

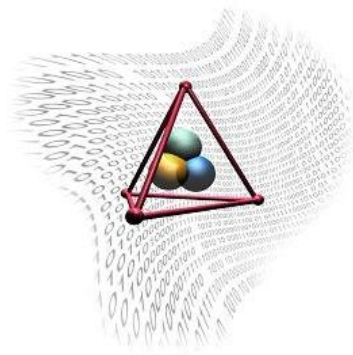
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HELSINKI MOBILITY  
ROUNDTABLE

June 1, 2006



The Diffusion of  
Networked Gaming in the  
United States and Korea

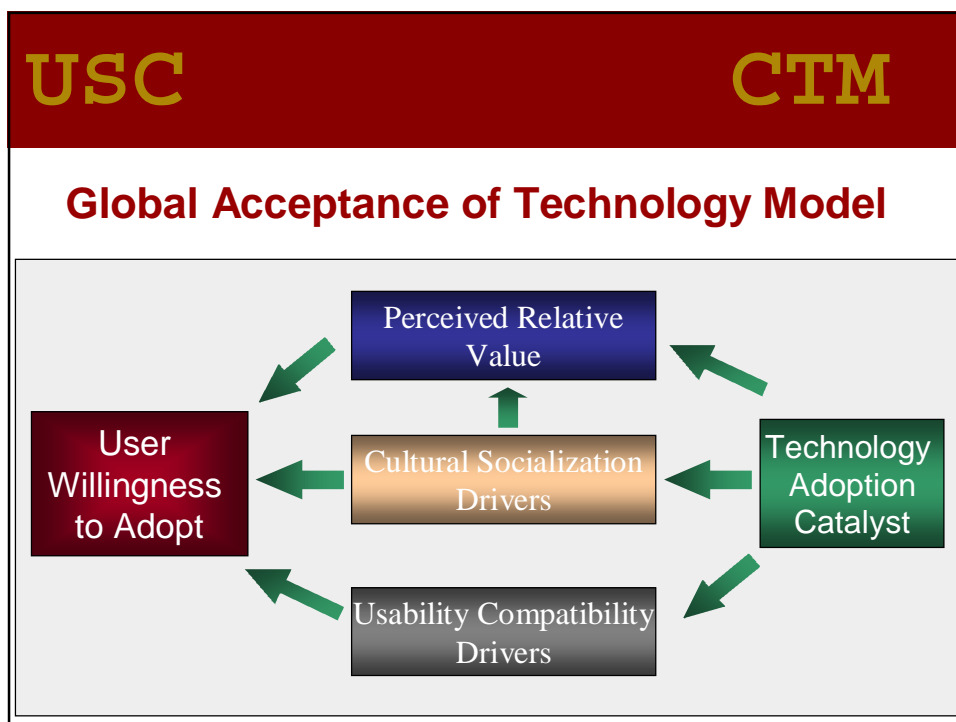
Mark Hillebrandt  
Elizabeth Fife  
Chung Kim  
Francis Pereira

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## **Agenda**

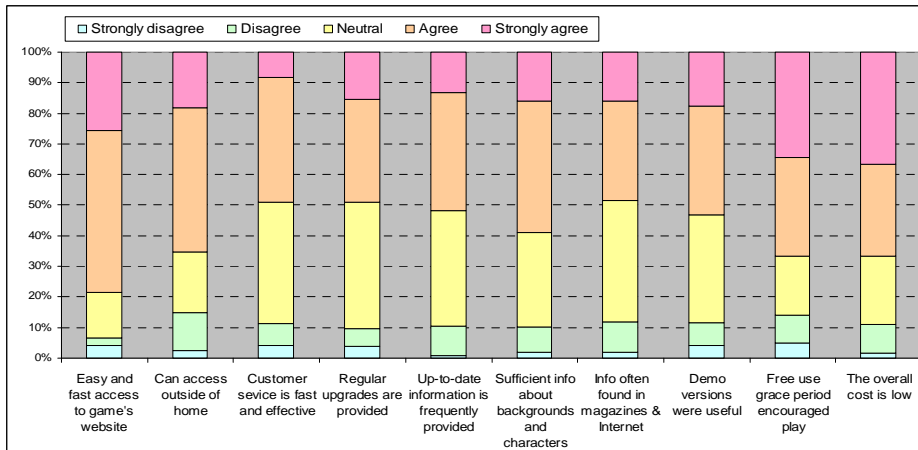
- Overview
- Introduction to the GAT Model
- Results Summary
- Conclusions



