

2002 ~2003



( )

Korea Game Development & Promotion Institute



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6. Issue Report



❖ 2003	
❖	876
186	



❖	
❖	,
❖	
❖	
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▪ 186 ( 199 )

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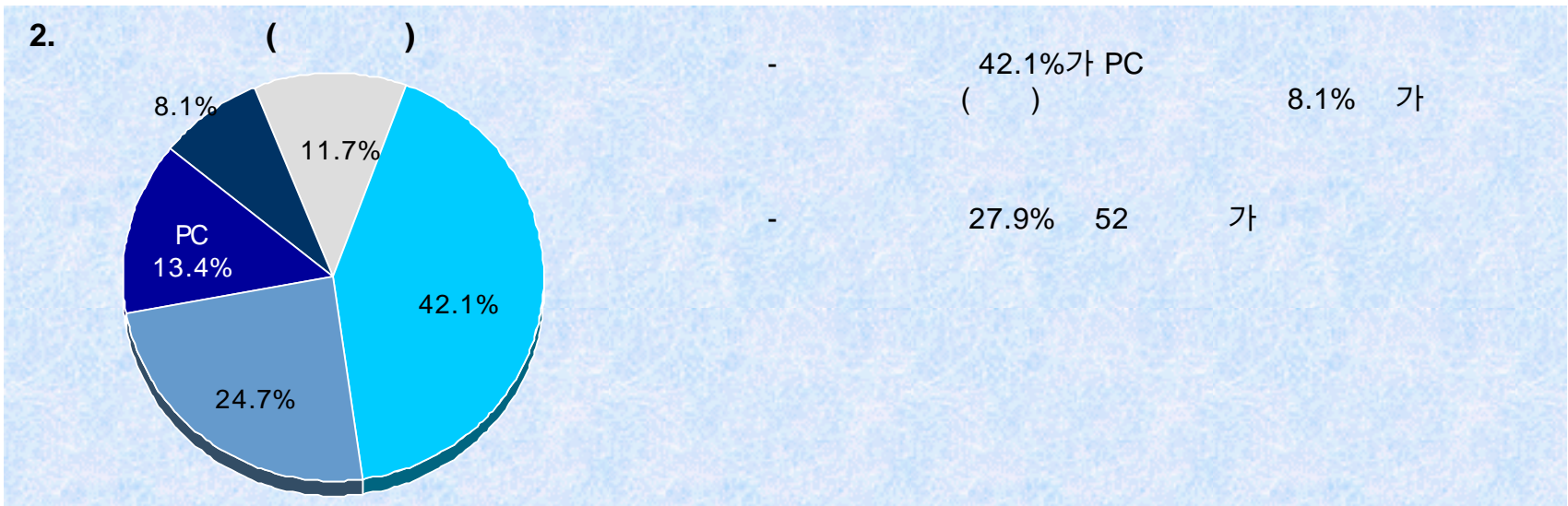
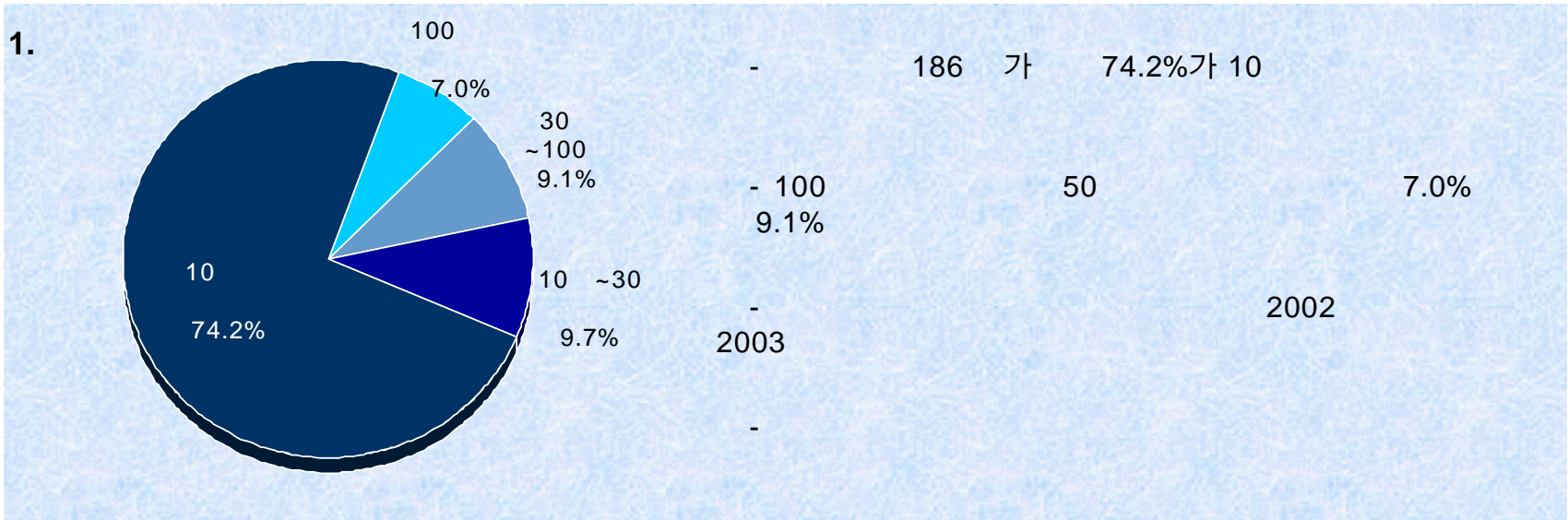
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▪ KRG 1124 877

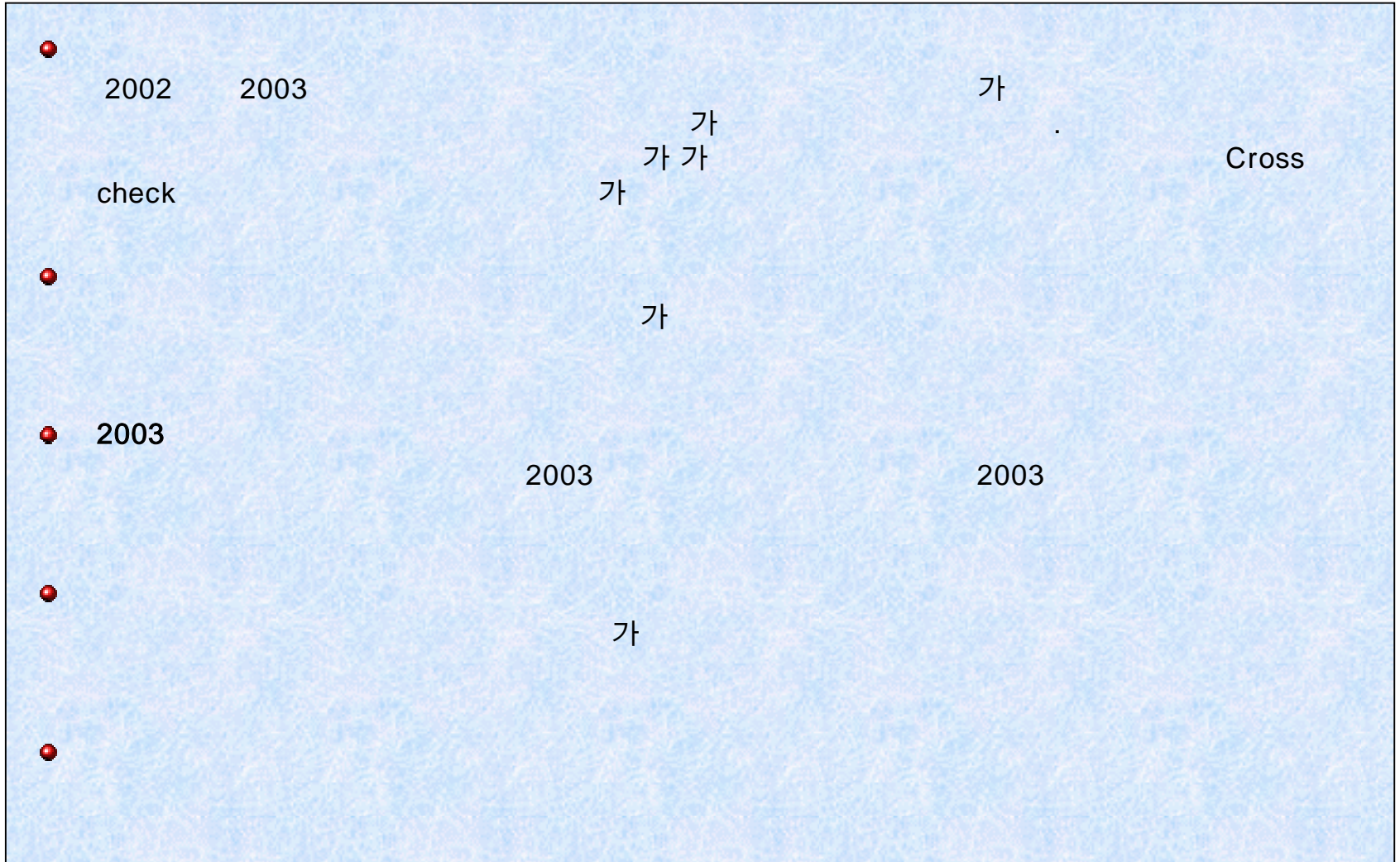
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▪ e-mail



