

DUNDER MIFFLIN INC. x



# KABAM GLOBAL GROWTH CHALLENGE

# MEET THE TEAM.



DiversaTech

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# OVERVIEW.



## REVENUE GENERATION

Population metrics, income level, and development of the smartphone industry.



## MARKETING STRATEGY

Gaming culture, transit patterns, and popular online platforms.



## COMPETITOR ANALYSIS

Top games and developers in each country, number of local games in top rankings, market share of top developers, and revenue share of top developers.

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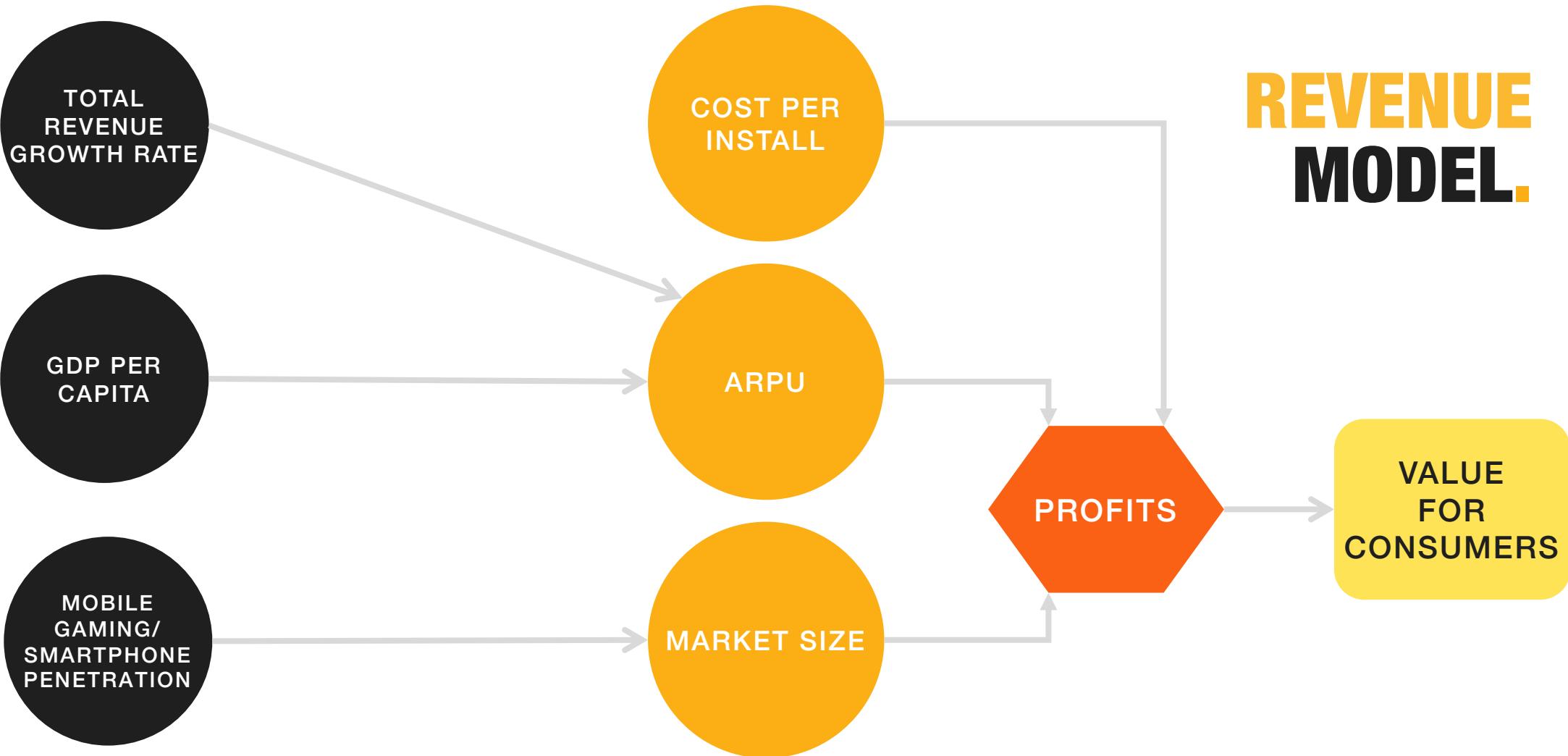
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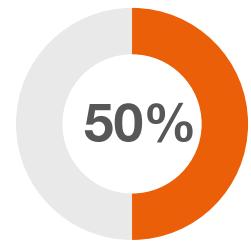
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## COMPETITIVE ANALYSIS

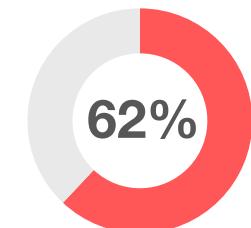
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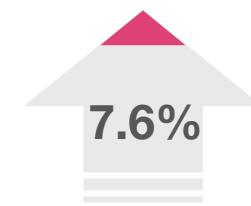
# THE ASIA-PACIFIC REGION.



