



2002 ~2003



()

Korea Game Development & Promotion Institute



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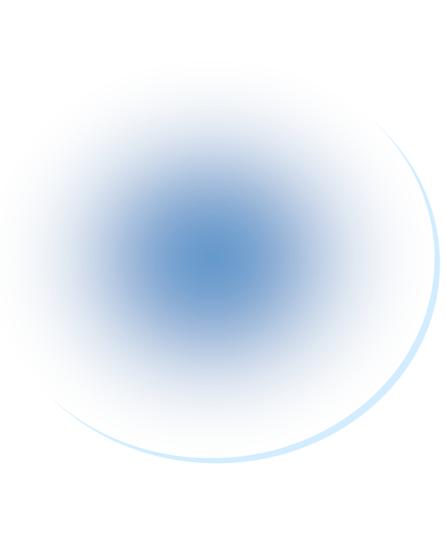
- 1.
- 2.
- 3.
- 4.
- 5.
6. Issue Report



| | |
|--------|-----|
| ❖ 2003 | |
| ❖ | 876 |
| 186 | |



| | |
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| ❖ | |
| ❖ | |
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▪ 186 (199)

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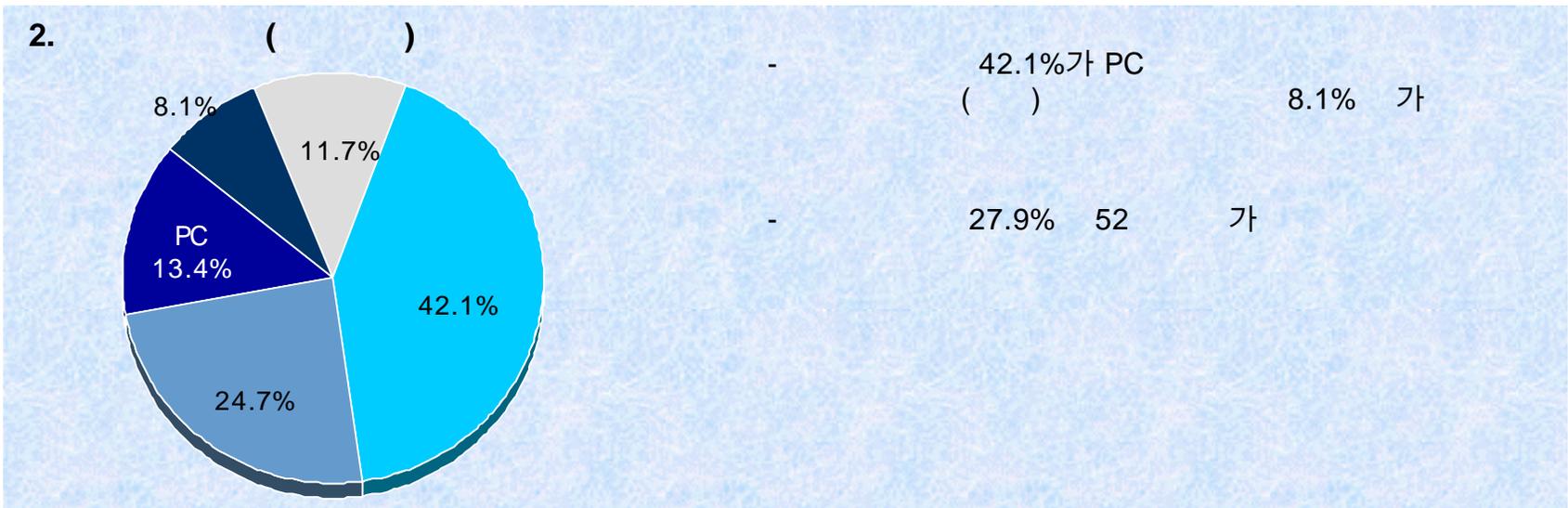
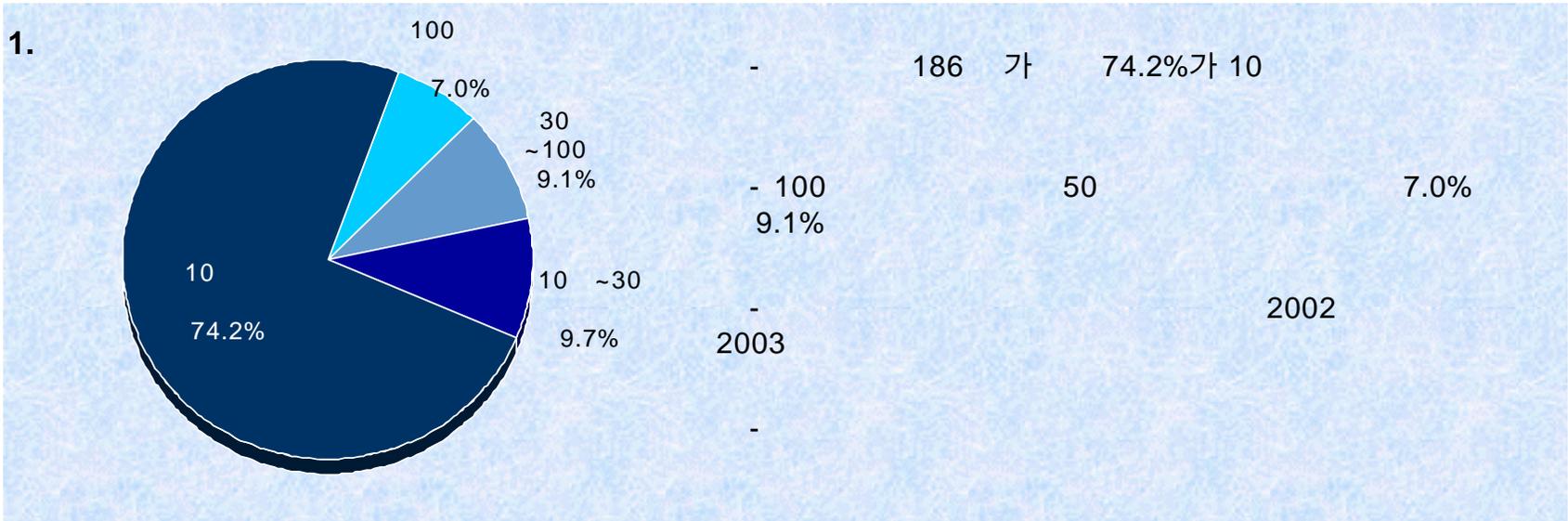
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▪ KRG 1124 877

