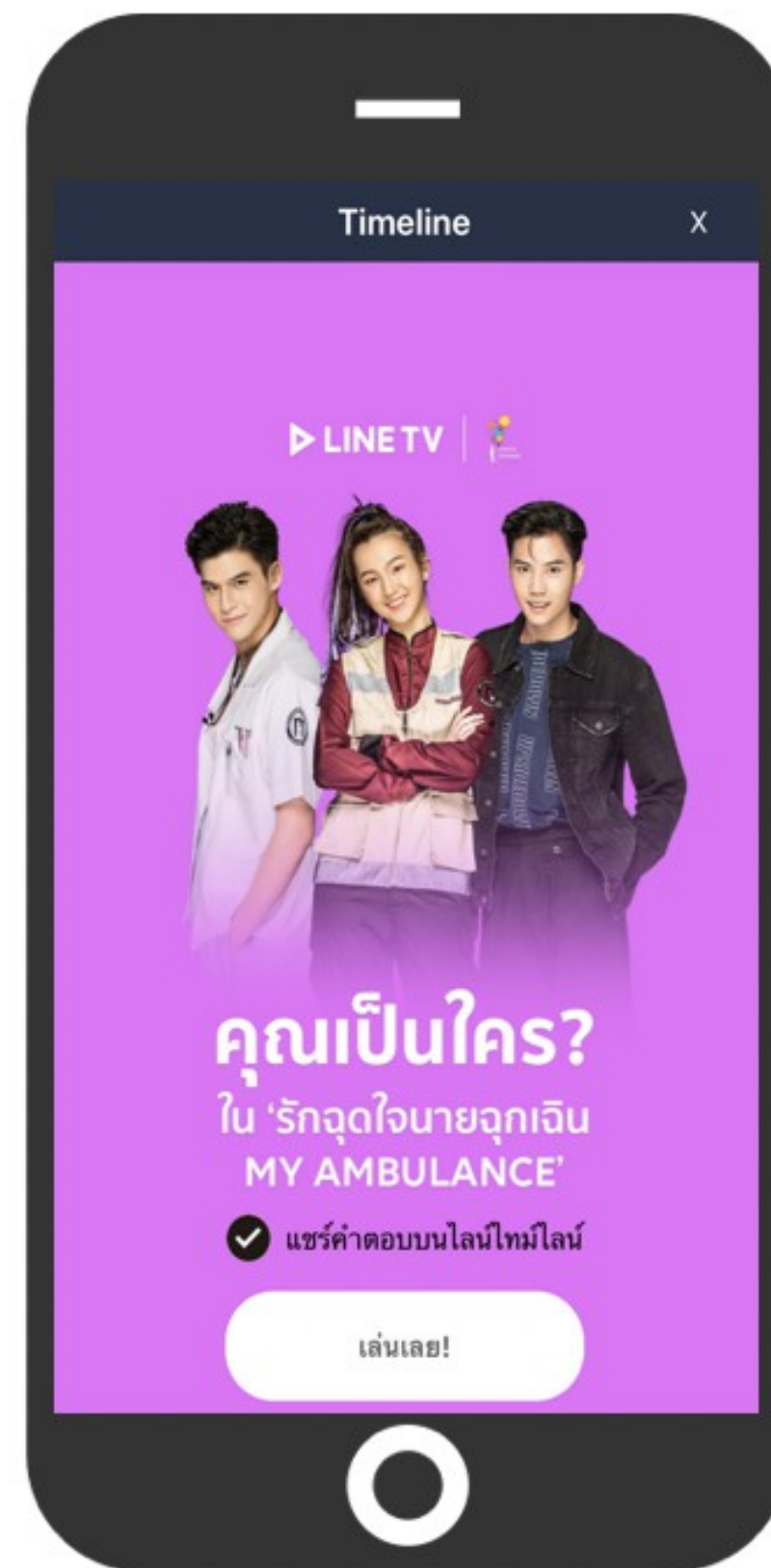




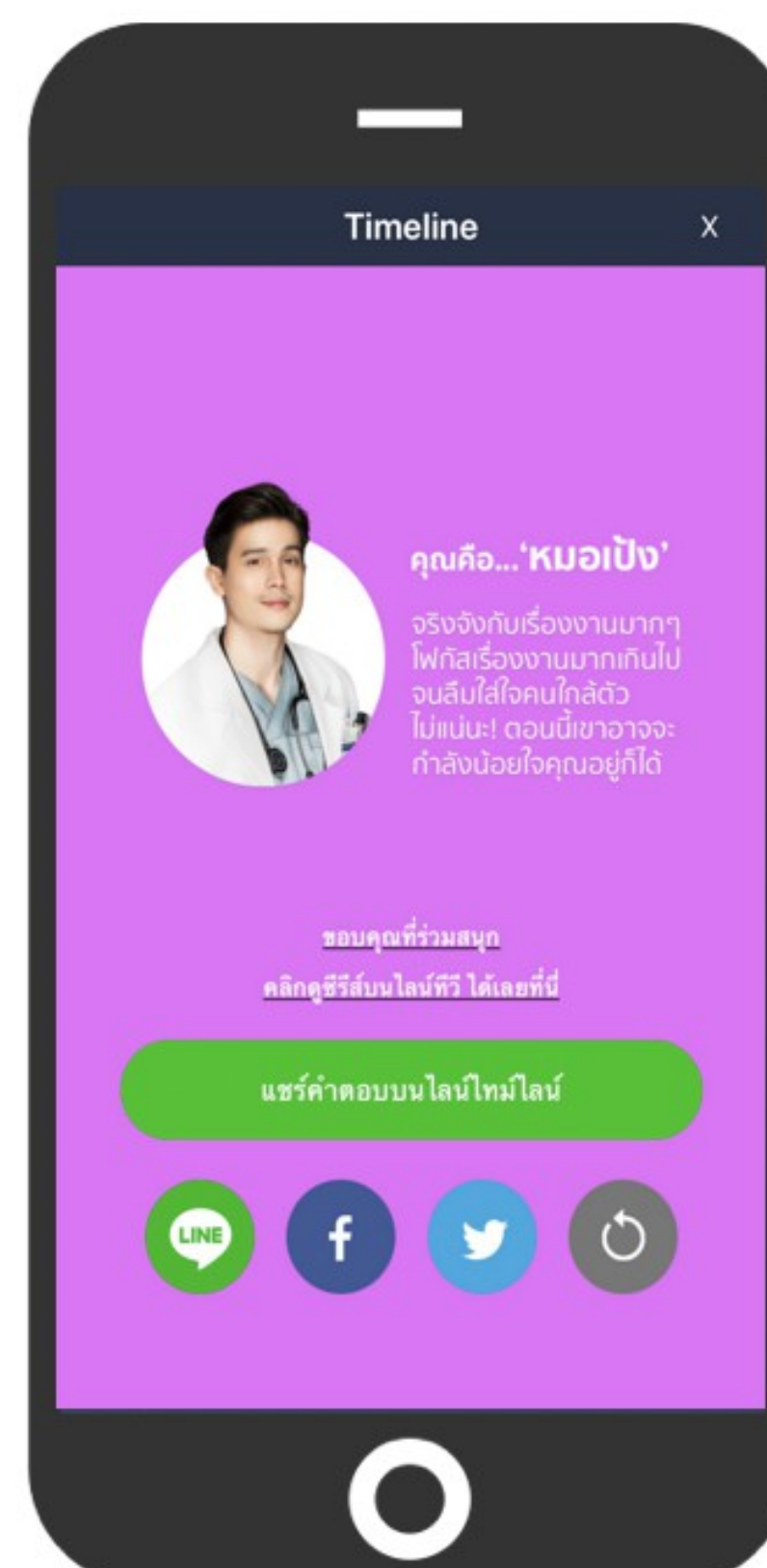
# USE-CASE Timeline QUIZ : LINE TV



Summary