

IDSA 2002 /

\*\* 2002 IDSA

Interactive Digital Software Association(IDSA) 2002 5 22 E3 2002  
 IDSA(Custom Research Division)

NPD

PC 1500 가 가 .

?

6  
 0~5 :44% 6~10 : 26% 11~15 :13% 16 : 17%

10 가?

60%가 10

가?

: 87%

: 71.4%

가 : 42.4%

가 : 35.6%

: 18.9%

: 17.9%

: 15.5%

가 : 13.1%

가?

PC 가 1.6

가?

31% 가 24% .

37%가 가 ,

PDA,

가

가 /

가?

PC : =62%, =38%  
: =72% =28%

PC : 18 =34%, 18~35 =26%, 36 =40%  
: 18 =45% 18 ~35 =36% 36 =19%

가

가?

PC : 18 96%  
: 18 86%

PC : =45%, =55%  
: =54% =46%

### 2001

- : 22.2%
- : 19.8%
- Strategy/RPG: 17.6%
- Racing : 16.7%
- Fighting : 5.7%
- Shooters : 5.6%
- Family : 3.6%
- 1<sup>st</sup> Person Shooters : 3.5%
- : 3.4%
- Strategy : 25.4%
- : 14.2%
- Family : 11.5%
- Action : 10.1%
- Role Playing : 8.8%
- : 8.1%
- Driving : 5.6%
- : 5.6%
- : 4.3%
- : 3.4%

### 2001

		Platform		ESRB Rating
1	Grand Theft Auto 3	PS2	Take 2	M
2	Madden NFL 2002	PS2	EA	E
3	Pokemon Crystal	GBC	Nintendo	E
4	Metal Gear Solid 2	PS2	Konami	M
5	Gran Turismo 3:A Spec	PS2	Sony	E
6	Super Mario Advance	GBA	Nintendo	E

7	Tony Hawks Pro Skater3	PS2	Activision	E
8	Tony Hawks Pro Skater2	PSX	Activision	E
9	Pokemon Silver	GBC	Nintendo	E
10	Driver 2	PSX	Infogrames	T
11	Pokemon Gold	GBC	Nintendo	E
12	MP Roller Coaster Tycoon	PC	Intogrames	E
13	Pokemon Stadium 2	N64	Nintendo	E
14	Gran Turismo 2	PSX	Sony	E
15	Halo	XBX	Microsoft	M
16	H.Potter And The Sorcerer's Stone	PC	EA	E
17	H.Potter And The Sprcerer's Stone	PSX	EA	E
18	Final Fantasy X	PS2	Square EA	T
19	Mario Kark: Circuit	GBA	Nintendo	E
20	Tony Hawks Pro Skater 3	PSX	Activision	E

**2001**

: 62.3%

10 : 24.6%

: 9.9%

: 2.1%

**2001**

-2001

2001 ( ) \$63 5 = 7.9% 가

2000 ( ) \$59

2001 ( ) 2 2 5 =4.5% 가

2000 ( ) 2 5 5

-2001

2001 ( ) \$4 6 = 10% 가

2000 ( ) \$4 1

2001 ( ) 1 4 5 = 8.3% 가

2000 ( ) 1 3 6

-2001

2001 ( ) \$1 7 5 = 1.7%

2000 ( ) \$1 7 8

2001 ( ) 8 3 6 = 1.5%

2000 ( ) 8 4 9

1996 1 5

1997 1 3 3

1998 1 8

1999 2 1 5

2000 2 1 9

2001 2 2 5 ( :2 5 1 , : 5 8 8 ,  
: 1 4 1 5 )

가 ( )

1996 3 7

1997 4 4

1998 5 5

1999 6 1

2000 6 2

2001 6 3 ( :3 2 2 6 , : 4 2 ,  
: 4 6 )

가?

2 2

9

Nathan Associate. Inc 2000

5

2000

14.9%가 가 ,

2 가

IDSA(The Interactive Digital Software Association)

, PC

U.S. . IDSA 2001  
5 85%

63

ISDA

E3 , ,

: [www.idsa.com](http://www.idsa.com)