



INVEN

Introduction

2023.06.

01. Introduction

INVEN
INVEN Global
ENCHANT
VRTX

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Cases

03. Global Marketing Services

Services

04. ENCHANT

Services
ENCHANT (Strengths)

05. VRTX

Services

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01 Introduction

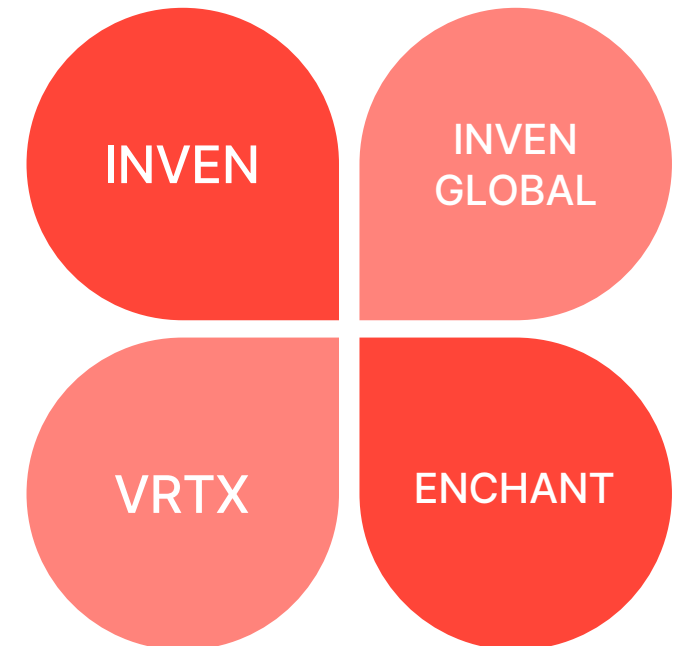
- INVEN
- INVEN Global
- ENCHANT
- VRTX

01 Company Introduction

We are growing into **a global one-stop service platform** based on multiple platforms operated by INVEN.

Businesses operated by INVEN are not only promoting user-sharing between platforms but also pursuing a future vision of becoming a singular service platform through sharing services and mutual growth of platforms.

The future vision for INVEN is to become the No. 1 platform for various gamers across the globe.



01 Introduction



Best Marketing Services & Solutions for Gamers

INVEN

Globally recognized **No.1 Korean Platform INVEN**

Official media partner for ChinaJoy, Tokyo Game Show, and G-Star

-  **metacritic** Registered as a media outlet with Metacritic
-  **OpenCritic** First company in Asia to be listed with OpenCritic
-  **THE GAME AWARDS** Panel for The Game Awards
-  **Summer Game Fest** Panel for the Summer Game Fest (SGF)

INVEN The world you imagined

We aim to provide top-tier game information and perform the functions of a game media outlet representing both gamers and the gaming industry while also providing a marketing environment based on the overwhelming user base consisting of gamers.



Media & Community

Providing various content and services as the first Korean media outlet to be officially registered with Metacritic with 120 million daily views and over 1.4 million daily visitors



Media & Community

Providing domestic and global marketing services for PC and mobile advertisements and contents as well as for services interesting for gamers such as consoles and IT with the company's pool of various gamers between age 10 ~ 50



Production & MCN

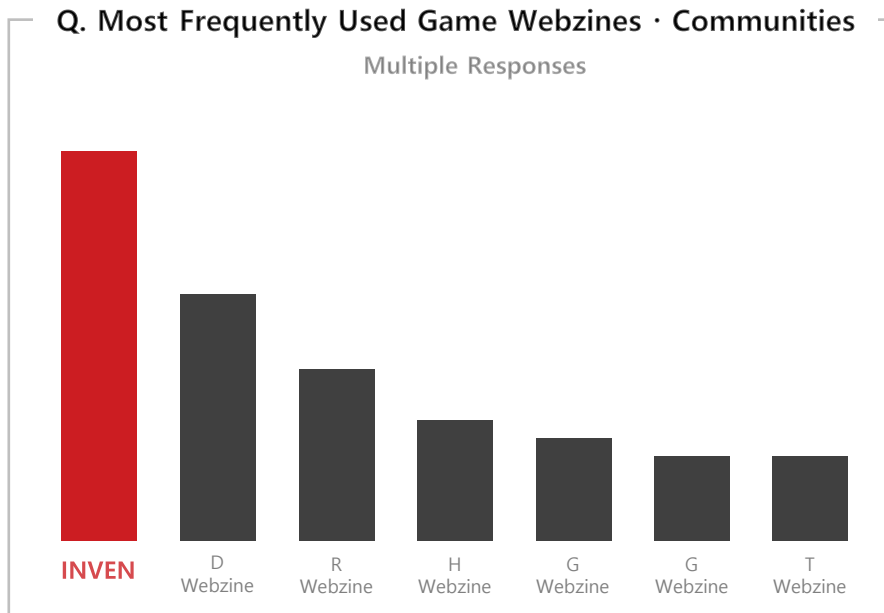
Producing broadcasts and videos targeting Gen MZ and providing various effective event agency services, broadcasts, and video promotion services through a trendy game content production team. Domestic and overseas influencer agency services, including influencers signed with the company

01 Introduction

No. 1 Korean Game Marketing Platform Used by Gamers

Total members: **3.6 million** | Daily visitors: **1.4 million** | Daily page views: **120 million** | Daily posts: **100,000** | Daily comments: **200,000**

