



The Gaming Media for all Gamers Worldwide

Chapter 1. 인벤글로벌 소개

개요

연혁

브랜드 파워

서비스 다각화

1-1 인벤글로벌 개요



인벤글로벌

인벤글로벌은 한국 인벤이 보유한 전문성을 기반으로 2016년 도에 설립되었으며, 깊이 있는 콘텐츠를 기반으로 글로벌 게이머들에게 다가가고 있습니다.

게임/e스포츠 기사 외에도 공략, 가이드, 동영상 등 게이머들의 니즈에 맞춤형된 다양한 형태의 콘텐츠를 제공합니다.

매해 전세계 게임/e스포츠 관계자들이 모여 최신 정보와 노하우를 공유하는 IGEC(인벤 글로벌 e스포츠 컨퍼런스)를 개최하고 있으며, 이외에도 IGEIS(투자자 서밋)과 IGEAS(아카데미 서밋)을 주최하면서 업계 트렌드를 선도합니다.

핵심 유저 베이스

전세계 글로벌 게이머들을 위한 사이트

현재 인벤글로벌은 국내에서 인지도 있는 해외 게임 매체인 **MMORPG.COM**과 **포켓게이머의 트래픽을 5-8배 차이로 상회**하고 있으며, **KOTAKU와 유사한 트래픽**을 기록하고 있습니다.



(아마존 웹 서버 기준 2022년 2월)

월 방문자 수 (UV)
2.2M

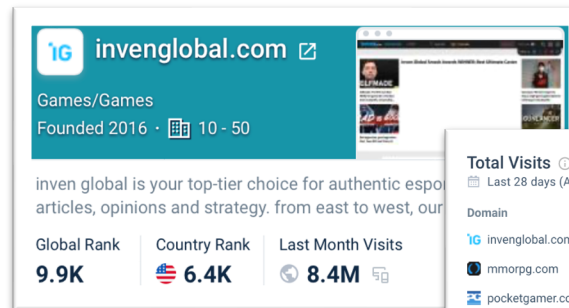
월 페이지 뷰 수 (PV)
15.5M



(구글 애널리틱스 기준 2022년 2월)

