

gamania

探索歡樂的無限可能
全方位佈局行動遊戲市場

6180:TT
June 2014



簡報 大綱

- 全球行動遊戲市場規模&成長
- 台灣在全球行動遊戲市場戰略地位
- 行動遊戲獲利模式
- 遊戲橘子全方位佈局行動遊戲市場



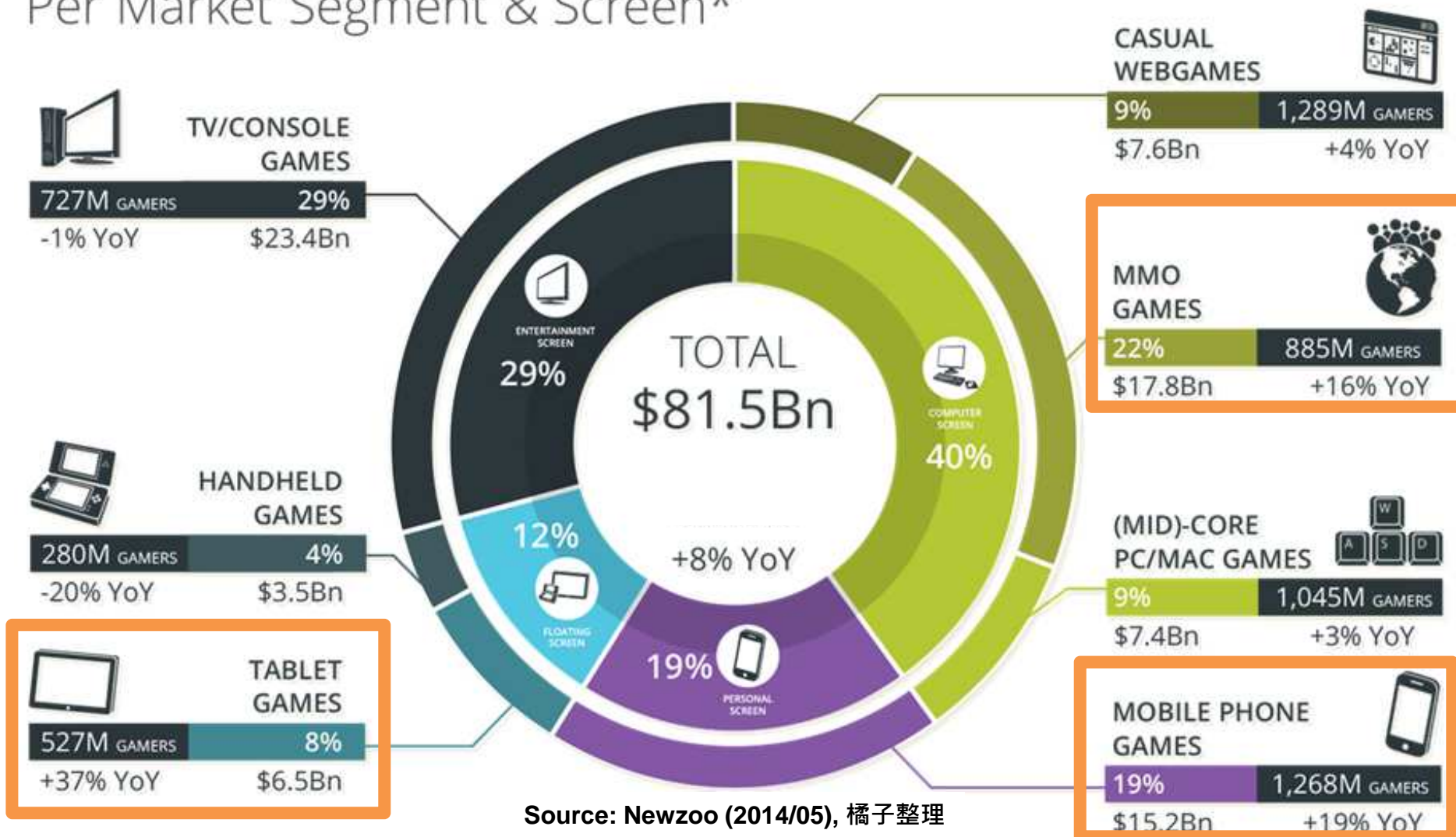
全球行動遊戲市場規模&成長



2014年全球遊戲市場規模815億美元

Tablet/Mobile成長動能最佳 MMOs次之

Per Market Segment & Screen*

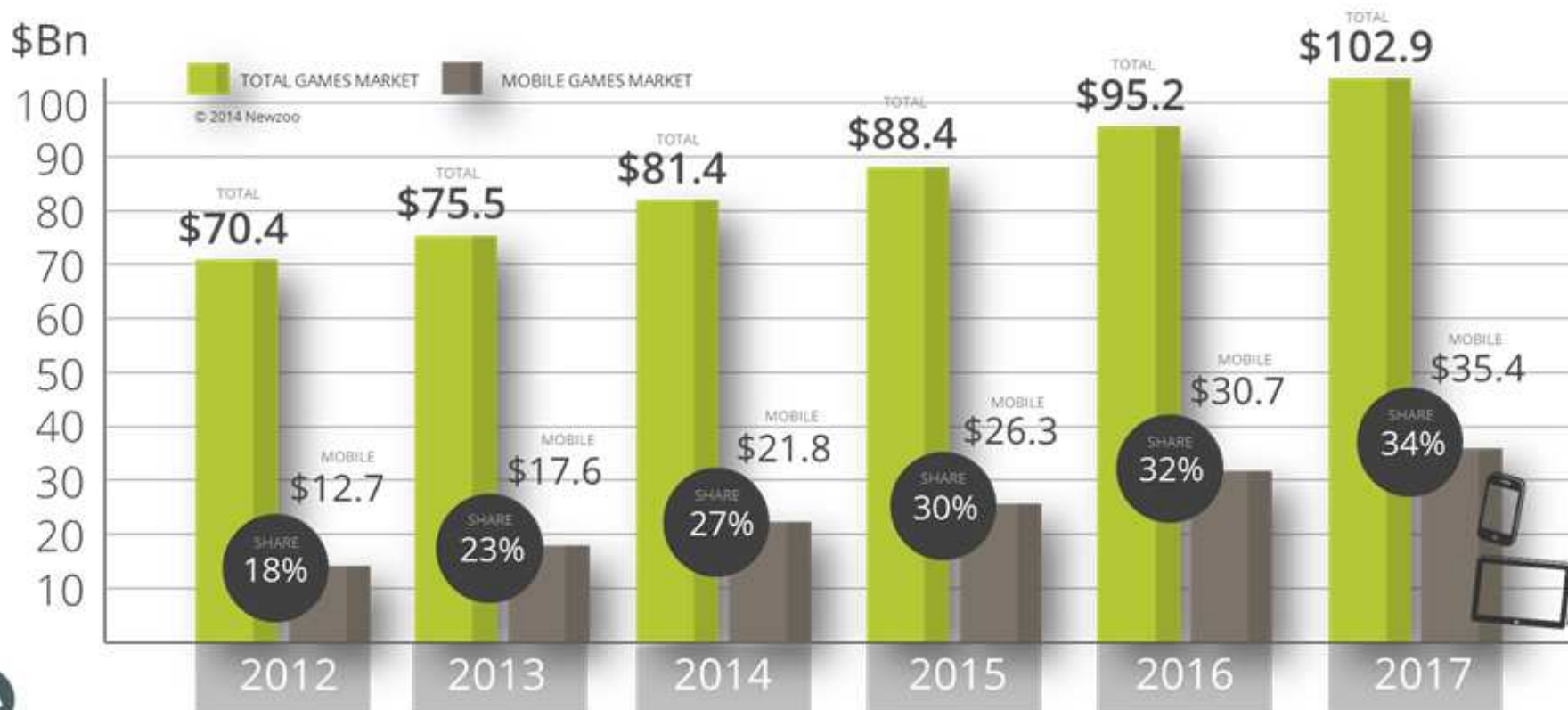


Source: Newzoo (2014/05), 橘子整理

2013~2017年全球遊戲市場CAGR+8%

其中Tablet/Mobile遊戲 CAGR+19%

- 2016年全球手遊市場規模逾300億美元
- 2017年全球遊戲市場規模逾1,000億美元



台灣在全球行動市場戰略地位



台灣在全球行動App市場戰略地位

Google Play台灣全球排名第6

2013 iOS Revenue Ranking

Rank	Area
1	United States
2	Japan
3	United Kingdom
4	China
5	Australia
6	Canada
7	Germany
8	France
9	Russia
10	Italy

