INVEN
BRAND PARTNER
PROPOSAL

INVEN

Multi Marketing Platform Brand Partner

INVEN

2020. 08

Korea No.1 Game Media Platform, INVEN

CONTENTS

Multi Marketing Platform Brand Partner

01. Overview of INVEN

- Scope of business
- Traffic information
- Information of Subsidiary
- INVEN Broadcast

INVEN , website that is mostly visited by age group ranging from teens to 30s

Various promotions are available targeting wide age range of game user

Total subscriber : 3.5 millions | Daily visit : 1.4 millions | Daily page view : 0.12 billions | Daily created post : 55 thousands | Daily created comment : 200 thousand

대학생 인기검색어

1	롤 인벤	25.2%
2	메이플스토리	11.0%
3	던파 2016 여름패키지	10.2%
4	피파온라인3 인벤	8.2%
5	오버워치 미국 회원가입	8.0%
6	서든어택2	7.7%
7	메이플 레벨업 루트	7.6%
8	오버워치 인벤	7.6%
9	페이스북	7.5%
10	미국베틀넷	7.0%

청소년 인기검색어

1	롤 인벤	60.1%
2	피파온라인3 인벤	5.4%
3	곰플레이어	5.4%
4	외모지상주의	5.0%
5	아청법 합헌	4.8%
6	메이플스토리2	4.1%
7	sm엔터테인먼트	4.0%
8	던전 앤 파이터	4.0%
9	분자요리 최현석	3.7%
10	라디오스타 김연정	3.5%

직장인 인기검색어

1	내일 오전 날씨	24.0%
2	수요일 날씨	14.6%
3	오늘의 운세	11.0%
4	하나은행	10.8%
5	리니지m 인벤	9.6%
6	리니지m	8.0%
7	네이버 지도	7.0%
8	박원웅	5.3%
9	경유값 인상	4.9%
10	드림하이테크	4.8%

싱글남 인기검색어

1	최순실	20.3%
2	데스티니 차일드 인벤	13.3%
3	박근혜 지지율	12.4%
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6	최순득	7.7%
7	최재경	7.3%
8	주택관리사	6.8%
9	박근혜 탄핵	6.2%
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
- Similar web ranked 14st among all Korean website

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

Trend leading game media platform

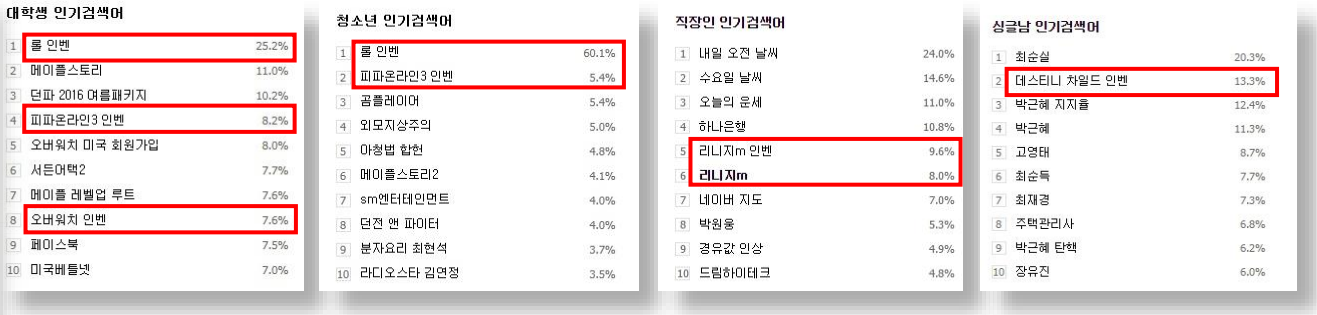
Ranked 1st in game webzine among internet trend leading companies

Frequent exposure in search engine

Game webzine ranked 1st

(as of 2018 July / rankey.com)

NAVER most frequent search words



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9	박근혜 탄핵	6.2%
10	장유진	6.0%

- Ranked 1st on game information of Korean Click
- Ranked 1st on game information of ranking.com
- Ranked 14th out of all websites in Korea on Simiarweb

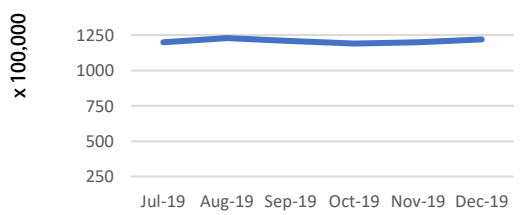
ranked 15th among all Korean website

(As of January 2019 / www.similarweb.com)

Rank	Website	Category
1	naver.com	News and Media
2	google.com	Internet and Telecom > Search Engine
3	youtube.com	Arts and Entertainment > TV and Video
4	google.co.kr	Internet and Telecom > Search Engine
14	tistory.com	Internet and Telecom
15	inven.co.kr	Games > Video Games
16	shopping.naver.com	Shopping

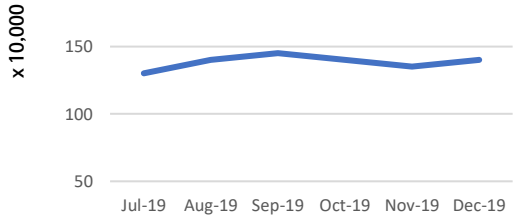
Trend of average daily view

daily average 0.12 billion PV (in terms of IP address/ as of 2019 May)



Trend of number of visitor on INVEN

daily average 1.4~1.5 million UV (in terms of IP address/ as of 2019 May)



INVEN

No.1 Game media platform

Listed company INVEN

3.5 million subscribers, No.1 game media platform with 100 million daily page views
Operation of game webzine and community.
Creation of contents, broadcasting program, offline promotion and official e-sports league through INVEN broadcasting such as PC, mobile, e-sports, IT, VR/AR/ indie game

www.inven.co.kr

INVEN Global

North American esports media

INVEN GLOBAL ENGLISH, LLC.

Launching service in English speaking region including North America
Global game webzine & community, e-sports magazine
Managing of global e-sports conference and various e-sports event
Aiming to be global company to invest in game platform value

www.invenglobal.com

MARKET INVEN

Shopping mall especially for Game / IT

Listed company Market INVEN

Manufacture/ sales/ distribution of game product by securing license of domestic game companies
Sales of gaming gear, IT product, partnership with U.S Jinx for blizzard license, export and sales of Jinx products/ license contract for Blizzard overwatch products (usb, battery and mobile phone case)

www.marketinven.com

INVEN Studio is in operation.

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

INVEN Broadcasting

Homepage	http://ibs.INVEN.co.kr
E-mail	ibs@INVEN.co.kr
Location	Underground level 1, 9-9, Seongnam-daero 331beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do (5minutes walk from Gate No.3Jeong-ja of Bundang subway station)
Space size	471.85m2
Capacity	Seat for150/ Standing for 200
Facility	6vs6 gamer booth , Main stage, Audience stadium, 2nd studio
Opening	2018 July10th

INVEN streaming channel

twitch YouTube afreecaTV kakaoTV NAVER TV

INVEN VOD channel

INVEN YouTube NAVER TV

※ Click the logos to visit the channels.

※ Further VOD can be available from INVEN community or request platforms depending on games.

E-sports/ Game broadcasting

E-sports

Holding game event from one-off event to season league according to game platform and budget.
Event management, promotion via media coverage, online/offline broadcasting are all available at once.

Janatde 2019

League of legend college student battle

Summoners War SWC 2019

Game Brroadcasting

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.

Valorant INVEN School game broadcasting

Battle ground Game Broadcasting

Forza Horizon 4 Game Broadcasting

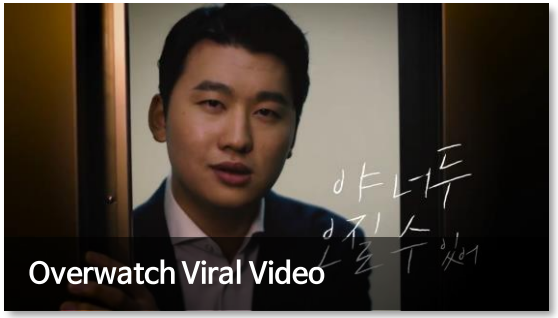
Click the images to link to the videos.

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.


Overwatch Viral Video

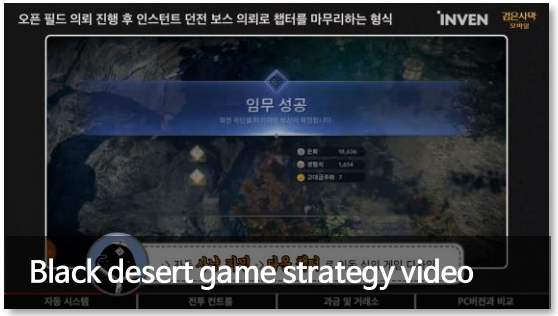
Destiny: Guardians Viral Video

Heroes Of the Storm Viral Video

Game strategy video

Providing gamers with game strategy video

Starcraft documentary video



Black desert game strategy video

Auto-Chess strategy video

Click the images to link to the videos.

Online launching show/Seminar

Due to Corona pandemic holding offline event is challenged. Instead we combined product promotion with broadcasting contents to create infortainment show. Events are held that viewers can participate so that it will interest gamers. In addition, those videos will be exposed to various channels for secondary viral marketing.

Unveil of HP OMEN's new product for the first time. Don't breathe.

Branding through CG and videos during broadcasting

Product review with influncers

Product promotion and review with influncers during broadcasting

ASUS New product release announcement online seminar

Branding through CG and videos during broadcasting

Professional show hosts carry the show.

Direct communication with user is possible.

Click the images to link to the videos.

CONTENTS

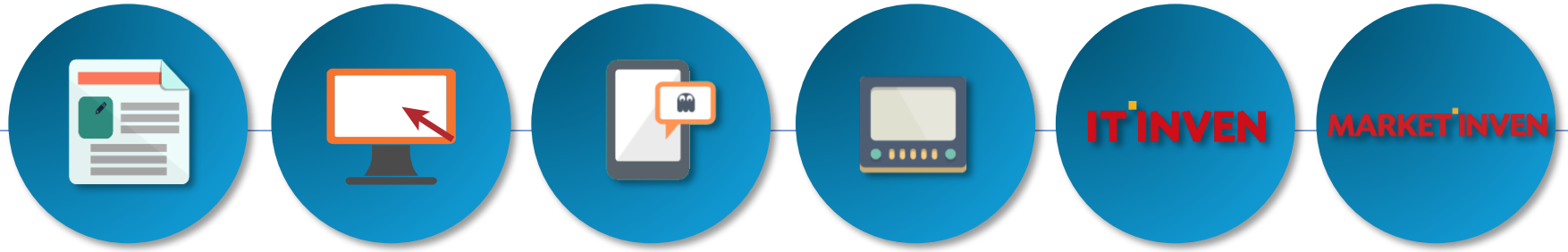
Multi Marketing Platform Brand Partner

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
- Advertisement
- Exposure of IT INVEN
- Associated Sale of MARKET INVEN



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

IT Business

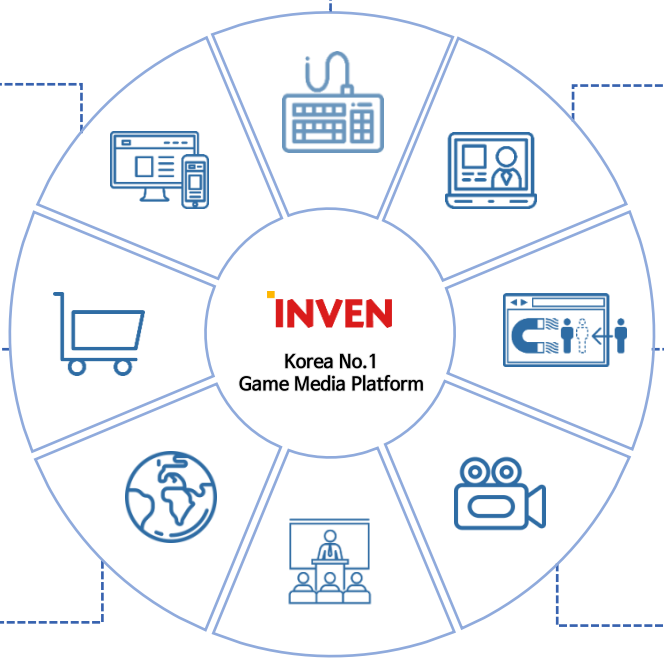
Multi-marketing platform, Brand Partner, major IT information and estimation of PC, and IT Media for gamer.

Multi-platform DA

Providing total display advertisement including PC, mobile phone web, mobile phone Apps and SNS.

Webzine

Aiming to provide best quality game information and to be industry-leading game developing company.



Market and I.T.

Operating internet shopping mall whose theme is game

Operating internet shopping mall associated with IT brand to best serve the needs of gamer.

Community

Through operation of more than 100 online, mobile, console Indie game community, INVEN will provide huge opportunities based on massive range of user pool.

INVEN Global

Acting as bridge for all service of INVEN to be delivered to gamer in North America and Europe.

Broadcasting Production & Event Service:

Broadcasting and Production and Airing of video created in game studio solely owned by INVEN providing Total Promotion Solution involving online and offline event service.

Game Conference

By providing communication means to trade extensive game knowledge and know-how, prediction and insight for future trend is possible

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

AMD RYZEN
intel
NVIDIA GEFORCE NOW
Lenovo
msi
REPUBLIC OF GAMERS
GIGABYTE
WD Western Digital
ZOTAC
Kingston HYPERX
XENICS CREATIVE
steelseries
InterPixel
plantronics
DIGITAL TOUCH
알파스캔

CONTENTS

Multi Marketing Platform Brand Partner

03. Brand Partner contents

- Contents
- Media Coverage/ interview
- INVEN's own landing site
- Review/Article
- Exposure of INVEN
- External exposure including portal

- Distributing domestic or international IT news via officially recognized media

- Announcement of the new product / Interview/ Event/ Media coverage of IT brand issue

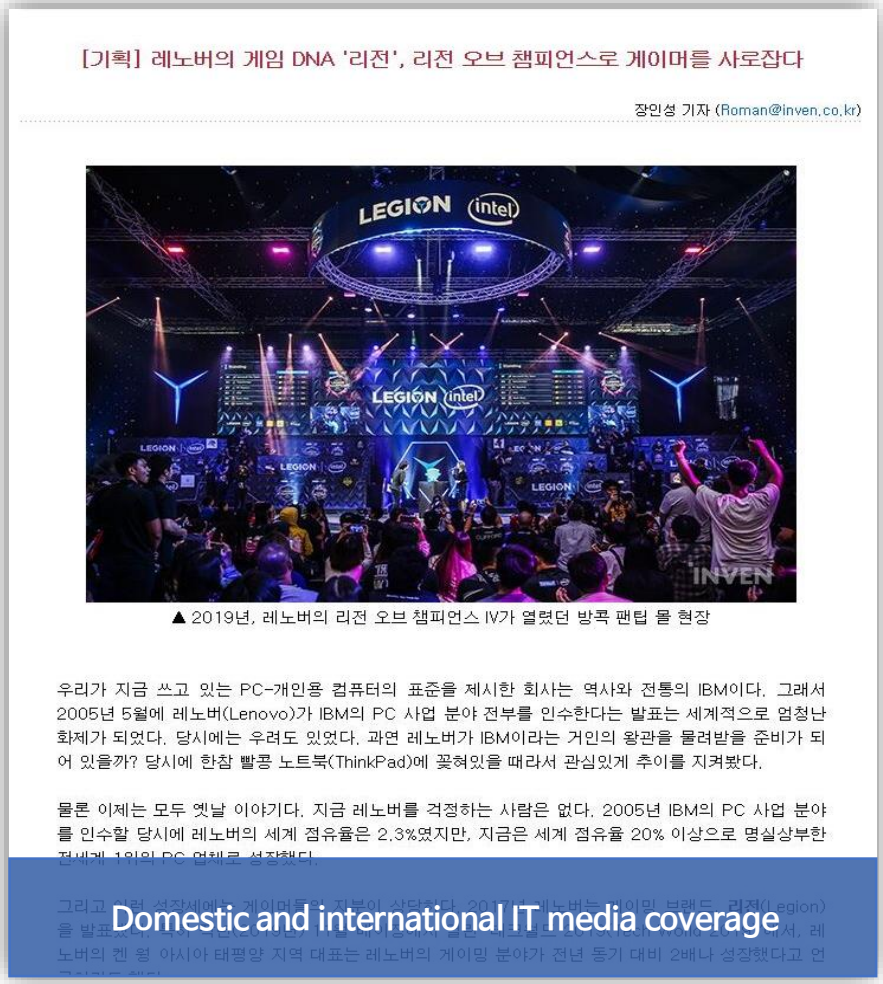
- Review contents attracting gamer's attention

- Special article appealing to gamer

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

Reported article

Domestic and international IT media coverage of INVEN contents
All content will be distributed and exposed in different pages.



