

Welcome to  
**Pocket**  
space

**New Millenium Business Partner**  
Think Mobile Network Technology



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Vision

Introduction of MG

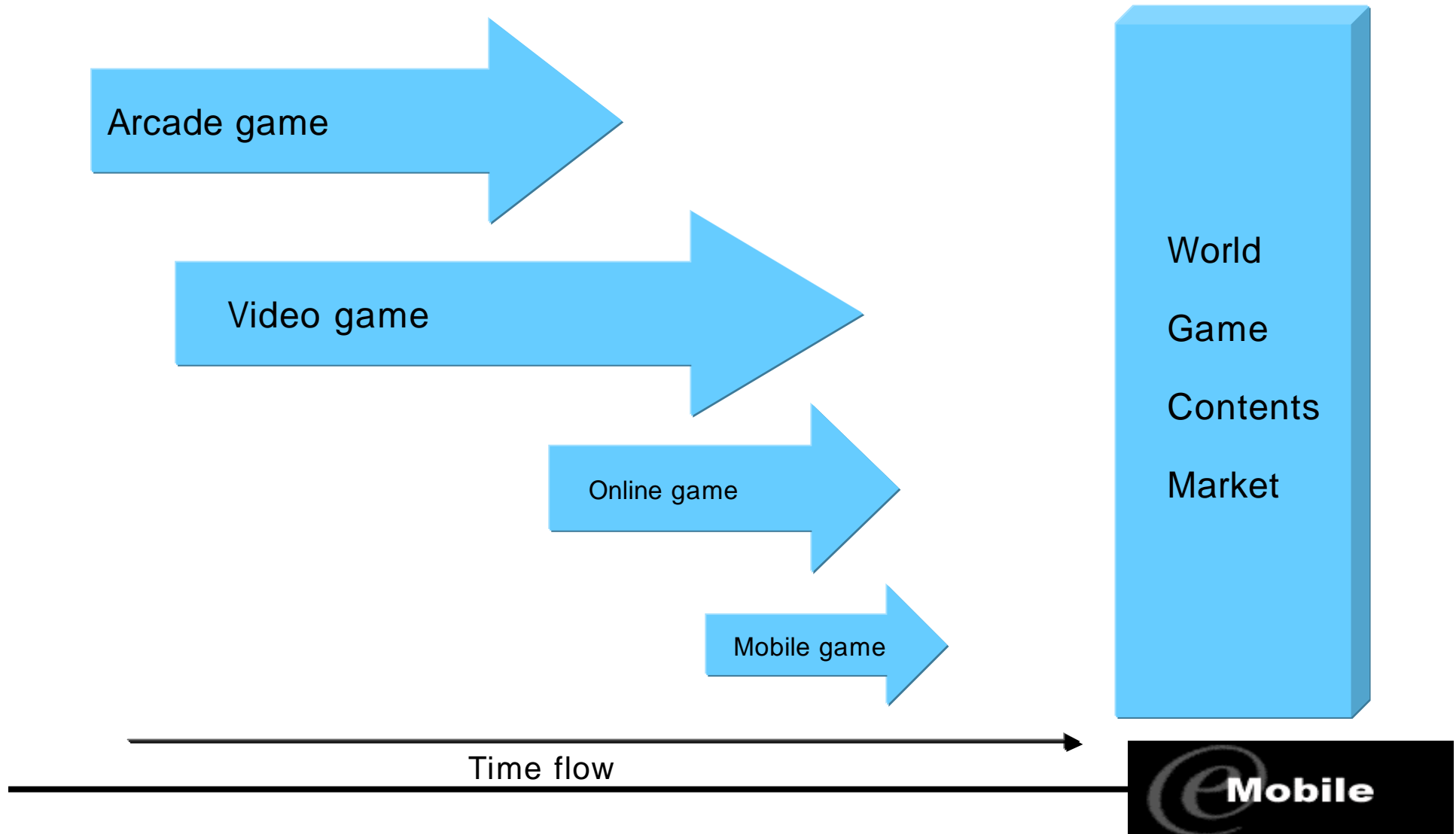
Market analysis

Trend analysis

(MG) Business plan

(MG) Summary

Vision : what is mobile content market?