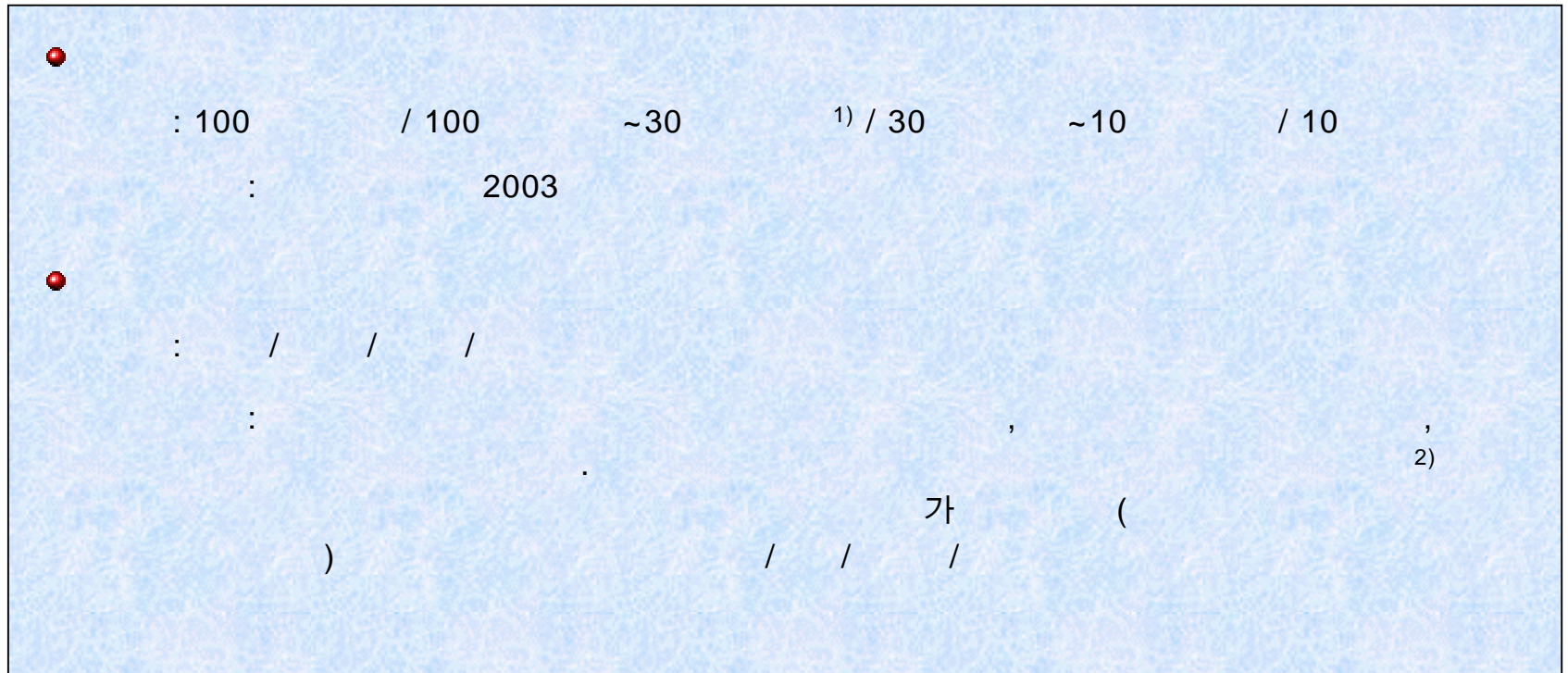
IV

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

1)

2) PC (Stand-alone)

가 MMORPG





# CONTENTS

1.

■ 2.

3.

4.

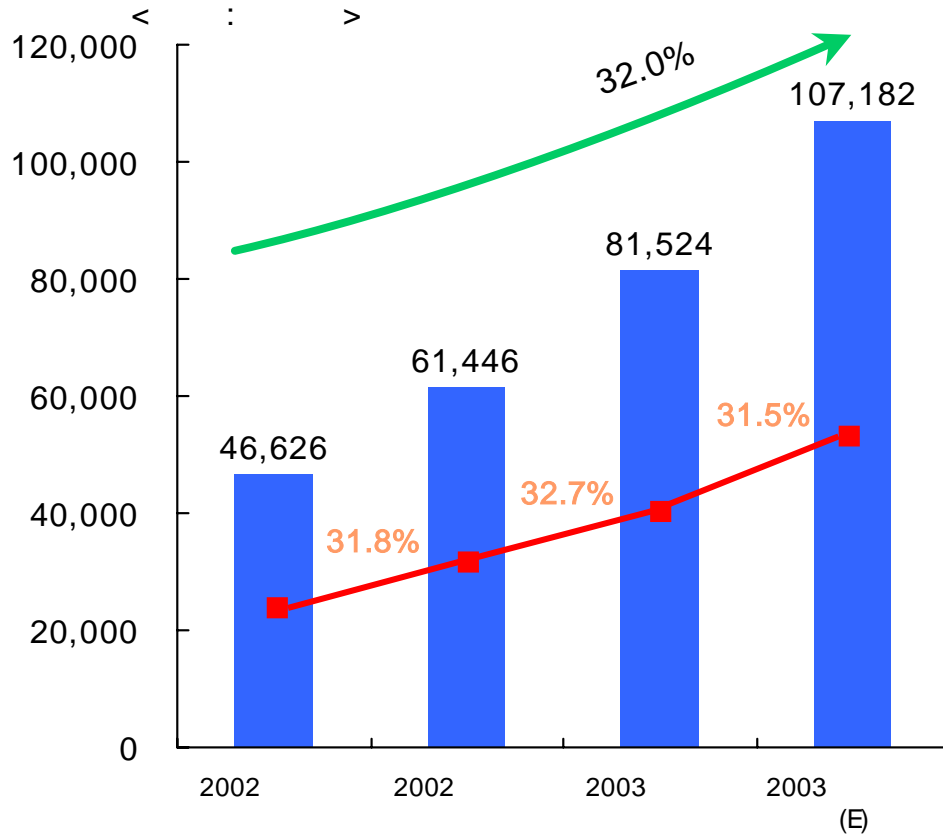
5.

