

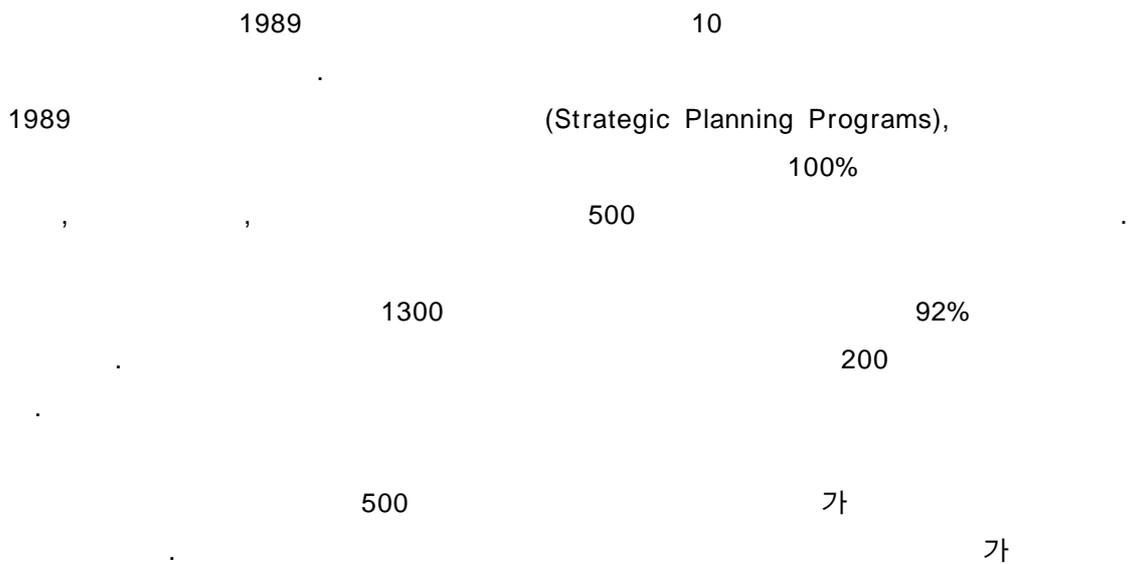
# D A T A M O N I T O R

( )

2005

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**(Datamonitor)**



Datamonitor Publication

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---

# 1

- PC

- 가

-

- Value chain/ revenue streams;(가 / )

- Market drivers;( )

- Market barriers;( )

- Market sizes and forecasts;( )

- Justification;( )

- Recommendations to export.( )

## B2B

- Developers;( )

- Publishers/distributors;( / )

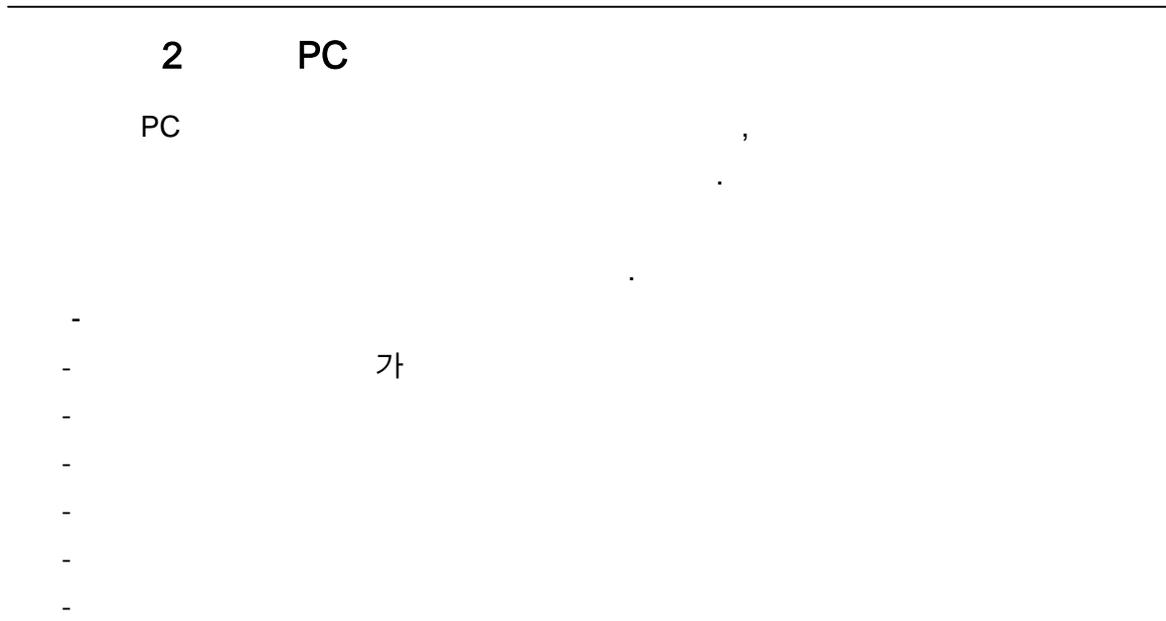
- Retailers;( )

- Telecommunications operators; ( )

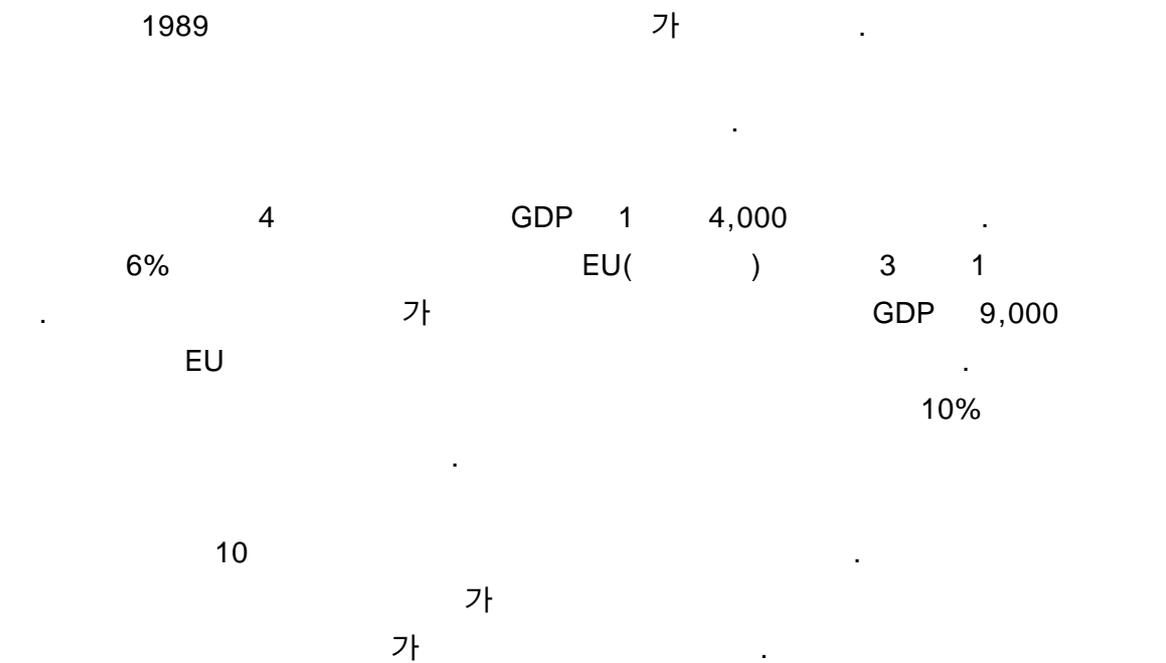
- Mobile operators;( )

30 -60 가

6 :



2.1



Topware Poland

가

. CD Projekt  
70%~ 95%

,

가

가 가

2002

EU가

EU가

가

가

가

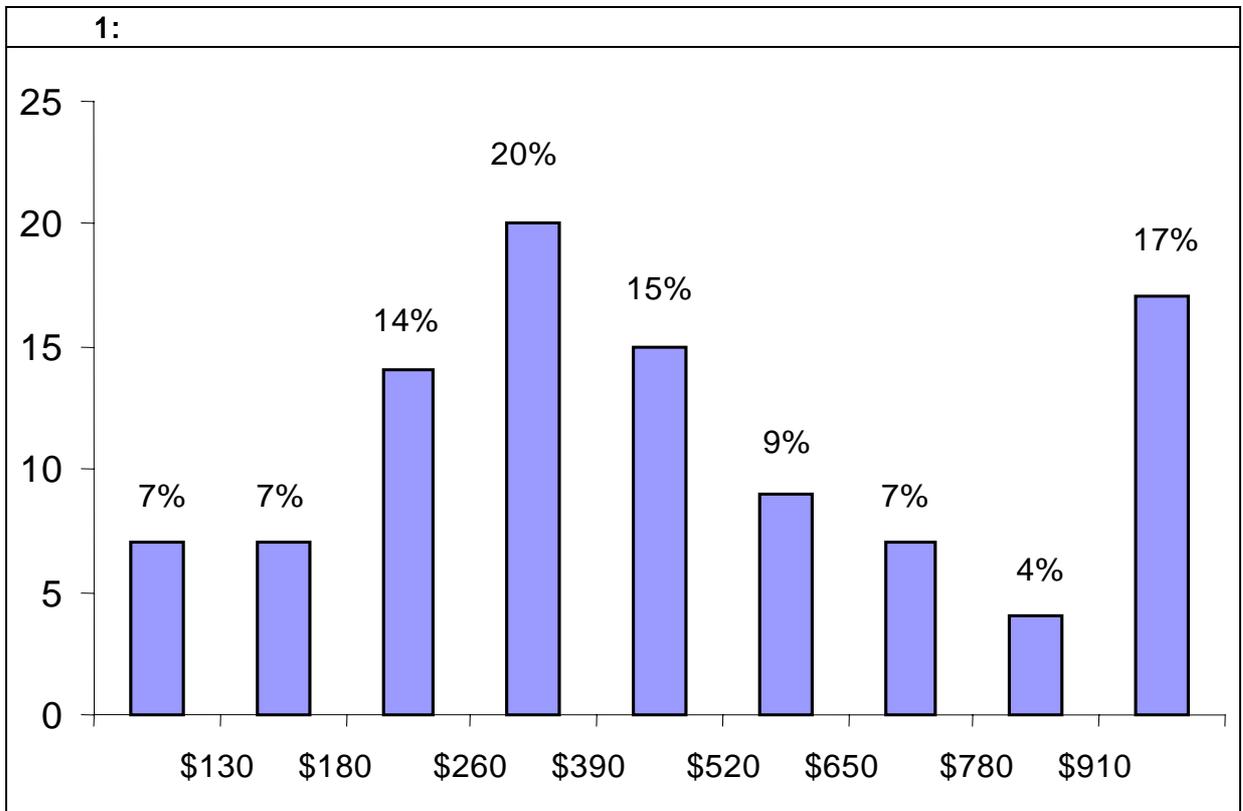
가

가

420

가

PC



420

17%

900

가

22~40

(Playstation)

