



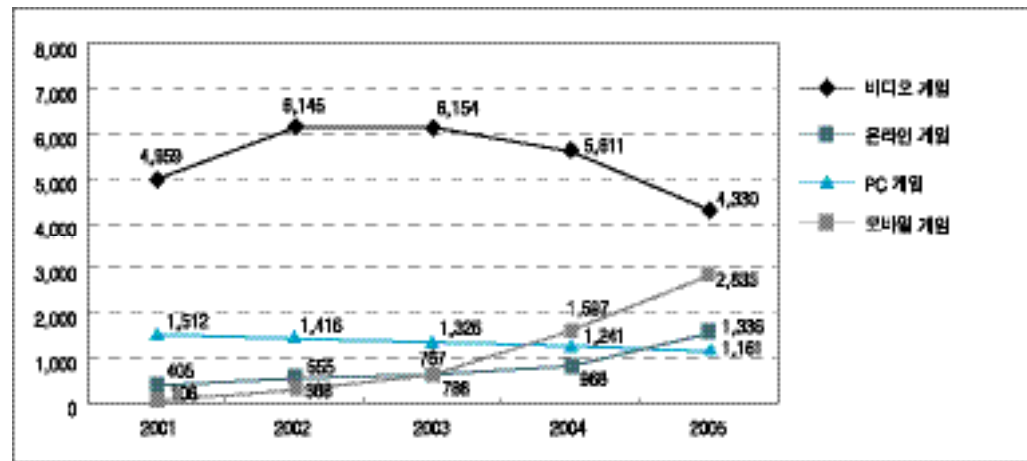
3

1

1. 2005 45%  
 2002 85 29%, 14%  
 가  
 , 2005 45.5%  
 97 가  
 2003 가 28%, 6%, 가 5%  
 2

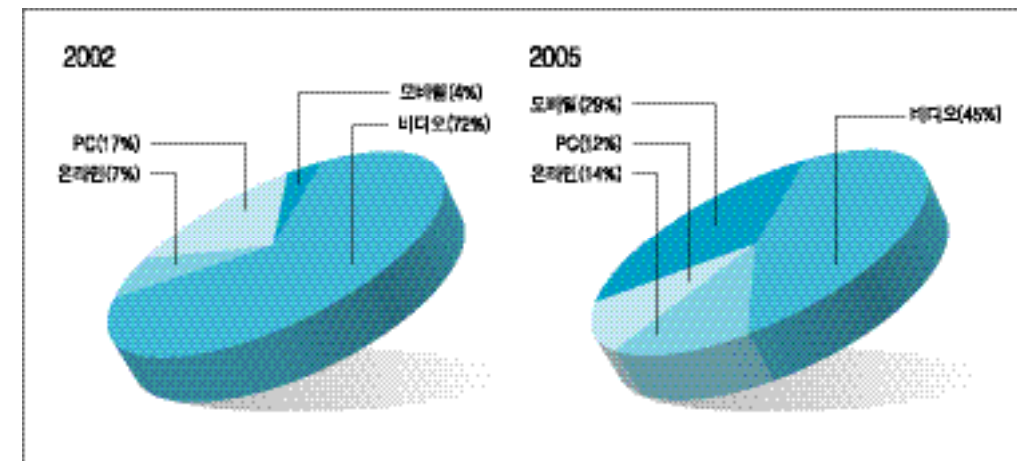
, 2002 72%, 7%,  
 PC 17%, 4%

< 4-3-1-01> : 2001-2005 ( : )



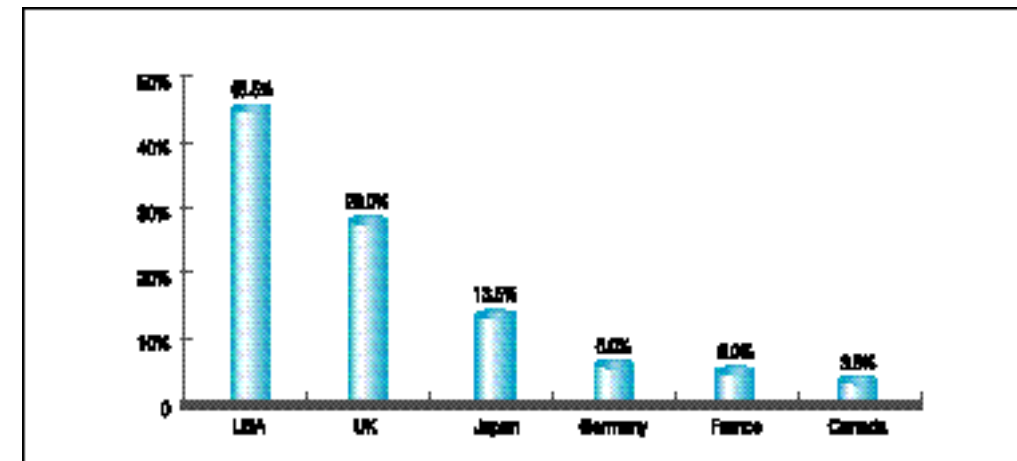
: Datamonitor, 2002 ; Screen Digest, 2002 ; DFC Intelligence, 2001 ; SOFTBANK Research, 2002 ; Informa media group, 2002 IDSA, 2002 ; DTI spectrum, 2002

< 4-3-1-02> : 2002/2005



: Datamonitor, 2002 ; Informa media group, 2002

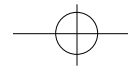
< 4-3-1-03> 가 ( )



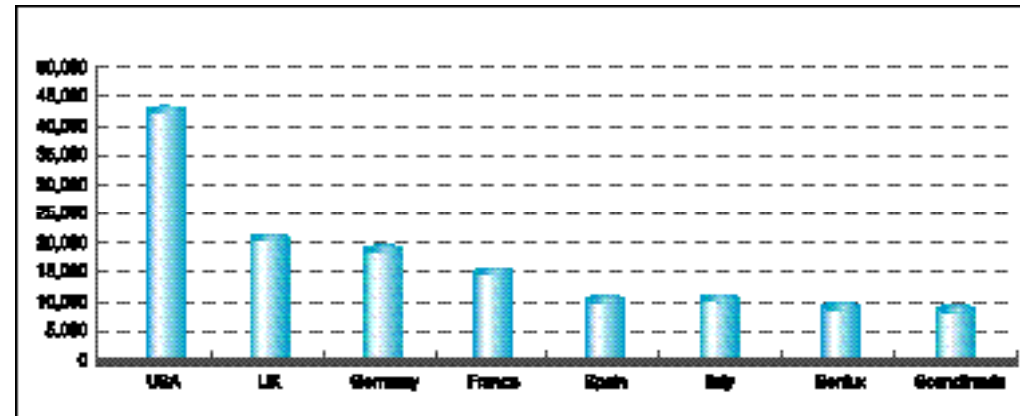
: DTI spectrum, 2003

19,000 8,000 가  
 15,000 6,000  
 2,300  
 10,000 가  
 가  
 2,620 , 580  
 가 가 2.5 , 10