## Introduction of mobile game : what is mobile game?

What's mobile game?

Mobile game

Game Service

Mobile Game

1. Embedded game :
2. WAP : Mobile Browser Mobile game
3. VM (stand alone) : Content Download Off-Line
4. VM (network) : Content Download mobile network

What's mobile game?

## Mobile Game

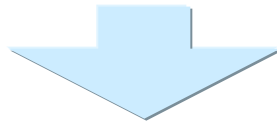
1. 가
2. , 가
3. Content
4. 가 platform 가

## Market analysis : The growth of mobile game market

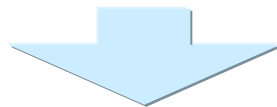
Market analysis

Industry trend

: WAP (browser) : ‘ + text ’ 1999 ~ 2001



: : ‘ 가 가 ’ 2001 ~ 2002



- 가 가 가 2002 ~

- 가

- User

Market analysis

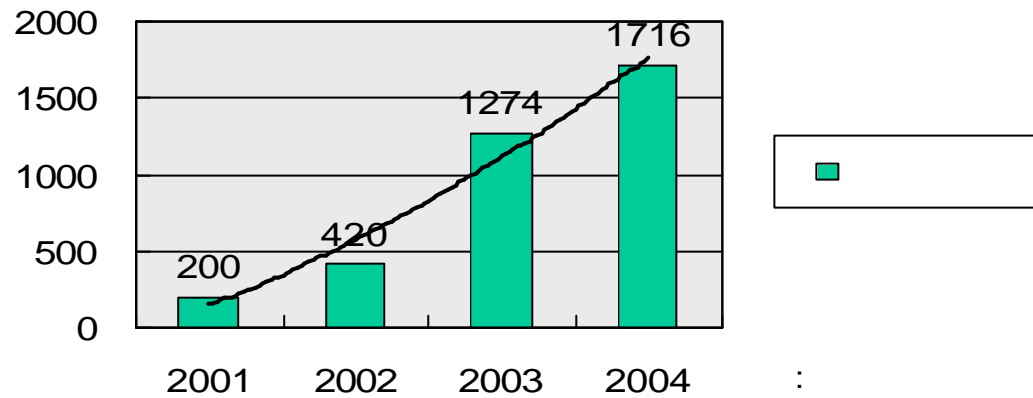
Industry trend 2

VM

LG telecom	Ez -java Java	2000	: 6: 4	100 ( )	Ez -I
KTF	Map C	2001 5	: 7 :3	50	Multi pack
SK telecom	GVM C	2000 12	: 8.5:1.5	500	Nate

