

2003 KOREA GAME WHITE PAPER

Chapter 1

- 1 : 2002
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 - 3 PC
 - 4
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 - 3 PC
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: 2002

1.

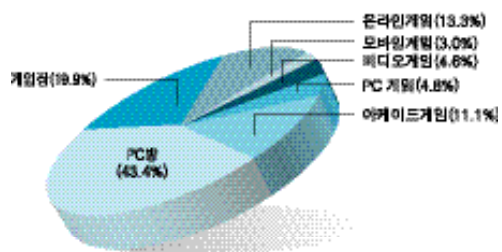
25%

2002 3 4,026
 5
 1 2,513 (36.8%), PC
 2 1,513
 (63.2%) 2003
 3 20 4 30
 318 , PC 1,000

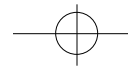
< 1-1-1-01> 2002 (:)

	4,522	13.3%
	3,778	11.1%
PC	1,647	4.8%
	1,562	4.6%
	1,004	3.0%
PC	14,751	43.4%
	6,762	19.9%
	34,026	100.0%

< 1-1-1-01> 2002



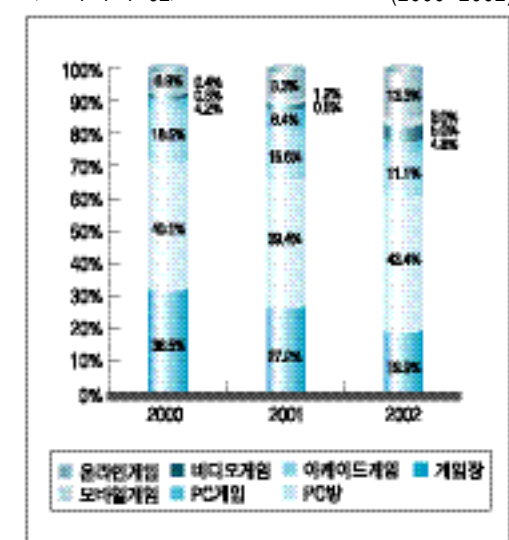
2003 1
 2,600 , PC 21,000 ,
 15,000
 가 800
 PC 1,000
 , ,
 50 가
 , PC 1 4,751
 43.4% 가
 4,522 , 13.3%
 . 2002
 2001 12%, 2000 6.5% 2002 13.3%



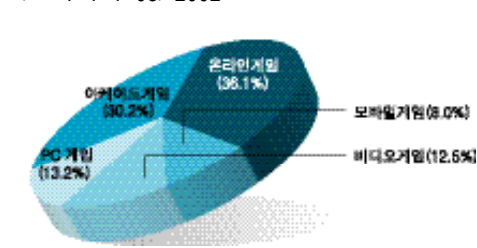
1

3% 4.6% 2000
 10% , PC 3.9% 4.8%
 2000 , 2001 6.4%
 1.6%
 36.1% 1
 가 2001
 25% 2
 12.5%, 8%

< 1-1-1-02> (2000-2002)

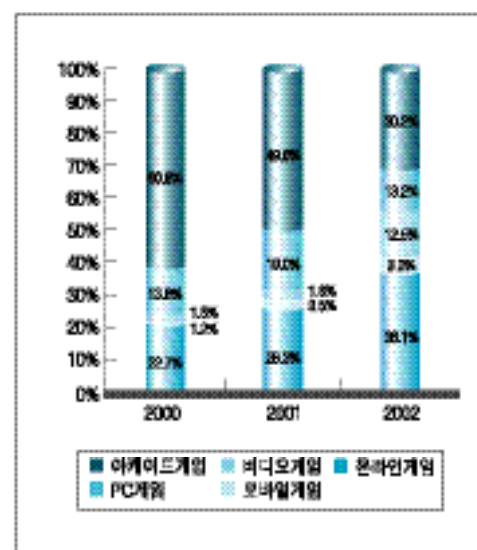


< 1-1-1-03> 2002



2 30%
 , 15%가
 가 2%
 12.5%
 PC
 2002

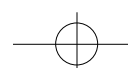
< 1-1-1-04> (2000-2002)

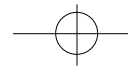


2.