4

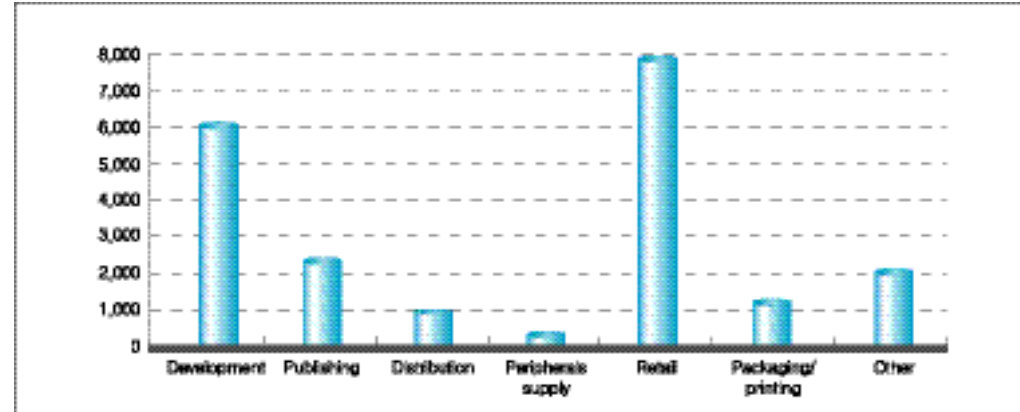


< 4-3-1-04> (2000)



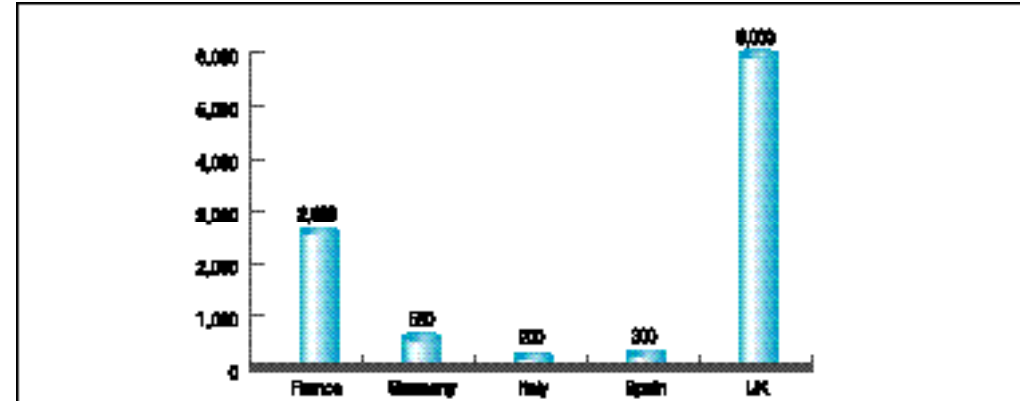
: DTI spectrum, 2003

< 4-3-1-05> : UK



: DTI spectrum, 2003

< 4-3-1-06>

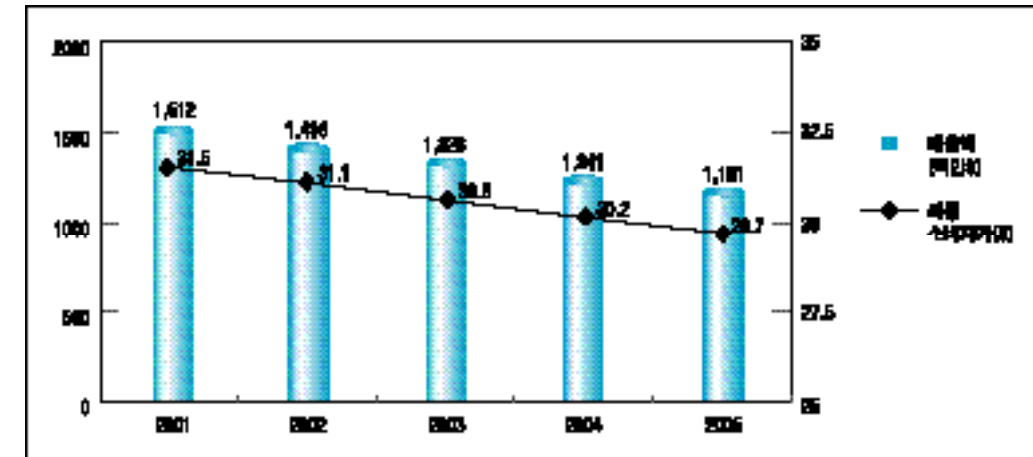


: DTI spectrum, 2003

가 , 가 , PC 가  
 2. PC 가  
 (1) PC , PC가  
 PC 2001 , 2002 1,416 , PC가  
 2005 1,161 PC  
 가 가  
 가 2002 31.1 , 가  
 PC 가 2005 가  
 29.7 , 가  
 -6% , 2002 가  
 가 2003



< 4-3-1-07> PC : 2001-2005

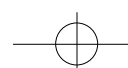


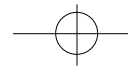
: Datamonitor, 2002 ; Informa Media Group, 2002 ; IDSA, 2002 ; DTI spectrum, 2002

< 4-3-1-01> PC

	2001	2002	2003	2004	2005
( )	1,512	1,416	1,326	1,241	1,161
( )	-	-6.3%	-6.4%	-6.4%	-6.5%
( )	48	45.6	43.3	41.2	39.1
가( )	31.5	31.1	30.6	30.2	29.7

