

2006

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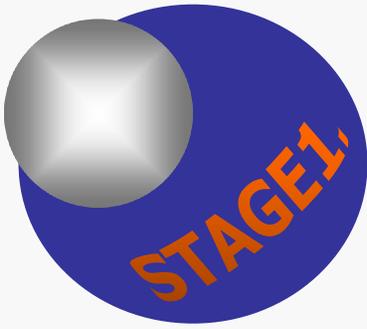
5.

Prolog



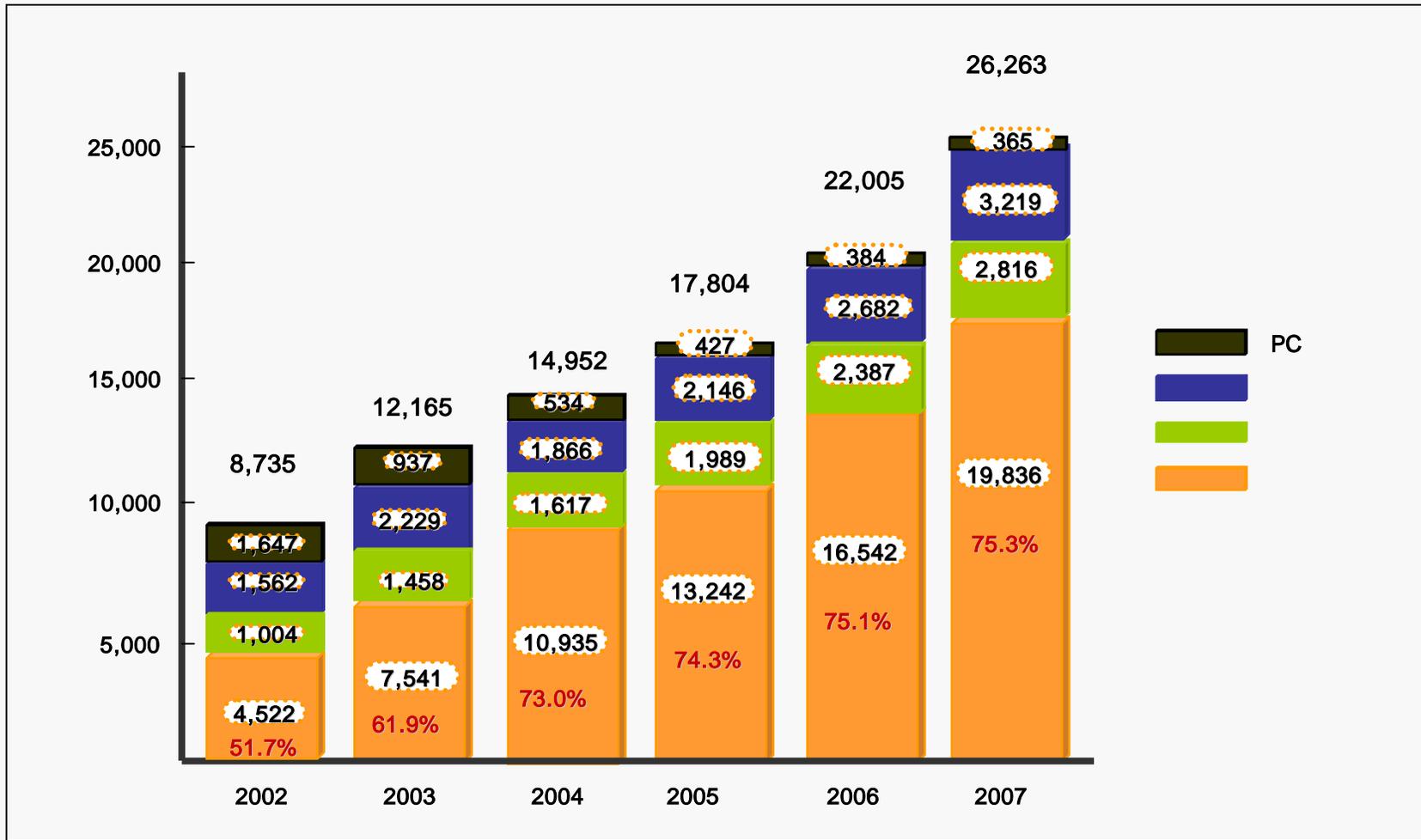
21

On-Line Game

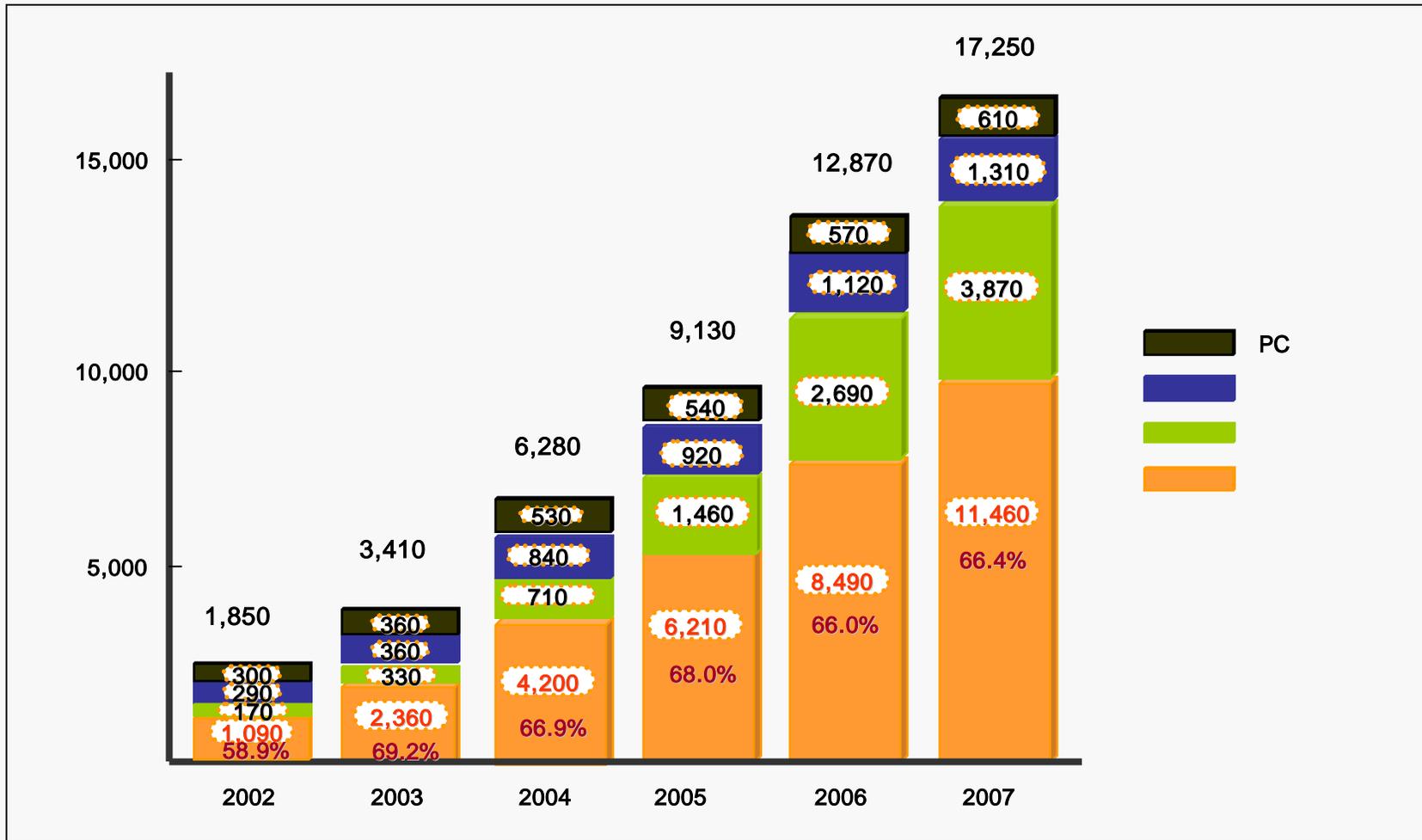


