

2003 KOREA GAME WHITE PAPER

# Chapter 2

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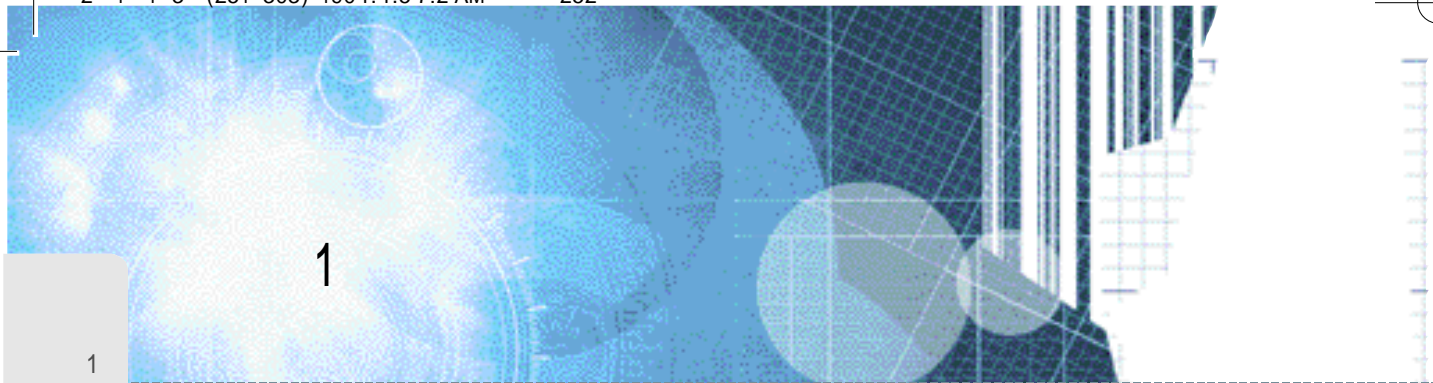
3

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/



1

2003  
 3  
 9  
 44  
 1,200  
 가  
 90.7%가  
 가 87.3%  
 가  
 가

1

1.  
 '2-3' 가  
 50%  
 30.7%  
 4%가  
 '1-2'  
 14%  
 가  
 550 200  
 ; 30 -1 ; 30  
 ; 3-5  
 180 , 150 , 6%, '5' 1%가  
 120 가 1

2.  
 가  
 , 20 -24 가  
 (1) 가  
 가 , 30-34 가  
 가 '2-  
 3 ' 26.9% 가

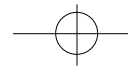
< 2-1-1-01>

		%
	1,200	100.0%
	600	50.0%
	600	50.0%
9 - 14	158	13.2%
15 - 19	194	16.2%
20 - 24	194	16.2%
25 - 29	180	15.0%
30 - 34	172	14.3%
35 - 39	162	13.5%
40 - 44	140	11.7%
/	95	7.9%
/	104	8.7%
/	346	28.9%
	250	20.9%
	379	31.6%
	24	2.0%
	786	65.5%
	414	34.5%

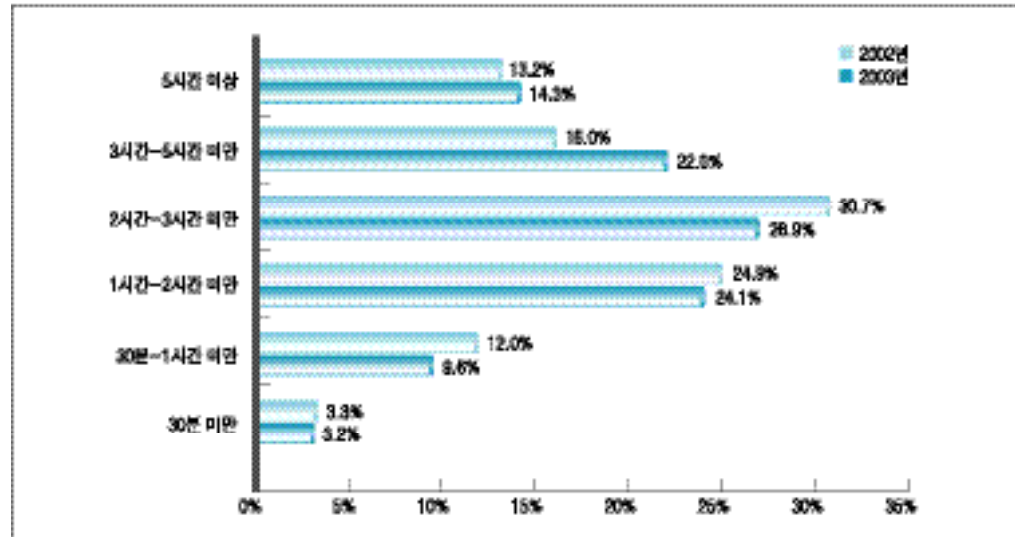
		%
가		
100	30	2.6%
100 - 200	190	16.2%
200 - 300	410	35.0%
300 - 400	333	28.5%
400 - 500	117	10.0%
500	90	7.7%
	150	12.5%
	400	33.3%
	200	16.7%
	180	15.0%
	150	12.5%
	120	10.0%
/	50	4.2%
/	157	13.1%
/	113	9.4%
/	41	3.4%
	18	1.5%
	87	7.3%
	534	44.5%
	148	12.3%
/	51	4.3%

2

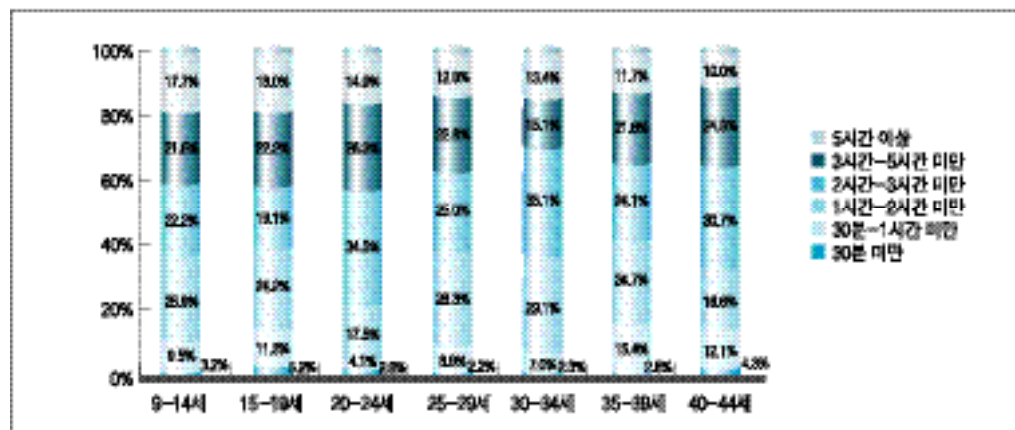
'3 -5' '5'  
 50%  
 가 '5'  
 14.8%, 8.9%  
 (39.0%)  
 가 가  
 가 ( / / )  
 '8-10' 27.4% 가  
 '3 (20.1%)', '4-  
 7 (18.7%)', '16-20 (13.4%)', '21-30  
 (7.8%)', '11-15 (6.8%)'  
 , '3' 9  
 가 , 15-19  
 '2 -14  
 -3 ; '3 -5 ; '5' 가 10  
 가 86.4% . 25-29 ,  
 35-39 '21 -30'



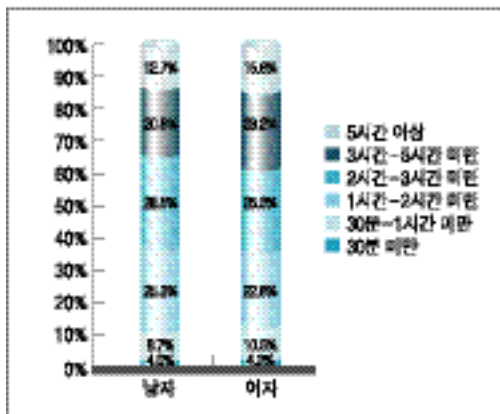
< 2-1-1-01> 가 (2002 2003 )



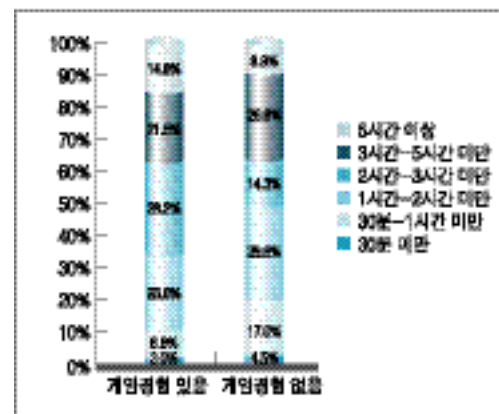
< 2-1-1-02> 가



< 2-1-1-03> 가



< 2-1-1-04> 가

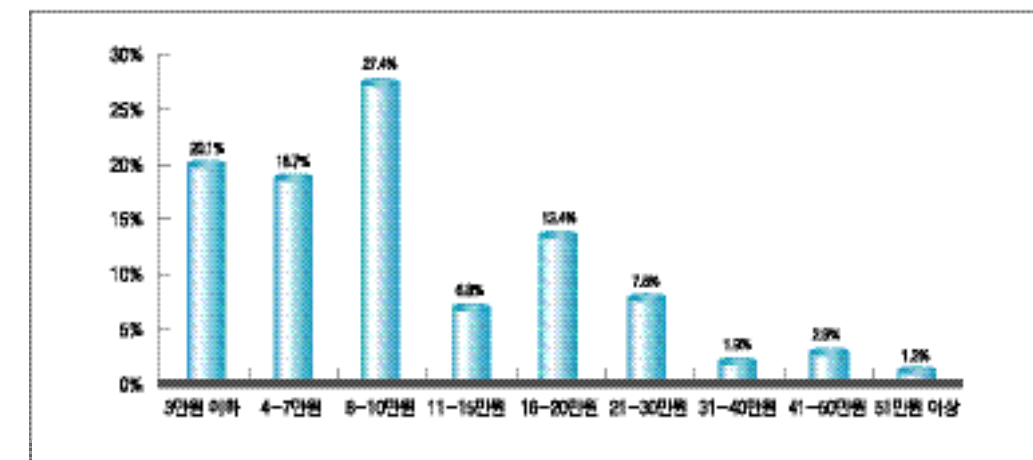


가 , 20 가 가가 55.7% (32.0%) ,

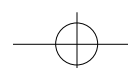
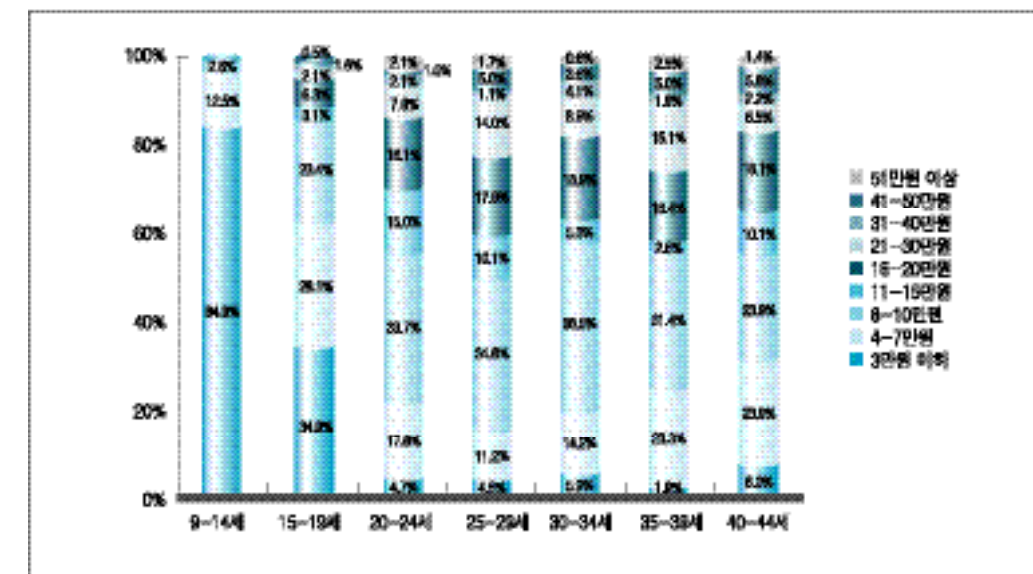
( ) 가 5% 가 43.8% 가 6%-10% 20.0% 가 가



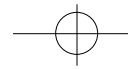
< 2-1-1-05> 가 ( / / )



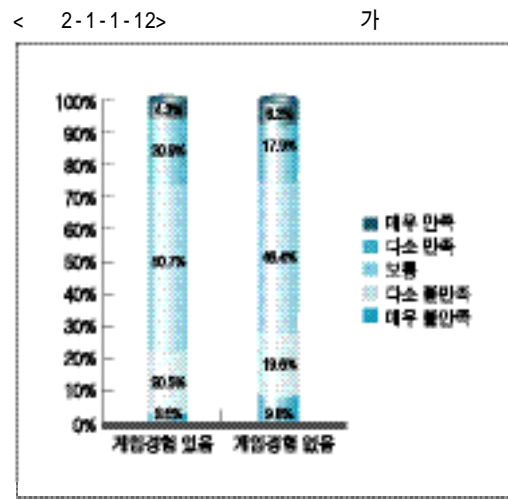
< 2-1-1-06> 가 ( / / )



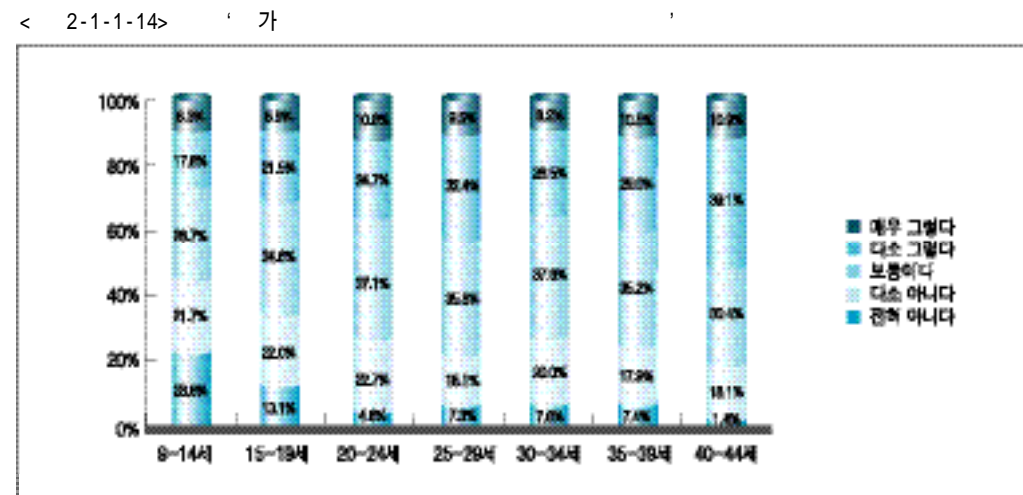
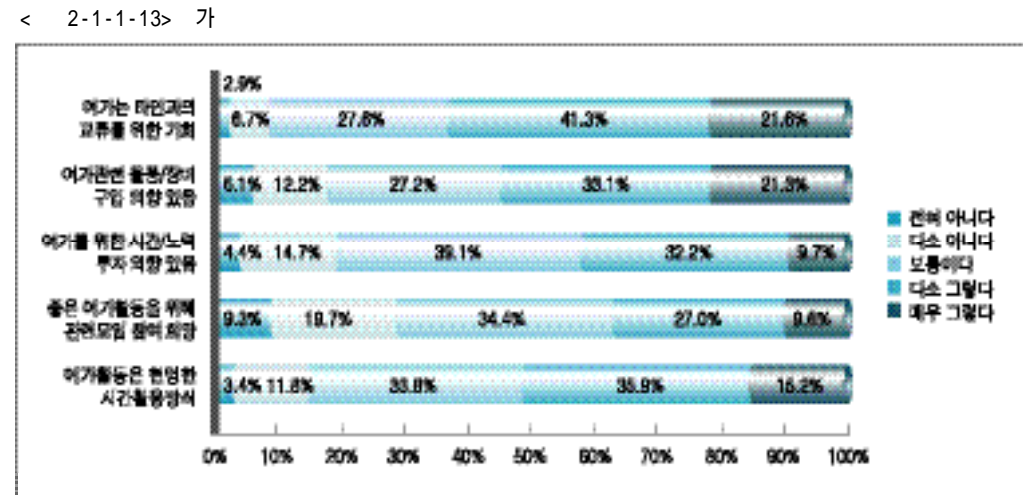




