



Mobile Contents 2009 Global Conference

Mobile Game Business Strategy in Global Open Markets

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1. Global Open Market Analysis

1.1. Diversification of Mobile Business Environment

Diversification of Mobile Business Environment

Mobile business environment is changing by diversification of mobile platforms created from participation of handset makers and internet companies.

Mobile contents markets is booming, global business opportunities is increasing.

Changing Mobile business environment

[Handset Makers]

- Too hard to make better hardware spec
- Needs for dominant leadership for contents to differentiate contents

[Internet Companies]

- Too hard to grow more in wired area
- Needs for dominant leadership for platforms to expand business into mobile area

[Carriers]

- Too hard to differentiate independent handsets under global standardization of 3G WCDMA handsets
- Too hard to expand market of contents business

→ Strategic considering mutual cooperation between 3 groups

Diversification of mobile platforms

- Handset makers, Internet companies participating in mobile contents market, enhancing leadership based on their own independent platforms

Nokia	Symbian
Apple	iPhone
Microsoft	Windows Mobile
Google	Android

- Diversification of contents business

Increasing Mobile Business Opportunities

[Mobile contents market is booming]

- Expanding smart phones having high spec, this enables to service diverse high level contents
- Expanding data plans, increasing wireless usage
- Inflow of new customers from wired to wireless

[Increasing global biz opportunities]

- Appearance of global open markets based on global integrated platforms
- Enable contents providers to service their contents into integrated global market

US Mobile Game Market is Changing

【 Downloaded Mobile Game by Platform in US 】

Downloaded Mobile Game by Platform: Audience
Three-month average ending November 2007 vs. November 2008
US Mobile Phone Users (000s)

	November 2007 (000s)	November 2008 (000s)	YoY Growth
Smartphones	734	2,869	291%
Non-Smartphones	6,486	5,593	-14%
Total	7,220	8,463	17%

* Source : comScore M:Metrics

- The number of users downloading mobile games in US, 2008 was increasing 17% compared to 2007
- The number of mobile game users having smart phones was increasing 291% compared to 2007, 34% of whole mobile game users
- Specially, 32.4% of iPhone users downloaded mobile games within 1 month, 8.5 times compared to 3.8%, downloading percentage of feature phone users

Success of Apple App Store

Global distribution of single platform handset → 1 Platform, Global Service

Network unlimited data plan → Free Network Access

High spec H/W, large LCD, unlimited file size, free network → High quality S/W

Touch UI, Accelerometer → UI revolution

Convenient free update system →
continuous S/W quality upgrade, customer satisfaction enhancing

Constructing Eco-System based on open market → Unregulated S/W supply

Fair deck operating, reasonable r/s system → CP satisfaction enhancing

→ One Shot, One Kill!!!

1. Global Open Market Analysis

1.2. Successful Cases of App Store Game

Baseball Superstars 2009

2008.12 Launched, \$4.99~\$1.99, User review 4.5 points
US App Store All Games Top Paid No.8(Best)
Most sold baseball game in App Store
BS Series, 10 millions downloaded globally



ZENONIA

GAMEVIL[®]
Mobile Game No.1

2009.05 Launched, \$5.99, User review 4.5 points
US App Store All Games Top Paid No.8(Best)
RPG No.1 in App Store since launching