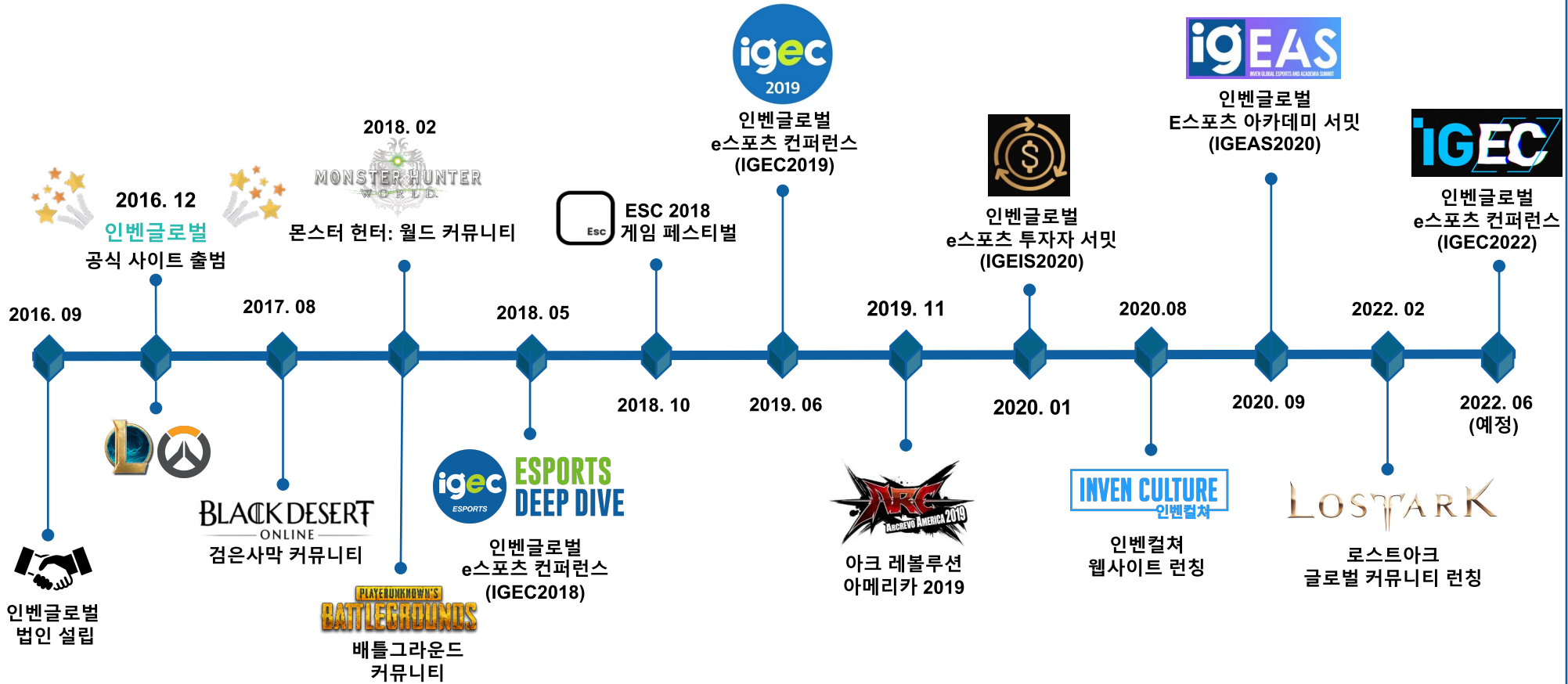
월 방문자 수 (UV)
1.7M

월 페이지 뷰 수 (PV)
4.7M



※ 시밀러웹(Similarweb) 사이트 기준

1-2 인벤글로벌 연혁



- ❖ 2018년부터 매년 미국 LA에서 e스포츠 전문 컨퍼런스인 'IGEC' 개최
- ❖ UCI, 아크시스템웍스 등 여러 기관 및 게임사 협업 기반으로 각종 이벤트/토너먼트 개최
- ❖ 로스트아크 커뮤니티 오픈, NFT 집중 취재 등 글로벌 게임시장의 트렌드에 맞추어 다양한 프로모션 집행
- ❖ e스포츠에서 나아가 MMORPG와 전반적인 게임 업계 소식까지 취재 영역을 확장

1-3 브랜드 파워 - 인지도

“어떻게 하면 단순로운 게임 콘텐츠를 가장 효과적으로 전달할 수 있을까?”

인벤글로벌은 사진, 영상 인터뷰, 글로벌 게이머들이 관심을 가지는 주제를 다루는 각종 기획기사와 같이 다양한 콘텐츠를 어떻게 하면 가장 효과적으로 전세계 게이머들에게 전달할 수 있을지 항상 고심합니다.

※ 페이지 접속을 위해 해당 이미지 클릭

“Please remember that this isn't the end.” MadLife Says His Farewell

SHARE TWEET FB+1 DUBAI PT+1



When someone is asked when their favorite player is, the response is almost always different from person to person. Of course, there are a lot of people who think the same about MadLife, but the majority of people who are asked this question say they love MadLife. One person may love MadLife because they're friends, while another may love MadLife for his skills because he played for SKT for 5 seasons.

To make everyone feel good about MadLife, the response is almost always different from person to person. Of course, there are a lot of people who think the same about MadLife, but the majority of people who are asked this question say they love MadLife. One person may love MadLife because they're friends, while another may love MadLife for his skills because he played for SKT for 5 seasons.

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[특별 인터뷰] 리그오브레전드 프로 선수 “매드라이프” 고별 인터뷰

Durango wants to put an end to theme park MMOs

SHARE TWEET FB+1 DUBAI PT+1



When I think about the past, I think about game developers. I think about the people who have made the games we love to play. I think about the people who have made the games we love to play. I think about the people who have made the games we love to play.