1

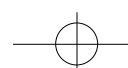
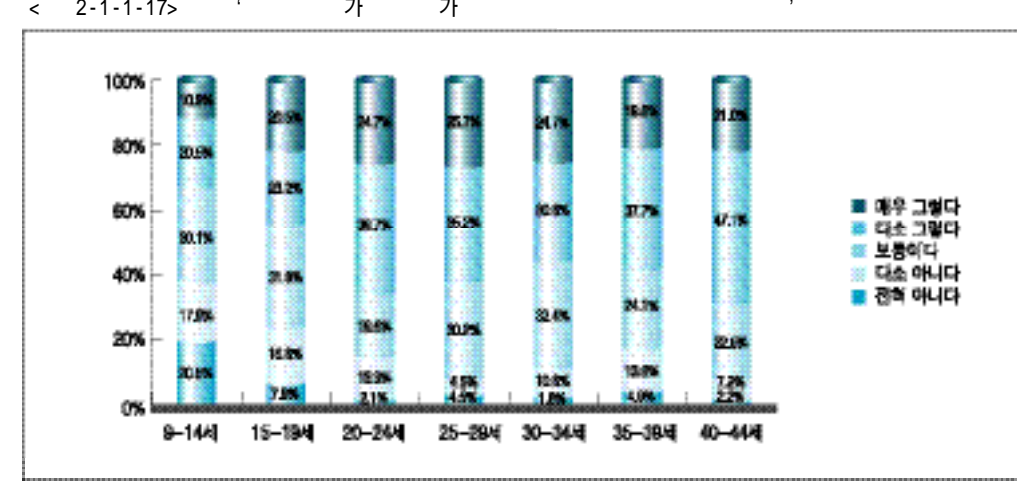
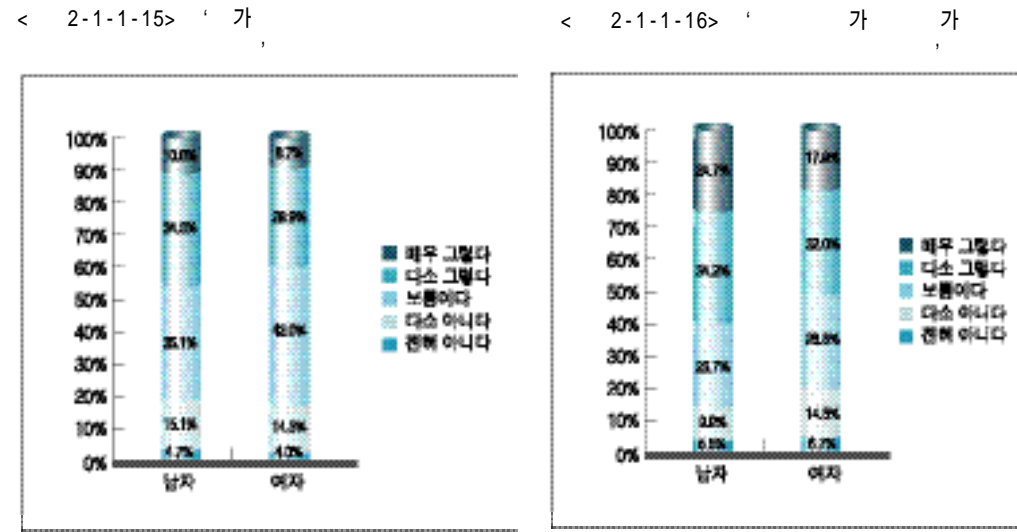


54.4%, 51.1% ; 가 62.9%, 가 45.3%



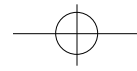
가 (60.9%) ; 가 (64.8%) ; 가 45.1%, 38.6% ; 가 58.9%, 49.9% ; 가 15.4%, 21.2% ; 가 25.2% ; 가 'PC' / ; 가

2



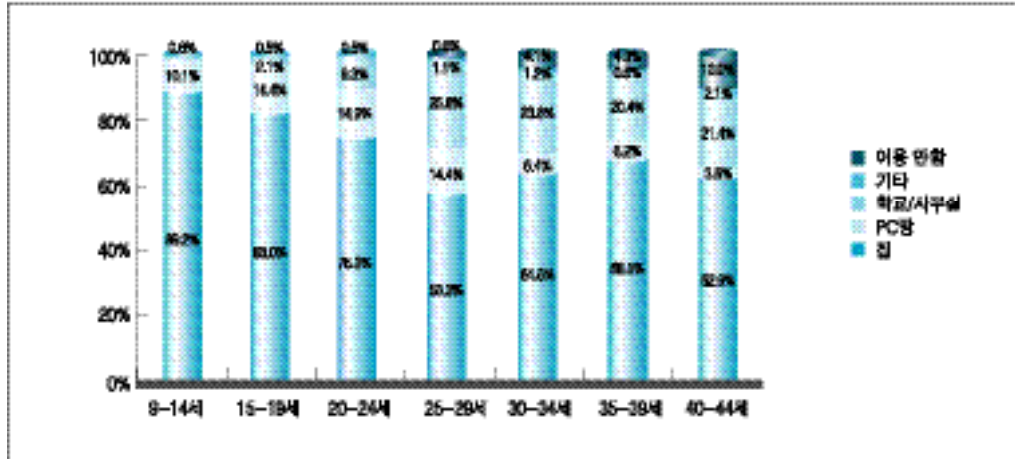




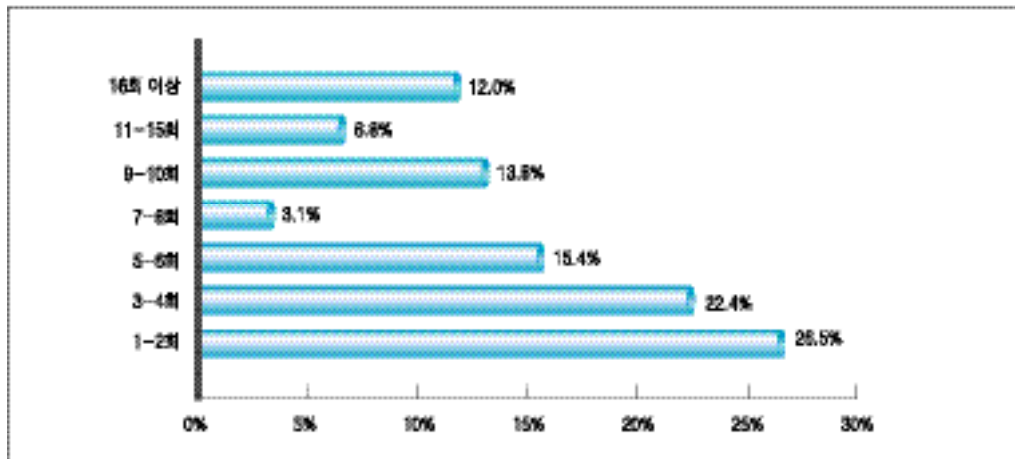


1

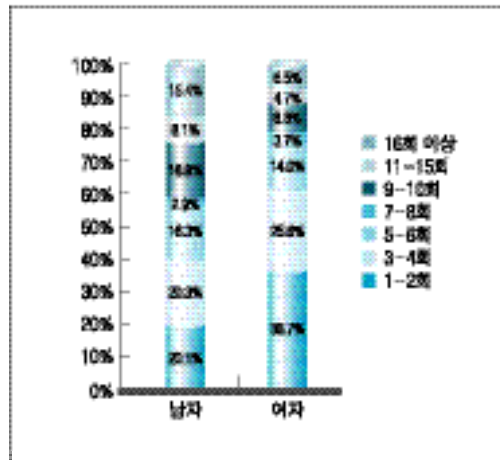
< 2-1-1-27 >



< 2-1-1-28 > PC

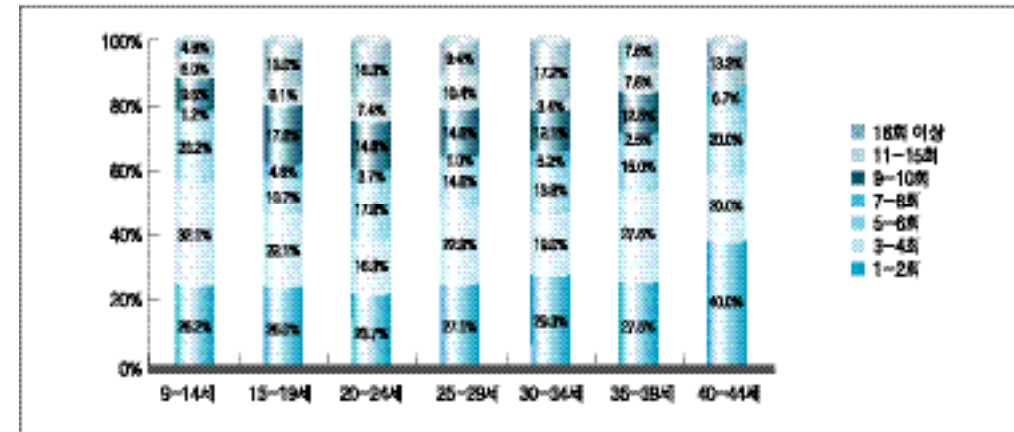


< 2-1-1-29 > PC

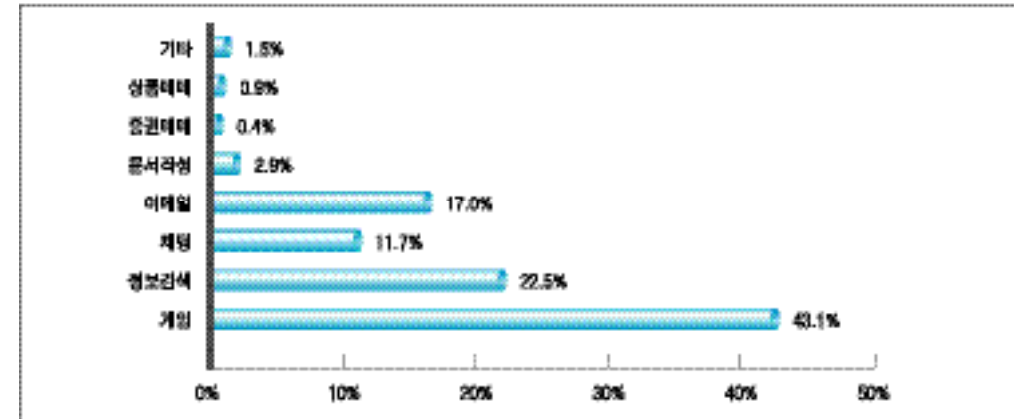


47.9%, 35.7%  
13.2%, 23.0%  
PC  
가

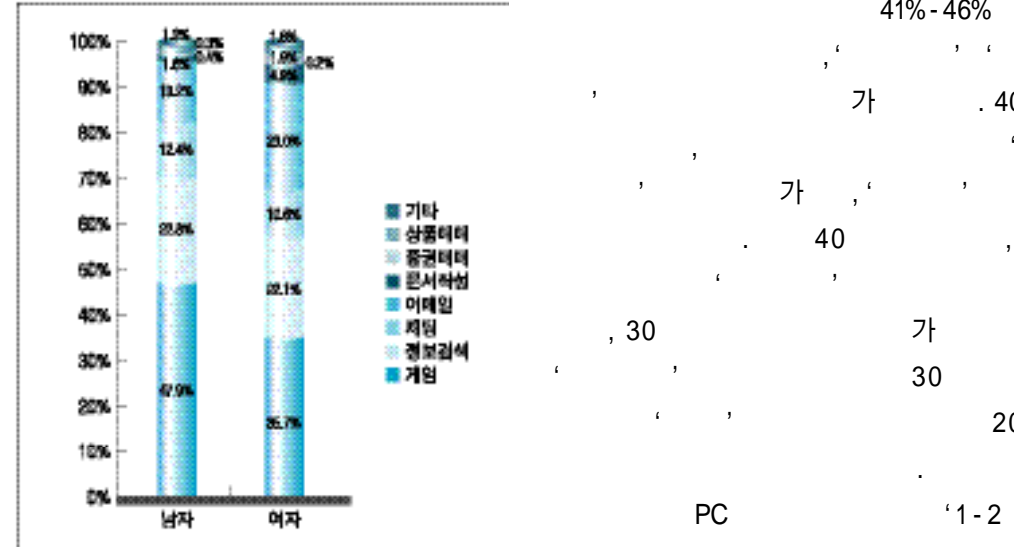
< 2-1-1-30 > PC



< 2-1-1-31 > PC

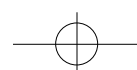


< 2-1-1-32 > PC

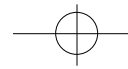


41%-46%  
가 .40  
가  
40  
가  
30  
가  
20  
PC  
'1-2

2



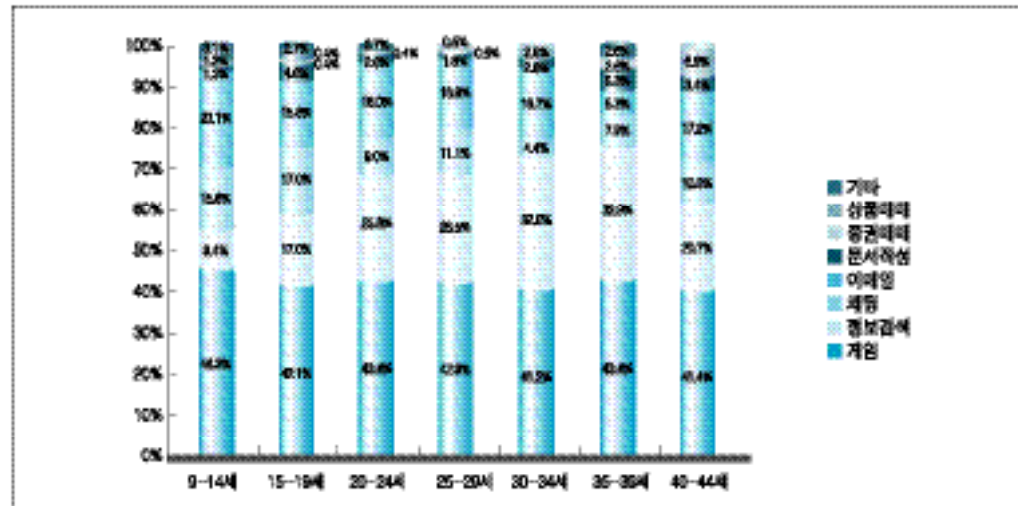




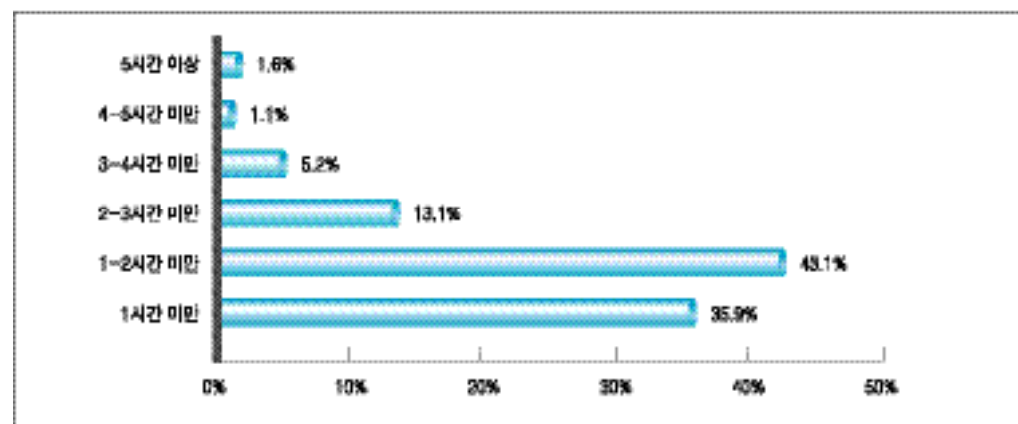
1

(43.1%) '1 (35.9%) PC  
 '2-3 가 , PC  
 13.1% , '3-4 , '4-5  
 ; '5 5.2%, 1.1%, 1.6%  
 '1-2 (44.4%)  
 가 , '1 55.8%, 61.5%  
 (43.7%) 가  
 '2-3 ; '3-4  
 ; '5 40%