2013 Google Play Revenue Ranking

Rank	Area
1	Japan
2	South Korea
3	United States
4	Germany
5	United Kingdom
6	Taiwan
7	France
8	Australia
9	Hong Kong
10	Canada

Source: App Annie (2014/01), 橘子整理

行動遊戲獲利模式



The Game App's New **Monetization** Model on the Rise



遊戲橘子集團
全方位佈局行動遊戲市場



遊戲橘子集團全方位佈局行動遊戲市場

自製研發

合作營運

支付通路



PC Online
Game

Mobile
Game

遊戲橘子全方位佈局行動遊戲市場

自製研發、合作營運、支付通路 多元齊發



自製研發



合作營運



支付通路



影片播放

<https://www.youtube.com/watch?v=cf7cpfywyJ0>



橘子旗下紅門自製手遊 海內外廠商爭取授權中



旗下手遊營運「勇者前線」衝進全球Top 10



Top Game Apps by Monthly Revenue

Google Play March 2014

App	Rank Change vs. Feb 2014	Publisher	Headquarters	Subcategory
1 パズル&ドラゴンズ (Puzzle & Dragons)	-	GungHo Online	Japan	Puzzle
2 Clash of Clans	-	Supercell	Finland	Strategy
3 Candy Crush Saga	-	King	United Kingdom	Casual
4 애니팡 (Anipang) 2	▲ 1	SundayToz	South Korea	Puzzle
5 Hay Day	▲ 3	Supercell	Finland	Family
6 Pokopang	▼ 2	LINE/NHN Entertainment	Japan/South Korea	Puzzle
7 魔法使いと黒猫のウィズ (The World of Mystic Wiz)	▼ 1	COLOPL	Japan	
8 Farm Heroes Saga	▲ 1	King	United Kingdom	
9 몬스터 길들이기 (Monster Taming) for Kakao	▼ 2	CJ Group	South Korea	
10 Brave Frontier	▲ 1	gumi/Chukong	Japan/China	Role Playing/Action

勇者前線
Global
Top 10

GASH+ 樂點卡



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樂點卡大事紀

- 全台灣第一個完成小額付費的支付工具
- 突破一卡一遊戲內容，介接廣大合作夥伴
- 穩坐數位內容單一品項銷售王座逾十年
- 單月出貨量高達100萬張
- 首張雷射防偽點數卡



全台首發 橫跨iOS & Android平台 行動設備管理工具

- 安全免越獄支援雙平台
- 快速完成手機備份
- 輕鬆訂製手機鈴聲
- 海量APP下載



The image displays the iTools interface and its features. At the top, a monitor shows the iTools logo and a list of items. To the right, a smartphone is shown with a cartoon character named KANO holding a baseball bat. The text "備份及修復" (Backup and Restore) is displayed, along with "資料備份與修復超easy" (Data backup and restoration is super easy).

Below this, the "App自動分類" (App Automatic Classification) section is shown, with the subtitle "依照App類型自動進行分類" (Automatic classification by app type). It features three categories: "照片及攝影" (Photos and Photography) with icons for Instagram, iPhoto, and iPhoto; "遊戲" (Games) with icons for various games; and "音樂及影像" (Music and Video) with icons for K, LINE, YouTube, Music, and TV.

At the bottom, the "鈴聲製作" (Ringtone Creation) section is shown, with the subtitle "輕鬆製作或創造手機鈴聲" (Easy to create or create mobile ringtones). It features a smartphone with a cartoon character on the screen, surrounded by musical notes.

