

Topics

1. Mobile Game Business
2. Mobile Game Development
3. Money
4. Case Study
 - Com2uS and it's Games



1st Section. Mobile Game Business

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Mobile Game Business Prediction

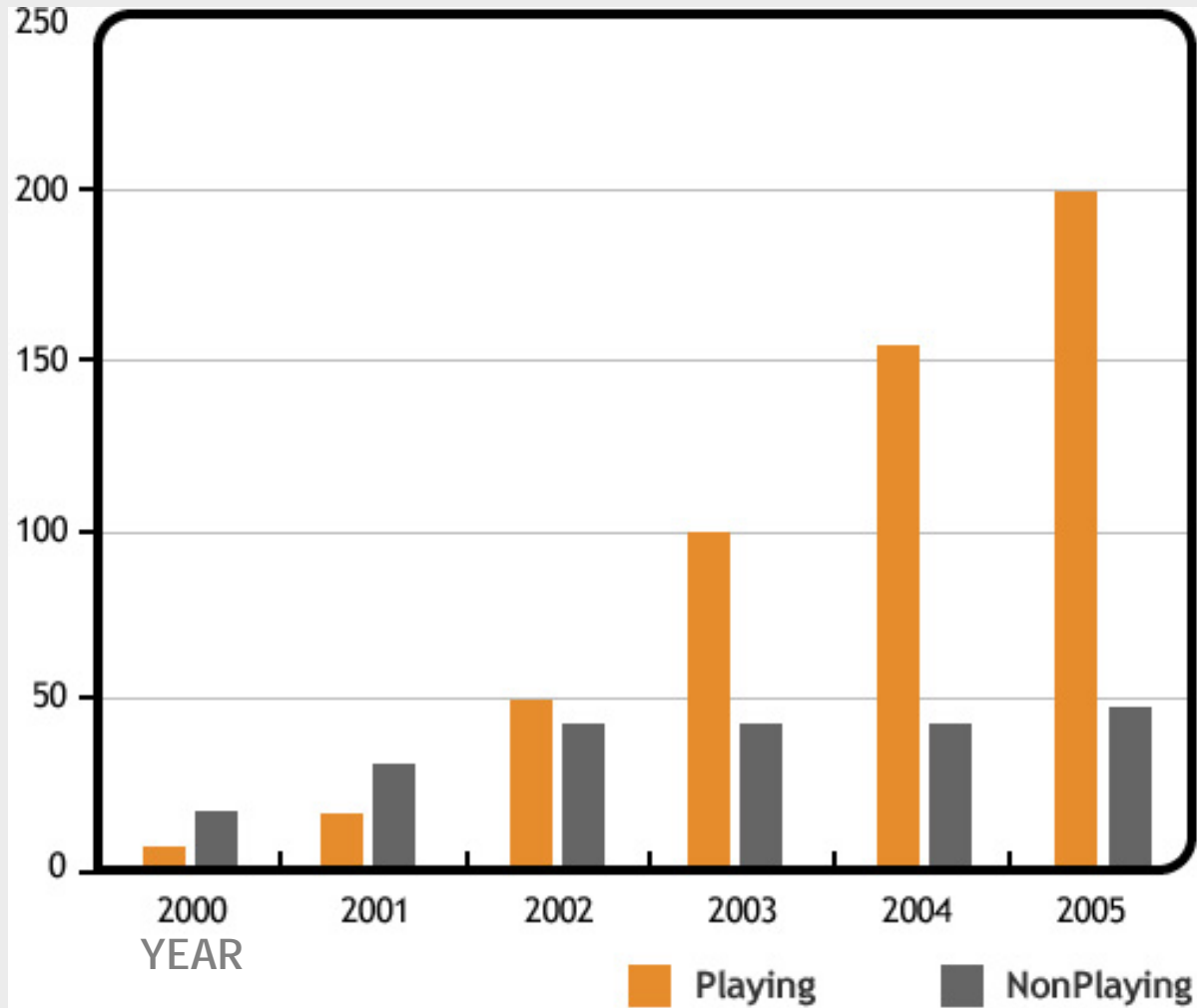
" 2005

80%

' 2

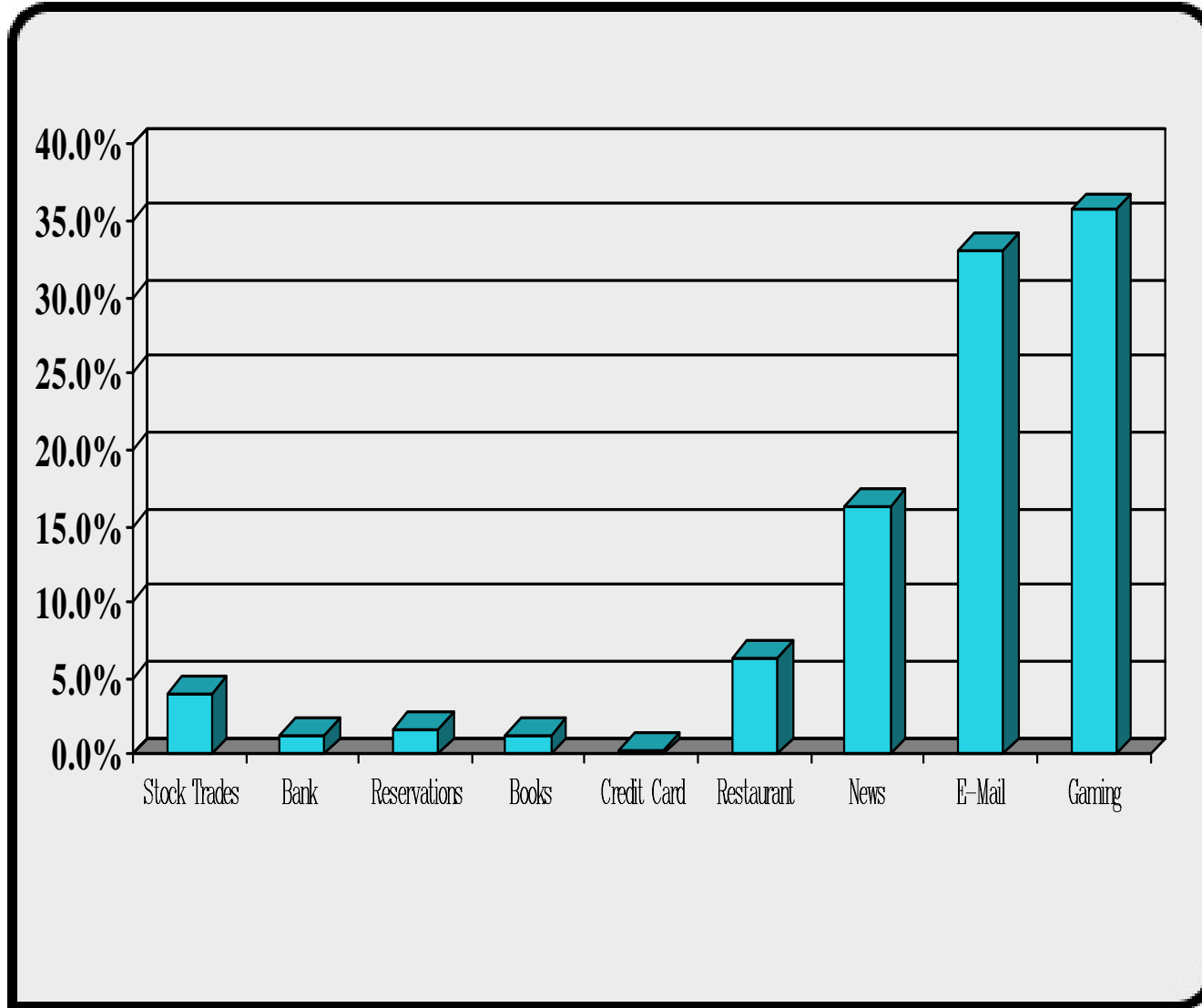
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Users in Millions



Korea Wireless Internet Airtime Data Usage%

Gaming and Email are the Killer Wireless Internet Applications today



Asia/Japan Mobile Internet Data Forecast

Currency
is in US\$

	2001	2002	2003	2004
Australia	313m	728m	1.7b	2.7b
China	224m	566m	1.4b	3.2b
Hong Kong	122m	440m	908m	1.2b
India	60m	271m	741m	1.8b
Indonesia	37m	82m	190m	357m
Japan	4.9b	9.1b	14.6b	20.2b
Malaysia	114m	252m	410m	746m
Philippines	121m	152m	265m	562m
Singapore	153m	280m	502m	1.3b
South Korea	640m	1.2b	2.5b	4.5b
Taiwan	498m	1.2b	1.8b	3.4b
Thailand	26m	50m	107m	267m
Total	US\$7.2b	US\$14.3b	US\$25.1b	US\$40.2b

Mobile Game Business at a Glance

-2 가 .

