



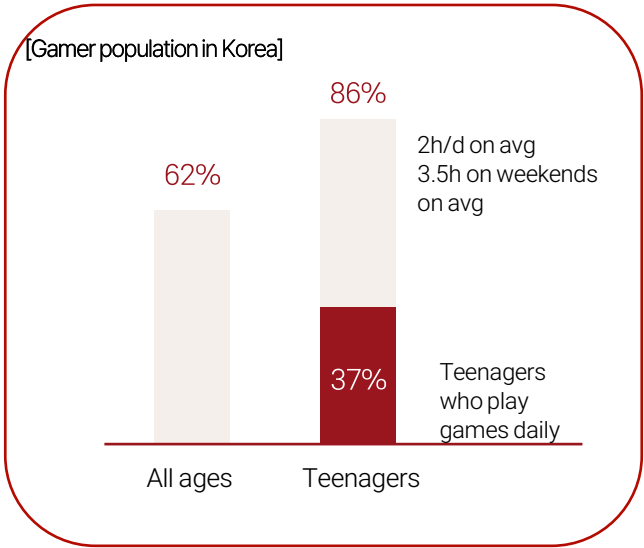
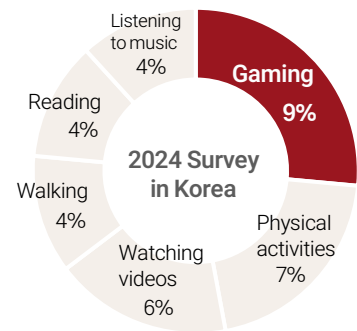
# Business Overview

July 2024

# 01 The most video game-savvy marketing platform

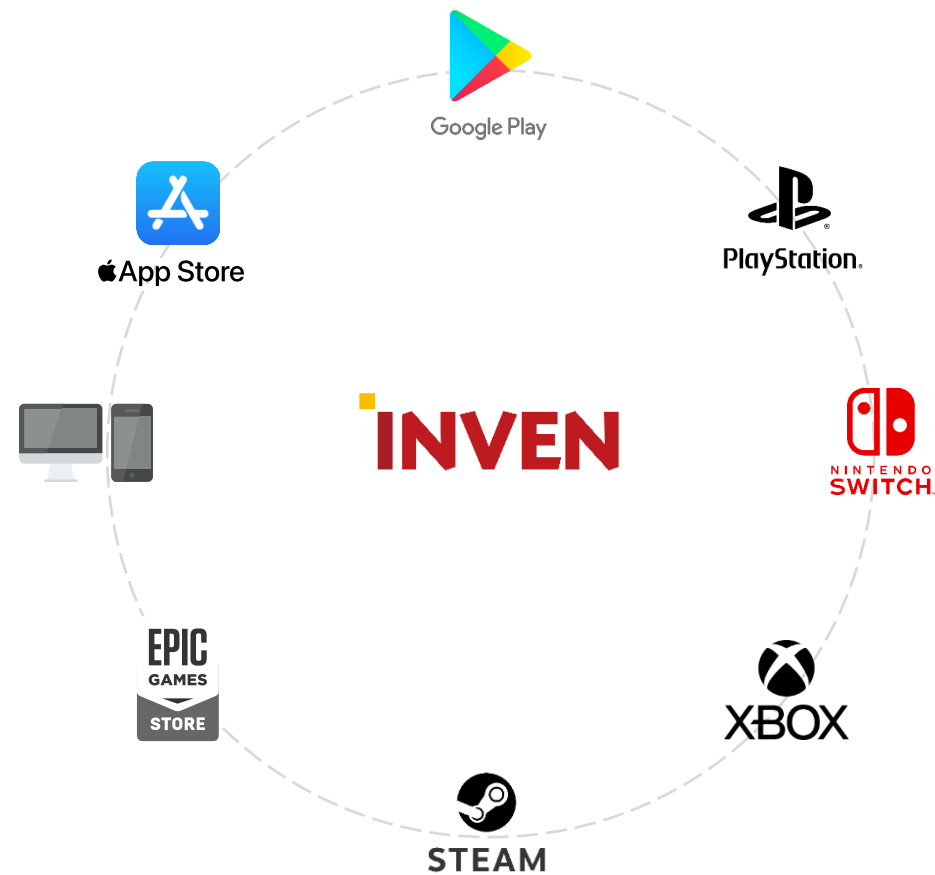


## Korea’s No. 1 pastime: Gaming

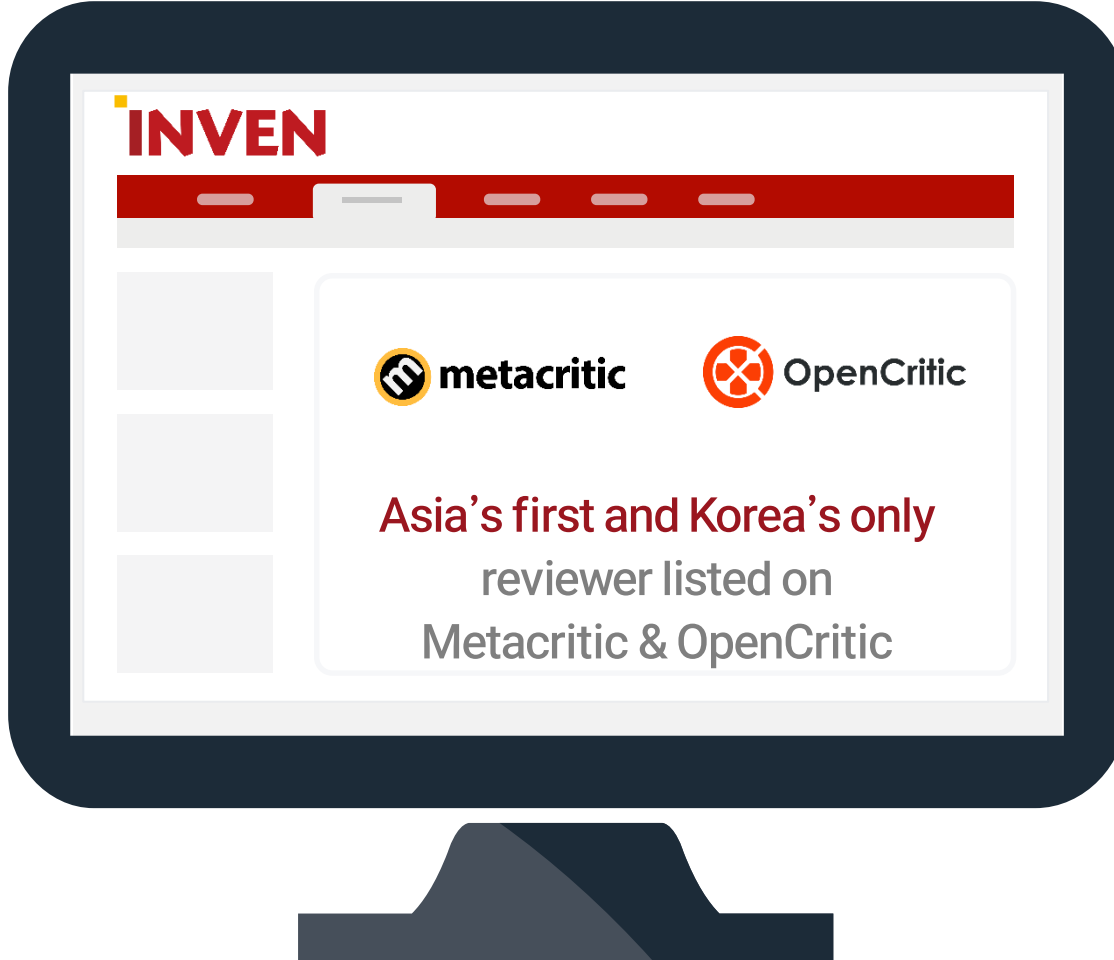


[References] KOCCA, Gallup Korea

Gaming is a mainstream form of entertainment – and **INVEN** is at the heart of it.

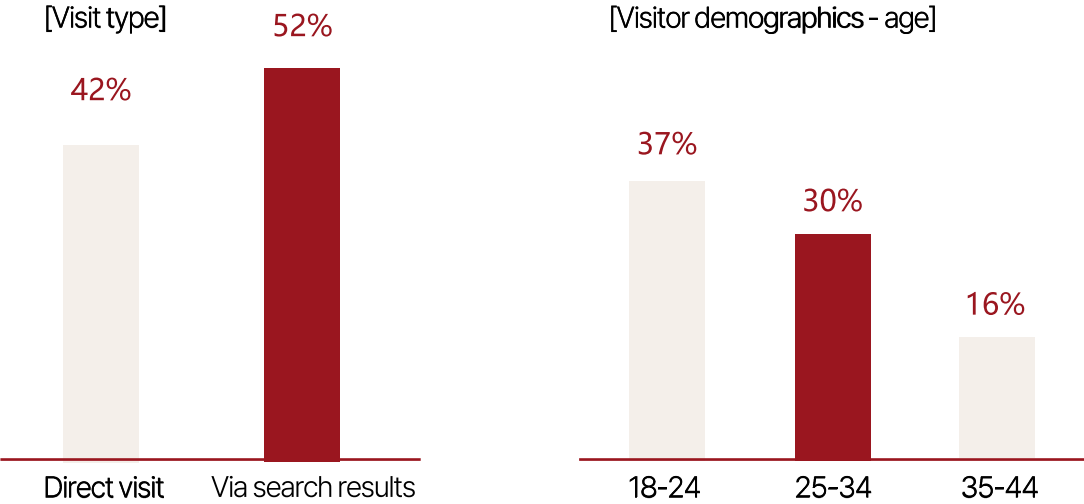


## 01 Korea's No. 1 globally recognized media channel

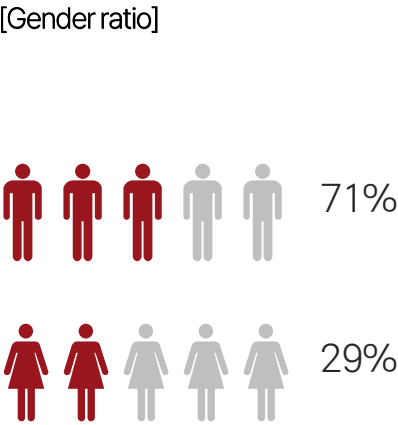
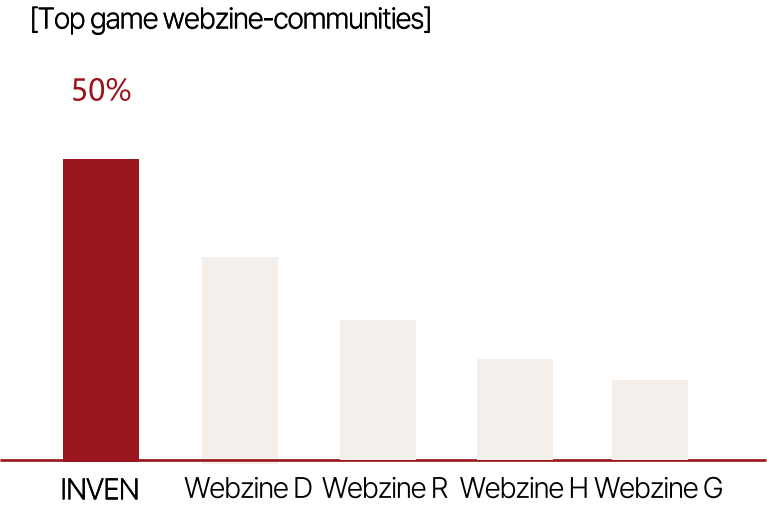


Official media partner for **main global game shows**  
Juror for the **Game Awards**

## 02 A massive gaming website visited by people of all ages



INVEN is a comprehensive brand marketing platform where 94% of its visitors are living, breathing human gamers playing on PC, mobile, and consoles, while serving as a community that encompasses gamers of all generations from gen Alpha, gen Z, and gen Y all the way to gen X.



[Webzine/community preference by age]

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



## 02 INVEN: A comprehensive brand marketing platform



### Advertising

Make it to the front page by coordinating pre-registration, launch/update periods, etc. and establish your game as the newest trend and influential force



### Content Products

Create content required for beginner players and distribute it through websites and other channels to increase lifetime value, ultimately securing both new and loyal users



### G-STAR Promotion

Utilize G-STAR, the largest game expo in Korea where you can use the INVEN G-STAR promotion to advertise your game in the most efficient way as possible both online and in real life



### Broadcasting & MCN Promotions



With our broadcasting know-hows, we can help you produce online/real life content (such as BDC, LIVE, esports) that can satisfy game companies, creators, and viewers alike

### Global Marketing Services



Not just distributing news articles: it's about targeting the global audience with content and media tailored for each key region along with making full use of search engine optimization



### Global Video Game Social Media



Build a sustainable content and fan-based communities by teaming up with Vortex Gaming, a global game social media channel

# Business Overview

## Marketing Products

Online Advertising

Content Products

G-STAR Promotion

Broadcasting & MCN

Global Marketing Services

### 03 Why advertise online

Food for thought: what makes someone download a game?