HOME TO HALF OF THE WORLD'S MOBILE GAMERS



CAPTURED MORE THAN HALF OF WORLD'S TOTAL MOBILE GAMING REVENUE



HIGHEST AVERAGE ANNUAL GROWTH RATE OF GROSS GAMING YIELD IN THE WORLD

Compared to 2.5% in Americas and 1.9% in Europe



**SINGAPORE**

Population: 5.74 million

Mobile Penetration: 74.9%

**TAIWAN**

Population: 23.55 million

Mobile Penetration: 78.0%

**HONG KONG**

Population: 7.37 million

Mobile Penetration: 74.6%

**CHINA**

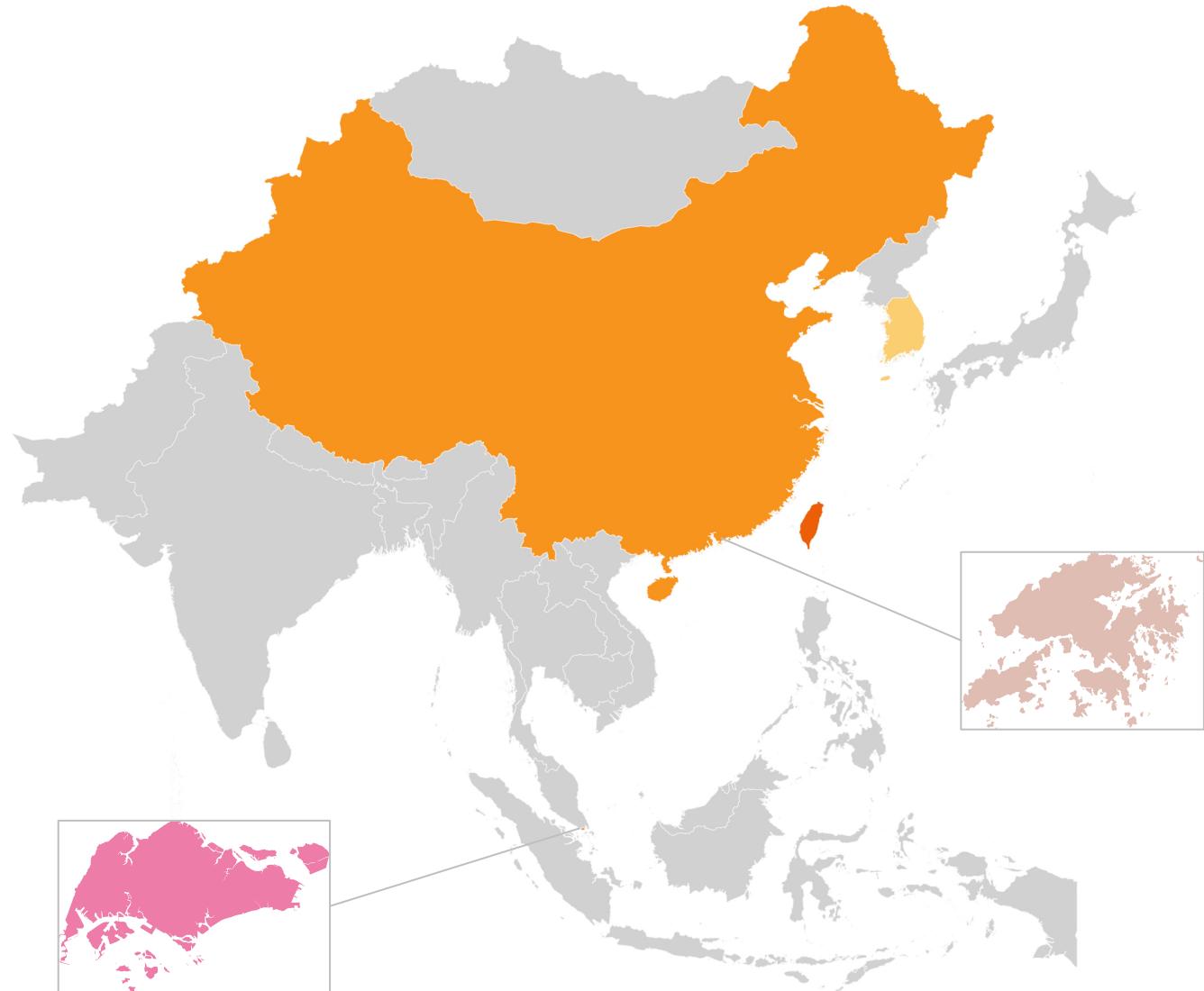
Population: 1.37 billion

Mobile Penetration: 78.0%

**SOUTH KOREA**

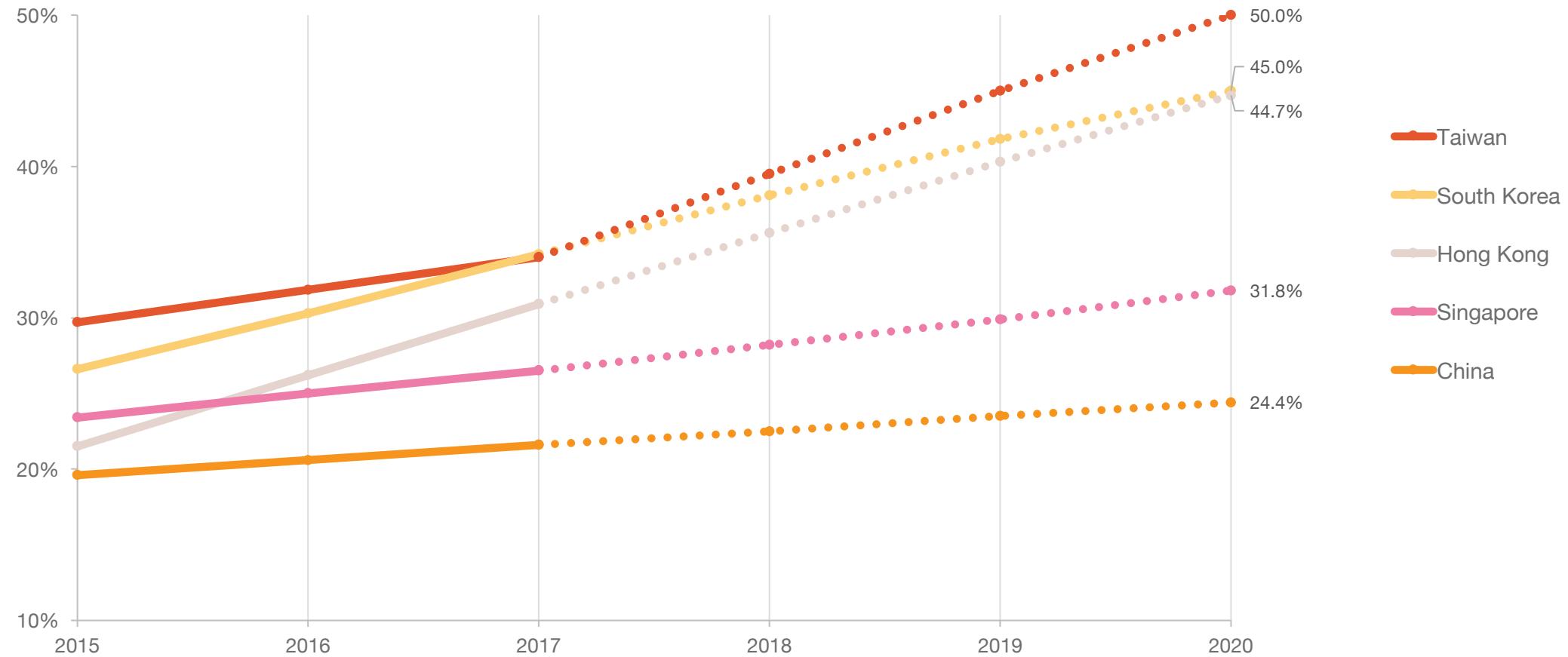
Population: 51.08 million

Mobile Penetration: 78.0%



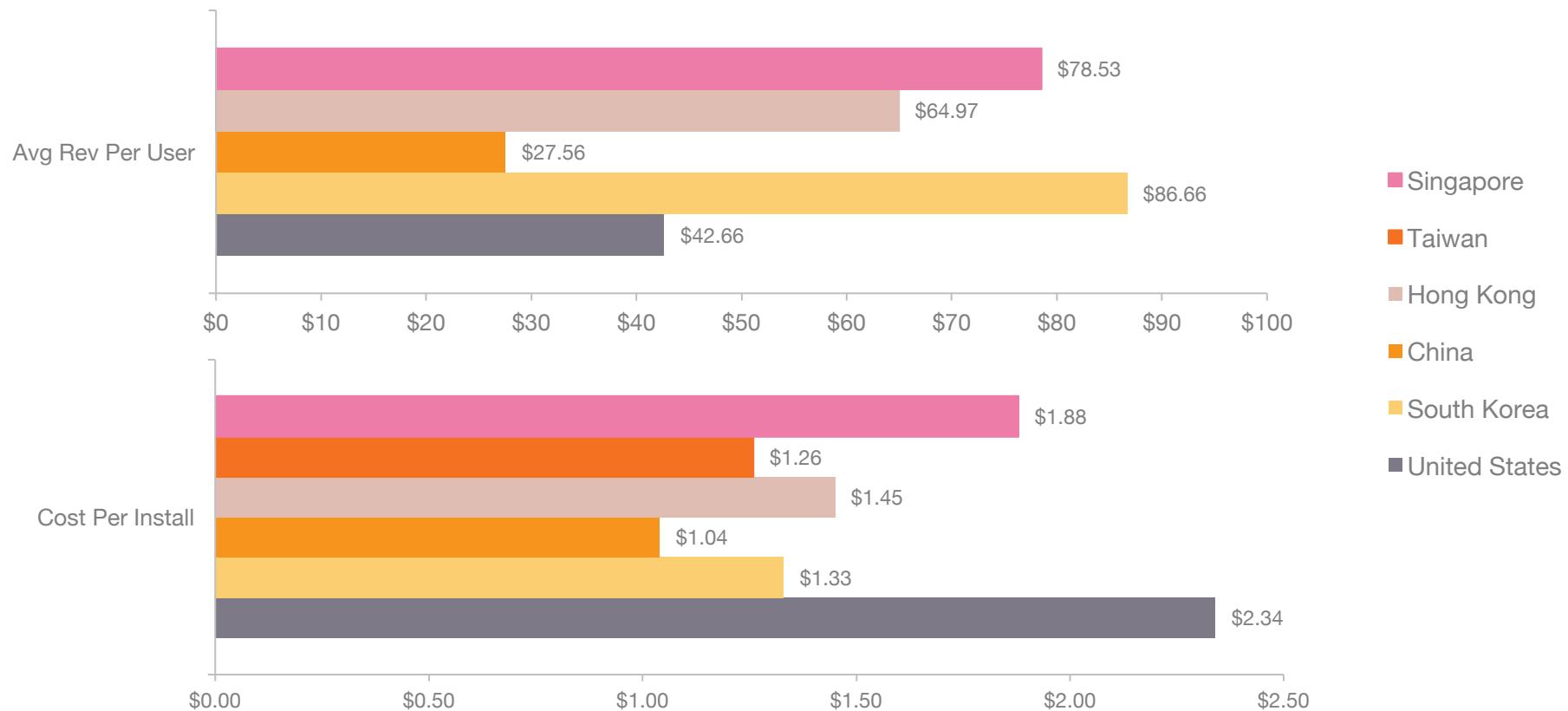
# MOBILE GAMING PENETRATION.

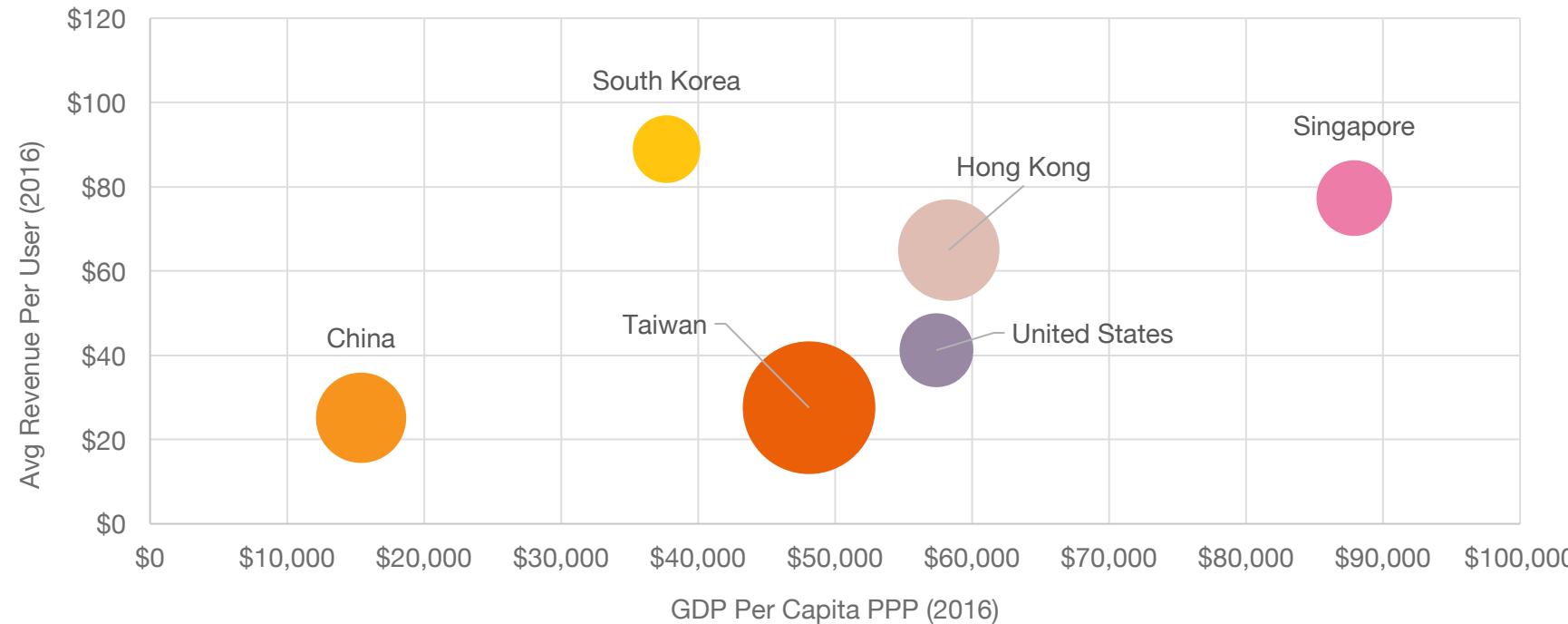
D U N D E R M I F F L I N C .



