游戏产业的未来和国际战略性合作方案

The Strategies for Future Game Industry & Global Cooperation

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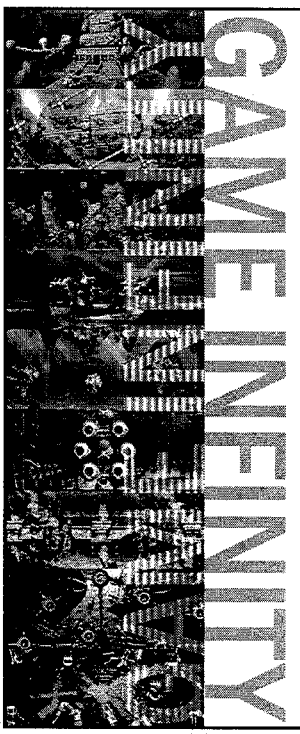

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Korea Game Development & Promotion Institute

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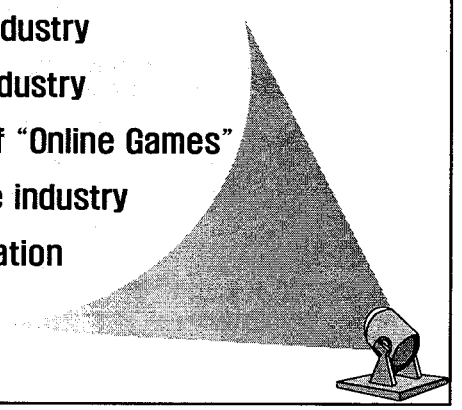
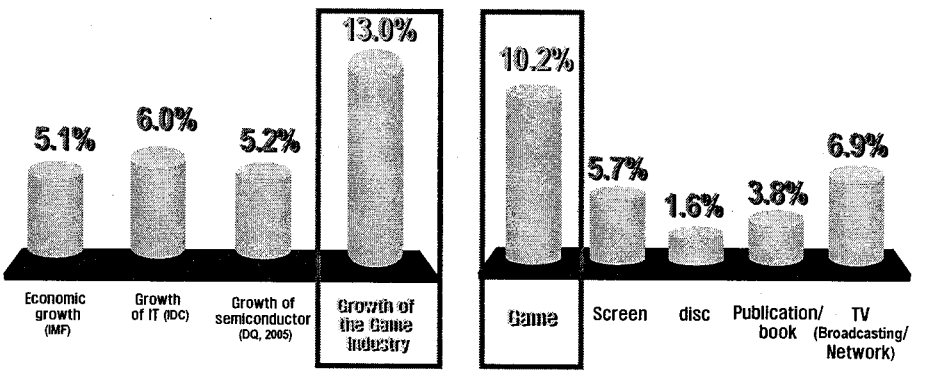
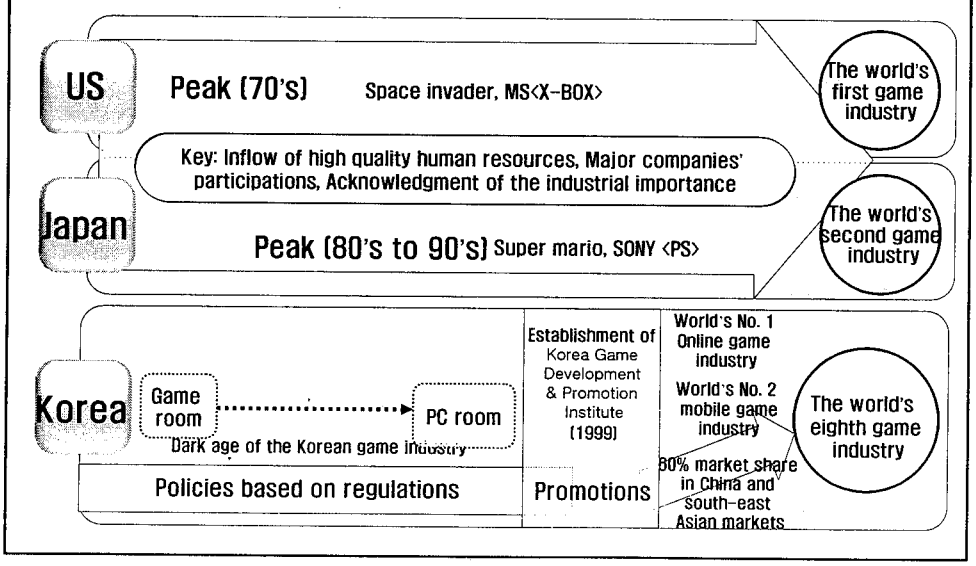


