



2004 - 2005

CNET Networks^o
INTERNATIONAL MEDIA
数码娱乐群组

(沈铨鸣)
Jan. 2005

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2.

3.

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1.

(1)



> , <

(新闻出版总署)	(音像司)	1. 2. 3.
	(市场司)	1. 2. PC
(信息产业部)	(产品司), (通信管理局)	,
(科技部)	(发展计划司)	863 ‘ Human-Computer Interaction’

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	<p>< >, < >, < >, < ></p> <p>< ></p>
	<p>< >, < ></p> <p>></p>
	<p>S/W · H/W 3 가 4</p> <p>Human-Computer Interaction</p>

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- , 가
- , 가
- 2003 9 , 가 12 < 가 >
- ‘ 863 500 RMB ’ 2 가
- 가 ‘ ’ 5 가 100

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(4) 2005

1	
2	< > < >
3	‘ ’
4	< (中华英雄谱) >
5	‘ (绿色网游保护神)’ S/W
6	‘ ’
7	4
8	
9	
10	‘1+10’
11	‘ ’

2.

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- 2004 12 가 가 1 , 3000 .
- 2004 , 69 , 201 . 50 가
- 2004 ‘ (盛大) ’ ‘ (第九城市) ’가 164 .
- 1 -10 4 .
- 가 .
- 가 .
- ‘ , , PC , China Joy 가 99 , 2004 10 (李长春) , 863计划 , 5 , 2 .

2.

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- : 2004 69 , 2003 20
- :
- 7%

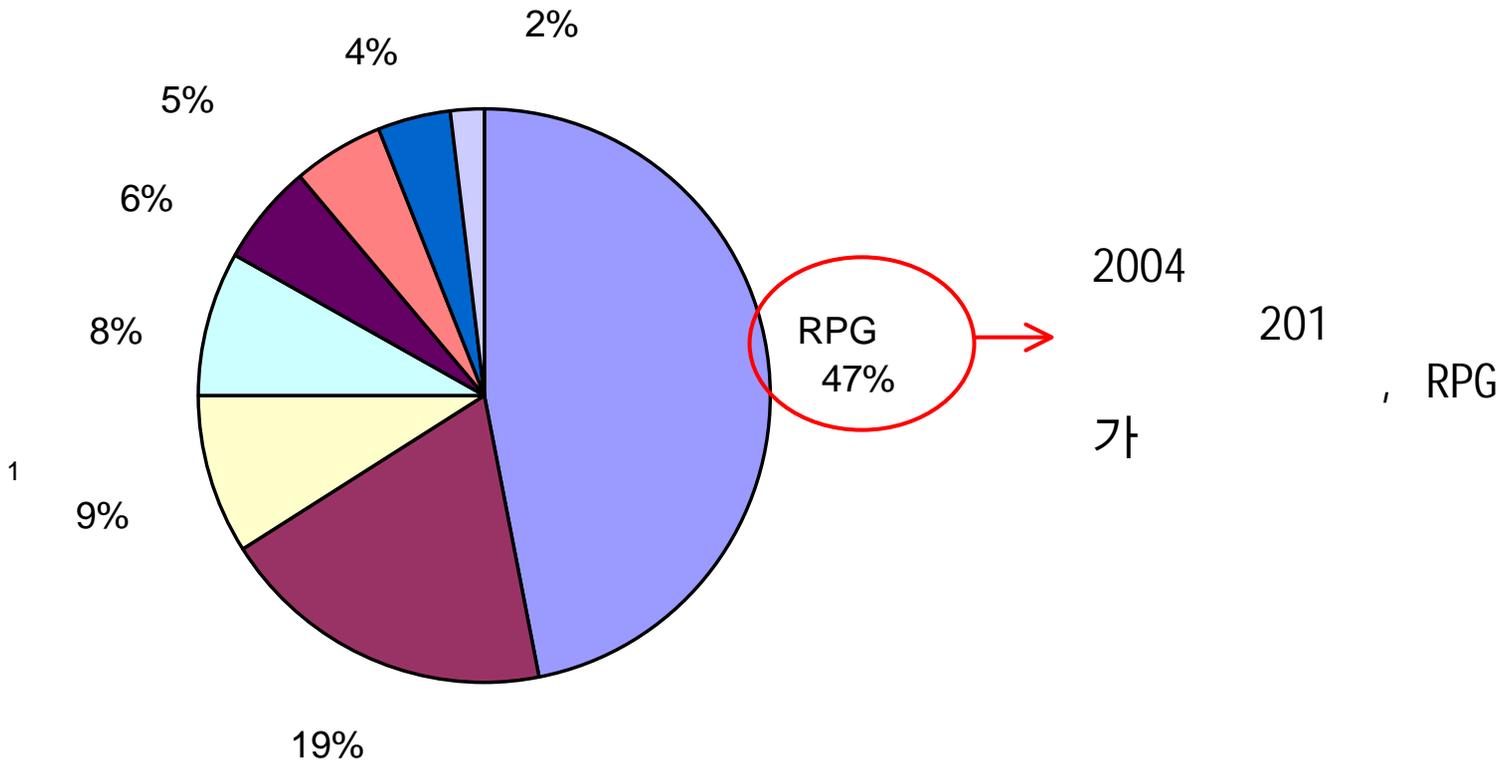
	/	/ RMB
2002	350	3.11
2003	232	2.98
2004	201	2.77