Amplifying user retention and preventing fall-outs via ads or videos

Hardcore gamers & gamers who spend money on games

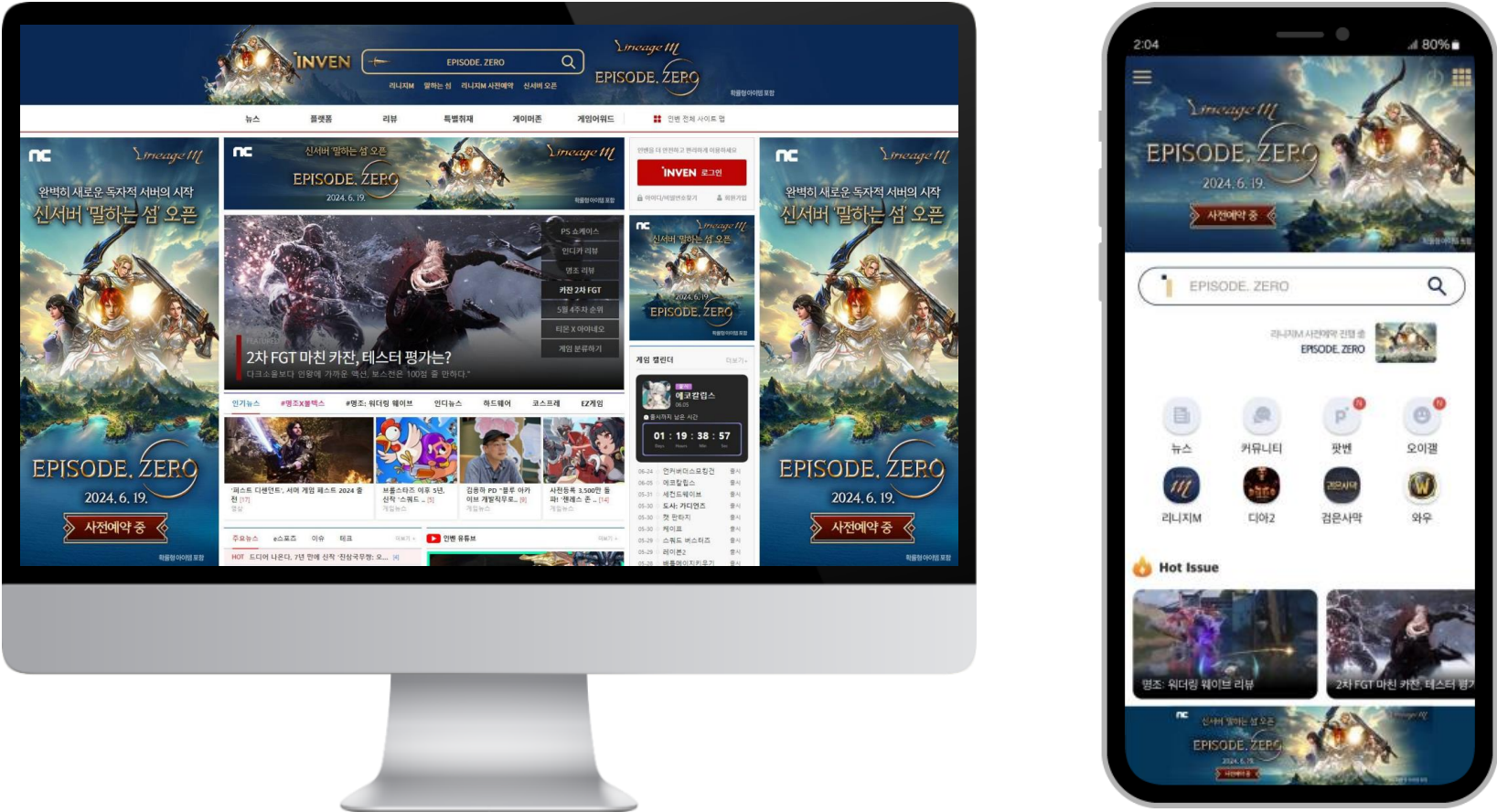


[Reference] Think with Google

### 03 Online ads & pre-registration



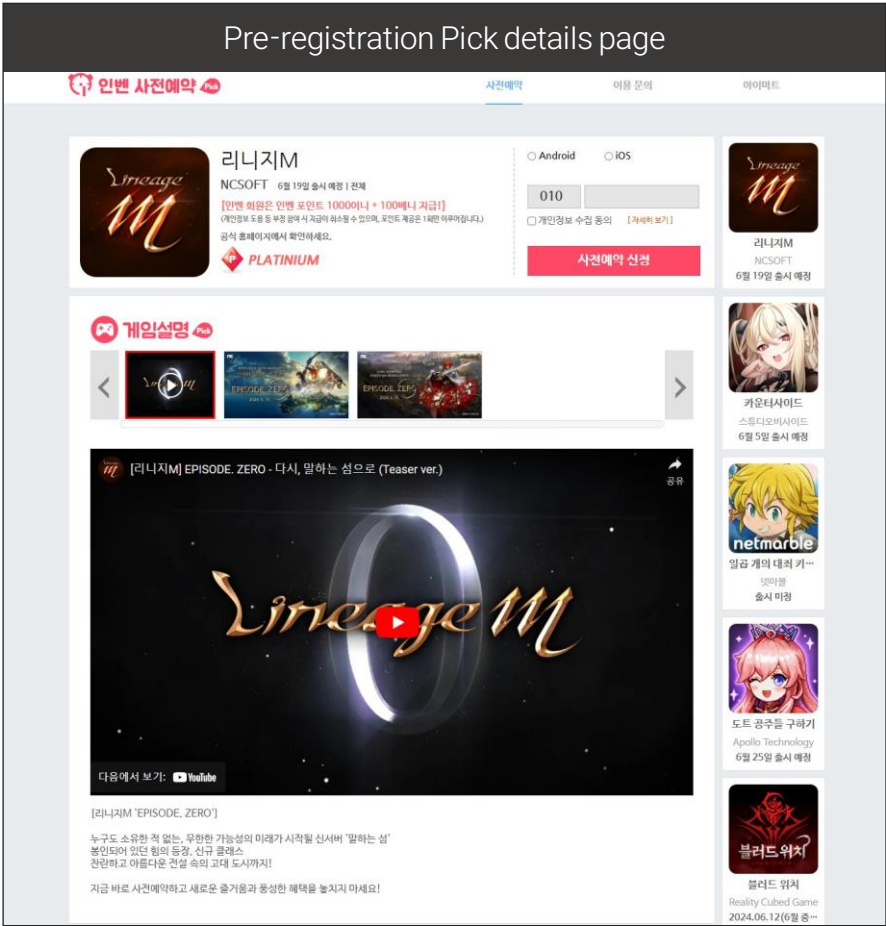
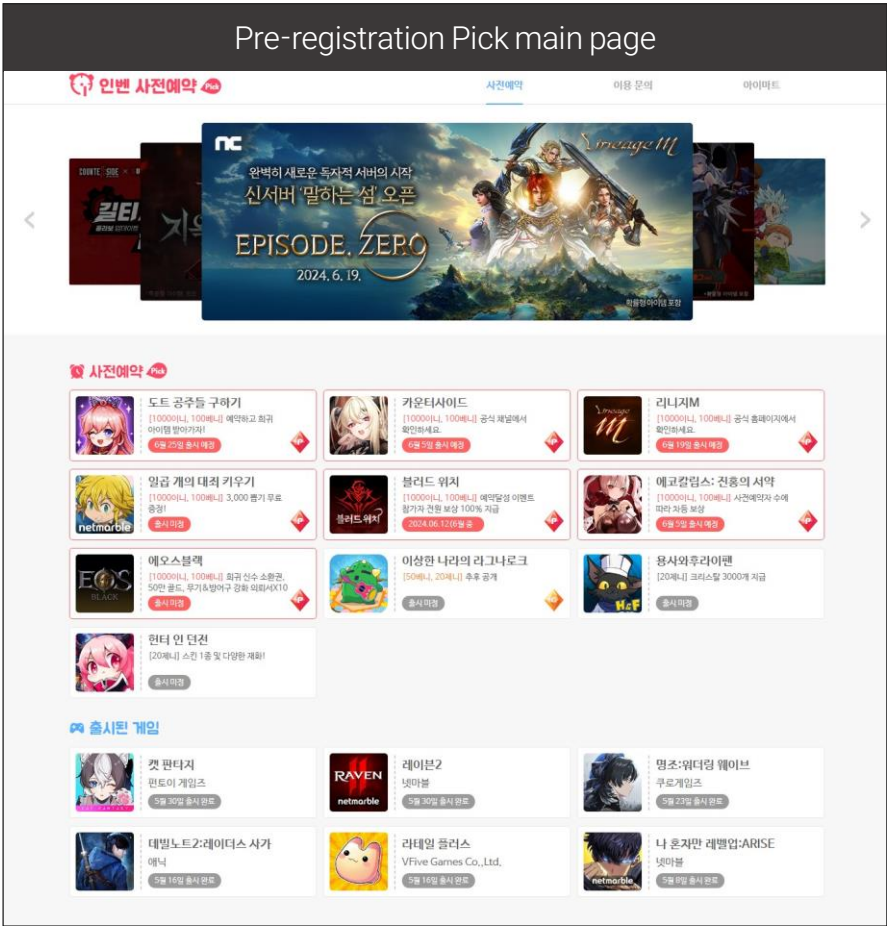
Utilize INVEN’s 1.4M UV + 120M PV gamer traffic to advertise your games on PC/mobile main pages



Premium exclusive ads build momentum and influence while driving brand marketing

### 03 Online ads & pre-registration

Pre-registration of diverse formats based on campaign conditions such as paid and ad combinations  
Encourage participation through INVEN Point rewards and send long messages(LMS) regarding title releases



# Business Overview

## Marketing Products

Online Advertising

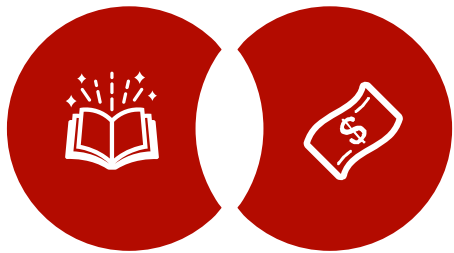
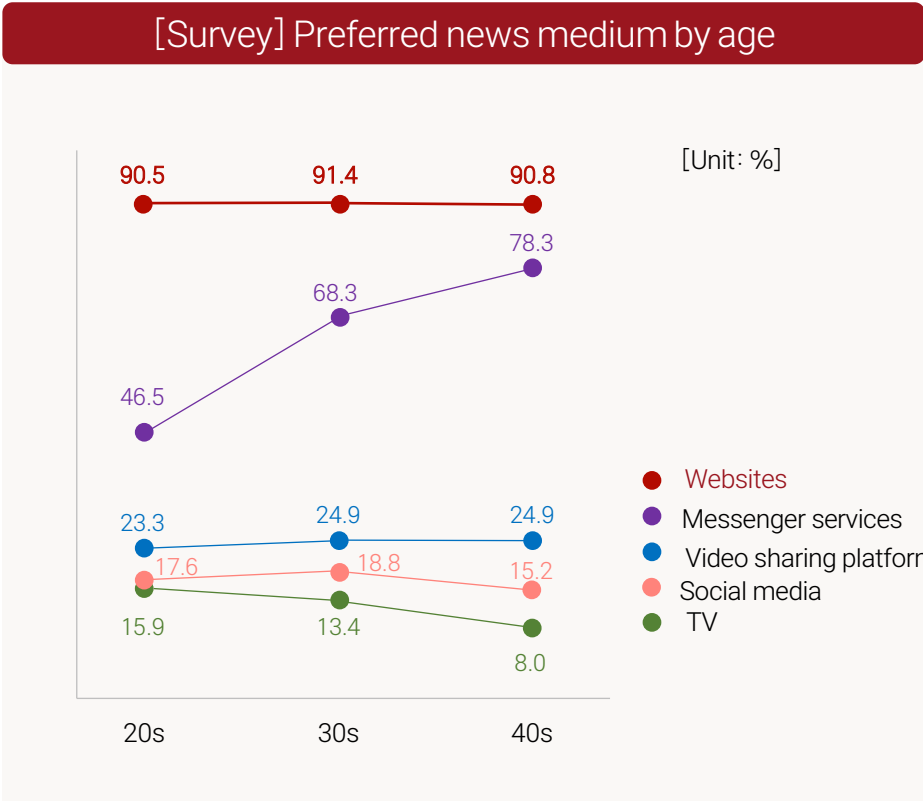
Content Products

G-STAR Promotion

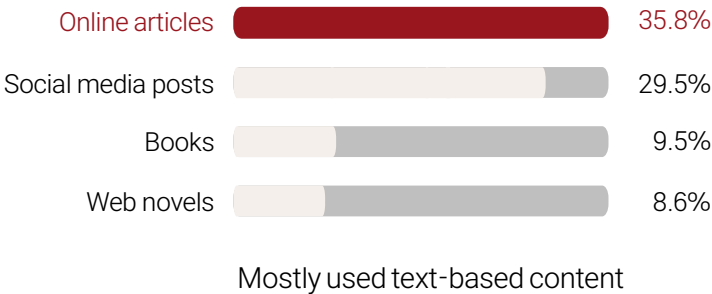
Broadcasting & MCN

Global Marketing Services

# 04 Why use content products



Content marketing and paid marketing provide relationship formation and conversion in a mutually complementing relationship



Channel	Conversion rate
Online lookups	16%
Google ad	3.75%
Social media	0.71%


Conversion rate by marketing channel

[References] Korea Press Foundation, inblog, OpenSurvey

## 04 Why use content products

Suggest content roadmaps suitable for each title and provide to players experience from game journalists


1



Professional game journalist

Articles written by journalists with extensive knowledge and experience


2



Suggest roadmap

Roadmaps tailored to each title based on actual gameplay

3



In-game experience

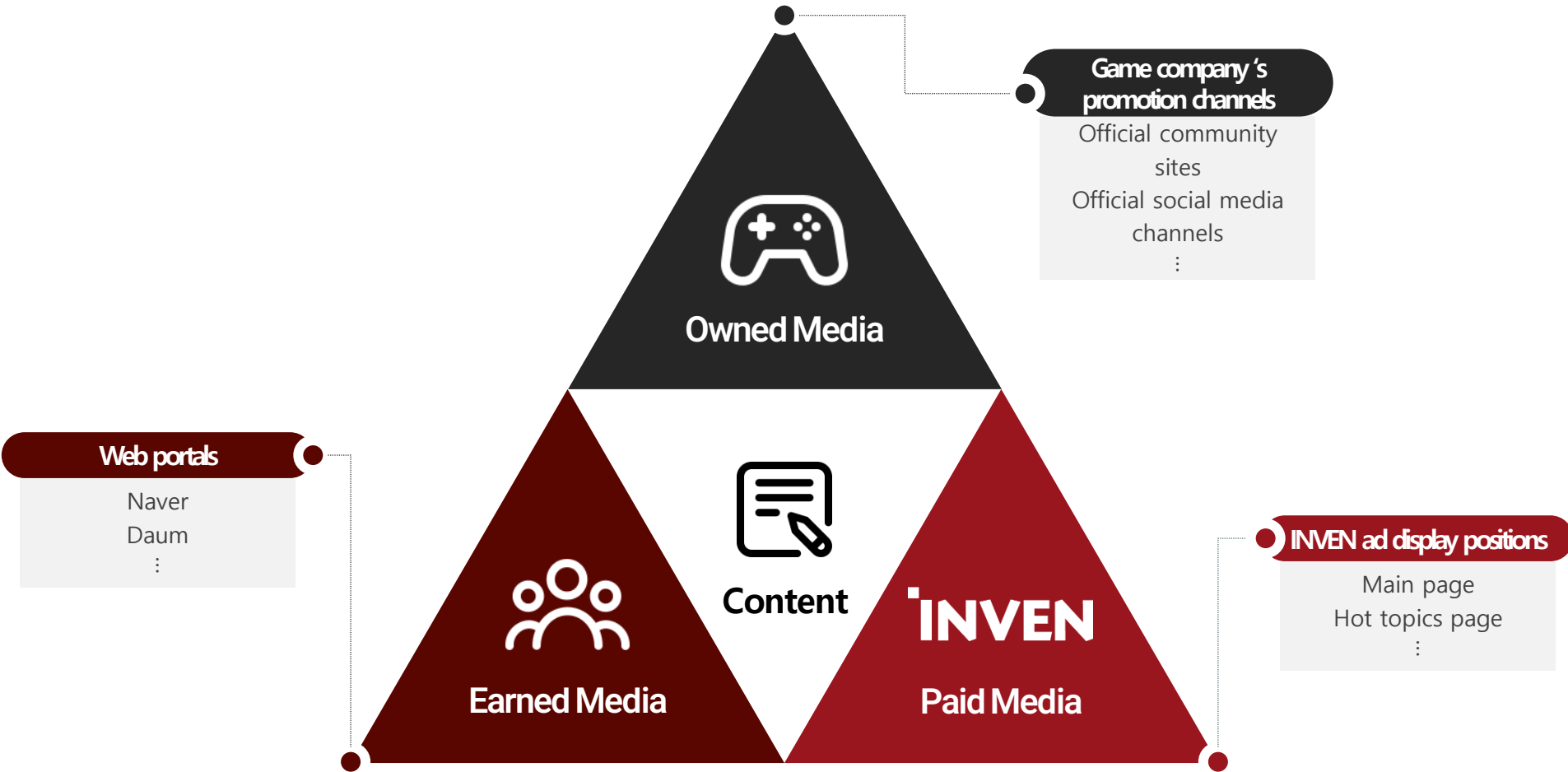
Provide gameplay experience for users through serial/strategic content distribution



# 04 Why use content products



Deliver and expose content product suited for the triple media strategy (owned media, paid media, earned media)  
Suggest INVEN’s efficient, proprietary marketing channel mixes optimized for new games



Produce content ranging from **guides** to **entertaining posts** regardless of constructing community channels  
Deliver content that can garner attention from users by launching **focused marketing campaigns** around **release dates**

Hands-on gameplay / info & preview (pre-release)

[illegible]

## Guides / informative articles (release)

### [정보] 따라만해도 SS+ 등급! 우마루메스 뉴트랙 병용 가이드

이원철 기자 | [news@nvn.co.kr](#)

6월 15일(목) 업데이트를 통해 신규 시나리오인 [Make a new track! - 클리어즈 개작하기] 등장했습니다. 이번 시나리오의 특징은 기존과 달리 레이스 출주의 비용이 매우 높아진 것이 주요 특징입니다.