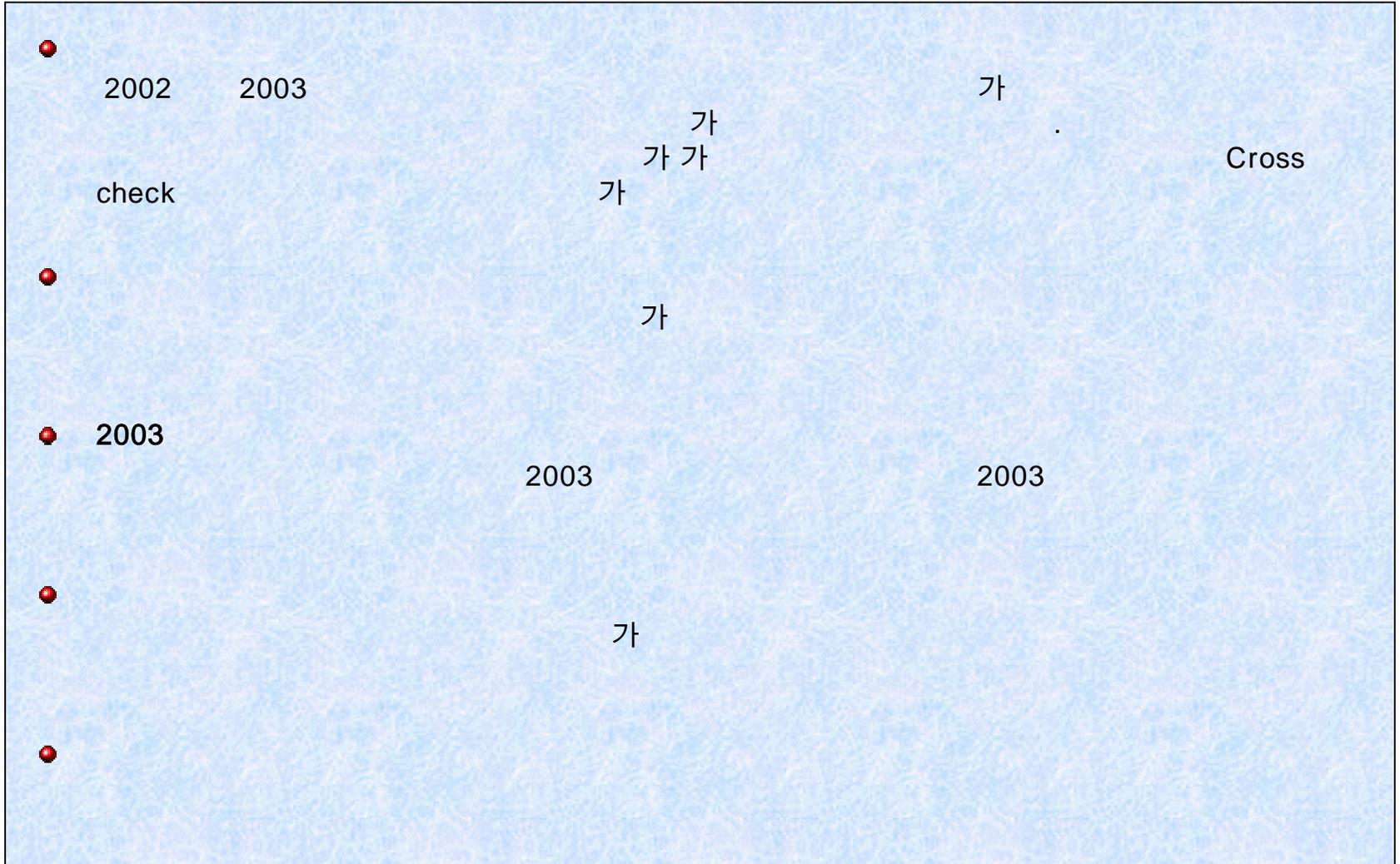
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▪ e-mail



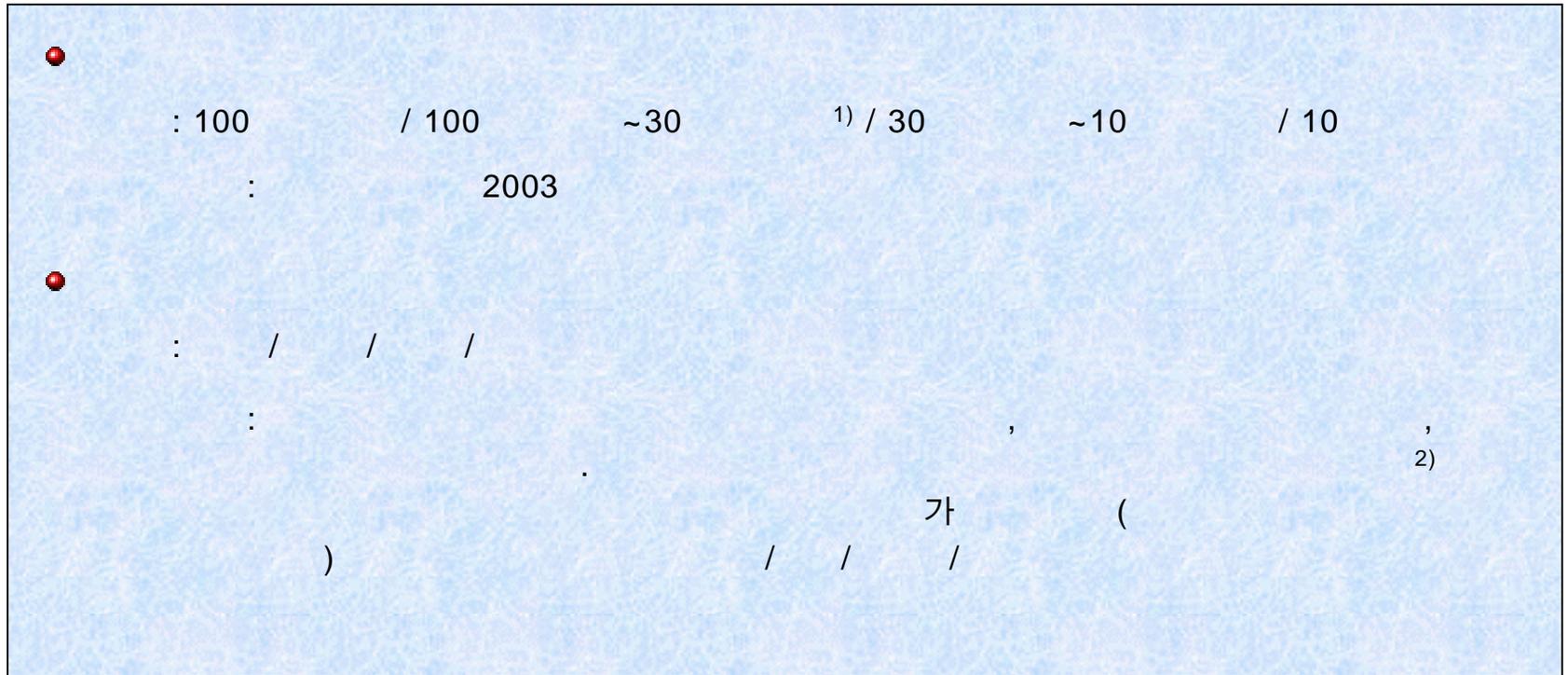
IV

1.



IV

2. - (1)



1) 30

30

2003

65%

2)

EA(Electronic Arts), Activision, Vivendi Universal Games, Atari(舊 Infogrames), THQ(Toys Head-Quarters), Take2 Interactive, YNK, NHN,

IV

2. - (2)

: (PC)¹⁾ / / () PC / () /
 : PC 가 , ,
 가 PC
 (Stand-alone package) PC
²⁾ PC PC PC
 : / / / / FPS /
 : , ,
 .
 (, FPS(First-Person Shooting,))

1)

2) PC (Stand-alone)

가 MMORPG



CONTENTS

1.

2.

3.

4.

