

: KGDI



Pearl Research

Pearl Research  
가

**(Stakeholder)**

Pearl Research

가 Pearl Research

Pearl Research

: 415-566-8509

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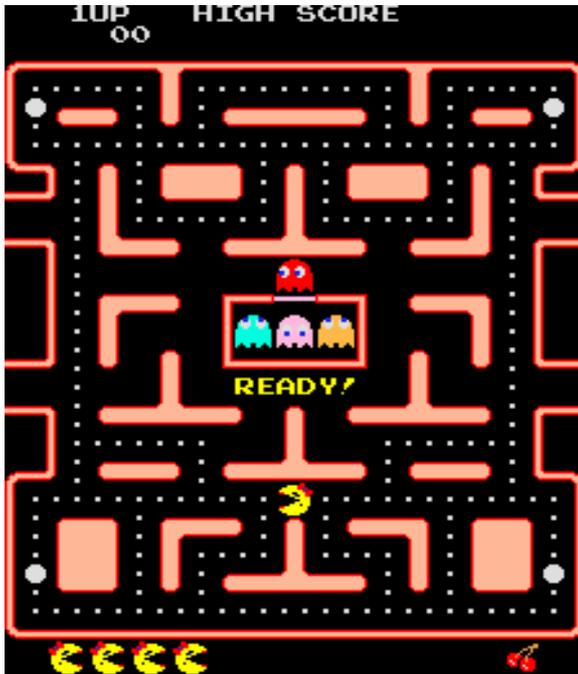
1.1:

.

# Corporate History

(1958-1992)

1958 가 (Bally)  
1969 1973 (1978) (1981)  
9 100 가 2001  
1988 / WMS



1.2:

(1992-2001)

1992 ,

1992

2004 ,  
15  
(1995) :

(Mortal Kombat: Deception)

가

가

(1997)

가

가

가

1988 , WMS

20 가 가

10,800 가

가 2001

가



1.3: : 3

( 2001-2006)

가

2004

Viacom/CBS

89%

2005

가

2006

TNA

## Executives

### David F. Zucker

Zucker 2003 5 . 2002 7  
 2003 5 . 2000 10  
 2002 6 Skillgames, LLC Walker LLC  
 . 1999 2 2000 9  
 Diva System .

### Thomas E. Powell

—  
 Powell 2001 9 . 1997 2001  
 2 powell Dade Behring  
 Biology Products Group  
 . Dade Behring Frito-Lay Bain & Company , Tenneco Inc  
 Arthur Andersen & Company .

### Steven M. Allison

—  
 Allison 2003 12 22 가 .  
 2001 12 2003 12 /  
 2000 2001 12  
 1999  
 2000 199

**Matthew V. Booty**

-  
Booty 2005 6  
. 2004 6 1999  
100% , LLC ,  
2002 6 .

**Deborah K. Fulton**

-  
Fulton 2002 1 30 .  
2000 5 2002 1 . 1998  
2000 5 1994 1998 WMS  
. 1988 1994 Gardner Carton & Douglas

