

z - Marketer

Marketing - plan - for Revelation M

IT'S MORE THAN JUST A GAME

Proposal Overview

KEY PRESENTATION POINTS

- Data Analysis
- Market Overview
- Product Analysis
- Competitor Analysis
- Customer Profile
- Market-entry Strategy
- Communication Strategy
- Budget Allocation Suggestion

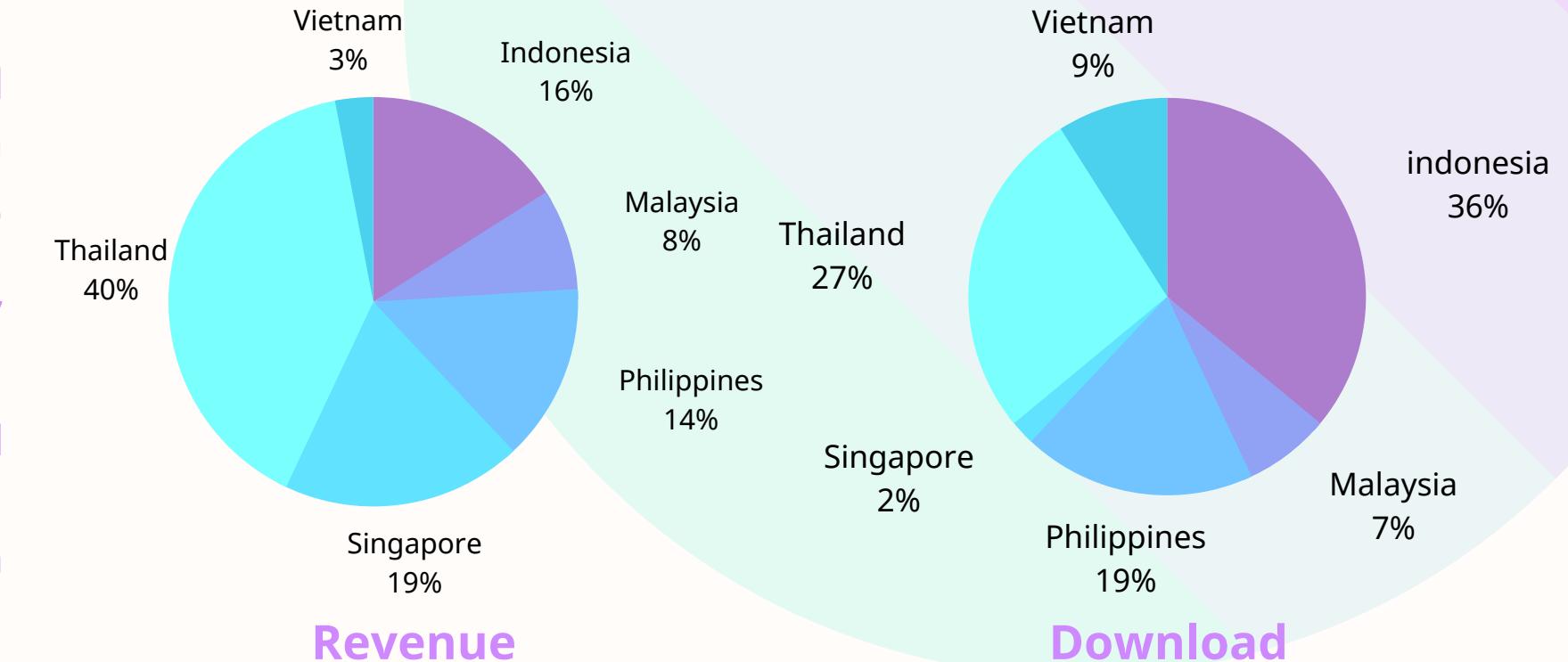
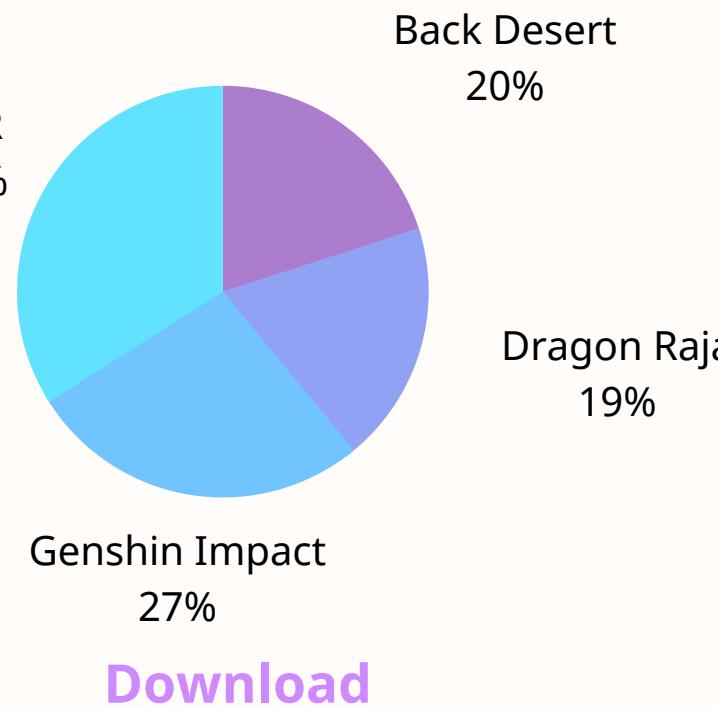
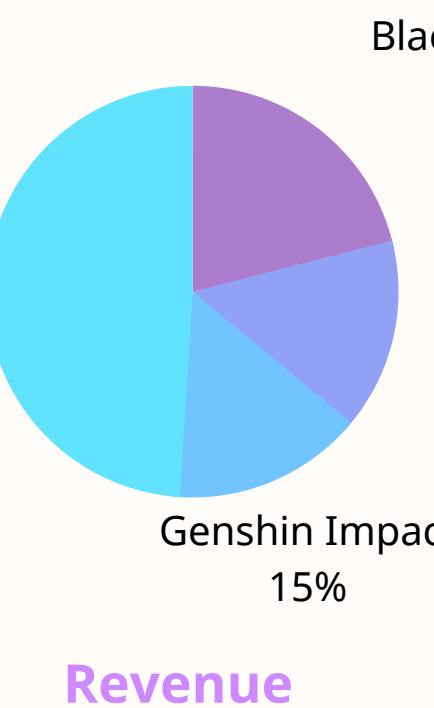
Data Analysis

1. Data overview

Overview analysis based on downloads and revenue by countries, regions

Revenue: We can see that Thailand brings the largest revenue out of 6 regions (40%) and Vietnam brings the lowest revenue with a very small download. Through the chart, we see that the download of 4 games from Indonesia is the highest (36%) and leaves behind the second place quite far, which is Thailand (27%) the next three are the Philippines, Vietnam and Malaysia, respectively. In the end, it only accounts for 2% of the total 17,848,647 downloads of 6 regions with a very small number.

Thus, although Singapore having the lowest downloads, but has the second highest revenue can be seen that this is a potential market. However, the markets in Vietnam and Indonesia have not yet brought in revenue corresponding to the download rate



Overview analysis based on downloads and revenue of each game

Revenue: Lineage 2 Revolution (L2R) brought in a lot of revenue, much higher than the other games, accounting for about 49% of the total revenue. Dragon Raja and Genshin Impact are the two lowest grossing games, but not significantly less than Black Desert (less than 6%).

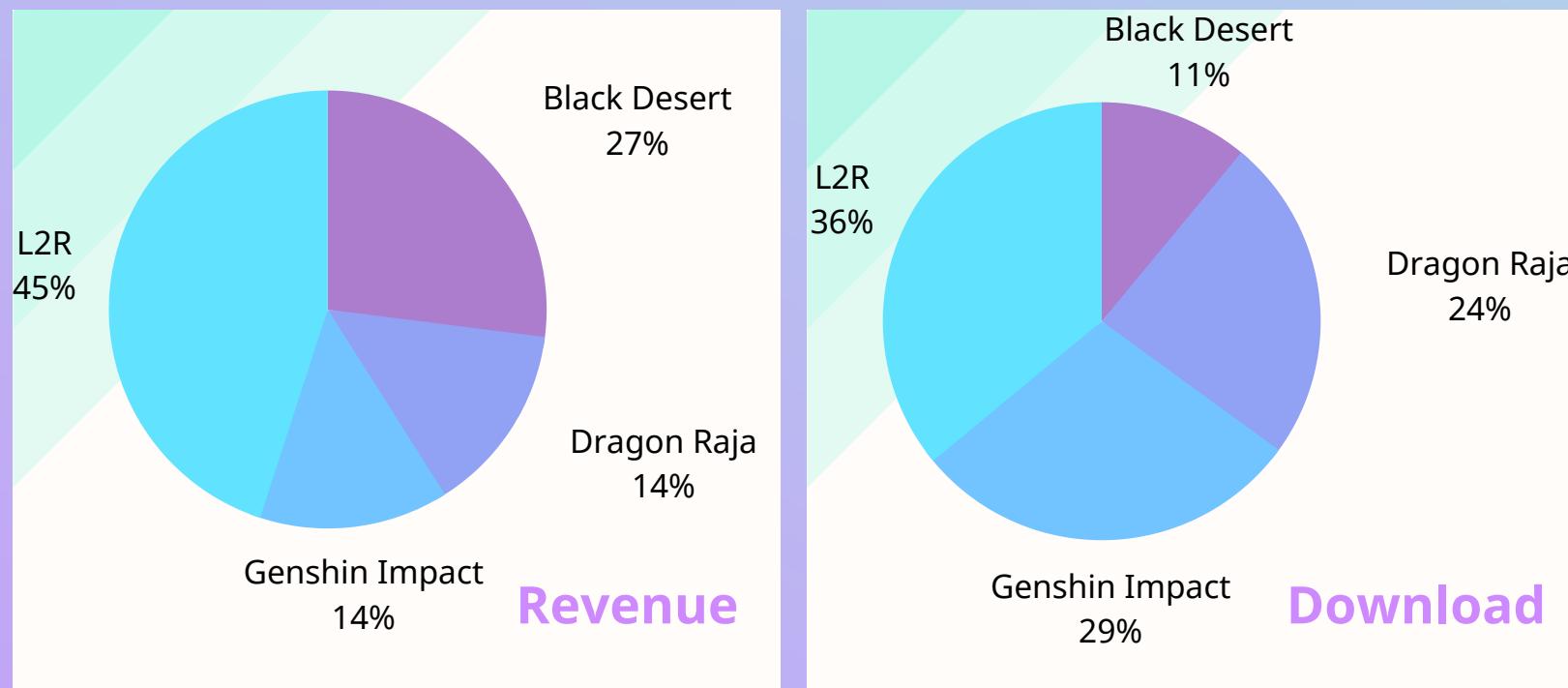
Download: The downloads of the 4 games are quite even, the most downloads belong to Lineage 2 Revolution (L2R) accounting for 34%, then 7% lower, Genshin Impact accounts for 27%, and finally Black Desert and Dragon Raja are only 1% difference apart.

So, 4 games have quite a big difference in revenue . While the revenue of Lineage 2 Revolution is more than the downloads (which shows that players have the ability to pay for the game very high), Genshin Impact and Dragin Raja did not bring in as much revenue as downloads.

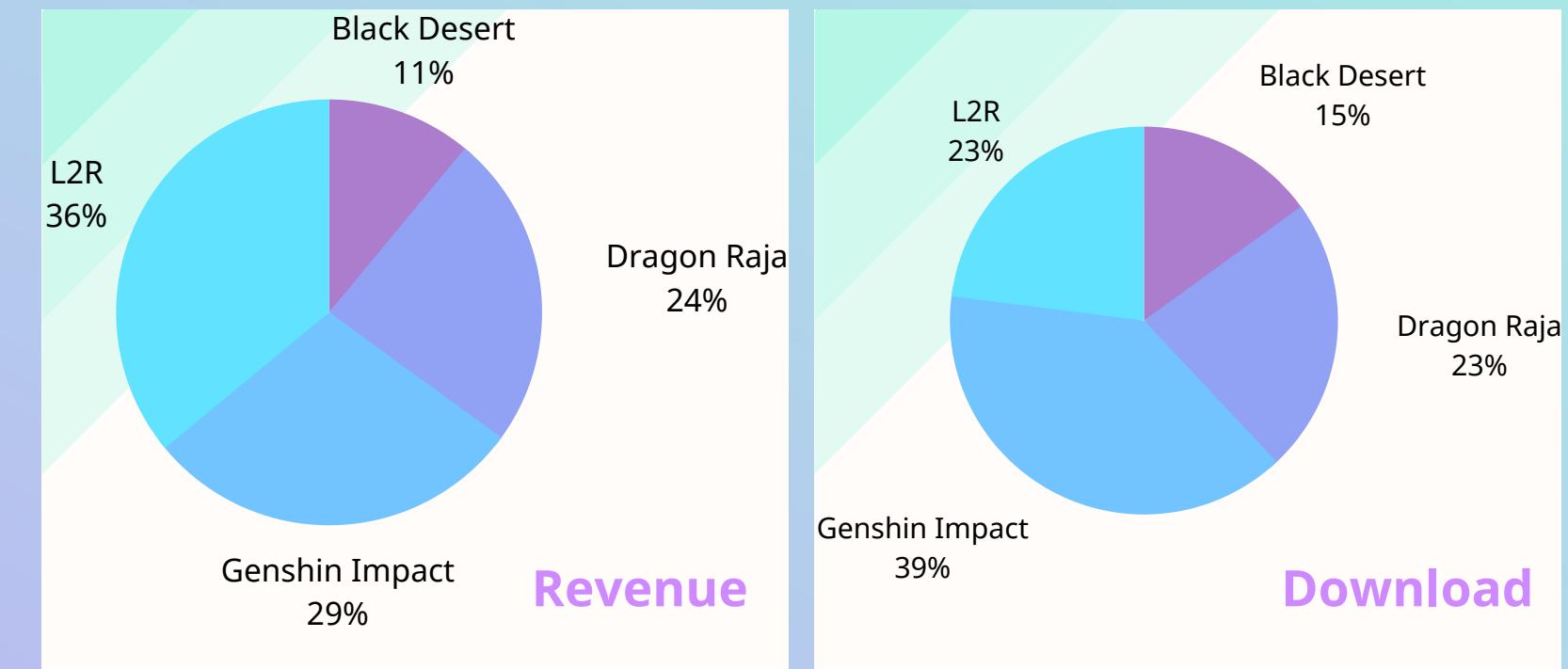
Data Analysis

2. Analysis of each country, region with each game by revenue and downloads

2.1. Indonesia



2.2. Malaysia



We can see that Lineage 2 Revolution is the game that accounts for the highest percentage of the 4 games in terms of downloads as well as revenue, through which it can be said that this game is thriving in Indonesia. On the contrary, Dragon Raja is having the lowest downloads and revenue of the 4 games in Indonesia. Genshin Impact and Dragon Raja have a higher download rate than revenue ratio, it can be said that the number of people playing these two games in Indonesia is less paying than the other two games.

