



2003. 3

# I. 2002

(1)

A.

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

B.

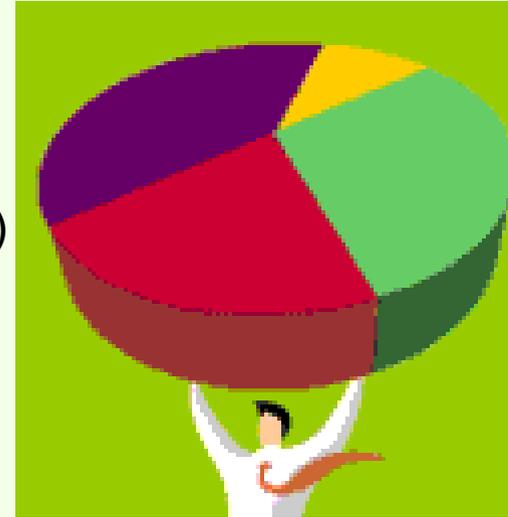
- 6.5 (2001 380 ->2002 2,500 )

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.

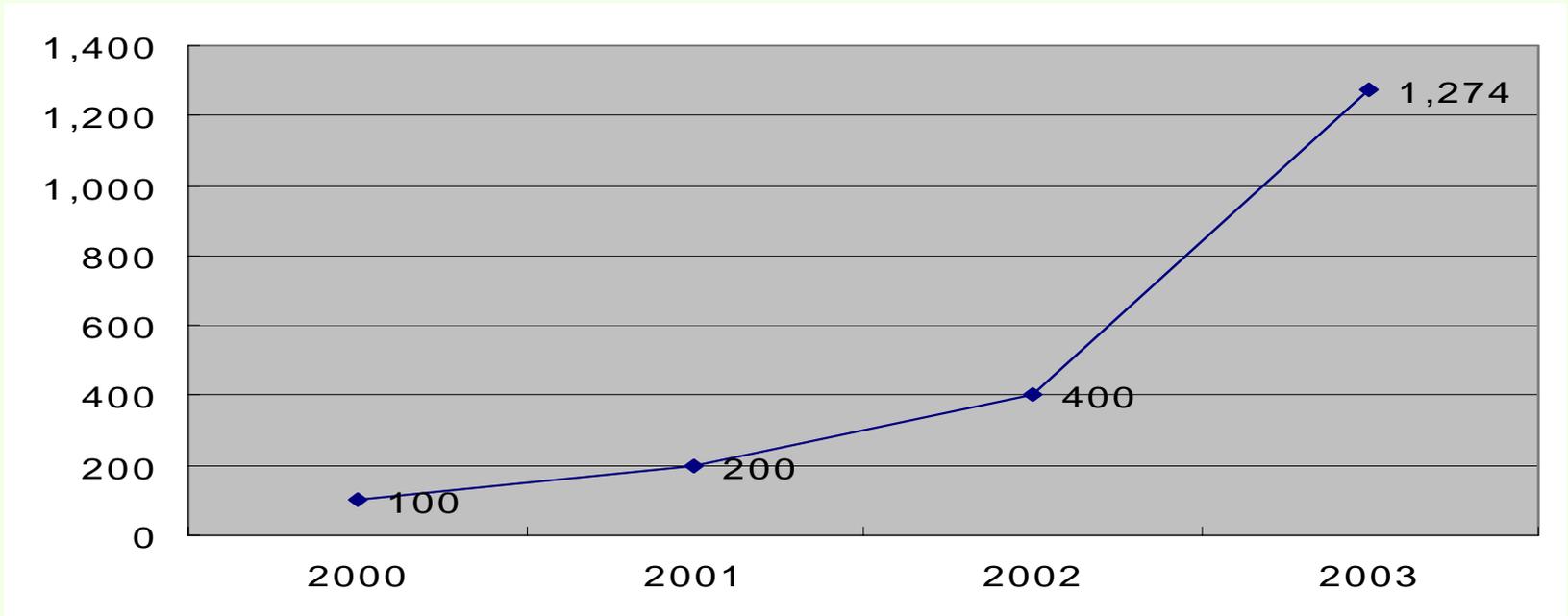


# 3. 2002

• 2002  
(3

900 ,

400  
400 )



( : )

2003 :  
 3 ( ) × 0.20 ( ) × 0.59 ( ) × 3000 (1 ) × 12 = 1274



(Mobile Game) ?