: Datamonitor, 2002 ; Informa Media Group, 2002

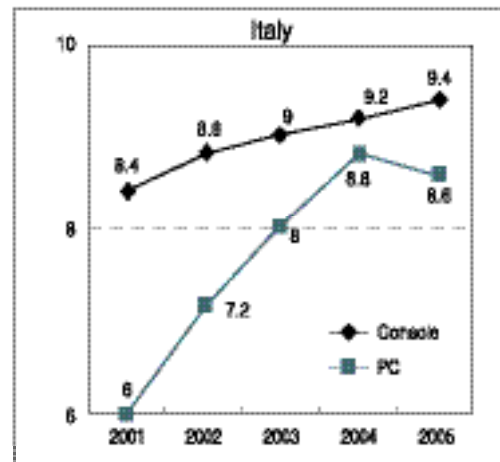
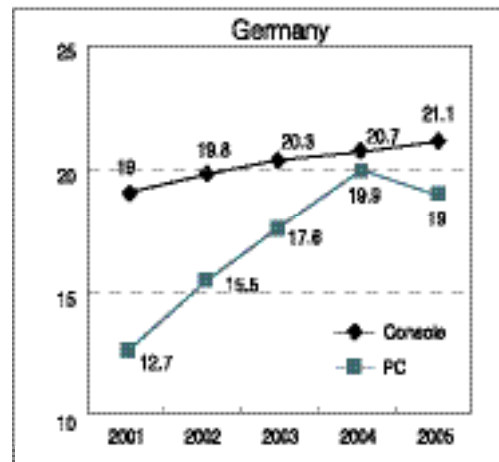
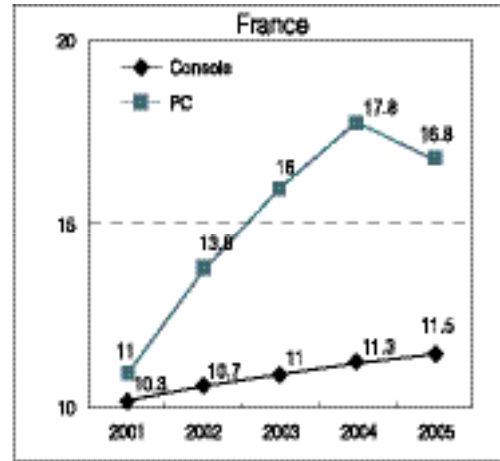
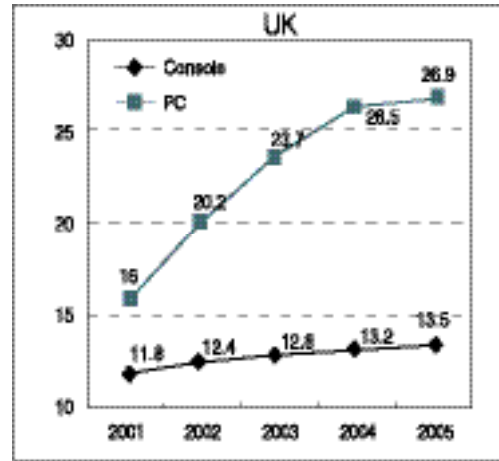




< 4-3-1-08 >

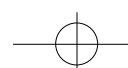
: PC vs Console

( : )

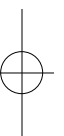


: Datamonitor, 2002 ; Informa Media Group, 2002

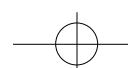
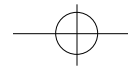
< 가 PC >  
 PC  
 가 PC 2  
 PC  
 가 PC  
 (Tomb Raider), (Command & Conquer), (Age of Empires), (Dië Sims) (The Sims)  
 가 가 PC



(Who Wants to be a Millionaire), (Big Brother) TV  
 가  
 . USK ESRB PC  
 , 1  
 BPjS(Bundesprüfstelle für jugendgefährdende Schriften)  
 PC  
 PC (Dom)  
 , 가  
 (Sony) PC가 (PS)  
 가  
 PC  
 (British Board of Film Classification) SCI  
 (Carmageddon) SCI가 (Video Appeals Committee)  
 2002 PC (Championship Manager)  
 3D 가  
 (Robbie Williams)  
 McRæ Rally 2.0 3 (Grand Prix 3), 2.0 (Cdin (International Cricket Captain)  
 .  
 CD 가 가가  
 PC  
 (Spectrum)



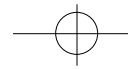
가 (Peter Molyneux)가 (Black & White)  
 (Lionhead Studios)  
 (Britsoft) (Bitmap Brothers) ' Z :  
 (Z : Steel Soldiers), (Rebellion) (Judge Dredd),  
 (Elixir Studio) : (Republic: The Revolution)  
 (Core Design) (Project Eden)  
 PC 1,000 PC가  
 가  
 RPG II  
 PC  
 200 PC  
 PC ADESE( IDSA ) V(Tabula V)가  
 1,500 가 , 70% 가  
 45% 60% PC  
 56%가 가 PC  
 , 36% , 7% 가  
 ADESE  
 (ELSPA: European Leisure Software Publishers Association) ESRB(Entertainment  
 Software Ratings Board) 2001 3



가  
 80% 가  
 2001(FIFA 2001) (Tomb Raider)  
 50,000 5,000  
 RPG 가  
 ' FIFA ' (Pyro Studios) '  
 PC (Commando), (Rebel Act Studios) (Blade)  
 (Diramic Multimedia) (Runaway)  
 (Jaleco)  
 (Game Boy)  
 PC PC  
 PC가 PC가  
 HP PC가 PC가  
 PC PC  
 PC PC  
 PC PC  
 PC PC

(2) 가  
 가  
 2004 가 , 2001 2002 가 PS  
 가 가  
 가

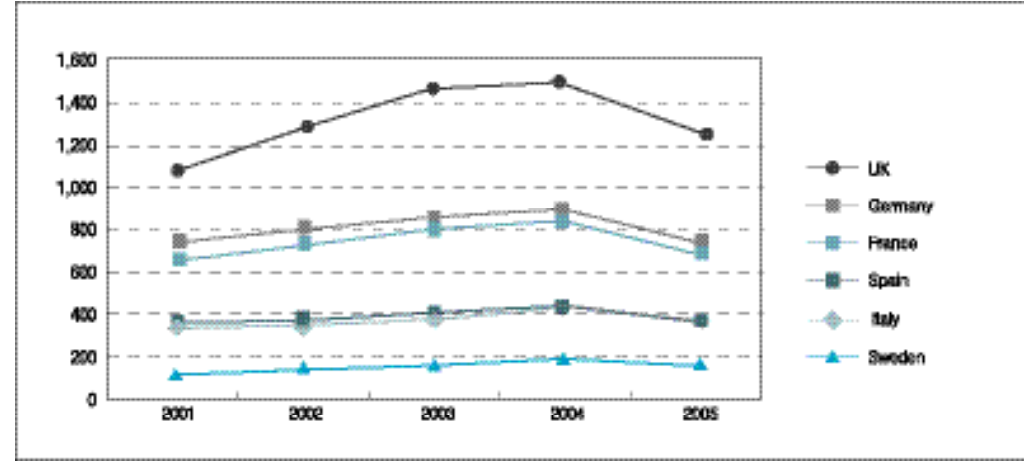




2004 가 , PS2 X-BOX Gamecube 3 . 2003 가 , PS2가45% 가 , X-BOX Gamecube가 5% . PS2 2002 43% . X-BOX Gamecube 2002

3

< 4-3-1-09> ( : )