Thus, Lineage and Black Desert have something to attract players to pay for the game in Indonesia

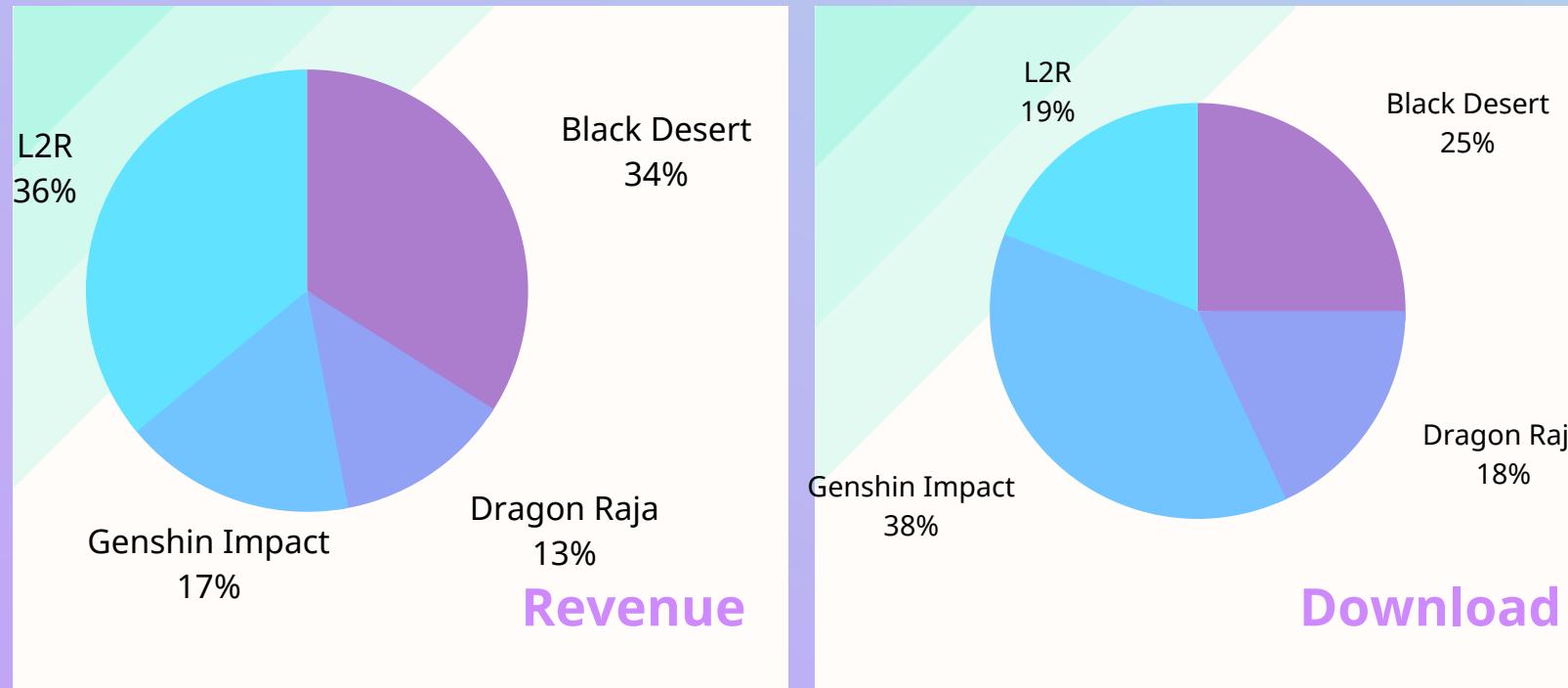
Unlike Indonesia, in Malaysia, the highest revenue and downloads belong to genshin impact games, moreover, genshin impact has a significantly higher revenue rate than downloads, gamers have to pay in game quite high. .

Black Desert has the lowest download and revenue of 4 games in Malaysia, it can be said that this game is not as popular as the other 3 games.

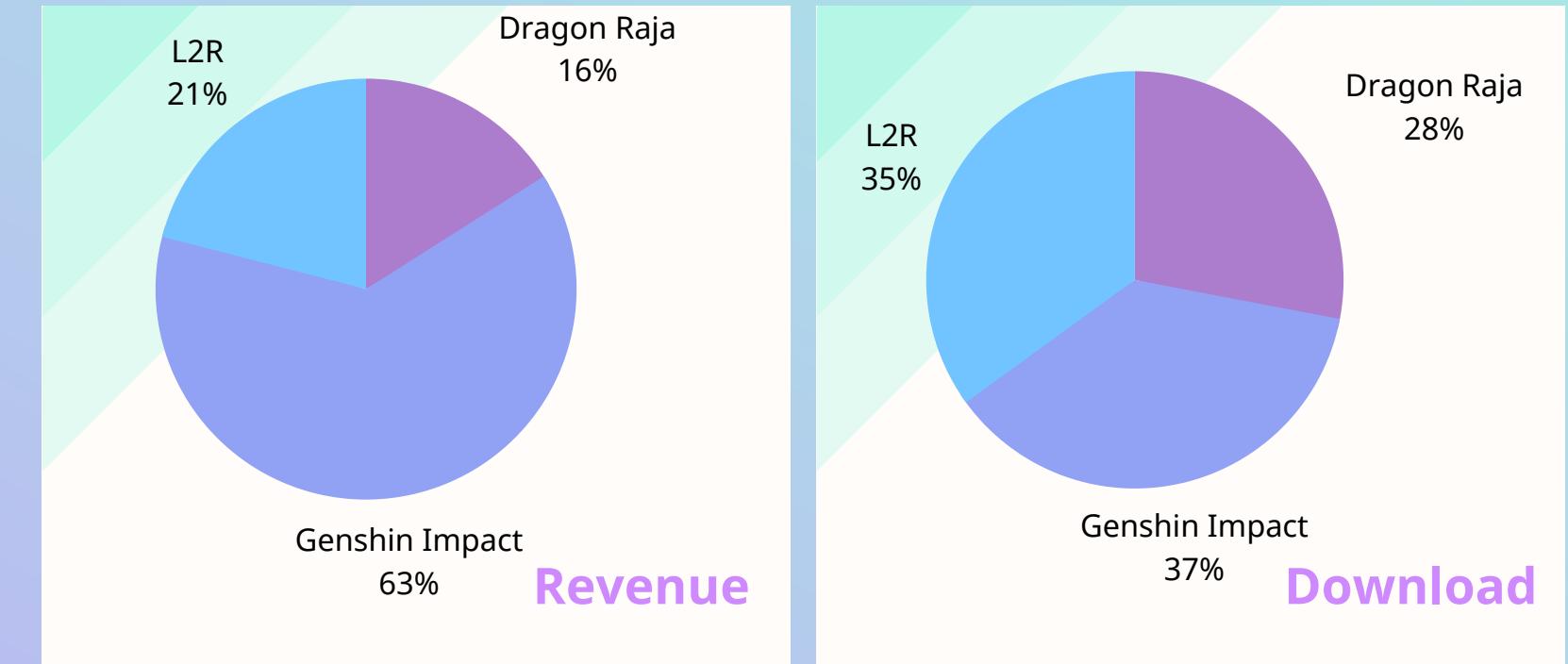
Data Analysis

2. Analysis of each country, region with each game by revenue and downloads

2.3. Philippines



2.6. Vietnam



Lineage 2 Revolution has the largest revenue among 4 games in the Philippines market, but Lineage 2 Revolution has a low download rate of only about 19% of 4 games, the ability to pay for this game of Filipino gamers is quite high. Genshin Impact has the largest downloads in this market, in contrast to Lineage 2 Revolution , although there are many downloads, genshin impact does not bring much revenue for the company, accounting for only 17% of 4game revenue.

As you can see, many f2p (free to play) in the genshin impact community or have recharged, but quite a few. Dragon Raja has the lowest revenue and downloads, gamers do not like this game compared to the other 3 games.

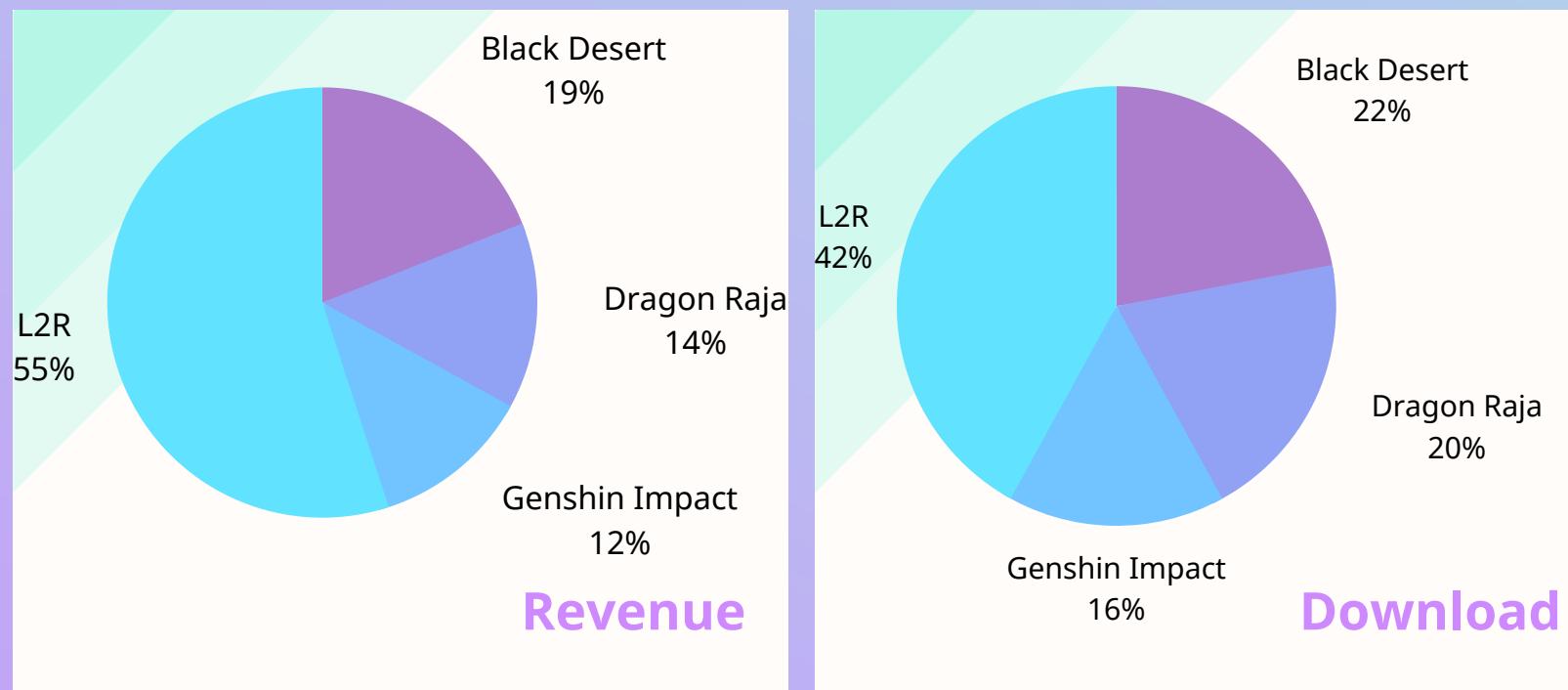
Genshin impact developed strongly in Vietnam, ranked first in terms of revenue and downloads in 3 games, has a significantly high revenue ratio of genshin impact compared to download rate, Vietnamese gamers are ready to top up Genshin impact game with a rather high amount.

Unlike other markets, in Vietnam Lineage 2 Revolution does not attract players in Vietnam to recharge games like other markets. Dragon Raja is quite weak compared to the other two games when revenue and downloads are quite low and the lowest in Vietnam.