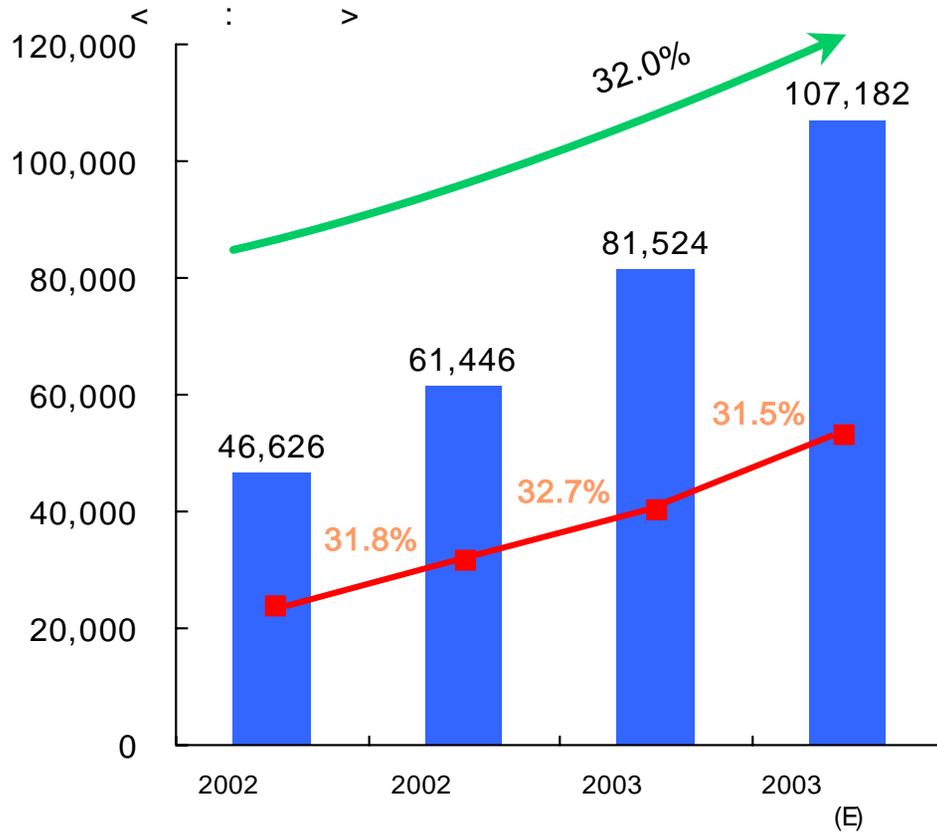
5.

6. Issue Report



2003

1. - (1)



• 2003
2002
(2003

32.7% 810
32%)

• 74.8% 2002
31.2%

• 32%

• 30

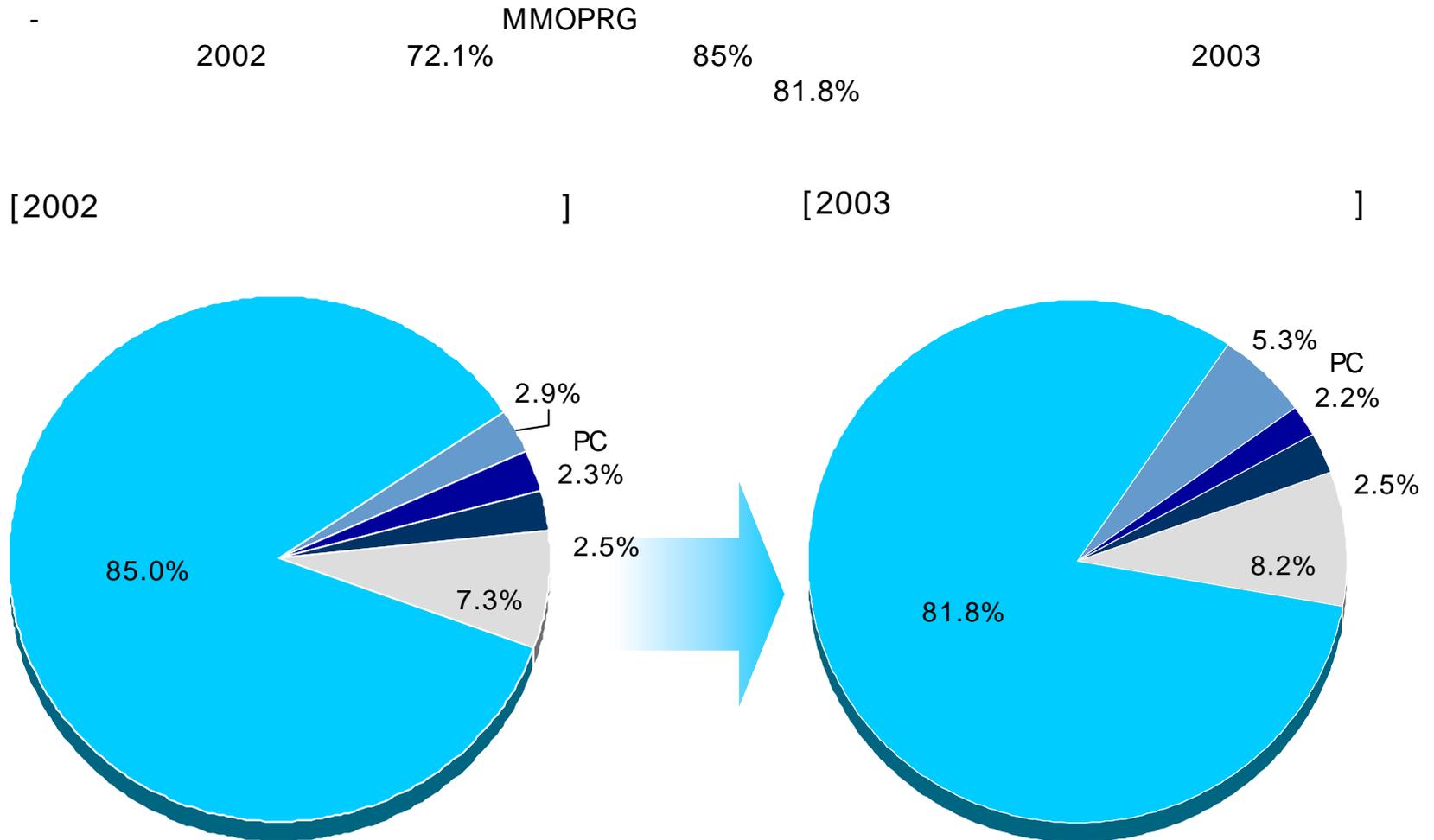
• 78.1% 60.1%

18% 가



2003

1. - (2) 2002



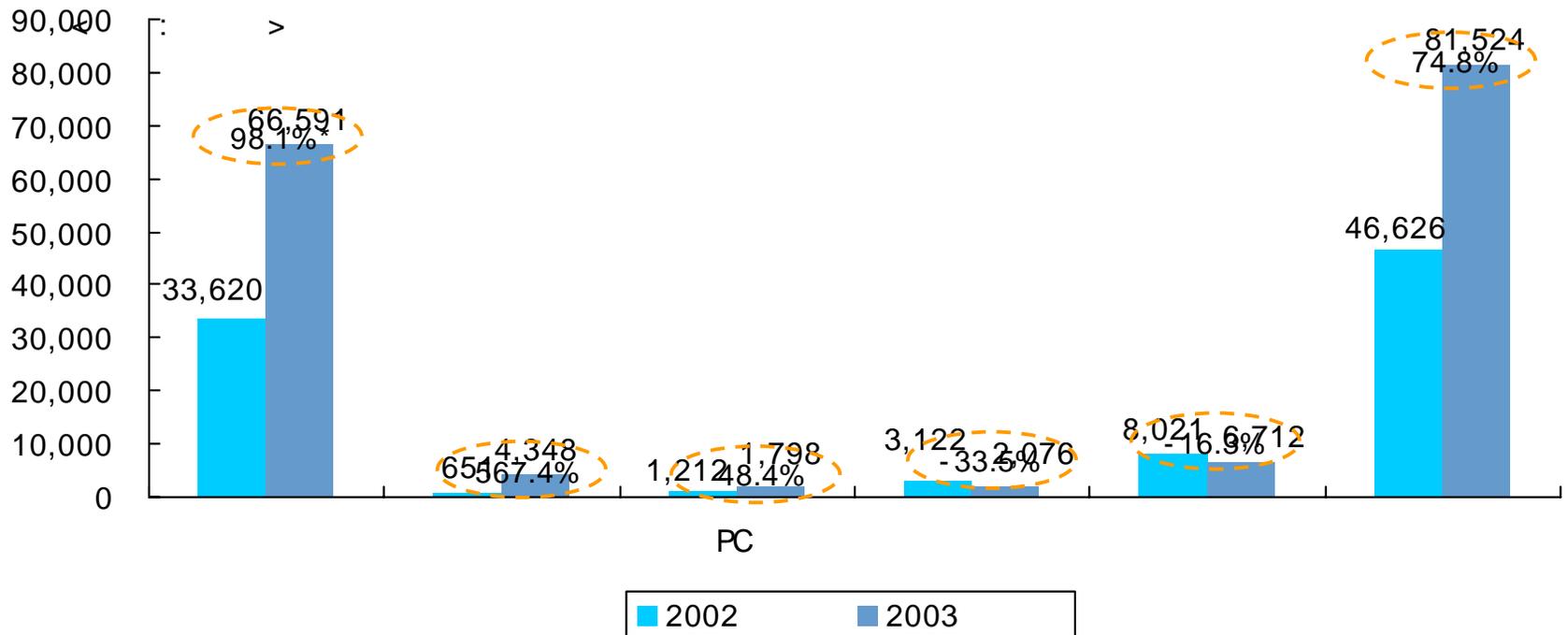


2003

1.