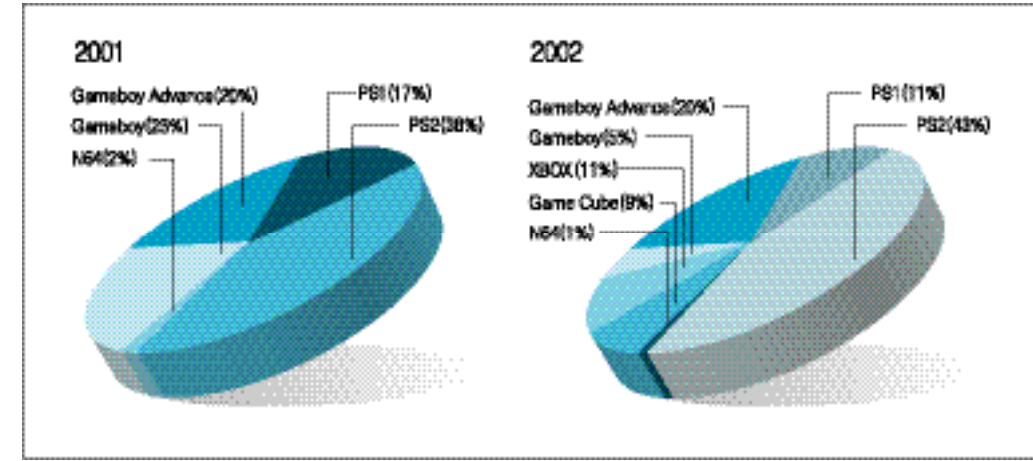
: Datamonitor, 2002

< 4-3-1-02> : 2001/2002

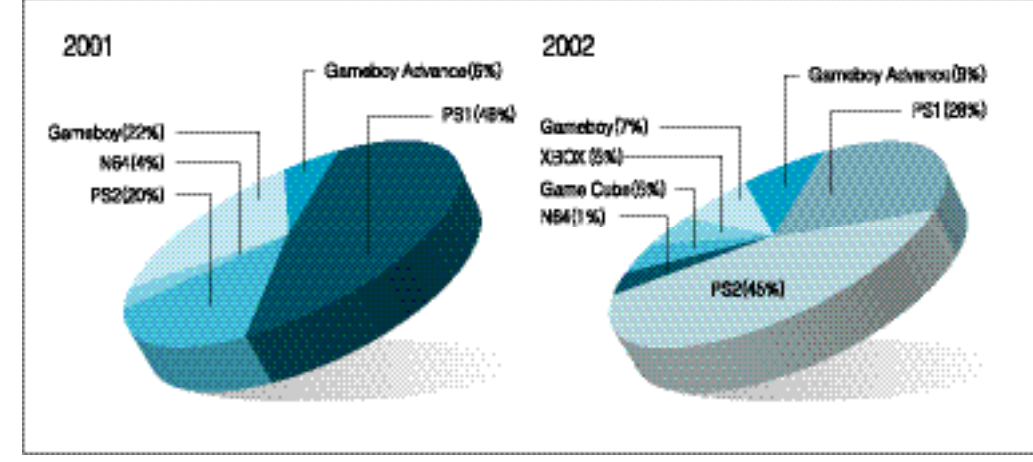
	( )			( )		
	2001	2002		2001	2002	
PS1	2,099	1,470	70%	24,919	26,389	105.9%
PS2	4,433	6,018	135.8%	5,094	11,112	218.1%
Nintendo64	275	79	28.7%	5,977	6,056	101.3%
GameCube	N/A	1,200	-	N/A	1,200	-
X-BOX	N/A	1,446	-	N/A	1,446	-
Gameboy	2,781	636	22.9%	29,132	29,768	102.2%
Gameboy Advance	2,472	2,732	110.5%	2,485	5,217	209.9%
Total	12,060	13,581	112.6%	67,607	81,188	120.1%

: Informa media group, 2002

< 4-3-1-10> : 2001/2002



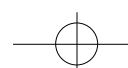
< 4-3-1-11> : 2001/2002



4



(2002 )  
 ELSFA(The Entertainment & Leisure Software Publishers Association)  
 (2002 ) 13% 가 2 2,900  
 PS2, X-BOX, NGC, GBA  
 2002 2/4 PS2 250 , GBA 50 ,  
 X-BOX 40 , NGC 60 가



ELSPA (20 )

- (PS)
- 007 (PS2)
- WWF Smackdown: Just Bring It (PS2)
- 2002 (PS2)
- 2 (PS2)
- Tony Hawk's Pro Skater 3 (PS2)
- (PS2)
- Pro Evolution Soccer (PS2)
- (GBA)
- The Sims: Livin It Up (PC)

ELSPA (30 )

- (GBC)

ELSPA (60 )

- Grand Theft Auto 3 (PS2)

가 16 가 ( : )

TV

가 8

가 가 1990

가

, 2

가

1

가

. 1995 9 가

, 32

II'

( PS) 가

3 TV PC 가 PS

30

가 ;

2 :

PS가

, PS 450 가 32

PS

가 32

15

( : www.gamespot.co.kr,

) http://www.gamespot.co.kr/vid/spec/vid\_spec\_gw\_02.html

PC

가

. 가

가

PS

가가

1989 , PS 1995

500

가 가

DC 20

가

가

가

PS2

2

가

( : www.gamespot.co.kr,

) http://www.gamespot.co.kr/vid/spec/vid\_spec\_gw\_02.html

(3)

가

, 10%

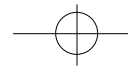
2000

가

2003

25%

10%



< 4-3-1-03>

가	가	5	가	가	ISPs	가			
						2000	2001	2002	2003
10,647	Greek	-	1,000	500	18	0.9	2.6	4.4	7.7
15,879	Dutch Ger Eng	24.0	6,800	4,500	52	4.8	7.8	9.5	10.7
4,454	Nor Eng	-	2,200	1,400	13	7.5	9.9	12.0	13.9
5,325	Danish Eng	22.0	1,800	1,600	13	7.5	13.2	19.0	26.0
82,342	German Eng	9.0	26,000	15,100	123	2.1	7.8	13.0	19.0
10,172	French Ger	20.0	2,700	1,600	61	3.8	6.0	7.7	8.4
8,879	Swedish Eng	20.0	4,500	3,000	29	5.8	13.8	20.1	28.0
7,159	Ger Fre Ita	12.6	3,400	1,800	44	5.4	9.3	12.1	14.6
39,501	Spanish	-	7,000	4,000	56	2.5	5.2	7.8	9.3
3,712	English	-	1,000	600	22	-	-	-	-
58,861	English	17.0	30,000	13,000	245	2.1	4.2	6.2	7.4
8,193	German	29.0	2,700	1,300	37	5.6	8.2	10.3	10.3
57,458	Italian	-	11,000	8,300	93	1.0	2.5	4.1	6.1
9,999	Port Eng	-	2,000	1,500	16	-	-	-	-
59,004	French	-	11,000	5,500	62	2.9	6.4	8.7	15.0
5,175	French Eng	23.0	2,150	1,000	23	6.5	10.4	13.0	15.5
386,760			115,250	64,200					