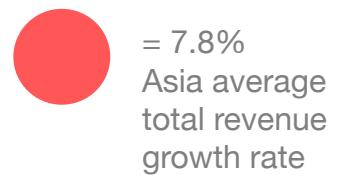
# AVG REVENUE & COST PER USER.

Top: Average revenue per mobile gaming user by region. Bottom: Cost per mobile application installation (iOS and Android) by region. All data from 2017.





The size of each circle indicates the compound annual growth rate (2015-2021) for total mobile gaming revenue in each market. For comparison:



# AVG REVENUE PER USER VS GDP PER CAPITA.

REGION	TOTAL REVENUE GROWTH RATE
Singapore	8.50%
Taiwan	26.14%
Hong Kong	15.30%
China	12.10%
South Korea	6.80%
United States	12.10%

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# MARKETING OVERVIEW.

*How do we gain exposure in countries with different cultures, institutions, and demographics?*



**GAMING CULTURE:** immersive social events for in game bonuses



**POPULAR ONLINE PLATFORMS:** mobile applications, websites



**OFFLINE MARKETING TOOLS:** subway ads for highly urbanized countries



**CHARACTER RECOGNITION:** popularity of IP from Kabam games

# SOCIAL GAMING EVENTS.

## TAIWAN & HONG KONG

- Most common form of advertising is offline and in-person
- Promotions at stores, events, and outdoor media

## SOUTH KOREA

- Popular offline advertising methods include press conferences and booths at expos