– (3)

*



* % 2002 2003



2003

1. - (4)

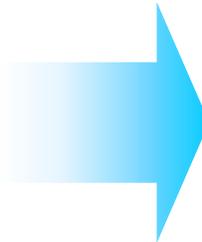
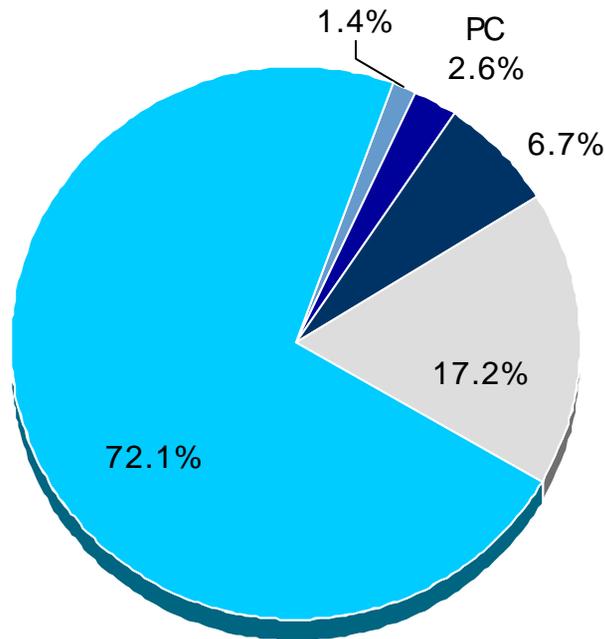
- 2002

80.9%

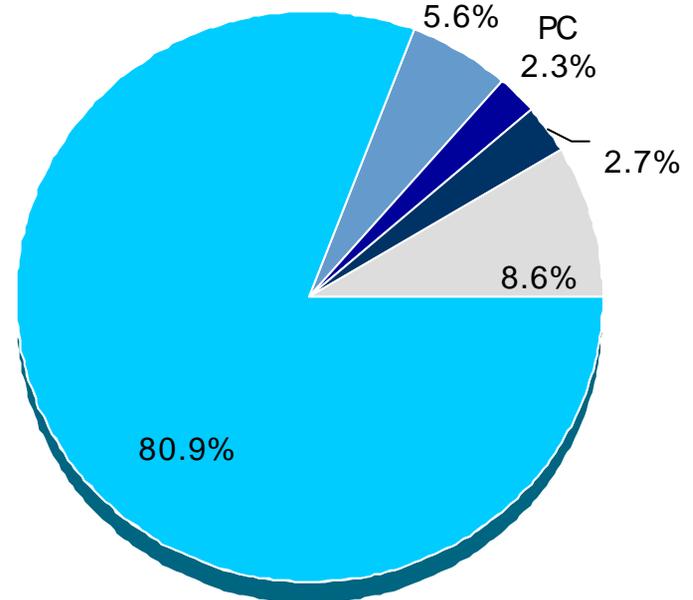
2003



02



03





2003

1.

– (5)

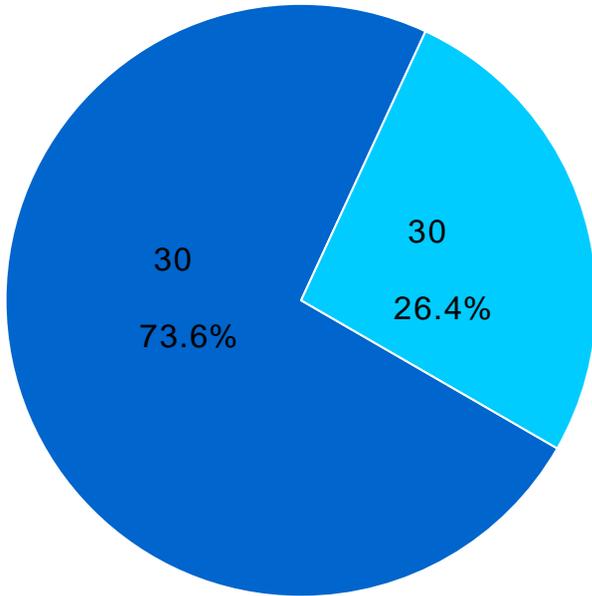
*

- 2003 가 73.6% 61.6% 12%
- 2002

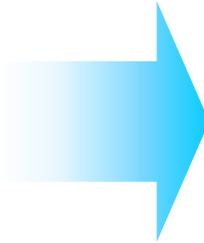
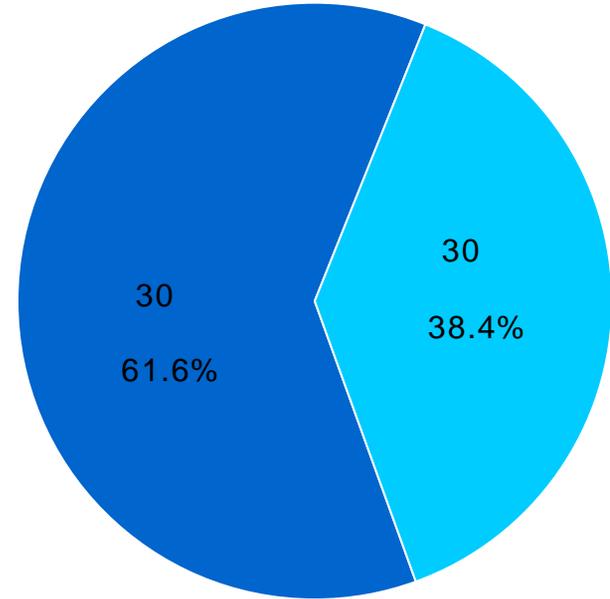
30

