



## Introduction to INVEN Media

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Chapter 01

# **Company Introduction**



Inven, the world you imagined

### **Webzine**

Operates as a game specialty media,  
seeking to provide the highest level of  
game information

**while representing the gamers and  
the industry.**

### **Community & Forum**

Provides promotional environment based on an  
overwhelming user pool  
through more than 100 online / mobile / console

**Indi game community / forum service**

### **Multi-platform D.A.**

Provides the integrated display  
advertisement services

**including PC, mobile web and  
app, and SNS.**

### **Broadcast production and event agency business**

Provides the integrated promotion solutions  
including the production and transmission of  
broadcasts and videos,

**and the agency businesses for on / off-line  
events operations.**

### **Market**

Operates a gamer optimized online shopping  
mall that sells

**various items related with games.**

### **IT Business**

Multi-marketing platform, brand pages  
main IT information and PC quotation, and

**IT media for gamers**

### **INVEN Global**

Performs the role as a bridgehead  
to deliver INVEN's all the service  
capabilities

**to the gamers in North America  
and Europe continents**

### **Game Conference**

Predicts the trends in the game industry and leads  
the insight sharing environment  
by providing a place of communication to exchange

**omnidirectional game knowledges and tips  
between people.**



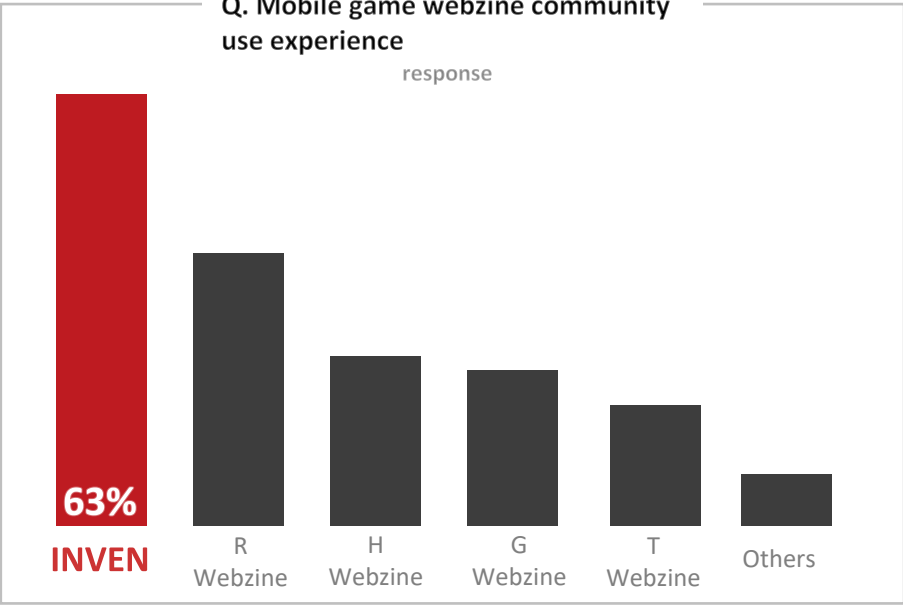
Platform Data

Total number of members: 3,500,000 | Number of daily net visitors: 1,400,000 | Daily page views: 120,000,000 | Number of daily created posts: 55,000 | Number of daily created comments: 200,000

INVEN, the most used game media platform!

KoreanClick Game information No.1 Rankey.com Game media No. 1

MezzoMedia 2020 Mobile game business category analysis report



Q. Mainly used game webzine community

Multiple response

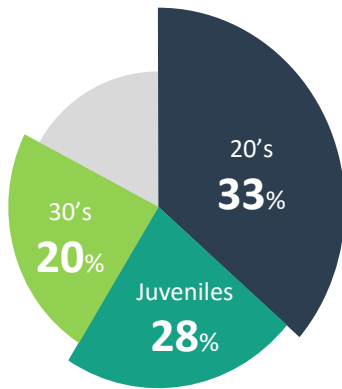
Usage rank	Total	20's	30's	40's
1	INVEN	INVEN	INVEN	R Webzine
2	R Webzine	R Webzine	R Webzine	INVEN

Mainly used webzine community No. 1 in all ages

### The game media platform that actual gamers visit

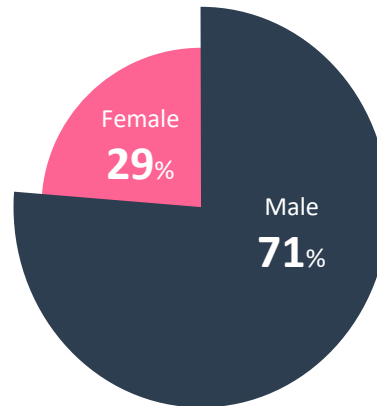
The game site that the juveniles and the 20's who enjoy games the most.

The true game media platform that attracts even the 30's who have high buying power regardless of mobile and PC



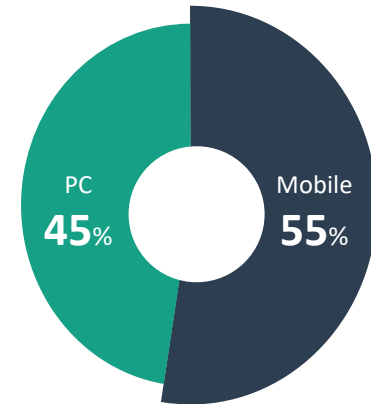
**Age ratio**

The users in their 10's through 30's who are the main consumer of game contents account for more than 80%, while their revisit rate is also consistent.



**Male and female gender ratio**

Based on the 20's, the male-female ratio is about 7:3, which means this is the site that young males who are familiar with games consistently visit.



**Accessing platform**

Provides a comfortable access environment whether accessed from PC or mobile, through the operation of the biggest PC online and mobile community in the country,

## Webzine INVEN

Game specialty Webzine, seeking to deliver fast and accurate information to the gamers.

Provides various and in-depth article contents throughout the game industry through professional report team.

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 동시 출시했다.

이 게임은 원작 랑그릿사 스토리를 바탕으로 한 랑그릿사의 새로운 스토리를 병중 상성, 지형지물 전략이 더해진 다양한 시나리오 시스템이 마련되어 있으며 혼란량, 형기 헬스량, 사건 등 새로운 캐릭터 및 원작 캐릭터들을 이용하여 다양한 컨셉에서 SRPG만의 전략의 맛을 느낄 수 있다.

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

게임 출시를 앞두고 '랑그릿사'의 공식카페에는 현재 정해진 회원 수를 달성하면 게임 내에서 사용할 수 있는 아티팩을 지급하는 이벤트가 진행 중이며, 게임 개성 상성 후 7일 동안 게임에 접속하는 유저들에게 한국형 아이돌 한정 사방 스킨, 굿즈, 굿즈 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 publication

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

심영보,유희은 기자 (desk@inven.co.kr)



7일 종료 롤파크에서 진행된 2019 우리은행 리그 오브 레전드 챔피언스 코리아 첨머 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, 첨머 첫 경기에 승리해서 정말 다행이다. 하지만, 기대했던 2:0 승리가 안 나와서 다음 경기에는 더 좋은 경기력을 발휘해야 한다.

Q. 진에어의 경기력이 좋아 보였다.

Interviews

[기자수첩] 우리는 '자동사냥'을 어떻게 바라보아야 하는가?

정재훈 기자 (Laffa@inven.co.kr)



얼마 전, 꽤 오래 함께하지 못했던 지인과 저녁식사 자리를 가졌다. 늘 그렇듯 근황 토크로 시작된 식사는 자연스레 게임에 관련된 이야기로 나아갔다. 지인 또한 게임업계에서 오랫동안 일해왔고, 한때는 프로게이머로 활동한 경험도 있는 만큼 게임에 대해서는 꽤 풍부한 인사이트를 보여주곤 했었다.

하지만 그가 최근 빠져 있는 게임은, 생각과 달리 '자동사냥' 기능이 탑재된 모바일 게임이었다. 식사를 하는 도중에도 게임을 켜놓고 왔다는 말에 그런 게임이 재미있느냐고 물었다. 대답은 이렇다.

