Vietnamese Service of Flyff Commercialized


1. Overview of Flyff
Flyff is currently provided in the U.S., Europe, Japan, Korea, Taiwan, China, Hong Kong, Thailand, the Philippines, and some South American countries. The Vietnamese service will be run by VDC-Net2E, a local partner which Aeonsoft signed with in March 2009. VDC-Net2E is a subsidiary of Vietnam Data Communications Company (VDC), Vietnam's leading internet service provider. It runs an extremely popular portal which boasts 2.3 million registered users and an average CCU of 10,000.

In Vietnam, services such as this one require government approval prior to launch, so the waiting period was put to good use by conducting two open beta tests. The full commercial service was launched on July 22, following the completion of these tests and receipt of approval.

Vietnam's online games market was estimated at 20 million USD in 2006, 50 million USD in 2007, and is projected to reach 80 million USD in 2010. The rapid growth of the number of companies working in the sector also shows that the market has great promise, with 83 in 2007 up from 10 in 2002.

2. Future Efforts
The Gala Group will continue to license out its games, license quality games from outside developers, and expand both the development and publishing aspects of its online games business.

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