

2

1

2

1990

가 가 ,

2000

가

가

가 1980 1998

가 가 3D 가

953 4,000 1

2,092

가 가

가

1970

80

25%

가 가

가

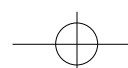
< 3-2-1-01>

(1998)

( : )

	/						/					
	801	630	358	736	1,086	387	756	1,535	3,003	2,800	12,092	

\* :  
< > , ' ; 1999



< 3-2-1-02>

( : )

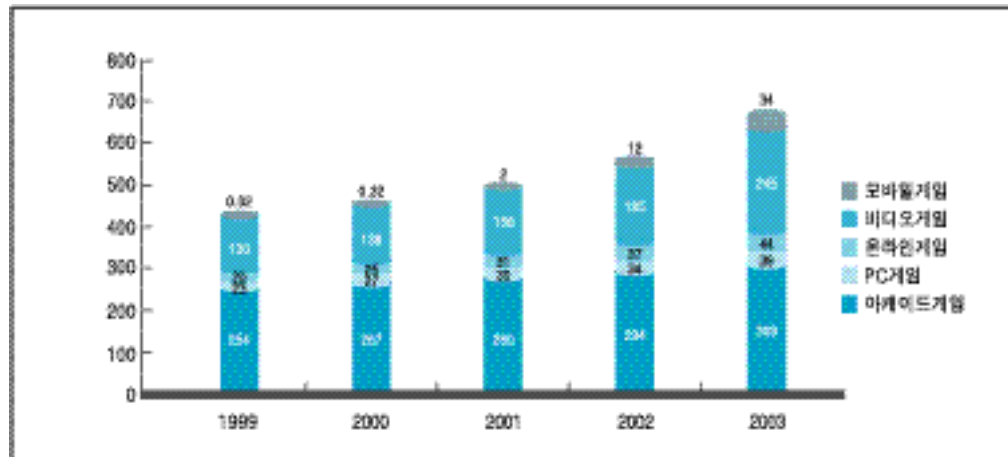
		PC				( )	
1999	254	23	20	130	0.02	427.02	1045
2000	267	27	25	138	0.32	457.32	1300
	5%	17%	25%	6%	1500%	7%	24%
2001	280	30	31	156	2	499	1704
	5%	11%	25%	13%	525%	9%	31%
2002	294	34	37	185	12	562	2340
	5%	13%	20%	18%	500%	13%	37%
2003	309	39	44	245	34	671	3159
	5%	15%	20%	32%	180%	19%	35%

< > Gartner Dataquest(2000. 11), Datamonitor(1999 ), Euromonitor, US internet based corporate e- education market(International Data Corporation, 2000), Baskerville Communications, Screen Digest, Frost & Sullivan, Jupiter Communications, Market tracking International, International Federation of the Photographic Industry, KISDI, Andersen Consulting, Yankee Group Press Releases, < > 2-5( , 2001)  
IDSA ( 18%),

< 3-2-1-01>

( : )

( : )



가

가

가

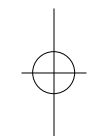
가

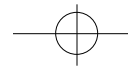
가

(1)

( : )

가





2

< 3-2-1-03> ( : )

	1999	2000	2001	2002	2003
	6,147	6,009	5,873	5,741	5,612
	1,937	1,894	1,851	1,809	1,769
	8,146	8,009	7,874	7,743	7,615

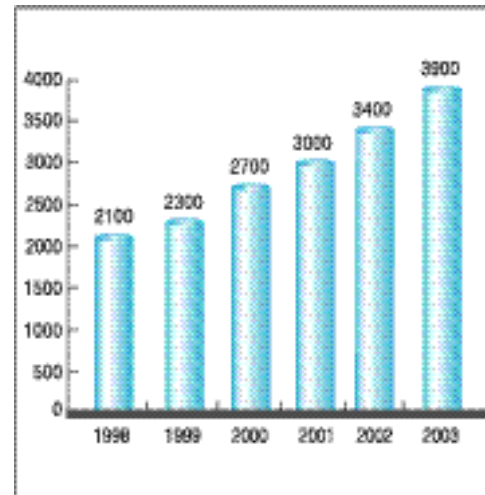
< > , 1999

(2) PC (3)  
PC

5  
(EA, ACCLAIM, Activision, HAVAS, Interplay)가 PC  
1999 20  
, 2000 25 (+25%), 2001 31  
(+25%), 2002 37 (+20%)  
23%

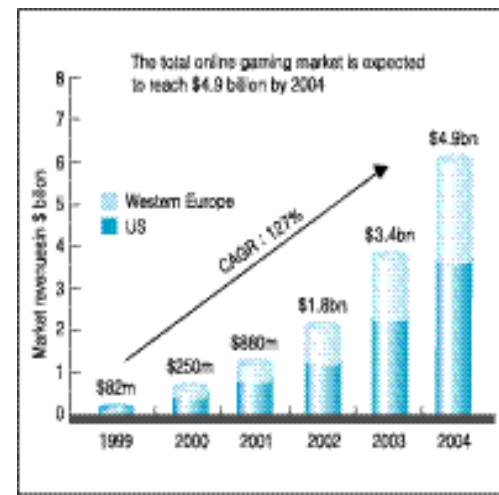
PC  
PC  
가  
가  
2004  
21

< 3-2-1-02> PC ( : )



< > International Data Corporation, 1999

< 3-2-1-03>

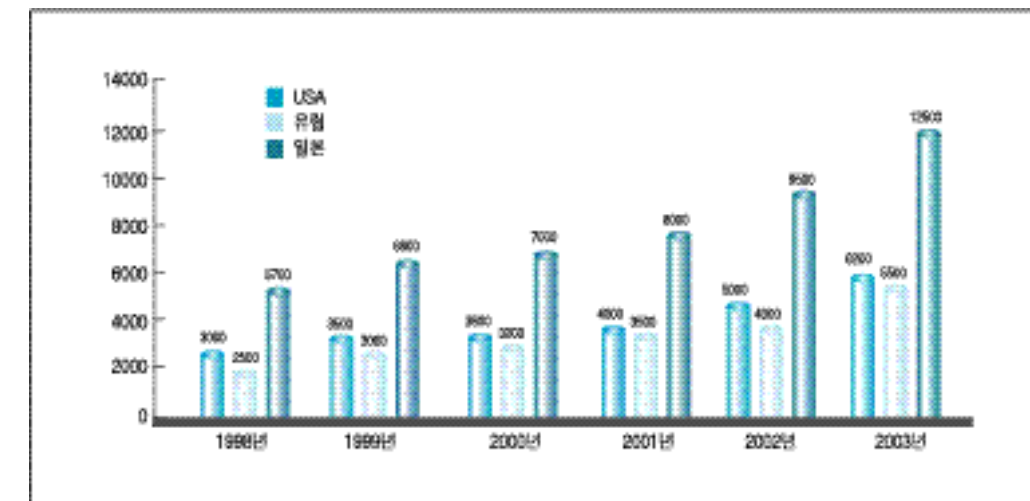


< > Datamonitor, 2000

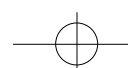
2004 Light  
Datamonitor 가  
(4)  
가  
가  
'Heavy' 'Light'  
2003 1998  
(PS), < >  
64, < 가> ' < >  
가  
<EA>, <Acclaim>, <Interplay> PC  
가

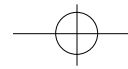
3

< 3-2-1-04> ( : )



< > Datamonitor '1999  
CESA '1998





2

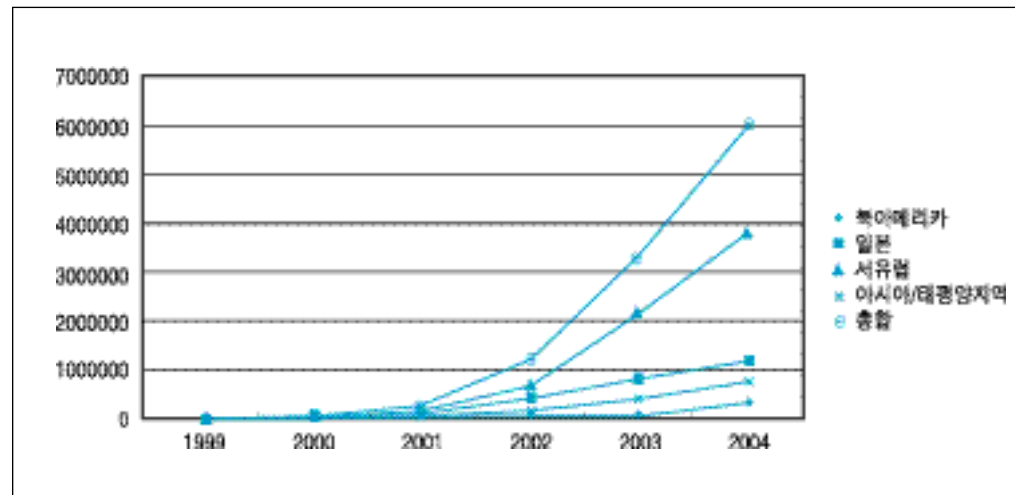
Dataquest Datamonitor  
 , 2000 가 140 , 2004-  
 . Datamonitor , 2005 60  
 2005  
 가  
 가  
 2004  
 1 239  
 , PDA, -  
 가

< 3-2-1-04> 1999-2004 ( : )

				/	
1999	0.1	1,864.00	95.5	108.80	2,068.40
2000	32.80	22,853.70	7,284.10	2,641.20	32,811.80
2001	697.5	146,624.70	72,313.30	18,598.10	238,233.60
2002	13,734.20	448,087.20	676,970.00	109,224.50	1,248,015.90
2003	92,977.50	813,228.30	2,143,027.10	348,992.70	3,398,225.70
2004	319,470.80	1,121,764.20	3,852,769.00	729,281.50	6,023,285.60

< > Gartner Dataquest(November 2000 Estimates)

< 3-2-1-05> 1999-2004 ( : )



< > Gartner Dataquest(November 2000)