PC
 2002
 1 2,513
 < 1-1-1-02> 2002 (:)

	4,522	36.1%
	3,778	30.2%
PC	1,647	13.2%
	1,562	12.5%
	1,004	8.0%
	12,513	100%



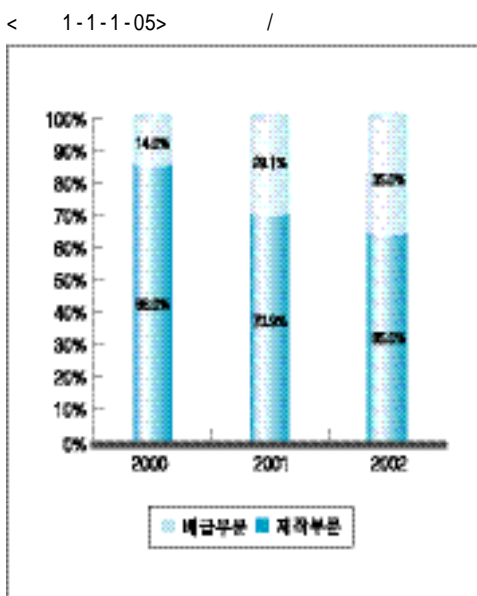


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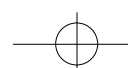
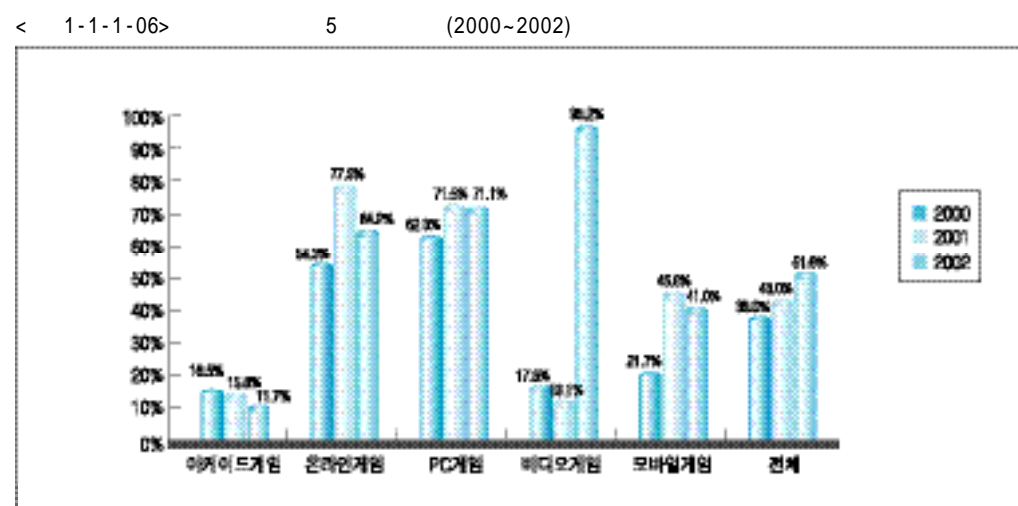
8,080 65% , (71.1%) PC
 4,433 35% . 64.2% 2001 77.5%
 2000 14% , 2002
 2001 29%, 2002 35%
 가 가 PC
 ' 3' PC

< 1-1-1-03> 2002 / ()

