

# INVEN

## Company Profile

Korea's Leading Gaming Media & Community

2025.07



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Service Overview

# 1

## Company Overview

- INVEN
- INVEN Global
- ENCHANT
- INVEN Games

Powered by INVEN's diverse platforms,  
we are growing into a **unified global one-stop platform.**

Each of INVEN's business initiatives not only shares users across platforms but also promotes service integration and mutual growth—ultimately aiming to evolve into a unified service platform.

Inven envisions a future as the No.1 global platform where gamers from around the world come together.



# Marketing Services & Solutions That Understand Gamers Best

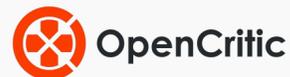


## INVEN: Korea's No.1 Gaming Media Recognized Globally

Official media partner of ChinaJoy, Tokyo Game Show, and G-STAR



Registered as a Metacritic Review Outlet



First Asian publication on OpenCritic



Jury member for The Game Awards

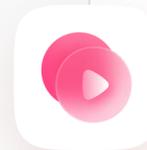


Jury member for Gamescom Awards

## INVEN

The world you imagined

INVEN provides top-tier game insights, serves as a trusted voice for gamers and the industry, and offers a marketing platform powered by a massive gamer base.



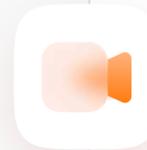
### Media & Community

The first Korean media on Metacritic, INVEN offers diverse content and services backed by 100M pageviews and 1M+ users.



### Multi-Platform Marketing

With a broad gamer base aged 10 to 50, we offer domestic and global marketing across PC/mobile ads, content, consoles, IT, and more—covering the services gamers care about.



### Production & MCN

With a trend-savvy production team, we deliver broadcasts and promos for younger audiences—from content creation to events. We also run global campaigns with creators, including our in-house talent.

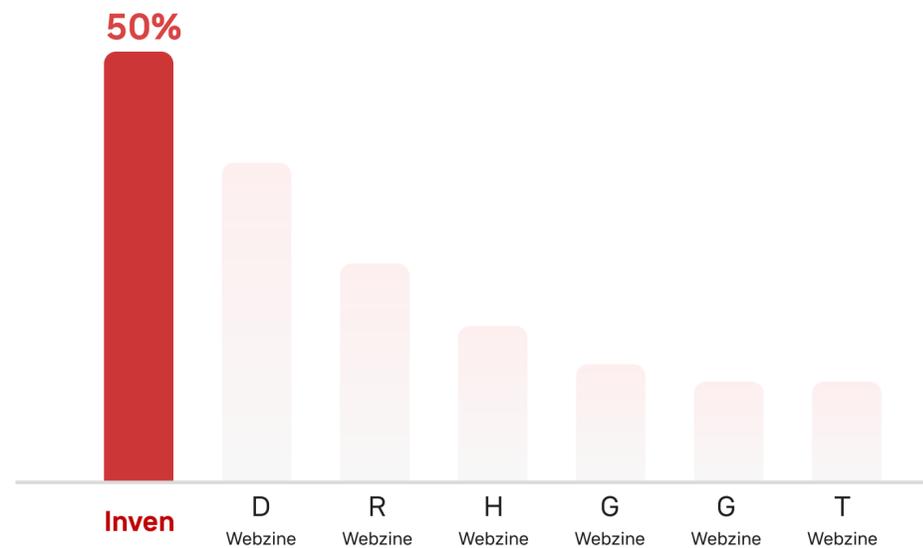
# Korea's No.1 Game Marketing Platform Used by the Most Gamers

4M Registered Users | 1M Daily Unique visitors | 100M Daily Pageviews | 100K Post/Day | 200K Comments/Day

## MezzoMedia 2023 Mobile Game Industry Analysis Report

[Q. Primary Game Media & Communities Used Weekly]

Multiple responses allowed



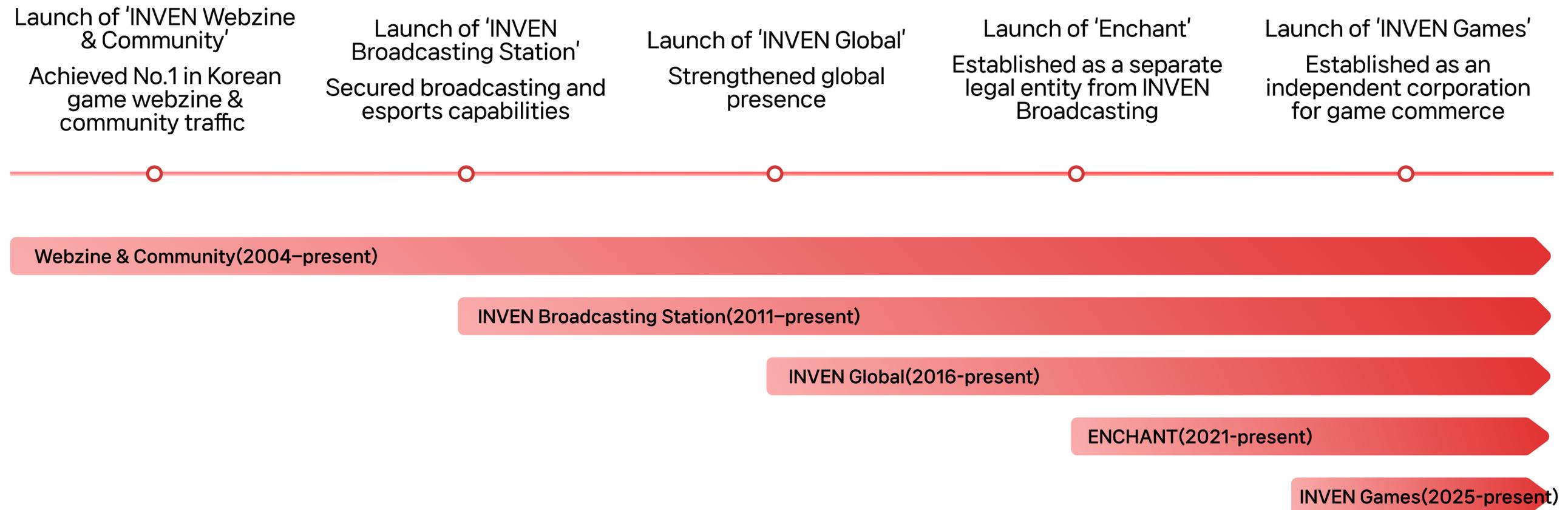
[Q. Preferred Game Media & Communities by Age Group]

Multiple responses allowed

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

Ranked No.1 across all age groups as the most-used game media and community

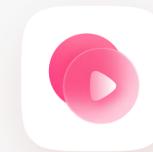
Established as a first-generation gaming media outlet, we have grown into a **comprehensive game marketing platform** with a solid market presence.