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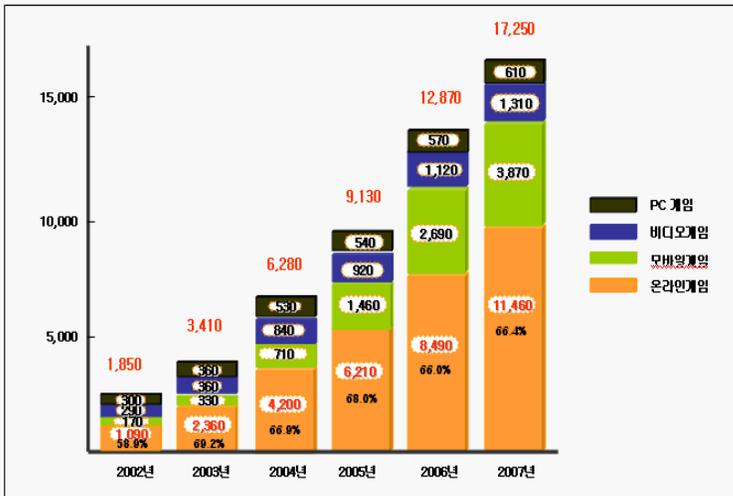
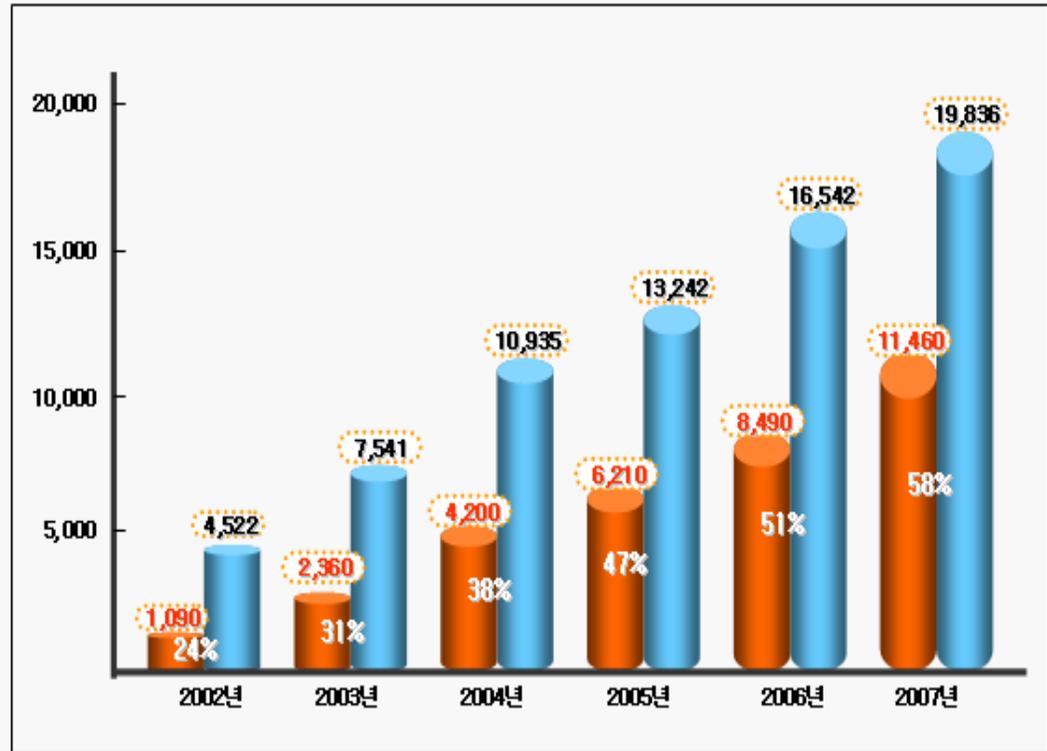
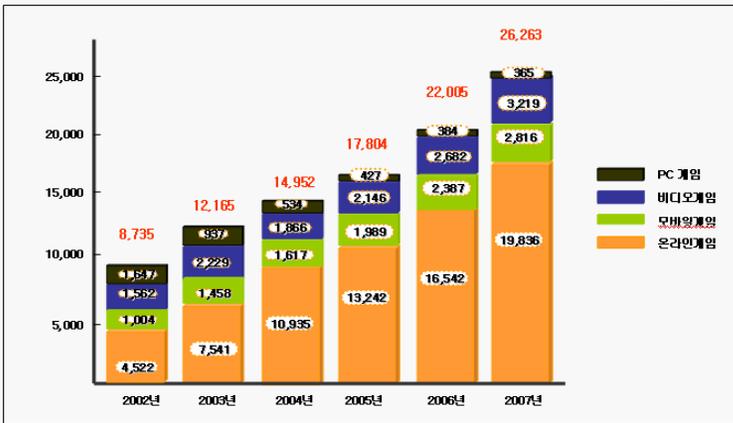