6. Issue Report



# 2003

1. - (1)



• 2003  
2002  
(2003

32.7%      810  
32%)

•      74.8%      2002  
31.2%

•      32%

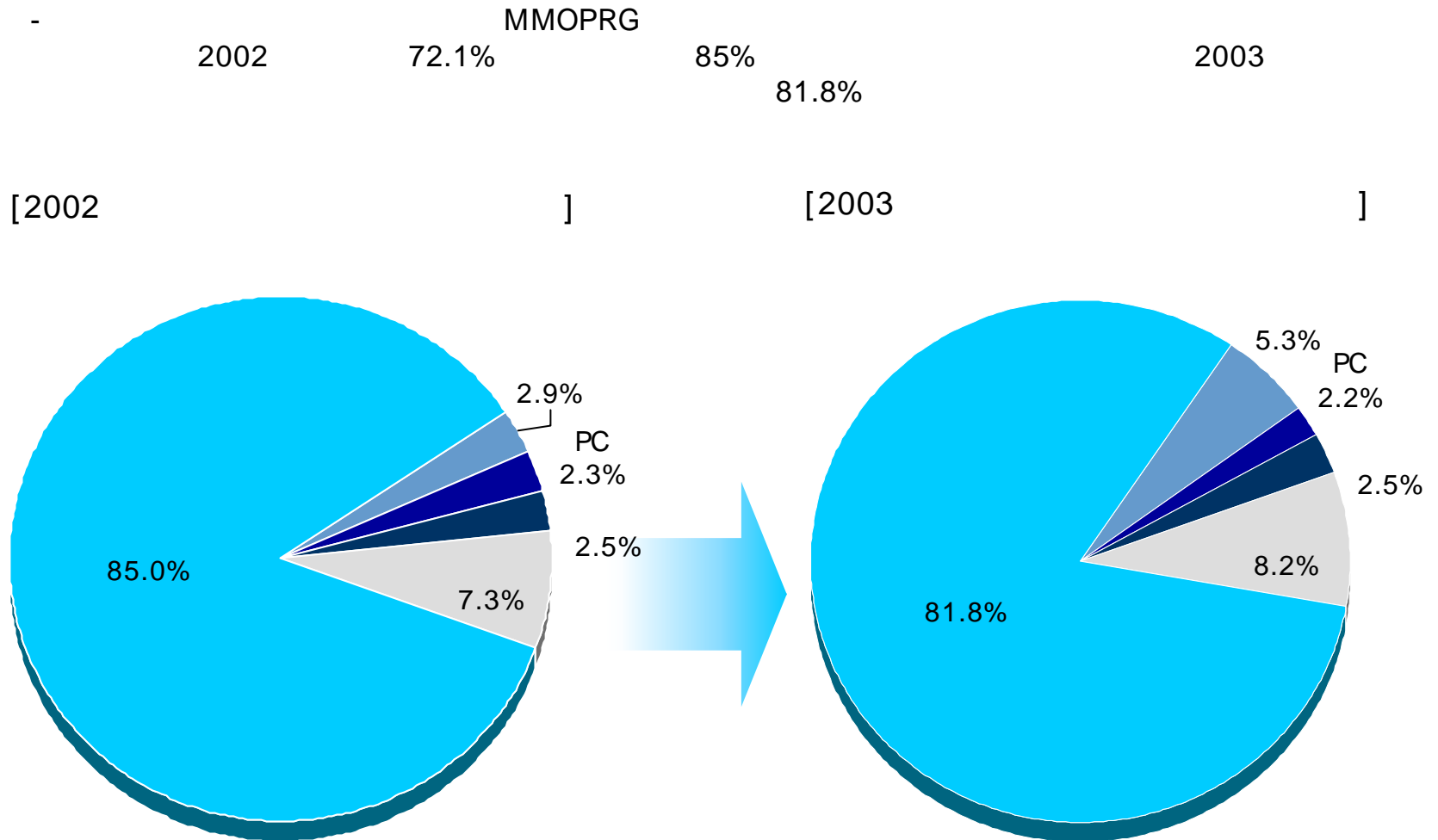
•      30

18% 가      78.1%      60.1%



# 2003

## 1. - (2) 2002



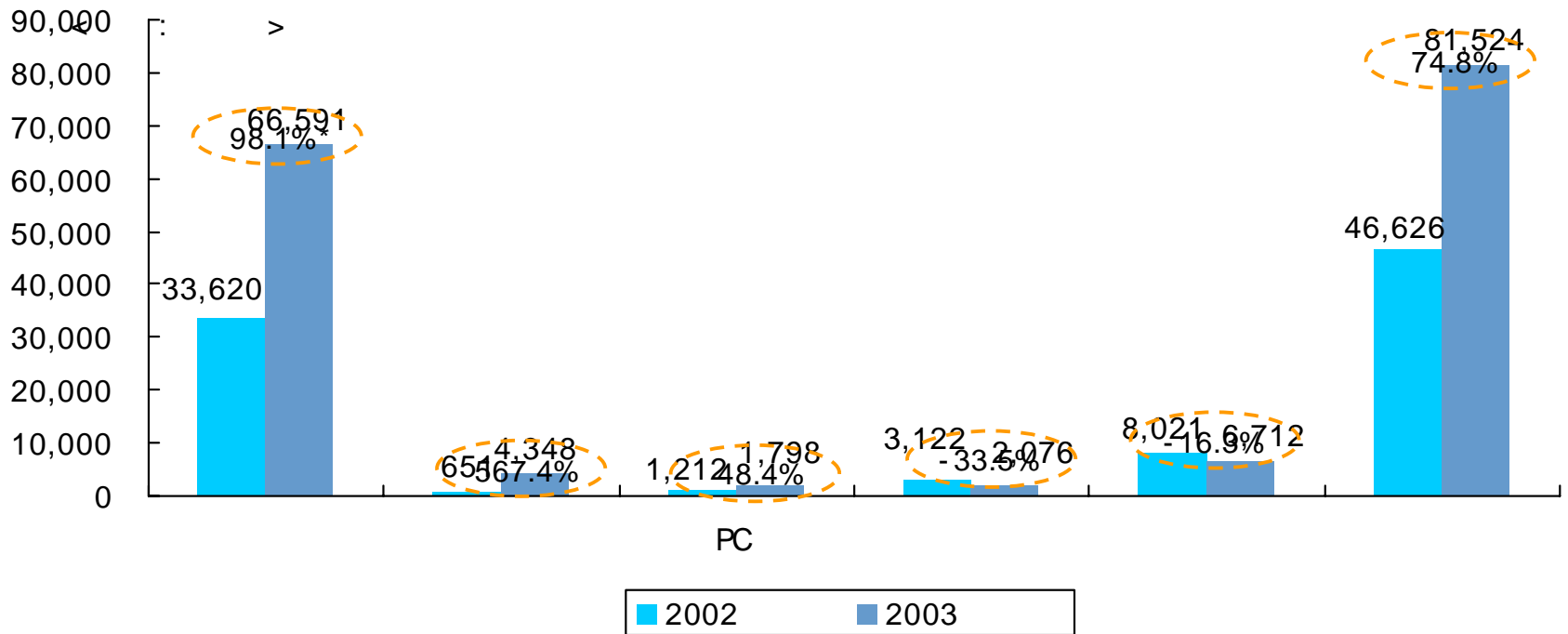


# 2003

1.