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[E3] 미국 현지 기자의 듀랑고 리뷰

Photos of High Quality Cosplays at PlayX4 Where You Could Meet Your Favorite Game Characters

SHARE TWEET FB+1 DUBAI PT+1



PlayX4 was held just last weekend. The event featured a wide variety of content such as anime, music, comedy, and more. It was a great event for fans of anime and gaming. There were many interesting things to see and do.

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[플레이X4] 많은 게이머들에게 호평 받는 코스프레 사진 컬렉션

Cloud: A Day In The Life Of A Professional Player.

SHARE TWEET FB+1 DUBAI PT+1



Cloud is a professional player. He plays League of Legends every day. He is a very hard worker. He practices every day. He is a very good player.

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[e스포츠] 실제 프로 선수 숙소에서 하루동안 머무른 뒤 작성한 “프로 선수로서의 삶”

The Sad homage to Veilbear and the unpopular champions

SHARE TWEET FB+1 DUBAI PT+1



There is a sad homage to Veilbear and the unpopular champions. It is a very sad homage. It is a very sad homage. It is a very sad homage.

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리그오브레전드 내 비주류 챔피언을 다룬 만평

Changes Made to Maximum Prices for Boss Gear/Top Accessories on KR - 50% More Expensive Than NA/EU at the Top

SHARE TWEET FB+1 DUBAI PT+1



The maximum price for some FEN boss equipment and TOP accessories have been raised through last week's patch on Black Desert Online. This is a comparison of the currently listed prices between NA/EU and KR. Many of you may be curious about the change made to the maximum price.

Item Name	NA/EU	KR
Top Accessory	1,500,000	2,250,000
...

First, let's look at the boss material and off-hand weapons. There are Karma, Off-Hand, and Top-Hand weapons for maximum, however, for off-hand and top-hand for maximum. The maximum price for off-hand and top-hand for maximum is the same as in NA/EU. However, there are some items that have been raised.

Item Name	NA/EU	KR
...

For the boss items, FEN boss material is 1,500,000 in NA/EU and 2,250,000 in KR. For the off-hand items, FEN off-hand material is 1,500,000 in NA/EU and 2,250,000 in KR. For the top-hand items, FEN top-hand material is 1,500,000 in NA/EU and 2,250,000 in KR.

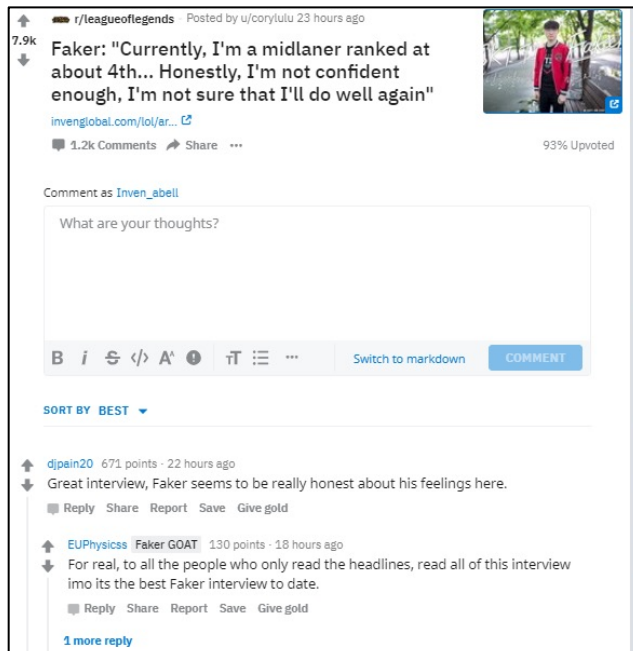
Item Name	NA/EU	KR
...