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: Market Issues #1 -

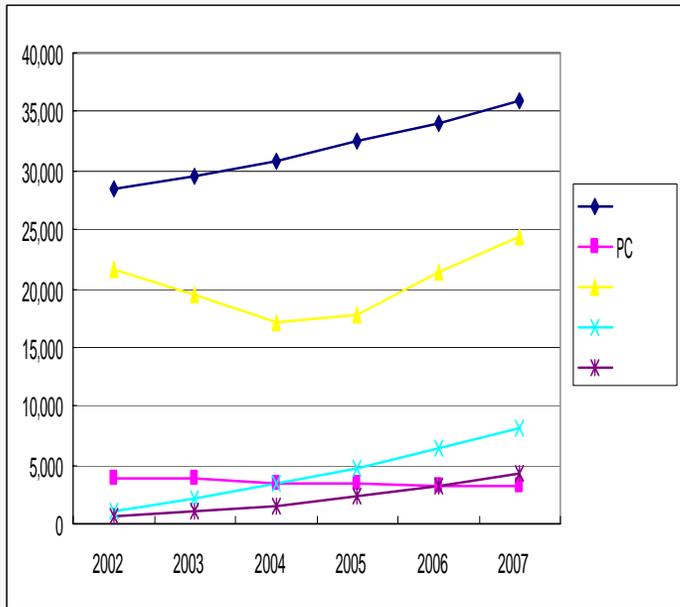
➤ 2003~2004年

➤ 2005年 年平均 10%

2007年 757

2002~2007年

(:)



| | | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|----|--|--------|--------|--------|--------|--------|--------|
| | | 28,466 | 29,460 | 30,697 | 32,452 | 33,911 | 35,847 |
| | | | 3.5% | 4.2% | 5.7% | 4.5% | 5.7% |
| PC | | 3,815 | 3,786 | 3,520 | 3,386 | 3,236 | 3,150 |
| | | | -0.8% | -7.0% | -3.8% | -4.4% | -2.7% |
| | | 21,500 | 19,378 | 17,078 | 17,706 | 21,424 | 24,414 |
| | | | -9.9% | -11.9% | 3.7% | 21.0% | 14.0% |
| | | 1,135 | 2,126 | 3,358 | 4,683 | 6,342 | 8,063 |
| | | | 87.3% | 57.9% | 39.5% | 35.4% | 27.1% |
| | | 573 | 963 | 1,504 | 2,249 | 3,192 | 4,209 |
| | | | 68.1% | 56.2% | 49.5% | 41.9% | 31.9% |
| | | 55,489 | 55,713 | 56,157 | 60,476 | 68,105 | 75,683 |
| | | | 0.4% | 0.8% | 7.7% | 12.6% | 11.1% |

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➤ 2005~2007年

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: Market Issues #2 -



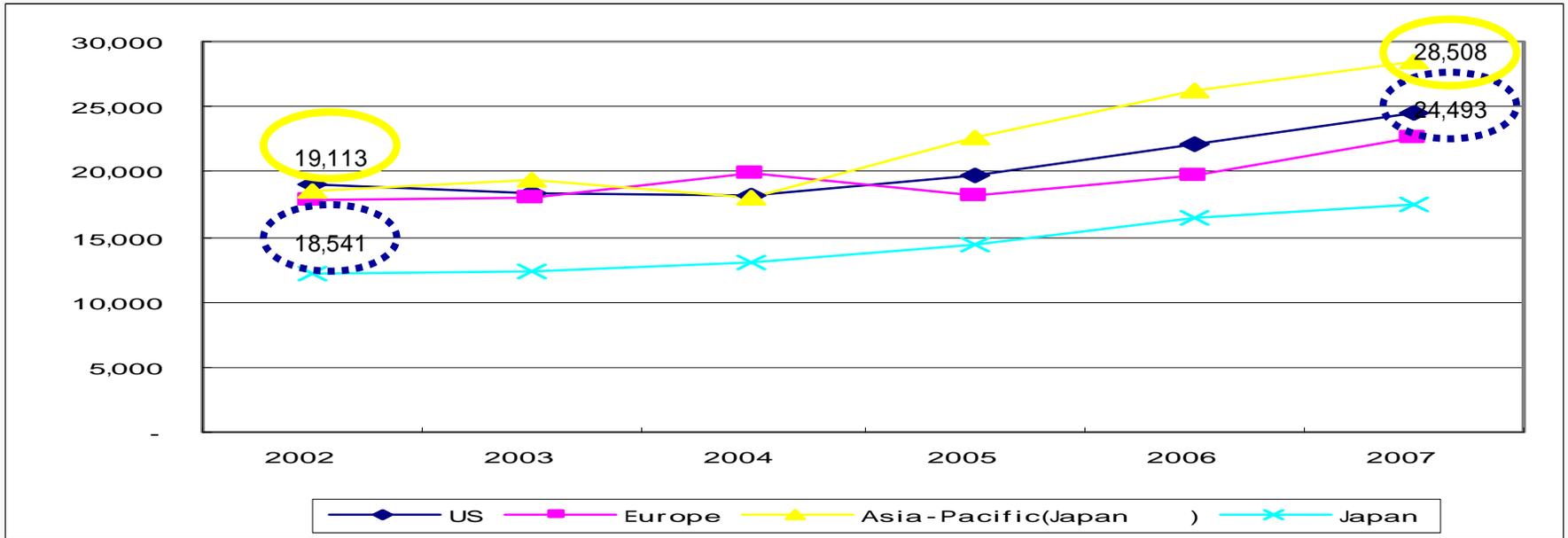
2007

가

38%, 美國

32%,

30%



[: 2005]