30

02



03



*

30

**

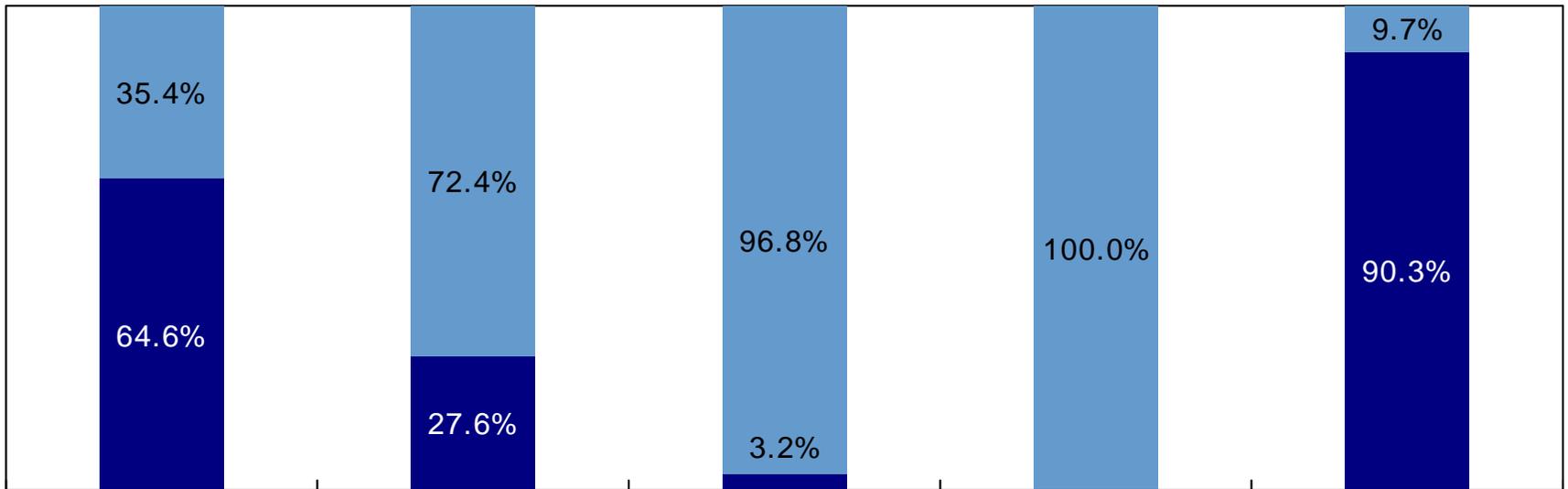
30



2003

1. - (6) 30 * vs. 30
가 가

[]



PC



*

30

30



2003

2.

10

- 가 2 1

- (10%)

< : >

| | | 2003 | 2002 | 2002 |
|----|----|--------|--------|------|
| 1 | OO | 12,000 | 21,873 | 1 |
| 2 | OO | 10,000 | 12,000 | 2 |
| 3 | OO | 7,896 | 1,000 | 10 |
| 4 | OO | 5,908 | 6,937 | 5 |
| 5 | OO | 4,977 | 1,424 | 8 |
| 6 | OO | 2,460 | 3,269 | 7 |
| 7 | OO | 2,292 | 1,197 | 9 |
| 8 | OO | 1,920 | 7,20 | - |
| 9 | OO | 1,200 | 6,00 | - |
| 10 | OO | 1,109 | - | - |

* OO .



2003

3. 가

(1)

- 가
- 28.1% 2 , 12.3% 3

<N=56>

| | | | | | | | |
|-------|-------|------|-------|-------|------|------|------|
| | | | | | | | |
| 36.8% | 12.3% | 5.3% | 28.1% | 12.3% | 1.8% | 1.8% | 1.8% |

(2)

- , 가가 44.4% 가
- , 22.2%, 20% 2 3

<N=90>

| | | | | | |
|-------|-------|-------|------|------|------|
| | | | | | |
| 44.4% | 22.2% | 20.0% | 5.6% | 5.6% | 2.2% |



2003

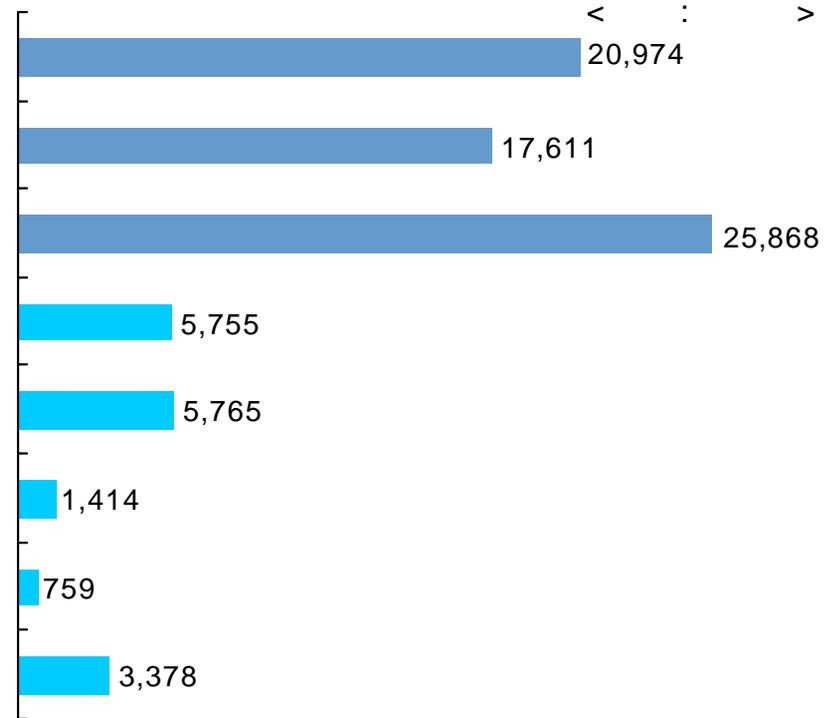
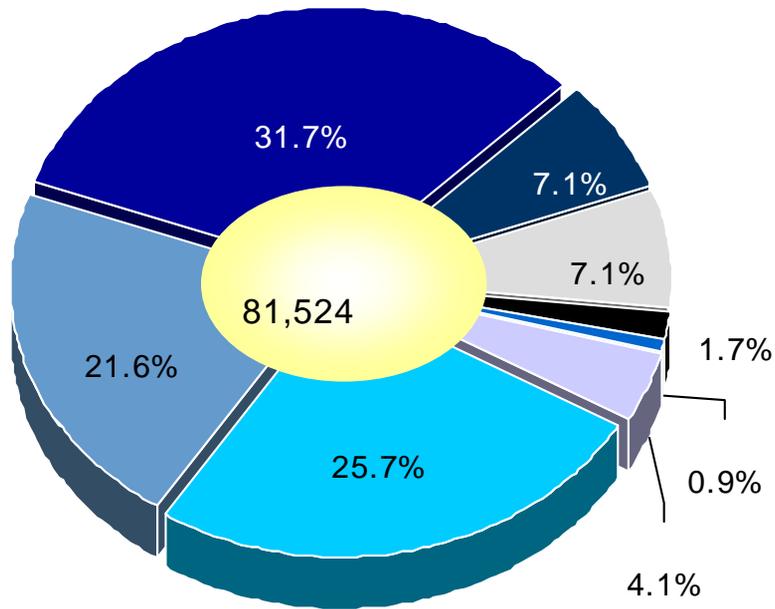
3. 가

(3) 가 ()

- 가 ,
- 가 가 2
-

[2003 가]

[2003 가]





2003

3. 가 - (4) 가 : , *

[] < : >

| 1 | OO | 10,000 |
|----|----|--------|
| 2 | OO | 3,583 |
| 3 | OO | 2,460 |
| 4 | OO | 1,585 |
| 5 | OO | 633 |
| 6 | OO | 576 |
| 7 | OO | 325 |
| 8 | OO | 280 |
| 9 | OO | 240 |
| 10 | OO | 183 |

[] < : >

| 1 | OO | 19,835 |
|----|----|--------|
| 2 | OO | 1,312 |
| 3 | OO | 1,045 |
| 4 | OO | 700 |
| 5 | OO | 576 |
| 6 | OO | 573 |
| 7 | OO | 406 |
| 8 | OO | 357 |
| 9 | OO | 164 |
| 10 | OO | 98 |

•



2003

3. 가 - (5) 가 : , *

[] < : >

| 1 | OO | 6,000 |
|----|----|-------|
| 2 | OO | 4,800 |
| 3 | OO | 1,719 |
| 4 | OO | 1,500 |
| 5 | OO | 1,095 |
| 6 | OO | 576 |
| 7 | OO | 249 |
| 8 | OO | 244 |
| 9 | OO | 222 |
| 10 | OO | 120 |