view = 16,883,160



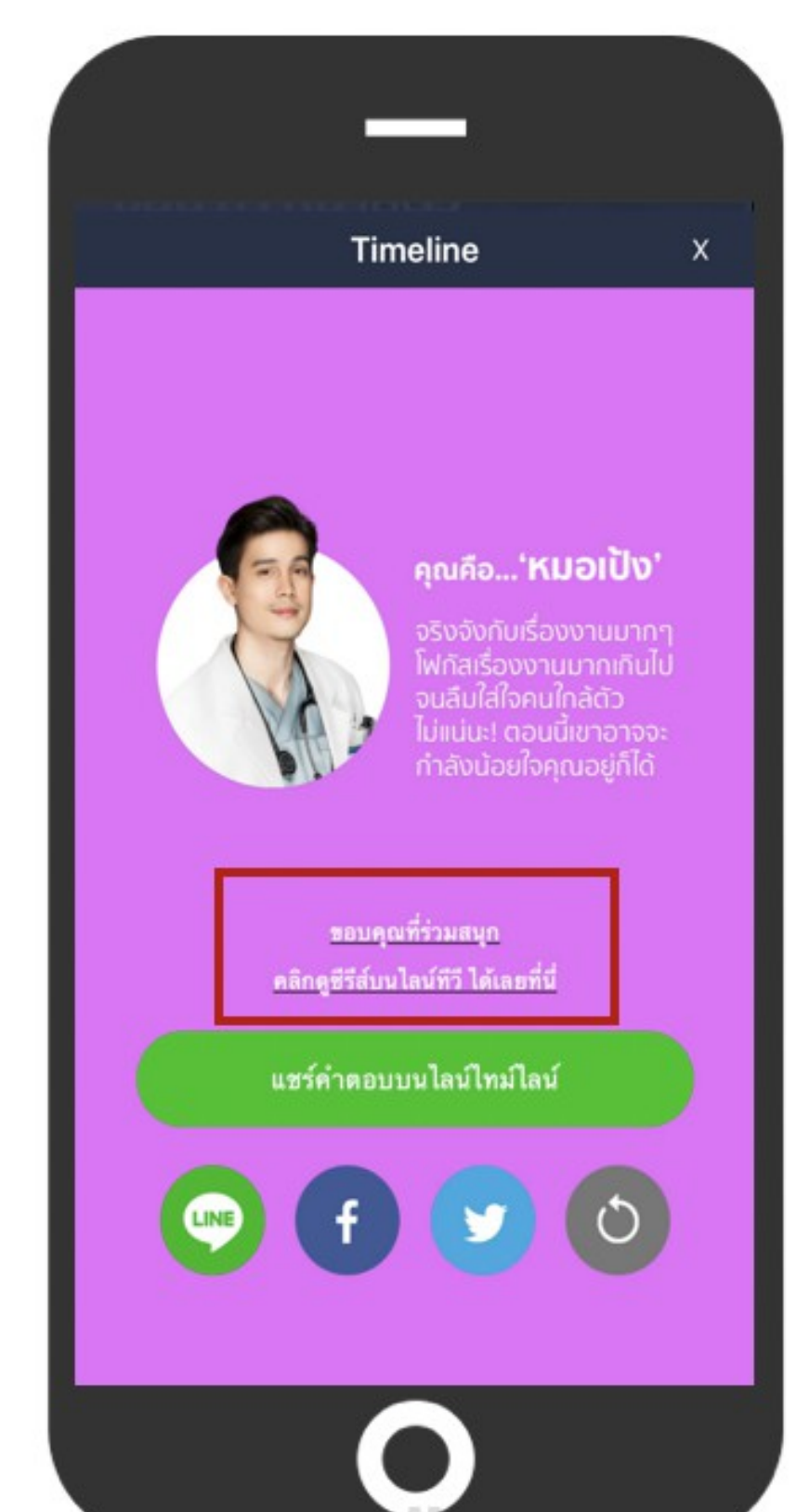
Intro page = 324,734



Result page = 207,674