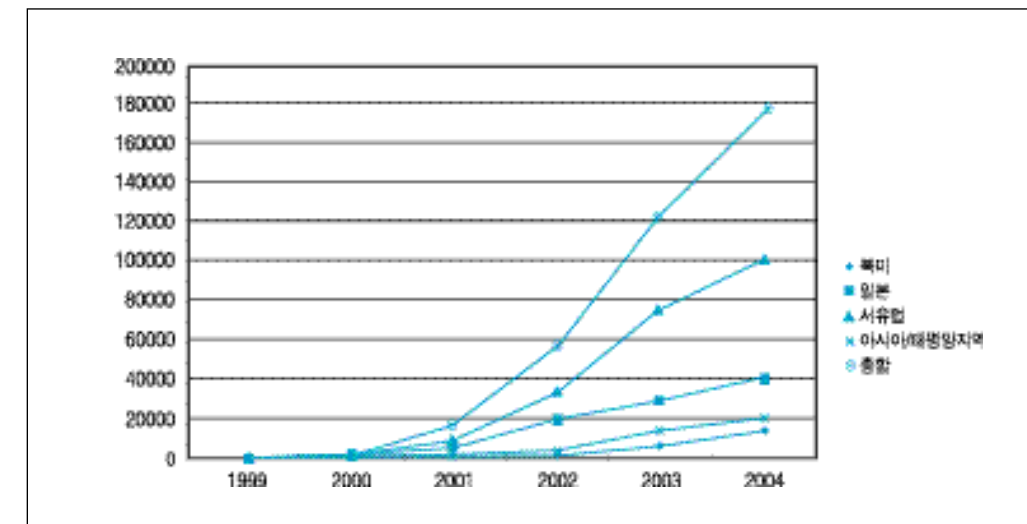
가 가 . 2002  
 50%가, 2004 80%가  
 가

< 3-2-1-05> 1999-2004 ( : )

				/	
1999	0.2	282.8	30.5	14.2	27.7
2000	18.1	3,375.90	1,074.70	146.7	4,615.40
2001	204.9	9,015.70	6,152.00	1,908.50	17,281.10
2002	1,167.70	19,262.90	31,899.70	3,875.00	56,205.30
2003	5,101.90	29,703.20	73,928.80	13,638.40	122,372.30
2004	13,869.80	40,149.50	102,399.3	21,518.20	177,936.80

< > Gartner Dataquest(November 2000 Estimates)

< 3-2-1-06> 1999-2004 ( : )

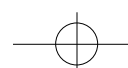
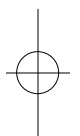


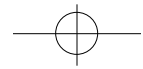
< > Gartner Dataquest(November 2000)

< 3-2-1-06> 가

가	가
PC	가
	M&A 가
	2 3
가	가

3





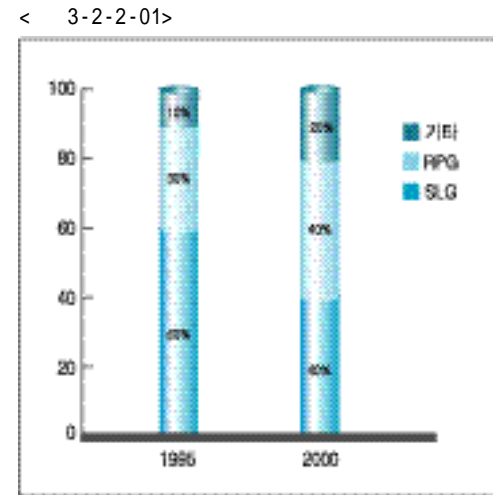
2

2

1.

(1)

2000 8 25  
< >  
가  
가  
10  
가  
가  
가



< > POP SOFT

3,000 5,000  
1995 2000 5  
SLG (simulation game)  
10 3 6  
RPG (role playing game)  
가  
ACT 가

(2) PC

가. PC

PC 1996 2000  
가  
1997 가

가 .

OEM

PC

2000  
,  
, 2001  
가 2001  
90%  
,  
, '1000years', ' zero ', ' virtual korea2000',  
, ' chaos', ' fidex '

< 3-2-2-01> ( : )

	( : )	
	1998	2000
	24	40
	10	14
	14	26

< > NRI, 2001'

가  
가 가

가

(3)

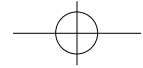
,  
, 2001  
가 892  
2,250  
,  
, 2799M  
,  
가  
,  
,  
,

< 3-2-2-02>

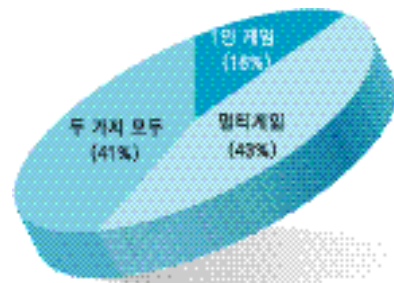
가	892
-	141
-	751
<hr/>	
-	2,250
-	364
-	1,543
-	343
-	92

< > CNNIC

3



< 3-2-2-02> ( :%)



PC  
PC  
MMORPG MUD 가  
MUD(Multi user dungeon) MUD  
MMORPG  
, 1999 3 4  
MMORPG 2000

(CCID)

2000

Flash, JAVA  
Flash, JAVA

가 가

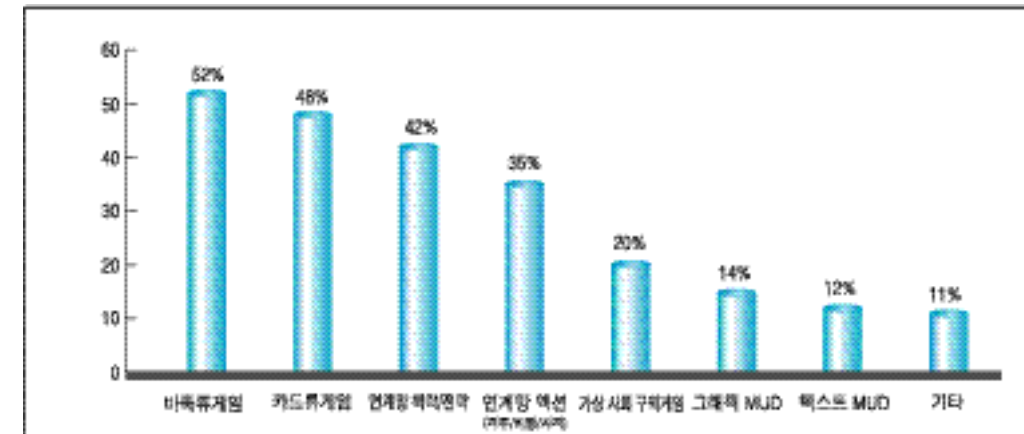
, 1994 MMORPG(Massive Multiplayer On-line Role Playing Game) (4)  
Ultima Online 가  
2000 1993 'Nintendo'

< 3-2-2-03> ( )

Sony	PS 40% 가	PS2 가 3800 ( 60 ) ,
Sega	DC 10% , SS	DC PS D 가 . PS 가
Nintendo	40% PS	GBC, GB , N64

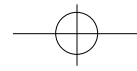
< > NRI' '2001

< 3-2-2-03> ( ) ( :%)



< > (CCID)

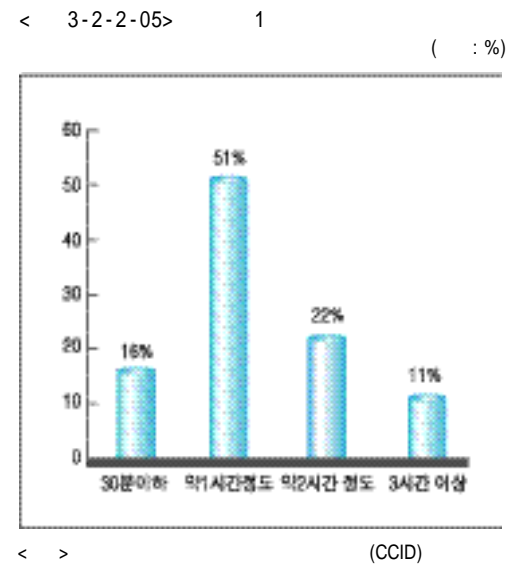
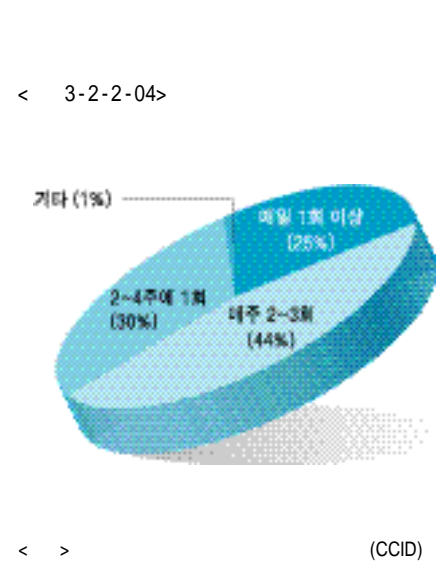
'金智塔' 「金網杷」  
<SONY>, 가  
<SEGA>, MS MUD , WAP /  
WAP  
가 PC가 WAP  
가 가  
가 가  
, 2000 가 SEGA . <金智塔> 가  
WAP 金智塔  
WAP  
가 WAP  
가 WAP  
(5) (www.vap169.net)  
WAP(wieless application protcd) WAP



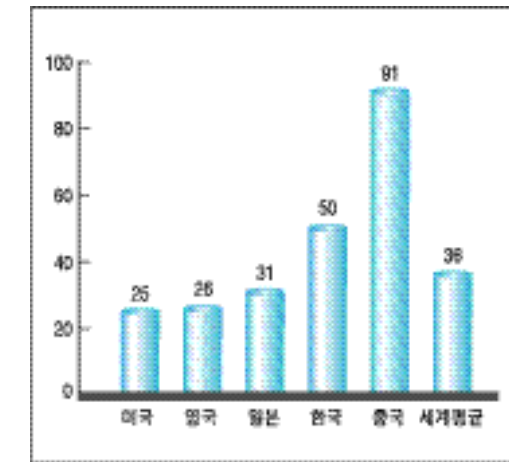
2

< 優一百 > WAP 가  
 , 2000 8  
 WAP (www.113388.com)  
 WAP 가 1  
 2  
 WAP (掌上) 優一百  
 22% 가 , 30  
 < >  
 2001 16 省 25  
 GPRS , 優一百 1  
 가 WAP  
 (對戰)  
 가  
 (對戰) 가  
 5  
 WAP 가 , 3 16%, 1 가 51% 가 ,  
 3000 2 가 22%, 3 11%

2.  
 (CCID)>  
 2000 9  
 43%  
 84.2%, 15.8%  
 가  
 18 가  
 40 1.2%  
 1  
 (25%) 2 3  
 (44%가 69%  
 1 30 가  
 2 가 22%, 3 11%