— (3)

\*



\* % 2002 2003



# 2003

1. - (4)

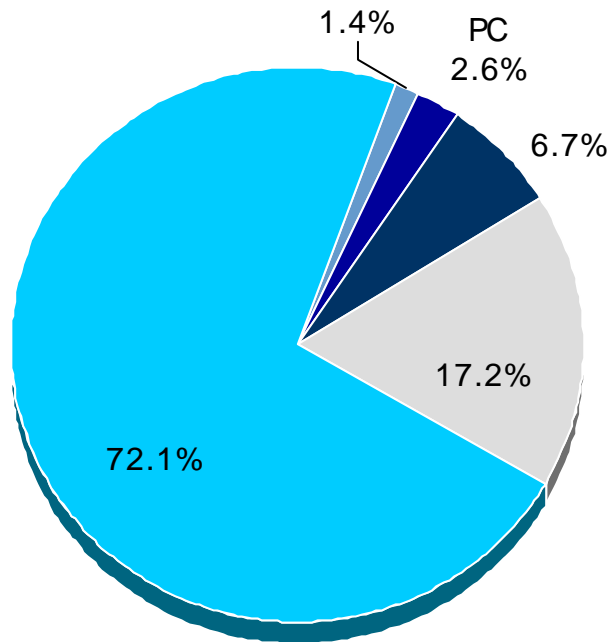
- 2002

80.9%

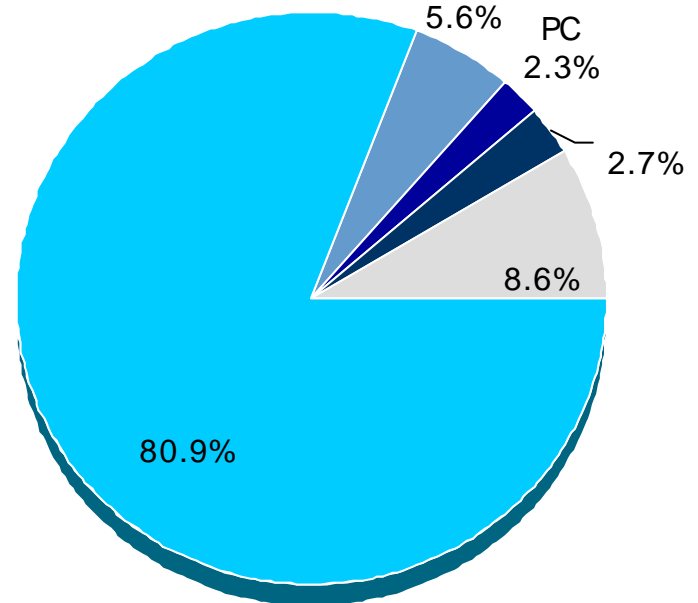
2003



02



03





# 2003

1.

– (5)