,PDA

가

가 52%

IMT2000

254.6%

2005

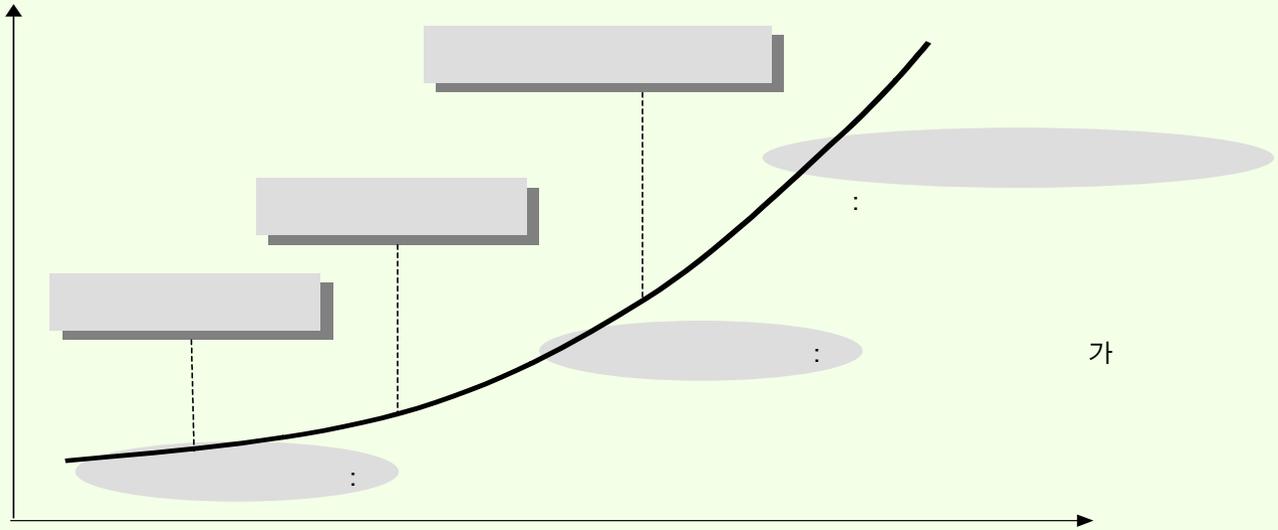
578

WAP

KVM,

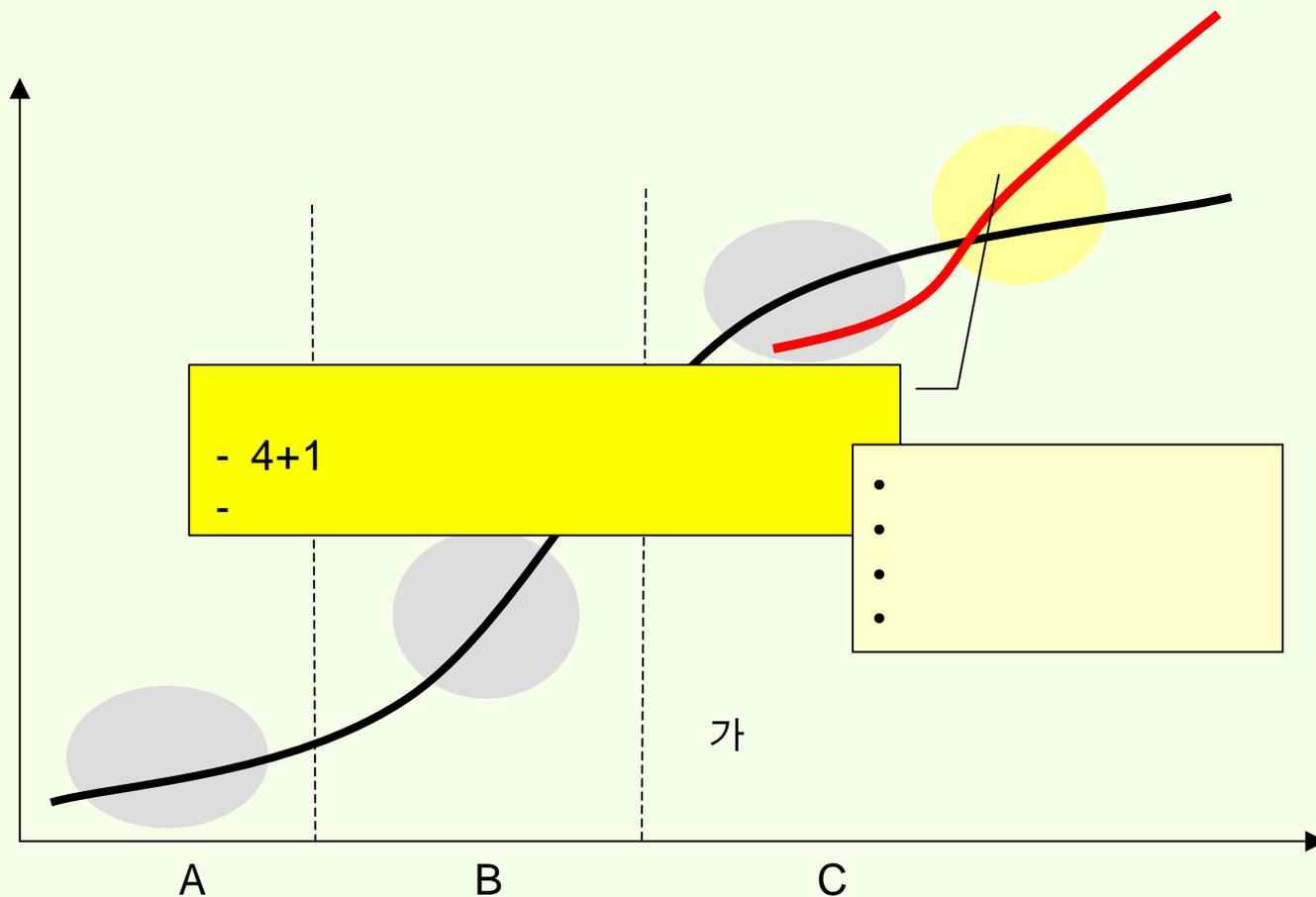