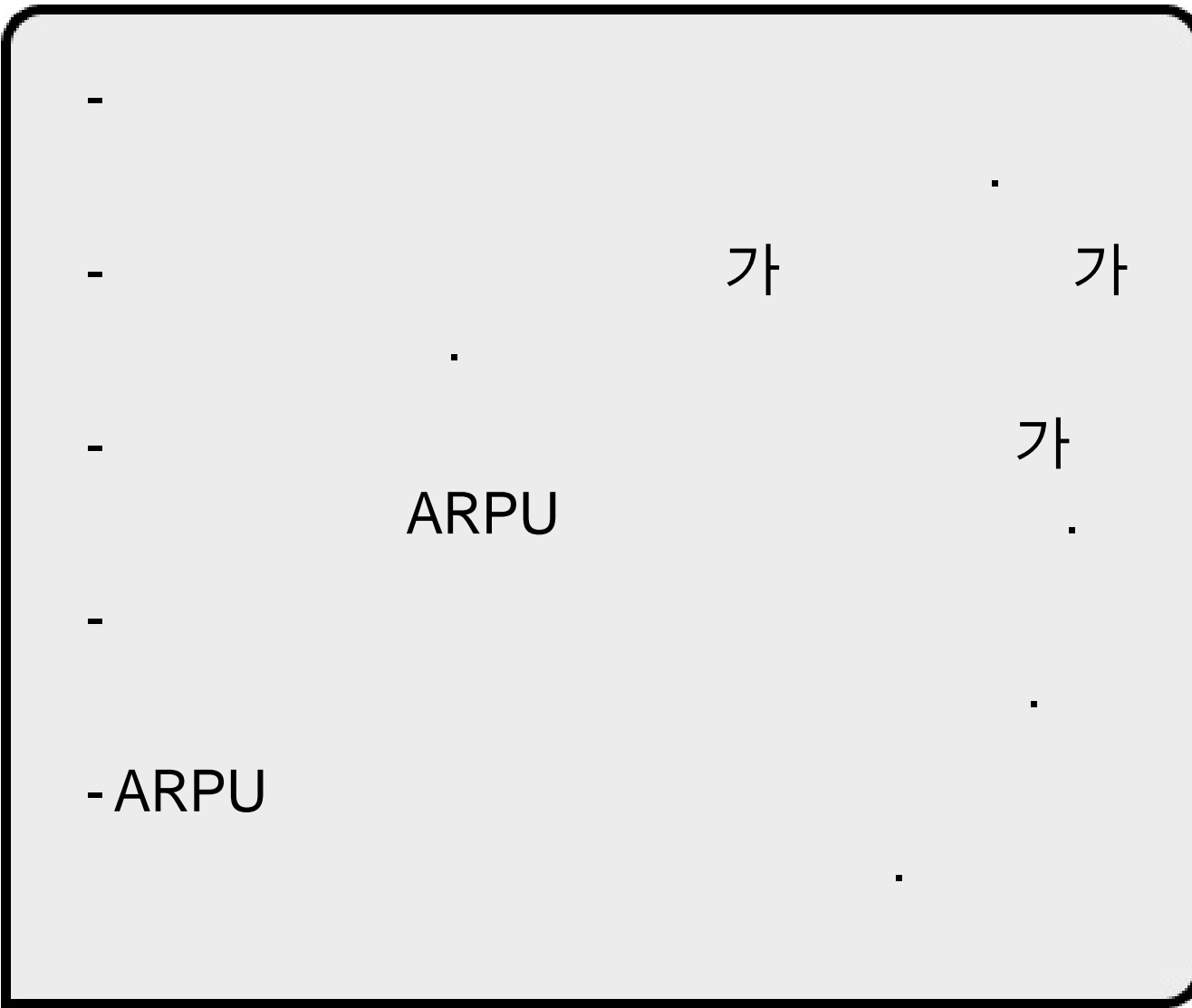
-Wired Internet 가 .
가 .