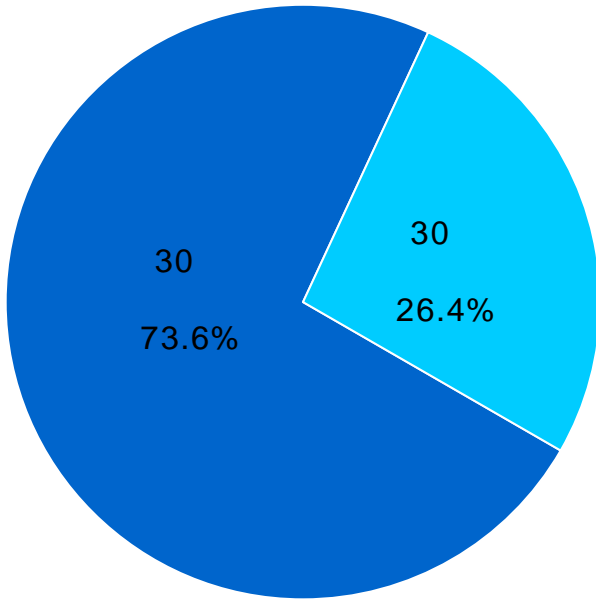
\*

- 2003 가 73.6% 61.6% 12%
- 2002

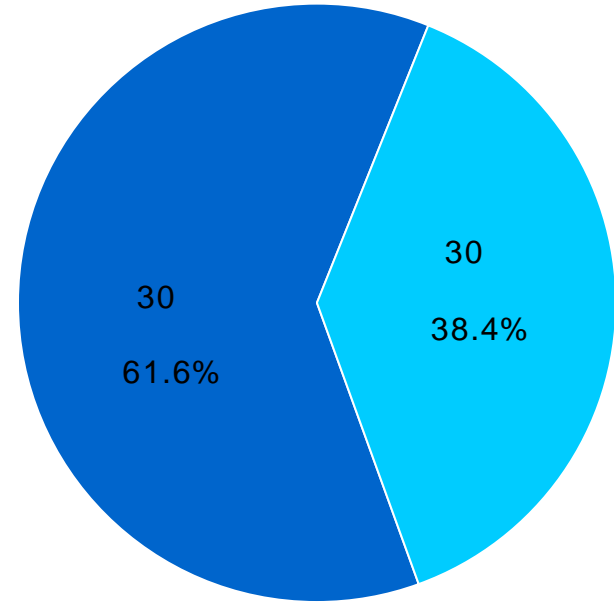
30

30

02



03



\*

30

\*\*

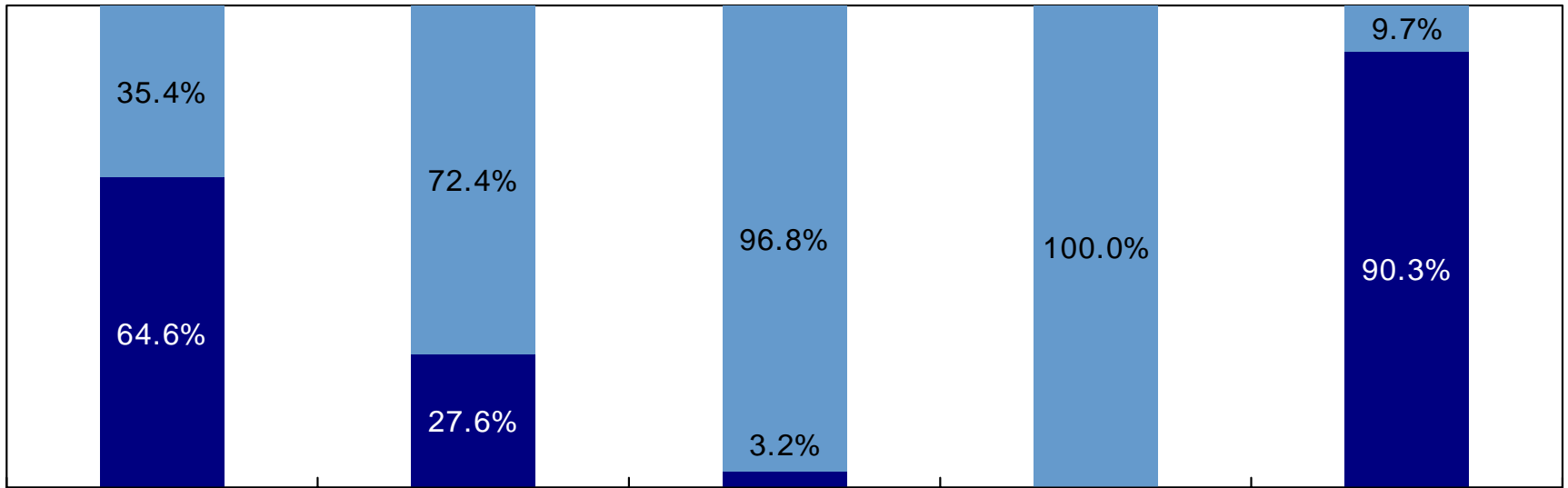
30



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

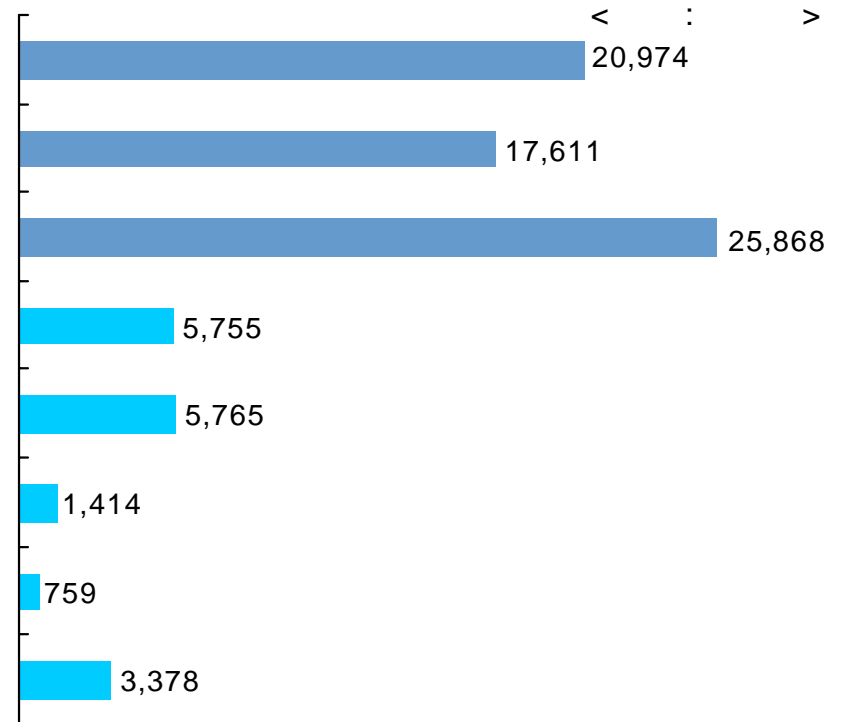
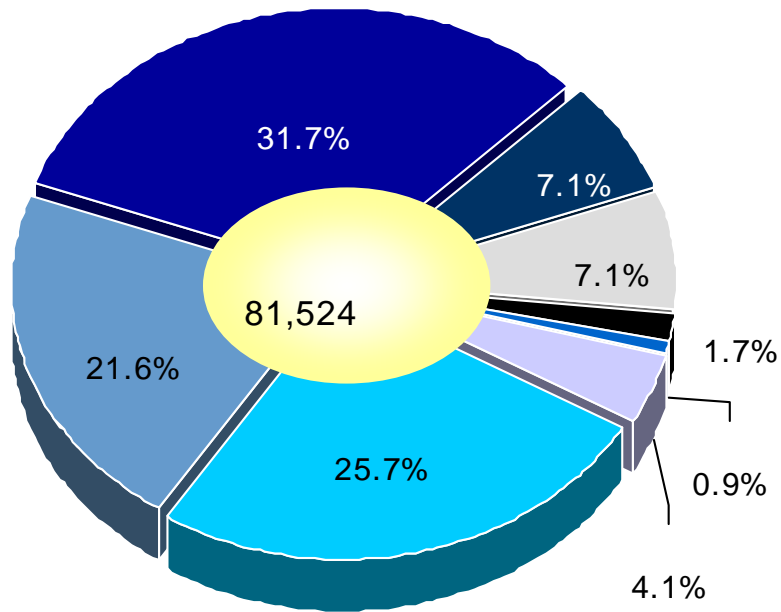
## 3. 가

(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 : , \*

[ ] &lt; : &gt;

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

[ ] &lt; : &gt;

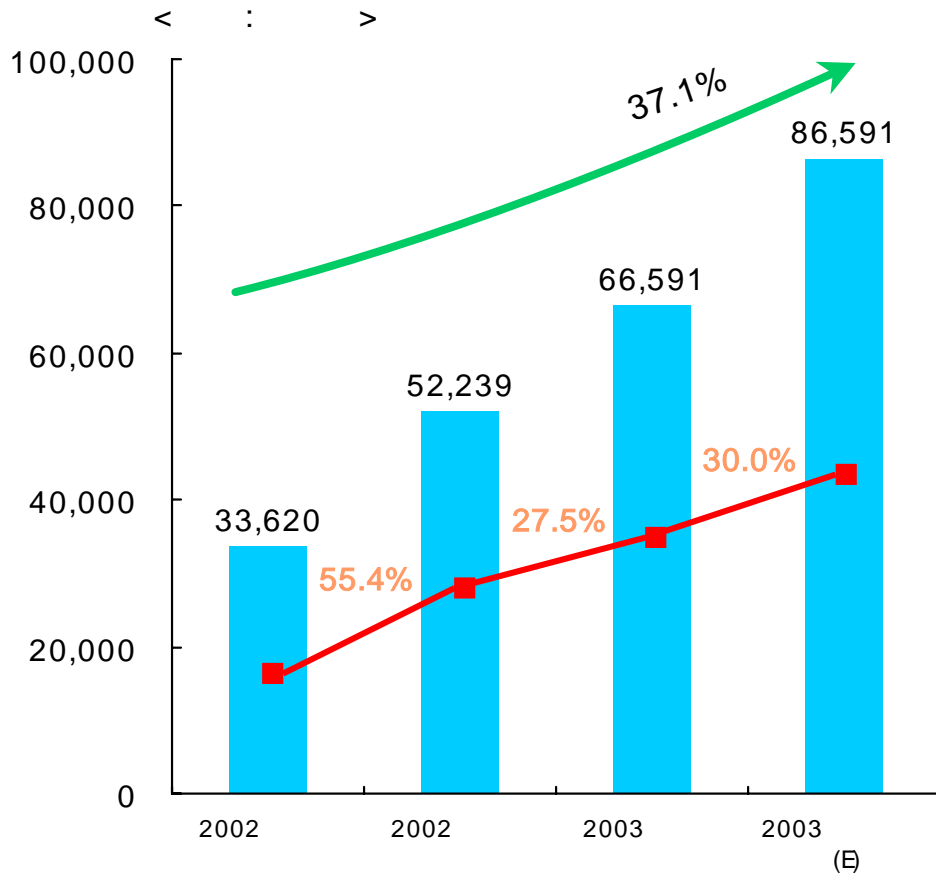
1	OO	2,954
2	OO	1.200
3	OO	446
4	OO	300
5	OO	210
6	OO	192
7	OO	180
8	OO	64
9	OO	63
10	OO	16

