



2003. 3

I. 2002

(1)

A.

- 1.8 (2001 6,900 -> 2002 1.2)

B.

- 6.5 (2001 380 ->2002 2,500)

C.

- 5 (2001 2000 -> 2002 1000)

D.

ARPU
- 2,238 ~ 3,562 (가 : -12%~32%)



(2) 2002

A. : (:25%)

B. : 2G - > 2.5G, 3G

C.

- 15~18

D. : 2002 1,850 (7.4)

E. ARPU : 2,110 (I-mode), : 15~21%

F. 2002

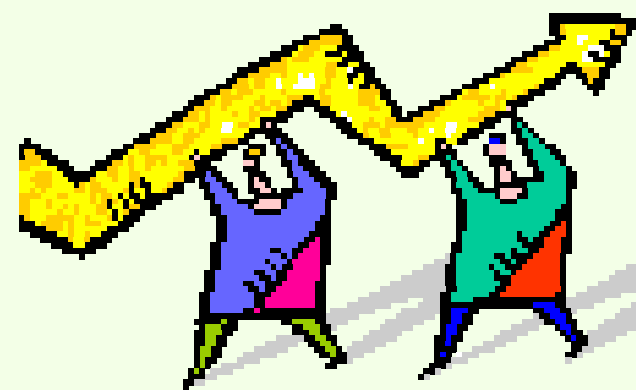
(1)
 A. : 1020
 B. 80% 가



] A.
 B.
 C.

Generation

(2)
 A.
 B.

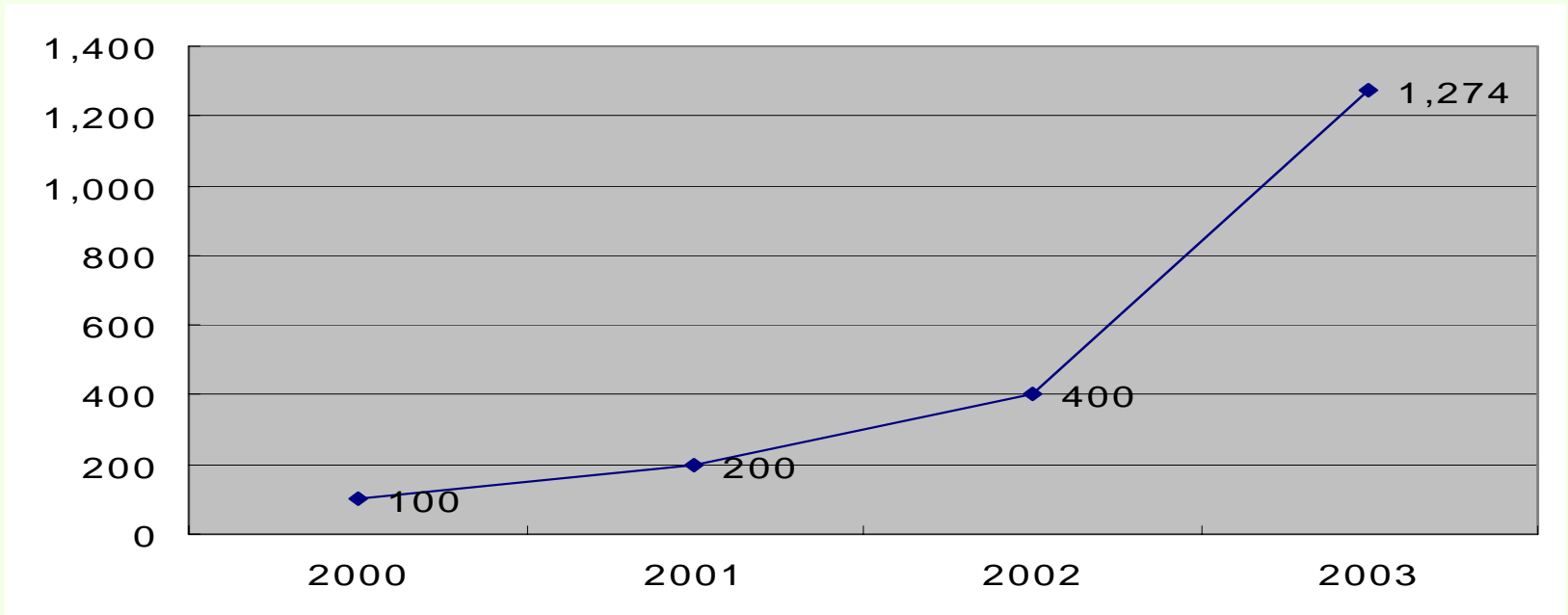


3. 2002

• 2002
(3

900 ,

400
400)



(:)

2003

:

$$3 \quad (\quad) \times 0.20 (\quad) \times 0.59 (\quad) \times 3000 \quad (1 \quad) \times 12 = 1274$$



(Mobile Game) ?