2003年

韓國, 日本

日本

, 韓國/中國

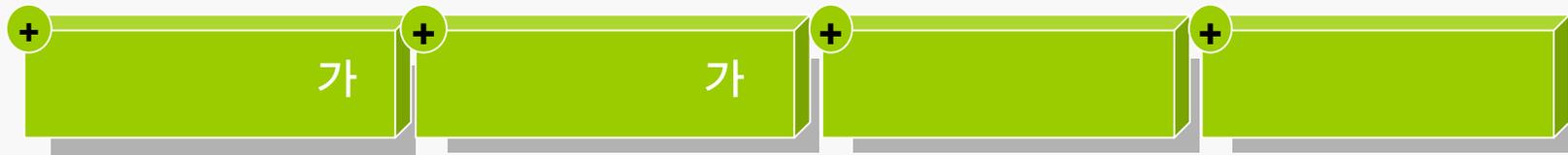
內 加

美國

2006年 內

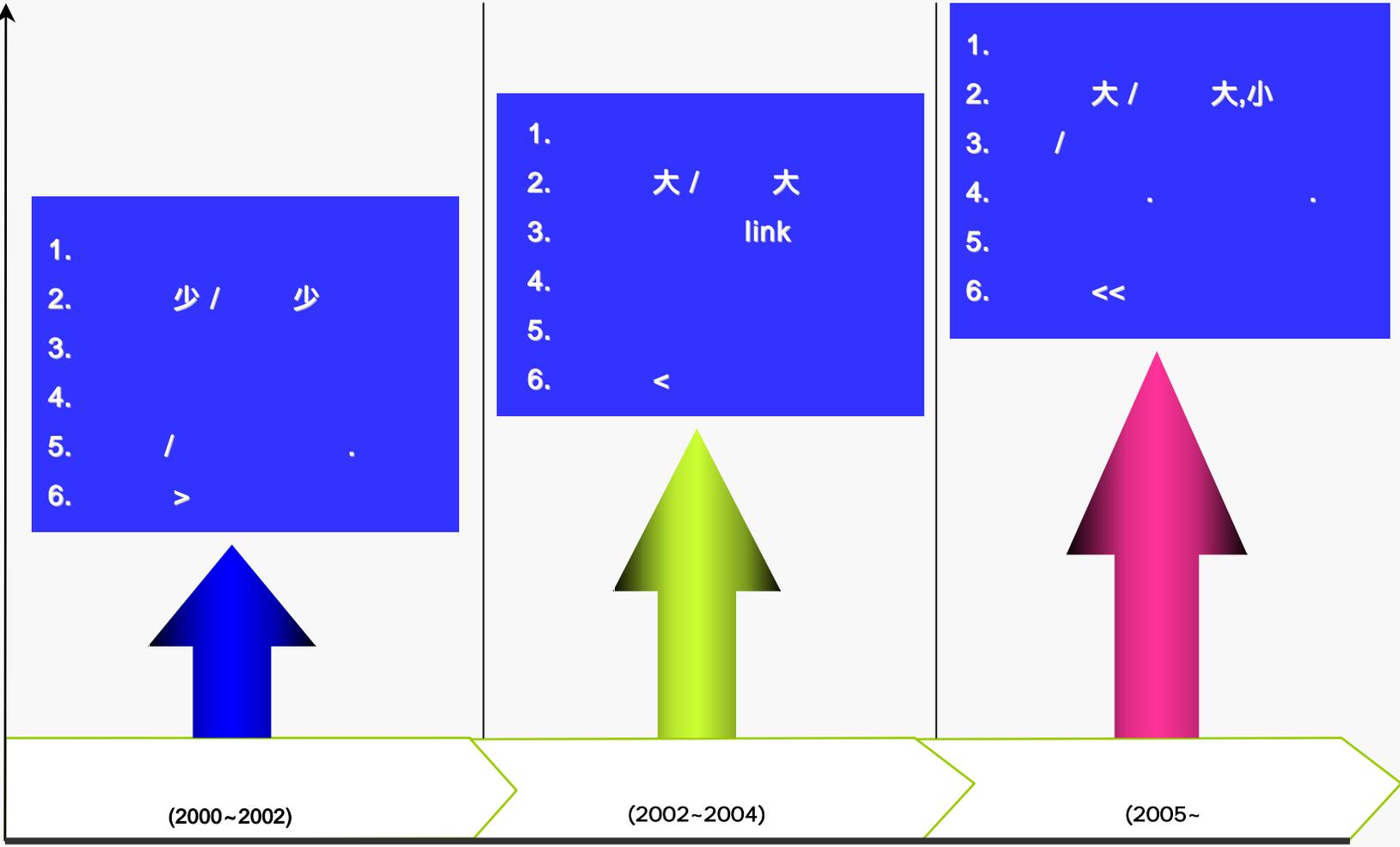
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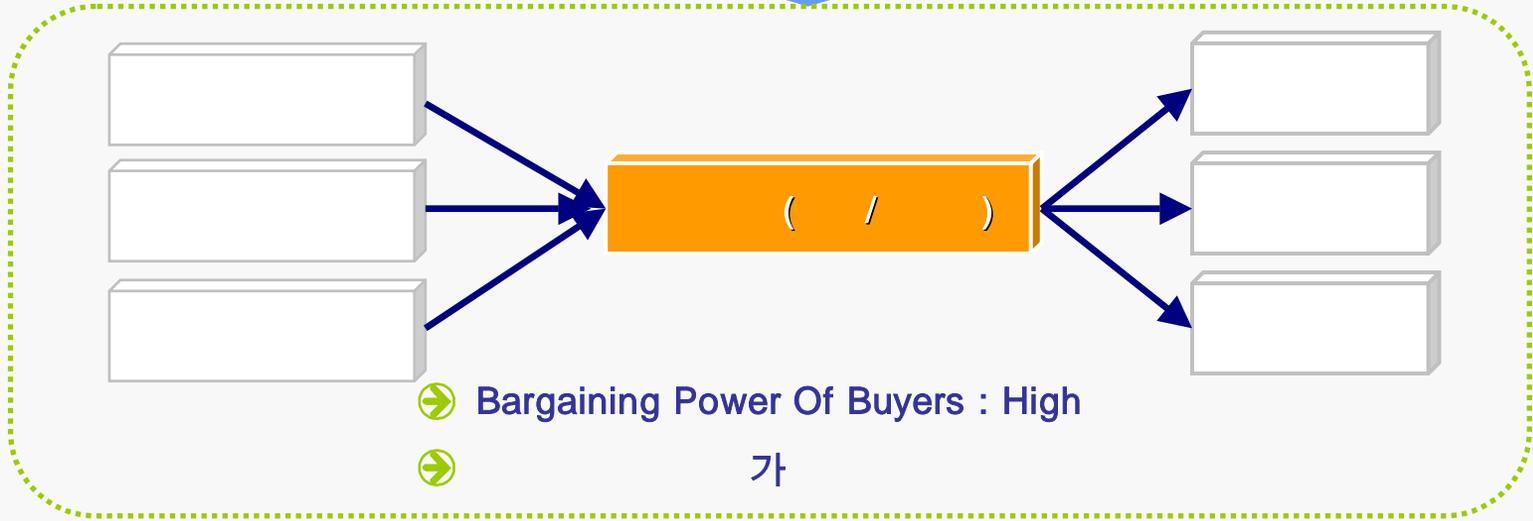
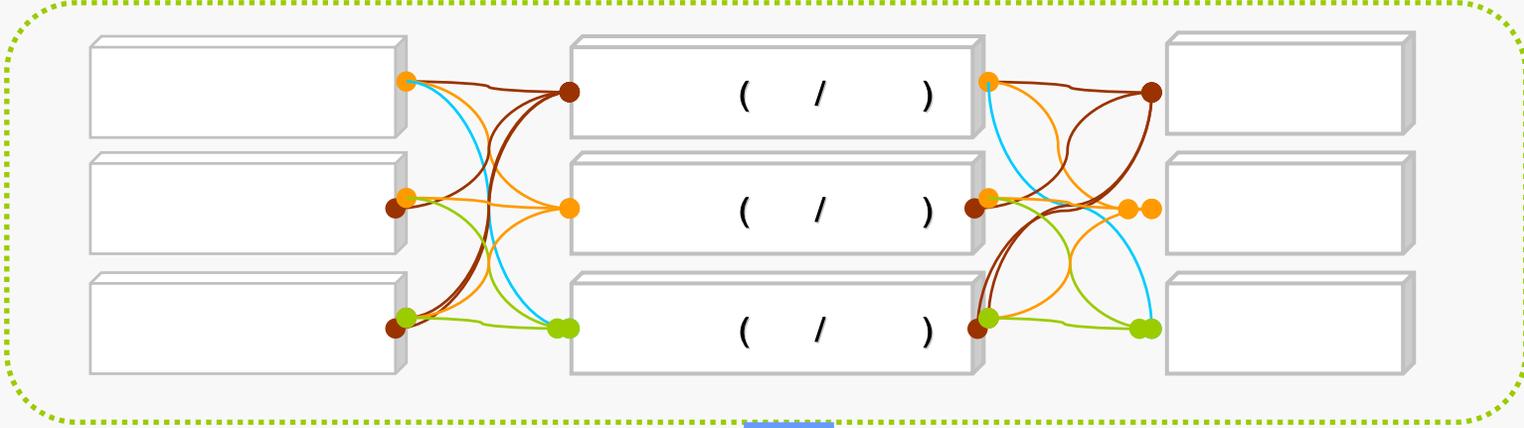