\*



# 2003

## 4. - (1)



•2003 80 2002 80.9% 1 6

•2003 2002 24.5% 5 84.6%

가

• 2002 60.9% 가

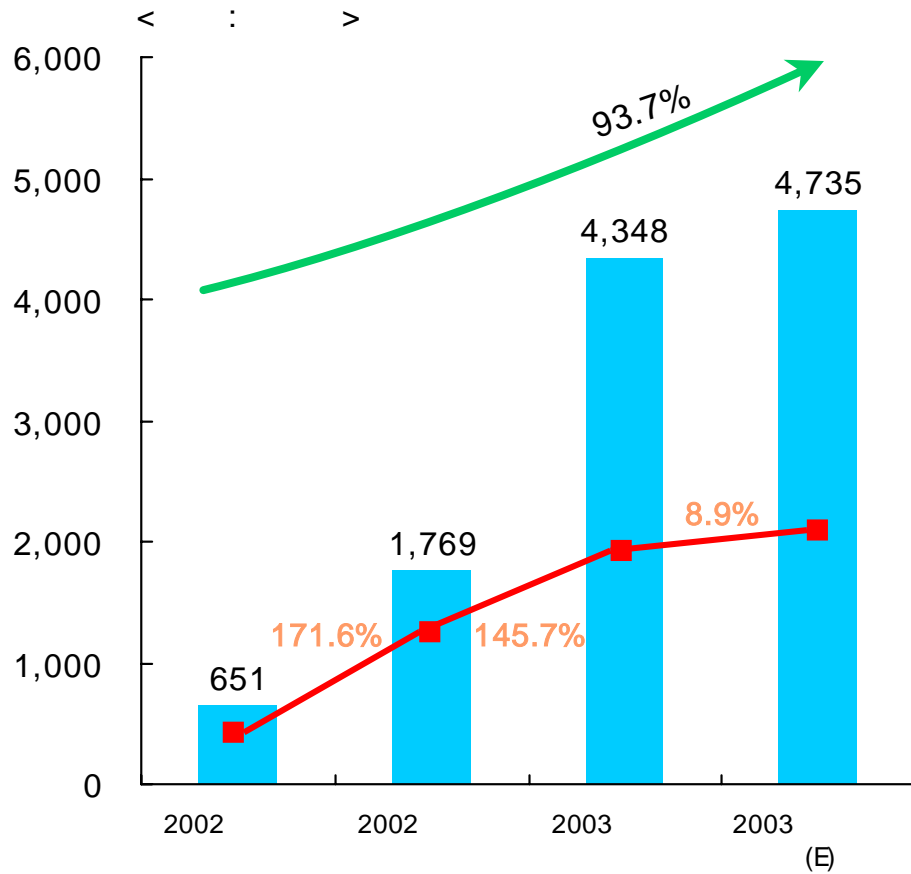
> 가 < >

• 1 < 가 >



2003

4. - (2)

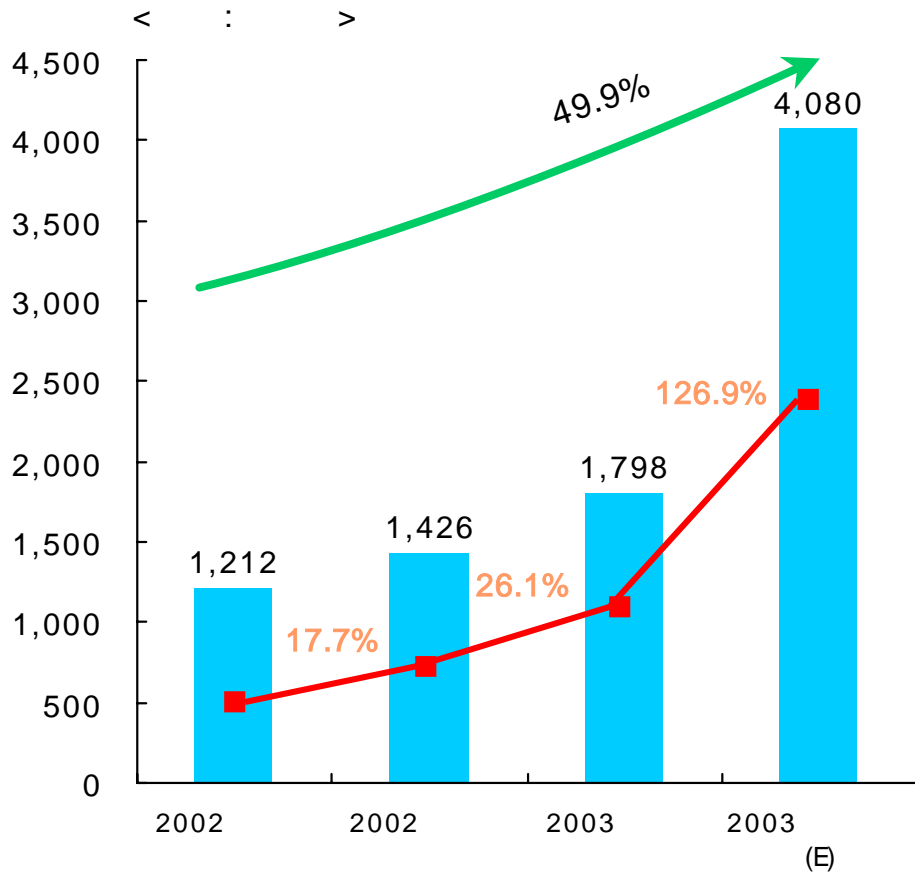


- 43 ,
- 145.7%
- 100% 가
- 가
- 가
- 가



2003

4. - (3) PC



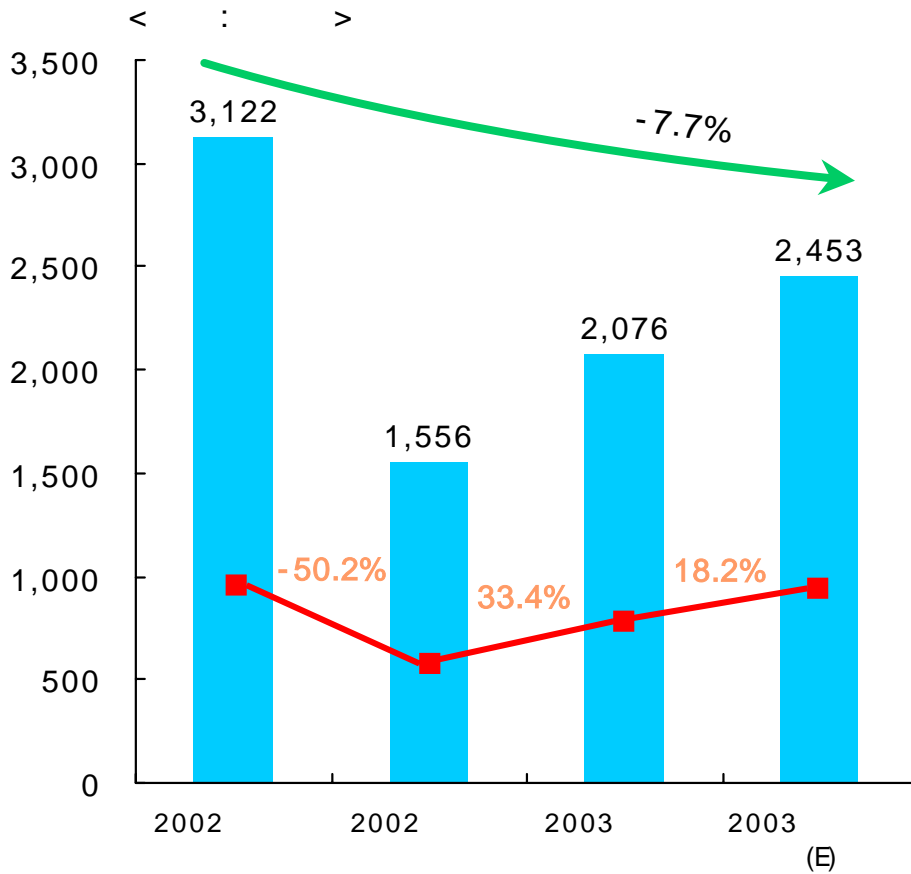
- PC PC
- PC 42% 18
- PC 21.8% 가 119%
- , KOG, PC 가
- PC 가 , 가



2003

4.