[가이드] 한국, 유럽, 그리고 북미간의 시장 가격 차이를 분석한 검은사막 가이드

1-3 브랜드 파워 - 인지도

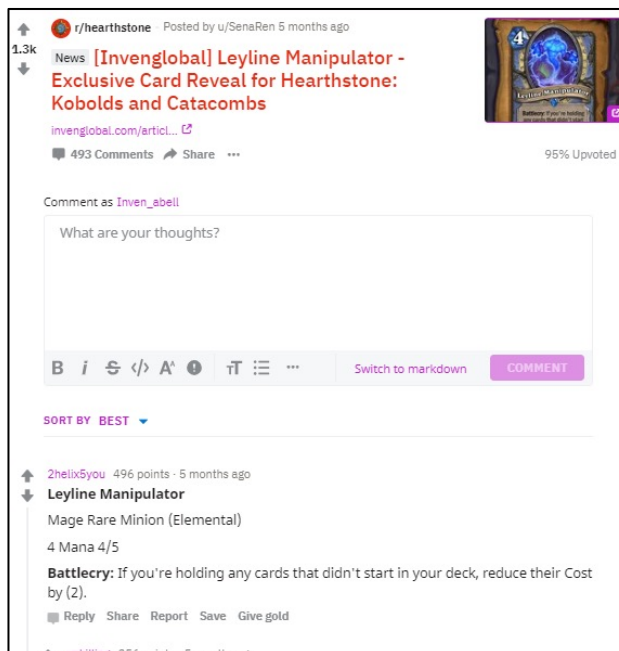


인벤글로벌은 게이머의 입장에서 다양한 유형의 이슈들을 보도하여 정보를 전달, 게이머들의 관심을 사로잡아 왔습니다. 짧은 기간 내에 인벤글로벌은 유력한 게임 미디어라는 정체성을 구축하였습니다. 이러한 노력을 통해 인벤글로벌은 북미 게이머들을 위한 최고의 e스포츠 미디어로서 자리잡았고, 인벤글로벌의 기사는 미국에서 가장 큰 커뮤니티 사이트인 레딧의 1면에 꾸준히 게재되고 있습니다.



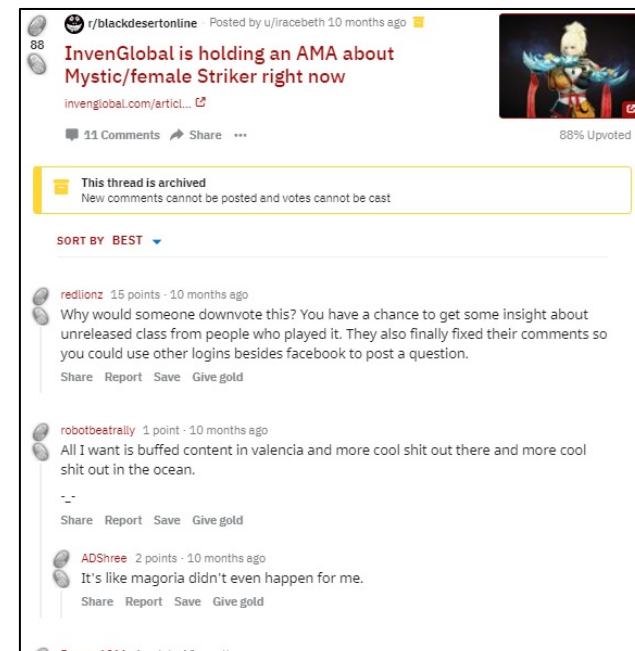
리그오브레전드 하위 레딧

- 업보트: 약 8,000개 및 1,200개 댓글
- 페이커의 진솔한 이야기를 담은 인터뷰
- 해당 페이지 접속을 위해 상기 이미지 클릭



하스스톤 하위 레딧

- 업보트: 약 1,300개 및 500개 댓글
- 하스스톤 하위 레딧 전면에 독점 카드 공개가 게재되었고 많은 방문자들이 찾아와 해당 이슈에 대해 토론
- 해당 페이지 접속을 위해 상기 이미지 클릭