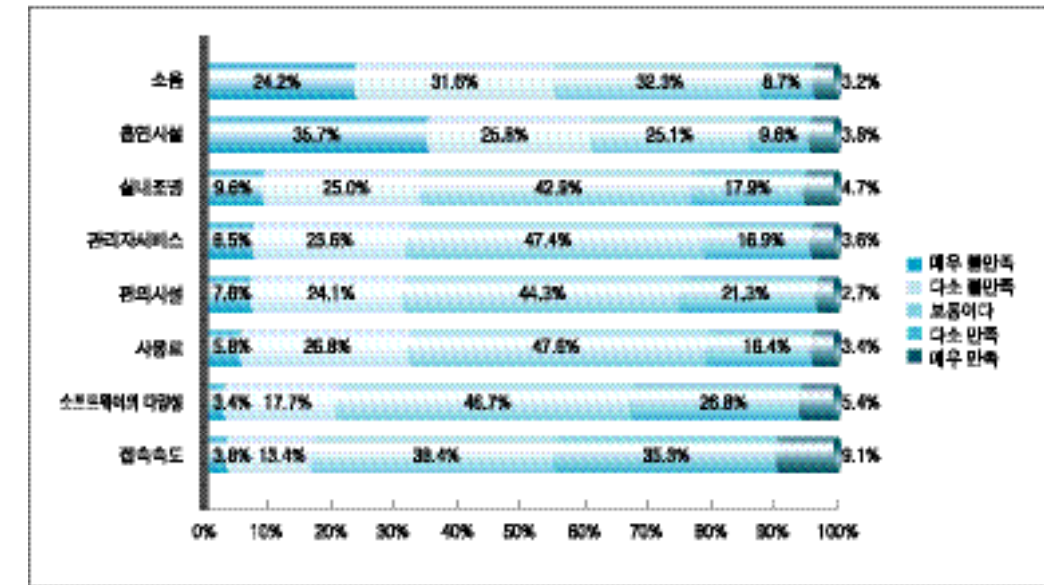
< 2-1-1-33> PC



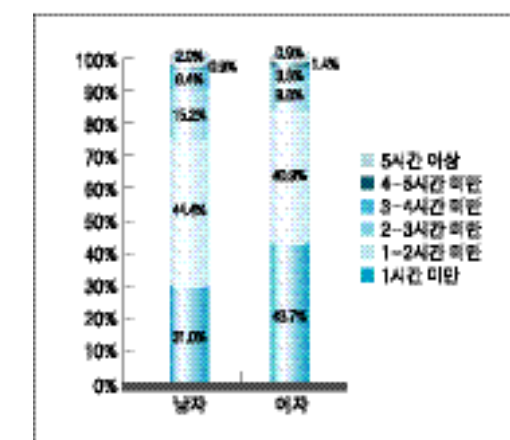
< 2-1-1-34> PC



< 2-1-1-36> PC



< 2-1-1-35> PC

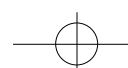


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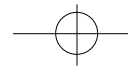
1.

2

90.7%  
 9.3% , 87.5%, 12.5%  
 가 3% 가  
 2001  
 , 2  
 가  
 ,  
 (86.0%) , (95.3%)  
 , 9  
 -14 (98.7%)  
 , 40 -44  
 가  
 70.0%

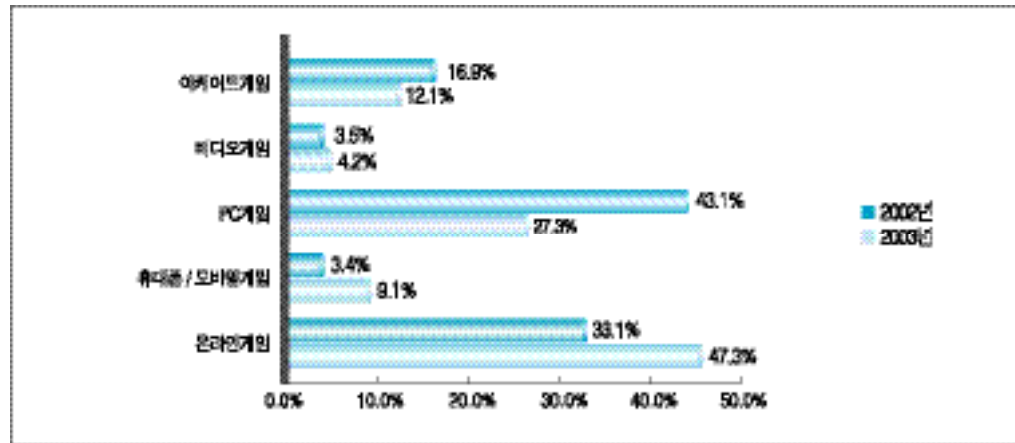




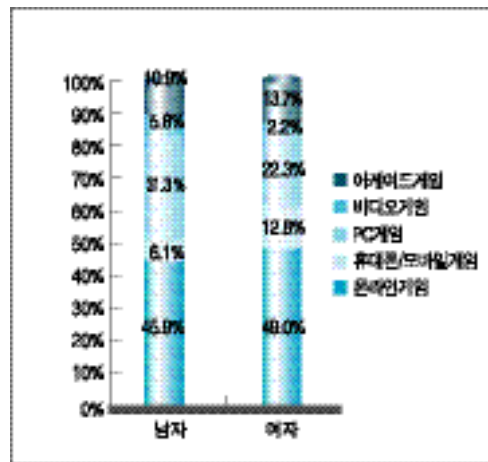


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< 2-1-2-07> (1 2 )



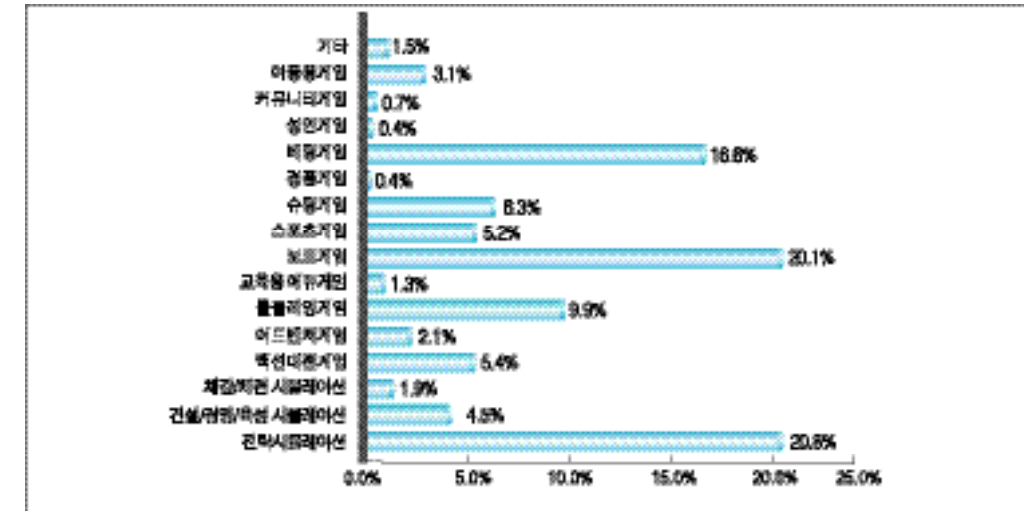
< 2-1-2-08> (1 )



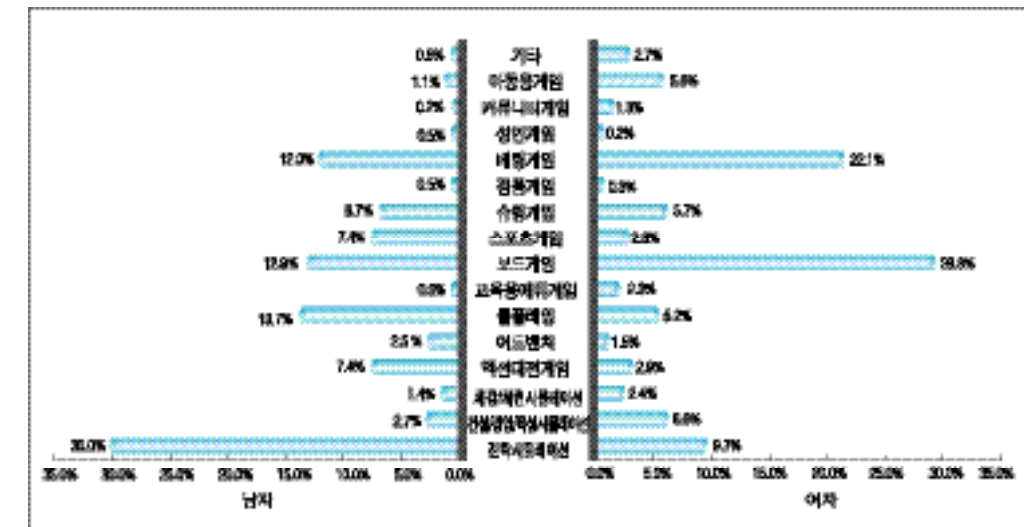
(20.8%).  
 (20.1%), (16.6%)  
 (9.9%),  
 (6.3%), (5.4%),  
 (5.2%), / /  
 (4.5%), (3.1%)  
 (27.3%), (12.1%), /  
 (9.1%), (4.2%)  
 30.0% 가  
 (13.7%),  
 (12.9%), (12.0%)  
 (28.8%)  
 (22.1%)  
 / /  
 'PC' , 9.7%, 6.6%

2

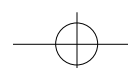
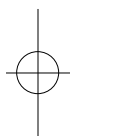
< 2-1-2-09> (1 )

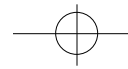


< 2-1-2-10> (1 )



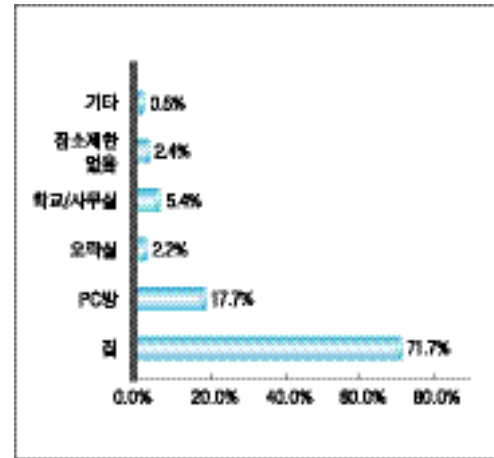
2.  
 가 , 'PC'  
 (1) , / ,  
 , 9  
 가가 -14 40-44 ,  
 (71.7%). 'PC' 80% , 20  
 (17.7%), / (5.4%), 60% 'PC'  
 (2.4%), (2.2%) 26%



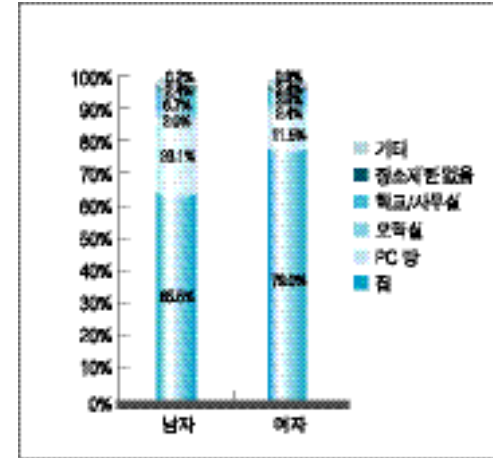


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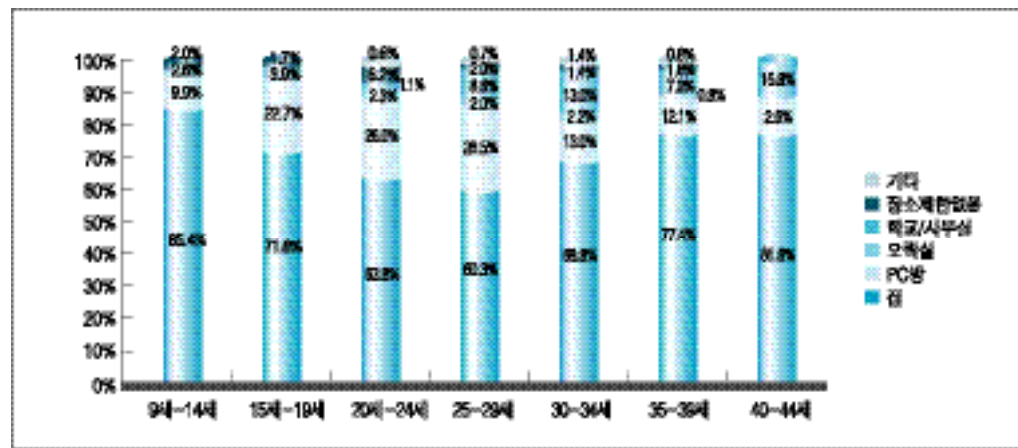
< 2-1-2-11>



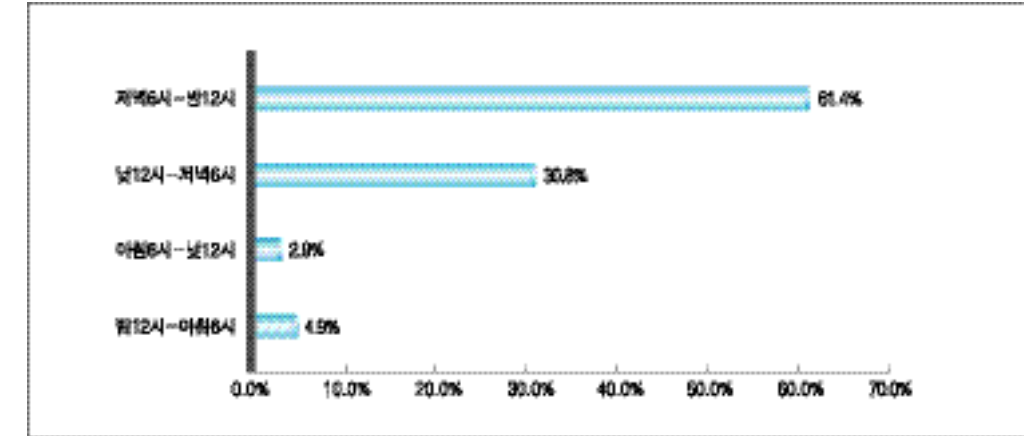
< 2-1-2-12>



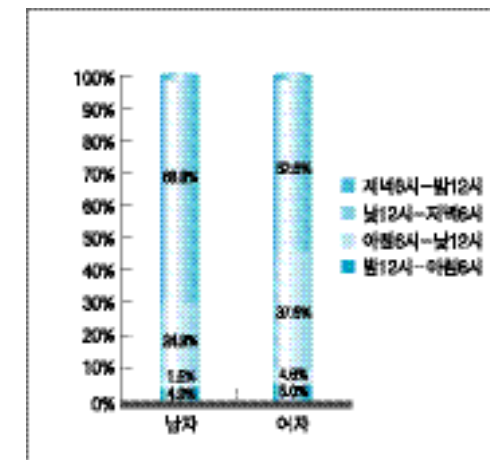
< 2-1-2-13>



< 2-1-2-14>

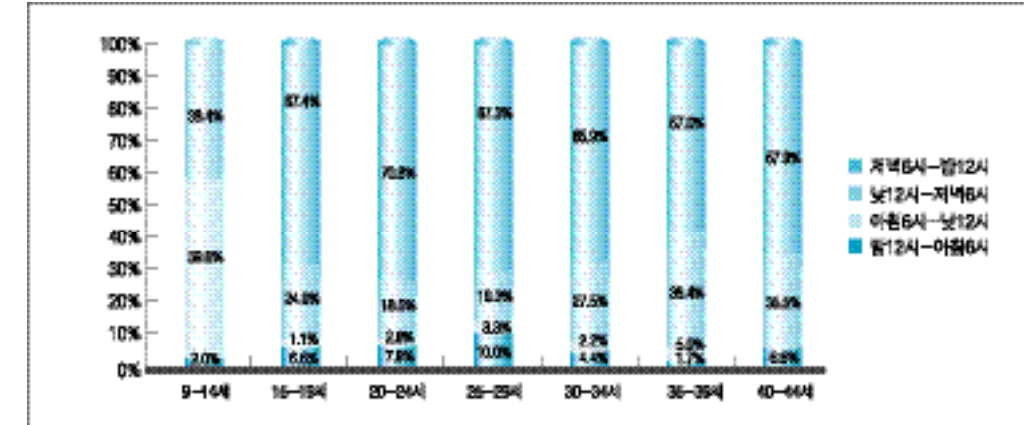


< 2-1-2-15>



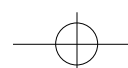
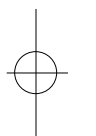
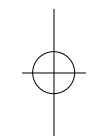
‘4 -5 (1.1%), ‘3 -4 (4.5%), ‘5 (0.9%), ‘2 -3 (9.7%), ‘1 -2 (28.4%), ‘30 -1 (31.6%), ‘30 (23.8%)  
 ‘30  
 ‘30 -1  
 1

