

Games analyst

CONSOLE SALES

128-bit

162

(Wedbush Morgan Securites)

(2000-2005) , PSone N64) 162 가 1 (2000 2005 37 2003 840 2005 80 4190 가 26 2430 (GameCube) (Xbox) 가 32 2005 1600 “ 3 ” (Michael Patcher) . “ 1 가 가 .” (Mario Sunshine) (Zelda)가 . EU 128bit 1100 가 30 122 2005 6 70 (2000 2002 , Psone N64) . 가 2가 2005 3 70 가 가 128bit 가 20 , 2005 4 5,200 95 . 2가 2005 2160 1280 600 . 1995 1999 7900 32- /128bit . 128bit 47% 32-/64-bit 7% . 가 가 가 가 가 “8-bit 31% 가 가 가 32/64-bit 38% ” . DVD 가 가 가 2005 51%가

가 가 가 128bit
가 가 1.35 1.64 가 가
“ 가 (家口) ” “ ”
249 가 가 ”
가 가
가 가 2 가
“ 가 ”
가 가
“ 가 ”
가 가
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10 128bit
6 가 가
“ 가 가 ” 가
가 가

Sector Profile: iTV games

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1997

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Rudy de Belgeonne

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play-

along

De Belgeonne

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Clowes

2~3

, De Belgeonne play-along

Fifteen-to one play-along
£1 (\$1.46) De Belgeonne
4

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가 “ 가
” Clowes

Visionik Jesper Knuttson
Visionik News Corp.’ NDS

Belgeonne play-along TV Visionik De
TV

DTH 15

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Rob Porter

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Vivendi Universal Canal+

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Steve Garvey 가

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CEO Laurent

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LudiTV

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Fox

, France Telecom Cable, Ura Digital, MTH, Viaccess TPS

Visiware

Visiware iTV

TV

Visiware

TPS, Via Digital, France Telecom Cable, NTL, Mediakabel, Eurosport International,

Fox Kids Europe, Digiturk, Com Hem, Viaccess, MultiChoice South Africa, Star Digital, OpenTV, France Television,

Liberate, Canalsatellite, Casema, Radio France가

OpenTV

OpenTV

가

Media Highway IP-based

, Ludiware

2001

Media Highway

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Visiware

iTV

가 2000 10 TF1 Publicite
 TPS 가 93% LudiTV 가 88%
 가 가 LudiTV 가 가
 LudiTV TPS Via Digital
 1~3% 가 , FFr250~300
 (US\$36~43) . 2001 FFr16~17 (3 iTV 가)
 가 TV 가
 TV . 1990
 TV 가 가 가 70%
 TPS 가 “ 가 가 가?”
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 250,000
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 Trivial Pursuit 가 가
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 TV , TV . TV TV

DATA

European broadband – the potential for games

Territory	Service provider	Tech plat-form	Service launch date	Monthly cost (modem rental=MR)	subscription	Potential reach	Broad-band subs
Austria	chello	CATV	Jun-99	Sch675		923,000 household	130,000
Austria	Jet2Web	ADSL	Nov-99	45.53 euro		90% of population	100,000
Austria	Liwest	CATV	Dec-97	Sch580		90,000	8,500
Belgium	SkyNet (Belgacom)	ADSL	Apr-99	30.37-39.65 euro		n/a	180,000 (4Q01)
Belgium	chello	CATV	Jun-99	BFr1,850		152,300 household	20,000
Belgium	Brutele	CATV	Jul-98	BFr1452 + MR	BFr417	n/a	n/a