**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.

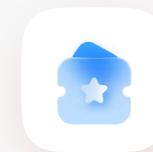
INVEN GLOBAL is a media outlet and gaming expert group based in the US that handles all content beloved by English-speaking gamers such as games, esports, IT, and entertainment.

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 Western markets based on its expert knowledge in the gaming industry.



### MEDIA

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



### E-SPORTS

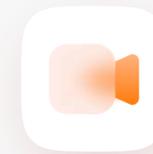
- Esports media outlet for North America
- Establishment of esports businesses based on IGEC
- Planning and operation of esports events

**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 creates not just ordinary content, but game content that truly resonates with gamers.

From developers to creators and users, we aim to build a better broadcast experience and deliver tailored content for each audience and need.

We strive to shape a new gaming culture through meaningful content—together with gamers.



## PRODUCTION

- Broadcast content planning & production
- Video content planning & production
- Esports event planning & operation
- User/community events planning & execution



## MCN

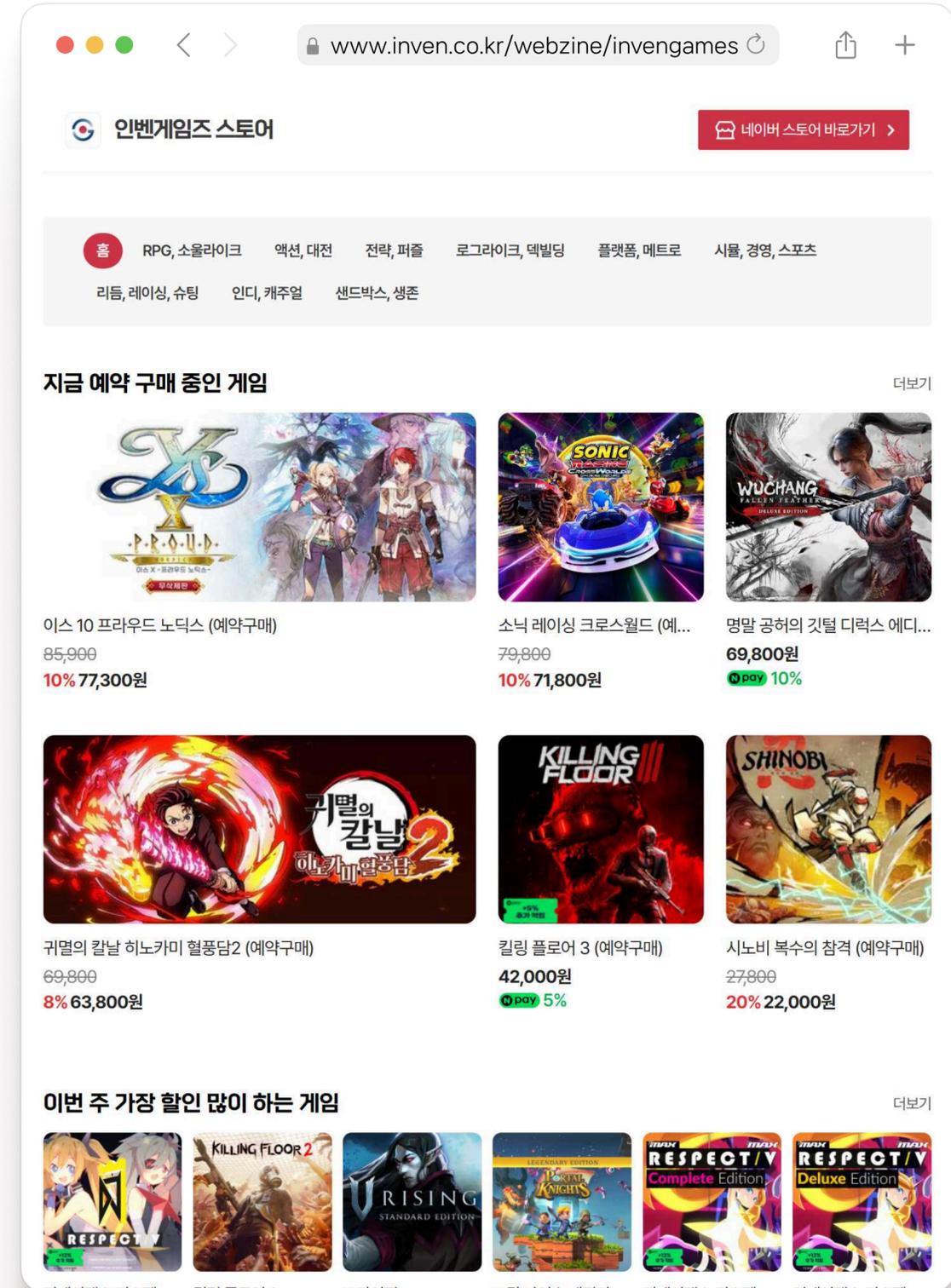
- Creator management based on deep understanding of games
- Marketing planning & operation through in-house production team
- Platform-tailored content planning based on trends and target audience

# INVEN Games is a store where users can discover games and purchase game-related products.

Inven Games is one of Korea's leading e-commerce platforms specializing in games, with rapid growth centered around Steam titles.