MezzoMedia 2023 Mobile Game Industry Analysis Report



Q. Most Frequently Used Game Webzines · Communities by Age Group

Multiple Responses

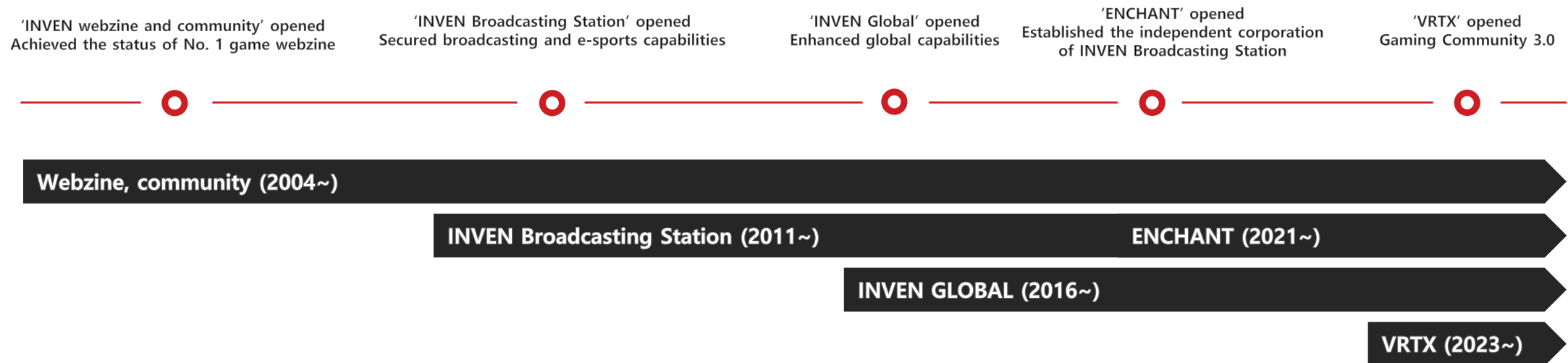
Usage Rank	10's	20's	30's	40's
1	INVEN	INVEN	INVEN	INVEN
2	D Webzine	D Webzine	D Webzine	R Webzine

Most frequently used game webzine · community across all age groups

01 Introduction

Grew into a **general game marketing platform** based on the large market share established as the first-generation game media outlet

Providing **domestic and overseas game-related** across WEB 2.0 and 3.0



01 **INVEN GLOBAL**

INVEN GLOBAL is

a media outlet for all content for gamers in North America and it is currently establishing itself as a partner to clients who are expanding into the North American market as a game content expert in North America.

INVEN GLOBAL is a media outlet and game expert group based in the US that handles all content beloved by North American gamers such as games, E-SPORTS, IT, entertainment, and even GameFi.

Furthermore, the company is responsible for handling operations of global marketing services in the North American region to assist game companies in their expansion into North America based on its expert knowledge in the gaming industry.



MEDIA

- A general media outlet for games, NFTs, and GameFi
- Global game media for core gamers
- Production and distribution of exclusive game content
- Various promotions through PR, influencer collaborations, etc.



E-SPORTS

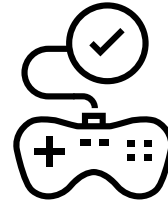
- E-SPORTS media outlet for North America
- Establishment of E-SPORTS businesses based on IGEC
- Planning and operation of E-SPORTS events

01 ENCHANT

ENCHANT ENTERTAINMENT (ENCHANT) is a business pioneering in the field of new media and a new media team that can maximize the value and joy of content with its game content production and gaming industry creators.

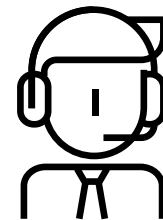
ENCHANT is creating game content that will reach the hearts of gamers rather than simply creating ordinary game content. The company started out by brainstorming ways to provide a better broadcasting environment for game companies, creators, and users, and it is pursuing the production and distribution of optimal content catered to the needs of respective target consumers and their needs.

ENCHANT will create extraordinary content that will build a new culture with gamers.



PRODUCTION

- Planning and production of broadcasting content
- Planning and production of video content
- Planning and operation of E-SPORTS events
- Planning and operation of user events/functions

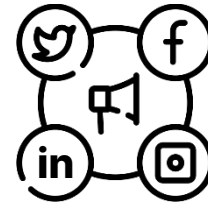


MCN

- Creator management based on a high-level understanding of games
- Planning and operation of marketing through internal production teams
- Customization for respective live platforms based on trends and targets content planning

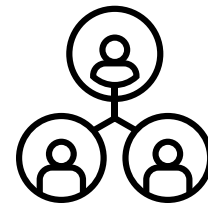
VORTEX GAMING (VRTX) is a global GAMING COMMUNITY 3.0 service consisting of SOCIAL MEDIA and GUILD DAO from "INVEN", the largest game media outlet and community in Korea.

Based on Game & GameFi sustainability, VRTX will aim to become the one and only gateway for all gamers across the globe through its content-based entertainment and profitability activities, and usher in a new era of communication for gamers in line with the coming era of gaming where games and blockchain technology are merged together.