Market analysis

Market projection



Mobile

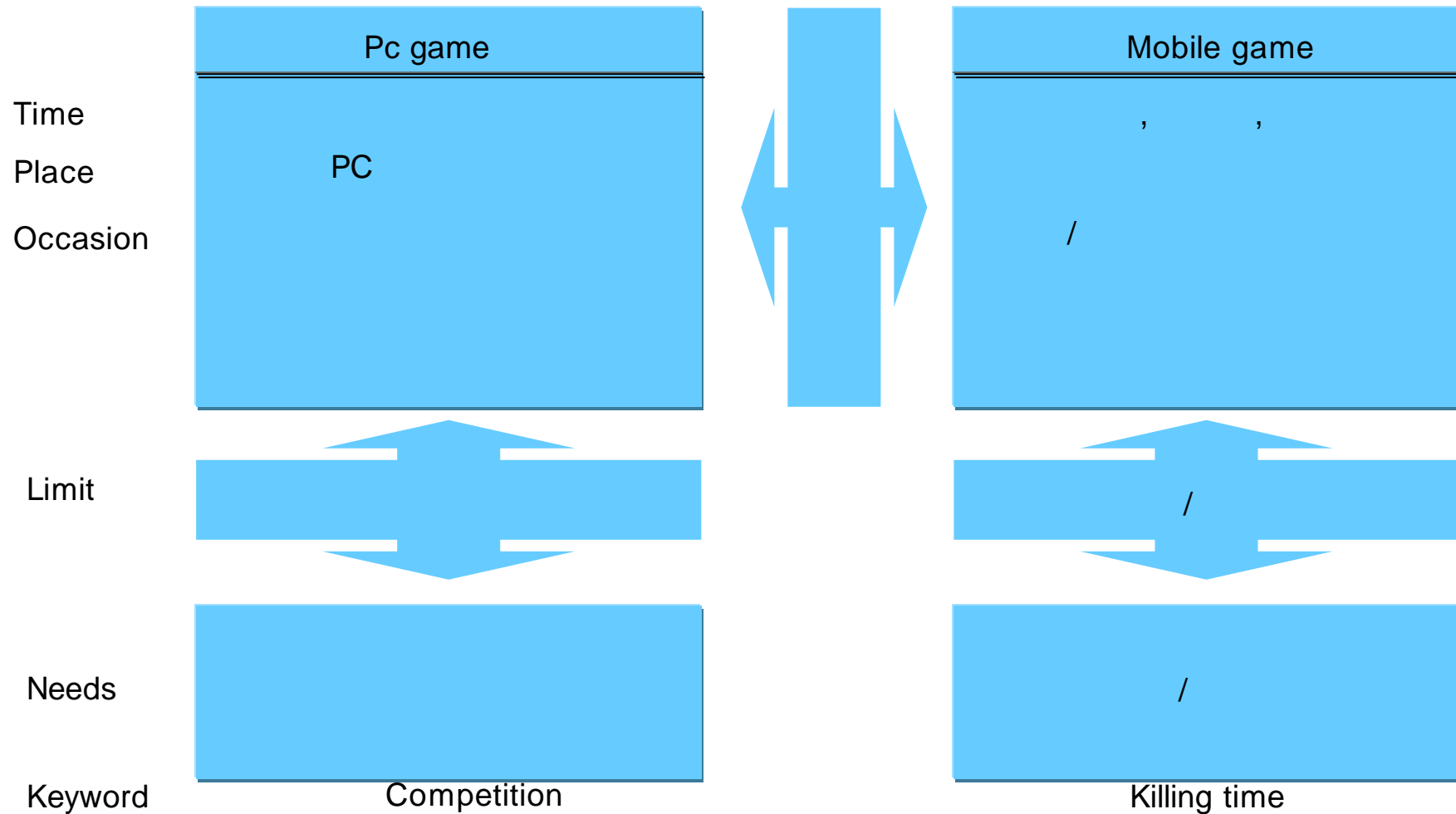
	2001	2002	2003
	140 (7%)	350 (14%)	600 (20%)
	32.9%	41%	59%