Data Analysis

2. Analysis of each country, region with each game by revenue and downloads

2.5. Thailand

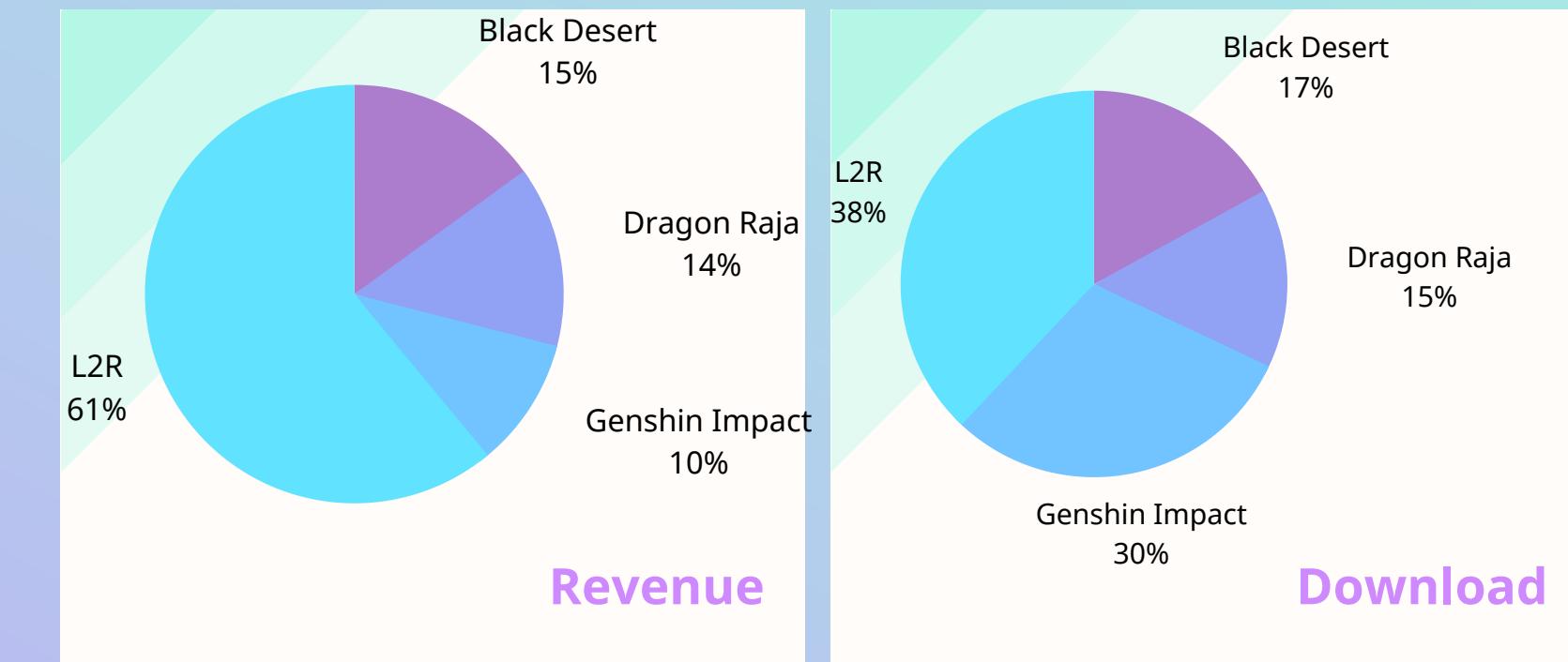


Lineage 2 Revolution again accounted for the highest downloads and revenue in Thailand market in 4 games such as Indonesia.

Genshin Impact is not as developed as the other 3 games in the Thailand market, because it has the lowest revenue and download rate.

Thus, Lineage 2 Revolution brought the largest revenue in 5 out of 6 analyzed regions, excluding Vietnam, and had the most downloads in 3 out of 6 countries and regions, it can be seen that this game is on the rise. in 6 countries as well as in the Southeast Asian market, especially in the Indonesian market. Genshin Impact is an emerging name in the game market, but it is also developing in many markets, especially in the Vietnamese market, but the revenue is not significant. Dragon Raja is losing ground in the game market of 6 countries, downloads and revenue only account for a small part of almost 6 countries, it can be said that the game has not really attracted players of many countries. As for Black Desert, this game only really developed and developed quite strongly in the Philippines, and other countries have not met the needs of players as well as competitors.

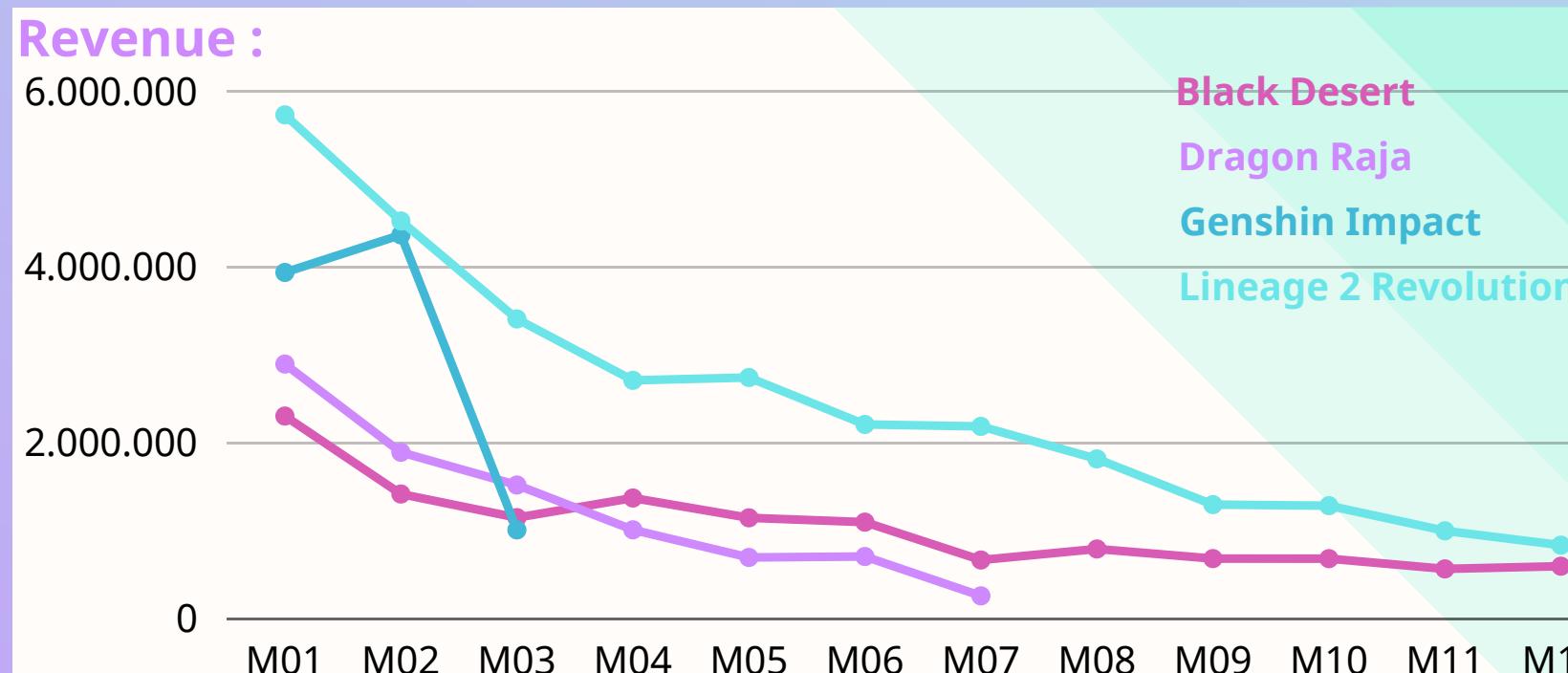
2.4. Singapore



In the Singapore market, Lineage 2 Revolution accounted for the largest share of both revenue and downloads, Lineage 2 Revolution was popular and gamers were willing to top up the game. Genshin Impact has a high download rate (8% lower than Lineage 2 Revolution) but the revenue is not much, the player it loads into Genshin Impact

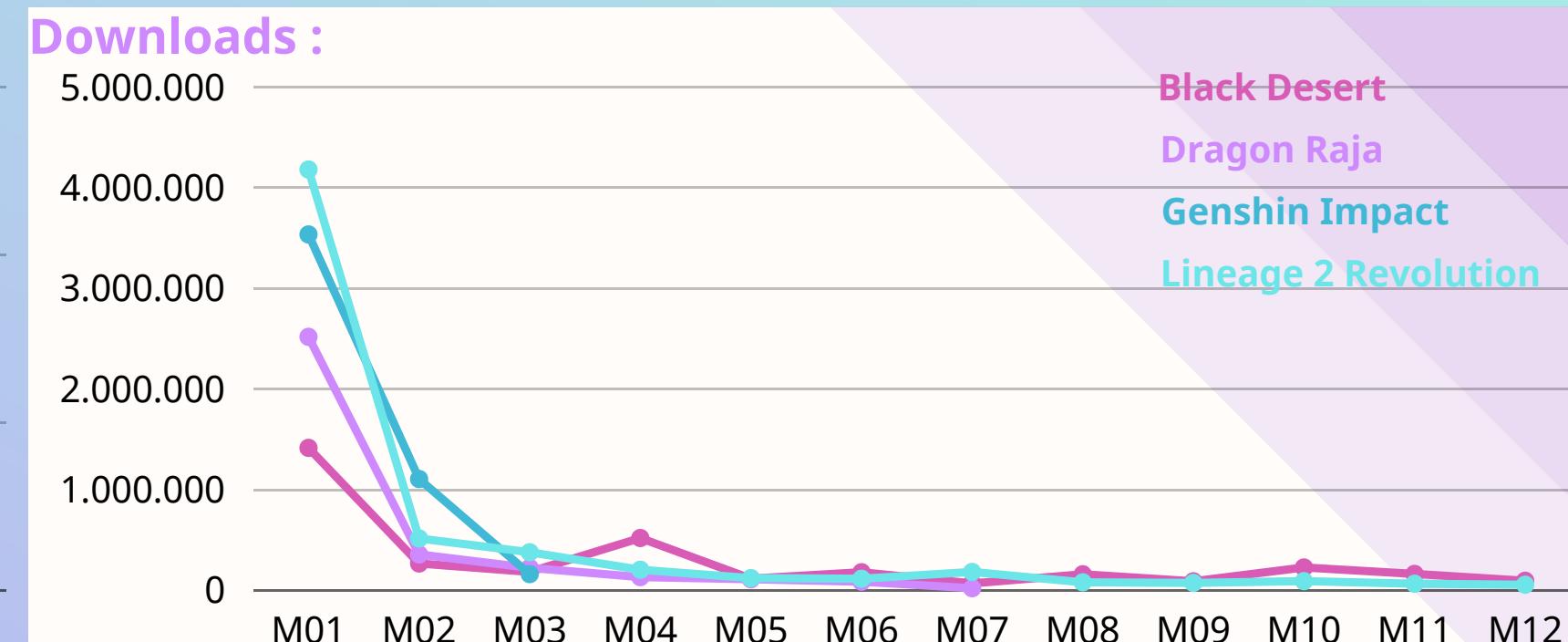
Data Analysis

3. Analysis of the game's development through periods since its release



Overall, we see that 3 games, except Genshin impact, have the highest revenue since the game was first released, it can be seen that this is the time when the game's revenue is highest. And since a month after its release, sales have generally declined.

About Lineage 2 Revolution, Black Desert and Dragon Raja, the revenue at the time of release reached the highest level and then fell sharply until the fourth month, in the 5th month, the revenue increased but not significantly, continued to decrease, especially the sharp decrease in the 8th month and 9th. Unlike the 3 games on Genshin impact, the highest revenue was not in the first month of release but in the 2nd month, it seems from gamers who are not ready to deposit money into this game in the first month. However, after that golden month, in the 3rd month, Genshin impact's revenue dropped sharply, down nearly 77% compared to the previous month. Recently, Genshin impact is regaining form and revenue is on the rise in Southeast Asia market as well as worldwide.



Overall, the 4 games all have similarity in download fluctuations over the months after their release.

Black Desert, Dragon Raja, Lineage 2 Revolution and Genshin all achieved the most downloads in the first month and then fell sharply in the second month, however, Genshin impact had a sharp decline that lasted until the end of the second month. And, the slope is lighter than the other 3 games. From the fourth month onward, the turnover remained at a stable level, increasing and decreasing insignificantly. It can be said that the first month of release is the time when gamers download a lot to experience the game and then the number of experiences gradually decreases and leads to saturation.