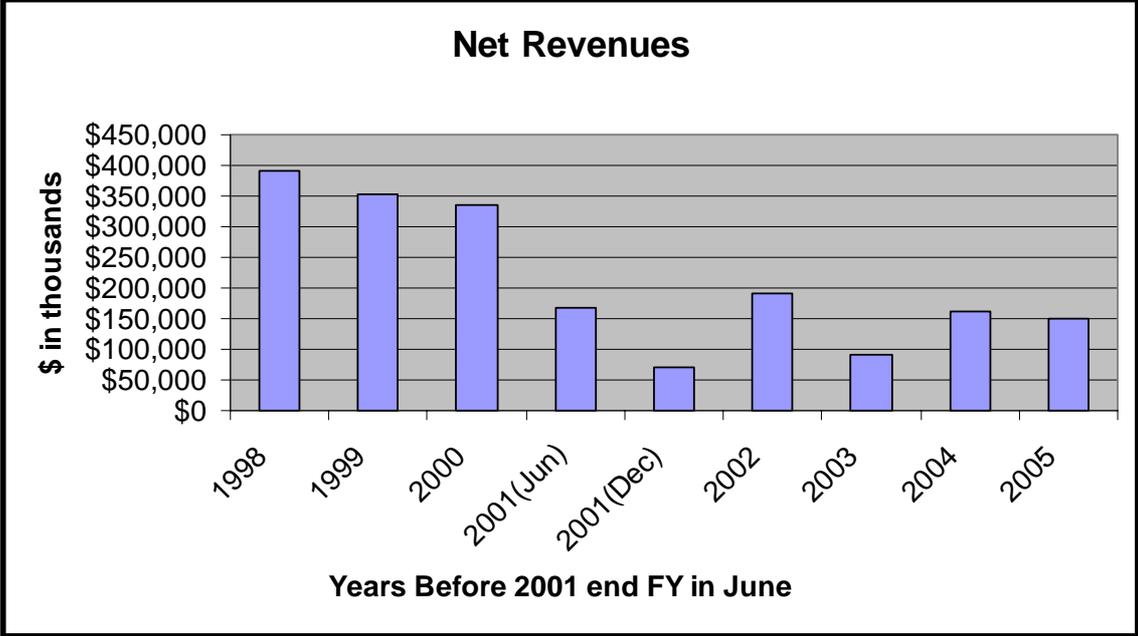
**Miguel Iribarren**

-  
Iribarren 2005 5 13 . 2002  
2 2005 7  
Wedbush 2000 5 2002 2  
. Morgan Securities  
Iribarren 1994 2000 2 가 the Atlantic Richfield