< : >



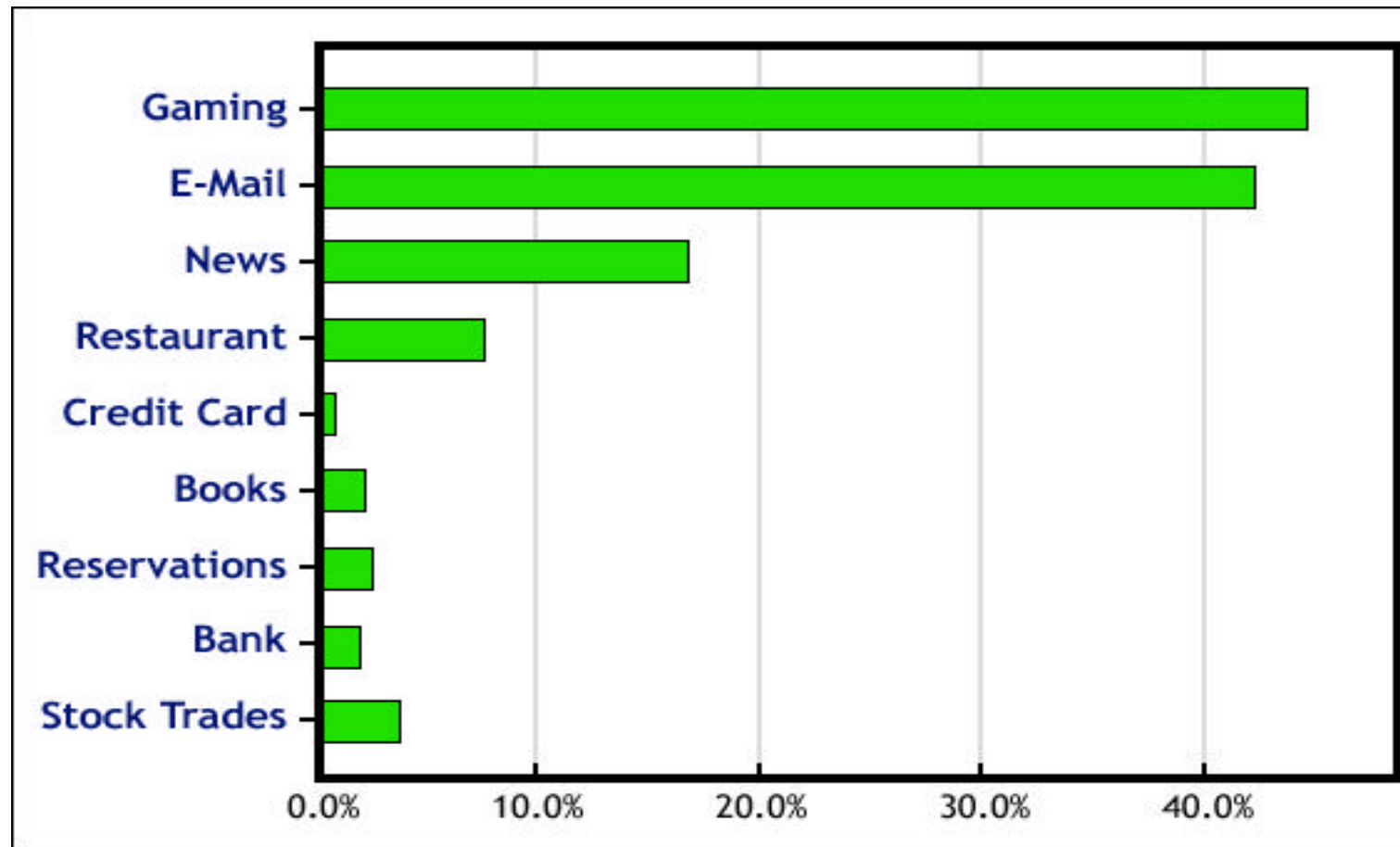
## Trend analysis : Who is mobile game user?

Trend analysis



Trend analysis

Mobile contents user



## Business plan I : Branding? Branding!

‘ ’

1 :

2 :

3 :



: Volume Quality

: Killing time

platform

: ‘ ’



1 : ‘ ’

2 : ‘ ’

3 : ‘ ’

feedback

Content example

-Standard game -‘ ,

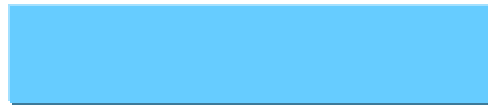
	Stand alone&				500~1500



- 
- 
- 
- 
- 
- NETWORK
- SKT & KTF

40  
& Quality

## Business plan II : Needs!! Variety!!!



1 :

2 :

needs

3 :

가

line up



:

:

UI network

content

:

massive mobile



1 :

가

2 :