2 Games in Top 25 at the same time

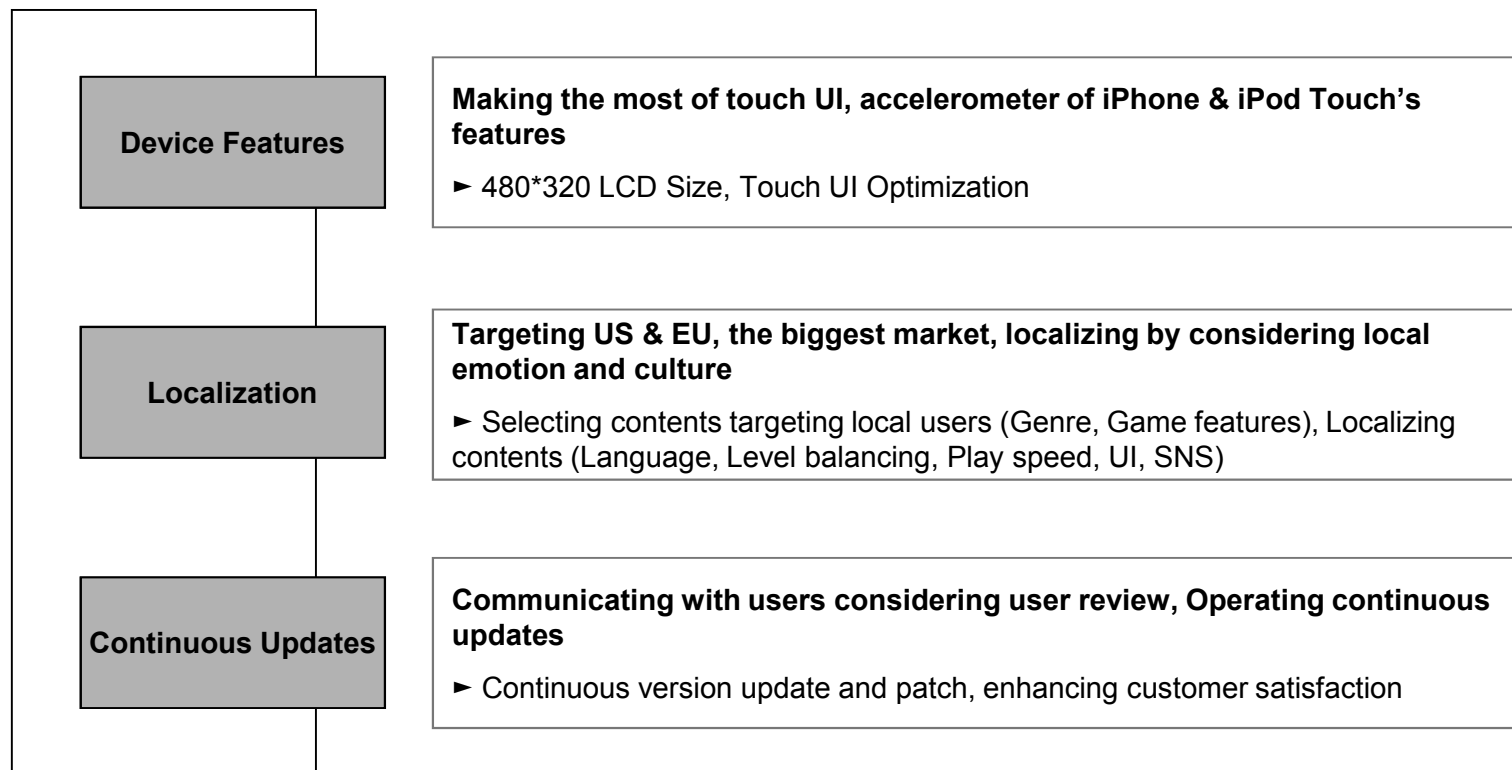
'ZENONIA', 'Baseball Superstars 2009' US App Store All Game Top Paid 25(the first page) at the same time



2009.06. US App Store All Games Top Paid List

How These Games Succeeded in App Store?

Optimization for device features, targeted localization, communication with users through user reviews and continuous updates

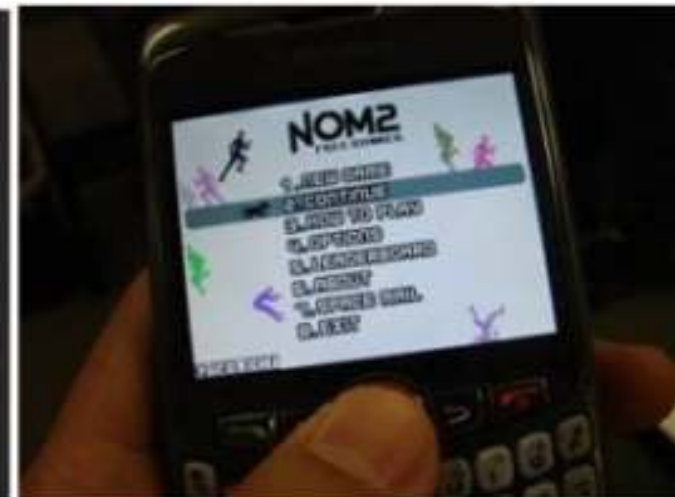


In Game PPL Advertisement

Coca-Cola Brand In Game PPL Ad displayed in 'Baseball Superstars 2009' in Apple App Store



Android Market, Blackberry App World



2. Mobile Game Business Strategy

2.1. Integrated Strategy for Carrier Market & Open Market

Integrated Strategy for Carrier Market & Open Market

At the First, developing games for Korean carrier's markets, then porting and localizing for global open markets

	Korean Carrier Market	Global Open Market
LCD Size	240*320 + 176*220	480*320, 800*480
UI	Key Pad + Touch	Full Touch
Main Target	1319	3040
Platform	WIPI C/Java	Apple, Android, WM, Symbian
Key Success Factors	Play Time, Competition, Hard Play	Graphic, Self Satisfaction, Easy Play

Localization Strategy for Global Open Market

Choose & focus! (Genre, Platform, Territory, etc.)

Optimize for touch UI and accelerometer

Optimize for large LCD size

Use sound having more than 2 channels, large volume and high quality

Enhance customer satisfaction through continuous patch updates

Develop social networking between users using free network access

More than \$4.99 game having large volume & high quality
or \$0.99 game having small quantity & creative Ideas

→ No Pain, No Gain!!

2. Mobile Game Business Strategy

2.2. What's the Next?

Device Convergence & Market Convergence

Convergence of devices (Handset, MP3P, PMP, Handheld console, Etc.)
Convergence of contents by digital distribution into various devices
What is the definition of “Mobile Game” now?





Thank You!

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