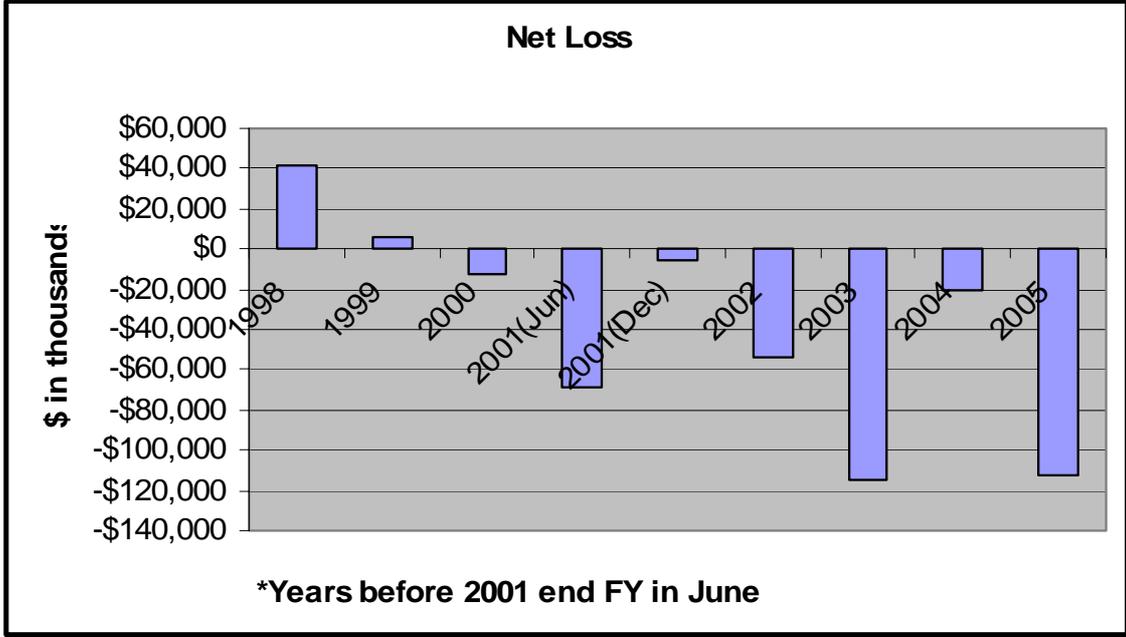
**James R. Boyle**

Boyle 2005 3  
2001 7  
1998 2001 7  
2002 1  
2002 1

# Financial History



1.4 : 1998-2005



1.5 : 1998-2005

- |                                   |  |  |
|-----------------------------------|--|--|
| ▪ Gauntlet                        | ▪ Blitz: The League Overtime             | ▪ Area-51  |
| ▪                                 | ▪ MLB Slugfest 2006                      | ▪ Earth 2160                                     |
| ▪ Mortal Kombat: Deception        | ▪ NBA Ballers: Phenom                    | ▪ Midway Arcade Treasures:<br>Extended Play      |
| ▪ Smash T.V.                      | ▪ NHL Hitz Pro                           | ▪ Psi-Ops: The Mindgate<br>Conspiracy            |
| ▪ Robotron 2084                   | ▪ NFL Blitz                              |  |
| ▪ Defender                        |  |  |
| /                                 |  |  |
| ▪ Mortal Kombat: Shaolin<br>Monks | ▪ Gauntlet                               | ▪ NARC   |
| ▪ Mortal Kombat: Unchained        | ▪ Gauntlet: Seven Sorrows                | ▪ Psi-Ops: The Mindgate<br>Conspiracy            |
| ▪ Mortal Kombat: Armageddon       | ▪ Rise and Fall: Civilizations at<br>War | ▪ Total Carnage                                  |
|                                   |  | ▪ Unreal Anthology                               |
| /                                 |  |  |
| ▪ L.A. Rush                       | ▪ Shadow Hearts: Covenant                | 가<br>▪ The Grim Adventures of Billy<br>and Mandy |
| ▪ Freaky Flyers                   | ▪ Static Shock                           | ▪ The Ant Bully                                  |
| ▪ Road Kill                       | ▪ The Suffering: Ties That Bind          | ▪ Happy Feet                                     |
| ▪ Spy Hunter: Nowhere to Run      | ▪ Rampage: Total Destruction             | ▪ Ed, Edd n' Eddy: The Mis-<br>Adventures        |

Mortal Kombat, Mortal Kombat II, Mortal Kombat 3, Mortal Kombat 4, Mortal Kombat Advance, Mortal Kombat Gold, Mortal Kombat Mythologies: Sub-Zero, Mortal Kombat Trilogy, Mortal Kombat: Deadly Alliance, Mortal Kombat: Deception, Mortal Kombat: Shaolin Monks, Mortal Kombat: Special Forces, Mortal Kombat: Tournament Edition, Mortal Kombat: Unchained, Mortal Kombat: Armageddon

Arcade Party Pak, Arcade's Greatest Hits: The Atari Collection 1, Arcade's Greatest Hits: The Atari Collection 2, Arcade's Greatest Hits: The Midway Collection 2, Midway Arcade Treasures, Midway Arcade Treasures 2, Midway Arcade Treasures 3, Midway Arcade Treasures: Extended Play, Midway's Greatest Arcade Hits, Midway's Greatest Arcade Hits 2, Midway's Greatest Arcade Hits Volume I

Cruis'n Exotica, Cruis'n USA, Cruis'n Velocity, Cruis'n World

Gauntlet, Gauntlet Legends, Gauntlet: Dark Legacy, Gauntlet: Seven Sorrows

## II.

TNA (TNA Entertainment), MLB NBA  
가 가

가

MLB	NBA	•	가	가
			NBA Baller(2004)	가
			NBA Ballers: Phenom	
			2006	3
Warner Bros. Interactive Entertainment	가		가	
			<i>Ed, Edd n Eddy, The Grim Adventures of Billy &amp; Mandy</i>	
			<i>(Ant Bully</i>	
			<i>(Happy Feet)</i>	
TNA Entertainment			2007	

2.1: 2005

가

NBA Properties, Inc

MLB NBA

가

MLB

30

가

2 가

MLB

2006(MLB SlugFest 2006)

MLB

2003, MLB

2004, MLB

:

(MLB SlugFest :

Loaded)

NBA

30

NBA

29

(Eastern Conference)

(Western Conference)

NBA

7

12 9

가

NBA

NBA

:

( NBA Ballers: Phenom), NBA

(NBA Ballers), NBA

(NBA Hang Time), NBA

(NBA Hoopz), NBA

(NBA Jam), NBA

(NBA

JAM Tournament Edition)

NBA Showtime: NBA,NBC.

