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Author Liang Fan Wei
Author's Email Address No Public.
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Abstract
Website advertisements have been rapidly growing in recent years while the network media are getting much more popular than before. The idea of regarding online games as a media network has made it possible for people to build up advertising platforms over various kinds of online games. In such highly inter-active digital game plays, different forms of advertising would result in different effects. This study adopting Analytic Hierarchy Process (AHP) is intended for analyzing those marketing and advertising forms found in the existing online games, and is to find out the best or available marketing and advertising forms which are suitable for online game plays. According to the results from the analysis using AHP, some suggestions: 1) The Online game design has integrated with the advertising forms, 2) The product placement has avoid to interfere with the gameplay, 3) The advertising forms to bring essence benefits can improve players to accept degree, 4) The interesting merged interactive advertising forms enhance the effectiveness, 5) The advertising forms integrated digital service bring the business opportunity, are made for future digital game makers and those who are interested in advertising through new media; besides, the information provided in this thesis can be used as a reference to the related study.
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