



INVEN

Introduction

2025.01.

01. Introduction

INVEN
INVEN Global
ENCHANT
VRTX

02. INVEN (Services)

Marketing Products
Cases

03. Global Marketing Services

Services

04. ENCHANT

Services
ENCHANT (Strengths)

05. VRTX

Services

06. CONTACT

Office Information
Contact Points

01 Introduction

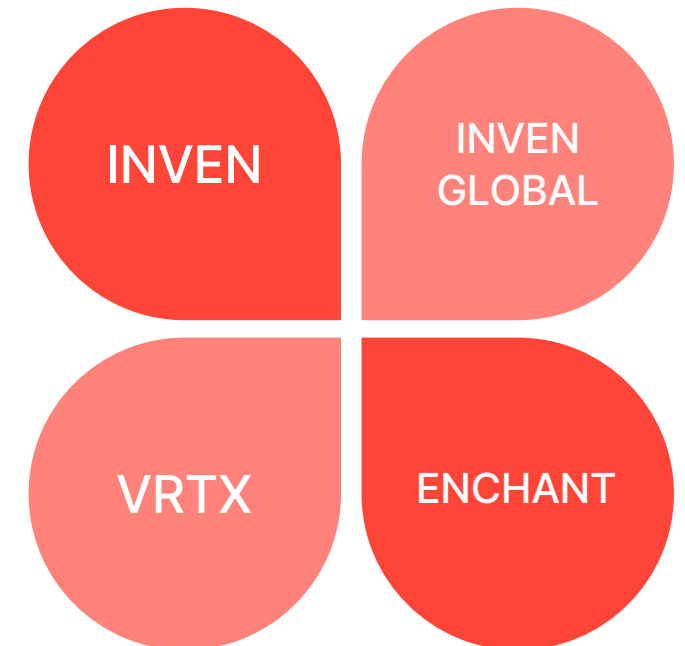
- INVEN
- INVEN Global
- ENCHANT
- VRTX

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



Registered as a media outlet with Metacritic



First company in Asia to be listed with OpenCritic



Panel for The Game Awards



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



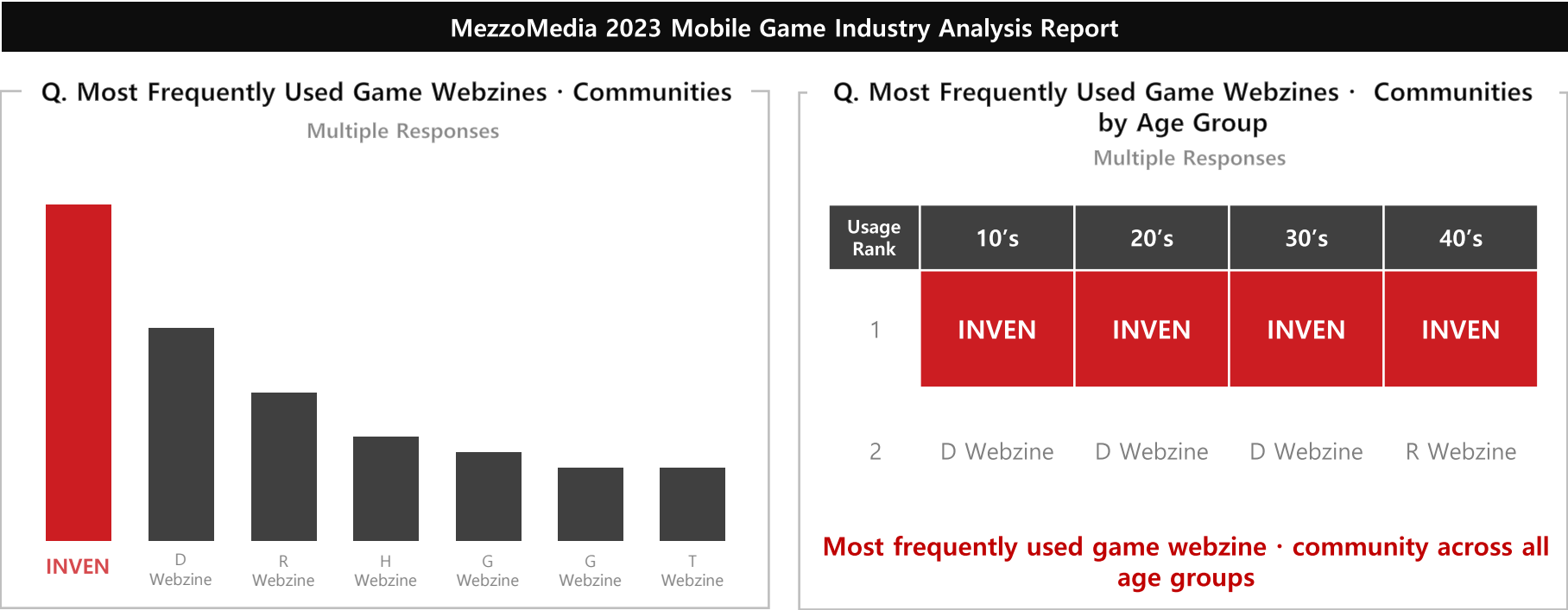
Production & MCN

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

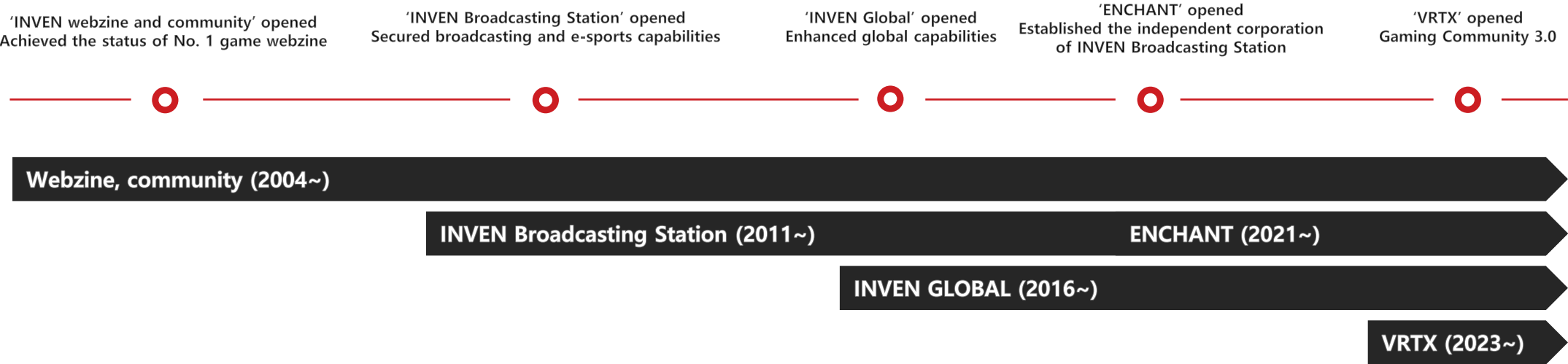
Total members: **3.6 million** | Daily visitors: **1.4 million** | Daily page views: **120 million** | Daily posts: **100,000** | Daily comments: **200,000**



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

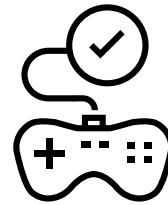
- E-SPORTS media outlet for North America