[] < : >

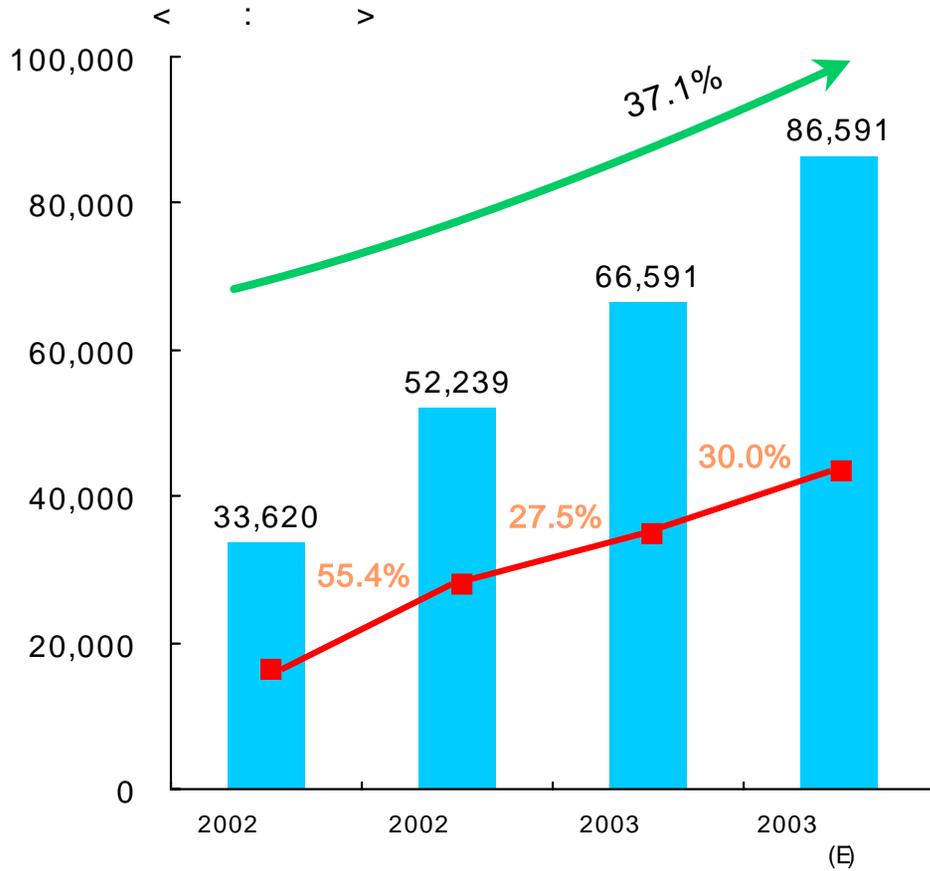
| 1 | OO | 2,954 |
|----|----|-------|
| 2 | OO | 1.200 |
| 3 | OO | 446 |
| 4 | OO | 300 |
| 5 | OO | 210 |
| 6 | OO | 192 |
| 7 | OO | 180 |
| 8 | OO | 64 |
| 9 | OO | 63 |
| 10 | OO | 16 |

*



2003

4. - (1)



•2003 80 2002 80.9% 1 6

•2003 2002 24.5% 5

84.6%

가

• 2002 60.9% 가

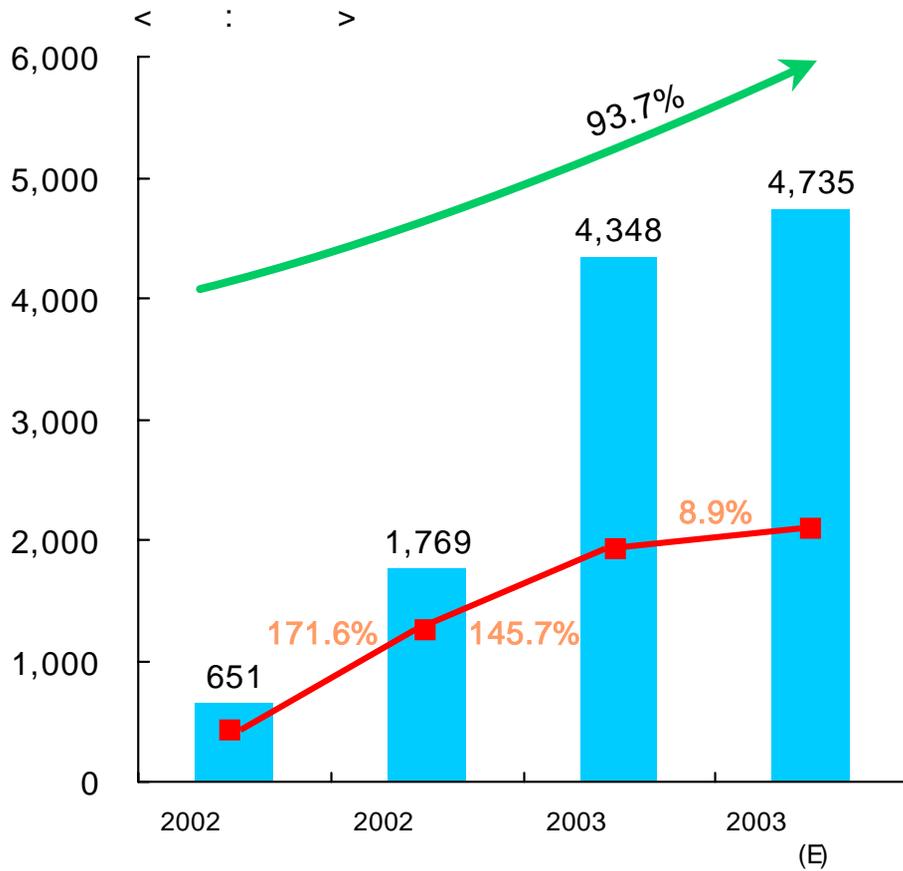
> 가 < >

• 1 < 가 >



2003

4. - (2)