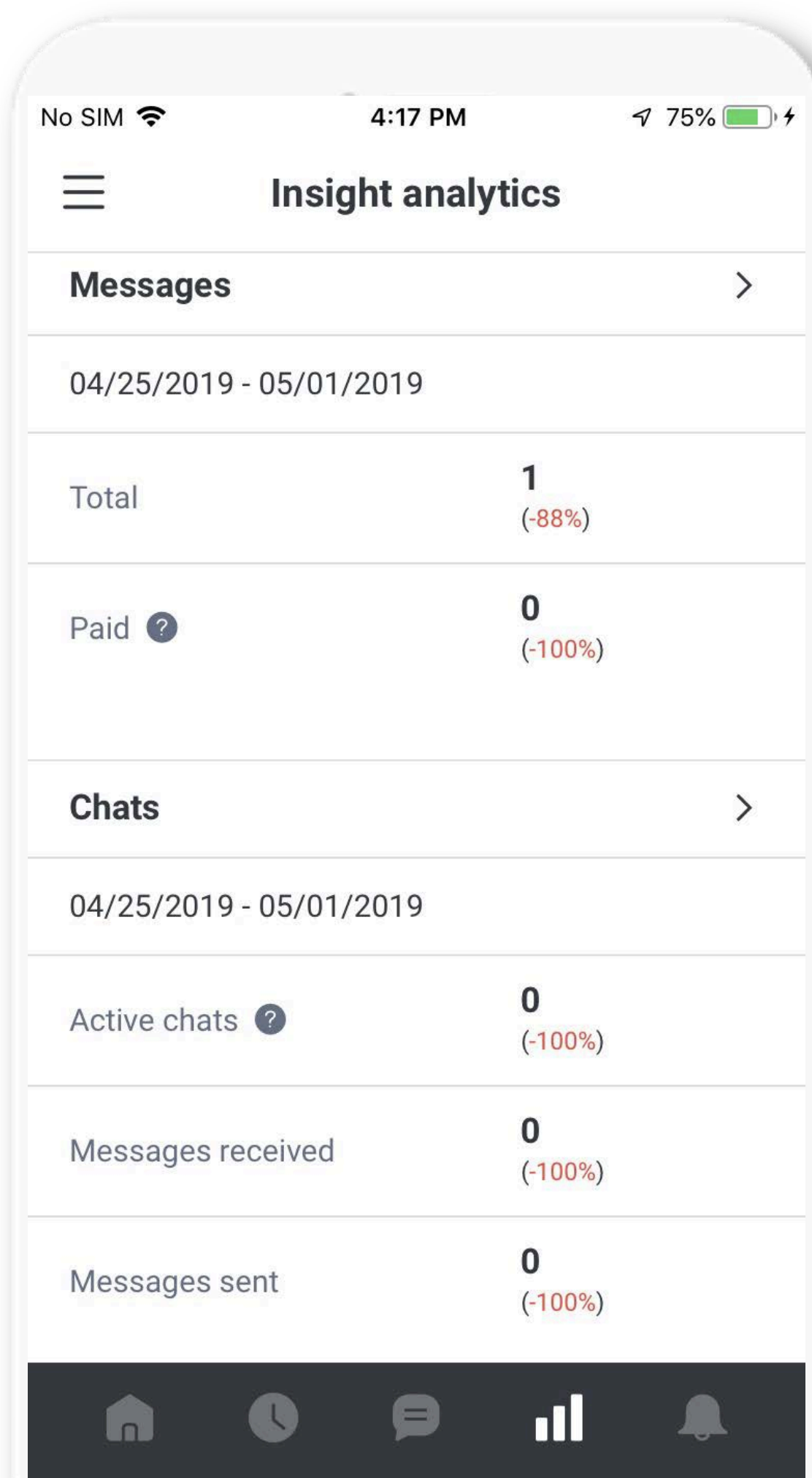
Share to Timeline page = 142,135



Outlink click = 4,747

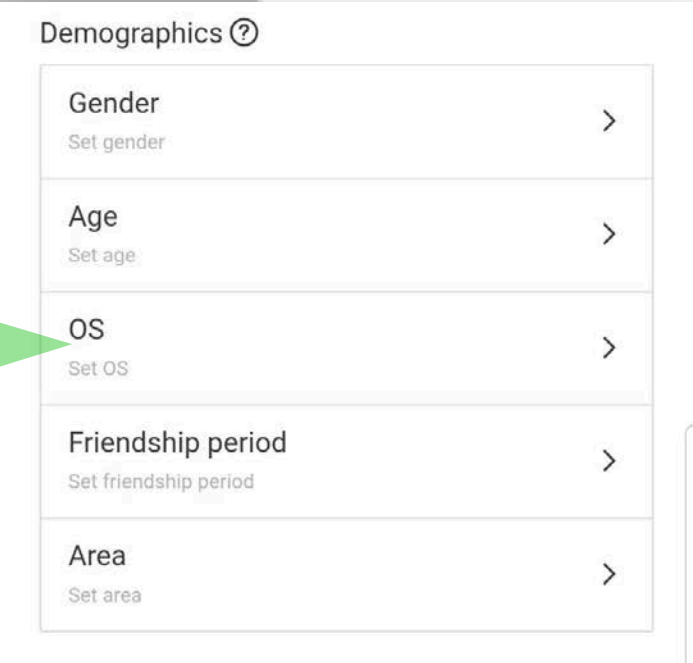