"내가 어떻게 다른 일 하고 있는 동안에도 그 친구는 계속 성장하잖아. 그게 뭔가 재미있더라!"

본격적인 글에 앞서 말하자면, 난 자동사냥을 썩 좋아하는 편이 아니다. 게임이 다른 미디어와 구분되는 이유가 '조작'에 있다고 생각하며, 조작이란 요소가 게임에 부여하는 순수성을 믿는다.

'명하니 안에서 바리보는 걸 게임이라 할 수 있는가?'라는 질문에 난 언제나 부정적이었고, 필요하지 않은 이상 내가 찾아서 이런 게임을 플레이한 적도 없다. 하지만, 시대의 흐름이 언제나 내 생각과 같지 않다는 건 잘 알고 있다.

오늘날에 이르러, 적어도 한중일 3국의 모바일 게임 시장에서만큼은 자동사냥이 '에드온'이 아닌, '디폴트'가 되

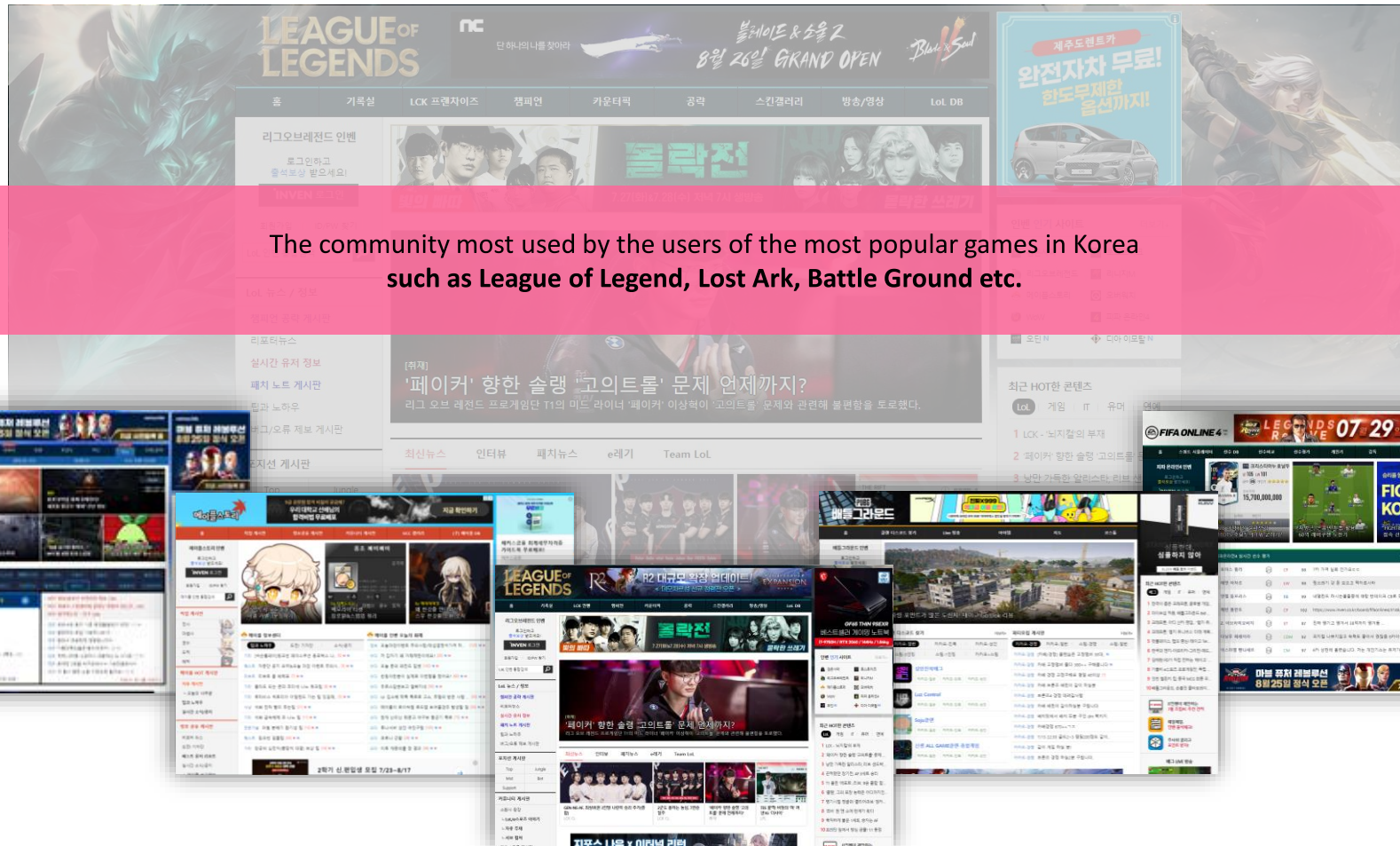
Columns

Request for press release and coverage & interview

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

## Community

A venue for exchange where the game players create contents together and exchange opinions.  
 INVEN, the community most used by the Korea's most popular game users.