Why the world focuses on the game industry? (1)



<Growth of global markets in 2004 > < Growth of global cultural contents ('02-'06)>

Why the world focuses on the game industry? (2)



World's Game Industry

Unit: M. USD

Categories	2004	2005(E)	2006(E)
PC Game	3,520	3,386	3,236
Video Game	17,078	17,706	21,424
Online Game	3,358	4,683	6,342
Mobile Game	1,504	2,249	3,192
Arcade Game	30,697	32,452	33,911
Total	56,157	60,476	68,105

Source: DFC Intelligence 2002-2004, Informa Media Group 2002-2004, Juniper 2004, NPD Group 2004, IDC 2003, OVUM 2004, Frost & Sullivan 2003

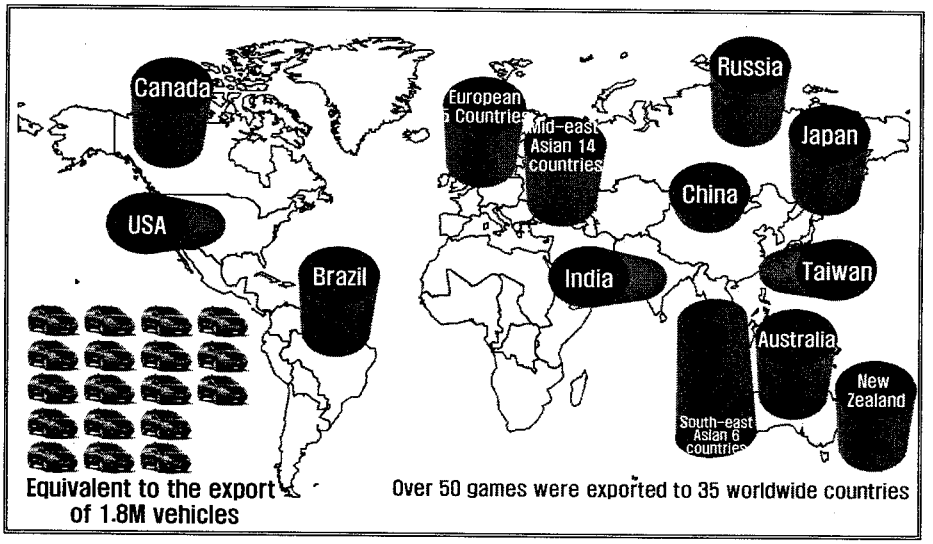
Korean Game Industry (1)

Unit: M. USD

Categories	2004	2005(E)	2006(E)
PC Game	44	35	32
Video Game	156	179	224
Online Game	849	1,104	1,380
Mobile Game	135	166	199
Arcade Game	187	178	181
계	1,371	1,662	2,016

Source: 2005 THE RISE OF KOREAN GAMES (KOREAN GAME WHITE PAPER)

Korean Game Industry (2)



Factor's for the success of Korean Online Game (1)

Network Technology	Online Community (chatting, trade of item ...)	IT Infra (ADSL, VDSL ..)	PC Bang

Success

1. No illegal copy
2. Long lasting lifetime
3. Fluent communication
4. Targeting to the worldwide markets
5. Derivative products (Game portals)

* Number of "Game" online communities: 471,656 (Daum cafe)

Factor's for the success of Korean Online Game (2)

Online Community (chatting, clubs) E-commerce (e-shopping, barter trade) Virtual space as a living place (avatars, items)