2.

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(2)

—RPG



2.

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(3) 가

- 가 . PS2, XBOX, NGC .
- 2003 9 (任天堂)가 (神游公司)
(神游机, ique) , , .
- 2003 , PS2(Play station 2)가 , ,
2 . <ICO>
S/W가 .

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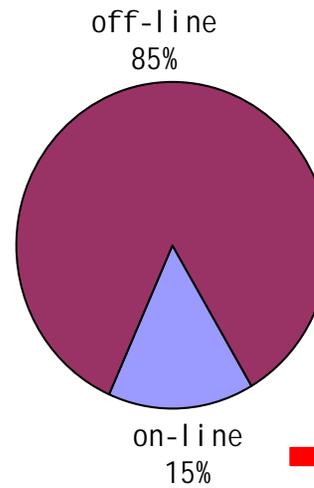
- 가 (CDMA) 가 (: GSM) (WWAN) 가 . 2004 , 가
- 가 3.2 .
- 가 1500 . 2004 , GPRS GPRS

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	/
2003	2.5
2004	4.3
2005	7.0



6,450 /rmb

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가

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■ 2002

가

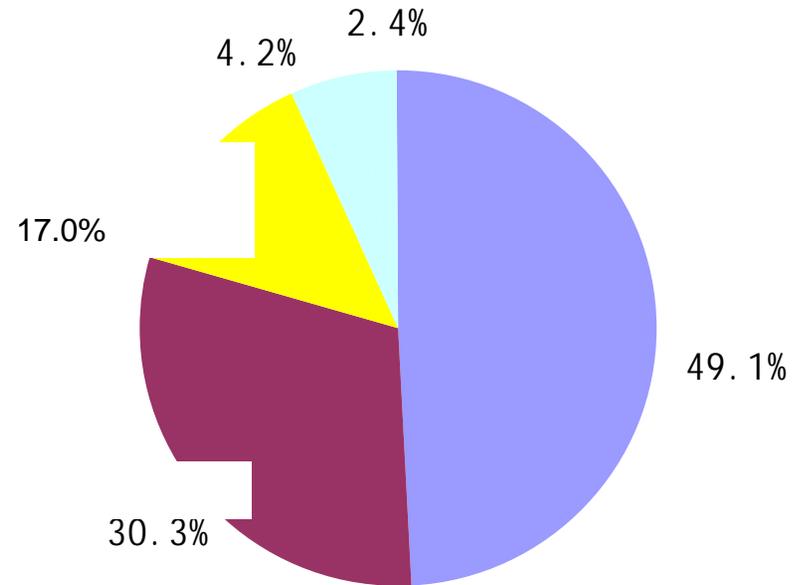
2

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가
,
,
,
2004
50
2004
164 76



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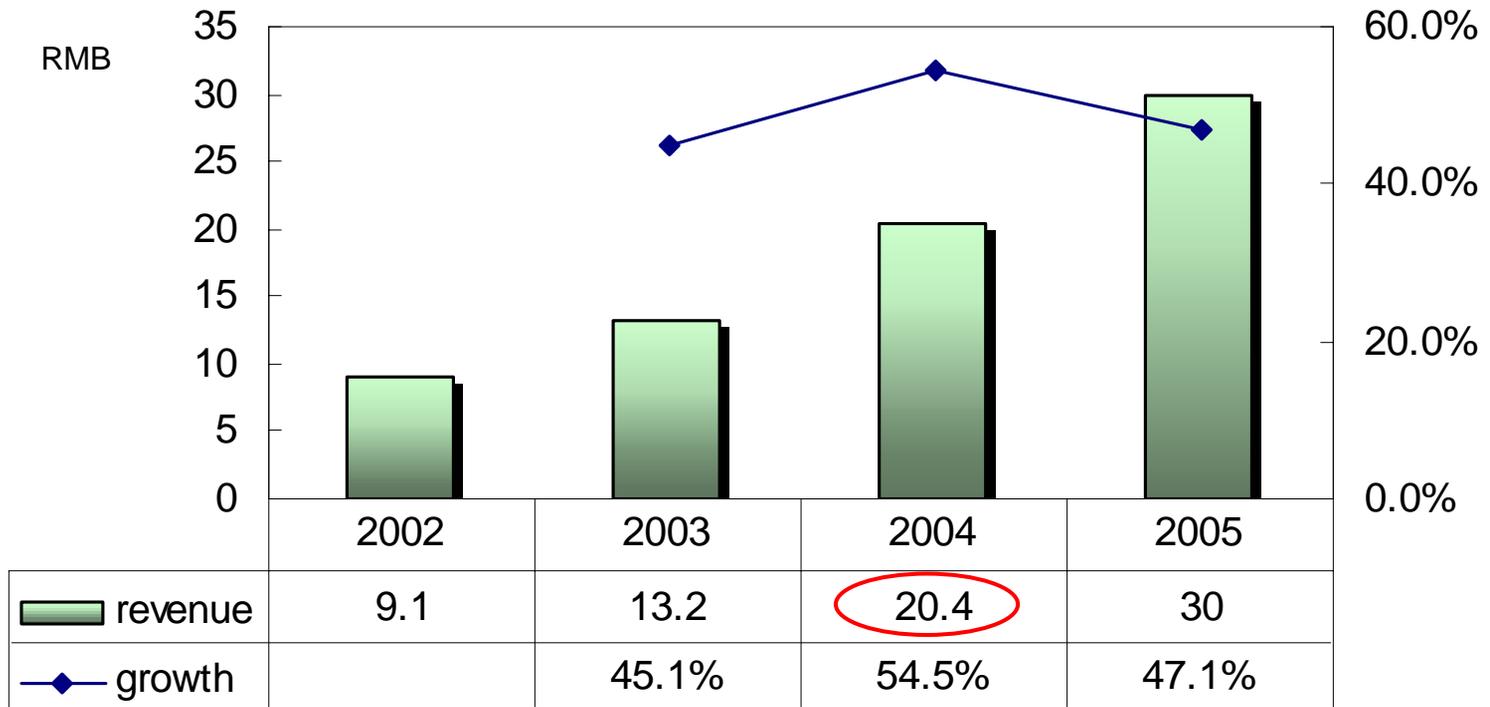
			가	
2002	27	15	19	60
2003	60	27	30	114
2004	81	50	33	164

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(76)

2.

(5)