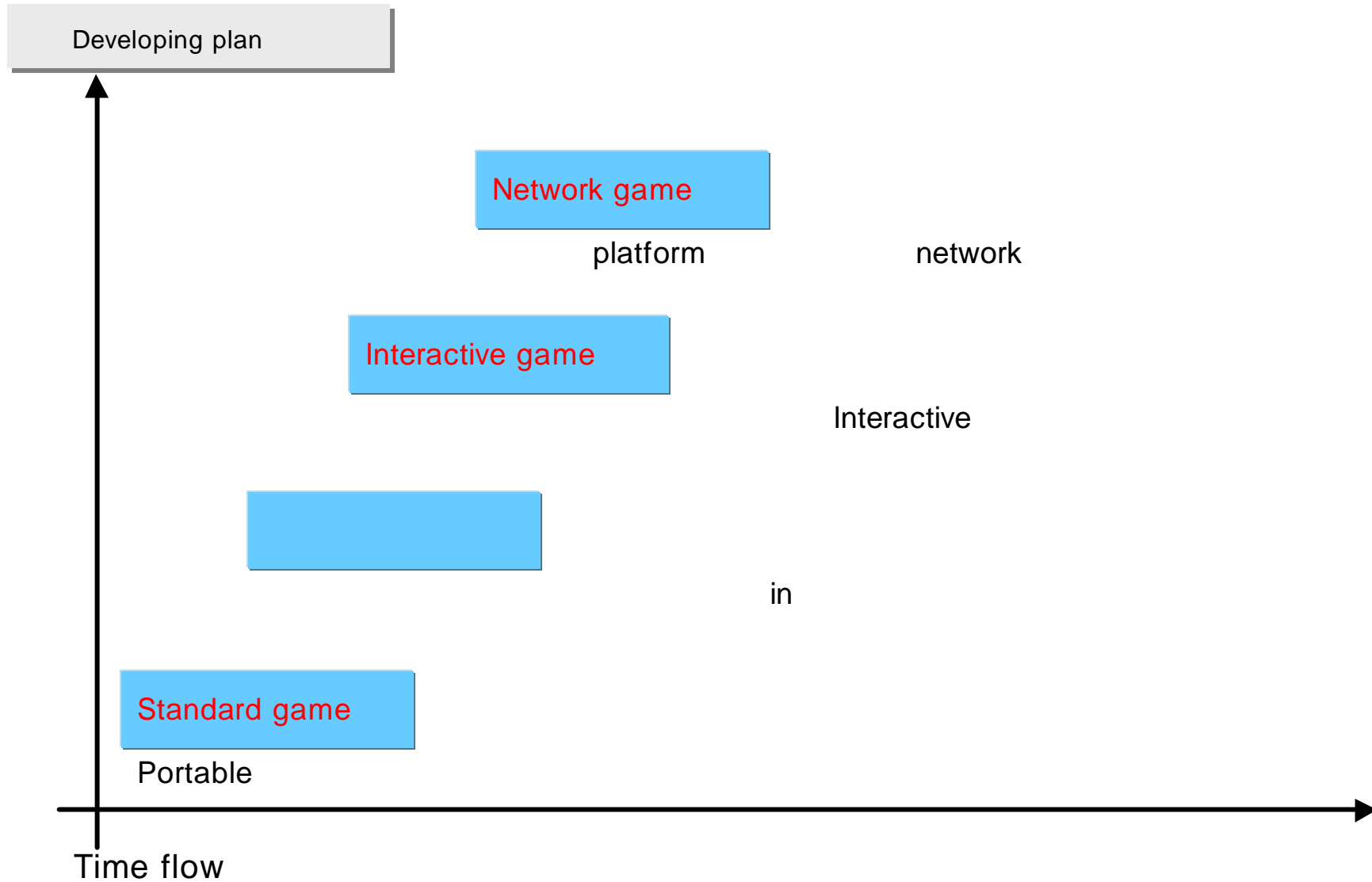
= Quality & enjoyable

3 :