가

NBA

NBL

8

49

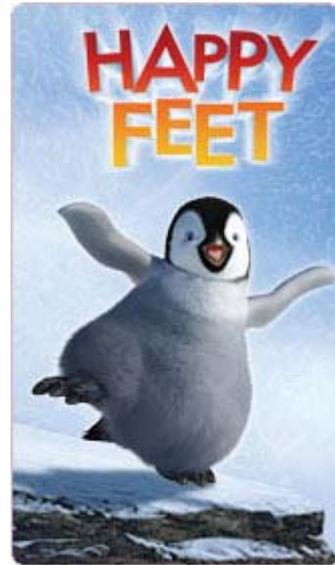
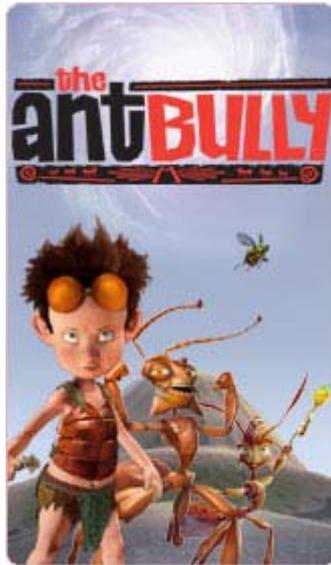
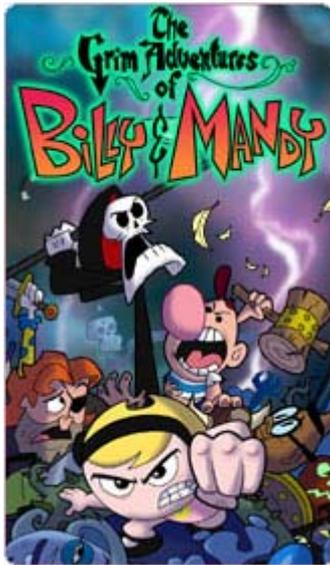
가

MLB

NBA

가 가

TV



2.2:

&

1

5 가

5 3 3 ; 2006 11 17 3,700

가

Ed, Edd n' Eddy, The Grim Adventures of Billy & Mandy

Cartoon Network

Adult Swim

가

(Ant Bully)

(Happy Feet)

2006 12 가

가 가

CGI 가

## TNA Entertainment

TNA(Total Nonstop Action)

TV (pay-per-view) 가 TNA 가

Spike TV TNA 가 TNA

PC TNA 2007



2.3: TNA

– WWE

THQ WWE  
THQ 가 TNA 가

TNA WWE Spike TV  
TNA WWE

TV 가

가

MTV

가

PS2

XBOX

2005

10

L.A. RUSH

MTV

TV

MTV

10

(13-28)

가

MTV

가

MTV

(Sumner M. Redstone)

(Viacom)

MTV

2006 2

PC MMORPG <

:

>(The Lord of the Rings Online: Shadows of Angmar)

J.R.R

MMORPG

MMORPG

가



2.4:

J.R.R

2006 2

Double Fusion

Double Fusion

Double Fusion

가

가

Arcadia Research

2006

10,000

가

18-34

TV

가

2004

AC

18-34

14

TV

12

가

7

가

2000

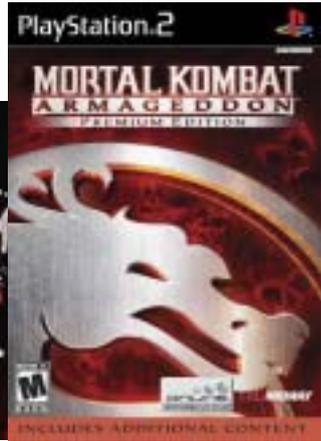
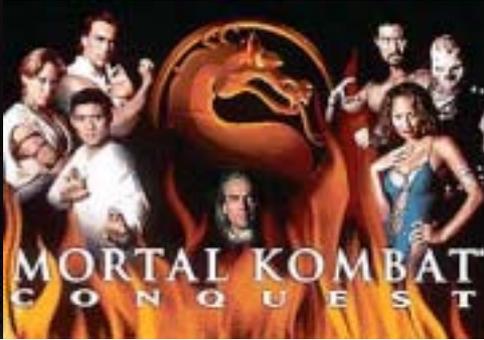
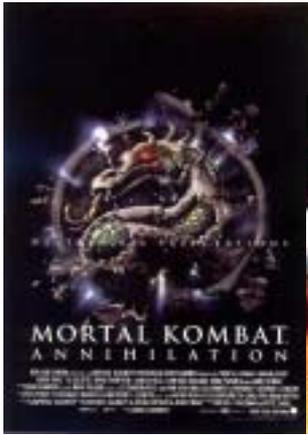
(1965)