Chapter 02

# Partnership Promotion

Advertisements

Provision of contents

Online events

Goods manufacturing

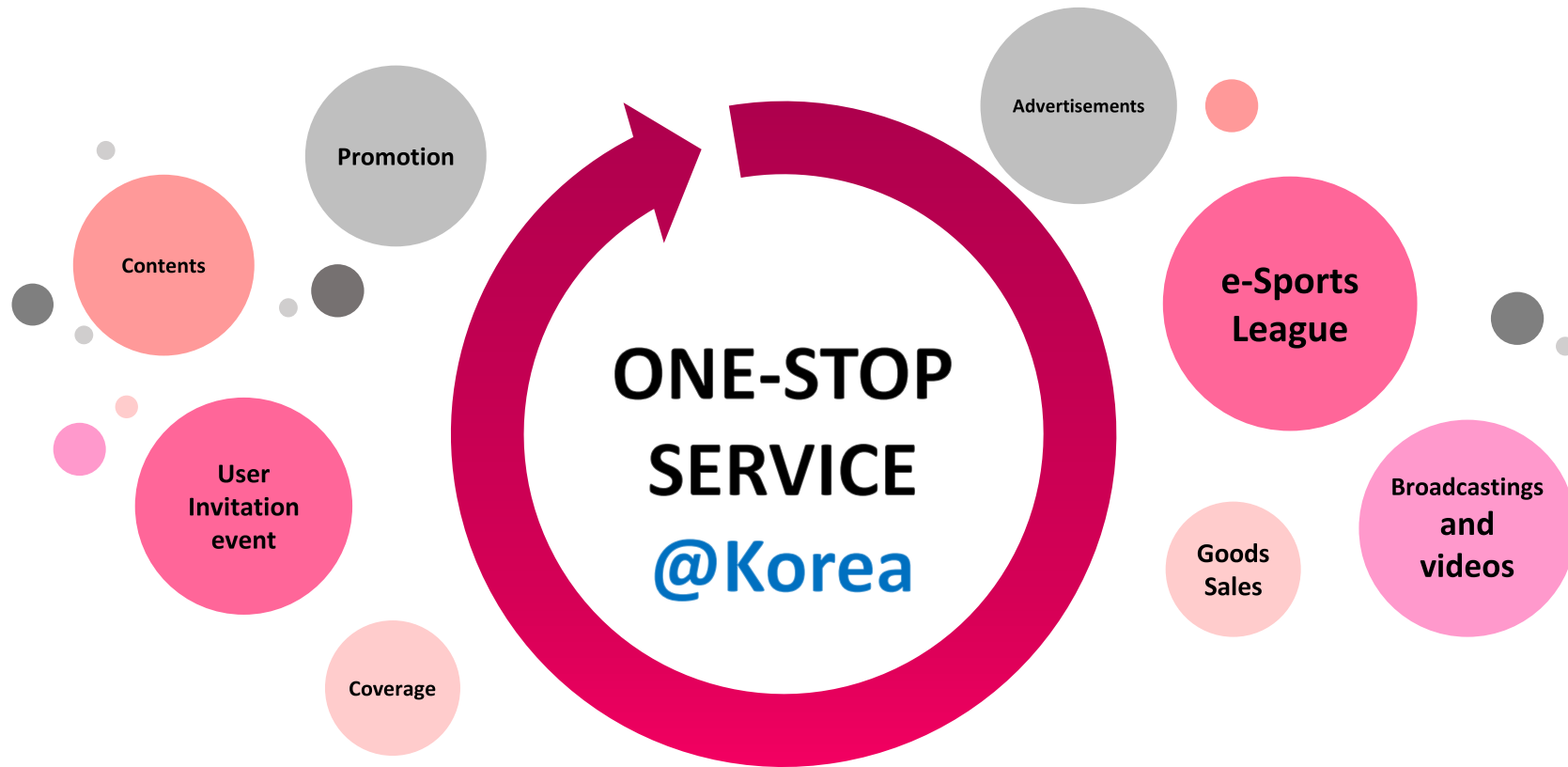
License

Market INVEN

IT

## Features and advantages of partnership with INVEN

All the processes for game marketing are available at a single place, INVEN, from advertisements, broadcast and video production, user community building, e-sports league, to the sales of goods through shopping malls.





## INVEN partner

INVEN, a promotion partner for many global game companies

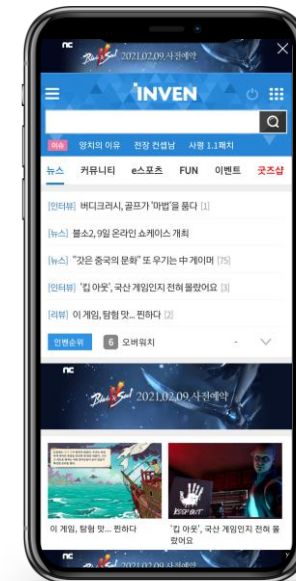


Partnership with overseas and domestic gaming IT brands



## Online advertisement

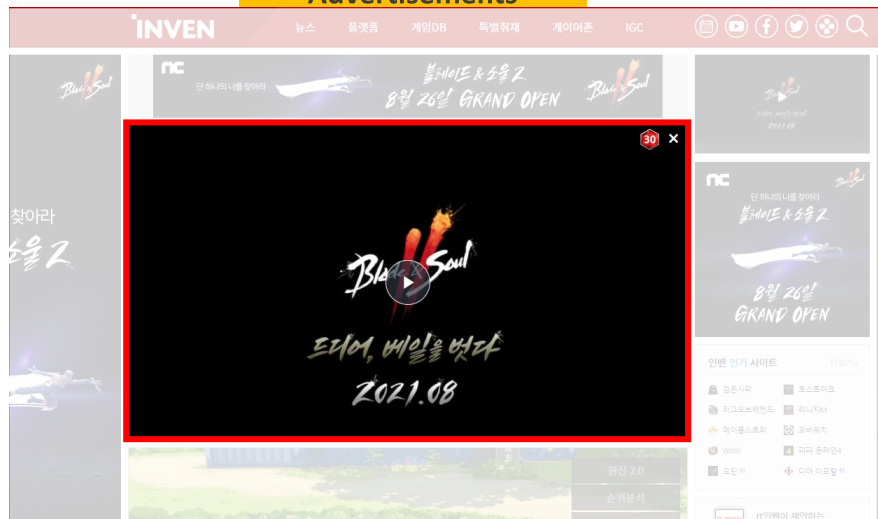
The biggest traffic for a game webzine with 1,400,000 of daily average UV, and 100,000,000 of daily average PV  
Execution of advertisements on main spaces of PC/Mobile utilizing 100% gamer traffic



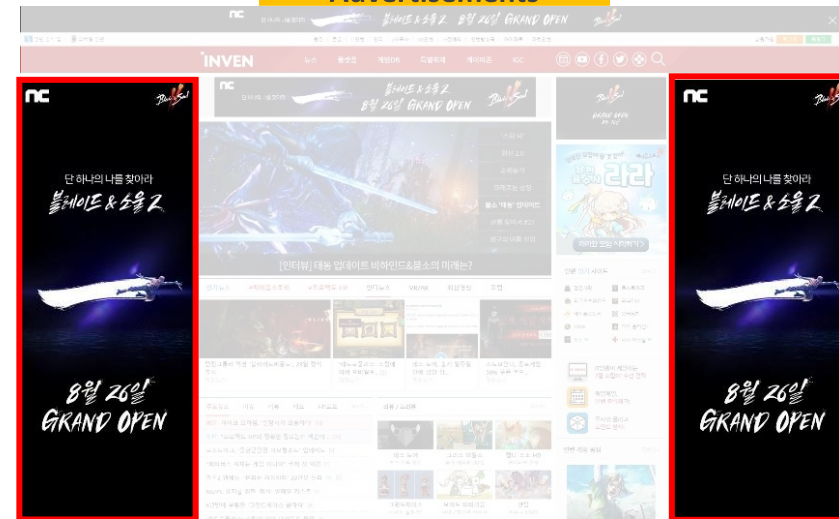


## Premium Advertisements

### Video Expansion Advertisements



### Back Skin Advertisements

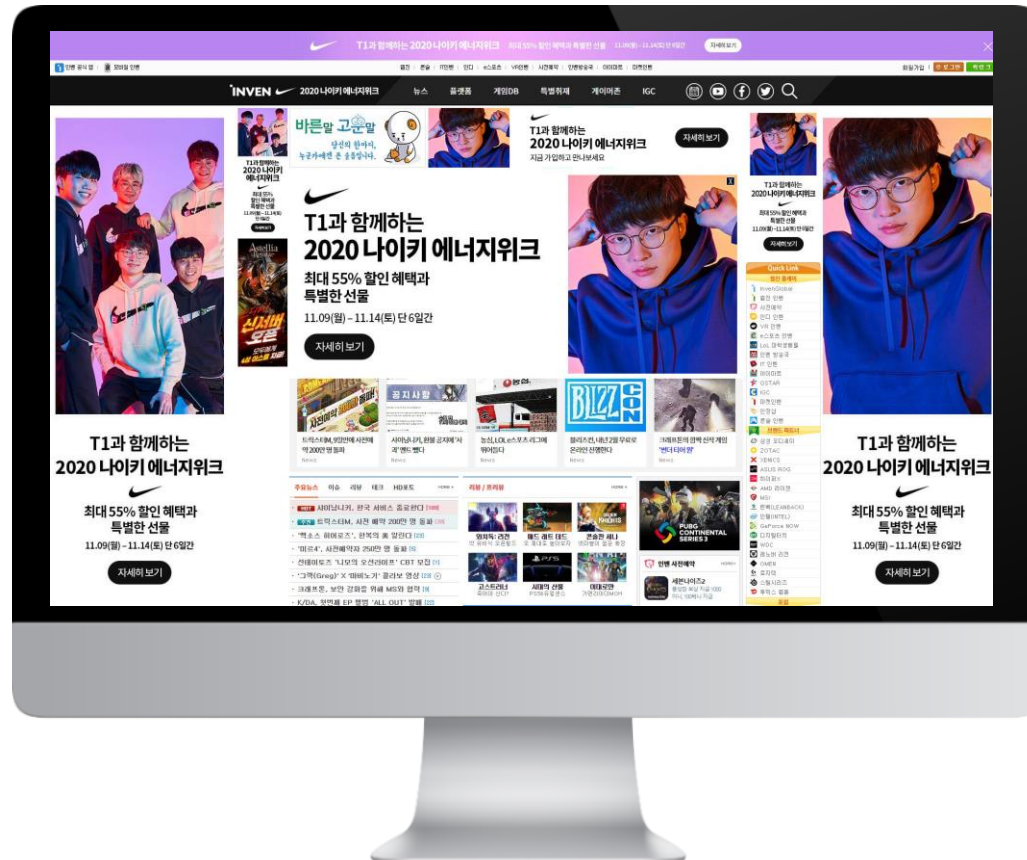


Can create the best trends and form the branding by launching various premium advertisements.