[기획] 레노버의 게임 DNA '리전', 리전 오브 챔피언스로 게이머를 사로잡다

장인성 기자 (Roman@inven.co.kr)

▲ 2019년, 레노버의 리전 오브 챔피언스 IV가 열렸던 방콕 팬팁 몰 현장

우리가 지금 쓰고 있는 PC-개인용 컴퓨터의 표준을 제시한 회사는 역사와 전통의 IBM이다. 그래서 2005년 5월에 레노버(Lenovo)가 IBM의 PC 사업 분야 전부를 인수한다는 발표는 세계적으로 엄청난 화제가 되었다. 당시에는 우려도 있었다. 과연 레노버가 IBM이라는 거인의 왕관을 물려받을 준비가 되어 있을까? 당시에 한참 빨콩 노트북(ThinkPad)에 꽂혀있을 때라서 관심있게 추이를 지켜봤다.

물론 이제는 모두 옛날 이야기다. 지금 레노버를 걱정하는 사람은 없다. 2005년 IBM의 PC 사업 분야를 인수할 당시에 레노버의 세계 점유율은 2.3%였지만, 지금은 세계 점유율 20% 이상으로 명실상부한 전세계 1위의 PC 업체로 성장했다.

그리고 이런 성장세에는 게이밍폰의 지분이 상당하다. 2017년 레노버는 게이밍 브랜드 리전(Legion)을 발표했다. 작년(2018년) 리전 챔피언스 IV를 태국 방콕에서 열린 세계 최대 e스포츠 대회 Intel World Open 2018에서, 레노버의 켄 윙 아시아 태평양 지역 대표는 레노버의 게이밍 분야가 전년 동기 대비 2배나 성장했다고 언급하기도 했다.

Domestic and international IT media coverage

INVEN

IT INVEN

NEWS STAND

facebook

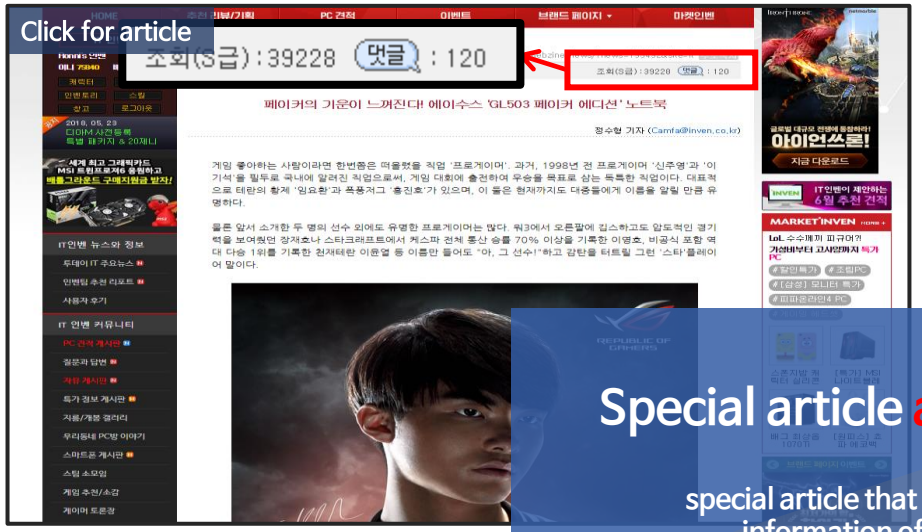
NAVER

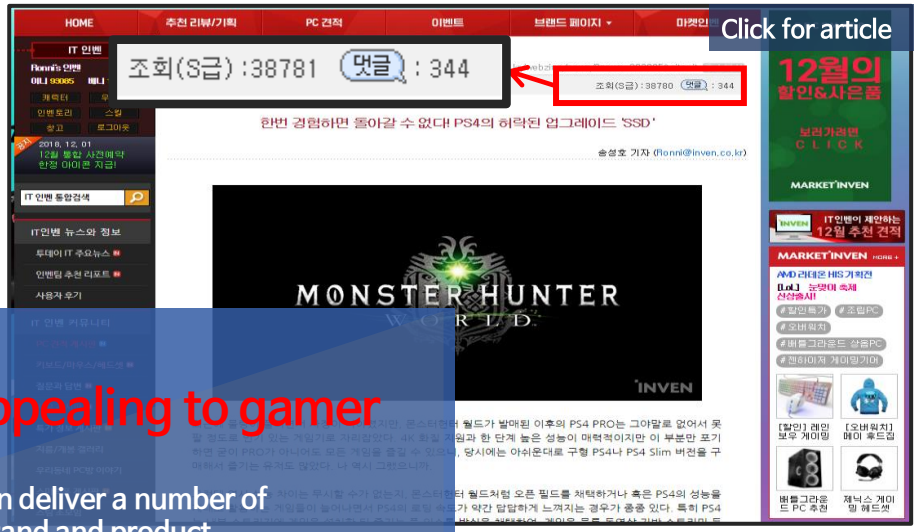
DAUM

INVEN | ITINVEN | NAVER | DAUM | Google | facebook

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

Special article



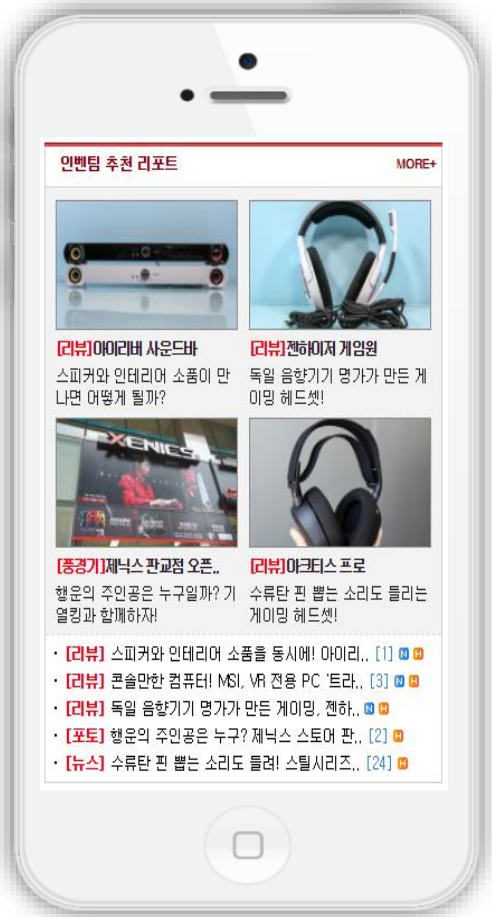


Special article appealing to gamer

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

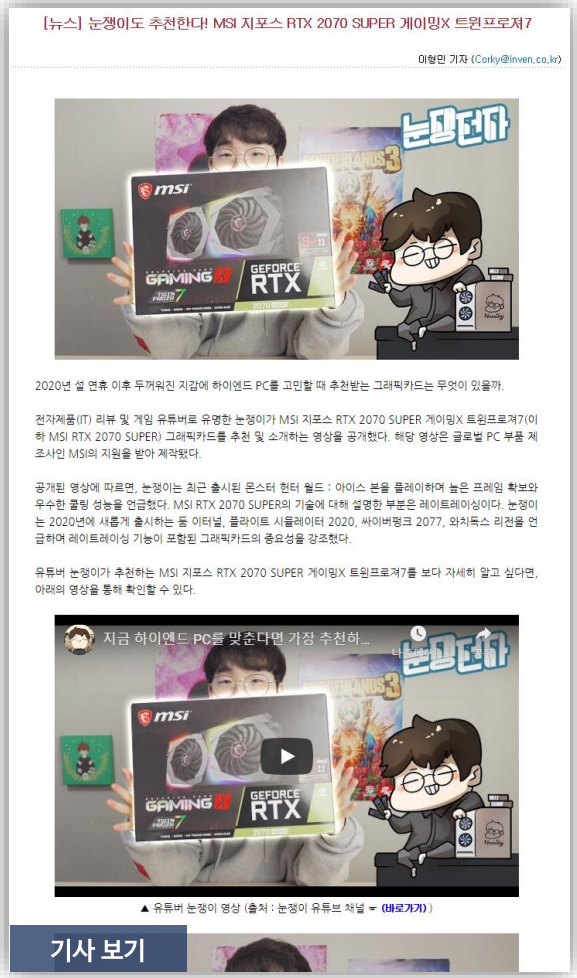
Product review

Intriguing gamer product review written by game developing professionals



Article providing source (It is requirement)

Creation of intuitive and simple contents through sources produced by partner company such as video contents.
(Short article, reporting material, review and special coverage are available according to source concept.)



[뉴스] 눈쟁이도 추천한다! MSI 지포스 RTX 2070 SUPER 게이밍X 트윈프로져7

이형민 기자 (Corky@inven.co.kr)

2020년 설 연휴 이후 두꺼워진 지갑에 하이엔드 PC를 고민할 때 추천받는 그래픽카드는 무엇이 있을까.

전자제품(IT) 리뷰 및 게임 유튜버로 유명한 눈쟁이가 MSI 지포스 RTX 2070 SUPER 게이밍X 트윈프로져7(이하 MSI RTX 2070 SUPER) 그래픽카드를 추천 및 소개하는 영상을 공개했다. 해당 영상은 글로벌 PC 부품 제조사인 MSI의 지원을 받아 제작됐다.

공개된 영상에 따르면, 눈쟁이는 최근 출시된 몬스터 헌터 월드 : 아이스 본을 플레이하며 높은 프레임 확보와 우수한 쿨링 성능을 언급했다. MSI RTX 2070 SUPER의 기술에 대해 설명한 부분은 레이트레이싱이다. 눈쟁이는 2020년에 새롭게 출시하는 둠 이터널, 플라이트 시뮬레이터 2020, 싸이버펑크 2077, 와치독스 리전을 언급하며 레이트레이싱 기능이 포함된 그래픽카드의 중요성을 강조했다.

유튜버 눈쟁이가 추천하는 MSI 지포스 RTX 2070 SUPER 게이밍X 트윈프로져7를 보다 자세히 알고 싶다면, 아래의 영상을 통해 확인할 수 있다.

▲ 유튜버 눈쟁이 영상 (출처 : 눈쟁이 유튜브 채널 ☞ (바로가기))

기사 보기

[뉴스] 800만원 수냉 PC의 성능은? 기가바이트, 스트리머 뜨뜨뜨뜨와 체험 콜라보

백승철 기자 (Bector@inven.co.kr)

800만원에 달하는 컴퓨터로 즐기는 배틀그라운드는 어떤 느낌일까?

구독자가 130만 명을 넘는 유명 게임 스트리머 뜨뜨뜨뜨(이하 뜨뜨)가 800만 원에 달하는 슈퍼 수냉 컴퓨터로 게임을 즐기는 영상을 공개했다. 해당 영상은 글로벌 PC 부품 제조사인 기가바이트 테크놀로지(GIGABYTE Technology Co., Ltd. 이하 기가바이트)와의 협업으로 제작됐다.

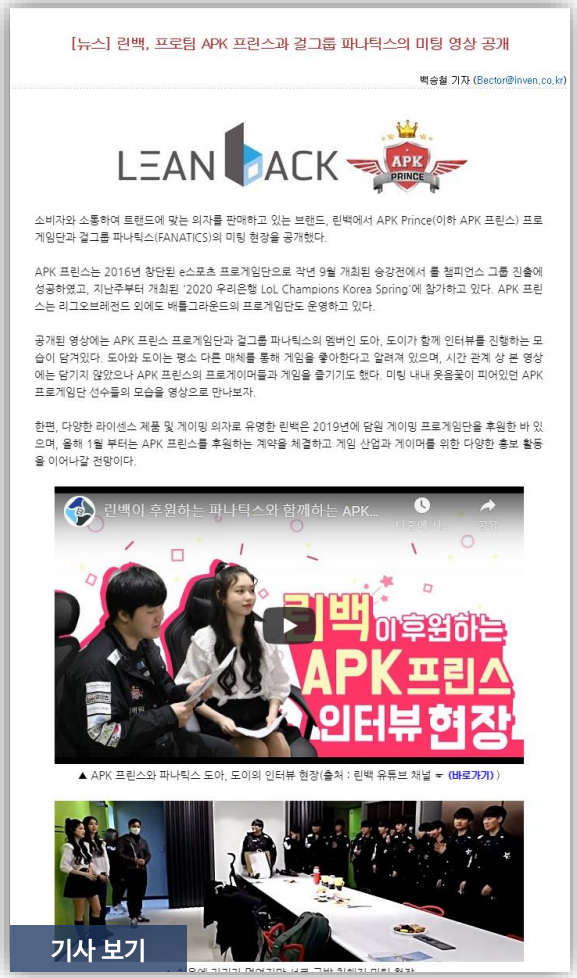
공개된 영상에 의하면 기가바이트에서 제공된 이 PC는 인텔 코어 i9-9900KS CPU, 기가바이트 Z390 WATERFORCE 메인보드, 기가바이트 RTX 2080Ti 어로스 XTREME WATERBLOCK 그래픽카드 등 현존 최고 수준의 부품들로 구성되어 있다.

슈퍼 수냉 PC로 즐기는 배틀그라운드가 어떨지 궁금하다면 아래의 영상을 통해 확인할 수 있다.

한편 기가바이트는 1986년에 설립되어 세계 메인보드 및 그래픽카드 시장에서 선두를 차지하고 있는 세계적인 IT 글로벌 브랜드 부품 제조사로 유명하다.

▲ 유명 스트리머, 뜨뜨뜨뜨 영상 (출처 : 뜨뜨뜨뜨 유튜브 채널 ☞ (바로가기))

기사 보기



[뉴스] 린백, 프로팀 APK 프린스와 걸그룹 파나틱스의 미팅 영상 공개

백승철 기자 (Bector@inven.co.kr)

LEAN BACK

소비자와 소통하여 트랜드에 맞는 의자를 판매하고 있는 브랜드, 린백에서 APK Prince(이하 APK 프린스) 프로게임단과 걸그룹 파나틱스(FANATICS)의 미팅 현장을 공개했다.

APK 프린스는 2016년 창단된 e스포츠 프로게임단으로 작년 9월 개최된 승강전에서 롤 챔피언스 그룹 진출에 성공하였고, 지난주부터 개최된 '2020 우리은행 LoL Champions Korea Spring'에 참가하고 있다. APK 프린스는 리그오브레전드 외에도 배틀그라운드의 프로게임단도 운영하고 있다.

공개된 영상에는 APK 프린스 프로게임단과 걸그룹 파나틱스의 멤버인 도아, 도이가 함께 인터뷰를 진행하는 모습이 담겨있다. 도아와 도이는 평소 다른 매체를 통해 게임을 좋아한다고 알려져 있으며, 시간 관계 상 본 영상에는 담기지 않았으나 APK 프린스의 프로게이머들과 게임을 즐기기도 했다. 미팅 내내 웃음꽃이 피어있던 APK 프로게임단 선수들의 모습을 영상으로 만나보자.

한편, 다양한 라이센스 제품 및 게이밍 의자로 유명한 린백은 2019년에 담원 게이밍 프로게임단을 후원한 바 있으며, 올해 1월 부터는 APK 프린스를 후원하는 계약을 체결하고 게임 산업과 게이머를 위한 다양한 홍보 활동을 이어나갈 전망이다.

▲ APK 프린스와 파나틱스 도아, 도이의 인터뷰 현장(출처 : 린백 유튜브 채널 ☞ (바로가기))

기사 보기

※ These videos provide exemplary cases.
※ Filming does not take place in INVEN. Further contract and discussion are required if filming of original source is needed

Click the images to link to relevant arcticle.

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

News coverage of Play Expo ASUS booth

News coverage of Xenics store Pangyo branch

Presentation of Western digital, Gaming SSD

Interview with gamer over controversial feet keyboard control

Looking for IT relevant issue and covering it / conducting an interview

"Effect of Product exposure and brand promotion"

[포토] AMD가 지스타서 쐈다! 푸짐한 상품에 참가자들 함박웃음

심영보,남기백 기자 (desk@inven.co.kr)

17일 2019 지스타의 마지막 날이 밝았습니다. 14일부터 숨 가쁘게 달려온 인벤 부스 메인스테이지에는 AMD의 이벤트 퀴즈쇼가 열렸죠. 누구라도 정답을 찾을 수 있는 간단한 퀴즈의 승자는 AMD에서 제공하는 푸짐한 상품들을 받아 가실 수 있었습니다.