SOCIAL MEDIA

- Global game & GameFi social media
- Available in both WEB 2.0 and WEB 3.0
- Services that can interact through partnerships with game developers, media outlets, and influencers



GUILD DAO

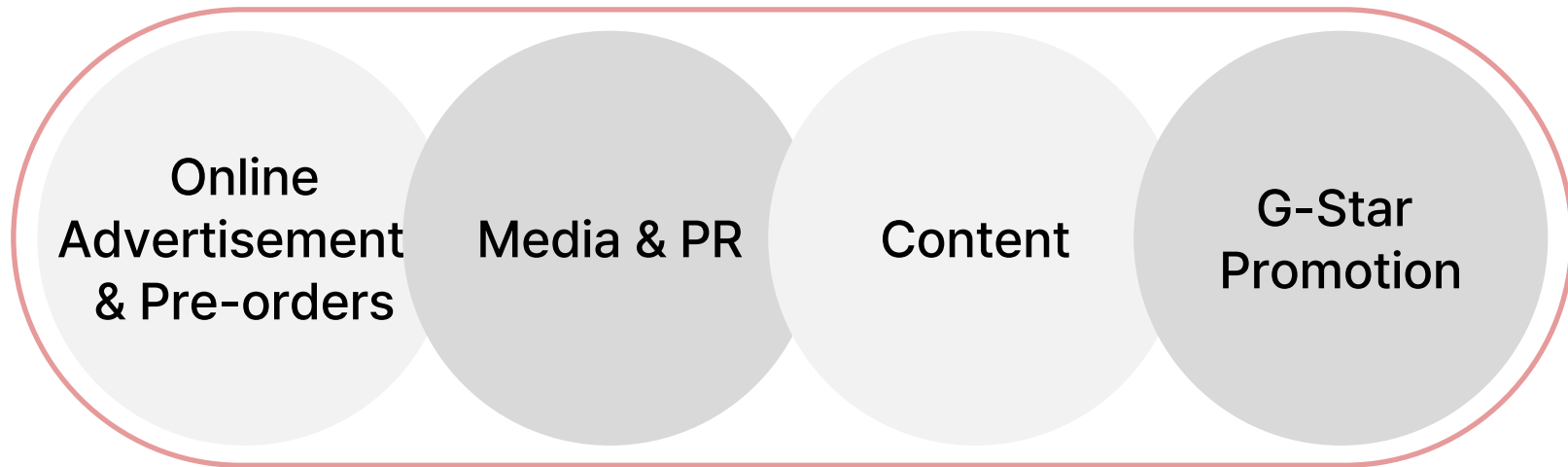
- Global GUILD DAO through scholarship and manager systems
- Virtuous cycle with inflow and reward based on content
- Providing specialized content such as GameFi profitability strategy, economic system analysis, etc.

02 **INVEN (Services)**

- Marketing Products
- Cases

02 **INVEN (Services)**

The No. 1 game marketing platform across all age groups
that exclusively targets only gamers



▼
Forming trends and mass-scale branding through exclusive advertisements

▼
The No. 1 game media in Korea recognized across the globe

▼
Customization for marketing KPI
Triple media customization
Premium content production

▼
Operation of a promotion booth in the largest game show in Korea at G-Star Main Exhibition Hall

02 INVEN (Services)

NCSoft - Throne and Liberty | Case of mass-scale branding advertisement

Throne and Liberty - INVEN Main

THRONE AND LIBERTY
TL 베타 테스트
라슬란 선발대

뉴스
플랫폼
리뷰
특별취재
게이머존
IGC
인벤 전체 사이트맵

쓰론 앤 리버티 베타 테스트 개시!

라슬란 선발대 모집

테스터 지원하기 >

레드홀 리뷰

5월 1주차 순위

크로노 오디세이

브랜들 리뷰

벨라토레스

스트리트파이터6

오늘캐

인기뉴스

#플레이엑스포

블록체인

메타버스

최신영상

코스프레

EZ게임

주요뉴스

e스포츠

이슈

테크

이보기 +

Industry+

이보기 +

쓰론 앤 리버티 베타 테스트 개시!

라슬란 선발대 모집

테스터 지원하기 >

오늘의 핫번

오늘의 핫번

- 1 피파4 대난입체 박제합니다
- 2 피파4 대난입체 모험X 저도 거르고...
- 3 로아 2023년 토아 전하제일 약크데...
- 4 로아 테셋전에 다들 미리미리 청크...
- 5 피파4 대난입체 관라해서 저도 당...
- 6 로아 진짜 개사기 직업은 애 하나...
- 7 피파4 이번 마블 이벤트 기획한 새...
- 8 로아 미친 ㅋㅋㅋㅋㅋ 버드 예크로...
- 9 로아 개사기 직업 5개 투표 ㅋㅋ
- 10 피파4 자녀 있는 분들만 클릭

찾다 찾다 내가 그런 할 부에 - AI 그림 그리기

내가 관리자인 게시란? 파티 서비스 베타 시작!

쓰론 앤 리버티 베타 테스트 개시!