:

(1997)

, 7

,



2.5

1997

:

:

, PS2

XBOX

가

:

가

. 1990

(Head chop)

가

가

가

가

Electronics Software

2005

19%

가



## II.

가 가

2005

“  
36

가 24

4

16

1000

2000

“

2006 3 9  
11

630

(multiple platforms)

(Artificial Mind)  
Estates)

(Movement ) ,  
(High Voltage Software)

(Hoffman

2004 1 ,

4 가  
가 2003 12 31 가 330 2006 3 9 630

. , :  
(Blitz: The  
League) PS2 XBOX :  
PS3 (Stranglehold)

. , :  
가 PS2 XBOX : (Gauntlet: Seven  
Sorrrows) pc : (Rise & Fall : Civilizations At  
War)

. **(Surreal Software)** , , : 2004  
가 PS2 Xbox, PC : (The Suffering: Ties  
That Bind)

. **(Inevitable Entertainment)** . ,  
: 2004 Xbox, and PC. PS2 Xbox,PC 1  
51('Area 51)

. **(Paradox Development)** ,  
: 2004 PS2 Xbox,PC '(Mortal  
Kombat: Shaolin Monks) PS3 TNA (TNA iMPACT!)

. **(Pitbull Syndicate)**,  
: PS2 Xbox,PC (Rush)

가

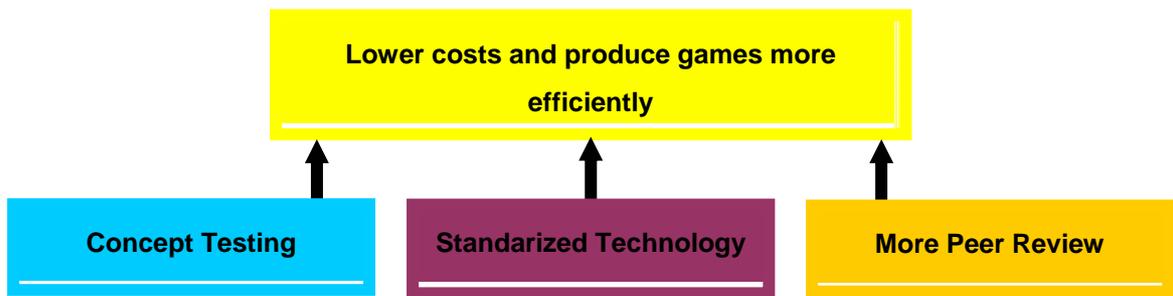
(Workflow)

가,

2

“

3



:  
:  
:  
:  
3.1 :

'(proprietary software)

2006 2

“ ,

가  
가  
가

가 .”

*(Concept Testing)*

“ (first looks)”

가 , 가  
가

2

가

가  
가  
가

THQ, (Activision) EA 가

가

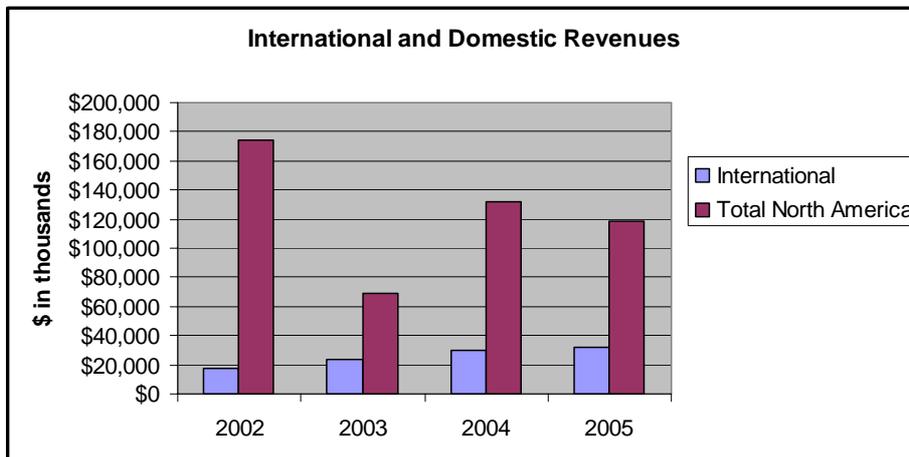
가

GameStop EB Games (Wal-Mart), (Best Buy) 2005

GameStop Electronics Boutique 18.5% 13.8%

가

가



3.2 :