Business plan II

Keyword : Variety

Season1 Standard game	Season 2 Event game	Season 3 Network game
<p>Keyword</p> <ol style="list-style-type: none"> <li>Standard mobile game</li> <li>'Pocket'</li> </ol> <p>-</p> <p>-</p> <p>-</p> <p style="text-align: right;">!</p>	<p>Keyword</p> <ol style="list-style-type: none"> <li>Mobile</li> <li>Event</li> </ol> <p>-</p> <p>-</p> <p>- Core</p> <p style="text-align: right;">!</p>	<p>Keyword</p> <ol style="list-style-type: none"> <li>Mobile network</li> <li></li> </ol> <p>-</p> <p>- Mobile originality</p> <p>- Massive</p> <p style="text-align: right;">가 =</p>



Our business area

‘ ’  
Standard  
- high quality

Event  
- ‘ ’

License fee  
- license

- ‘ ’

Embedded  
-



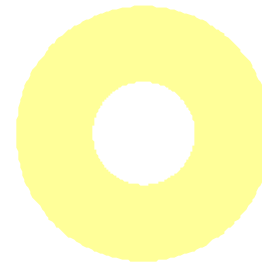
Key Points

2001



Contents

Partner



Target market

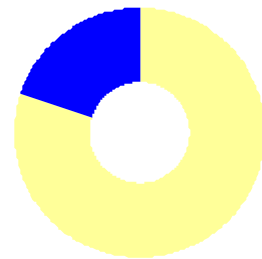
3

가

2002



가



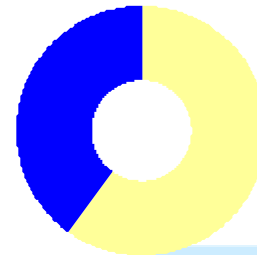
license

2003



Global CP

Game Tech



license

## Summary : the future of mobile game

### Market value highlight



Contents



CIRCUIT

PACKET



Big market    IMT -2000

contents

# Introduction of pocket games

Contents analysis I

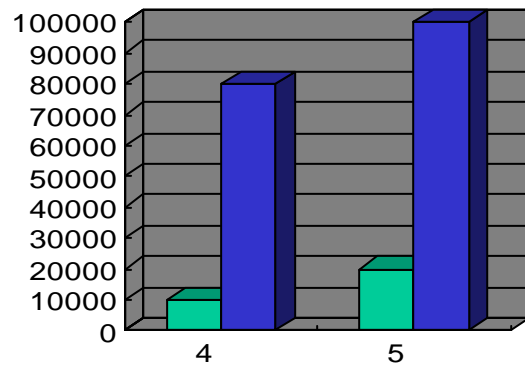
-Standard game - ' ,



				RPG
	Stand alone			500

- RPG
- 가
- LIFECYCLE 3

	Stand alone&			500~1500



- 30 hit game
- Quality
- (4 )
- SKT 20% (2001 5 )
- ,

Contents analysis I

- Standard game -

	Stand alone				1000



- 
- 
- 2002 J-phone orange



	Stand alone&				1000

- 10 hit game 2
- SKT 2 (2001 2 )
- ( KDDI orange)

	Stand alone&				1000



- 6 hit game 3
- SKT 3 (2001 2 )
- ( KDDI orange)

Contents analysis I

- Standard game - ' ,



				RPG	
	Stand alone&				1000

- RPG
- RPG
- SKT 10 (2002 2 )
- 2002 J-phone orange

	2002			
	Stand alone			2000

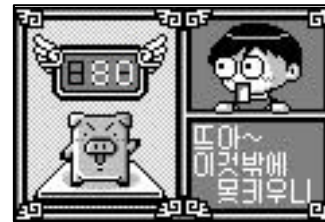
- 4
- 
- SKT
- 2002 J-phone, KDDI orange



Content analysis II-i

- **Interactive game** - content

				RPG	
	Network				3000



- ‘ ’ Easy interface
- ‘ ’ ’
- 

network



				Tutorial content	

Check

Bell



				Tutorial content	

Check

가

Calorie

가 (bonus pack

가 )