



BIDRICH ADs

Product Introduction

Game Media AD Platform

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BIDRICH is going to be in a fun commercial It provides fun and memorable advertisements for everyone Create a new world of advertising.



Vertical media networks specializing in games such as game communities and game webzines



Expose ads of interest to gamers to increase user ad interaction and effectively enhance brand value

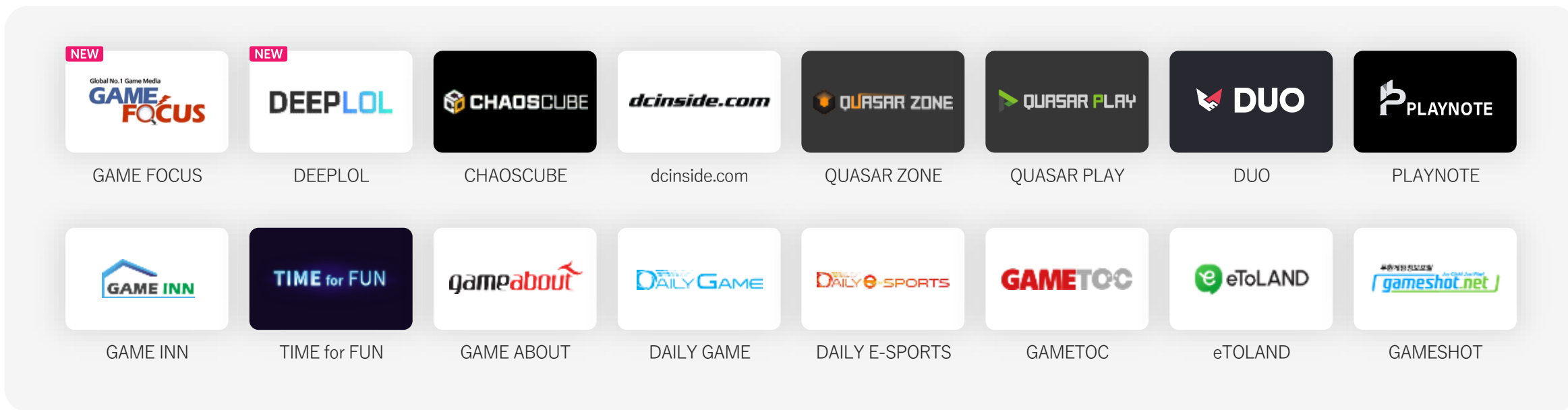


Apply 3D technologies such as HTML5, SVG, ECMA6
Provides high-quality advertisements in a variety of expressions such as skin type, 3D type, and experience type

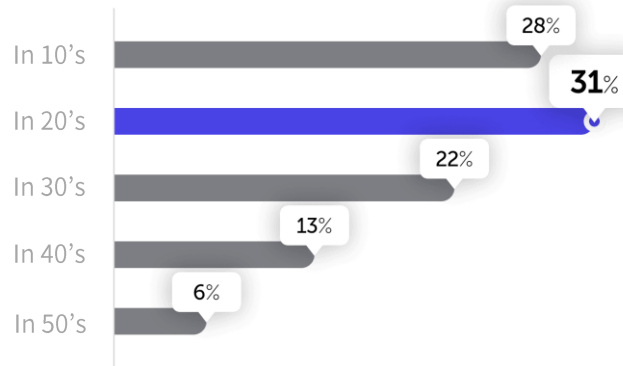


No.1 Game Community/Game Webzine/Game Media

We are joined by a media company that leads Korean game contents.

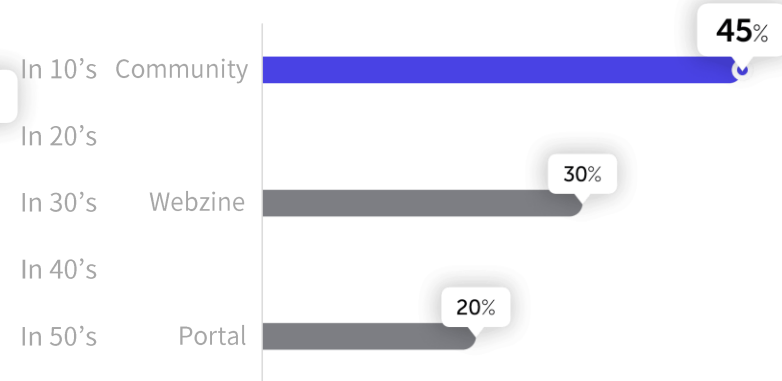


BIDRICH media can be joined or terminated.



Consumer Age

The main consumers of game content are 20's, The mainly used media tends to be highly loyal (High revisit rate, page views)