## Partnership in the categories other than game

Delivers the brand message by applying UI skin containing the brand identify and by using banner space.

Can draw high attention and form viral through the partnership in a new category.



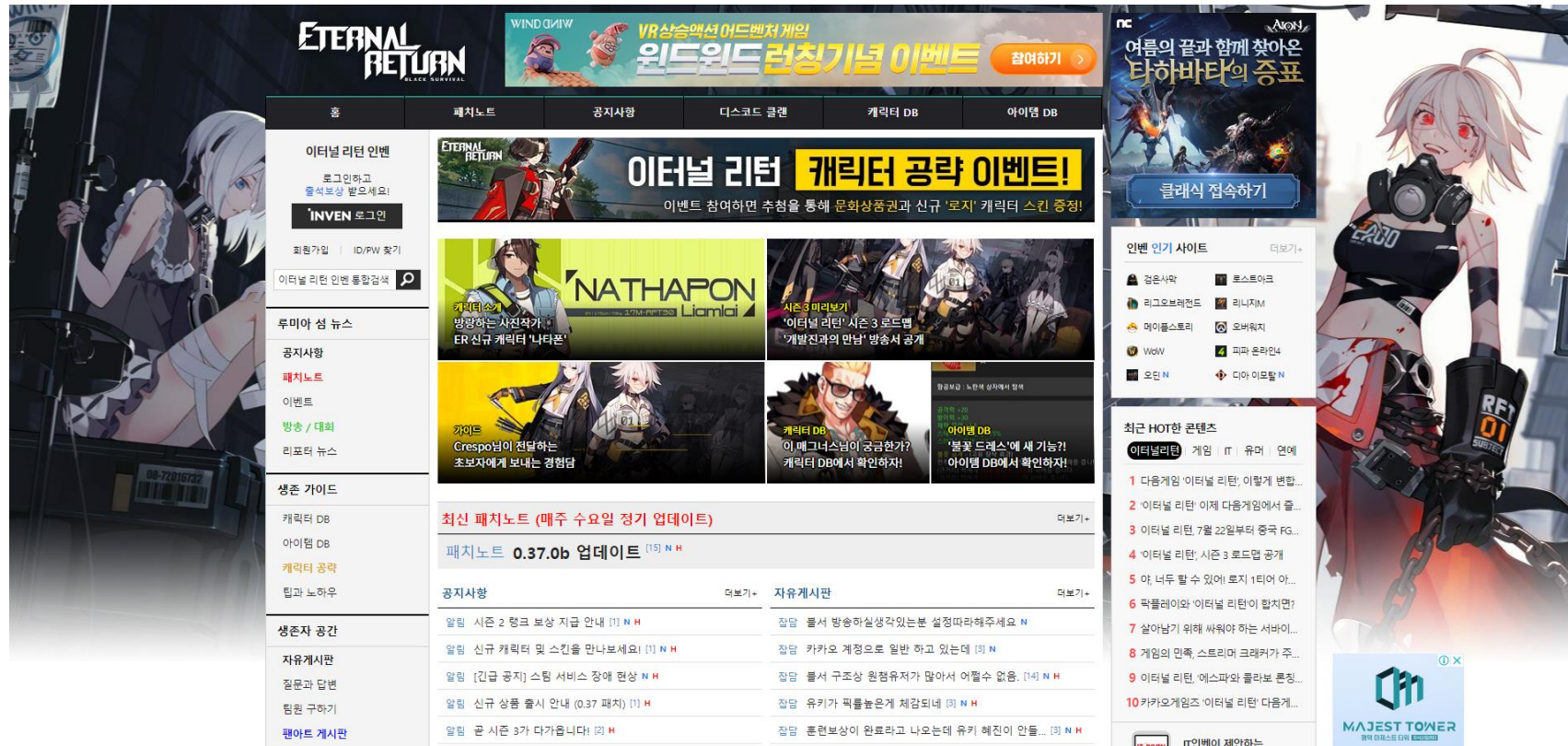




## INVEN forum

Can create forum sites for content exposure game marketing

Provision and exposure of contents / provision of user communication environment / promotions toward the gamers



- Offers optimized respective offerings based on the needs for contents.
- Can discuss about additional features such as game DB, event tool, and streaming module etc.

## Article partnership area

Gathers various articles including the press release for games and exposes to the main of INVEN webzine with 1,400,000 of daily visitors  
Can promote the game intensively within short time pursuant to the issues such as advance reservation, launching, etc.

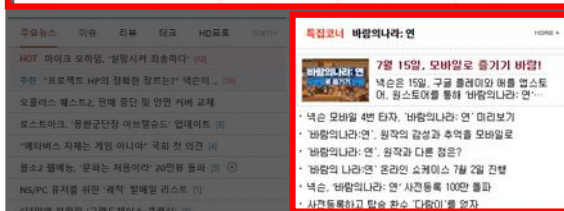
Hot issue  
area



Special  
featuring  
pages



General  
featuring  
pages



Editor's Pick!



PC article partnership area





## Advance reservation

Can choose various advance reservation plans that best fit your needs such as free plan, paid plan, the plan combined with advertisements, etc.

Guides to participate by providing INVEN points as a reward and sends the LMS for notifying the launch of the game.