- 가

- 100 가 ,

- ,

Why Mobile Business



Why Mobile Game Business

- 가 ,
- , 가

Characters of Mobile Game Business

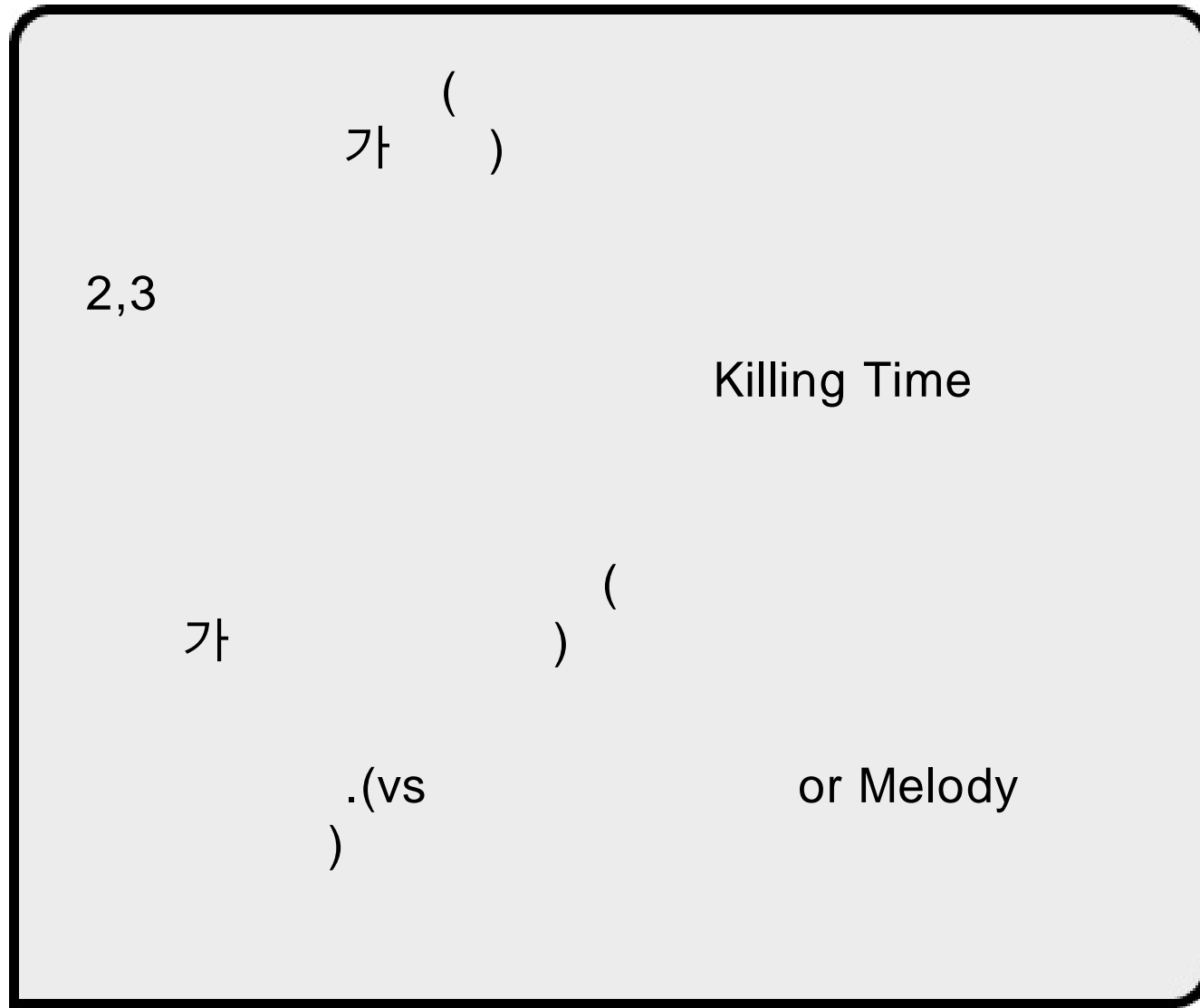
가

100

100

가

10



Brief History of Mobile Game Biz in Korea

2000

1999: 가

1999.6 Com2uS start 6 simple mobile game service with LG Telecom.

1999.10 the First Multi User network Game Released (Big Bang of Com2uS)

2000:

2000.1 the First Hit Game Released (CosmoNove of Nexon)

2000.4 the First Multi User RPG Released at SK Telecom (of Com2uS)

2000.6 Billing Started in SKTelecom

2000.10

* 2000

2001:

* (VM)

2001

Current Status of Mobile Game Business

2 가 .

WML 가 가 VM

WML/HDML/MHTML 가 가 Java

가 . JAVA(LG JAVA, SK JAVA)

SK GVM, KT MAP

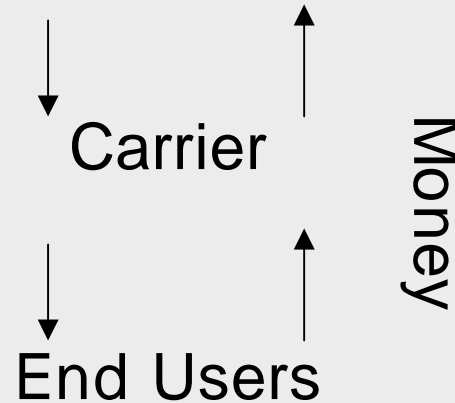
가 가 가 가 .

5 .

Business Model of Mobile Game Business

B2B2C Business

Game Developer or Contents Provider



+ 가

:100%

가

: 10~30%

90~70% C.P

2001
가

Mobile Games Business in the World



가

가

가 CP
가

What You Must remeber

가
, 가 가 가

So,
Please don't think it easy to survive.