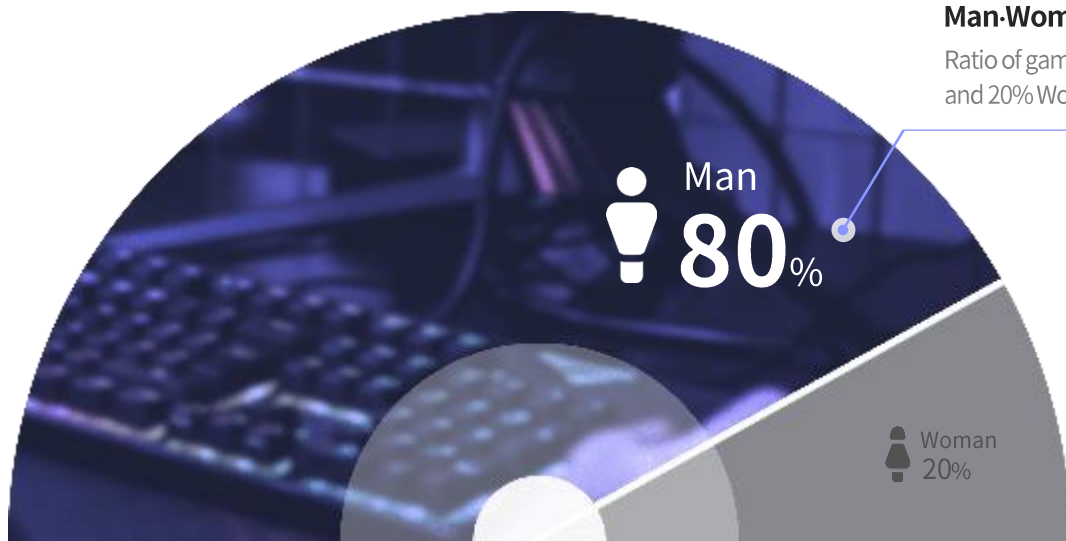


Access Site Propensity

In order to find and share the game information you are using Mainly using gaming communities, webzines, and portals

Man-Woman Ratio

Ratio of game Use 80% Men and 20% Women



MAU
About **73** million

Monthly Ad Count
About **1.8** million

Monthly PV
About **830** million

Man · Woman Ratio
Man **8:2** Woman

BIDRICH RICH MEDIA Advantage

Providing high-quality advertising

Increase brand awareness

Maximize User advertising participation

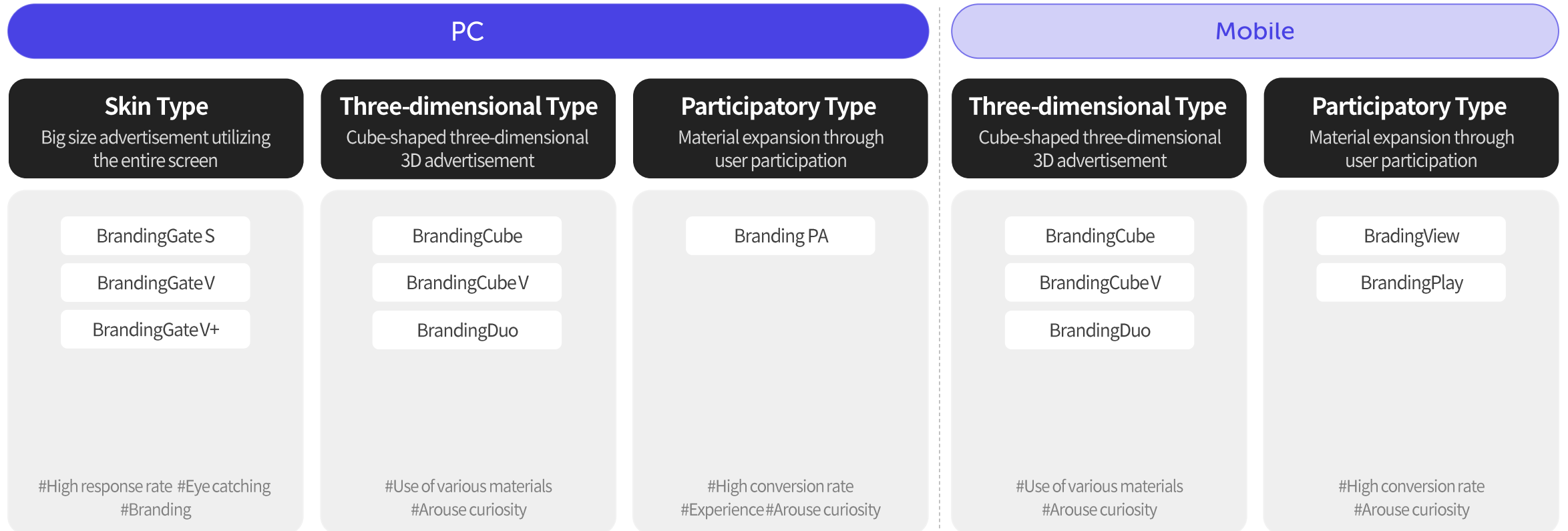
New technologies such as HTML5, SVG, ECMA6 and Applying advanced 3D technologies to banner advertisements
Made the banner richer
Skin type, three-dimensional type, participation type, etc.
in various multimedia ways
We provide high-quality advertising that has never existed before.
Vibrant and fun advertising exposure
It can effectively capture users' attention.

Rich media ads targeted at gamers are
Provide a memorable advertising experience for your potential customers.
Captivate users with creative advertising
Effectively convey your brand message
Improves brand value.
Not only branding, but also Securing primary target parameters for retargeting advertisements It has high value.