퀴즈쇼뿐만이 아니었습니다. SNS에 AMD 로고가 나온 인벤 부스 사진을 필수 해시태그와 함께 공유하면 리셉션에서 럭키 드로우 행사에 참여하실 수 있었죠. 예상치 못한 상품을 획득한 참가자들의 얼굴에는 함박웃음이 피어나더군요.

경품을 획득한 참가자 한 분은 "집에 헤드셋이 고장 나서 꼭 필요했는데, 정말 운이 좋게 헤드셋을 얻었다. 너무 기쁘다"며 가벼운 발걸음으로 돌아가시더군요. 많은 분들이 즐겁게 참여한 AMD 이벤트를 사진으로 만나보실까요.

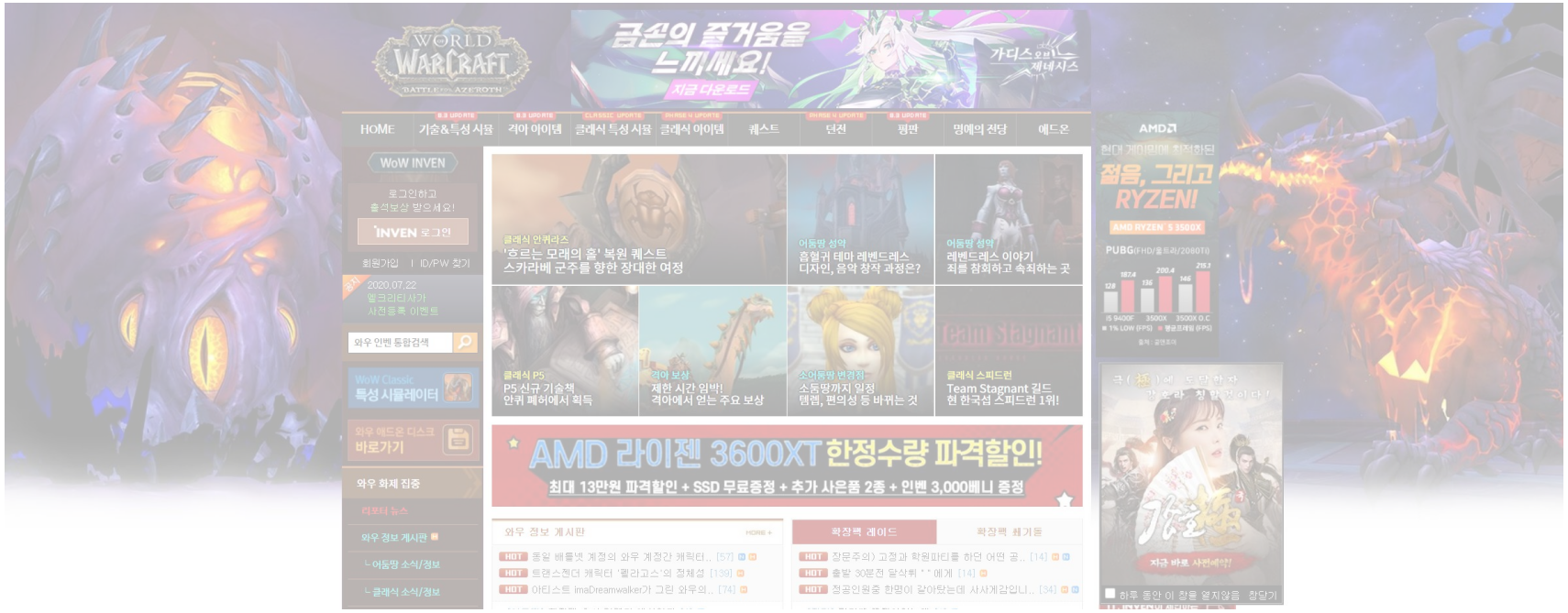
The coverage of the biggest national game show G-star

Exposure on INVEN webzine main page

All contents of brand partner will be exposed on several areas on INVEN's webzine main page.

Exposure on mid part of INVEN game community

All contents of brand partner will be exposed on common area of brand partner which is mid part of game community.



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Exposure on main page of IT INVEN

Contents of brand partner are exposed on many areas of IT INVENt's main page

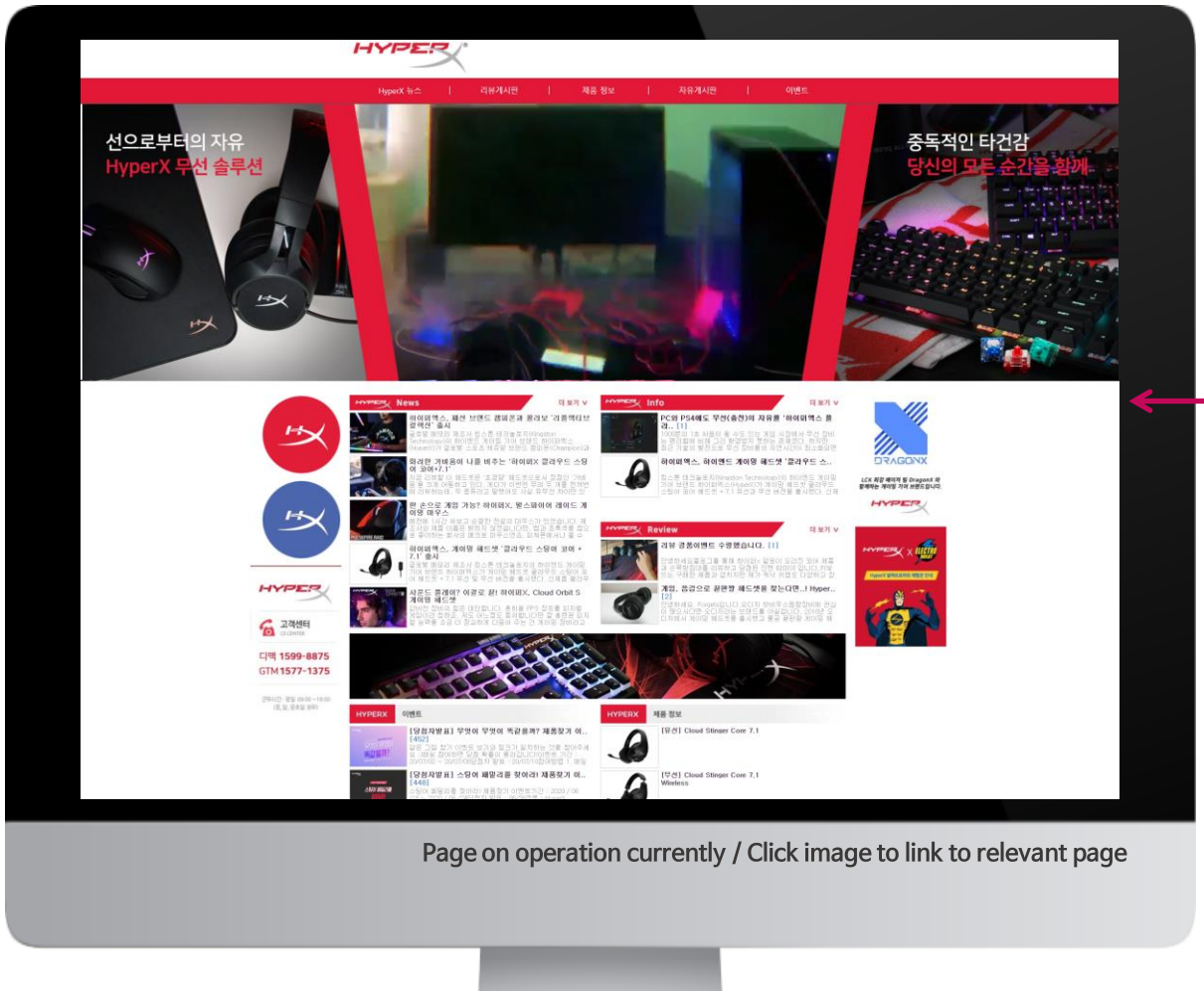
Opening of landing site (available from gold grade)

Independent domain is provide which is available both on PC and mobile. Exposure on portal site as search word through opening of landing site.

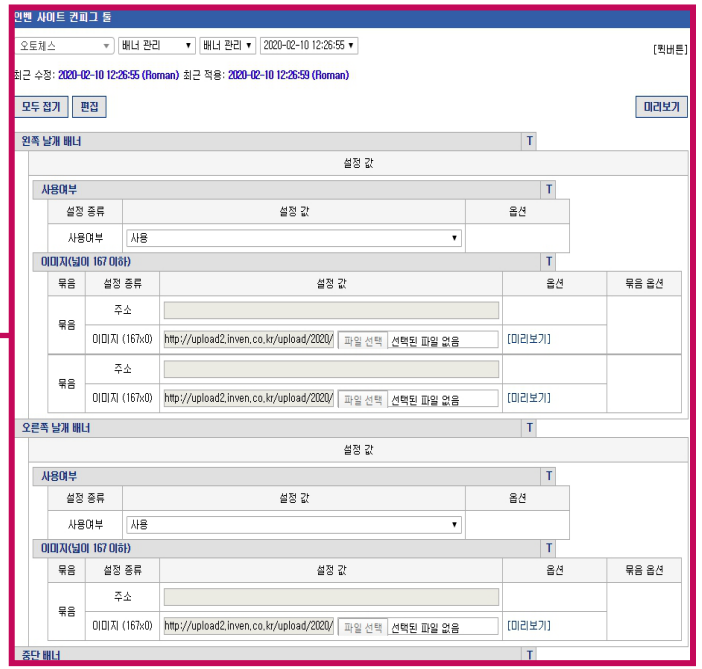
Page on operation currently / Click image to link to relevant page

Administration page

✓ Easy site control is possible through administration page.



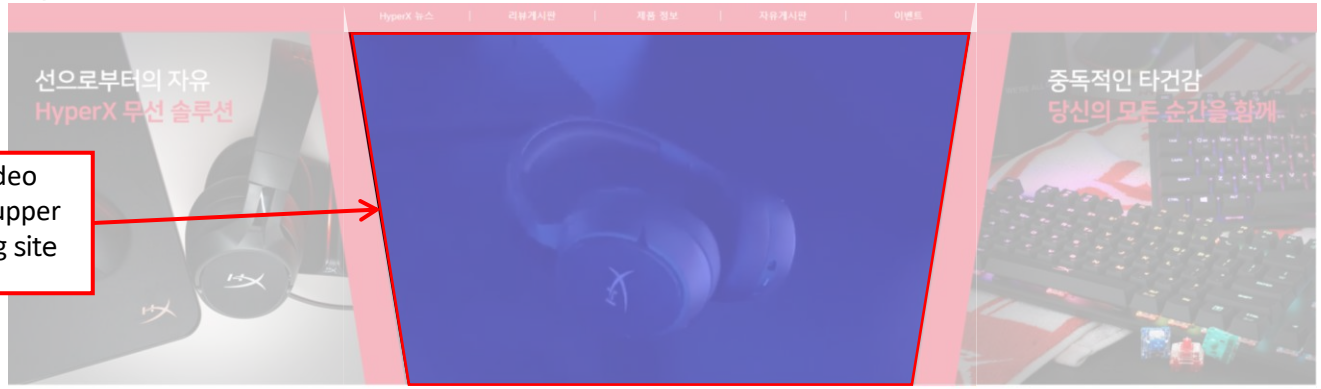
Page on operation currently / Click image to link to relevant page



Work example such as layout, image upload, change of menu configuration

Automated management / Various functions

✓ Automated management of news, events, review articles and so on inserting of video link and mp4 files upper part of hot issue areas makes landing page look very active



Hot issue Video isexposed on upper part of landing site (MP4 file)

Automated exposure of contents of INVEN (coverage materials, special articles)

Automated exposure of news

Automated exposure of reviews

Automated exposure of events

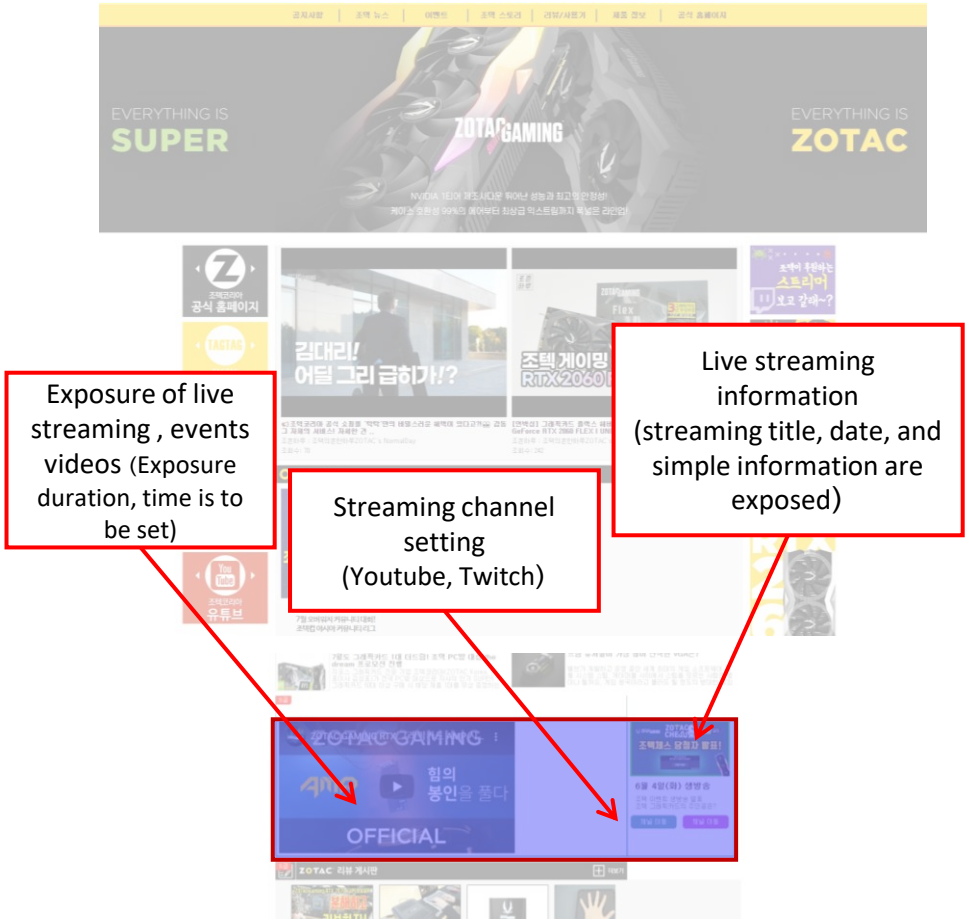
Automated exposure of product information

Streaming/ Youtube module

Streaming on main page on landing site of brand partner/ Exposure of Youtube contents and live streaming is possible by inserting Youtube module

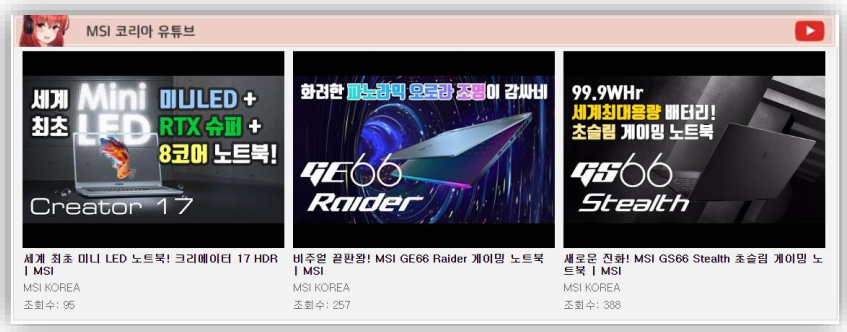
Streaming module

Reserved exposure of live streaming is possible (Agreement is required for exposure of INVEN's external broadcasting.)



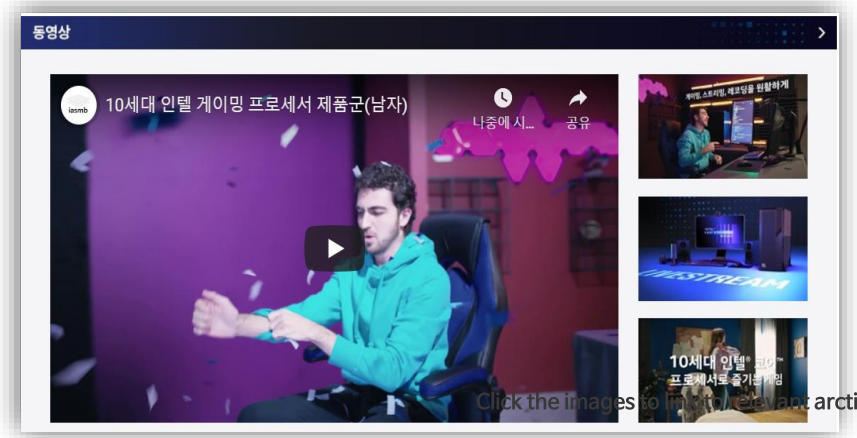
Youtube module – standard

In a case where partner's official channel's videos is needed to be exposed automatically , contents are derived from Youtube automatically.