2nd Section: Mobile Game Developments

What you must think about.

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-
-
-

Targets

- Two Targets

1. Mass Market

- : Casino

- : Tough Competition

2. Mania Market

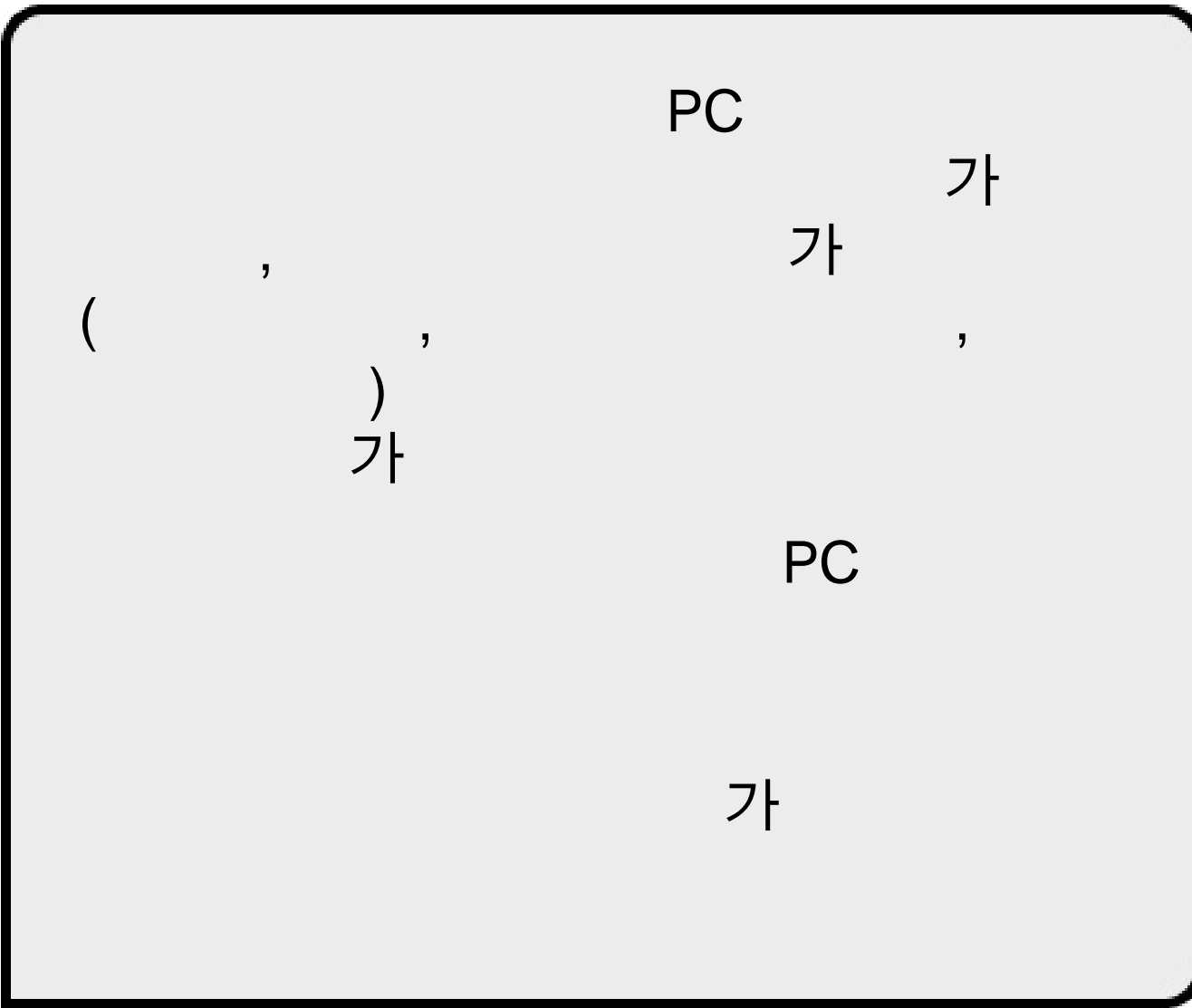
- : Multi User RPG, Strategy Game

- : Too small market size

가

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Genres



Platforms

1. Browser Platform

WML – 011 SK Telecom

HDML – 019 LG Telecom, 017 Shinsegi

MHTML – 016, 018 KT

2. Virtual Machine Platform

GVM – 011 SK Telecom

KVM – 019 LG Telecom and 011 SK Telecom

