



## MEDIA INTRODUCTION

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2021.  
INVEN

# INDEX

Chapter

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Chapter 01

# Company Introduction

Traffic Information

Business area

Visitors information

Registered Users **35M** | Daily Unique Visitors **14M** | Daily Page Views **120M** | Daily Postings **5.5K** | Daily Replies **200K**

대학생 인기검색어	청소년 인기검색어	직장인 인기검색어	성남 인기검색어
1 룰 인벤 25.2%	1 룰 인벤 60.1%	1 내일 오전 날씨 24.0%	1 최순실 20.3%
2 메이플스토리 11.0%	2 피파온라인3 인벤 5.4%	2 수요일 날씨 14.6%	2 데스티니 차일드 인벤 13.3%
3 던파 2016 여름패키지 10.2%	3 곱플레이어 5.4%	3 오늘의 운세 11.0%	3 박근혜 지지율 12.4%
4 피파온라인3 인벤 8.2%	4 외모지상주의 5.0%	4 하나은행 10.8%	4 박근혜 11.3%
5 오버워치 미국 회원가입 8.0%	5 마청법 합현 4.8%	5 리니지m 인벤 9.6%	5 고영태 8.7%
6 서든어택2 7.7%	6 메이플스토리2 4.1%	6 리니지m 8.0%	6 최순득 7.7%
7 메이플 레벨업 루트 7.6%	7 sm엔터테인먼트 4.0%	7 네이버 지도 7.0%	7 최재경 7.3%
8 오버워치 인벤 7.6%	8 던전 앤 파이터 4.0%	8 박원웅 5.3%	8 주택관리사 6.8%
9 페이스북 7.5%	9 분자요리 최현석 3.7%	9 경유값 인상 4.9%	9 박근혜 탄핵 6.2%
10 미국베트남 7.0%	10 라디오스타 김연정 3.5%	10 드림하이테크 4.8%	10 장유진 6.0%

NAVER

Based on search word ranking on Naver, Korea's largest portal site



- **Koreandick #1** in gaming news
- **Rankey.com #1** in gaming news
- **Similar Web #14** out of all Korean websites

INVEN is **the number one choice** of website among people in their 10-30s!



No.1 Game Media Platform in Korea

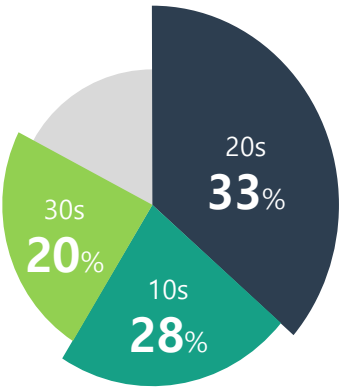
Global game webzine & community services based on multi-platform / Management of IT Business & Market  
Broadcast content production / On-offline promotion / Operation of official esports leagues on behalf of developers



A game media platform where genuine gamers visit

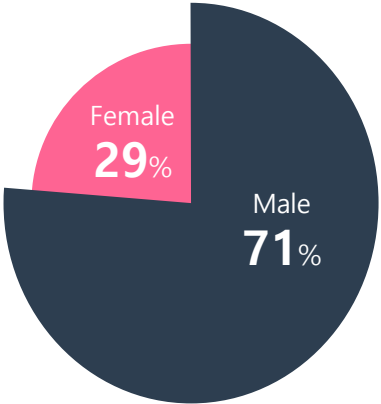
A game-related website, where teenagers and those in 20s who play game the most, visit and look for information

A genuine game media platform with some of the audience in 30s who possess high purchasing power



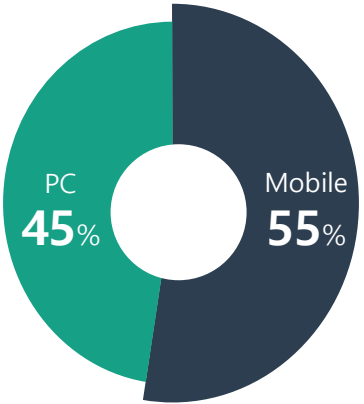
Age Ratio

More than 80% of the total visitors are in 10s to 30s who frequently re-visit the site



Gender Ratio

Based on visitors in 20s, gender ratio of male to female is 7:3.  
INVEN is a website where experienced male gamers constantly visit



Platforms

We currently operate the biggest online PC and mobile game communities in South Korea, and thus provide an environment that users can visit the site anytime, anywhere, without any difficulties, regardless of platform

Chapter 02

# Partnership Promotion

Advertisement

Community & Forum

Media Content

Online Events

Goods Production

License

MARKET INVEN

IT



## INVEN, the best promotion partner

possessing the largest game webzine, communities, and gaming broadcasting studio in South Korea

where game promotion, content production, live streaming, and Esports tournaments can be done in one place

INVEN has been partnering with numerous game developers



Partnerships with representative gaming IT brands branched in South Korea



## Online Advertisement

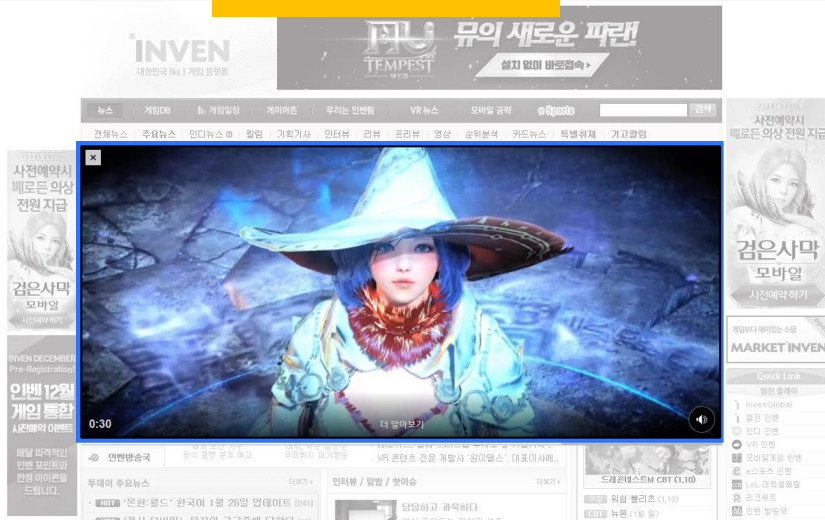
The biggest game webzine traffic of 1.4m daily UV

