



2017년 7월 17일 (월)

[Anlyst]

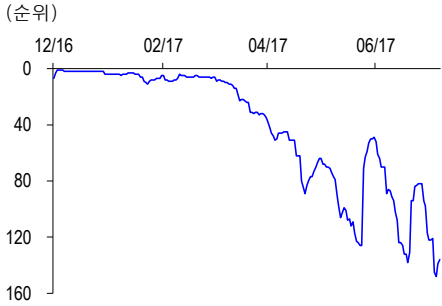
이문종 | 신한금융투자 인터넷/게임

☎ (02) 3772-1586

✉ mj1224@shinhan.com

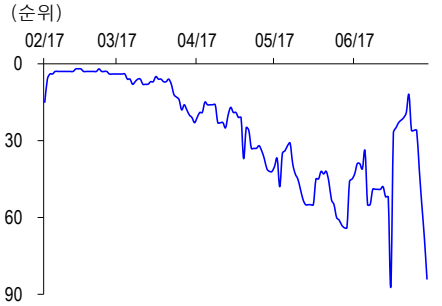
# 인터넷/게임 Daily

## 리니지 레드나이즈 (엔씨소프트)



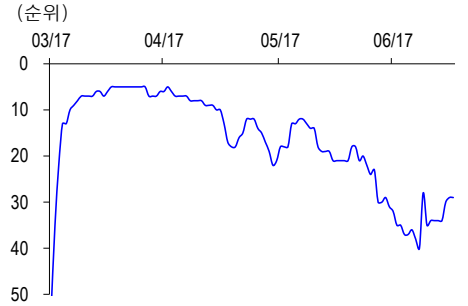
자료: Appannie, 신한금융투자

## 파이널 블레이드 (엔씨소프트)



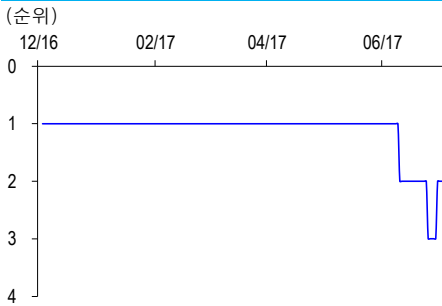
자료: Appannie, 신한금융투자

## 프로야구 H2 (엔씨소프트)



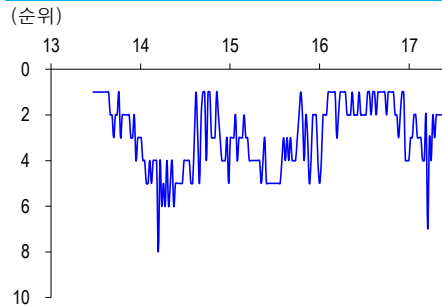
자료: Appannie, 신한금융투자

## 리니지2 레볼루션 (넷마블게임즈)



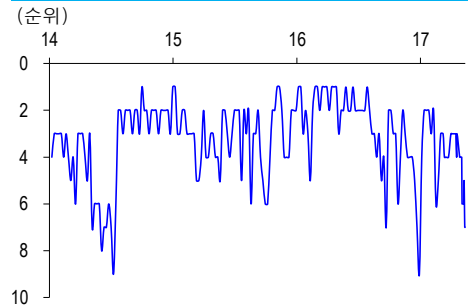
자료: Appannie, 신한금융투자

## 모두의 마블 (넷마블게임즈)



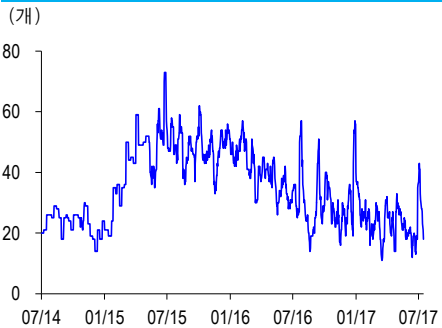
자료: Appannie, 신한금융투자

## 세븐나이즈 (넷마블게임즈)



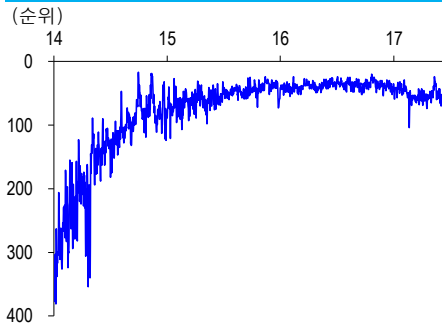
자료: Appannie, 신한금융투자

## 서머너즈워 10위권 국가 개수 (컴투스)



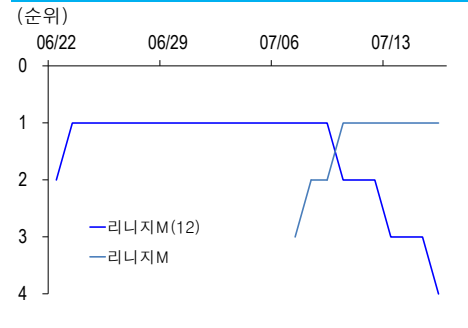
자료: Appannie, 신한금융투자

## 더블유카지노 미국 iOS 순위 (더블유게임즈)



자료: Appannie, 신한금융투자

## 리니지M (엔씨소프트)



자료: Appannie, 신한금융투자

## 인터넷/게임 주요 뉴스

**"페이스북, 20만원대 독립형 VR 헤드셋 내년 출시"**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=277&aid=0004033828>

**네이버·라인, 시스피커 日 예약 시작.. "韓 계획 아직 