Backed by Inven's 20-year legacy as a game media outlet, we provide a wide range of popular titles to Korean gamers through a trusted distribution network.

We are now expanding beyond digital products into physical merchandise and other game-related offerings, evolving into a comprehensive gaming platform.

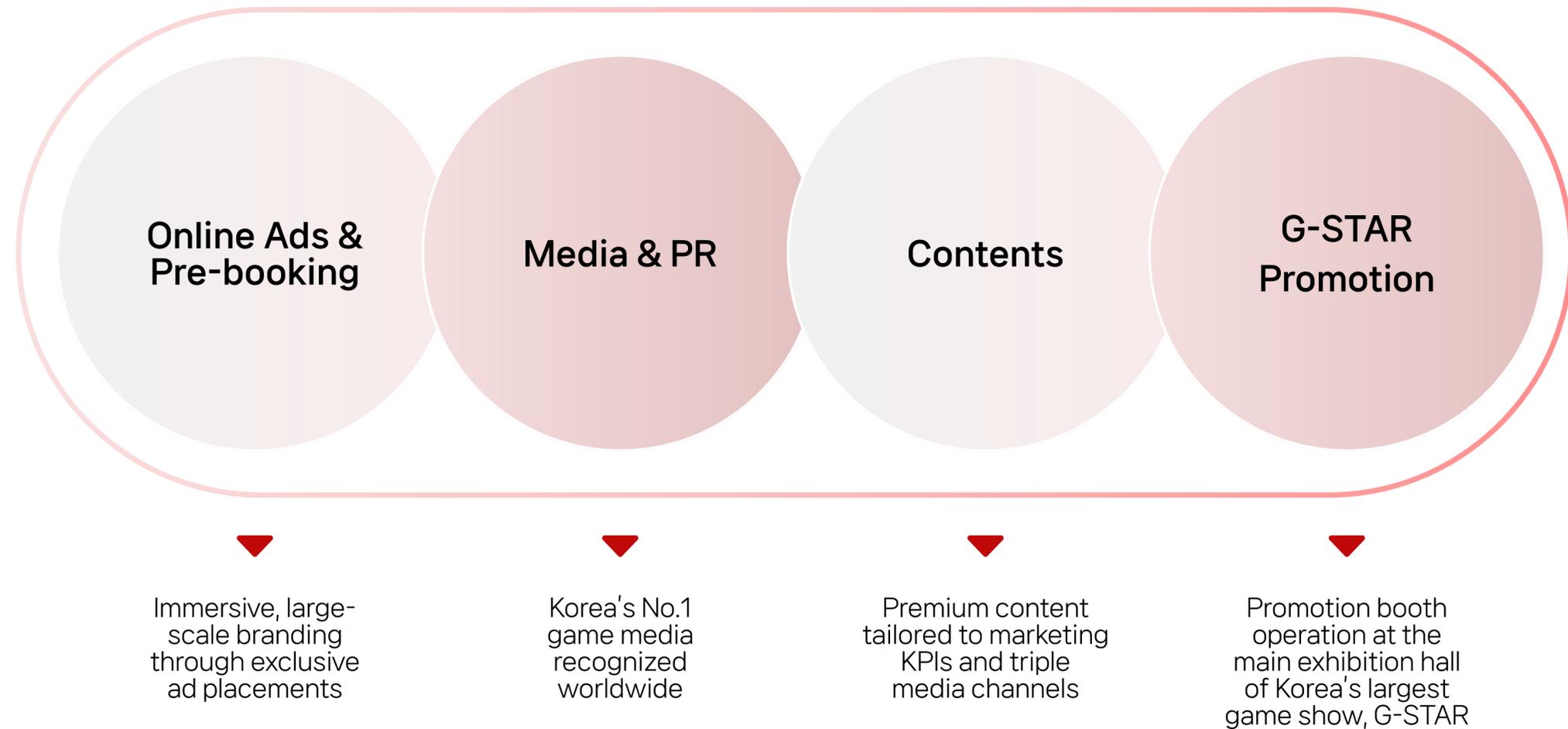


# 2

## INVEN Services

- Marketing Offerings
- Case Studies

# The No.1 Game Marketing Platform – 100% Gamer-Focused, Reaching All Age Groups

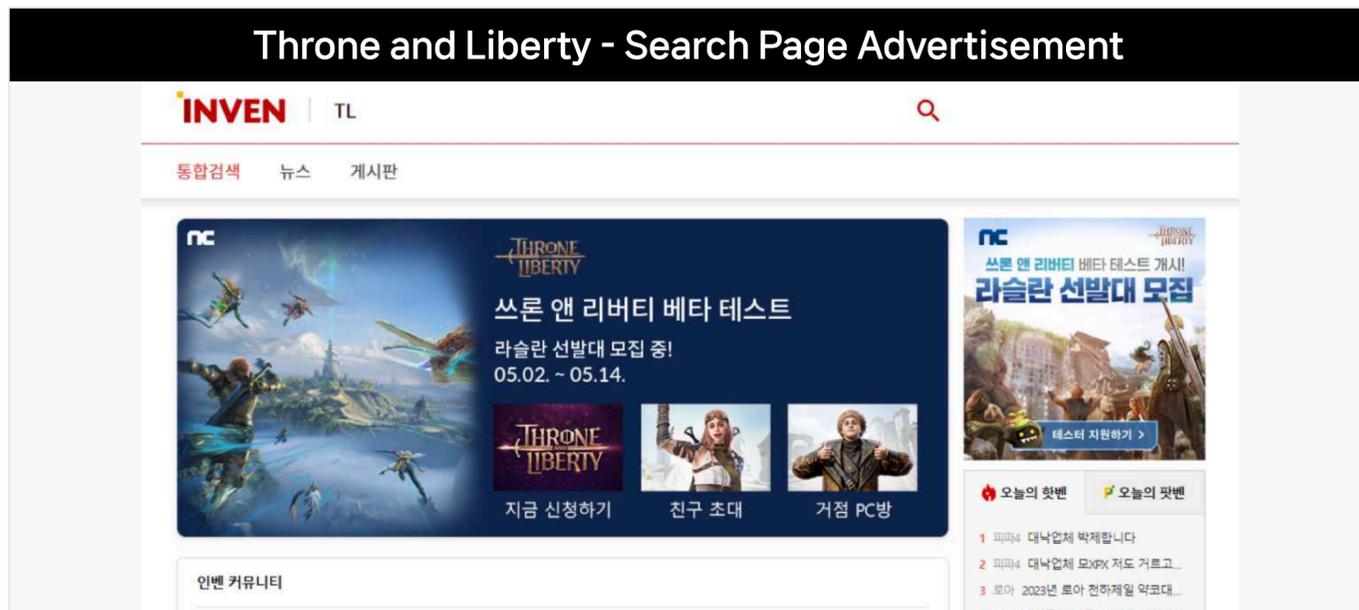
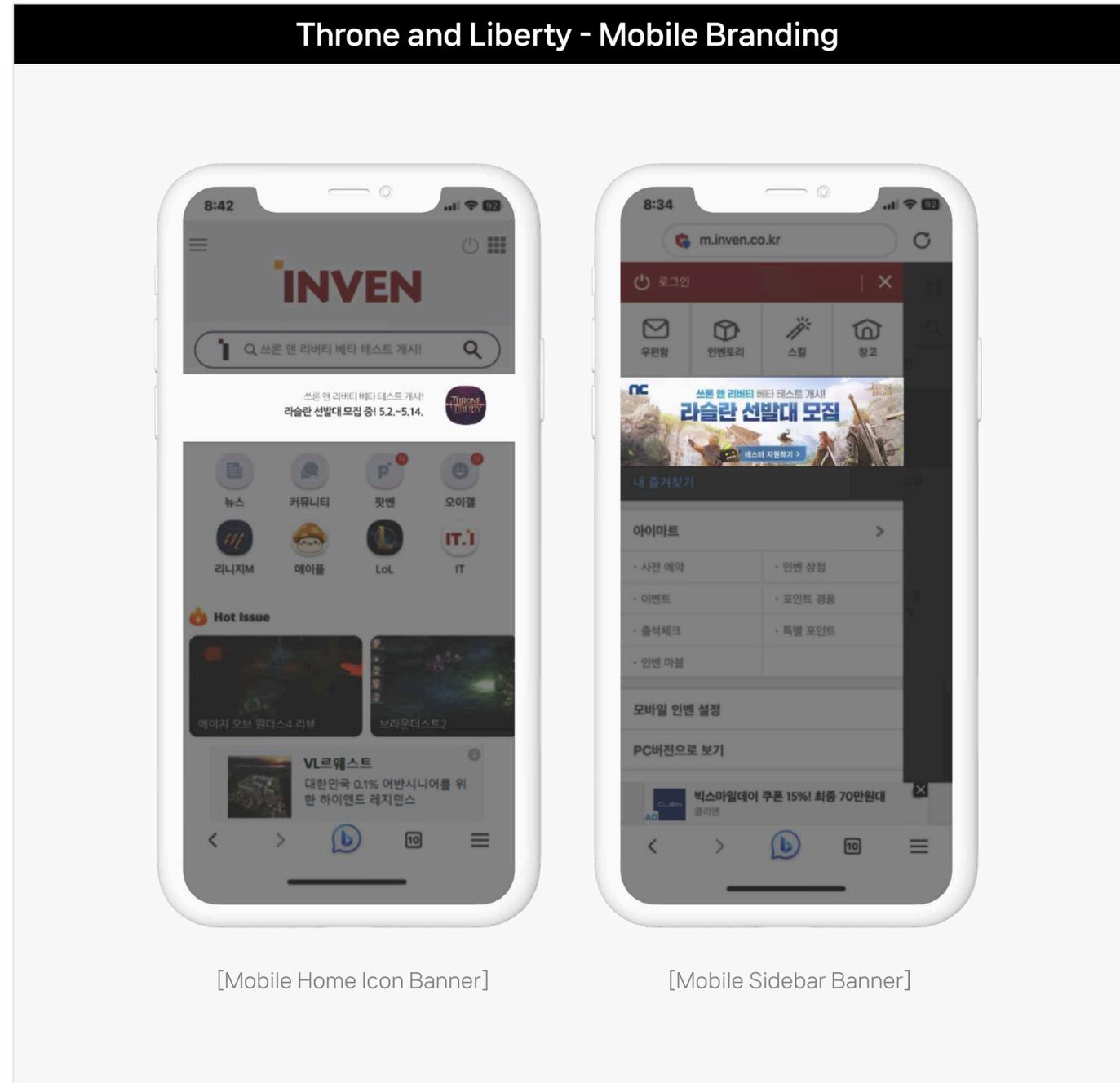
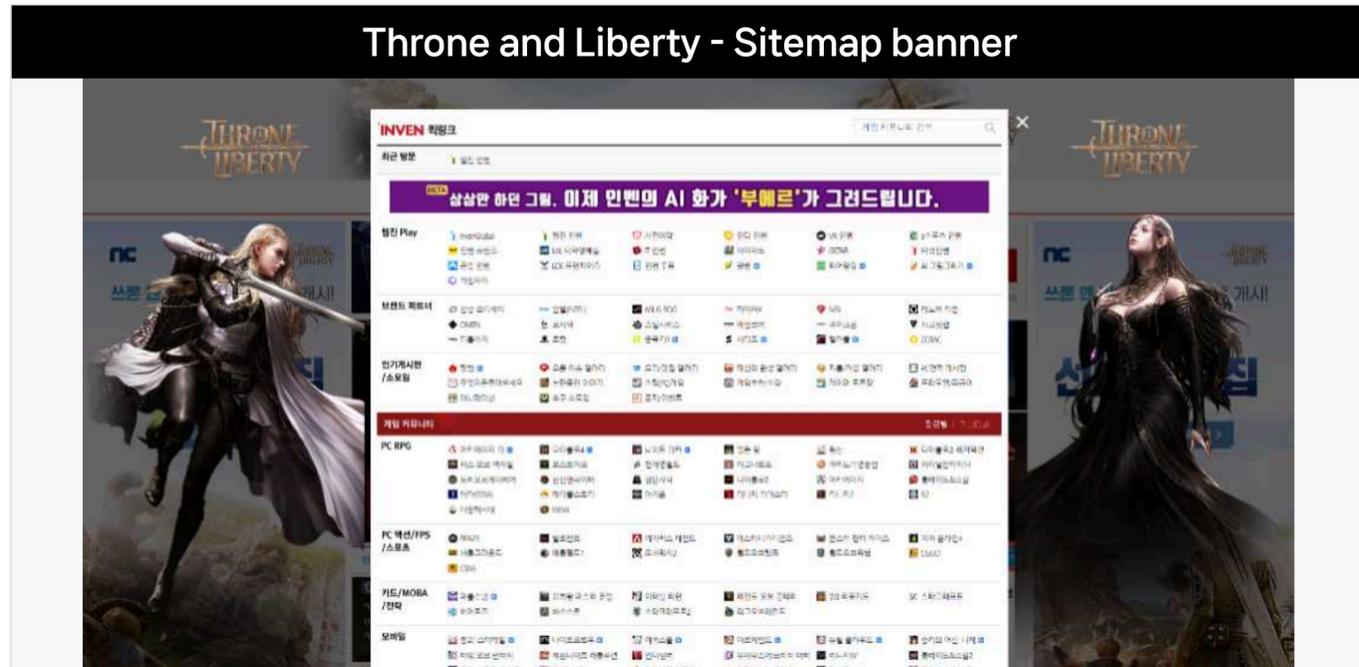