사전예약

이용 문의

아이마트

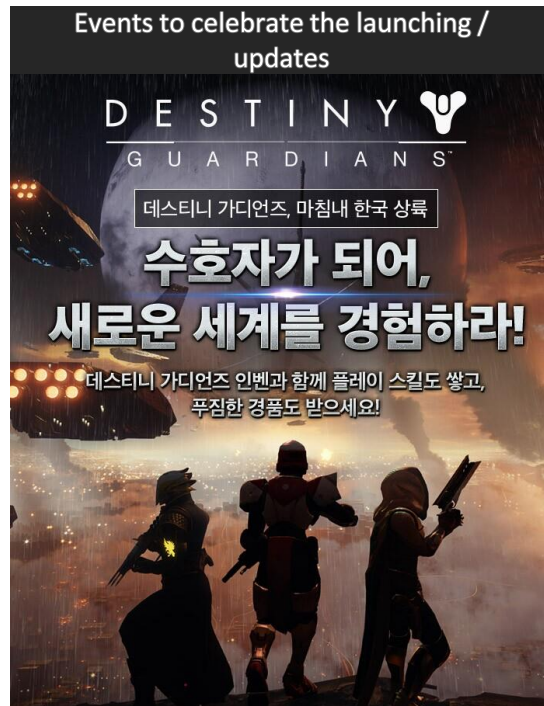


### 인벤 사전예약

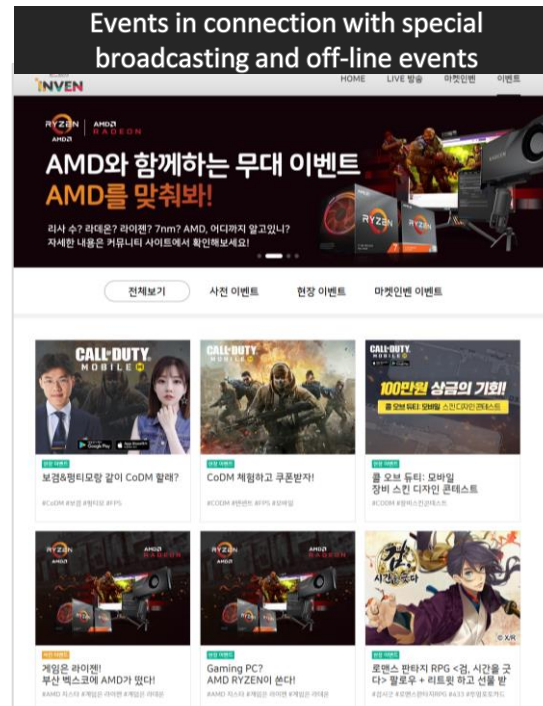
<p><b>미르4</b> [1000이니, 100베니] 사전예약 패키지 6월 2일 출시 예정</p>	<p><b>퍼니싱: 그레이 레이븐</b> [1000이니, 100베니] 지금 바로 예약하시면 런칭 후 5급 구조체 1명을 무료로 선택하실 수 있음 출시 미정</p>	<p><b>오딘: 발할라 라이징</b> [1000이니, 100베니] 사전예약 한정 약세서리 / 신규 전사 지원 상자 출시 미정</p>
<p><b>제2의나라</b> [1000이니, 100베니] 사전등록 하면 넘볼한 이마젠 '우왕' 지금! 출시 미정</p>	<p><b>백야극광</b> [1000이니, 100베니] 백야극광 공식 홈페이지에서 사전예약 참여 시, 달성 인원에 따라 보상 지급 출시 미정</p>	<p><b>블레이드 &amp; 소울 2</b> [1000이니, 100베니] 공식페이지 사전등록 시 보상 지급 출시 미정</p>
<p><b>마이리틀포레스트</b> [20제니] 유치원 가방 + 자전거·빨강(1일) + 특급낚 + 행정직원쿠폰 6월 중 출시 예정</p>	<p><b>바람의나라: 연</b> [20제니] 100만 금전+ [이벤트] 환수소환석:99 레벨 5개 2021년 6월 중</p>	<p><b>월드 오브 드래곤 네스트</b> [20제니] 포근한 천사 양 / 강화석 랜덤 박스*10 / 레드다이아*200 6월 8일 출시 예정</p>

## Customized events

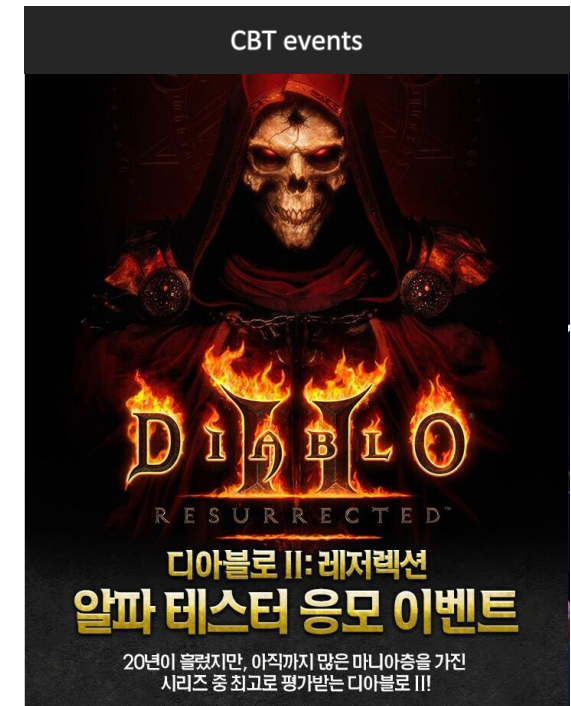
Plans and proceeds customized events to keep up with the main issues of the game.  
Can proceed effective events through INVEN where genuine gamers are residing.



- Proceeds the event in accordance with the issues such as launching and updates of the game
- Can attract new users effectively



- Conducts the events in connection with special broadcasting and off-line events
- Increases the size and effect of the promotion



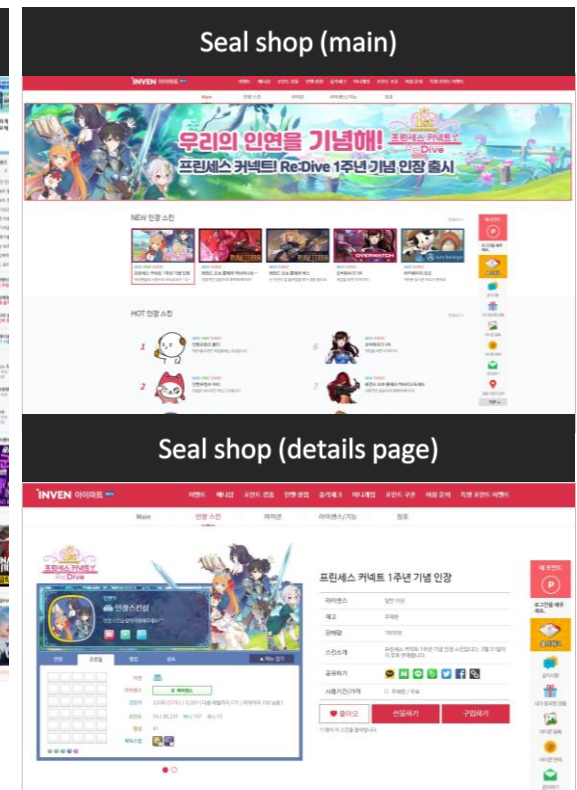
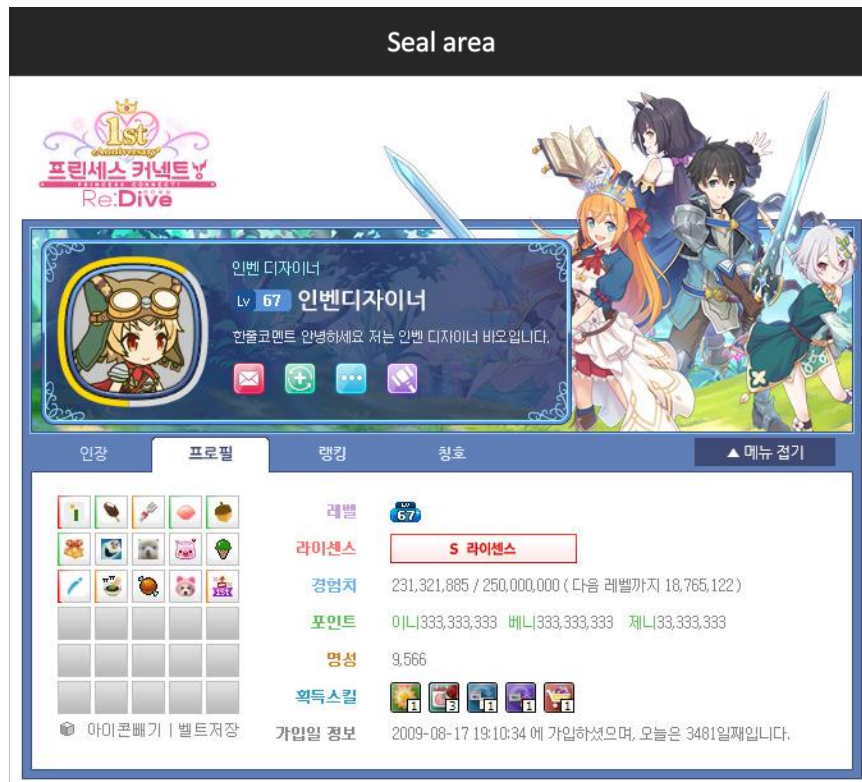
- Conducts the events in the community where the users who actually play the game is residing.
- Guides the users to become hardcore gamers.



## Seal events

Shows a 'Seal' in the signature area of INVEN users using the characters of the game.

Can create extensive promotion and branding effect of the game by exposing the seal whenever the INVEN users write posts.





## iMart

The space where users can use the INVEN points in various ways

Can promote effectively by displaying game related goods in the areas such as point gift mall, veni shop etc.

Point gift mall (main)

INVEN 아이마트 BETA

이벤트 베니샵 포인트 경품 인벤 상점 출석체크 미니게임 포인트 쿠폰 이용 문의

이벤트

전체 이벤트

사전등록 이벤트

일반 이벤트

종료된 이벤트

당첨자 발표

베니샵

베니샵 상품 보기

10,000베니 미만

10,000베니 이상

20,000베니 이상

구매한 상품

포인트 경품

포인트 경품 보기

응모한 경품

당첨된 경품

종료된 경품

인벤 상점

포인트 경품

인벤 프렌즈

카드형 USB (랜덤)

귀엽고 깜찍한 인벤 프렌즈 차푸&백이 왔습니다!  
지갑에 꼭 들어가는 스타일리쉬한 카드형 USB!  
지금 아이마트에서 응모하세요!