- Establishment of E-SPORTS businesses based on IGEC
- Planning and operation of E-SPORTS events

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.

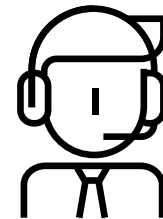
ENCHANT is creating game content that will reach the hearts of gamers rather than simply creating ordinary game content. The company started out by brainstorming ways to provide a better broadcasting environment for game companies, creators, and users, and it is pursuing the production and distribution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

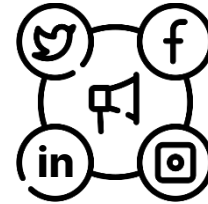


MCN

- 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

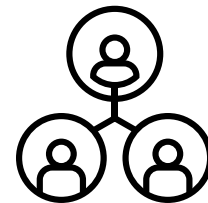
VORTEX GAMING (VRTX) is a global GAMING COMMUNITY 3.0 service consisting of SOCIAL MEDIA and GUILD DAO from “INVEN”, the largest game media outlet and community in Korea.

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.

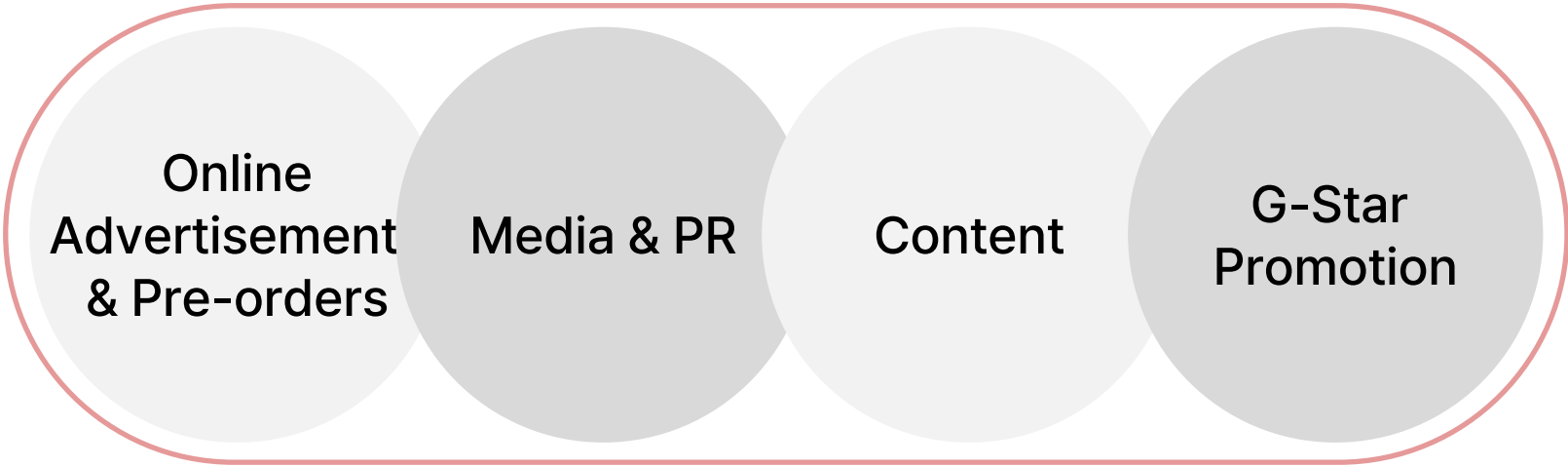
02 **INVEN (Services)**

- 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

쓰론 앤 리버티 베타 테스트 개시!