# NCSOFT - Throne and Liberty | Large-Scale Branding & Advertising Campaign

Throne and Liberty - Featured on INVEN Main Page



# NCSOFT - Throne and Liberty | Large-Scale Branding Campaign

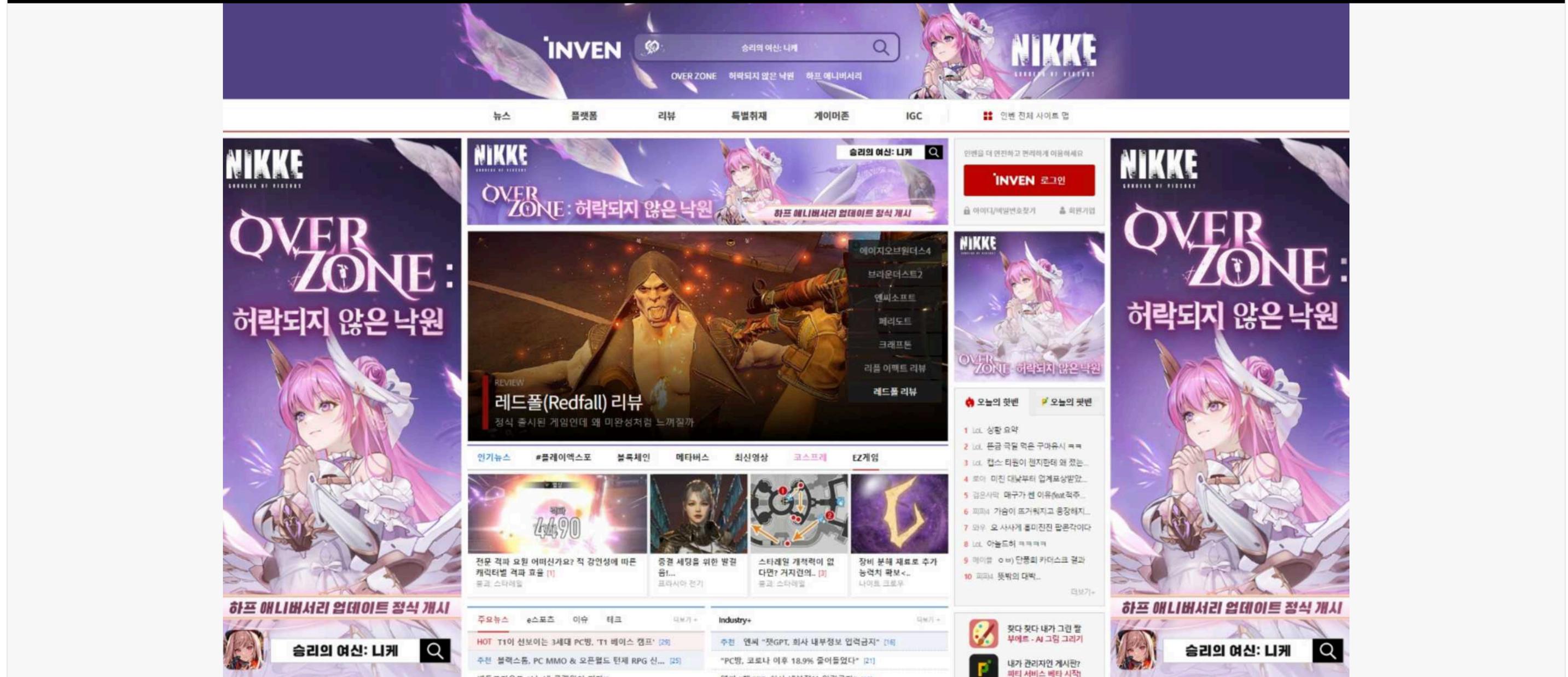


[Mobile Home Icon Banner]

[Mobile Sidebar Banner]

# Level Infinite - GODDESS OF VICTORY: NIKKE | Large-Scale Branding Campaign

GODDESS OF VICTORY: NIKKE –INVEN Main Page Feature



# Level Infinite - GODDESS OF VICTORY | Content Production (Video & Text)

## Goddess of Victory: NIKKE – Branded Content



## 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, 화사한 그림과는 별개로 세계관은 세상이 대중 멸망한 포스트 아포칼립스를 배경으로 깔고 있어 보기보다 무거운 분위기를 풍겼습니다. '니케'라는, 인간을 재료로 만든 로봇이 사람 대신 여러가지 위험한 일을 하는 세상에서 플레이어는 갓 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 감상이었는데, 정식 출시에 앞서 테스트를 기준으로 승리의 여신: 니케의 육성 요소 및 각종 콘텐츠에 대해 간단히 소개하는 시간을 가져볼까 합니다.