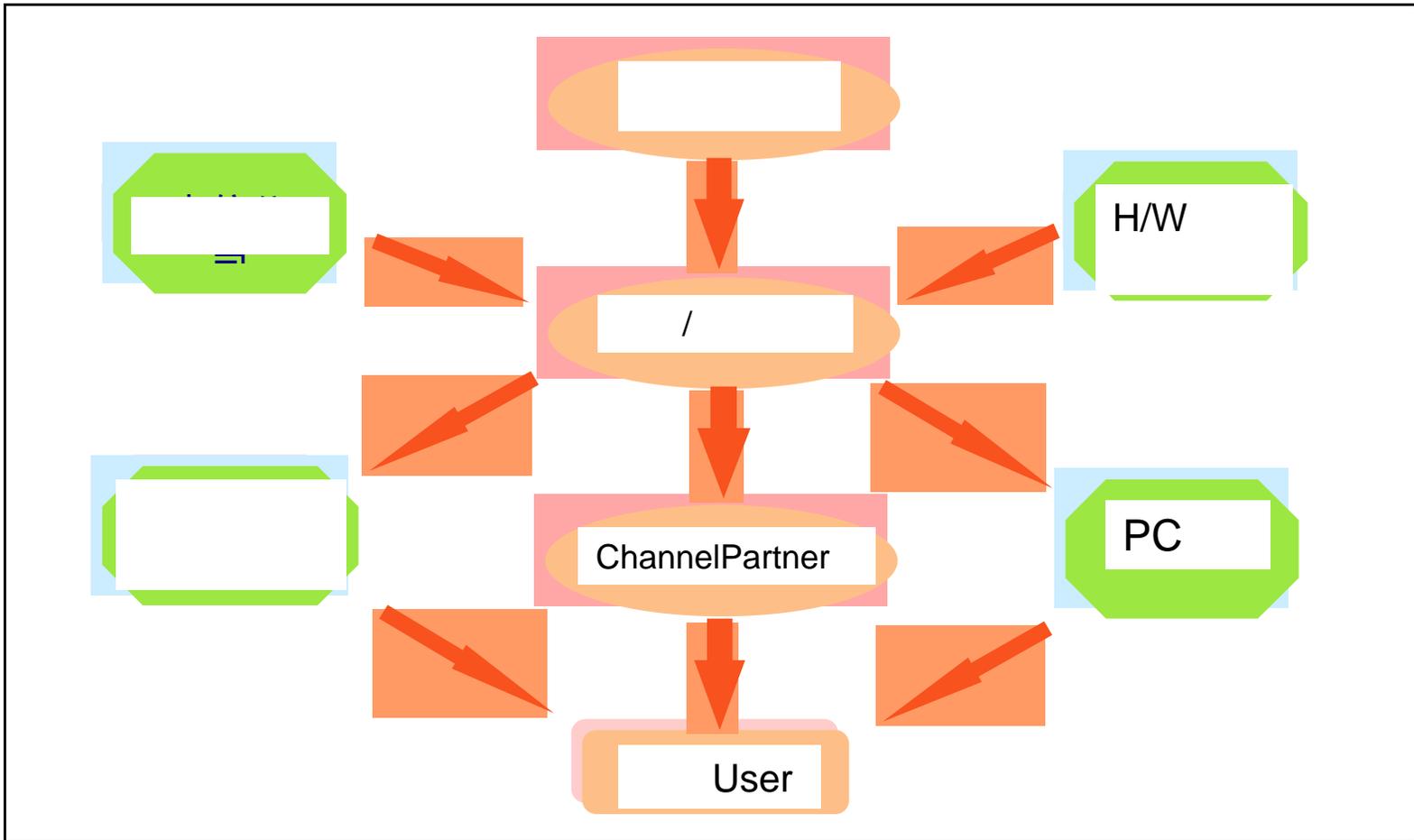
2004

가 29.6 RMB, 54.5%

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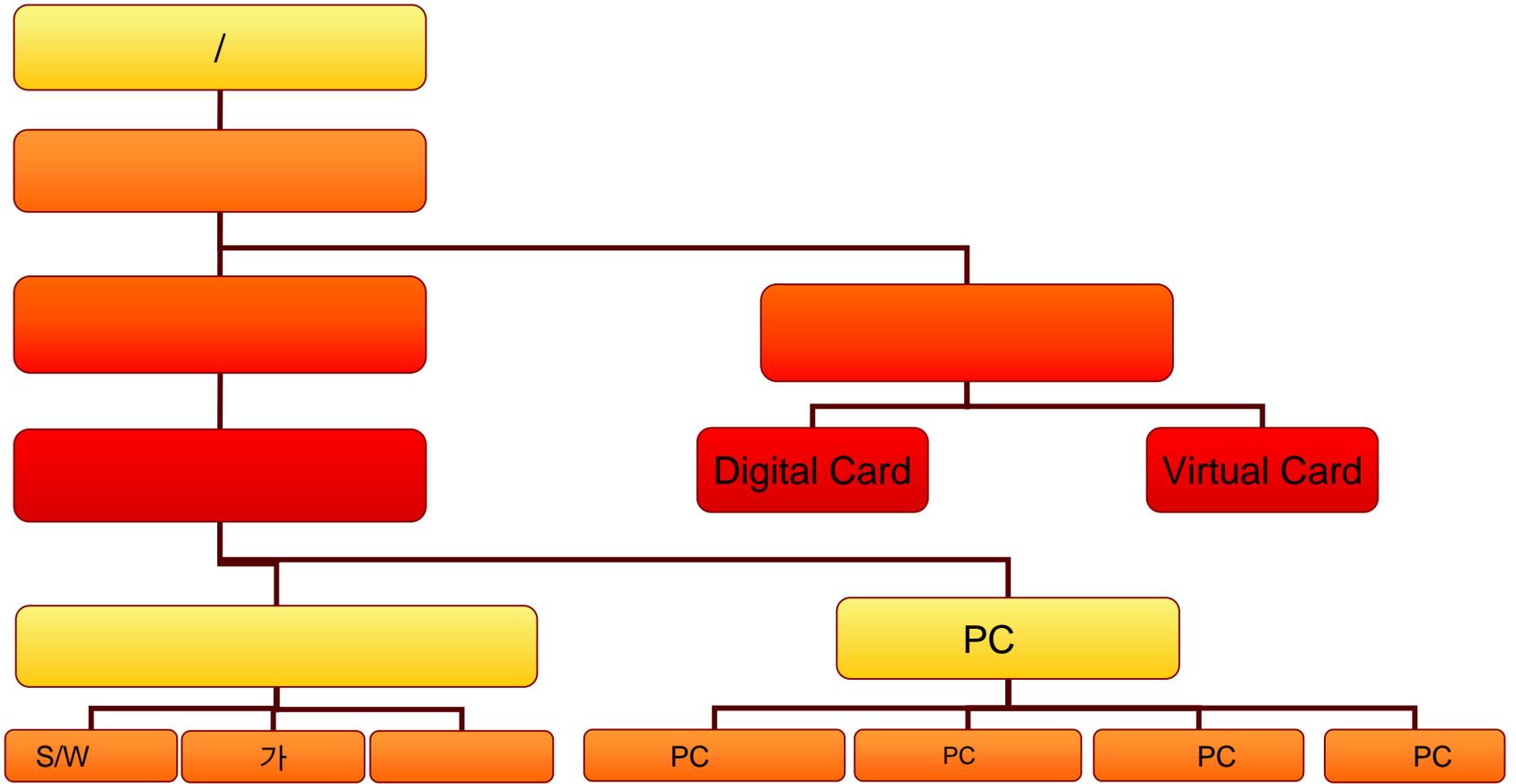
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— User

	16 - 22		50 RMB
		PC	1 2
		PC 1	5
	,		S/W가 , PC , 가
가			,
PC	100 RMB		

2.

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(5) — PC

■ GameSpot Research 2004 PC

1. 13 PC 1000 PC
330 PC가
2. PC 1 3200 - 4000 RMB
3. PC 60% PC 80%
4. 50% 가 PC
5. 60% PC PC 15-20
6. PC 1-3
7. PC 50% PC
8. PC , PC

2.

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User



■ MMORPG

가



가



가



가

2.

(5)

——2005

LastChaos		NAKO	M Dream Inword(联梦活力)
(魔兽世界)		BLIZZARD (暴雪娱乐)	THE9(第九城市)
OL(莎木OL)		SEGA	GRAND CYCLE(天图科技)
(铁血三国志)		WAYI (北京华义)	WAYI (北京华义)
(三国豪侠传)		(盛大网络)	(盛大网络)
(神曲)		(北京朗金)	(亚讯时代)
(天空物语)		EPRI NTCN(天晴数码)	EPRI NTCN(天晴数码)
(快乐西游)		THE9(第九城市)	THE9(第九城市)
OL(传说OL)		AURORA(锦天科技)	AURORA(锦天科技)
(奇缘)		XPLAY WORLD(圣堂科技)	XPLAY WORLD(圣堂科技)
XoKe		XPLAY WORLD(圣堂科技)	XPLAY WORLD(圣堂科技)
(天骄)II		OBJECT SOFTWARE (目标软件)	OBJECT SOFTWARE (目标软件)