THRONE AND LIBERTY TL 베타 테스트 라슬란 선발대

뉴스 플랫폼 리뷰 특별취재 게이머존 IGC 인벤 전체 사이트 열

NC 쓰론 앤 리버티 베타 테스트 개시! 라슬란 선발대 모집

테스터 지원하기 >

인벤을 더 안전하고 편리하게 이용하세요

INVEN 로그인

아이디/비밀번호찾기 회원가입

NC 쓰론 앤 리버티 베타 테스트 개시! 라슬란 선발대 모집

테스터 지원하기 >

오늘의 핫벤 오늘의 쏘벤

- 1 피파4 대남업체 박제합니다
- 2 피파4 대남업체 모XX 저도 거르고...
- 3 로아 2023년 토아 전하제일 약코대...
- 4 로아 테집전에 다들 미리미리 정거남...
- 5 피파4 대남업체 관라해서 저도 당...
- 6 로아 진짜 개사가 직업론 애 하나...
- 7 피파4 이번 마를 이벤트 기뻐한 새...
- 8 로아 미진 ㅋㅋㅋㅋㅋ 베타 메크로...
- 9 로아 개사가 직업 5개 투표 ㅋㅋ
- 10 피파4 자녀 있는 분들만 클릭

더보기>

주요뉴스 e스포츠 이슈 테크 미보기+ industry+ 미보기+

HOT 또 유출 켈다. '스위치2'가 이제는 필요하다 [2]

추천 어침의 나라, 국악인 송소희 '구름꽃 여행' 모... [17]

추천 기본 좋은 성과 이어가는 넥슨 '피파 온라인4' [20]