Advertisements on major areas of PC and mobile with 100% gamer traffic

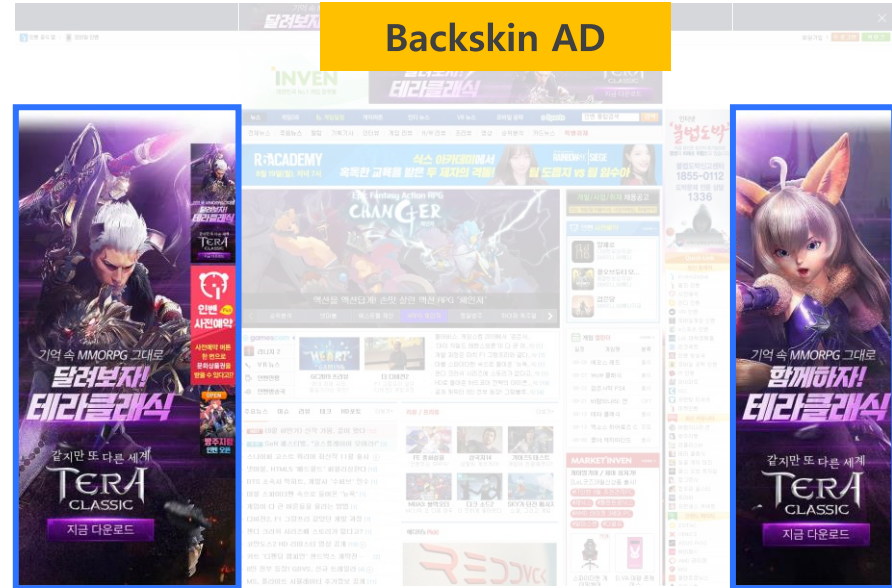


## Premium ADs

### Video AD



### Backskin AD



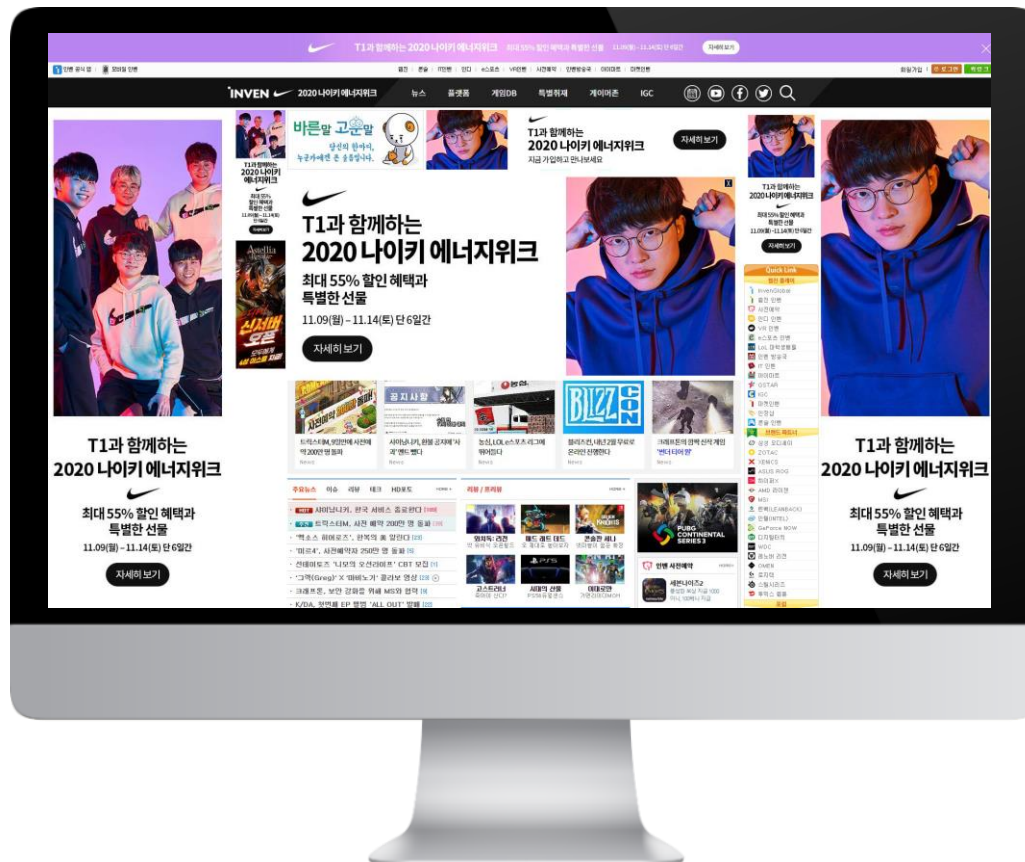
Various premium advertisements will enable the most effective branding



## Non-Game Category cooperation

Apply UI skin containing brand identity and deliver brand message through banners

Partnering with new categories to create high levels of attention and viral appeal for INVEN users



## Official INVEN communities

A place where gamers gather, create an array of content, and share their opinions

A wide variety of content is available including game-related news by professional reporters, and guides and walkthroughs

The screenshot displays the League of Legends Korean website (LoL DB) interface. The top navigation bar includes links for Home, Schedule, LCK, Franchise, Champion, Character, Lore, Skin, and LoL DB. The main content area features a large banner for the 2021 LCK Spring season, highlighting the 'Prinse' player. Below the banner, there are sections for 'LoL DB' (League of Legends Database) and 'Riot Store'. The 'LoL DB' section includes a sidebar with links to various game-related content (e.g., Champion, Lore, Skin) and a main area with news and player profiles. The 'Riot Store' section displays a list of items for sale, including skins and champions. The bottom of the page features a 'LoL DB' section with a table of player statistics and a 'LoL DB' section with a table of player statistics.