MARKET OVERVIEW

1. Game Industry in the world

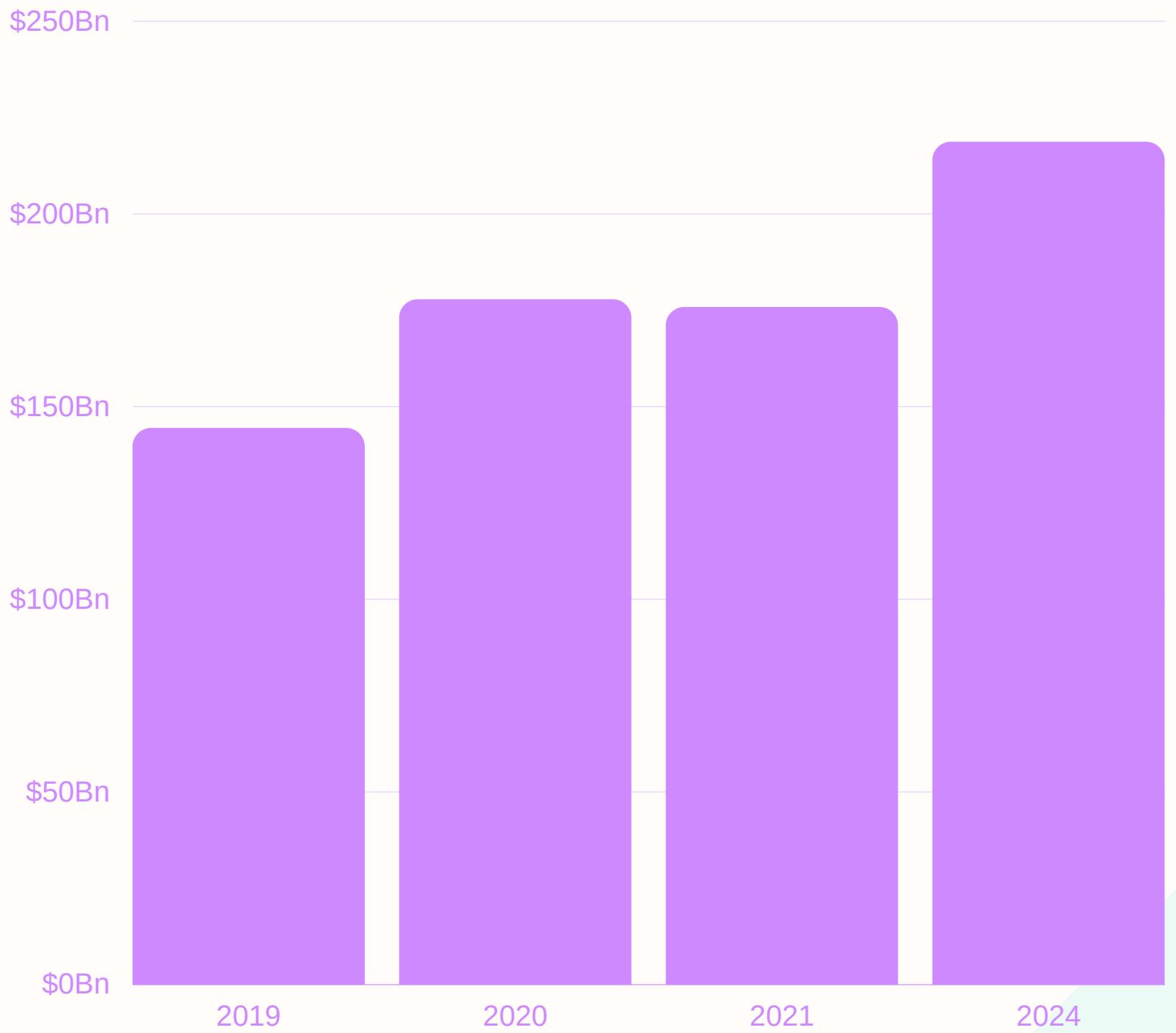
The world is currently undergoing a harrowing and unprecedented event: the COVID-19 pandemic. During these trying times, gaming has become a means of escapism and time filling for many. As a result, one of this year's growth drivers is an increased interest in gaming due to COVID-19-related lockdown measures.

Coronavirus Lockdown Measures Will Result in Higher Consumer Spending on Games, Especially on Mobile

All game segments saw an increase in engagement and revenues as a result of the COVID-19 measures, but mobile gaming saw the biggest increase. In total, mobile games will generate revenues of \$77.2 billion in 2020, growing +13.3% year on year.

There are a few reasons why mobile will enjoy more growth than both PC and console gaming:

- Mobile gaming has the lowest barrier to entry: more than two-fifths of the global population owns a smartphone—and many mobile titles are free to play.
- Mobile gaming as an alternative to PC cafes: the closure of these cafes has led many to (temporarily) churn to mobile gaming.
- The mobile development process is less complex and, therefore, less likely to suffer delays from COVID-19-related disruption.



The games market will continue to grow in the following years, exceeding \$200 billion at the end of 2023. By then, we forecast the games market to grow with a +8.3% CAGR to \$200.8 billion. Due to the new generation of consoles, growth in console game revenues will steadily grow every year, although we do not foresee revenues reaching double-digit growth before five to six years into the launch. Mobile gaming will continue to be the fastest-growing segment overall.

MARKET OVERVIEW

Asia Pacific to Hold the Largest Market Share

The Asia Pacific region is anticipated to hold the largest market share in the gaming industry, where countries such as China, Japan, and South Korea show a high potential in market growth.

China is one of the major countries in the Asia Pacific, which has a growing technological adoption. The country is home to one of the fastest internet bands and strong players like Tencent and NetEase, Tencent, and others. The country's growing exports and constant innovation practices in new games and consoles are major drivers of gaming in the country.



The industry-wide figure is up 13.3% year-over-year, driven largely by a 25.5% jump in mobile revenues to reach \$70.3 billion. Breaking it down a little further, smartphones will account for about 80% of the mobile number, with tablets making up the remaining 20%.

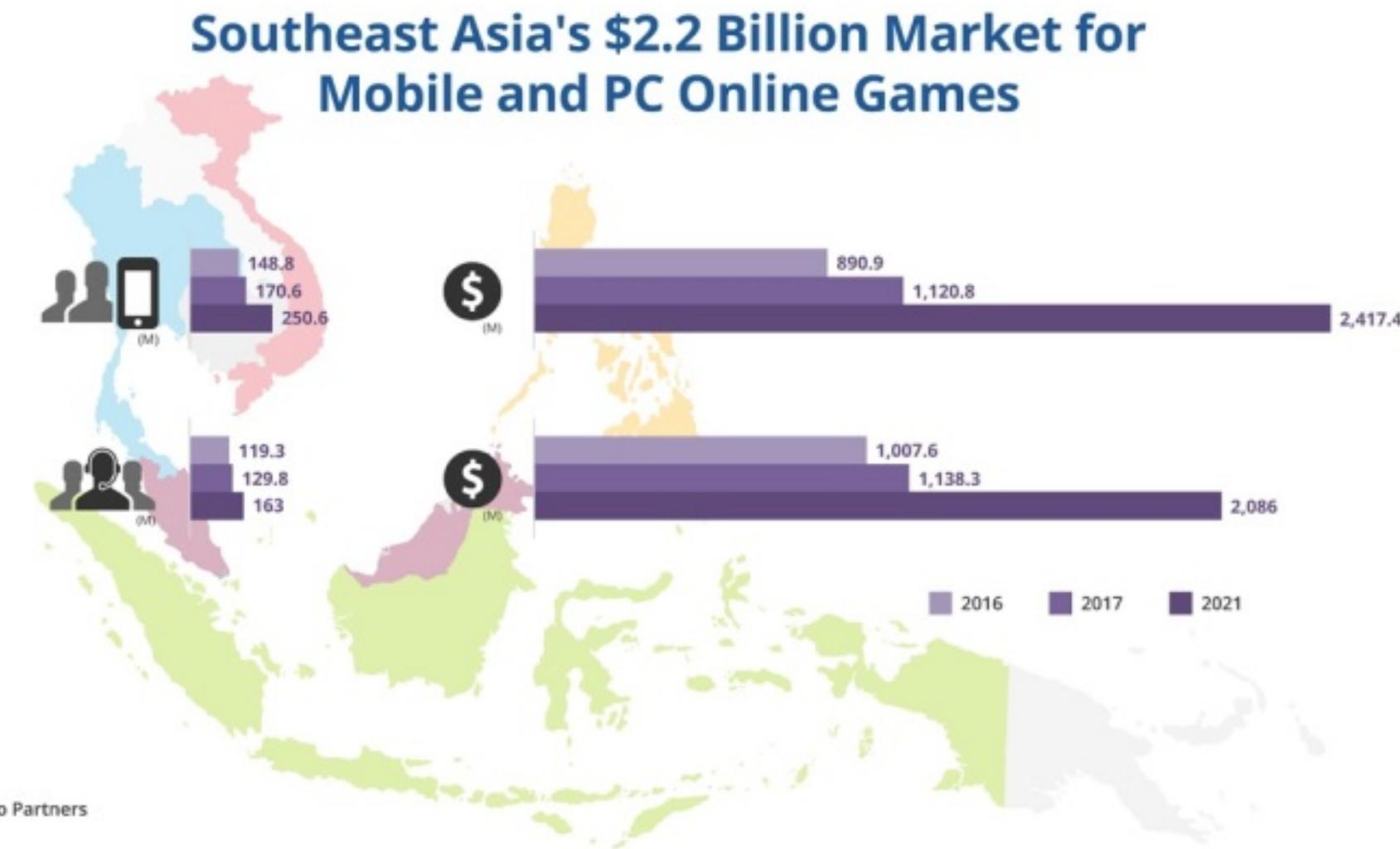
According to Newzoo, this will be the first year where mobile revenues make up a majority of the games industry.

As for the rest of gaming, it's split nearly evenly between consoles and PCs. Newzoo expects console revenues to reach \$34.6 billion for the year, or just over 25% of the total gaming spend, while PCs will contribute \$32.9 billion to the total, or nearly 24% of all gaming revenues. In all, 91% of all industry revenues will be generated from digital sources.

MARKET OVERVIEW

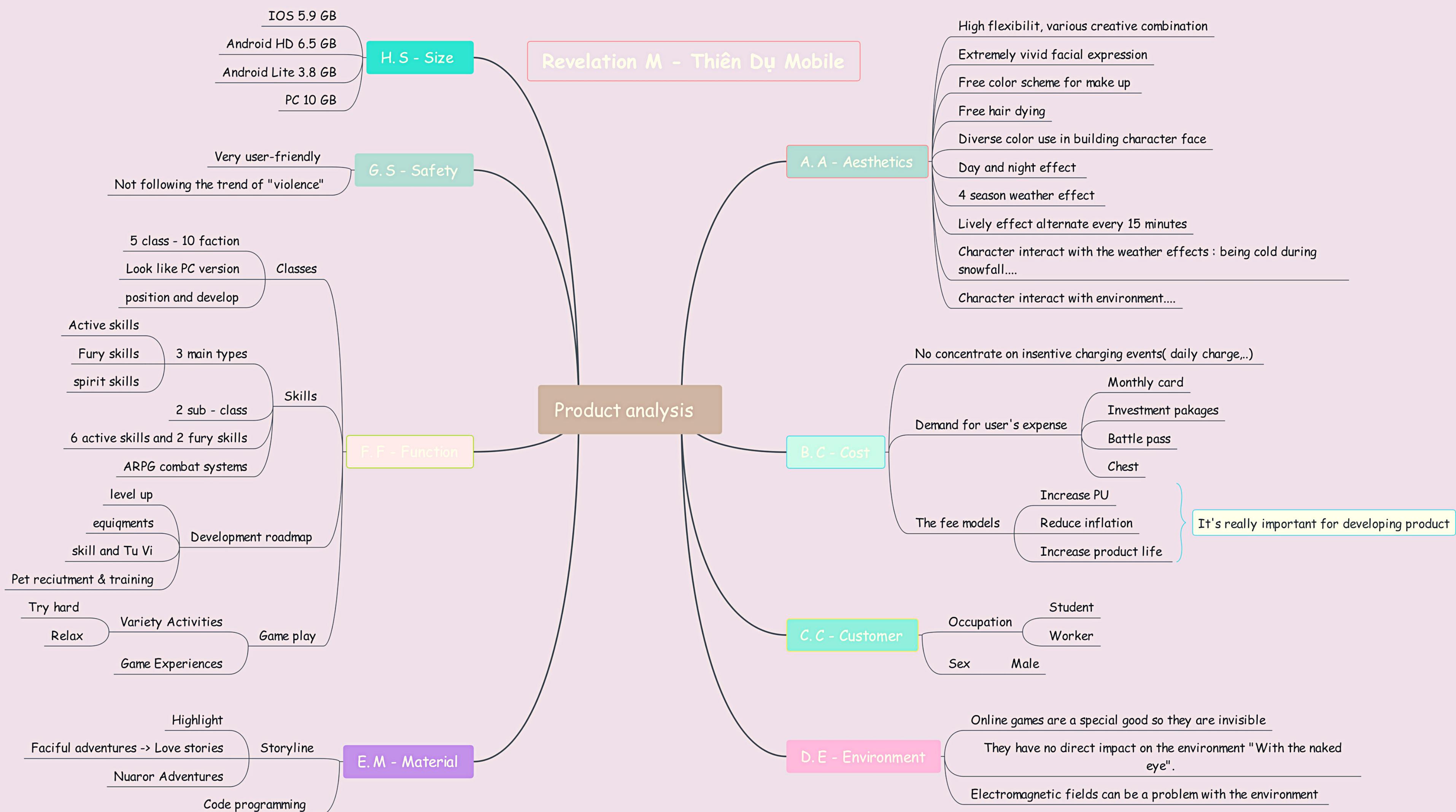
2. Game Industry in the SEA

- The prevalence of smartphones, as with the internet, among the population is only higher than 80% in three countries: Singapore, Brunei, and Malaysia. Furthermore, the average internet speed in the region is 11.4 Mbit/s
- The COVID-19 pandemic revealed issues related to internet access in a number of regions. Due to the proliferation of the internet and smartphones, the gaming industry in the region will continue to grow at a high rate.
- It is thus worth paying particular attention to mobile games. Sales of PCs in South-East Asia have been at roughly the same level for a number of years, while smartphone sales are growing year on year (Statista).
- The launch and development of 5G networks, which has already begun in countries such as Singapore, Indonesia, and Malaysia, will increase the possibilities offered by the internet and should become a driver for the growth of cloud technologies
- Free-to-play games are a driver for the development of mobile gaming in the region
- The region is currently experiencing a boom in e-sports, which also affects e-sports-related video content. The latter is becoming very popular. Asia's Olympic council has even added e-sports to its list of disciplines for the 2022 Asian Games.
- Many governments in the region are offering support to the video games industry and are creating conditions to facilitate its growth. This policy is helping to attract new talent to the industry and aid its development.
- Although English is widely and fluently spoken in some countries of South-East Asia, it is worth considering localization for each country individually, since the level of proficiency in English varies from region to region.