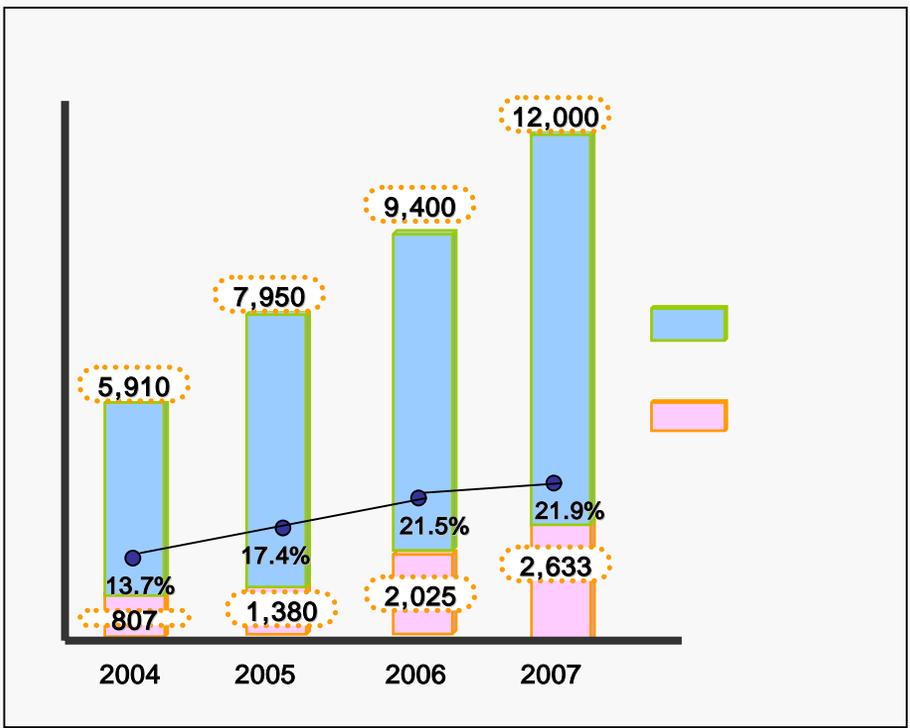
Market



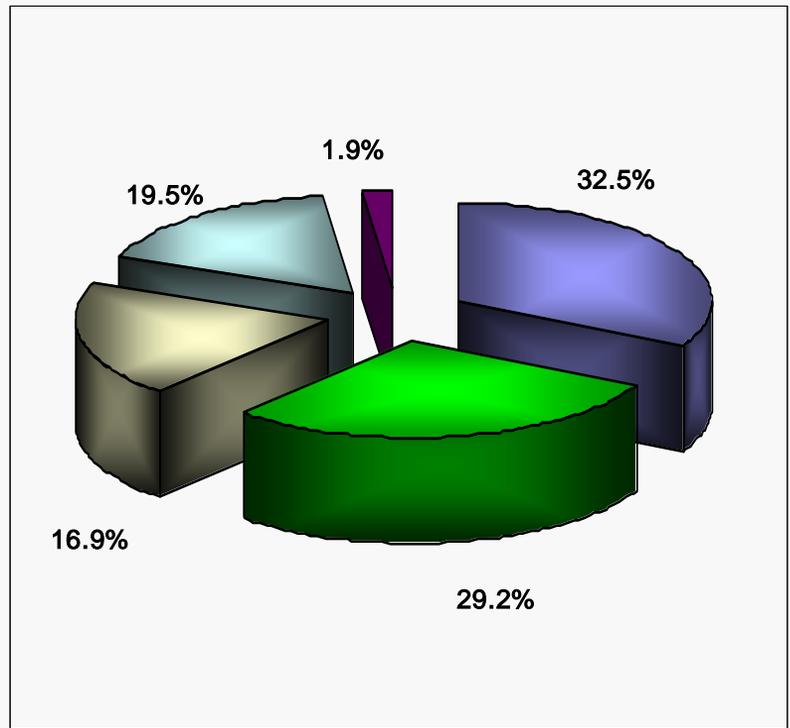
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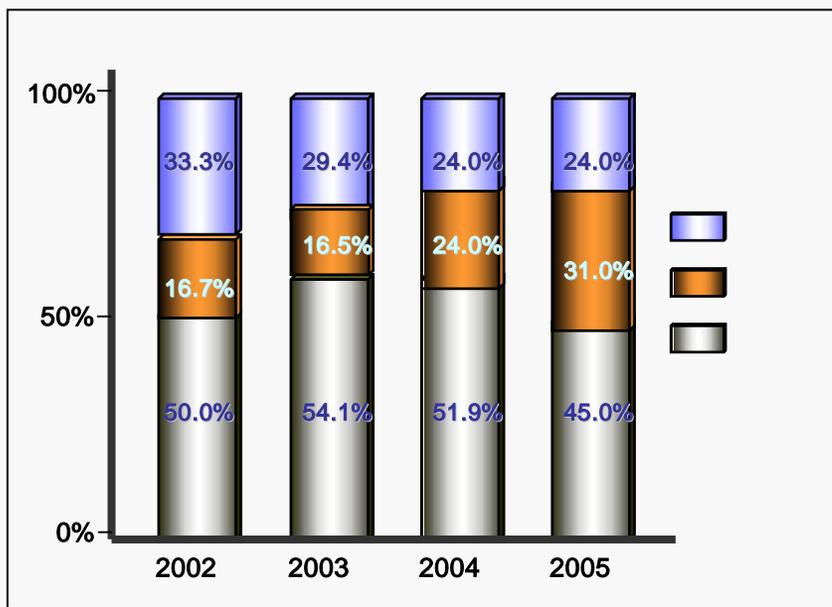


