

INVEN BRAND PARTNER PROPOSAL



Multi Marketing Platform Brand Partner



2019. 11

Korea No.1 Game Media Platform, INVEN

INDEX

BRAND PARTNER PROPOSAL

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CONTENTS

Multi Marketing Platform Brand

P a r t n e r

01.

Overview of INVEN

- Scope of business
- The age range and visitor
- INVEN Broadcast
- Traffic information
- Information of Subsidiary

Total subscriber : 2.5 millions | Daily visit : 1.4 millions | Daily page view : 80 millions | Daily created post : 55 thousands | Daily created comment : 200 thousands

대학생 인기검색어	청소년 인기검색어	직장인 인기검색어	싱글남 인기검색어
1 팔 인벤 25.2%	1 롤 인벤 60.1%	1 내일 오전 날씨 24.0%	1 최순실 20.3%
2 메이플스토리 11.0%	2 피파온라인3 인벤 5.4%	2 수요일 날씨 14.6%	2 데스티니 차일드 인벤 13.3%
3 도파 2016 여름패키지 10.2%	3 공룡레이어 5.4%	3 오늘의 운세 11.0%	3 박근혜 지지율 12.4%
4 피파온라인3 인벤 8.2%	4 외모지상주의 5.0%	4 하나은행 10.8%	4 박근혜 11.3%
5 오버워치 미국 회원가입 8.0%	5 마청법 합헌 4.8%	5 리니지m 인벤 9.6%	5 고영태 8.7%
6 서든어택2 7.7%	6 메이플스토리2 4.1%	6 리니지m 8.0%	6 최순득 7.7%
7 메아톤 레벨업 루트 7.6%	7 sm엔터테인먼트 4.0%	7 네이버 지도 7.0%	7 최재경 7.3%
8 오버워치 인벤 7.6%	8 던전 앤 파이터 4.0%	8 박원웅 5.3%	8 주택관리사 6.8%
9 페이스북 7.5%	9 분자요리 최현석 3.7%	9 경유값 인상 4.9%	9 박근혜 탄핵 6.2%
10 미국배틀넷 7.0%	10 라디오스타 김연정 3.5%	10 드림하이테크 4.8%	10 장유진 6.0%

NAVER the popular search word in NAVER, the largest Korean portal site



- **KOREANCLICK** game information ranked 1st in game information
- **Rankey.com** ranked 1st in game information
- **Similarweb** ranked 14st among all Korean website

Most popular website among people aged between late teens and thirties. - INVEN!!

ranked 16th among all Korean website
(As of January 2018 / www.similarweb.com)

Showing up to 50 websites. Upgrade to see the full list.

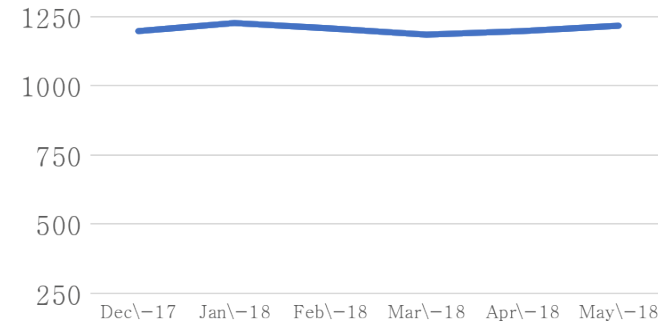
Rank	Website	Category	Change
1	naver.com	News and Media	↔
2	google.co.kr	Internet and Telecom > Search Engine	↔
3	daum.net	Internet and Telecom > Search Engine	↔
4	youtube.com	Arts and Entertainment > TV and Video	↔
5	google.com	Internet and Telecom > Search Engine	↔
6	facebook.com	Internet and Telecom > Social Network	↔
7	news.naver.com	News and Media	↔
8	donside.com	News and Media > Magazines and E-Zines	↔
9	namu.wiki	Internet and Telecom > Chats and Forums	↔
10	tistory.com	Internet and Telecom	+1
11	11st.co.kr	Shopping	-1
12	sports.naver.com	News and Media > Sports News	↔
13	twitter.com	Internet and Telecom > Social Network	↔
14	bamlaki.com	Adult	↔
15	nate.com	News and Media	+2
16	inven.co.kr	Games > Video Games	↔
17	gmarket.co.kr	Shopping	-2
18	uplus.co.kr	Internet and Telecom > Telecommunications	+1
19	shopping.naver.com	Shopping	-1
20	nubwz.com	Games > Video Games	↔

Trend of average daily view

daily average 0.12 billion PV

(in terms of IP address/ as of 2018 May)

x 100,000

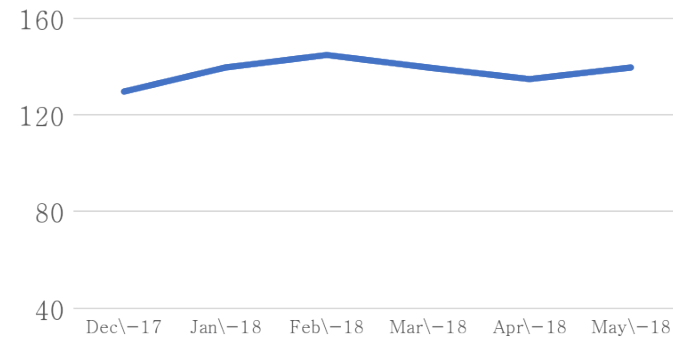


Trend of number of visitor on INVEN

daily average 1.4-1.5 million UV

(in terms of IP address/ as of 2018 May)

x 10,000



Trend leading game media platform

Ranked 1st in game webzine among internet trend leading companies

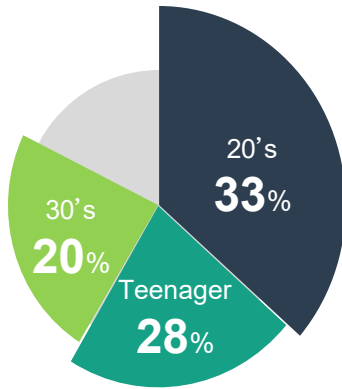
Frequent exposure in search engine

Game webzine ranked 1st
(as of 2018 July / rankey.com)



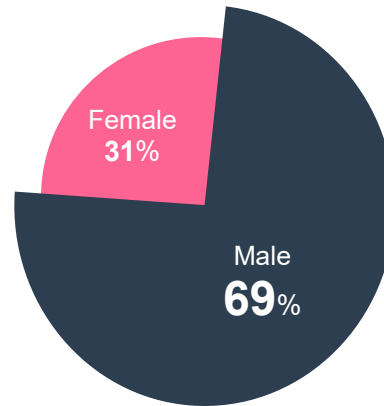
NAVER most frequent search words





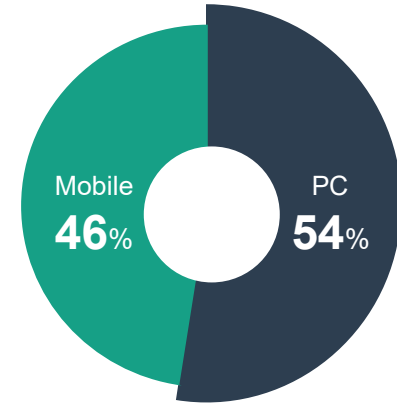
Age ratio

Teenager that is the major purchase-power in game contents constitutes more than 60 percent of visitors on INVEN website.



Sex ratio

For 20's, male to female sex ratio is approximately 7 to 3. Male who enjoy online game visit the website more.



Internet connecting platform

INVEN runs biggest community nationally in both PC online and mobile phone online. No matter which platform users choose, users will enjoy excellent internet connection.

Promotion targeting various age group of passionate gamer is available.

**No.1 Game Media Platform****INVEN, Inc.**

No.1 Game media platform with 3.5 million subscribers and 100 million page view, Game webzine, operation of community, PC, mobile, E-sports, IT VA/AR, Indie Game Contents creation through INVEN Broadcast, Broadcast Program, Offline Promotion, Official E-sports League

www.inven.com**For English-speaking gamers****INVEN GLOBAL ENGLISH, LLC.**

Service for English speaking region including North America, Global Game Webzine& E-sports specialized Media/ Global E-sports conference/ Various E-sports event including Global E-sports Confedrence is held./ INVEN is aiming to be Global company to invest in game platform.

www.invenglobal.com**IT Products and Gaming Gear mall****MARKET INVEN, Inc.**

Securing the license of domestic game company/ Production, Sale and Distribution of the Games/ Sale of Gaming gear/ Partnership with JINX,U.S company on Blizzard license/ License contract of Blizzard Overwatch mobile product (USB, battery, mobile phone case).

www.marketinven.com

INVEN Ryzen E-sports Arena is in operation.

INVEN RYZEN ESPORTS ARENA

INVEN Broadcast with years of experience delivers lively atmosphere of the arena to gamers via broadcasting.



Live Streams

Twitch	https://www.twitch.tv/teaminven
Youtube	https://www.youtube.com/user/invenbroad
Afreeca TV	http://afreecatv.com/teaminven
Kakao TV	https://tv.kakao.com/channel/2690626
Naver TV	http://tvcast.naver.com/inven

VOD

Inven	http://ibs.inven.co.kr
Youtube	https://www.youtube.com/user/invenbroad
Naver TV	http://tvcast.naver.com/inven

E-sports

According to game platform and budget E-sports event can be held with flexible size of the event from one-off event to season league. Promotion via media coverage and online/ offline broadcasting is possible all at once.

