

The Future Digital Economy

**Digital Content Creation,  
Distribution and Access**

30-31 January 2006, Rome - Italy

*Parallel panel sessions*

**New developments:**

*A) New platforms and content  
delivery opportunities*

**Jung Ju Kim**

*CEO Nexon Corporation, Multiplayer Games*



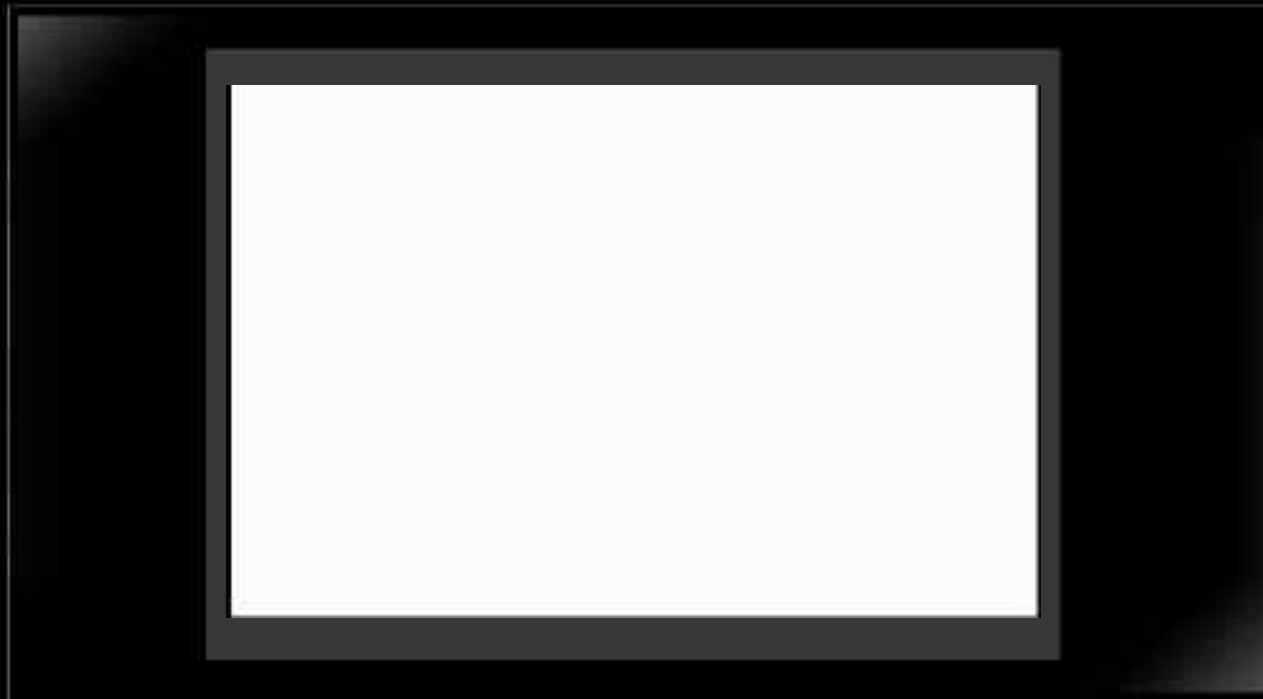
# Power of Innovation In Online Game Industry

## New Platforms and Content Delivery Opportunities

January 30, 2006

Jay Kim  
Chief Executive Officer  
NEXON Corporation

# 01 *KartRider* Movieclip



## 02 CrazyRacing KartRider by Nexon



### Unprecedented Popularity

- 15 million subscribers in Korea
- 220,000 Concurrent Users

### Innovative "Item-Selling" Business Model

- "Simply, We Sell More Cars than BMW and Hyundai."
- Sold 170,000 MINI Karts, While BMW Sold 253 MINI Coopers (~ x700)
- Sold 20 Million Virtual Cars, While Hyundai & Kia Sold 4 Million Cars

### Co-Promotion Partnerships w/ the Global Brands

- Coca-Cola, Popeyes, BMW, Olympus, etc.

# 03 Opportunities Ahead

- Geographical Expansion**
- Korea
  - China
  - Japan
  - S.E. Asia
  - N. America
  - Europe
  - Other Regions...

**# CrazyRacing KartRider**

- Platform Diversification**
- Consoles
  - Handheld Console
  - Mobile phones
  - Arcade and Amusement Parks
  - Etc...



# 04 Nexon's Perspective on Tomorrow



## Understanding the Essential Nature of Online Game

- An Interactive Medium + P2P Communication Channels

## Redefining Gamers' Role & Nexon's Responsibility

- Gamers : From Participation to Partnership

- Creating Their Own Vehicles, Tracks, Items, etc.
- Self-Organizing Game-Related Events, such as Racing Tournaments

- Nexon : From Extensive-Production to Core-Production

- Providing Core-Structure of Games
- Exploiting Technological Innovations