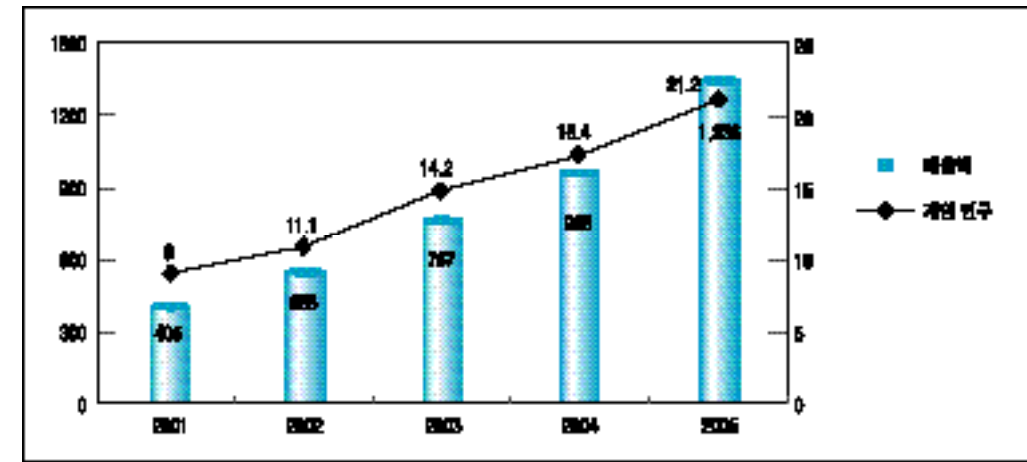
: " ", 2002

가 가 가 13%  
7.4% ADSL

PC  
1 2,000 가 , PC  
7,000  
ADSL 가  
700 가 ADSL  
2001 4 500 2003 7 6,700  
89.3%

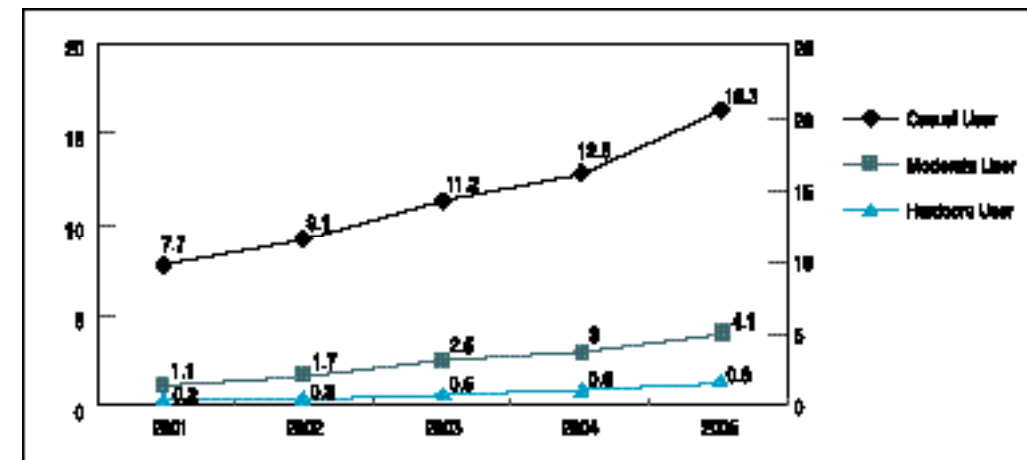
가 , 가 ,  
2001 900 가 2005 2,100 . Casual user  
가 2001 2005  
가 , Casual user가 , 3  
가 가 가 가  
가 가 가 가

< 4-3-1-12> : 2002-2005 ( : , )

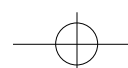


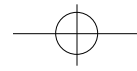
: Datamonitor, 2002 ; Screen Digest, 2002 ; DFC Intelligence, 2001 ; SOFTBANK Research, 2002 ; Informa media group, 2002

< 4-3-1-13> : 2001-2005 ( : )



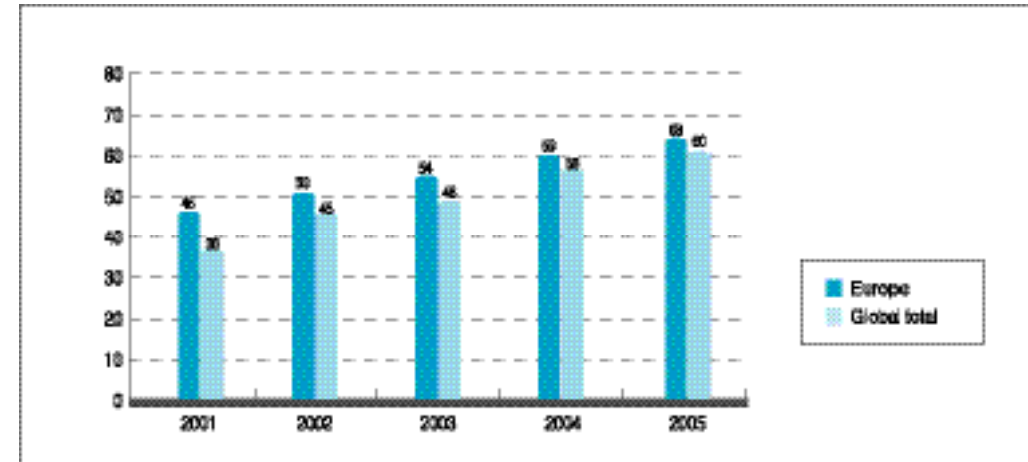
: DFC Intelligence, 2001





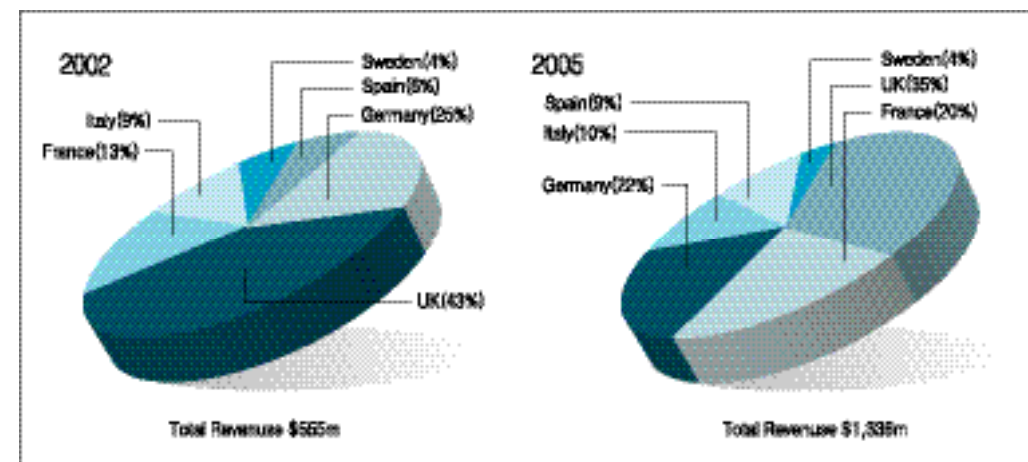
2001 45 2005 63 , 가  
 69.2% 가 . 가  
 1 . 2002  
 1 43% ,  
 , 25%, 13%  
 가 9%, 6%  
 . 2005  
 , 35%

< 4-3-1-14> 1 :2002~2005 ( : )



: Informa media group, 2002

< 4-3-1-15> : 2002/2005



: Datamonitor, 2002 ; DFC Intelligece, 2001 ; Informa Media Group, 2002

가

< >

가 ,가 가 . PC

2004 가 가 가 ,

가

4 . 2004

, PC-

가

PC

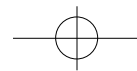
가 ,

가

1

3

가





가 ,  
 PC  
 industry 2001, KIPA - Policy Development Division :