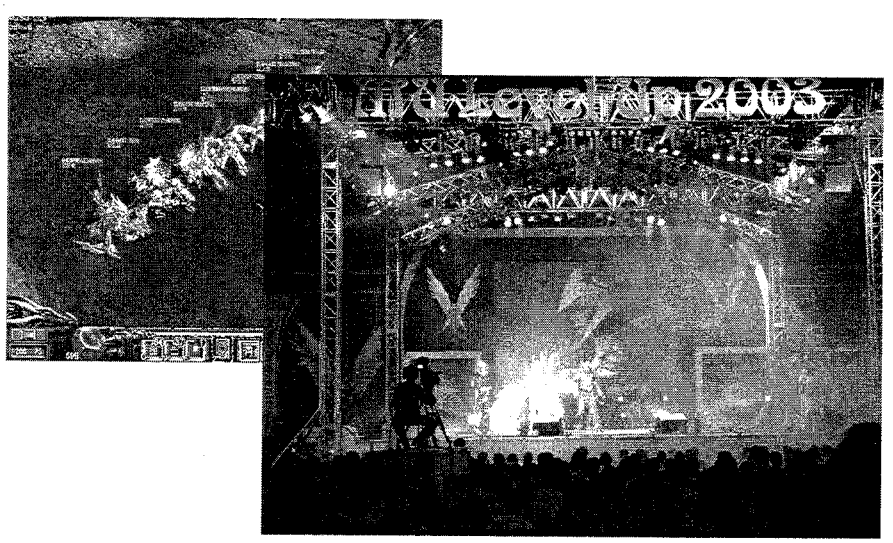
Game portal business promotion

1. Board game, RPG and other game services
2. Online shopping mall in game portal site
3. Exchange or trade of game avatars and items
4. Club formation, chatting and meeting
5. Contents services including film and animation
6. Game publishing business

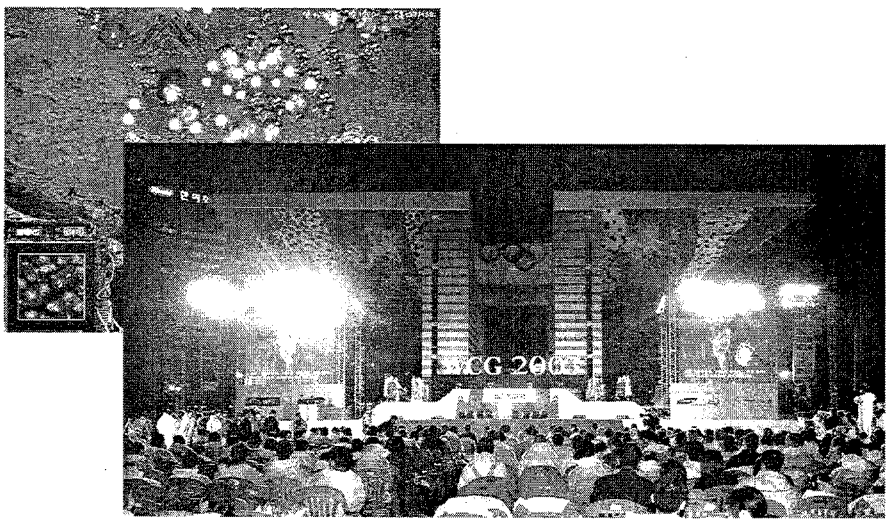
Creation of online culture

Leading online game industry

Future of the Game Industry (1)_Culture



Future of the Game Industry (2)_E-Sports



Future of the Game Industry (3)

○ Introduction of bodily sensitive Arcade Game devices. Deepened competition of the Video Game
- X-Box 'Halo2': 2.4million copies (150M dollars) were sold within 24 hours from its release.

○ Continuous growth with the aids of the spread of ultra high speed communication network and "game network"
- Expecting rapid growth of online game (40%) and mobile game (50%) this year over last.
- Service expansion of X-Box Live & PS BB. Increased PC rooms in China, Japan and south-east countries.

○ The center of the Game Industry is Asia-pacific markets and the focusing is moving into Online Games
- 40% of the world markets are formed in Asia-pacific area in 2005 (Mainly ruled by China, Korea, Japan)
- Extension of the super high speed communication network (online) in China and Japan following Korea.

○ Integration of the wire and wireless communication, and between platforms
- Game Combination of platforms and contents: Satellite TV internet games. Wire/wireless Synchronization
- Microsoft & Sony spurs to develop 'Multimedia Home Entertainment Devices."

Global Cooperation

○ Establishing Asian Game Industry Association. Expanded to the World Game Industry Association
- Standardization of World Game Industry (ex: IEEE, ISO)
- Spreading the game culture & developing the world e-sport events

○ Spreading the game culture & developing the world e-sport events
- Settlement of the game culture to lead the digital culture. e-sports promotion

○ Worldwide efforts to control the reverse functions such as game addiction.
- National game reverse function control centers and global cooperation.
- Global fund raising to control the reverse functions

○ Fund raising for the study of game settlement and technical development.
- Global fund raising for the development of the future game industry.

THANK YOU

FOR YOUR ATTENTION