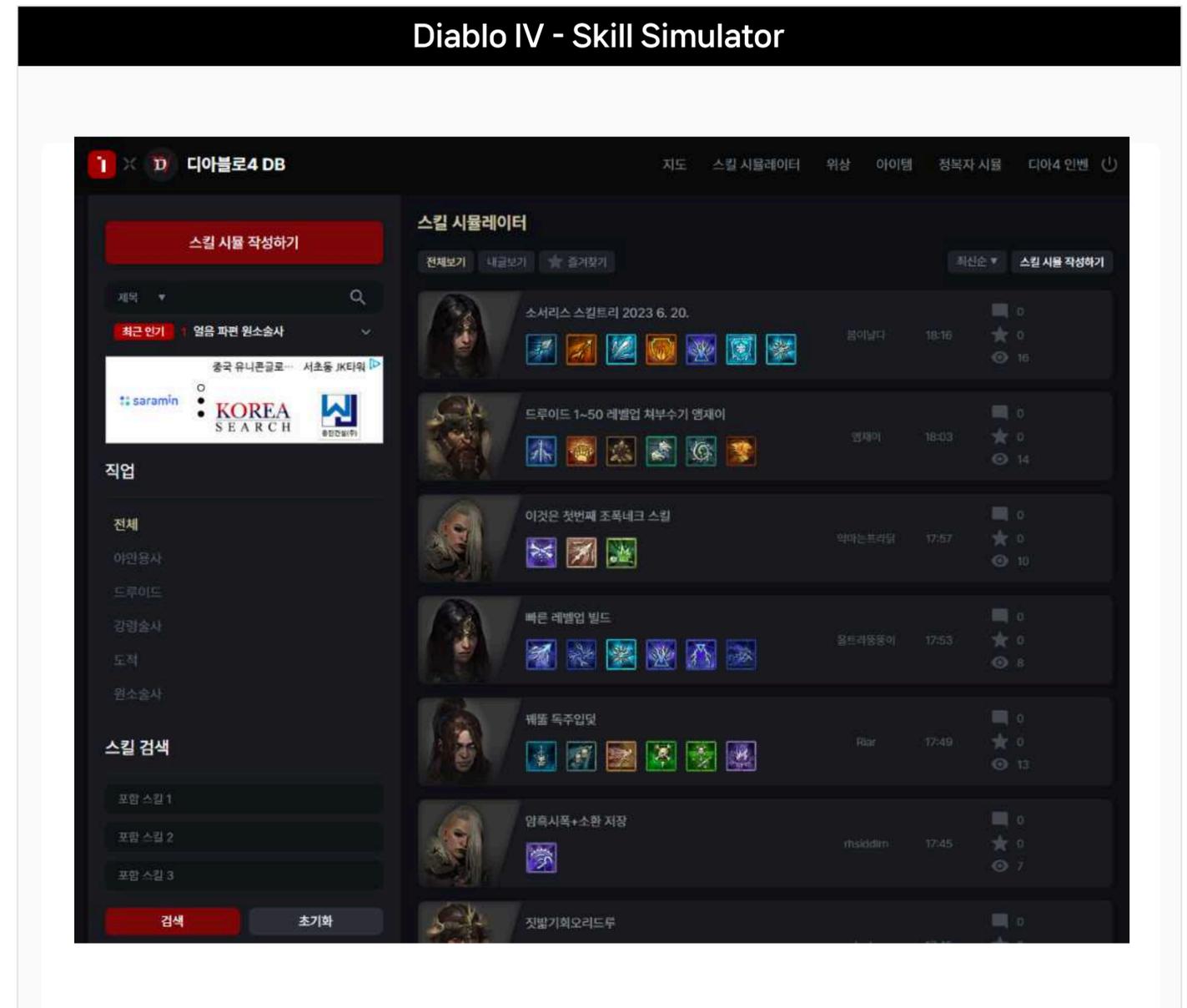
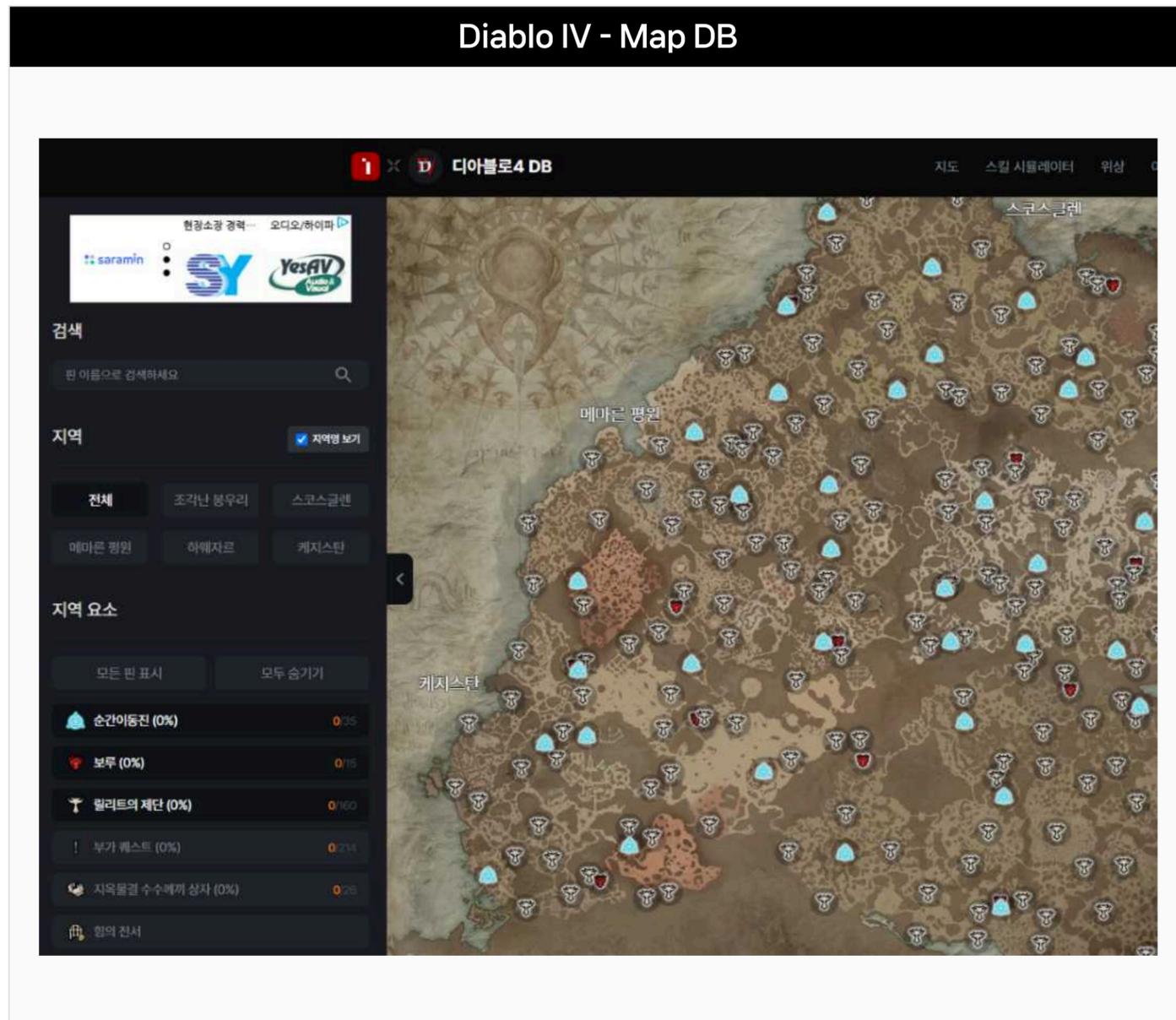