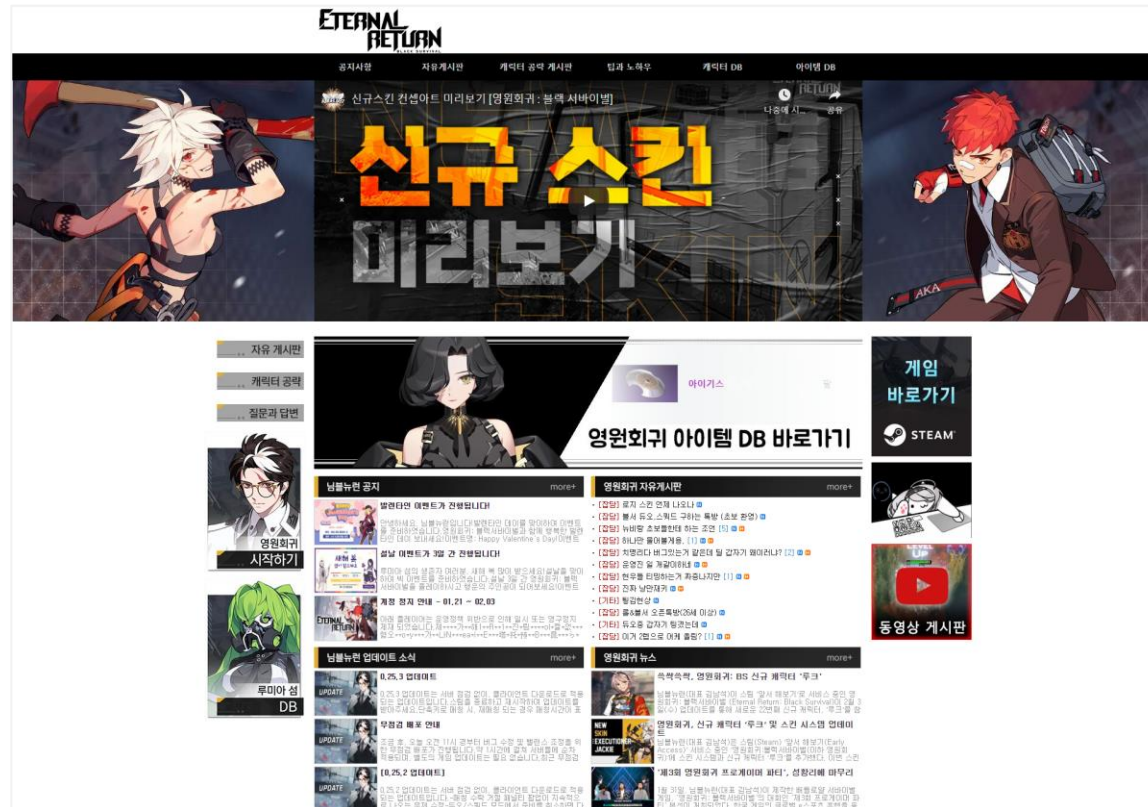
- **Dedicated reporters** are assigned to each community for **management**
- News are provided in the number of forms such as **press release, interviews, featured articles**, and more
- Other services include **guides and walkthroughs**
- Provides **game DB and simulators**(Additional paid services)



## INVEN Forum

New Service Area for Game Marketing

Content delivery and exposure / Event / User communication environment provided / Promote gamers



- Open in a free layout that fits your needs
- Direct operation of game companies through an administrator account
- Provides forum-specific services such as content DB, event tools, and streaming modules

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## Official Community / Forum Features Comparison

### Official INVEN communities

#### **Paid service**

(6-month contract required)

#### **Managed by a dedicated personnel**

(Professional reporters are assigned)

#### **Provides guides, walkthroughs**

(continuous service during the whole term)

#### **Builds game DB and Simulator**

**(Additional paid services)**



Provides stable services and  
various content to readers

### INVEN Forum

#### **Paid service**

(3-month contract required)

#### **Direct operation of game companies / agencies**

(Support for initial deployment and basic post management)

#### **Provides guides, walkthroughs**

(Deliver content optimized for key issues)

#### **Provide specialized services, events, and exposure areas**

**(Differential by package rating)**



Content delivery based on key issues  
Free operation for your needs

## Press release / coverage request

Posts game-related press releases and interviews, and conduct field coverages  
Effective promotion through INVEN where numerous genuine gamers visit

모험이 시작된다! 랑그릿사, 6월 4일 양대마켓 정식 출시

인벤팀 기자 (desk@inven.co.kr)



Extreme에서 IP를 보유하고 Zilong Game Limited가 개발 및 X.D. Global에서 서비스하는 초특급 판타지 SRPG '랑그릿사'가 6월 4일 구글플레이와 애플 앱스토어에 정식 출시했다.

이 게임은 일약 랑그릿사 스토리를 바탕으로 한 랑그릿사의 새로운 스토리를 병중 상성, 지형지를 전략이 더해진 다양한 시나리오 시스템이 마련되어 있으며 혼란장, 형귀 헬스장, 사건 등 새로운 캐릭터 및 원작 캐릭터들을 이용하여 다양한 컨텐트에서 SRPG만의 전략의 맛을 느낄 수 있다.

특히, 시공의 균열을 통하여 원작의 향수를 그대로 느낄 수 있다는 점은 매우 고무적인 기능으로 앞선 1차, 2차 CBT를 통해 유저들에게 많은 호평을 이끌어낸 시스템이다.

게임 출시를 앞두고 '랑그릿사'의 공식카페에는 현재 경쟁진 회원 수를 달성하면 게임 내에서 사용할 수 있는 아이템을 지급하는 이벤트가 진행 중이며, 게임 경쟁 상성 후 7일 동안 게임에 접속하는 유저들에게 한국형 아이돌 한정 사병 스킨, 골드, 골든 티켓 등 다양한 재화를 순차적으로 지급한다.

또한, 정식 오픈 후 약 일주일 뒤에 시행되는 이벤트를 통해 세리의 한정 스킨인 [달리는 천사] 스킨도 만나볼 수 있다.

