

KGDC 2002

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KODIC

quaser@gamepd.com

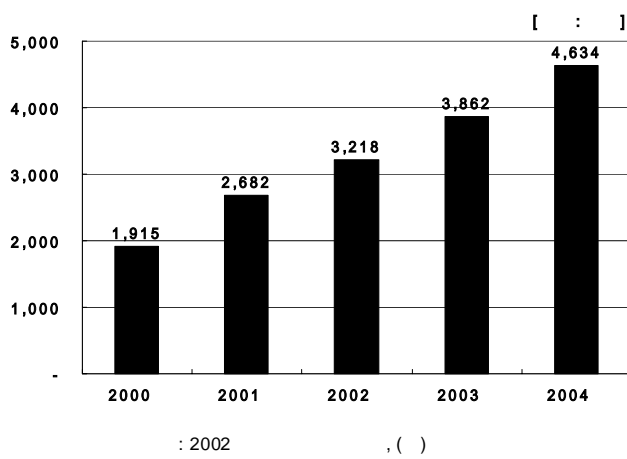
Game Biz

The Future of Korea Game Industry

Executive Producer Hyun Soo, Ryu / Date : 2002 . 10 . 12 / quaser@gamepd.com

I.

1.



Key comments

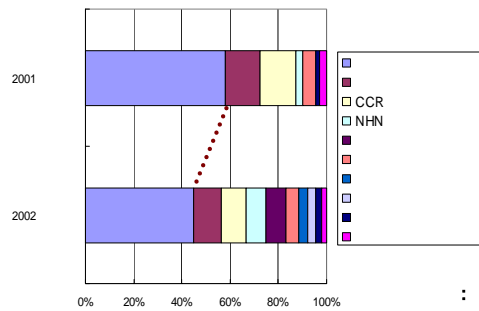
- 20%
- 2001 가
- .
- .
- .

2.

2002

	2002	2001	
	766	520	2D MMORPG
	194	128	BnB
CCR	175	135	
NHN	144	25	
	140	0	3D MMORPG
	87	48	2D MMORPG
	70	0	
	50	0	3D MMORPG
	45	15	2D MMORPG
	35	26	

[:]