,PDA

가

가 52%

IMT2000

254.6%

2005

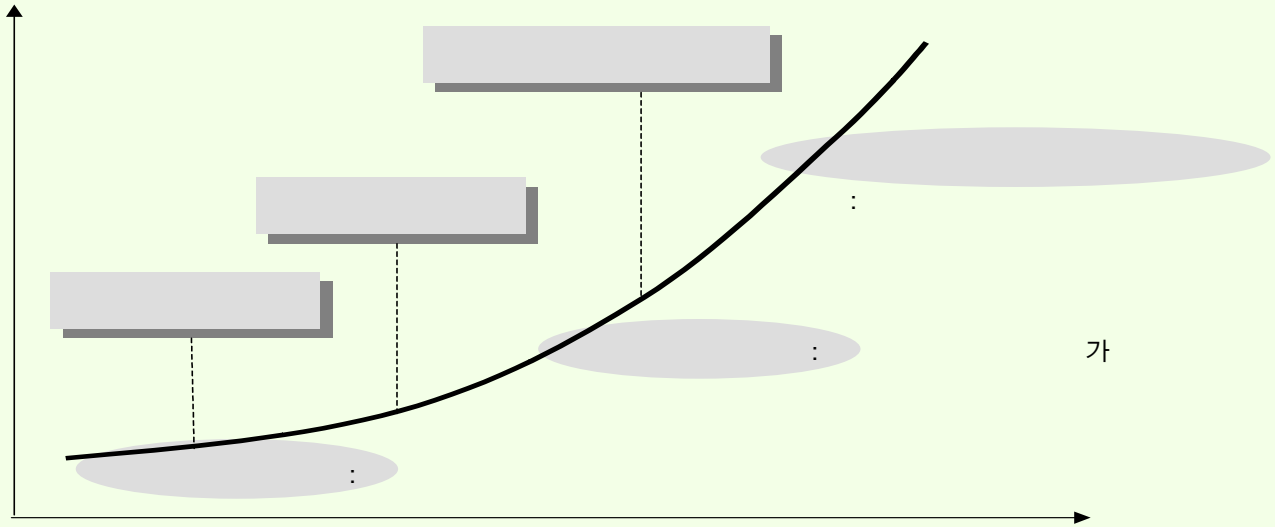
578

WAP

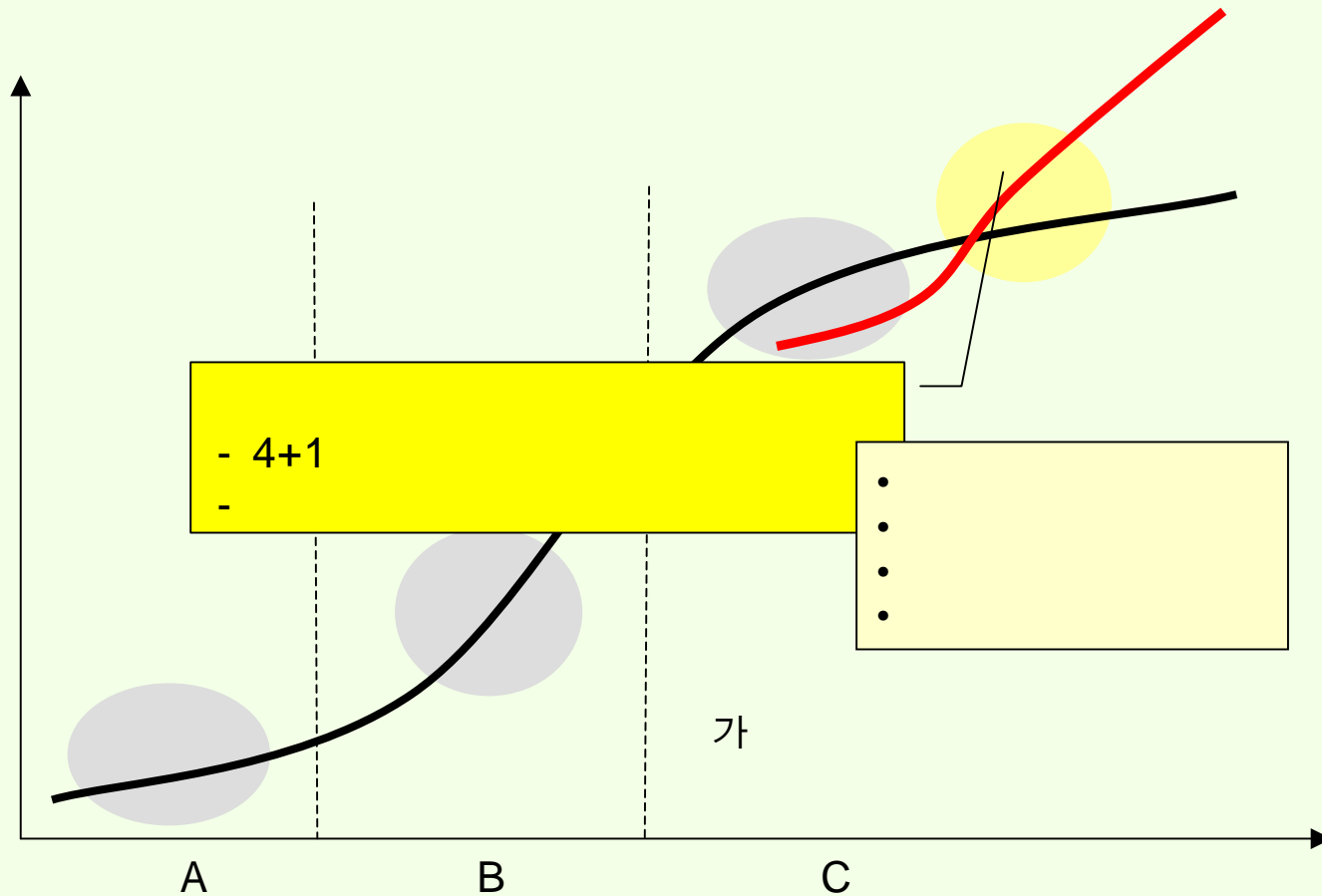
KVM,

BREW

, 3G



- (가)