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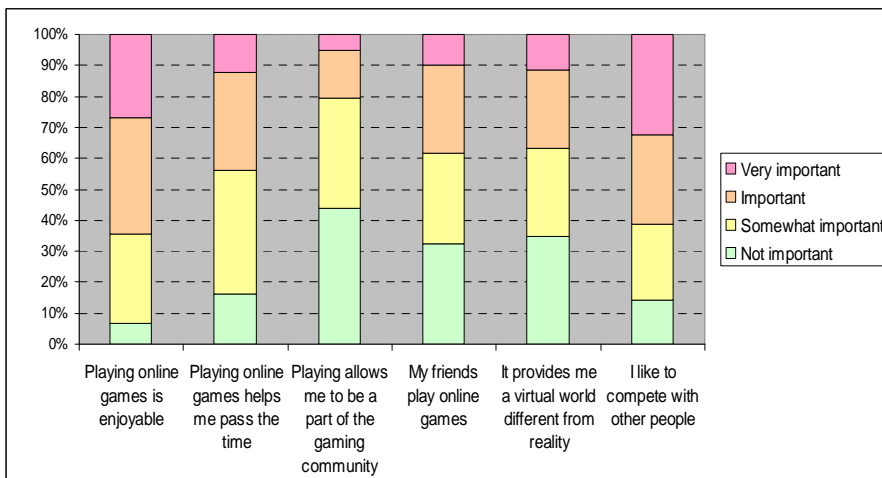
**To what extent do you agree or disagree with the following statements about the gaming community associated with this game? (U.S.)**



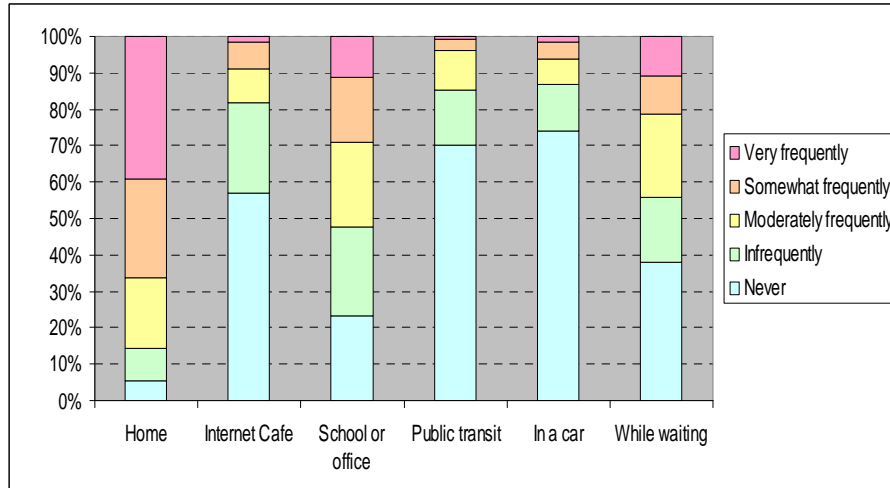
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**Why play networked games? (U.S.)**