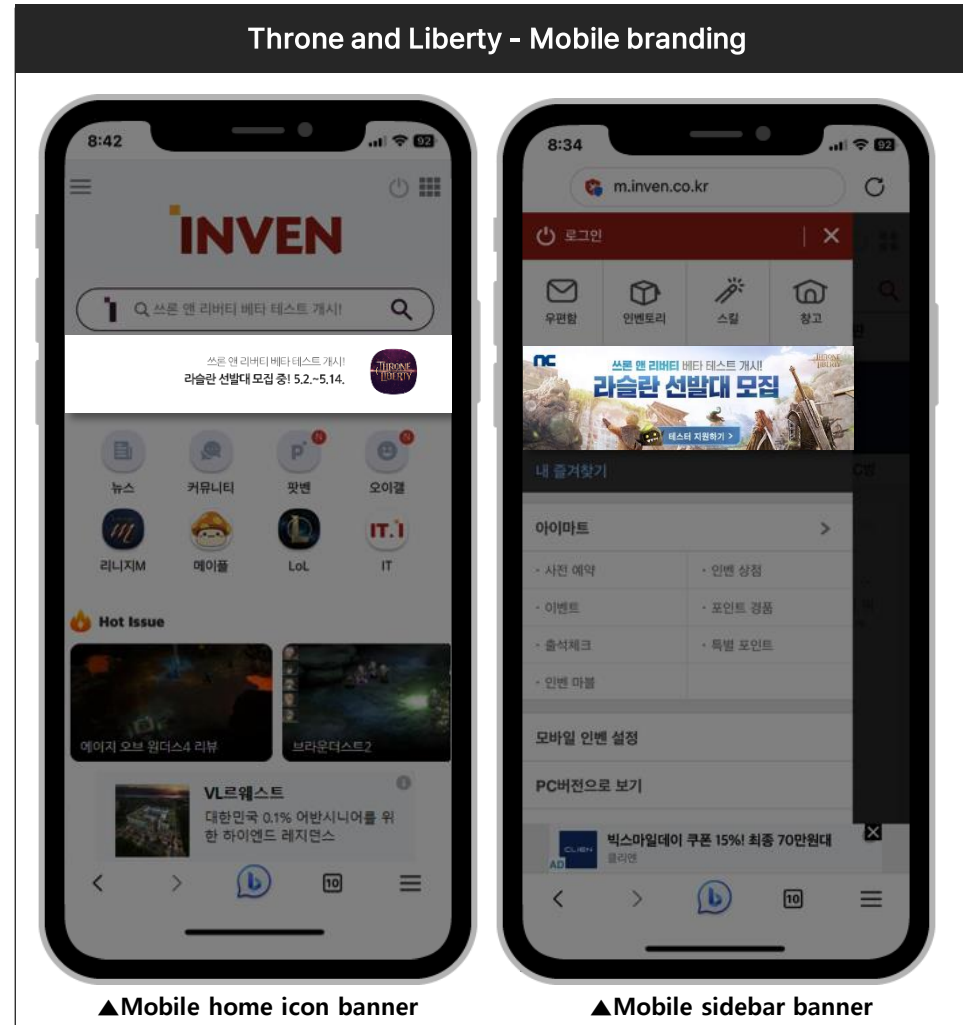
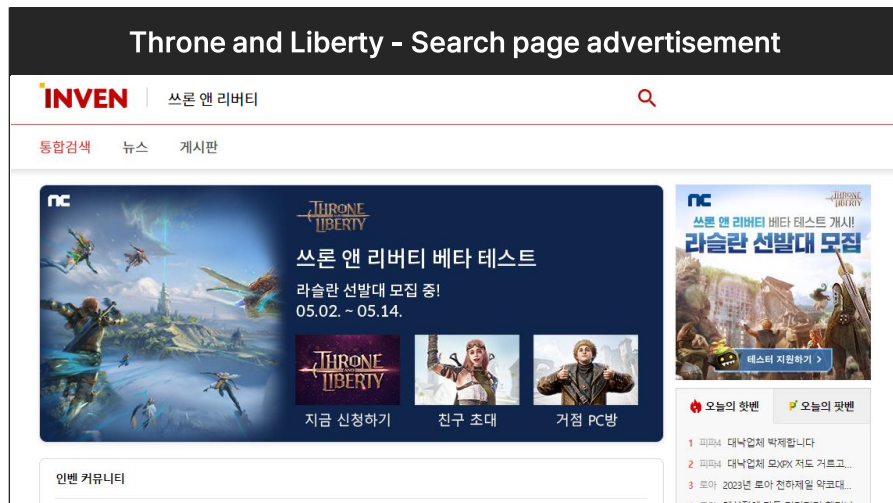
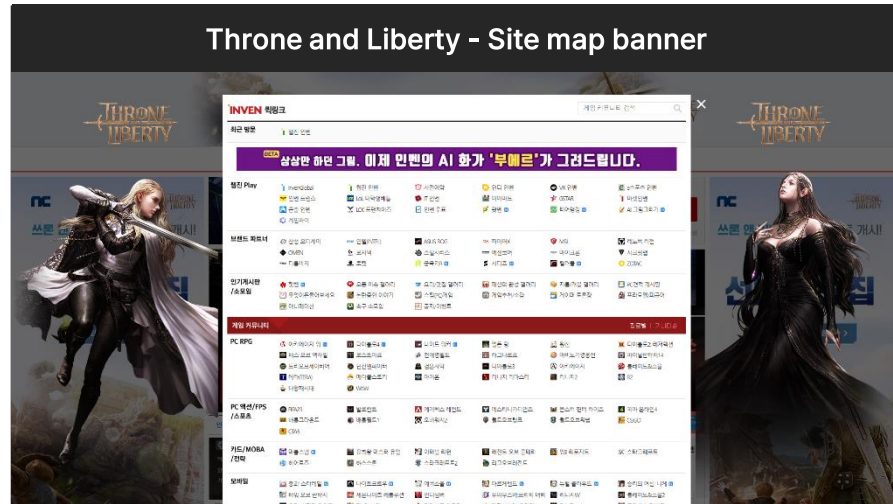
정부, K-웹툰업 사업에 '게임' 추가 [5]

찾다 찾다 내가 그런 할 부에드 - AI 그림 그리기

내가 관리자인 게시판? 파티 서비스 베타 시작

02 INVEN (Services)

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



02 INVEN (Services)

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

Goddess of Victory: Nikke – INVEN Main

INVEN 승리의 여신: 니케 OVER ZONE 허락되지 않은 낙원 하프 애니메이션 업데이트 정식 개시

뉴스 플랫품 리뷰 특별취재 게이머존 IGC 인벤 전체 사이트 열

NIKKE OVER ZONE: 허락되지 않은 낙원 하프 애니메이션 업데이트 정식 개시

인벤을 더 안전하고 편리하게 이용하세요
INVEN 로그인
아이디/비밀번호 찾기 회원가입

NIKKE OVER ZONE: 허락되지 않은 낙원

오늘의 핫벤 오늘의 팻벤

- 1 Lol. 상황 요약
- 2 Lol. 뜬금 낄릴 먹은 구마유시 ㅋㅋ
- 3 Lol. 캡스 티원이 젤지한테 왜 졌는...
- 4 토아 미친 대분부터 없게도상받았...
- 5 검은사막 매구가 벤 이유(beat)적주...
- 6 피파4 가슴이 뜨거워지고 흥장해지...
- 7 와우 오 사사게 흥미진진 팔콘각이다
- 8 Lol. 아놀드허 ㅋㅋㅋㅋ
- 9 메이플 o버 단통회 카데스크 결과
- 10 피파4 풋밖의 대박...