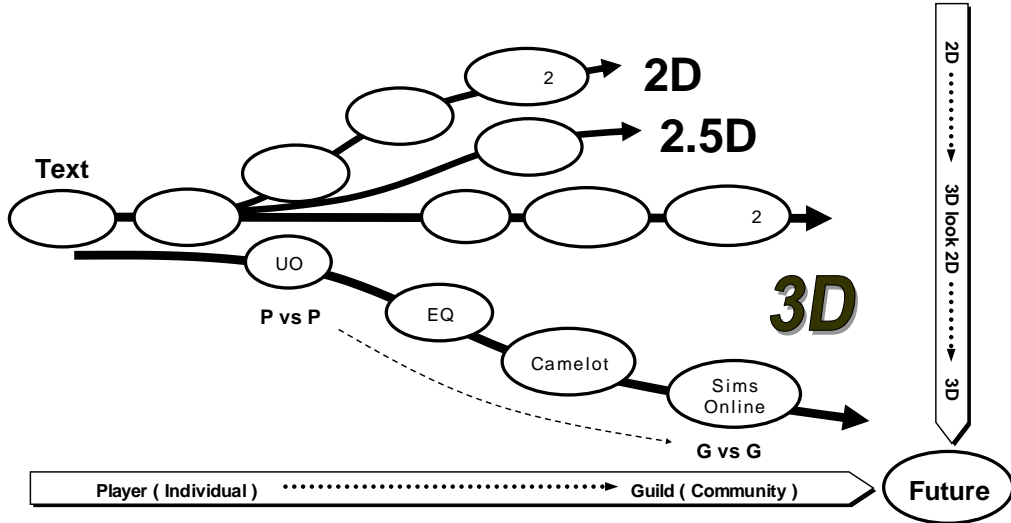


Key comments

- 가
- .()
- 가
- 1.5 MMORPG(,)
- 2 MMORPG 가

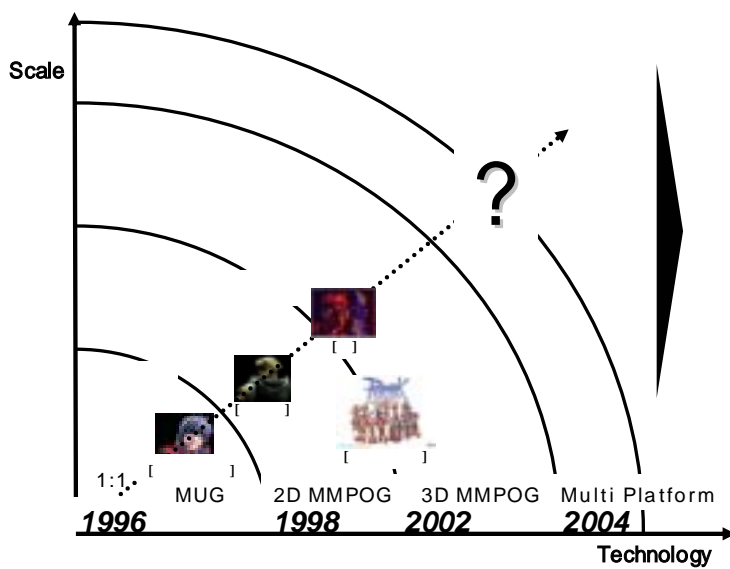
3.

Evolution in Progress



4.

Future?



Key comments

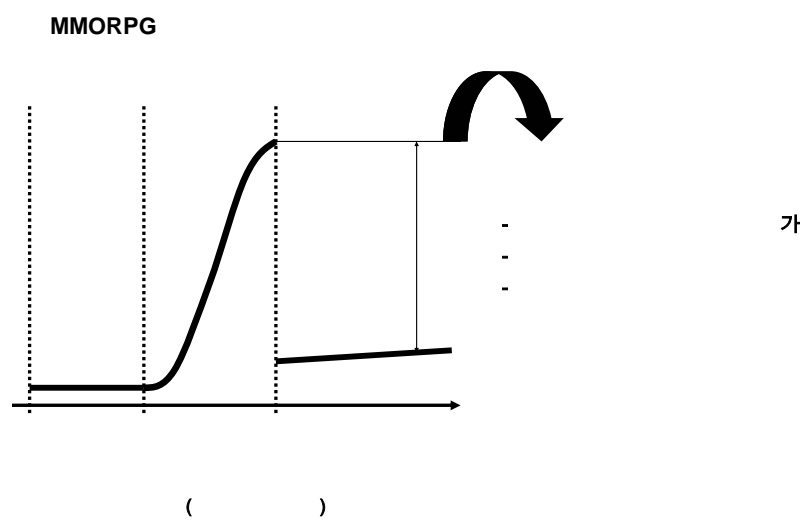
-
- 2003 ()
-

5.

Game Hits

- Text
- Graphic
- 2D MMORPG
- Casual
- 3D MMORPG
- 2.5D MMORPG
- ?

6.



7.

New Style

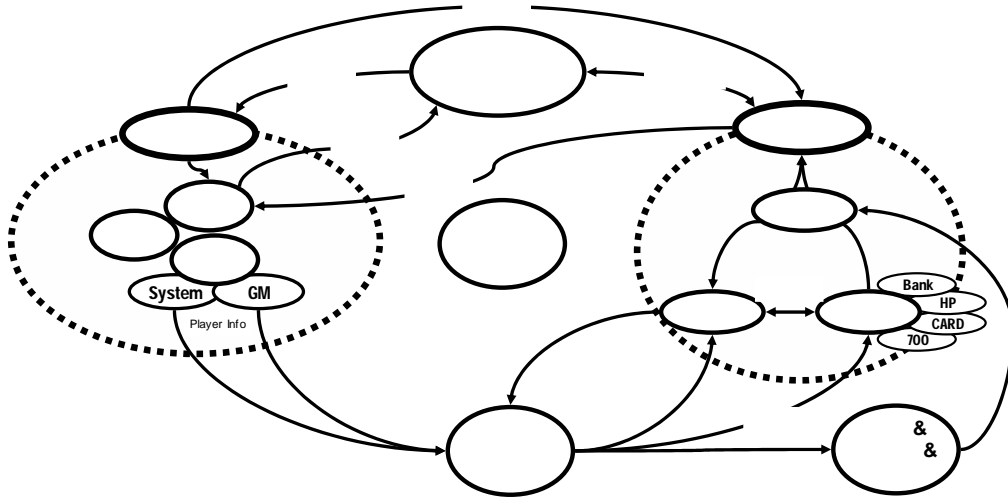
= , 3D , ?



II.