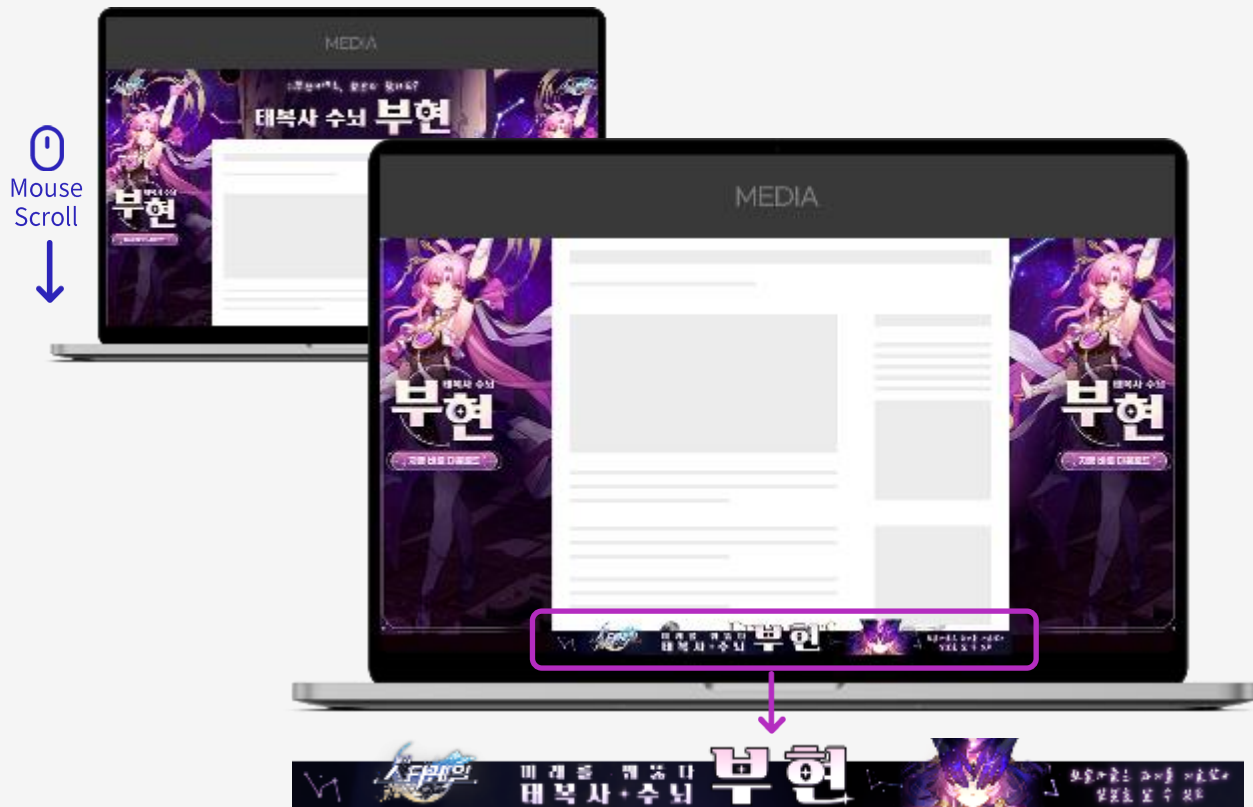
Rich media advertising in the form of multimedia
Possible to interact with users in various forms
Provides advertising.
Further improve user engagement with the brand
It can improve advertising efficiency.
BrandingGate advertising, a skin-type rich media product
The average CTR is around 5%, compared to general DA products
It boasts high efficiency.

BIDRICH RICH MEDIA

Experience various forms of rich media advertising that takes into account the characteristics of game users.



Skin Type



Progress Case



Honkai: Star Rail



Lineage W



THE FINALS



FC ONLINE



Black Desert



Maple Story

BrandingGate S

PC

Product Type

Skin-type banner packaged in the margin of the browser

Characteristics

Skinned banner packaged as advertising material in the margin of the browser

When the mouse scrolls, an additional band banner is displayed at the bottom area. (May vary by medium)

Effective branding is possible by widely exposing the banner in the form of a skin.

Expected CTR

3~5%

Material Information Only PC

Device	Size	Exposure Location	Progress Case
PC	1920*1080	Top, Left, Right	View Sample

[Check Product](#)

Skin Type



Progress Case



SUDDEN ATTACK



Mu Online



ArKnights



AION



Gersang



DEVILNOTE

BrandingGate V

PC

Product Type

Rich media banners (including videos) packaged in the margin of the browser

Characteristics

Rich media banner packaged with image and video material in the margin of the browser

When the mouse scrolls, the image exposed at the top is placed in the lower right area and is exposed fixedly. (May vary by medium)

Expected CTR

3~5%

Material Information Only PC

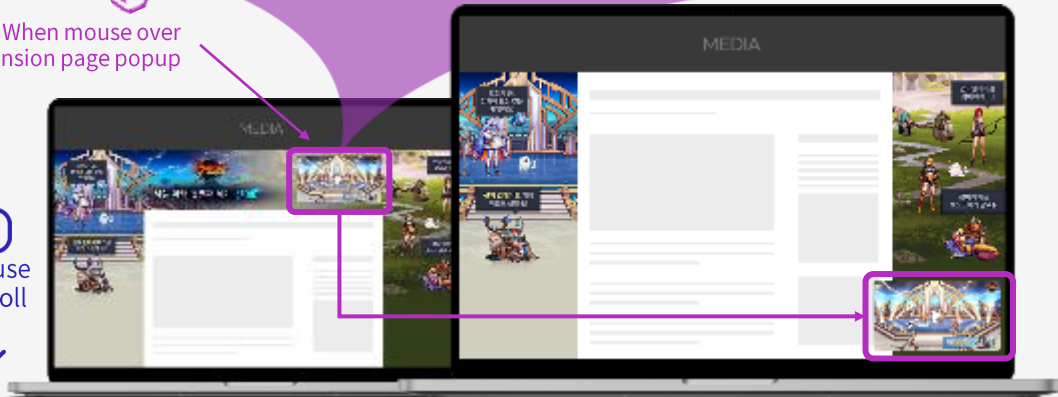
Device	Size	Exposure Location	Progress Case
PC	1920*1080	Check Product	Top, Left, Right View Sample

Skin Type



When mouse over
Video expansion page popup

Mouse
Scroll
↓



Progress Case



Dungeon & Fighter



Archeland

BrandingGate V+

PC

Product Type

Rich media banners (including videos) packaged in the margin of the browser

Characteristics

Rich media banner packaged with image and video material in the margin of the browser

When the mouse scrolls, the image exposed at the top is placed in the lower right area and is exposed fixedly. (May vary by medium)

When hovering over the video material, it expands to full screen and plays the video.