Southeast Asia's PC online and mobile game revenue is projected to reach \$2.2 billion by the end of 2017, and it could rise to \$4.4 billion by 2021, according to a new report by market researcher Niko Partners.

This year's forecast is higher than in the past, mainly on the strength of esports and new hit international games entering the Southeast Asia market. The numbers make Southeast Asia the world's fastest-growing region for all online games revenue (PC and mobile).



Product Analysis

The aesthetic of the product reaches the "peak" level with beautiful graphics, colors and images that attract players at "first sight". This is also one of the important factors that make the product different

The cost is also extremely flexible for players. We always put the customer at the center. And give them more choices with flexible packages. The difference between the basic and paid plans is not too big for you to always get the best Revelation M experience.

The target customers we want to target are students and working people ranging in age from teenagers to middle-aged people. As long as they all want a product to entertain, to experience and make new friends through the Revelation M game community. More than a game we aim for experience, fun and building person-to-person relationships

Online games are a special product because they are invisible. A very good thing they are both a product and an entertainment service. The direct impact on the environment is very small. However, they can affect indirectly through electromagnetic waves... Moreover, they are also very easy to reuse and update.



With the increasing demand for high-end gaming, we have upgraded our game products from PC to meet the capacity and transmission of mobile so that it is not too heavy and still ensures a good experience for users.

The software is very safe for users to prevent malicious attacks on the machine. The important thing is that the game is really user friendly. There are no violent, negative tendencies that affect the user's mind and behavior. All the experience goes from the plot and small battles to enhance the character's ability

The product's functions are extremely diverse and attractive, going from class to gameplay, players will experience from character lines, top skills, building development roadmaps...



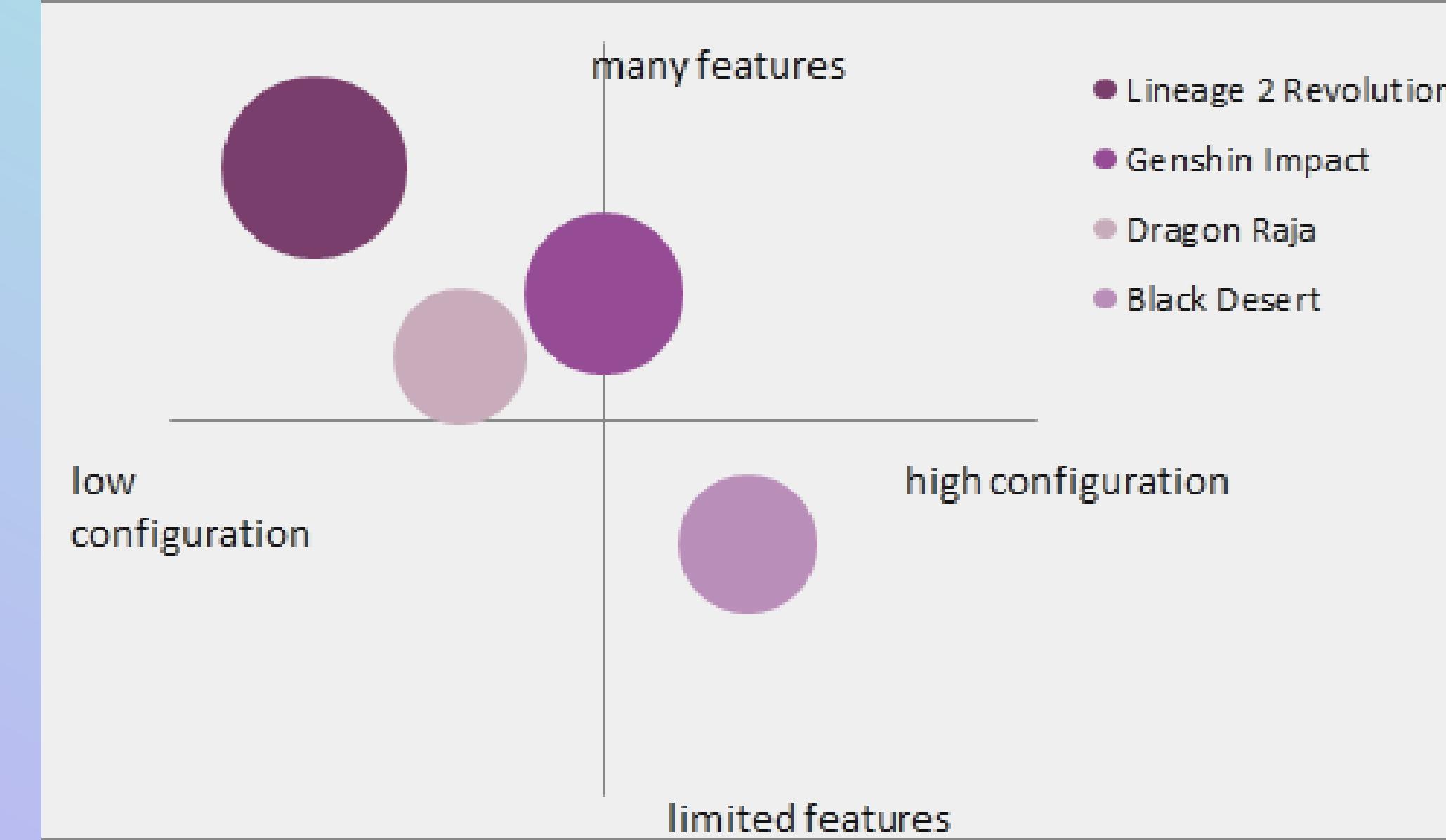
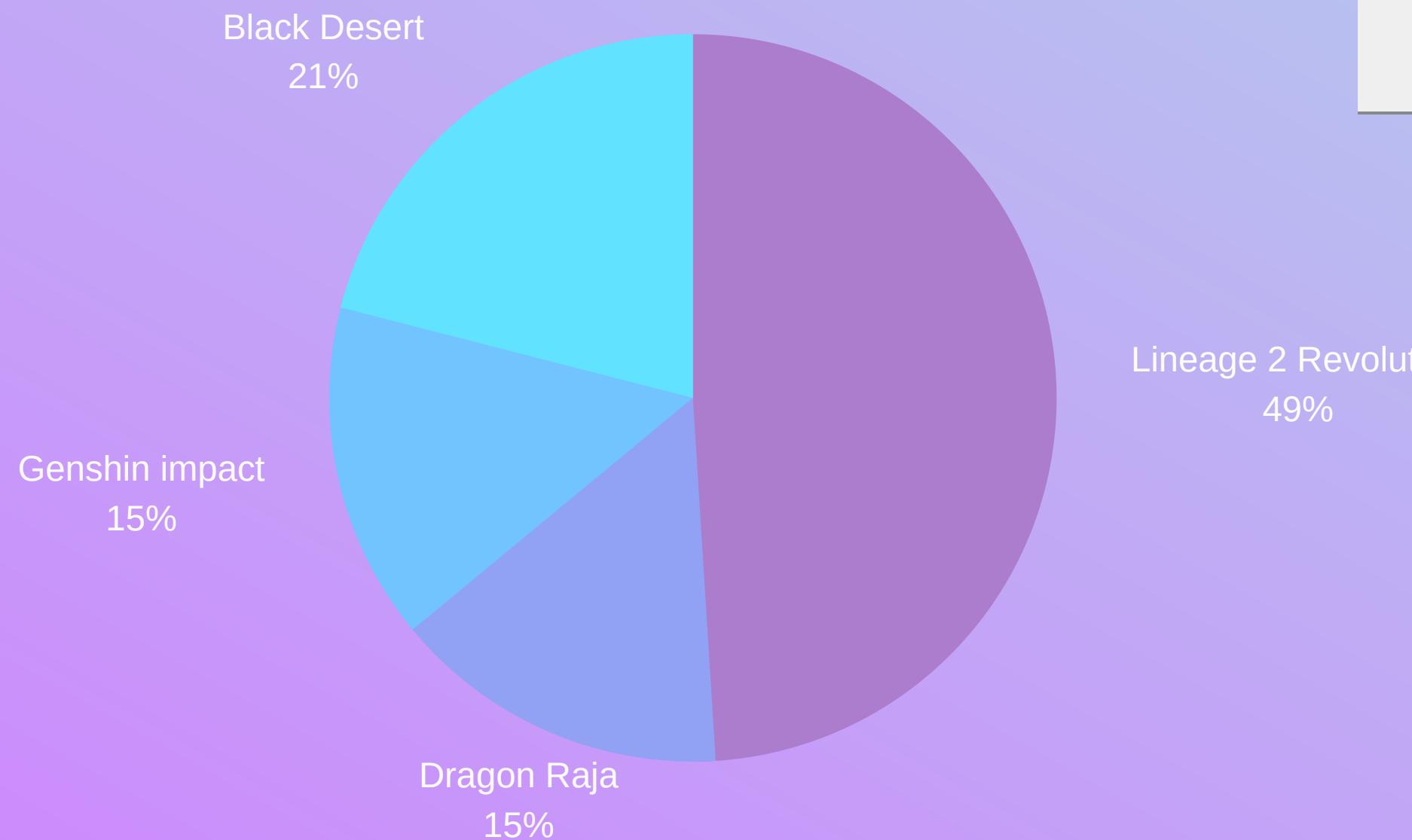
Competitor analysis

From this positioning map, you can see:

The type of game that is most loved and chosen to play in Southeast Asia is the game Lineage 2 Revolution

It can be said that this is a strongest competitor to the game revelation M.

- In terms of configuration, lineage 2 revolution has a much lower configuration than revelation M, suitable for all players
- So in terms of features lineage 2 Revolution seems to have almost the same features as Revelation M

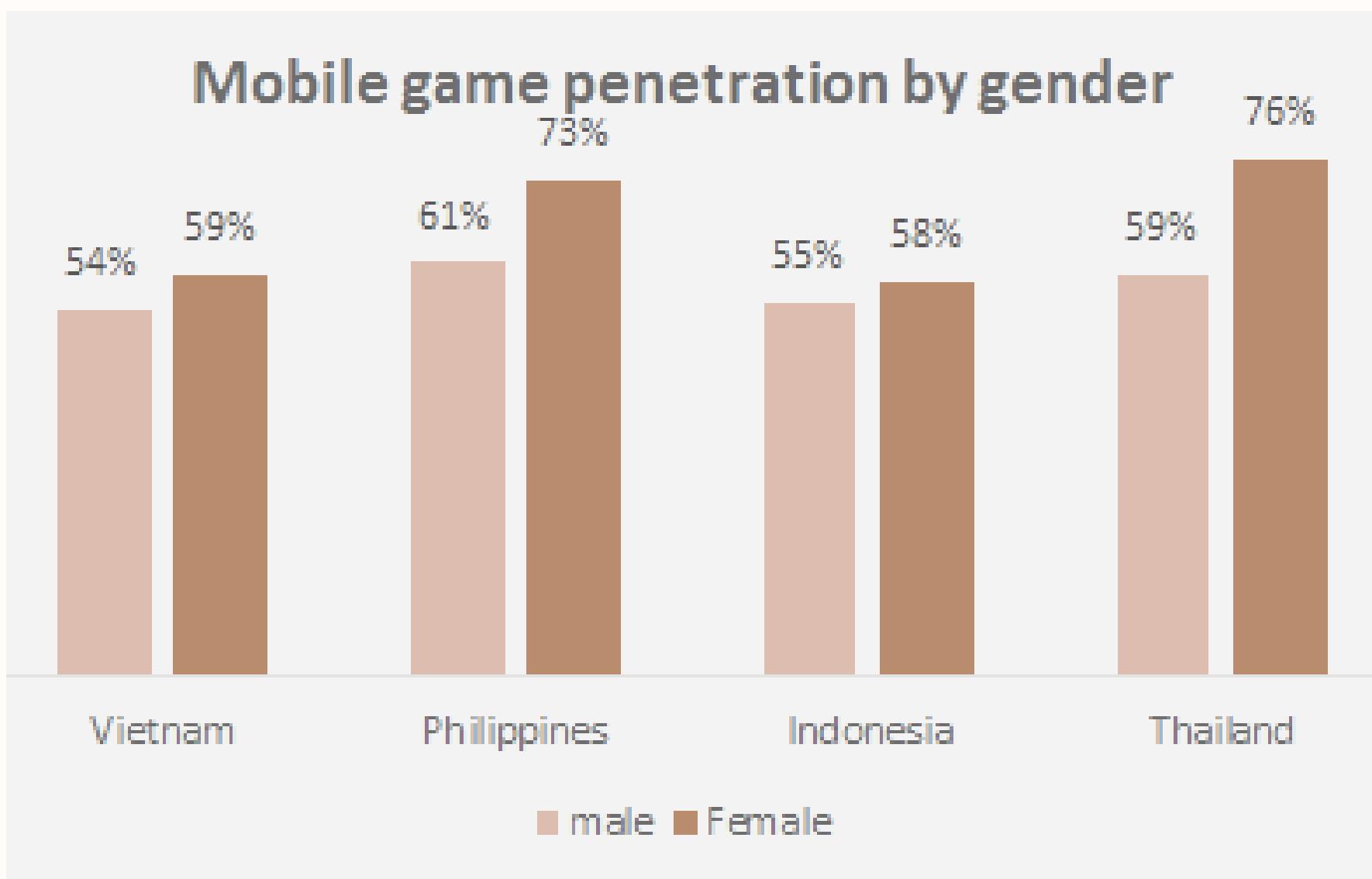


However, the revenue from each game type is completely different with the number of downloads. Lineage 2 revolution brought in a lot of revenue, much higher than other games, accounting for about 49% of the total revenue. Dragon Raja and Genshin Impact are the two lowest grossing games, but no less than Black Desert (under 6%). This proves the appeal of the game Lineage 2 revolution that makes players willing to pay to be able to play higher levels.