라슬란 선발대 모집

테스터 지원하기 >

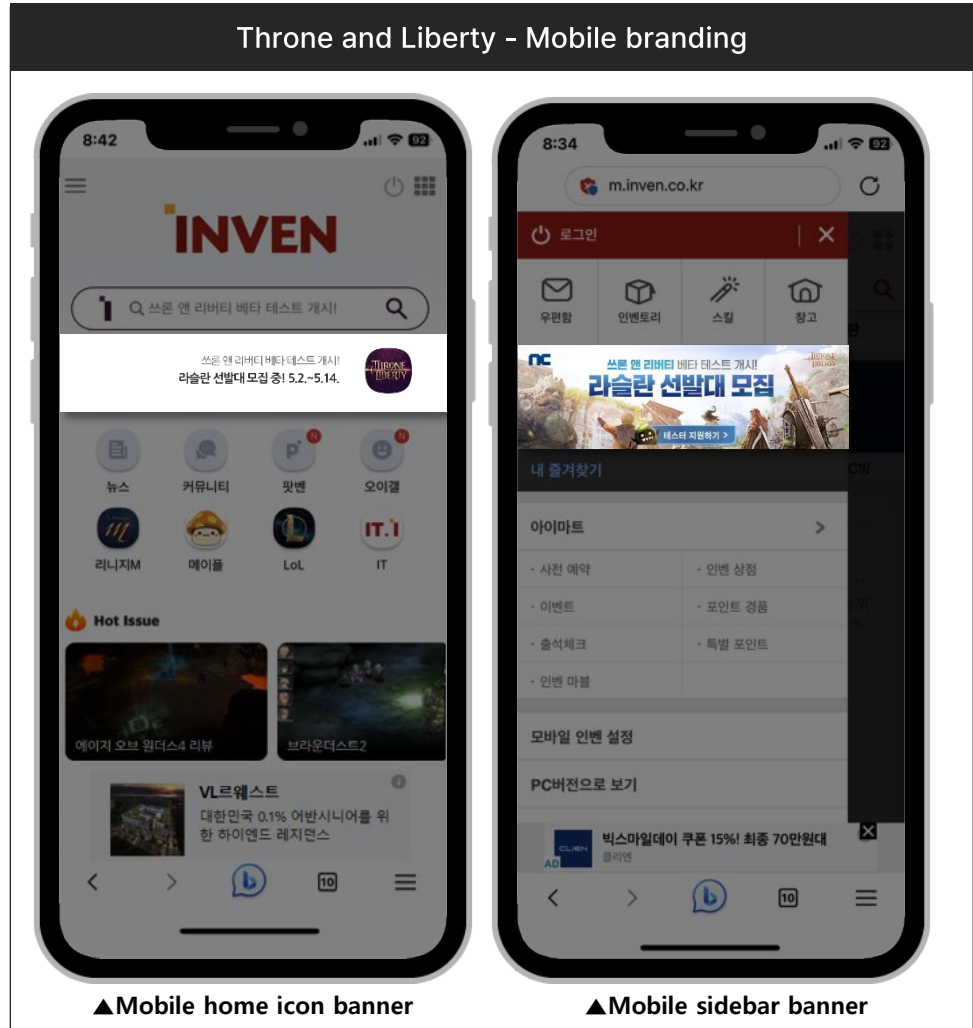
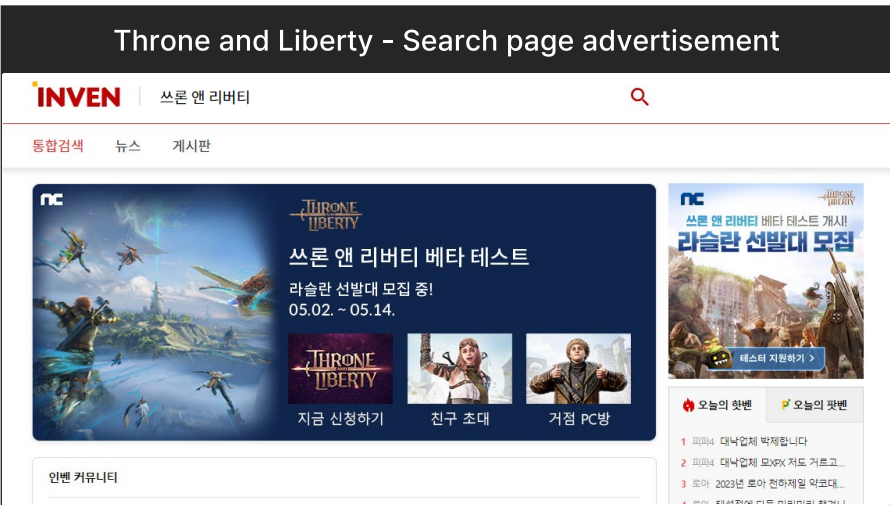
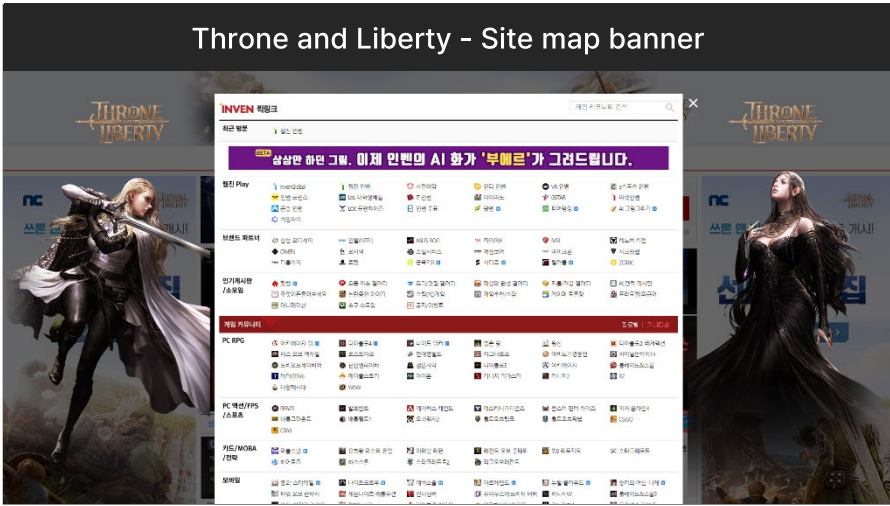
인터뷰

앤유 그리고 벨라토레스

'커뮤니티, 역할 놀이' MMORPG 본질에 집중하다

02 INVEN (Services)

NCSoft - Throne and Liberty | Case of mass-scale branding advertisement



▲Mobile home icon banner

▲Mobile sidebar banner

02 INVEN (Services)



Level Infinite - Goddess of Victory: Nikke | Case of large-scale branding advertisement

