

Abstract

The aim of this thesis is to analyze Korean gaming industry with a focus on online games and to outline future possible path where the industry may go.

For better orientation in the field I explain major terms and global gaming situation. I continue with a history of Korean gaming, major games themselves and the role they played on the bigger scene.

The other part is focused on localization of Korean games in regions of North America and Europe and also shows South Korea as a pioneer in the field of global eSports.

Keywords

MMO, online games, NCsoft, Nexon, eSports, mythology of games, World of Warcraft, korean games, adaptation