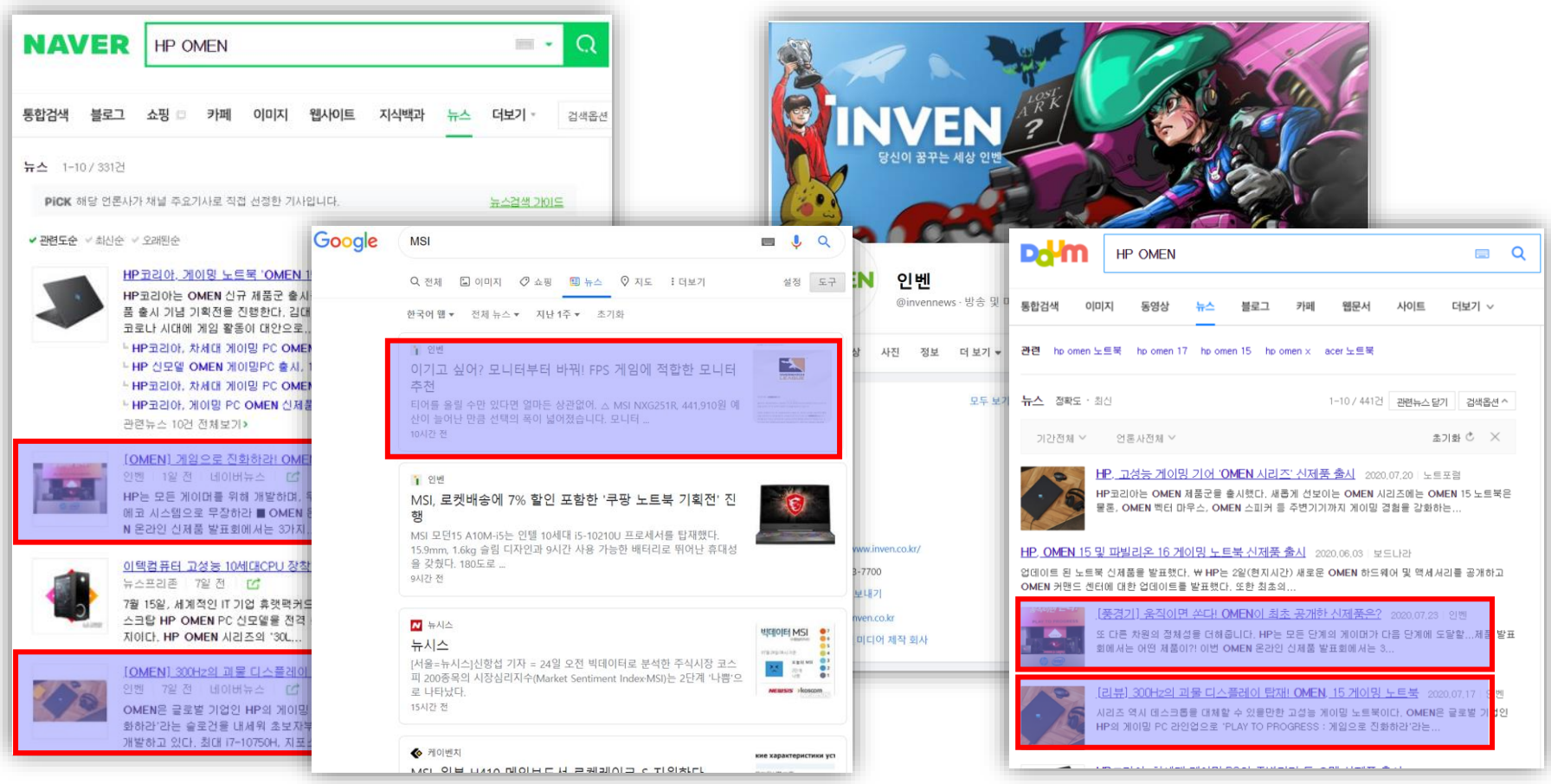
Youtube module – Hot issue model

In a case where only chosen contents are to be exposed, manually chosen contents are set to be played.



Click the images to link to relevant arcticle.

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



NAVER | DAUM | Google | facebook

CONTENTS

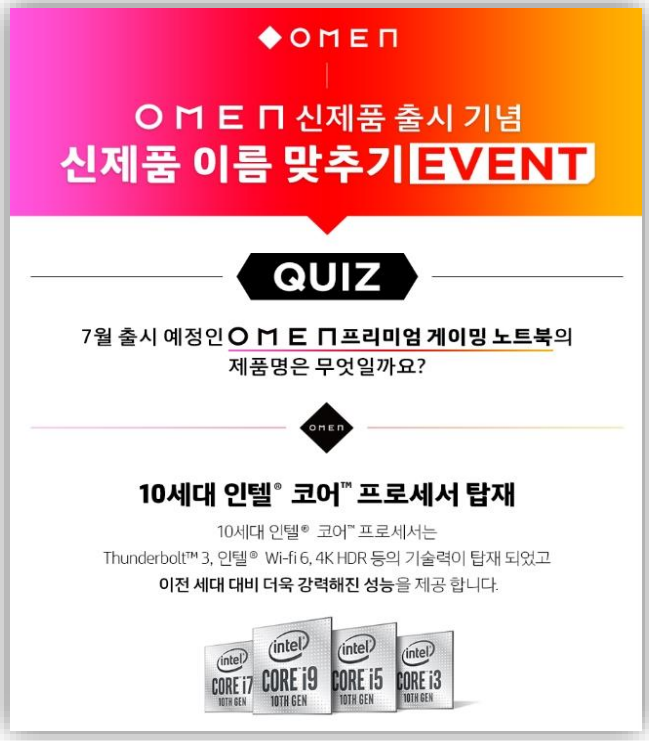
Multi Marketing Platform Brand Partner

04. Brand partner Events

- Types of events
- Pre-user event
- I-mart free gift event
- Plot notification event
- Game community event
- Exposed areas of events

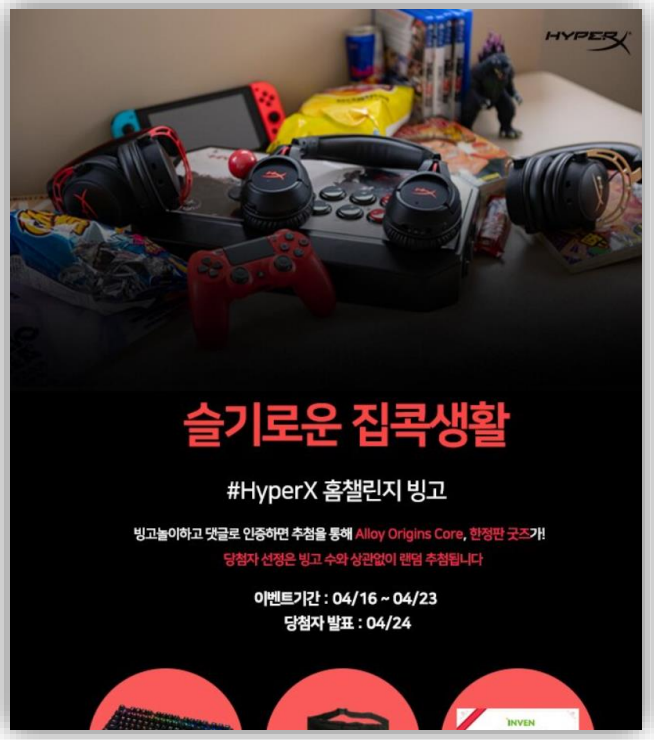
Effective promotion with various events

QUIZ event



Simple quizzes, Brand promotion and exposure through collaboration with game company

Comment event



Promotion through comment verification/ SNS sharing event that anyone can participate.

Product promotion event

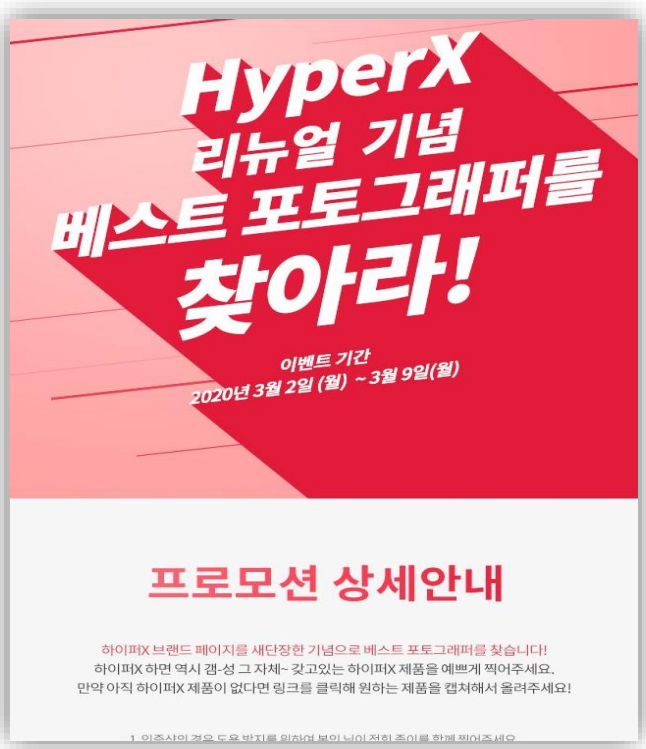
Promotion event and promotion effect through post and related comment

Effective promotion with various events

Event of review comment of article

Holding comment event in conjunction with review article/ promotion effect through high page views

Photo event



Constant image branding care following purchase of product with photo image.

Voting event

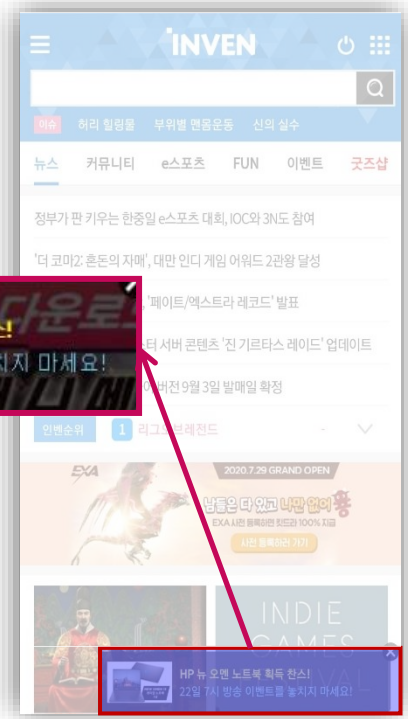
Adding interesting point with creative events such as voting event and etc.

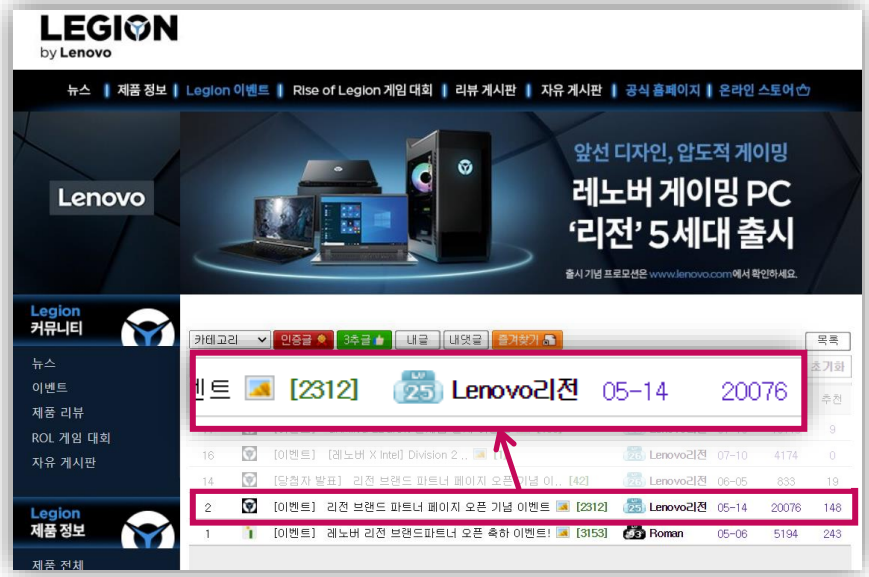
Plot notification event

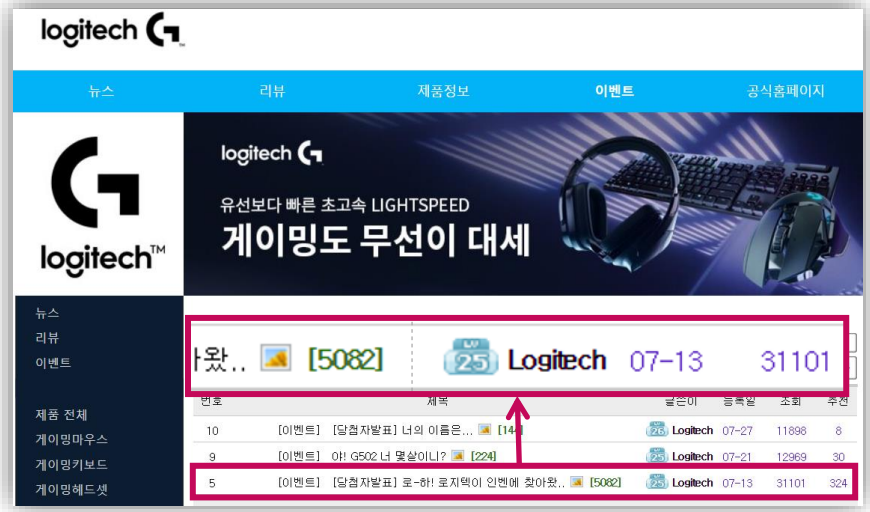
Plot notification is provided throughout all INVEN's communities concerning big events.
(service is available for above gold grade/ prearrangement is required)

INVEN web page

INVEN mobile page







※ Exposure of simple contents such as short article, special coverage and review is not possible.

※ When free gift worth 1 million won is up for grab.

※ When all INVEN members can participate

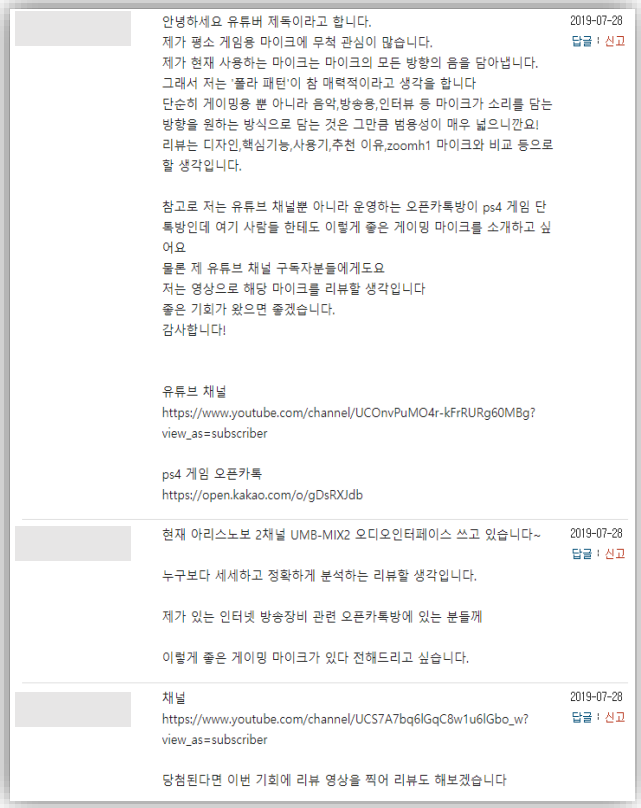
※ Exposure hours is around 6 hours

※ Prearrangement is required. (at least 1 week before)

Pre-user event provides opportunities for participants to give their feedback.
Youtuber/blogger can participate in pre-user event so that **brand exposure on communities is expected.**

Pre-users event (Ex.1)

Pre-users comment



안녕하세요 유튜버 제독이라고 합니다.
제가 평소 게임용 마이크에 무척 관심이 많습니다.
제가 현재 사용하는 마이크는 마이크의 모든 방향의 음을 담아냅니다.
그래서 저는 '플라 패턴'이 참 매력적이라고 생각을 합니다
단순히 게이밍용 뿐 아니라 음악,방송용,인터뷰 등 마이크가 소리를 담는 방향을 원하는 방식으로 담는 것은 그만큼 범용성이 매우 넓으니깐요!
리뷰는 디자인,핵심기능,사용기,추천 이유,zoomh1 마이크와 비교 등으로 할 생각입니다.