# POPULAR ONLINE PLATFORMS BY COUNTRY.



**70%**  
OF TAIWAN  
USES  
LINE



**97%**  
OF SOUTH KOREA  
USES  
KAKAOTALK



**79%**  
OF SINGAPORE  
USES  
WHATSAPP



**83%**  
OF TAIWAN  
USES  
FACEBOOK

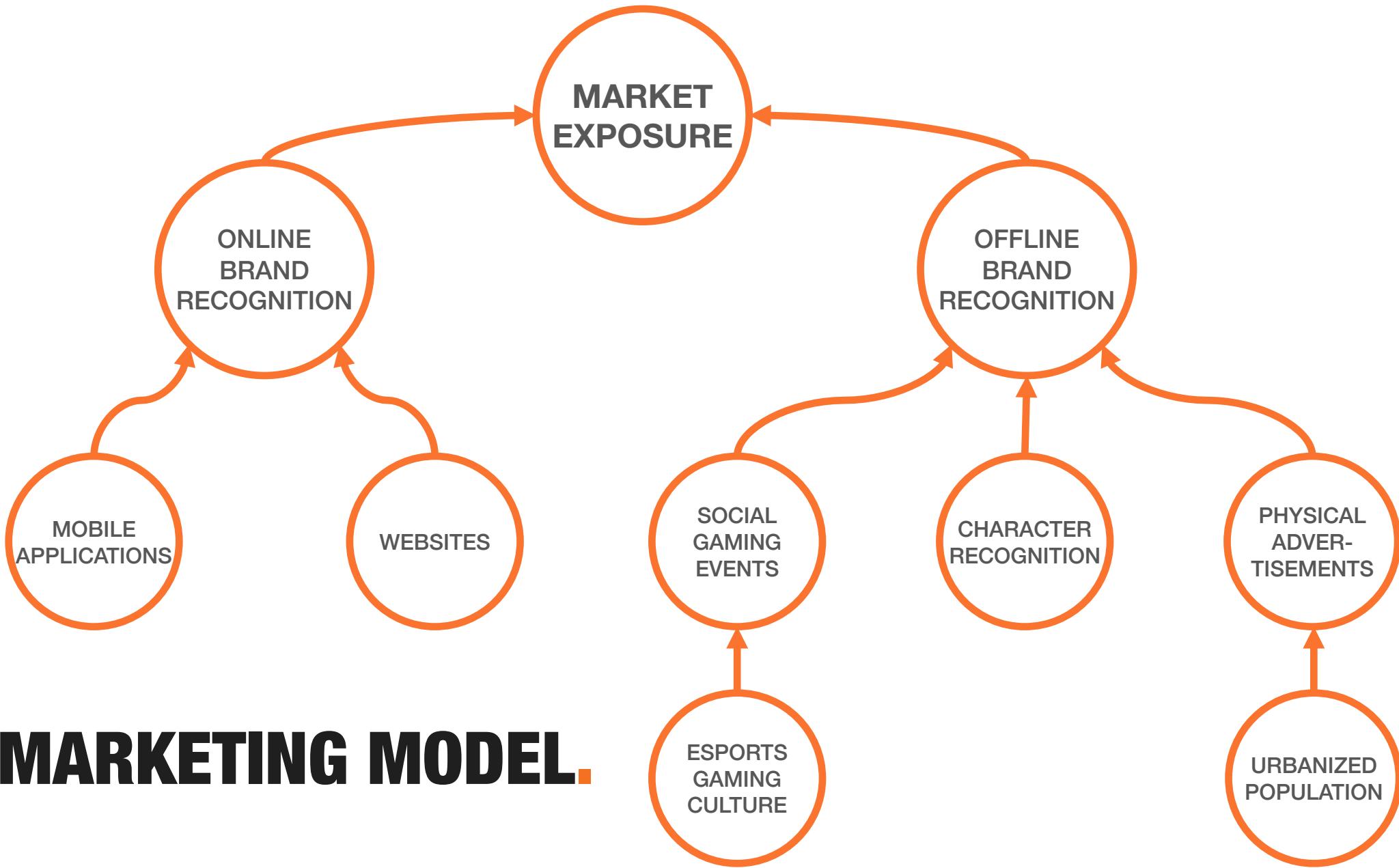


**69%**  
OF HONG KONG  
USES  
YOUTUBE

72% of Hong Kong  
64% of South Korea

72% of South Korea

