



February 1, 2006

Allison Luong
(International Development Group)





-
- , PC
-
-
- Q & A



International Development Group

- 1984 , San Francisco
- PC , ,
-
- 70 IDG .
-
- , , Electronic Arts
- / , ,
가 .



- 2 9 6 ; 가
\$44,500

- 가 125

– PC, MMOG, ,

- SW 80%

-



()

•

– 1995

40%

•

– 5

가

70%

•

– 11

12

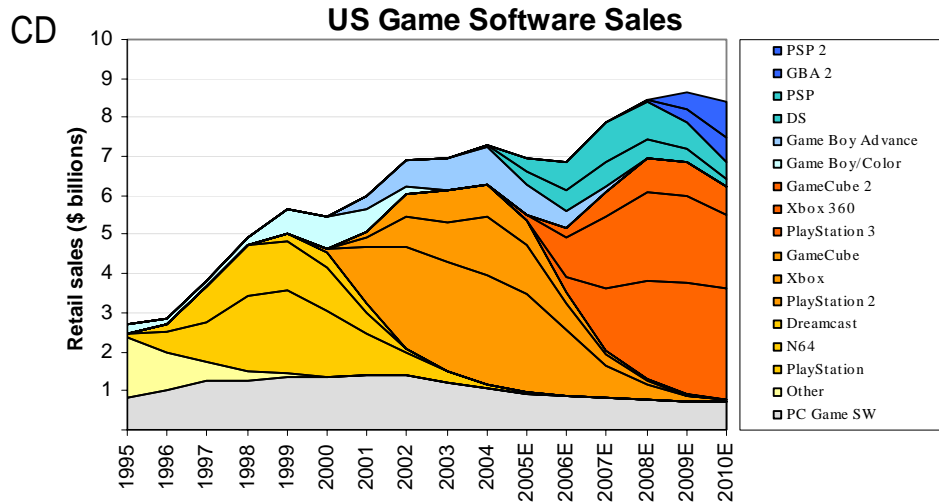
가

40%

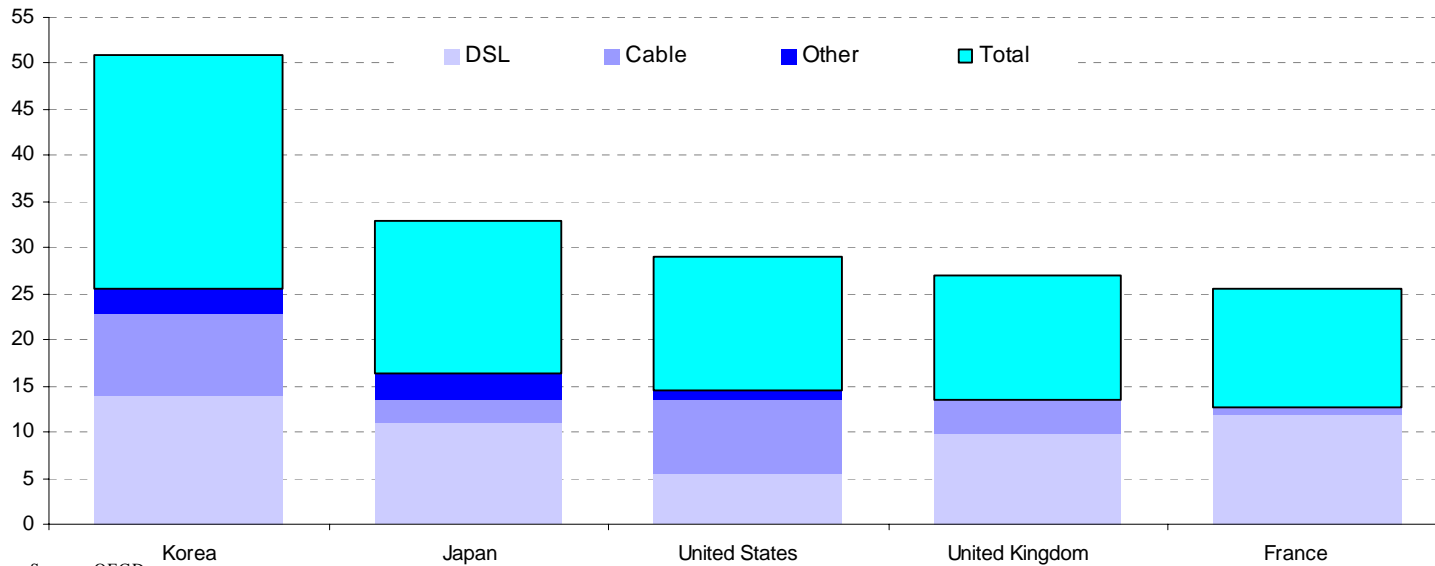


2010 (, 1995)