	8,080	65%
	4,433	35%
	12,513	100.0%



5
 51.6% 50%
 2000 38%, 2001
 43% 가
 가 (95.2%) 5 가



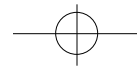
2

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1. 2003 PC
 10% 2,322
 2004 4 5,000 , 2005 PC
 5 가가 2004
 2001 가 ()
 80%
 2005 3,800 ,
 36% 2005 9,000
 . 2002 가
 2003 PC 2002
 2005
 2 가 , PC ,
 2003 2002 13.3% 2005
 PC 17.8% , 3% 2
 가 가 7.4% , 4.6% 8.1%

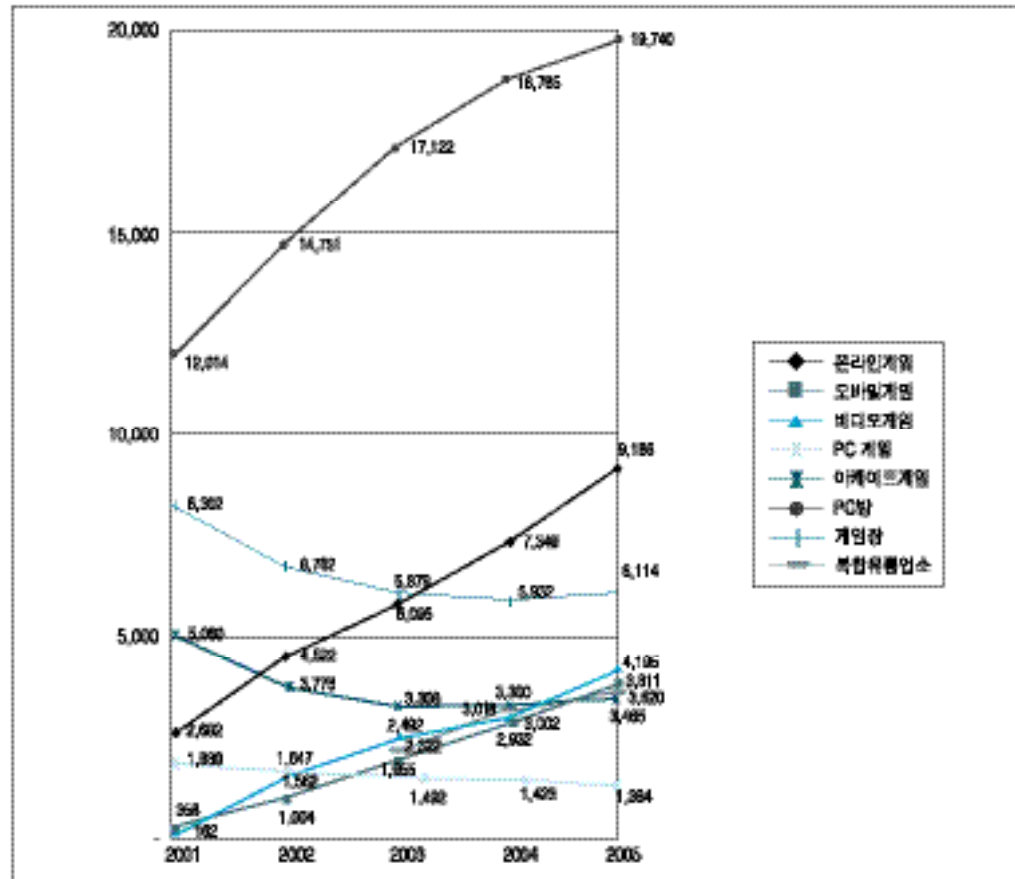
< 1-1-2-01>

				PC		PC			
2001	2,682	358	162	1,939	5,060	12,014	8,302	-	30,516
2002	4,522	1,004	1,562	1,647	3,778	14,751	6,762	-	34,026
가	69%	180%	864%	-15%	-25%	23%	-19%	-	12%
2003	5,879	1,955	2,492	1,492	3,308	17,122	6,095	2,322	40,665
가	30%	95%	60%	-10%	-12%	16%	-10%	N/A	20%
2004	7,349	2,932	3,002	1,423	3,300	18,785	5,932	3,018	45,741
가	25%	50%	20%	-5%	0%	10%	-3%	30%	12%
2005	9,186	3,811	4,195	1,384	3,465	19,740	6,114	3,620	51,515
가	25%	30%	40%	-3%	5%	5%	3%	20%	13%