클리어즈 시나리오에 대해 몇몇 특성만 짚어 주면 좋을 것 같습니다. 우선 레이스를 관전하는 술이 등장합니다. 체력 게이지를 회복시켜주는 도넛이나 푸장 쿨론 포슬을 상송시키는 메카본, 인연 게이지를 상송시키는 당근 BBQ 등 다양한 활동에 따라 쿨론 2~3병을 한 것과 같은 효과를 낼 수 있습니다.

이번 이벤트를 진행하기 위해서는 레이스에 나가 5 코인을 받아야 합니다. 즉, [레이스를 나가서 코인을 모으다] > [코인으로 쿨론 포슬을 놓이는 이벤트를 실행] > [이벤트를 사용하여 고료를 쿨론을 얻는다]가 되는 특성입니다.

URA나 아오쿠무처럼 중요한 대회만 클리어 하기거나, 대회 출주를 최소한으로 줄여서 스코어를 쌓는 방식과는 완전히 청산해야 할 수 있죠.


역분에서 1주년을 축하해 주는 유저거나, 혹은 앞선 바르 경향이 없는 유저라면 너무 많이 바른 캐릭터에 당황할 수 있습니다. 기사 역시 지금까지 클리어 하였던 시나리오 중에 가장 적응하기가 힘들었을테고 보고 있게 파악할 수 있는 클리어엑스트라만큼 특성별로 병용 스케줄표를 공유하고자 합니다.

앞단 여러 가이드를 따라 무작정 따라해보면도 SS 등급 이상은 쉽게 확보할 수 있습니다. 따라하다가 어느 정도 시나리오에 익숙해졌다면 개인별 취향에 따라 계획을 바꾸거나, 대회 스케줄을 조절하기도 가능합니다.

### [정보] 도로시부터 커리까지! 1주년까지 출시된 니케들의 성능 체크

김예찬 기자 | [board@nvn.co.kr](#)

1주년 이벤트를 앞두고 있는 올해의 여신 니케  
하로 데바비러로부터 지금까지 나온 니케들의 평가는?  
조브/캐릭터당 유닛 속도, 발동 보그 리세라까지도 참고해보자!




▲ 1주년을 앞둔 나에게 그동안 출시된 니케들의 성능과 평가를 알아보자

# 도로시 [원거리/버스트]

- 하로 데바비러를 기념해서 등장한 니케. 평소 버프 벡스로 활약할 강소기는 보유한 도로시. 이것만으로도 이미 활공을 니케지만, 막판 파츠로 파츠 대미지 배율을 늘리고, 대미지를 누락시켜 더 큰 대미지를 입힐 수 있어 보조에도 아주 유용합니다. 지평탄 니케지만 잘 세팅하면 해인 물타기같은 대미지도 뽑아낼 수 있습니다. 관통 대미지도 있어 특정 상황에서 더욱 강한 모습을 보이기도 한죠. 게다가 막판 딜러의 특성상, 정합수를 신장 볼 필요가 없어 그 자리에 후발 부드 대미지 승가를 넣을 수 있다는 것도 큰 장점입니다. 도로시는 투팔량 필요 없는, 최강의 니케라는 평가를 받았습니다.

추진도:  
조브 지휘관 ★★★★★  
배대량 지휘관 ★★



▲ 왼쪽이 강한 최고의 서포터, 딸이 없다는 1차이 니케인 도로시

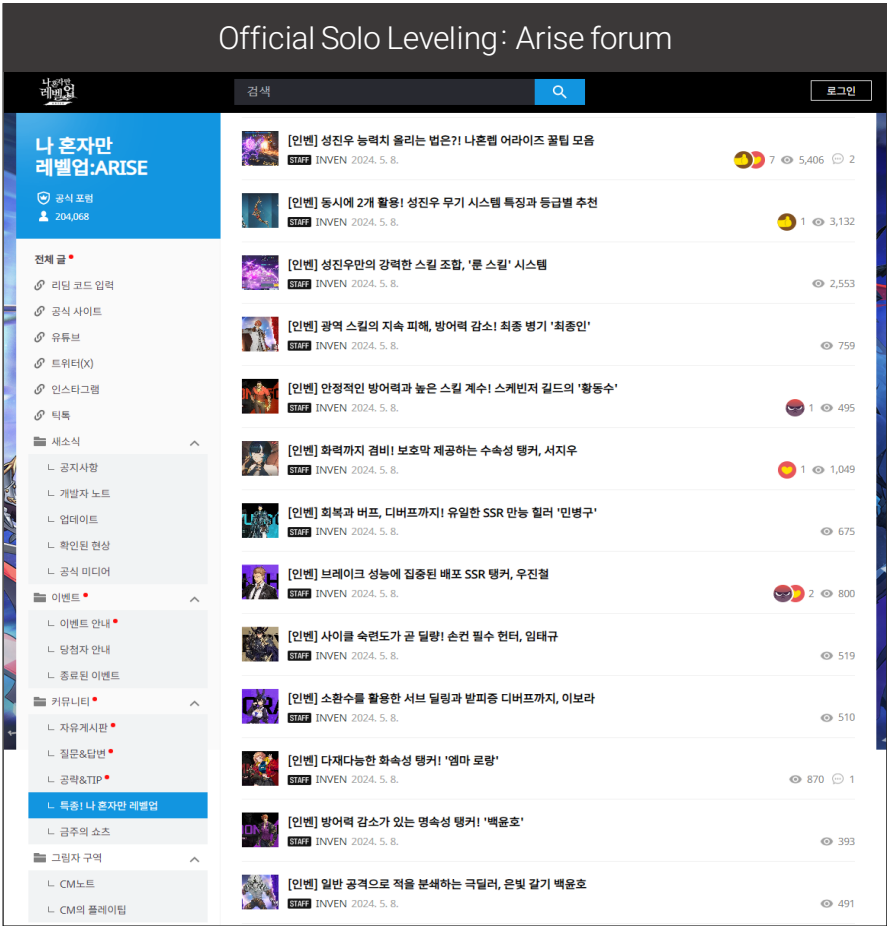
# 발랑티아네로 펠트드라켄(버스트)/데라드라켄(버스트)

도로시, 지크루프의 거장이 버디나수신(화),슈치타의 모든것을 거머쥐고 군요에 복토인 저, 최초의 데미지 가

# 04 Content products



Produce content ranging from **guides** to **entertaining posts** regardless of constructing community channels  
Deliver content that can garner attention from users by launching **focused marketing campaigns** around **release dates**



# Business Overview

## Marketing Products

Online Advertising

Content Products

Broadcasting & MCN

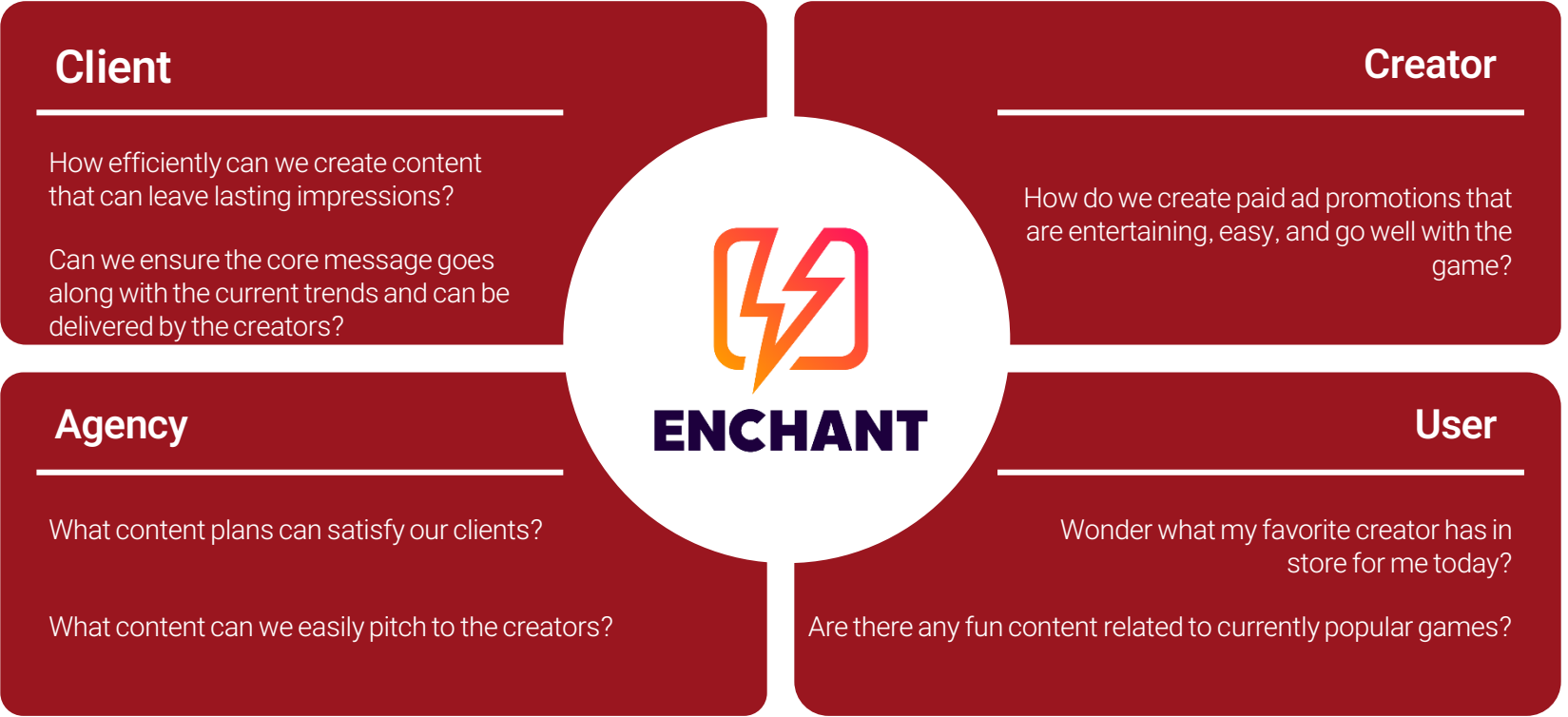
Global Marketing Services

G-STAR Promotion

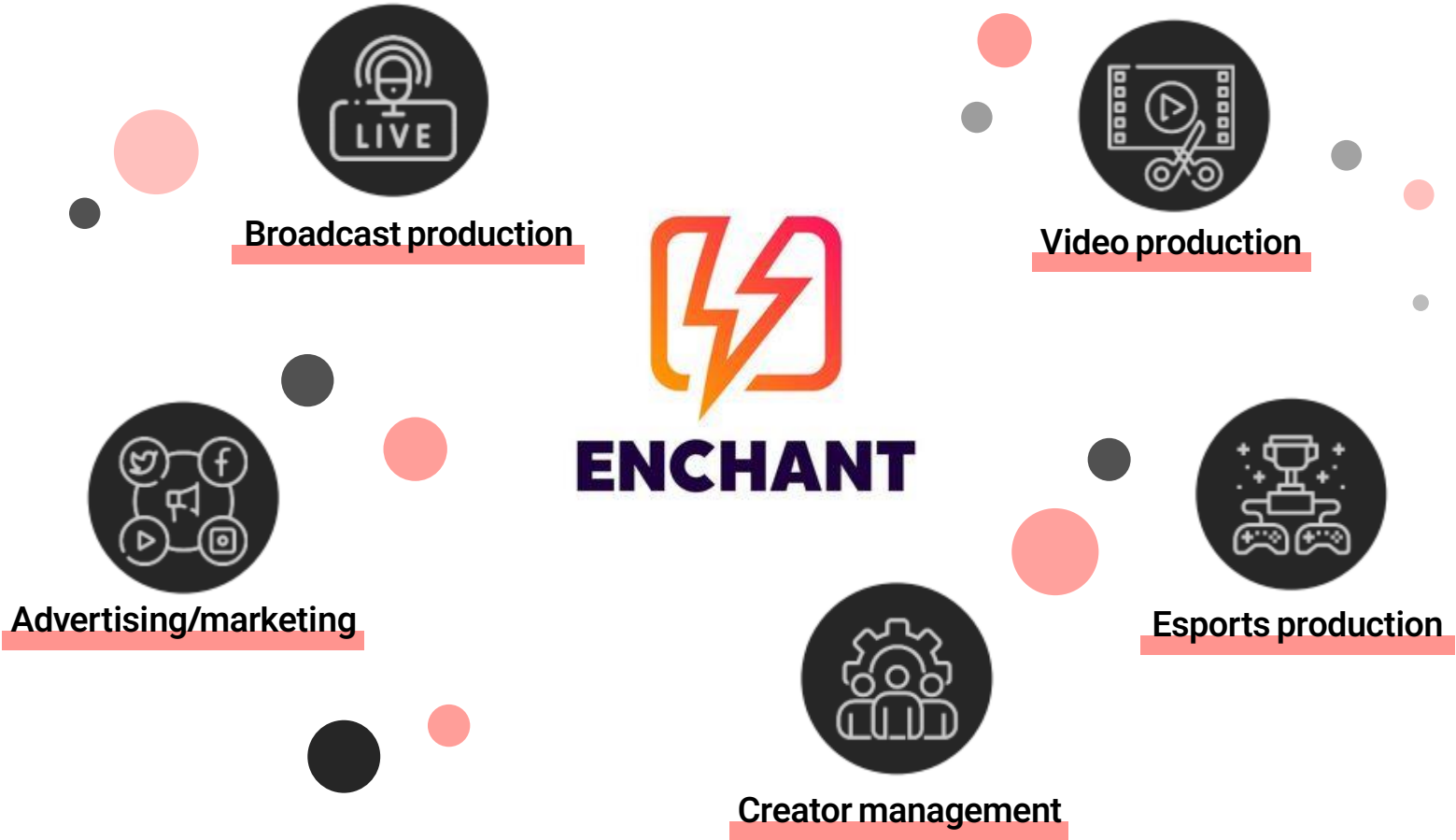
## 05 Why Enchant

Enchant is our New Media Team composed of expert video game content creators and MCN bringing fun and value out of every piece of content.