다보기>

하프 애니메이션 업데이트 정식 개시

승리의 여신: 니케

주요뉴스 e스포츠 이슈 테크 더보기 Industry+ 더보기

HOT T1이 천보이는 3세대 PC방, 'T1 베이스 캠프' [29]

추천 블랙스톰, PC MMO & 오픈월드 던재 RPG 신... [25]

추천 엔씨 "갯GPT, 회사 내부정보 입력금지" [16]

"PC방, 코로나 이후 18.9% 줄어들었다" [21]

배트그라피온 4대 1대 크레딧신 디노...

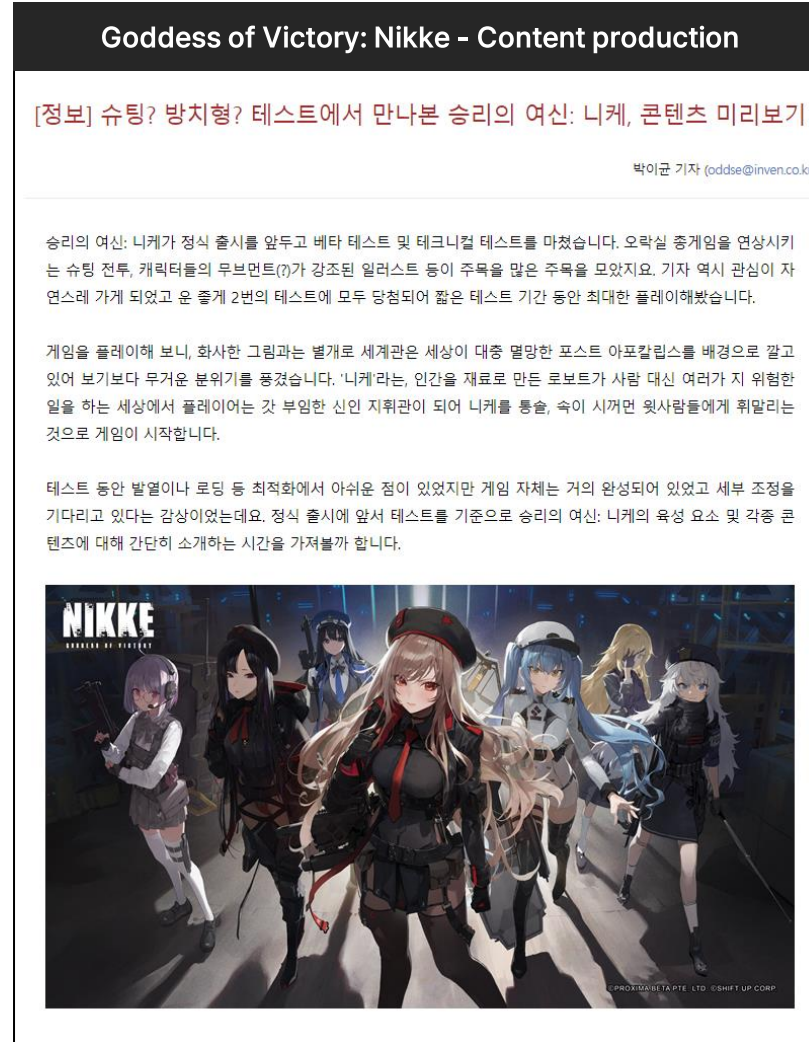
오래전 2017년 11월 18일 현재 이거그라피...

하프 애니메이션 업데이트 정식 개시

승리의 여신: 니케

02 INVEN (Services)

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



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

안번을 더 안전하고 편리하게 이용하실까요?
INVEN 로그인
아이디/비밀번호찾기 회원가입

DIABLO
그토록 바라던 지옥으로
지금 구매하고 저속의 시간을 플레이하세요

6월 3주차 순위
암네시아: 더 벙커
던전스토키즈
제노니아
마비노기
한국 신화#2
마비노기 모바일

LEGEND
한국 신화 게임이 되리 #2
조선 왕실 설화의 흔적이 많은 남양주시

인기뉴스 이슈체크 볼록채인 메타버스 최신영상 코스프레 EZ게임

스플래툰3 - 후우카
클릭할 - 클릭

원신 - 나히다
호비

승리의 여신: 니케 - 헬름
유치나

블루 아카이브 - 히비키(용원단)
클릭할 - 클릭

주요뉴스 e스포츠 이슈 테크 미보기 Industry+ 미보기

HOT '디아블로4' 추후 변경점은? [94]
추천 8월 초, '던파로ON'이 오피라인으로 열린다 [8]

추천 '디아블로' 이모탈, 서비스 1년 매출 5억달러 돌파... [9]
'에픽세븐', 중국 서비스 돌입... 현지화 완료

오늘의 핫벤 오늘의 팻벤

- 1 6월 20일 화요일 아침일기
- 2 6월 19일 35도!
- 3 Gta5 pc 진북&소통과 서로 도와주...
- 4 물아서 올림피아
- 5 오운완 - 하체
- 6 간 이식 이후 운동 시작!
- 7 안녕하세요 팔린이입니다
- 8 오늘의 일기
- 9 오늘의 일기
- 10 배고프다