-(4)



• PS2가 가

• 가

• 가 <KUF: Crusaders>

< >

KOG 2002

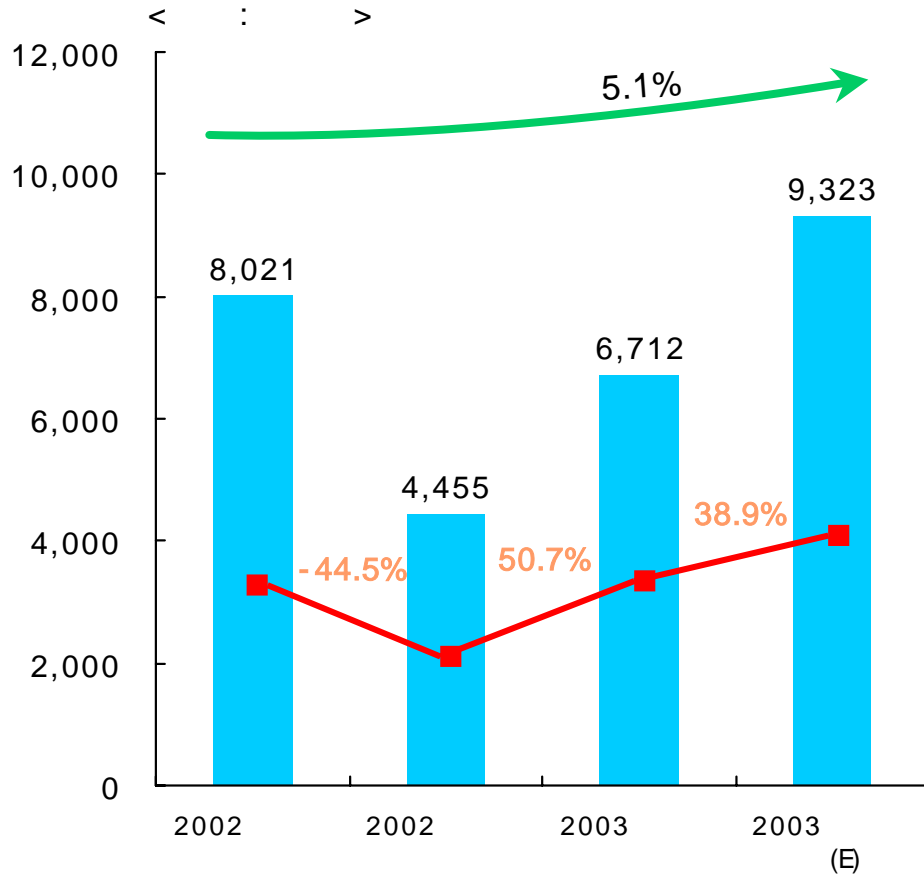




2003

4. - (5)

•PC < >



•2002

•

2003  
2004

가

•DDR DJ

가



# 2003

## 4.

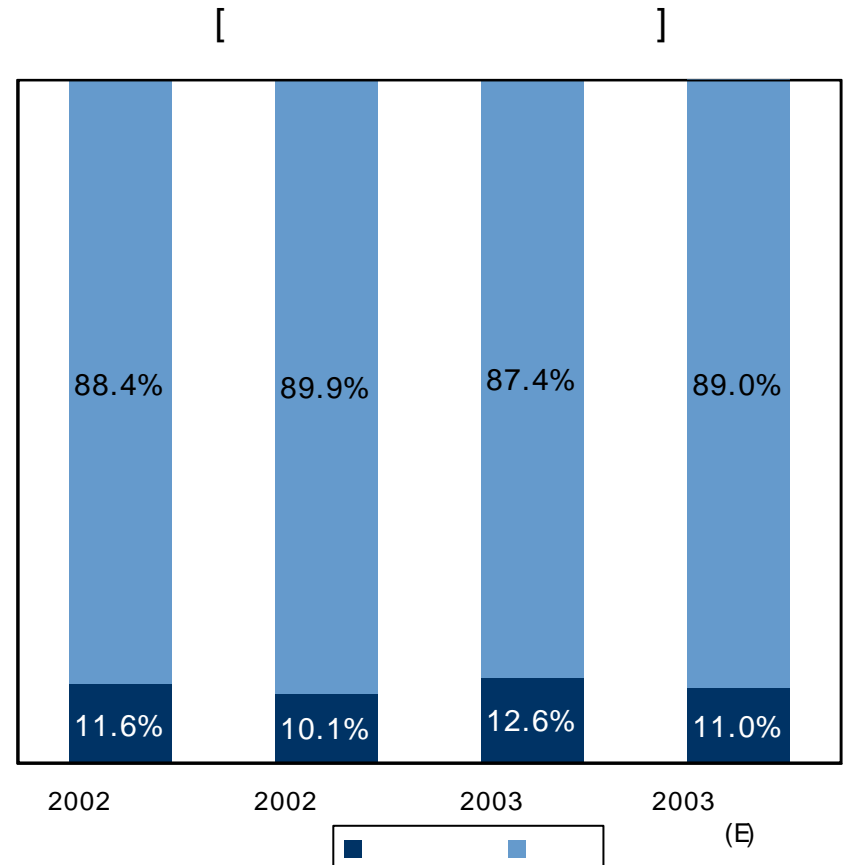
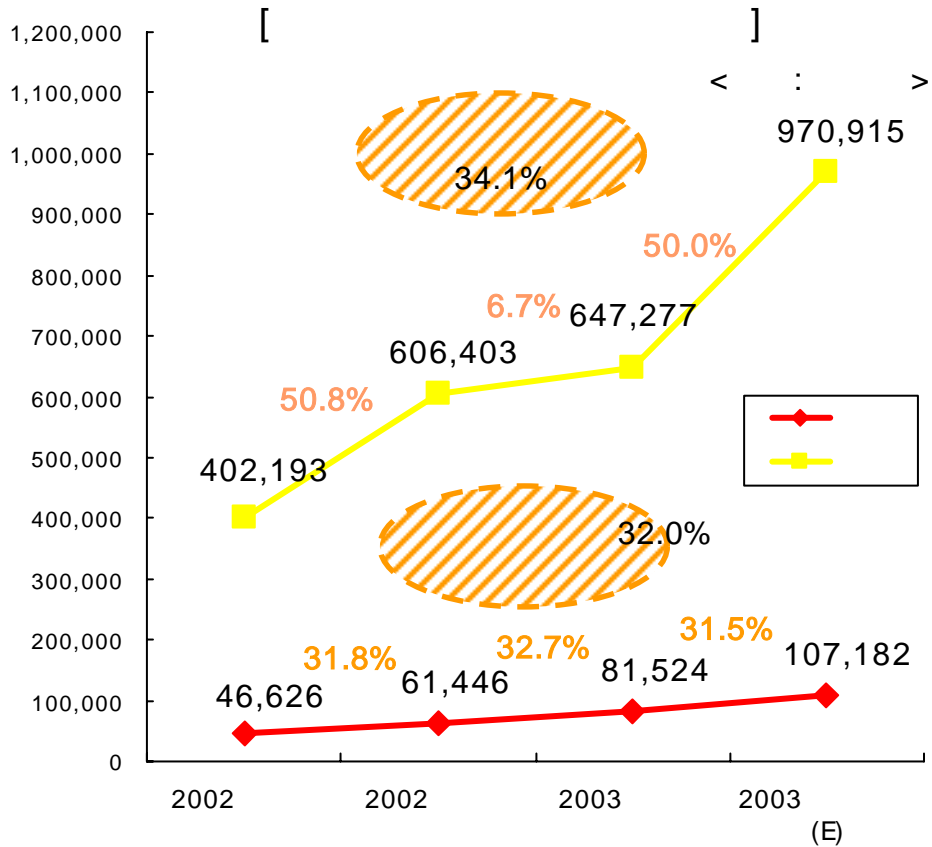
– Notes:

< : >

			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. - (1) vs  
 - 2002 2003 34.1% 가 32.0%  
 - 87%~89%