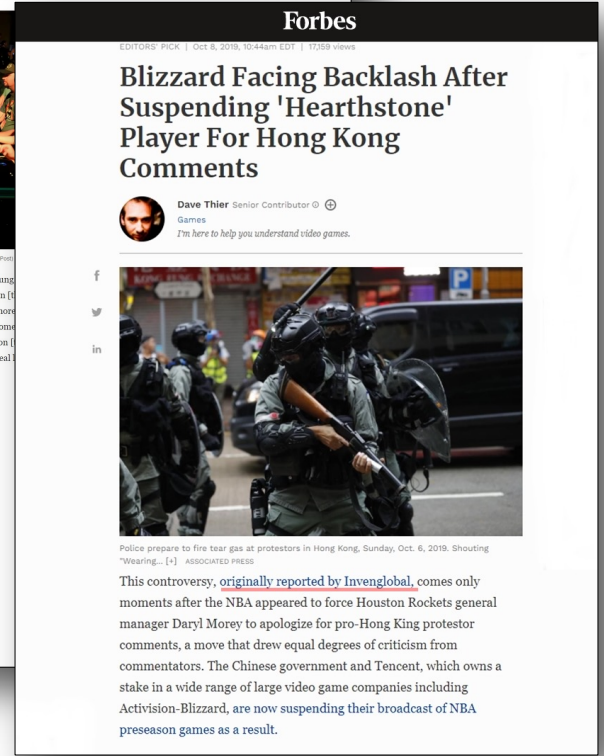
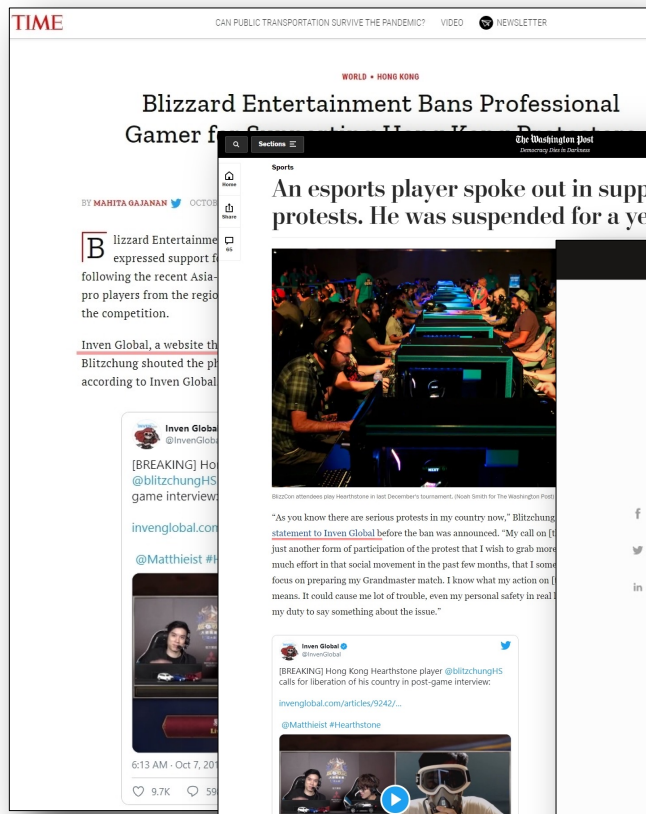
검은사막 하위 레딧

- 인벤글로벌의 AMA는 검은사막 커뮤니티 내 많은 인원들이 호평
- 인벤글로벌 기자들이 유저들의 질문에 직접 응답
- 해당 페이지 접속을 위해 상기 이미지 클릭

