

19 July 2006

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## [Cartoon Network to Develop A MMORPG](#)

*The world is going crazy*

[Cartoon Network](#) announced that it is developing its first massively multi-player online game in an unprecedented partnership with a leading MMOG developer, Seoul-based Grigon Entertainment. Cartoon Network New Media will debut the game in the United States. This is the first-ever partnership between a U.S. entertainment company and a Korean developer to create an MMOG for the global marketplace. The Cartoon Network MMOG will launch in spring 2008 and target the growing and sophisticated kids' interactive gaming market. The game will be free to download, with subscription and micro-transactions available to players to enhance the gaming experience. New areas for exploration and play are planned and will be added regularly over a span of several years. The game brings Cartoon Network's beloved characters and sensibility to the fast-growing online gaming realm with an "East-meets-West" creative approach. Grigon Entertainment is best known for successfully developing and launching several online games in Asia, including Seal Online, a light-hearted role-playing game (RPG) that took the online gaming world by surprise. Localized versions are available in Korea, Japan, Taiwan, China, Indonesia and Thailand. "Cartoon Network is an immersive experience for our fans, and this MMOG will allow our fans to interact with their favorite characters like never before. Not only will kids be able to play with their favorite characters like Mac and Bloo, Ben 10 and the Kids Next Door, but they will also be able to develop their own online gaming personalities and interact, virtually, with other players in a safe way," said Jim Samples, Cartoon Network executive vice president and general manager. "This MMOG is a key part of Cartoon Network's growth strategy, and is an important complement to our mobile, broadband and our existing online business. With the [MMOG](#), mobile content, our Web sites and, of course, our linear network, Cartoon Network is always on for kids." Cartoon Network's games will feature a persistent and expanding world, which will allow players to develop their own characters, attributes and possessions over the course of many months and even years. Players may also meet and interact with other players online, forming virtual friendships and communities. Cartoon Network's MMOG will be compliant with the Children's Online Privacy and Protection Act (COPPA) and will offer a safe gaming environment for players.