전체보기

응모한 경품

당첨된 경품

종료된 경품

인벤 프렌즈 카드형 USB (랜덤)

귀여운 인벤 프렌즈를 USB로 만나다!

인벤 프렌즈 카드형 USB (랜덤)

D-1 총 수량 2개

2 제니

1일 1회 응모

2,235회 응모중

BOB 자이언트 장패드

알도적인 사이즈의 BOB 자이언트 장패드!

BOB 자이언트 장패드

D-1 총 수량 1개

2 제니

1일 1회 응모

4,154회 응모중

아카이제지 스마트폰 스트랩

스마트폰을 편리한 스트랩으로 한손에 쏙!

아카이제지 스마트폰 스트랩

D-1 총 수량 1개

2 제니

1일 1회 응모

1,521회 응모중

Point gift mall (details page)

인벤프렌즈 장패드(유체이탈오구리)

아기자기한 인벤 프렌즈들을 마우스 장패드로 만나보세요!

INVEN FRIENDS

장패드

유체이탈 오구리  
인벤프렌즈 장패드 응모하기

종료

2021. 04. 16 ~ 2021. 04. 22

현재 4,942 회 응모중

재고 없음

1일 1회 응모

2 제니

[종료 불가]

포인트 경품  
응모하기

응모내역 &  
당첨자 보기

Leoh님의 포인트 보유현황

아니 : 376,628 베니 : 7,582 제니 : 5,218

베니샵 즉시 구매

베니 획득 가이드

제니가 부족하단?

제니 획득 방법

매입 제.코.아니 해킹

출석체크하기

INVEN FRIENDS

차푸

우위

호로썹

까딘

백

대지(역구)

인벤프렌즈는 게이머들이 함께 꿈꾸고 만들어가는 세상.

인벤에 관한 이야기를 담고자 탄생하였습니다.

게이머이자 매일을 즐기는 인벤프렌즈 모두의 이야기

우리들의 이야기를 담은 7명의 친구들을 소개합니다.

## Fabrication and distribution of gaming goods

Can make various goods such as wireless charging pad, griptok, USB, T-shirts, eco bag utilizing game IPs.

Can utilize in various uses, for example, as the gifts for events

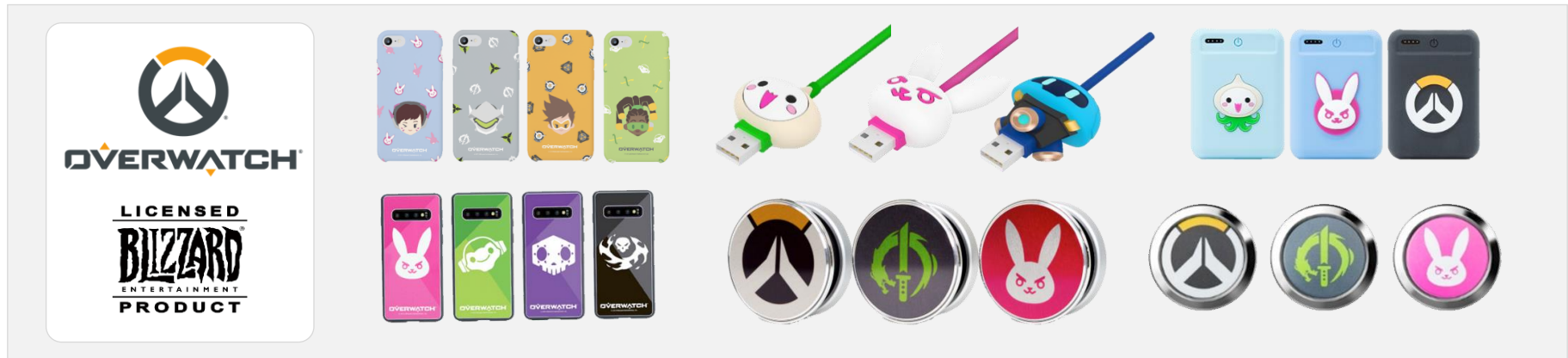


We make high quality goods that can attract maniac users.

## License

### License agreement with Blizzard in 2018 for the first time in Asia.

Holds the logistics and distribution structure that can manufacture, produce, and operate merchandizes.



## Merchandizes

### Have a formed mania class

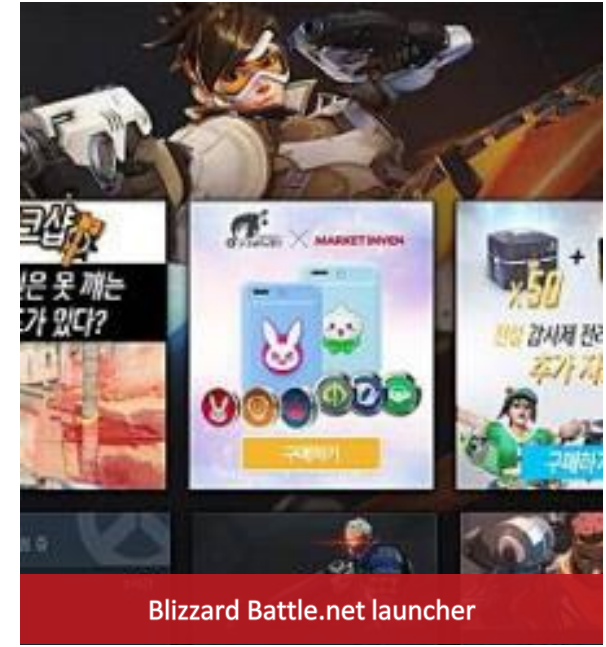
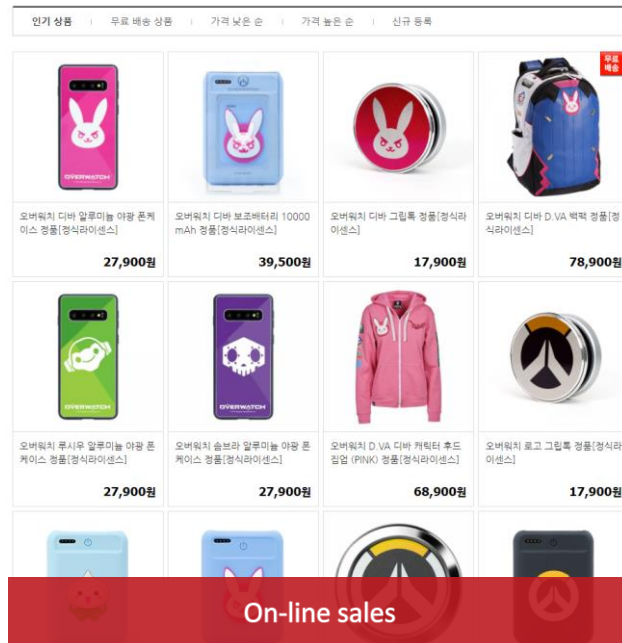
Raises up the game users' loyalty  
by stimulating their sensitivity!  
Raises up the formation of the class of manias too!

### Promotion of game

Provides the opportunities  
to promote the game on-line and off-line  
through IP goods containing the charm of the characters.

### User care

Even the users who enjoy the game now!  
Even the users who left! Presents new joys  
even to the resting users



Sells both on-line and off-line by manufacturing Overwatch licensed products through the official partnership with Blizzard.

Promotes Market INVEN partnership events officially through official clients.

Sells and promotes both on-line and off-line through the official license partnership with the game companies.