Content creators and MCN work together to achieve more than 100% and aim to create the most successful content.



# 05 Why Enchant





# 05 Live content production (Game broadcasts)



Live online/offline promotion broadcasts ranging across a variety of themes on streaming channels  
Creator matches, live showcases, video specials, etc., and promotions & extra content production through INVEN

Click on the image to play video



Available for platforms familiar to Korean users

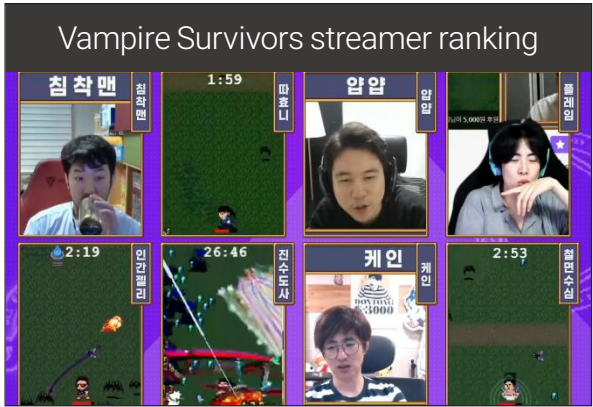
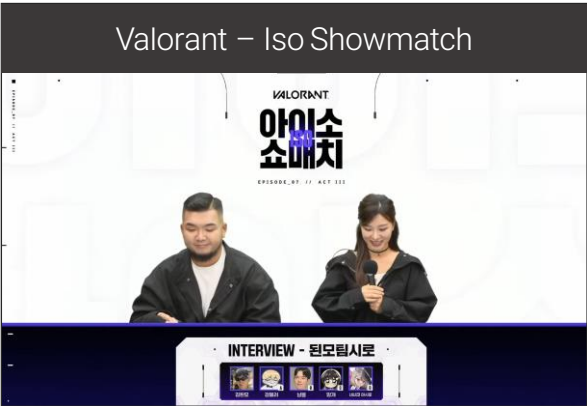


# 05 Influencer esports tournaments



Esport tournaments ranging from one-time competition all the way to seasonal leagues that fits into your game’s platform and budget  
Custom-tailored to meet your needs whether it be hosting tourneys, user reception, reporting-based promotion, and online/offline broadcasting

[Click on the image to play video](#)



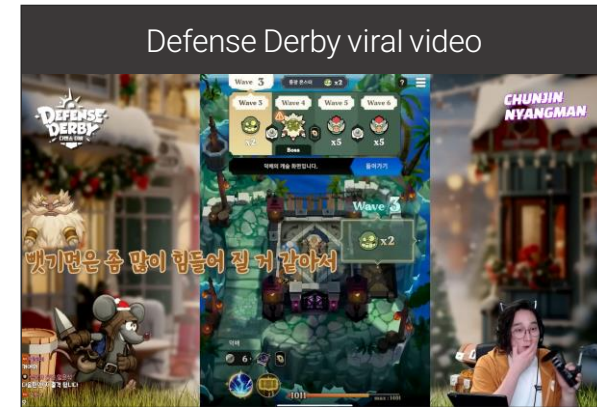
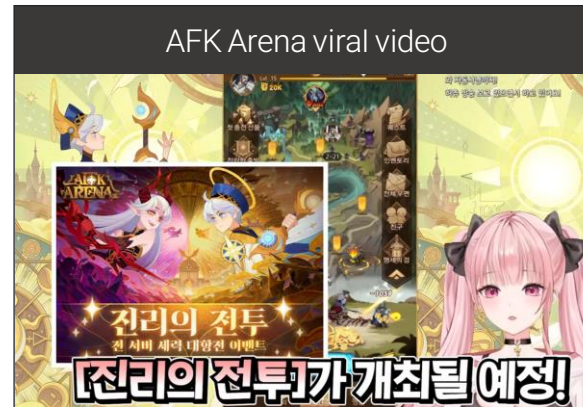
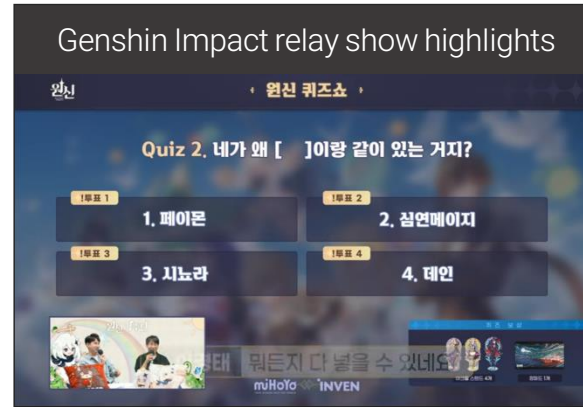
From one-time competitions to massive seasonal leagues,  
we plan and run esports tournaments accounting for length and budget



## 05 VOD production

One-time videos for content promotion such as teasers and follow-up highlights as well as regular videos  
Reuse of created videos in various channels as viral marketing

[Click on the image to play video](#)



Viral, entertaining videos that allow for promotions that leave lasting impressions through various themes and also with famous influencers guide videos that provide useful information to gamers

# Business Overview

## Marketing Products

Online Advertising

Content Products

Broadcasting & MCN

Global Marketing Services

G-STAR Promotion

06 Global Marketing Services



Marketing for global expanding game is possible owing to our close partnerships with key media players in each region

NA & EU

Total traffic: 1.1B



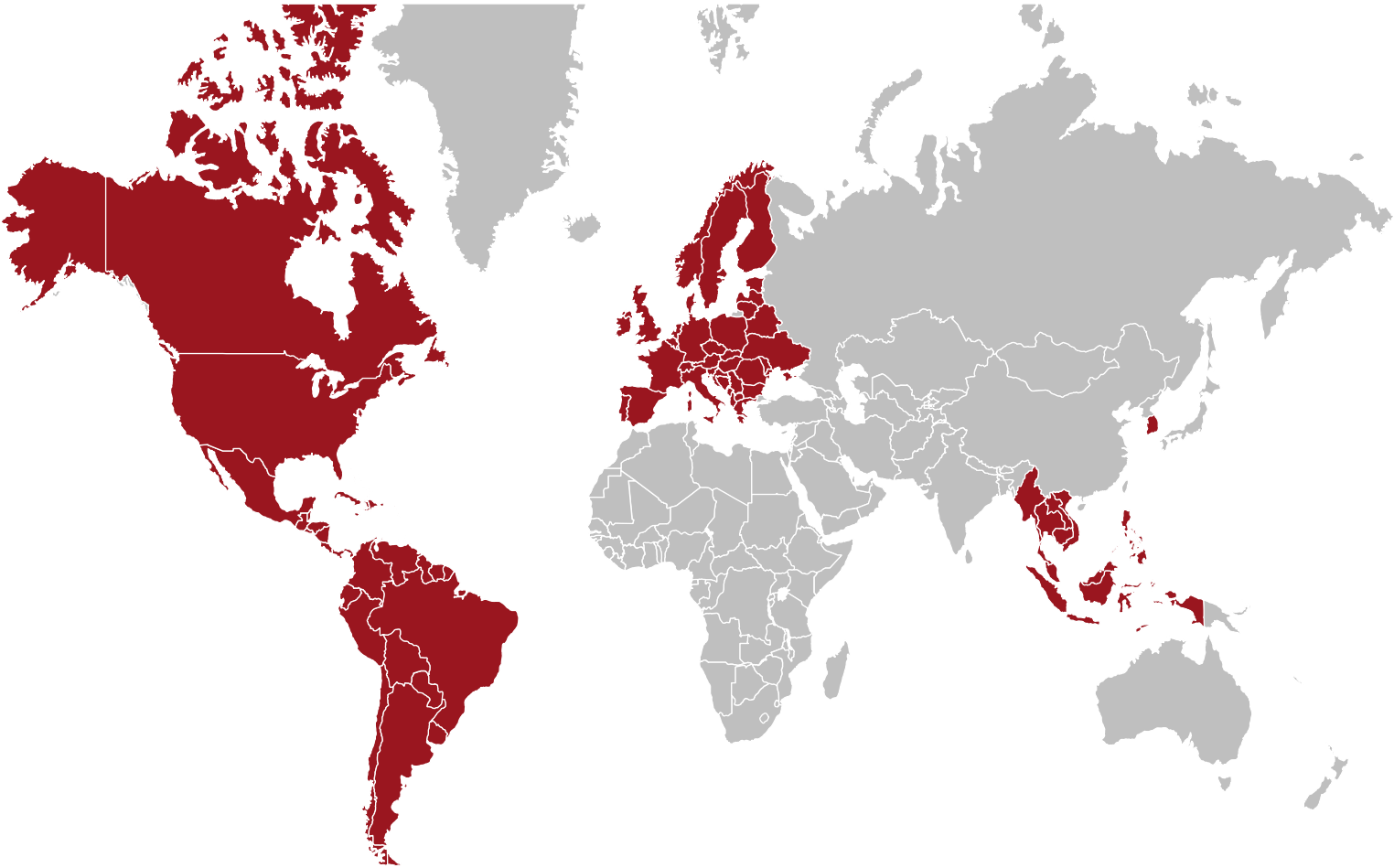
SA

Total traffic: 650M



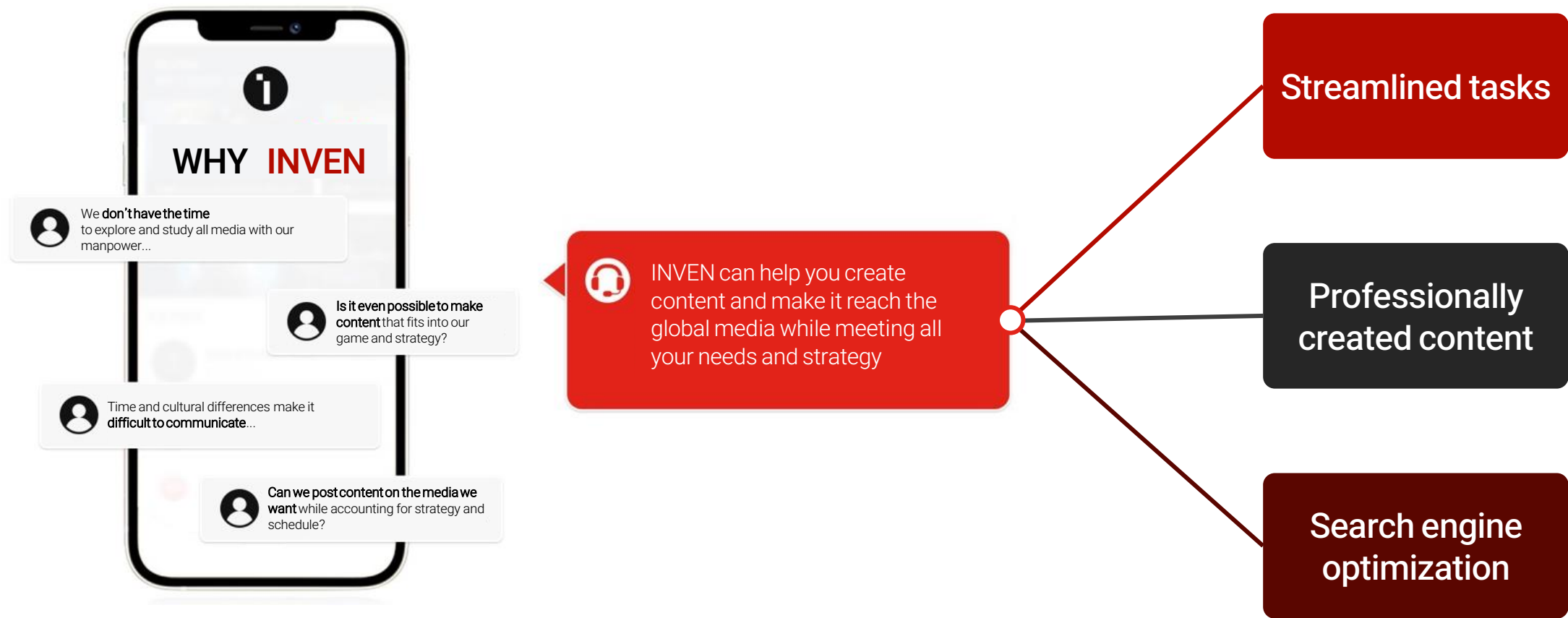
SEA

Total traffic: 100M



As a media content partner, INVEN can provide an effective global marketing solution for our clients

## 06 Why use global marketing services






# Text content – Player guide

**POCKETGAMER.com**

[MOBILE](#)
[BLACK CLOVER M](#)
[KIRI](#)
[ANEMONE](#)
[Reddix Codes](#)
[News](#)
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Introducing PocketGameFun Find your next favourite game!




## PEOPLE'S CHOICE 2024

## NOMINATE YOUR BEST OF THE YEAR!

**NOMINATING NOW OPEN!**

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**HOW TO PLAY | PREMIERED PARTNER FEATURE**


### Defense Derby - Beginner's guide - How to improve your army and master synergy


By David Rankin | Aug 10, 2023  
iOS • Android • iPad • Defense Derby

Despite its background as a tower defence, Defense Derby turns that genre upside down, not least by allowing you to build a deck, but its flagship Derby Mode is seemingly intent on never letting you play the units you included. It can be a little difficult to comprehend at first, but hopefully, we can give you a bit of a head start.