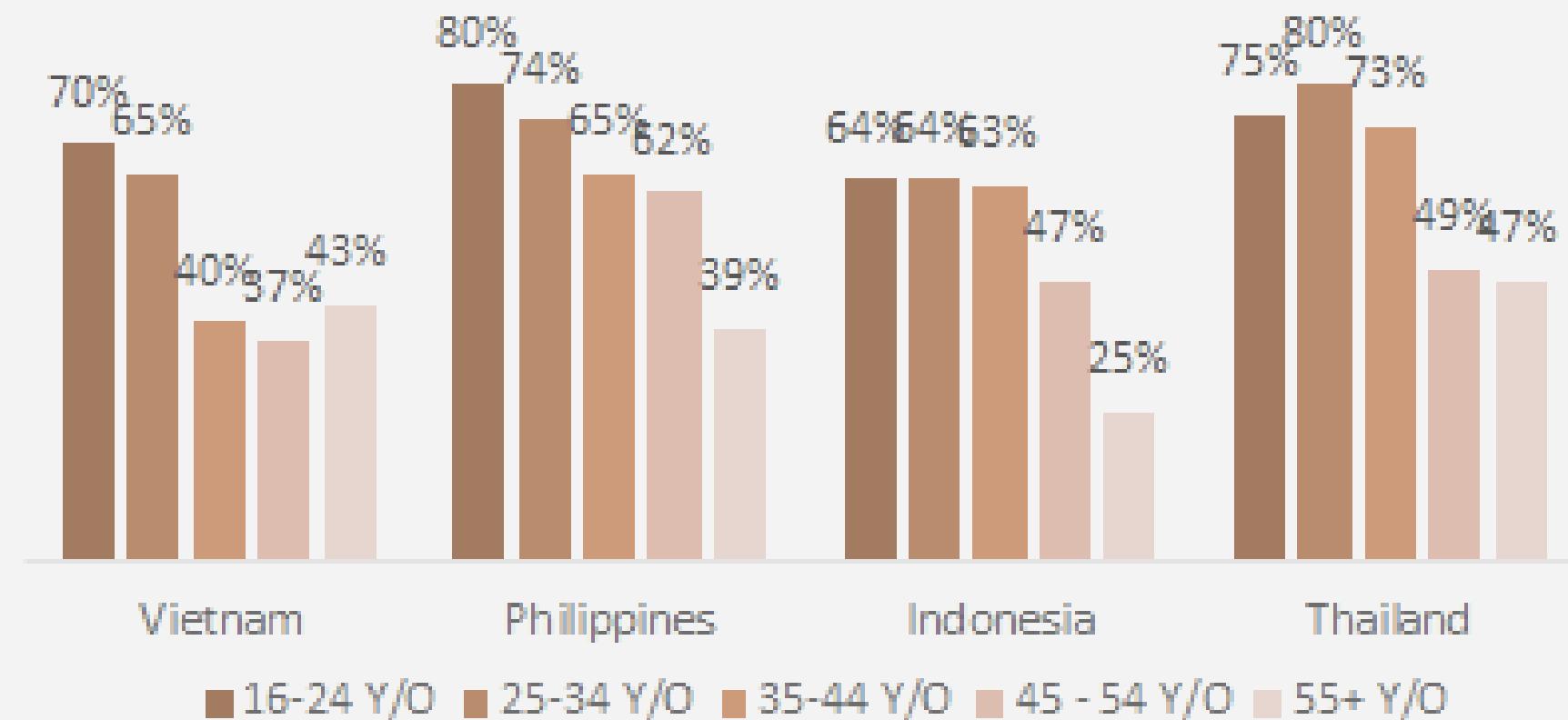
CUSTOMER PROFILE

Segment market

AGE GROUP: it can be seen that in Vietnam, the penetration level of the age group over 35 is lower than that of the younger age group (16-34). In the Philippines, the 45-54 age group still favors mobile games with a fairly high rate, 62%. 2 countries Indonesia and Thailand, the mobile game has appeal to people in the age group of 16 - 44.



Mobile game penetration by age group



GENDER: Referring to video games, people will think it is mainly for men. However, the chart above proves the exact opposite. All four countries have a higher percentage of women playing mobile games than men. In particular, the Philippines and Thailand are the two countries with the highest disparity.

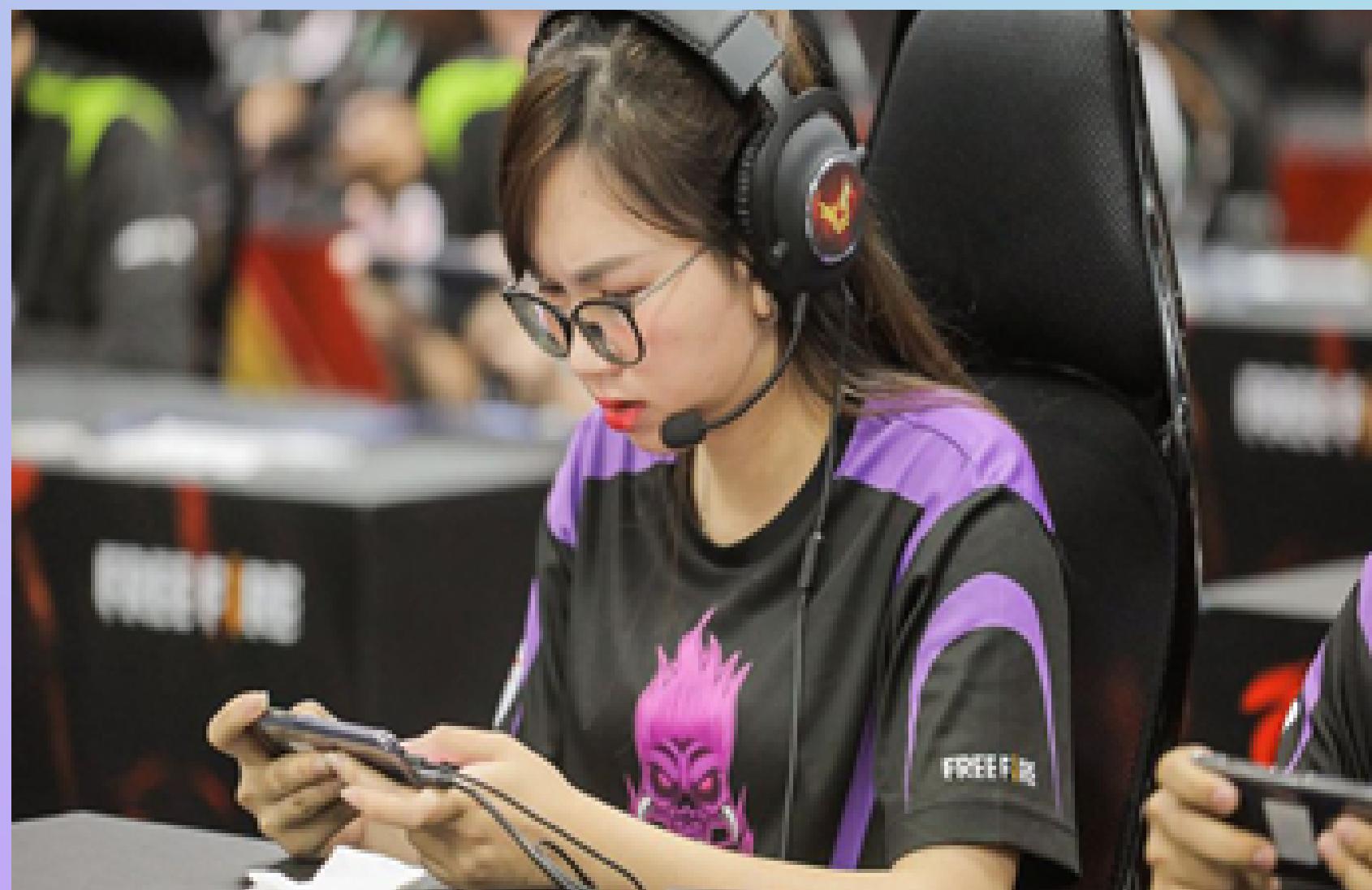
TARGET CUSTOMER

The diagram illustrates two target customer segments:

- Students**: Represented by a circular icon of two students playing a game. A pink callout box lists:
 - they are still in school
 - they have time to play but have little money
- Workers**: Represented by a circular icon of two workers playing a game. A pink callout box lists:
 - they are going to work
 - they have money but little time to play

According to work , there are 2 groups of people:

- The customer is a student. This group of customers is currently a popular customer group for game shops, but the income from these customers is not much because they are still under house arrest from their families, the economy is not rich, they are not allowed to receive income. night play, service is also less
- The customer is a working person. Free time, comfortable finances but the time they spend playing games is very little



According to Gender, we should focus on Female

It's clear that female gamers are a crucial piece of the foundation of Asia's fast-growing gaming market. In the next few years, their influence on gaming trends and impact on total revenue will be definitive, to say the least. As female gamers have more influence on global trends, it's time that more developers start rethinking their strategies and considering new ways to appeal to a diverse user base — whether by tweaking art styles and design, adding new characters and customization features, sponsoring esports tournaments, or creating entirely new games to attract a wider audience.

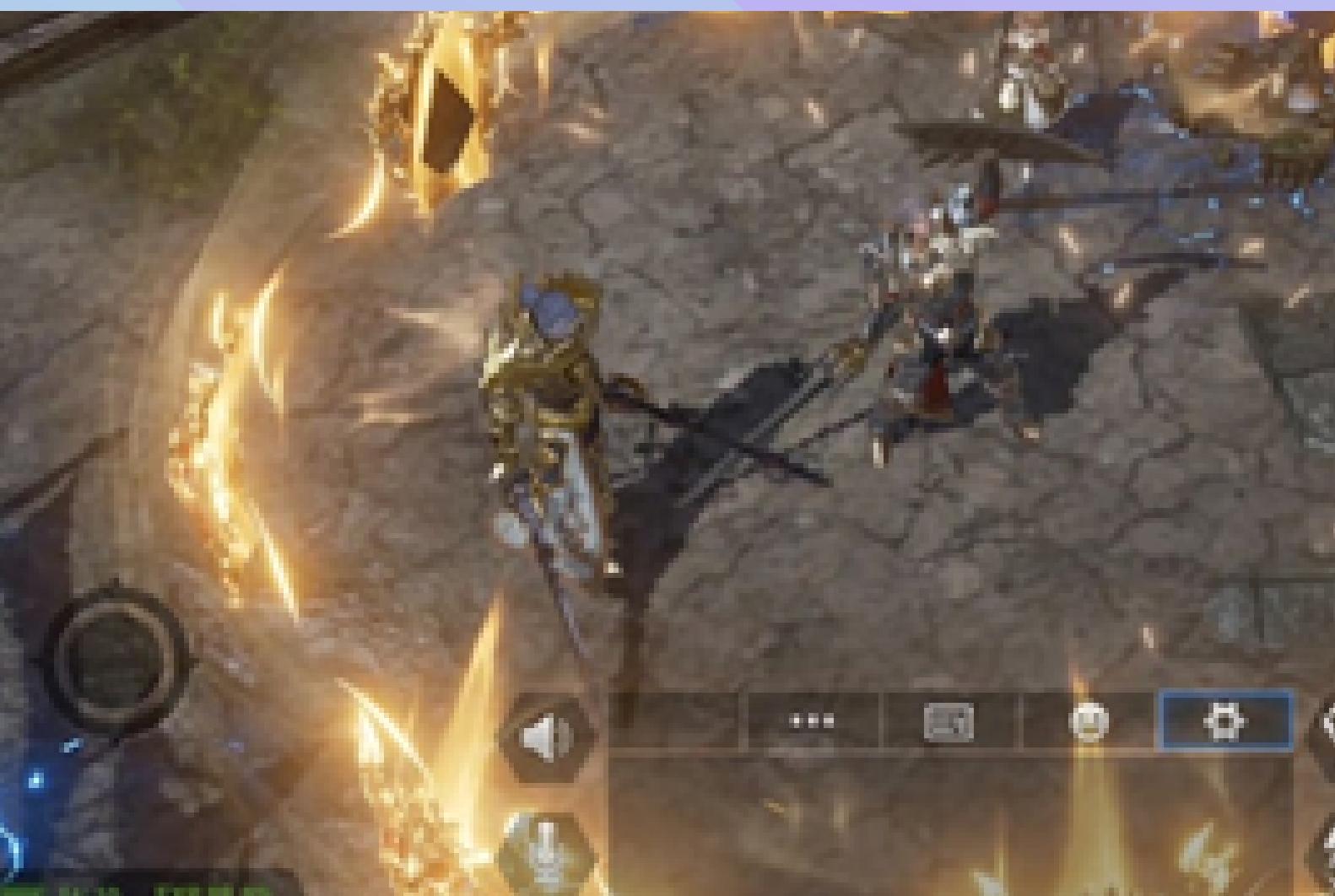
What do they expect from the products?