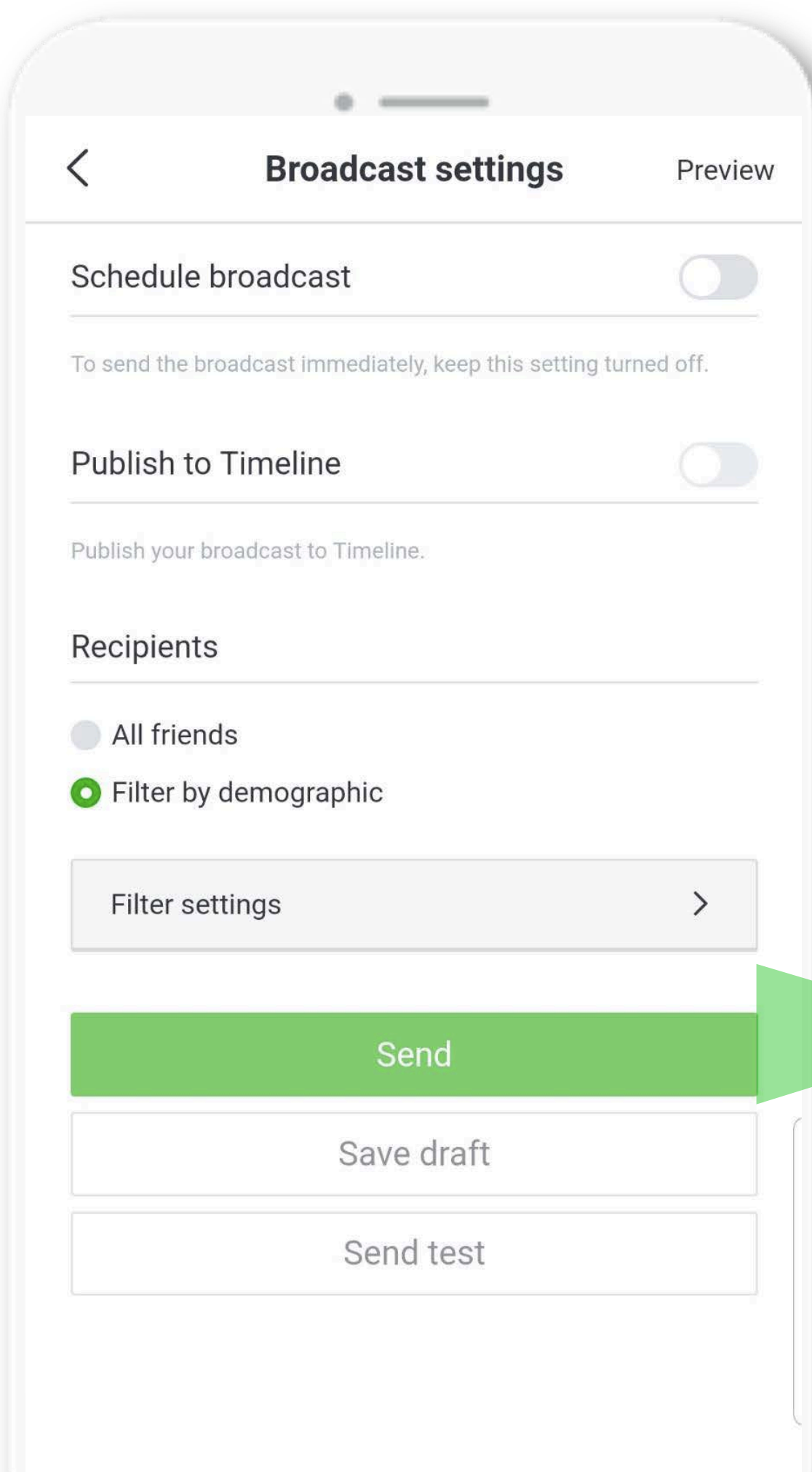
# OA INSIGHT ANALYTICS

Get to know your followers better



# SEGMENTED BROADCAST

Filter by demographic  
gender, age, OS, friendship period and area





# THANK YOU

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