Marksoft

Namax

Playstation

가 26

Kiwi Software

가

4

가

가

가

Namax

Playstation

가 150

Playstation2

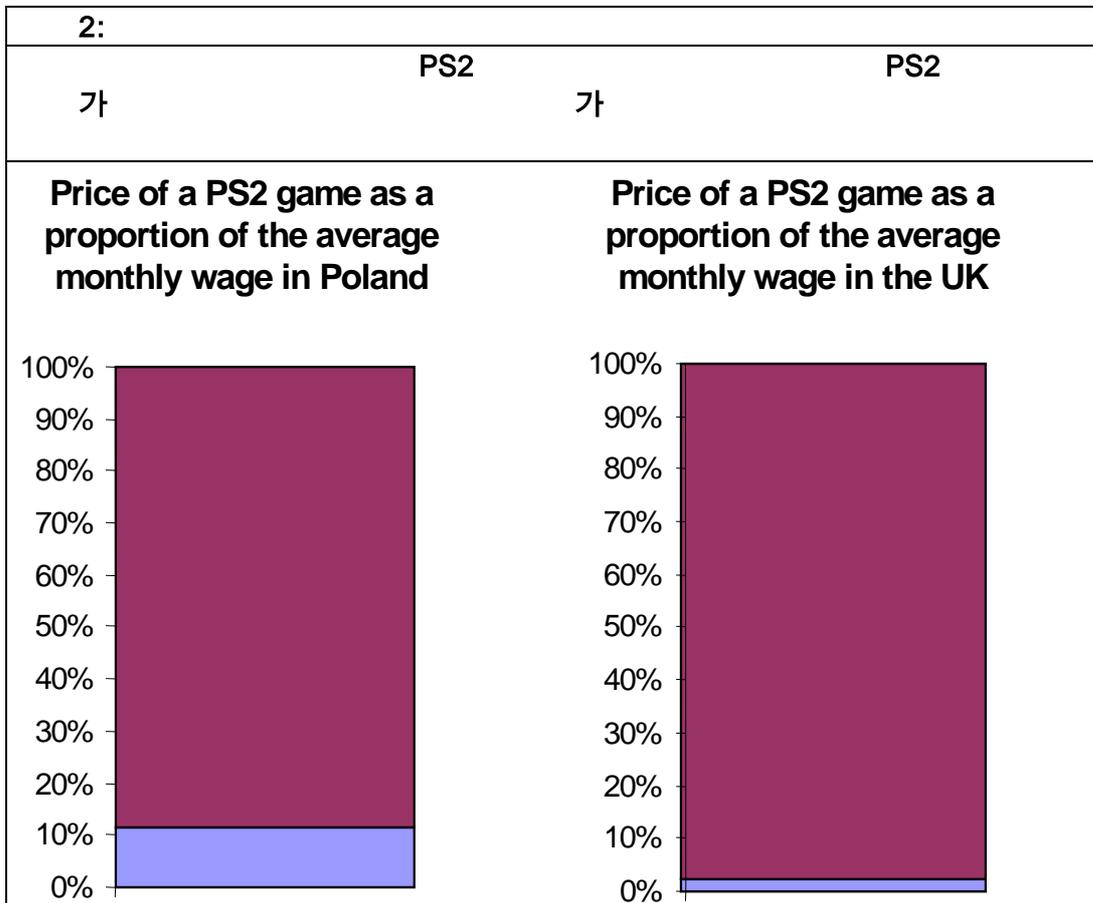
585 가

PC

PC 가 7~35 가  
 PC 가 15  
 14

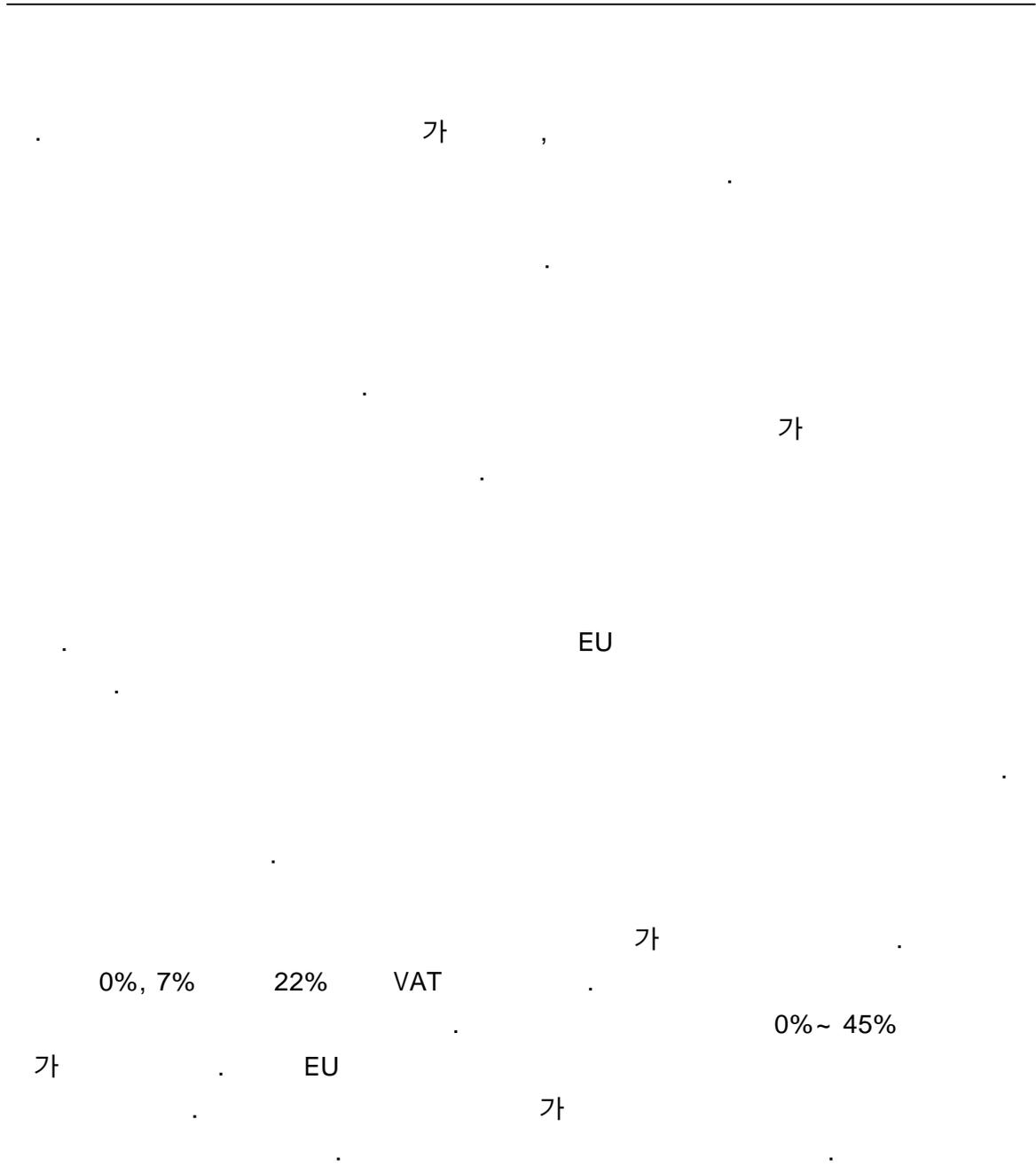
가 ( )

가



가

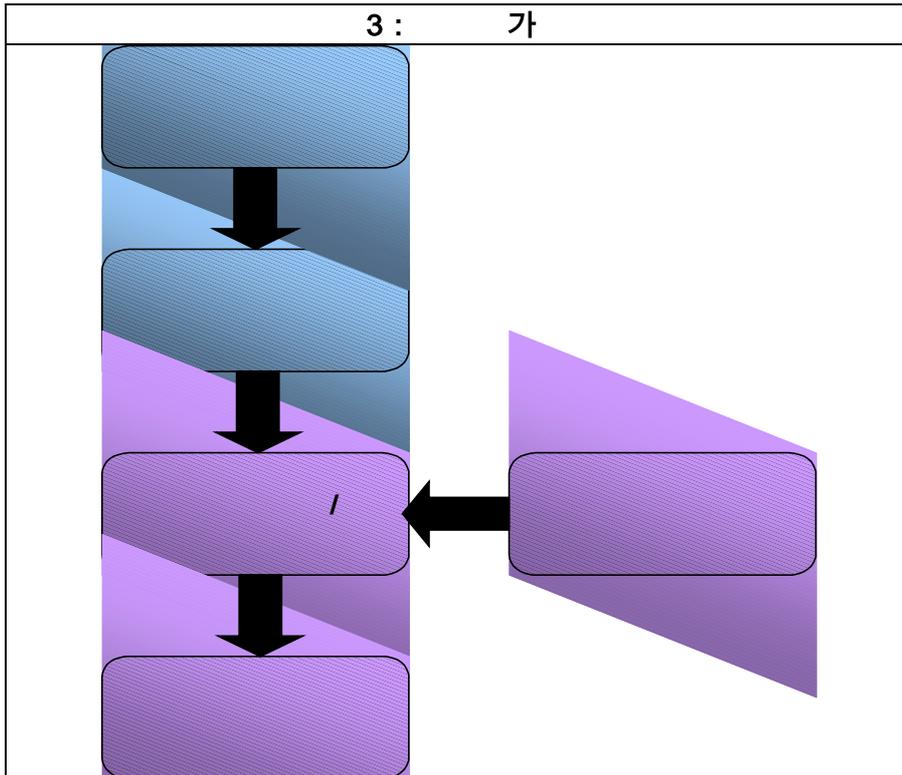
가



1		
VAT( 가가 )	Customs duty( )	Excise tax( )
0%,7%      22%	0—45%(      15—20%)	

2.2 가

가  
가  
가



80%

가

Auchan, Carrefour, Tesco

## PC

---

CD Projekt – Acclaim, Blizzard, Blue Byte, Cryo, Hasbro Interactive.

Infograms, Interplay.

Coda – Magix, Microids, Pan Interactive, THQ.

IM Group – Electronic Arts, Microsoft, Domark, MicroProse, Gametek,  
Psygnosis, Gremlin, Lego Media, Codemasters, Ocean, Eidos, Infogrames,  
Core Design, Krisalis, Millenium, Silmarils.

LEM (Licomp, Empik, Multimedia) – Activision, GT Interactive, Europress, Take  
2 Interactive, Ubi Soft, Syracuse Language Systems

Play-It – Sierra Studios, Take 2 Interactive, TLC, Mindscape, Red Orb, SSI.

TopWare Poland – JRC Interactive, Metropolis, Monolith, Sirtech, Software2000,  
Valkyrie Studios, Buka Entertainment.

가 .

### 2.3

5 가 가 .