참고로 저는 유튜브 채널뿐 아니라 운영하는 오픈카톡방이 ps4 게임 단톡방인데 여기 사람들 한테도 이렇게 좋은 게이밍 마이크를 소개하고 싶어요
물론 제 유튜브 채널 구독자분들에게도요
저는 영상으로 해당 마이크를 리뷰할 생각입니다
좋은 기회가 왔으면 좋겠습니다.
감사합니다!

유튜브 채널
https://www.youtube.com/channel/UCOnvPuMO4r-kFrRURg60MBg?view_as=subscriber

ps4 게임 오픈카톡
https://open.kakao.com/o/gDsRXJdb

2019-07-28
답글 : 신고

현재 아리스노보 2채널 UMB-MIX2 오디오인터페이스 쓰고 있습니다~

누구보다 세세하고 정확하게 분석하는 리뷰할 생각입니다.

제가 있는 인터넷 방송장비 관련 오픈카톡방에 있는 분들께

이렇게 좋은 게이밍 마이크가 있다 전해드리고 싶습니다.

2019-07-28
답글 : 신고

채널
https://www.youtube.com/channel/UCS7A7bq6lGqC8w1u6lGbo_w?view_as=subscriber

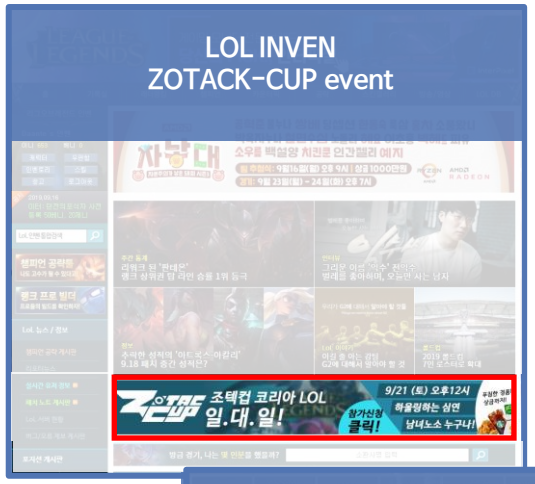
당첨된다면 이번 기회에 리뷰 영상을 찍어 리뷰도 해보겠습니다

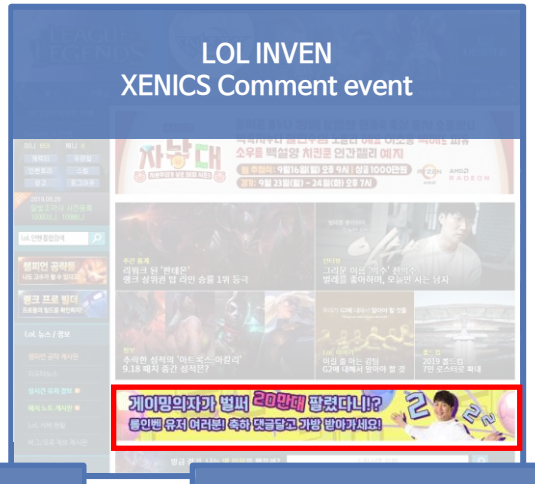
2019-07-28
답글 : 신고

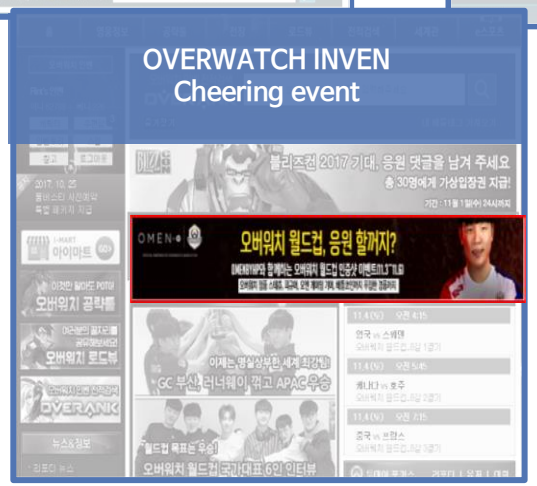
Pre-users event (Ex.2)

Targeting specific game users

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



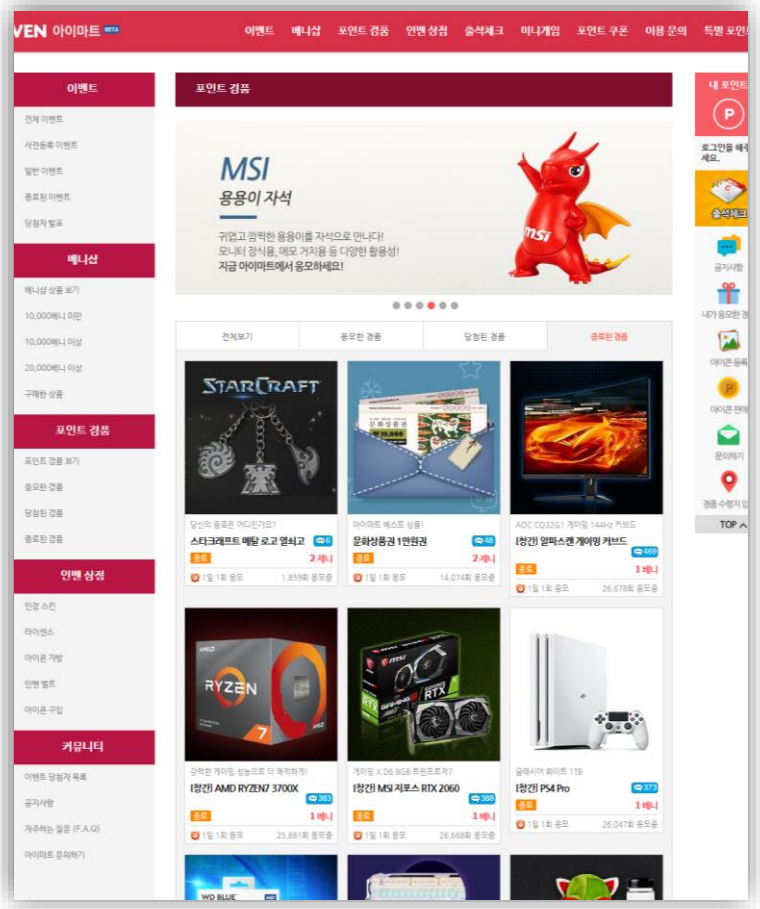




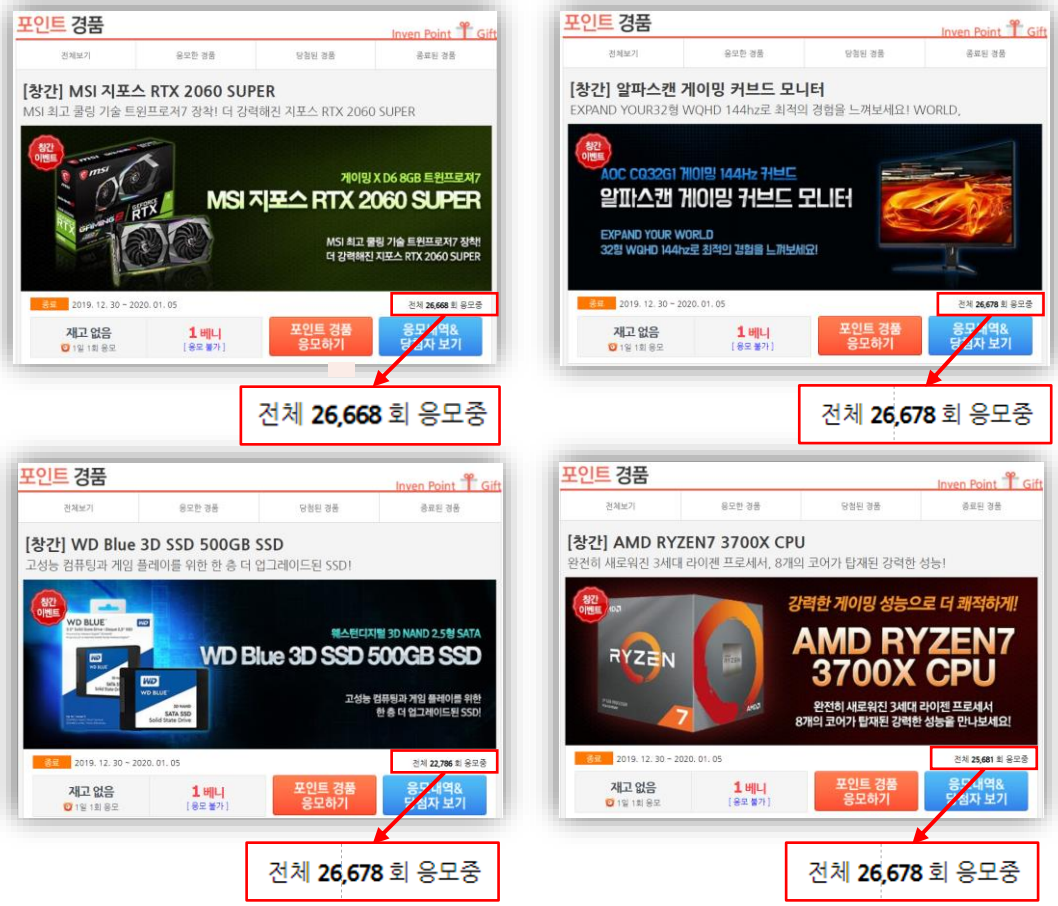
✓ **Schedule of game community event and exposure** might be subject to change depending on circumstance.

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.



I-mart event page



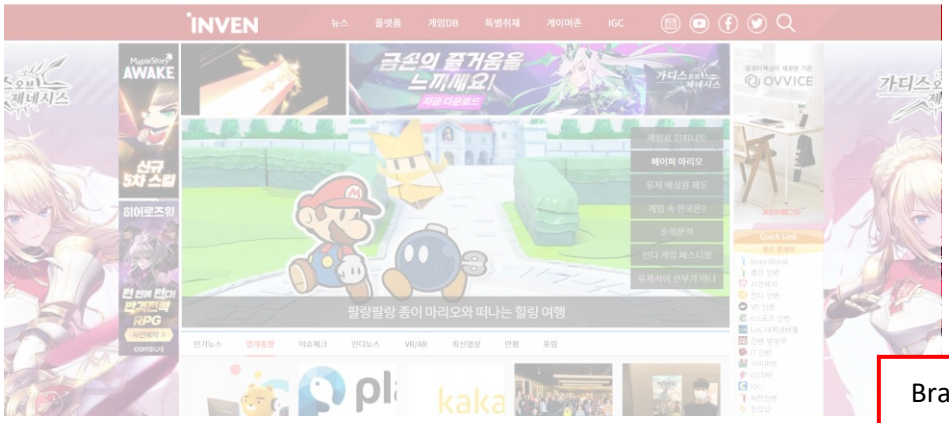
I-mart event page example

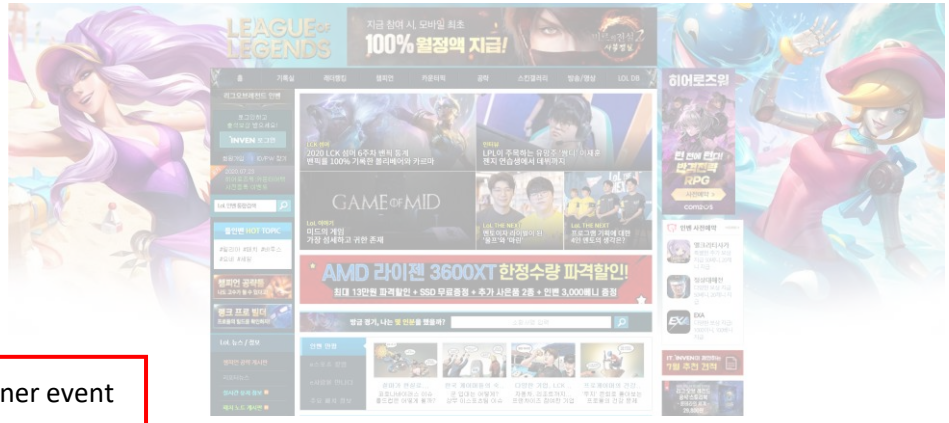
Event exposure areas

Exposure on INVEN webzine main page and various areas of communities

INVEN webzine main page

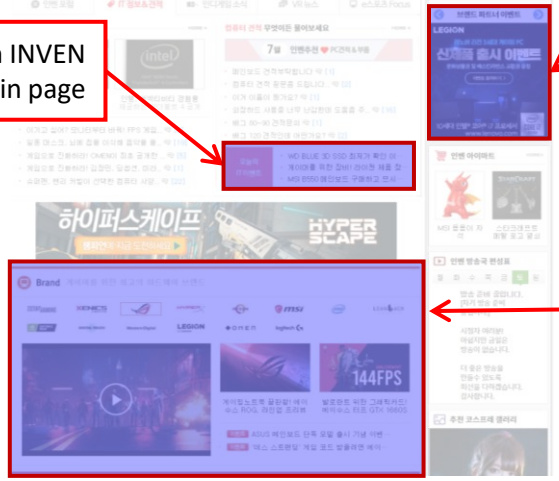
Game communities main page





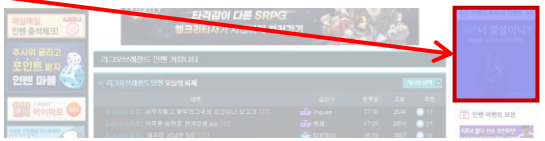
----------중략----------

Exposure on INVEN webzine main page



Brandpartner event ony exposure areas (INVEN's all areas) 200*200

----------중략----------

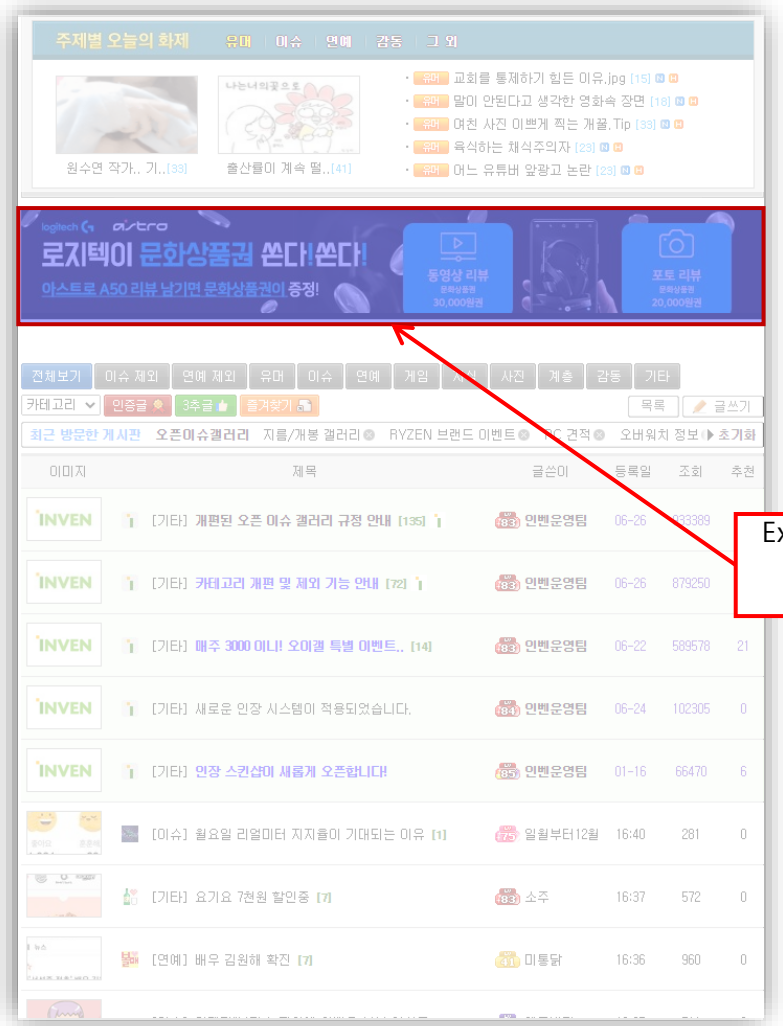


----------중략----------

Brand partner's common areas (INVEN's all areas)

Gallery exposure areas

Event banner exposure on upper part of “open issue gallery” and “opinion gallery”



Exposure on upper part of list on various gallery

※ Variation might happen under certain circumstances.