Goddess of Victory: Nikke – INVEN Main

The screenshot shows the INVEN website's main page for Goddess of Victory: Nikke. At the top, there's a navigation bar with 'INVEN' logo, a search bar containing '승리의 여신: 니케', and a character image of Nikke. Below the navigation bar, there are tabs for '뉴스', '플랫폼', '리뷰', '특별취재', '게이머존', and 'IGC'. The main content area is dominated by a large banner for 'OVER ZONE: 허락되지 않은 낙원' (OVER ZONE: Forbidden Paradise) featuring Nikke. To the right of the banner is a '로그인' (Login) button and a search bar. Below the banner, there's a section for '레드폴(Redfall) 리뷰' (Redfall Review) with a character image and a list of related games. At the bottom, there's a '오늘의 핫벤' (Today's Hot Ben) section with a list of 10 items, and a '하프 애니버서리 업데이트 정식 개시' (Half Anniversary Update Officially Started) announcement. The page also features a search bar at the bottom left and a navigation menu at the bottom right.

02 INVEN (Services)

Level Infinite - Goddess of Victory: Nikke | Case of content production (videos, texts)



Goddess of Victory: Nikke - Content production

[정보] 슈팅? 방치형? 테스트에서 만나본 승리의 여신: 니케, 콘텐츠 미리보기

박이균 기자 (oddse@inven.co.kr)

승리의 여신: 니케가 정식 출시를 앞두고 베타 테스트 및 테크니컬 테스트를 마쳤습니다. 오락실 중계임을 연상시키는 슈팅 전투, 캐릭터들의 무브먼트(?)가 강조된 일러스트 등이 주목을 많은 주목을 모았지요. 기자 역시 관심이 자연스레 가게 되었고 운 좋게 2번의 테스트에 모두 당첨되어 짧은 테스트 기간 동안 최대한 플레이해봤습니다.

게임을 플레이해 보니, 화려한 그림과는 별개로 세계관은 세상이 대중 멸망한 포스트 아포칼립스를 배경으로 깔고 있어 보기보다 무거운 분위기를 풍겼습니다. '니케'라는, 인간을 재료로 만든 로봇이 사람 대신 여러 가지 위험한 일을 하는 세상에서 플레이어는 갖 부임한 신인 지휘관이 되어 니케를 통솔, 속이 시꺼먼 뒷사람들에게 휘말리는 것으로 게임이 시작합니다.

테스트 동안 발열이나 로딩 등 최적화에서 아쉬운 점이 있었지만 게임 자체는 거의 완성되어 있었고 세부 조정을 기다리고 있다는 감상이었는데요. 정식 출시에 앞서 테스트를 기준으로 승리의 여신: 니케의 육성 요소 및 각종 콘텐츠에 대해 간단히 소개하는 시간을 가져볼까 합니다.

02 INVEN (Services)

Blizzard - Diablo 4 | Case of large-scale branding advertisement

Diablo 4 - INVEN Main

INVEN

검색어를 입력해 주세요

뉴스 플랫폼 리뷰 특별취재 게이머존 IGC 인벤 전체 사이트 열

인벤을 더 안전하고 편리하게 이용하세요

INVEN 로그인

아이디/비밀번호찾기 회원가입

6월 3주차 순위

안네시아: 더 발커

던전스토커즈

제노니아

마비노기

한국 신화#2

마비노기 모바일

LEGEND

한국 신화 게임이 되리 #2

조선 왕실 설화의 흔적이 많은 남양주시

인기뉴스 이슈체크 블록체인 메타버스 최신영상 코스프레 EZ게임

스플래툰3 - 후우카

클러킹 - 클리

원신 - 나히다

호비

승리의 여신: 니케 - 헬름

유지나

블루 아카이브 - 히비키 (총원단)

클러킹 - 클리

오늘의 핫벤

오늘의 핫벤

- 6월 20일 화요일 아침일기
- 6월 19일 35도!
- Gta5 pc 진북소통과 서로 도와주...
- 몰아서 올립니다
- 오운완 - 하체
- 간 이식 이후 운동 시작!
- 안녕하세요 뽀린이입니다
- 오늘의 일기
- 오늘의 일기
- 베고프다

구매하기

지금 구매하고 저속의 시간을 플레이하세요

주요뉴스 e스포츠 이슈 테크 더보기 Industry+ 더보기

HOT '디아블로4' 추후 변경점은? [94]

추천 '디아블로4' 이후, 서비스 1년 매출 5억달러 돌... [9]