< 1-1-2-01>

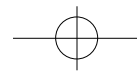
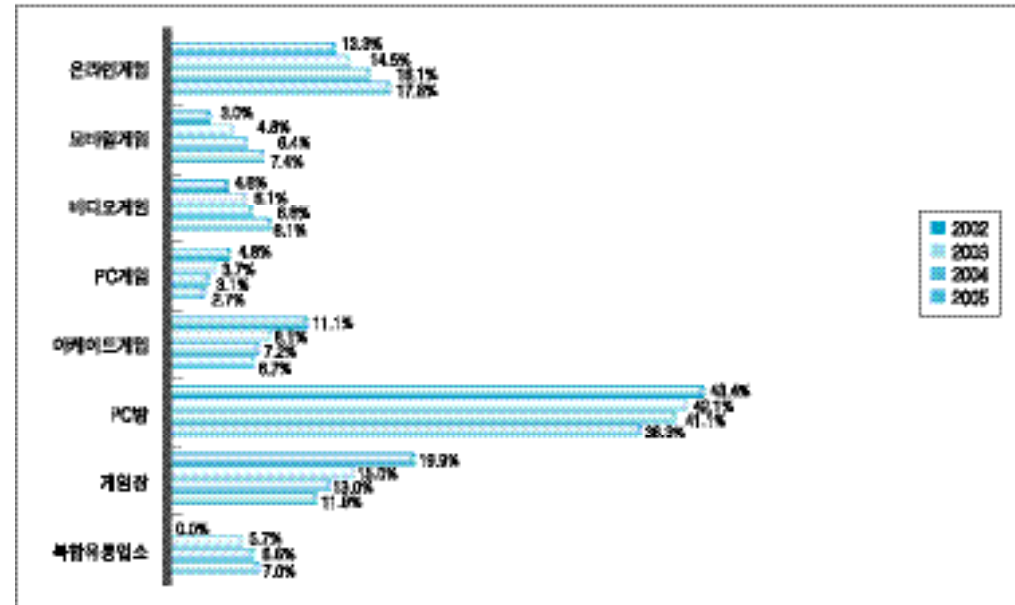
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< 1-1-2-02>

(2002~2005)



2.

(1)

가.

가.

(

가

30%

, PS

2003

Gamecube

가

가

3G IMT - 2000

, CP

가, 3D

가가

가

가

(

95%

가

가

80%

, PS2

2002

854%

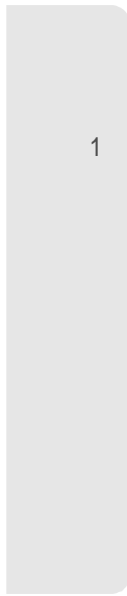
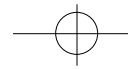
, PS

2003

Gamecube

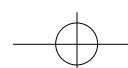
X - BOX

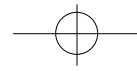
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2002, 2003 60% 2,492
 2000
 2004 2002 25%가
 PS3 2004
 PS DVD 가
 PC 1999 2001 50%
 PC 가 VR,
 2002 15% 2003 12%
 ASP 가 2004
 가, (2)
 가. PC
 가 PC
 2003 PC , 2002 PC 23%
 2002 10%가
 가 , 50
 가
 , PC PC 3D

PC 4M T-2
 , 가 가
 2003 2001 10%
 , PC 가 2004
 가 , 2005
 가
 , PC ,
 2003 PC 2001 , 2002
 16% 가
 2003 PC
 2001 , 2002
 가
 2003 PC
 가 ,
 10% 2,322
 . 2004
 2001 27%가
 가 , 30%가
 20-
 3.
 가 , 가 가
 2002 2001
 8%가 가 1 4,080
 146%가 가 1
 6,096 . 2002