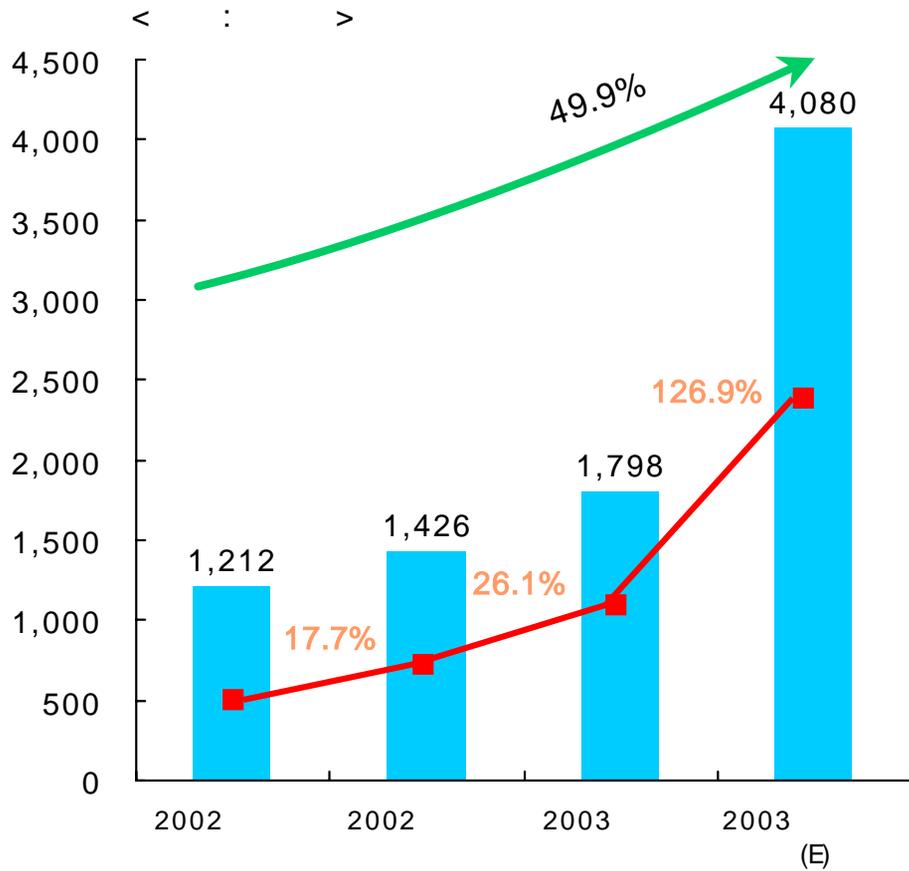


- 43 ,
- 145.7%
- 100% 가
- 가
- 가



2003

4. - (3) PC



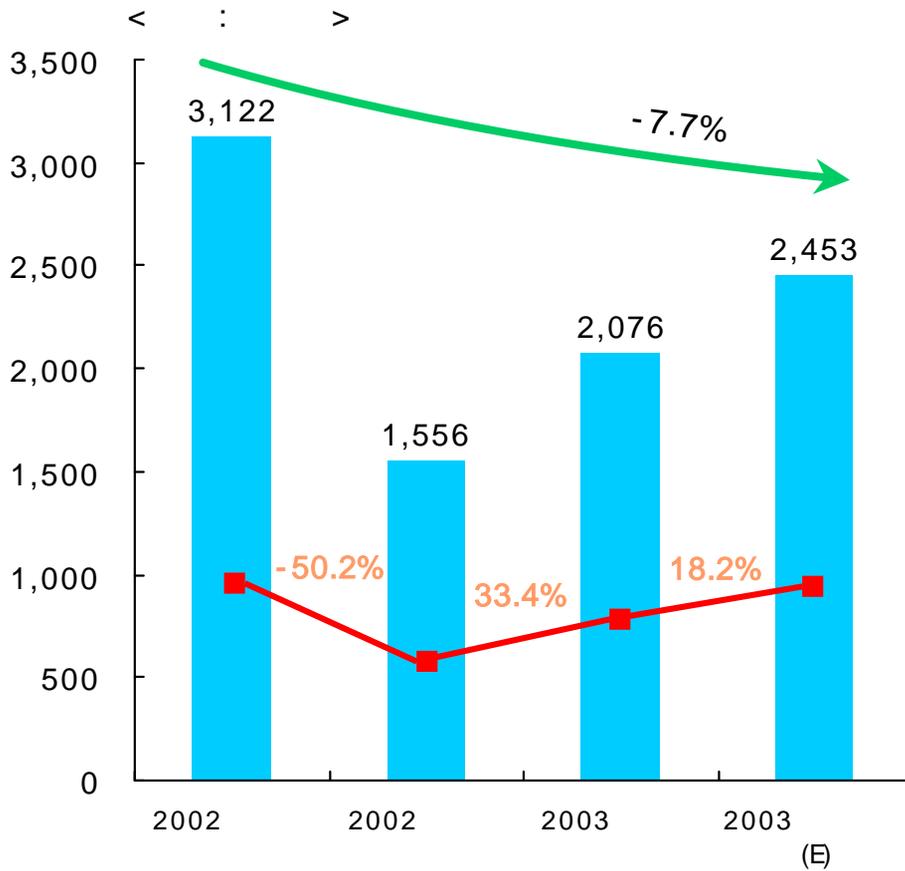
- PC PC
- PC 18
- PC 42%
- PC 21.8%
- 가 119%
- , KOG, PC 가
- PC 가 ,
- 가



2003

4.

-(4)



PS2가 가
가

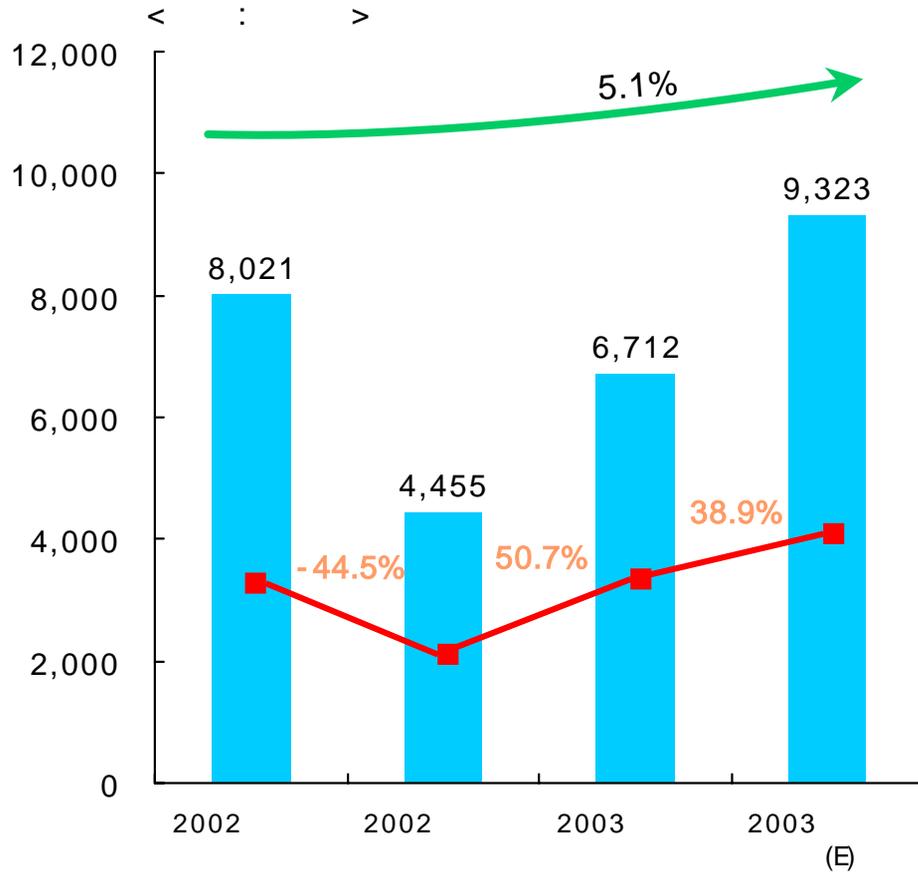
가 < >
<KUF: Crusaders>
KOG
2002



2003

4. - (5)

•PC < >



•2002

•

2003
2004

가

•DDR DJ

가



2003

4.