### Frequency of play in various locations/situations (U.S.)



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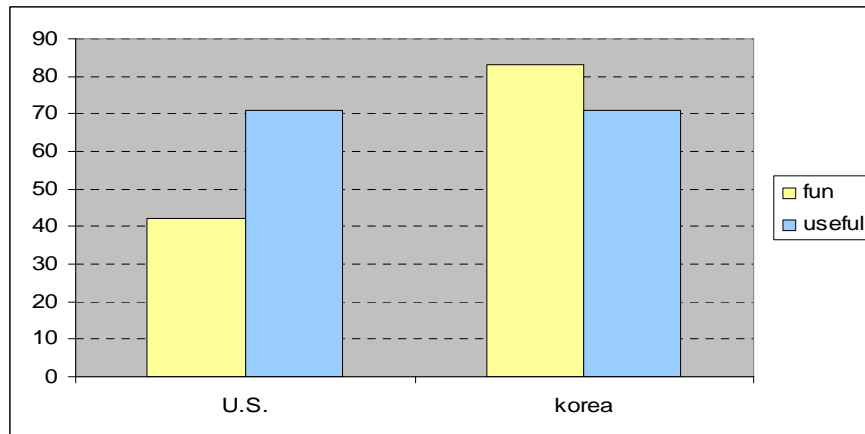
Model for “average duration of play per day”  $R^2 = 0.23$

Attributes	Beta	SD	P-value
I play online games at home	-0.642	0.110	< 0.0001
I play online games at school or work	0.262	0.101	0.0280
I play online games at internet cafes	0.357	0.162	0.0294
I play online games while using public transportation	-0.292	0.154	0.0402

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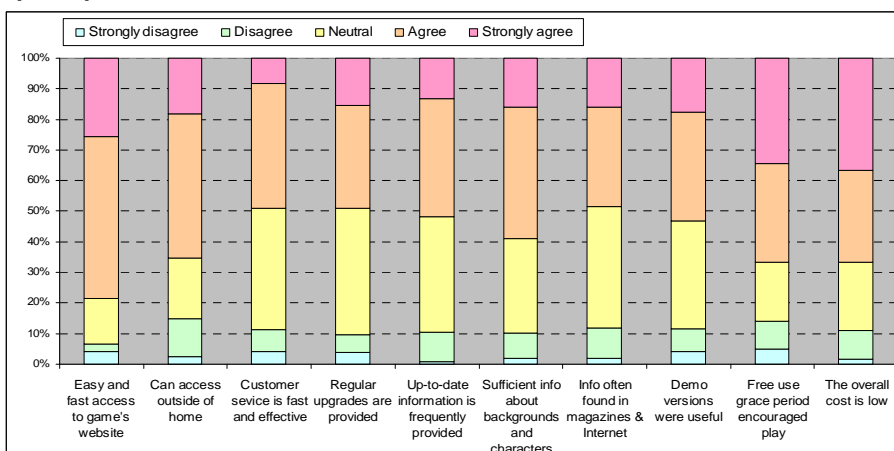
## Fun vs. Functional (U.S. and Korea)



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## Important Characteristics for Subscribing to Online Games (U.S.)



## Model of “Willingness to buy games from a particular company” (Korea)

Model for the “willingness to buy games from a particular company” $R^2 = 0.700$			
Attributes	Beta	SD	P-value
Constant	0.342	0.055	0.0005
I like to talk to other people about my experience with this game	0.482	0.027	< 0.0001
This game is a hot subject of conversation among many people	0.188	0.025	0.0078
I don't think much effort is needed to learn how to play this game	0.198	0.024	0.0157

## GAT Model & Adoption of networked mobile gaming in the U.S. & Korean markets

	Korea	U.S.
Cultural-Socialization Drivers	High Intensity	Moderate Intensity
Usability-Compatibility	High Intensity	Moderate Intensity
Perceived Relative Value	High Intensity	Moderate Intensity
Technology Adoption Catalyst	High Intensity	Moderate Intensity

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### **GAT Model Insights**

**Unique cultural and technological factors explain success of networked games in Korean market**

U.S. market has different modes of usage for mobile technology and less structured environment for communications and game technology

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### **GAT Model Insights**

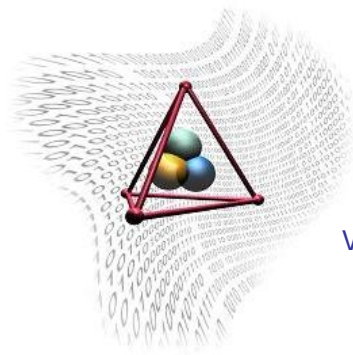
Unique cultural and technological factors explain success of networked games in Korean market

**U.S. market has different modes of usage for mobile technology and less structured environment for communications and game technology**

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