- **16-bit** (SNES/Genesis to PS1/N64)
 - PS one , 3D , PC
- **32-bit** (SNES/Genesis to PS1/N64)
 - PS one , 3D , PC
- **128-bit** (PS2/Xbox/GameCube)
 - PS2 Xbox DVD
 - 2002 PC
- 가 가 가 15
 - PSP 가



OECD Broadband subscribers per 100 inhabitants, by technology, June 2005

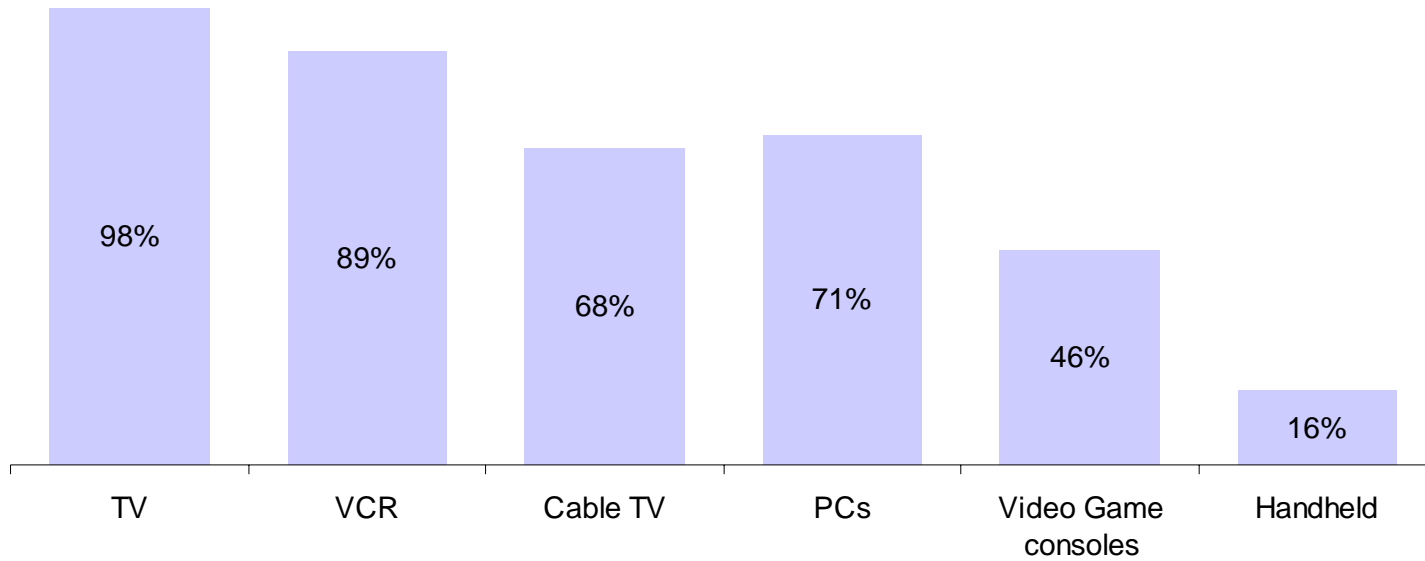


Source: OECD

- 68%가
- 64% 가 가
- 4



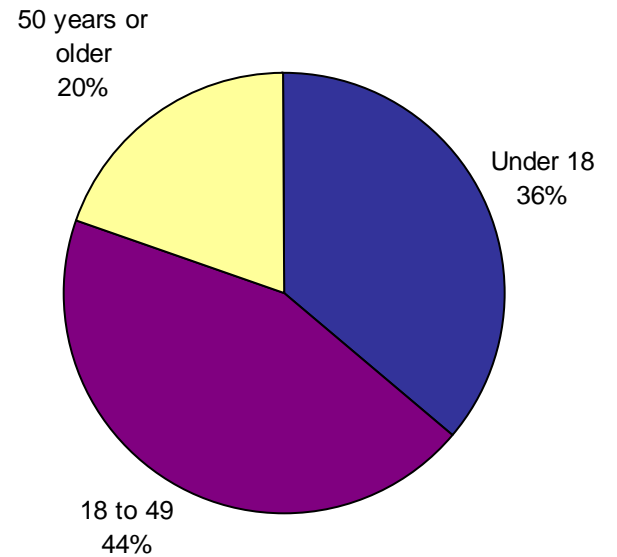
가 : PC



- 가 46% 가
- 16%가



- 30 .
- 18 가
 (28%) 6 17
 (21%)
- 10 53%가

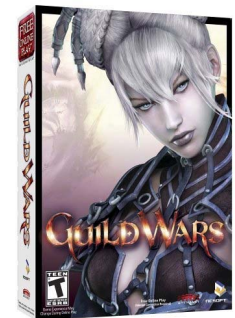


Source: Peter D. Hart Research Associates



PC

- PC
 - 14%
 - 2005 3 8 9 5 3
- , MMOG
 - MMOG 가 4 2
 - \$4
- Blizzard *World of Warcraft* NCSOFT *Guild Wars* MMOG
 - *World of Warcraft* 2005 가 PC
 - 1 가
 - *Guild Wars* 2005 5