– Notes:

< : >

| | | | PC | | | | 30 |
|----------|---------|-------|-------|-------|--------|---------|---------|
| 2002 1H | 33,620 | 651 | 1,212 | 3,122 | 8,021 | 46,626 | 34,868 |
| | 72.1% | 1.4% | 2.6% | 6.7% | 17.2% | | 74.8% |
| 2002 2H | 52,239 | 1,769 | 1,426 | 1,556 | 4,455 | 61,446 | 44,636 |
| | 85.0% | 2.9% | 2.3% | 2.5% | 7.3% | | 72.6% |
| 2002 TTL | 85,859 | 2,421 | 2,638 | 4,678 | 12,476 | 108,071 | 79,503 |
| | 79.4% | 2.2% | 2.4% | 4.3% | 11.5% | | 73.6% |
| 2003 1H | 66,591 | 4,348 | 1,798 | 2,076 | 6,712 | 81,524 | 48,074 |
| | 81.7% | 5.3% | 2.2% | 2.5% | 8.2% | | 59.0% |
| 2003 TTL | 153,182 | 9,082 | 5,877 | 4,529 | 16,035 | 188,707 | 113,870 |
| | 81.2% | 4.8% | 3.1% | 2.4% | 8.5% | | 60.3% |

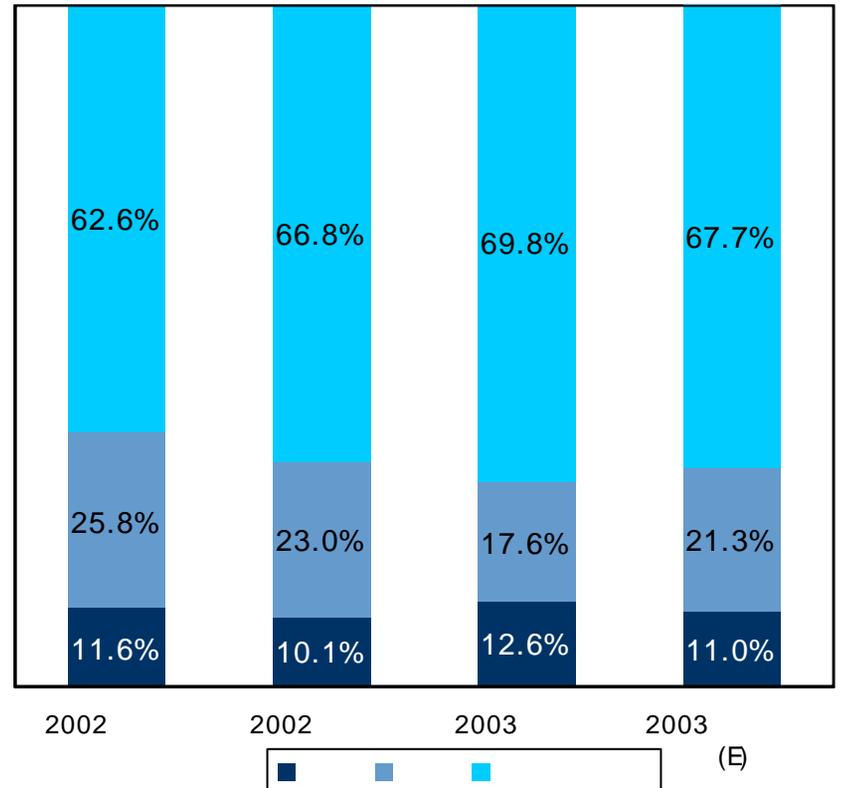
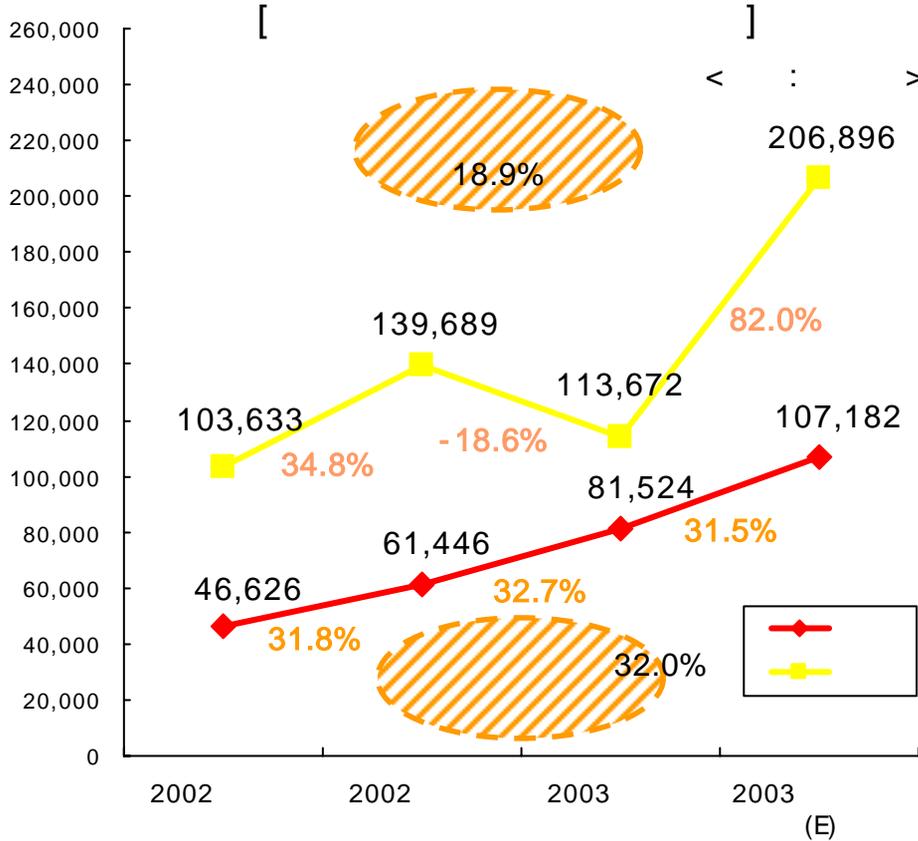
I 2003

5. - (2) vs

18.9% 가

2003

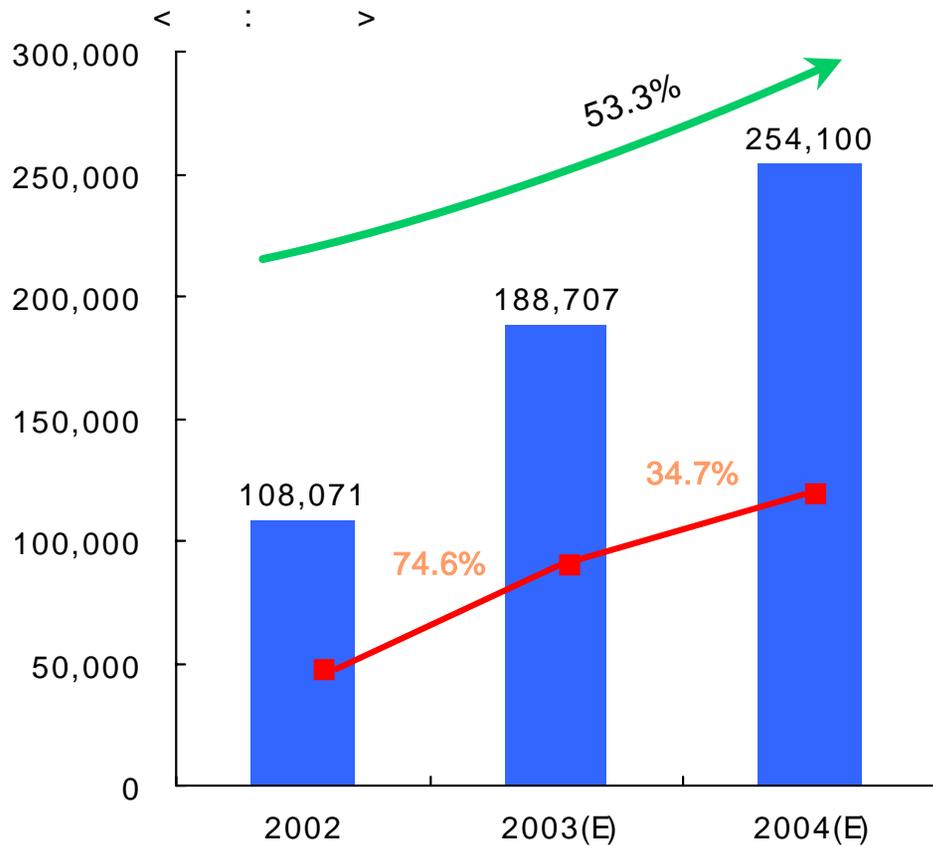
가





2003

1.



•2003 1 8 11 2002 73.4%
 •2002 2003 2002
 가
 PC,
 가
 •2004 2003 2003 2004