Large scale Season League

2018.10.27

HEARTHSTONE Team Championship Korea Season 2



2018.12.09

League of Legend College student Battle Winter



2018.03.19

Overwatch Contenders Korea



Mid to small size Competition

2019.03.17
Auto Chess Invitational



2017.07.08
Freestyle 2: flying dunk China
Joy Korean national



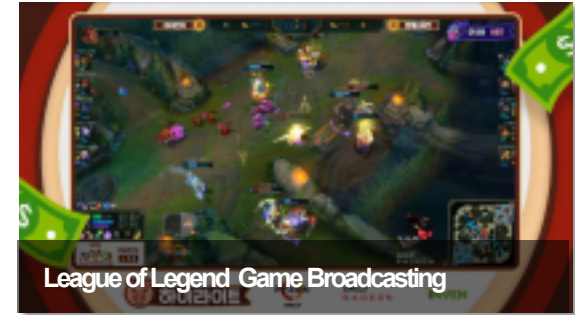
2018.08
Sword fighting online game
competition



From one-off event to season league, optimal E-sports event
with **flexible budget and competition period** is on the project and operation.

Game Broadcasting

Coverage of the Game Broadcasting is from simple Chroma key broadcasting to offline special broadcast that is shot in the studio. Project, Production, Promotion through INVEN, further contents creation is possible all at once.



Broadcasting is aired through the most familiar platform with Korean Gamer.

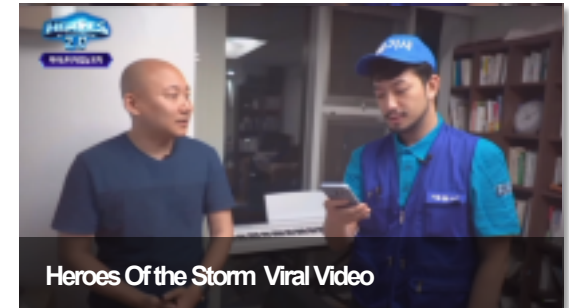
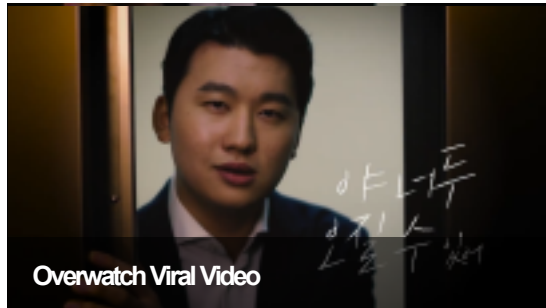


Video Production

Through broadcasting studio solely owned by INVEN, various type of video including viral video and game strategy video is created for respective purpose. Video created this way is exposed through various channels so that it can have viral marketing effect.

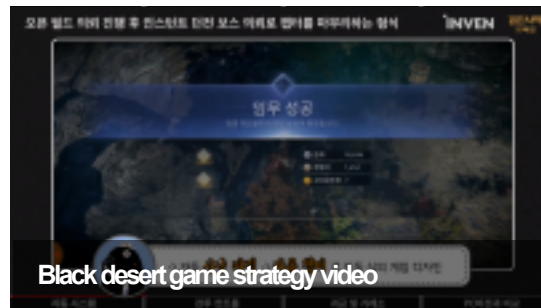
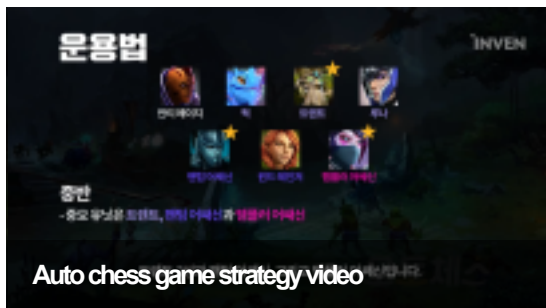
Viral Video

Eye catching video with various contents and video in which celebrities appears can appeal to gamer as effective advertisement.



Game strategy video

Providing gamers with game strategy video



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Multi Marketing Platform Brand Partner

02.

Introduction of Brand Partner

- Introduction of Brand Partner
- Major Partner

Most effective and fastest way to promote the Brand to gamers

Media coverage
about the brand



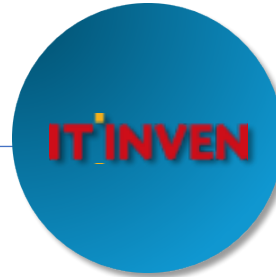
Exposure on
portal website



Event



Exposure of
IT INVEN



Associated Sale of
MARKET INVEN



Advertisement



The most effective Multi Marketing Platform to connect to gamer

SNS/Internet Blog and Café



Unilateral delivery of information

Brand exposure to

irrelevant consumer group

Ineffective influx through product contents

Costly one-off advertisement

Brand Partner



Mutual communication

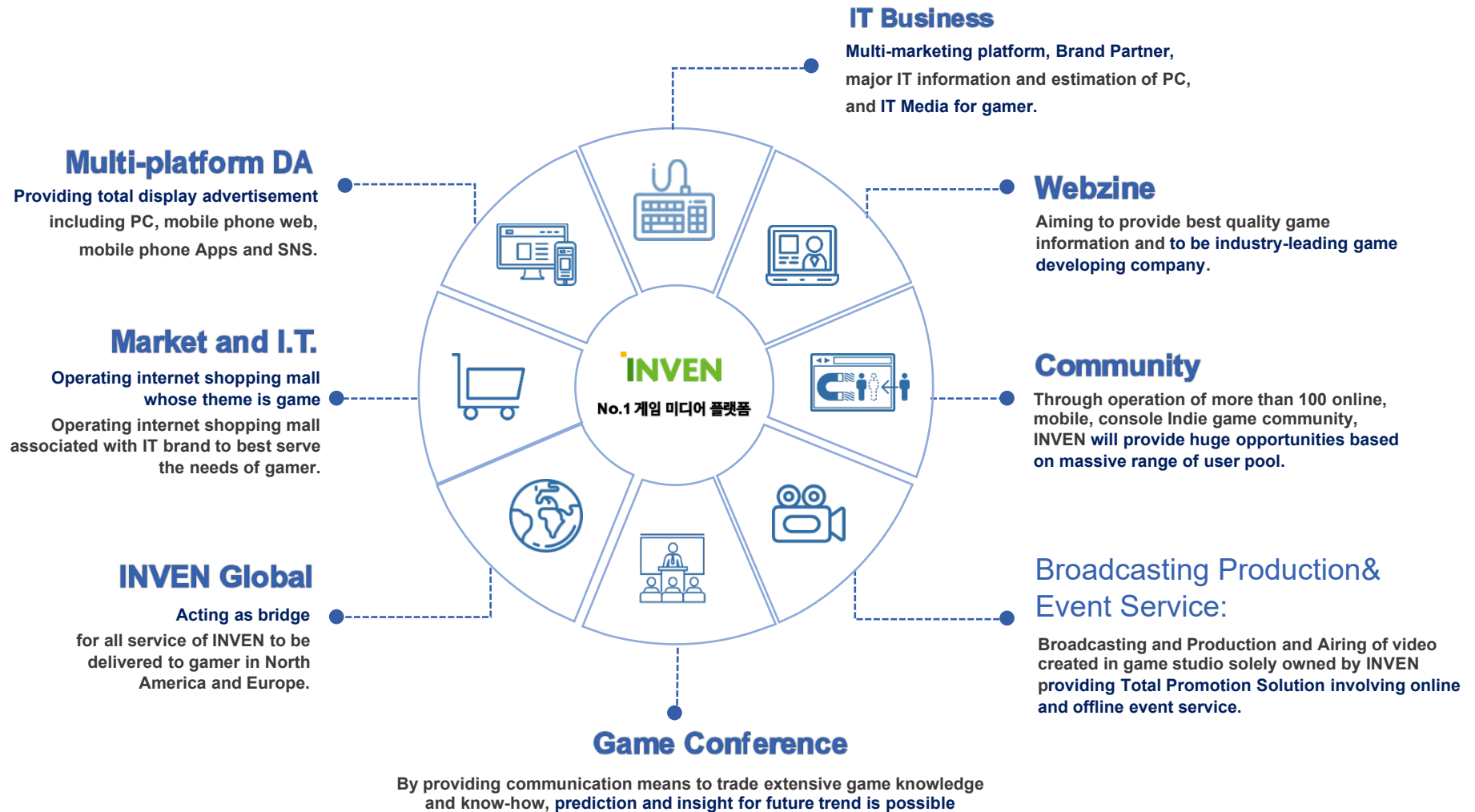
Effective in targeting consumer group gamer

Effective way of influx

through product contents

Effective and regular basis advertisement

INVEN Brand Partner is a **multi-marketing platform** to communicate with gamer through various channel of INVEN



INVEN is proceeding with **extensive cooperation**
with major Brands for various industries.