< 2-1-2-16>

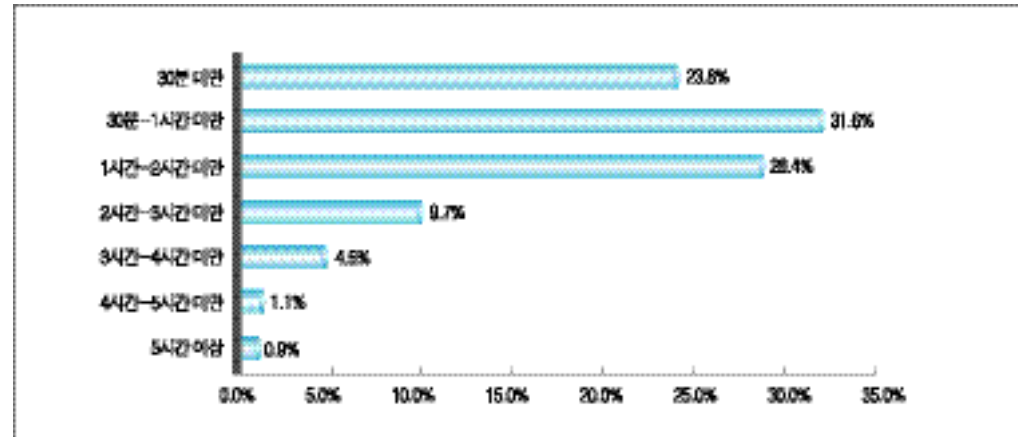


가  
 ‘12 - 6’  
 ‘6 - 12’  
 가  
 (61.4%). ‘12 - 6’ 가  
 (30.8%), ‘12 - 6’ ‘6  
 - 12’ 4.9%, 2.9% 가  
 .30 40  
 ,20  
 - 12’ 가  
 ‘12 - 6’  
 ‘6 - 12’

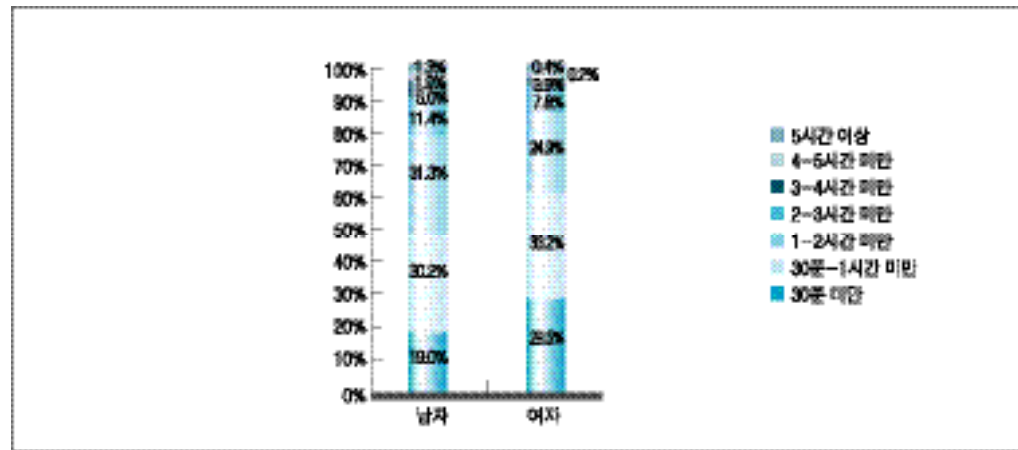
2



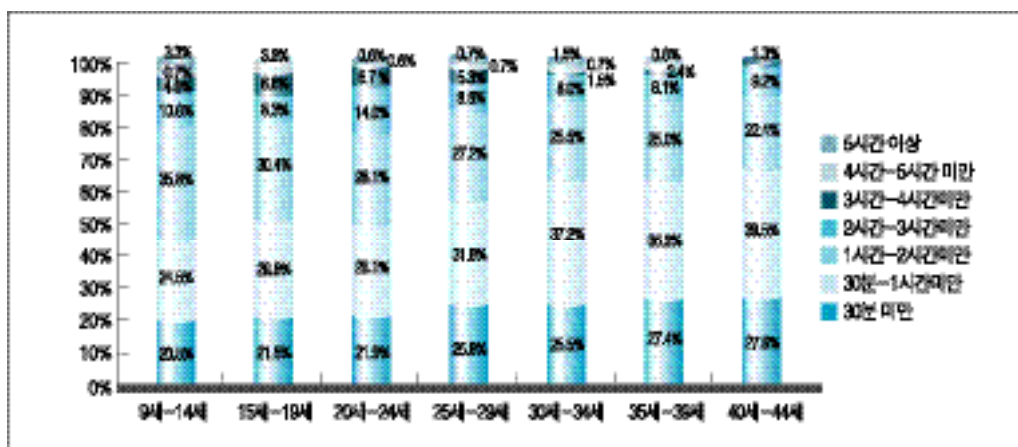
< 2-1-2-17>



< 2-1-2-18>



< 2-1-2-19>



‘6-7’ (17.4%), ‘13’ (13.1%), ‘3’ (12.7%), ‘4-5’ (8.7%), ‘2’ (7.6%), ‘1’ (6.8%)

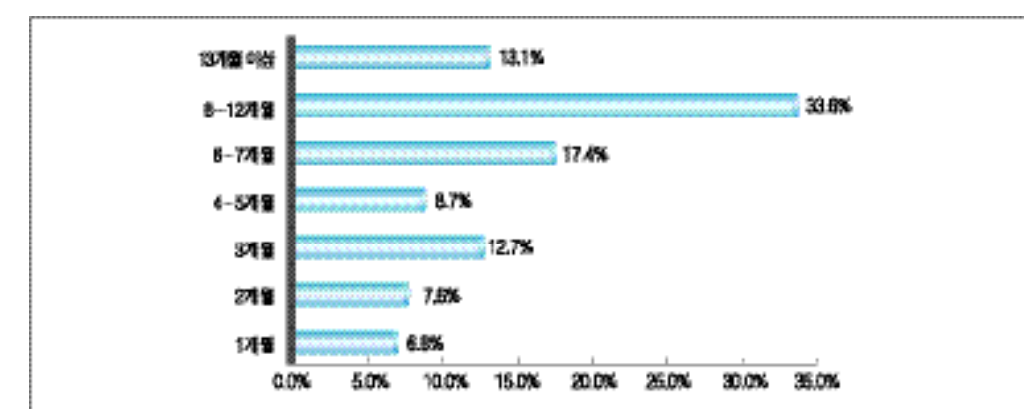
‘30’ , ‘30 -1’ , 9.14 , 8.8

‘1 -2’ , 30, PC

40 10, 20 3

‘8-12’ 29.3% 가 ‘13’ 14.1% , ‘6-7’ 가 (2) ( , PC 13.7%, ‘1’ 12.8% , (8.43 ) ‘8-12’ (8.88 ) 가 (33.6%).

< 2-1-2-20>

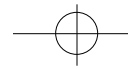


< 2-1-2-01>

구분	(1)	(1)
1	6.7%	7.0%
2	7.5%	7.7%
3	13.8%	11.3%
4-5	8.6%	8.9%
6-7	17.4%	17.3%
8-12	32.1%	35.4%
13	13.8%	12.3%
	9.14	8.80

< 2-1-2-02>

구분	PC	(1)
1	12.0%	14.0%
2	11.4%	10.3%
3	12.0%	9.8%
4-5	7.1%	9.3%
6-7	14.5%	12.6%
8-12	30.5%	27.6%
13	12.6%	16.4%
	8.43	8.88

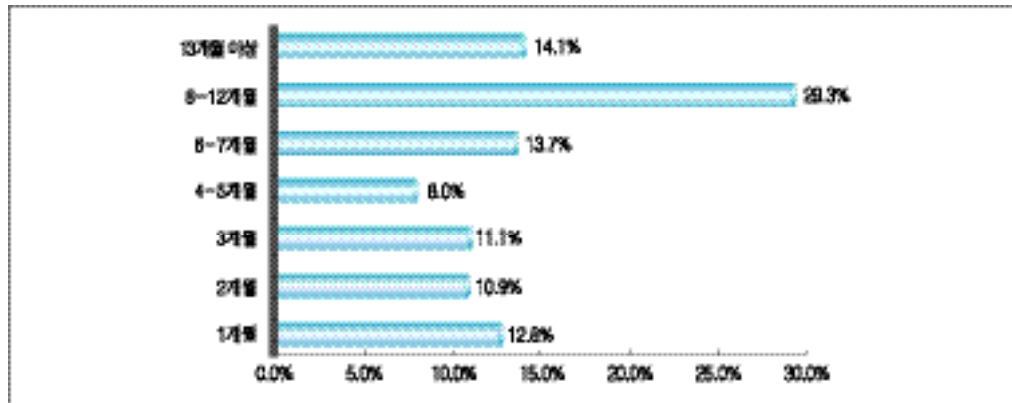


가

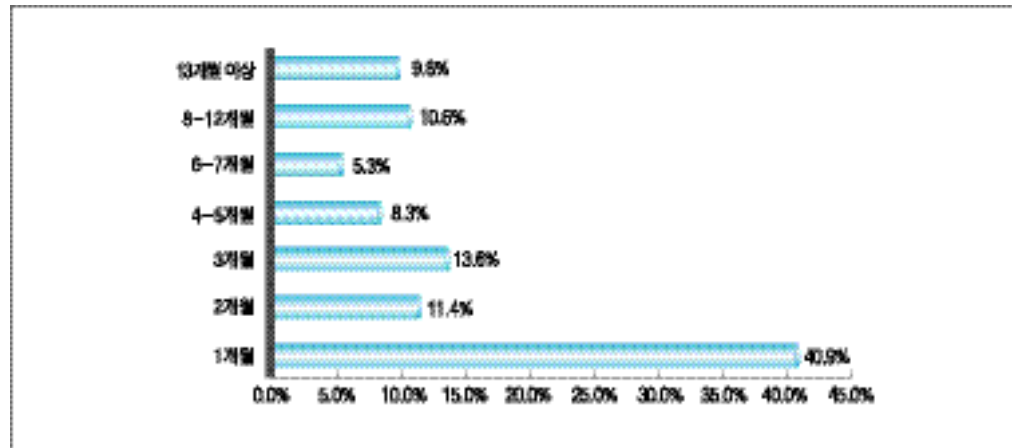
'1' 40.9% 가  
'3' 13.6%, '2' 11.4%  
4.55 , 5.53

1

< 2-1-2-21> PC (1 )



< 2-1-2-22> (1 )



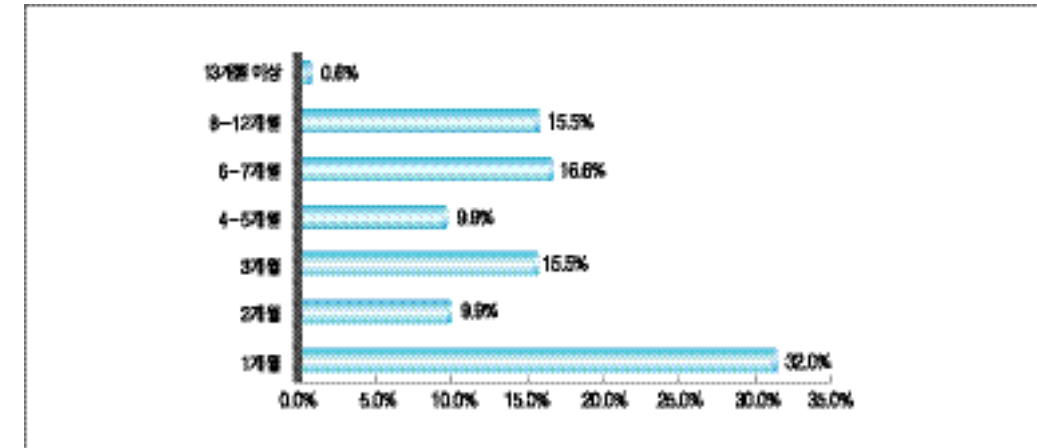
< 2-1-2-03> (1 )

1	43.5%	35.0%
2	10.9%	12.5%
3	14.1%	12.5%
4-5	8.7%	7.5%
6-7	4.3%	7.5%
8-12	9.8%	12.5%
13	8.7%	12.5%
	4.55	5.53

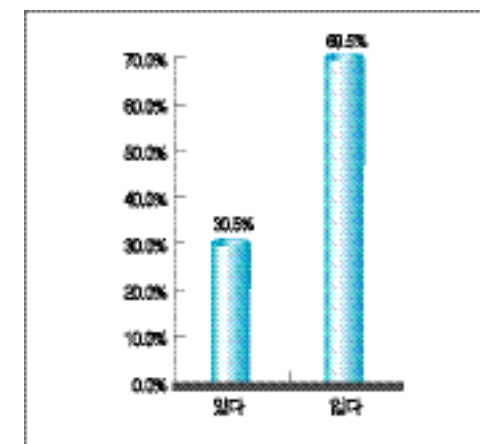
< 2-1-2-04> (1 )

1	31.2%	33.0%
2	8.6%	11.4%
3	14.0%	17.0%
4-5	12.9%	6.8%
6-7	15.1%	18.2%
8-12	17.2%	13.6%
13	1.1%	-
	4.52	3.99

< 2-1-2-23> (1 )