# Blizzard - Diablo IV | Large-Scale Branding Campaign

Diablo IV – Featured on INVEN Main Page



# Blizzard - Diablo IV | Content Simulator Production Case [\[Link\]](#)



# 3

## Global Marketing Services

- Service Overview

## WHY INVEN

Insufficient time and resources make it impractical to conduct in-depth research across every platform. Developing content specifically aligned with each game's unique characteristics and strategic goals presents an ongoing challenge. Effective communication is further complicated by time zone disparities and cultural differences, often impeding seamless collaboration.

### GLOBAL MARKETING SERVICE

Backed by a network of 70+ global media outlets,  
INVEN offers end-to-end support – from content creation to comprehensive online & offline promotions.

Contents

Wiki & Game Info

Direct Advertising

Influencer Promotion

Online & Offline Promotion

From content production tailored to your strategy and needs to guaranteed placements on global media, **"INVEN"** is your content partner for global marketing.

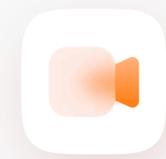
# 4

## ENCHANT

- Service Overview



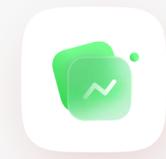
ENCHANT delivers optimized **content production and distribution**, tailored to each audience and need—starting from a deep understanding of better broadcasting environments.



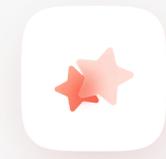
Digital Contents  
Production & Planning



Esports  
Production & Planning



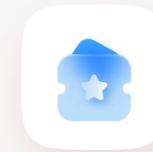
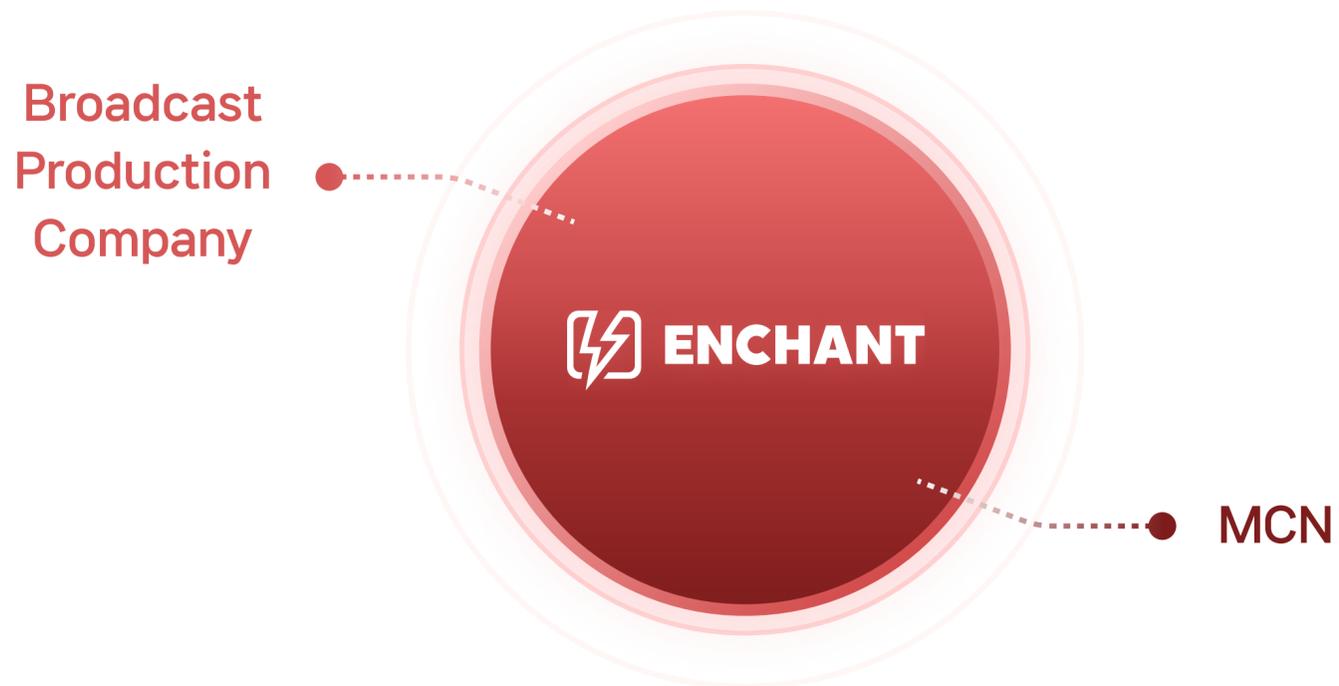
Advertising  
& Marketing



