

IJACT 24-9-47

## Analysis of success factors for games using animation IP

### - Focusing on <Digimon story cyber sleuth>

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#### Abstract

*The current state of the domestic game industry is that most of the sales generated in the domestic game industry occur on PC and mobile, and the genre is limited to RPG, so games of similar genres are repeatedly released to increase sales. To solve this situation, games using IP are being discussed, and games based on webtoon and animation IP are being released. In this way, we would like to analyze and consider ways to utilize IP well and success factors focusing on “Digimon Story Cyber Sleuth.”*

**Keywords:** Animation IP, Digimon story cyber sleuth, Game success factor, RPG, Webtoon

## 1. INTRODUCTION

Our country is solidifying its position as an IT powerhouse recognized by the world, and not only is it showing off its status by expanding not only domestically but also to the world, but the game industry itself is also continuously developing.

In the early 2000s, PC-based games of various genres were released and laid the foundation for the industry. As the years passed, a new platform called mobile was created, and the domestic game industry took another leap forward and increased the size of the industry. However, the growth of the industry, which seemed like it would never stop, is expected to stop at a growth rate of 4.4% in the mobile game market in 2024[1], making it necessary to urgently establish a new alternative that can replace or coexist with the mobile market. I was put in a situation.

However, conditions are not conducive to pioneering new markets. The domestic game industry is mostly focused on online games and mobile games. At the same time, the top-selling game genres that currently dominate the mobile game market are mostly limited to RPGs. Sales are concentrated on top-tier games, and at the same time, MAU (Monthly Active Active Sales) is limited to RPGs. A phenomenon such as a decrease in users is occurring[2].

Due to the simplification of genres and concentration of sales, various game companies are developing games in genres that can generate high sales, and the release of games in similar genres is increasingly repeated.

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Manuscript received: June 25, 2024 / revised: July 27, 2024 / accepted: September 1, 2024

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According to the 'Sales Contribution by Mobile Game Genre in October 2021' data surveyed by Mobile Index, approximately 73.7% of sales came from the RPG genre, and other genres accounted for single digits (action 5%, strategy 4.9%, sports). 3.9%, etc.), clearly showing the strength of the RPG genre. In addition, according to a survey conducted by Mobile Index, 'Proportion of total market sales by ranking in October 2021', it can be seen that most of these sales are generated by the 1st to 3rd place sales rankings, 53.4%.

In order to find a breakthrough in the gaming industry's lack of diversity and the trend of focusing on one genre and releasing games one after another, many game companies are developing games based on IP (intellectual property) such as webtoons or animations. It is being released [3].

The reason IP has become a new breakthrough in the gaming industry is that IPs that already have a fan base, such as webtoons or animations, have the advantage of being able to absorb those fans as users without much promotion [4]. However, there are many cases where games fail to be successful if the game cannot be properly reproduced or if the operation is insufficient even when using IP. Nevertheless, the game industry that has found a new way out is expected to seek to secure IP [5].

As the importance of IP has increased from the game industry's perspective, the purpose of this study is to organize success stories of IP games by analyzing ways to utilize IP well and success factors from other games. In order to conduct this study, we looked into the concept of IP and its characteristics, researched literature and data on games using existing IP, and based on these data, we created "Digimon Story Cyber Sleuth," a game using IP. We would like to analyze the success factors focusing on .

"Digimon Story Cyber Sleuth," which will be analyzed in the future, is a game developed based on the Japanese animation IP "Digimon." This animation IP called "Digimon" is an animation IP that has been popular in Japan for 20 years, and has been released as a game in various genres and platforms, and some of the games have been box office successes.

"Digimon Story Cyber Sleuth," developed based on "Digimon," an animation IP with such diverse precedents, can be said to be the optimal research model for analyzing and studying the success factors of games using animation IP.

In order to analyze the success factors of "Digimon Story Cyber Sleuth", the success factors of "Digimon Story Cyber Sleuth" using IP are analyzed and considered by dividing them into awareness of the IP, connection between the IP and the game, and scenario (storytelling). do. We would like to proceed with an analysis of how these game characteristics could become success factors. The structure of this study is as follows.