랑그릿사 관계자는 "랑그릿사가 무사히 정식 출시하게 되어 매우 기쁘다. 1차, 2차 테스트를 통해 많은 부분을

Press release

[LCK 첨머] 시즌 첫 승 '페이커' 이상혁, "롤드컵 우승 목표, 차근차근 해나갈 것"

심영보,유희은 기자 (desk@inven.co.kr)



7일 롤드컵 올림피아드에서 진행된 2019 우리은행 리그 오브 레전드 챔피언스 코리아 서머 스몰릿 3일 차 1경기에서 SKT T1이 진에어 그린윙스를 상대로 2:1 승리를 따냈다. 어려운 경기였다. 진에어가 경기 내내 SKT를 곤욕에 빠트렸다. 그러나 SKT는 1-3세트에 특유의 집중력을 발휘하여 시즌 첫 경기를 잡아냈다.

다음은 경기에 승리한 '페이커' 이상혁과의 인터뷰다.

Q. 시즌 첫 경기에 승리한 소감은?

스프링 때는 초반에 패배를 많이 했는데, 서머 첫 경기에 승리해서 정말 다행이다. 하지만, 기대했던 2:0 승리가 안 나와서 다음 경기에는 더 좋은 경기력을 발휘해야 한다.

Q. 진에어의 경기력이 좋아 보였다.

Interview

주요뉴스 이슈 리뷰 테크 HD포토 더보기+

- **HOT** 스팀, '리모트 플레이' 기능 업데이트 [7]
- **추천** 사이버펑크 2077, 내년 4월 16일 출시 [24]
- 린볼루션, 카마멜 시네마틱 최초 공개
- 美 버니 샌더스, 게임 개발자 노조 지지 [1]
- 검은사막, 만능 클래스 '샤이' 업데이트 [7]
- 게임장애 반대 위해 공대위가 나선다 [1]
- 로스트아크, EP2 '위대한 개척자' 시작 [31]
- WoW '마즈샤라의 현신' 6월 27일 출시 [24]
- 몬헌월드, 21일부터 확장팩 데모 배포 [11]
- '블레이드2', 스위치 버전 출시 [8]
- (기자수첩) 오도체스와 'TFT' 이슈 [50]
- 제2회 인벤 글로벌 e스포츠 컨퍼런스 성료
- 비영리 게임 등급분류 '면제', 8월 시행 예정 [6]
- 구글 테이머, '백일몽'에 그치나 [2]
- 유비소프트 모바일 게임, '엘리트 스쿼드' [6]

INVEN articles area

If you have a request for press release, field coverage, and/or interview, please contact:

[desk@inven.co.kr](mailto:desk@inven.co.kr)



## Featured article area

Expose a group of articles including press releases on the INVEN webzine main page where 1.4m readers visit daily

Can promote the game intensively in a short period of time focusing on issues such as pre-registration and launching date

Hot Issue Area

Featured Page  
(Special)



Featured Page  
(Standard)

Editor's Pick!

Featured article area on PC



Featured article area on mobile

## Pre-registration

Several pre-registration services can be provided – free, paid, and combined

Leads visitors to participate with INVEN points and send messages at the time of game's launch

[사전예약](#)
[출시된 게임](#)
[이용 문의](#)
[아이마트](#)

**오라차,돌격 라그나로크! 시즌1**  
[1000이니, 100베니] 국왕의날개, 제니 1억, 셀 스타 200개  
9월 19일 출시 예정

**라그나로크M 시즌2 업데이트**  
[1000이니, 100베니] 지금 사전등록하면 시즌2 기념 스페셜 쿠폰을 100% 지급합니다!  
8/27 업데이트

**글로리**  
[50베니, 20제니] 마수정혼(상급)\*100, 마수 방울(상급)\*100, 마왕의 시련 스크롤\*5, 소탕 스  
8월 27일 출시 예정

**김은달**  
[1000이니, 100베니] 사전체험으로 별도의 보상을 지급하지 않습니다.  
9월 중

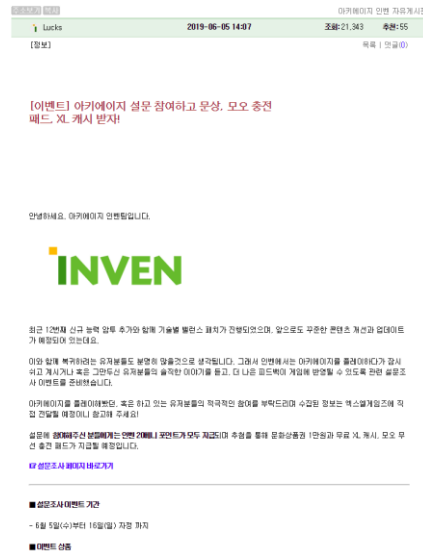
**콜 오브 듀티: 모바일**  
[1000이니, 100베니] 특별한 보상  
★문화상품권 1만원권 이벤트★  
9월 중

## CBT tester recruitment / survey / FGT

Can collect various opinions on the game from the INVEN's user pool  
Results reports are provided



Lostark CBT tester recruitment event



Archeage survey event



Fortershooting offline FGT event

## CBT Tester recruitment / survey / FGT



- Recruits potentially loyal gamers
- Can foresee the reactions in South Korea through the test with INVEN
- Can synergize with various on/offline events




## Customized events

Plan and execute events tailored to game's issues by season

Can run effective events with INVEN where hardcore gamers gather

# Launching / update event



**MORE THAN A GAME**  
심장이 뛰는 한 나의 축구는 언제나 살아 숨신다.

**FIFA ONLINE 4**

**피파온라인4 런칭 기념  
인장 이벤트**

이벤트 기간 인벤을 이용하는 모든 유저분께  
인벤 한정판 인장을 기간제로 제공합니다.

인벤을 통해 지금껏 볼 수 없었던 특별한 인장을 만나보세요.  
피파온라인4의 매력 넘치는 인장을 소개합니다!