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	66
	39
	77
	182



가

11

2003

24

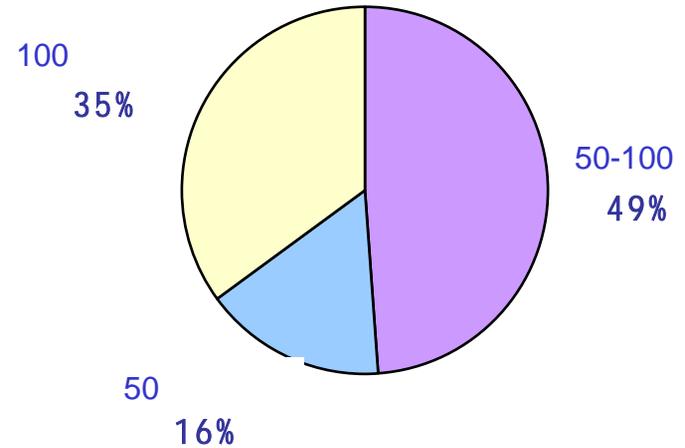
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	/RMB
	3500
	2200
	4500
:	가 .

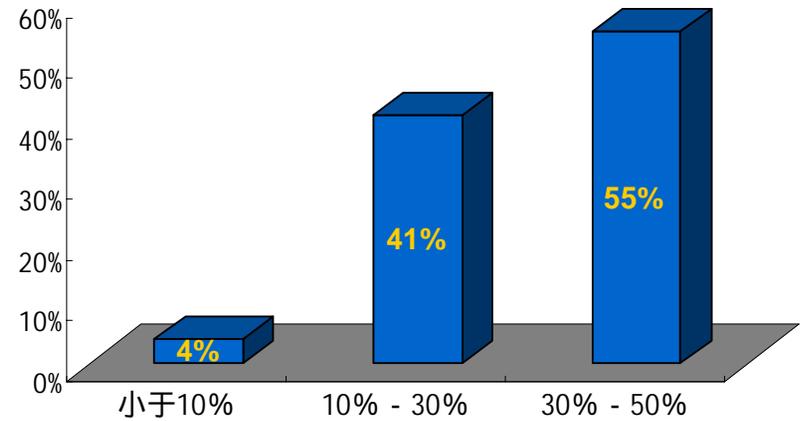
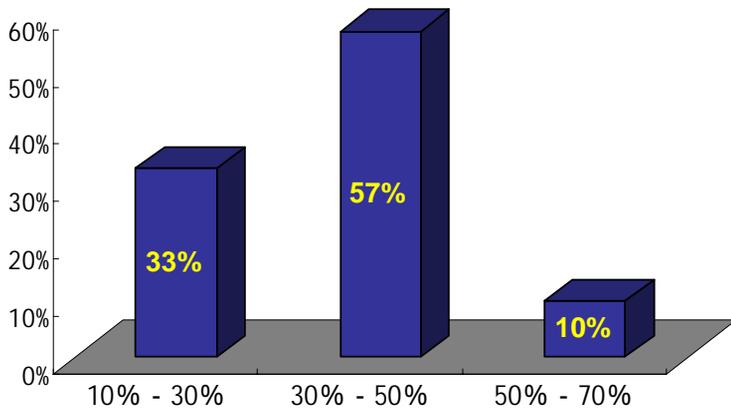


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1	CEG	CEG(China Esports Games) 가
2		CEG , CEG 가
3	WCG	WCG(World Cyber Games)
4	CPL	CPL(Cyberathlete Professional League) 2004 , (上海浩方在线)
5	ESWC	ESWC(Electronic Sports World Cup) 信集团公司) , Cnet(China) (中国网络通

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- 가 가 가 .

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THE END

Thank u for attendance

Any suggestion or question? Contact us pls

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Mobile phone: 13511008215

E-mail: shen_liming@cweek.com.cn