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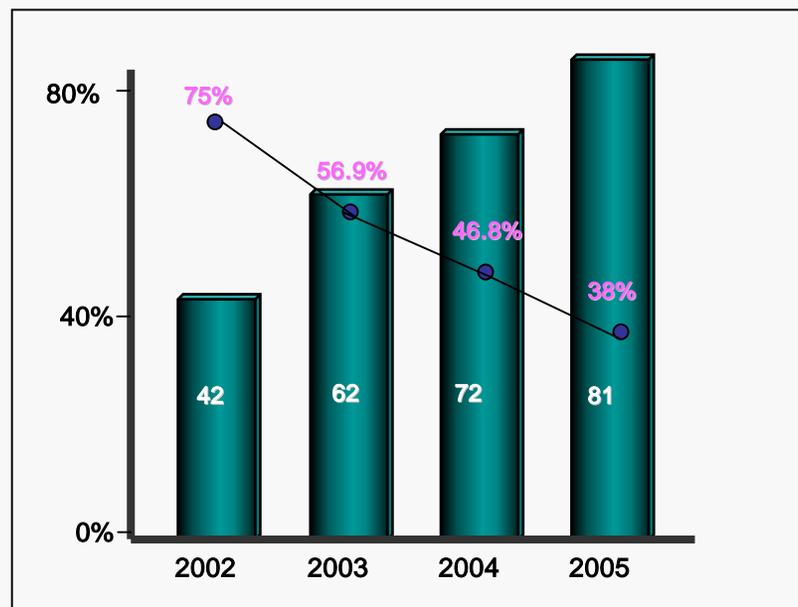
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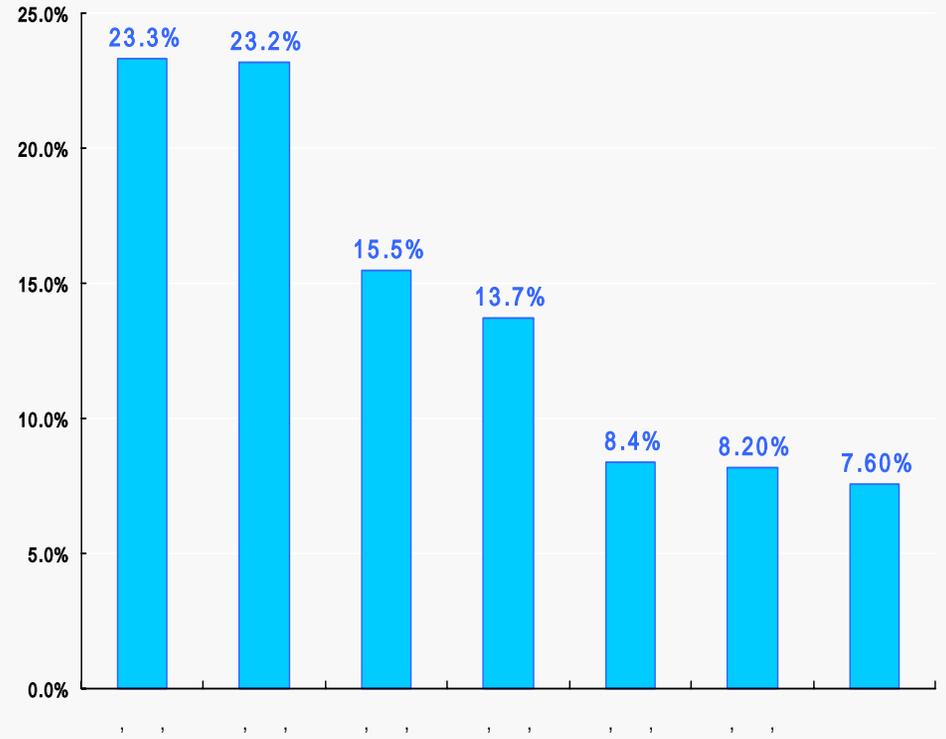
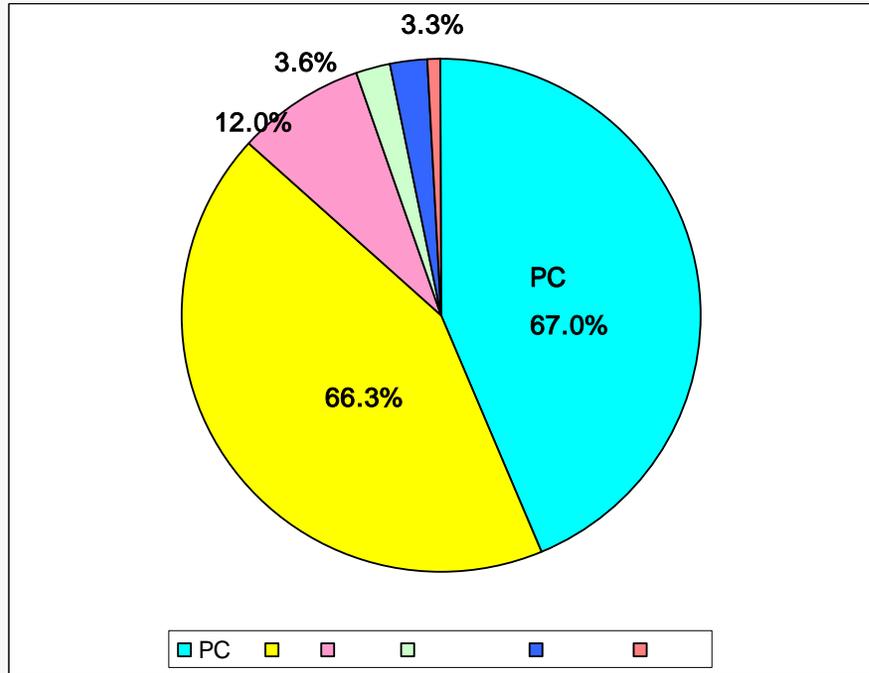