BREW

, 3G



1. : , ( ). 가 1

2. : 가 : 가



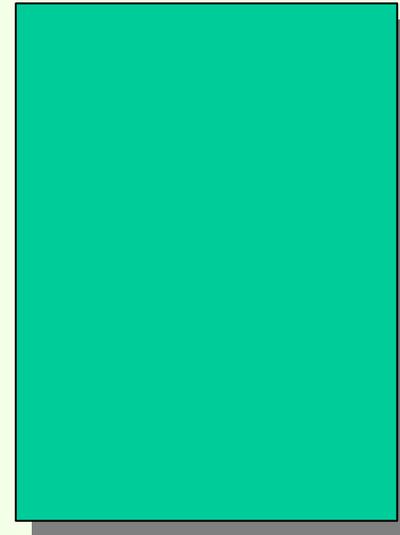
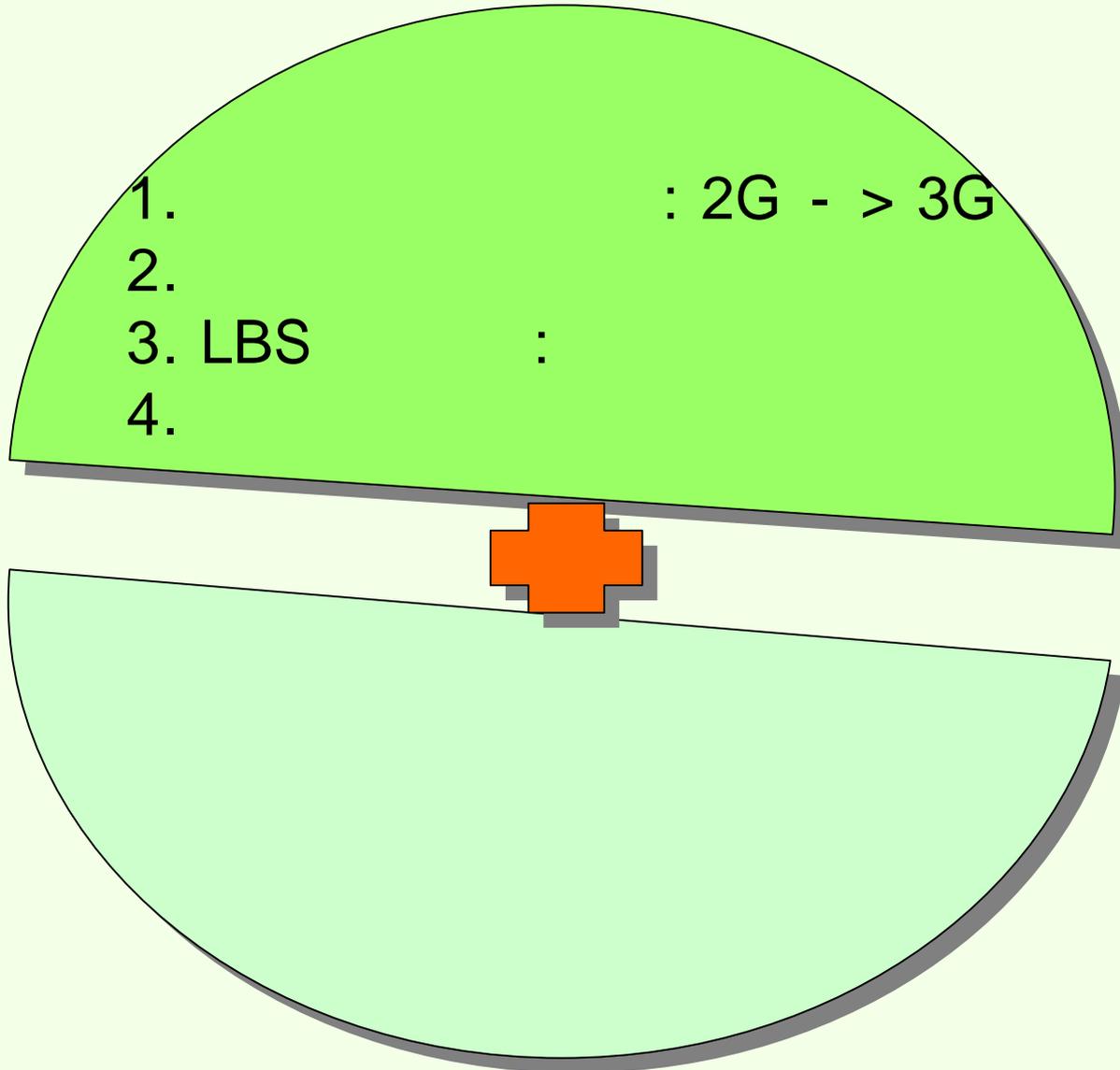
A :