Expected CTR

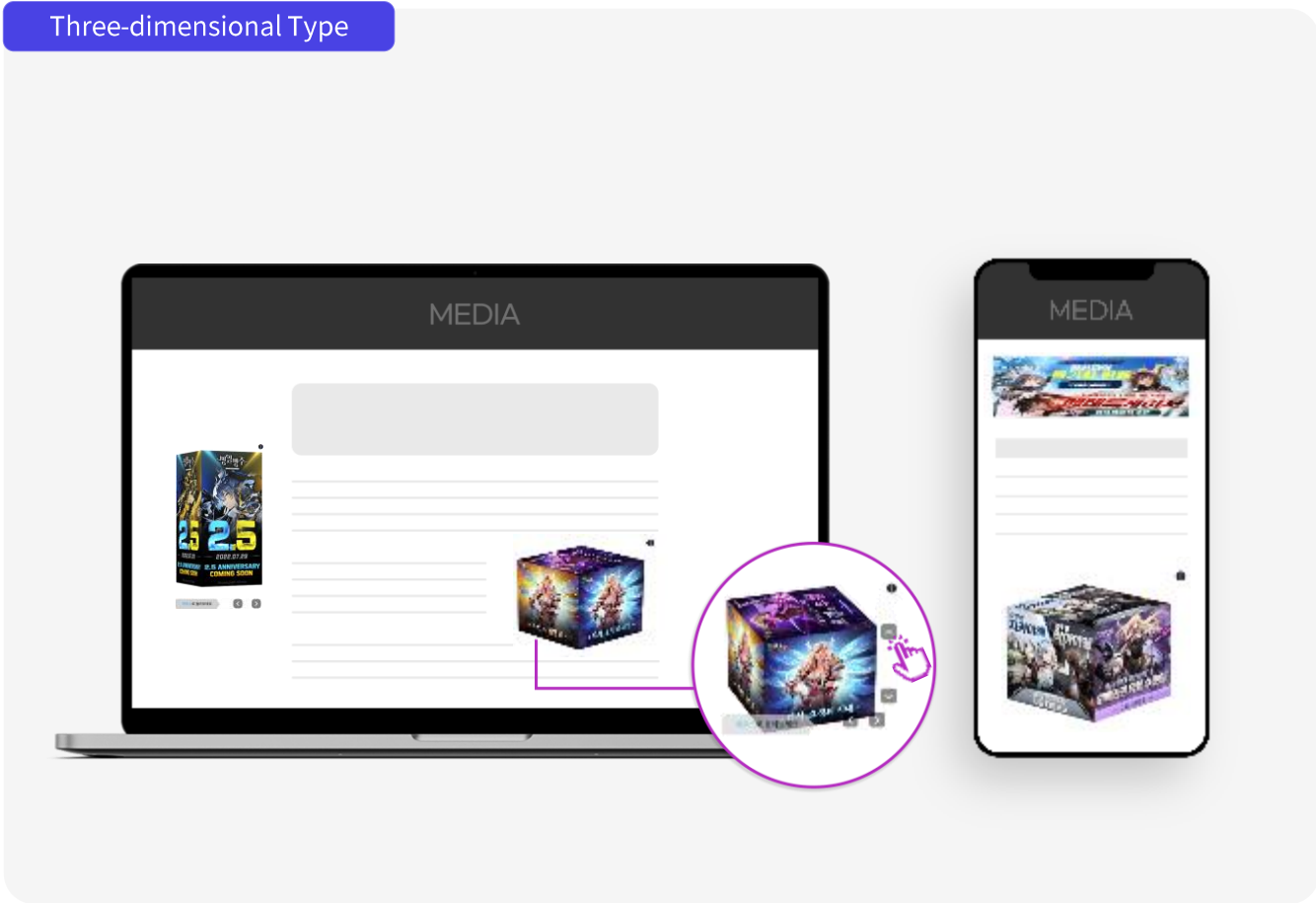
3~5%

Material Information Only PC

Device	Size	Exposure Location	Progress Case
PC	1920*1080	Top, Left, Right	View Sample >

Check Product >

View Sample >



Progress Case



DIABLO 4



Kingdom of the Winds



MABINOGI



LINEAGE2 M



Tales of pantheon



Black Desert

BrandingCube

PC

Mobile

Product Type

A three-dimensional active banner that rotates 360 degrees in the form of a 3D cube.

Characteristics

A 3D cube-shaped, 360-degree rotating active banner that allows viewing of advertising materials from multiple perspectives.

- 300*600: Advertising material can be viewed on 4 sides
- 300*250: Advertising material can be checked on 6 sides
- 320*100: Advertising material can be checked on 4 sides

A control button is created when the mouse is hovered over, and using the control button You can select and check materials on pages 4 to 6, and if you move more than 8 times, you will be moved to the landing page.

Expected CTR

PC : 0.05 ~ 0.15% / Mobile : 0.1 ~ 0.2%

Material Information

Device	Size	Exposure Location	Progress Case
PC	300*600	Left, Right	View Sample >
	300*250	Middle	View Sample >
Mobile	300*250	Middle	View Sample >
	320*100	Top, Bottom	View Sample >

Three-dimensional Type



Progress Case



BrandingCube V

PC

Mobile

Product Type

A three-dimensional active banner in the form of a 3D cube that rotates 360 degrees (including video)

Characteristics

A 3D cube-shaped, 360-degree rotating active banner that allows viewing of advertising materials from multiple perspectives.

- 300*600: Advertising material can be viewed on 4 sides
- 300*250: Advertising material can be checked on 6 sides

A control button is created when the mouse is hovered over, and using the control button

You can select and check materials on pages 4 to 6, and if you move more than 8 times, you will be moved to the landing page.