CONTENTS

Multi Marketing Platform Brand Partner

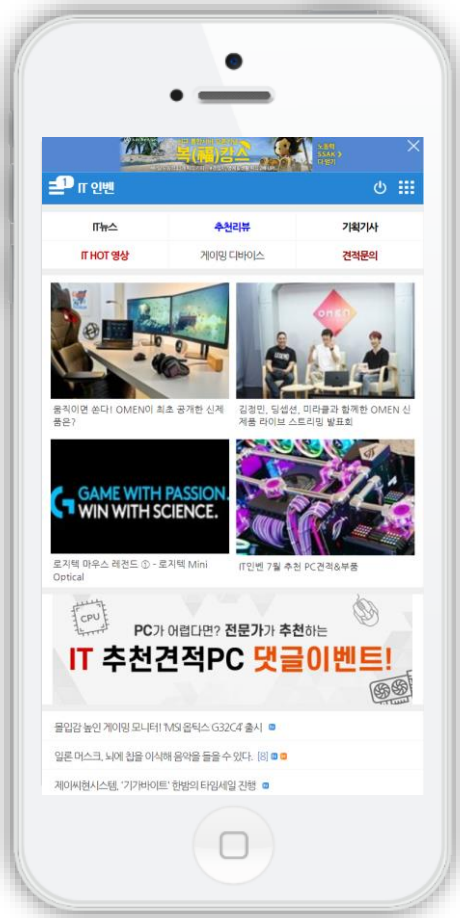
05. IT INVEN

- IT INVEN introduction
- Partner banner exposure
- Back-skin banner exposure

IT INVEN

IT media for gamers

Communication ground for IT & game users



✓ Exposure on IT INVEN main page is available for only above silver grade partner.

IT INVEN

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

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 is information trading board for users who are keen on game peripheral devices.

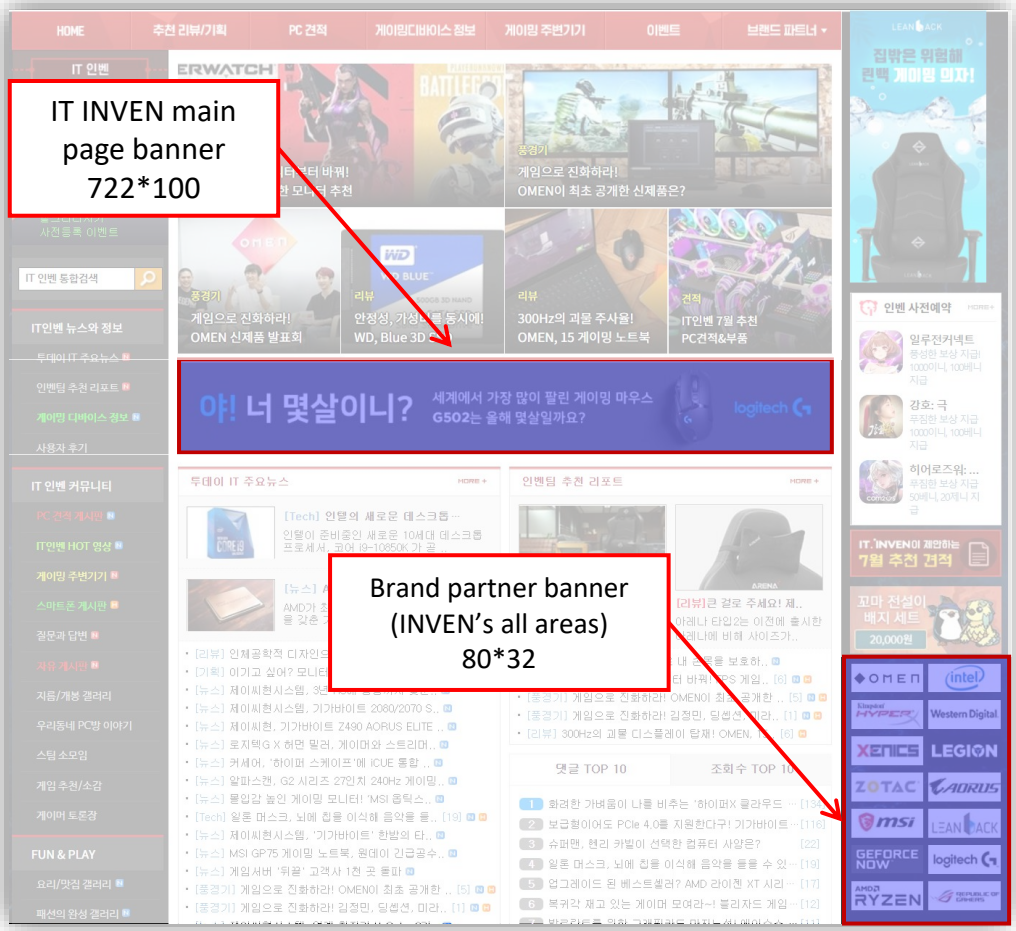
IT INVEN provides unlimited stories around us including IT

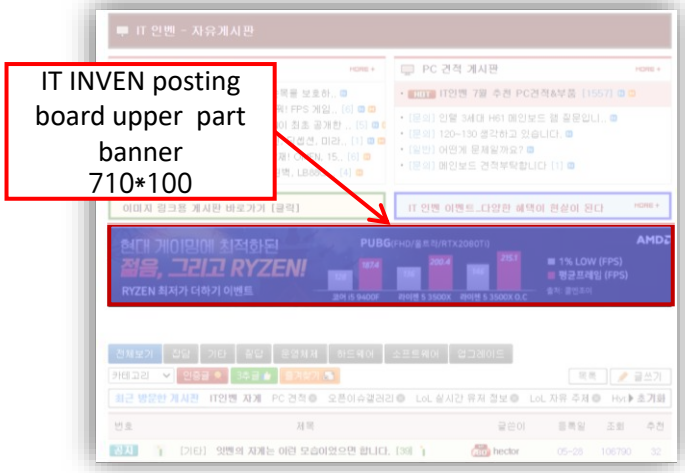
IT INVEN my hometown Internet café story board is a cyber space for internet café owner and B2B product can be advertised there.

IT INVEN

Frequent brand exposure and product promotion via advertisement banner

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



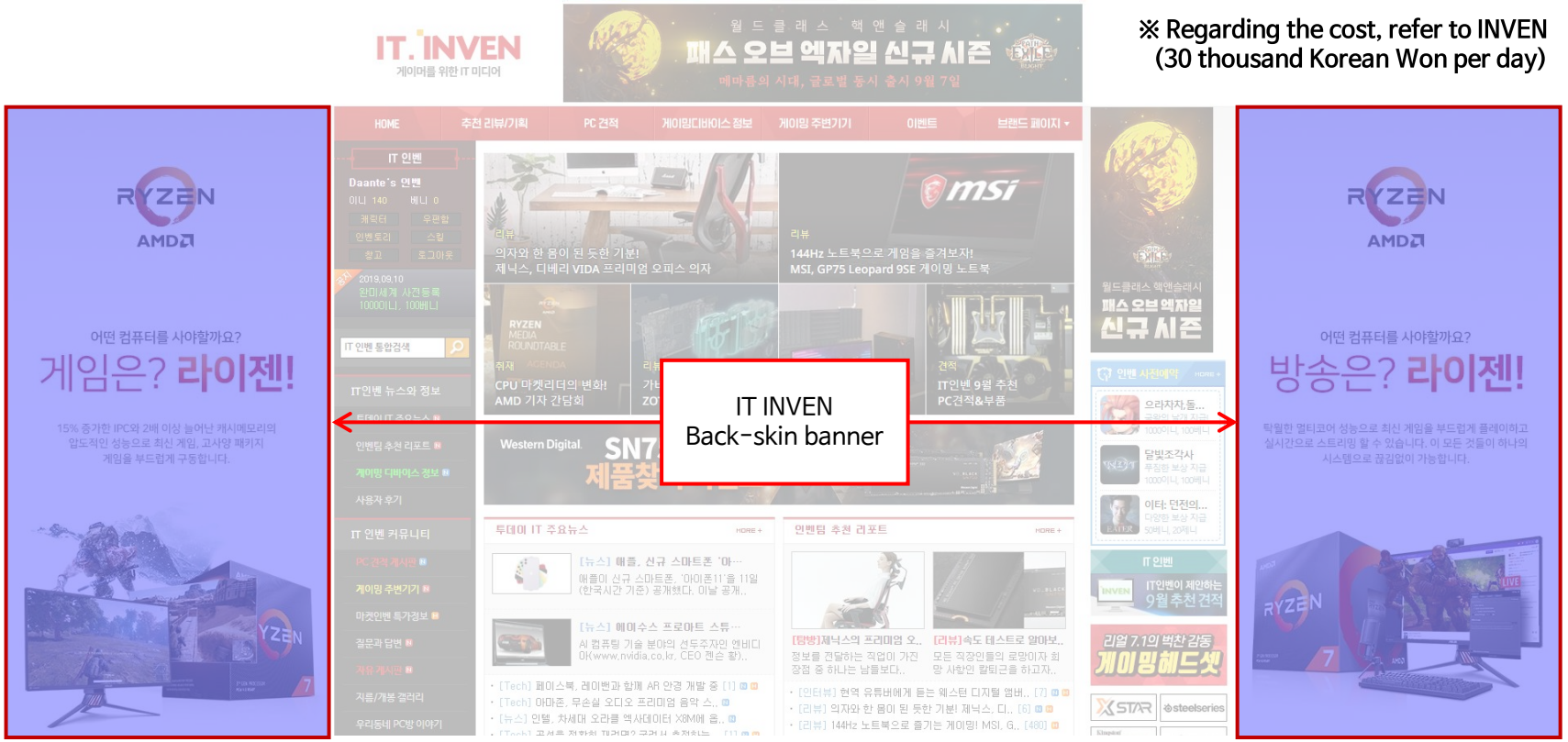


IT INVEN

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**.

CONTENTS

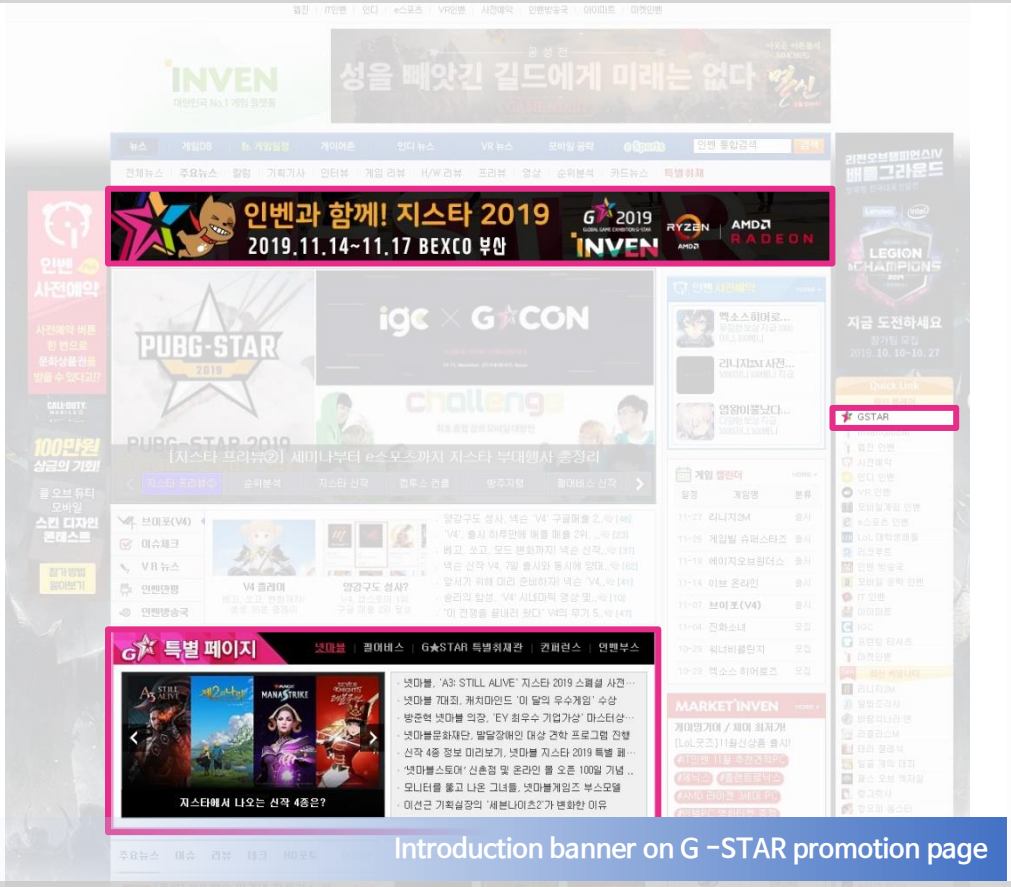
Multi Marketing Platform Brand Partner

06. G-star promotion

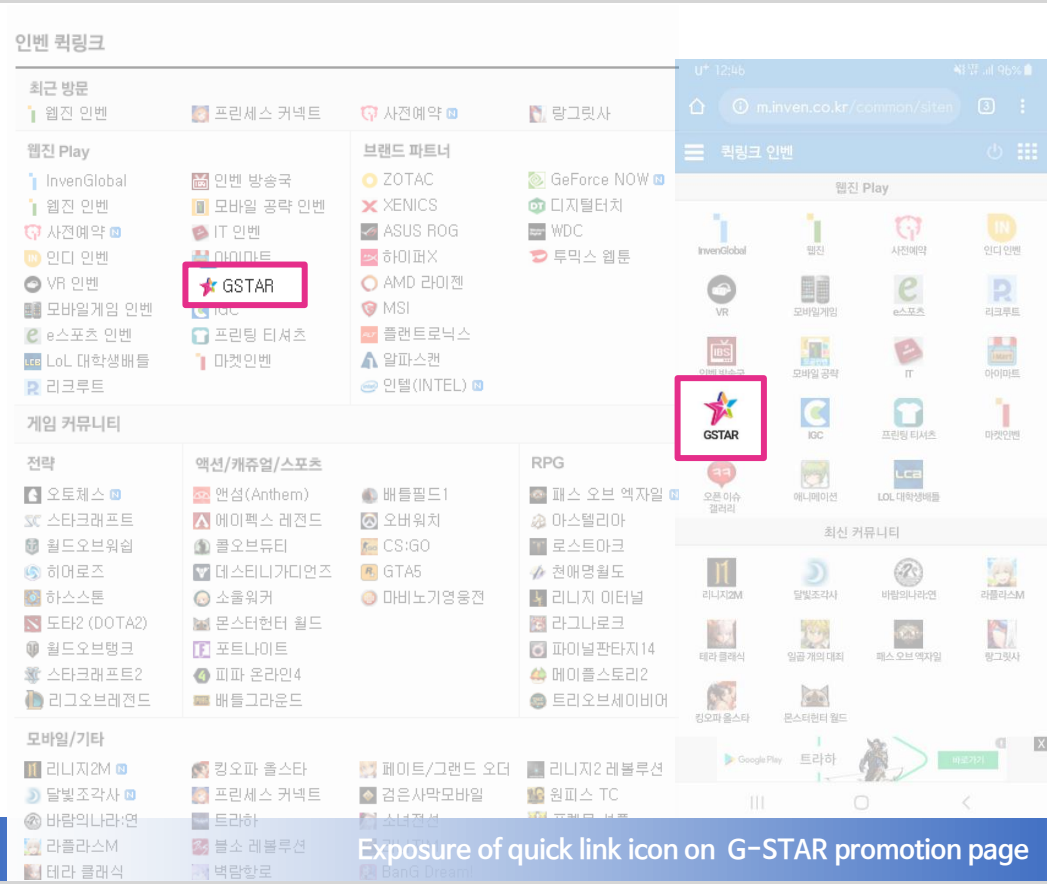
- Online pre-promotion
- On-site promotion & event
- Experience zone & sales booth

Constant brand exposure through online pre-promotion

※ Proposal of partnership to brand partner preferentially



Introduction banner on G -STAR promotion page



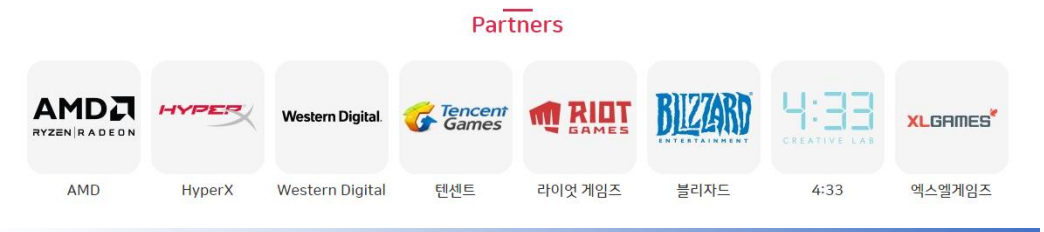
Exposure of quick link icon on G-STAR promotion page