>

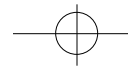
1998 가 ,

< 4-3-1-04>

	1997	1998	1999	2000	2001	2002
( )	150	540	1,280	3,030	5,236	6,904
(%)	-	260	137	137	74	32
(%)	0.2	0.9	2.2	5.1	8.7	11.9

: operators

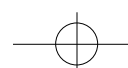
France Telecom Wanadoo  
 가 40% . ISP  
 , France Telecom  
 가 Wanadoo  
 Wanadoo 가  
 ISP 가 가 2001 6 138% 가 240  
 France Telecom DSL 2002 6 , 70  
 , 2002 130  
 60% 2002 39%  
 가 ,  
 , 600 ISP 가 . 1999 ISP 가



< 4-3-1-05>

	1998	1999	2000	2001	2002
( )	5,070	7,920	13,450	19,104	32,114
(%)	77.9	56.2	69.8	42.0	68.0
(%)	6.14	9.7	16.4	23.2	39.0

ISP (-)  
 ISP 2000 가 20~30%  
 2000 11 , Deutsch Telekom ISP T-Online  
 가 xDSL , 2002  
 가 , ISP 가  
 . T-Online 2002 가 1  
 ISP 60% . T-Online  
 AOL Deutschland ,  
 T-Online  
 ISP Freenet.de, Tiscali, Germany.net (Mannesmann Arcor ), Lycos  
 Europe  
 T-Online xDSL , xDSL rate  
 가 , T-Online  
 xDSL 가 Mannesmann Arcor 50  
 DSLAM , 15,000 가  
 , Berikom ( ), HanseNet ( ), NetCdogre ( )  
 Deutsche Telekom  
 AOL Deutschland ISP xDSL AT&T Global  
 Networks (IBM Global Networks ) 2002 xDSL  
 27%  
 가 가 , 가  
 가 , PC  
 , 가  
 Telecom Italia



< 4-3-1-06>

	1998	1999	2000	2001	2002
( )	1,810	3,250	7,250	11,560	15,700
(%)	79.2	79.5	123.1	59.4	35.8
(%)	3.2	5.7	12.6	20.2	26.7

(LLU : Local Loop Unbundling) , Wind  
 가  
 , SME , ADSL  
 (fixed wireless access licence)  
 Tiscali ISP , 2002 1/4 1million(\$1 million)  
 ISP Tiscali ISP  
 240 ISP  
 가 40%, SME가 60%  
 Tiscali ISP, Freeserve(Wanadoo )  
 , Deman.Net ISP  
 SME ISP

< 4-3-1-07>

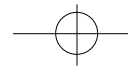
	1998	1999	2000	2001	2002
( )	4,310	8,000	12,500	19,100	21,500
(%)	-	85.6	56.3	52.8	12.6
(%)	-	12	22	40	45

: Oftel; Emarketer; ITU; ONS

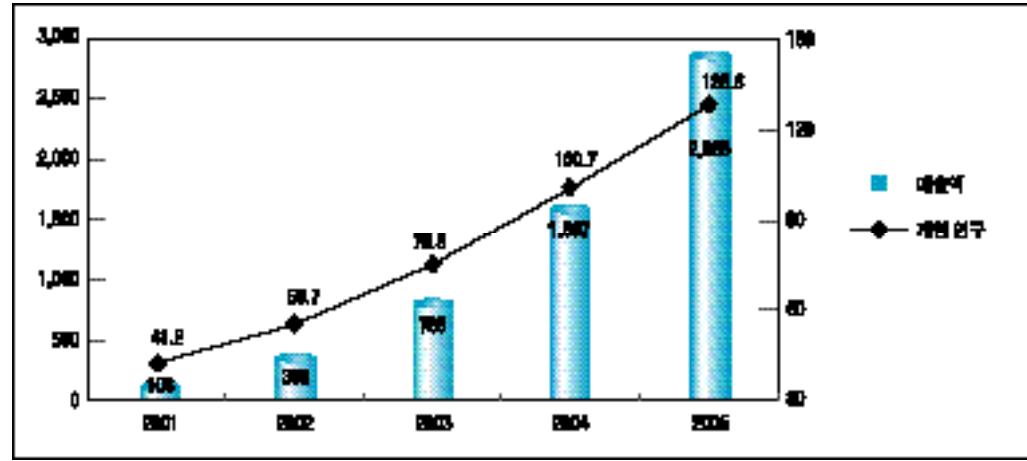
. 가  
 가 가  
 가

가  
 DSL 가 . BT 2002 2  
 DSL 가 45% , 가 £ 30 (\$47) 가  
 ,가 1%  
 Oftel 가  
 ISP  
 1 1  
 가 ADSL 가 £18  
 2002 11 , ET Global 3  
 가  
 2002 1 600 ,  
 .(BT가 / , 2002) 가  
 , 3  
 가 X-BOX  
 가  
 가

(4) 2005 1 2,860  
 2001  
 , 2001 1  
 2005 28 3,500



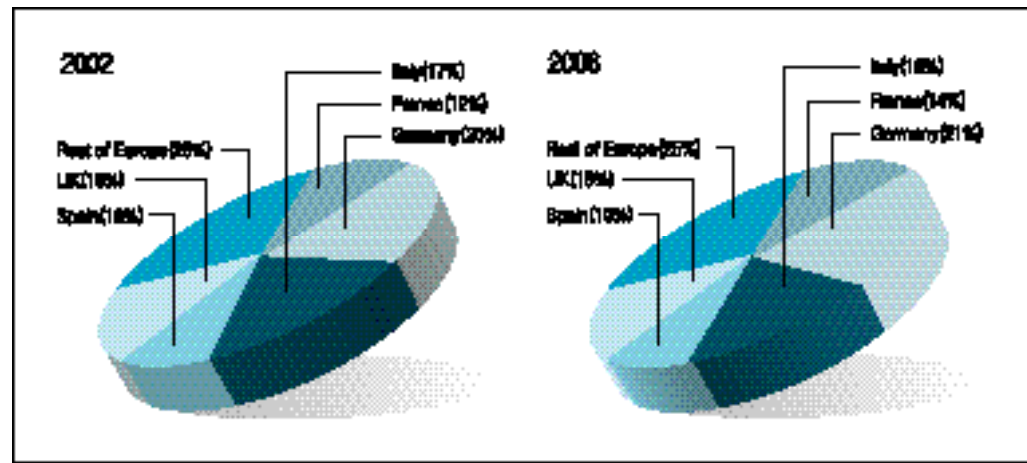
< 4-3-1-16> : 2001-2005 ( : , )



: Datamonitor, 2001, 2002 ; SOFTBANK Research, 2002 ; Screendigest, 2002 ; ARC Group, 2002