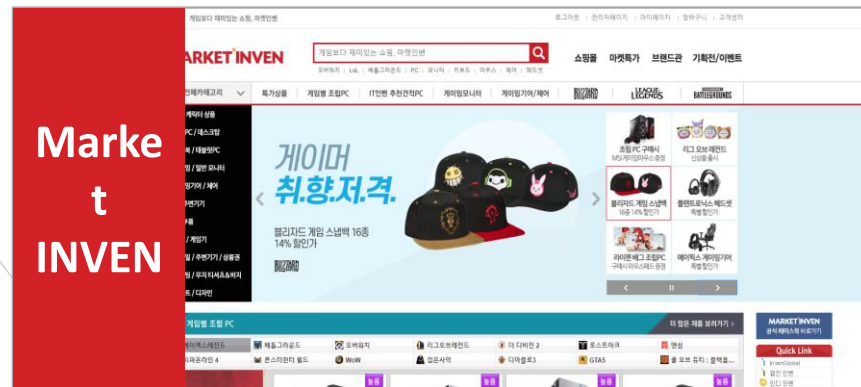
## Market INVEN

Game specialty shopping mall for gamers

The optimized platform where you can meet the clients in the closest distance.



The shopping mall where you can **conduct marketing and sales** at the same time, targeting the gamers through **INVEN**, the best game media platform!



## MARKET INVEN

Market INVEN, making shopping experience more fun than the game

## Main categories

Game character  
goods  
Assembled PCs /  
desktops  
Laptops / tablet PCs  
Gaming / general  
monitors  
Gaming gears / chairs  
PC peripherals  
PC components  
Games / Game  
devices  
Mobile / Peripherals  
/ Gift voucher  
Printing / Blank T-  
shirts & trousers  
Kidult / Design

### Game IP / character goods

Blizzard & PUBG official licensed goods / IT brand goods / game character products

### Assembled PCs / Desktops

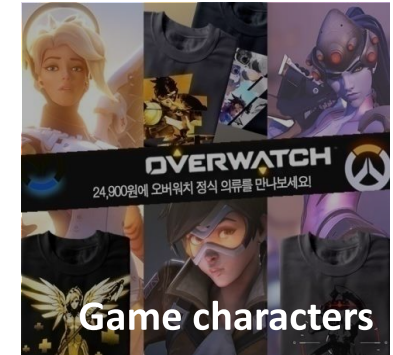
Recommended assembled PCs for each game / Quotation for PCs recommended by IT / Brand PC etc.

### Gaming gears / Laptops

Gaming gears / gaming chairs, desks / laptops, tablets / game and game devices / monitors etc.

### PC peripherals / mobile

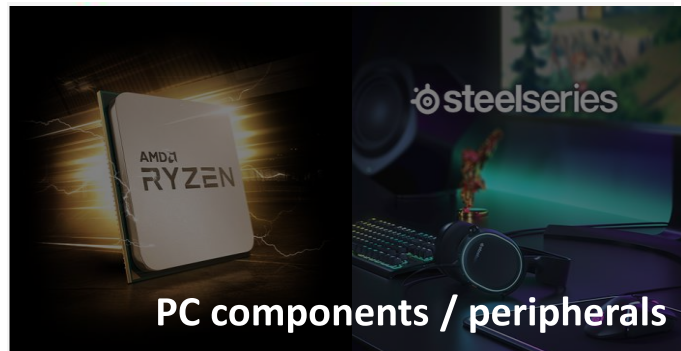
PC components / PC peripherals / mobile and peripherals etc.



Game characters



Assembled PCs for  
respective game



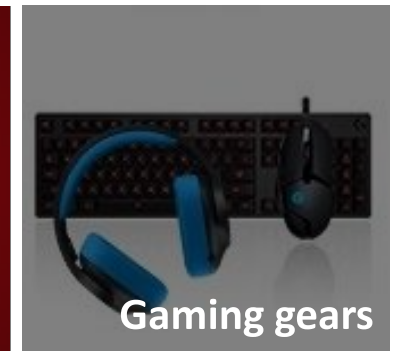
PC components / peripherals



Gaming chairs



Gaming monitors



Gaming gears

## IT · brand partner

Conducts the promotion of brand targeting the gamers

Can conduct various promotions from PR to various promotions, even in connection with sales through shopping mall

Article contents and press release

Exposure to portals  
and external sites

Events

Exposure to IT INVEN

Links to the sales  
through Market INVEN

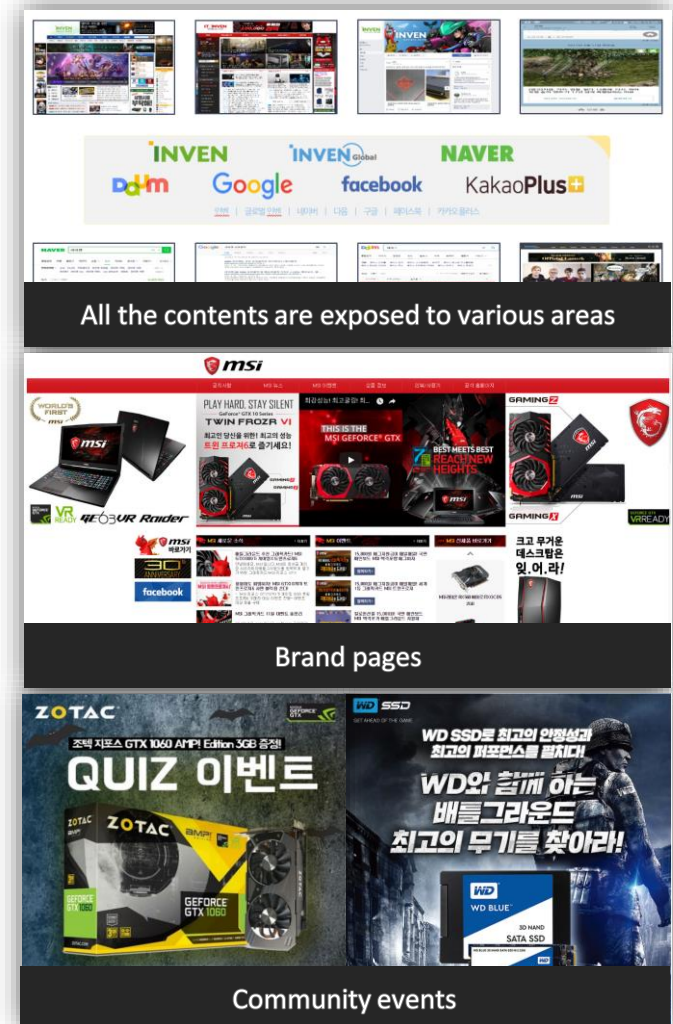
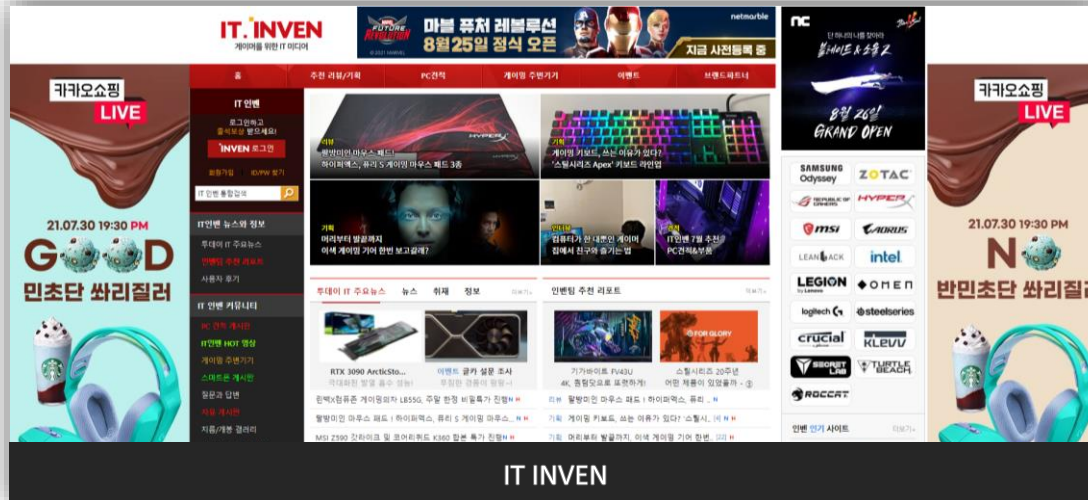
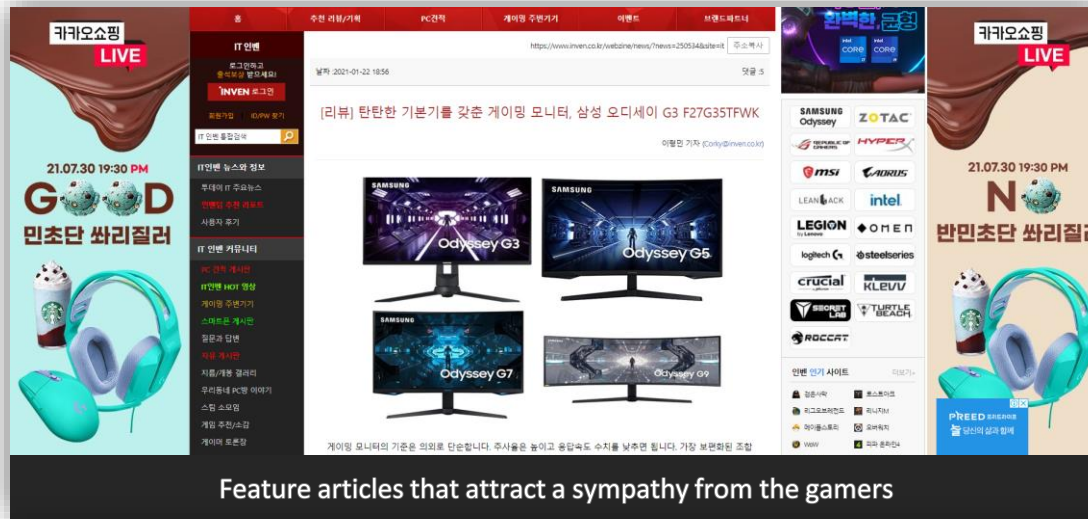
Advertisements