다보기

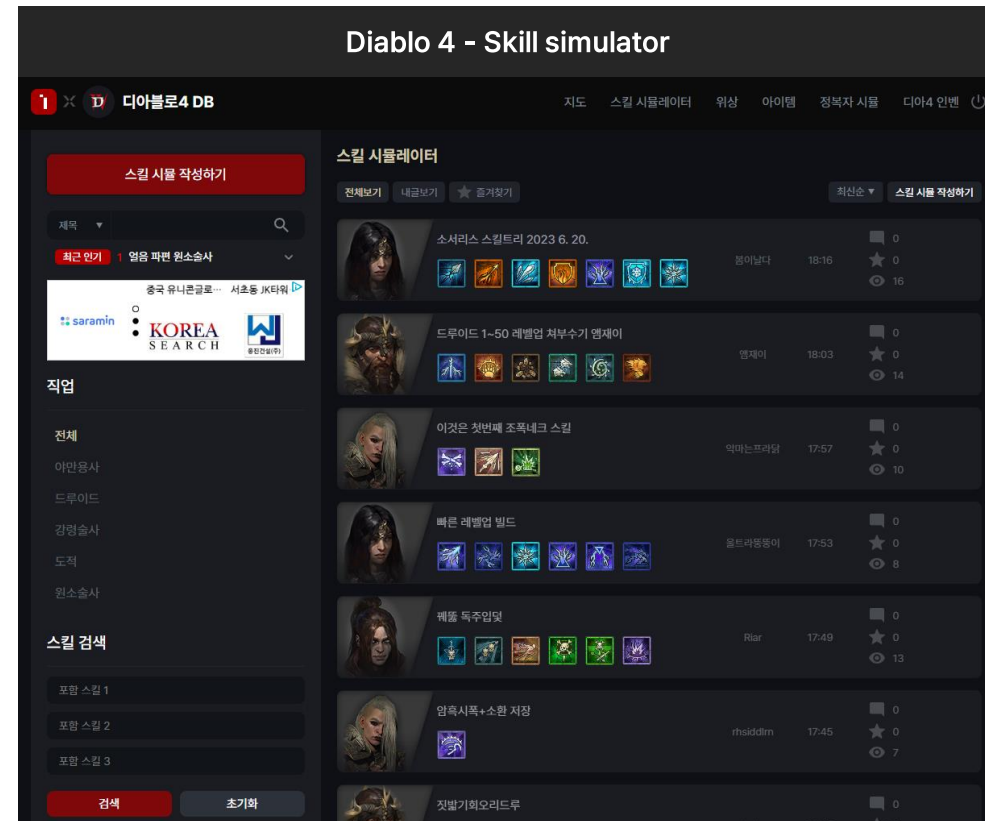
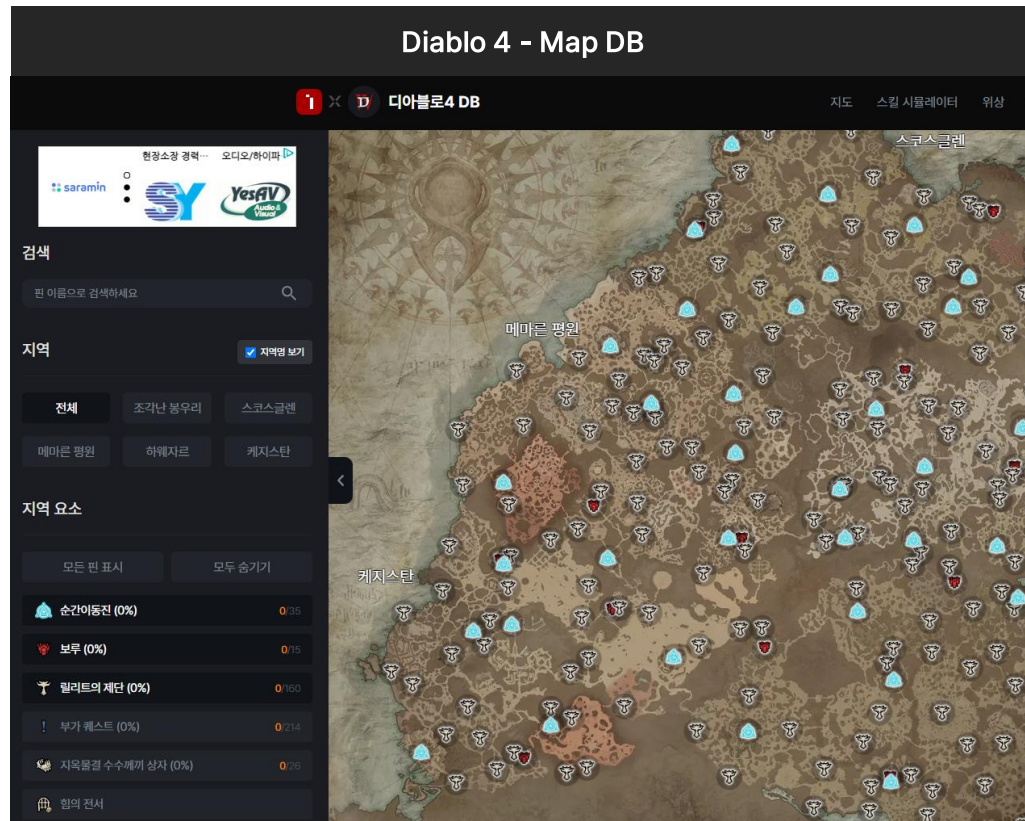
찾다 찾다 내가 그린 할
부메르 - 신 그림 그리기

DIABLO
23.6.6

그토록 바라던 지옥으로
구매하기
지금 구매하고 저속의 시간을 플레이하세요

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.