公司概況

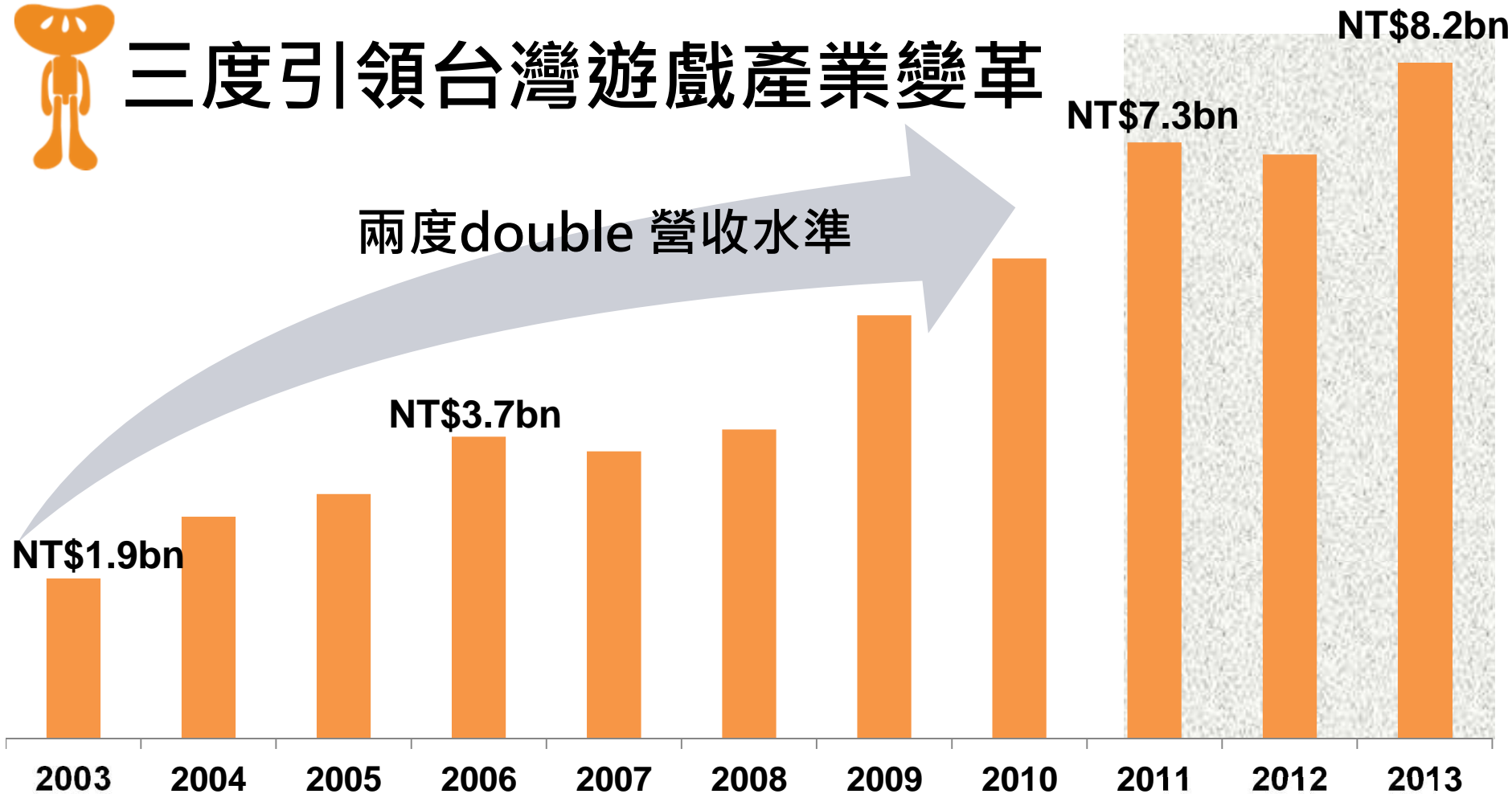


- Established in 1995
- Listed in 2002
- Ticker: 6180 TT
- Market Cap: US\$200M





三度引領台灣遊戲產業變革



天堂 2000

1. Offline → Massive Multiplayer Online (MMO)

2. Paid → Free to Play (F2P)



3. Diversified Genres



A necklace of orange, stylized crab-like charms is laid out on a dark wooden surface. The charms are arranged in a circular pattern, with a black circular logo in the center. The logo contains the word "Gamania" in orange text. Below the logo, the text "遊戲橘子集團" and "累積 & 蛻變" is displayed in white.

Gamania

遊戲橘子集團
累積 & 蛻變

營運動能

- 線上遊戲：
持續與國際大廠合作
新作鞏固競爭優勢



- 支付通路：
發揮國際資訊安全機制
廣拓多方業務

- 行動遊戲：
每月推出手遊新作
強力拓展市場

豐富多元的遊戲排程

		1Q14	2Q14	3Q14	4Q14
New Launches	PC Online	天堂 免服F2P	夢幻之星2	英雄三國	1款
	Mobile	每月推出新作			
Major Content Updates	PC Online	天堂 新楓之谷 絕對武力		天堂 新楓之谷 絕對武力	



1Q14台灣最賣座線上遊戲MMMO新作

天堂F2P免費伺服器版本



蛻變正在發生...



Q & A



免責聲明

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