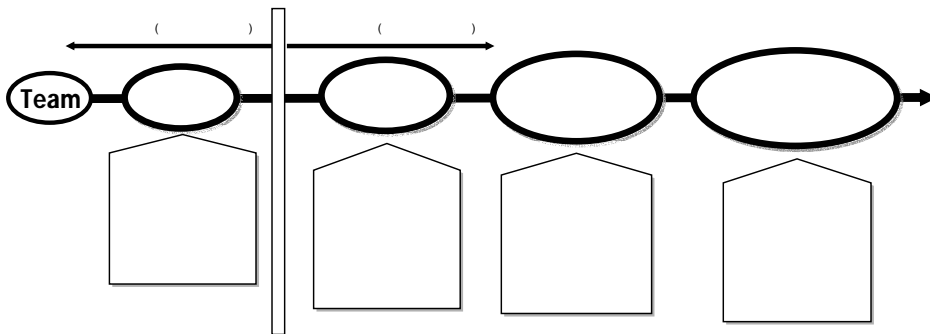
1.

Game Value Chain



2.

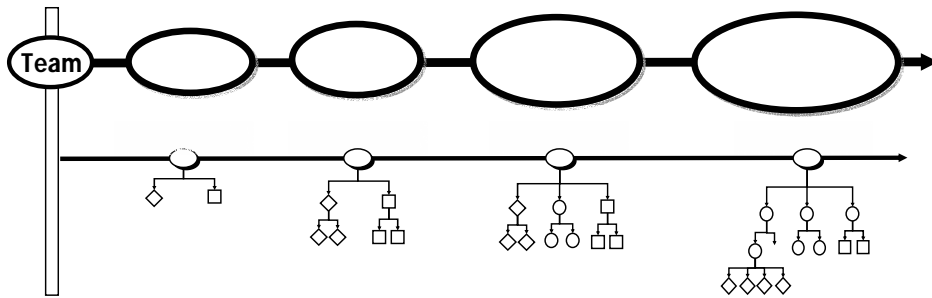
- ◆
- ◆
- ◆



3.

- ◆
- ◆
- ◆

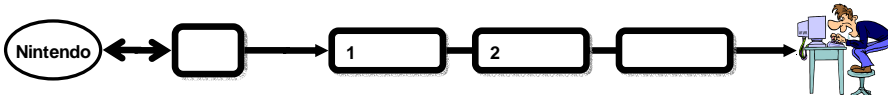
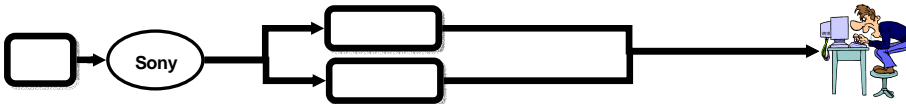
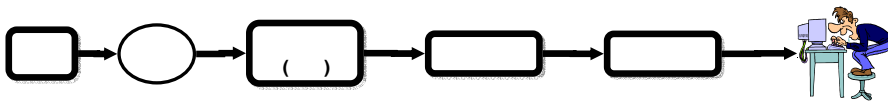
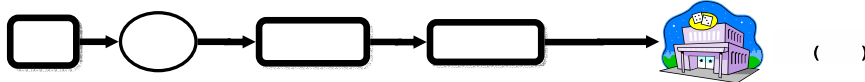
가



4.

1

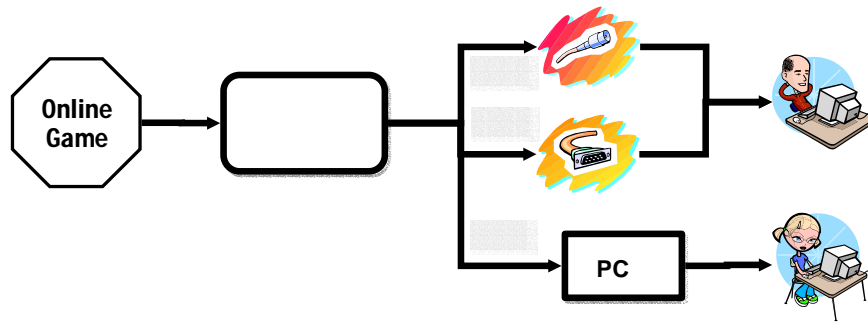
Biz Evolution



5.

