

# **미국 게임시장 진출전략**

## **2009년 북미 게임시장 진출 전략**

**Kevin Kim**  
**OnNet USA 대표**

## 2009년 북미 게임시장 진출 전략

VERSION	1.0
DATE	2009.1.20
WRITER	Kevin Kim

# OnNet USA Inc. & GamesCampus.com



# OnNet USA

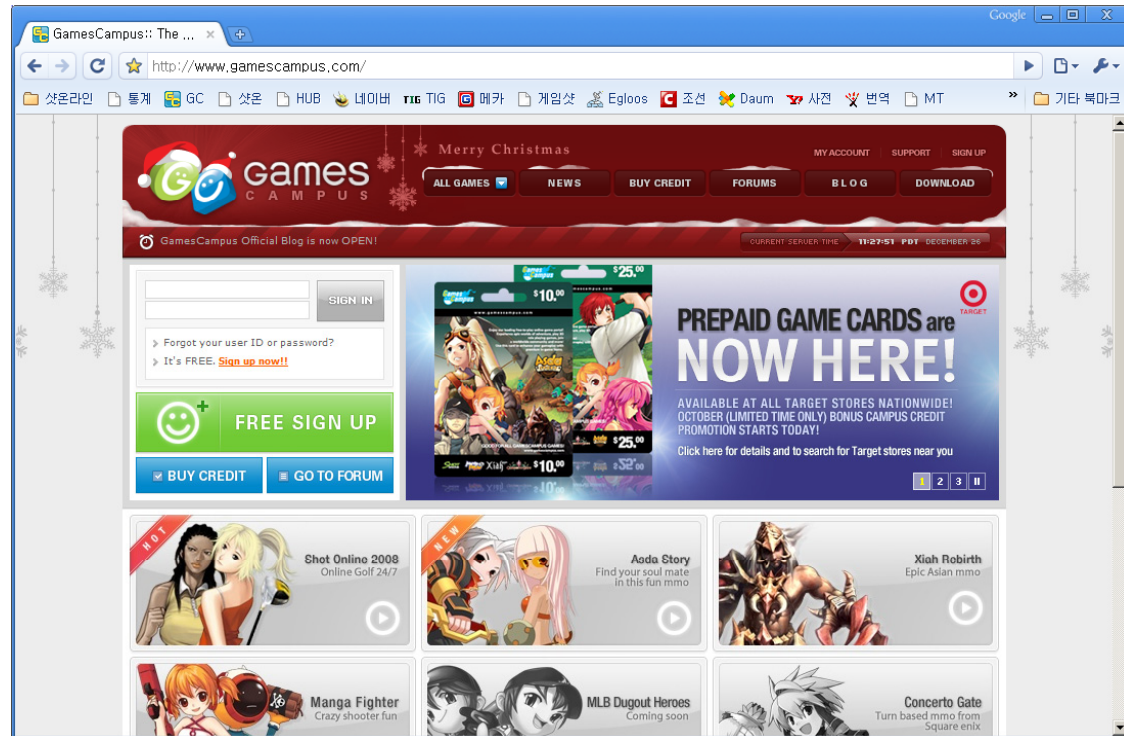
Internet Entertainment

Location : San Jose, CA  
Established : November, 2005  
Employees : 21 (Jan. 2009)





Launched at 2007  
Single Sign On  
Campus Credit  
5 Payment Methods





# Line - up

## Sports



## Action & MMORPG



# 2008 Trends

**iPhone**

**Free2Play**

**Pre-paid Card**





# iPhone 3G

Thousands of apps. Thousands of reasons to love your iPhone.