**Become a master merchant**

Success in Derby Mode will come down to your mastery of the Scouting Phase, a bidding war between the round's four competitors. You will start the round with two random units being drawn from your deck, and you will get a few more awarded after each hour resets, but most of your team building will be down to how many Derby Chips you are willing to spend.





**RELATED:**

- [Defense Derby coupon codes \(May 2024\)](#)
- [Defense Derby tier list - Add the best units to your teams](#)
- [Blacksmith and Electric Monk units debut in Defense Derby January update](#)
- [Advanced strategy tips for beating bosses and upgrading quickly](#)
- [Five ways that Defense Derby changes the tower defence genre](#)


**ADVERTISEMENT**

Ads by Google

Stop seeing this ad

Why this ad?

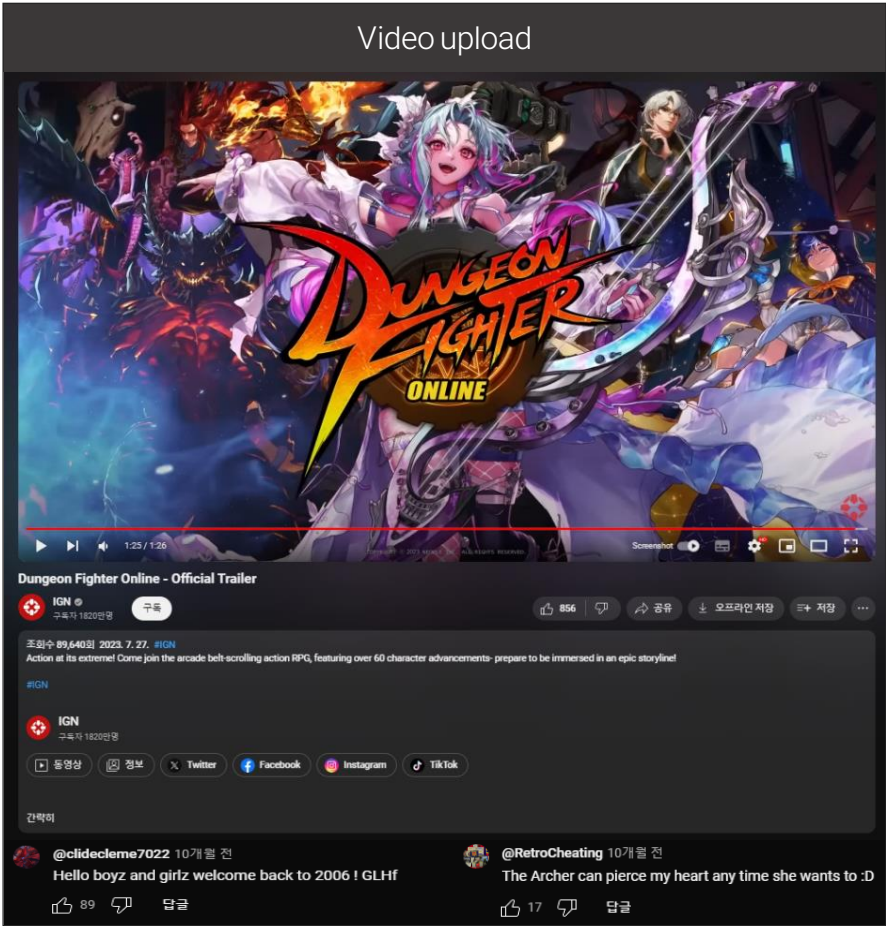
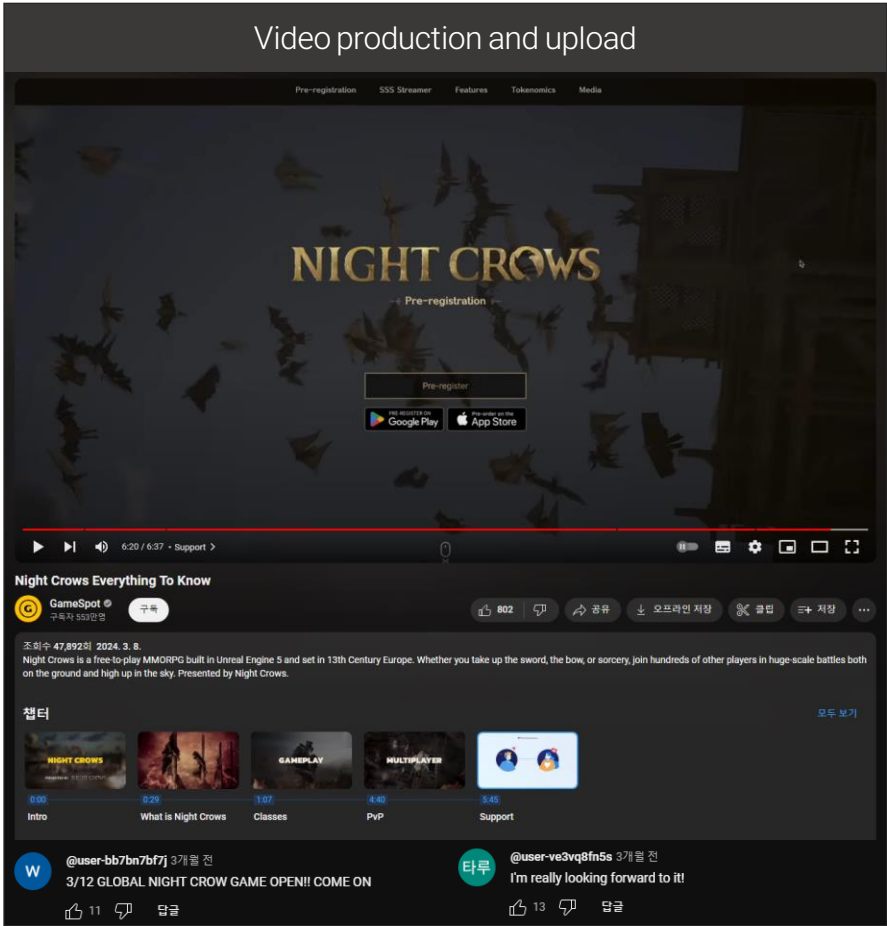
IN ASSOCIATION WITH OUR PARTNER SITE



# 06 Global marketing services - videos



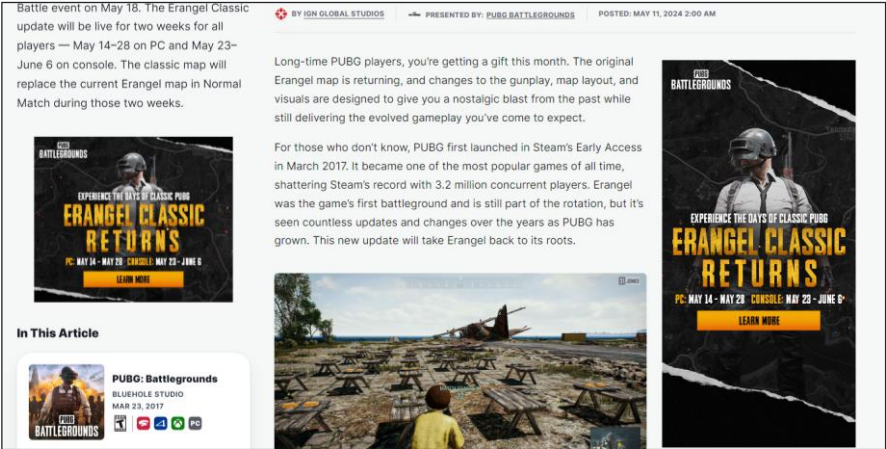
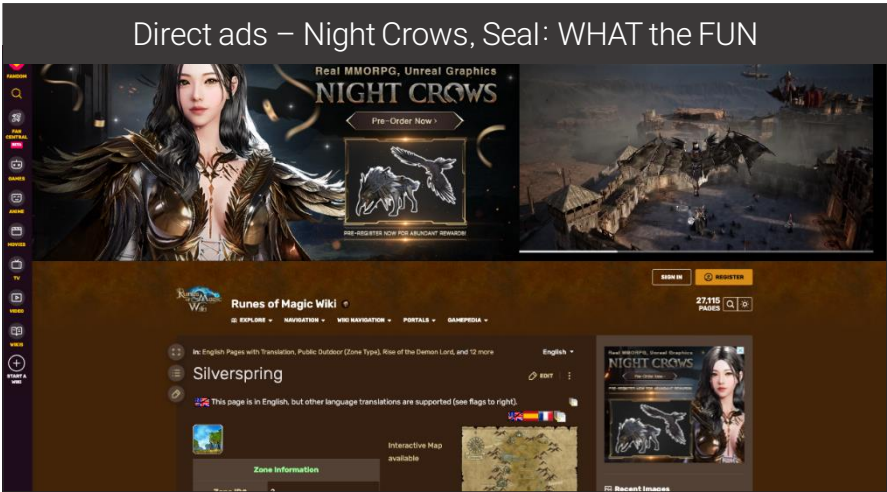
We upload culturally compatible content including walkthroughs/guides/reviews/videos created by expert game journalists





# 06 Global marketing services – Direct advertising

We provide direct advertising services to focus exposures on vertical media visited by your main target audience. By using various methods including Takeover, Display, and Pre-Roll videos, we can ensure your game receives focused attention as a trending topic.



# Business Overview

## Marketing Products

Online Advertising

Content Products

Broadcasting & MCN

Global Marketing Services

G-STAR Promotion



# 07 Why G-STAR with INVEN



Comprehensive promotion that includes brand zone / event / broadcasting / stage shows / influencers

Economic & Efficient

Accessibility & Branding

Huge booths in Exhibition Hall 1 boast high visitor counts and help your brand to become widely recognized

Efficient online/offline promotions based on gaming knowledge and user experience

Convenient & All-in-one

Online & Content

SEO and online promotion through INVEN G-STAR page and uploading content

We want to launch promotions through G-STAR booths to secure new and loyal users but...

We have neither the money nor resources for standalone booth and promotions

Hall 1 has great accessibility and branding effects but it's difficult to join the exhibition

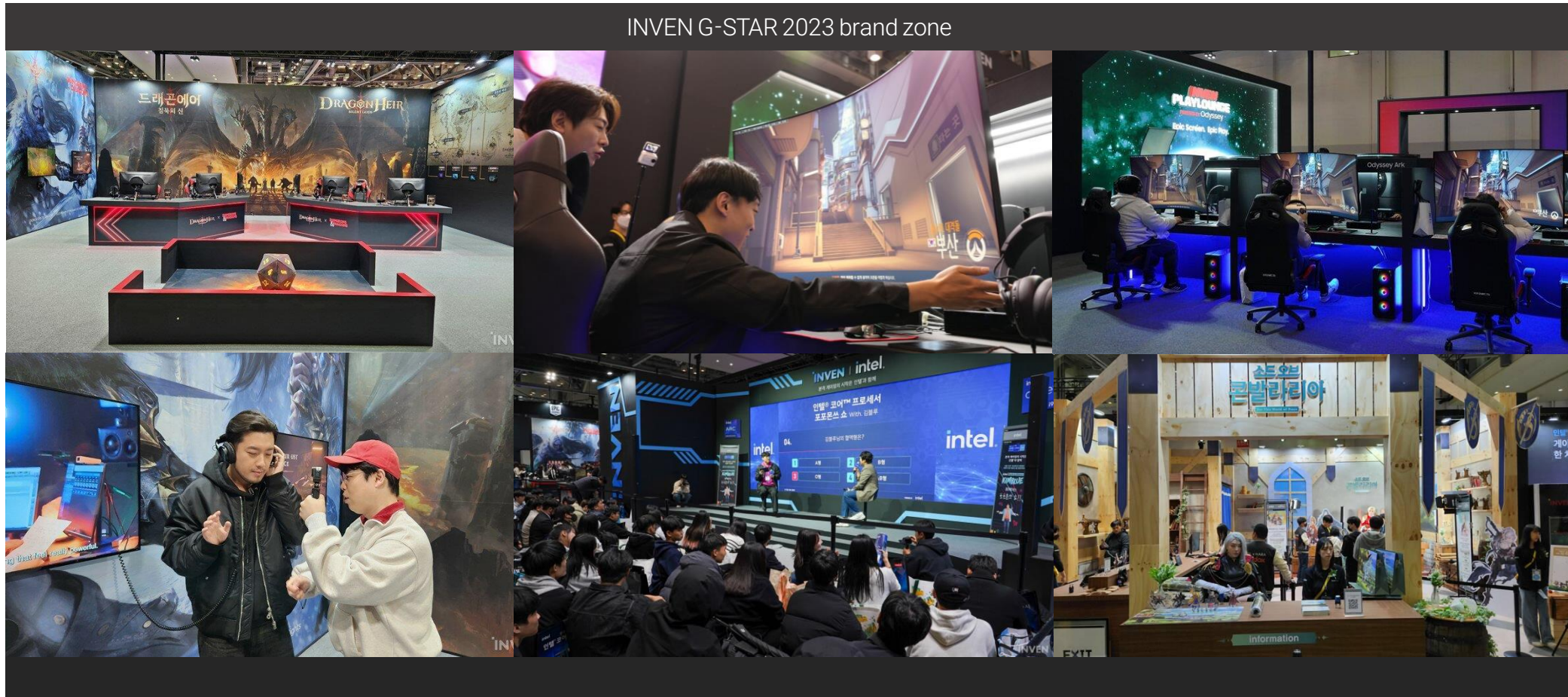
We're hard-pressed to find a partner who knows our game and the users enough to do the job efficiently

It would be great if our game could be exposed online through promotions, content, and SEO

## 07 INVEN G-STAR promotion

Promote your brand by interacting with users at one of the booths in the largest game expo in the country, G-STAR  
From brand zone planning for partners including video game companies to on-site events, all procedures are carried out as a complete package

[\[Go to INVEN G-STAR website\]](#)





# 07 INVEN G-STAR promotion



Promote your brand by interacting with users at one of the booths in the largest game expo in the country, G-STAR  
From brand zone planning for partners including video game companies to on-site events, all procedures are carried out as a complete package

[\[Go to INVEN G-STAR website\]](#)

INVEN G-STAR ads and hot topics

뉴스플랫폼리뷰특별취재게이머존게임어워드인벤 전체 사이트 열

인벤과 함께하는 지스타 2023  
11월16일 ~ 11월19일 부산 BEXCO

인벤을 더 안전하고 편리하게 이용하세요  
INVEN 로그인  
아이디/비밀번호찾기회원가입


11월 2주차 순위  
COD:모던워페어3  
발스워크인터뷰  
신나비  
지스타 프리뷰  
쿠키런:모험의 탑  
스톱 스트라이커

인벤과 함께하는 지스타 2023  
11월16일 ~ 11월19일 부산 BEXCO  
오른크리틱메타크리틱


Pre-launch promotion articles and on-site photos

[종경기] 개막 하루 앞둔 지스타, 준비 상황은?