The introduction reminds us of the research background and purpose, the theoretical background explores the concept and characteristics of IP, and after learning about "Digimon," which is the IP of "Digimon Story Cyber Sleuth," the main text explains the differences between "Digimon Cyber Sleuth" and "Digimon Story Cyber Sleuth." By comparing and analyzing IP games, we will identify the success factors, and in the conclusion, we will summarize and consider the factors that made "Digimon Story Cyber Sleuth" successful, and proceed with the implications and limitations of this study.

## **2. Theoretical background**

### **2.1 Concept of IP**

IP (Intellectual Property) refers to property that is knowledge, information, technology, expression of thought

or emotion, indication of business or goods, species of organisms, genetic resources, or other intangible things created or discovered through human creative activities or experiences. It refers to what value can be realized [6]. And the rights protected by such intellectual property according to laws, treaties, etc. are called 'intellectual property rights' [7].

Through these IPs, individuals or companies can secure a monopoly position in the market, prevent patent disputes, and protect their rights to property rights. This allows game companies to protect the rights to their games developed and helps prevent disputes between game companies and distributors. IP also plays a role in protecting the rights to game software that can be copied.

There are various types of IP, but the IP that will be covered in this study is animation IP. There are various works that correspond to animation IP. There are various animation IPs such as the "Pokemon series", Gundam, and Pororo, which began to dominate the late 1990s and are still going strong to this day. In Japan, where there are various animation IPs, animation IPs are actively utilized to develop games. There is [8].

The advantage of animation IP is that it is highly accessible to users. In today's information society, you can easily access animation by watching it on YouTube or other media platforms, or just by changing the channel on your TV. Such highly accessible animation IPs have the advantage of being able to enjoy great promotional effects with minimal investment when applied to games.

## 2.2 Digimon series

Digimon is an abbreviation for Digital Monster and has a worldview in which monsters composed of 0 and 1 are active in the digital world and the real world. The first origin was planned and developed by BANDAI, a large Japanese company, in 1996, and was released under the name 'Digimon' on June 26, 1997 as a successor to the Tamagotchi series that was popular in Japan at the time.

The addition of 'battle' to Tamagotchi, which was limited to 'training' at the time, started to become popular among children, and it soon achieved a boom in animation, video games, card games, and character industries, and at one time, it is still popular as a similar genre. It enjoyed popularity surpassing Pokémon, which is an IP that maintains [9].

The full-fledged Digimon IP began to show strength when "Digimon Adventure," the first of the animation series, began airing in 1999. Even in Korea, it achieved the highest viewership rating of 28.7% and generated a total of 160 yen (KRW 150 billion) in revenue from related character products, helping to establish "Digimon" as a huge IP like Pokémon.

In addition, numerous animation series such as "Power Digimon" and "Digimon Tamers" have been released, as well as "Digimon World", "Digimon RPG", and "Digimon Story", which will be discussed in this document, an IP that has consistently released series and games for over 20 years. In order to understand the Digimon series more clearly, it is necessary to understand Digital Monster, the "evolution" that is the basis of Digital Monster, and the various stages of evolution.

Digimon's evolution stages are officially divided into Childhood I, Childhood II, Growth Stage, Maturity Stage, Perfection, Ultimate, Hybrid, Crossword, and Appmon. The additional evolution stage is a compound word of Join and Progress. There is Jogress and the Super-Ultimate, where the Ultimate has evolved once again.

Digital monsters (hereinafter referred to as Digimon) start from Childhood I and evolve to the next level when they reach a certain level. They can remain in their evolved state or degenerate again depending on the

consumption of power. Also, the higher the evolution level, the stronger it is. The standards for strength are as shown in Table 1 below.

In this example, the user uses the HMD and controller to move his body according to the situation provided in the content, then falls backwards and touches the ground.

As a result, when the line connected to the HMD becomes tangled, the staff behind the user holds the line to prevent a dangerous situation.

In this situation, there is a staff member who can handle the problem if it arises, but if the user cannot prepare for this, he or she must deal with the risks that may arise when using it on his or her own.

Second, if sufficient space is not secured to use the VR device controller, the user may not be able to determine the location of obstacles in the play environment and may be damaged by hitting the obstacle when using it.

Additionally, in the case of a wired controller, a problem arises in which the connected string may become tangled, which may limit the user's actions.

Third, although walls in virtual space cannot be passed through using devices, real users can pass through walls by moving directly. The following example illustrates this graphically.