PC

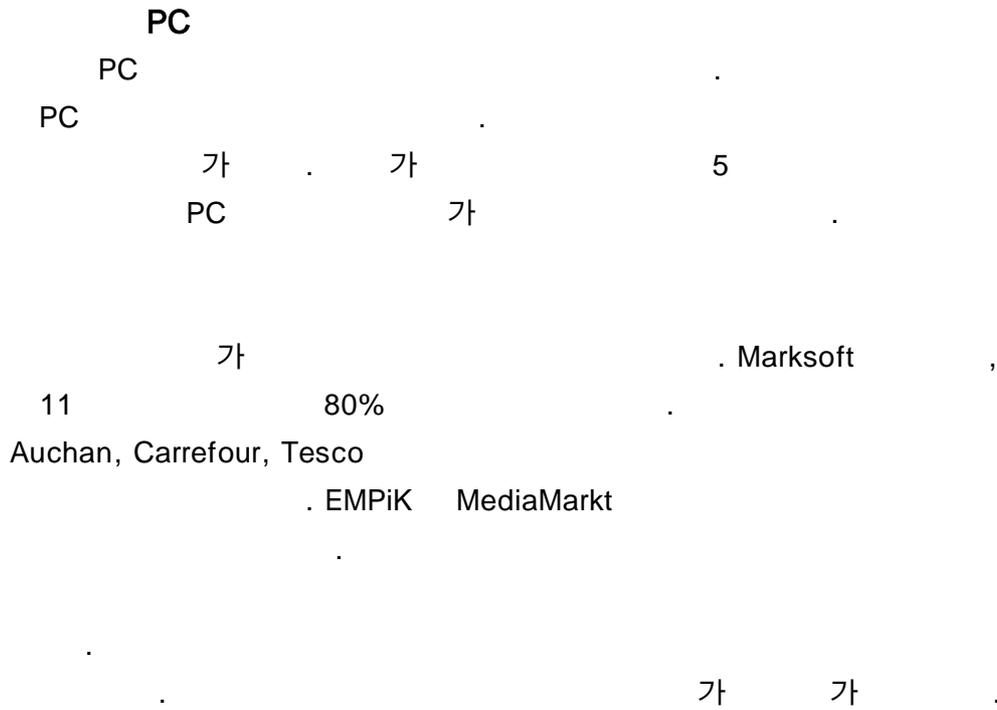
가

가

2002 EU( ) 가  
가

가

가



2.4

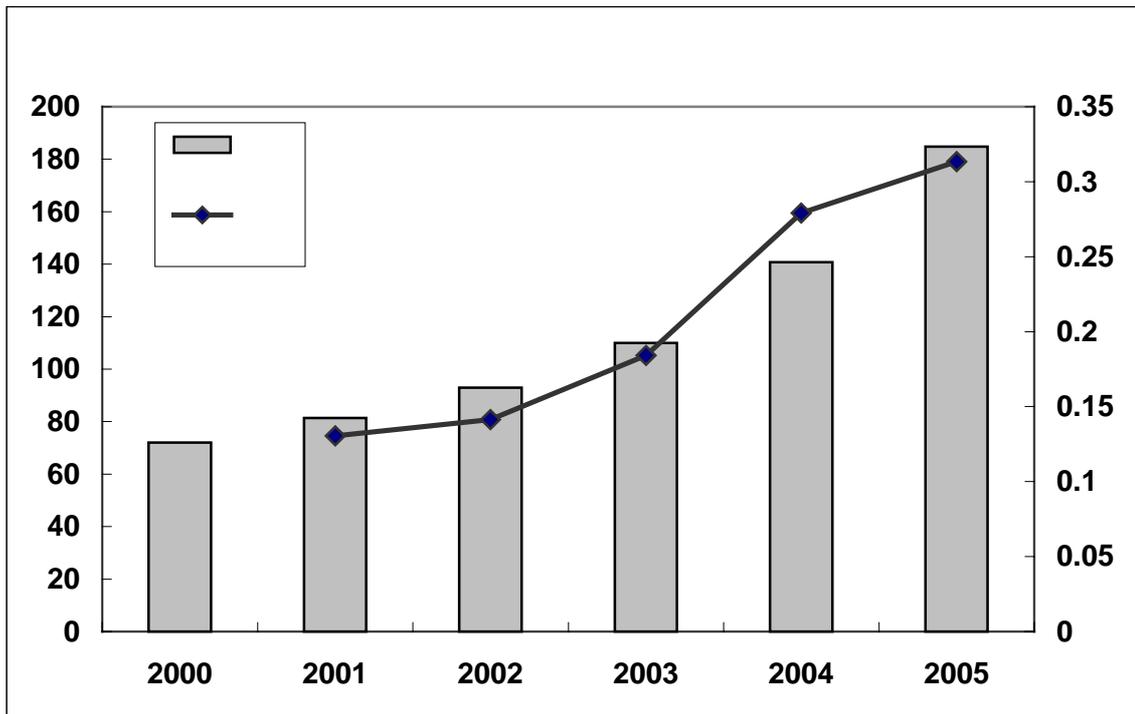
가

가



2.5 1 5 8  
5 PC 21%  
7 2 2005 1  
8 5

4. 2005



## PC

2 : 2005		2000	2001	2002	2003	2004	2005
PC		60,000	69,000	79,400	92,000	115,900	156,400
		10,400	9,700	7,600	5,000	2,200	700
		200	100	100	100 -	-	
		-	100	600	1,200	1,800	2,000
N64		1,200	900	600	300	100 -	
	2	200	1,600	4,100	9,700	16,100	18,800
X-Box		-	-	500	1,800	4,600	6,900
PC		60,000	69,000	79,400	92,000	115,900	156,400
		12,000	12,400	13,500	18,100	24,800	28,400
Total		72,000	81,400	92,900	110,100	140,700	184,800
			13%	14%	19%	28%	31%

PC

PC

5

가

19%

PC

21%가

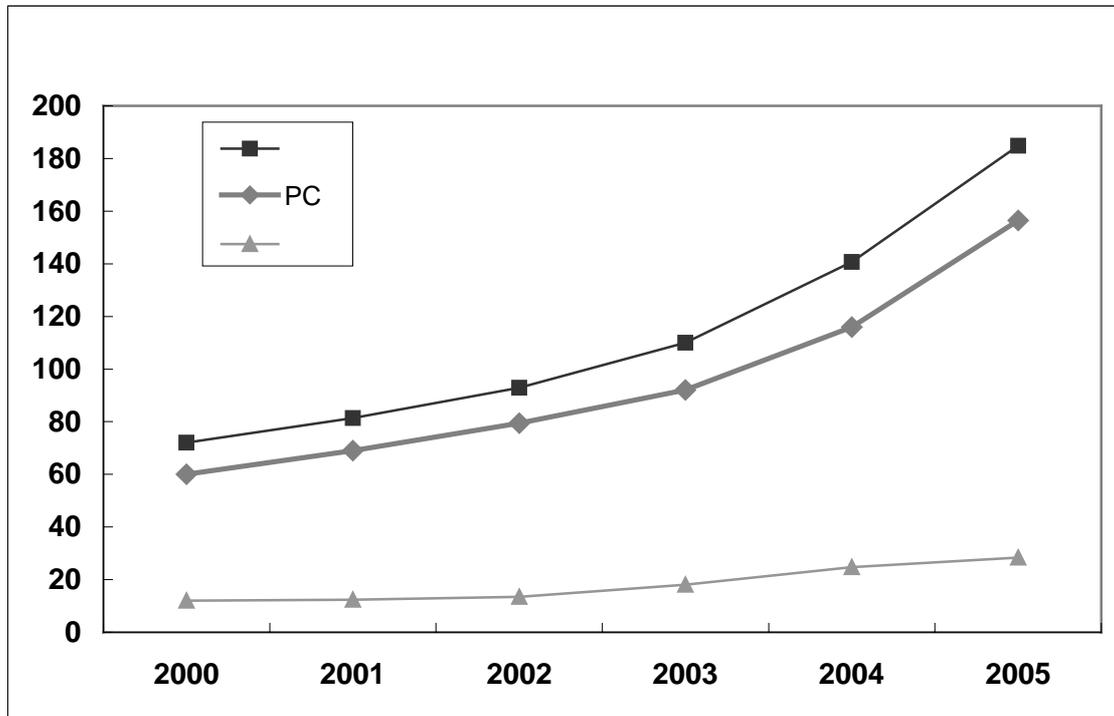
PC

2005

1 5

6

5. 2005 PC



:

PC

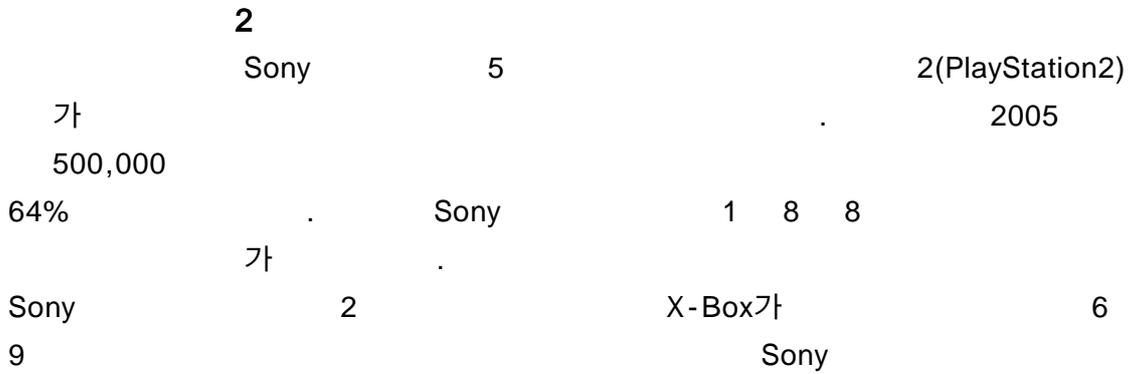
가

2000 1 2

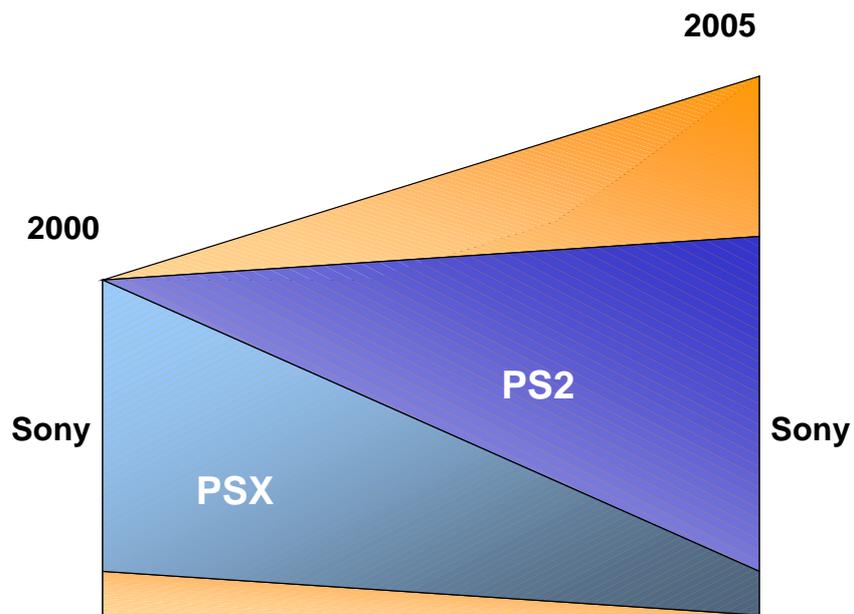
2005 2 8

가  
가

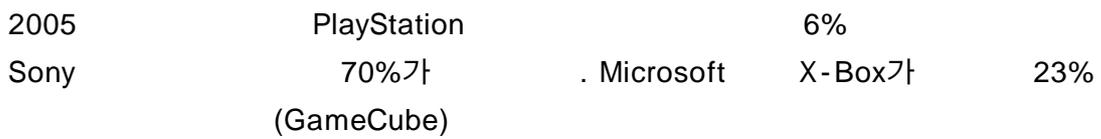
PC



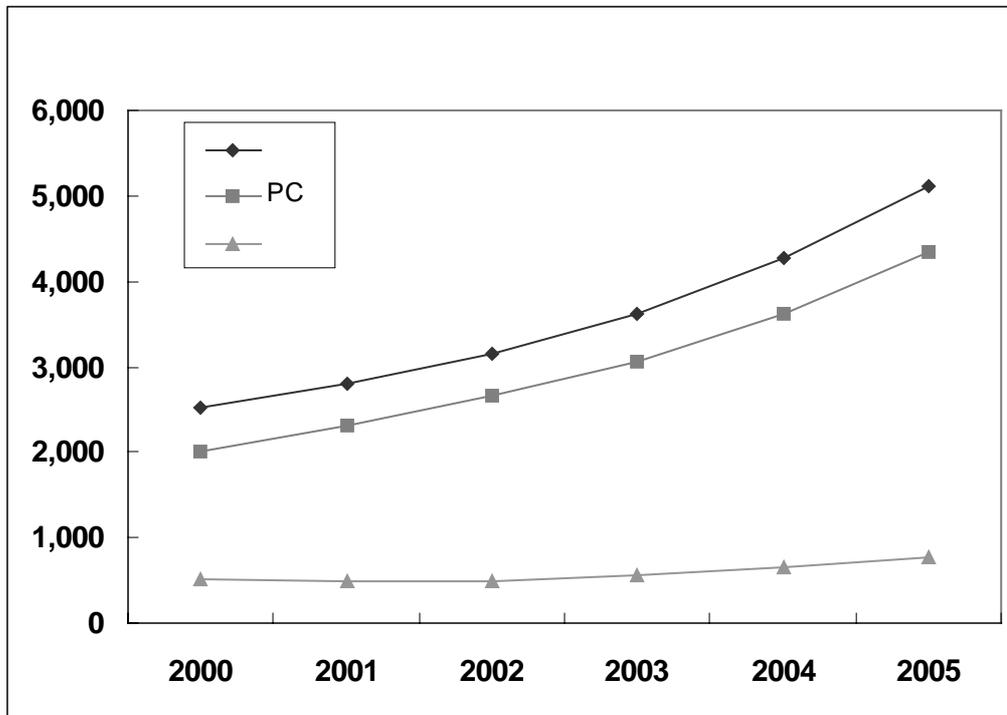
6: Sony



: Datamonitor



7 : 2005



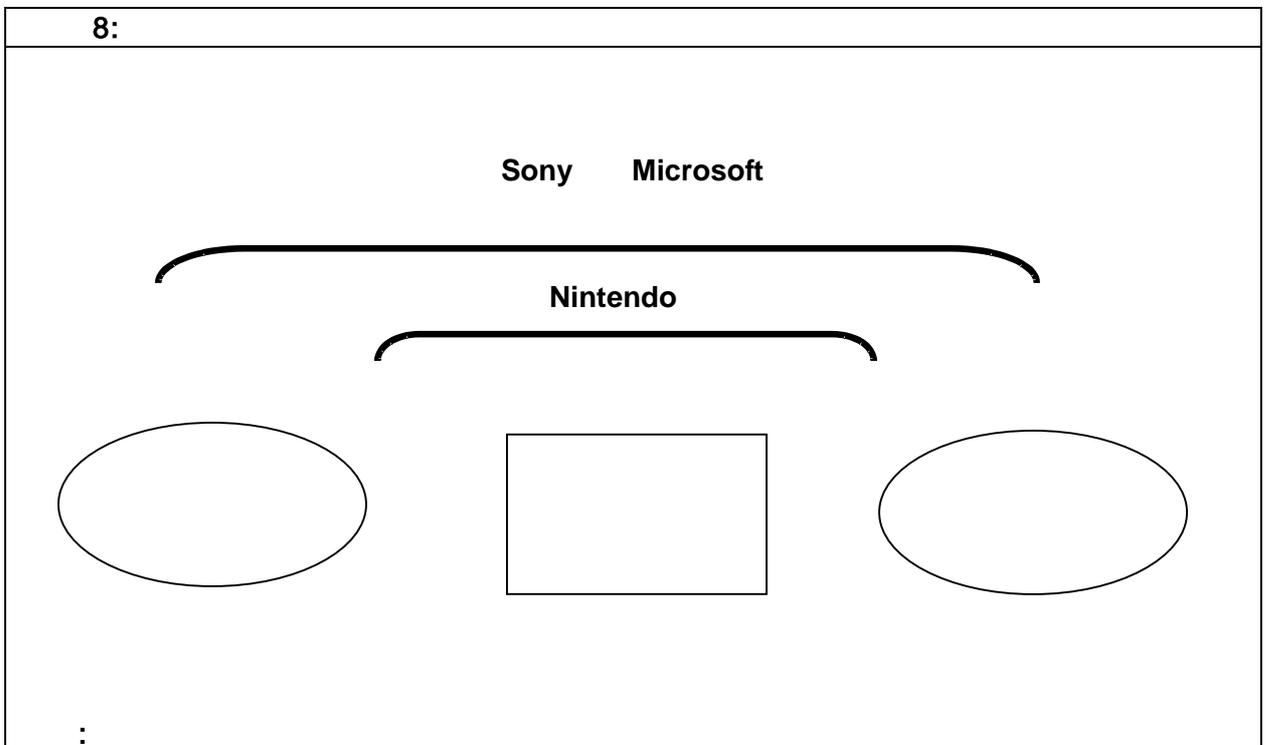
3. 2005						
	2000	2001	2002	2003	2004	2005
PC	2,000	2,300	2,650	3,070	3,620	4,340
	450	420	350	250	140	50
	10	-	-	-	-	-
	-	-	10	30	40	50
N64	40	40	30	20	10	-
2	10	30	100	220	360	500
X-Box	-	-	10	40	100	180
PC	2,000	2,300	2,650	3,070	3,620	4,340
	510	490	500	560	650	780
Total	2,510	2,790	3,150	3,630	4,270	5,120
		11%	13%	15%	18%	20%



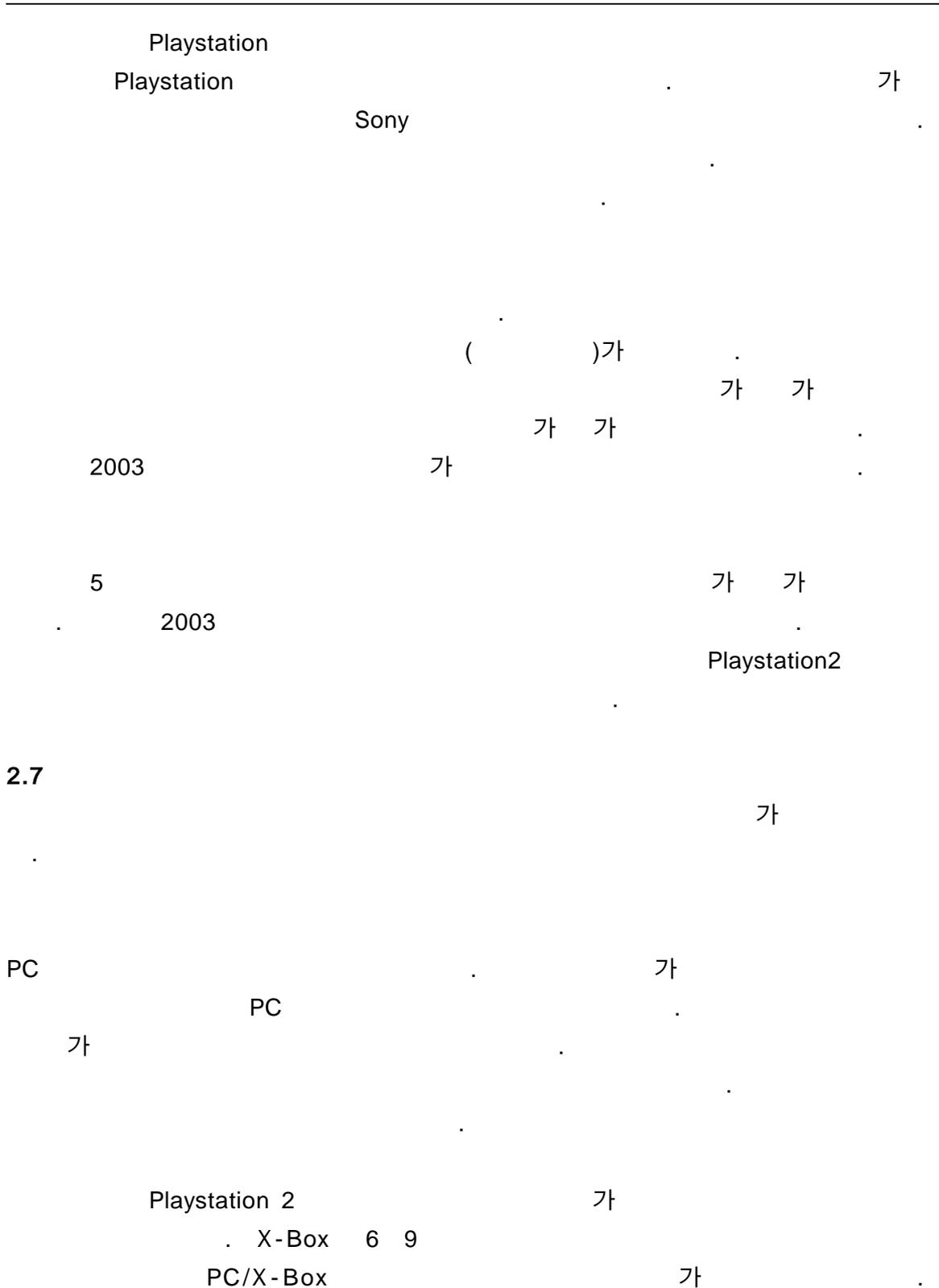
Playstation  
Playstation  
Playstation 2가 X-  
Box . Sony 가 Playstation  
Playstation 2가  
X-Box

**Nintendo**

Nintendo Sony Microsoft  
Nintendo ( )  
GameCube가 Playstation 2 X-Box  
50,000 GameCube



PC





---

3

5

가  
가

-  
-  
- 2005  
-

3.1

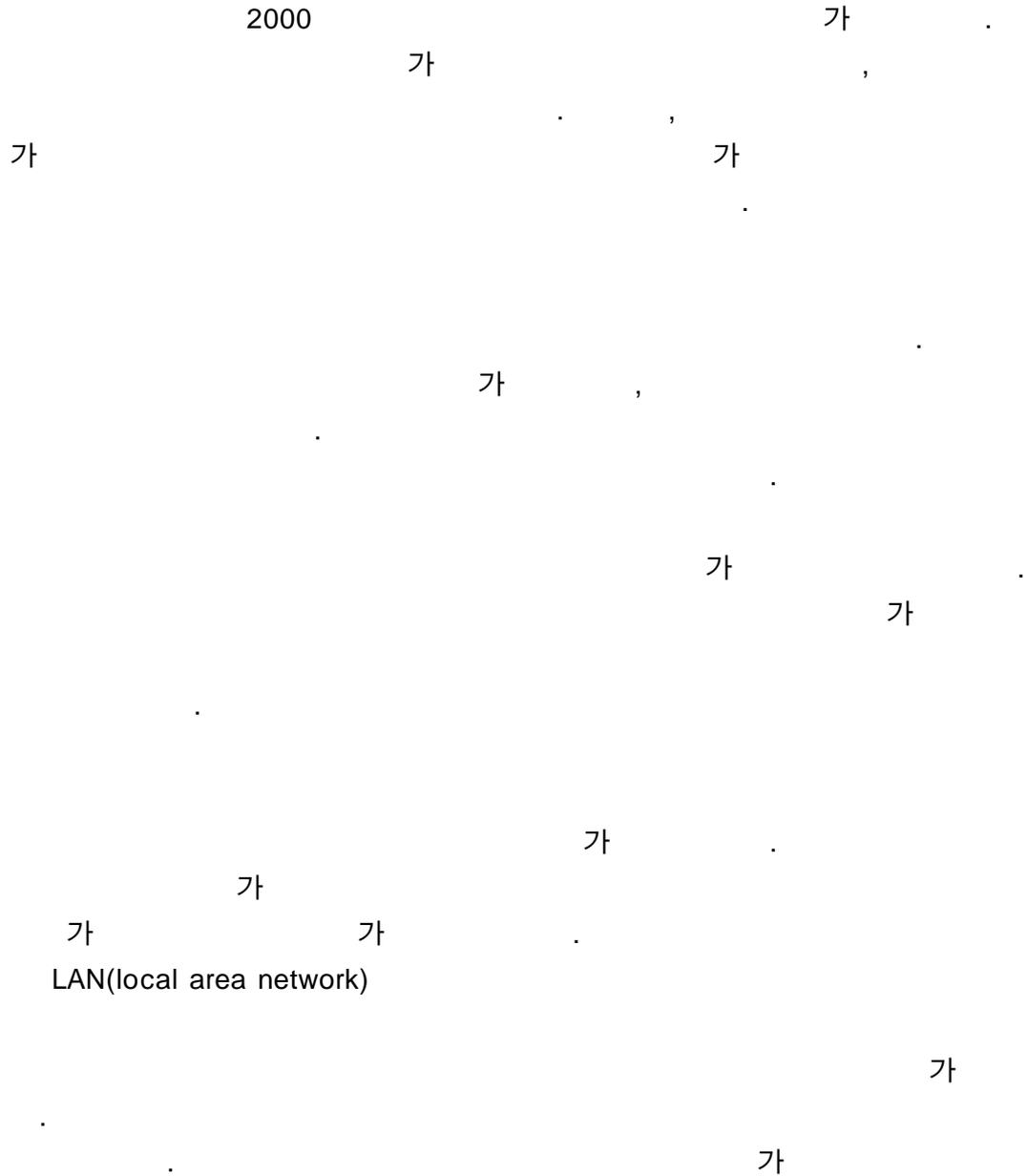
가 가 1 \$1.70 가  
10 \$16.80 가 가  
가 가  
3% 가 가  
가 2005 가  
PC 3.5