AMD RYZENintelNVIDIA GEFORCE NOWplantronics®msiREPUBLIC OF GAMERSGIGABYTE™WD Western Digital®ZOTAC®Kingston HYPERXXENICS CREATIVEsteelseriesInterPixelXSTARDIGITAL TOUCH알파스캔

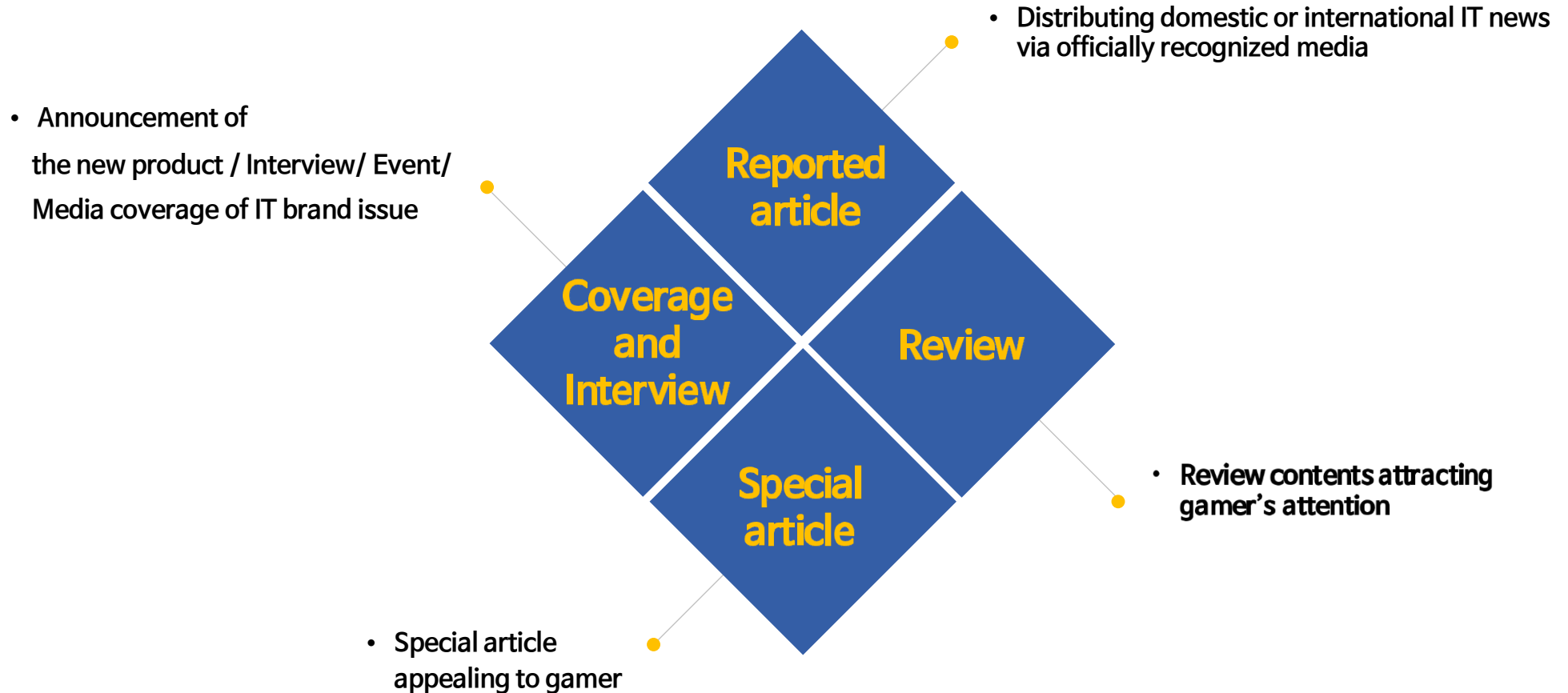
CONTENTS

Multi Marketing Platform Brand Partner

03.

Brand Partner contents

- Reported article
- Product Review
- Exposure of INVEN
- Portal or external exposure
- Special article
- News coverage/ Interview
- INVEN's landing site



Professional staffs who possess solid knowledge of game are **creating various contents appealing to gamer from gamer's perspective.**

Domestic and international IT media coverage of INVEN contents


All content in IT INVEN will **be distributed and exposed in different pages.**

http://www.inven.co.kr/webzine/news/?news=201655&site=it

2018-06-19 17:33 조회(로그인):2182 댓글:2

인텔 CPU를 더 비싼걸로 바꿔준다고? AMD, 이색 이벤트 진행

남지을 기자 (chovi@inven.co.kr)



▲ AMD를 통해 공개된 이벤트 이미지 (출처 : AMD 공식 홈페이지)

AMD는 6월 18일(현지시각) 자사의 홈페이지를 통해 경쟁사인 인텔의 한정판 프로세서인 i7-8086K를 라이젠 스레드리퍼 1950X로 교환해주는 이벤트를 진행한다고 밝혔다. 이벤트 대상 제품은 인텔 최초의 X86 기반 프로세서인 인텔 8086의 출시 40주년을 기념하기 위한 한정판 CPU로, 인텔에서 추첨을 통해 전 세계 참가자 총 8,086명(한국 500명)에게 해당 CPU를 증정한 바 있다.

AMD 스레드리퍼 1950X는 16코어와 32스레드, 기본 클럭 3.4Ghz, 최대 부스트 클럭이 4Ghz인 14nm CPU이며, \$999에 판매 중인 제품으로 이는 인텔 i7-8086K의 가격 \$425에 2배 이상의 금액을 지닌 제품이다.

이번 이벤트는 인텔 이벤트를 통해 증정받은 i7-8086K를 소유한 미국 거주자에게만 해당하며, 6월 25일(현지시각) 공개되는 이벤트 참여 절차를 통해 선발된 40명에게 진행된다. 인텔 CPU는 미개봉 상태여야하며, 당첨자에게는 이메일을 통해 인텔 CPU를 보내는 법이 발송된다. AMD에서 인텔 CPU를 받게 되면 라이젠 스레드리퍼 1950X를 당첨자에게 배송한다.

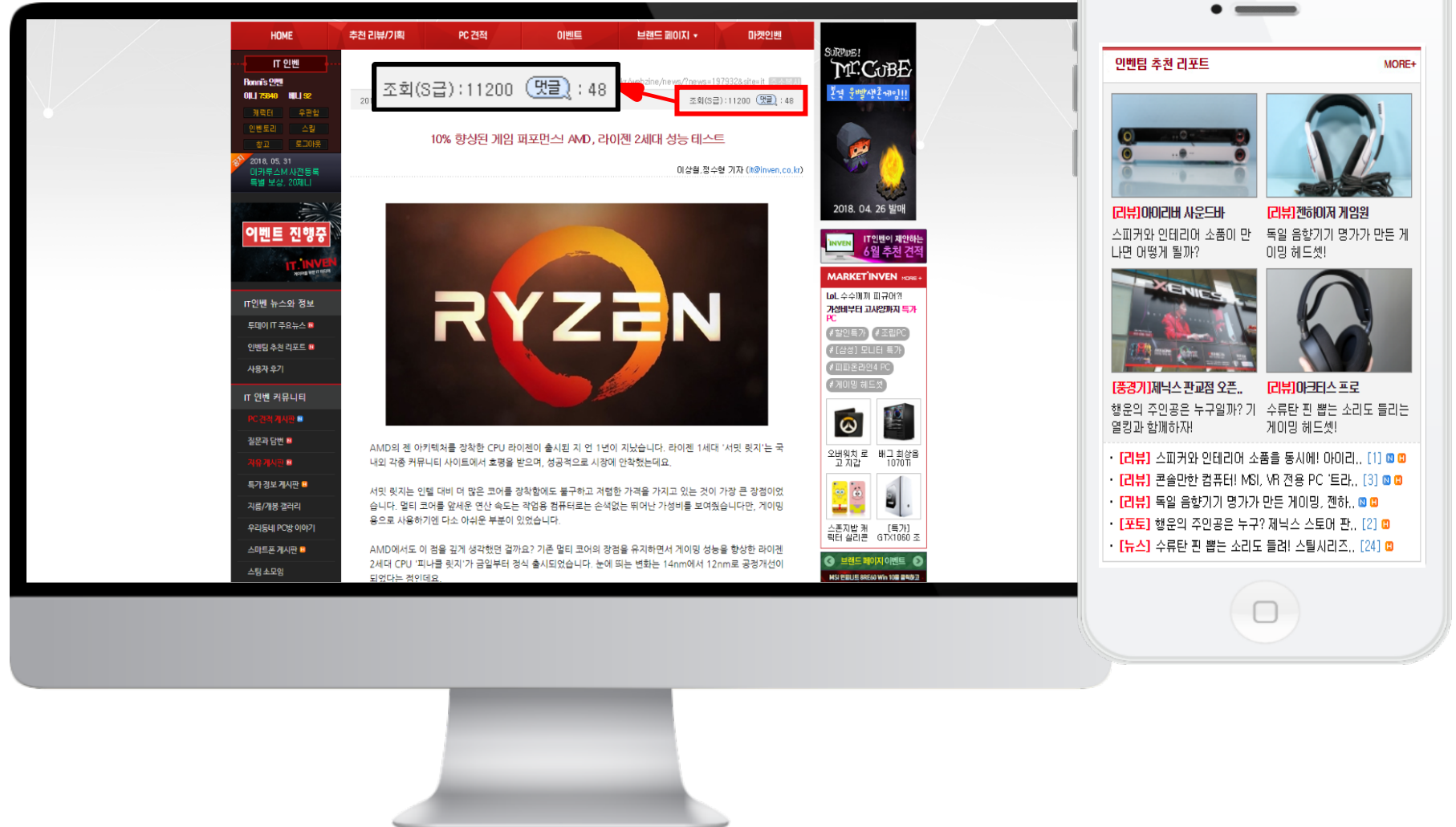
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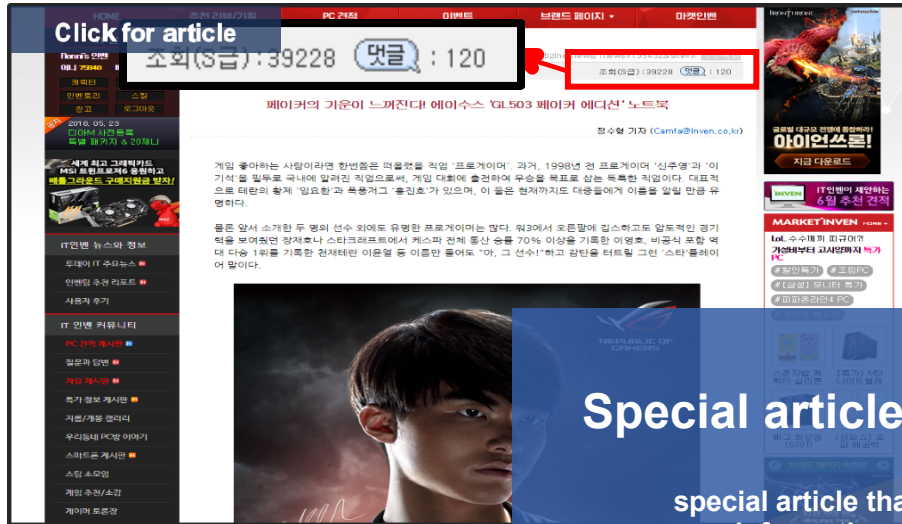
INVEN | IT INVEN | NAVER | DAUM | Google | facebook