無"**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=018&aid=0003873980>

**2017 지스타 11월 16일부터 4일간 개최**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=226&aid=030&aid=0002624619>

**카카오, 다음에 '폼폼히 본 뉴스' 섹션 개설**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=226&aid=030&aid=0002624620>

**간편결제 '빅3' 재편 신호탄...페이코, 카카오페이 바짝 추격**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=226&aid=015&aid=0003796062>

**카카오모빌리티 8월 1일 공식 출범**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=226&aid=030&aid=0002624855>

**온라인게임 결제한도 규제, 이번엔 풀릴까?**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=229&aid=008&aid=0003904551>

**'리니지'가 마지막 방어선...심상치 않은 외산 모바일게임들**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=229&aid=138&aid=0002052509>

**[J report] 구글·페북이어 텐센트까지... IT 공룡들, 온라인 유통 진격**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=230&aid=025&aid=0002736422>

**모바일게임 넷마블 독주 깬 엔씨, 마케팅 전략 결정적 차이?**

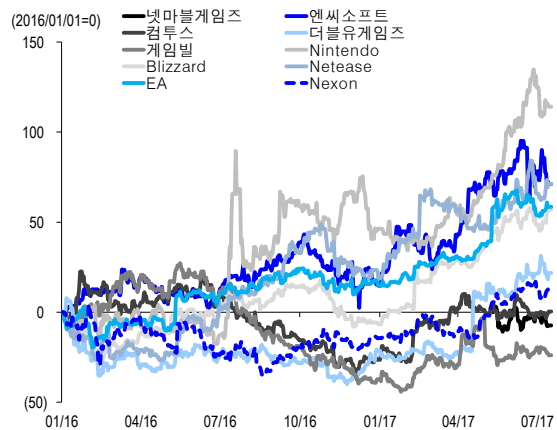
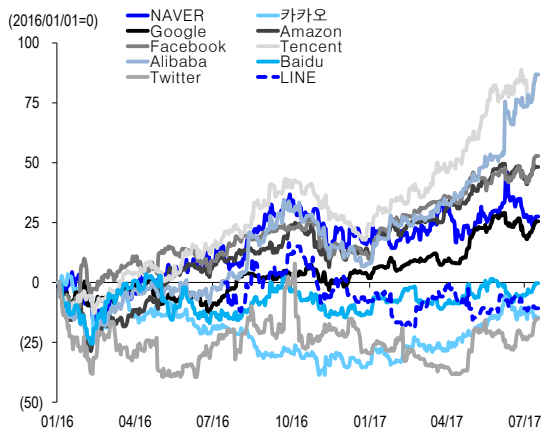
<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=105&sid2=230&aid=029&aid=0002412791>

