



**Seo Tae Geon**

**Executive Vice President**

**KGDI**

**2006**

**THE RISE OF  
KOREAN GAMES**



## Constant Growth



**Market Size**

**\$4.3 Billion**



**Number of Companies**

**2,461**



**Number of Titles**

**3,842**



**Number of Employees**

**47,051**





## VISION 2010

### Game Korea



**Market Size : \$10 Billion**



**Employment : 100 Thousand People**



**Export Sales : \$1 Billion**

**The Third Largest Nation in the Game Industry**

## Enhanced Diversity

### ● Genre

- Casual
- Sports
- Racing

### ● Platform

- Mobile
- Network
- Console

### ● Gamer

- Female

### ● Technology

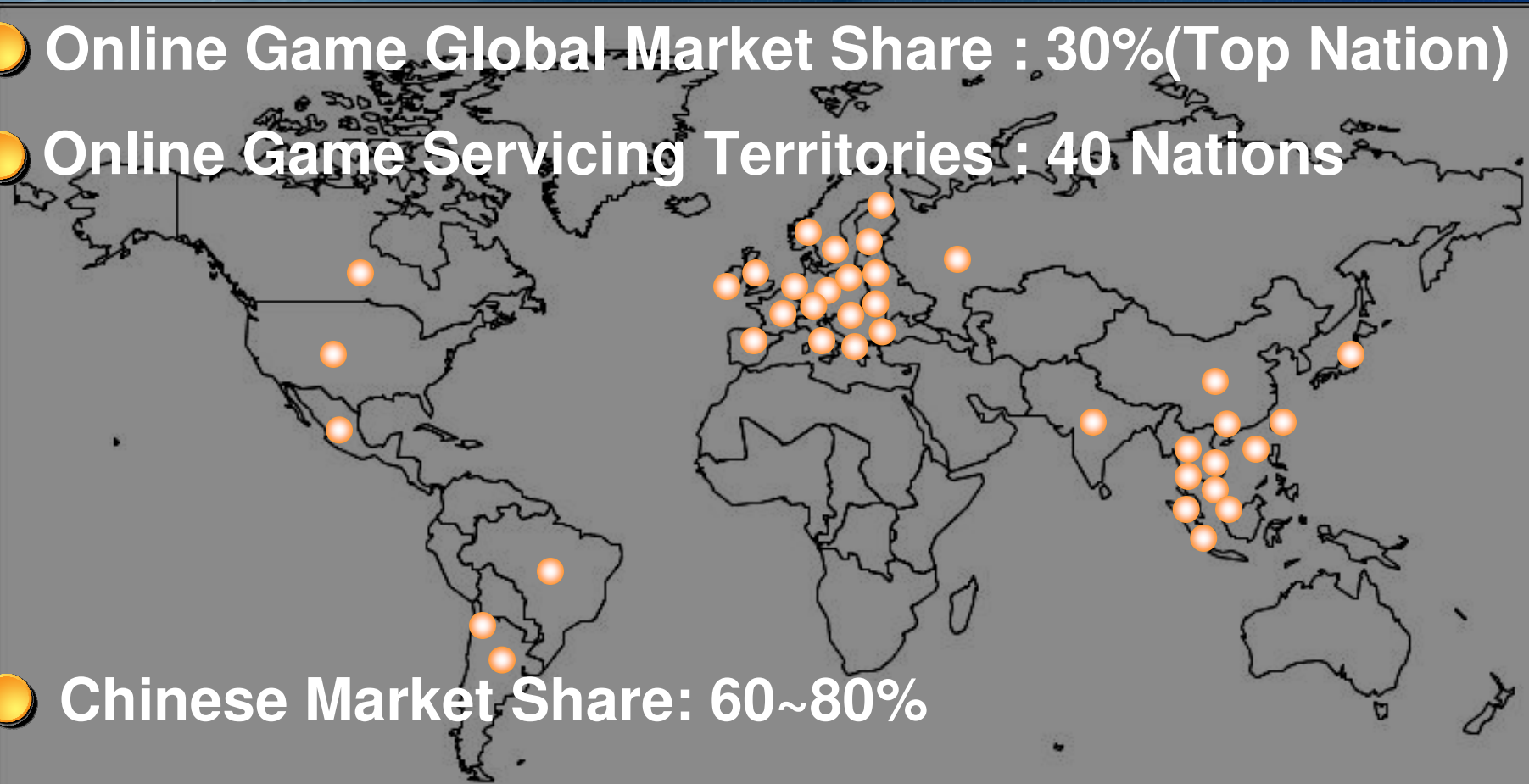
- Middleware

**Solid  
Market  
Expansion**