Collision checks are applied to walls in virtual space, so when you use the controller to explore an area, you will not be able to pass through objects such as walls and will collide with them.

On the other hand, the real body does not apply here, so if the user walks directly to the wall, the problem of going over the object and going out of the uncreated space occurs.

In this case, the user may momentarily lose their sense of direction.

**Table. 1. Digital Monster evolution stage**

weakness						strong
babyhoodI	babyhoodII	growing up	maturity	complete	ultimate	

It also has the feature of being able to evolve into various types of Digimon from a low level. This means that various types of Digimon can be selected and evolved depending on the individual's choice.

In this way, Digimon can freely evolve into different forms, and in addition to the concept of becoming stronger and fighting to survive in the digital world, the concept of evolving through the power of the bond between a Tamer and his partner Digimon, which was the main concept of animation, is also not only used in animation, but also in animation. It is the most essential part of the Digimon IP, which can show off its charm even through games.

### 2.3 Digimon Story Cyber Sleuth

Digimon Story Cyber Sluth is a training RPG game released on March 12, 2015. Its main target is adult Digimon fans, achieving the highest sales volume and temporary sell-out among the Digimon Story series. Among games using Digimon, this is the game that produced the most positive results.

Although it is a game using the IP called Digimon, it was not produced based on the Digimon animation series, but only borrowed the world view and Digimon, and built its own scenario. The scenario of Digimon Story

Cyber Sleuth is that the main character gets caught up in an unknown incident and his body becomes warped. As a result, he becomes a body that can go back and forth between the digital world, also known as the cybernetic world, and the real world. To solve this problem, detective Kyoko Kuremi is hired. The story is about becoming a detective and training Digimon, and solving cases together with the Digimon.

Based on this scenario, a total of 330 types of Digimon were applied, and with the exception of a few, users can train most Digimon. This is the game where you can encounter the largest number of Digimon among the games using Digimon that have been released to date. And the turn-based battle system allows various Digimon to be used strategically, increasing the usability of numerous Digimon.

In addition, it has the highest quality graphics released to date, and is evaluated as having properly reproduced the unique skills of each of the 330 types of Digimon. It ranked first in the best entertainment game category of 2015 as voted by 1,000 Japanese game industry officials. It is a game that has received favorable reviews [10].

### **3. Analysis of success factors**

#### **3.1 Awareness of Digimon Story Cyber Sleuth**

The “Digimon Series” established itself as one of the two major animation IPs along with “Pokemon” in the early 2000s. Above all, it was so popular at the time that the broadcasting station decided to increase the broadcast time.

The popularity of the “Digimon Series” can naturally be said to be a virtue that must be possessed to make the game a success as an IP to be used in the game. According to a summary by Kiwoom Investment & Securities in 'Games, the pros and cons of games using IP', among the games using numerous IPs, most of the IPs with high recognition were successful, while other IPs using less well-known IPs were successful. It was concluded that the game was successful in attracting attention in the short term, but was lacking in terms of sustainability [11]. In this way, awareness can be a key point in games using IP.

Based on “Digimon Story Cyber Sleuth,” “Digimon Story Cyber Sleuth” was created by utilizing the basic world view of the Digimon series and Digimon itself. This IP called “Digimon” was once popular enough to rival or surpass Pokémon. In other words, for users who watched “Digimon Adventure,” which helped raise the game to a level comparable to Pokémon and led the success of Digimon in the early 2000s, it is bound to be an attractive point even now, nearly 20 years later. In support of this, Lee Il-woo (2005) produced research results showing that the stronger the nostalgia generated by a character that one has seen since childhood, the more effective that character is as an advertising model [12]. This is because “Digimon Story Cyber Sleuth” was developed targeting an adult fan base, so users who have been watching “Digimon” since childhood and feel nostalgic are likely to gain interest and motivation to play this game. You can see that it is big.

In other words, there is an advantage that various investments to attract users to the game can all be resolved with one well-known IP, and the fact that “Digimon Story Cyber Sleuth” was developed based on the “Digimon Series” itself is considered to be one of the success factors. You can see that it can be done.

