

4

1

1.

가

(1) 2002

2002

가

( )가

가

(SCEK) 2 'Play -

Station2(PS2)가

, 12

(MS) 'X-

BOX '

(NINTENDO) 'Gamecube'

가

가

가

가

2002

가

2002

, 5

가

; ' 가 '

' 가

; ' 가 '

' 가 ; ' PS '

가

LG < >

' 3DO REAL '

' 3DO

' 가 '

(2)

가

' PS2',

' X-BOX ; ' Gamecube 가

' PS2'

1

100 가

, ' X-BOX ' 3

30

가

가



2

5  
2003 2 20  
100  
<EA >, < >  
Publisher  
Publisher <THQ >, < 가 >

< 1-2-4-01> 2003 2

	2000. 3. 4.	2002. 2. 22	( )
PlayStation2	2000. 3. 4.	2002. 2. 22	101
X-BOX	2001. 11. 5	2002. 12. 23	26
Gamecube	2001. 9. 14	2002. 12. 14	9

가 1  
가 가  
, 'PS2'

< 1-2-4-02> Publisher

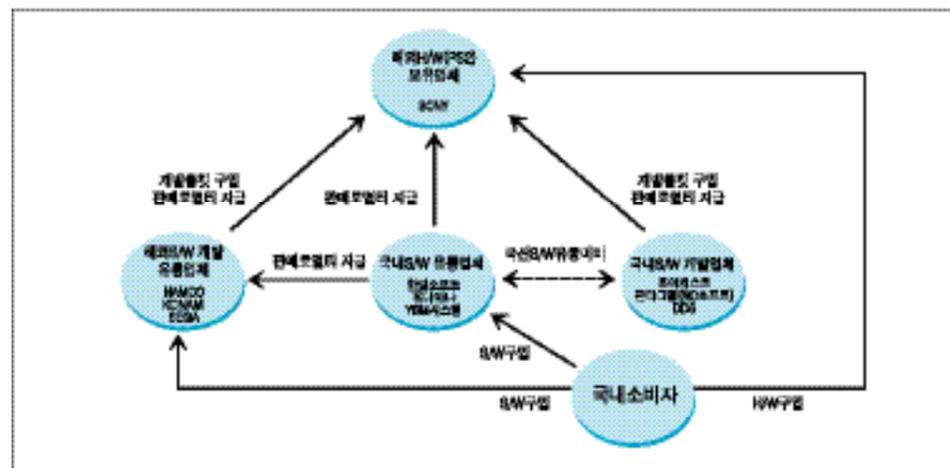
Publisher	2002 2	2003 2
Publisher	5	20

< 1-2-4-03> 2003 2

	2002. 2.22	( )	
	2002. 2.22	75,045	SCEK
2002 -	2002. 4.18	68,534	SCEK
2	2002. 5.30	50,000	KONAMI MARKETING ASIA
X	2002. 6. 5	-	EA KOREA
4	2002. 7. 1	83,202	SCEK
2	2002. 7. 5	55,173	KOKO CAPCOM
2	2002. 8. 8	55,117	KOEI KOREA
-	2002.11.12	62,089	EA KOREA
3	2002. 8.29	56,802	YBM
2	2003. 2. 6	37,280	KOKO CAPCOM

: PS2,

< 1-2-4-01>



1

< 1-2-4-04> 2003 2

	2003 5	
Soulless		PS2
Aquakids		PS2
Come on Baby		PS2
Tankers		PS2
Renegade Zero		PS2
Hirelings		PS2
		X-BOX
G2G	(Elixir)	X-BOX

: 2003 2

(3)  
2002

(SCEK),

가  
< >  
'PS1'  
'PS2'  
<  
>  
'X-BOX'  
< >  
(가 )  
1  
가 가  
가 가

(4)