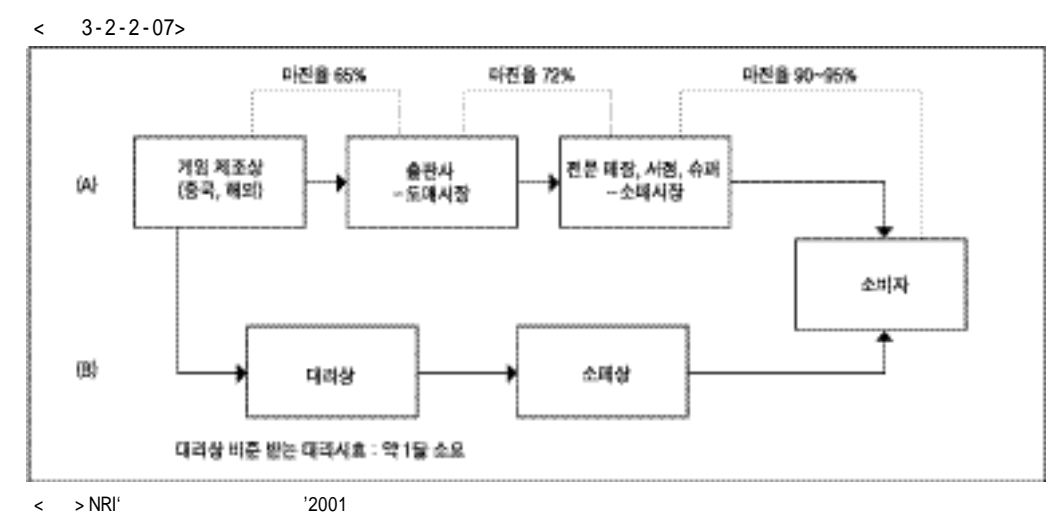
< 3-2-2-06> 가 1 ( : ) 72.5%가 , 12.5%



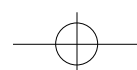
< > Business Software Alliance 1999

가 37%, 45%가 PC 가 8%

75.75%, 16.5% 가



3



2

91% OEM

< 3-2-2-07> (A) (B)

20% 가

< >

가, OS, NT, LINUX, 3D, 1978, 1,100

< 3-2-2-04>

首都師大	Adibe Macromedia AutoCAD2000, 3DMAX Discreet	가 가, 10
重慶大		

: NRI 2001

3

中國圖書進出口總公司( ) 가 가 가

가 (B)

5.

2000 3,000 2 9 3  
金智 ( ) 4,000  
A/S 가 가 90%  
(B) 가 (書商),

< 3-2-2-05> ( : )

	1998	1999	2000
게임소프트웨어	6	1,069	6
가정용게임기(하드웨어)	142,603	135,033	85,122
업소용게임기	3,205	737	1,940
휴대용전자게임기	205,368	173,792	199,067

< >

< 3-2-2-06> ( : )

	1998	1999	2000
게임소프트웨어	591	1,986	79
가정용게임기하드웨어	52,434	29,880	29,958
업소용게임기	3,856	8,646	9,059
휴대용전자게임기	681	796	3,357

< >

2

2000 4,200  
 2000  
 1998 3 5,000 2000 2 . 2000  
 8,000 7,000 3,000  
 2000 71%  
 가2 75%  
 1998 5,700

< : Yistar >

Yistar	PC	Yistar 2000	20
Yistar	PC	RPG, SLG	40
Yistar			5
가			
2001 Yistar			1
가			
가 Yistar			
	RPG	가	
	5		
Yistar			
		Netease	
< > NRI,		'2001	

가 가  
 가  
 가  
 1994  
 가  
 WTO

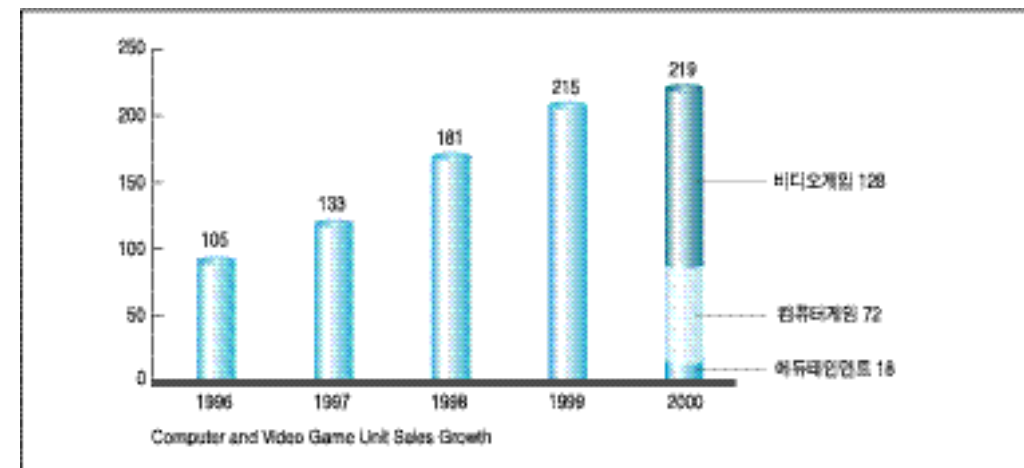
3

3

1.

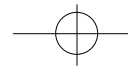
1996 37 2000 60  
 1.7  
 1996 1 500 2000 2 1,900

< 3-2-3-01> ( : )



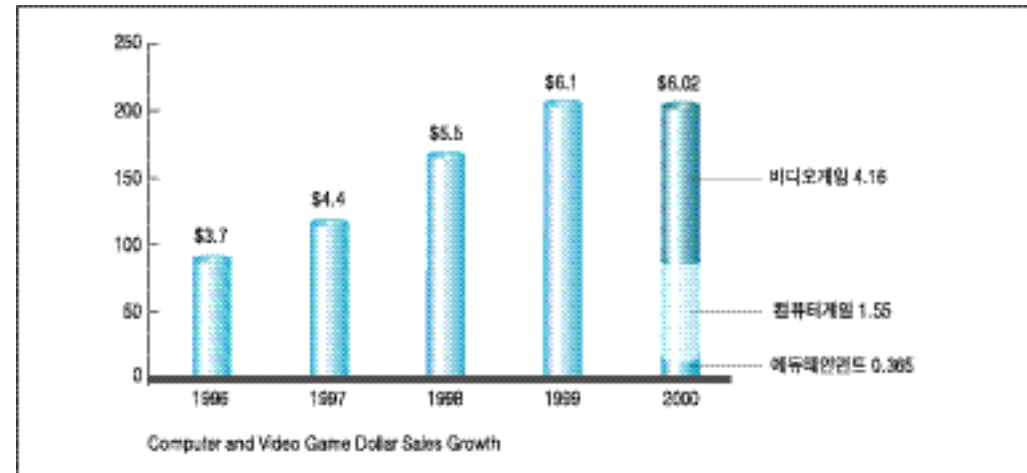
> IDSA : Interactive Digital Software Association





2

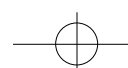
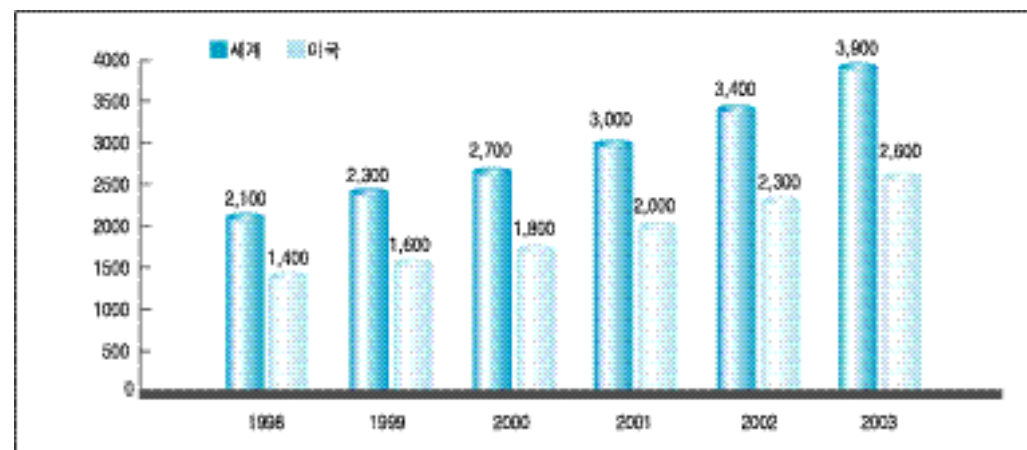
< 3-2-3-02> ( : 10 )



< > IDSA : Interactive Digital Software Association

2000  
1999 61  
8 (1) PC  
PC  
2000  
41 6,000 , PC  
15 5 , 3 6 5  
PC ( 94% ) PC

< 3-2-3-03> PC ( : )



< 3-2-3-01> PC (1999 )

Rank	Title	Company	Sales
1	Roller Coaster Tycoon		719,535
2	SimCity 3000	EA	657,513
3	Who Want to be a Millenia		592,655
4	Age of Empire	Microsoft	469,376
5	Half - Life		445,121
6	Command & Conquer :Tiberian	EA	419,533
7	MS Fighter Simulator	Microsoft	396,414
8	Frogger	Hasbro Interactive	391,346
9	Baldur Gate	Interplay	356,448
10	Dear Avenser		348,551

< > PC GAMER

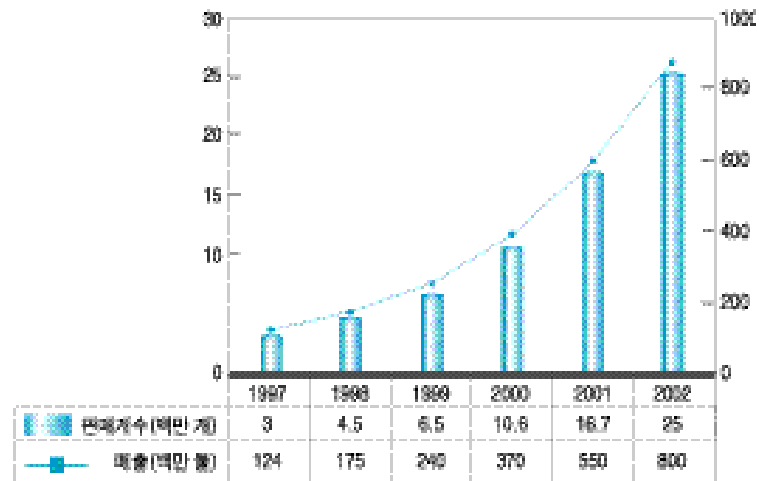
PC 2003  
IDC 1999 1,400  
2003  
( 95  
32 OS )  
PC (1999) ' Heavy'  
, < > 가 16.8%  
<EA> 13.1%, ' Light'  
< > 12.5%