1-3 브랜드 파워 - 인지도



NBC에서 인벤글로벌 기사 내용을 메인으로 보도
인벤글로벌 유럽 현지 기자와의 인터뷰 진행



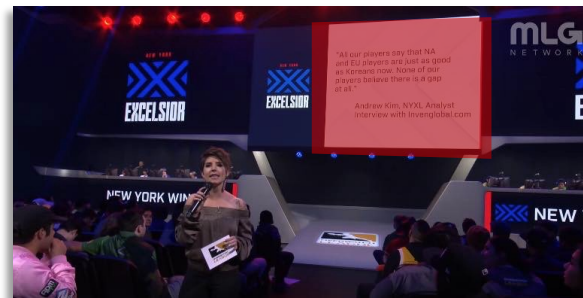
The New York Times, Washington Post, CNN, TIME, USA Today, BBC, Forbes, Reuters 등 전 세계 주요매체가 인벤글로벌의 기사를 인용하여 보도

기사 원문: Hong Kong player Blitzchung calls for liberation of his country in post-game interview
<https://www.invenglobal.com/articles/9242/hong-kong-player-blitzchung-calls-for-liberation-of-his-country-in-post-game-interview>

1-3 브랜드 파워 - 인지도



오버워치 리그 - 평균 20만 시청자
(트위치에서 가장 높은 시청자 수)



NEW YORK
EXCELSIOR

"All our players say that NA and EU players are just as good as Koreans now. None of our players believe there is a gap at all."
Andrew Kim, NYXL Analyst
Interview with Invenglobal.com

오버워치 리그 호스트인 Soe Gschwind-Penski가 인벤글로벌 인터뷰에서 발췌

“

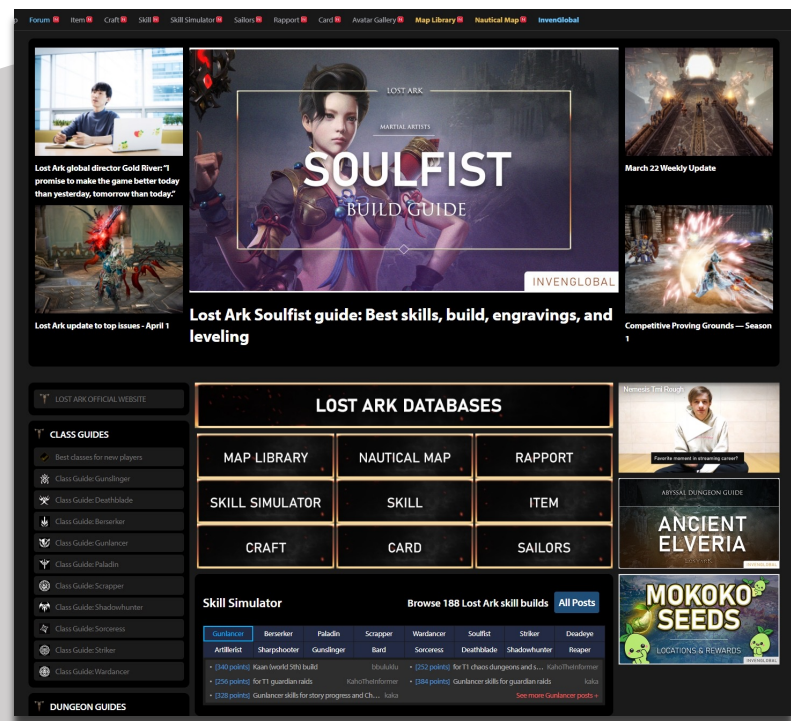
그러나 **인벤글로벌**과의 인터뷰에서 그들이 언급한 것은 리그의 다른 모든 팀들과의 격차를 한층 더 벌릴 예정이라고 했다

”