All of IT INVEN contents are **distributed and exposed through various channels.**

Product review written by **game developing professionals**
Product review intriguing gamer

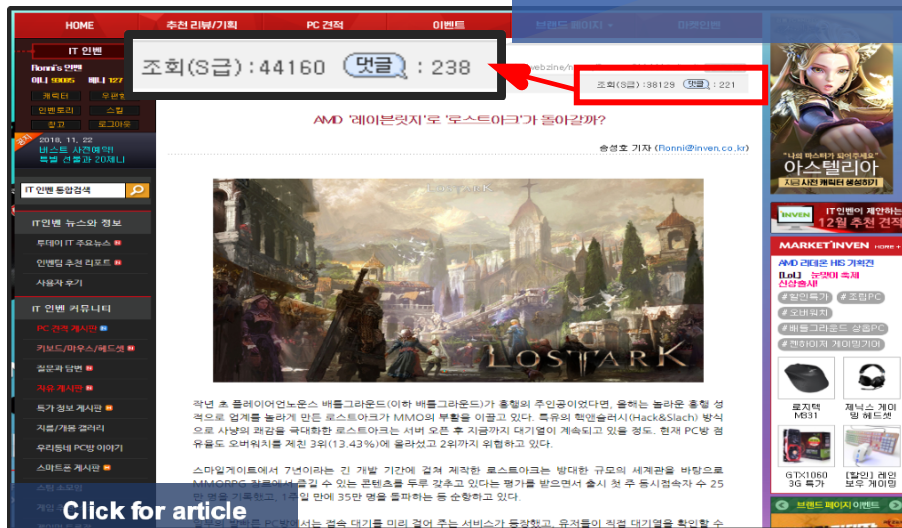


Special article



Special article appealing to gamer

special article that can deliver a number of
information of brand and product



Click for article

News coverage of IT issues such as announcement of new product release, interview, event and so on
Promotion of product and brand through delivery of the lively news of the scene

http://www.inven.co.kr/webzine/news/?news=197052&site=it 주소복사

2018-04-04 16:42

조회(S급): 6310 댓글: 20

[인터뷰] 데스크톱에 밀리던 과거는 없다! '제이슨 우' 에이수스 지사장 인터뷰

송성호 기자 (Ronni@inven.co.kr)



3일, ASUS(이하 에이수스)는 논현동 SJ 콘서트홀에서 게임과 음악을 결합한 'ROG G-Festival 2018'을 개최했다. 신제품 발표회를 포함하여 인기 스트리머가 참여한 배틀그라운드 대회, 그리고 ROG EDM 파티까지 독특한 형식의 이벤트로 많은 게이머와 젊은 음악 팬의 관심을 한몸에 받았다.

SKT T1 후원과 글로벌 게임 축제 'Join the Republic' 개최 등 e스포츠 및 게임 시장 활성화를 위해 계속해서 노력하고 있는 에이수스는 경쟁력 강화와 사용자 편의성 증진을 위한 다양한 시도와 캠페인을 전개해 나가고 있다. 또한 2018년 3월 30일 발표된 제이슨 우의 인터뷰는 '제이슨 우'가 에이수스 지사장으로 임직을 공고히 구축하고 있는 에이수스 ROG.

Interview of Jason woo, manager of ASUS

2017-12-14 12:59

조회(S급): 49484 댓글: 70

line/news/?news=190911&site=it 주소복사
조회(S급): 49484 댓글: 70

[인터뷰] "발칸? 팬들의 즐거움을 위한 퍼포먼스였다" 임홍규 선수 인터뷰

송성호 기자 (ronni@inven.co.kr)



송성호기자 (이하 송성호) : 조텍컵(ZOTAC CUP)에 초청되어 이벤트 대회에 참여한 후 오늘 한국으로 돌아온 것으로 알고 있다. 다녀온 소감이 궁금하다.

임홍규 : 조텍에서 초청을 받아 참여할 수 있었고, 현지 관계자 분들이 필요한 부분을 꼼꼼하게 챙겨줘서 고맙게 생각한다. 국내 대회는 외국인 선수들과 함께 할 수 있는 경우가 거의 없는데, 조텍컵은 전 세계 각국에서 진행되는 글로벌 대회인 만큼 외국인 선수와 많은 교류를 할 수 있는 점이 흥미로웠다.

참가했던 선수들과 같이 게임도 했고 대회 전날에는 해외의 모 선수가 생일이어서 생일 축하 파티가 진행되기도 했다. 선수들끼리 게임하면서 서로 부족한 부분을 알려주기도 했다. 이를 계기로 외국 선수들과 많이 친해졌다.

Zotac Cup 이벤트

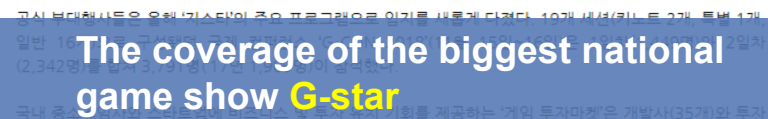
조텍컵은 2006년 부터 시작된 대회로, 매년 다양한 게임 종목을 선정해 온라인을 중심으로 진행되는 글로벌

Interviews of Lim hong kyu to clarify his controversial act – playing game using toe instead of finger

Promotion of product and brand through delivery of the lively news of the scene



“Effect of Product exposure and brand promotion”



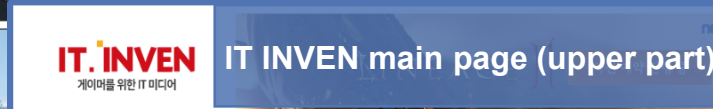
All contents of Brand Partner is **exposed on various areas** of INVEN



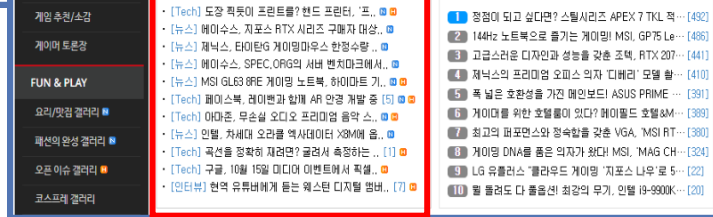
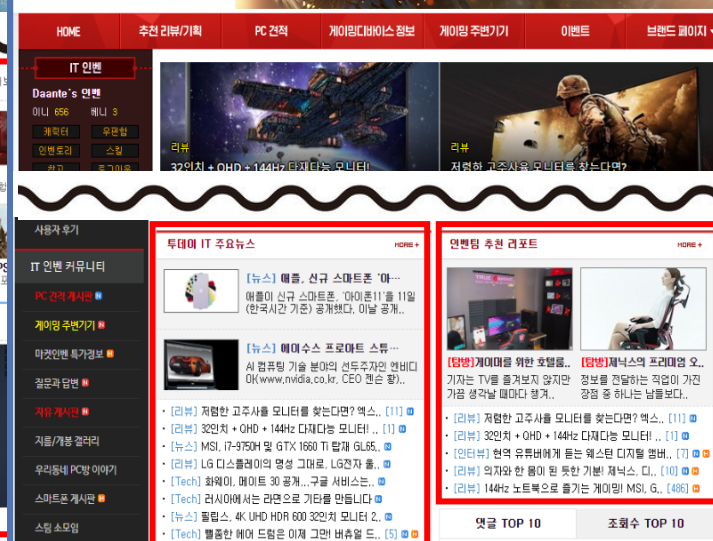
INVEN main page (upper part)



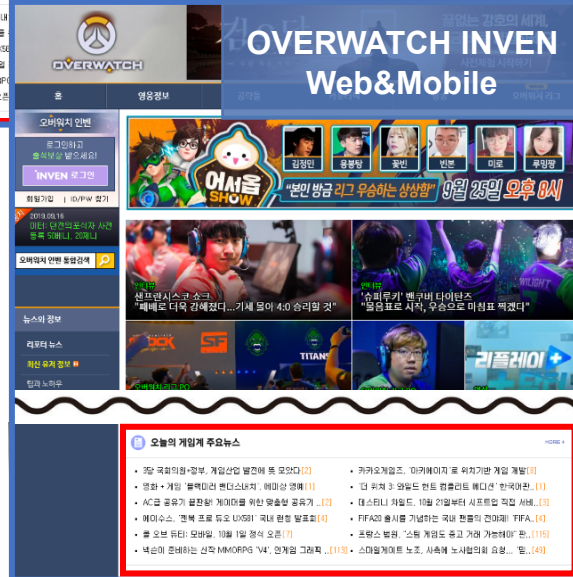
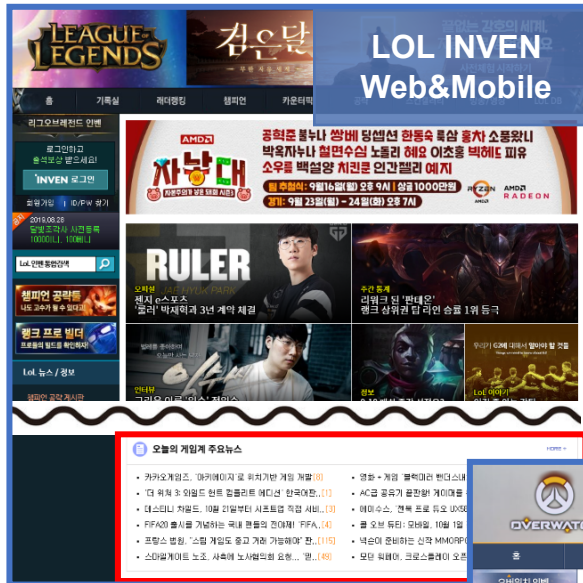
INVEN main page (mid part)



IT INVEN main page (upper part)



All contents of Brand Partner is **exposed on various areas** of INVEN



Landing site open (available for gold grade or above)

Independent domain that is compatible with both of **Mobile Phone** and **PC** is provided.