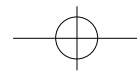
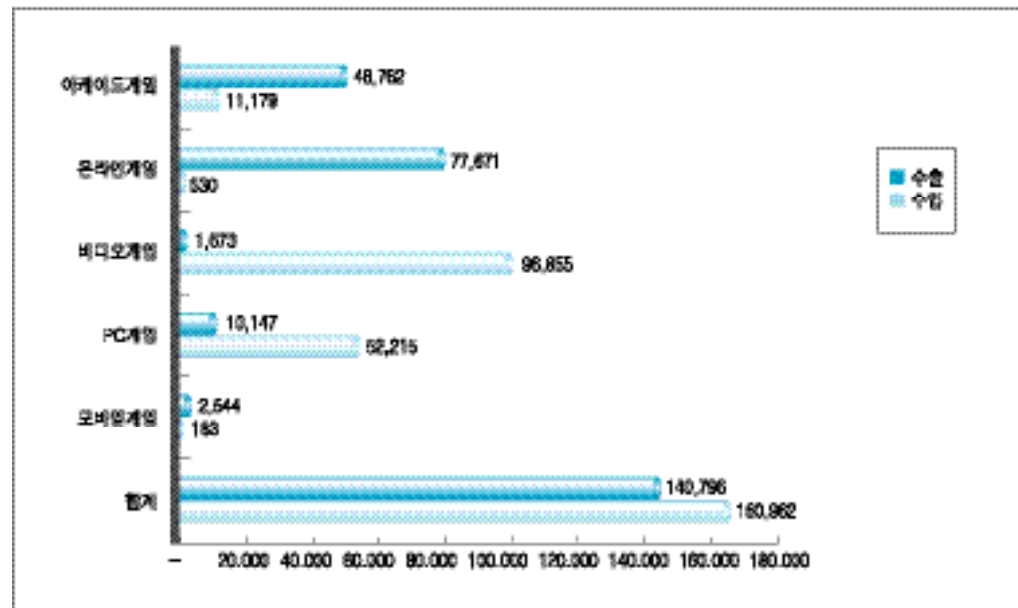
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PC PS2
 2001 2002 가 40% 가 가
 PS2 X-BOX 2003
 가
 854% 가 2004
 가 30% 2
 2003 PS2 가
 PS3 ,
 20% 2 7,042
 50% 가

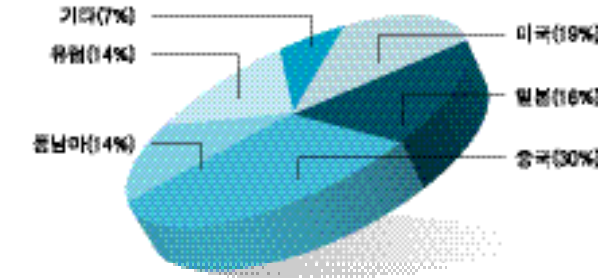
< 1-1-2-02> (:)

	2000	2001	2002	2003	2004
	101,500	130,470	140,796	211,194	274,552
	55,874	65,340	160,962	225,347	270,416

< 1-1-2-03> 2002 (:)