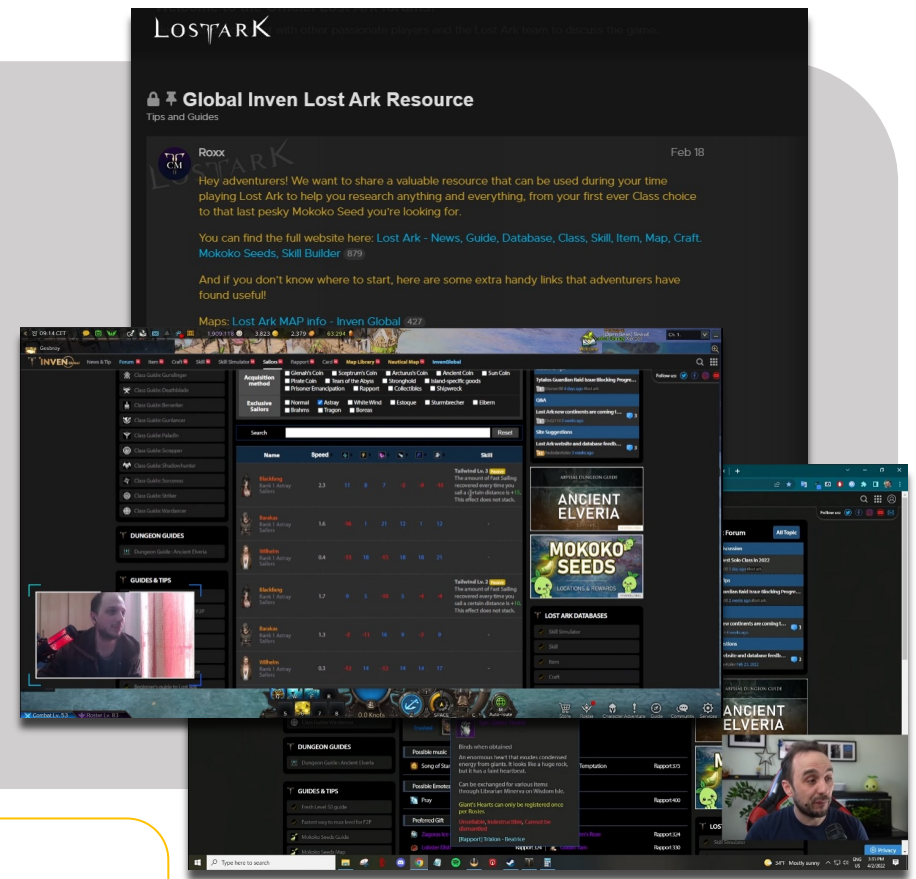
인용 기사: The London Spitfire: Ambitious Goals and the Upcoming Meta
<https://www.invenglobal.com/articles/4320/the-london-spitfire-ambitious-goals-and-the-upcoming-meta>

1-3 브랜드 파워 - 인지도

LOSTARK



[인벤글로벌 로스트아크 커뮤니티 사이트]



[인벤글로벌 페이지 활용 레퍼런스] (공식 홈페이지 내 포럼, 유튜브)

◆ MMORPG로의 확장 - 로스트아크 글로벌 커뮤니티

- ✓ 글로벌 런칭 시점에 맞춰 해외 유저들을 위한 영문 DB 구축 및 공략 기사 작성
- ✓ 로스트아크 공식 홈페이지 상단 고정으로 인벤글로벌 커뮤니티 페이지 노출
- ✓ 수많은 해외 유튜버들이 인벤글로벌 DB 페이지를 활용하여 방송 진행중

※ 페이지 접속을 위해 해당 이미지 클릭

1-4 서비스 다각화

인벤글로벌은 단순히 e스포츠 소식과 경기 뉴스를 취재하고 기사를 제공하는 것에서 나아가, 한국 게임사들의 성공적인 글로벌 런칭에 도움을 드리고자 다방면으로 각종 프로모션을 집행합니다.