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: Market Issues #3 – 中國 ;



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Trend



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- MMO , ,

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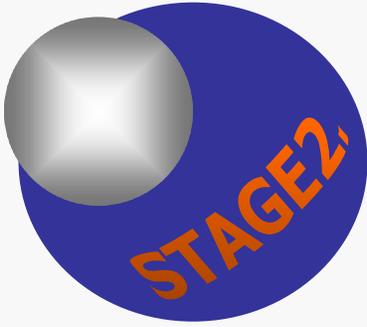


Local



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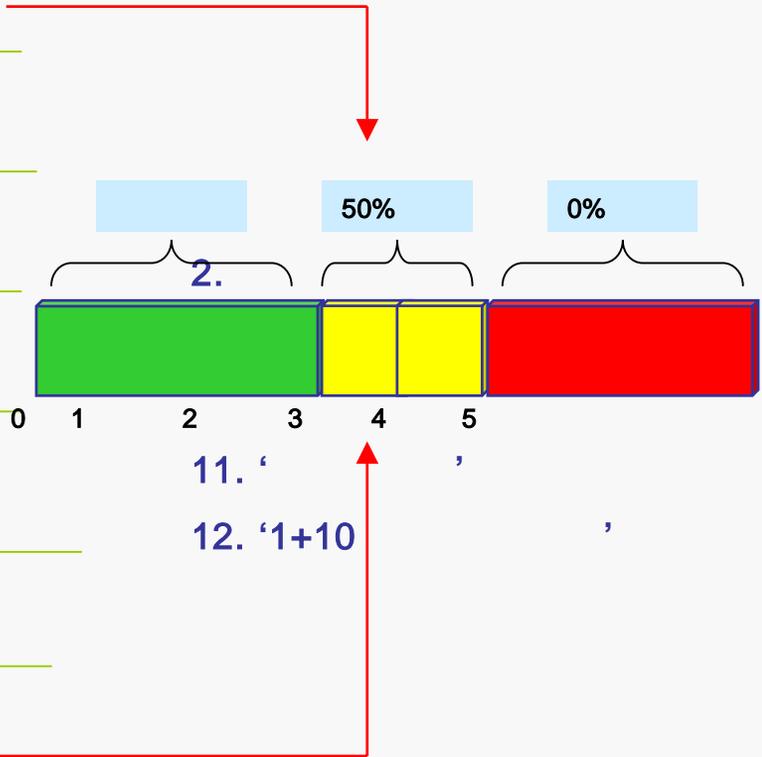
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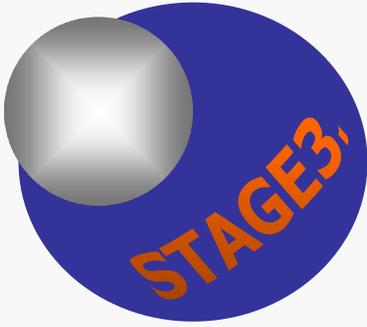
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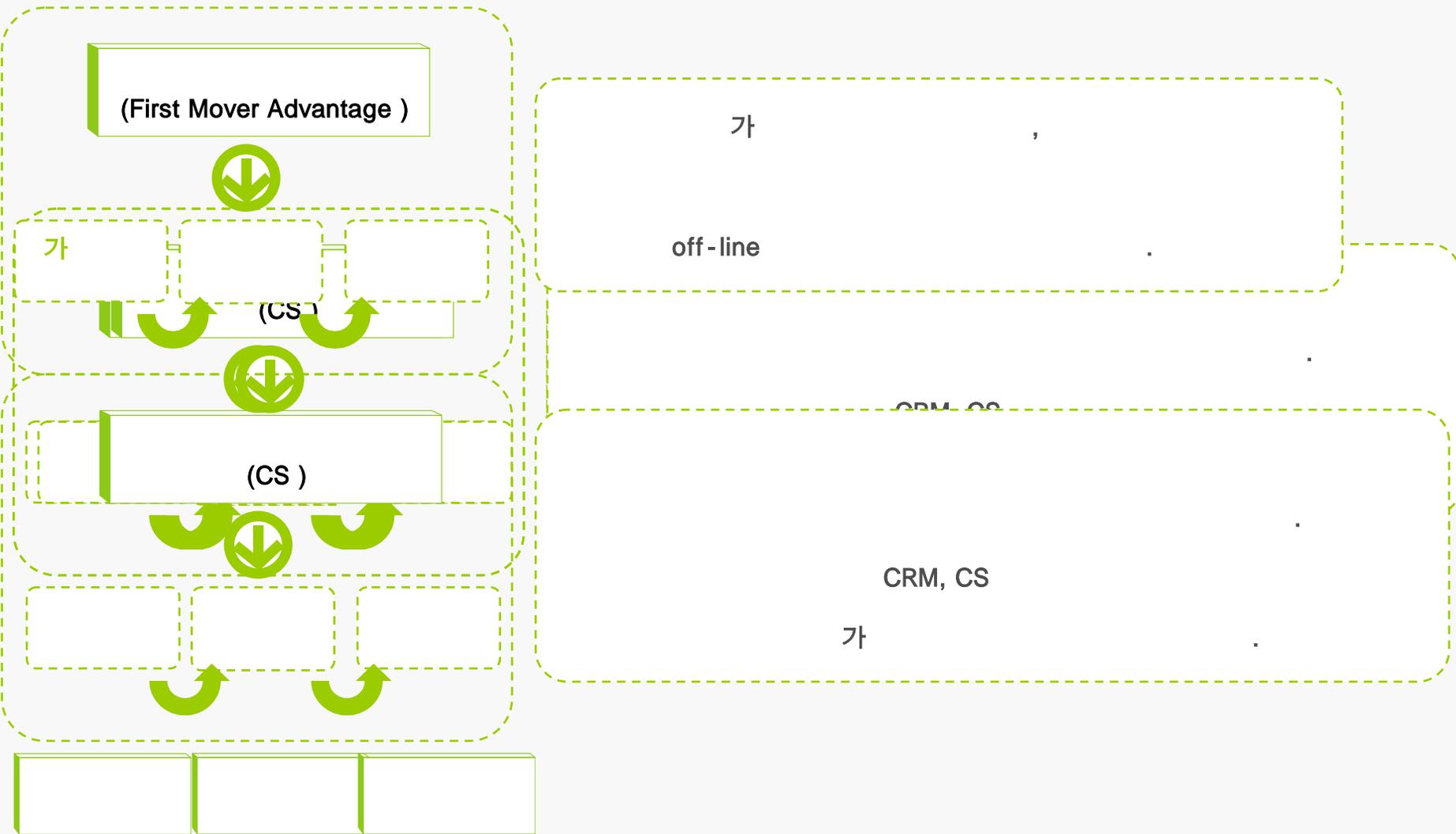
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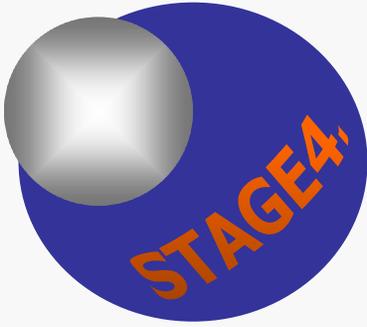