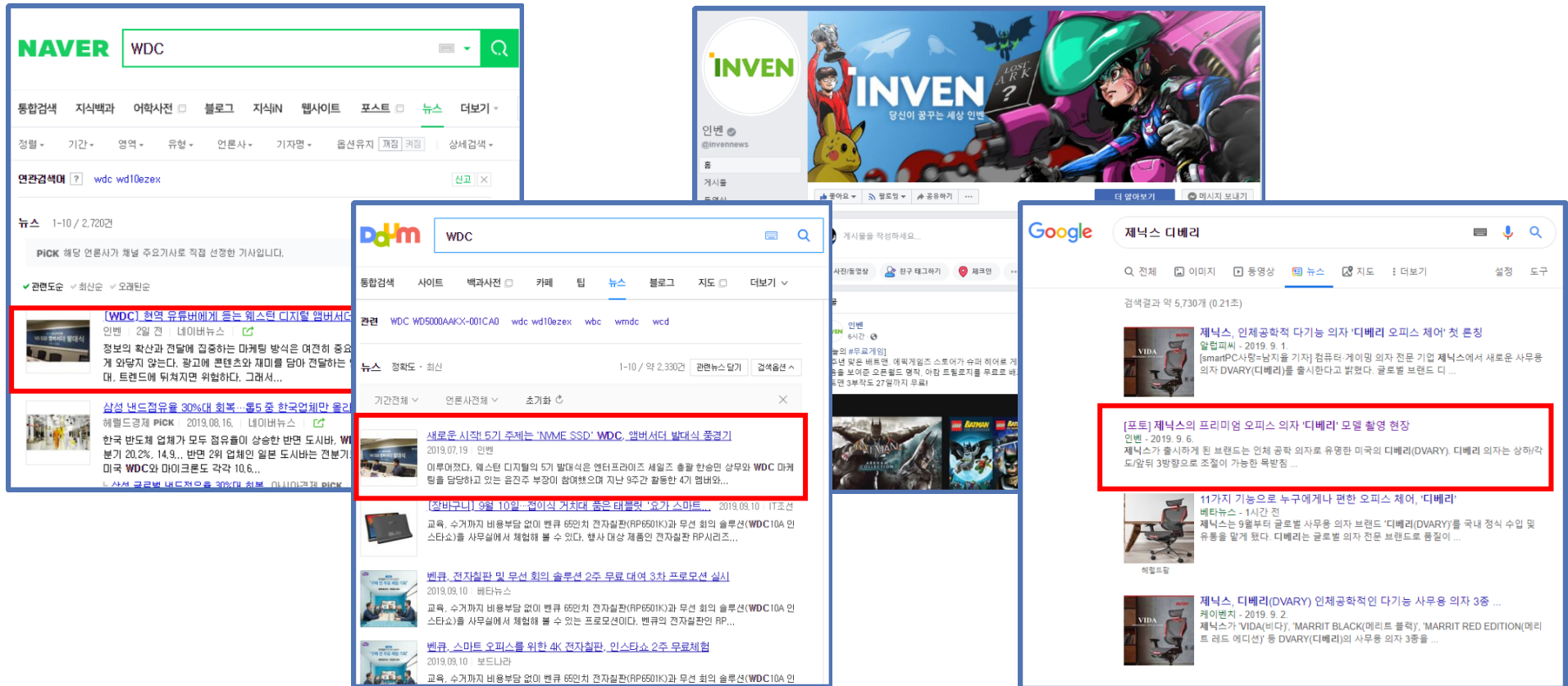
MSI 인벤에 오신것을 환영합니다.

<http://msi.inven.co.kr/>

컴퓨터, 주변기기, 메인보드, 미니pc, MSI, 모시, 게이밍노트북, 노트북, msi



External exposure of Brand partner's content on major portal site



NAVER

Daum

Google

facebook

CONTENTS

Multi Marketing Platform Brand Partner

04.

Brand Partner event

- Types of event
- Game community event
- Brand promotion and Airing
- Pre-user event
- I-mart free gift event

Brand Partner
event

Types of
event

Pre-user
event

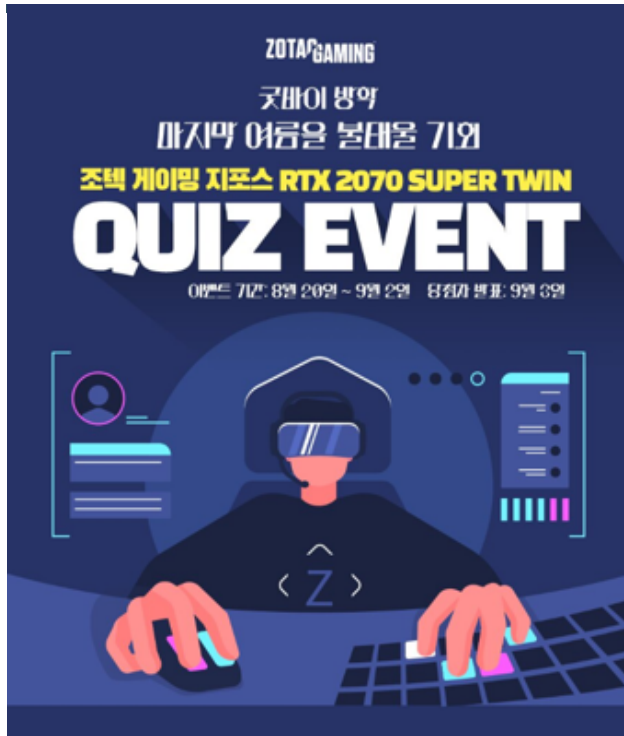
Game community
event

I-mart free gift
event

Brand promotion
and Airing

Effective promotion via various kinds of event

QUIZ event



Promotion and exposure of
brand and product

through simple material such as image blind

Online comment event



Promotion effect through
online comment and SNS sharing event
that anyone can take part in

Product review event



NAVER/SNS/Writing product review after purchase
Product promotion effect through
online comment and product review

Effective promotion via various kinds of event

Article review comment event

※ MSI, AG32C 게이밍 모니터 댓글 이벤트!



MSI, AG32C 게이밍 모니터를 보시고 댓글을 남겨주신 분들 중 3분을 추첨하여 문화상품권 5천원을 보내드립니다. MSI, AG32C 게이밍 모니터 제품 혹은 본 제품 내용과 관계없는 댓글은 추첨에서 제외될 수 있습니다.

- 이벤트 상품: 문화상품권 5,000원 3장
- 이벤트 기간: 3월 23일 ~ 3월 28일(수)
- 당첨자 공자: 3월 29일 기사 본문에서 발표

Comment event is held associated with review article
Promotion effect through gaining
many views from internet user

Voting event

[PC 메모리 증정] 행운의 사다리를 잡아라!!

T-Force 사다리중, 당첨으로 추측되는 알파벳을 선택해 주세요.
투표 시 1000니를 선물해드립니다.



<input type="radio"/> T	<input type="radio"/> F
<input type="radio"/> Q	<input type="radio"/> R
<input type="radio"/> C	<input type="radio"/> E

투표하기 결과보기

Drawing public attention with
several creative event
such as voting event

Participants of pre-user event are required to write product review according to prescription.
Frequent exposure on online community **raising brand and product awareness**

WD SSD pre-user event



GEFORCE NOW pre-user event



Brand Partner
event

Types of
event

Pre-user
event

Game community
event

I-mart free gift
event

Brand promotion
and Airing

Targeting specific game users on 100 game communities to inform them of event will lead to effective promotion of the brand.

LOL INVEN ZOTACK-CUP event

LOL INVEN GEFORCE NOW Pre-user event

LOL INVEN XENICS Comment event

OVERWATCH INVEN Cheering event

PUBG INVEN XENICS Pre-user event

PUBG INVEN MSI VGA EVENT

✓ **Schedule of game community event and exposure** might be subject to change depending on circumstance.

I-mart free gift event

Product exposure on point mall attracting more than **30 thousand daily visitors with free gift event**

Spontaneous promotion is possible through applying for free gift.

The screenshot shows the I-mart event page with a navigation bar at the top containing links like '이벤트', '배너샵', '포인트 경품', '인벤 상점', '슬식제크', '포인트 쿠폰', '이용 문의', and '특별 포인트 이벤트'. The main content area is divided into several sections: '이벤트' (Events) with a large banner for a photo contest, '배너샵' (Banner Shop) with a list of items, '포인트 경품' (Point Lottery) with a list of prizes, '인벤 상점' (Inven Shop) with a list of items, and '커뮤니티' (Community) with a list of items. The right sidebar contains a '내 포인트' (My Points) section and a '내가 원하는 경품' (Prizes I want) section.

I-mart - event page

The screenshot shows a specific event for MSI Tron Pro 6 USB + Capsule. The event title is 'MSI 트윈프로저6 USB + 캡슐용이'. The description says '우퍼스피크와오급스러운 USB로 새롭게 태어난 트윈프로저6! 커 내장으로 뛰어난 사운드까지! 지금 아이마트에서 만나보세요!'. The event is for the period 2018.06.15 ~ 2018.06.28. The prize is 'MSI 트윈프로저6 32GB USB + 캡슐용이'. The total number of prizes is 4,000 (1,000 daily, 10,000 total). The event is for the period 2018.06.15 ~ 2018.06.28. The total number of prizes is 4,000 (1,000 daily, 10,000 total).

I-mart - event page

The screenshot shows a specific event for MSI GH70 Gaming Headset + Capsule. The event title is 'MSI GH70 게이밍 헤드셋 + 캡슐용이'. The description says 'MSI GH70 게이밍 헤드셋과 캡슐용이를 지금 아이마트에서 만나세요!'. The event is for the period 2018.06.22 ~ 2018.06.28. The prize is 'MSI GH70 게이밍 헤드셋 + 캡슐용이 (랜덤)'. The total number of prizes is 1,000 (1,000 total). The event is for the period 2018.06.22 ~ 2018.06.28. The total number of prizes is 1,000 (1,000 total).