01

**매주 진행되는 이벤트에 참여하고,  
푸짐한 경품과 무제한 인장 스킨 받자!**

- Seasonal events at the time of game's launch / update issues
- Allows an effective user acquisition

# On/offline events with featured broadcasts



**INTERNATIONAL CHAMPIONSHIP**  
ASIA & 2017  
PENTASTORM  
ARENA OF VALOR

**펜타스톰  
AIC : Asia 2017**

예선 / 상할 OGN e스타디움 기가아레나 / 2017. 11. 23 ~ 11. 24  
본선 / 파이널 / 고려대학교 화정체육관 / 2017. 11. 25 ~ 11. 26

한국/대만/태국/베트남/인도네시아  
펜타스톰 대표 팀들의 빅매치!  
푸짐한 경품이 기다리는 각종 이벤트와 더불어  
11명의 코스프레 모델들이 여러분을 기다립니다!

[AIC 2017] 펜타스톰 ARENA OF VALOR

- Events combined with featured broadcasts
- Increases the size and effectiveness of the promotion

# Community event



**INVEN**  
**HEROES OF THE STORM 2.0**  
BLIZZARD ENTERTAINMENT

**영웅의 품격**  
히어로즈 2.0 커뮤니티 이벤트

"영웅의 품격 게시판"바로가기

- 이벤트 참여방법 -  
신공 크루는 신공 크라이티엄, 신공 크루는 신공 크라이티엄

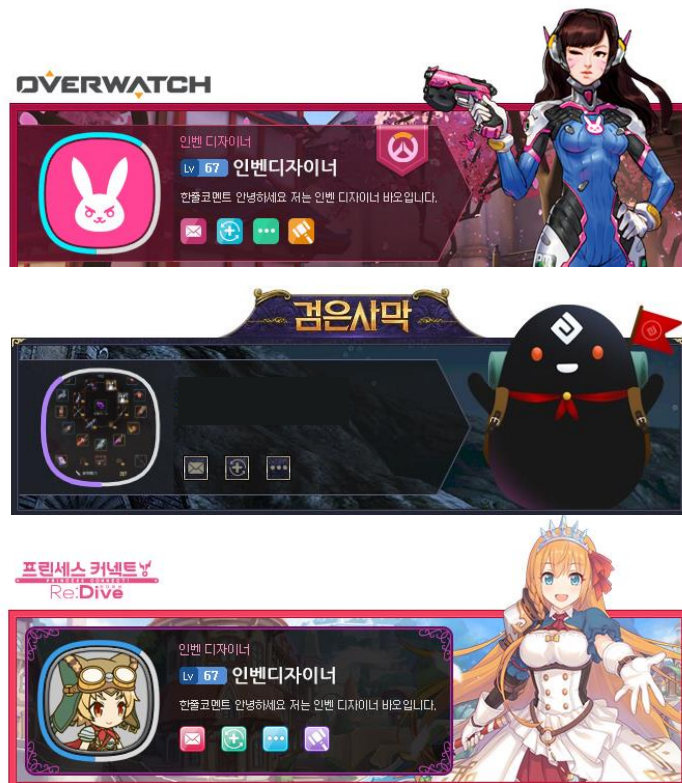
- Run the events in the community with players who actively play the game
- Encourages conversion to authentic user



## Emblem skin event

Creates an emblem, a signature area for INVEN users, with game characters

The emblem is exposed every time a user writes a post, creating promotional and branding effects of the game



Emblem production with various game characters



Natural exposure through INVEN users' activities



## Imart

The space to utilize INVEN points in a variety of ways

Can promote effectively by storing game-related goods in sectors such as point prize mall and Veni shop

### Inni point



#### The most basic point

Can be acquired from constant activities on INVEN

### Jeni point



#### Intermediate-level point

Can be acquired by participating in various events

### Veni point



#### Top-level point


Can only be acquired by participating in major events

➡ All the currencies can be acquired through various activities on INVEN





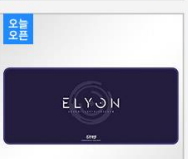

**포인트 경품**

**인벤 프렌즈**  
카드형 USB (랜덤)

귀엽고 감각적인 인벤 프렌즈 차투&백이 왔습니다!  
지금에 꼭 들어가는 스타일리쉬한 카드형 USB!  
지금 아이마켓에서 응모하세요!



● ● ● ● ●

전체보기	응모한 경품	당첨된 경품	종료된 경품
<p><b>오늘</b></p>  <p>귀여운 인벤 프렌즈 USB를 만나다! <b>인벤 프렌즈 카드형 USB (랜덤)</b></p> <p>0-13 출 수량 4개 2제니</p> <p>1월 1회 응모 359회 응모중</p>	<p><b>오늘</b></p>  <p>감각적인 아카데미지 캐릭터를 버즈케이스로 만나다! <b>아카데미지 버즈케이스(핑크)</b></p> <p>0-13 출 수량 6개 2제니</p> <p>1월 1회 응모 303회 응모중</p>	<p><b>오늘</b></p>  <p>감각적인 아카데미지 캐릭터를 버즈케이스로 만나다! <b>아카데미지 버즈케이스(모노)</b></p> <p>0-13 출 수량 6개 2제니</p> <p>1월 1회 응모 309회 응모중</p>	<p><b>오늘</b></p>  <p>감각적인 아카데미지 캐릭터를 버즈케이스로 만나다! <b>아카데미지 버즈케이스(아타)</b></p> <p>0-13 출 수량 10개 2제니</p> <p>1월 1회 응모 303회 응모중</p>
	<p><b>오늘</b></p>  <p>감동적인 알리온 장광들을 아이마켓에서 만나 만나다! <b>엘리온 장광패드</b></p> <p>0-13 출 수량 10개 2제니</p> <p>1월 1회 응모 303회 응모중</p>	<p><b>오늘</b></p>  <p>아이마켓 베스트 상품! <b>문화상품권 1만원권</b></p> <p>0-13 출 수량 10개 2제니</p> <p>1월 1회 응모 309회 응모중</p>	







**Point prize mall**

**베나샵**

스마트폰게임의 짜릿한 손맛을 느껴라!  
**조이트론 EX M AIR 조이스틱**

안드로이드와 PC, PS3 콘솔까지 완벽 합체!  
고성능 합체 사출으로 게임 플레이 시 즉각적인 반응  
단순한 화면 터치는 이제 그만! 안드로이드 HID모드 지원까지!  
이제 EX M AIR로 진정한 손맛을 느껴보세요!