## 2008 Trend – Free2Play



**GamesCampus  
gPotato, Aeria Games  
OutSpark  
Perfect World**

**NHN USA, Nexon, nDoors  
K2 Networks, ogPlanet, nTreev  
Gravity, Mgame USA, Webzen**



## 2008 Trend – Pre paid Card



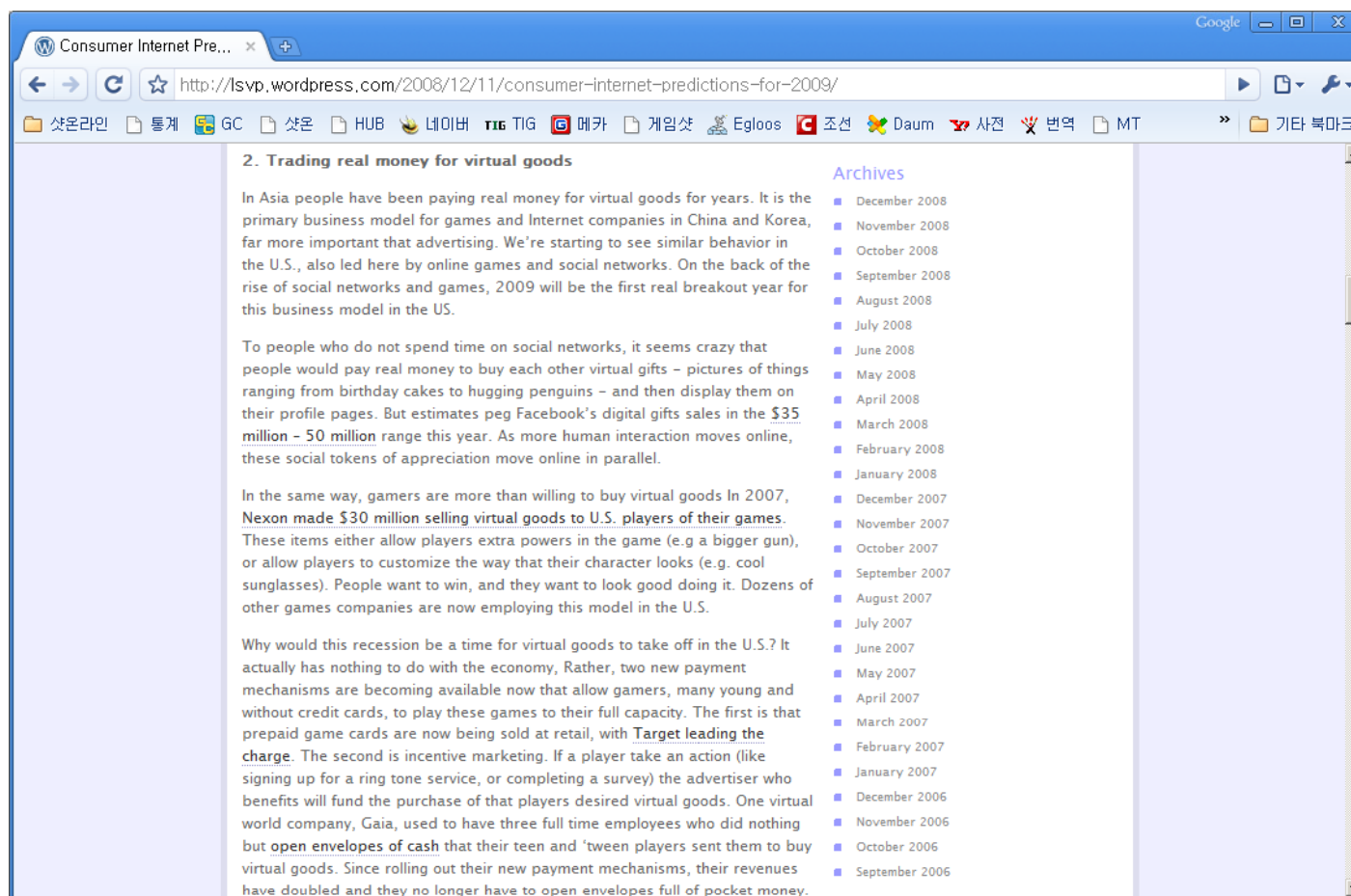
# 2009 Forecast

**Market**

**In-Game Ads.**

**M&A**





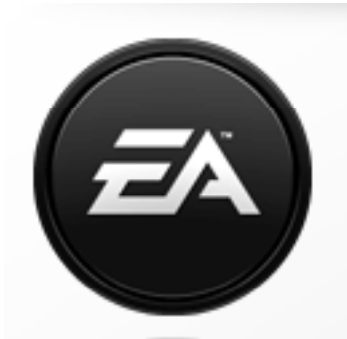
경제 문제에도 불구하고 **Entertainment** 산업은 성장 예상