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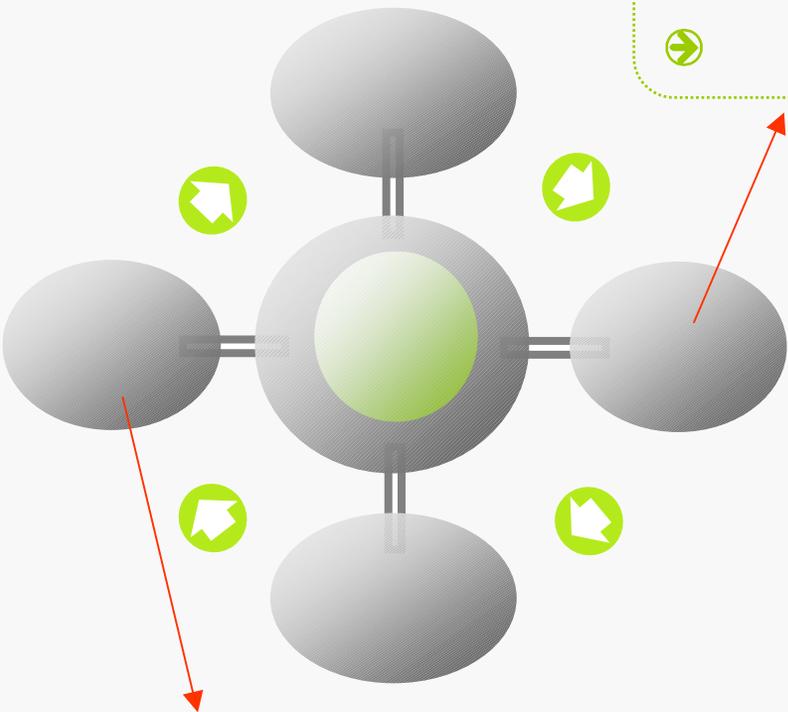
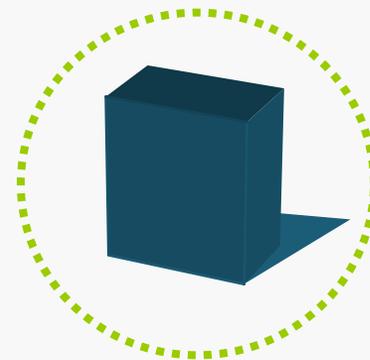
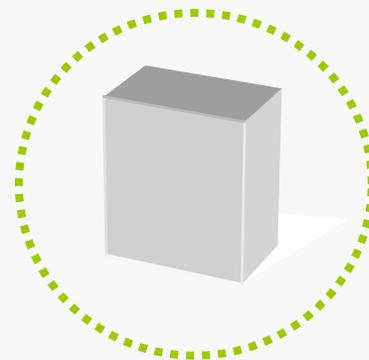
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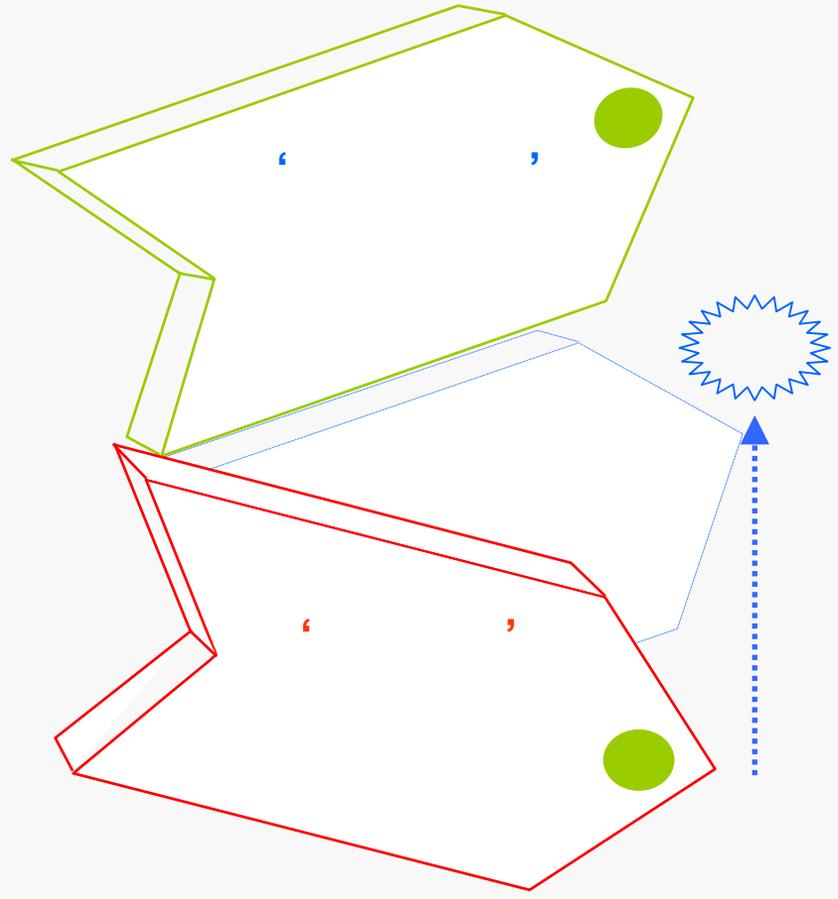


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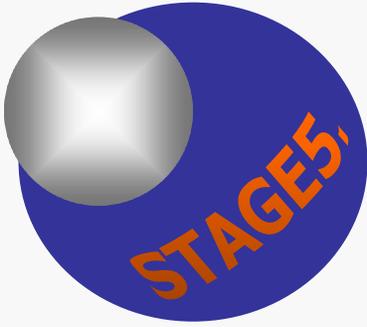
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