1. configuration

Before choosing a game to play, the thing that anyone is most interested in is the configuration of the game. Currently a lot of games require high configuration, equivalent to that also requires devices with good configuration to be able to withstand. And not everyone can afford to invest in a good machine just to play games. Therefore, most game players want a game with a moderate configuration suitable for the model they are using.

2. Character image – Reflection of gamers

Most young gamers want their characters to be cute, balanced and have their own style. They often spend a lot more time taking care of their character's appearance. They try to build the character image closest to the style they want



3. Diverse community.

Perhaps the only factor that makes online games so loved by gamers is the community. Communities help online games live and grow, an online game only dies when the community in it is gone. An online game is only considered strong in terms of community when it not only supports players to build relationships (teacher, student, friends, family ...) in the game, but it also has to contain properties like a authentic society (economic candles, trade, rules, etc.).

4. Not complaining

Boring sometimes just for very ordinary reasons. For example: all day just plowing the level, all day doing exactly one move, fighting the same monster, using exactly one moveOr sometimes, the ability to provide services of online game publishers also creates frustration on all sides of gamers, for example: registering an account or updating a new version is difficult, annoying

5. Game fee

Not every gamer can afford to pay to play the game



WHAT ARE VNG'S JOB TO BE DONE IN THE MARKET

Problem

- Requires quite high configuration
- IP is not big in SEA
- Western graphics are less popular in the market Vietnam
- Paid games



Job to be done

To solve the above problems, VNG needs to do many things

- Review and develop game software to reduce configuration=> we can use icloud gaming
- Regarding pricing strategy, VNG should implement 2 types of games:
 - With paid games, there are packages and policies suitable for each audience. For those who work, they will pay fees according to packages (Month, weekly, ..), the object is students, they can pay fees through buying gold, exchanging energy through watching promotional videos, work as an item earner to sell items for money from a small amount of capital when they top up via card top up.
 - The game does not charge, players do not need to deposit money to maintain an account, they can still participate in the popular levels.
- With each country, VNG needs its own policies.
 - Indonesia: is the country with the highest number of game downloads, but there are not many people willing to pay for playing games.
 - Singapore, Thailand: two countries with high game revenue, people are willing to pay to play games
 - Philipine, Malaysia, Vietnam- countries have the lowest number of game download and there are not many people willing to pay for playing games

VNG should change policies suitable for each country, because in each country the income of each individual is different, and the same depends on the economy . It is also influenced by the culture of each country. Each country also has a different approach to the game

Market-entry strategy

2017

1.13B total gamers

32% are female

2019

1.33B total gamers

38% are female

+18%
growth

In 2017, there were 346 million female gamers in Asia – less than one-third of the total gaming population. By the end of 2019, females accounted for 38% of all gamers across platforms at 500 million strong, and the numbers are continuing to rise.

In fact, the number of female gamers in Asia is growing at a faster rate than male gamers.

Where female gamers played in 2019

500M

total*

95%

473M
on mobile

40%

201M
on PC

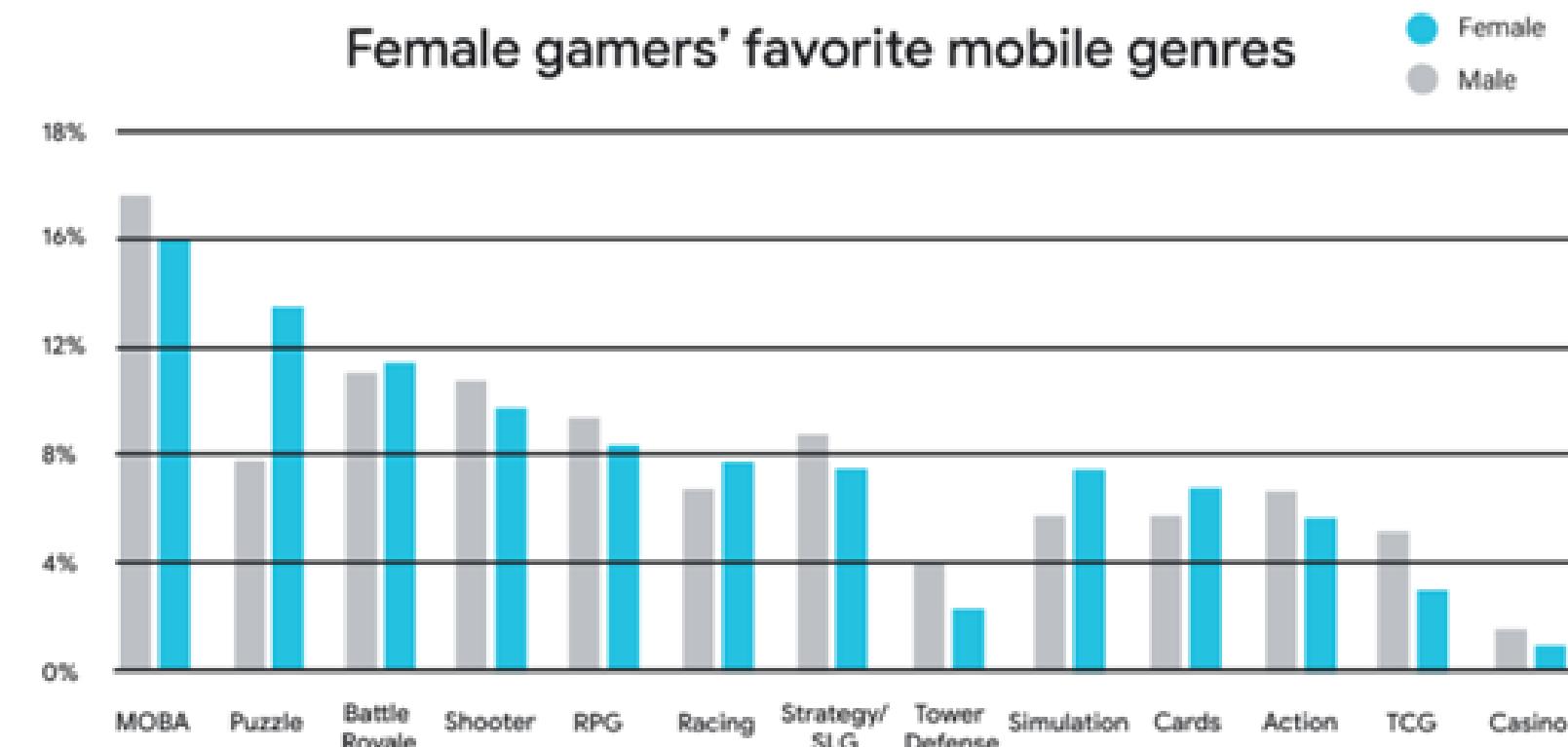
2%

8.5M
on consoles

*Overlap from users gaming on multiple platforms

At the end of 2019, there were 500 million total female gamers in Asia – 8.5 million on consoles, 201 million on PC, and 473 million on mobile, with many choosing to play on multiple platforms

Female gamers' favorite mobile genres



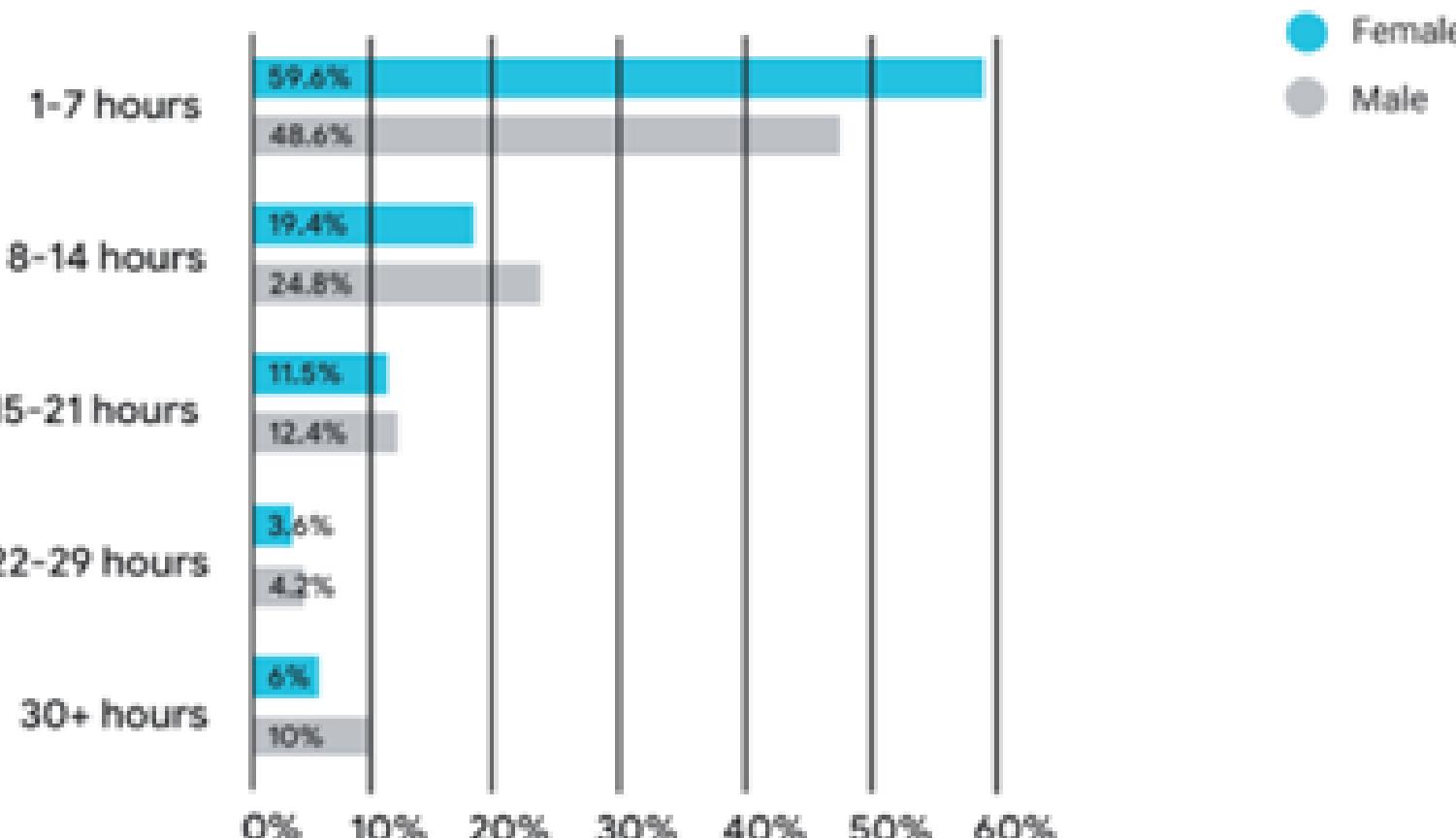
Female gamers tend to prefer multiplayer online battle arena (MOBA), puzzle, and shooter games.

Role-playing games (RPGs) and simulation titles with strategic gameplay are also hugely popular among female gamers.

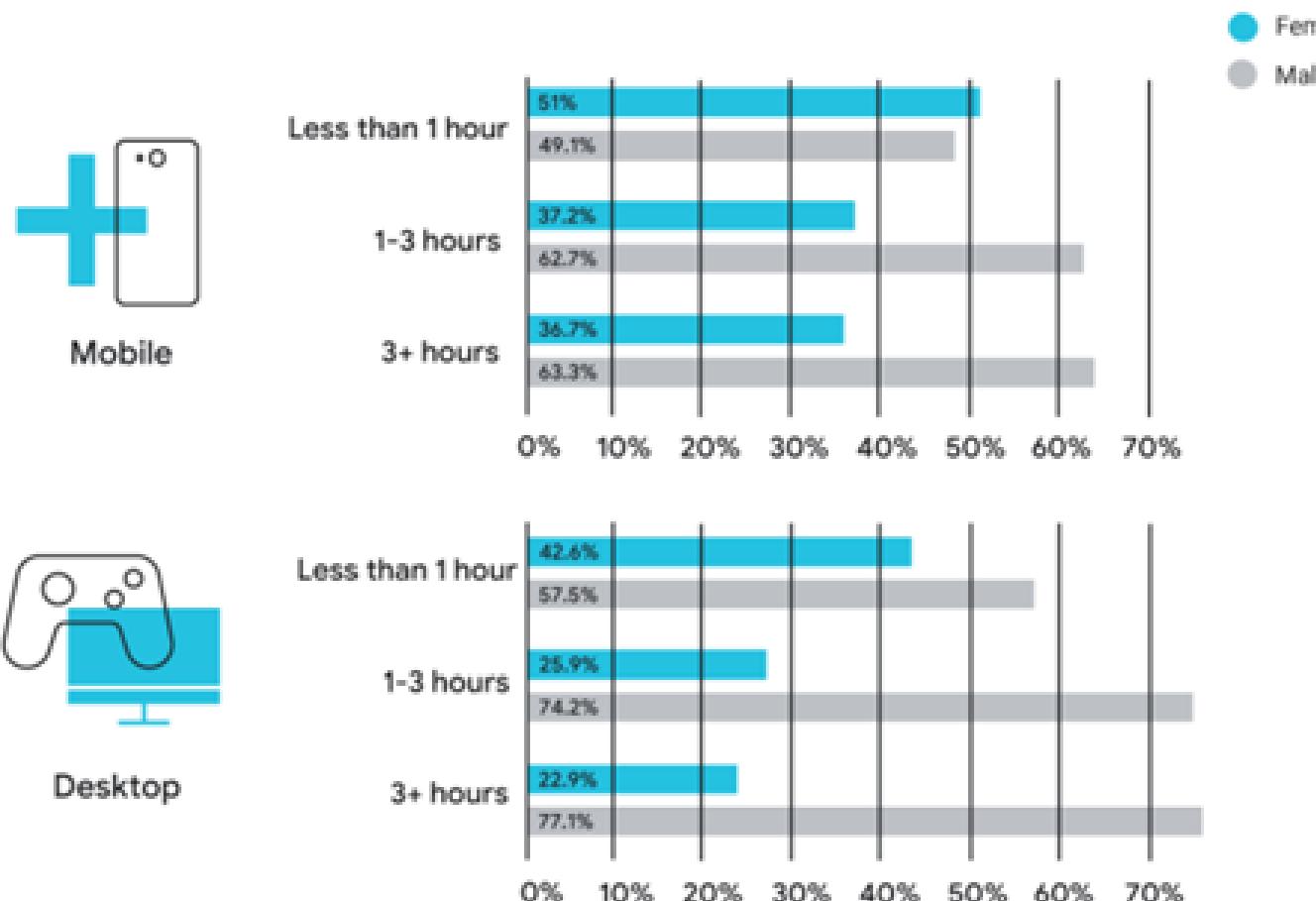
In 2018, Chinese developer Xishanju's CEO Guo Weiwei reported that female gamers made up nearly 50% of Jianxiaqingyuan's (JX3) user base