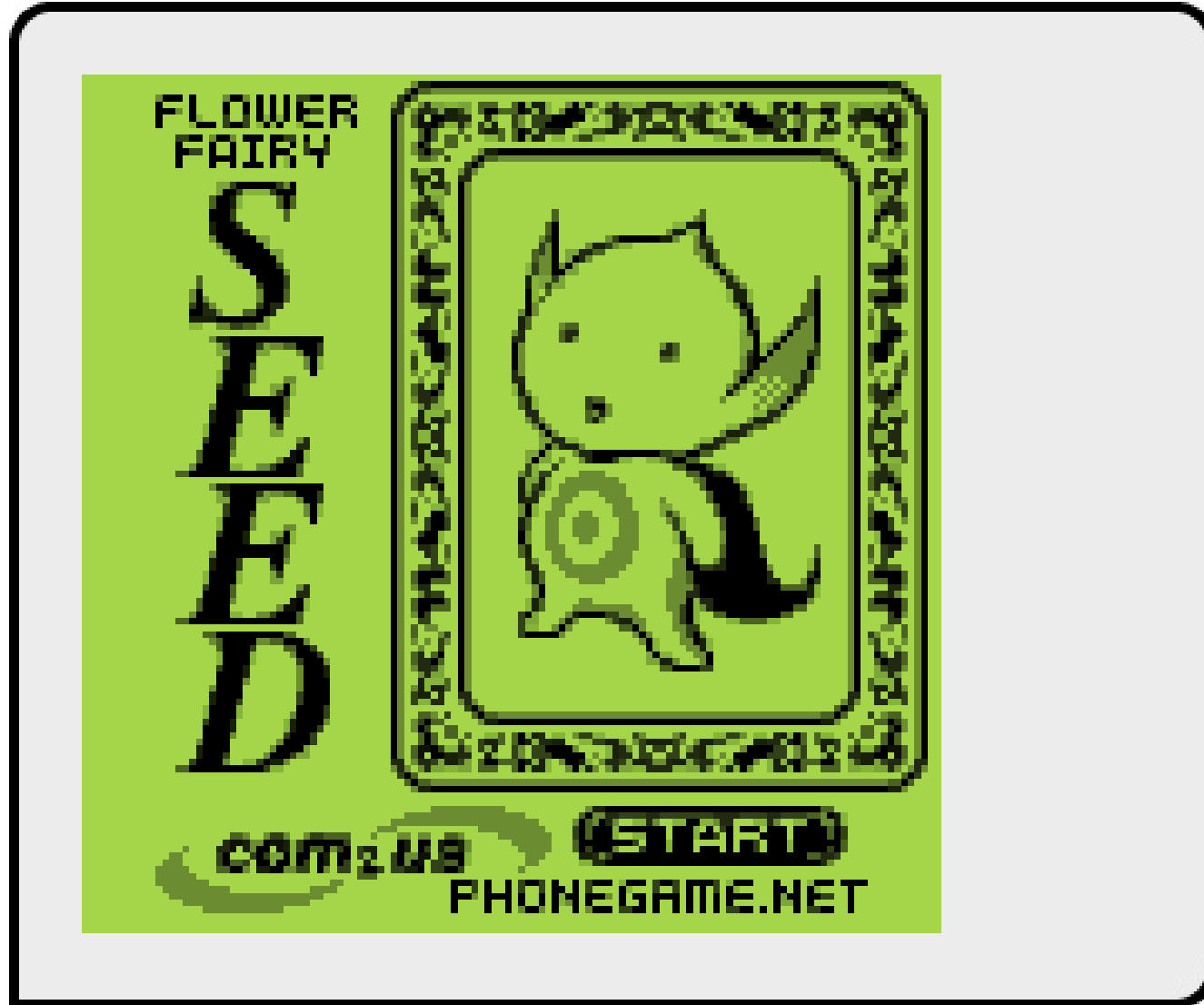
MAP – 016,018 KT

가

Platforms 1-Browser Platform

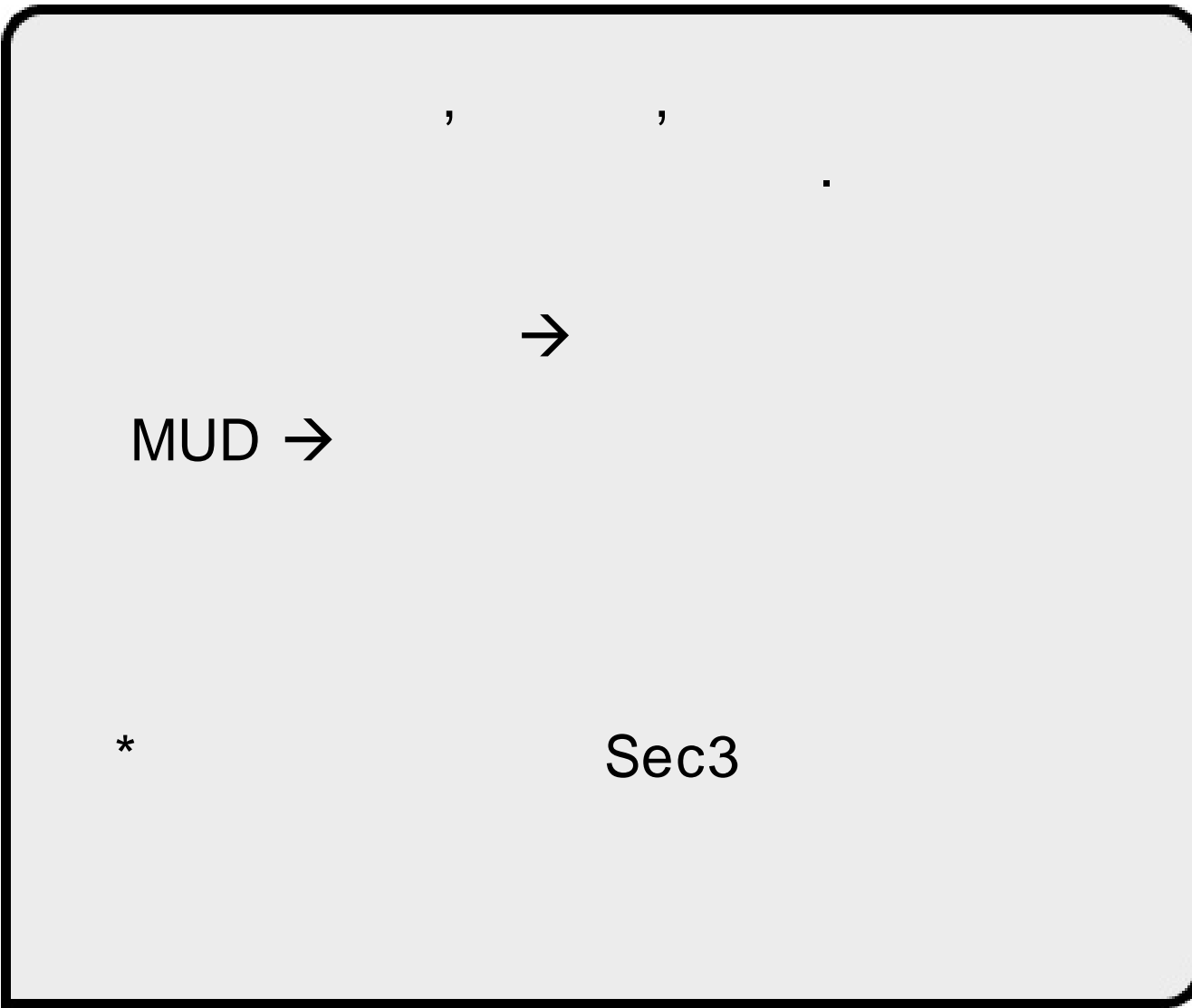


Platforms 2-VM Platform





Options for Getting Money



What You Must remeber

(:011)

(Com2uS:011)

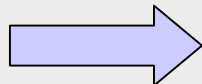
(:019)

(:019)

,

(Com2uS:011/019)

(Com2uS:019)



+ 가
+ 가



3rd Section. Payment Systems



Kinds of Billing Systems

()

-
- /

- 011 SK Telecom Model

- 019 LG Telecom Model
/ /

Billing Systems for WAP Games

()가
3~15
:
:
/
가 가
300 , 3000
:
:

Billing Systems for VM Games

- 011 SK :
- 019 LG : / / 가
- .

Timeline for Billing Systems for Carriers

CP

011 SK Telecom		
00.6 ~ 9		CP
00.10 ~	/	
016, 018 KTF		
00.4		
019 LG Telecom		
00.10 ~		
00.2 ~		

What You Must Remember

The Important Goal of company is
Making Money.

4th Section. Case Study:Com2uS

1998

30 .

43 .

(Dedicated to Mobile Game Biz)

Sun Microsystems, Nokia, Ericson,
Digital Bridges, Picofun, Infusion,
Cybird /

Brief History of the Company

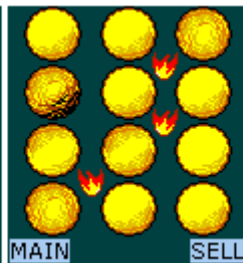
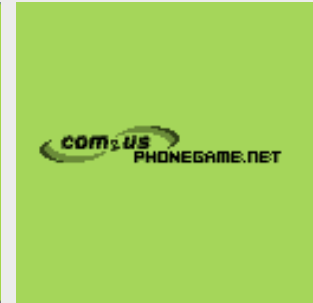
Started with 3
employees

Currently, over 43
employees.