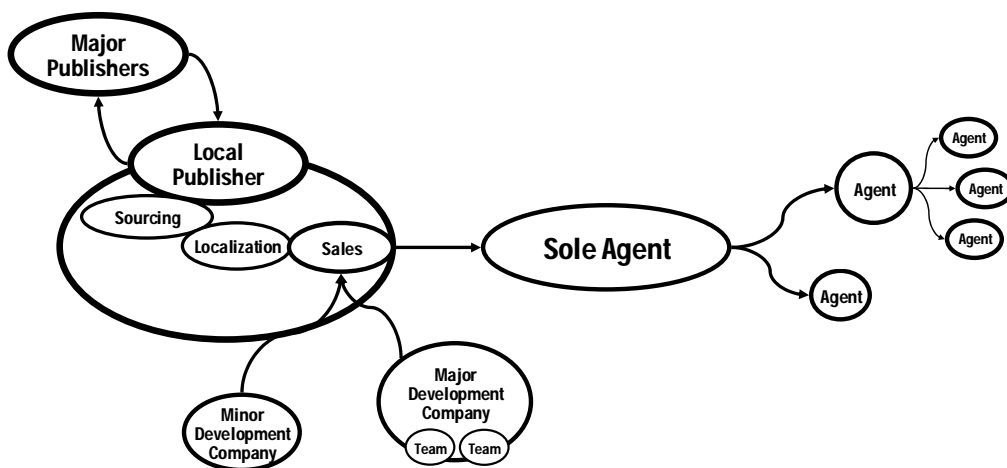
2

Biz Evolution



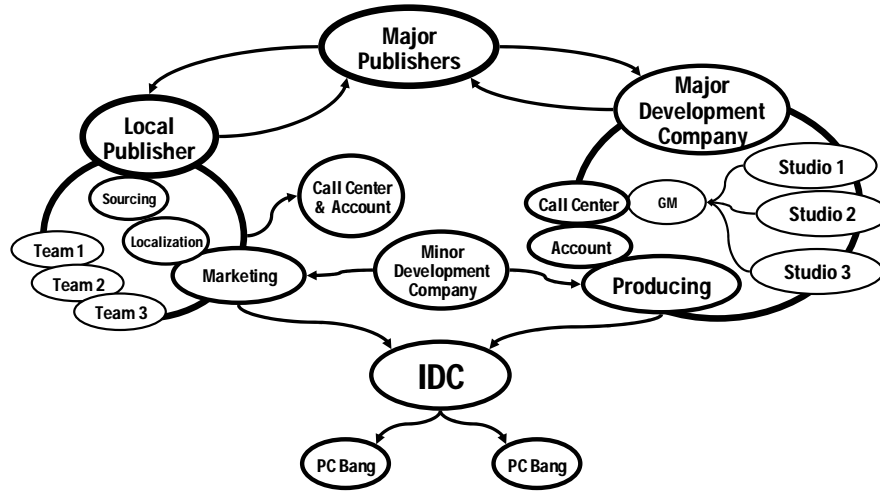
6.

Past [Monopoly]



7.

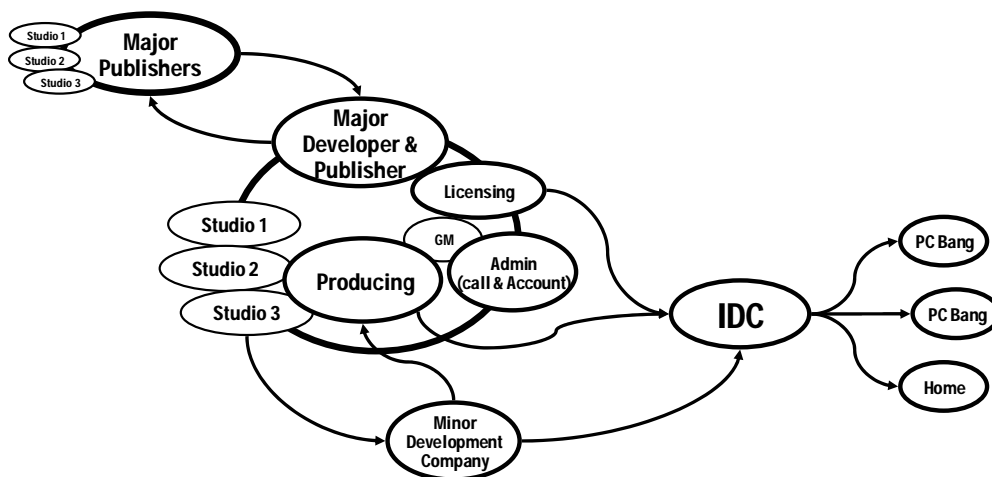
Now [Power Shift]



Future

8.