< 2-1-2-24> 6

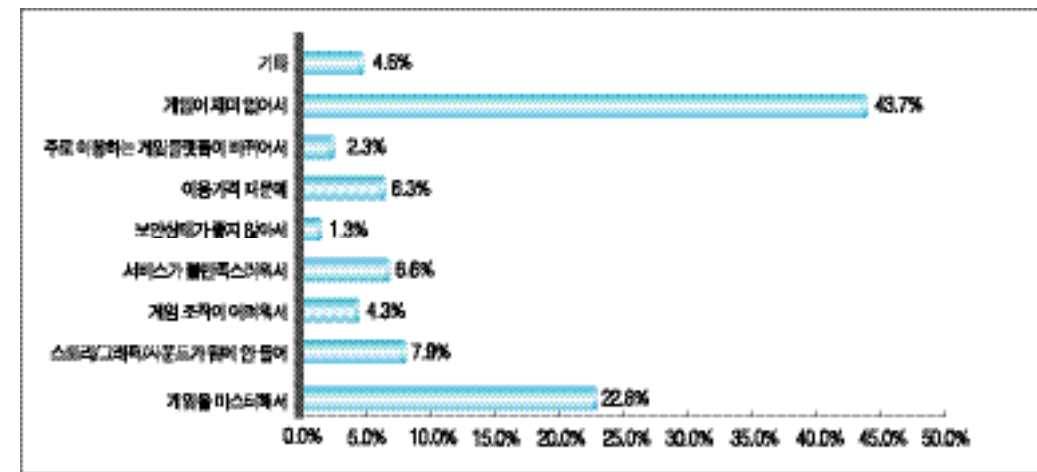


1 가

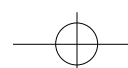
'1' 가 32.0% 가  
'6-7' 16.6%, '3'  
'8-12' 15.5%, '2' '4-5'  
9.9%  
4.52 , 3.99

6

< 2-1-2-25>



2



1

69.5%, ' 30.5% 가 43.7% 가 22.8% 가 7.1%, ' 4 6.4%, 5.4% 7,780 PC ' 5 가 19.7% 가 (12.5%), ' 2 (5.5%), ' 4 (4.8%), ' 3 (3.8%), ' 1 5 (2.6%), ' 4 (1.1%) PC 17,840 5 가

< 2-1-2-05>

	2	4	6	8	1	2	2		( : )	
	61.9%	14.2%	6.4%	5.4%	0.7%	7.1%	1.7%	2.6%	100.0%	7.78

< 2-1-2-06> PC

	5	1	1 5	2	3	4	4		( : )	
	49.9%	19.7%	12.5%	2.6%	5.5%	3.8%	1.1%	4.8%	100.0%	17.84

< 2-1-2-07>

	5	1	1 5	2	3	4	4		( : )	
	86.8%	5.3%	2.6%	0.4%	2.7%	1.3%	0.1%	0.8%	100.0%	14.70

< 2-1-2-08> PC

	5	1	1 5	2	3	4	4		( : )	
	82.4%	5.3%	5.4%	0.5%	2.9%	1.6%	0.8%	1.1%	100.0%	15.22

< 2-1-2-09>

	5	1	1 5	2	3	4	4		( : )	
	96.5%	0.8%	0.6%	0.1%	0.1%	0.6%	0.2%	1.1%	100.0%	34.66

< 2-1-2-10> /

	5	1	1 5	2	3	4	4		( : )	
	82.7%	15.1%	1.6%	0.1%	0.2%	0.2%	-	0.1%	100.0%	3.80

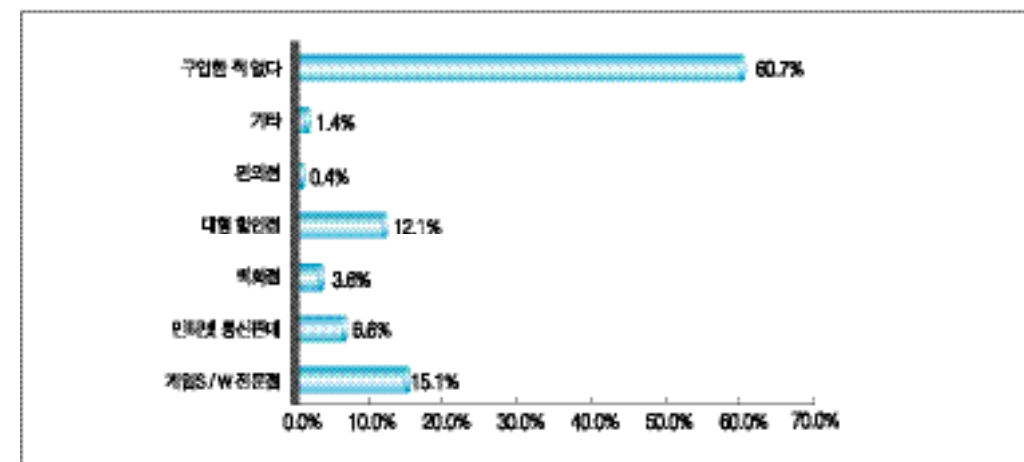
< 2-1-2-11>

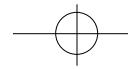
	5	1	1 5	2	3	4	4		( : )	
	98.9%	0.3%	-	-	0.2%	0.1%	-	0.5%	100.0%	58.27

2

' 5 가 0.5%, ' 5 가 0.3% 가 2.7%, ' 1 가 2.6% (2) 14,700 S/W ' 1 15.1% 가 PC ' 1 ' 5.4%, ' 5 ' 5.3%, ' 2 (12.1%), ' 2.9% (6.6%), ' (3.6%), ' 15,220 가 (1.4%), ' (0.4%) 60.7% ' 4 가 1.1%, ' 5 가 0.8%, ' 1 ' 3 가 0.6% 가 34,660 / ' 5 가 15.1% 가 ( , CD ) ' 1 가 1.6% 1 ' 60-70% 가 23.5% 가 3,800 가 ' 4

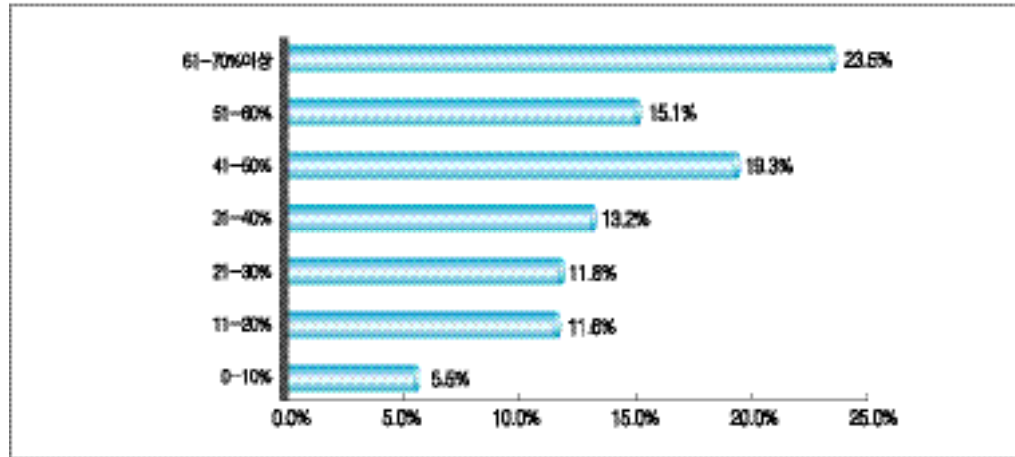
< 2-1-2-26>





1

< 2-1-2-27> ( ) ( , CD ) ( )

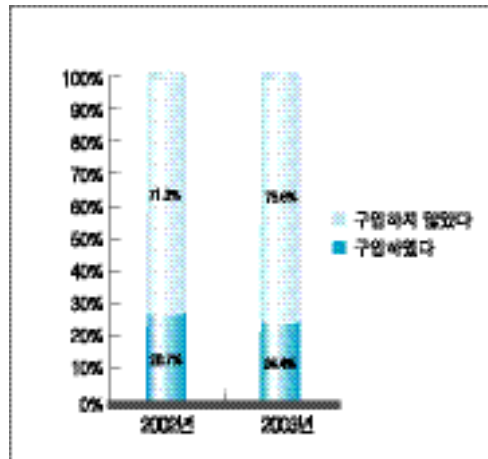


4.

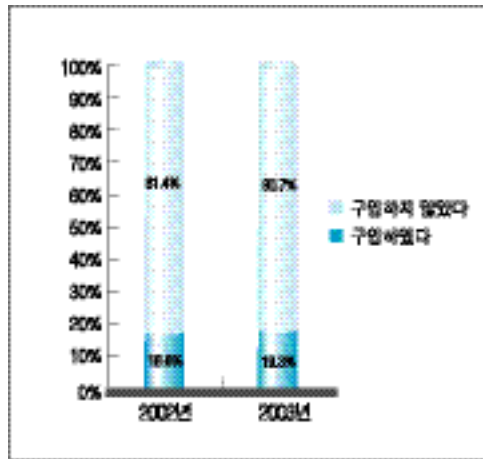
(1) PC (PC CD)

PC (24.4%, 75.6%)  
 PC (17.6%), 5-6 (10.2%), 11 (2.9%), 9-10 (2.5%), 7-8 (1.6%)  
 PC (19.3%, 80.7%)  
 PC (4.5%, 95.5%)  
 PC (2.6%, 97.4%)

< 2-1-2-28> PC (2002 2003 )



< 2-1-2-29> PC (2002 2003 )



80.7% PC 95.5%  
 0.7% 가  
 , '1-2' , '1-2' 53.3% 가  
 (77.7%), 3-4 (13.0%), 5-6 (5.7%), '7-8' , '5-6' (15.6%), '3-4' 8 '9-10 (1.6%), 11 (0.5%) (11.1%), '11 (11.1%)  
 2.21 , 5.69 , , 2.6%,  
 (2) 97.4% '1-2 (73.1%)가 가 , 4.5%, 3.73

2

< 2-1-2-12> PC ( 24.4%, 75.6%)

	1-2	3-4	5-6	7-8	9-10	11	( : )
	65.2%	17.6%	10.2%	1.6%	2.5%	2.9%	100.0%
							2.86

< 2-1-2-13> PC ( 19.3%, 80.7%)

	1-2	3-4	5-6	7-8	9-10	11	( : )
	77.7%	13.0%	5.7%	1.6%	1.6%	0.5%	100.0%
							2.21

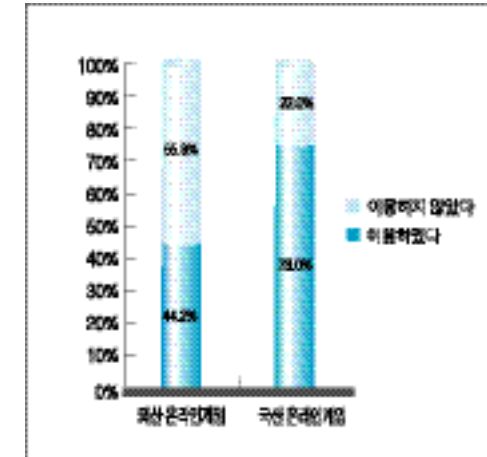
< 2-1-2-14> ( 4.5%, 95.5%)

	1-2	3-4	5-6	7-8	9-10	11	( : )
	53.3%	11.1%	15.6%	4.4%	4.4%	11.1%	100.0%
							5.69

< 2-1-2-15> ( 2.6%, 97.4%)

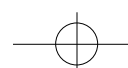
	1-2	3-4	5-6	7-8	9-10	11	( : )
	73.1%	7.7%	7.7%	-	-	11.5%	100.0%
							3.73

< 2-1-2-30>

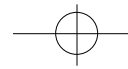


(3)

1 (2002 )  
 , 44.2%,  
 55.8% ,  
 78.0%,  
 22.0% ,  
 , '1-2' , 76.2% 가 ,







1

< 2-1-2-16> ( 44.2%, 55.8%)

	1-2	3-4	5-6	7-8	9-10	11		( : )
	76.2%	17.9%	4.1%	0.9%	0.9%	-	100.0%	2.06

< 2-1-2-17> ( 78.0%, 22.0%)

	1-2	3-4	5-6	7-8	9-10	11		( : )
	64.7%	27.3%	5.9%	0.6%	0.9%	0.5%	100.0%	2.41

' 3-4 17.9%, 5-6 4.1%, 7-8 ' ' 9- (4)

10 ' 0.9%

2.06

' 1-2 64.7%, 3-4 27.3%, 5-6 17.5%,

' 5.9%, 9-10 ' 0.9%, 7-8 ' 0.6%,

2.41

' 1-2 '

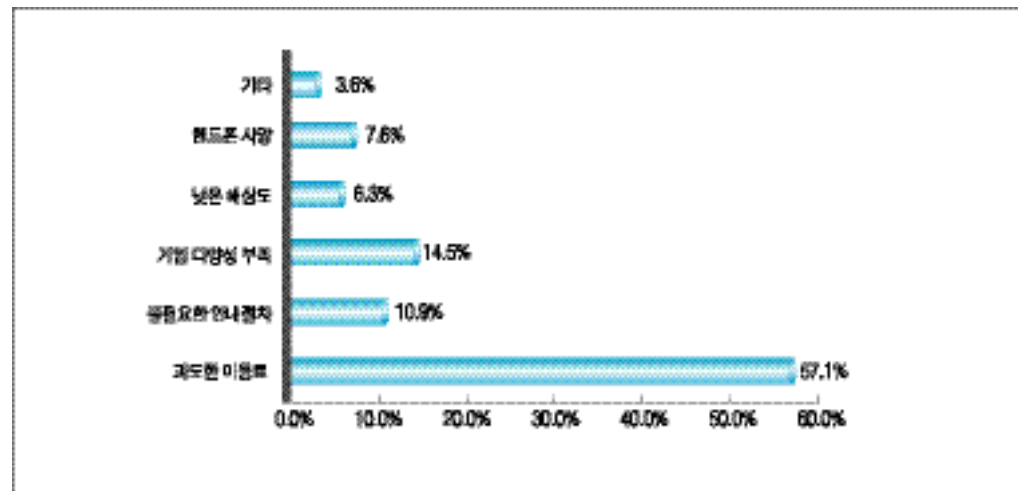
< 2-1-2-18> ( 17.5%, 82.5%)

	1-2	3-4	5-6	7-8	9-10	11		( : )
	62.3%	16.0%	9.1%	2.9%	6.3%	3.4%	100.0%	3.22

< 2-1-2-19> ( 17.4%, 82.6%)

	1-2	3-4	5-6	7-8	9-10	11		( : )
	63.2%	17.8%	8.6%	1.7%	5.2%	3.4%	100.0%	3.06

< 2-1-2-31> 가



2

62.3% 가 , ' 3-4 ' < 2-1-2-32>  
(16.0%), ' 5-6 (9.1%), ' 9-10 (6.3%)

1

3.22

17.4%,

82.6%

' 1-2 (63.2%)가

가

3.06

가

가 57.1%

5.

