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A Taxonomy of Mobile Game Business

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Introduction

- Digital Business
 - ☞ The most remarkable business in the 21 Century
 - ☞ Digital business products include
 - ☞ animation, games, music, movies, images, information, news et al.
 - ☞ Digital business has enabled organizations to create
 - ☞ new business models, new business processes and new business strategies

Introduction

- Game Business
 - ☞ One of the most representative forms of digital business
 - ☞ The purpose of this study is
 - ☞ to compare mobile games with other platform games
 - ☞ to examine existing studies related to the classification of mobile games
 - ☞ to develop a classification model for mobile games
 - ☞ to suggest a strategy for designing and running mobile game businesses

Theoretical Background

■ Overview of the Mobile Game

- ☞ Mobile game means
⇒ a game used by a user on a mobile device
- ☞ The entry barrier of the mobile game business is very low
⇒ because there is no distribution load and the period of game production is short.
- ☞ The profit margin for mobile game business is not guaranteed
⇒ due to the high marketing expenses and high competition counteracting the lower entry barrier

Previous Research on Game Business Classification

■ Previous Studies on Classification of the Mobile Game Business

Researcher	Classification Model	Classification Standard
Yoo (2001)	<ul style="list-style-type: none"> • Board • Competition • Shooting • Sports • Adventure • Role playing • Arcade • Simulation game • Machine-based game • Embedded game • Download game • Online game 	<ul style="list-style-type: none"> • Content type • Usage way • Wireless Internet Protocol • Mobile game genre
Machnes et al. (2002)	<ul style="list-style-type: none"> • WAP game • GYM (Game Virtual Machine) • KVM (Kilobyte Virtual Machine) • Simple type game • Classical game • Online multi-player game • PIPE type • PIPE-SALES type • PORTAL type • FULL PORTAL type 	<ul style="list-style-type: none"> • Relationship and the profit distribution form among customers, wireless network providers and game providers

Development of a Classification Model of the Mobile Game Business

■ Classification of the Mobile Game by a Service Type

Service Type of the mobile game	Description
Download type	<ul style="list-style-type: none"> • Once the mobile game is downloaded, the game performs only on the mobile phone without further network access. • The game can be used without additional fees after downloading the game.
Network type	<ul style="list-style-type: none"> • Network games perform online, are played with other users, like PC online games, and information is shared on-line. • Additional fees are incurred, depending on amount of data sent and received while accessing the wireless Internet.

Development of a Classification Model of the Mobile Game Business

■ Classification of the Mobile Game by the Information Fee

The information fee of the mobile game	Description
Capacity type	Charge for the information fee according to the specific amount of basic game data
Option type	Charge for the information fee by per game or per download of a selected additional option such as the download of a scenario or a map

Development of a Classification Model of the Mobile Game Business

Classification Model of the Mobile Game Business

The Mobile Game Business		A Service Type of the Mobile Game		
		Download Type	Network Access Type	
The Information Fee of the Mobile Game	Capacity Type	Capacity Download Type	Capacity Network Type	
	Option Type	Option Download Type	Option Network Type	

Characteristics of Four Types of the Mobile Game Business

Capacity Download Type

Mobile Game Business Type	Service type	Information fee	Features	Online/Offline	Additional Information Fee	Play type	Game	Success factor
Capacity Download Type	Download type	Capacity type	Classical Game Simple Game	Offline	Continuously use without Additional Information fee	Single player	Various genre	Utilizing know-how of the PC game and online game

Characteristics of Four Types of the Mobile Game Business

Option Download Type

Mobile Game Business Type	Service type	Information fee	Features	Online/Offline	Additional Information Fee	Play type	Game	Success factor
Option Download Type	Download type	Option type	Mobile optimum Game Various genre/Mini Game	Offline	Additional information fee occurs per download An option	Single Player	Risk playing games	Event Combat action type