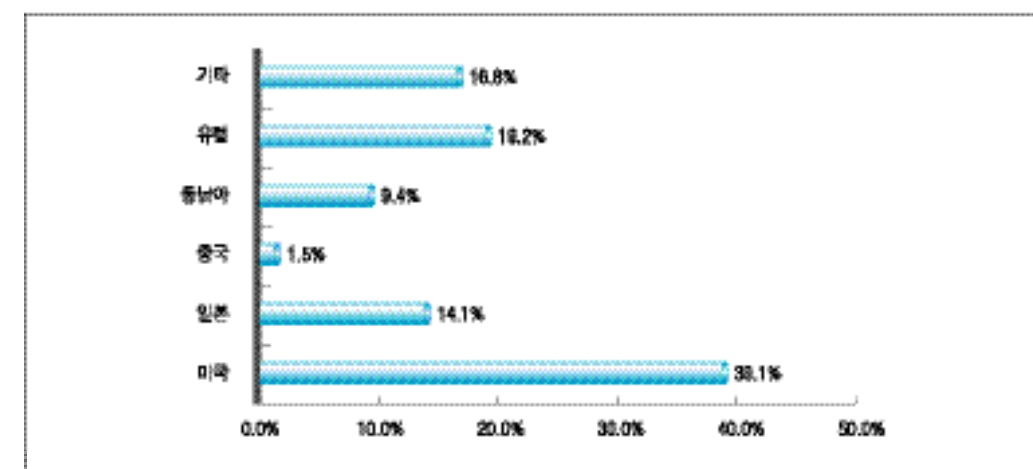


< 1-1-2-04> 2002 가

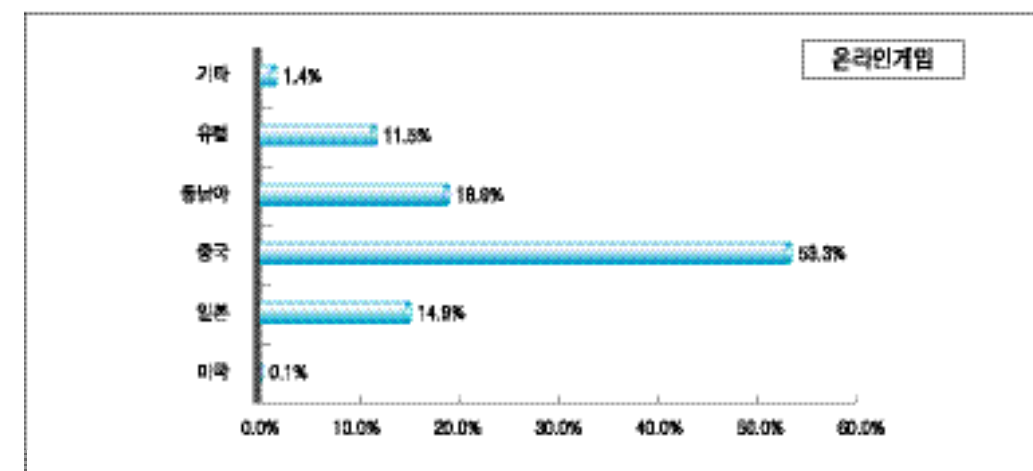


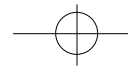
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< 1-1-2-05> 2002 가