# MARKETING MODEL.



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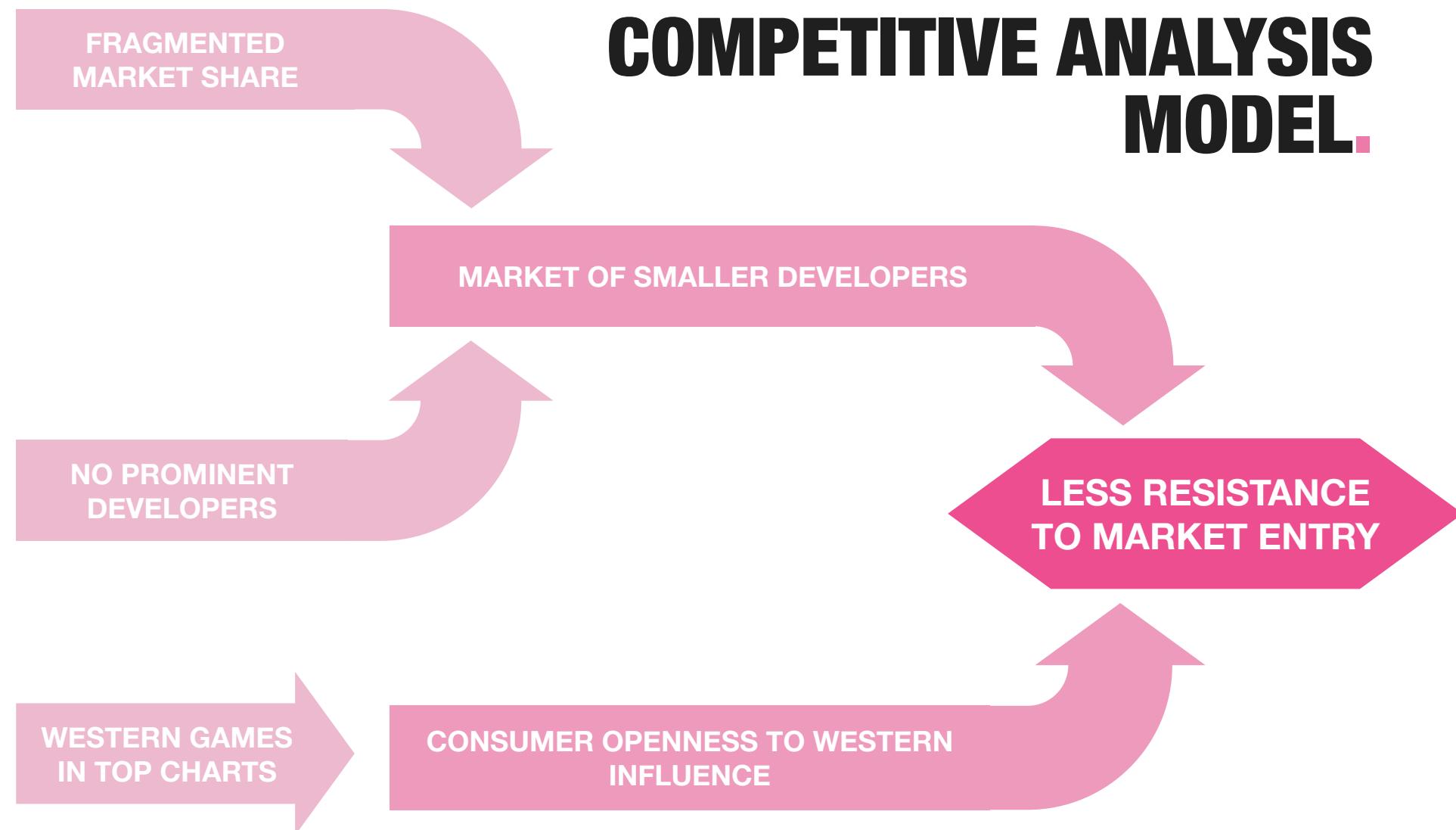
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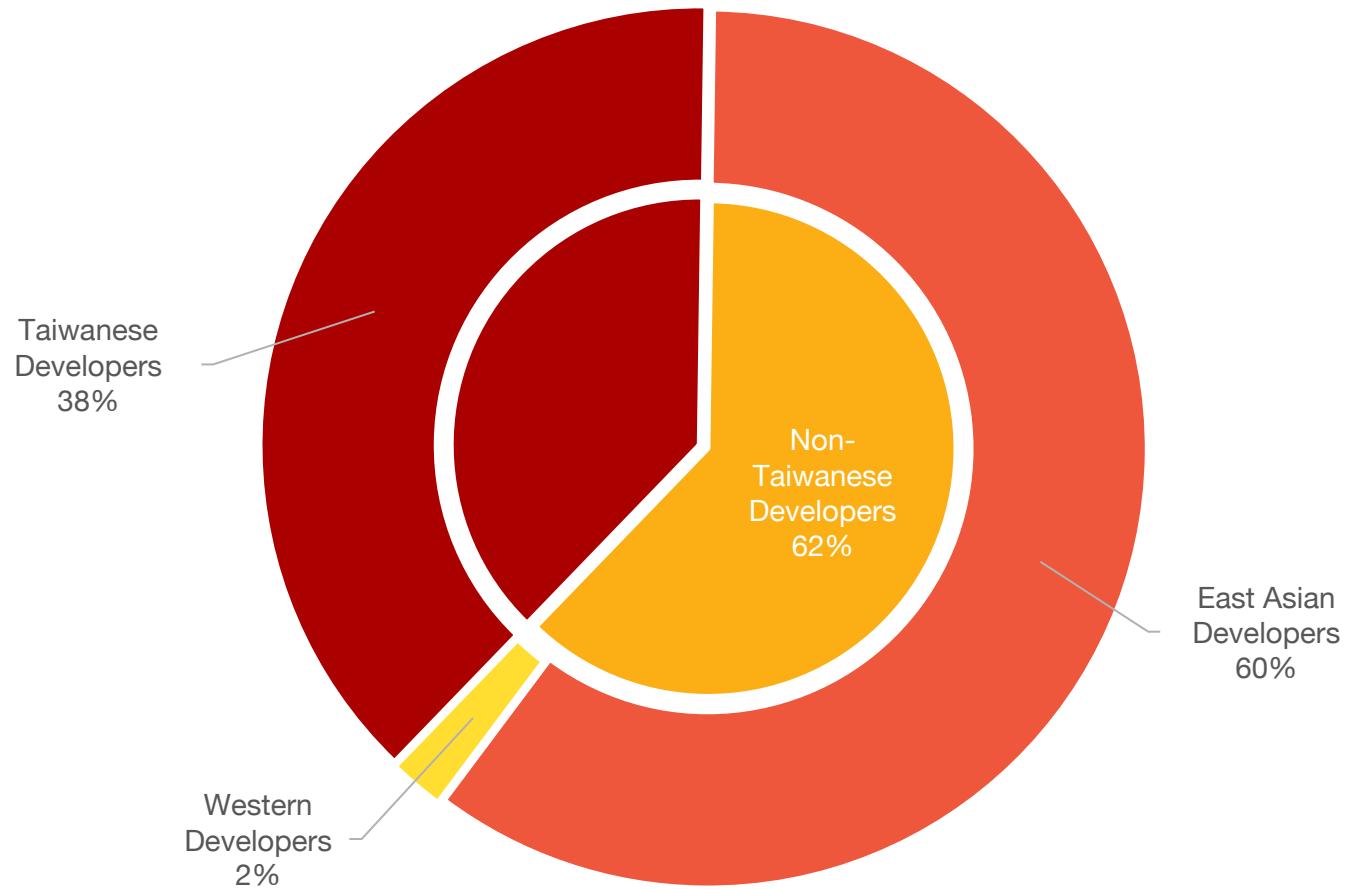
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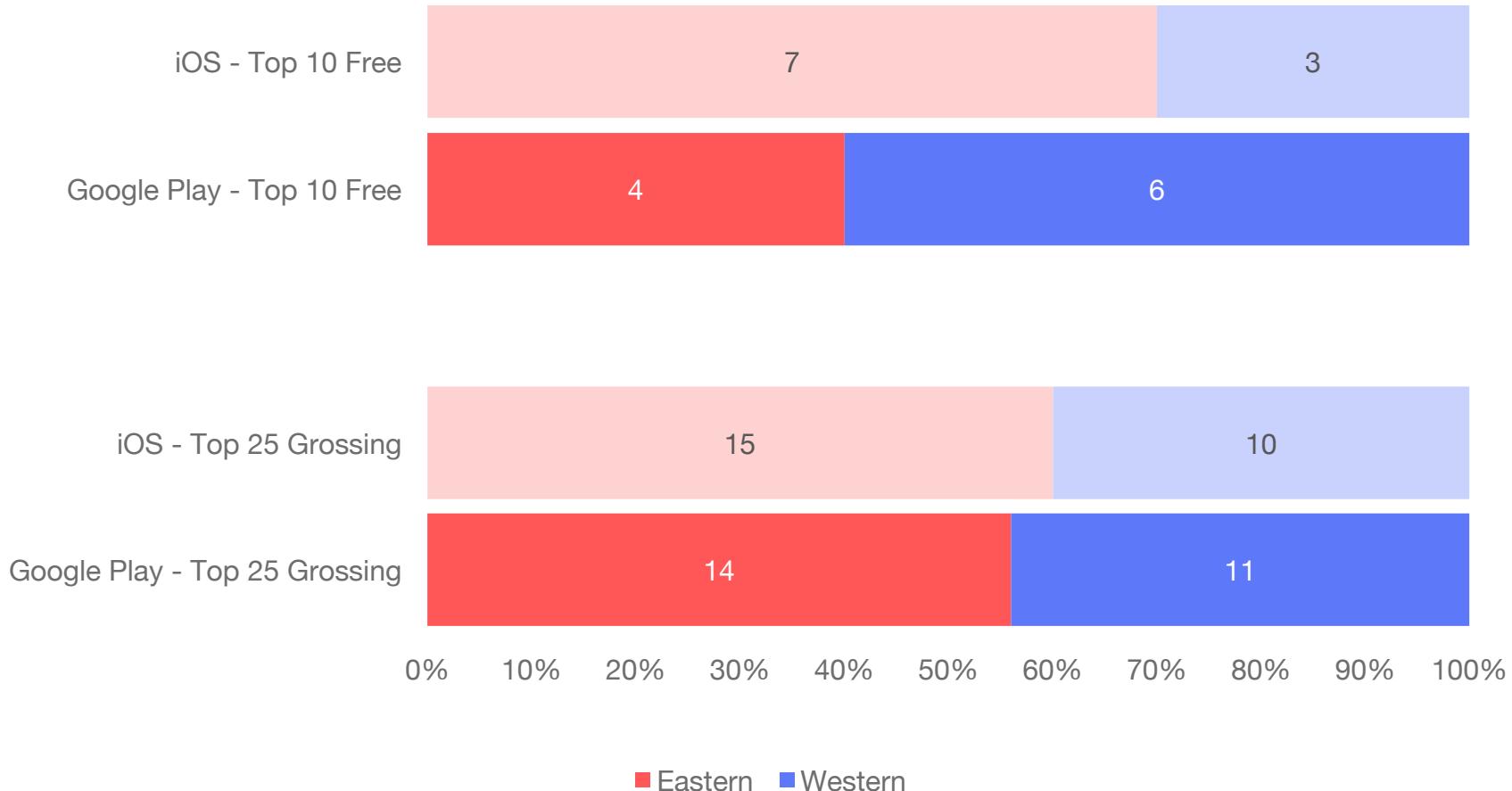
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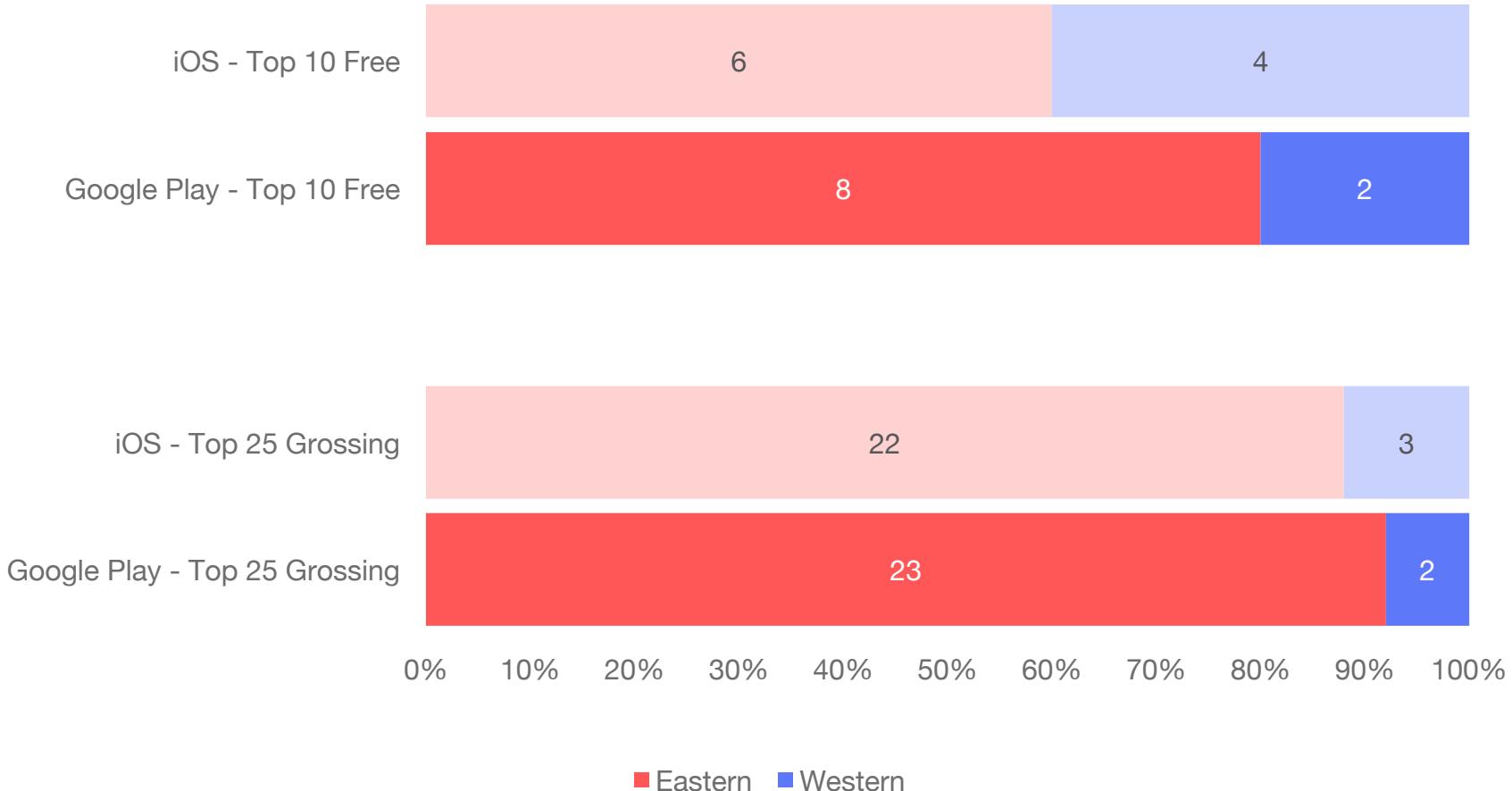
# COMPETITIVE ANALYSIS: TAIWAN.