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전체보기	10,000베나 미만	10,000베나 이상	20,000베나 이상	구매한 상품
<p><b>오늘</b></p>  <p>GS 25 <b>모바일 상품권 5천원권</b></p> <p>0-181 출 수량 9개 5,000베나</p> <p>기간 내 1회 1회 응모중</p>	<p><b>오늘</b></p>  <p>GS 25 <b>문화상품권 5천원권</b></p> <p>0-181 출 수량 9개 5,000베나</p> <p>기간 내 1회 7회 응모중</p>	<p><b>오늘</b></p>  <p>스타벅스 <b>키메 라떼 Tote 기프트콘</b></p> <p>0-181 출 수량 1개 5,000베나</p> <p>기간 내 1회 0회 응모중</p>		
<p><b>오늘</b></p>  <p>스타벅스 <b>콜드브루 Tote 기프트콘</b></p> <p>0-181 출 수량 1개 5,000베나</p> <p>기간 내 1회 1회 응모중</p>	<p><b>오늘</b></p>  <p>푸드덕북이 <b>먹+튀 세트 기프트콘</b></p> <p>0-181 출 수량 4개 6,500베나</p> <p>기간 내 1회 1회 응모중</p>	<p><b>오늘</b></p>  <p>버거킹 <b>와퍼 세트 기프트콘</b></p> <p>0-181 출 수량 1개 7,000베나</p> <p>기간 내 1회 1회 응모중</p>		

**Veni shop**

**Natural promotional effects** can be derived by adding **game-related goods** to the point prize mall and Veni shop, **the places for INVEN points**

## Gaming goods production, distribution, and sales

Can make various goods with game IPs such as wireless charging pad, griptok, USB, and echo bag

Can be used for a variety of purposes, such as event prizes



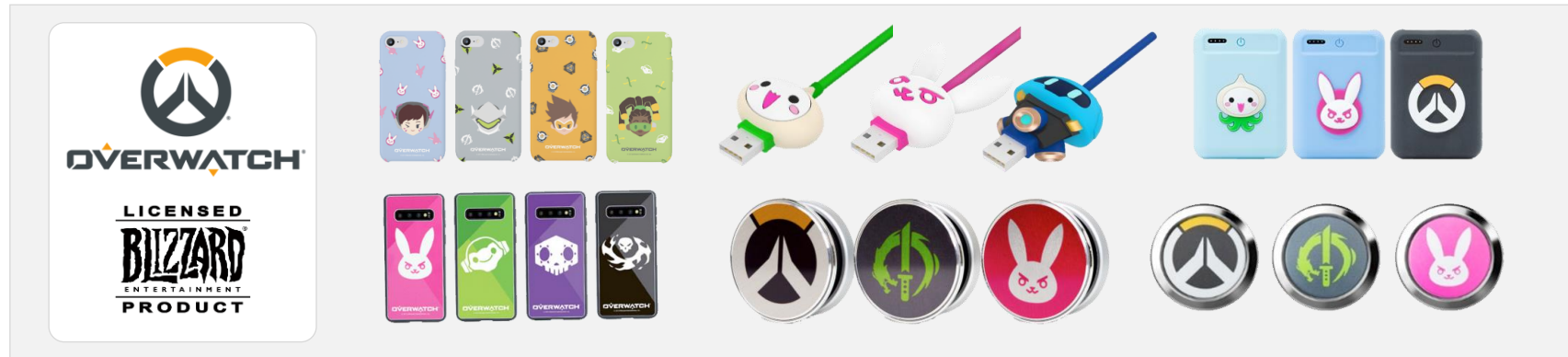
The high-quality goods are produced that will meet the taste of each gamer



## License

### 2018 Asia's First Blizzard License Agreement

Has distribution structures capable of manufacturing, production and operation of merchandise



## Merchandise

### Maniac formation

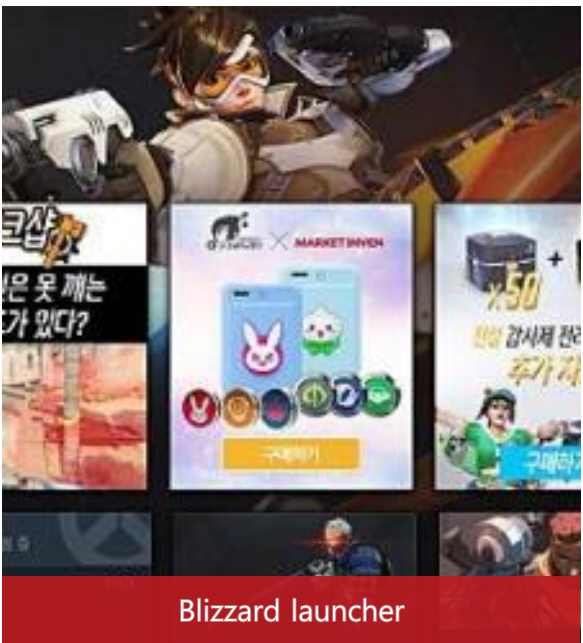
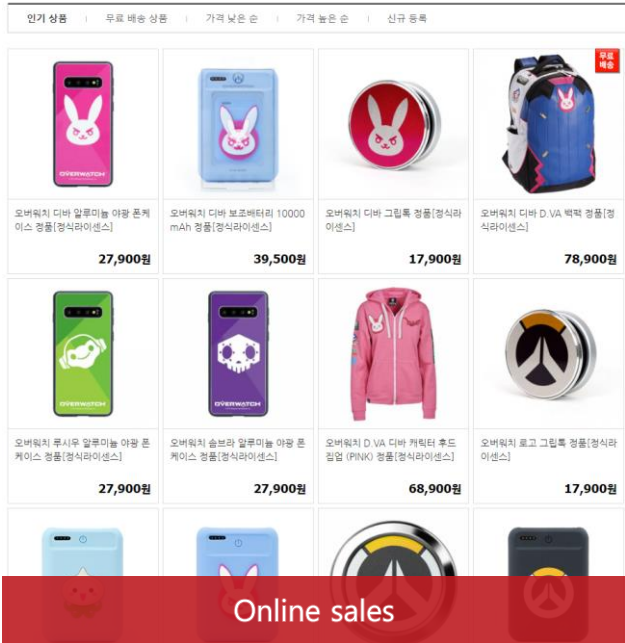
By stimulating the emotions of game users,  
Loyalty UP! Mania formation UP!