가

< 1-2-4-05>

(2002 2 )					
13%	25%	7%	17%	13%	25%
(2003 2 )					
33%	4%	39%	7%	8%	9%

: SCEK





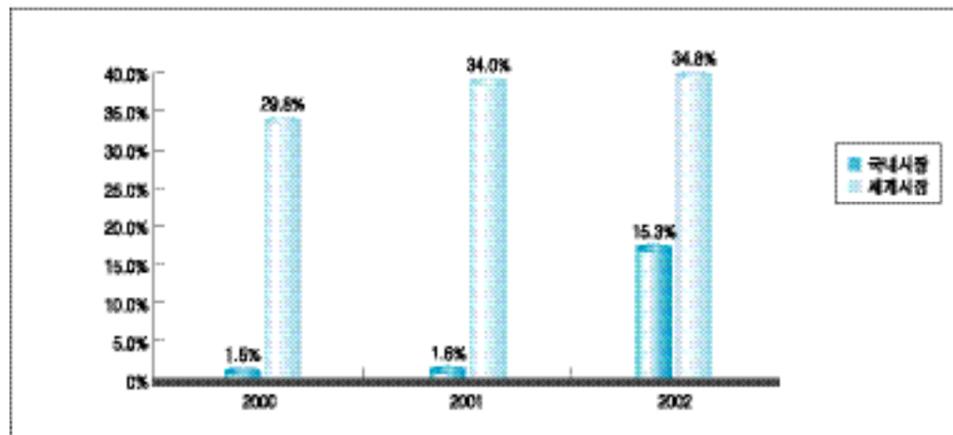
2.

(1)

2002 30% 15%

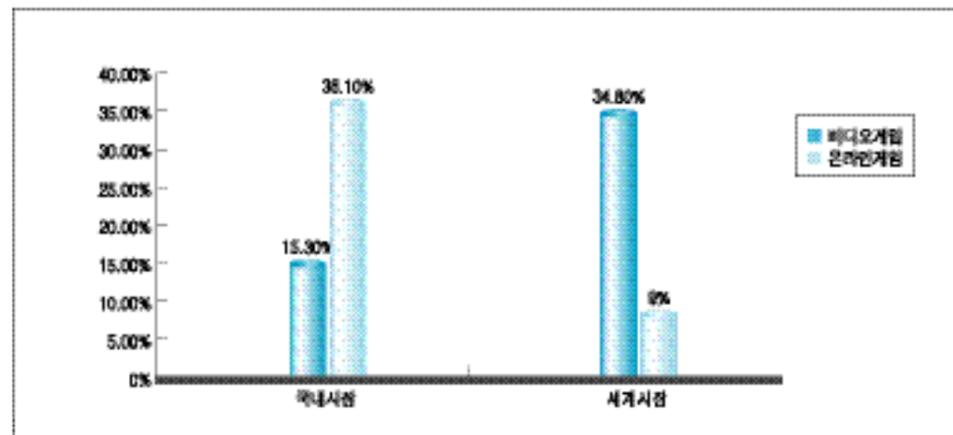
PC

< 1-2-4-02>



< 1-2-4-03>

(2002)



(2)



가 'PS2', 'X-BOX' 가 가

Format Holder Business

A/S

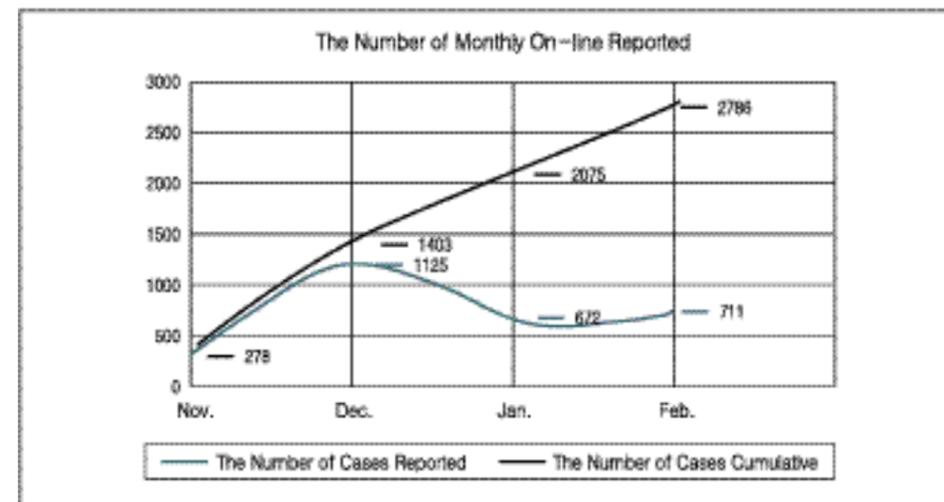
Format Holder ( SONY, MS, NINTENDO )