[포토] 부스를 뒀었다, 소드 오브 콘발라리아 X Team CSL 코스프레 취재



▲ 2023년 지스타의 현주위. 코스프레로 코바일을 비롯한 신작들이 많이 보입니다.



▲ Team CSL의 김부원(좌), 황우(중), 황소은(우)님

INVEN G-STAR website

INVEN intel  
인벤과 함께! 지스타 2023  
2023.11.16~11.19 BEXCO 부산  
부스 위치 확인하기지스타 바로가기

인벤 G-STAR 참가업체

SAMSUNG Odyssey  
Epic Screen. Epic Play.

인벤 부스 참가업체 소식 모아보기

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# Business Overview

## Case Studies

Online Advertising

Content Products

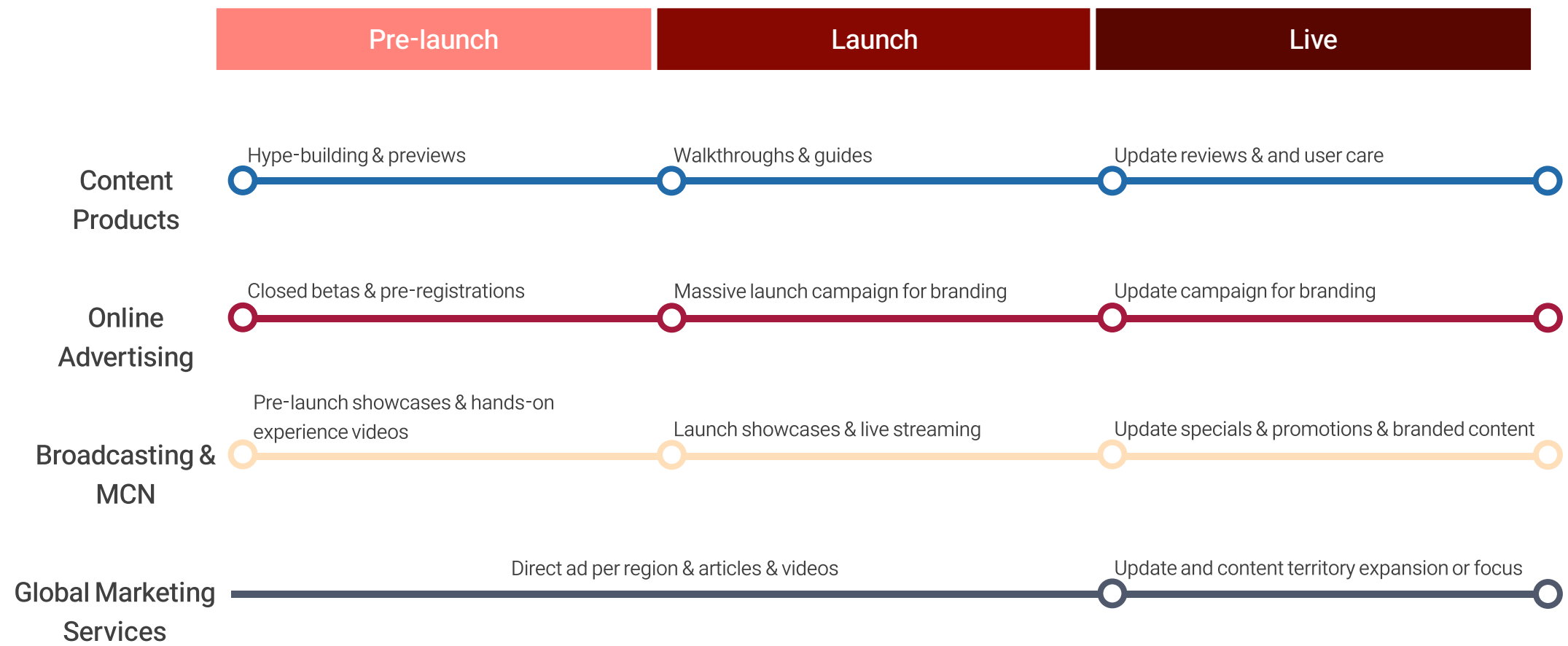
Broadcasting & MCN

Global Marketing Services

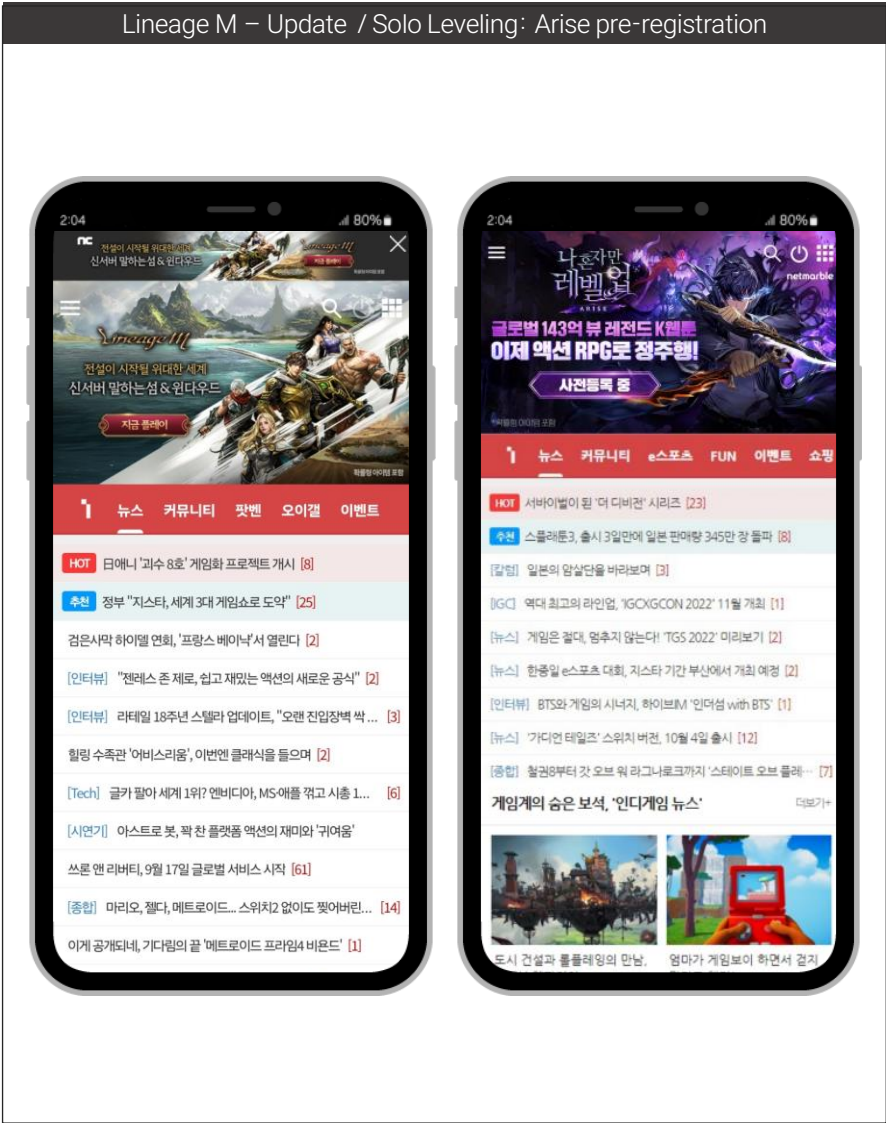
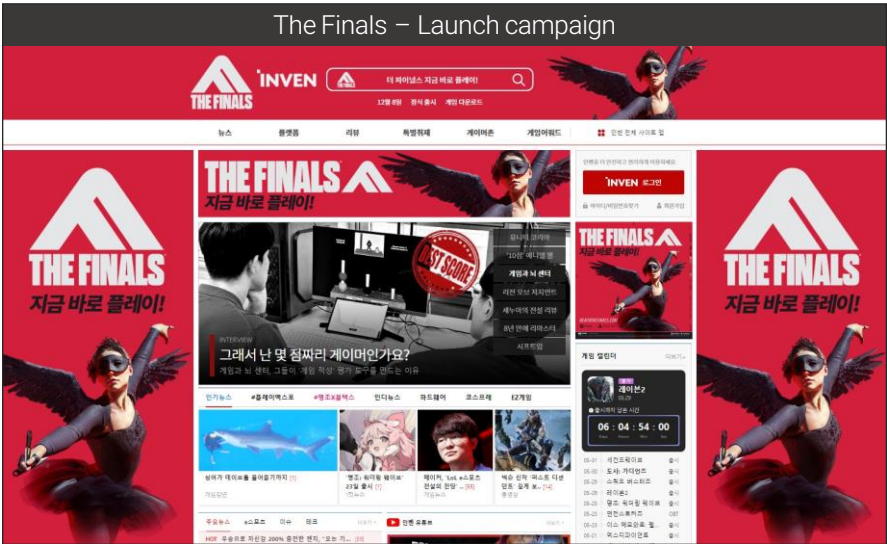
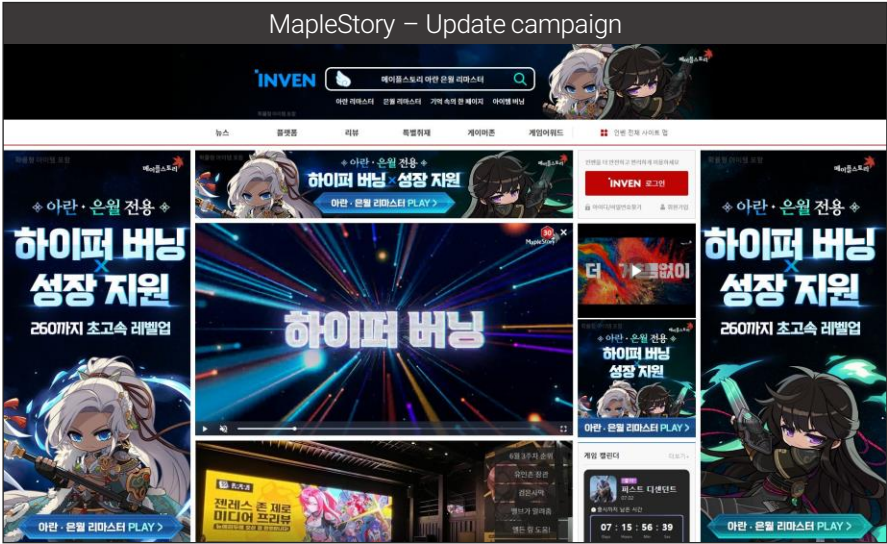
G-STAR Promotion