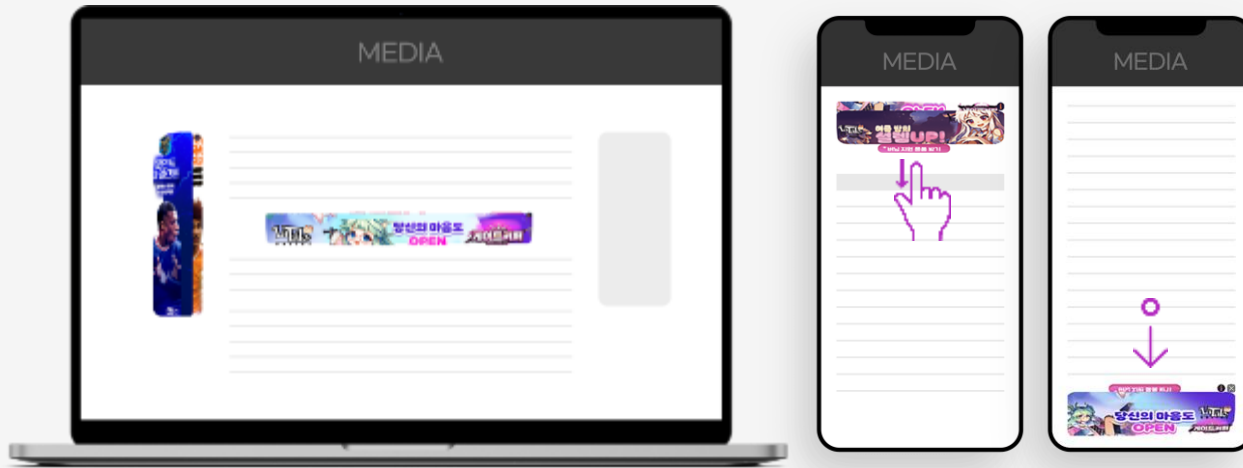
Expected CTR

PC : 0.05 ~ 0.15% / Mobile : 0.1 ~ 0.2%

Material Information

Device	Size	Exposure Location	Progress Case
PC	300*600	Left, Right	View Sample
	300*250	Middle	View Sample
Mobile	300*250	Middle	View Sample

Three-dimensional Type



Progress Case



Black Desert MO



LANGRISSERxGintama



Eversoul



LAST CLOUDIA



Path To Nowhere



NIKKE

BrandingDuo

PC

Mobile

Product Type

Parallax active banner that rotates 360 degrees in 3D shape

Characteristics

Constant rotation exposes two sides of material in a lively three-dimensional form
In the case of mobile, the top exposure banner is placed in the bottom area as the page scrolls, providing fixed exposure.

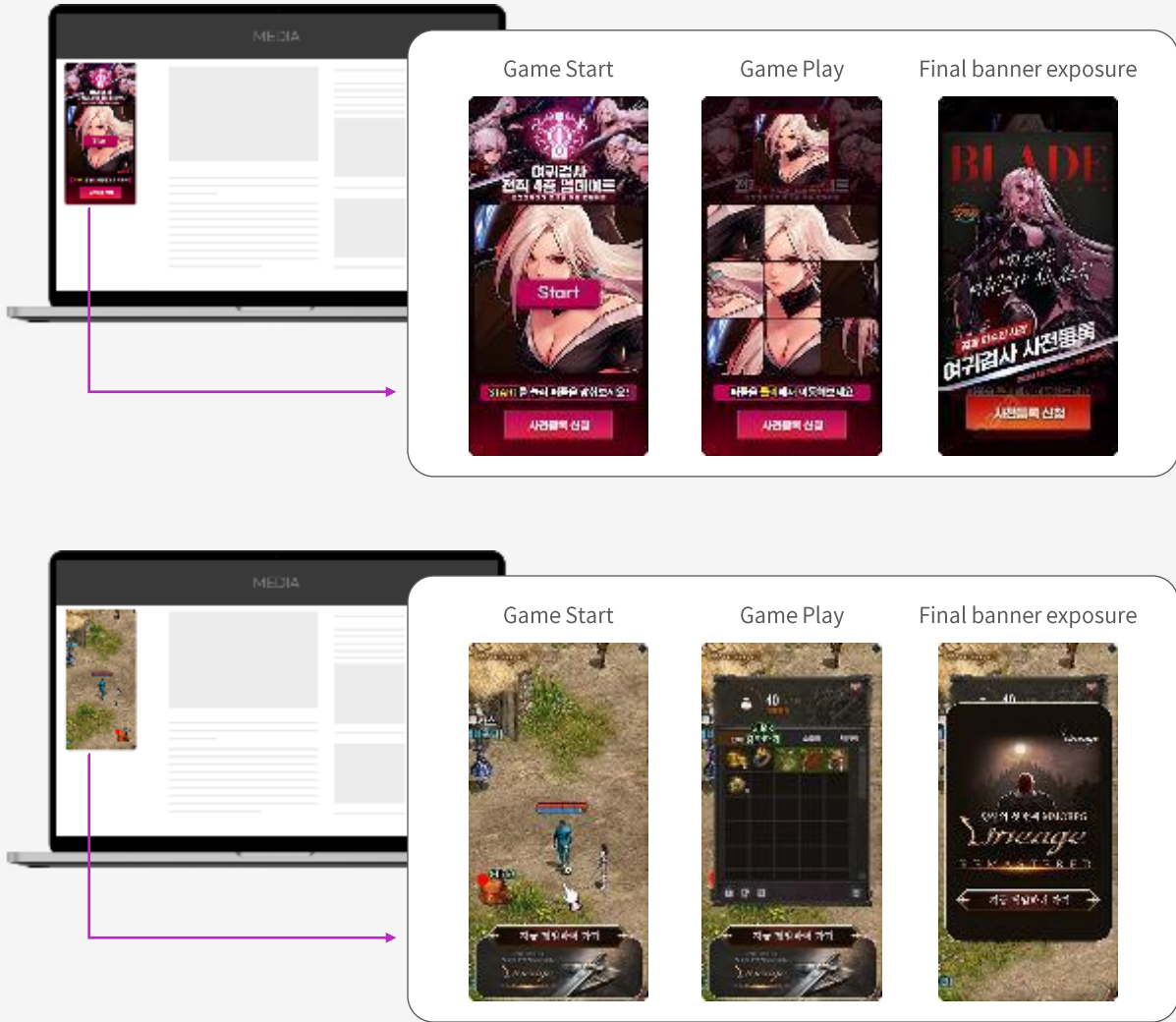
Expected CTR

PC : 0.05 ~ 0.15% / Mobile : 0.1 ~ 0.2%

Material Information

Device	Size	Exposure Location	Progress Case
PC	160*600	Left, Right	View Sample >
	728*90	Top	View Sample >
Mobile	320*100	Top, Middle, Bottom	View Sample >