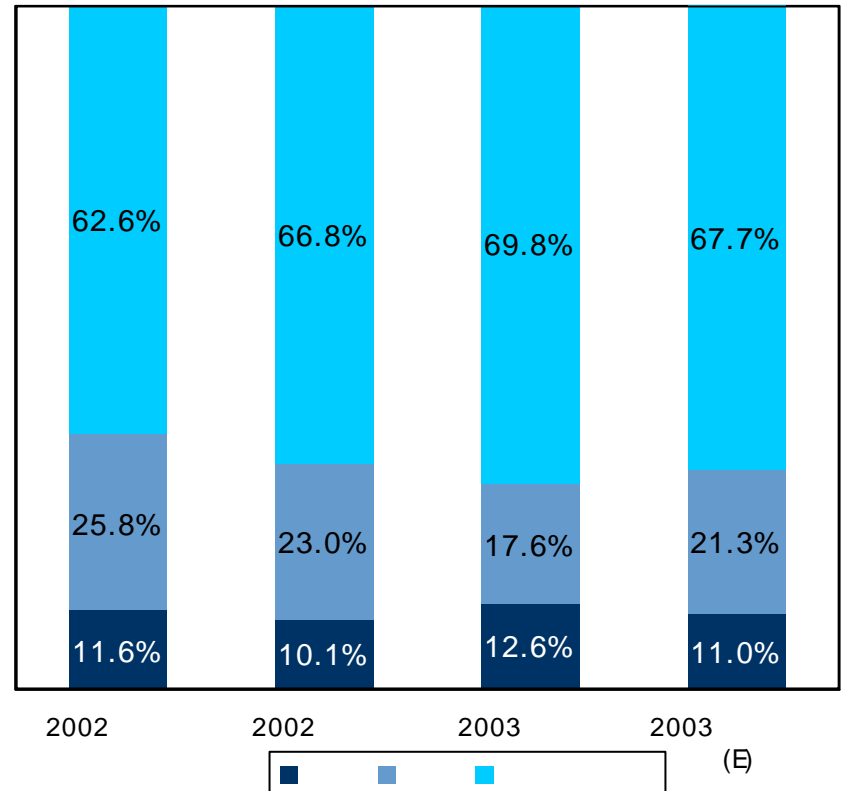
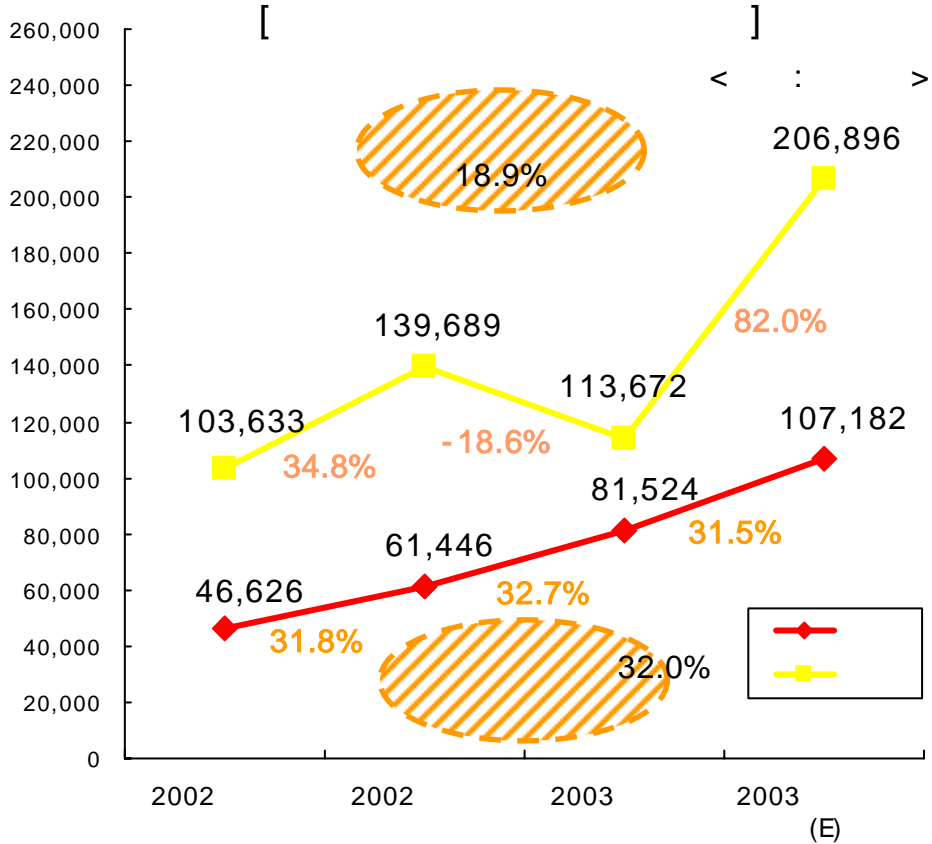
I 2003

5. - (2) vs

18.9% 가

2003

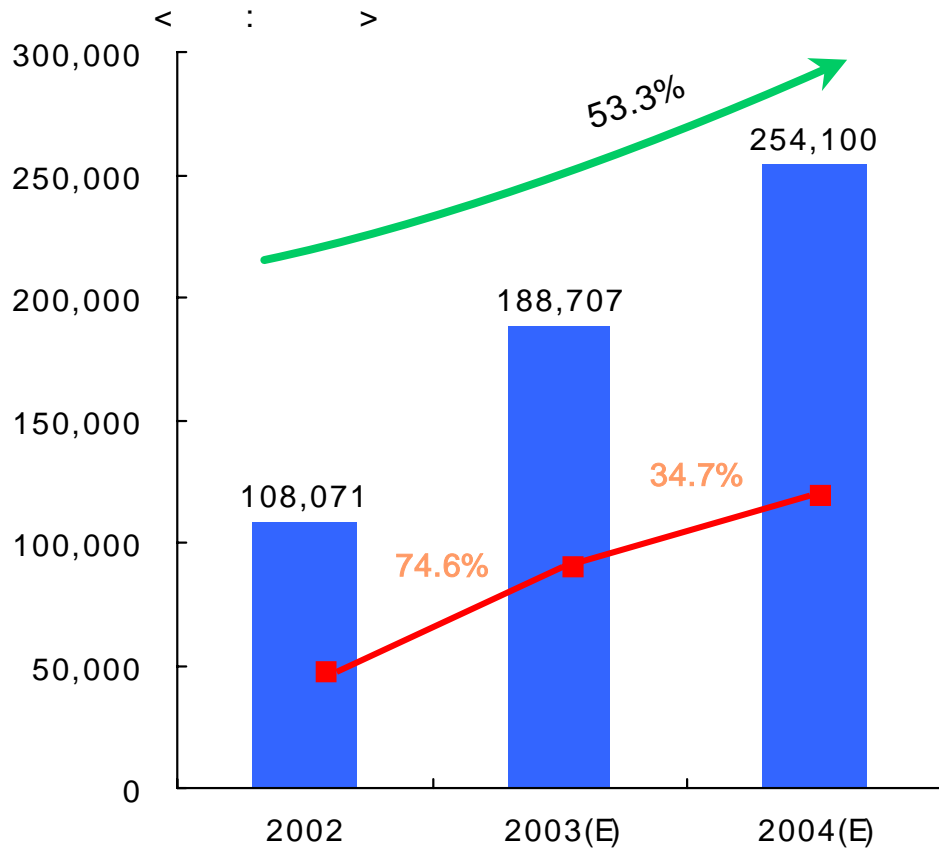
가





# 2003

1.



•2003  
1 8 11

2002

73.4%

•2002

2003

2002

가

•

PC,

가

•2004

2003

2003

2004