Vortex Gaming

# 08 Game life cycle with INVEN

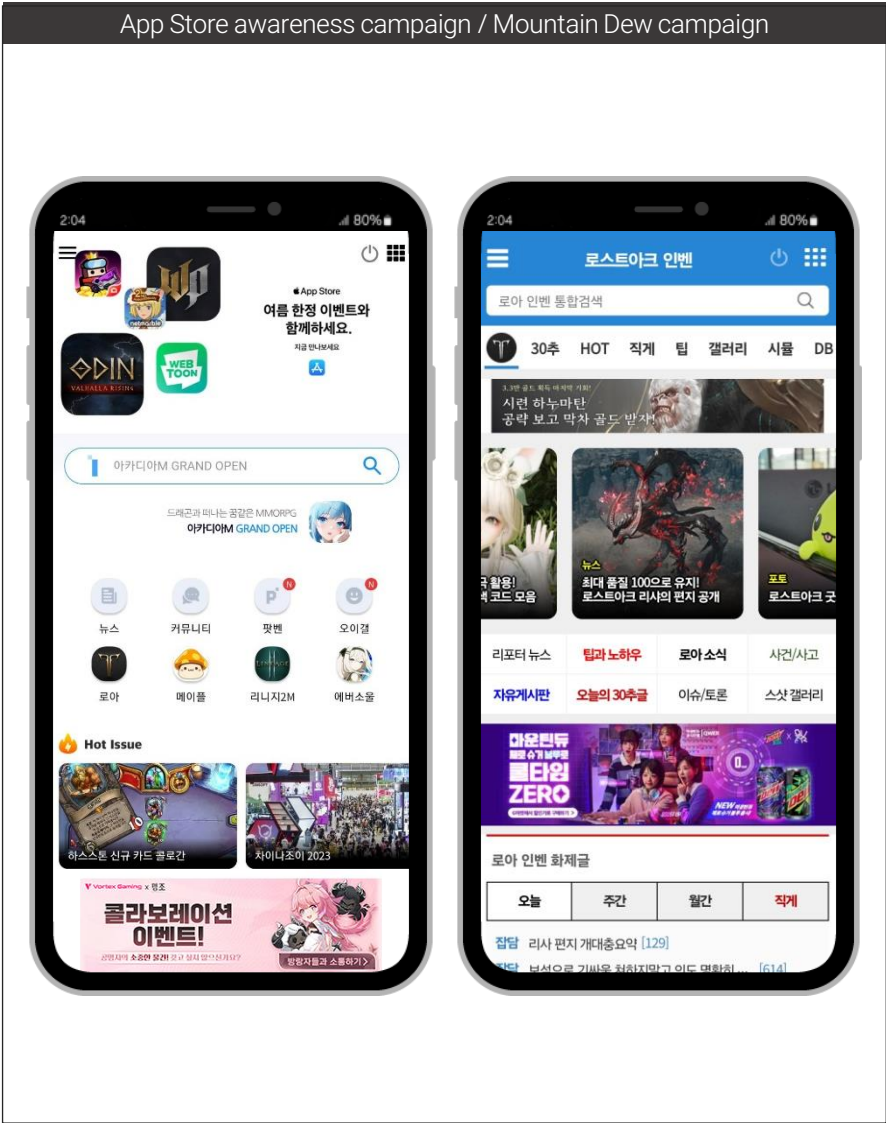


# 08 Online advertising (large-scale branding)

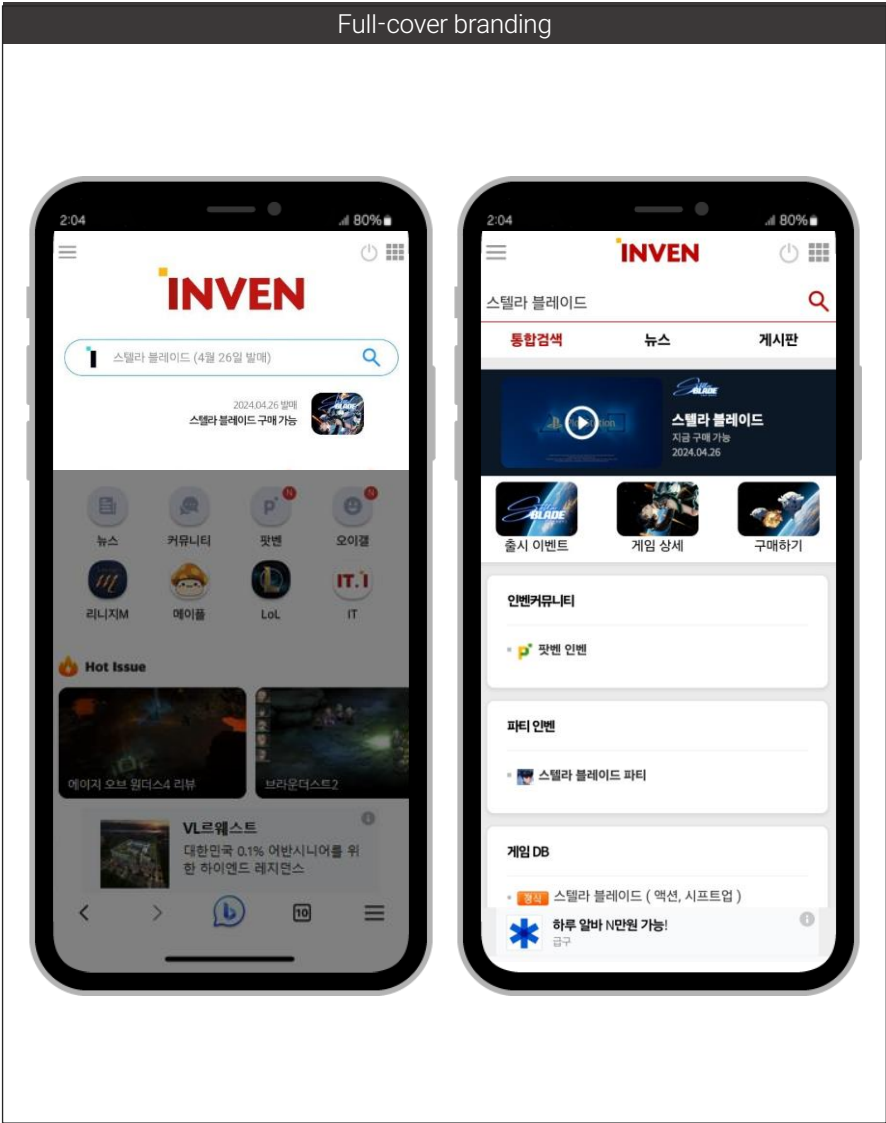
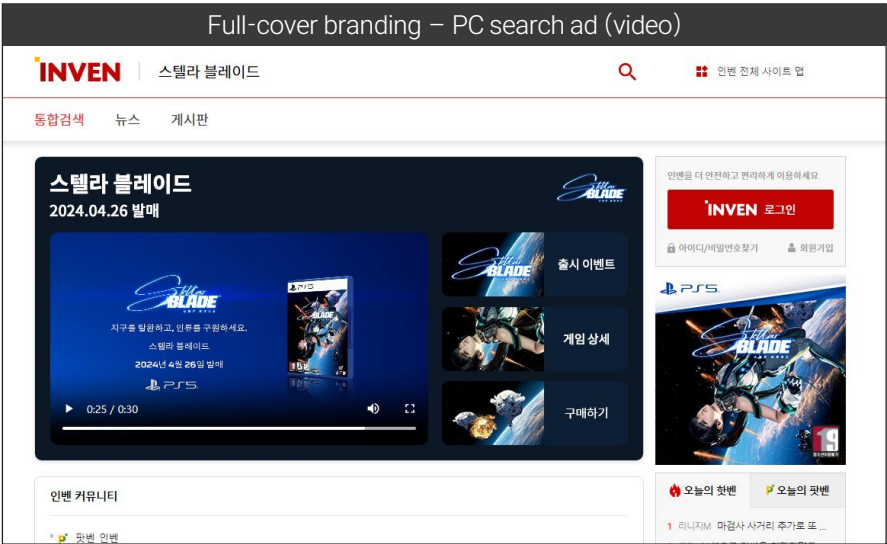
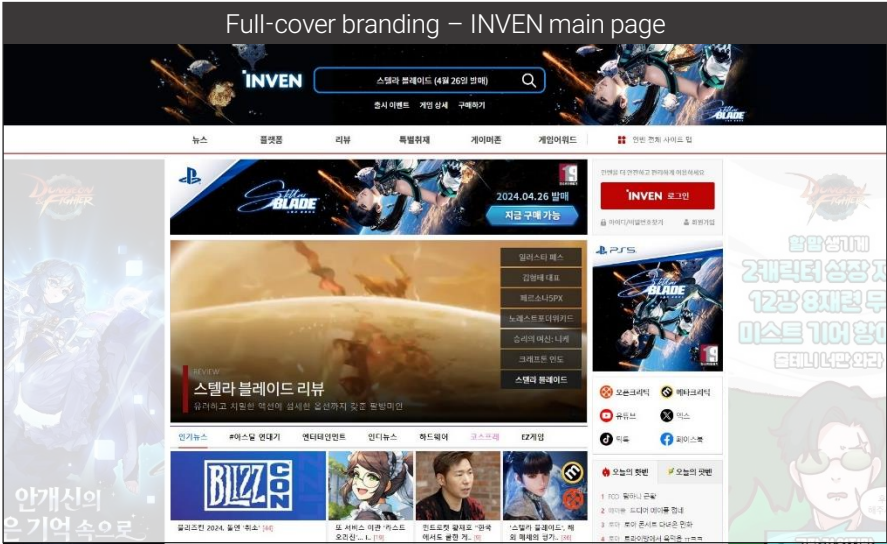




# 08 Online advertising (non-game)



# 08 Full-cover branding





여현구 기자 (Shion@inven.co.kr)

RAVEN II

개발자  
코멘터리 1편

인게임 컷신에 과감하고 잔혹한 연출을 즐겨 썼으며, 몸이 절단되는 효과들을 이용해서 시원시원한 타격감과 리얼함을 살렸다고 한다. 아무래도 다크 판타지라서 암울하고 기괴한 배경이나 혐오스러운 악마들이 등장하는 것은 기본, 몬스터를 최대한 무섭고 징그럽게 디자인을 하다 보니 만드는 사람들도 징그워워서 사용하지 못한 시간도 꽤 있다고 한다. 그래도 게임에 등장하는 것들만 해도 충분히 볼 수 있으니 많은 기대를 가지고 플레이해달라는 말을

## Solo Leveling: Arise – Preview Content



11월 10일 온라인 공개! ARISE 1st Special PV

레벨업

나 혼자만 레벨업 ARISE

나 혼자만 레벨업 ARISE

1+1 더인 PV

다음에서 보기 YouTube

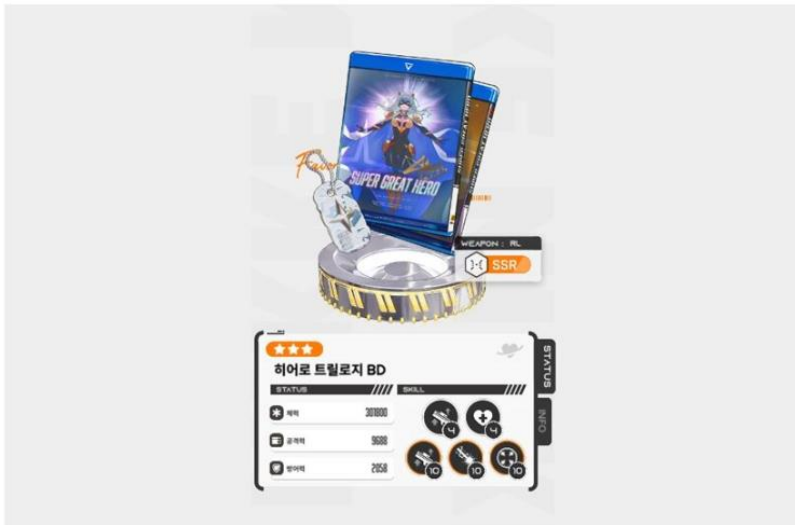
[illegible]

## Goddess of Victory: Nikke

[정보] '최소 1티어 상승' 니케, 신규 시스템 소장품-애장품에 대해

양예찬 기자 (nooni@inven.co.kr)

니케의 티어를 한 단계 올려주는 신규 장비  
새로운 스펙업 요소 '소장품'과 '애장품' 업데이트!  
소장품 획득과 운영의 기초를 알려드립니다



▲ 니케의 티어가 바뀔 정도로 강력한 애장품! 자세히 알아보시다

## 스펙업에 필수! 니케에 추가된 두 번째 장비 '소장품'과 '애장품'

승리의 여신: 니케의 5월 30일 업데이트로, 신규 시스템 '소장품'이 추가되었다. 소장품은 니케캅의 좌측 상단이나 인벤토리에서 장착 및 관리가 가능하다. 소장품은 R, SR등급으로 나뉜다. 소장품은 모든 니케가 장착할 수 있지만, 니케의 화기에 맞는 소장품만을 장착할 수 있다.

## Goddess of Victory: Nikke – INVEN main EZ Game tab exposure



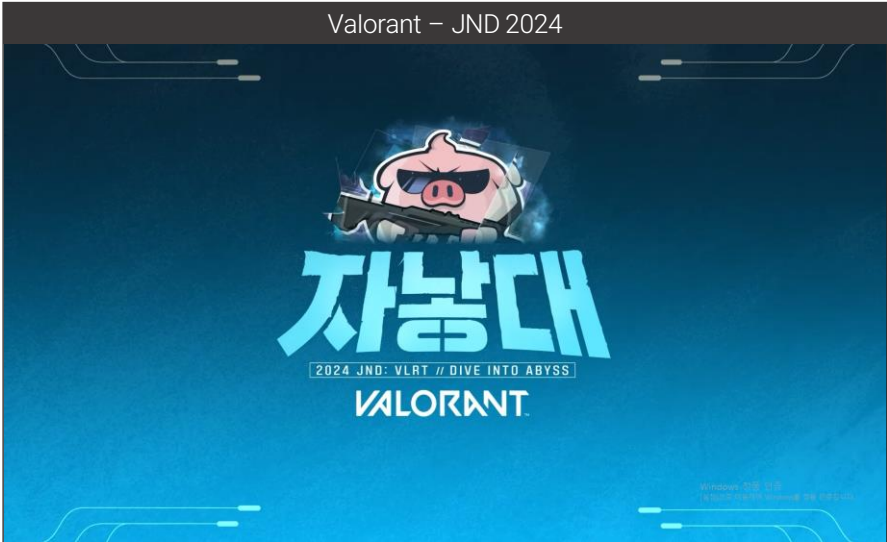
## Goddess of Victory: Nikke – Naver exposure(SEO)



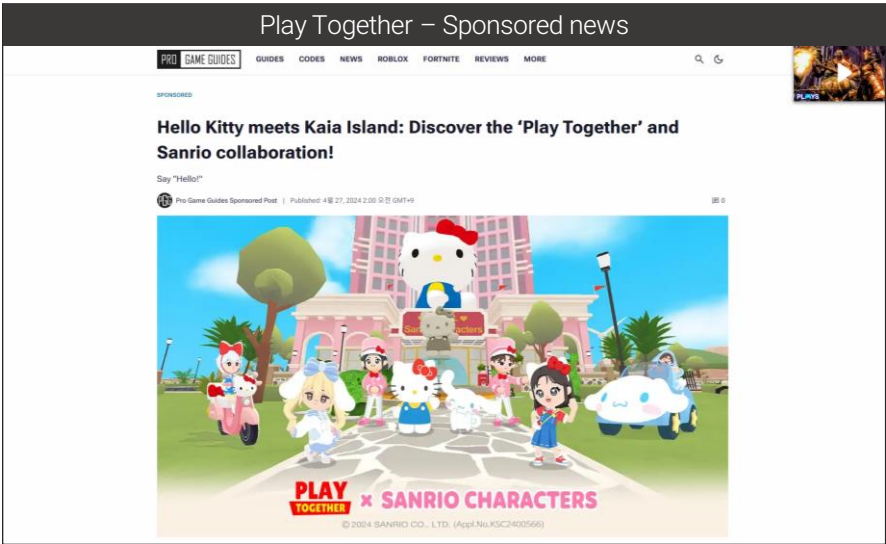
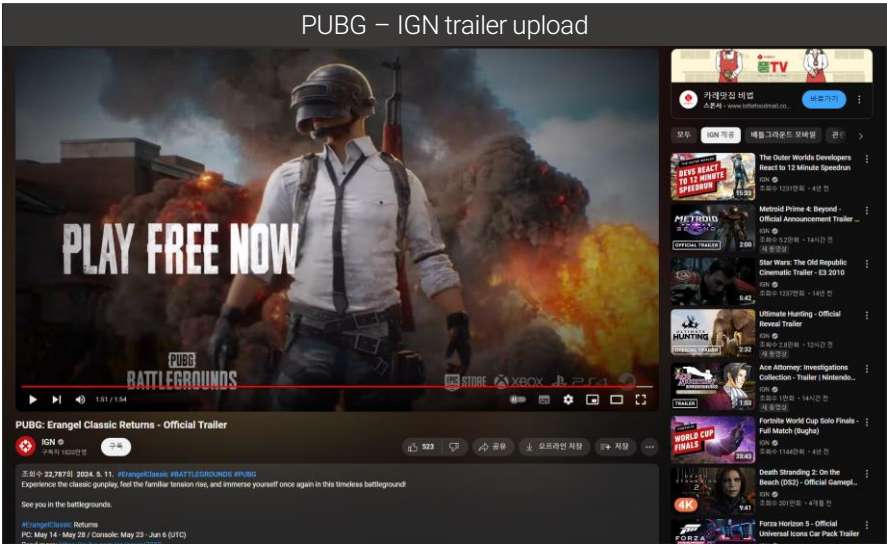
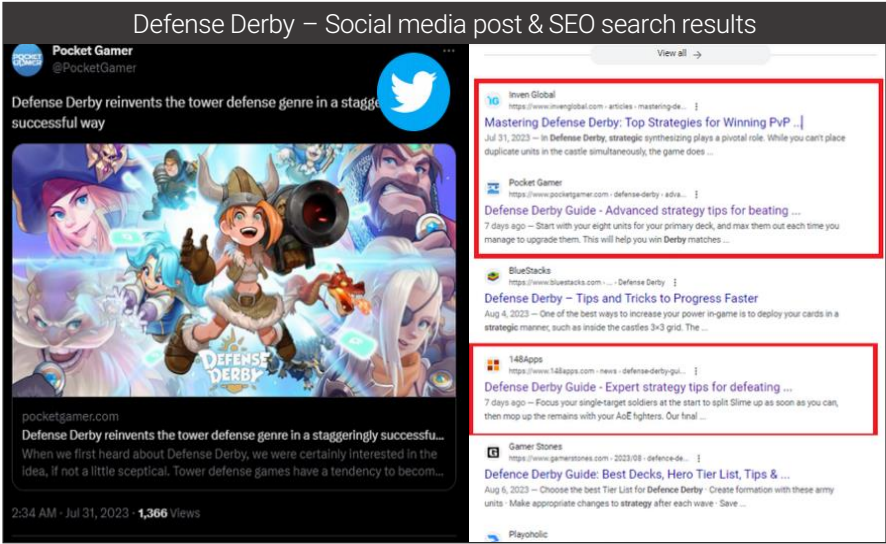
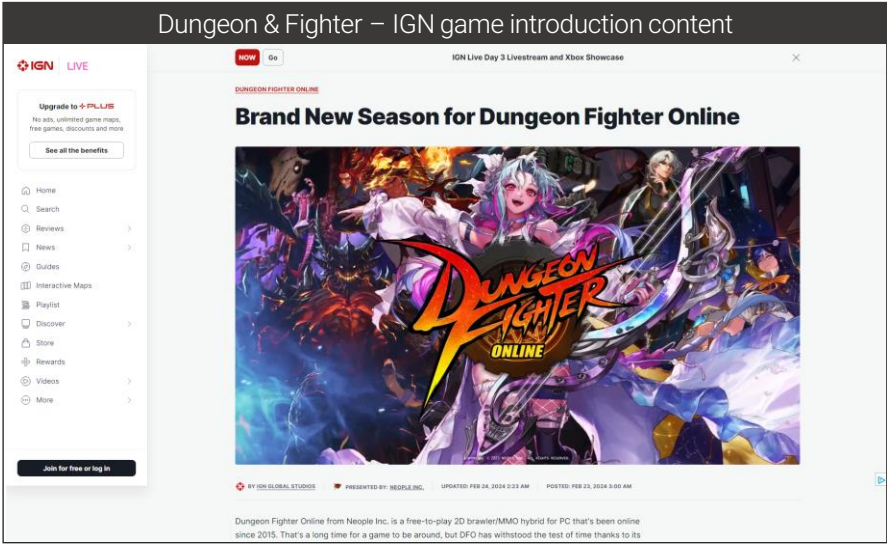