(2)  
가  
가 가  
IDC 1998 450 2002 2500 가  
가 Light 가  
가 Heavy  
가 Light

3

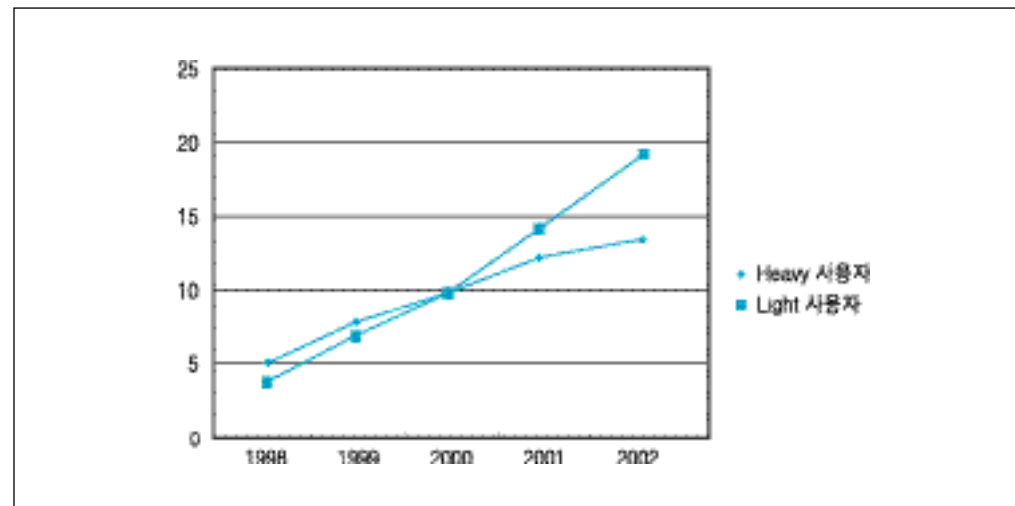


< 3-2-3-04> (1997-2002)



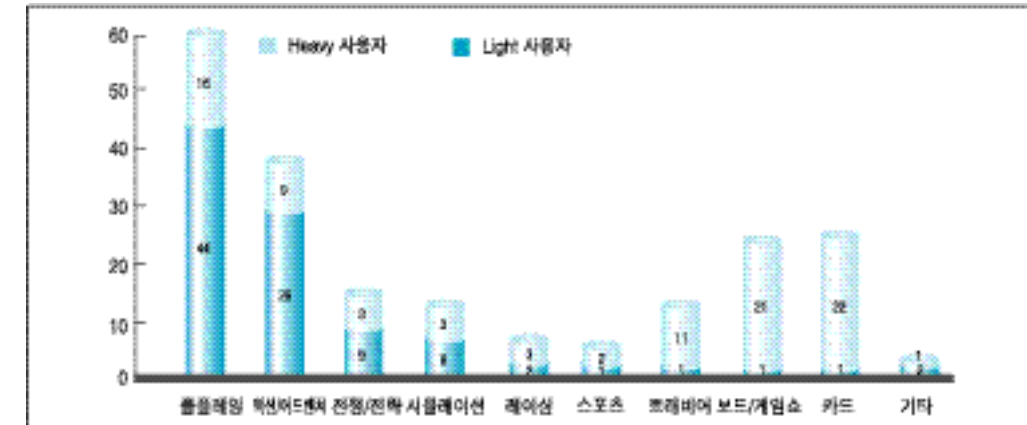
> IDC, 1999

< 3-2-3-05> (1998-2002) ( : )



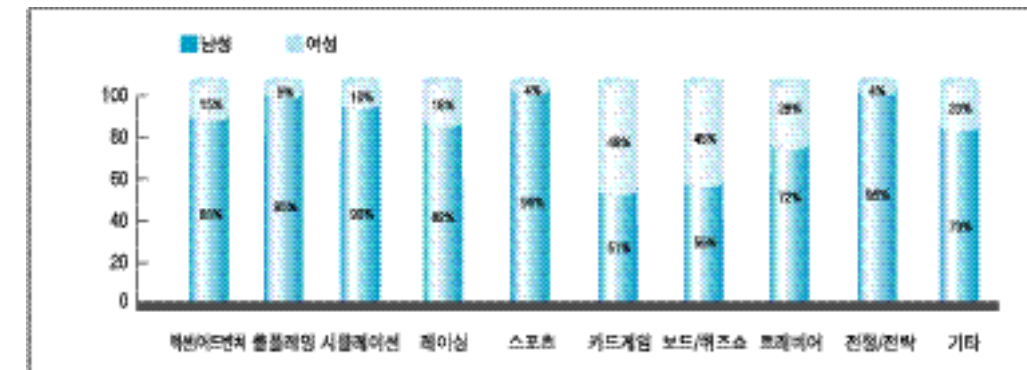
> IDC, 1999

< 3-2-3-06> ( : )



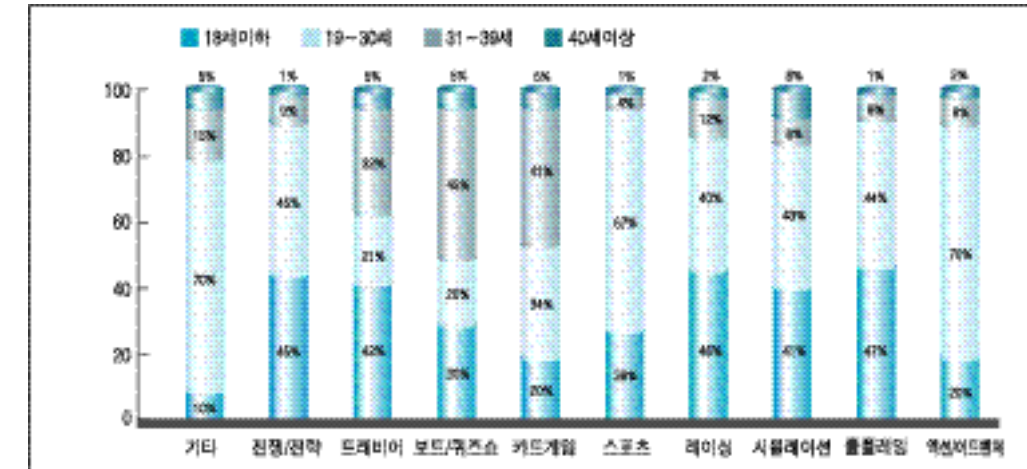
> IDC, 1999

< 3-2-3-07> ( : %)

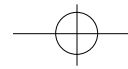


> IDC, 1999

< 3-2-3-08> ( : %)



> IDC, 1999



2

가 74 (37 )  
 (22 ) 59  
 80%  
 30 / 가  
 30 / 가  
 47.4%  
 25.3%  
 < >가  
 < > 13.9%, <EA> 10.7%  
 (1999 )  
 IDC

. 1999

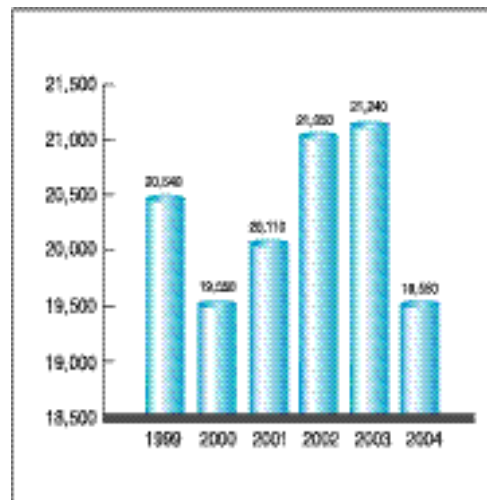
< 3-2-3-02> (1999-2004)

	1999	2000	2001	2002	2003	2004
( )	20,540	19,550	20,110	21,050	21,240	19,550
(%)	20.2	-4.8	2.9	4.7	0.9	-8.0
( )	2,223	2,330	3,192	2,818	2,324	1,836
(%)	0.4	4.8	37.0	-11.7	-17.5	-21.0

< > IDC, 1999

< 3-2-3-09>

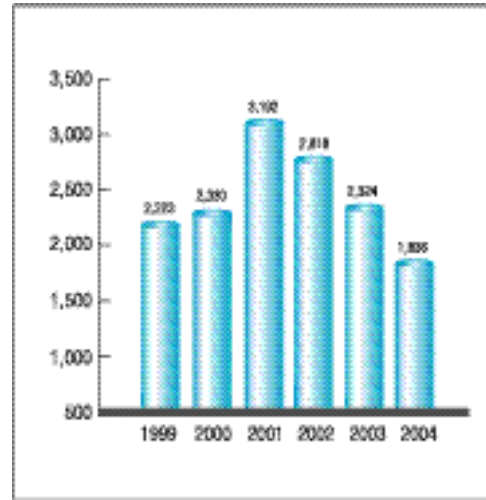
( : )



< > IDC, 2000

< 3-2-3-10>

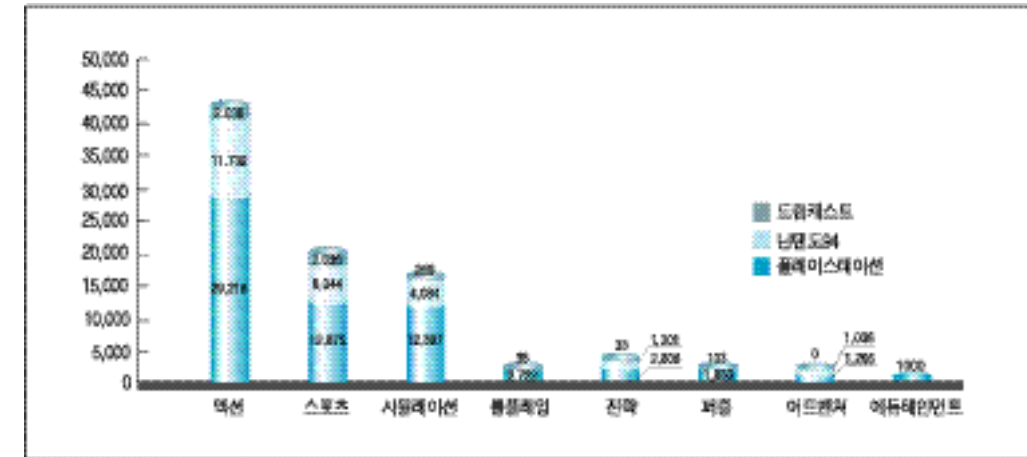
( : )