TV

(POP)

가

(use of display cards)

2005

2005 1

가 PC

2005 11

Midway Games SAS

**IV.**

가 가 가

가

2005 21%  
52%

가 가  
가

2006 6 PC  
Chart-Track 1

3 1

5

7

, PR,

가 가 EA  
가 가 2006

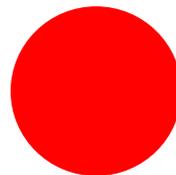
가 35,450

2005

13,670

가

13,670



가

가

가

2

. NPD

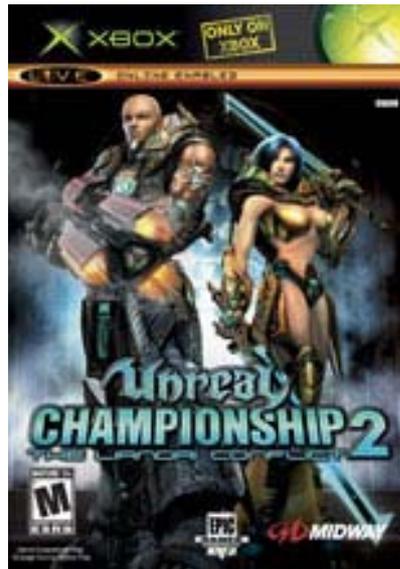
2.1%

2005

15

가

EA THQ



4.1:

2:

2005

100

GameRankings.com , 2006 9

100

. 2005

2:

(Unreal

Championship 2: The Liandri Conflict)

87%

63

가

GameRankings.com

66.6%

50 11 PS2 80%  
80%

1992

가

가

2 200

10

4

(new edition )

가

CEO , David Zucker

:

가

가

10

1990

2000

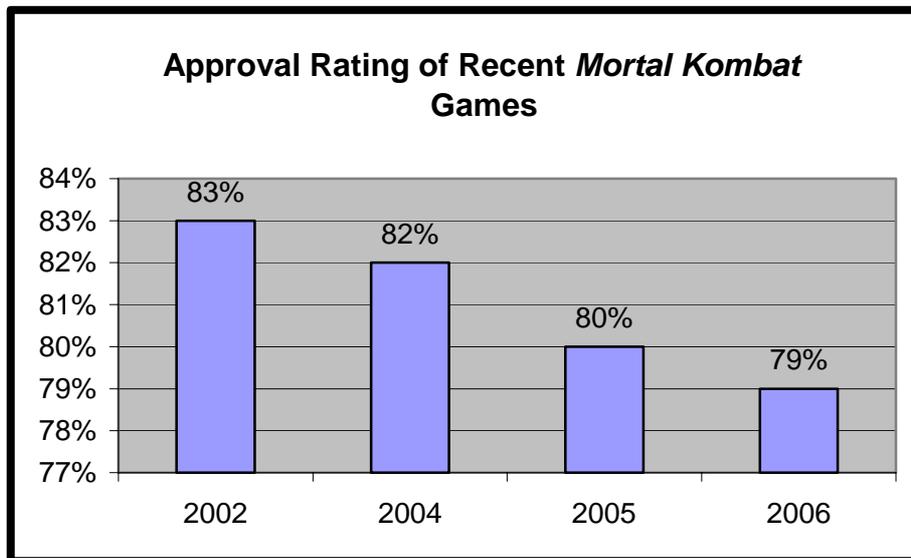
가

2004

2005

54.3%

가



4.2 GameRankings.com

가

가

가

가

:

2006 10

가

가

# V.

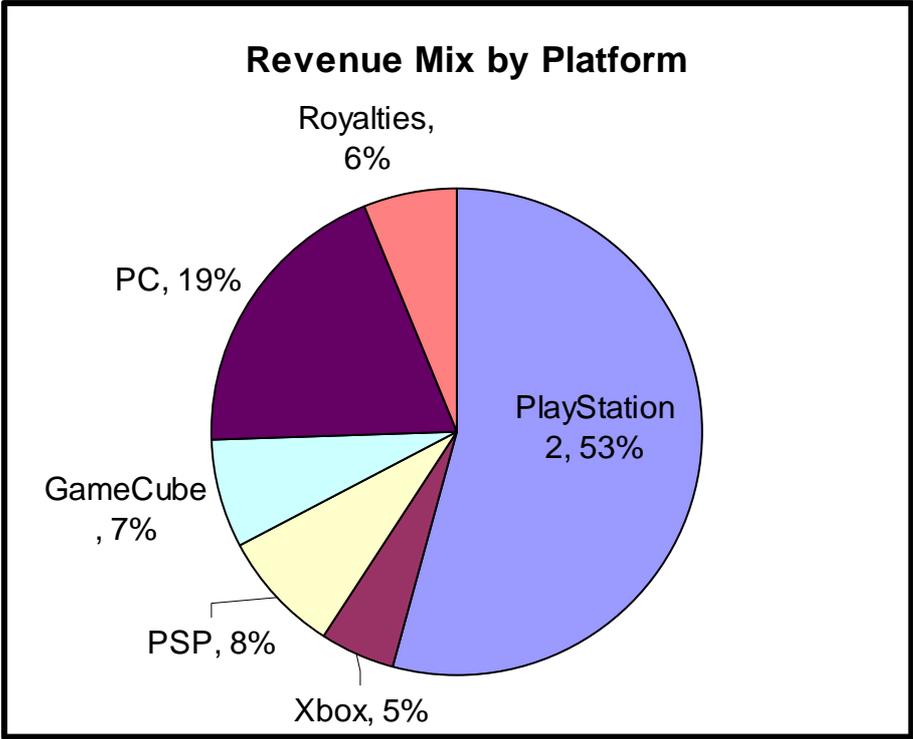
CEO David Zucker , PC 4  
가 . 가

PC

PC .  
가 PC  
가 .

PC

가 가  
PC .  
PC  
2004 DVD-ROM, : . 2006  
2007 PC :  
, , 2007 .



5.1 PC

PC

PC 가  
가

2007

1 PC

Xbox  
Xbox

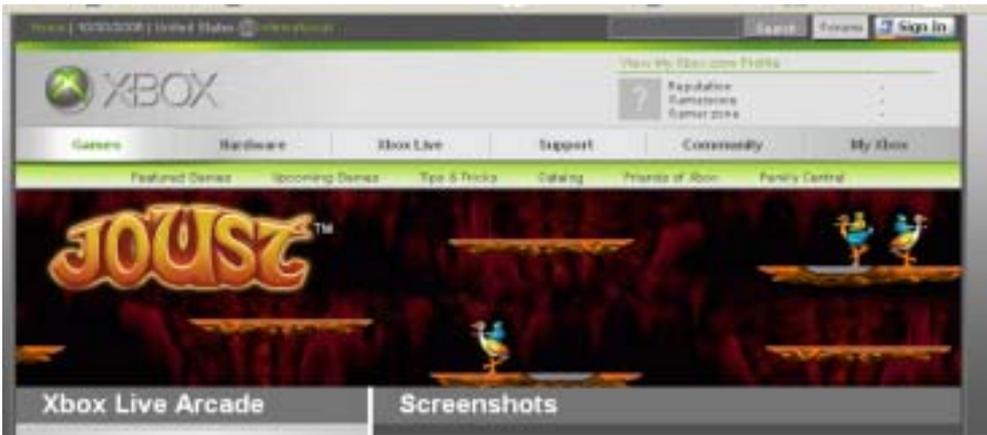
9.99

(joust),

2084 (Robotron 2084),

(Gauntlet)