---

**Telcos**

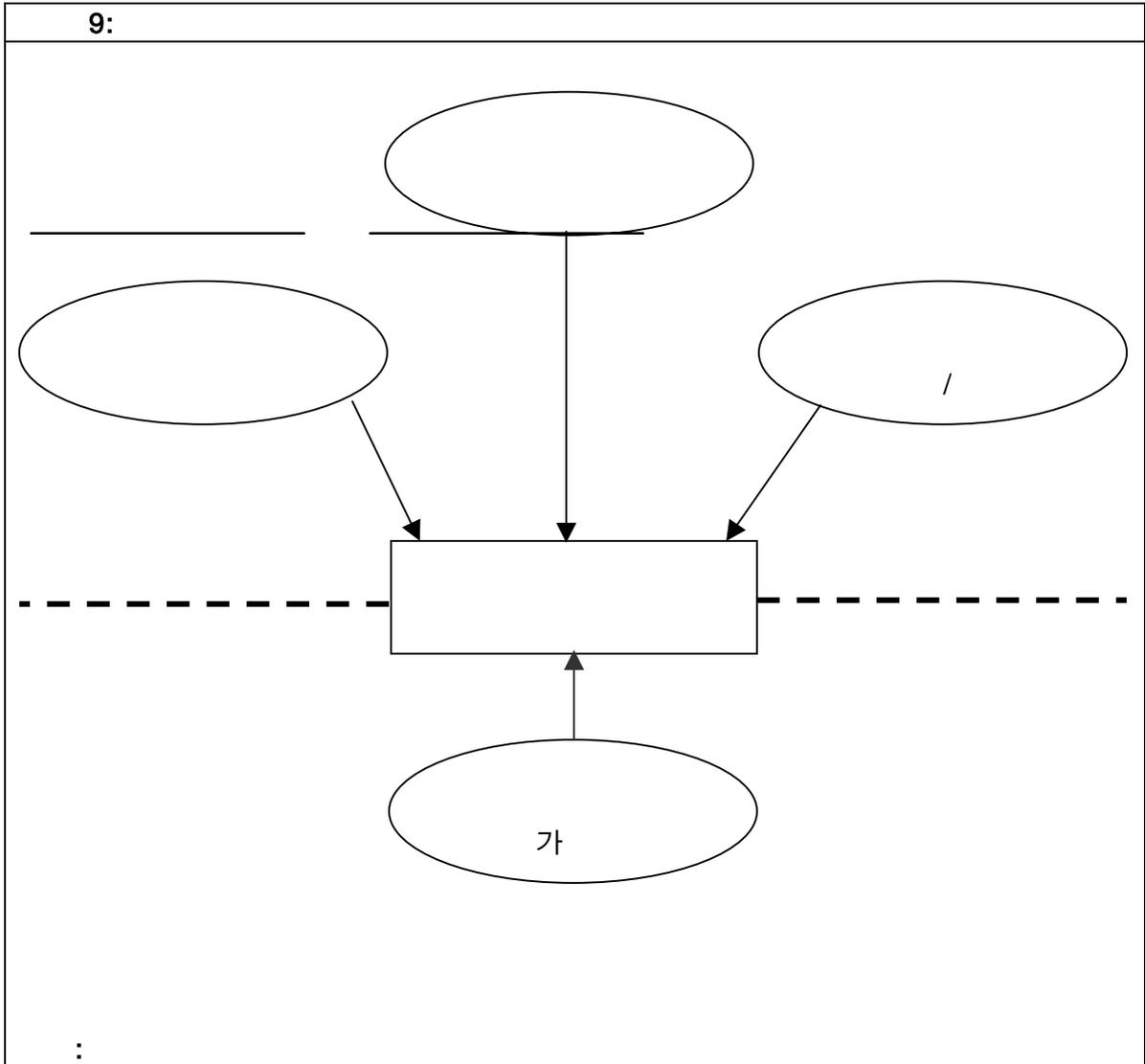
1997

Telekomunikacja Polska S.A.(TPSA)



3.2

가





가

가  
가

가

가

가

가

---

Won.net

5

www.gryonline.wp.pl;  
www.kalambury.pl;  
www.sg.poland.com;  
www.viper.pl;  
www.games.cronix.pl;

### 3.3

가

2003

가

가 3 PC Playstation2 Dreamcast (narrowband)

---

X-Box ( )

Playstation2 Sony  
가

가

LAN

가

### 3.4

가

가

가

PC 5

가  
가  
가

PC

( )

가

3.5 2005

3

1

. 2003

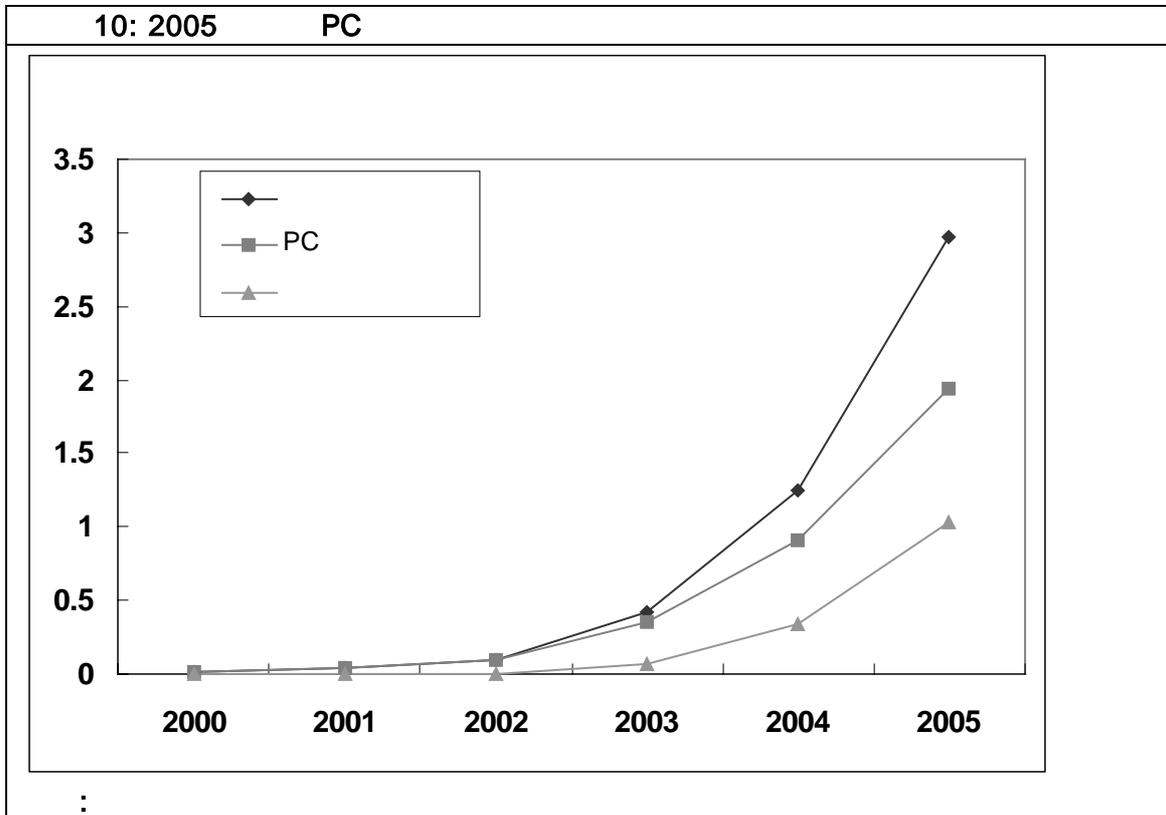
2005

3

. PC

65%

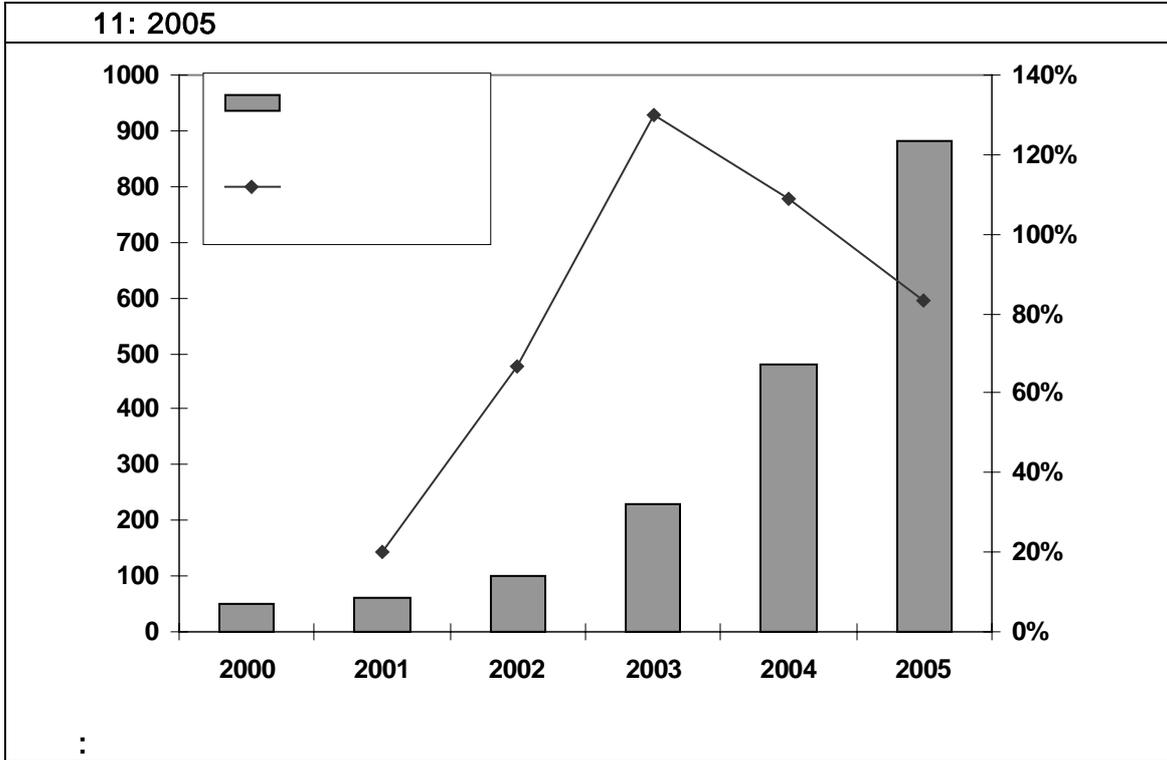
1



4 : 2005						
	2000	2001	2002	2003	2004	2005
:						
PC	10	30	70	260	660	1,400
PC	-	10	20	90	250	540
	-	-	-	70	290	780
	-	-	-	-	50	250
PC	10	40	90	350	910	1,940
	-	-	-	70	340	1,030
Total	10	40	90	420	1,250	2,970
		138%	165%	383%	193%	138%
:						
*	(rounding errors)-					
	가					
)						
:						

33% . 2005 PC 67% 가 2003  
가 .