가 가 가 가

< 4-3-1-17> 5 가 2002 /2006



: Ovum, 2002

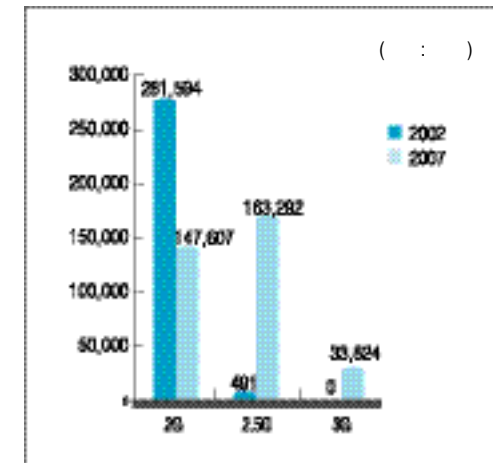
< 4-3-1-08> 가 ( : )

	2002	2003	2004	2005	2006	2007
2G	281,594	295,805	278,776	234,427	192,298	147,607
2.5G	491	5,309	39,864	94,318	140,443	163,292
3G	0	0	52	2,572	6,775	33,824
	282,085	301,115	318,692	331,318	339,515	344,723

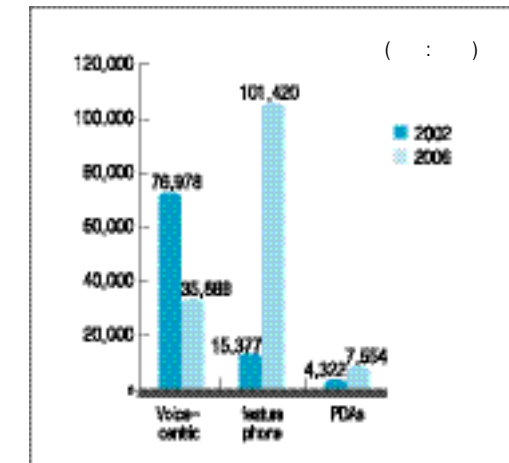
source : Wireless Internet@ovum

2006  
 , 2002 7  
 가 .2002 ,2002  
 가  
 2006 가  
 가  
 , 2006 2002 가  
 가  
 SMS WAP  
 가  
 가  
 3G  
 ,  
 .25  
 가  
 가 가 가 ,  
 가

< 4-3-1-18> 가 ( : )



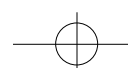
< 4-3-1-19> ( : )



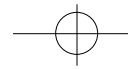
< 4-3-1-09> ( : )

	2002	2003	2004	2005	2006
Voice - centric	76,978	74,739	66,963	55,188	35,888
Feature phone	15,377	25,476	43,676	70,075	101,420
PDAs	4,322	5,267	6,463	7,000	7,554
	93,785	102,431	113,927	130,135	143,781

source : Wireless Internet@ovum







2.

가 가  
 Specialist, Consumer Electronics, CTN,  
 Inde PC 가가  
 , PC 'Sims가1 가

< 4-3-2-01> 2001 PC Top 10 ( )

	PC	가	Console	가
1	The Sims	USA	Who wants to be a millionaire	UK
2	Who wants to be a millionaire	UK	WWF Smackdown 2	Japan
3	Championship Manager : Season 00/01	UK	Grand Theft Auto 3	UK
4	Age of Empires II : The Age of Kings	USA	Harry Potter & the Sorcerer's Stone	UK
5	Championship Manager : Season 01/02	UK	Gran Turismo 3	Japan
6	The Sims : Livin in Up	USA	Zelda - Ocarina of Time	Japan
7	Command and Conquer : Red Alert 2	USA	Fifa 2001	Canada
8	Roller Coaster Tycoon	UK	WWF Smackdown! Just Bring it	Japan
9	Half - Life : Generation	USA	Fifa 2002	Canada
10	Black & White	UK	007 : Agent Under Fire	Canada

: Reports compiled by Chart - track, copyright ELSPA 2002, DTI spectrum, 2003

< 4-3-2-02> (2000,2001 )

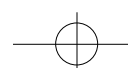
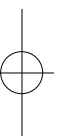
1	Pokemon	Pokemon	Pokemon
2	WWF	The Sims	Gran Turismo
3	FIFA	Who wants to be a millionaire	Tom Raider
4	Gran Turismo	FIFA	Age of Empire
5	Grand Theft Auto	The Settlers	FIFA
6	Who wants to be a millionaire	Tony Hawk	Rayman
7	Tom Raider	Tom Raider	Driver
8	Tony Hawk	Diablo	Mario
9	The Sims	Mario	The Sims
10	Driver	Gran Turismo	Crash Bandicoot
11	Bond	Command and Conquer	Formula 1
12	Rayman	Harry Potter	Colin McRae Rally
13	Harry Potter	Age of Empire	Tony Hawk
14	Champ Manager	Half - Life	Harry Potter
15	Crash Bandicoot	Hugo	Tekken
16	Formula 1	Driver	Final Fantasy
17	Mario	Formula 1	Asterix
18	Star Wars	Bundesliga	Bond
19	Rugrats	Final Fantasy	Moto Racer
20	Resident Evil	Zelda	Zelda

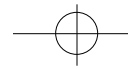
: Simon Price, GDC Europe 2002



PC  
 'Who wants to be a millionaire' 가 1  
 'FIFA' 3.  
 10  
 PC

가  
 가  
 PC  
 'Diablo', 'Command & Conquer', 'The Sims'  
 가  
 'NFL', 'NBA', 'FIFA', 'Formula 1'  
 EA  
 'Asterix', 'Moto Racer' 가 20  
 'Championship Manager' 가, 'The Settlers', Infogrames Take  
 'Hugo' 20 Two, VU, EA Activision  
 'Pokemon', 'Mario', 'Gran Turismo', Square, Konami  
 'Crash Bandicoot', 'Zelda'  
 3





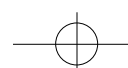
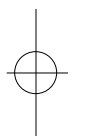
< 4-3-2-03>