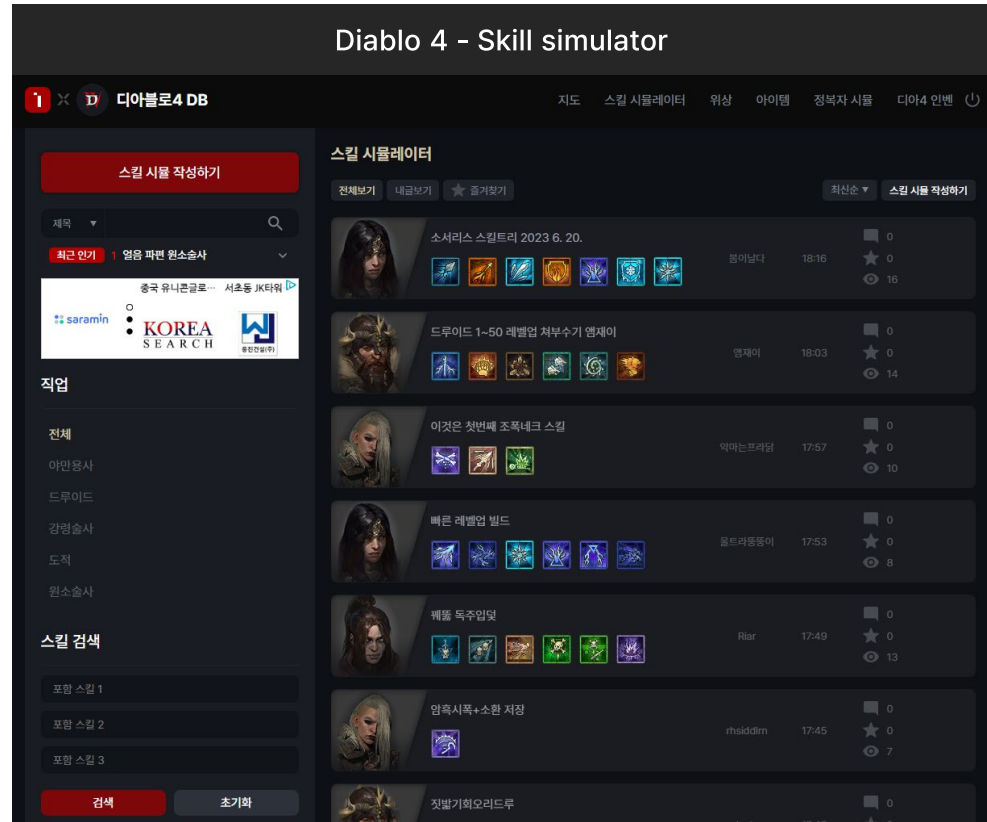
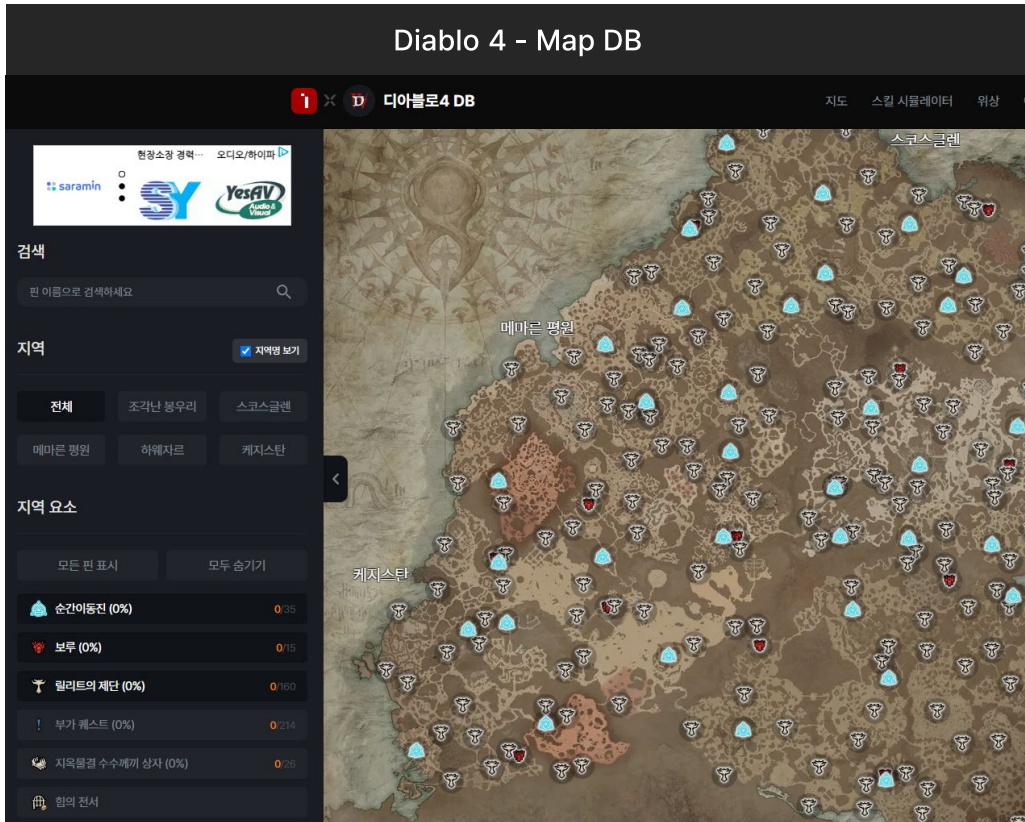
추천 8월 초, '던파로ON'이 오피라인으로 열린다 [8]

'에픽세븐', 중국 서비스 돌입... 현지화 완료

찾다 찾다 내가 그런 할부매트 - 신 그림 그리기

02 INVEN (Services)

Blizzard - Diablo 4 | Case of content simulator production (URL)



03 Global Marketing Services

- Services

03 Global Marketing Services

WHY INVEN

We don't have enough manpower to explore and study all media outlets...
Could it be possible to create content based on the characteristics and strategies of our game?
Communication is difficult with time and cultural differences...



From content production based on client needs and strategy tables to global media exposure guarantee, content partner "INVEN" will be your partner for global marketing.