Belgium	Telenet		CATV	Aug-97	BFr1,499	2.5mil. household	137,000 (Jul-01)
Denmark	Cybercity		ADSL	Spring-00	DKr345	65%	14,000
Denmark	TDC Cable TV		CATV	Mar-99	DKr60, Dkr200	225,000 household	49,000 (3Q01)
Denmark	Opasia (TDC)		ADSL	Jul-99	From DKr 349	65% household	68,000 (3Q01)
Denmark	TDC Cable TV		CATV	Oct-00	DKr199	810,000	n/a
Denmark	Tiscali		ADSL	Jan-00	DKr39.50-130	65%	8,200e
Finland	Elisa Communications		ADSL	1-Jan	n/a	n/a	19,000 (3Q01)
Finland	Sonera		CATV	May-98	49 euro	145,000 household	n/a
Finland	Sonera Plaza		ADSL	Jul-99	16.99-66.43 euro	n/a	14,500e
France	AOL France		CATV	Oct-99	FFr299	n/a	n/a
France	chello		CATV	Jun-99	FFr289	536,699 household	20,000
France	Noos		CATV	Apr-98	FFr299, FFr499+modem	n/a	84,483
France	Wanadoo		ADSL	Nov-99	Starting at 45.42 euro	33% of urban population	253,000 (3Q01)
France	Wanadoo		CATV	Nov-97	Starting at 30.95 euro	n/a	115,000 (3Q01)
Germany	PrimaCom		CATV	Feb-00	DM39.95, DM79.95+MR DM9.95	116,000 household	2,451 (3Q01)
Germany	T-Online		ADSL	Jul-99	DM 39.89-74.80	90% of household	1,800,000 e (3Q01)
Italy	FastWeb (e.Biscom)		FTTH	Sep-00	50 euro	226,300	22,700
Italy	Infostrada		ADSL	Jun-00	38.70 – 92.50 euro	52% of population	n/a
Italy	Netsystem		DSAT	1-Oct	L95,000 per minute	100% of population	n/a
Italy	TIN.it (Telecom Italia)		ADSL	1-Apr	L83,000	n/a	3000,000 (3Q01)
Italy	Tiscali		ADSL	Dec-99	30.99 – 97.61 euro	52% of population	n/a
Netherlands	chello		CATV	Apr-99	45 euro	2.16 mil. household	214,600 (3Q01)
Netherlands	@Home Benelux		CATV	Apr-99	Fl89	1 mil. household	125,000 (3Q01)
Netherlands	Planet (KPN)	Internet	ADSL	Aug-00	44.92 euro, 79.41 euro	40%	125,000 (3Q01)
Netherlands	QuickNet		CATV	Oct-00	46-72 euro	280,000	28,402

ds	(PrimaCom)						(3Q01)
Netherland	Wanadoo	ADSL	Nov-00	3 months free, then 45.19 euro, 80 euro	40% population	n/a	
Netherland	Wanadoo	CATV	Nov-00	27.50 euro, 45 euro	600,000	n/a	
Netherland	Zonnet (versatel)	ADSL	1-Jan	Fl99, 175 euro	40% of population	5,300	(3Q01)
Norway	chello	CATV	Mar-99	NKr349	155,3000	22,000	
Norway	Nextra	ADSL	Jun-99	NKr450, NKr550, NKr750	n/a	n/a	
Norway	Nextra	CATV	Jun-98	from NKr256	n/a	n/a	
Norway	Tiscali	ADSL	Jan-00	NKr318.50-833	n/a	n/a	
Portugal	Telepac	ADSL	1-Jan	44.89-124.69 euro	n/a	n/a	
Portugal	TV Cabo	CATV	Nov-99	34.41 euro, 63.61-227.91 euro	n/a	70,000	(end-01)
Spain	ONO	CATV	Dec-99	21-36 euro	1.2 mil. household	29,301	(3Q01)
Spain	Terra	ADSL	n/a	Pta9,300	160 nodes by end-99	110,000	
Sweden	Bredbandsbolaget	FTTH	Mid-00	SKr200	170,000	57,000	
Sweden	chello	CATV	Nov-99	Skr229	244,400 household	44,000	
Sweden	com hem (Telia)	CATV	Aug-99	SKr295	350,000	42,000	(3Q01)
Sweden	Telia (e-bolaget)	ADSL	Sep-00	SKr250	n/a	134,00	(3Q01)
Switzerland	Swisscom	ADSL	n/a	SFr79	85% of household	25,000	
Switzerland	Easynet	ADSL	1-Feb	SFr72, SFr104, SFr300	1.5 mil, 30% residential	200 subs (1/3 of total)	res.
Switzerland	SwissOnline	CATV	Jan-98	SFr25, SFr 49, SFr 65+SFr15 MR	72% Cablecom household	65,000	(Dec-01)
Switzerland	Tiscali	ADSL	1-Apr	Asr62-SFr229	n/a	n/a	
UK	AOL UK	ADSL	1-Mar	£49.99 all inclusive	AOL UK subs only – 1m+	n/a	
UK	BTopenworld	ADSL	Jul-00	£39.99	90% of population	62,000	(3Q01)
UK	Kingston Comms.	ADSL	Sep-00	£15-50	115,000 household	10,000	

						(Jan-02)
UK	NTL	CATV	1-Feb	£19.99, £24.99 inc MR	8.5 mil. household	1000,000 (Nov-01)
UK	Telewest	CATV	1-Feb	£25-33	4.3 mil. household	70,000 (Dec-01)