- 가 가?
-
-
- 가 , 가
- 가 (\$9.99 - \$19.99) 가
- 가
- 2005 4
- 9 7 1 35-50
- 2005 4

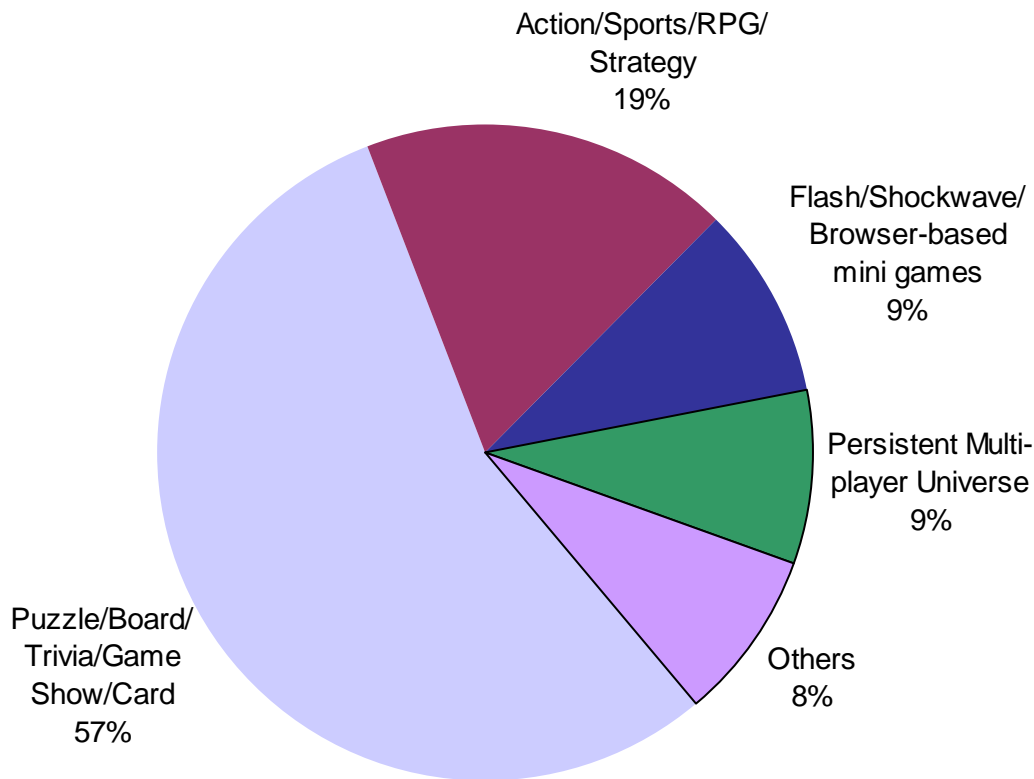




- - 400 TV
- 2005 HW &
- SW 5
- 가
- 1 5



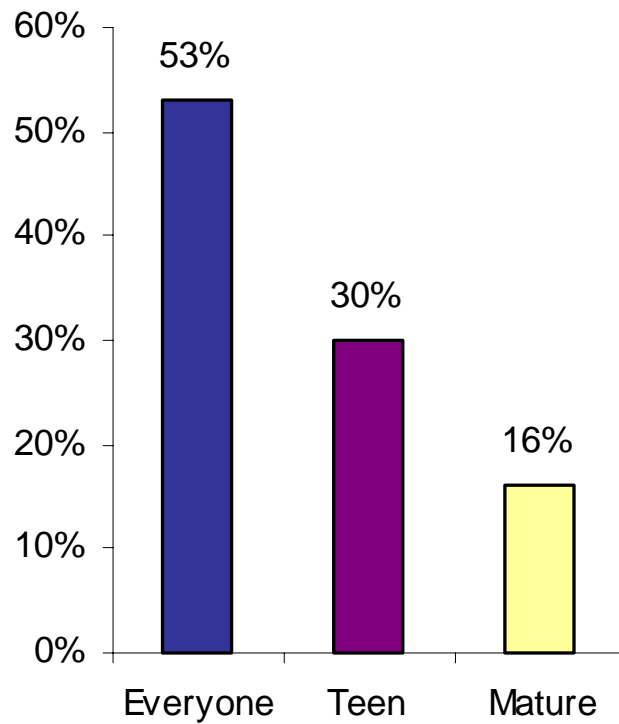
가?



Source: ESA

- 가 (57%)
- Persistent Multi-player Universe 9% 4
- 가 .





- 3 :
- 가
- 10
- : 18

- “ 가 ”
“10 ”
83%

: ESA 2004



(\$m)

Revenues of Publicly Traded Game Software Publishers in 2005 and 2000

Publisher	12 months ended	Revenues		YOY	2005 rank	2000 rank
		2005	2000	Growth		
Electronic Arts	March 2005/2000	\$3,129	\$1,420	120%	1	1
Activision	March 2005/2000	\$1,406	\$572	146%	2	4
Take-Two	April 2005/2000	\$1,324	\$378	250%	3	8
Konami	March 2005/2000	\$878	\$581	51%	4	3
Atari	March 2005/2000	\$778	\$501	55%	5	5
THQ	March 2005/2000	\$757	\$294	158%	6	14
Ubisoft	March 2005/2000	\$695	\$179	289%	7	15
VUG	December 2004/1999	\$613	\$393	56%	8	7
Sega	March 2005/2000	\$608	n/a	n/a	9	n/a
Square Enix	March 2005/2000	\$519	\$583	-11%	10	2

Source: Company documents, Securities and Exchange Commission, IDG analysis

Note: * indicates the company is no longer in operation

Note: Revenues for Japanese publishers are for their game software divisions only



- IDG 5 가

-

- VUG *World of Warcraft* 가 .

-



-
- 5 가
66% 70%
- GameStop EB Games
Best Buy Wal-Mart
Target 5
- Wal-Mart 가 ,
(GameStop, EB, Best Buy) . (,
,)