< > IDC, 2000

< 3-2-3-11>

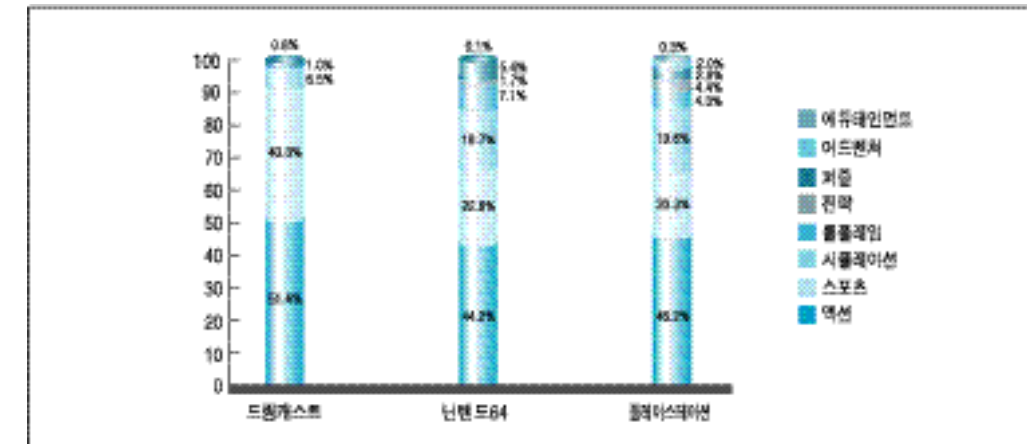
( : )



< > CESA, 2001

< 3-2-3-12>

( : %)



< > CESA, 2001

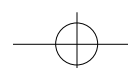
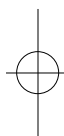
< 3-2-3-03>

(1999)

			/
1	Pokemon Blue	Game Boy	Nintendo of America
2	Pokemon Red	Game Boy	Nintendo of America
3	Super Smash Bros.	Nintendo 64	Nintendo of America
4	Mario Party	Nintendo 64	Nintendo of America
5	Syphon Filter	PlayStation	989 Studios
6	The Legend of Zelda	Nintendo 64	Nintendo of America
7	Pokemon Pinball	Game Boy Color	Nintendo of America
8	Gran Turismo Racing	PlayStation	Sony Computer Enter
9	Frogger	PlayStation	Hasbro Interactive
10	Driver	PlayStation	GT Interactive

< > NPD Group

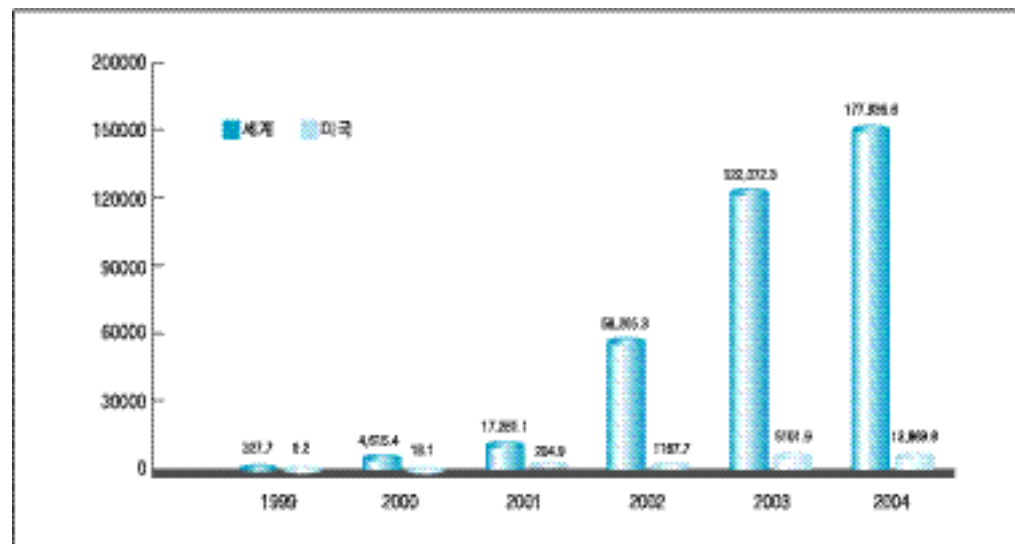
3



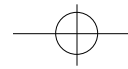
2001 가  
 가  
 가  
 64, 가  
 2000 0.1%, 2001  
 0.3%, 2002 1.1%, 2003 2.7%, 2004  
 5.3% 가  
 1999 가  
 가

(4) 2005  
 50%  
 PC,  
 TV, 가가

< 3-2-3-13>

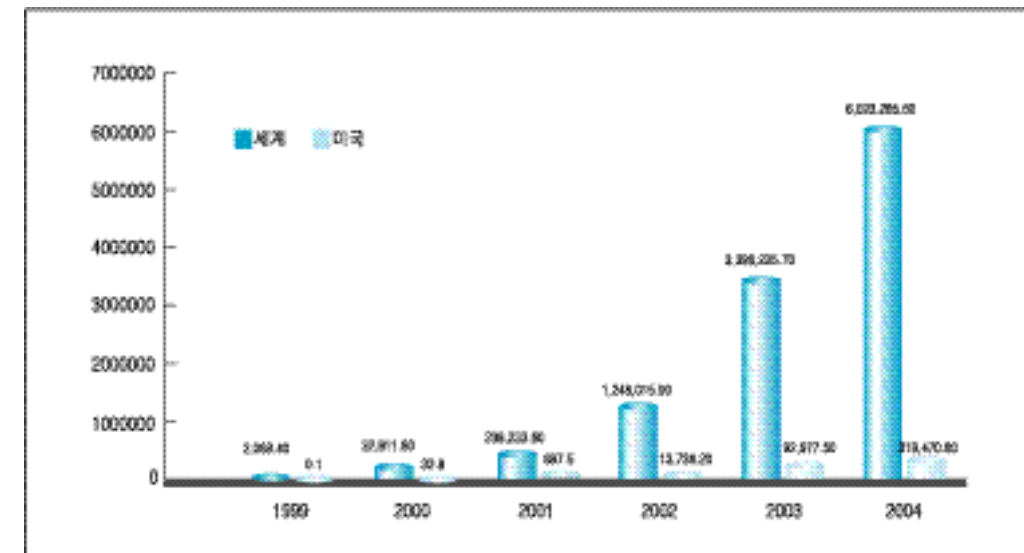


> Gartner Dataquest, 2000



< 3-2-3-14>

( : )

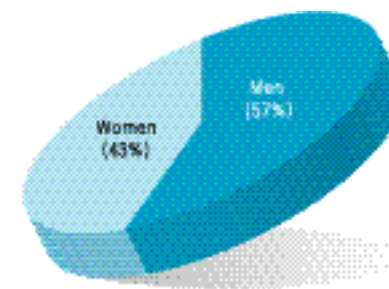


> Gartner Dataquest, 2000



2.  
 (treasure hunter) 2000 4 IDSA  
 1 4

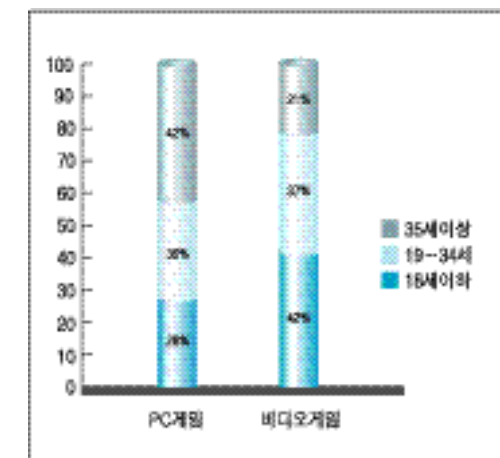
< 3-2-3-15>



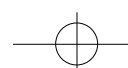
> Gartner Dataquest, 2000

< 3-2-3-16>

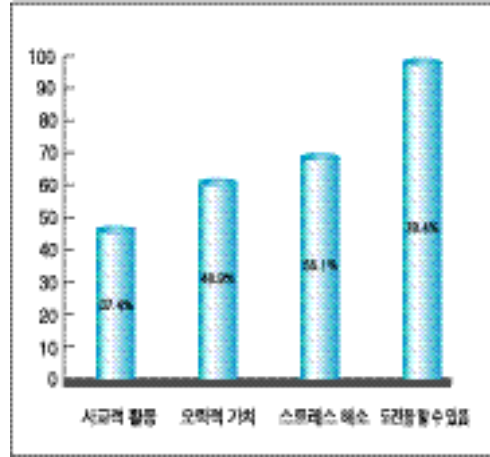
( : %)



> IDSA, 2000



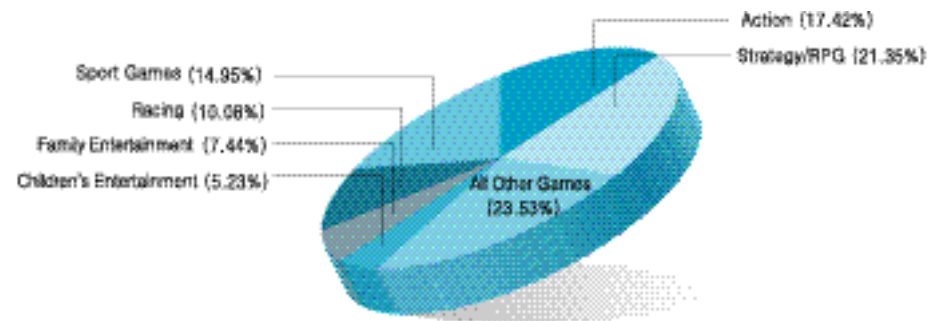
< 3-2-3-17> ( ) ( :%)



< > IDSA, 2000

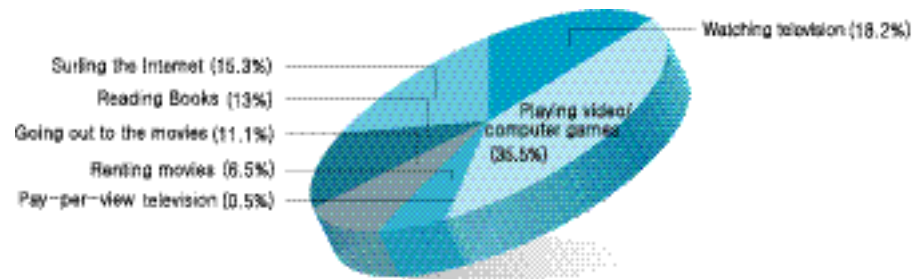
5 6 60%  
 57%, 43%  
 가  
 가  
 ' PC '  
 . PC 18 가 28%, 19-  
 34 가 30%, 35 42% ,  
 18 가 42%, 19-34 가  
 37%, 35 21% . PC  
 가

< 3-2-3-18> (2000 )



<자료> NPD Interactive Entertainment Software Service

< 3-2-3-19>



<자료> The IDSA's Annual Consumer Survey

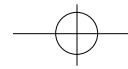
PC 35  
 60%가  
 IDSA , 100  
 가  
 . 2000 , , ,  
 105  
 가  
 58.6% 가 ,  
 가 33.5%, 26.6%, 25.1%  
 219,600 ,  
 72  
 1997 2000  
 6% 15%  
 가 ; , ; ;  
 가  
 RPG 가 21.35%, ' ' 17.42% 가  
 가  
 (35.5%) 가



< 3-2-3-04> (2000 )

	( )	( )	( )
(Information)*	7,774	29.5	2,470.1
	***	95.0	2,399.9
(Trade)**	2,750	13.4	242.2
	***	81.2	2,049.3
(Transportation)	20	0.1	3.4
	***	0.4	12.3
	10,544	43.0	2,715.6
	***	176.6	4,461.5
	***	219.6	7,177.1

\*  
 \*\*  
 \*\*\* 가  
 < > Natan Associates Inc.