In a survey released by the Game Publishing Commission and Gamma Data Corp, there were 290 million female esports players in China at the end of 2018 - a growth of 11.5% over the same period last year.

Average gaming session duration



Gaming session duration by device



How much female gamers spent in 2019

China

\$4.4B on PC games

\$6.6B on mobile games

Southeast Asia

\$660M on PC games

\$1B on mobile games

In a survey in 2019 showed that 60% of female gamers spend up to seven hours per week playing, whereas more than half of all male gamers play for more than eight hours a week.

Most female gamers are spending more time on mobile. This ultimately translates to higher spends on mobile gaming

The total gaming spend in each country in 2019, female gamers in China spent \$6.6 billion on mobile games and \$4.4 billion on PC,¹⁵ and in Southeast Asia, they spent \$1 billion on mobile games and \$660 million on PC.

=> Female customers are a new and potential market

MARKET – ENTRY STRATEGY

Exploring Revelation's Penetration in South-East Asia

South-East Asia is a collection of countries that, except Thailand, were once colonies of various world powers. Its strategic location as a trading route and the need to militarily balance China's "Communist threat" in the past has made it a center for economic growth for many years. South-East Asia's largest trading partner is the U.S., with between 10–20% of its goods being exported. Many countries in South-East Asia now realize the need to shift their economies from a manufacturing base to a more service-oriented industry, and have begun government programs to stimulate that transition.

Thus, a developed economy means that the ability to pay fees and entertainment services such as games will be "fertile land" if entering this market.

Southeast Asia's Online Population Plays, But Do They Spend?

Clearly, SEA's gamers are engaged with playing games, across all segments. But does this engagement transfer to spending? In short, yes. It is notoriously challenging to convert mobile players to mobile payers. As SEA is mobile-first, you may expect the share of paying gamers to be low. However, more than half of SEA's online population spends money on games. Interestingly, men are more likely to spend on games than women (60% of men vs. 44% of women).

Most of these paying gamers (95%) spent on in-game items or virtual goods in the past six months, which makes sense given the market's engagement with free-to-play games. The most commonly bought item is in-game currencies—for both women (44%) and men (45%).



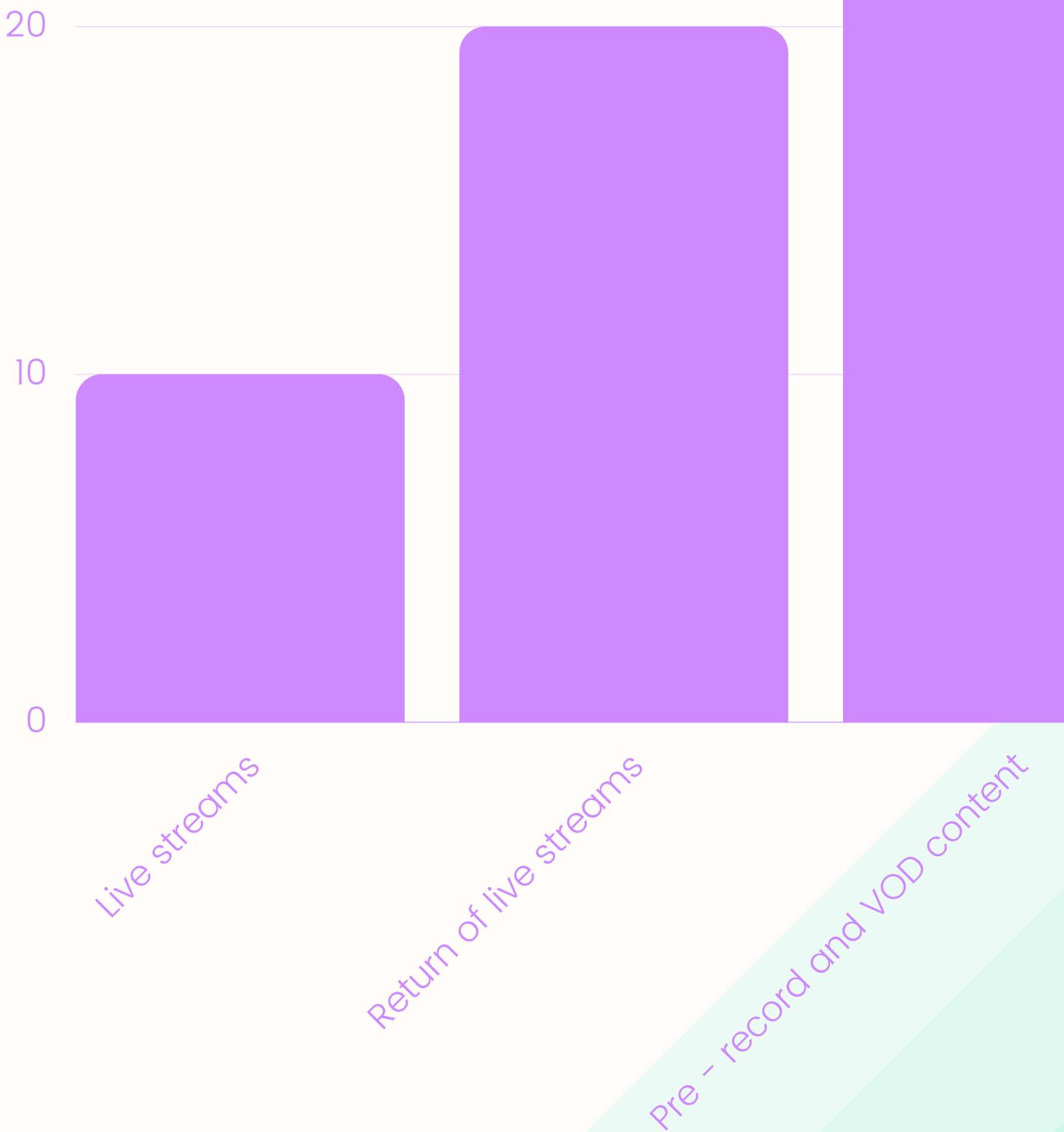
---> The problem is that we need to have a reasonable strategy so that they are willing to pay for Revelation M's packages. That means they have to see the key differences between no fee and fee. Is it worth spending?

MARKET – ENTRY STRATEGY

Exploring Revelation's Penetration in South-East Asia

Southeast Asia is a games market to watch for any brand—whether they're endemic or non-endemic to gaming. Owing to the market's appetite for mobile, penchant for esports, and engagement with game-streaming, it's no wonder why so many of the biggest games companies are entering Southeast Asia.

We can fully exploit the gaming preferences of Southeast Asian people to increase revenue through advertising and selling game cards directly to users.



Communication strategy

WEBSITE

Provide information related to the publisher's game. At the same time, take advantage of this attraction to hang advertising banners for games as well as events.

EVENTS

Organize events in provinces and cities to directly listen to customers' feelings, attitudes, and suggestions, thereby building an appropriate customer care strategy.

SOCIAL NETWORK

Transfer information quickly, reduce cost, have the ability to reach customers relatively quickly and effectively

PROMOTIONS

Offer promotions with valuable rewards, especially on holidays, special occasions of the year

BUILD OUR OWN FORUM

A place for users to discuss, and based on that to probe user reactions, thereby perfecting the game

LINKING BUSINESS WITH EDUCATION AND SOCIAL ACTIVITIES

Through charity funds or charity programs, building charity funds to serve, support charity activities, educate...

TVCS

Introduce, reinforce, change the concept of the product. Especially when the product is on the market, it helps customers trust their products more.

SPONSOR

Help increase brand awareness, gain customer trust, increase following and connect with customers



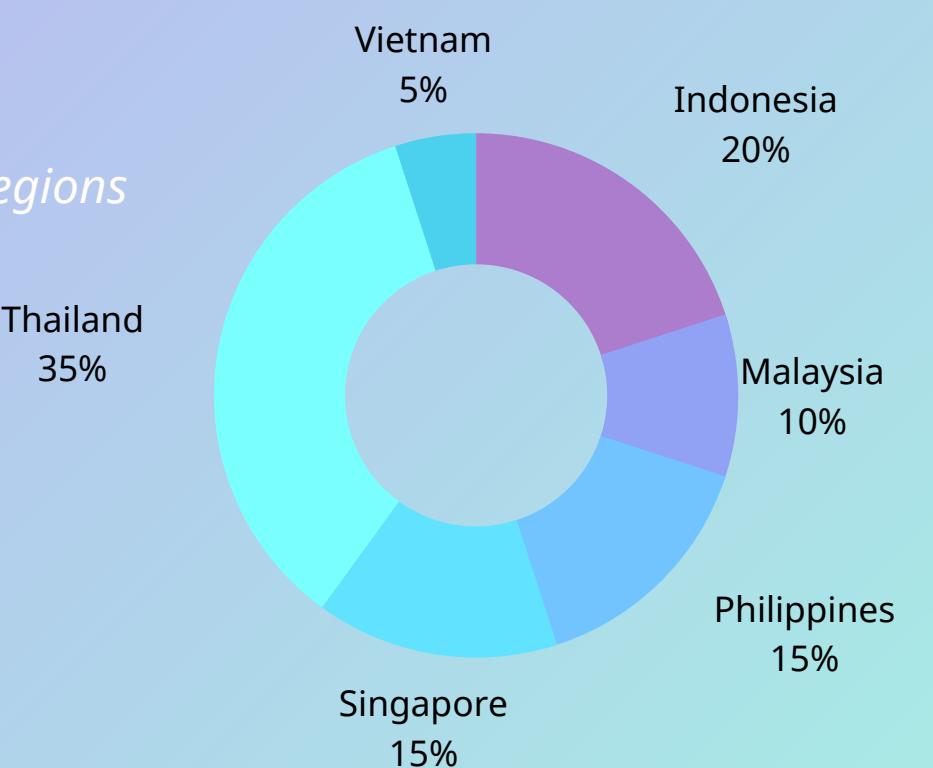
IV. Budget Allocation Suggestion

If the marketing plan is the ‘bone’ of marketing, then the budget is the ‘blood’. that’s right, blood helps feed the body’s parts, helping them develop and function, so does the budget. The company’s budget or money is very important in operating marketing in particular as well as company operations in general. So we need to allocate a reasonable budget for each marketing activity as well as balance the list for each customer, in this article that means each country.

1. Budget Allocation Suggestion for each countries, regions

Based on the analysis of 4 competitors in 6 countries, regions, we will balance the budget reasonably for each country. For Thailand, this is a country with the ability to develop the game market, with high downloads and revenue, we estimate the budget in this country is about 35%. Indonesia with very high downloads but relatively low revenue, we decided to spend about 20% of our budget on marketing activities in this country. Singapore and Philippines have average revenue, we estimate about 15% of total budget. slightly lower than Singapore and the Philippines, Malaysia receives about 10% of its marketing budget. The last is Vietnam, maybe the game market has not really promoted here, we only spend 5% of the budget.

Budget allocation for each countries, regions



2. Budget Allocation Suggestion for each marketing activities

As we mentioned in the communication strategy section, we mainly focus on marketing activities on the website; social media; TVCs.

Currently, we realize that with the power of the social networking site, with its effectiveness, promoting media advertising on this platform is really necessary, we decided to focus our budget for more marketing activities on this platform, about 40% . Although TVCs advertising is not a new method, the effect it brings is quite large. By expressing it appropriately, this method can strengthen and change the concept of games in many families. We intend to spend 30% of the budget on communication through this method.

For the website, this is not a very popular method so we only spend 15% of the budget on it. And other methods such as organizing events, sponsoring MVs, entertainment programs, ... we also use 15% of our budget for them.

Budget allocation for each marketing activities