A multi-marketing platform where you can meet the gamers most efficiently.

## IT · brand partner contents

All the contents in the brand pages are exposed to various areas.  
Feature articles to attract empathy from the gamers





Chapter 03

# Broadcasting and events

e-sports

Game broadcastings

Event agency

Video production

## e-sports

Can conduct in various size from one time competitions to seasonal leagues based on the desired planning such as the platform and budget of the game

Can conduct the operation of competition, promotions through coverage, on-line / off-line relay broadcasts at once.

### Large scale seasonal league

2020.06.07

#### Call of Duty Mobile Community Cup Season 2



2021.03.27

#### Summoners War Legend Tournament Season 16



2020.06.14

#### TFT Galaxy INVEN Cup



## e-sports

Small and medium sized competitions, one-time competitions

2021.01.10

Competition born by the capitalism



2020.11.30

Shadow Arena: The hunger games event



2021.03.31

Valorant Event Match

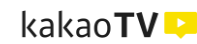


Plans and operates the optimized e-sport competitions in line with the budgets and the time frame from one-time competitions to large scale seasonal leagues.



## Game broadcastings

Covers simple online Chroma Key broadcastings to offline special broadcastings to be filmed in the studio  
Can perform planning, production, promotion through INVEN, and creation of additional contents at one time



Can transmit broadcastings to major platforms Korean gamers are familiar with.



## Event agency

Can open from user social gatherings utilizing the self-owned studio to large scale feature events to be held outside.

Have the best event planning power and operating capability based on the experiences in holding various events.

Can open user social gatherings / FGT / LAN party / large scale events on behalf of the clients



Night of Arche people, user social gathering



Overwatch soldier tournaments sponsored by Republic of Korea ARMY.



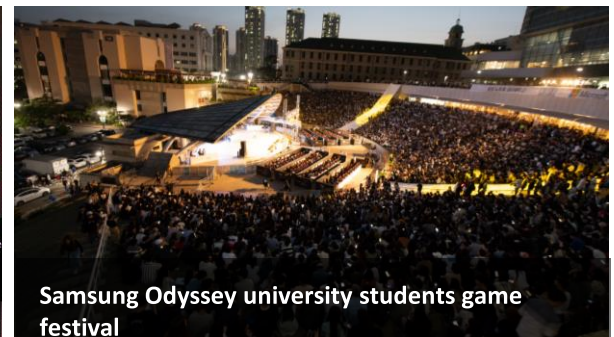
Clans: Shadow of Moon, year-end event



King-zone dragon X fan meeting



ASUS ROG G Festival



Samsung Odyssey university students game festival



## Video production

Can produce various videos in line with the purposes from viral videos to game tactics videos through INVEN studio.

Can use the produced videos as a second viral marketing purpose by exposing them to various channels.

### Viral videos

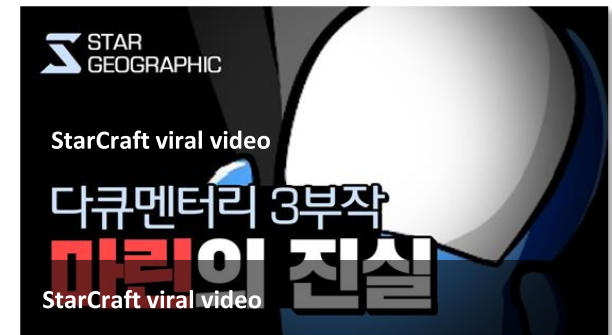
Can perform the promotions that stay longer in gamers' memory by producing interesting videos using various concepts and popular influencers.



Overwatch viral video



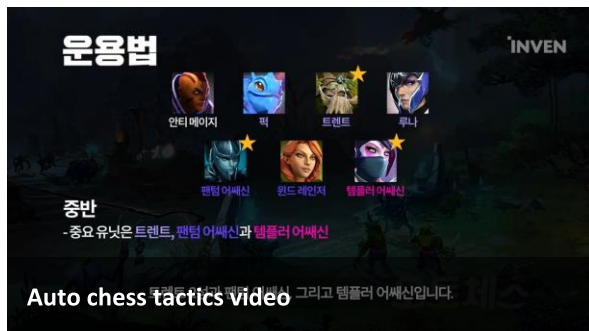
Destiny Guardians viral video



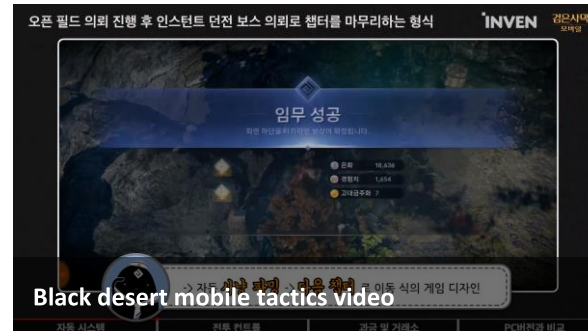
StarCraft viral video

### Tactics video

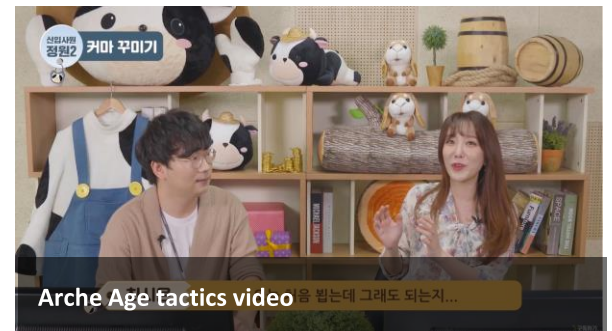
Can provide the information to the gamers effectively by producing tactics / guide videos for the games.



Auto chess tactics video



Black desert mobile tactics video



Arche Age tactics video

# Thank you.

**Inquiry about partnership and promotion**

**HeeSeung Han (Selli),**  
Vice head of Business Office

Office **+82-70-5029-5741**  
Cell **+82-10-3395-1215**  
e-mail [biz@inven.co.kr](mailto:biz@inven.co.kr)

**ChanWoo Jung (Maax),**  
team manager, Game business team

Office **+82-70-5029-5742**  
Cell **+82-10-7200-3569**  
e-mail [biz@inven.co.kr](mailto:biz@inven.co.kr)

**Press release / Coverage inquiry**

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