### 3.2 Connectivity of Digimon Story Cyber Sleuth

If “Digimon Story Cyber Sleuth” has achieved an influx of users by taking advantage of the awareness of the Digimon series, what satisfies those users or keeps them playing the game for a longer period of time is the connection between the IP and the game, and the connection is This means how similar or related there is to IP or media and games [13]. In other words, the key to the connection between “Digimon Story Cyber Sleuth” and the “Digimon Series” is how much the medium called “Digimon” is connected to “Digimon Story Cyber Sleuth”. Even if you have attracted users through awareness, if connectivity is not maintained, users will lose motivation to play the game for a long time, which can eventually cause the game's lifespan to be drastically reduced.

“Digimon Story Cyber Sleuth” is a game developed using IP, and not only does it utilize a well-known IP, but it also has a very high level of connectivity with the IP. First of all, “Digimon” itself, which is the basis, is applied to more than 330 types of games. This means that you can cultivate close to 330 types of Digimon, but “Digimon RPG,” another game using the “Digimon Series,” only has 120 types of Digimon, and “Digimon Adventure” only has about 100 types. This is very meaningful data. Compared to around 100 types of Digimon that can be encountered in other games, the number of types of Digimon that can be encountered in “Digimon Story Cyber Sleuth” reaches 330, meaning that users who have come in through awareness It proves the connection between “Digimon Story Cyber Sleuth” and the “Digimon Series” and can be seen as meaning that satisfaction can be achieved through this proof. As connectivity is significant in the success factor of the game, when looking at the “Digimon Series”, the more Digimon is applied, the higher the connection between the “Digimon Series” and “Digimon Story Cyber Sleuth” and this is a means to satisfy users. This can be judged as a success factor.

### 3.3 Digimon Story Cyber Sleuth Scenario

The scenario of “Digimon Story Cyber Sleuth” can be said to be directly related to the awareness and connectivity of “Digimon Story Cyber Sleuth” to some extent. “Digimon Story Cyber Sleuth” created a world view and environment so that users can engage in various activities with Digimon through the role of a brain detective, and also borrowed core materials from “Omegamon”, animation, and other games to create connectivity. raised to

In addition, the scenario of “Digimon Story Cyber Sleuth” played a major role in capturing users’ nostalgia, curiosity, excitement, and expectations at the same time by creating a new story through the subject of ‘Electrical Detective’, which was not present in the existing Digimon series. You can see that

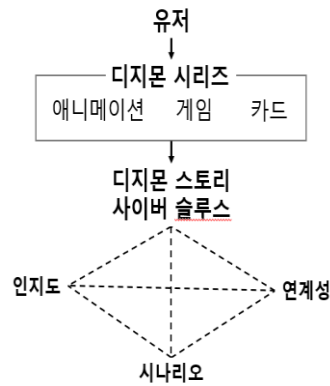


Figure 1. Success factor flow of Digimon Story Cyber Sleuth

Table 2. Digital Monster evolution stage

Digimon Story Cyber Sleuth Success Factors	
awareness	Uses the IP of the “Digimon series,” which maintained high recognition and popularity along with “Pokemon” in the early 2000s.
connectivity	330 types of Digimon that can be found in the game, some of the worldview of the “Digimon series” adopted
scenario	Establishing a unique scenario line in the “Digimon series” through a new material called War Brain Detective

#### 4. Conclusion

Through this study, we analyzed the success factors of "Digimon Story Cyber Sleuth," which can be judged as a success story among games using IP, and found out what positive factors can be applied to games using IP.

"Digimon Story Cyber Sleuth" appropriately stimulates the nostalgia of users who encountered Digimon through TV in their childhood, while at the same time instilling in users the anticipation of the beginning of a new story, various types of Digimon, and new materials that have not been seen before. We succeeded in satisfying users by developing scenarios through .

In this way, it was found through this study that not only incorporating IP into the game, but also developing new scenarios using IP, and progressing in the form of independent scenarios using IP can be considered a success factor. In addition, users can use IP Appropriate use of nostalgia or interest in games, encouraging users to enter the game, and subsequently satisfying users who are new to the game can also be analyzed as success factors.

Nowadays, games cannot expect high sales and stable performance simply by applying IP [14], and it should also be considered to find more ways to utilize IP in line with the increasing expectations of users [15].

Compared to the growing size of the gaming industry, there are fewer and fewer ways to satisfy users. However,

if you utilize IP like "Digimon Story Cyber Sleuth", you will be able to develop a game that will satisfy users.

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