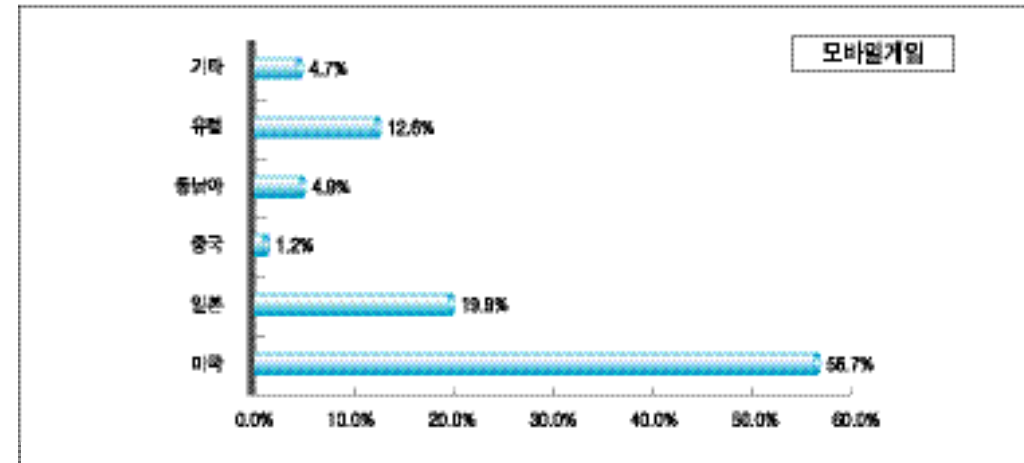


< 1-1-2-06> 2002 가





< 1-1-2-07> 2002 가



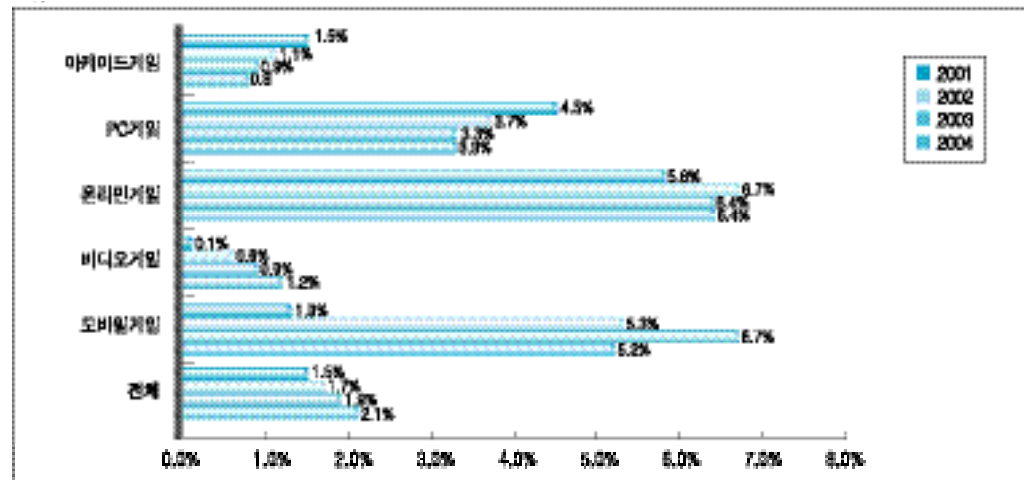
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2002
 , 6.7% 가 1.7%
 , 5.3% , 2001 (1.5%) 0.2%가
 , 가

< 1-1-2-03> 2002 (:)

	PC					
	294	37	56	215	16	618
	3.15	1.37	3.77	1.30	0.84	10.43
	1.1%	3.7%	6.7%	0.6%	5.3%	1.7%

< 1-1-2-08> (2001-2004)



< 1-1-2-04> : 2002 (:)

					PC					
Japan	38	5	805	1	222	7	5,884	2	12,000()	1
US	2,716	1	86	2	1,458	1	8,146	1	10,000()	2
UK	21	6	36.6	7	269	4	1,771	3		
France	6.8	9	30.4	8	255	5	1,027	6		
Germany	12.8	7	46.7	5	439	3	1,129	4		
Italy	4.9	10	40	6	241	6	1,035	5		
Spain	3.2	-	21.6	9	142	9	871	7		
Sweden	2.2	-	5.8	10	71	-	329	9		
China	84	3	64	4	467	2	381	8		
Taiwan	41.3	4	40	-	188	8	-	-		
Hong Kong	10.4	8	14	-	-	-	-	-		
Korea	377	2	84	3	137	10	130	15 ()	315	8 ()

: Datamonitor, 2002 ; Screen Digest, 2002 ; DFC Intelligence, 2001 ;
 SOFTBANK Research, 2002 ; Informa media group, 2002 ; IDSA, 2001 ;
 DTI spectrum, 2003 ; Frost & Sullivan, 2002 ; CESA, 2002

2004 2%
 , PC 10
 , 8
 , 2 ,
 , 3 15

1