(Development Kit)

2002

가1 , PC SCE가 < 300 가 1,500 20%

< 1-2-4-04>



: SCEK



2

< 1-2-4-06> SCEK

	P2P	UP - DOWN		
1662	92	746	285	2,785
890	29	308	106	1,218
53.55%	31.52%	41.29%	37.19%	43.73%

CD , On-line  
User Buyer

2002 11 < >  
SCEK 3  
2,786 900  
가

< 1-2-4-07>

P2P(Per		
	32.0%	6.0%
/	39.9%	8.5%

: 2003 3

to Peer)

가 , 가

(22.6%), (15.1%) 가

(3)

PS2가 PS2가 (4)

PC 21,000 PC



가



3.

2003

<SCEK>가 2003

2 22 " PS2 1 " 100  
2003 50  
' X - BOX ' 20  
' Gamecube ' 80

가 가100%

2,000 가

가 , 가

PS2 SONY MS가

2003 2,400 60%

(1)

<SONY> PS2가 2002 2  
2002 11 12  
<NINTENDO> ' Gamecube ' <MS> ' X - BOX ' 가 2002  
' PS2 '

2003

' PS2 ' , 2003





2

가 'X-BOX' 2003 6  
 'X-BOX LIVE' 'X-BOX' < > 2003  
 , 'Gamecube' 2003  
 TV  
 (2)  
 2003  
 8 10  
 4.  
 (1)  
 . <SCEK>  
 2003 2 100  
 가. Developer License  
 PC  
 500 가 . PC (Sony Computer  
 Entertainment, Microsoft, Nintendo)  
 Developer License  
 license  
 (3)  
 License  
 가 . PS2  
 2002 5 가 .  
 'X1'  
 2002 8 PS2  
 . 'X-BOX'  
 'X-BOX LIVE' 2002 11 가 . Closed  
 Architecture  
 2003



100 (2003.4  
 )  
 Publishing  
 PS2 Publisher  
 . ( : 70%, : 30%)  
 가  
 가  
 가  
 가  
 PC 가  
 PC 가  
 가  
 (3)  
 가. Target  
 PC  
 가 . PC  
 PC  
 가  
 PC  
 가 PC  
 PC  
 가 Publisher License  
 Publishing  
 Publisher license  
 , Playstation2  
 SCEK Publisher license









2  
 (3) VM  
 , 2002  
 12 VM 1,490  
 PC  
 . PC  
 가 " 가  
 " 가

( 1-2-5-04) VM

	( )		
SK	1,100	73.8%	GVM, SK - VM
KTF	260	17.4%	BREW
LG	130	8.7%	MIDP
	1,490	100.0%	-

\* 2002.12

(killing time)

(2) 가  
 가  
 가가  
 가  
 가  
 가 SK

(hard-core gamer)

(casual

gamer)

2.

SK G/M XCE  
 SK - VM 가 4.5% 가  
 가

(1)

2002 2001 9:1  
 180%가 1,004

(3) VM  
 WAP,  
 VM VM SK 560 , KTF  
 . SK NATE 360 , LG 120  
 GVM SK - VM , KTF VM  
 BREW , LG  
 ez-i MIDP (4) 가



( 1-2-5-06) VM

SK		1,500
		3,000
		10-80 /
KTF		1,000-2,500
		5-10 /
LG		1) 500
		1 : 2,000
		: 2,500
		2) 2,000
		10 /

. CDMA 1x

( 1-2-5-05)

		VM	
SK	10.0%	4.5%	85.5%
KTF	10.0%	0.0%	90.0%
LG	10.0%	0.0%	90.0%

( 1-2-5-07)

(2003.4 )

SK	Nate	/ / /	32
		PC/ /	42
		RPG/ / /	53
			69
		/ /	60
			57
		/ / /	60
KT		/	55
		RPG/ /	58
		/	60
		/	60
		/	58
		/	60
LG	ez-i	/	11
		/	18
		/RPG/	18
		/ /	18
		/ /	18
		/ /	18





2

( 1-2-5-08)

-
- 10
-
-
- 2002
- PDA
- 2
-
- TTC

3.