# 인터넷/게임 Global Peers Valuation

TICKER	시가총액 (십억원)	증가	1D	5D	1M	3M	6M	1Y	YTD	PER (배)		PBR (배)		ROE (%)		
										17F	18F	17F	18F	17F	18F	
NAVER	035420 KS	27,655.7	839,000.0	1.1	0.1	(5.9)	6.9	5.5	17.2	8.3	29.2	24.0	5.7	4.6	22.6	22.1
카카오	035720 KS	6,710.3	99,000.0	(0.9)	(2.6)	(3.8)	11.1	20.9	5.0	28.6	48.3	41.2	1.9	1.8	3.9	4.4
Google	GOOGL US	754,019.1	976.9	0.8	3.8	1.9	16.3	17.6	32.8	23.3	23.2	20.3	4.2	3.6	14.8	15.1
Amazon	AMZN US	540,481.8	1,001.8	0.1	2.4	1.4	13.2	22.6	36.2	33.6	82.5	58.0	18.4	13.5	19.7	23.1
Facebook	FB US	523,345.4	160.0	0.4	5.6	6.2	14.8	24.6	36.9	39.0	29.1	23.0	6.3	5.1	24.0	24.3
Tencent	700 HK	390,314.6	284.8	0.1	5.9	4.5	23.5	44.1	54.1	50.1	39.4	30.4	10.2	7.8	28.3	28.0
Alibaba	BABA US	438,918.0	151.8	1.5	6.6	12.6	37.8	57.7	86.9	72.9	43.5	32.8	9.4	7.3	19.4	20.2
IBM	IBM US	163,562.0	154.2	0.4	0.9	(0.7)	(9.0)	(7.8)	(3.5)	(7.1)	11.3	11.1	7.1	6.6	63.5	64.2
BAIDU	BIDU US	73,822.4	188.6	0.9	3.9	8.4	9.2	6.8	15.9	14.7	33.3	24.2	4.2	3.6	12.3	15.3
YAHOO JP	4689 JT	28,207.3	494.0	(0.8)	1.4	5.8	(3.7)	6.7	8.6	10.0	20.6	20.3	3.0	2.7	15.0	13.4
SNAP	SNAP US	20,323.1	15.3	(2.7)	(11.1)	(12.9)	(24.4)	-	-	(37.6)	-	-	6.8	8.2	(65.1)	(30.7)
Twitter	TWTR US	16,201.3	19.6	1.7	9.0	17.8	37.3	13.9	8.6	20.5	60.4	49.3	3.1	3.0	5.2	7.2
Yandex	YNDX US	11,541.4	31.6	(0.2)	20.5	23.7	39.0	47.1	47.6	57.1	38.2	29.2	6.4	5.2	18.1	20.4
Line	3938 JT	8,519.6	3,875.0	(0.1)	0.8	(4.2)	(2.0)	(5.9)	(10.8)	(3.4)	62.7	41.3	4.8	4.3	8.2	10.4
넷마블게임즈	251270 KS	12,369.0	145,500.0	0.3	(6.1)	(4.3)	-	-	-	-	21.6	17.8	3.4	2.9	24.5	19.0
엔씨소프트	036570 KS	7,996.8	364,500.0	(0.8)	(7.8)	(10.6)	1.4	29.7	42.7	47.3	19.5	14.5	3.6	3.0	19.7	22.4
컴투스	078340 KS	1,529.8	118,900.0	1.3	0.8	(2.5)	(4.8)	34.0	(1.9)	36.4	9.5	8.4	1.9	1.6	22.7	21.1
더블유게임즈	192080 KS	1,078.5	61,800.0	3.0	(4.0)	2.0	52.0	65.7	58.5	55.1	12.8	9.6	2.3	1.8	19.6	22.2
게임빌	063080 KS	389.1	59,000.0	(1.5)	(4.7)	(3.4)	(8.8)	27.7	(30.5)	21.1	13.4	9.4	1.5	1.3	11.6	14.6
Nintendo	7974 JT	50,958.6	35,880.0	(0.7)	2.0	(0.4)	35.4	52.1	29.2	46.2	47.1	46.1	3.6	3.4	7.5	7.9
Blizzard	ATVI US	51,678.9	60.8	0.4	4.6	3.3	25.5	56.0	44.0	68.2	30.3	24.8	4.6	4.0	14.6	15.4
Netease	NTES US	45,980.3	310.4	1.0	4.9	4.5	16.8	30.6	59.0	44.1	18.3	16.1	5.5	4.3	32.2	28.5
EA	EA US	38,085.3	109.0	0.0	1.4	(1.4)	22.4	35.6	40.0	38.4	28.5	26.1	9.2	7.1	28.0	38.1
Nexon	3659 JT	9,884.0	2,247.0	1.0	5.9	(0.5)	31.4	32.6	45.0	32.6	16.5	14.8	2.3	2.0	14.6	14.2
Konami	9766 JT	8,861.8	6,160.0	(0.2)	3.4	(2.8)	34.9	38.9	50.2	30.5	33.8	26.4	3.5	3.2	11.0	12.7
Take Two	TTWO US	8,932.1	76.2	(0.2)	2.2	2.8	32.5	47.7	88.4	54.6	39.2	42.1	7.4	5.7	24.4	16.9
GungHo	3765 JT	2,834.9	297.0	0.3	2.1	3.5	20.7	20.7	4.2	19.3	10.0	11.6	3.9	3.1	43.6	28.2

자료: Bloomberg, 신한금융투자

## Global 인터넷/게임 기업 상대 추가 추이



자료: Bloomberg, 신한금융투자