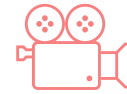
04 ENCHANT

- Services

04 ENCHANT



ENCHANT 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



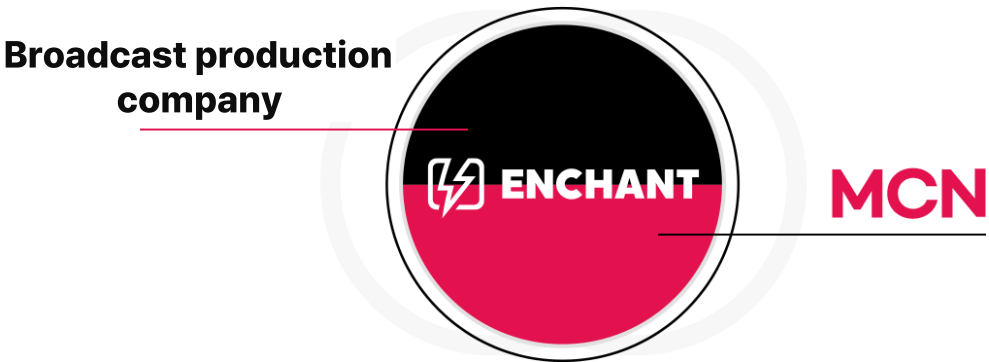
Advertisements &
Marketing



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

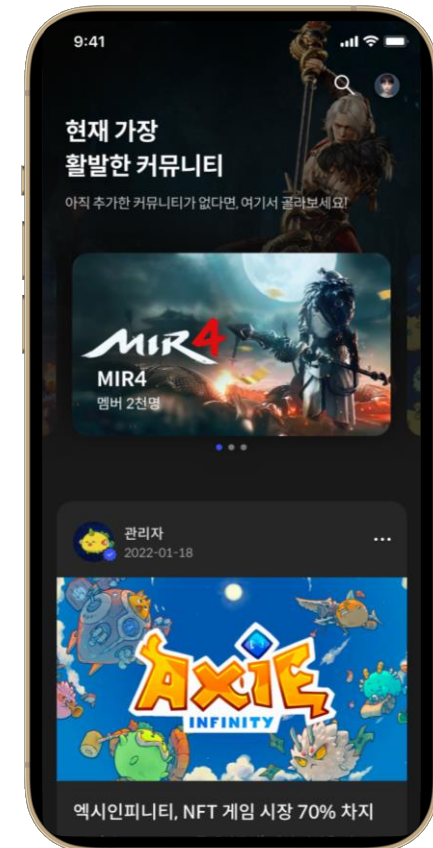
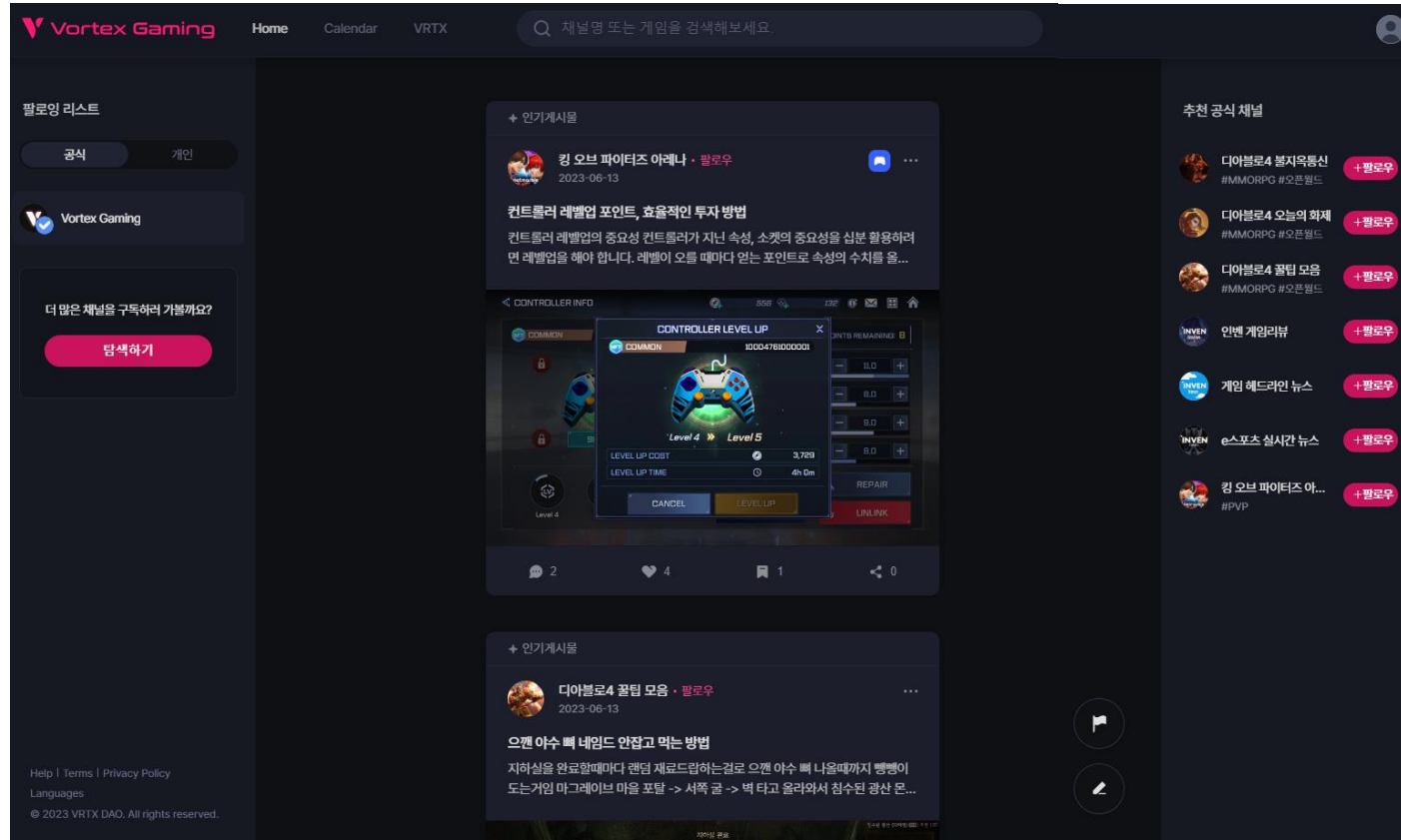
Capable of connecting to appropriate networks depending on the content (game companies, agencies, sponsors, creators, etc.)