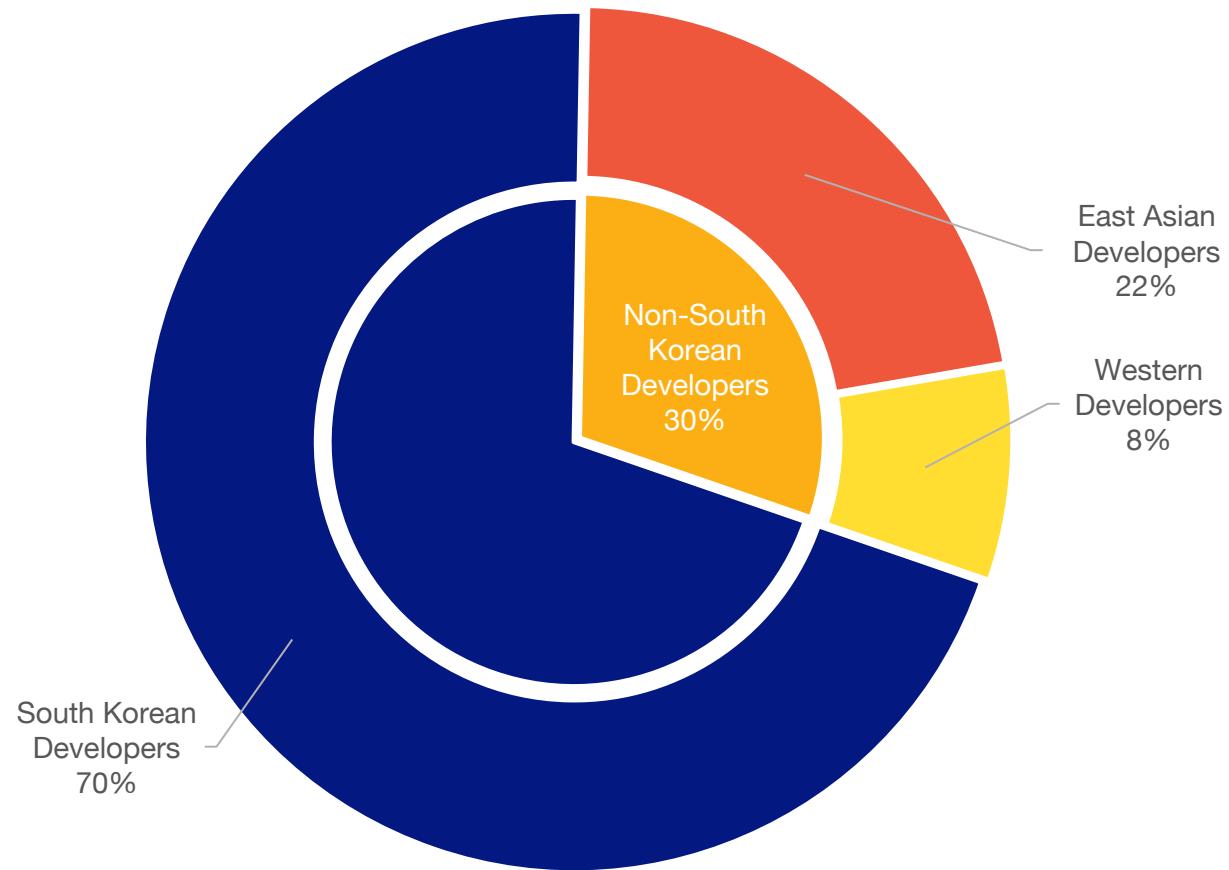
# COMPETITIVE ANALYSIS: SINGAPORE.