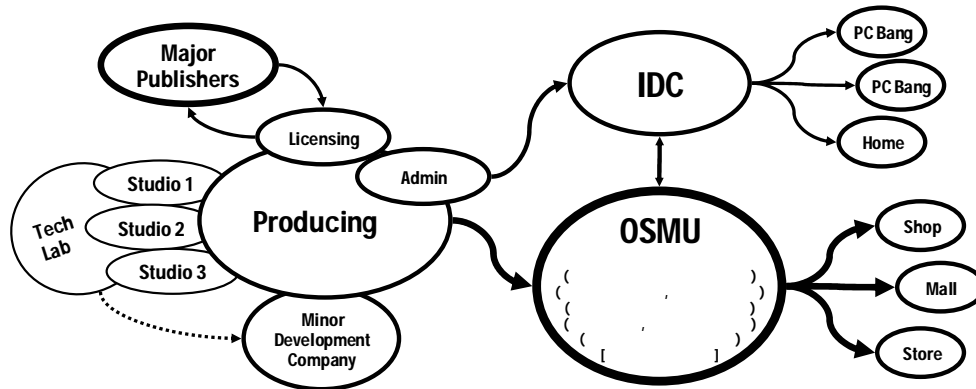
Future [Mutation]



9.

Development = Studio System ()

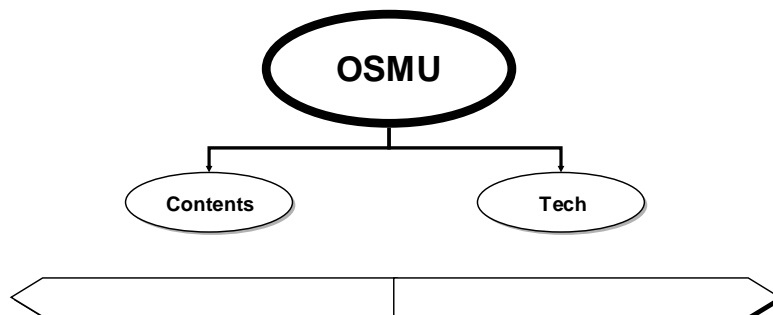
Producing = Star System (One Source Multi Use & Multi Profit)



10. OSMU

Keypoint

- ◆ ()
- ◆ ()



11. Lucas OSMU

“Movie + Game + Book + Character + Music”



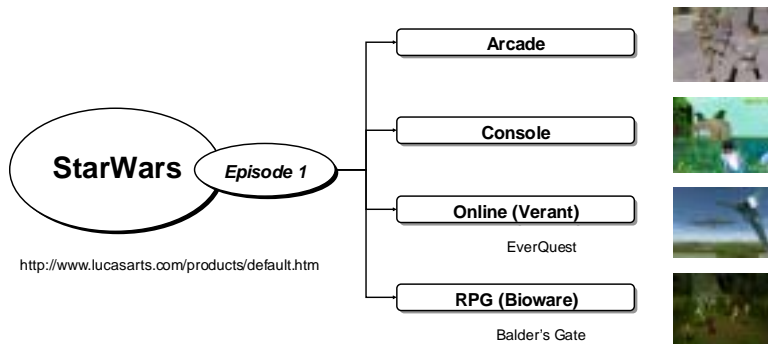
69 () (68)
 1138(71) THX
 가
 () (73)
 가 ()
 () (77) (ET)가 SFX 82
 () THX ()
 (ILM) () 3 ()

* Infra Company : 가 10

12. Starwars

Multi Patform

- ◆ StarWars *episode 1* 10가
- ◆
- ◆ (PC, PS2, DC, N64, Online)