(1)

14.5%, ' 가 10.9%,

' 가 7.6%, ' 2 가 5.5%

6.4%

가

(2.8%), ' (1.8%), ' 1'

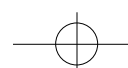
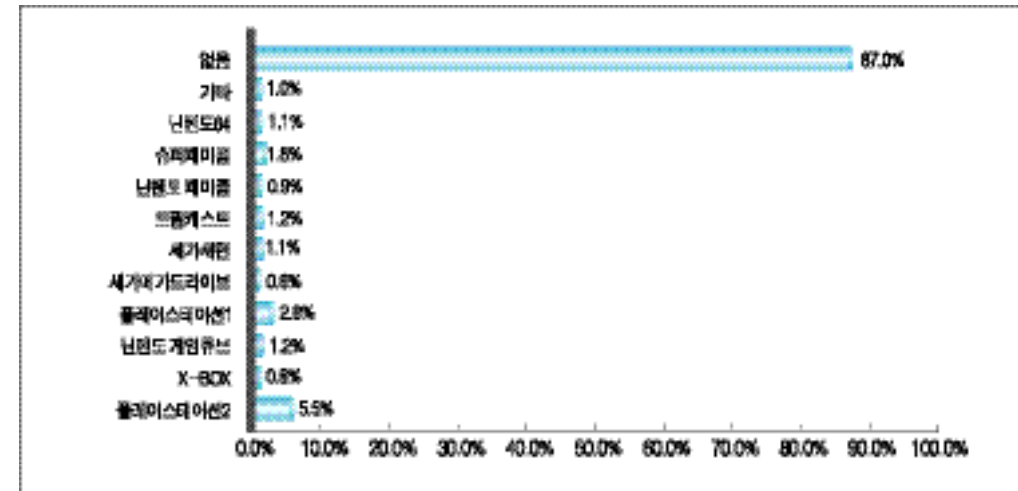
가

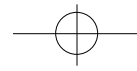
(1.2%), ' 64'

' 가 ( ) (1.1%), ' ,

(0.9%), ' X-BOX (0.8%), ' 가 가

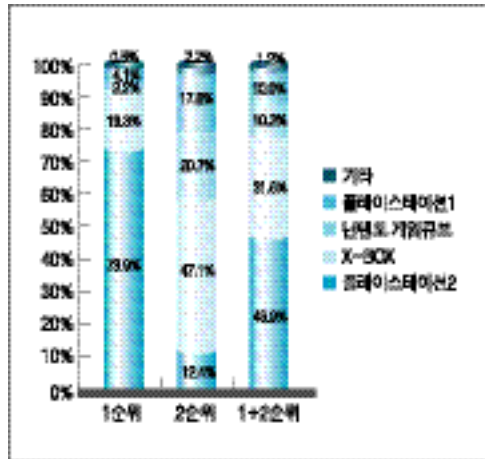
< 2-1-2-33>



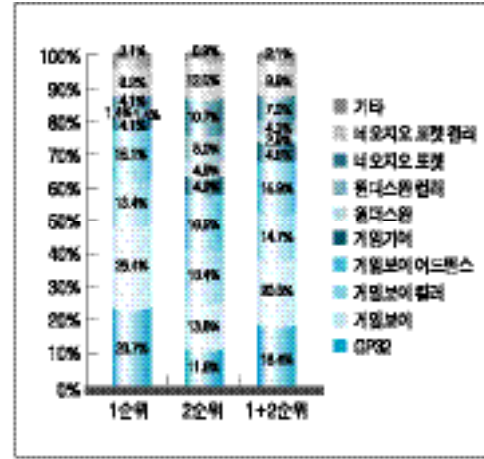


(0.6%) . 47.1%, ' 가 20.7%, ' 87.0% 1' 17.6% , 1 2 2 가 46.9%, ' X-BOX 가 31.5%, ' 1; ' 가 10.3%, 10.0% . ( ) , 1 2 가 73.9% 가 ' X-BOX (19.3%), ' (2) 1 (4.1%), ' (2.2%) 2 ' X-BOX 가 , 가

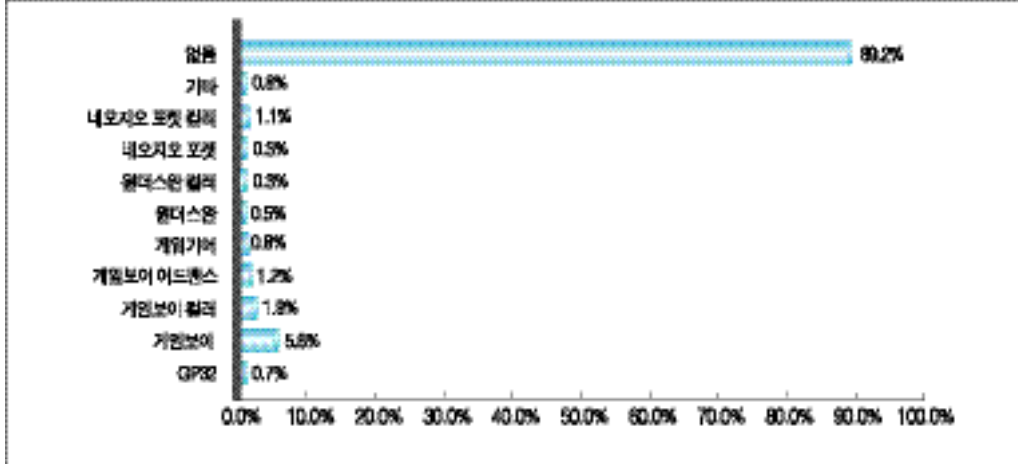
< 2-1-2-34> ( )



< 2-1-2-36> ( )

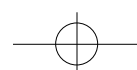
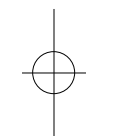
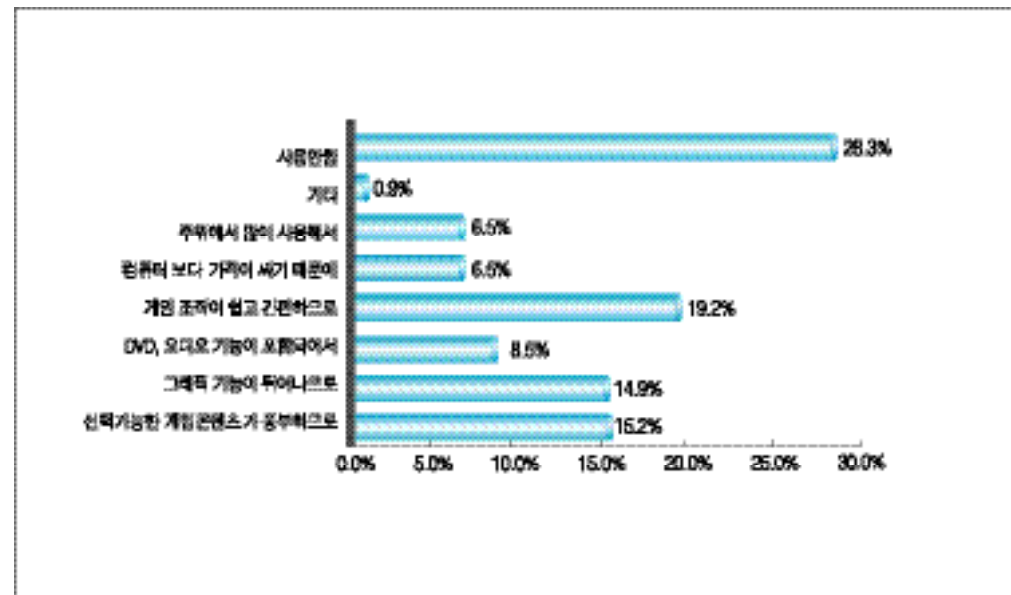


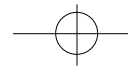
< 2-1-2-35>



89.2% 10 1 ; ' ' ' 가 13.8%, 12.0% . 1 2 ' 20.3%, ' 가 5.6% 가 ' GP32' 18.4%, ' 가 1.9%, 15.9%, ' '14.7% . ' 1.2%, ' 1.1%, ' 0.8%, ' GP32 가 0.7%, (3) ' 0.5%, ' 0.3% . ( ) ( ) , 1 ' 19.2% 가 . ' 가 가 가 (25.4%), ' GP32' 가 (15.2%), ' (23.7%), (13.4%), (15.1%), (14.9%), ' DVD, (8.2%), 가 (8.5%), ' (4.1%), ' (1.4%) (6.5%) 2 ' ' ' 가 16.9%, 16.4%

< 2-1-2-37> ( ) ( )





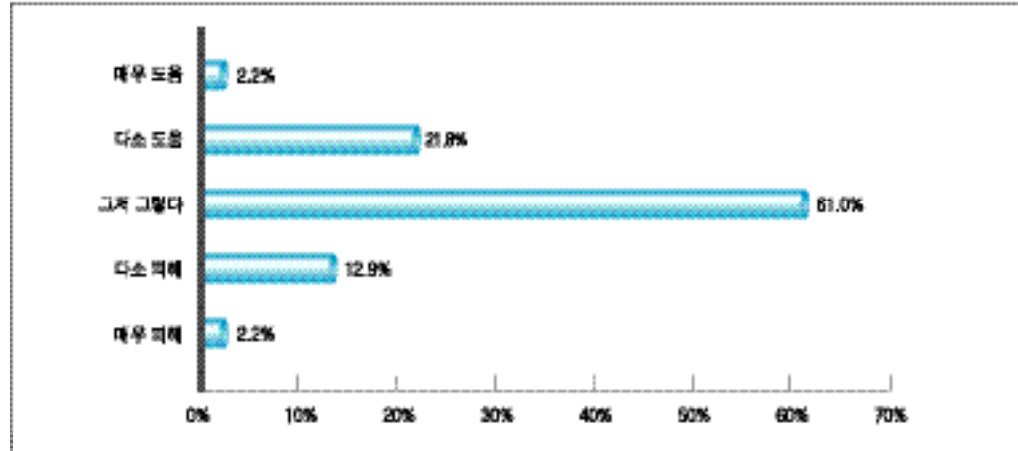
3

1

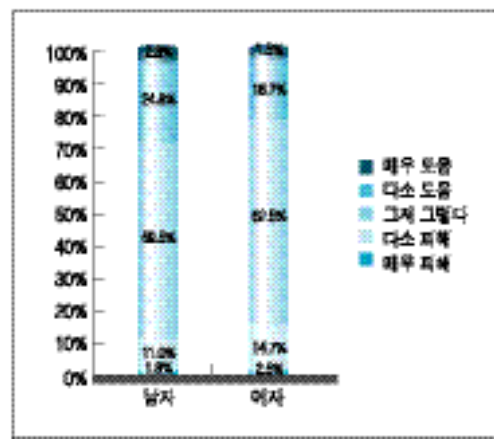
1.

가 15.1%  
'2.2%', '12.9%'  
가 61.0% 가  
가 27.6%,  
20.2% 가  
12.8%, 17.2%  
가  
가 24.0%  
'2.2%', '21.8%'

< 2-1-3-01>

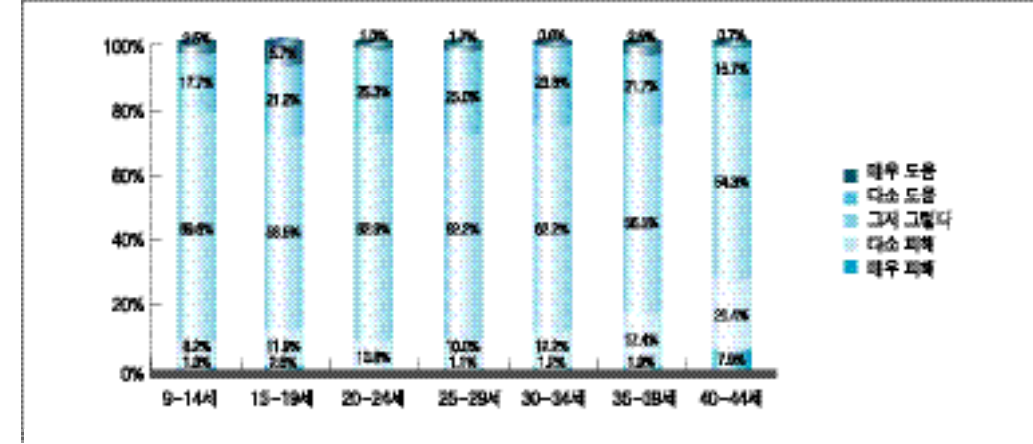


< 2-1-3-02>



, 40  
가가  
30  
, 40  
21.4%, 가 7.9% 가  
, 15.7% 40

< 2-1-3-03>



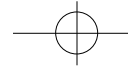
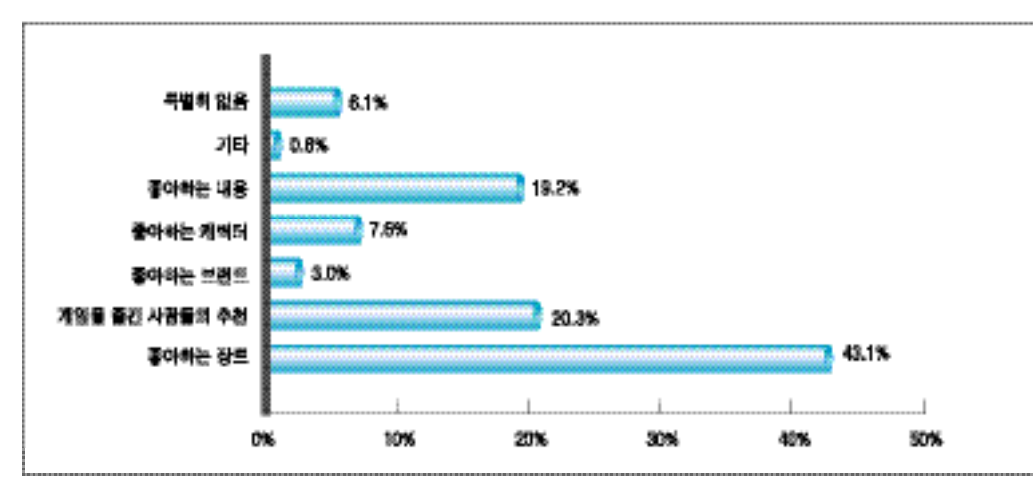
2

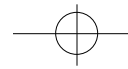
2.

(1)

(6.1%), (3.0%),  
(0.6%)  
가  
43.1% 가  
(20.3%),  
(19.2%), (7.6%), 가

< 2-1-3-04>

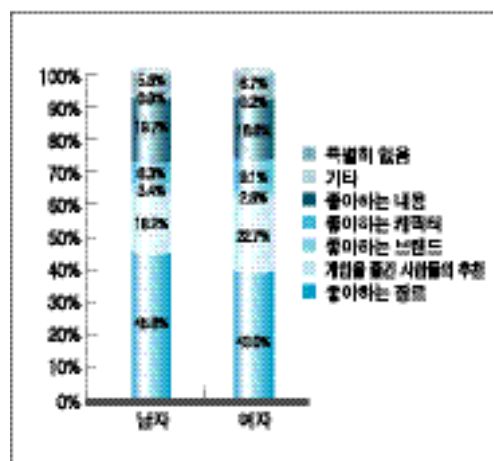




1

가 (30.7%) 가 (28.9%) 가 (19.5%), (8.6%), (4.9%), (4.1%)

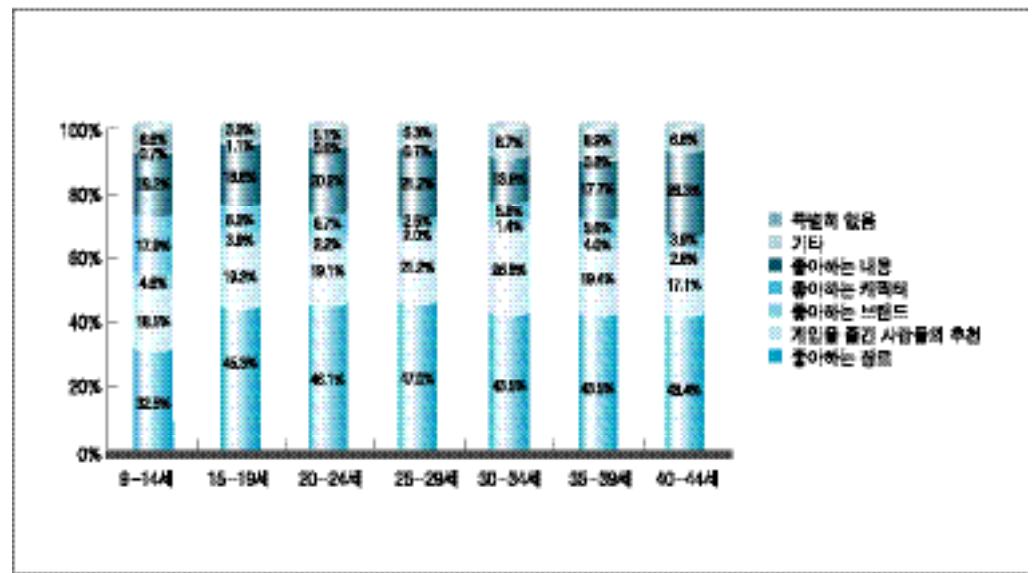
< 2-1-3-05>



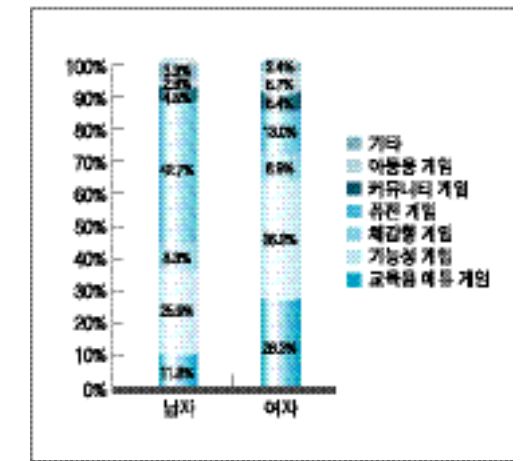
가 (42.7%), (25.9%) 가 (36.3%), (28.3%) 13.0%