The screenshot shows a specific event for MSI GK80 Gaming Keyboard + Capsule. The event title is 'MSI GK80 게이밍 키보드+캡슐용이'. The description says '게이밍을 위한 독일 정품 RGB 스위치에 불링블링 화려한 RGB LED까지!'. The event is for the period 2018.06.01 ~ 2018.06.14. The prize is 'MSI GK80 게이밍 키보드 + 캡슐용이 (랜덤)'. The total number of prizes is 15,000 (1,000 daily, 15,000 total). The event is for the period 2018.06.01 ~ 2018.06.14. The total number of prizes is 15,000 (1,000 daily, 15,000 total).

The screenshot shows a specific event for INFINITI UG-390 PRO 165Hz Monitor. The event title is 'INFINITI UG-390 PRO 165Hz 모니터 (무결점)'. The description says '상하좌우 178°의 시야각으로 어떤 각도에서든 완벽한 영상 감상!'. The event is for the period 2017.10.27 ~ 2017.11.23. The prize is 'INFINITI UG-390 PRO 39인치 165Hz 모니터 (무결점)'. The total number of prizes is 20,000 (1,000 daily, 20,000 total). The event is for the period 2017.10.27 ~ 2017.11.23. The total number of prizes is 20,000 (1,000 daily, 20,000 total).

INVEN event banner (common)

INVEN main page (upper part)

INVEN main page (mid part)

event introduction

**INVEN brand partner
introduction area (common)**

오늘의 IT이벤트

- SNS에 사진올리고 헤드셋 받자!
- ROG 기대평 작성하고 아메리카노 ...
- RYZEN 3세대 제품찾기 이벤트!

 Brand

ZOTAC

ASUS ROG

erX AMD 라이

MSI 플렌트로

알파스캔

9세대 인텔 코어™ 프로세서!

[illegible]

CONTENTS

Multi Marketing Platform Brand Partner

05.

IT INVEN/ Market sales associations

- IT INVEN introduction
- Back skin banner exposure
- MARKET INVEN sales association
- Partner banner exposure
- MARKET INVEN introduction

IT INVEN

IT media for gamers

Communication ground for IT& game users

IT INVEN
게이머를 위한 IT 미디어

LINEAGE II 사전 예약 진행 중

HOME 추천 리뷰/기화 PC 견적 게이밍PC/하이스펙 게이밍 주변기기 이벤트 브랜드 굿데이

IT 인벤

Daanta's 인벤
01.01 003 배니 송
배니 송
배니 송
배니 송
배니 송
배니 송

2019.08.08
다다타의 인벤
배니 송, 배니 송, 배니 송

IT 인벤 통합검색

IT 인벤 뉴스와 정보
주요 IT 뉴스
인벤일 추천 자료
게이밍 다다타의 인벤
사용자 후기

IT 인벤 커뮤니티

PC 견적 게시판
게이밍 주변기기
마케팅/특가정보
영양제/보충
게이밍 게시판
저렴/가성비
우리들의 PC 이야기
스마트폰 게시판
스마트워치
게임 추천/강
게이밍 추천/강
게이밍 추천/강

9세대 인텔 코어 프로세서

FUN & PLAY

요리/맛집 갤러리
패션의 인생 갤러리
오전 이슈 갤러리
코스프레 갤러리
최근 논란중인 이야기
무엇이든 물어보세요
마블 & DC 소스영

게이밍 PC 견적
게이밍 노트북
게이밍 모니터

IT 인벤

IT뉴스 추천리뷰 기획기사 견적문의

의자와 한 몸이 된 듯한 기분! 제
닉스, 다다타 VIDA

CPU 마켓리더는 바뀌었다,
AMD 라이젠 9월 출시

속도 테스트로 알아보는 WD
BLACK SN750 NVMe SSD...

IT인벤 9월 추천 PC견적&부품

필립스, 4K UHD HDR 600 32인치 모니터 23일 하루 특가 판매 ...

별첨한 에어드럼은 이제 그만! 버추얼 드럼 세트 '포켓 드럼' [4]

도장 찍었던 프린터를? 핸드 프린터, '프린트맨' 리스터의 편...

에이수스, 지포스 RTX 시리즈 구매자 대상 '올 오브 뷰티' 증정...

제닉스, 타이탄G 게이밍마우스 한정수량 할인 프로모션 진행

브랜딩PC 노트북 모니터

MSI 인피니트 X A60R
*i7-8700 (3.2GHz) * 16GB

MARKET INVEN

게이밍기어 / 게이밍기어
[LoL코즈] 9월 신상 출시
IT인벤 9월 추천리뷰
게이밍기어 / 게이밍기어
AMD 라이젠 9월 출시

출처: 데이터

IT INVEN

IT INVEN's characteristic board appealing to various group of users

IT INVEN estimation board

The IT INVEN evaluation board has users creating 500 posts, **1500 comments** and **more than 15,000 views** in a week. They are **potential customers of the product**.

IT INVEN peripheral device board

IT INVEN peripheral device board is information trading board for users who are keen on **game peripheral devices**.

IT INVEN free board

IT INVEN provides unlimited stories around us including IT

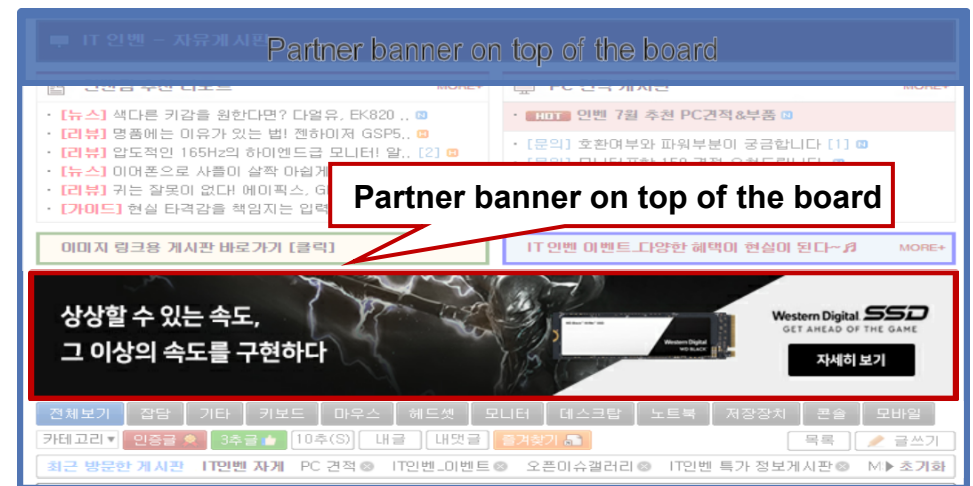
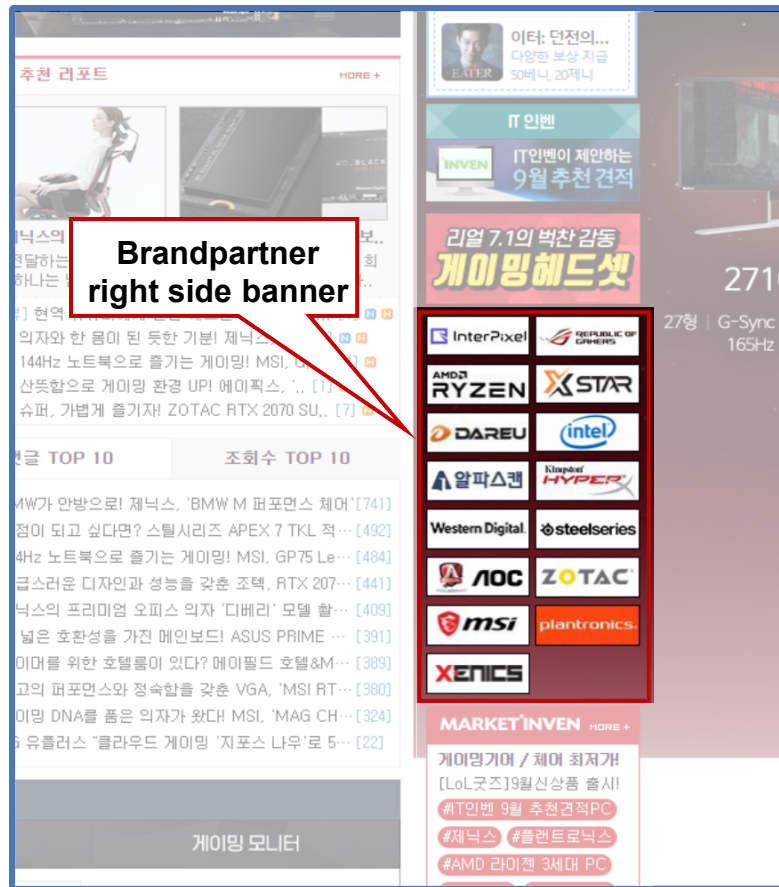
IT INVEN my hometown Internet café story board

IT INVEN my hometown **Internet café** story board is a cyber space for internet café owner and **B2B product** can be advertised there.

IT INVEN

Frequent brand exposure and product promotion via advertisement banner

※ Those banners are not advertisement banners but banners exposed on IT INVEN



IT INVEN

Brand banner exposure on IT INVEN main back skin

※ Those banners are not advertisement banners but banners exposed on IT INVEN

※ Regarding the cost, refer to INVEN
(30 thousand Korean Won per day)

- ✓ Back skin banner is available for 3 brands maximum/ **random exposure.**
- ✓ **In case where one brand partner owns several brands, running each banner in turn is possible but exposing multiple banners simultaneously is not permissible.**
- ✓ All banners should be **made by brand partner itself** and subject and exposure duration is determined after discussion.
- ✓ All banner size should be **smaller than 250KB and flash image is not supported.**

MARKET INVEN

Shopping more fun than game, MARKET INVEN

[Gaming gear category]



[Kidult category]



“MARKET INVEN”

Korea's only game shopping mall

created by national No.1 game media platform **INVEN**.