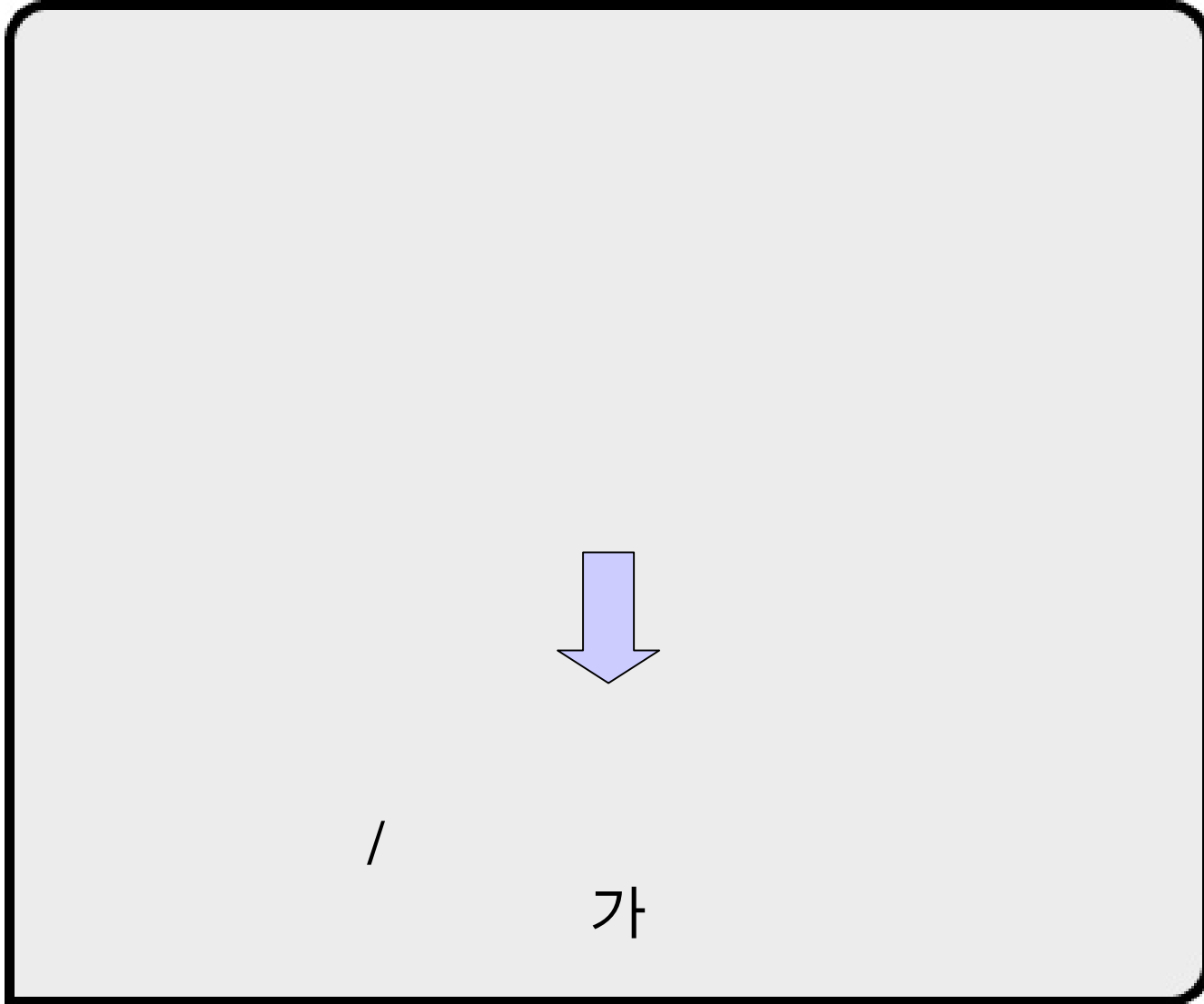
85% are Engineers.

- ④ **1996** - Com2uS Co. is Established
- ④ **1997** - Provided hardware information for top 3 BBS in Korea
- ④ **1998** - Com2uS registered as a Corporation
- ④ **1999** - Started developing wireless games
 - >> Start mobile game services
- ④ **2000** - Status as only Content Provider servicing all carriers in Korea
 - >> Providing lion shares of all Mobile Entertainment

Products



Strategies





What I'd like to say

Thank you... ☺