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

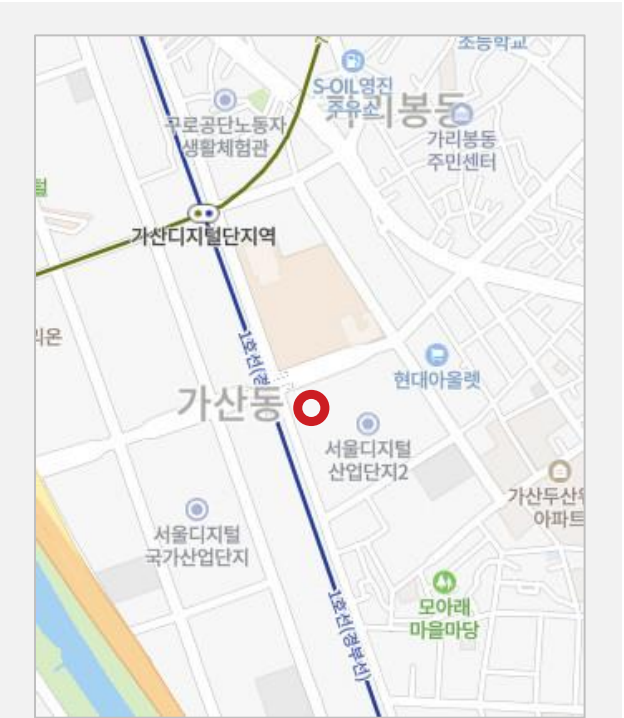
06 CONTACT

Bundang Office (HQ)



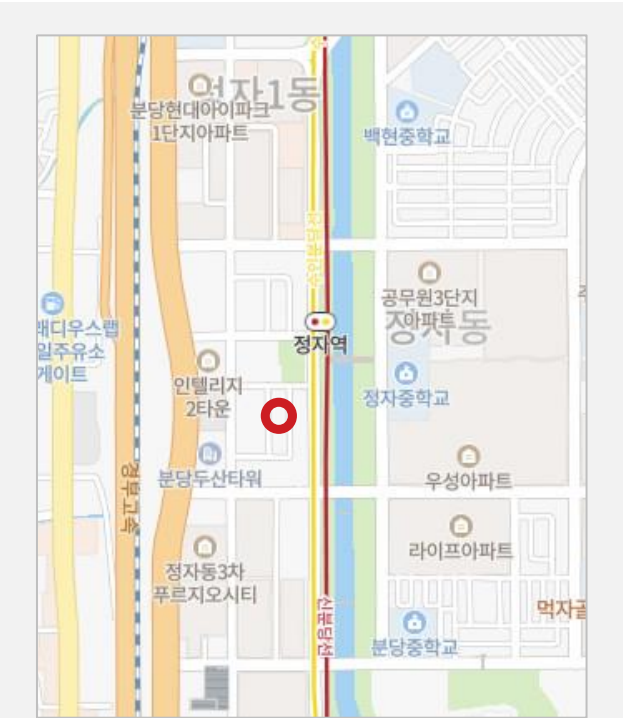
Flr. 3, 3-4 Gumi-ro 9beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do (Gumi-dong, Hankuk Building)

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