# COMPETITIVE ANALYSIS: HONG KONG.



# COMPETITIVE ANALYSIS: SOUTH KOREA.

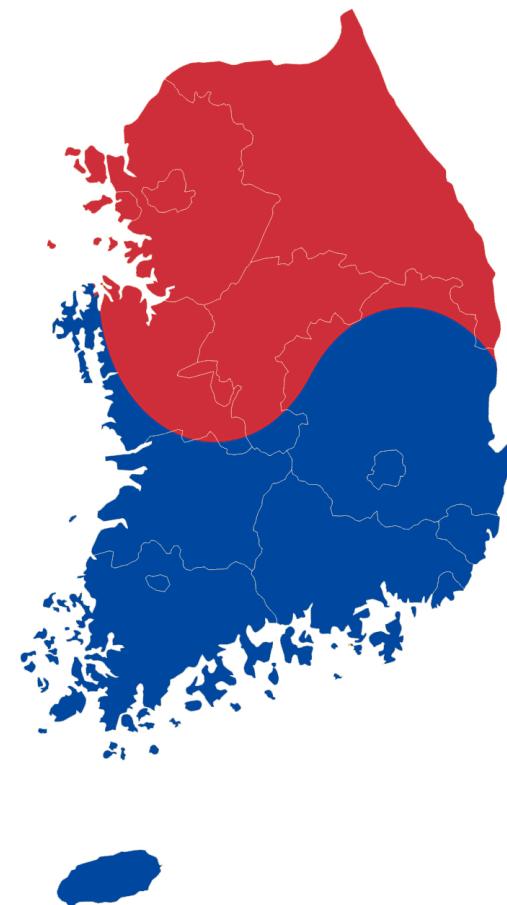


KAKAO

# NOTE: SOUTH KOREA.

## ADVANTAGES

- \$2 billion market
- 71.5% smartphone penetration rate
- 10% expected annual growth in 2020
- Fastest network speed in the world



## DRAWBACKS

- Market saturated with domestic developers
- Declining ARPU
- Requires specialized marketing techniques
- Need local gaming platform expertise

# NOTE: HONG KONG & CHINA.

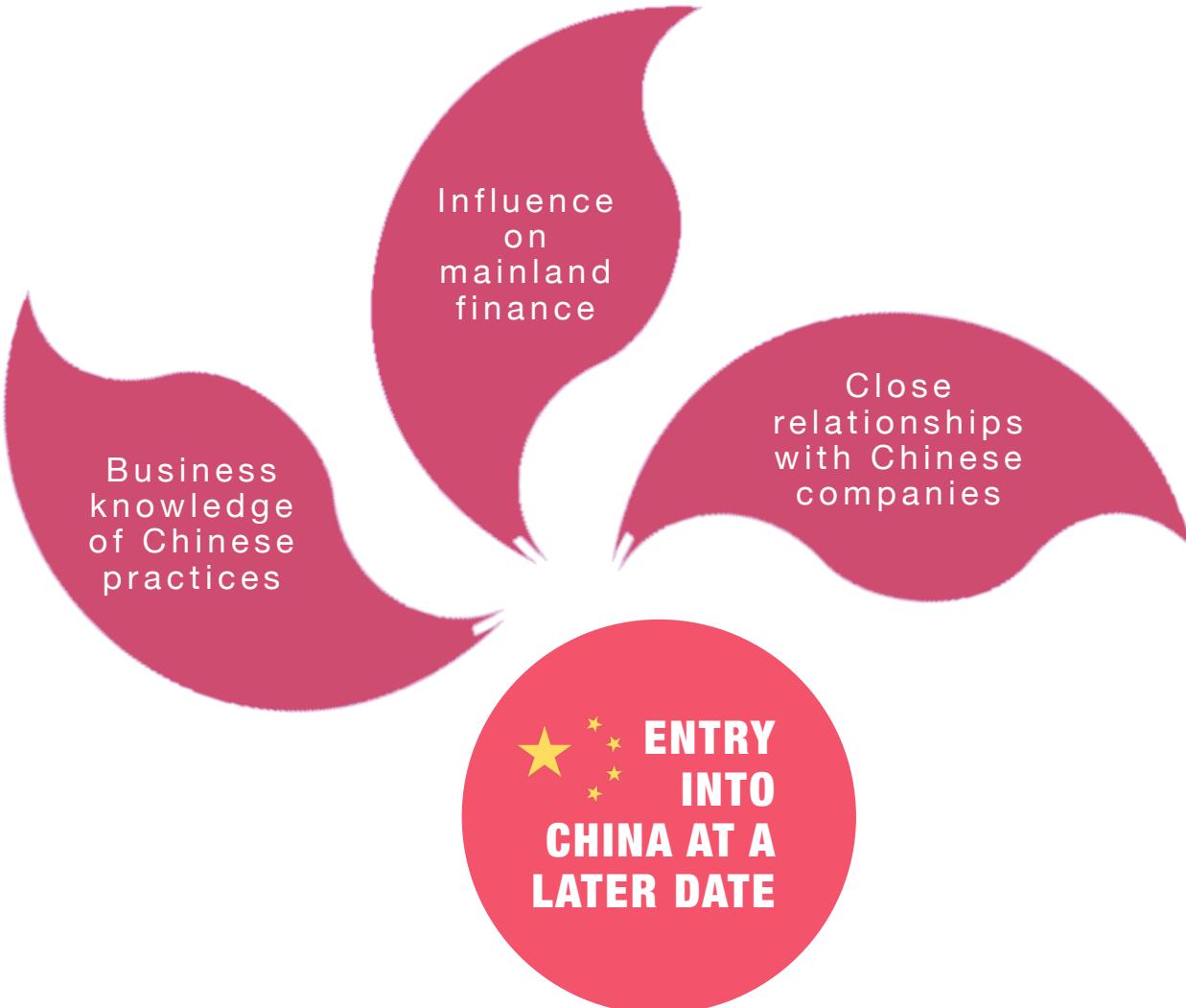
How can Hong Kong Serve as a Proxy market for China?

“Hong Kong’s finance industry is hoping to help Western businesses get established or expand operations on the mainland. Competing in an economy dominated by state-owned enterprises calls for a skill-set many foreigners lack.”

NBC NEWS

“Hong Kong is the key hub for investment in and out of China. It accounted for two-thirds of foreign direct investment into China last year.”

THE ECONOMIST



# CONCLUSION.



## REVENUE

- Avg. revenue per user
- Low cost-per-install



## MARKETING

- Urbanization
- Social gaming
- Online platforms



## COMPETITION

- Market share
- Western gaming