B :

C :

7. [4+1]

?



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

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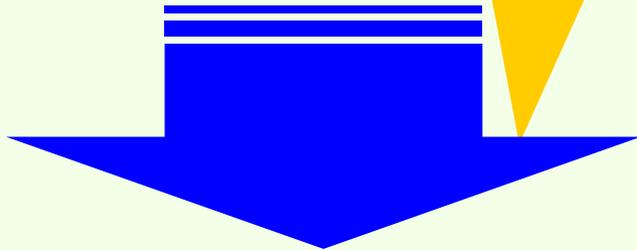
(1)

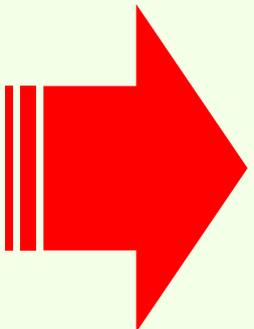
- -
- -
- WIPI : Risk
- WINC
- Application

• 가

- 
- 
- 

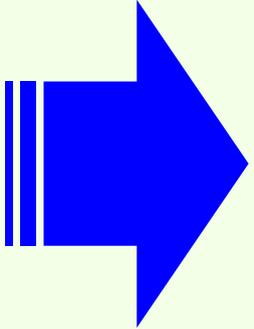
SI M-Government





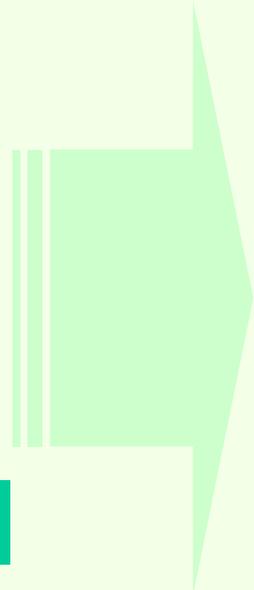
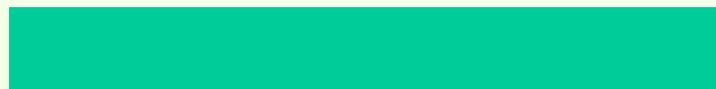
- I-Mode  
- 3G  
:  
- LBS  
-

가  
Killer Application



Advantage

M-commerce



가  
가



World Market

Telco /

/

TV /

Aggregator

Agent

Aggregator

Agent

⋮  
/