특별페이지 프로모션

- 북미/글로벌 런칭 예정인 신작 타이틀 홍보를 위한 영문 콘텐츠 제작
- 별도의 특별페이지 제작 및 특별코너 노출



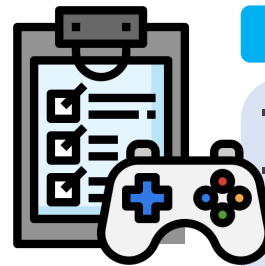
인플루언서 프로모션

- 유튜브/트위치 플랫폼을 활용한 게임 방송 집행
- 코스플레이어와 SNS 홍보 진행



미디어 에이전시

- 북미/유럽 게임 매체들과의 커뮤니케이션 지원
- 미디어 파트너십을 통해 보도자료/콘텐츠의 광범위한 배포 집행

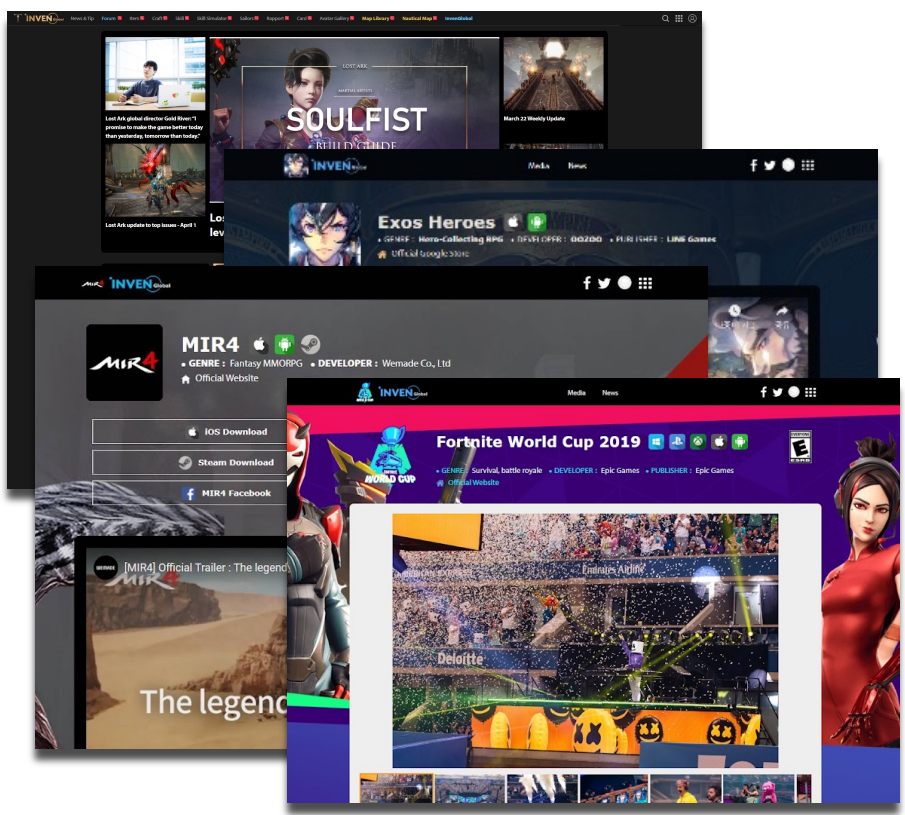


FGT 집행

- 캐나다 '라이어슨 대학교'와 연계하여 FGT 집행
- 무작위 게이머가 아닌, 게임을 잘 아는 전공 대학생들이 테스트에 직접 참여하여 깊이 있는 피드백 제공

1-4 서비스 다각화

특별페이지 프로모션



- 북미/글로벌 런칭 예정인 신작 홍보를 위한 영문 콘텐츠 제작
- 별도의 특별페이지 제작 및 특별코너 노출

FGT 집행 (with 라이어슨 대학교)



- 캐나다 '라이어슨 대학교'와 연계하여 FGT 집행
- 무작위 게이머가 아닌, 게임을 잘 아는 전공 대학생들이 테스트에 직접 참여하여 깊이 있는 피드백 제공

※ 각 프로모션별로 별도 협의 필요

1-4 서비스 다각화

인플루언서 프로모션



- 인플루언서/코스플레이어와 SNS를 통한 홍보 프로모션 진행
- 유튜브/트위치 플랫폼을 활용한 게임플레이 방송 집행

미디어 에이전시



- 북미/유럽 주요 게임 매체들과 공동으로 PR 및 마케팅 캠페인 진행
- 미디어 파트너십을 통해 보도자료/콘텐츠의 광범위한 배포 집행

※ 각 프로모션별로 별도 협의 필요