Retailer	US Stores	Demographics
GameStop/EB*	3,523	Hard-core gamers, early adopters
Best Buy	702	Mid to high income, early adopters
Wal-Mart	3,679	Mid to low income
Target	1,351	Women and families, mid to high income
Toys R Us	680	Women and families
Circuit City	617	Mid to high income
Game Crazy**	720	Avid and hard-core gamers
Game Rush***	450	Avid and hard-core gamers
Kmart	2,350	Women and families
Others	13,111	
Total	27,183	

*Combined market share, before any store closures

**Hollywood Video has 1,973 stores, Game Crazy is Hollywood Video's game store-in-a-store concept

***Blockbuster has 6,541 stores, Game Rush is Blockbuster's store-in-a-store concept





- , 가
- - *Doom 3* and *Madden 2005* TV, print rotos,
- - Game Crazy MVP 가
 - Best Buy 5 Reward Zone .
 - GameStop EB .





Best Buy aisles



EB Games store



Game Rush store

GAME PRICE	MVP PRICE	TOTAL SAVINGS
\$39.99	\$35.99	\$4.00
\$29.99	\$26.99	\$3.00
\$24.99	\$22.49	\$2.50
\$19.99	\$17.99	\$2.00
\$14.99	\$13.49	\$1.50
\$9.99	\$8.99	\$1.00



Discount prices for GameCrazy MVP customers

- MMOG
- PC
- PSP Xbox 360 가
- PSP SW 2007 10
- Xbox 360 SW 2007 19
- PS3 2007 가



Thank You/Q&A

Allison Luong
Senior Market Analyst

Email: allison@idgconsulting.com

Instant Messenger: aluong@hotmail.com

PH: 415-674-4603

Mailing Address: 1631 Hyde St., San Francisco, CA, 94109