The most optimal platform with high proximity to customers

Price competitiveness of character product and IT product

thanks to cooperation with various partner company

게이밍기어의
명.품.

스틸시리즈 게이밍기어
특별 할인가 모음

steelseries



보다강력해진
새로운 3세대

3세대 라이젠 CPU
탑재 PC 모아보기

RYZEN



MARKET INVEN Partners



MARKET INVEN

Offline sales



G-star 2018



[\[Click for more articles\]](#)

- ✓ G-star: biggest game festival in Asia that can sum up annual game trend
- ✓ Sales of game goods products which are gamer's biggest interest is something worth taking a look at
- ✓ Sales of various products including blizzard's officially licensed product and battle grounds goods



Play X4 2019



[\[Click for more articles\]](#)

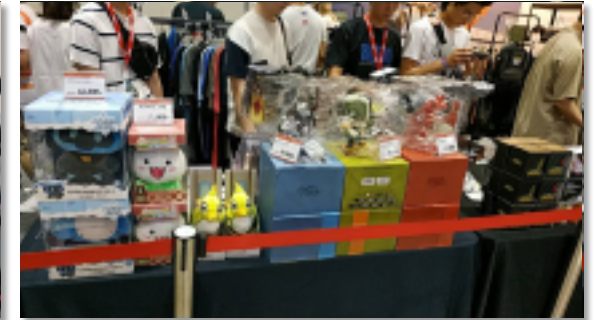
- ✓ Game exhibition being hosted by Gyeonggi-do province and organized by Korea Creative Content Agency
- ✓ Sales of Over Watch, Battle Ground, Blizzard's licensed product in MARKET INVEN booth
- ✓ Providing interesting things for gamers to enjoy

MARKET INVEN

Offline sales



Comiccon Seoul 2019



[\[Click for more articles\]](#)

- ✓ Comiccon Seoul is event held in Korea organized by 'Reedpop', U.S event company.
- ✓ Comiccon is where attendees experience comics, movie and animation at one place.
- ✓ MARKET INVEN booth is in operation, which is entertaining source for attendees/ sales / licensed products

Operation of pop-up booths at game event

- ▶ Booth operation in PlayX4 2018
- ▶ 2017 Seong-nam Game Festival
- ▶ 2018 Seong-nam province Game Festival
- ▶ IGC 2018 MARKET INVEN Booth
- ▶ Blizzard store associated with Overwatch Contenders 2018
- ▶ Seoul Comicon



Operation of pop-up booth

IT INVEN + MARKET INVEN

Sales of product associated IT INVEN contents

MARKET INVEN association through IT INVEN

[가이드] 오늘은 치킨이 닭! 배틀그라운드 컴퓨터 구매 가이드

송성호 기자 (Ronni@inven.co.kr)



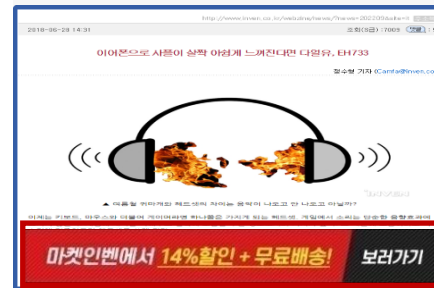
정식 출시된 이후 한국에서 가장 Hot한 게임으로 떠오른 플레이어언노운스 배틀그라운드(이하 배그)는 최대 100명의 플레이어가 외딴 전장에서 무기와 차량을 수집하여 전투를 벌이고 마지막까지 살아남아야 하는 배틀로얄 방식의 게임이다. 점점 급격해지는 자기장 내에서 벌어지는 치열한 전투와 눈치 싸움은 수많은 게이머들을 사로잡는데 성공했다.

경쟁 게임들을 물리치고 PC방 점유율 1위를 차지할 정도로 인기를 끌고 있는 배그도 단점이 있는데, 그건 바로 배그를 즐기기 위한 컴퓨터 사양이다. 정식 버전이 출시된 이후 최적화에 많은 개선이 이루어졌지만, 100명이 한꺼번에 경쟁을 벌이는 특징 때문인지 여전히 높은 컴퓨터 사양이 필수라고 할 수 있다.

※ 본 내용은 2018년 2월 기준으로 작성되었습니다. 원활한 게임환경을 위하여 다소 높은 사양의 제품으로 구성되었으며, IT인벤 PC전력 게시판의 다양한 의견들을 참고하여 실제 소비자들이 구매하고 있는 옵션들로 구성하였습니다. 인텔 제품인 경우 '엘트다운'과 '스펙터' 보안 이슈가 해결되기 전에는 일부 성능의 차이가 발생할 수 있습니다.

마케팅 배그 최적화 PC 특가전 보러가기

MARKET INVEN sales associated with IT INVEN contents

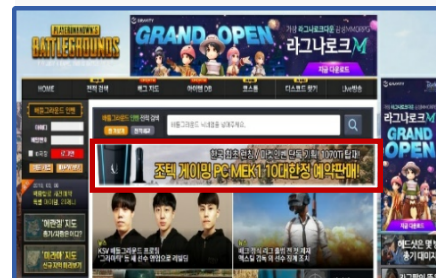


Special article
associated market sales



Review article
associated banner

Association with tools/ pre-sales/ special price



Pre-sale of
ZOTAC gaming PC



ZOTAC Graphic card
sold-out

CONTENTS

Multi Marketing Platform Brand Partner

06.

INVEN D.A Advertisement Promotion

- Effective marketing
- Introduction of advertisement banner
- Report page
- Brand Partner advertisement package

Effective promotion of brands and products through **INVEN advertisement**

Brand exposure through various kinds of advertisement including Webzine

Constant brand exposure on INVEN's all websites.

NAVER

Timeboard weekend 10pm

15 million KRW
per AD

1 hour exposure

About 5 million imp

KBS terrestrial

Weekend 7-11 pm

10-15 million KRW
per AD

10 seconds exposure

About 5 to 7 million imp

Viewer rating 20%,
achieving rate 60%

tvN

Popular TV shows

10-15 million KRW
per AD

10 seconds exposure

About 3 to 5 million imp

Viewer rating 20%,
achieving rate 40%

INVEN

Brand Partner/ associated
advertisement

7 million KRW monthly
(for platinum)

54 million imp for
month (1.8 imp daily)



	NAVER	KBS terrestrial	tvN	INVEN
Costs	15 million KRW per AD	10-15 million KRW per AD	10-15 million KRW per AD	7 million KRW monthly
Exposure	1 hour	10 seconds	10 seconds	Continuous
Impression	About 5 million	5 to 7 million	3 to 5 million	54 million imp for month
Target Audience	X	X	X	O

Source: Analysis worth of terrestrial media/ Daishin Securities co., Ltd. investment report

Providing advertisement report

Check out on exposure-time and click rate on real time basis

캠페인리포트

리포트 > 캠페인리포트

기본정보 : 일반태그용 리포트

> 광고주		> 대행사	-	> 캠페인	-
> 브랜드		> 시작일	2017-10-01	> 종료일	2017-10-31
> 집행금액	0	> Imps.	13,837,376	> Unique Imps.	2,409,816
> CTR	0.26%	> Click	35,593	> Unique Click	13,996
> 리포트 URL	https://www.inven.co.kr/report/ta/taReport.do?reportType=taReport&reportId=13837376&reportDate=20171031				

오늘의 리포트

전체

전체 리포트 차트

차트 닫기

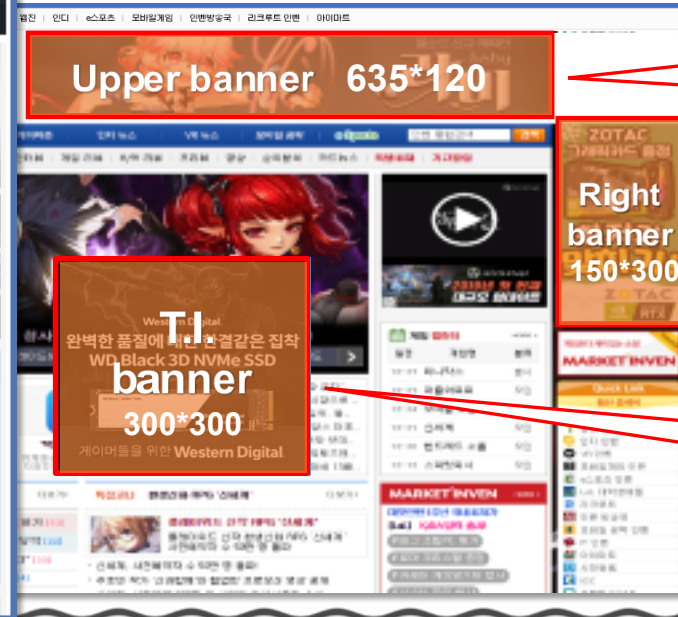


전체 리포트

차트 적용 엑셀 받기

선택	애즈명	기간	Imps.	Click	CTR	Unique Imps.	Unique Click
<input checked="" type="checkbox"/>	b, 635x120_그룹2	2017-10-01 ~ 2017-10-31	6,667,568	12,753	0.19%	1,797,963	8,543
<input checked="" type="checkbox"/>	c, 150x300_그룹3	2017-10-01 ~ 2017-10-31	6,605,017	11,990	0.18%	1,850,709	6,773
<input checked="" type="checkbox"/>	l, 710x100 견적계시판_그룹4	2017-10-01 ~ 2017-10-31	250,845	3,837	1.53%	11,884	2,236
<input checked="" type="checkbox"/>	200x200_그룹5	2017-10-01 ~ 2017-10-31	179,497	3,251	1.81%	9,942	2,066
<input checked="" type="checkbox"/>	200x200 brand_그룹6	2017-10-01 ~ 2017-10-31	134,449	3,762	2.80%	9,425	1,892
Total		2017-10-01 ~ 2017-10-31	13,837,376	35,593	0.26%	2,409,816	13,996