5 :	PC					
	2000	2001	2002	2003	2004	2005
	960	1,130	1,320	1,750	2,320	3,080
		17%	17%	32%	32%	33%



**6; 2005**

	2000	2001	2002	2003	2004	2005
:						
PC	-	-	-	10	30	60
PC	50	60	90	180	320	530
	-	-	-	-	20	70
	-	-	10	40	110	220
	50	60	100	230	480	880
		20%	67%	130%	109%	83%
:						
:						

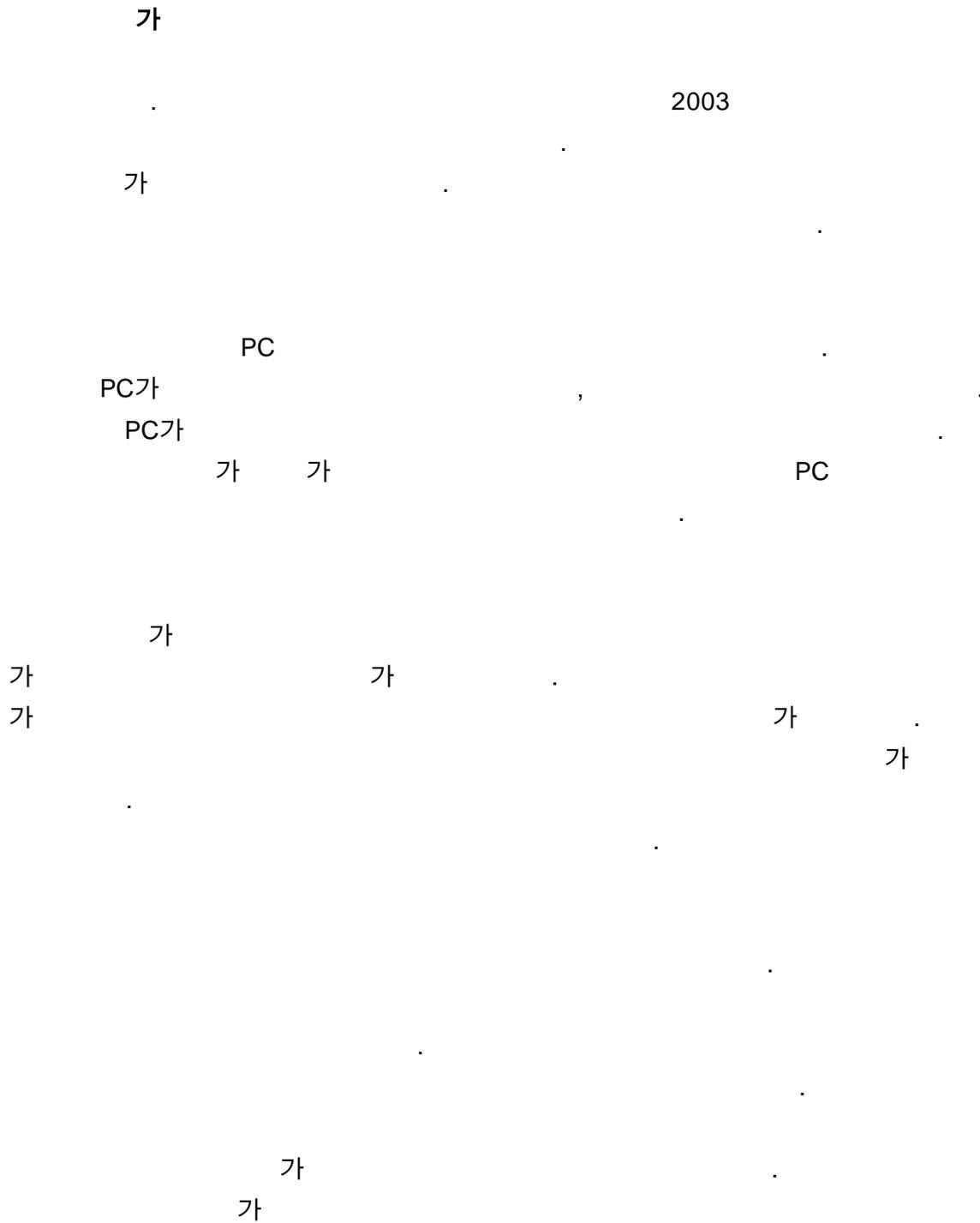
\* (rounding errors)-

가

)

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3.6



가 / .

### 3.7

. 5 ,  
8 가 가  
가 CD-ROM 가 .

---

4

2003

4

-  
-  
-  
-  
-

#### 4.1

4

가

7m

가 가

ERA GSM-PTC(

4

) 2 8

가 가

10

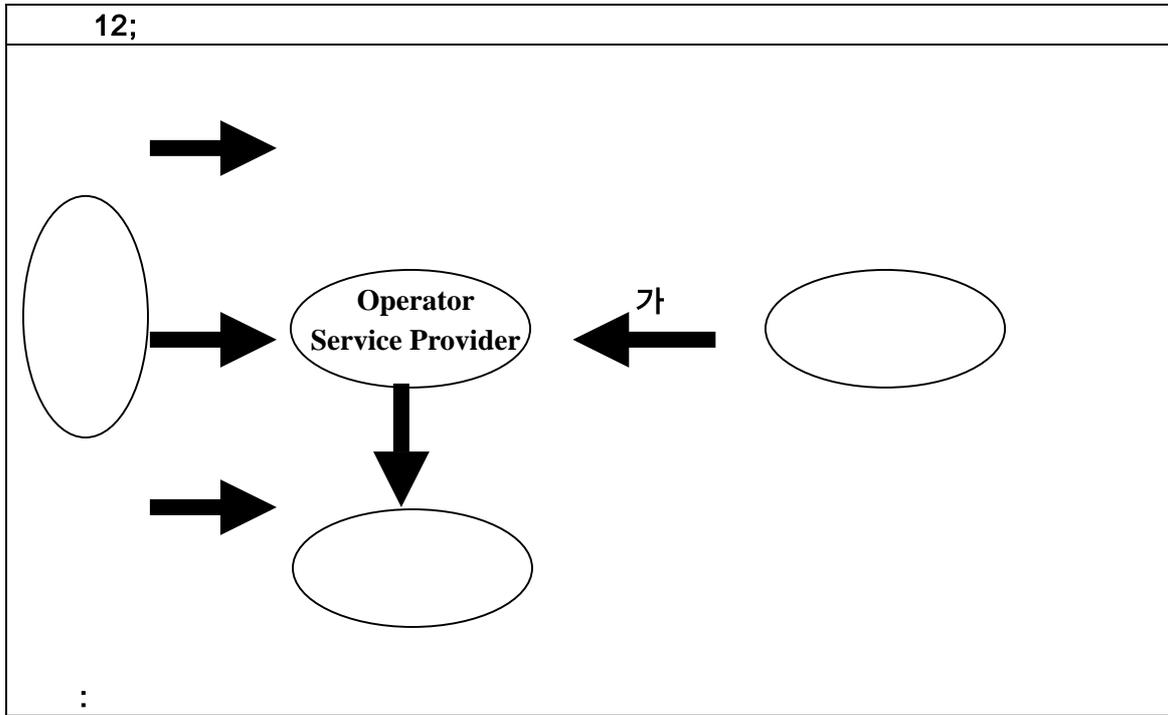
가

가

가



4.2



가

3

가

(bundle)



가

.

가

가

.

가

.

.

가

,

(mobile commerce)

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가

가

.

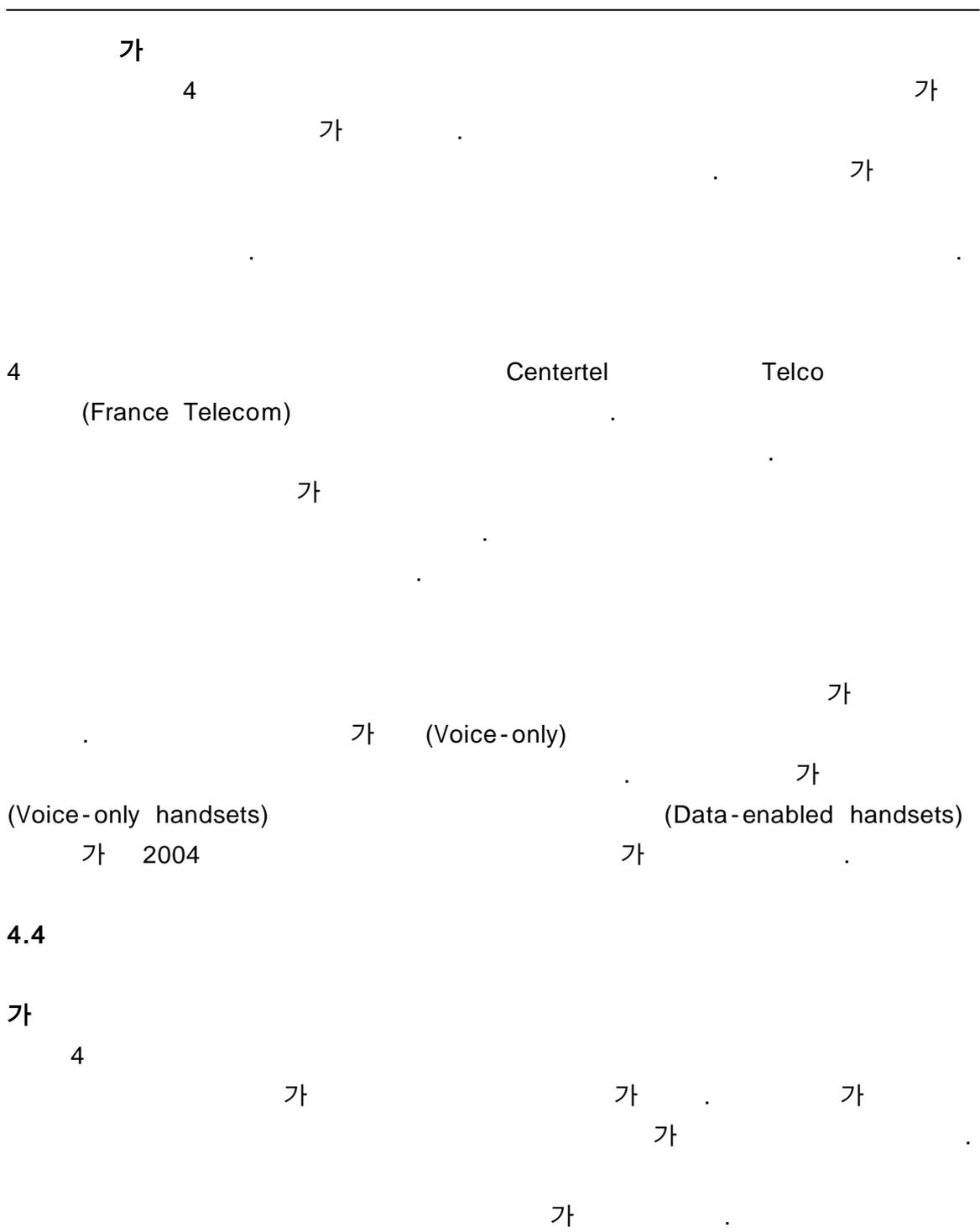
가

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### 4.3

가

.