Pre-promotion on G-STAR promotion page opening

[Link to G-STAR promotion page]

Constant brand exposure through line pre-promotion

Upper part of G-STAR promotion page



Mid part of G-STAR promotion page

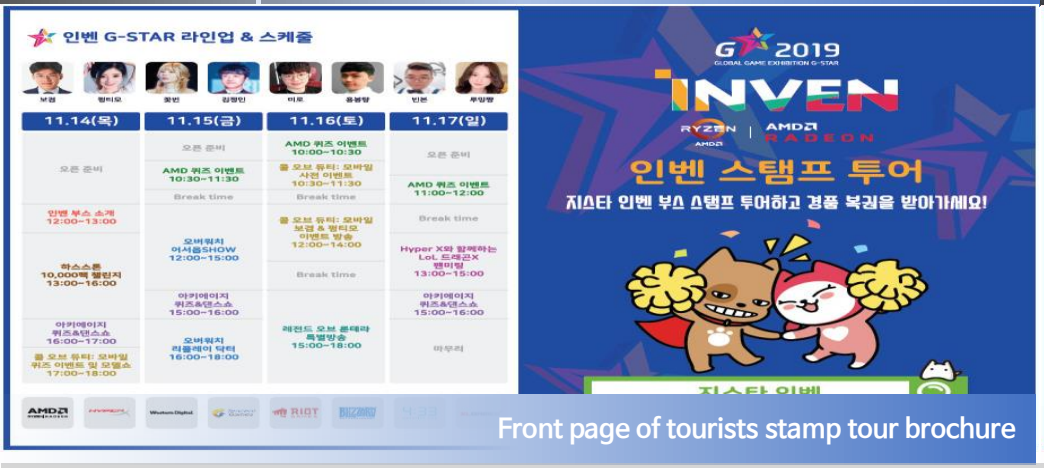
Bottom part of G-STAR promotion page

G-STAR promotion page open & exposure of official logo of sponsors

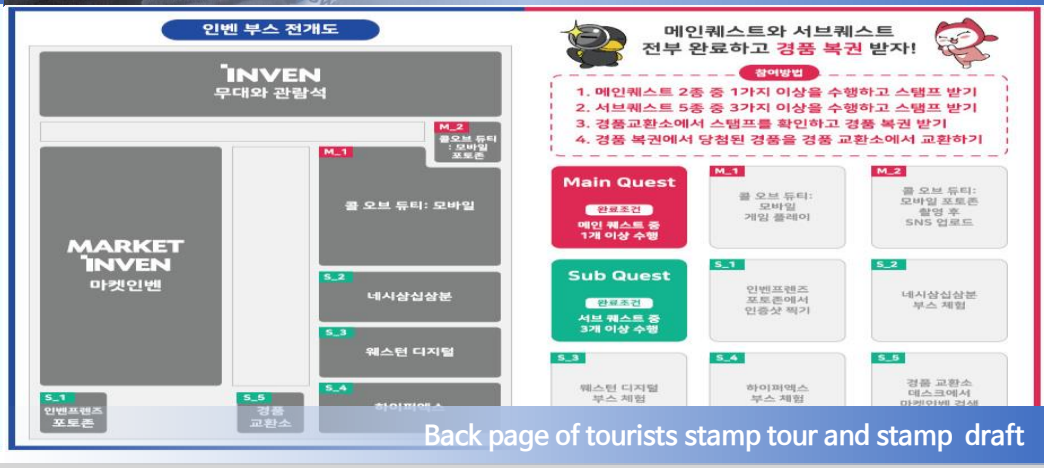
Onsite promotion and various events

X banner in INVEN booth

Promotion goods for visitors in BTC INVEN booth



Front page of tourists stamp tour brochure



Back page of tourists stamp tour and stamp draft

Onsite promotion and various events

Effective brand promotion with partner logo exposure on G-star main stage

Brand partner experience zone and sales booth in operation

Direct product promotion through experience zone and secondary brand promotion with influencer's creation

CONTENTS

Multi Marketing Platform Brand Partner

07. Market INVEN sales integration

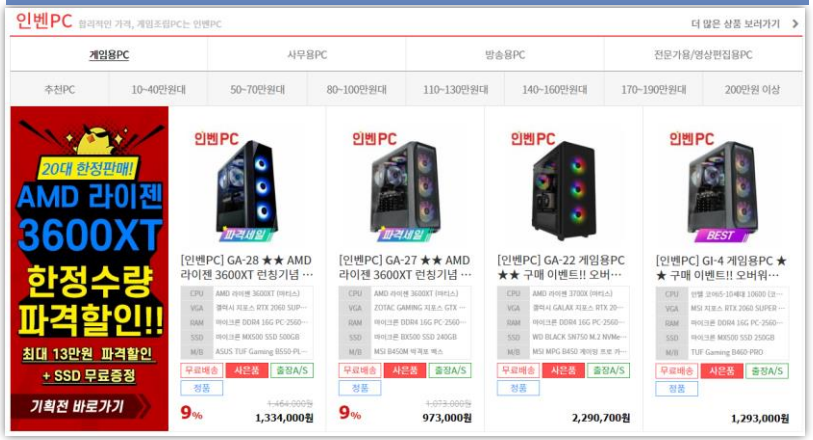
- Market INVEN introduction
- Market INVEN sales link

MARKET INVEN

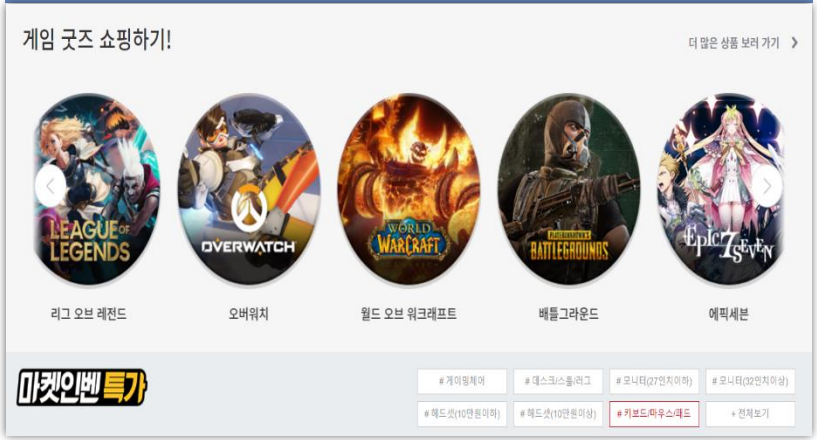
Market INVEN is more fun than game

✓ Game shopping mall carrying game good s which are essential for gamer/assemble-ready PC/Gaming monitor/Gaming gear/Gaming chair.

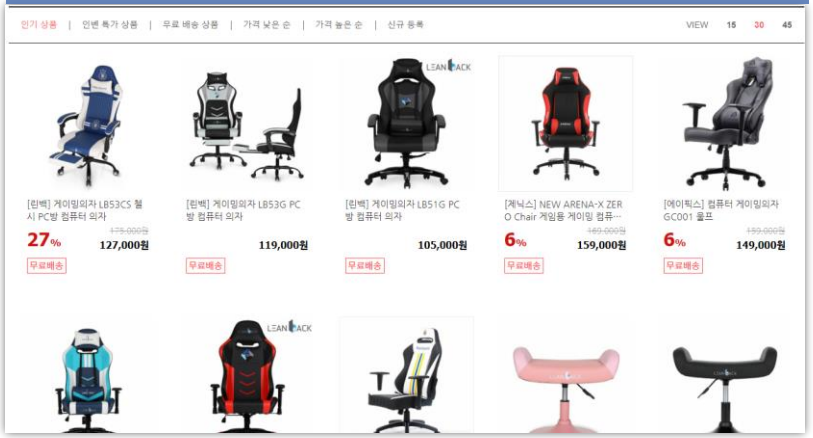
INVEN PC



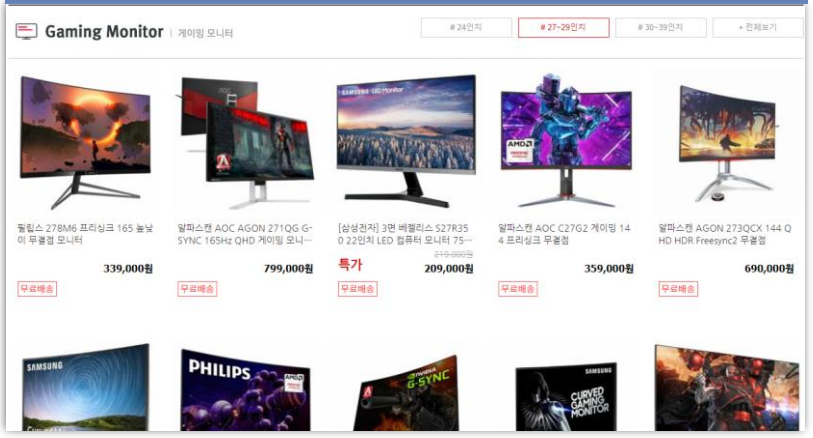
Game goods



Gaming accessories



Gaming monitor

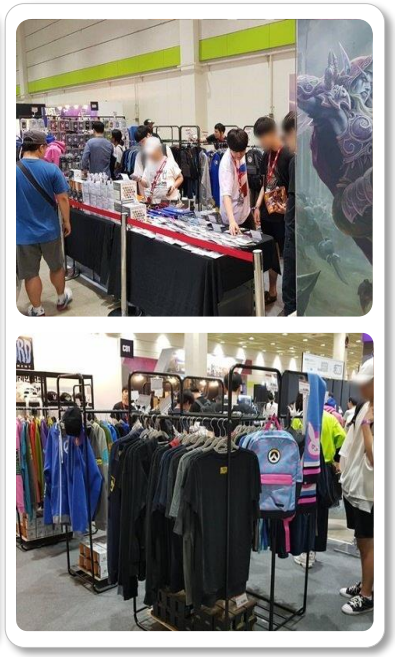


MARKET INVEN

Participation in game event to run pop up booth and brand partner's sponsor zone

G-Star

PLAY Expo



Comiczone

Global e-sports competition Guntlet

Seongnam game world festival

▶G-Star 2019 onsite booth operation ▶PLAY X4 2019 onsite booth operation ▶Seoul comic zone 2019 onsite booth operation

▶Global e-sports competition Guntlet onsite booth operation ▶2018 Seongnam game festival ▶IGC 2018 Market INVEN booth

▶Blizzard store associated with Overwatch contenders

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 좁혀오는 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 돌리기 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.

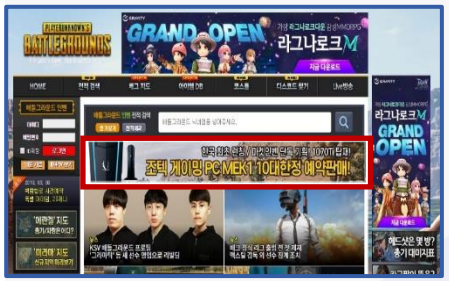
※ 본 내용은 2018년 2월 기준으로 작성되었습니다. 원활한 게임환경을 위하여 다소 높은 사양의 제품으로 구성되었으며, IT인벤 PC견적 게시판의 다양한 의견들을 참고하여 실제 소비자들이 구매하고 있는 옵션들로 구성하였습니다. 인텔 관련 제품의 경우 '멜트다운'과 '스펙터' 보안 이슈가 해결되기 전에는 일부 성능의 차이가 발생할 수 있습니다.

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

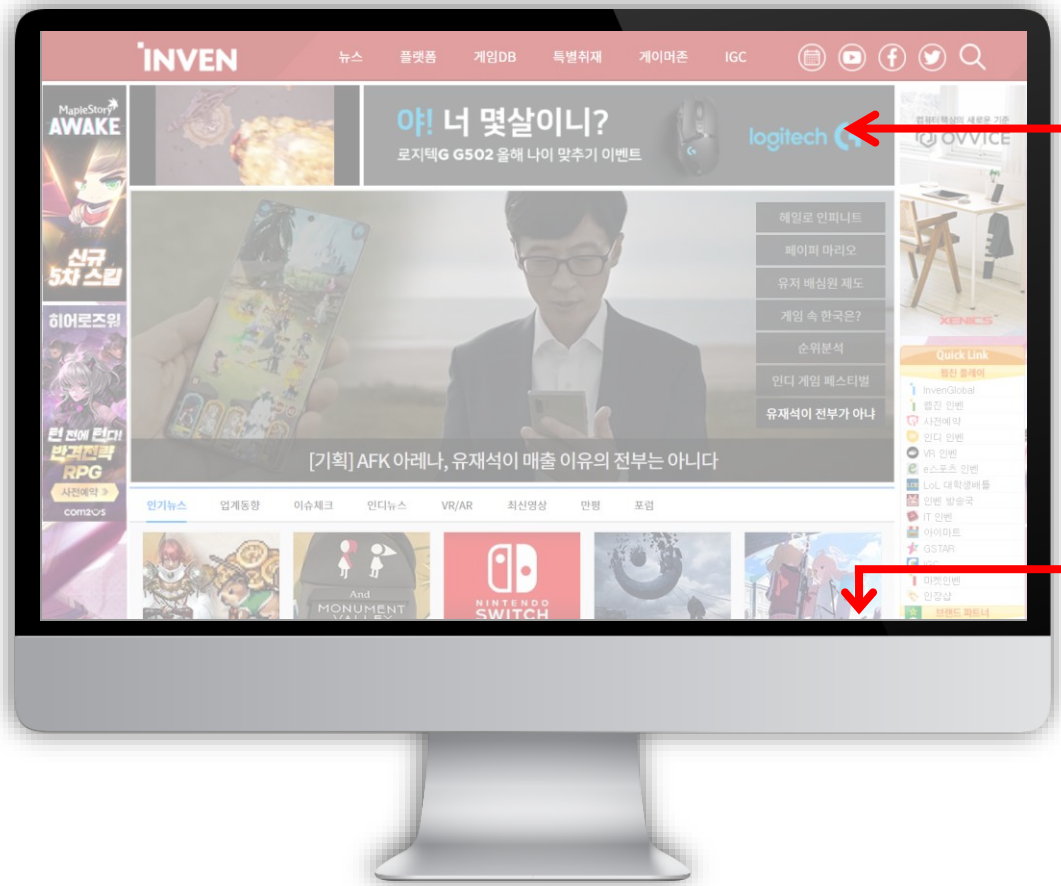
CONTENTS

Multi Marketing Platform Brand Partner

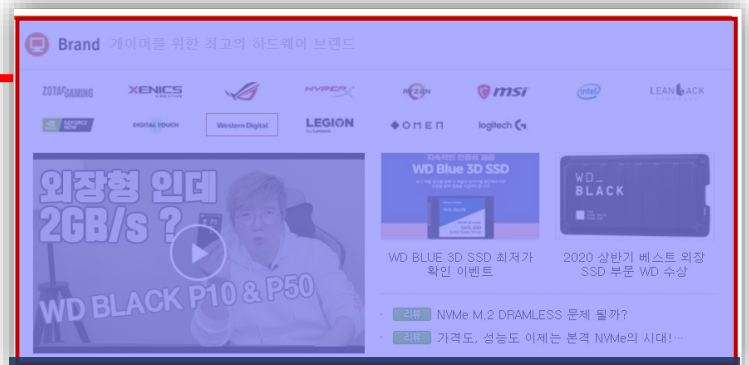
08. INVEN service Ad promotion

- Effective marketing
- Service Ad banner guide
- Service Ad management guide
- Service Ad banner size
- Service Ad 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