Participatory Type



PC

BrandingPA (playable AD)

Product Type

Playable Ads for PC

Characteristics

- Experience the game within an ad without installing the game
- Effective in maintaining user engagement
- Effective eye catching and delivery of various advertising messages through lively three-dimensional advertising exposure

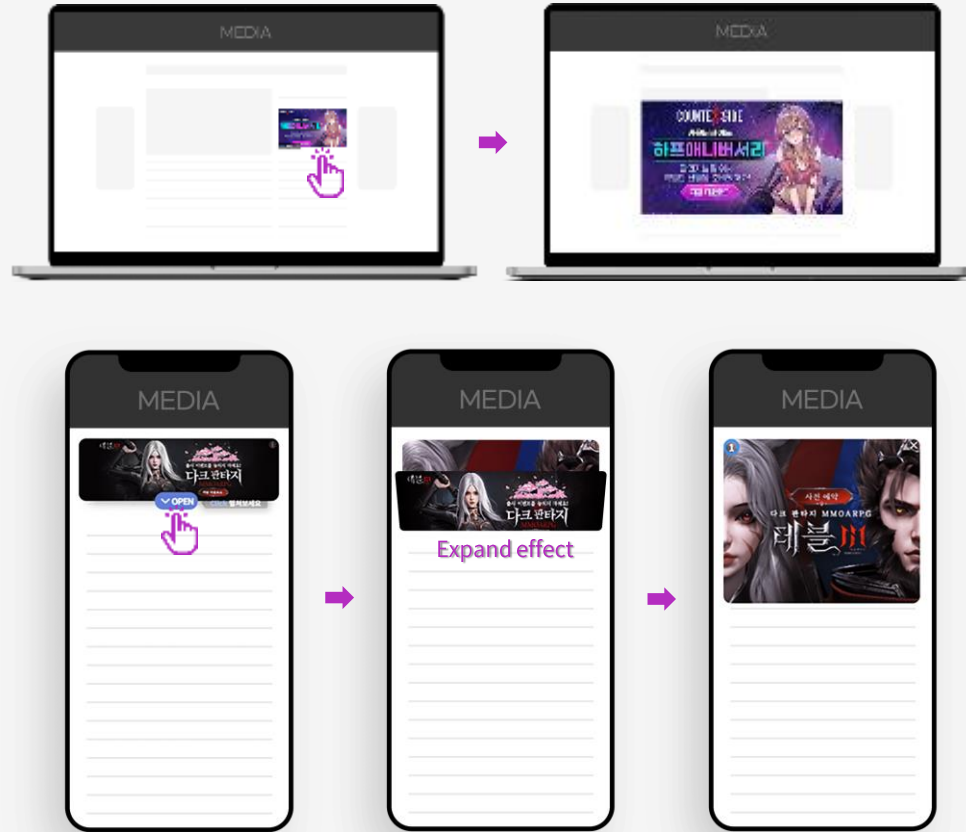
Expected CTR

0.05 ~ 0.15%

Material Information Only PC

Device	Size	Exposure Location
PC	300*600	Check Product > Left, Right

Participatory Type



집행 사례



LINEAGE2 M

BrandingView

PC

Mobile

Product Type

Participatory banner that can be expanded and exposed according to user response

Characteristics

When you click the 'Open' 3D button at the bottom of the top banner, an expandable banner is exposed

Maintain mobile and tablet responsive ratio (up to 960*300)

If you stay on the expandable banner for more than 3 seconds, you will be automatically moved to the advertisement page.