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4

가

가

4.5 2005

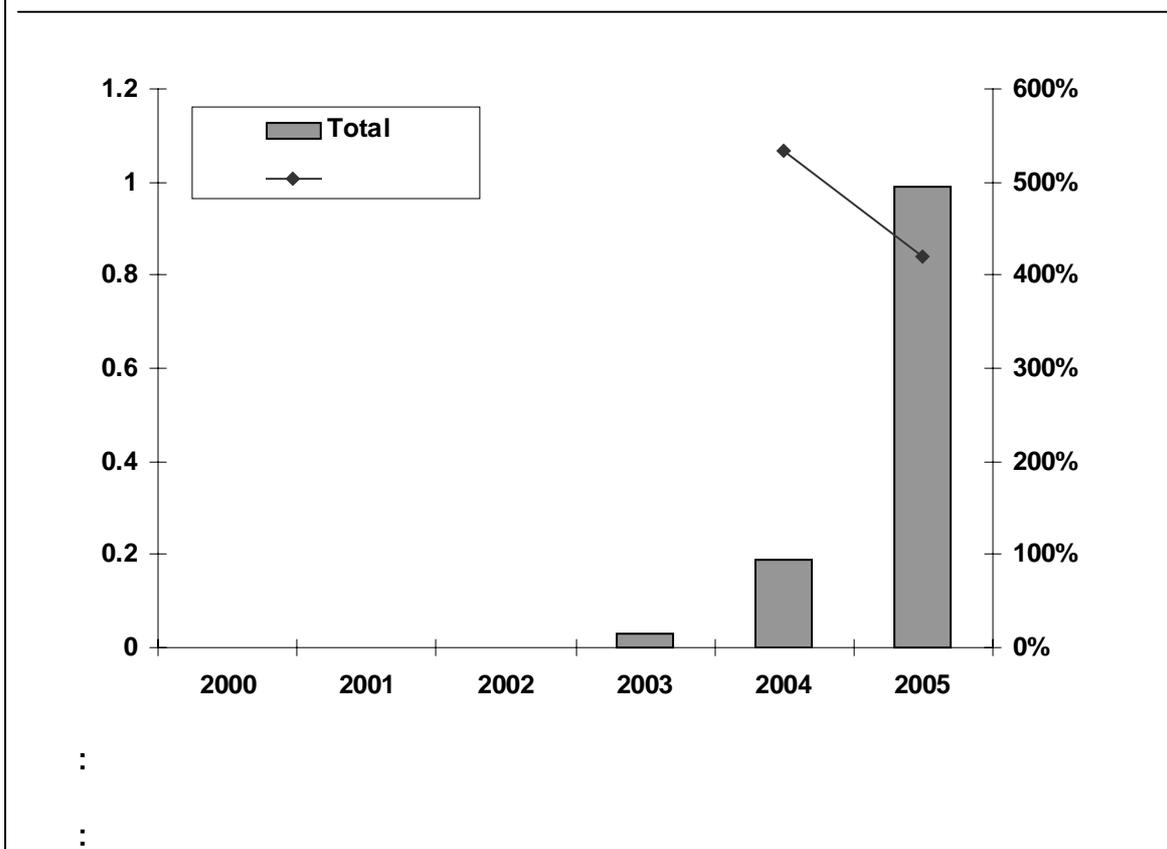
1

2003

2

1

13: 2005



6: 2005

	2000	2001	2002	2003	2004	2005
:	-	-	-	10	30	140
/	-	-	-	-	10	60
가	-	-	-	20	130	680
	-	-	-	-	20	110
<b>Total</b>	-	-	-	30	190	990
					533%	421%
:						
:						

가

2005

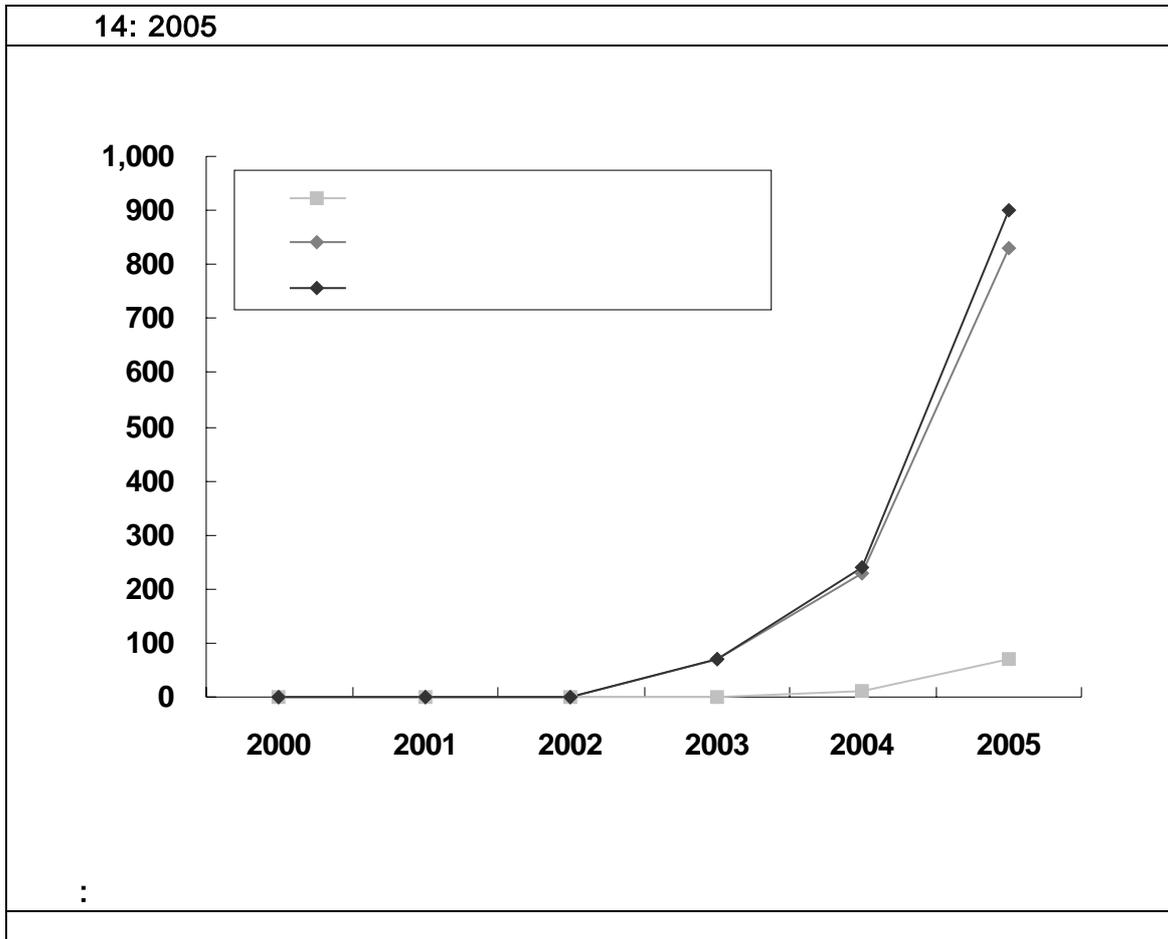
4 5

900,000

2005

8%

7: 2005	가					
:	2000	2001	2002	2003	2004	2005
	240	540	860	1400	2400	4500
		125%	59%	63%	71%	88%



8: 2005						
:	2000	2001	2002	2003	2004	2005
	-	-	-	-	10	70
	-	-	-	70	230	830
	-	-	-	70	240	900
					243%	275%
:						
:						

---

#### 4.6

4

2003

가

2003

가

(Casual)

5

가

가

가

2004

가

4.7

가

.