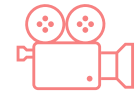
04 ENCHANT

- Services

04 ENCHANT

ENCHANT

ENCHANT started out from brainstorming ways to provide a better broadcasting environment by game companies, creators, and users, and offers **production and distribution of optimal content catered to the needs of respective target.**



Digital Content
Production/Planning



E-Sports
Production/Planning



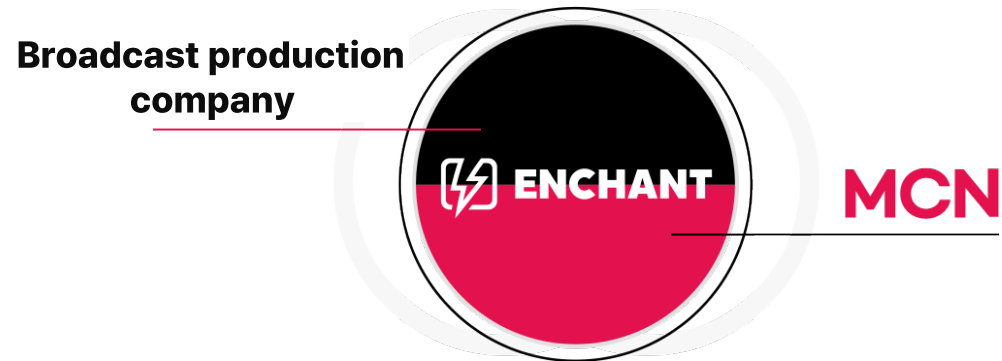
Advertisements &
Marketing



Creator
Management

04 ENCHANT

Our marketing services offer comprehensive production which include content planning, creator selection, and follow-up measures to bring our clients **satisfactory campaign results.**



| Internal production teams

Capable of producing content that is desirable and satisfactory for both game companies and creators



| Various live media and video production references

Capable of executing custom content/advertisements optimized for trends and targets of respective live platforms



| Accessibility to various network channels

Capable of connecting to appropriate networks depending on the content (game companies, agencies, sponsors, creators, etc.)

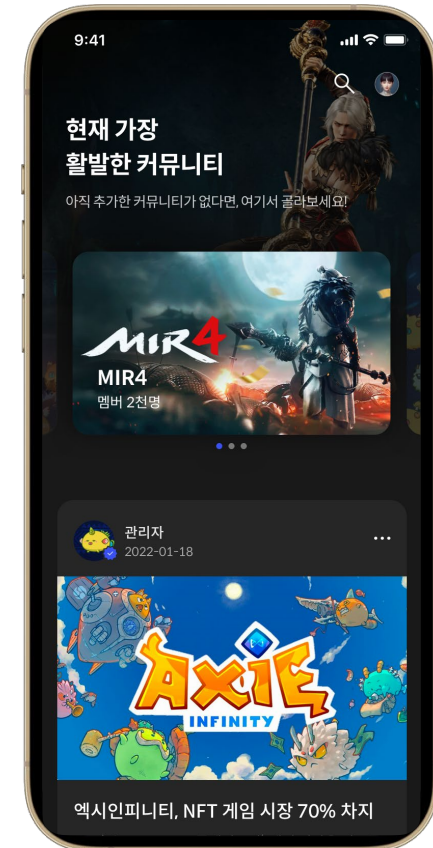
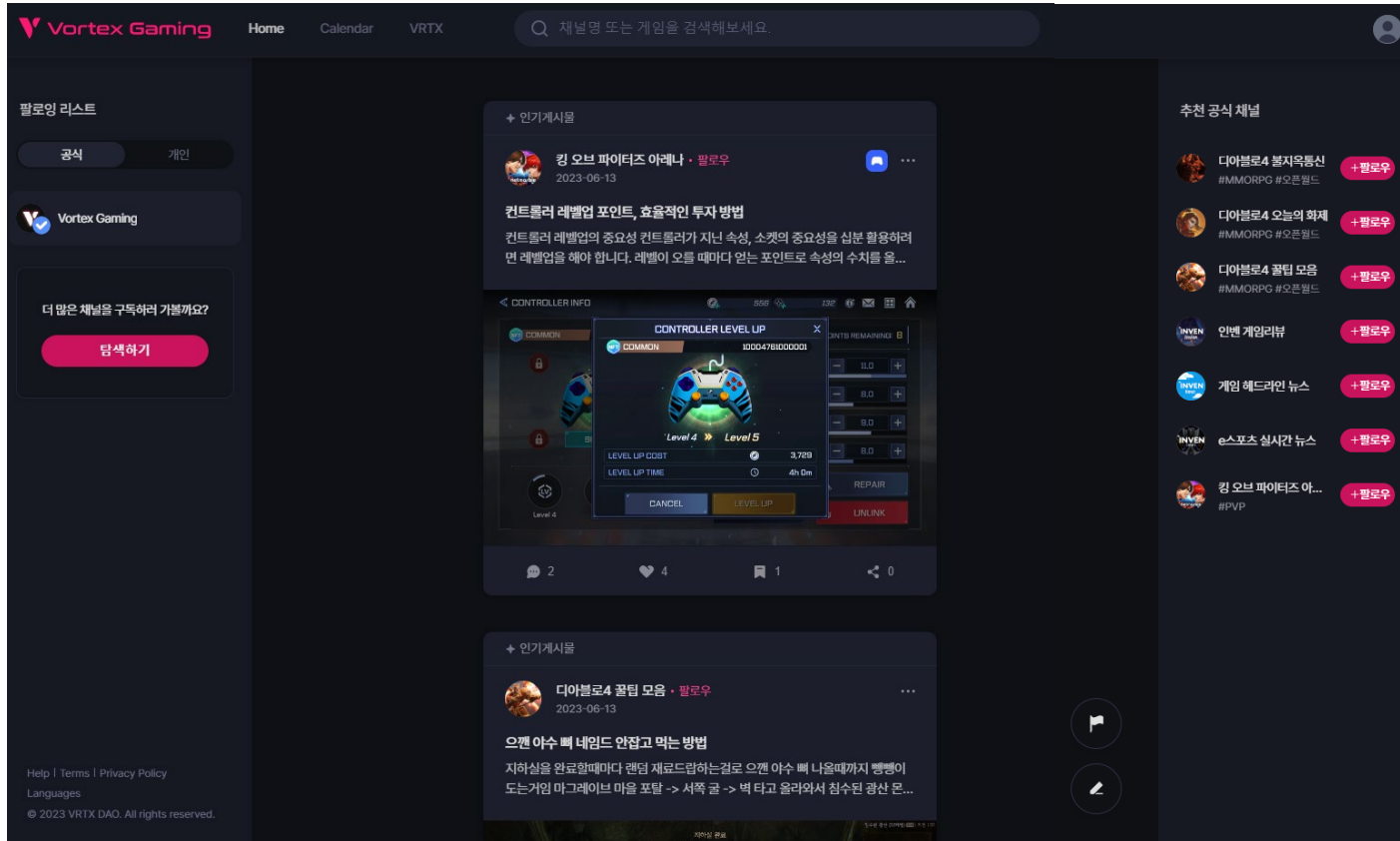
05 VRTX