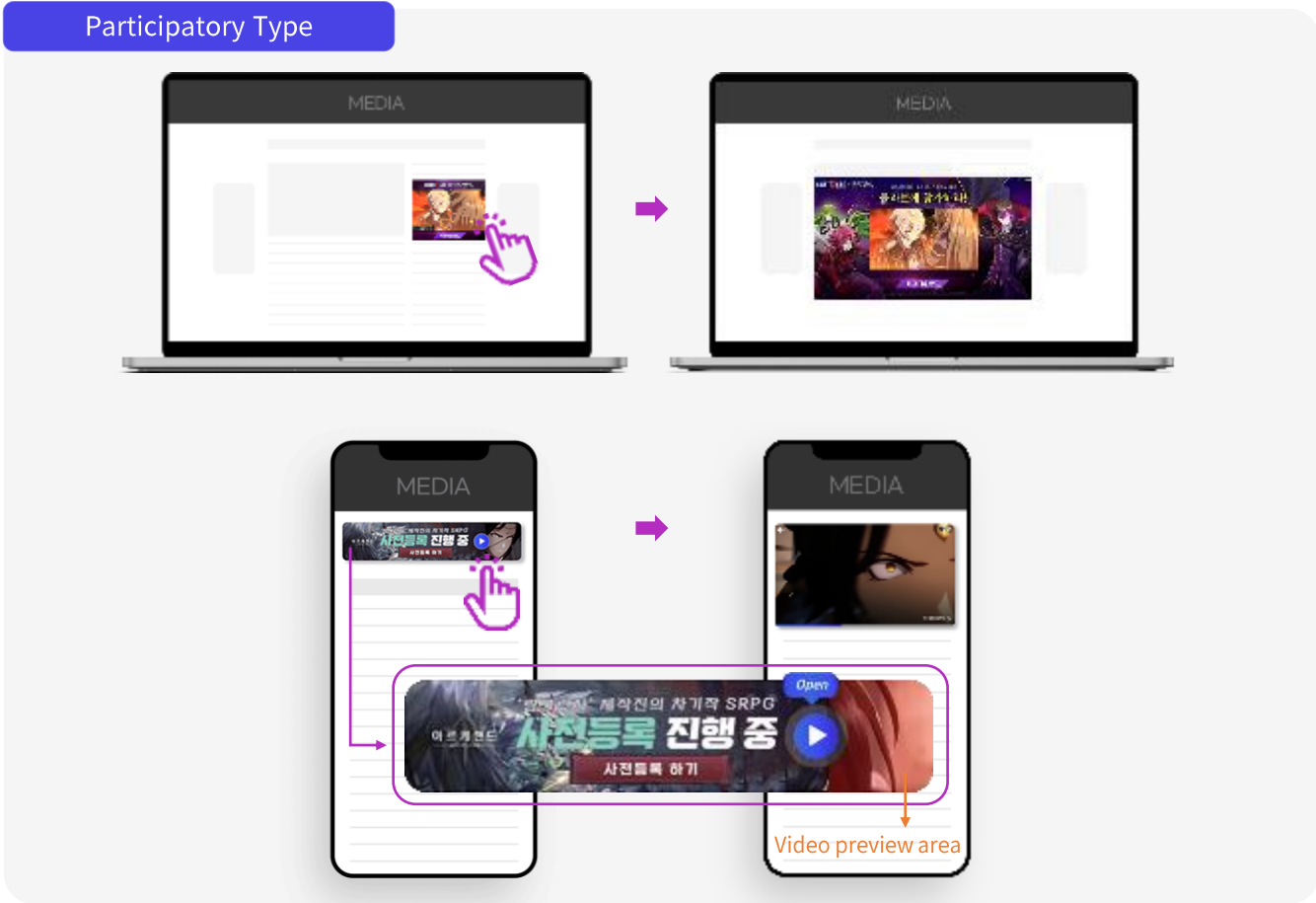
Effective brand message delivery through user-interactive advertising exposure

Expected CTR

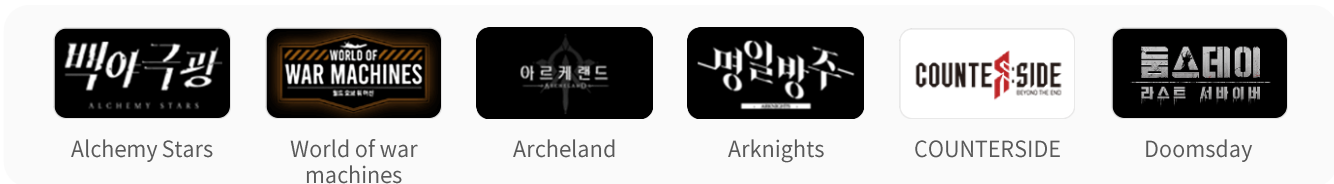
0.1 ~ 0.2%

Material Information

Device	Size		Exposure Location
PC	16 : 9 3 : 2.5	Check Product	Middle
Mobile	320*100	Check Product	Top, Middle



Progress Case



BrandingPlay

PC Mobile

Product Type

Participatory banner that can be expanded and exposed according to user response (including video)

Characteristics

When you click the 'Open' 3D button in the top banner, an expandable banner is displayed.

Maintain mobile and tablet responsive ratio (up to 960*300)

If you stay on the expandable banner for more than 3 seconds, you will be automatically moved to the advertisement page.

Effective brand message delivery through user-interactive advertising exposure

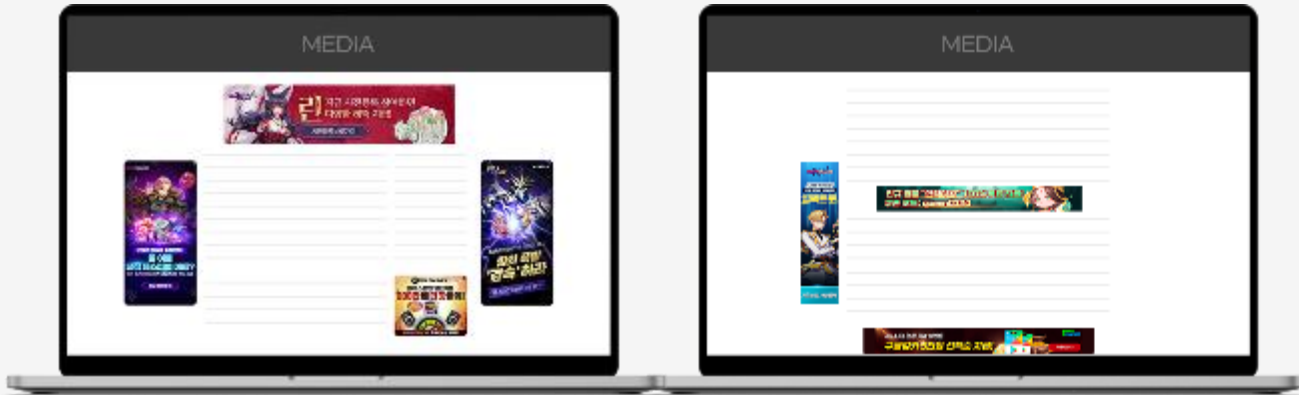
Expected CTR

0.1 ~ 0.2%

Material Information

Device	Size	Exposure Location	Progress Case
PC	16 : 9 3 : 2.5	Check Product >	Middle
Mobile	320*100	Check Product >	Top, Middle View Sample >