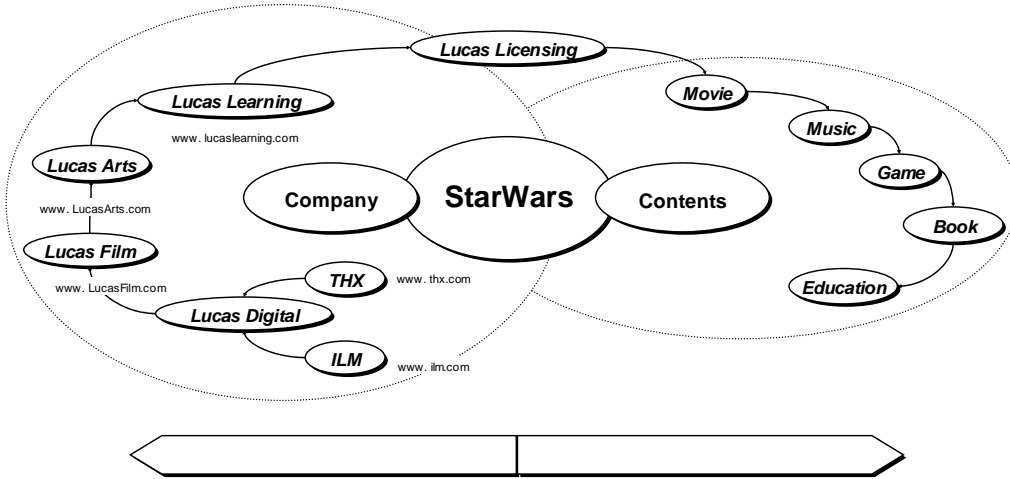


<http://www.lucasarts.com/products/default.htm>

13. Starwars

C&T Based Biz Evolution

“Vertical Integrated production System is the KSF”

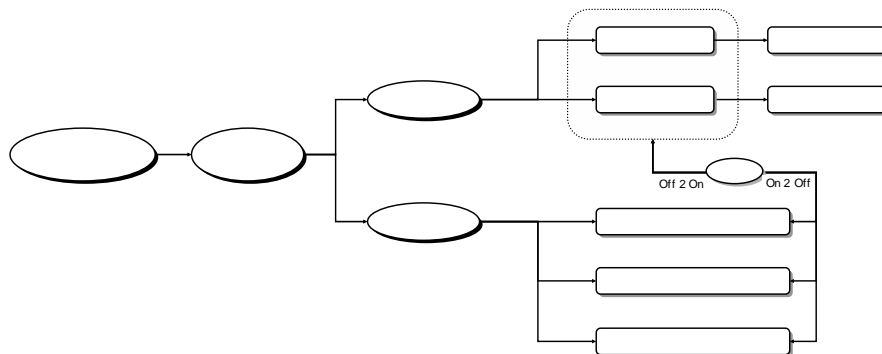


14. OSMU

Keypoint

- ◆
- ◆ Target
- ◆ Target

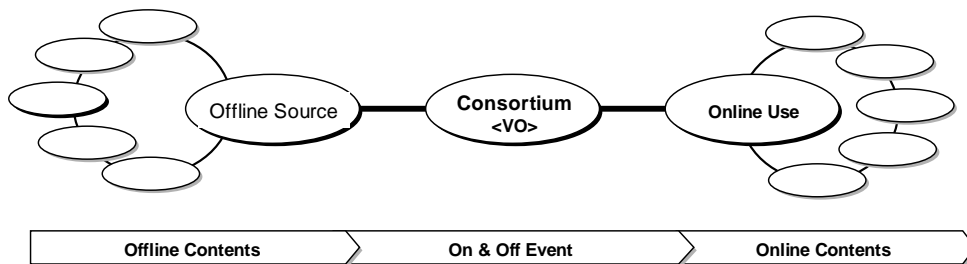
가



15. OSMU

Keypoint

- ◆
- ◆
- ◆

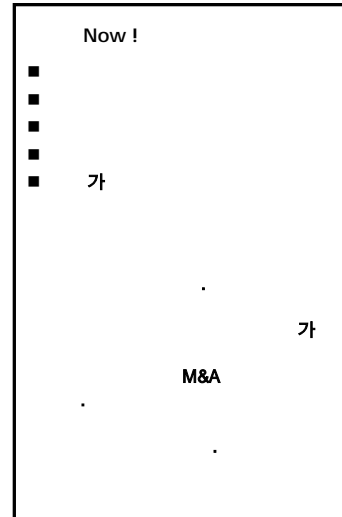
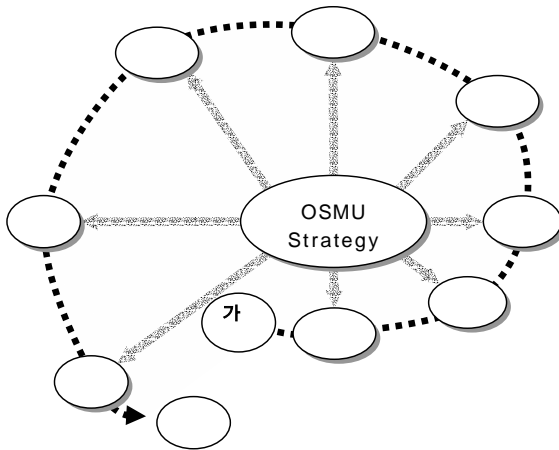


* VO(Virtual Office) :

III.