### Game promotion

With the game IP Goods featuring the character's appeal,  
makes a chance to promote the game on and offline

### User care

Gives new joy to not only the current user  
But also, the left user and the dormant user!



Manufactures and sells overwatch licensed products on on/offline through official partnership with Blizzard

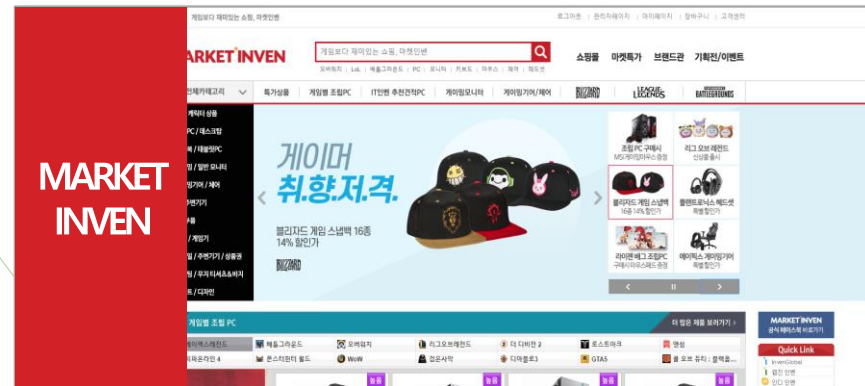
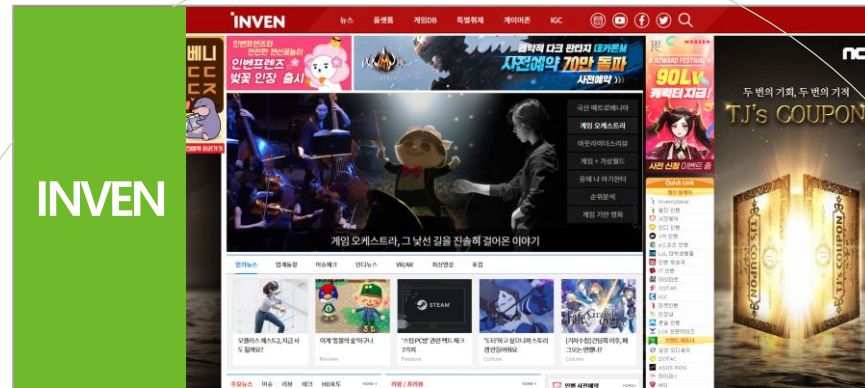
Promote MARKETINVEN Collaboration Events through Official Clients

Online/offline sales and promotion through official licensing partnerships with game companies

## MARKET INVEN

Game Specialized Shopping Mall for Gamers

Best platform to meet your customers at the closest possible distance



Shopping mall where you can do **marketing and sell** to gamers **at the same time** through **INVEN**, the best gaming media platform!

## MARKET INVEN

Shopping more interesting than game, MARKET INVEN

## Main Category

Game character goods

Assembly PC / Desktop

Laptop / Table PC

Monitors

Gaming Gear / Chair

PC peripherals

PC components

Games / Console

Mobile Peripherals/Vouchers

Printing / T-shirts &

Pants

Kidult / Design

### Game IP / character goods

Blizzard &PUBG Official Licensing Goods / IT Brand Goods / Game Character Products

### Assembly PC / Desktop

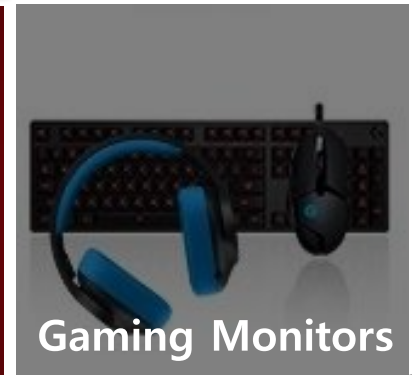
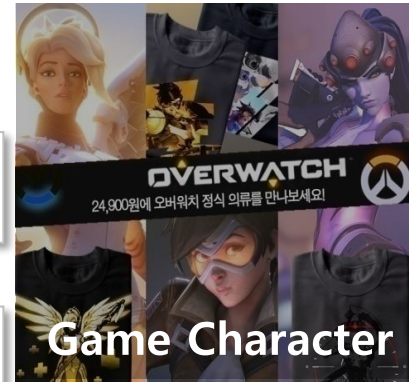
Assembly PC by game / Recommended estimate of PC by IT INVEN/ brand PC / etc.

### Gaming Gear / Laptop

Gaming Gear / Gaming Chairs&Desk / Laptop / Tablet / Game, Gaming Gamer / Monitor / etc.

### PC components / Mobile

PC components / PC peripherals / Mobile peripherals / etc.