가

가

가

5

---

2003

가

---

## 5

### 5.1 PC

PC 2005 1 8 6  
PC 1 5 8  
2005 5

PC  
Playstation2 가 가

### 5.2

2005 3  
2005 90

CD-ROM

### 5.3

2005 1

---

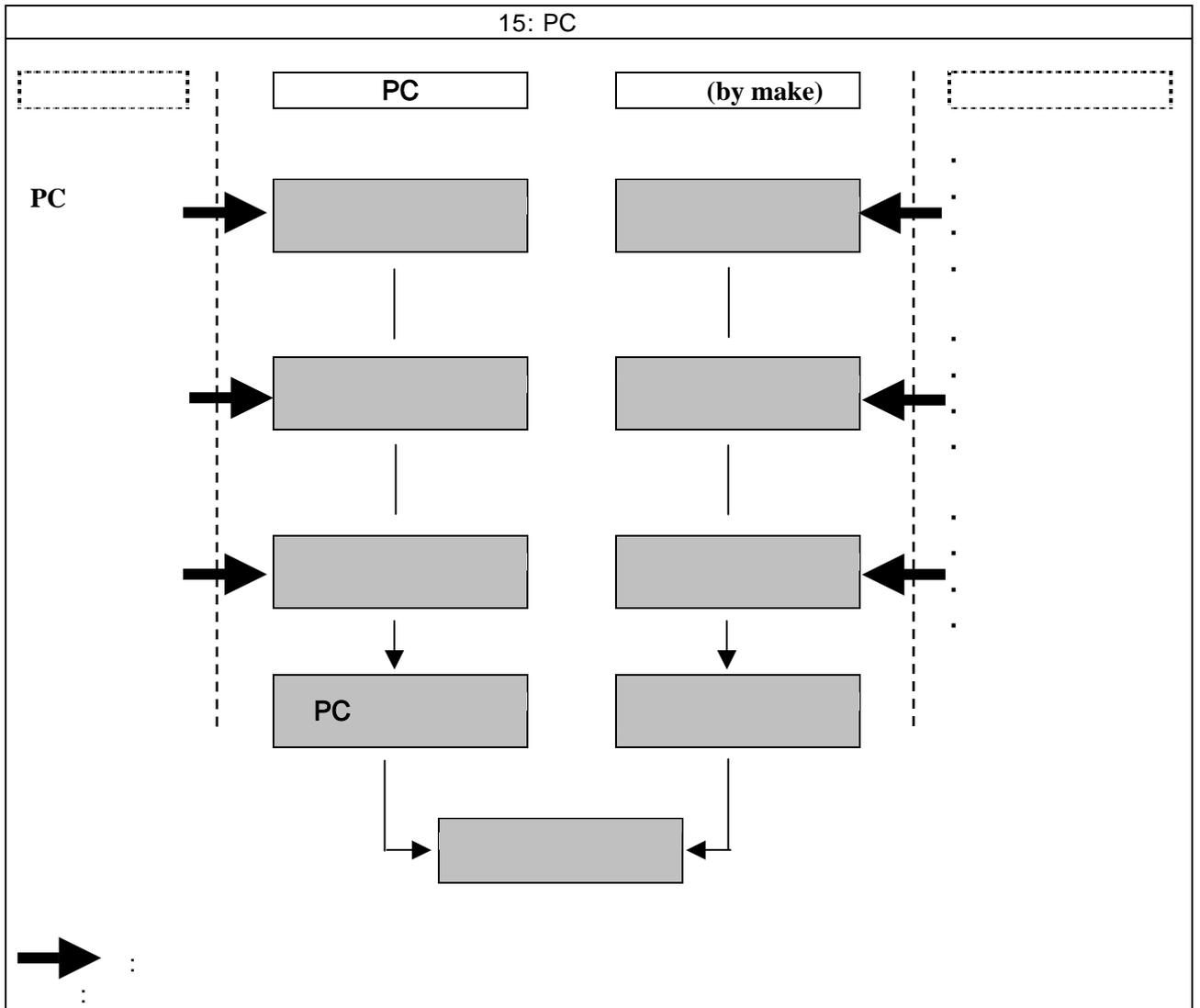
2005 90

2003

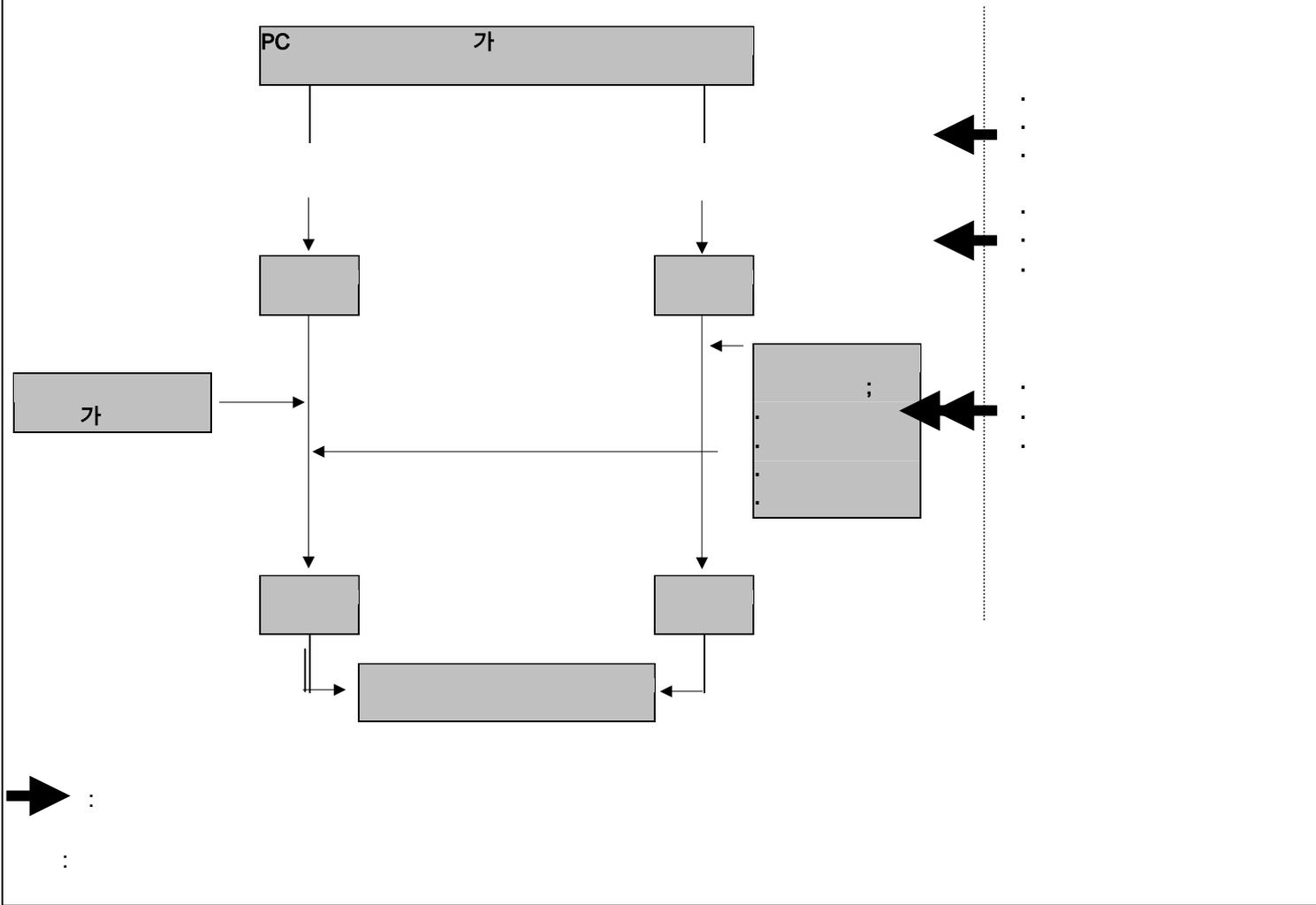
6

6.1

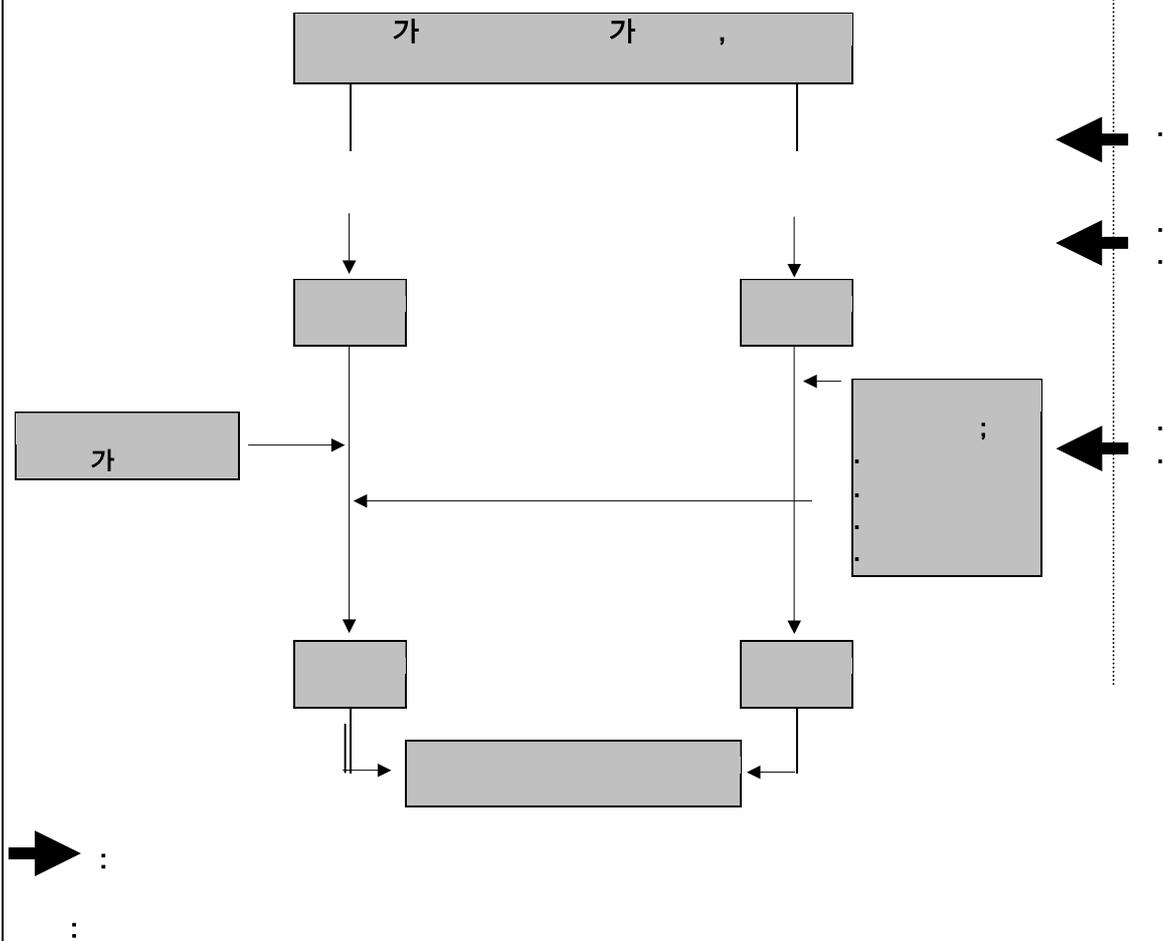
PC



16:



17:



**2000 - 2005**

		2000	2001	2002	2003	2004	2005	
:								
PC		60,000	69,000	79,400	92,000	115,900	156,400	
		10,400	9,700	7,600	5,000	2,200	700	
		200	100	100	100	-	-	
N64		-	100	600	1,200	1,800	2,000	
	2	1,200	900	600	300	100	-	
X-Box		200	1,600	4,100	9,700	16,100	18,800	
		-	-	500	1,800	4,600	6,900	
PC		60,000	69,000	79,400	92,000	115,900	156,400	
		12,000	12,400	13,500	18,100	24,800	28,400	
		72,000	81,400	92,900	110,100	140,700	184,800	21%
			13%	14%	19%	28%	31%	
:	가							

Source: Datamonitor

---

**2000 - 2005**

		2000	2001	2002	2003	2004	2005
:							
PC		2,000	2,300	2,650	3,070	3,620	4,340
		450	420	350	250	140	50
		10	-	-	-	-	-
N64		-	-	10	30	40	50
	2	40	40	30	20	10	-
X-Box		10	30	100	220	360	500
		-	-	10	40	100	180
PC		2,000	2,300	2,650	3,070	3,620	4,340
		510	490	500	560	650	780
		2,510	2,790	3,150	3,630	4,270	5,120
			11%	13%	15%	18%	20%
:	가						

Source: Datamonitor

---

**2000 - 2005**

	2000	2001	2002	2003	2004	2005
:						
PC	10	30	70	260	660	1,400
PC	-	10	20	90	250	540
	-	-	-	70	290	780
	-	-	-	-	50	250
PC	10	40	90	350	910	1,940
	-	-	-	70	340	1,030
	10	40	90	420	1,250	2,970
		138%	165%	383%	193%	138%
:						
		가				

Source: Datamonitor

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2000 - 2005

:	2000	2001	2002	2003	2004	2005
PC	-	-	-	10	30	60
PC	50	60	90	180	320	530
	-	-	-	-	20	70
	-	-	10	40	110	220
	50	60	100	230	480	880
		20%	67%	130%	109%	83%
:		가				

Source: Datamonitor

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**2000 - 2005**      **PC**

<b>:</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
	<b>960</b>	<b>1,130</b>	<b>1,320</b>	<b>1,750</b>	<b>2,320</b>	<b>3,080</b>
		<b>17%</b>	<b>17%</b>	<b>32%</b>	<b>32%</b>	<b>33%</b>

**Source: Datamonitor**

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	가	가	2000-2005			
:	2000	2001	2002	2003	2004	2005
	240	540	860	1,400	2,400	4,500
		125%	60%	63%	71%	88%

Source: Datamonitor

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, 2000~2005

:	2000	2001	2002	2003	2004	2005
	-	-	-	-	10	70
	-	-	-	70	230	830
	-	-	-	70	240	900
					243%	275%
:		가				

Source: Datamonitor

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