## 2009 Forecast – In game Ads.



아이템 판매에 이은 새로운 수익모델로 서서히 자리잡을 듯



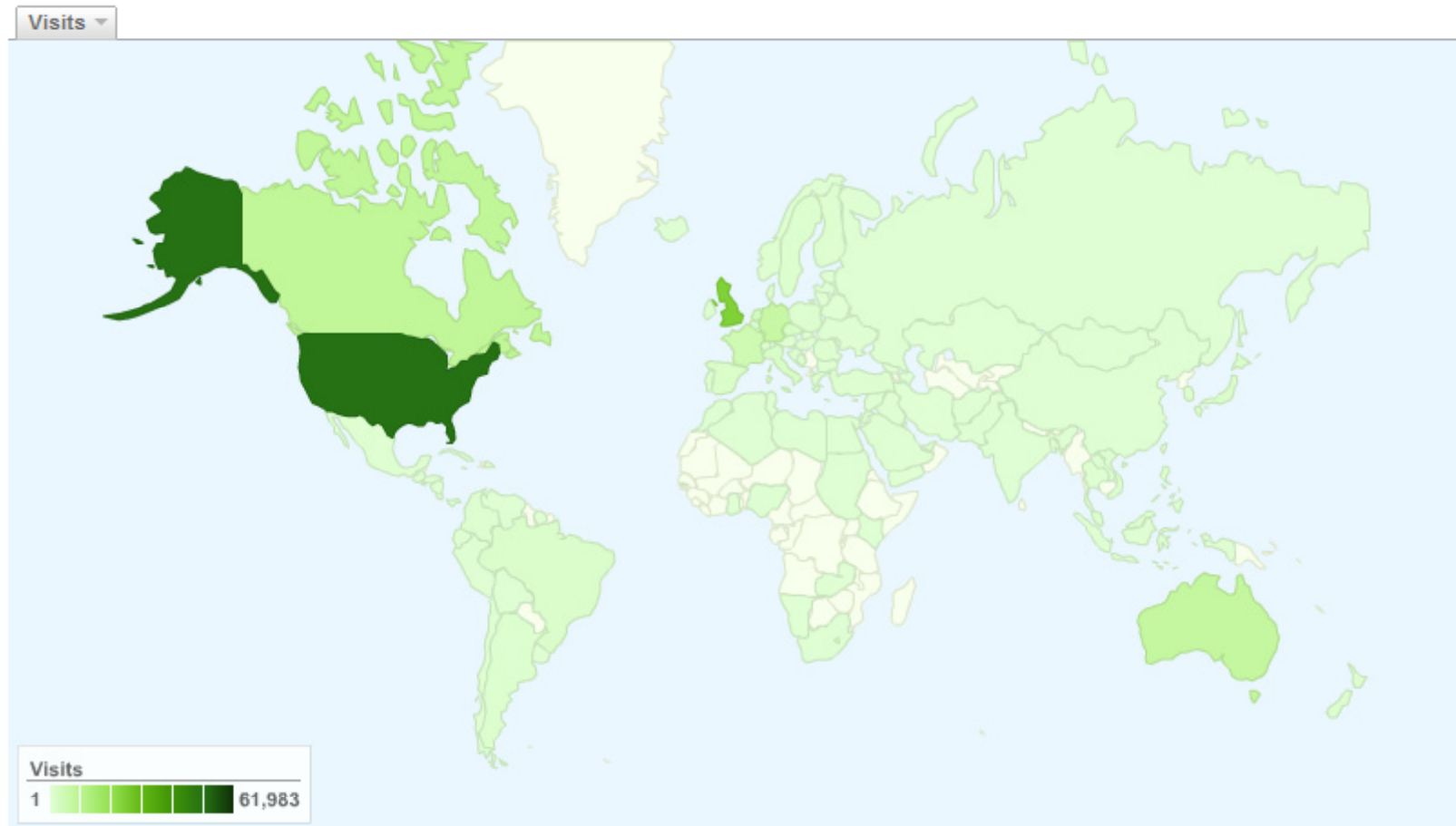
대기업의 **Free 2 Play Game** 업체들 **M&A** 시도