Creator  
Management

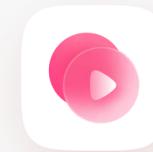


From content planning and creator selection to post-production, we deliver end-to-end marketing services that ensure **campaign results clients are satisfied with.**



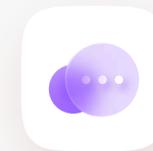
**In-House Production Team**

Capable of producing content that satisfies both game companies and creators.



**Diverse Portfolio of Live Broadcasts and Video Projects**

Able to produce tailored content and ads optimized for each live platform and target audience.



**Broad Network of Channels**

Connects with suitable networks based on content needs (e.g. game publishers, agencies, sponsors, and creators).

# 5

## INVEN Games

- Products & Services
- Official Partners

# Products & Services

## Main Product

Steam Digital Game Codes



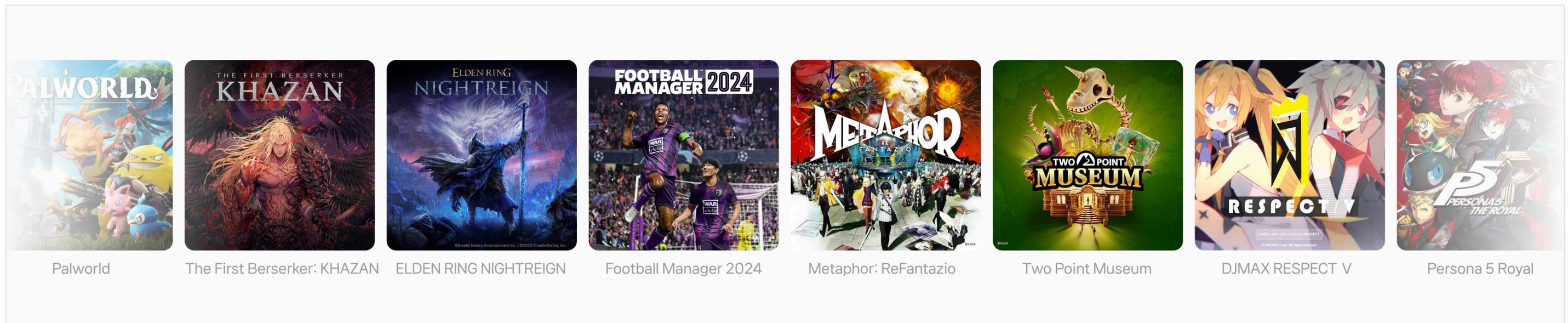
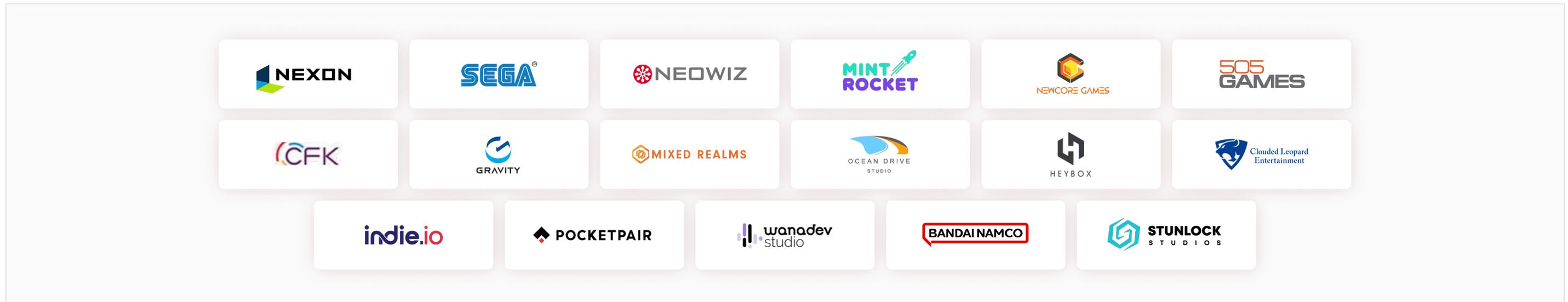
## Expansion Plans

Digital Gift Cards, Game Consoles & Accessories, Physical(Disc) Game Packages



# Official Partners of INVEN Games

## Partner Companies



# CONTACT



## Bundang Office(Headquarters)

3F, 3-4 Gumi-ro 9beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do (Gumi-dong, Hanguk Building)

[View on Map](#)

## Gasan Office

Units 907 - 909, 244, Beotkkot-ro, Geumcheon-gu, Seoul (Gasan-dong, Byeoksan Digital Valley 5th)

[View on Map](#)

## ENCHANT(Studio)

B01 & 501, 9-9, Seongnam-daero, 331beon-gil, Bundang-gu, Seongnam-si (Jeongja-dong, Seikjujae Building)

[View on Map](#)

## INVEN Global

400 Spectrum Center Floor 19, Irvine, CA 92618, USA

[View on Map](#)

## Office Info

Partnership Inquiry

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