TheGameAgent

Your Strategic Partner for Game Compliance in Korea



About The Game Agent

THE GAME AGENT: LEADERS IN KOREA GAMING COMPLIANCE

Company Intro

Leveraging App Market Policy Ops and Developer Partnership backgrounds, ***we decode compliance from both Regulator and Publisher perspectives*** *to offer a strategic defense grounded in insider expertise.*

TheGameAgent

Your Partner for Game Compliance in Korea



Hongkeun Kim *(CEO)*

Google Play Games Partnership*

Google Play Policy Ops Lead

Google Play Games

Google Play

Agent Service Team

Local Game Publisher Experience

English & Chinese Proficiency

NEXON

國立清華大學 NATIONAL TSING HUA UNIVERSITY

** CEO Experience Verification*

- *Google Play Developer Medium*
- *Media Interview on Google Play Games*

Why Top Developers Choose TheGameAgent?

01.



Zero-Friction Ops (Game Industry Fluency)

We handle complex reporting with **minimal input from your team**. We know game mechanics, so we don't ask unnecessary questions.

02.



Smart Compliance (Regulatory Know-How)

We avoid blind compliance by prioritizing critical 'Red Flag' issues regulator monitor. We **separate 'Must-Haves' from 'Nice-to-Haves'** for your effective and strategic compliance.

03.



Transparent Partnership (Unwavering Trust)

Flat-fee structure, quarterly reports, and honest advice on **contract termination if eligibility is revoked**

Korea Domestic Agent Service

Statutory fulfillment of the Domestic Agent role, complemented by strategic growth advisory.



Official Representation

Fulfill the mandatory Domestic Agent role, handling all official filings and acting as your direct bridge to Korean authorities.



Strategic Risk Management

Safeguard operations by diagnosing compliance risks and advising on critical 'Probability Disclosure' requirements.



Market Intelligence & Reporting

Ensure continuous market readiness through quarterly regulatory updates, local content rating & policy advisory.

Ensure Readiness for Probability Disclosure Verification

Probability disclosure is the #1 enforcement target of the Korean regulator (GRAC).

Why It Matters

- **Regulator Focus:** Probability Disclosure is GRAC's primary enforcement target, necessitating Mandatory Domestic Agent designation for foreign developers.
- **Regulator Oversight:** Continuous GRAC monitoring strictly scrutinizes how and where probability information is presented.
- **Sanctions Risk:** Non-compliance risks immediate administrative orders, heavy fines, or criminal referral

The Operation Challenge

- **Ambiguous Scope:** Disclosure clearly covers paid Gacha/Lootboxes, however, the mandate may also include enhancement/synthesis items and dungeon passes.
- **Strict Disclosure Rules:** Posting probability on the purchase screen is mandatory; if difficult, a pre-approved alternative posting method must be used.
- **Ad Compliance:** All promotional materials and ad asset must display notice indicating the inclusion of probabilistic items.

TheGameAgent Transforms Complex Legal Mandates into Practical Disclosure Strategies

Korea Domestic Agent Service – Service Offering

Statutory fulfillment of the Domestic Agent role, complemented by strategic growth advisory.

Official Representation

1. Domestic Agent Appointment & Filing
End-to-end management of the legal designation and official filing process.

2. Regulatory Communication and Representation
Fulfilling all statutory reporting obligations and serving as the official liaison

Strategic Risk Management

3. GIPA Compliance Risk Diagnosis
Thorough annual diagnostic review on Game Industry Promotion Act (GIPA) requirements

4. Probabilistic Item Disclosure
Strategic advice on mandatory GIPA compliance for all probabilistic item disclosure requirements and methodology.

Market Intelligence & Reporting

5. Quarterly Compliance Reports
Comprehensive reports summarizing all regulatory filings, key regulatory changes, and communications with authorities

6. Local Content Rating & App Market Policy Advisory
Expert counsel on local content rating and guidance on Korea-specific policies for Google Play and App Store.

Decoding the Domestic Agent Mandate with FAQ

Q: Who must appoint an Agent?
A: Overseas game providers who exceed specific annual thresholds: Yearly Installs in Korea > 365,000 OR Annual Global Revenue > 1 Trillion KRW. Should you be uncertain about your eligibility status, please contact us for an official verification.

Q: What is Domestic Agent's core role?
A: The Agent acts as the official legal liaison, managing all regulatory communications and filings to ensure continuous compliance, centering on Probabilistic Item Disclosure as the key enforcement priority.

Q: When is the next renewal?
A: The current designation is effective until October 22, 2026.
Eligibility for the term starting October 23, 2026, will be determined based on the developer's 2025 year's performance.

Q: Will developers be notified if eligibility criteria are no longer met?
A: No. The regulatory body currently does NOT have plans to notify providers who fall below the threshold.
This necessitates **proactive monitoring** to avoid unnecessary contract extension.

Q: Is full Korean translation of the T&C required for GRAC compliance monitoring?
A: No. Based on recent **confirmation from GRAC**, your Terms of Service (T&C) does NOT need full Korean translation for their regular monitoring. English T&C is acceptable, provided the Domestic Agent's information is clearly included in Korean.

Q: What is TheGameAgent's Strategic Value?
A: We align our counsel with the regulator's monitoring and enforcement priorities to propose strategic, efficient, and highly effective compliance solutions.

Ensure Successful Game Launches and Operations

Seamless Regulatory Compliance
Navigate Korea's complex gaming regulations effortlessly, ensuring full compliance and avoiding risks.

Reduced Operational Overhead
Streamline workflows by outsourcing compliance, localization, and liaison tasks to our experts.

Stronger Competitive Edge
Leverage market insights and strategic guidance to outpace competitors and gain player trust.



Ready to De-Risk Your Korea Business?

Book Discovery Call
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