100

300

(1)

MSN

50

가

가

PC

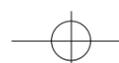
PC

VM

가

가

2) : 가 가  
 Word (TEXT ) : A4 50 ] 2.5 .1 512Byte [MS



(2)

가

가

가

2.5

1 (512 byte) 2.5

1,500 가300 ( 150k)

750 (300

x2.5)

150k

1,500

/PC/

2,250

가

가

/PC/

가

(4)

가

300

2002

가

/PC

2.5

가 60

가

가

(3)

3

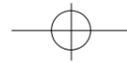
가

Life Cycle

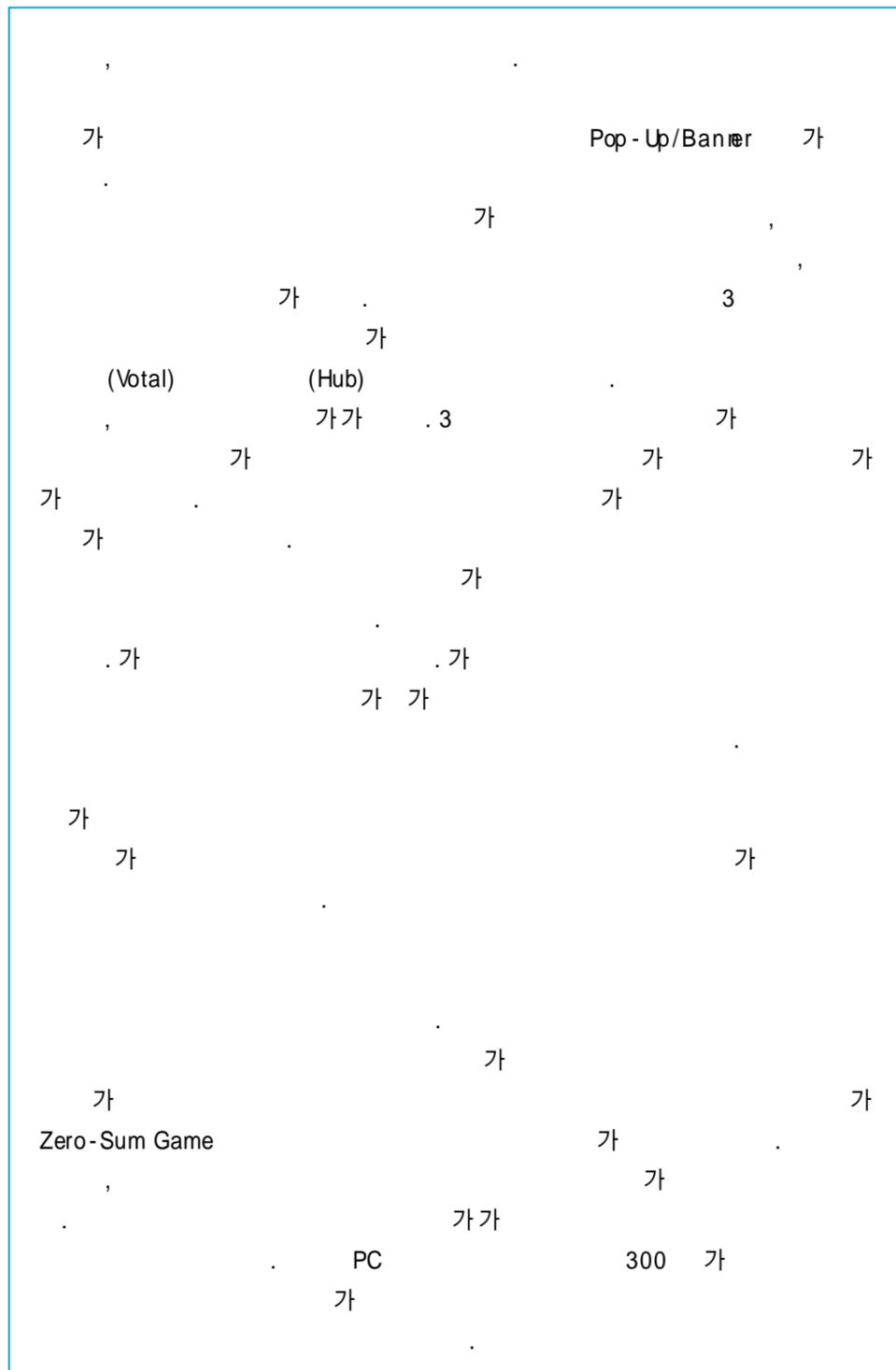
/PC/



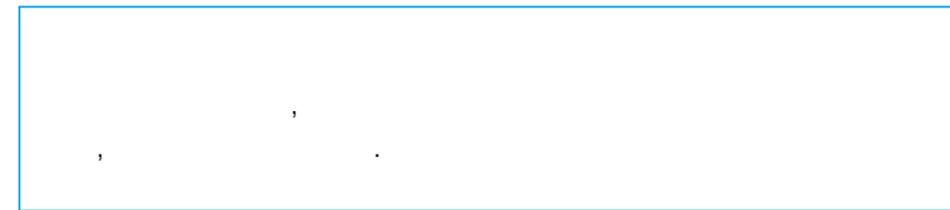




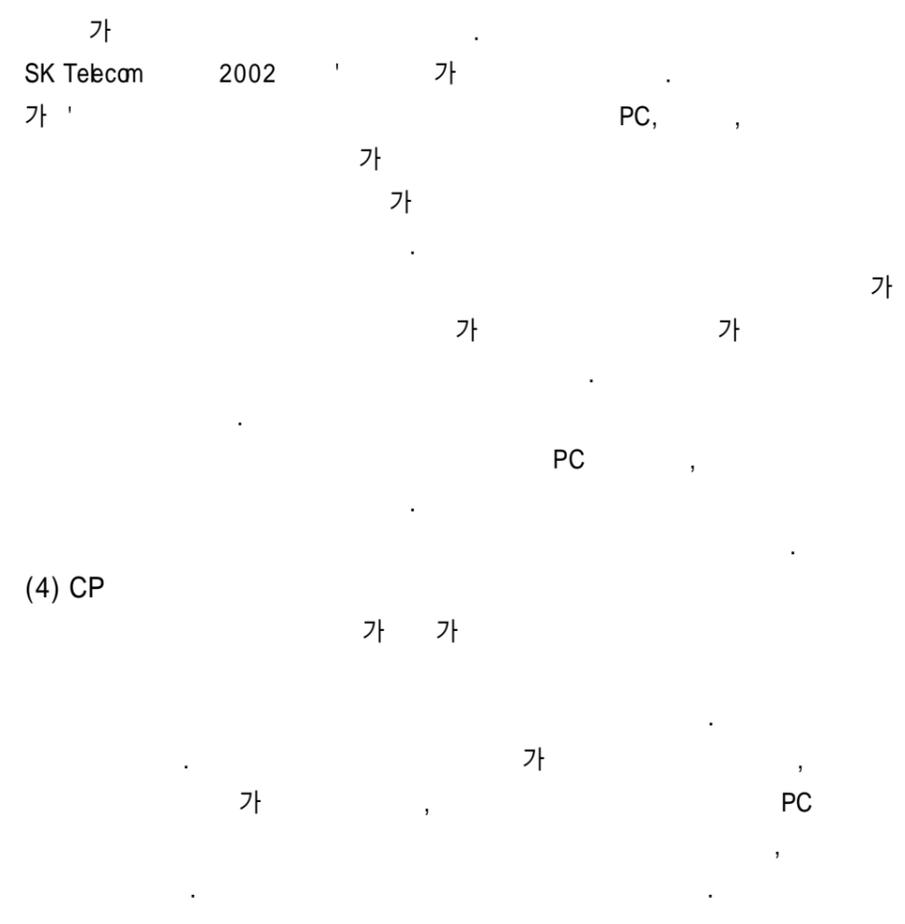
2



1



(3)







2

MG(Minimum Guarantee) + Revenue Share

가

Revenue Share 가

Turn Key

Revenue Share

가

MG(Minimum Guarantee) + Revenue Share

Revenue Share

가

가

가

