

## LIST OF FIGURES

Figure I. 1 The number of Internet Users in Indonesia Period 1198-2015 .....	4
Figure II. 1 Display Business Model Canvas.....	14
Figure II. 2 Determinants of Customer Delivered Value .....	18
Figure II. 3 Channel Phase of Type Channels .....	21
Figure III. 1 Conceptual Model Business Model Game Content Digitization .....	32
Figure III. 2 Systematics of Problem Solving Business Model of Content Digitization.....	35
Figure III. 3 Systematics of Problem Solving Business Model of Content Digitization (continue) .....	36
Figure IV. 1 Indonesian Children Story Books .....	52
Figure IV. 2 Display of Educa Studios Game Product .....	61
Figure IV. 3 Display of Educa Studios Game Product .....	62
Figure IV. 4 Rating of CERI Hare and Tortoise .....	62
Figure IV. 5 Rating of CERI Red Onion and Garlic.....	63
Figure IV. 6 Display of Qajoo Studios Game Product .....	64
Figure IV. 7 Display of Qajoo Studios Game Product .....	65
Figure IV. 8 Types of Game Platform .....	66
Figure IV. 9 Mobile Content Market .....	66
Figure IV. 10 World Wide Portable Game Consumer.....	67
Figure IV. 11 Dynamics of the Global Online Games Market .....	68
Figure IV. 12 Platform Split Share .....	74
Figure IV. 13 World Wide Smartphone Sales .....	75
Figure IV. 14 Smartphone Share in OS Platform .....	75
Figure IV. 15Display of Books from We Do Listen Foundation .....	82
Figure IV. 16 Interactive Games from We Do Listen Foundation .....	83
Figure IV. 17 Product Game in App Store iOS Platform from We Do Listen Foundation.....	83
Figure IV. 18 Display of Interactive Game in AppStore from We Do Listen Foundation.....	84
Figure IV. 19 Display Books from Mobile Apps from We Do Listen Foundation .....	86
Figure V. 1 The average income of Indonesian People from 2005-2009 .....	102
Figure V. 2 Android Smartphone Price .....	103
Figure V. 3 Workflow of Game Play in Title Seeking for Orangutans .....	111
Figure V. 4 Workflow of Game Play in Title Counting of Jukung .....	112
Figure V. 5 Workflow of Game Play in Title Mathematics of Goods Barter.....	113
Figure V. 6 Use Case Diagram .....	114
Figure V. 7 Display of Game on Facebook .....	118
Figure V. 8 Display of Game on Twitter .....	118

Figure V. 9 Display of Rating.....	119
Figure V. 10 Display of Review .....	120
Figure V. 11 After Sales in Android.....	121
Figure V. 12 The Example of In-App Advertising .....	124
Figure V. 13 Screenshots of Game Paid .....	127
Figure V. 14 Copyright of Story Books from Litara Foundation .....	129
Figure V. 15 Copyright of Game .....	130
Figure V. 16 Scope of Work (SOW) Diagram .....	131
Figure V. 17 Digital Marketing Strategy .....	135
Figure V. 18 Cost Structures.....	140
Figure V. 19 Business Model Canvas Framework of Content Digitization from Indonesian Children Books for Litara Foundation .....	142
Figure V. 20 Business Model Canvas Framework of Content Digitization from Indonesian Children Books for Litara Foundation (continue) .....	143
Figure V. 21 Business Model Canvas Framework of Content Digitization from Indonesian Children Books for Litara Foundation .....	144
 Figure V. 1 The average income of Indonesian People from 2005-2009.....	102
Figure V. 2 Android Smartphone Price .....	103
Figure V. 3 Workflow of Game Play in Title Seeking for Orangutans .....	111
Figure V. 4 Workflow of Game Play in Title Counting of Jukung .....	112
Figure V. 5 Workflow of Game Play in Title Mathematics of Goods Barter.....	113
Figure V. 6 Use Case Diagram .....	114
Figure V. 7 Display of Game on Facebook .....	118
Figure V. 8 Display of Game on Twitter .....	118
Figure V. 9 Display of Rating.....	119
Figure V. 10 Display of Review .....	120
Figure V. 11 After Sales in Android.....	121
Figure V. 12 The Example of In-App Advertising .....	124
Figure V. 13 Screenshots of Game Paid .....	127
Figure V. 14 Copyright of Story Books from Litara Foundation .....	129
Figure V. 15 Copyright of Game .....	130
Figure V. 16 Scope of Work (SOW) Diagram .....	131
Figure V. 17 Digital Marketing Strategy .....	135
Figure V. 18 Cost Structures.....	140
Figure V. 19 Business Model Canvas Framework of Content Digitization from Indonesian Children Books for Litara Foundation .....	142
Figure V. 20 Business Model Canvas Framework of Content Digitization from Indonesian Children Books for Litara Foundation (continue) .....	143
Figure V. 21 Business Model Canvas Framework of Content Digitization from Indonesian Children Books for Litara Foundation .....	144