Advertisement banner introduction



Upper
banner

Right banner

T.I.
banner

BIG T.I. banner

Mid banner 610*100

Mid
banner

Advertisement banner introduction

IT INVEN
게이머를 위한 IT 미디어

어디까지 올라가셨니?
노르에트 무한대전!
최상층 도전하기

HOME 추천 리뷰/기획 PC 견적 이벤트 브랜드 페이지 마켓인벤

IT 인벤
Banini's 인벤
메인 94/26 미니 177
인벤 토리 스텝
알고 로그아웃

2018. 12. 19
모니터, 헤드셋 추천 중점
[데스티니] 올인 이벤트

IT 인벤 통합검색

IT 인벤 뉴스와 정보
투데이 IT 주요뉴스
인벤팀 추천 리포트
사용자 후기
IT 인벤 커뮤니티
PC 견적 게시판
키보드/마우스/헤드셋
질문과 답변
자유 게시판
특가 정보 게시판
저음/개봉 갤러리

IT 인벤 - 견적 게시판

이주의 견적 BEST

- [HOT] IT인벤 12월 추천 PC견적&부품 [6]
- [문의] 게임 및 스트리밍용 amd 호환문의 [12]
- [문의] 게임을 pc견적문의 알드 vs인벤 [12]
- [문의] 9900k 순정 공형 [11]
- [문의] M2 종류 추천을 부탁드립니다. [11]

인벤팀 추천 리포트

- [리뷰] 모든 것이 바뀔 것이다 MSI, '트라이던', [9]
- [뉴스] 대용량 데이터 이동이 잦다면? 하이퍼X, [1]
- [리뷰] 불협음스를 일대 MAXMUS X HERO 메인, [1]
- [뉴스] 이제 놀랐다는 변명은 그만 하이퍼X, [12]
- [뉴스] AMD 라이젠5로 '로스트아크'가 돌, [238]
- [뉴스] 단속 카페로 모니터를 자유롭게 설정..

매주 견적왕

1등 Skywalker 2등 토마호크 3등 없음

Estimation Board Mid banner 710*100

MSI Z430-A PRO | i7-8750H | GTX 1060, 당신을 위한 게이밍 스펙

AMD 라이젠 HIS 국내 최저가

IT인벤이 제안하는 12월 추천 견적

MARKET INVEN

AMD 라이젠 HIS 국내 최저가 [Lol] 눈맞대 축제 신상출시!

- # 배그 조립PC 특가
- # 로아 크리스탈 중점
- # 오버워치 게이머 후드
- # 시소닉 파워 이벤트
- # 젠하이저 게이밍기어

2018-12-20 17:41
IP:119.204.64.31 ::

수정 | 삭제 | 댓글 | 댓글(1)

검토 부탁드립니다.

와 같은데....
!했는데 수정사항 검토 부탁드립니다
나요..?
!뒤/클러는 호환을 잘라서 추천 부탁드립니다

View page banner 200*200

ROG STRIX Z430-A PRO

IT INVEN Estimation Board Mid banner

IT 인벤 커뮤니티

PC 견적 게시판

키보드/마우스/헤드셋

질문과 답변

자유 게시판

특가 정보 게시판

CPU AMD 라이젠 5 2600X (피나를 뺏지) (정품) 242,000원
메인보드 MSI B450M 박격포 143,780원
메모리 삼성전자 DDR4 8G PC4-21300 (정품) x2 163,900원
그래픽카드 ZOTAC AMP 지포스 GTX1060 D5 6GB 박블레이드 322,830원
SSD 삼성전자 860 EVO (250GB) 69,230원
하드디스크 Western Digital WD 1TB BLUE WD10EZEX (SATA3/7200/64M) 50,300원

INVEN DECEMBER Pre-Registration!
인벤 12월 게임 통합 사전예약 이벤트
한달 단 한번의 이벤트로 12월의 모든 게임 사전예약 쿠폰을 획득하세요!
매달 파격적인 인벤 포인트와 한정 아이콘을 드립니다.

AMD 라이젠 HIS 국내 최저가
IT인벤이 제안하는 12월 추천 견적
MARKET INVEN

AMD 라이젠 HIS 국내 최저가 [Lol] 눈맞대 축제 신상출시!

- # 배그 조립PC 특가
- # 로아 크리스탈 중점
- # 오버워치 게이머 후드
- # 시소닉 파워 이벤트
- # 젠하이저 게이밍기어

Guide for advertisement banner and size of exposed banner

Channel name	Banner name	Exposure location	Banner size	Table remarks	ETC
All INVEN channels	Upper banner	Webzine main, Community main, Subpage	635*120	Only when event is on exposure is Largely different Depending on package	DA banner (Ad banner)
	Right banner		150*300		
	Mid banner		610*100		
	T-I banner	Main page	300*300		
	Big T-I banner	Main page	600*300		
IT INVEN	Top of IT INVEN estimation board	IT INVEN estimation board	710*100		
	IT INVEN estimation view page	IT INVEN estimation board	200*200		
INVEN game community	Community main	Each community (per event)	722*100	Only when event is on	House banner
	Community free board	Each community (per event)	722*100	Only when event is on	
IT INVEN	Back skin	IT INVEN main	1920 *1250~1500	-	
	Main page banner	IT INVEN main	722*100	Only If event/ contents is on	
	Board banner	Top on board	722*100	-	
All INVEN channel	Event banner	Right side on all page	200*200	Only when event is on	

Guide for Brand Partner **advertisement package**

	Banner size	PACKAGE Bronze	PACKAGE Silver	PACKAGE Gold	PACKAGE Platinum	PACKAGE Diamond
Upper banner	635 * 120	●	●	●	●	●
Right banner	150 * 300	×	×	●	●	●
T.i. banner	300 * 300	×	×	● 5 _(day)	● 7 _(day)	×
BIG T.i. banner	600 * 300	×	×	×	×	● 14 _(day)
Mid banner	610 * 100	×	●	×	●	●
IT INVEN Estimation board banner	710 * 100	×	×	●	●	●
IT INVEN View page banner	200 * 200	×	×	●	●	●
Impression		24,000,000	34,000,000	35,500,000	54,700,000	77,700,000

- ✓ Contents of banner might be subject to change depending on exposure duration and schedule.
- ✓ Contents of banner should be made by brand partner company itself.
- ✓ Bill is issued at the end of month and payment is to be made within **30 days** after bill is issued.

CONTENTS

Multi Marketing Platform Brand Partner

07.

Cost of brand partnership

- Cost of brand partnership
- CONTACT US
- Long - term branding

Cost of brand partnership

Cost of brand partnership

Long - term branding

CONTACT US

✓ Minimum contract period is **6 months** and cost of brand partnership is on monthly basis. **(V.A.T. is to be added on)**

	PACKAGE Bronze (cost for 1 month)		PACKAGE Silver (cost for 1 month)		PACKAGE Gold (cost for 1 month)		PACKAGE Platinum (cost for 1 month)		PACKAGE Diamond (cost for 1 month)	
	cost for 3 months	cost for 6 months	cost for 3 months	cost for 6 months	cost for 6 months	cost for 1 year	cost for 6 months	cost for 1 year	cost for 6 months	cost for 1 year
Monthly fee	4,000\$	3,500\$	5,000\$	4,500\$	7,000\$	5,000\$	10,000\$	7,000\$	12,000\$	10,000\$
Opening of landing site (PC & MOBILE)	✗	✗	✗	✗	●	●	●	●	●	●
News article	●	●	●	●	●	●	●	●	●	●
Product review	1	1	1	1	1	1	●	●	●	●
Special article	1	1	1	1	1	1	●	●	●	●
Interview and coverage support	●	●	●	●	●	●	●	●	●	●
Event	2	2	2	2	4	4	always	always	always	always
Pre-user event	1	1	1	1	1	1	●	●	●	●
Game community event	1	1	1	1	●	●	●	●	●	●
Right side sponsor banner on IT INVEN	●	●	●	●	●	●	●	●	●	●
Top banner on board of IT INVEN <small>(Estimation board is exclusive of this)</small>	●	●	●	●	●	●	●	●	●	●
View page banner of IT INVEN <small>(Estimation board is exclusive of this)</small>	●	●	●	●	●	●	●	●	●	●
IT INVEN back skin	✗	✗	3일	3일	3일	3일	5일	5일	5일	5일
INVEN D.A Advertisement	24,000,000	24,000,000	34,000,000	34,000,000	35,500,000	35,500,000	54,700,000	54,700,000	77,000,000	77,000,000
The number of brand can be exposed	1 brand		1 brand		1 brand		1 brand		1 brand	

✓ All of INVEN contents is not to be carried over to next month. Banners on right side sponsor of IT INVEN/ top of notice board/ post is exposed on random basis regardless of contract order.

✓ Bill is issued at the end of month and payment is to be made within **30 days** after bill is issued.

Brand
recognition

STEP 1
(1~3 months)



Promote



Brand
familiarity

STEP 2
(3~6 months)



Proceed



Purchase
of brand

STEP 3
(6~12 months)



Purchase

Implementation of various event
and promotion that is most
suitable for brand partner.

Increase of brand & product
awareness.

Frequent brand exposure via brand
partnership/ enhancement of
brand recognition.

Constant interest on brand
leading to purchase of the
product.

INVEN Brand Partner is your partner
that connects to gamers and share same goal with you.



- ✓ Korea No. 1 game webzine with 1.4 million daily visitors in average
- ✓ 80 percent of market share in game information industry
- ✓ Owning various marketing channel including game community, broadcast, event, online shopping mall

Cost of brand partnership

Cost of brand
partnership

Long - term
branding

**CONTACT
US**

CONTACT US

**INVEN
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Bundang-gu, Seongnam, Gyeonggi-do

**INVEN
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