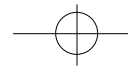
	1. 3.	2. 4.			
TITUS INTERACTIVE	1. 1985 2. 441 3. 1 1 9 4. Down Force, Barbarian, Top Gun : Combat Zones, Virtual Kasparov, Planet Monsters, Prehistorik Man, Robocop, KAO the Kangaroo, Burning Metal, Space Coeboy, Chess 3D, Intergalactic Invaders, Virtual Pinball, Flam	Parc de l' Esplanade 12, rue Enrico Fermi 77 462 Saint Thibault des Vignes, France +33 (1) 60 - 31 - 04 - 13 www.titus-interactive.com	1985 .PC,  1998 Digital Integrarion BlueSky 1999 Interplay Entertainment 72%  30	www.eyeeone.com  www.lofex.net	Titus Interactive Website
UBI SOFT	1. 1986 2. 1,800 3. 2 2 8 (2001 3 ) 4. Rayman, Tom Clancy's Rainbow Six, Tom Clancet à Rogue Spear, Myst, Batman, The Settlers, F1 Racing Championship	28, rue Armand Carrel 93108 Montreuil Cedex France +33 (1) 48 - 18 - 52 - 07 www.ubisoft.com	.18 .52  3 1300 50 3DO, 4-5 MMO	ubi.com  Shadowbane  Ubi  MMO	Ubi Soft Website, Hoovers.com
VIVENDI UNIVERSAL PUBLISHING	1. 2000 2. 1,250 3. - 4. Diablo, StarCraft, Half - Life, Spyro the Dragon, Crash Bandicoot, Lord of the Rings(book rights), Dark Age of Carrelot	Batiment Energy 1 - Porte B 32, avenue de l' Europe 78457 Velizy - Villacoublay Cedex France +33 (1) 30 - 67 - 30 - 30 www.vivendiuniversalpublishing.com	Universal Music Group, Vivendi Universal Entertainment & Canal+Group, Vivendi Universal Net, Vivendi Universal Publishing, Vivendi Universal Games	Blizzard Entertainment, Sierra Entertainment, Black Label Games, Massive Entertainment Knowledge Adventure Universal Interactive PC,  VU Games Carve Entertainment, Fox Interactive, Interplay, Mythic Entertainment, Simon & Schuster	Vivendi Universal Publishing Website, Vivendi Universal Games Website
TERRA LYCOS	1. 2000 2. 3,196 3. - 4. Terra.com, lycos.com, AnimationExpress.com, Angelfire.com, A Tu Hora, Gamesville.com	Via de las Dos Castillas, 33 Edificio Atica I 28224 Pozuelo de Alarcon Madrid Espana +34 (91) 452 - 3000 www.terralycos.com	40 20 140 1 1 5 ISP  e - commerce	2002 3  50%  PC 1 2 1 1% Gamesville.com	Terra Lycos Website, LATAM NEWS, Hoovers

	1. 3.	2. 4.			
CODETOYS	1. 2002 2. - 3. - 4. Who Want To Be A Millionaire?, Trivial Pursuit, Zobmondo!!, E.T. - The Extra - Terrestrial, Zobmondo, Subbuteo	Innopoli 2 Tekniikantie 14, 02150 Espoo Finland +358 (9) 439 - 3040 www.codetoys.com		operator,  operator 가	. 30  Codetoys Website
INFOGRAMES	1. 1983 2. - 3. 7 7 4. Stuntman, Dragon Ball Z, The Legacy of Goku, Test Drive, Men In Black, Alien Escape, Backyard Sports, Roller Coaster Tycoon, Civilization, Unreal, Neverwinter Night, Grand Prix, Taz, Driver, The Matrix, Looney Tunes(TM), Mission Impossible, Terminator, Harley Davidson, Survivor, Tintin	1 Place Verazzano 69252 Lyon Cedex 09 France +33(4)37 - 64 - 30 - 00 www.infogrames.com		가 가 1999 2000 2 Hasbro Interactive	PC, 가  Infogrames Website
Digital Bridge	1. 1998 2. 80 3. - 4. Men in Black II: Same Planet New Scum, Space Invaders, Scooby Doo	3 Pitreavie Court Pitreavie Business Park Dunfermline KY11 8UU U.K. +44 (1) 383 - 723234 www.digitalbridges.com		가  25	Digital Bridges Website

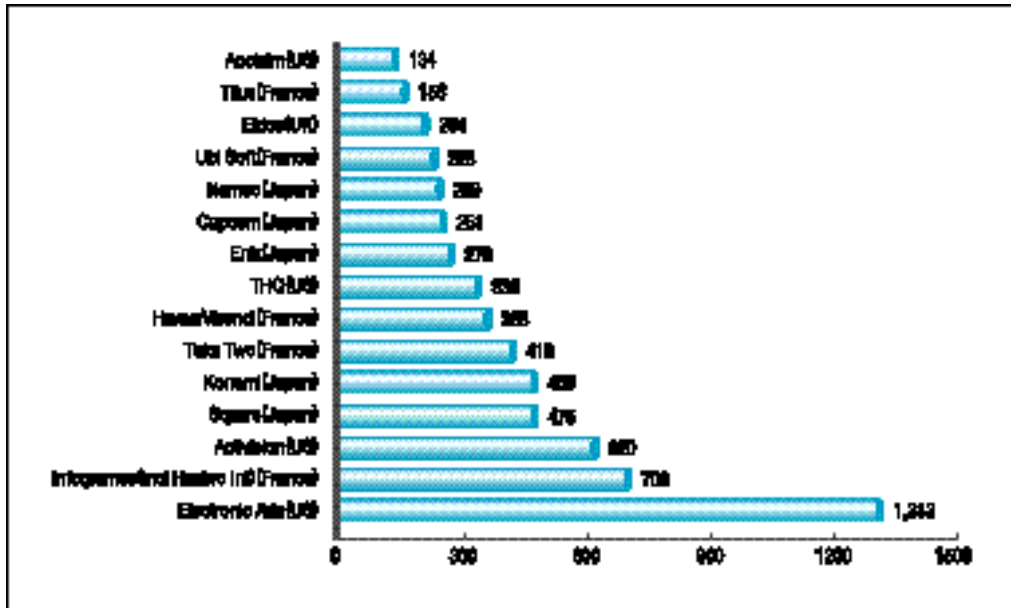


3



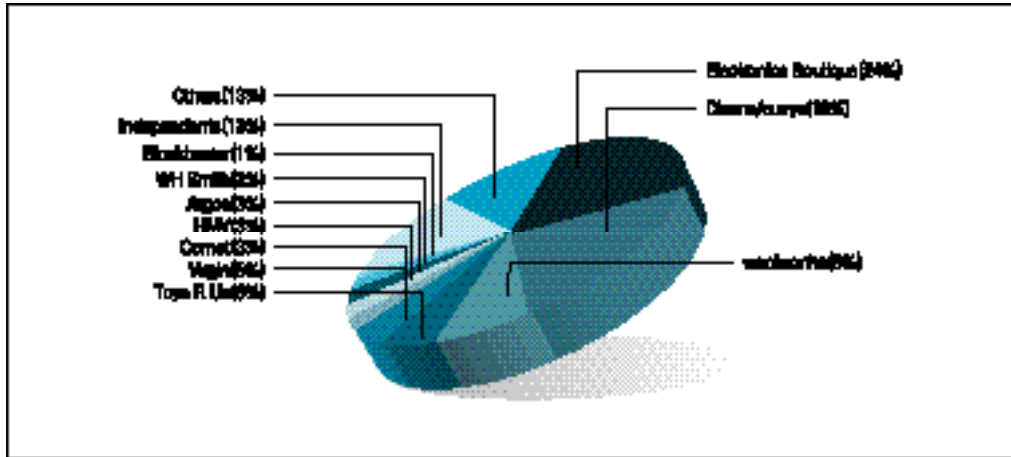


< 4-3-2-02> Top ( ): 2000



1E = 1.4\$ ( 1,600 )  
: Mirill Lynch, 2001 DTI spectrum, 2003

< 4-3-2-03> : 2001



: DTI spectrum, 2003