(Smash) TV



5.2

Xbox

가

가

. Xbox

가

가

가

가

가

가 가

가

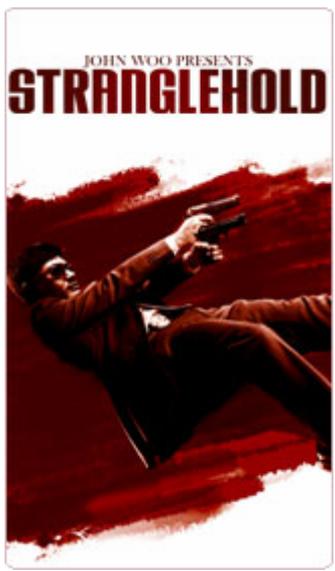
- 10 , SF  
Ed, Edd, n' Eddy

(Nintendo's Wii) 3 가 가

- 가 NBA TNA  
가 TNA  
가

- MTV  
( ) :  
(SpyHunter: Nowhere to Run ),

가



5.3:

가  
2001

가 가 2000 5

2003 11,597 2004 4 가

2005 10,852

CEO

# VI.

가

가

1992

가

7

NBA Ballers

가

가

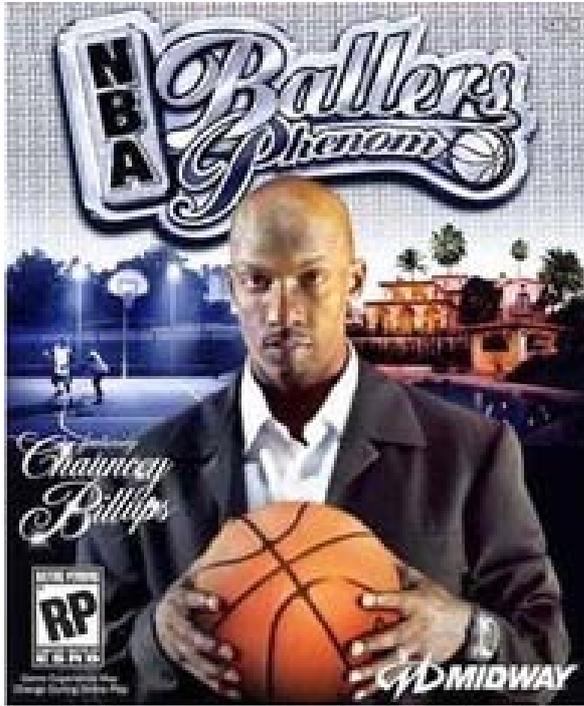
NBA

가

NBA :

NBA

NBA



2006 3  
 가 NBA Ballers:Phenom  
 2004  
 NBA

6.1 : MVP  
 (Chauncey Billups)가  
 NBA Ballers: Phenom

NBA

NBA Ballers: Phenom NBA 120

가 가

가 (over-the-top)

Take-

Two GTA NBA Ballers: Phenomdms  
 “ (sand-box) ”



LA

가

6.2 :

NBA Ballers: Phenom

GTO

**NBA Ballers: Phenomdms**

NBA Ballers: Phenom

- (free-range)  
가

가

가

1992

1993

(Joseph Lieberman)

(Herb Kohl)



6.3

(hallmark)

가

10

GTO

1990

# VII.

1

가

1

1992

가

가

2200

1

가

가

1

14

2006

. 2004

:

100

가

가

. 2006

10

가

:

가

가

가

가



7.1

IGN.com



가

가

, 가

, Ed, Edd n' Eddy The Grim Adventures of Billy & Mandy

TV

가

, TNA

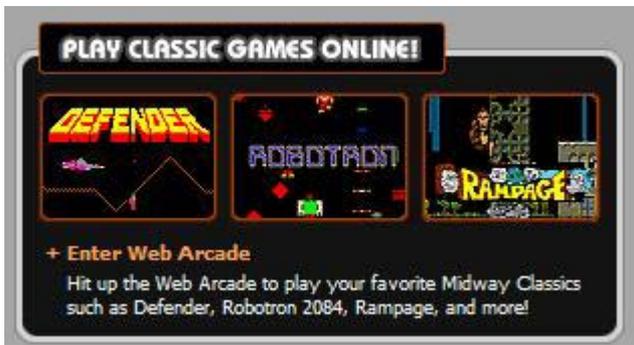
NonStop

MTV

가

PC

가



7.2: [www.midway.com](http://www.midway.com)

가

Xbox

가

가

가

,

가

가

가

가

가

가