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graph TD; Genre[Genre] --> Center((Solid Market Expansion)); Platform[Platform] --> Center; Gamer[Gamer] --> Center; Technology[Technology] --> Center;
```

## Thriving Global Marketing

- Online Game Global Market Share : 30%(Top Nation)
- Online Game Servicing Territories : 40 Nations

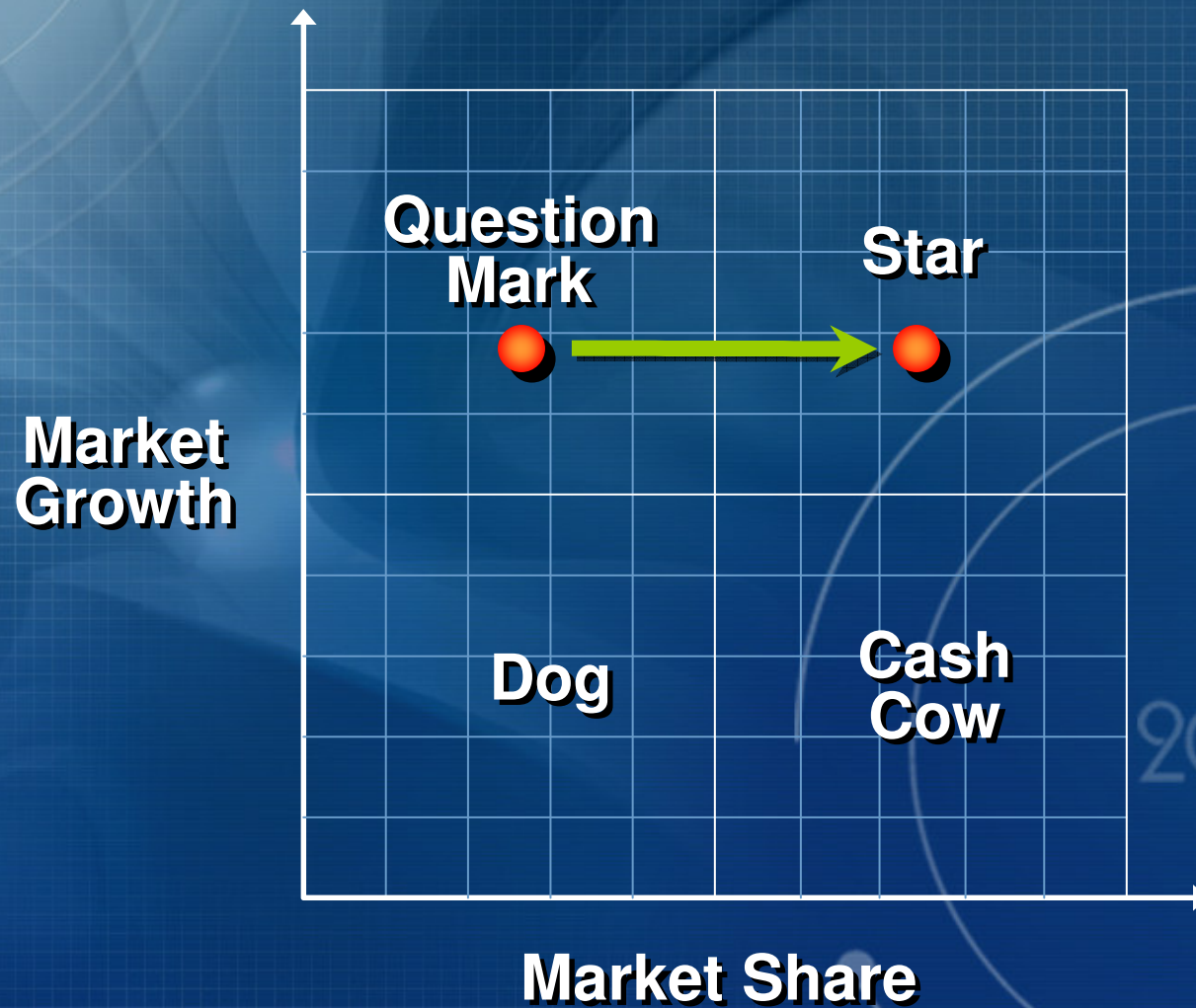


- Chinese Market Share: 60~80%
- South East Asian Market Share: 60~80%
- Global Marketing Sales : \$400 Million





## From Question Mark To Star



## Soaring Equity Market Price

**May 2005**

**May 2006**

▪ **NHN** : \$100 → \$350

▪ **NEOWIZ** : \$30 → \$110

▪ **WEBZEN** : \$16 → \$28

▪ **HanbitSoft** : \$5 → \$15

▪ **CJ Internet** : \$12 → \$32



## Challenge In Capital Market







The End

# THANK YOU

2010



E-mail : [tedtgseo@kgdi.or.kr](mailto:tedtgseo@kgdi.or.kr)