2

< 3-2-3-05> (2000 )

	( ) *	( )	( )
(Information)	7,773.5	29.5	2,469.8
	0.7	0.0**	0.2
	0.1	0.0**	0.0
	7,774.3	29.5	2,470.0
(Trade)**	527.6	0.8	27.9
	2,222.6	12.6	214.2
	2,750.2	13.4	242.2
(Transportation)***	19.7	0.1	3.4
	10,544.2	43.0	2,715.6

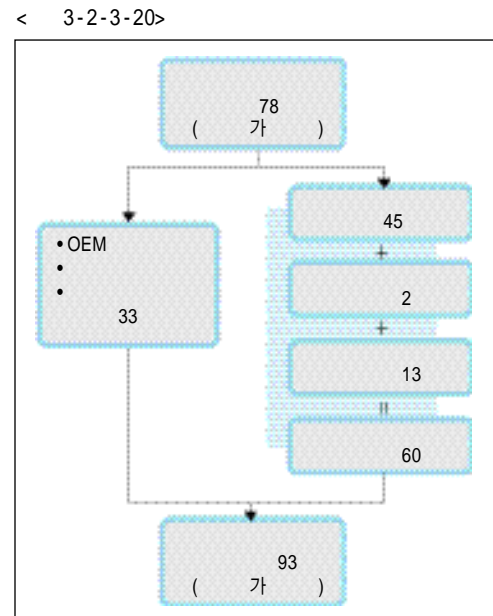
\*  
\*\*  
\*\*\*  
< > Natan Associates Inc.

4.

2000 2 ( : 4.4%), 13  
( : 27.7%)

105 ( 가 ) 93  
78 ,  
27 , 2 < 3-2-3-20>

가 OEM (trade channel)  
2000 78 , OEM , 33 ( 42.3%), 45 ( 57.7%)



< > Natan Associates Inc.

< 3-2-3-06> 가 ( : )

	1997	1998	1999
1	1,632	1,488	1,403
2	70	170	132
3	30	3	15
4	2	1	3
5	1	1	1
6	0	0	1
7	0	0	0
8	1	1	0
9	1	0	0
10 가	0	0	0
	1,737	1,664	1,555

: World Trade Atlas, 1999

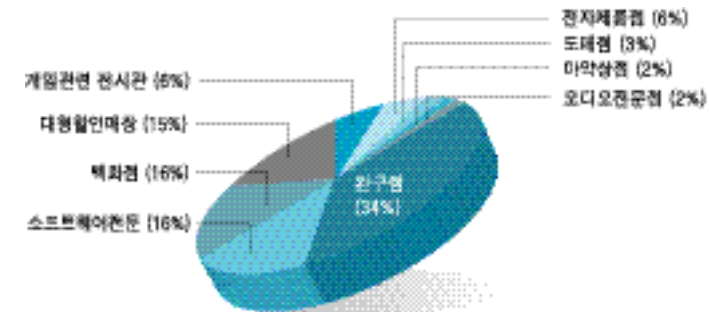
3

5.

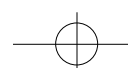
가 <IDC Link> 가

35% 가 1997 1999  
16.8%, 16.1%,  
15.3% , 가  
83.2% 1999 27  
2 가

< 3-2-3-21>



< > IDC Link, 1995



2

< 3-2-3-07> 가 ( : )

	1997	1998	1999
1	1,152.00	2,100.39	1,853.13
2	124.72	152.34	274.88
3	49.90	138.90	260.25
4	67.40	137.61	149.35
5 가	68.02	74.54	66.25
6	128.87	50.85	60.16
7	16.89	58.78	43.92
10	59.74	33.82	28.98
17	8.78	8.79	11.92
	1,676.32	2,756.02	2,748.84

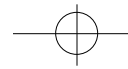
: World Trade Atlas, 1999

Microprocessor  
FCC(Federal Communications Commission) 가  
FCC Form740

4

1.  
(1) 1999 80%  
가.

1999  
851  
110  
13% 가 가  
가 430  
110 25%



< 3-2-4-01> (1999 ) ( : )

	1,607	1,334	7,158	11,049	27,782	33,216	2,986
--	-------	-------	-------	--------	--------	--------	-------

\* PC  
: 2000 ( : , : ), 2000 ( 가 ),  
( )

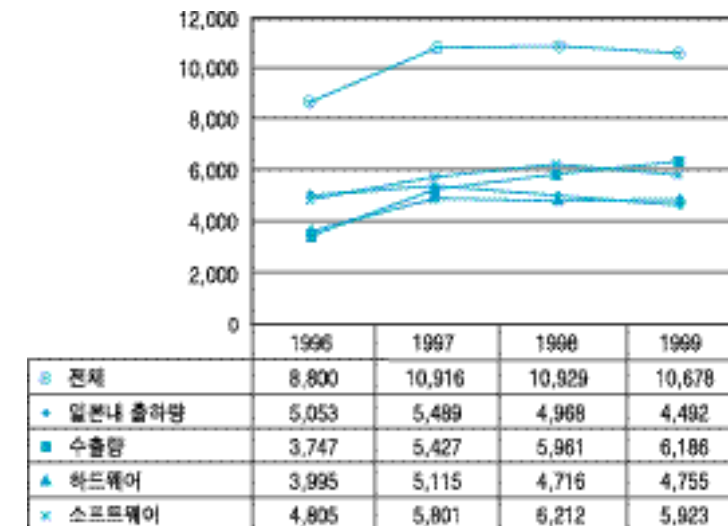
< 3-2-4-02> (1999 )

	( )	(%)
	1,872	-5.6
	6,195	-1.5
	10,678	-2.3
	18,745	-2.4

: JAMMA, 2000' Amusement

3

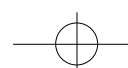
< 3-2-4-01> ( : )

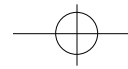


> Gartner Dataquest, 2000

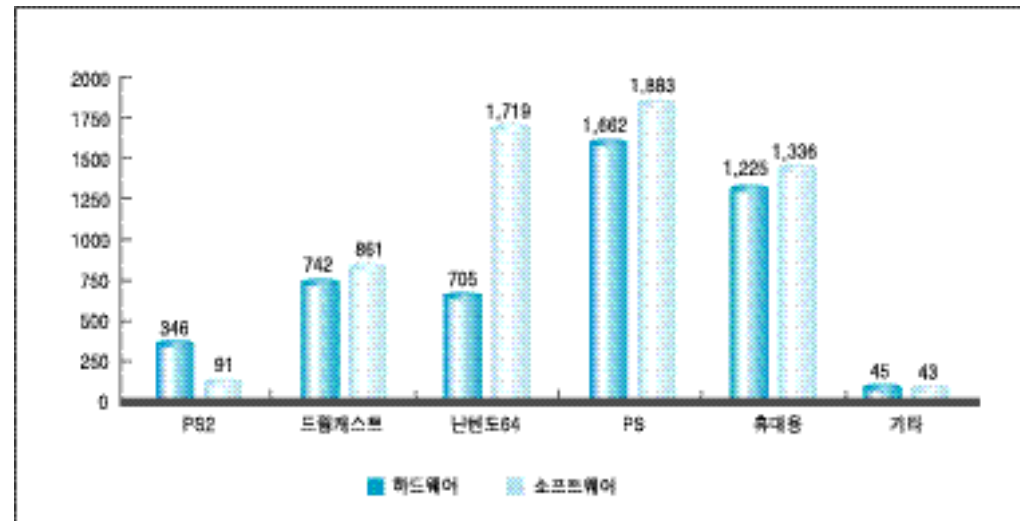
JAMMA , 1999

가, 가 , < > 「  
( ) 2」 가



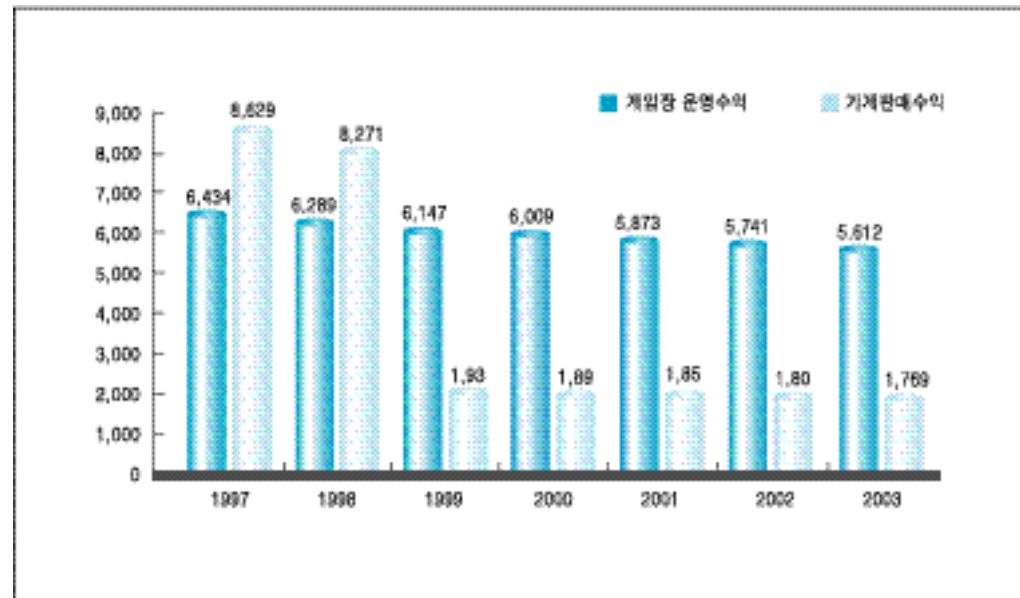


< 3-2-4-02> (1999) ( : )