IT · Brand partner

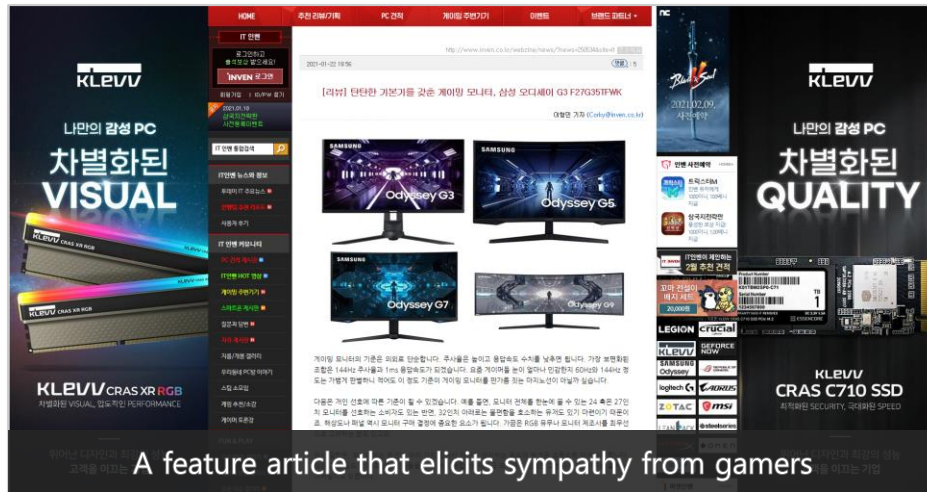
**Fastest and most effective way** to introduce a brand to gamers  
Gamer targeted products, contents, etc. for **efficient advertising operation**



## IT · Brand partner contents

All content from brand partners is exposed to a wide variety of areas

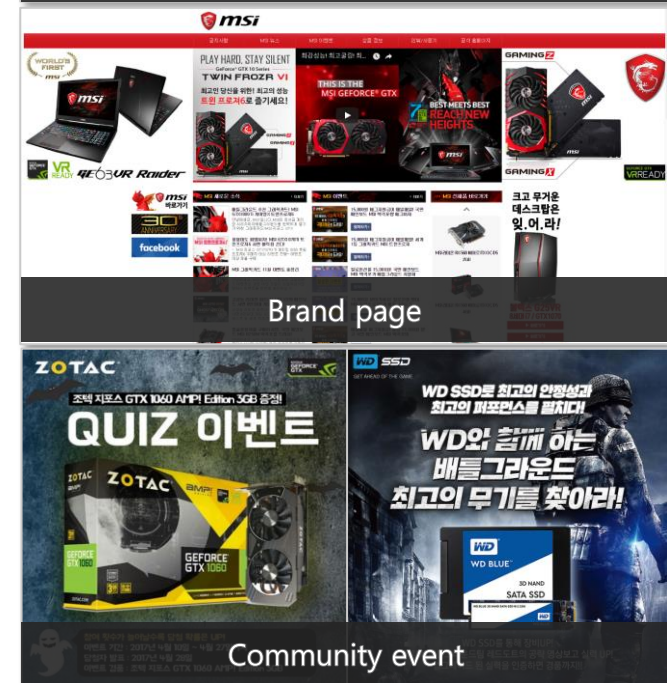
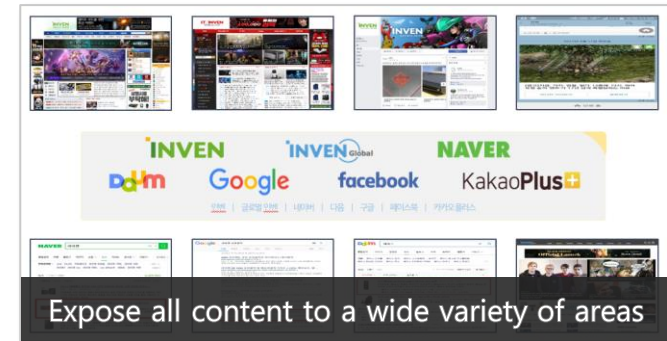
A feature article that elicits sympathy from gamers



A feature article that elicits sympathy from gamers



IT INVEN



Community event

Chapter 03

# Broadcast & Event

Esports

Featured broadcasts

Hosting an event

Video production

## Esports

Hold esports leagues on a various scale ranging from a one-off match to seasonal leagues depending on platform and budget  
Can operate leagues, promote through coverages, and broadcast online and offline all at once

### Major seasonal leagues

2020.06.07  
Call of Duty Mobile  
Community Cup Season 2



2021.03.27  
Summoners War  
Legend Tournament Season 16



2020.06.14  
Teamfight Tactics  
INVEN CUP: TFT Galaxies





Intermediate/minor leagues and one-off event matches

2021.01.10  
LOL Influencers events match



2020.11.30  
Shadow Arena events match



2021.03.31  
Valorant events match



From one-off matches to major seasonal leagues,  
we can plan and operate **the most optimized esports competitions tailored to your budget and availability.**

## Featured Broadcasts

Covers from simple online chroma-key broadcasts to offline special broadcasts in the studio

Planning, production, promotion on the INVEN website, and additional content production are available



Live streaming on platforms most preferred by Korean gamers





## Hosting an event

Capable of hosting events from user meetings at the INVEN studio to major events

Possesses the best designing and operating experiences from numerous events done in the past

Capable of hosting user meetings / FGT / LAN party / major events



Archeage People's Night user meeting



OVERWATCH Soldier 76 Tournament



CLANS: Shadow of Moon year-end event



KING-ZONE DragonX fan meeting



ASUS ROG G-FESTIVAL 2018



Samsung Odyssey University Games Festival

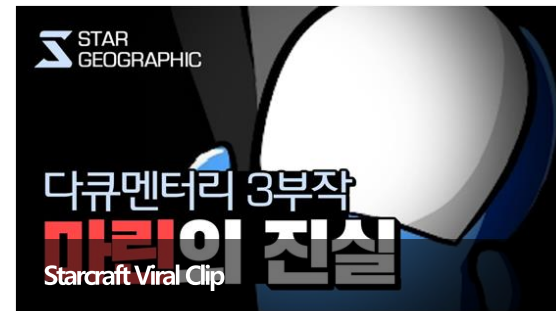
## Video production

Produces various clips from viral videos to game guides with our own broadcast studio

Videos are exposed on a variety of channels which can be utilized as part of viral marketing

### Viral Video Production

Produces entertaining clips with various concepts and influencers, allowing effective marketing which will leave a strong impression



### Video Guide

Produces game guides which provide information to gamers in an effective way





# Thank you

For partnership and/or promotion inquiries, please contact:

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For any requests for press release, field coverage, and/or interviews, please contact:

[desk@inven.co.kr](mailto:desk@inven.co.kr)