General Type



Progress Case



FCAONLINE



ROM



Dragonheir: Silent Gods



THE FINALS



Black Desert



BRAUN

BasicBanner PC PC

Product Type

BasicBanner

Characteristics

Advertising exposure at a reasonable price within gaming communities, gaming webzines, and gaming media networks

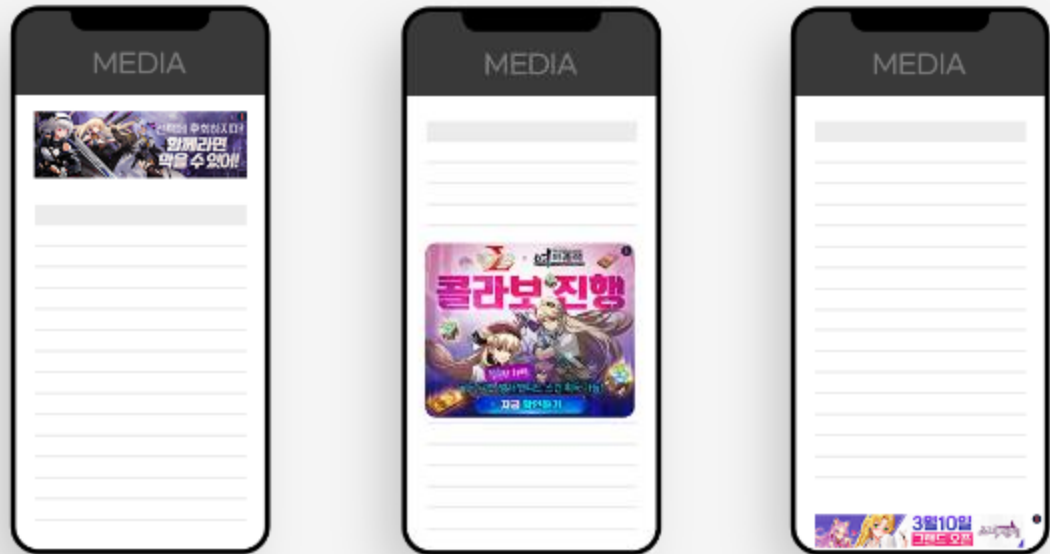
Expected CTR

0.05 ~ 0.15%

Material Information

Device	Size	Exposure Location	Progress Case
PC	970*250	Top	View Sample >
	300*250	Middle	View Sample >
	728*90	Middle	View Sample >
	300*600	Left, Right	View Sample >
	160*600	Left	View Sample >
	970*90	Bottom	View Sample >

General Type



Progress Case



LINEAGE2 M



DIABLO IMMORTAL

Dungeon & Fighter
Mobile

SUDDEN ATTACK



Black Desert MO



LINEAGE M

BasicBanner M

Mobile

Product Type

BasicBanner

Characteristics

Advertising exposure at a reasonable price within gaming communities, gaming webzines, and gaming media networks

Expected CTR

0.05 ~ 0.15%

Material Information

Device	Size	Exposure Location	Progress Case
	320*100	Top	View Sample >
Mobile	300*250	Middle	View Sample >
	320*50	Bottom	View Sample >

1 AD Inquiry

- Advertiser
- Agency
- Rep
- Campaign
- Period
- Budget (excluding VAT)
- Device exposure ratio (PC / MO)
- Advertising creative type (Image, Video)

Please inquire about advertising with the above information.
sale@gougoi.com



2 Media Mix Delivery

Mix BIDRICH advertising products according to campaign purpose



3 AD Booking

If you request a booking along with confirming the media mix, We will send you the application form (I.O) after completing it.
The final campaign booking is based on an application form signed by both companies.
It is carried out based on this.

4 Create an AD Account

After setting up the campaign, you can check the report
Provide your account information.



5 Pay for AD



6 AD Live

Q What is the advertising charging method and minimum execution amount?

BIDRICH's advertising charging method is CPM.

*The minimum execution amount for a game campaign is 10 million won (excluding VAT).

*The minimum execution amount for non-game campaigns is 5 million won (excluding VAT).

Q What is the minimum ad execution period?

Minimum advertisement execution is possible from 7 days.

(However, if a separate execution schedule is required, please consult with the person in charge.)

Q Are there any BIDRICH targeting options?

There are no separate targeting options. However, 1040 men/games/PC/hardware, etc. games and By targeting specialized community media, advertisements can be sent to more than 80% of male users.

Q What is the advertising penalty policy?

If the contract is terminated at the advertiser's unilateral request during the advertising process the remaining advertising fee will be paid. 20% of the remaining advertising cost must be paid as a penalty, calculated prorated based on the published unit price.

In case of booking cancellation or budget reduction, a 10% penalty will be charged.

(However, no penalty will be incurred if booking is canceled 1 week prior to the live event / 7 business days prior to the start of the campaign.)

Q How many times can I roll the material and change the material?

Up to 3 materials can be rolled per campaign. The material can be replaced once a week.

(However, if additional material replacement is required, please consult with the campaign manager.)

Please submit campaign materials at least 3 business days prior to the start date.

Q Is it possible to run ads for people over 19 years old?

Content that violates current laws cannot be advertised. Sensational/obscene, violence/horror/vulgarity/disgust/disgust, Infringement of the rights of others, false/exaggerated/deceptive/comparative/slandorous, medical advertisements that have not been reviewed, etc., etc.

by government agencies and agencies. Certain advertisements may be restricted based on key recommendations from relevant associations/organizations. Please consult with a BIDRICH representative before requesting a quote to determine whether advertising can be executed.

BIDRICH

Thank you

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 **GOUGOU**