Characteristics of Four Types of the Mobile Game Business

Capacity Network Type

Mobile Game Business Type	Service type	Information fee	Features	Online/Offline	Additional Information Fee	Play type	Game	Success factor
Capacity Network Type	Network type	Capacity type	Realtime Multi-play Wireless internet Game	Online	Continuously fee occurs by the amount of data when playing a game	Multi-player	Competitive board Shooting etc.	Promoting participation of many players

Characteristics of Four Types of the Mobile Game Business

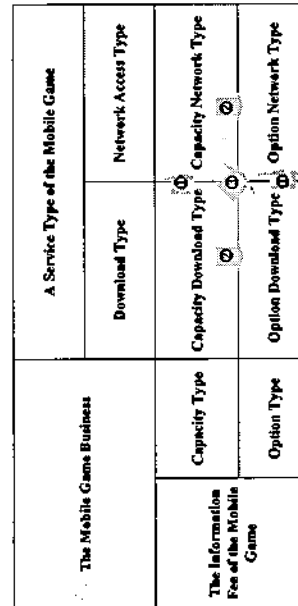
Option Network Type

Mobile Game Business Type	Service type	Information fee	Features	On-line/off-line	Additional Information Fee	Play Type	Genre	Success factor
Option Network Type	Network type	Option type	Event Combination type Option subscription type	On-line	Additional information fee occurs per game when downloading an option	Multi-player	Role playing Adventure etc.	High quality of contents

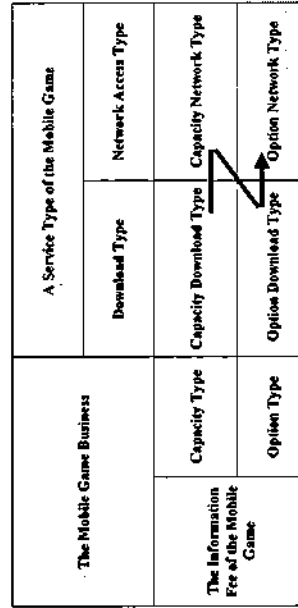
Characteristics of Four Types of the Mobile Game Business

Type Features	Capacity Download Type	Option Download Type	Capacity Network Type	Option Network Type
Service type	Download type	Download type	Network type	Network type
Information fee	Capacity type	Option type	Capacity type	Option type
Features	Simple game Classical game	Mobile option game Various profit based	Real-time multiplayer Wire and wireless Internet operating game	Event combination type Option selection type
On-line and off-line	Off-line operation	Off-line operation	On-line operation	On-line operation
Additional information fee	Continuously use without an additional information fee after downloading a game	An additional information fee occurs per download when downloading a scenario, a map or an option	Continuously a fee occurs by the number of times when playing a game	An additional information fee occurs per game when downloading a scenario, a map or an option
Type of play	Single-player (one person plays)	Single-player (one person plays)	Multi-player (two persons or more)	Multi-player (two persons or more)
Genre	Various genres	Role playing, simulation, etc.	Competition, board, shooting, etc.	Role playing, adventure, etc.
Success factor	Utilizing know-how of the game and the online Constructing a stable profit basis	Event combination type Repeat customer service	Promoting participation of many players Developing a creative multi-play game	Developing a game of a new genre High quality of contents High profit, but with risks

A Growth Strategy of the Mobile Game Business



A Road Map of the Mobile Game Business



Conclusion

- **This study attempts to provide**
 - ⇒ a Taxonomy of Mobile Games
 - capacity download type, option download type, capacity network type, option network type
 - ⇒ the Major Characteristics of the Four Type of Mobile Games
 - ⇒ a Growth Strategy for Mobile Games Businesses

Implications

- **This study proposes**
 - ⇒ a model of mobile game classification
 - ⇒ a theoretical basis for further research
- **Practical application**
 - ⇒ guidelines for organizations looking for appropriate ways of undertaking mobile game business
- **The conceptual framework**
 - ⇒ needs to be verified in practical circumstances