> JAMMA, 2000

< 3-2-4-03> (1997 2003) ( : )



> , 1999

< 3-2-4-02> , 1999 1000

VIII' 12

適正化法」 8 가

가 , 가

가

, < > ( , )

>, < >, < 가>

< >, <



(IPA) IPA가

「

↓「 2가 ,

」 가

, 18 ( ) , (

, 15 ( R' ) (

)

7 2,100

「古物販賣法」

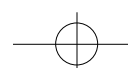
가

「風俗營業

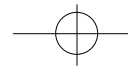
< 3-2-4-03> 가 ( : %)

	1997	1998	1999
	1.4	0.2	0.2
가	0	0.1	0.2
	1.2	1	0.4
	2.3	0.4	0.7
	0.7	0.8	1.3
	0	0.2	2.8
	5.8	8.9	5.4
	86.7	87.6	88.8

> World Trade Atlas, 1999







2

1997 253 , 1998 305 , 가  
 1999 271 . 1999  
 가  
 , 88.8% , 1999 160  
 , 73%  
 (5.4%), (2.8%) . 가  
 14%, 8.2% .  
 (2) 3  
 1997 250 1998 89  
 가. 1999

. Business Day , 1997 12 「 」  
 , 1999 , 1995 3 「  
 가 6,000 , 2,600 」  
 , 7,900 , 2,900 USTR NTE (2000 )

1999 2,900 81%,  
 16.0% 가 95%가

< 3-2-4-04> (1999 ) ( : )

	60	26	79	29	-	-	-
--	----	----	----	----	---	---	---

< > Business Daily, 1999

< 3-2-4-05> ( : )

	1997	1998	1999
가	31	25	29
	-	19.3%	16.0%

< > Business Daily, 1999

3

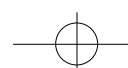
1998  
 (Thai Entertainment Industry  
 Association)  
 86 , 75 , (Board of  
 Investment : BOI)  
 8 ,  
 (Information  
 Research Foundation)  
 , 가

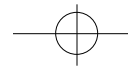
< 3-2-4-06>

(BOI)	-	(8 )
(IRF)	-	-

< 3-2-4-07>

(photo Hunt)	Sony Playstation
- DDR 2000 4	- Sony Playstation Playstation 2,000 . Sony
DDR 가 2	- Nintendo 가 Sony Playstation
5	
DDR	





2

Interactive>, <Western Outdoor Interactive>, <Pentafour software India> <Luka Interactive>

가 가

(3)

가.

1999 18 , 10 , 2,500

1997 650 , 1998 720 , 1999 630 .

700 , 40% , 600

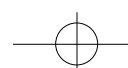
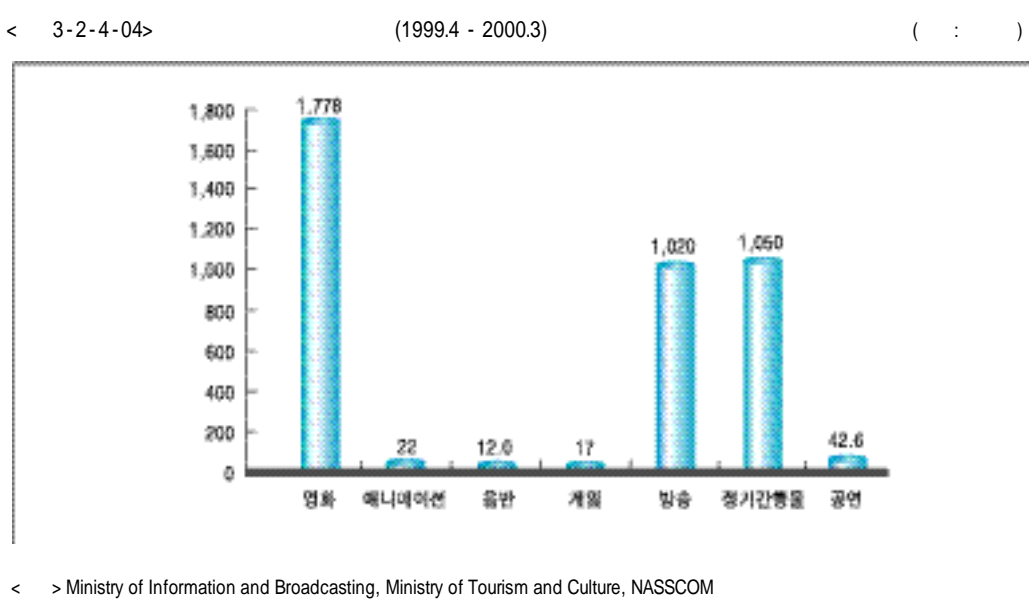
1,000 , 가 ,

(NASSCOM)

1997 1,300 , 1998 1,550 , 1999 1,700

10.0% , 19.2% , 9.7%

<Intel India>, <Dhruva 가 가 .



가 ) ,

70%가

가

1999 4 2000 3 가

60 2

2008 800

( ) ,

가 ,

67.864% 가 가

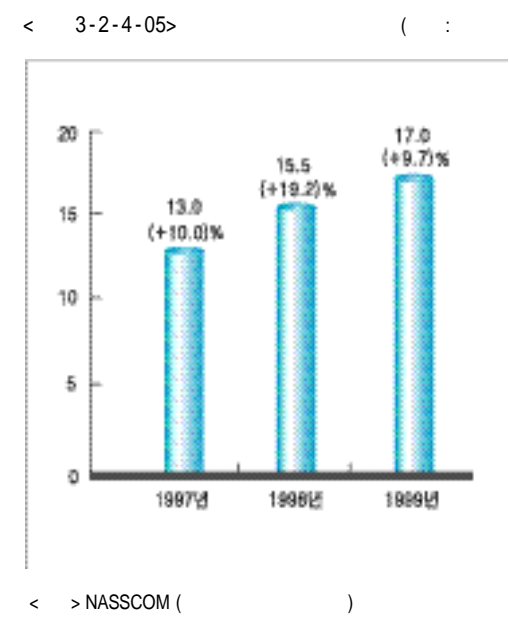
(

가

(

Software>, <LG >, < >

3



가

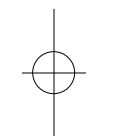
(4)

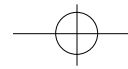
가.

1999

3,000 , 3,000 ,

5 2,600 .





2

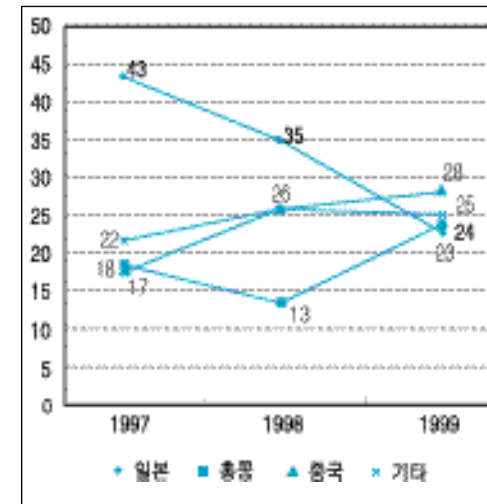
1999 OS 300 10% 10% 가 -  
 OS 가  
 가5 0.6% Printing Act, 1984)  
 <MIMDS> 가  
 100 가  
 ( ), 가  
 ' Baldur 's Gate ',  
 ' Revenant ', ' Warcraft '  
 2  
 ' Destiny 가

, 1997 1998 가  
 가  
 가 1999 가 245  
 가 2005 600 가  
 , 2001  
 , 가 1  
 1999  
 7,516

< 3-2-4-08> (1999 ) ( : )

	*				
	330	30	3	526	-

< 3-2-4-06> 가 2. ( : )

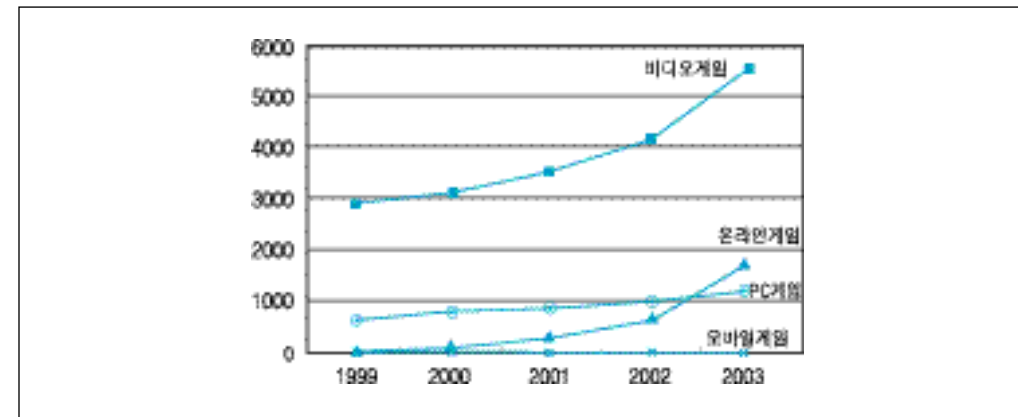


> MATRADE(Malaysia External Trade Development Corporation)

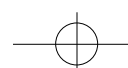
, 2001  
 PC 가  
 Datamonitor  
 , 2005 18  
 가 ' Chess ', ' Scrabble ',  
 ' Checkers ', ' Clue ', ' Dominoes '  
 ' Poker ', ' Bridge ', 21  
 ' Hearts ', ' Cribbage '  
 ( 24 )

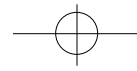
3

< 3-2-4-07> ( : )



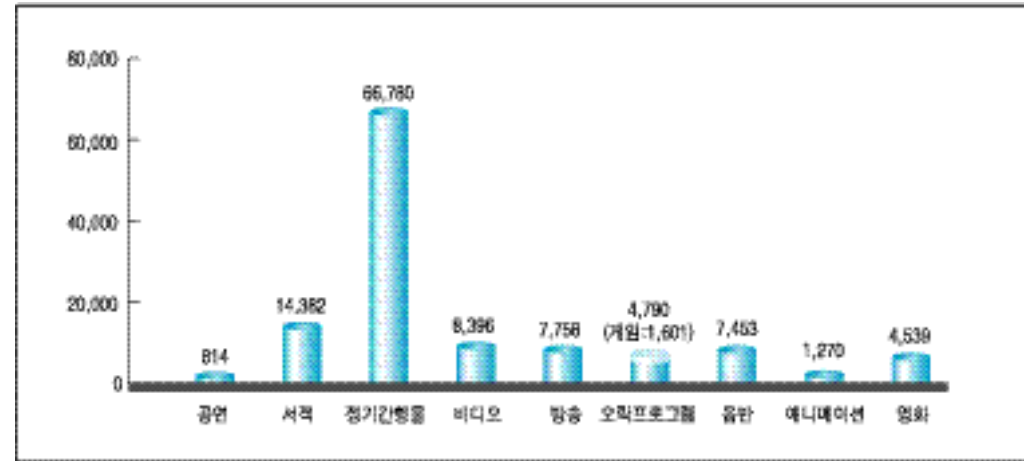
> Datamonitor, 2001





2

< 3-2-4-08> ( : )



> Datamonitor, 2001

DM 가 15 8,000  
 DM, 52 DM, 가 16 6,000  
 DM, 80 2,000 DM,  
 22 2,700 DM

(1)

가.