# Strategy

**Statistics**

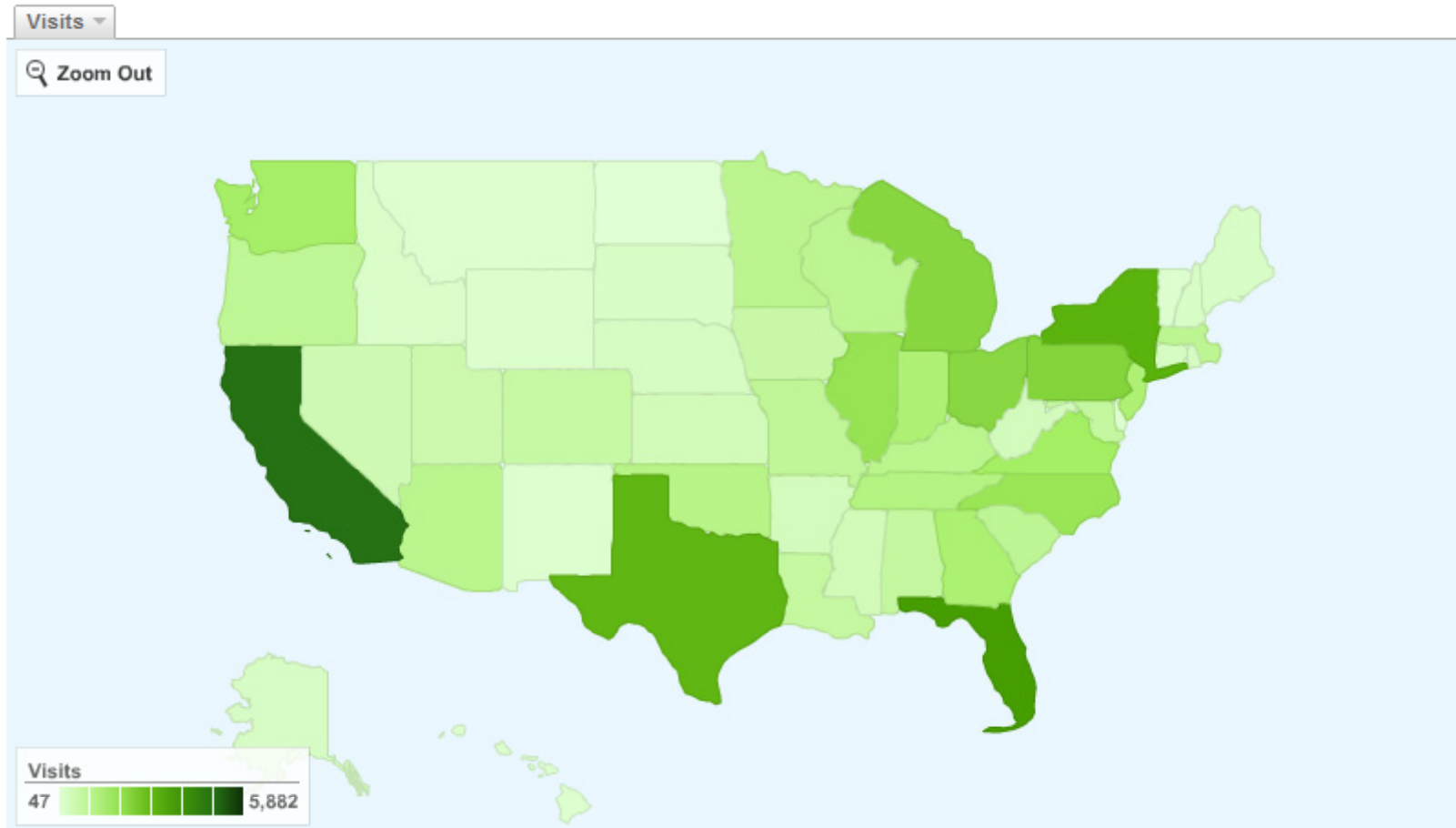
**As a Developer**

**As a Publisher**



**USA > Unite Kingdom > Canada > Australia**

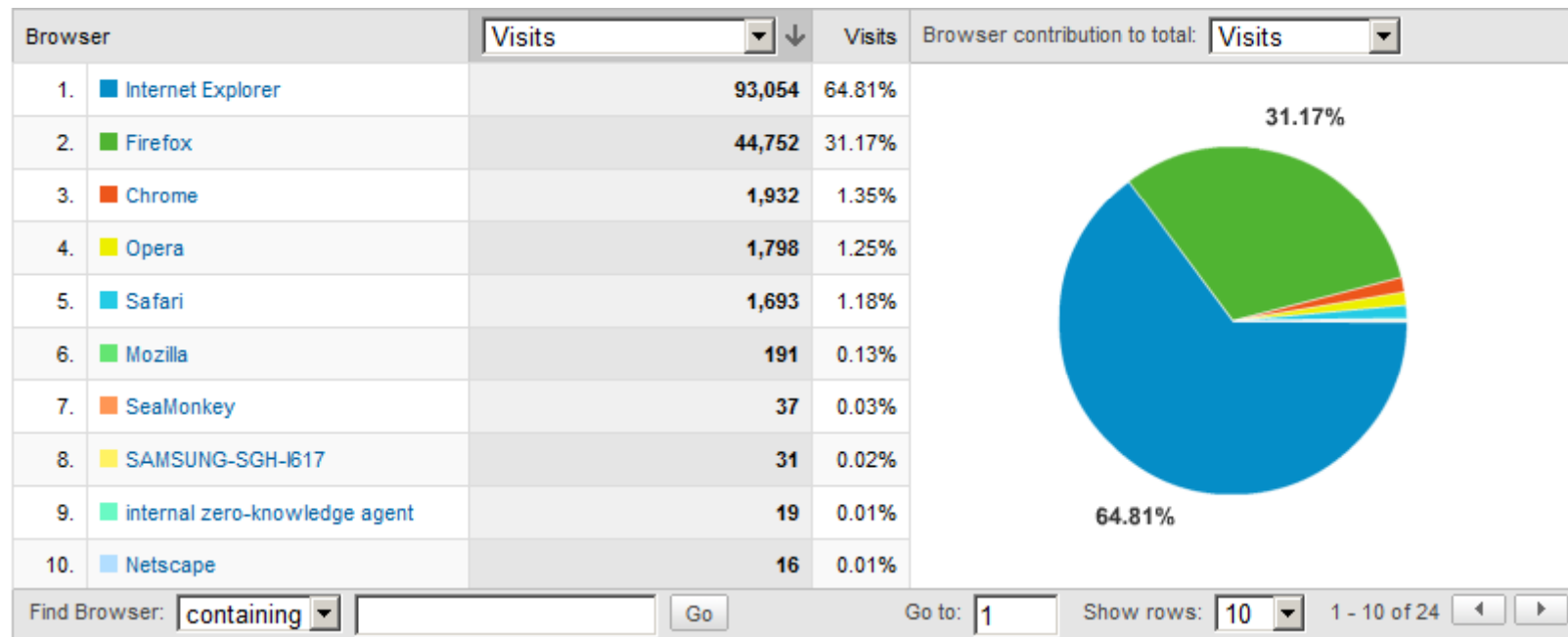
## Strategy - Statistics – By States



## California > Florida > New York > Texas



# Strategy – Statistics – By Browser



**IE > Fire Fox > Chrome**

QA & Schedule

현지 유저에 맞는 게임 개발

퍼블리셔를 동반자로

## Strategy – As a publisher - Localization



**GIANTS** GamesCampus 2009 Sponsorship Opportunities **GIANTS**

A row of six action shots of San Francisco Giants players in their white uniforms, showing various plays like batting, fielding, and pitching.

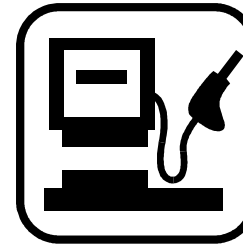
## Strategy – As a publisher – Localization(Operation)



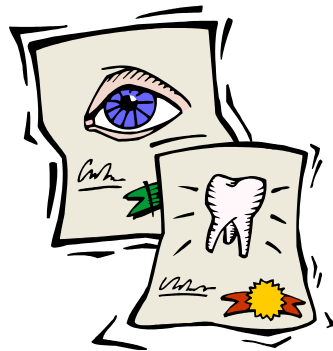
**\$2 ~ 5  
/ sq ft**



**\$1,500 ~ 1,800  
/ month**



**\$1.8 ~ 2.5  
/ gal**



**\$300 ~ 1,000  
/ month**



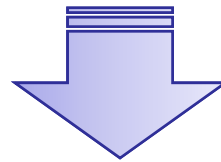
**30%**

Why?

What?

How?

Who?



# Challenge

# Thank you!!