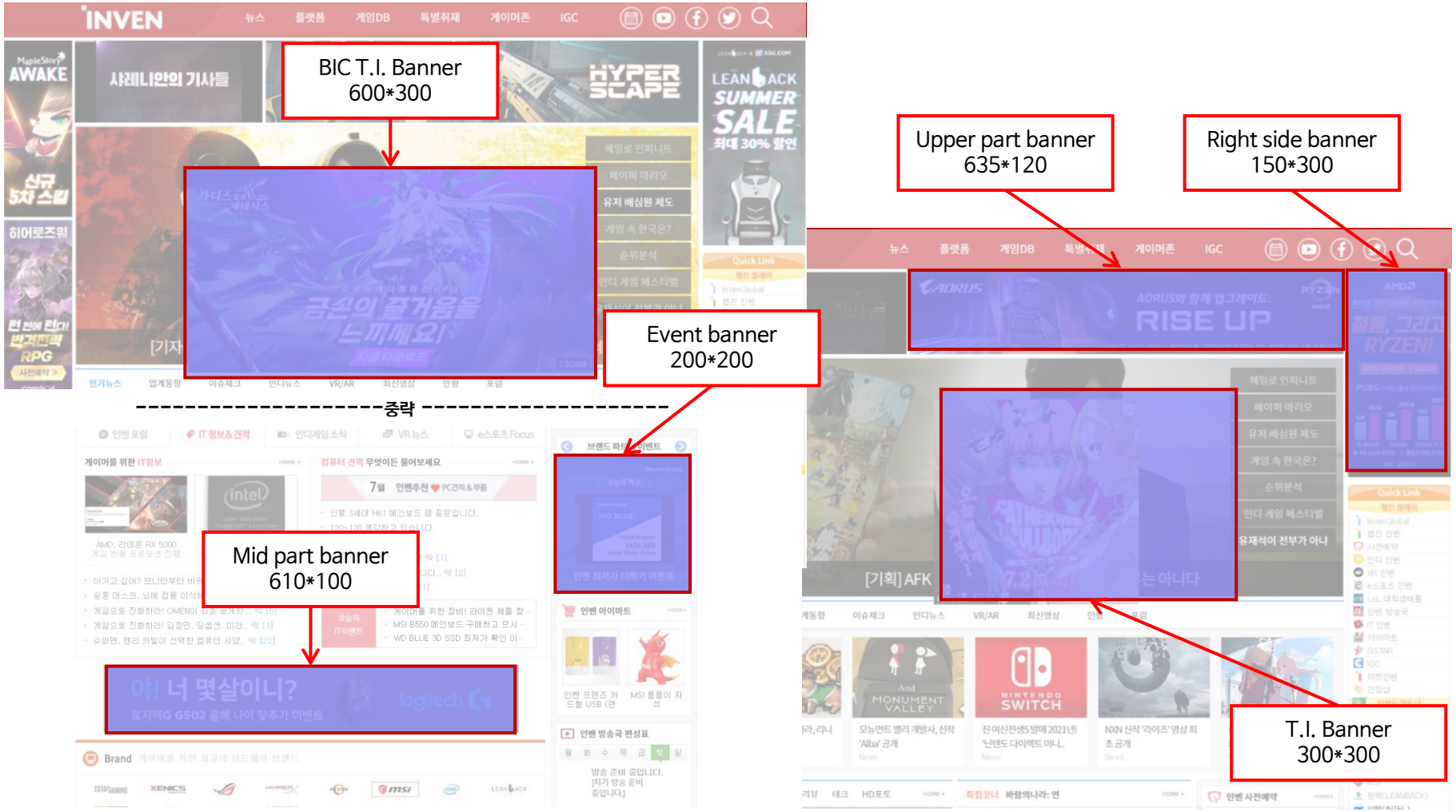
7 million KRW monthly (for platinum)

44.7 million imp for 30 days (1.49 million imp daily)

	NAVER	KBS	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	**44.7 million imp for 30 days**
Target Audience	X	X	X	O

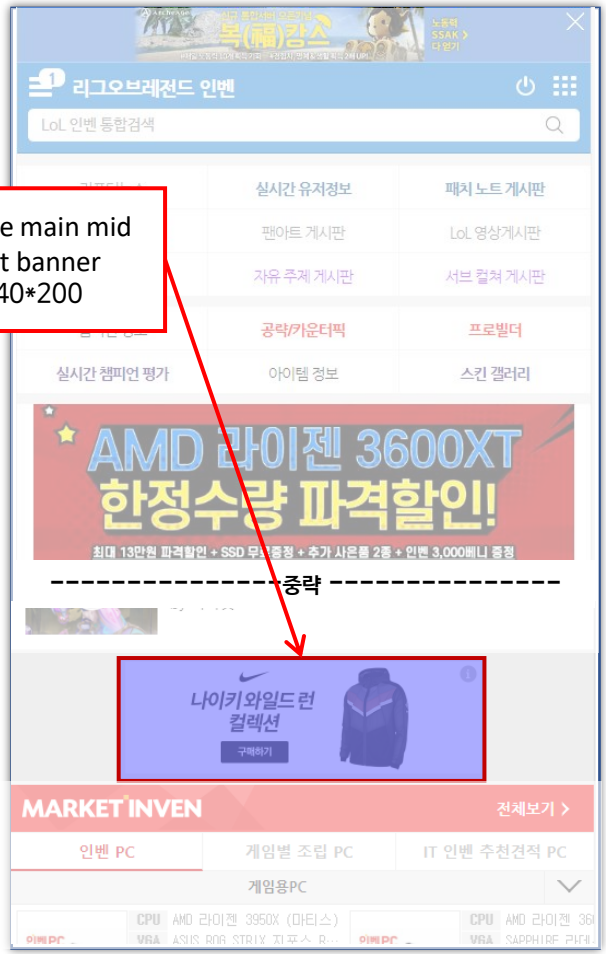
Source: Analysis worth of terrestrial media/ Daishin Securities co., Ltd. investment report

Advertisement banner guide

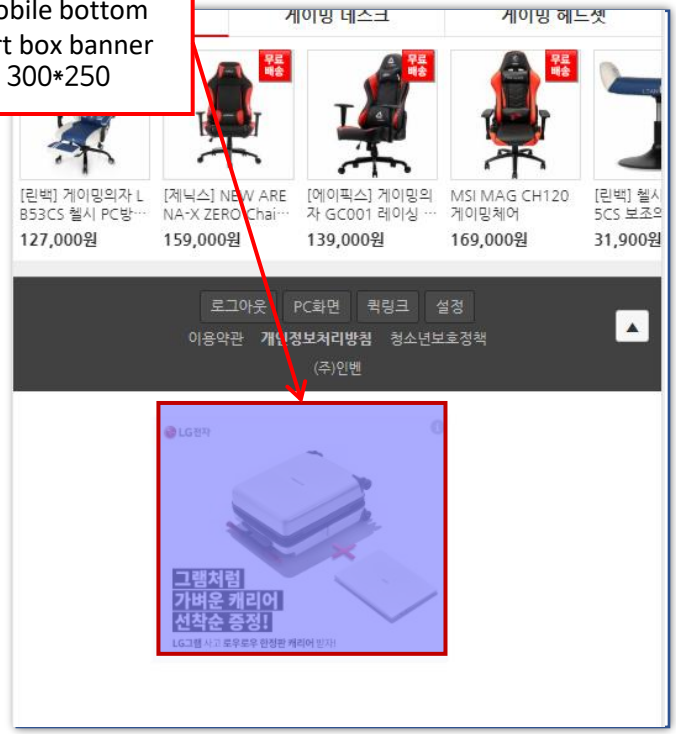


Service Ad banner guide (mobile phone)

Mobile main mid part banner
640*200



Mobile bottom part box banner
300*250



Guide for Ad contents management

■ Kinds of Ad contents and Ad contents management

1. Basic contents

- It is 24x7 basis banner and can be replaced with new content once a month.
- Regardless of existence of event banner, it is always exposed
- External links are available

2. Event contents

- During event period additional event content can be exposed.
- During same period only 1 event banner can be exposed.
- Exposure amount is determined by grade.
- External link is not available. It can only be exposed as event contents in brand partner/ landing.

<table>
<tr><td rowspan="2">Basic contenrts</td><td colspan="7">Basic contents</td></tr>
<tr><td colspan="7">Exposure on 24x7 basis
(1 content replacement is available for 1 month.)</td></tr>
<tr><td rowspan="2">Event contents
(For platinum grade)</td><td></td><td>Event 1</td><td></td><td>Event 2</td><td></td><td>Event 3</td><td></td></tr>
<tr><td colspan="7">Exposure only during event period
<u>Additional exposure apart from basic contents</u>
The number of exposure is limited to brand partner event grade</td></tr>
</table>

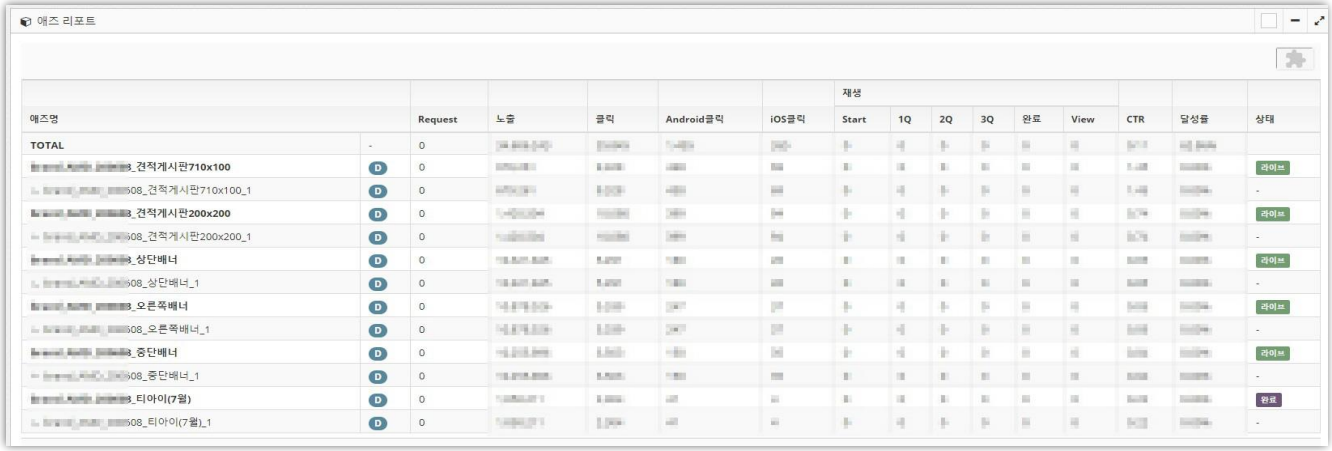
※ Example of usage of exposure quota

- When only basic contents are exposed: 100 percent of exposure quota for relevant grade is provided for basic contents
- When event contents are exposed: 50 percent of exposure quota for relevant grade is provided for basic contents and event contents respectively

  * ratio is not exactly 50 percent but rounded.

Service Ad report page

Monitor exposure volume and click rate on real time basis via Ad report



애즈 리포트

애즈명		Request	노출	클릭	Android클릭	iOS클릭	재생 Start	1Q	2Q	3Q	완료	View	CTR	달성률	상태
TOTAL	-	0													
3_견적게시판710x100	D	0													라이브
508_견적게시판710x100_1	D	0													-
3_견적게시판200x200	D	0													라이브
508_견적게시판200x200_1	D	0													-
3_상단배너	D	0													라이브
508_상단배너_1	D	0													-
3_오른쪽배너	D	0													라이브
508_오른쪽배너_1	D	0													-
3_중단배너	D	0													라이브
508_중단배너_1	D	0													-
3_티아이(7월)	D	0													완료
508_티아이(7월)_1	D	0													-

Guide for running Ad

1. Changing contents is only available during allotted time for this service.

- Office hour: AM10 ~ PM5:30 (weekends and holyday are excluded)

※ Contents should be delivered by PM 5:30 for effective communication

※ request for changing contents will carry over to following day.

2. Changing contents outside office hours can be reserved during allotted time for this service.

3. Changing contents is available maximum twice a month an d once a week.

Ad whose image and URL cannot be used due to expiry of image is terminated automatically. Ad exposure will be reduced corresponding to unexposed service period and this is not reimbursed.

4. T.I / Big T.I. opeartion

For T.I / Big T.I. banner, exposure days differs according to contract grade. As banner does not run during whole period, user can select specific date to run banner via ad@inven.co.kr. at the beginning of each month. Usage quota on these banners does not carry over to next term.

5. Changing contents

- Changing contents is available once a month. In a case of event material, 1 content per event and related landing setting is available.

6. Capacity limit

- PC : less than 100kb
- Mobile : less than 30kb

Guide for service Ad banner size

Channel name	Banner name	Exposure location	Banner size	Table remarks	ETC
All INVEN channels	Upper part banner	Webzine main, Community main, Subpage	635*120	The extent of Ad exposure is largely different according to package	**Service Ad banner (Outcome report is provided)** **ad@INVEN.co.kr**
	Right side banner		150*300		
	Mid part banner		610*100		
	T·I banner	Main page	300*300		
	BIG T·I banner	Main page	600*300		
	Mobile main mid part banner	Mobile, Community main, Subpage	640*200		
	Mobile bottom part box banner	Mobile, Community main, Subpage	300*250		
IT INVEN	IT INVEN posting board upper part banner	IT INVEN posting board	710*100		
	IT INVEN posting boar view page banner	IT INVEN posting board	200*200		
IT INVEN	Back skin	IT INVEN main	1920 *1250~1500	Refer to exposure duration according to grade	**House banner** **it@INVEN.co.kr**
	Main page banner	IT IT INVEN main page	722*100	Only when event/ contents is on	
All INVEN channels	Event banner	Right side on all page	200*200	Only when event is on	

Guide for brand partner service Ad package

	Banner size	PACKAGE Bronze	PACKAGE Silver	PACKAGE Gold	PACKAGE Platinum	PACKAGE Diamond
Upper part banner	635 * 120	●	●	●	●	●
Right side banner	150 * 300	✕	✕	●	●	●
T.i.banner	300 * 300	✕	✕	● 5(day)	● 7(day)	✕
BIG T.i. banner	600 * 300	✕	✕	✕	✕	● 10(day)
Mid part banner	610 * 100	✕	●	✕	●	●
IT INVEN posting board upper part banner	710 * 100	✕	✕	●	●	●
IT INVEN posting board view page banner	200 * 200	✕	✕	●	●	●
Mobile main mid part banner	640 * 200	✕	●	●	●	●
Mobile bottom part box banner	300 * 250	●	●	●	●	●
Exposure times (Impression)		13,000,000	18,000,000	27,000,000	44,700,000	54,000,000

- ✓ Banner contents might vary according to Ad duration
- ✓ Ad contents should be created by buyer
- ✓ Bill is issued at he end of each month and payment should made within 30days after issue of bill.

CONTENTS

Multi Marketing Platform Brand Partner

09. Cost of brand partnership

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

Cost of brand partnership

✓ 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 (won)	4,000,000	3,500,000	5,000,000	4,500,000	7,000,000	5,000,000	10,000,000	7,000$	12,000,000	10,000,000
Opening of landing site (PC & MOBILE)	✕	✕	✕	✕	●	●	●	●	●	●
Reported article	●	●	●	●	●	●	●	●	●	●
Product review	1	1	1	1	1	1	2	2	●	●
Special article	✕	✕	1	1	1	1	1	1	●	●
Interview and coverage support	●	●	●	●	●	●	●	●	●	●
Event	1	1	2	2	2	2	3	3	Always	Always
Pre-user event	1	1	1	1	1	1	●	●	●	●
Game community event	✕	✕	✕	✕	1	1	2	2	●	●
Sponsor banner on right side of IT INVEN site	●	●	●	●	●	●	●	●	●	●
Banner above IT INVEN post	✕	✕	✕	✕	●	●	●	●	●	●
Banner inside IT INVEN post	✕	✕	✕	✕	●	●	●	●	●	●
Film / SNS Module	✕	✕	✕	✕	●	●	●	●	●	●
IT INVEN back skin					3 days	3 days	5 days	5 days	7 days	7 days
INVEN D.A Advertisement	13,000,000	13,,000,000	18,,000,000	18,000,000	27,000,000	27,000,000	44,700,000	44,700,000	54,000,000	54,000,000
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)

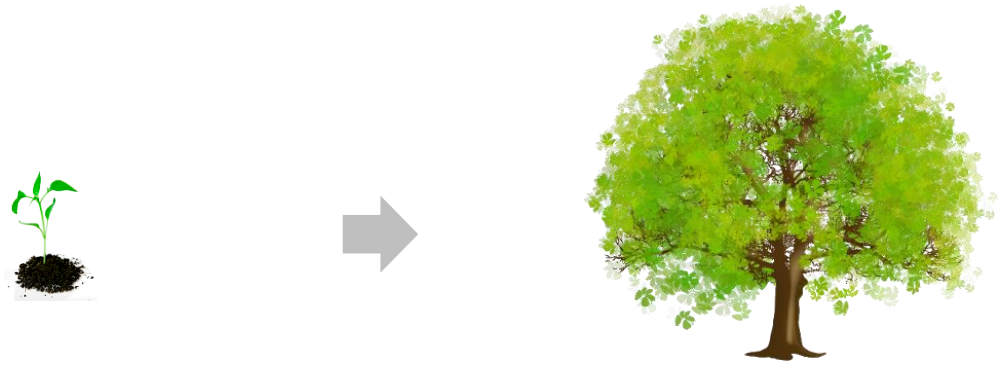
Purchase

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

CONTACT US

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