

가?

2006.1

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가?

Publishing

- , , /
- : Sourcing, Producing, Distribution, Marketing (=Brand), Investment,
- : - , , 가 /
- : =

Publisher

[Redacted]

(= -) ' - ' ,

[Redacted]

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[Redacted]

가 : CS, ,

Publishing =

– 가 가?

/ , Pool,

– 가 가?

, PR, Customer Service, Game Mastering

– 가?

, root, , ,

* : [] [] []

Publishing =

-
- (, FTP,)
- (, , SW)
- (, ,)
- ,
- Game Mastering
-

-
-
- maintenance

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- , ,

Publishing _____ = _____ (1000)

| | | | | | | |
|-------|----------------------|--|-----|------|------|-----|
| _____ | - | | | | | |
| | - | | 200 | | | |
| | - | | 100 | | | |
| | - | | 400 | /1 | 1000 | 1 |
| | - | | 200 | /0.5 | 1000 | 0.5 |
| | - Game Mastering, QA | | 250 | /0.5 | 1000 | 0.5 |
| | - | | (| 15%) | | |

| | | | | | | |
|-------|---------------|--|--|--|--|--|
| _____ | - | | | | | |
| | - | | | | | |
| | - maintenance | | | | | |

| | | | | | | |
|-------|---|---|---|--|--|--|
| _____ | - | | | | | |
| | - | , | , | | | |

Publishing = (1 = 5)

| | | | | |
|-------------------|--|--------|-------|----------|
| <u> </u> | | 1 7500 | (35%) | |
| - | | 2000 | | |
| - | | 1000 | | |
| - | | 4000 | | 10 * 400 |
| - | | 2000 | | 5 * 400 |
| - Game Mastering | | 2500 | | 5 * 500 |
| - | | 6000 | | 4 * 15% |

| | | | | |
|-------------------|--|------|--------|-----------------|
| <u> </u> | | 5000 | | 10 * 500 |
| - maintenance | | 2500 | | 5 * 500 |
| - | | 17 | (40%) | 21 |
| | | | | (36M*400 / *15) |

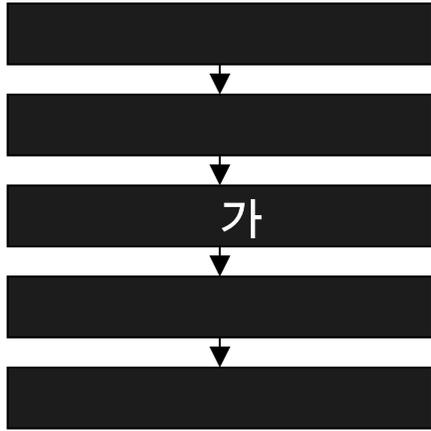
| | | | | |
|-------------------|--|--------|-------|--|
| <u> </u> | | 1 2500 | (25%) | |
| - | | | | |
| - , , | | | | |

(=)

| | | |
|---------|-------|---|
| : | P>>D | , |
| : | P>D | , |
| CS : , | P>>>D | , |
| CS : | P>D | |
| CS : GM | | , |
| | P>=D | , |
| | D | |
| : | P | |
| | P>D | , |

CS 가 가, 가

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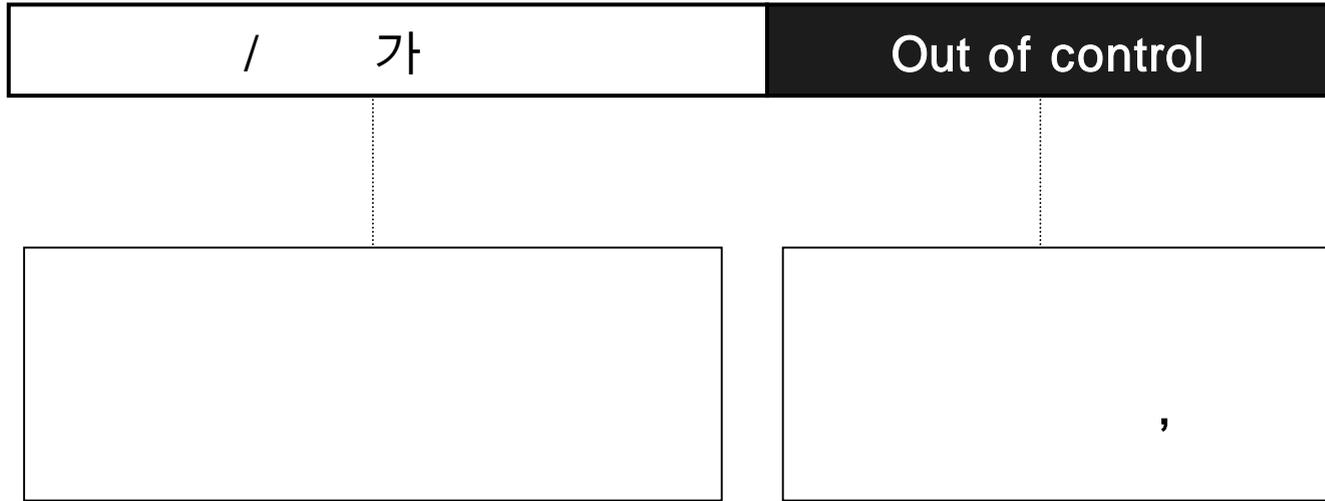
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Minimum Guarantee

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“ Negative Fact Positive Fact가 . ”

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04 . , , , , , , RF, WOW, ...

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Pie

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