9 - 14

< 2-1-3-06>

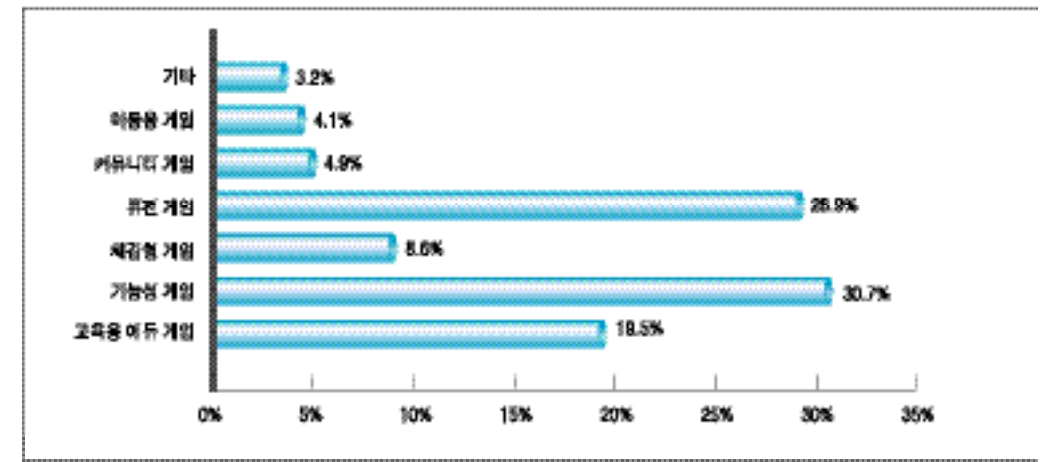


< 2-1-3-08>

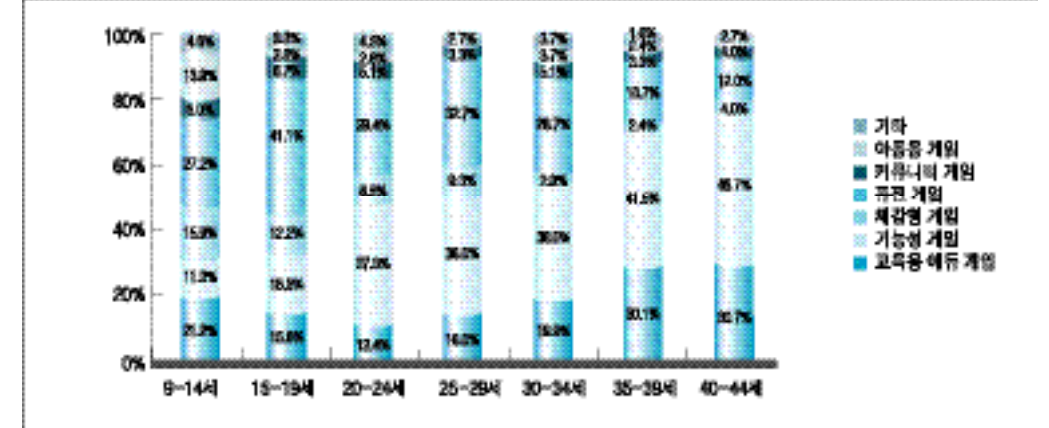


가 (30%) 가 (30%) 가 (30%) 가 (30%)

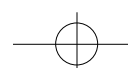
< 2-1-3-07>

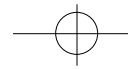


< 2-1-3-09>

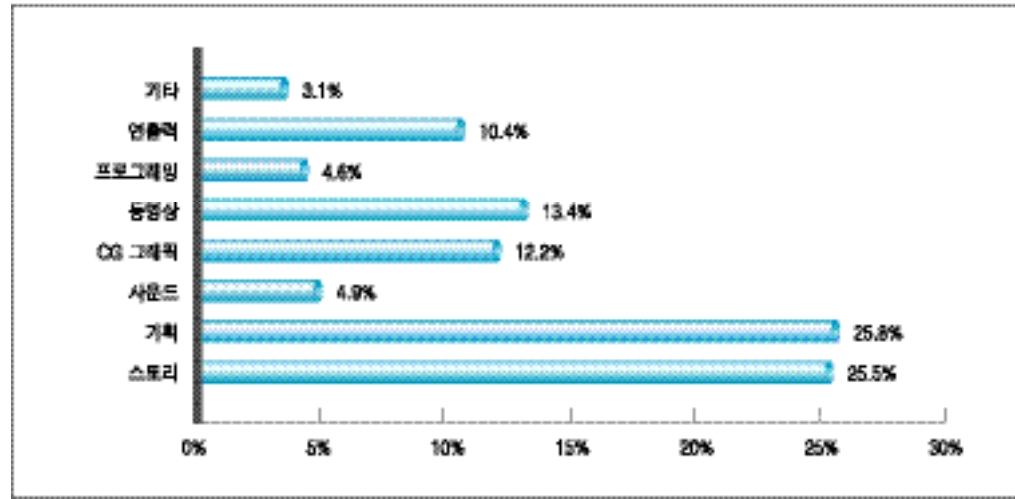


2

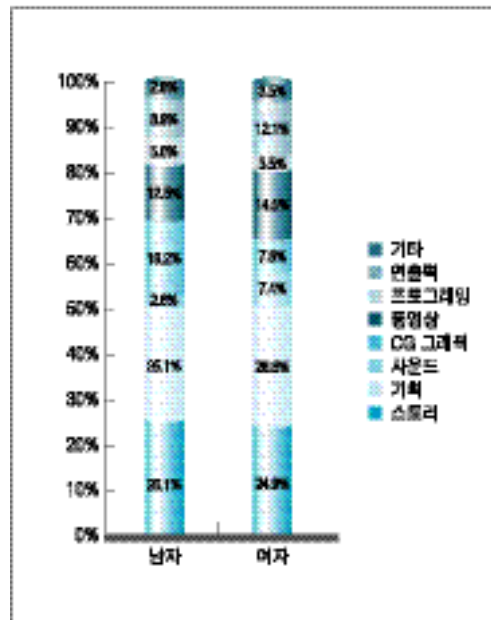




< 2-1-3-10> 가

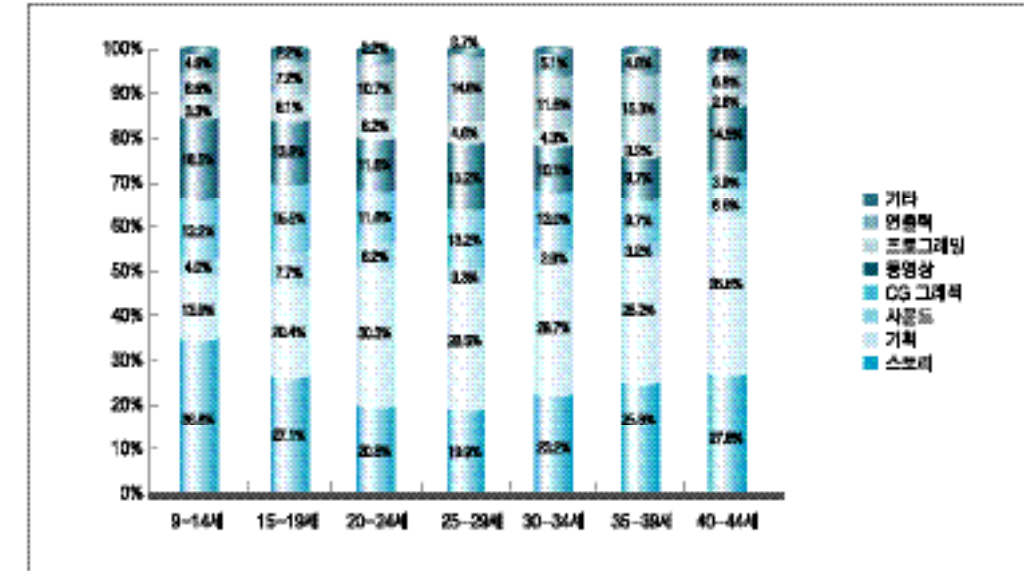


< 2-1-3-11> 가



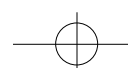
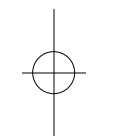
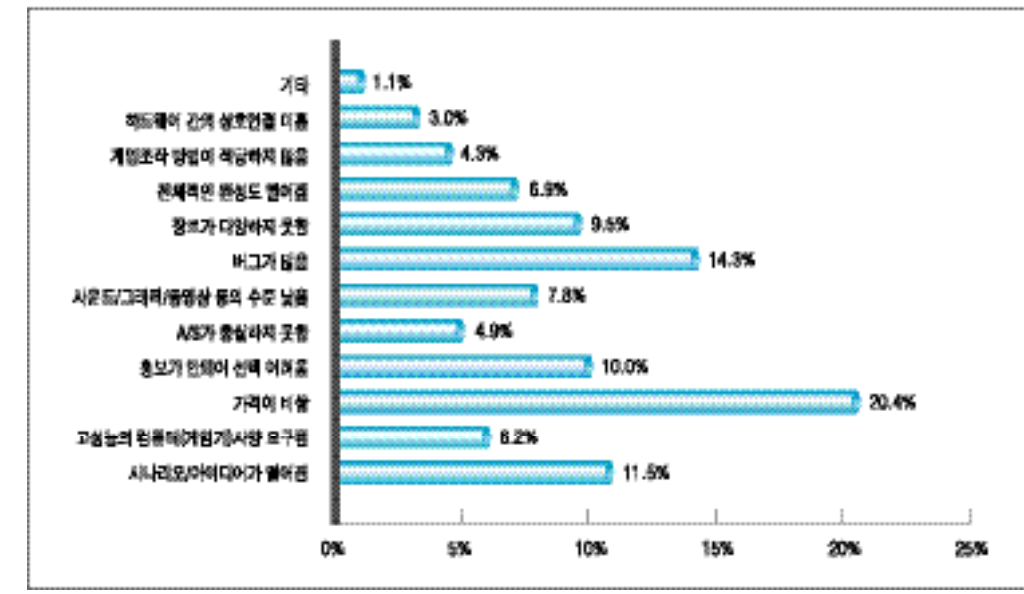
‘CG’ 가 , 20  
 30 , 9 -14  
 40 가  
 . 9 -14 가 , 40  
 ‘CG’ 40  
 9 -14  
 ‘CG’ 40  
 (3) 가  
 , (25.8%) 가  
 (25.5%)가 가 , ‘가’  
 (13.4%), ‘CG’ (12.2%), 20.4% 가 , ‘가’  
 (10.4%), (4.9%), 14.3% 가  
 (4.6%) / 가 (11.5%), ‘가’

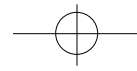
< 2-1-3-12> 가



가 (10.0%), ‘가’ (4.3%), ‘  
 (9.5%), ‘ / / (3.0%)  
 (7.8%), ‘가’  
 (6.9%), ‘ (‘  
 ) (6.2%), ‘A/S’가 가  
 (4.9%), ‘가’ ; ‘

< 2-1-3-13> ( )