1. : , (). 가 1
 - .
 -
 2. : 가
 - : 가
 -



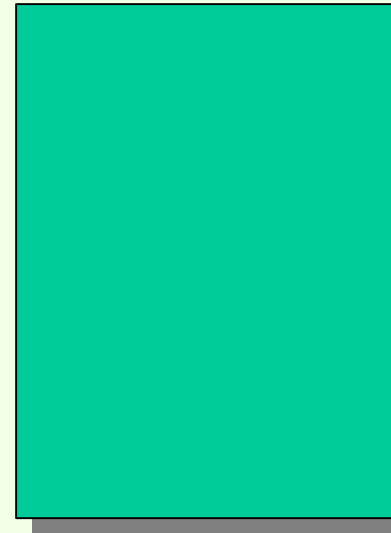
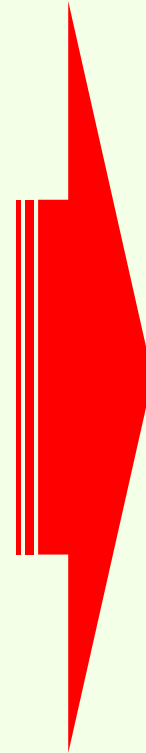
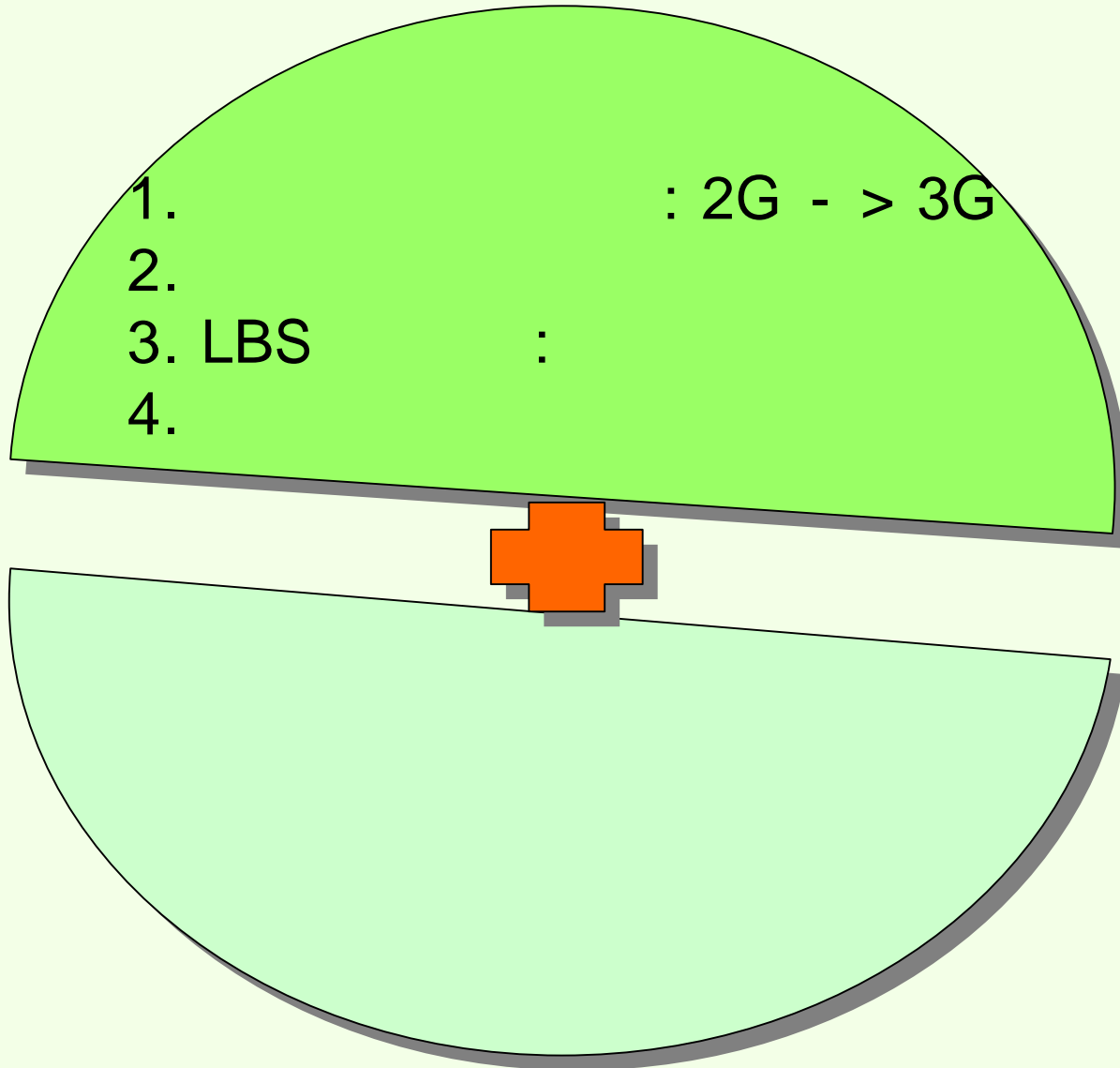
A:

B:

C:

7. [4+1]

?



<p>2002 / -></p>	<p>2003 -></p>
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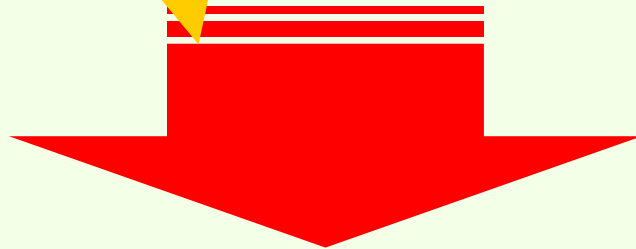
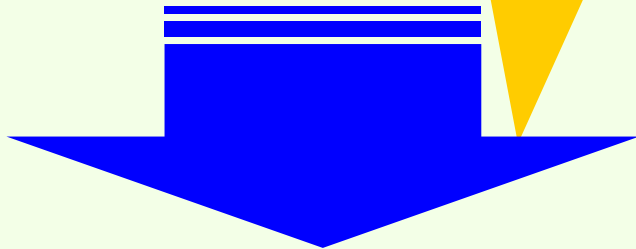
- | | |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • • • • StandAlone 70% CP • , , / • , | <ul style="list-style-type: none"> • / 가 • , • • • / 가 • 가 |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|

<p>: 1900 1,000 / 700 / 200</p>	<p>: 2,954 1,274 / 780 / 900</p>
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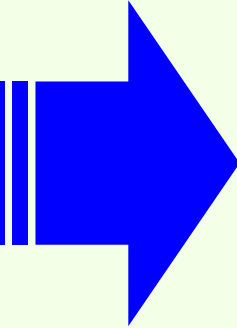
(1)

- -
- -
- WIPI : Risk
- WINC
- Application
- 가
-
-
- SI M-Government

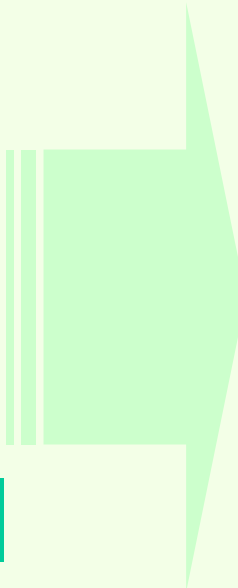
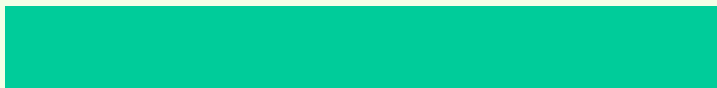




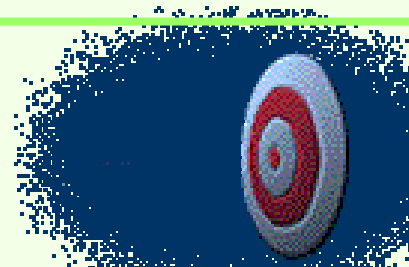
- I-Mode
- 3G
:
- LBS
- 가
Killer Application



Advantage
M-commerce



가
가



World Market