- Services

05 VORTEX GAMING (VRTX)

Vortex Gaming is a global gaming social platform

for global Game & GameFi founded by renowned game content expert "INVEN".



05 **VORTEX GAMING (VRTX)**

WEB 2.0



WEB 3.0

A content-based game community that aims to build services optimized for Web 3.0 gaming by offering both global game social media services and game guild functions

The ultimate goal is to build a gamer community that combines both Web 2.0 and Web 3.0 gamers

The goal of VRTX Gaming Service is to bring down the cognitive boundaries of users on the existing Web 3.0 games by providing reliable and professional content concerning various topics by providing quality content for both Web 3.0 and Web 2.0 games.

VRTX Gaming Service will build a virtuous cycle in the gaming ecosystem by providing game content to gamers and their communities, who are the most essential elements of the gaming ecosystem, and also by providing benefits for voluntary content production activities such as gamers writing their own personal game strategy guides on VRTX Gaming Service.

06 CONTACT

- Office information
- Contact points

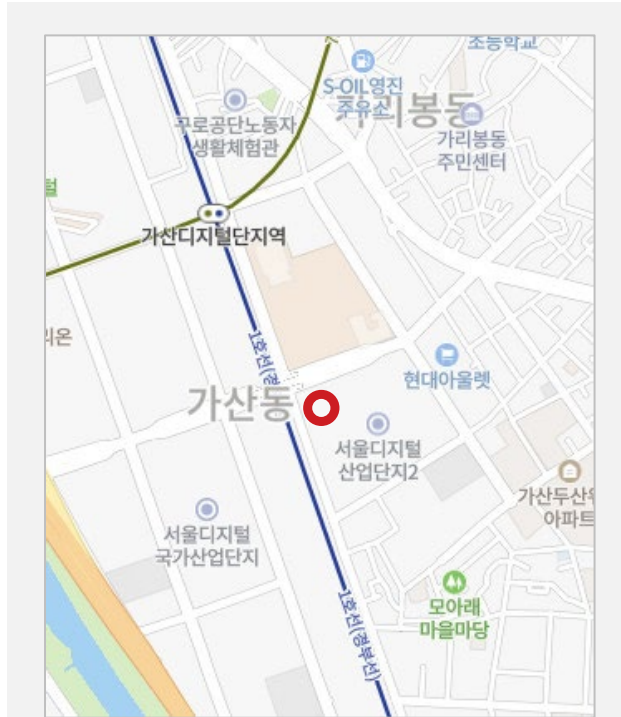
06 CONTACT

Bundang Office (HQ)



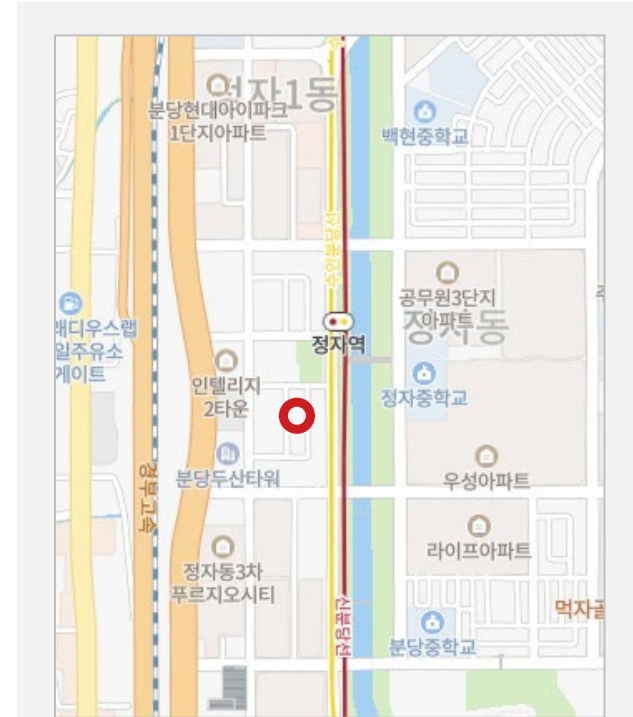
Flr. 3, 3-4 Gumi-ro 9beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do (Gumi-dong, Hankuk Building)

Gasan office



Ste. 907 ~ 909, 244, Beotkkot-ro, Geumcheon-gu, Seoul (Gasan-dong, Byeoksan Digital Valley 5)

ENCHANT (Studio)



Ste. B01 and 501, 9-9, Seongnam-daero, 331beon-gil, Seongnam-si (Jeongja-dong, Seok Woojae Building)

CONTACT US

biz@inven.co.kr