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(6) TGS 2004 - Part 2

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GAME BUSINESS NEWSPAPER

The Korea Game News

www.thegamenews.com

A Special Number on the TGS 2004 Seoul, Sep 24-26, 2004 1000 WGN

Hanbitsoft, the top PC game publisher in Korea, begins to publish on-line games



Reporter | Park Soo-Pil

Handsoft, established in 1996, has had the strong first-hand as one of the top publisher game publishers in Korea, successfully publishing the "Starcraft" and the "Dungeon" PC games from Blizzard Entertainment, and expanding the status of Korean PC game industry.

On page 5

The Rise of Korean Games

Policy Trends Concerning the Game Industry

The game industry is considered today as the star of the industry of cultural content. Countries around the world have already engaged in the industry characterized by a system of non-tariffing competition.

There is also a focus on expanding the game market through the development of online network technology, the diversification of content and the development of large-scale games with high cost.

Now, the business of games is not limited to companies engaged directly in the game industry anymore, but it is also identified as a strategic industry by the government. In fact, its priority promotion as a strategic industry for the future has become a general consensus for the government, and various policies for such a promotion as well as further strengthening them on the national level are already progressing.

In Korea, the establishment of a gaming culture is being advanced with the creation of a one-stop support system called the Korea Game Development & Promotion Institute (KGDI). Established in 1999 within the Ministry of Culture and Tourism, the KGDI takes care of all game-related fields like expert, creation, business power and technologies. Plus, it provides services for the development of the game industry in Korea.

The year 2003 commemorated the step-up growth of the Korean game industry. Various industry-related events, including the 2003 Korea Game Development & Promotion Institute (KGDI) has announced mid- and long-term plans for the promotion of the game industry and is working hard to succeed.

Policies related Games (before 2003)

The government's policies concerning

the game industry with the intention of making Korea a hub of the production of game software as a new industrial growth through the reform of the content, Korea's Video and Game Software Act (VGA) Act in June 1998.

After the establishment of KGDI in 1999 and development in 2000, various types of infrastructure support regarding the development of game technology and information concerning foreign markets (through), there are the number of such policies that the KGDI made (at least from 1999 to 2003).

Promotion of the Game Industry (2003 - 2007)

The policies concerning games were made for the first time in 1999. The promotion of the industries of the game industry in Korea. It was evaluated that in game fields. It was evaluated that in game fields. It was evaluated that in game fields. It was evaluated that in game fields.

Table 1 Revenue by Total shipment (2002)

Genre	Revenue	Share of shipment
Online games	4,200	73.5%
Mobile games	2,000	35.7%
Entertainment games	1,400	25.0%
PC games	1,000	17.8%
PC games	970	17.3%
Content software	14,700	263.9%
Content software	1,400	25.0%
Content software	5,140	91.7%
Total	56,800	1000.0%

Figure 1-1: Percentage of Revenue by Total Shipment (2002)



Figure 1-2: Percentage of Revenue by Platform (2002)



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DIP(The Center for Digital Industry Promotion of Daegu)



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(6) TGS 2004 Business Day - Part 3

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To Be Continued...

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