08 Broadcasting & MCN

Click on the image to play video



# 08 Global marketing services





# 08 INVEN G-STAR promotion



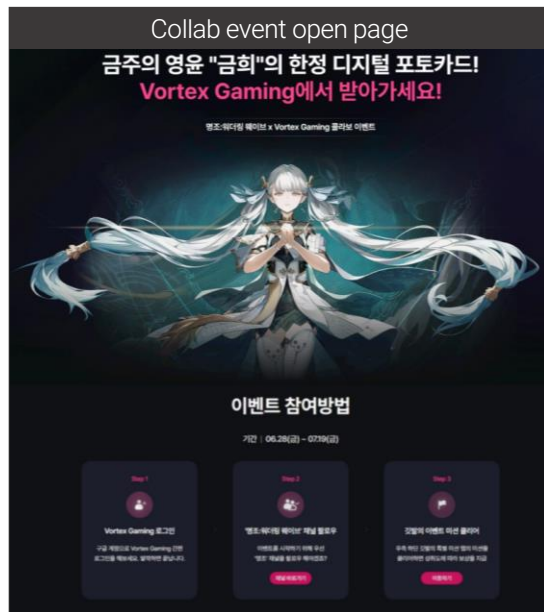
[\[Go to INVEN G-STAR website\]](#)



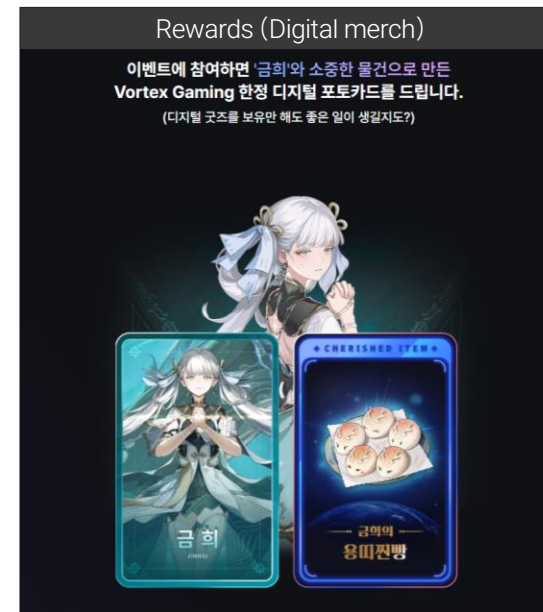
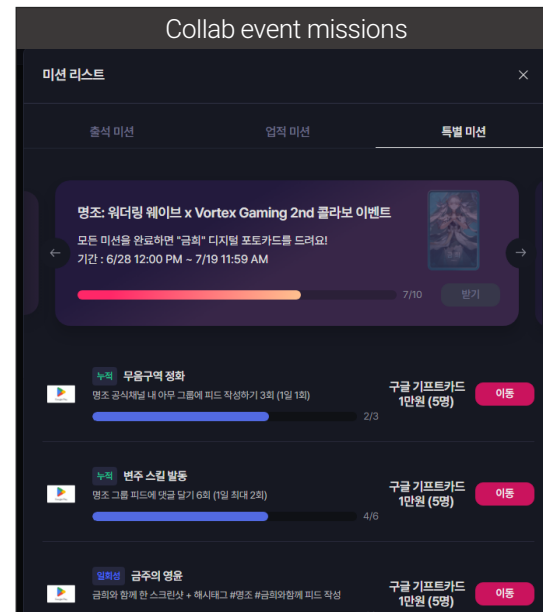
**1,100+**  
New posts after event

**10,000+**  
Likes, comments, and shares after event

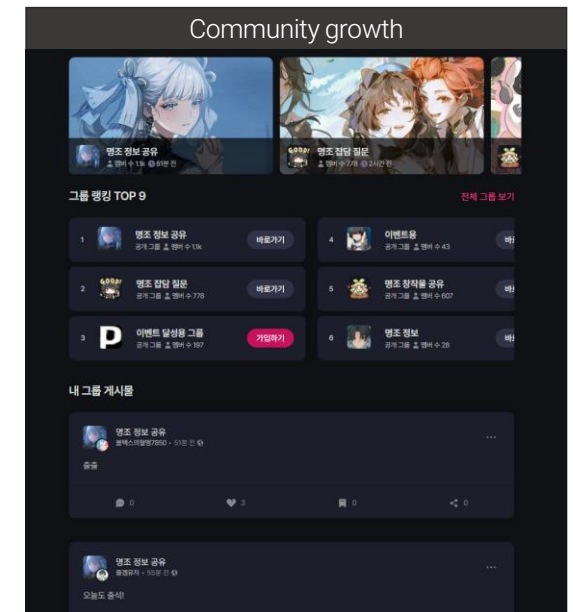
**700,000+**  
Page views after event



**1,200+** Participated in event mission



**2,500+** Digital merch sent



**160+ Groups**  
**2,000+ Group members**  
**2,400+ Channel followers**



## Collab event – Wuthering Waves (2<sup>nd</sup> round)


# Eternal Return Website

**가이드**    **캐릭터**    **강화**    **자료실**    **고객센터**

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**게임 가이드로 쉽게 배우기!**  
3분 부족도 최후의 1집으로 -


[자세히 보기](#)



## 이벤트

[09월] 볼텍스게이밍 x 스킨보존, 콜라보 이벤트 안내

행사명	49994400	작성일	2024.09.20 14:58(토)	조회	3398
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**ETERNAL RETURN x Vortex Gaming**

### 콜라보레이션 이벤트

6월 20일(목) ~ 7월 18일(목) 11:59까지

- 스킨 배리어 세트
- 고급/원형 스킨보존권
- 영구소유배리어 상자

미션 완료하면 **스킨보존권** 인 행운이!

당첨자에게  
인근에 대해 제출 가능한 사진을 제공합니다.

공통된 게임의 경우 캐릭터를 다양한 레벨을 사용할 수 있는 골드 레어 이상으로 지정하거나 특정 캐릭터와 상호작용하는 콜라보 이벤트를 진행합니다.  
게임 도중 직접 플레이 중이거나 온라인으로 하는 것은 콘텐츠가 제공하는 볼텍스 게이밍과 스킨보존의 콜라보 이벤트를 통해 플레이어에게 양측 내역을 확인 가능합니다.

## Announcement – WW Naver Lounge

공지사함

## 「명조 X 볼텍스 게이밍」 디지털 굿즈 이벤트

GM 연구소 LV.8 · GM 연구소

05.28 @ 3592

명조



# 공지사항

새로운 시대에서 눈을 뜨신 것을 환영합니다. 방향자님!

복종과도 같은 액션의 파도, 『명조·워더힐 웨이브』입니다.

안녕하세요 방향자님!

**볼텍스 게이밍과 함께하는 클라보 이벤트!**

**명조 디지털 굿즈 이벤트** 소식을 준비해왔어요.

**볼텍스 게이밍**은 게이머들이 모여 다양한 **게임의 공략, 창작물, 피드, 채팅, 그룹** 등을 통해 소통할 수 있는 **SNS 플랫폼**입니다.

이번 이벤트에서는 간단한 **출석체크, 댓글, 피드 작성** 미션을 완성하고, 게임과의 클라보로 탄생한 **한정 클라보 디지털 굿즈**를 얻을 수 있어요.

방랑자의 소중한 물건을 소장할 수 있는 기회를 놓치지 마세요!

이벤트와 관련한 상세 내용은 참여 방법 링크를 참고 부탁드립니다.

## Vortex Gaming SEO - Naver

## Vortex Gaming SEO - Google

**Google**    **명조 티어표**    X    📄    🔍    🔍

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**전체**   이미지   동영상   뉴스   소셜   지도   웹   ! 더보기    도구

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**V** **블랙스 게이밍**  
https://vortegaming.le... postdetail |

**워터링 웨이브 "금희 SS급" 명조 티어표 - 1.1 빌드 최종본 ...**


8시간 전 - "금희 SS급, 명조 티어표 - 1.1 빌드 최종본 (7/9 업데이트) 7월 3일 기준 모든 공명자 성능이 90% 이상 분석됨에 따라 랭크가 픽스 되었습니다.

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**YouTube**  
https://www.youtube.c... watch |

**금희는 0티어가 맞다! 명조 1.1 전반부 티어표 뿔타! [명조]**

금희가 통장하면서 바뀐 1.1 전반부 티어표! 금희와 함께 연주하시기도 티어가 올라왔다고 신 캐릭터가 통장하면 다른 캐릭터 티어도 바뀌는거 날라...




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**TISTORY**  
https://tistorygame.tistory.com... |

**[명조:워터링 웨이브] 7월 최신 티어표 (Feat. 금희)**

3일 전 - 명조: 워터링 웨이브 7월 최신 티어표 (Feat. 금희). 특징: 명조의 첫 유산 캐릭터였던 기명은 불망 (보통)으로 불리며, 아주 쉬운 컨트롤로 바탕으로 매우...

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**인벤**  
https://inven.co.kr... board-party |

**[정비] 명조 티어표 & 공명자 프리 조합 티어표 (1.1 빌드 최종본)**

1일 전 - [정비] 명조 티어표 & 공명자 프리 조합 티어표 (1.1 빌드 최종본). 미아몬 Roam, 조호, B03, 2024-07-03 07:58:35. 책지보내기, 이름으로 검색...

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**티스토리**  
https://tiscanfactory.tistory.com... |

**명조 워터링 웨이브 티어 및 등급표 2024년 7월 - G11 - 티스토리**

## 09 End of document



[\[Click here to watch INVEN intro video\]](#)

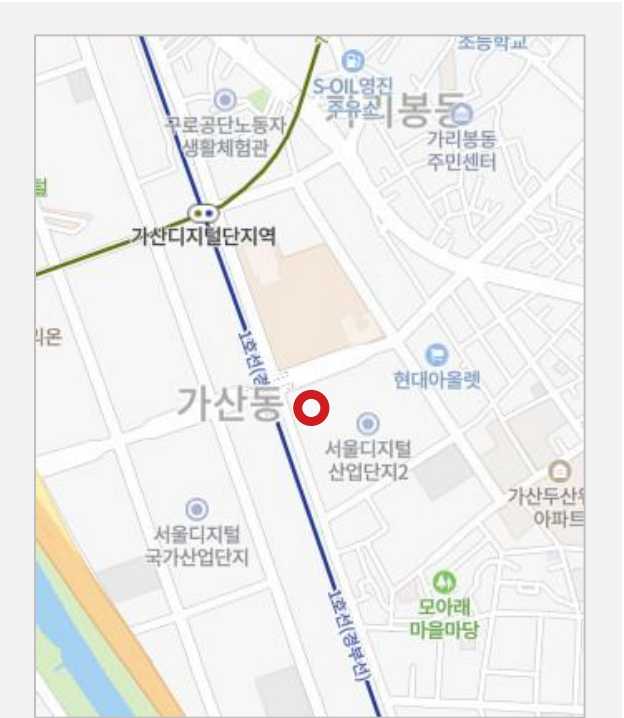
There are many **Games** in the world  
but **INVEN** always played a part in the successful ones

Bundang (Headquarters)



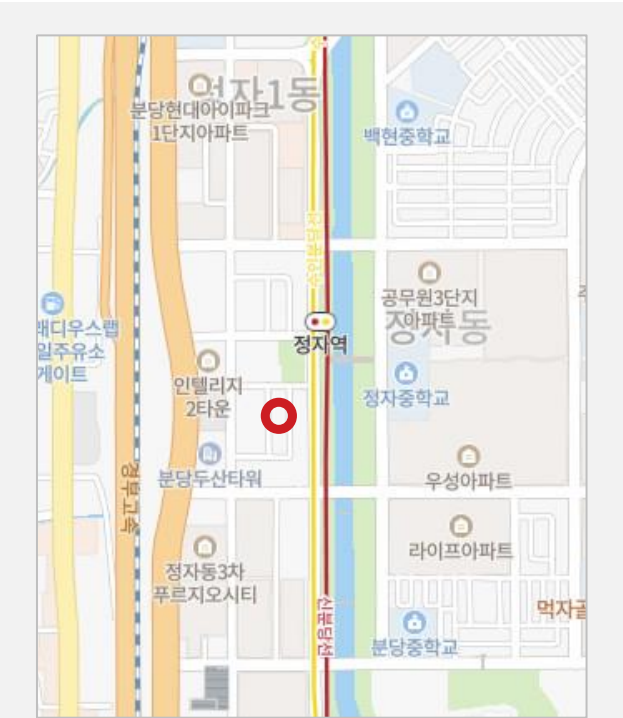
3-4, Gumi-ro 9beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea, 3<sup>rd</sup> floor

Gasan



244, Beotkkot-ro, Geumcheon-gu, Seoul, Republic of Korea, units 907-909

Enchant (studios)



9-9, Seongnam-daero 331beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea, units B01, 501

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# CONTACT US

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E-mail [Suoo@inven.co.kr](mailto:Suoo@inven.co.kr)