3.

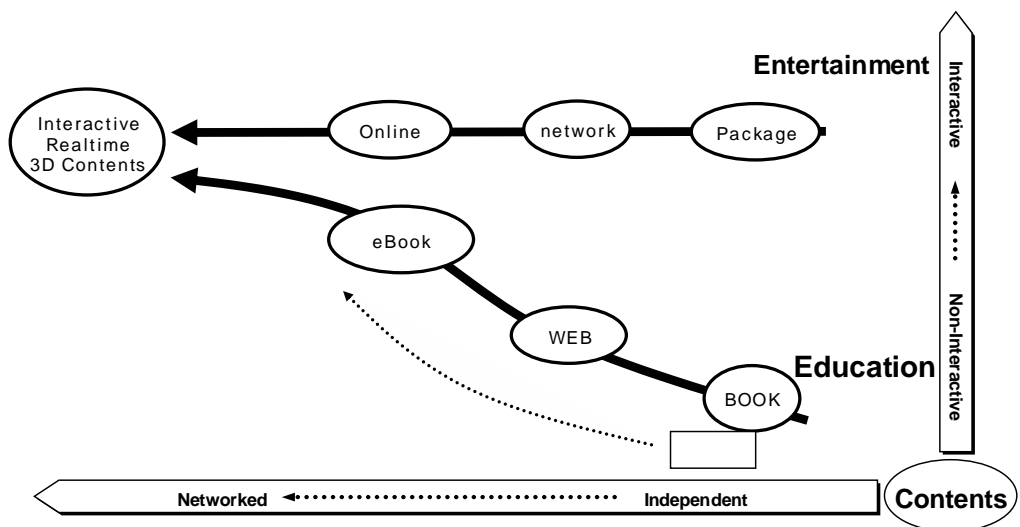
Invader Strategy ?



4.

+

Evolution in Progress



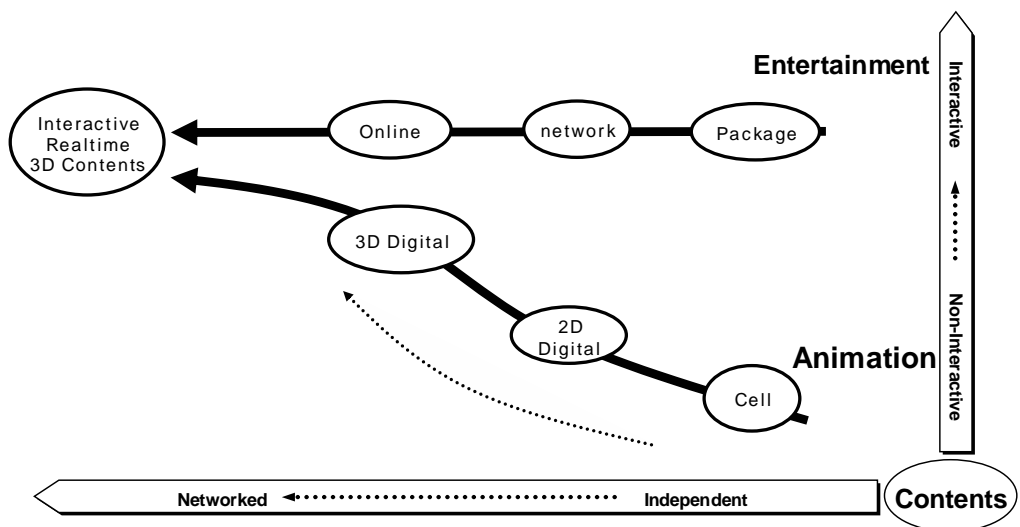
5. +

Game = Education



6. +

Evolution in Progress



9. PPL

Digital Generation PR



Game PPL " " "

가

가

가

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- 86%
- 가 47.8%
- 35.9%
- 15.1%
- 8.9%

10.

Evolution in Progress