< >  
 1999

CD가

CD 5

가

1%

가

1996 650

< 3-2-4-09> (1999 ) ( : DM)

	-	5,200	-	1,580	1,660	8,020	2,227	65,000
--	---	-------	---	-------	-------	-------	-------	--------

\* : 1) '99 (97), (96)  
 2)  
 3) 가

> IJK, Filmfoerungsanstalt, IVD

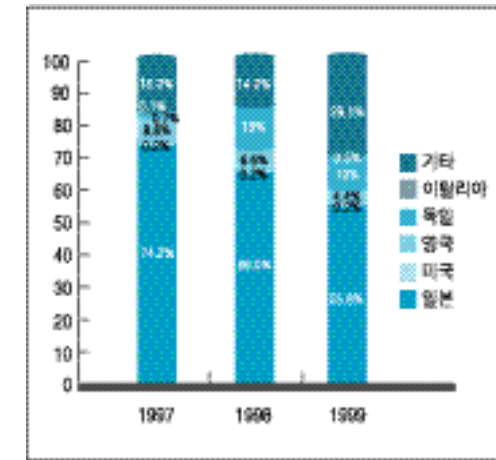
가 .  
 가

가

가

2 3

< 3-2-4-09> 가 ( :%)



> , 1999

3

(2)

28  
 (1997 ), 42 (1998 ), 47  
 9,000 (1999 )

CD-ROM 1999

가 55.7%, CD-ROM 44.3%

CD-ROM

가.

가

HS  
 1999 1,601  
 55.8%

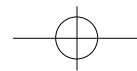
74.2%(1997 ), 66.0%(1998 ),

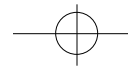
55.8%(1999)

< 3-2-4-10> ( : )

	1997	1998	1999
	2,800	4,200	4,790
CD-ROM	46%	48.3%	55.7%
가	54%	51.7%	44.3%
	33%	50%	14%

\* : CD-ROM(1999) (47%), (20%), (13%), (16%), (4%)  
 > CNC(Centre National de la Cinematographie) Blian 1999, GFK





2

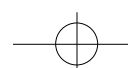
1999 1,601 가  
 가  
 ( \$20 ~30 )  
 가  
 (3) 10~30% \$80  
 가  
 가. 100 ~300  
 가  
 가 100~200  
 가  
 가 \$3,000 ~7000가  
 . <Buka>, <1C Multime-  
 dia> 100%  
 20 10  
 ; 1C Multimedia, New 30, 60, 90 1/3  
 Disk / Cominb, Buka Entertainment, )가  
 ; Snowball Interactive, Nival 가  
 Interactive, Akella, SoftLab - NSK LTD .  
 <Sierra>, <Blizzard>  
 가  
 가  
 0.1  
 ~0.5% . <Square Soft>가

< 3-2-4-11>

	( )
( , , )	60,000 80,000
	18,000
	2,000 10,000
	1,000 3,000
( , , )	500 2,000

<Animatek> ' Final  
 Fantasy'  
 <Blizzard> (  
 ' Warcraft Adventures'  
 (Investment Canada Act)  
 ), <Activision> ( Civilization:  
 Call to Power' ), <Sierra>  
 ( Papyrus' ) (review)  
 50%  
 5  
 가 5  
 3,000 . ( 11 , 14 )  
 가 . < 3-2-4-11> 15 . ( 20 , 21 )  
 A 0  
 16 . - Canadian Interactive Digital Soft-  
 ware Association  
 3. (Entertainment  
 Software Rating Board)  
 (1)  
 가.  
 1999 5  
 49.3%, 37.7% (3 5 )  
 가가 (6 12 )

3



2

< 3-2-4-12> 가 ( : )

	1997	1998	1999
가 (%)	457.2	1,017.1	685.7
	100	100	100
	43.8%	24.6%	49.3%
	37.8%	24.2%	37.7%
	11.4%	5.4%	8.1%
	1.4%	0.7%	1.0%
	1.0%	-	-
	0.1%	0.5%	0.7%
	-	0.4%	-
	-	0.3%	0.5%

\* : HS 9504( )  
 : World Trade Atlas 2000

(13 )  
 (17 /Mature)  
 (18 ) (Multimedia

Fund) , 3

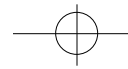
2

가 , 1999

87%가

가 , PC CD  
 가 .

(The Department of Canadian Heritage)  
 (The Business Development Bank of Canada)

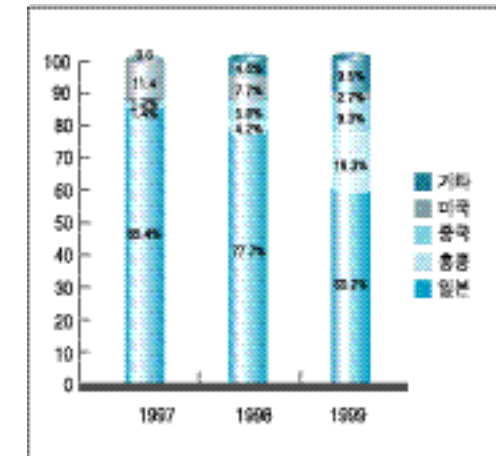


가 , 1998 2 830 (2 5,000 )  
 905.7% , 1999 8

(2)

가.

< 3-2-4-10> 가 ( : %)



\* : 1) : TV  
 2) Sony, Sega, Nintendo 가

6,840 , 7,700 , 6  
 18 8,300 , 8 5,380  
 24 900

2000(Gazeta

Mercantil)

< 3-2-4-13> (1999 ) ( : )

77	-	668.4	853.8	1,883	2,409	-
----	---	-------	-------	-------	-------	---

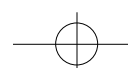
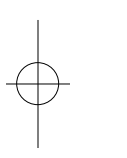
\* : 1) ,  
 2) 가 , ( )  
 가 .  
 : 2000(Gazeta Mercantil), (ABPD)

< 3-2-4-14> ( : / )

	1997	1998	1999
가	34.6 / 27.6	208.3 / 250.0	853.8 / 1,536.8
	-	905.7%	614.7%

\* : 1) 가  
 2) 25 ( Microsoft 35% , Oracle )  
 : 2000(Gazeta Mercantil)

3



614.7% 가 .  
 가 INDEC  
 1999  
 1 5,700 , 1,200  
 , 1,700  
 HS 1999  
 60.21%, 18.32%,  
 9.23% . 3  
 , 2,100 14.3% 가  
 , 1998 , 1999 1,700 29.2%  
 가  
 <Sony>, <Nintend> PC,  
 가  
 1999  
 <Sony>, <Sega>, <Nintend> 62.5%  
 가 1998 3 가 ,  
 가  
 가가  
 가  
 CD 45%, 90% .  
 (3) 80%  
 가. (INPI)  
 (INPI :  
 Instituto Nacional de Propiedad  
 Intelectual)  
 가 가  
 가

23%  
 80% < >  
 Nintend Sony  
 1995 가  
 80%  
 가  
 CD  
 CD 가

< 3-2-4-15> (1999 ) ( : )

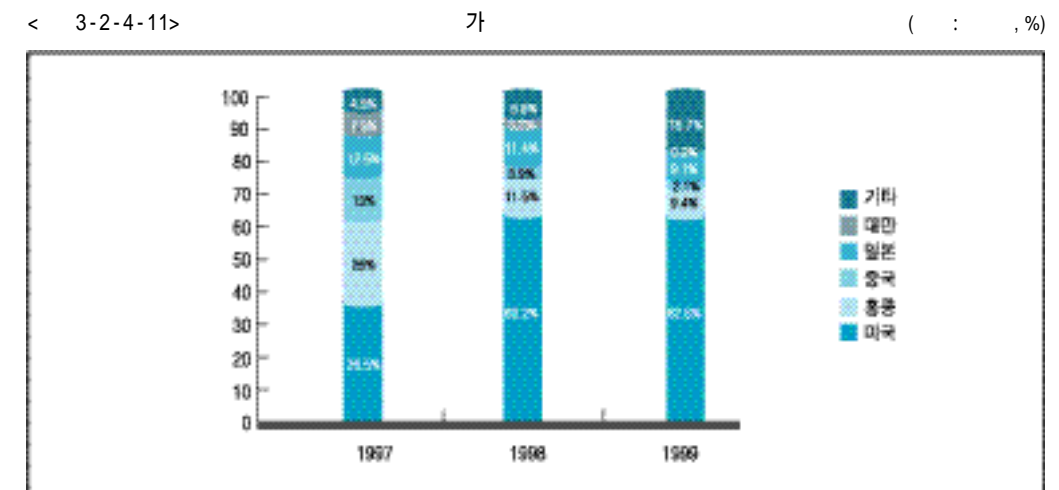
	157	12	-	17	-	-	-
--	-----	----	---	----	---	---	---

(INDEC)

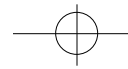
< 3-2-4-16> ( : ,%)

	1997	1998	1999
	21	24	17
가	9.5	14.3	-29.2

(INDEC)



< > INDEC



2

Nintendo Sony 가  
가

< 3-2-4-17>

	가	<ul style="list-style-type: none"> <li>- , CD</li> <li>- BOCA JUNIORS RIVER PLATE 70%</li> <li>- 2002 가</li> <li>- , BOCA JUNIOR RIVER PLATE 가</li> <li>TyC (Torneo y Competencia Entertainmen ) 가</li> <li>- 가 가 가</li> </ul>
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3