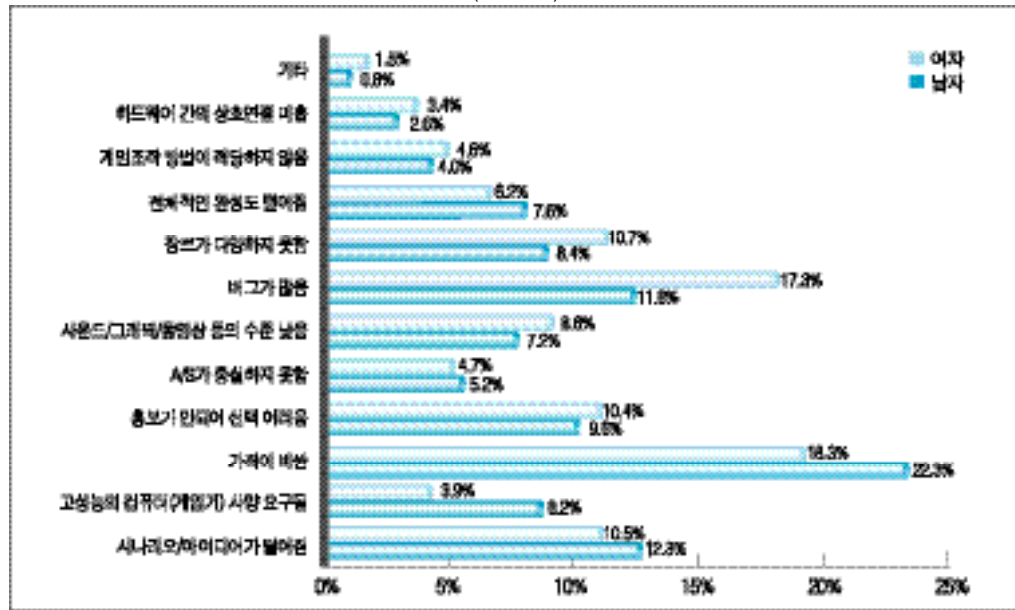




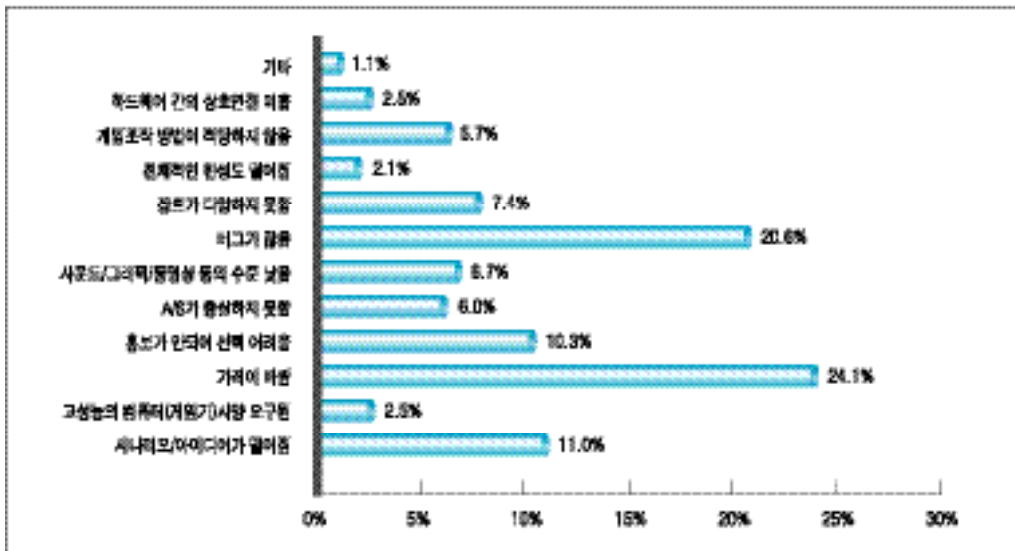
1

( ) , , 30 40  
 , 가 가 가 , 20 20  
 , 9 -14  
 가 20.6%

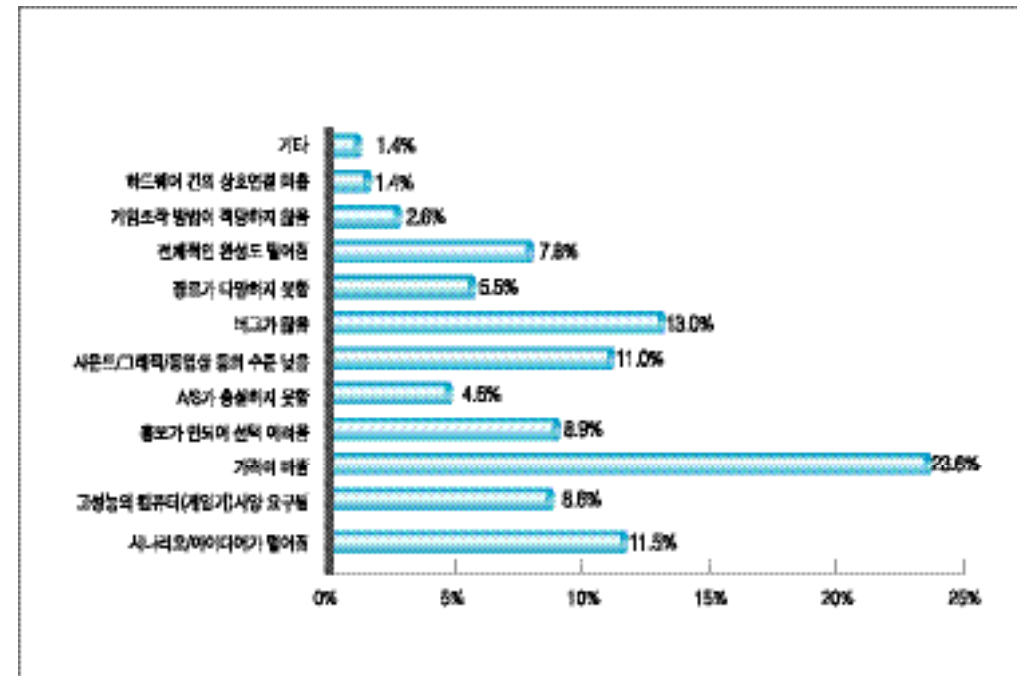
< 2-1-3-14>



< 2-1-3-15> 9 -14

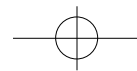
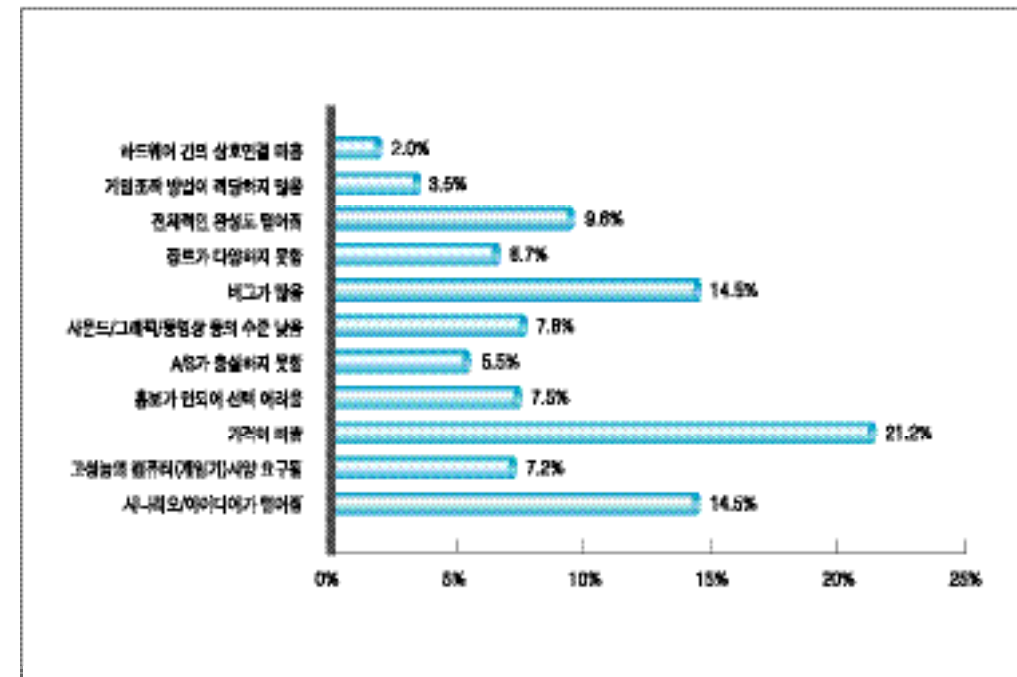


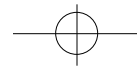
< 2-1-3-16> 15 -19



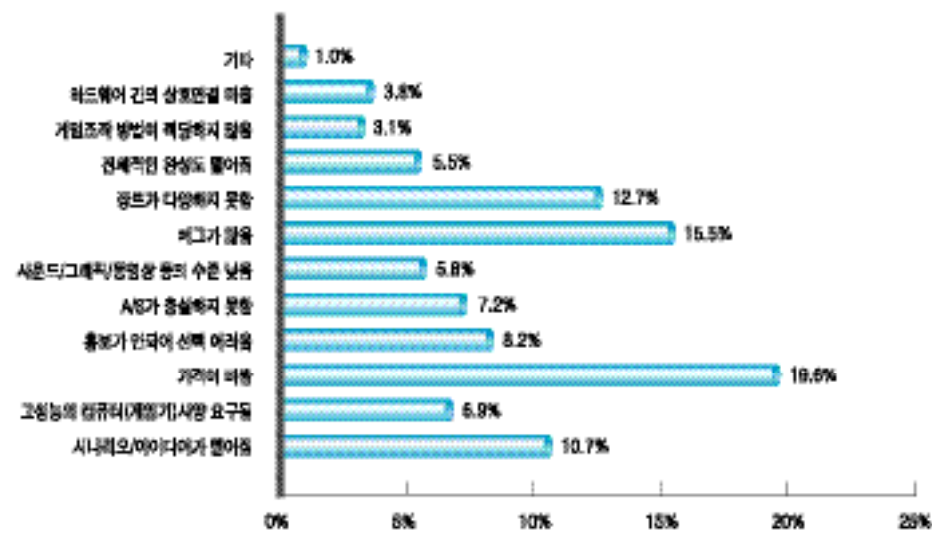
2

< 2-1-3-17> 20 -24



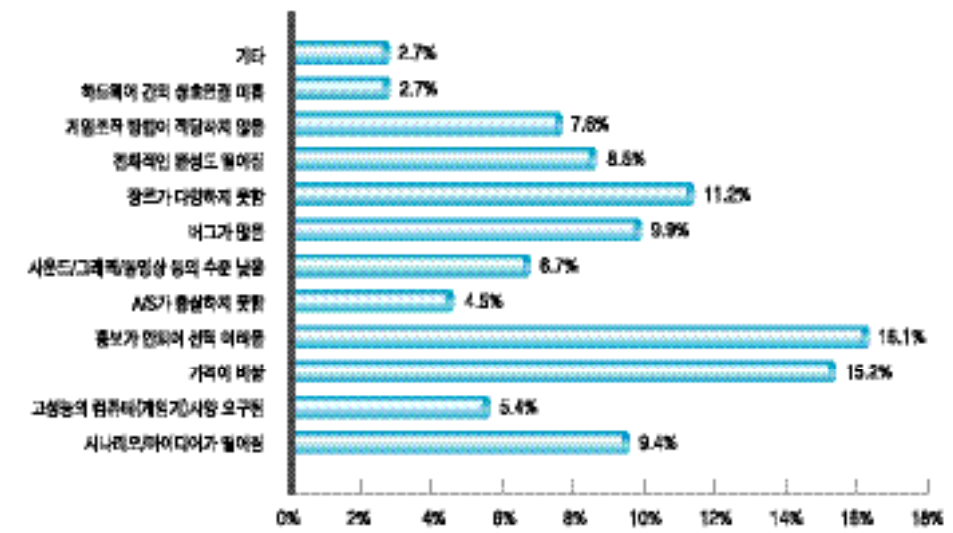


< 2-1-3-18> 25 -29



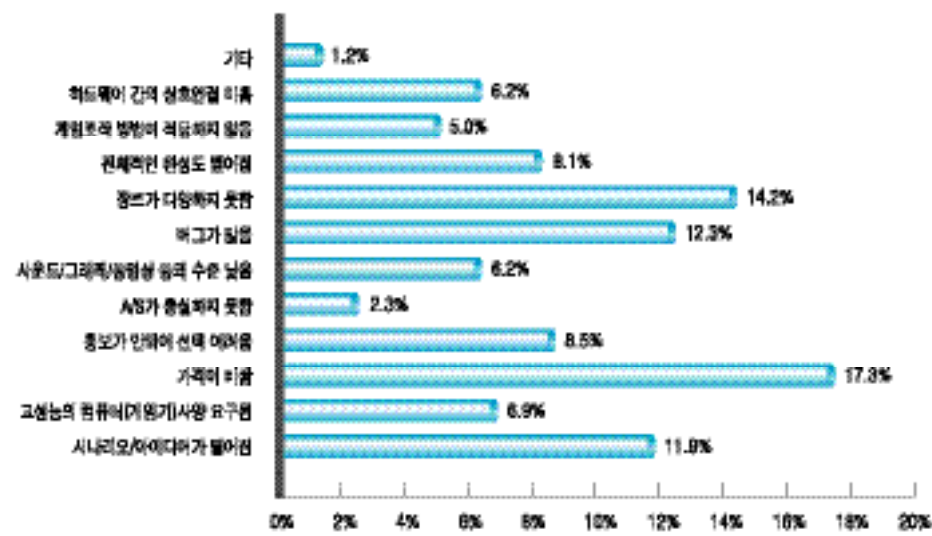
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< 2-1-3-20> 35 -39

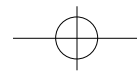
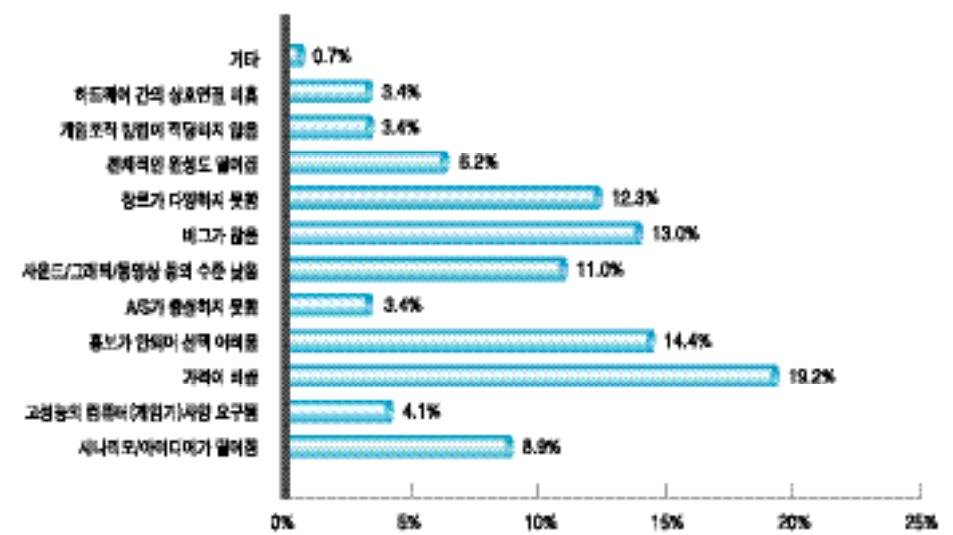


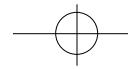
2

< 2-1-3-19> 30 -34



< 2-1-3-21> 40 -44

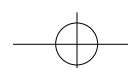
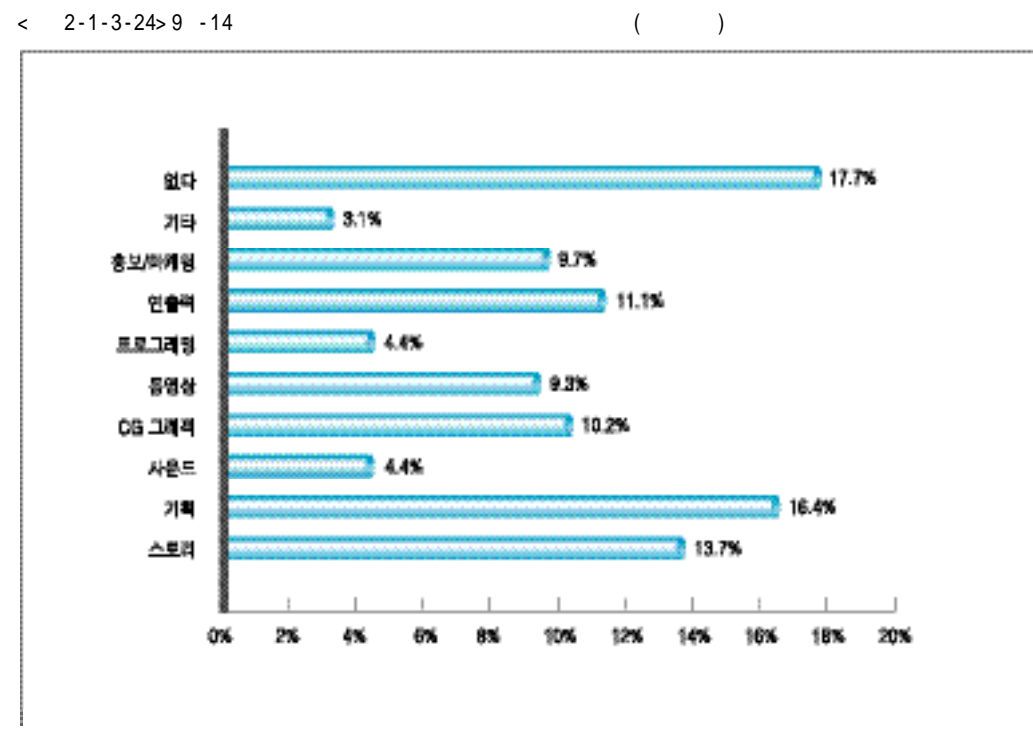
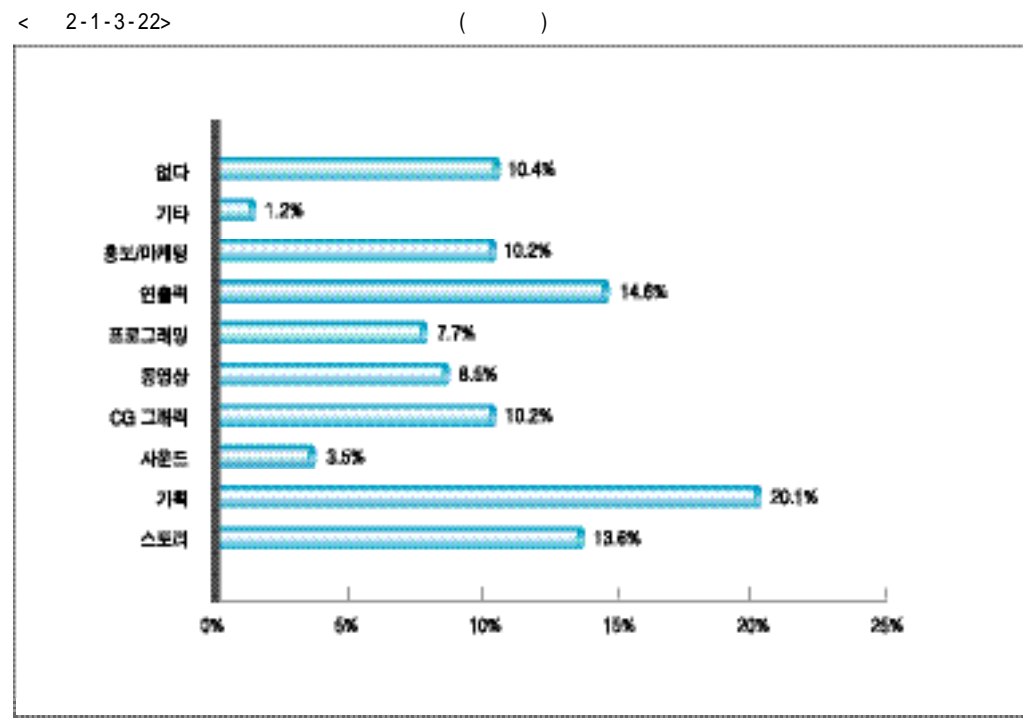
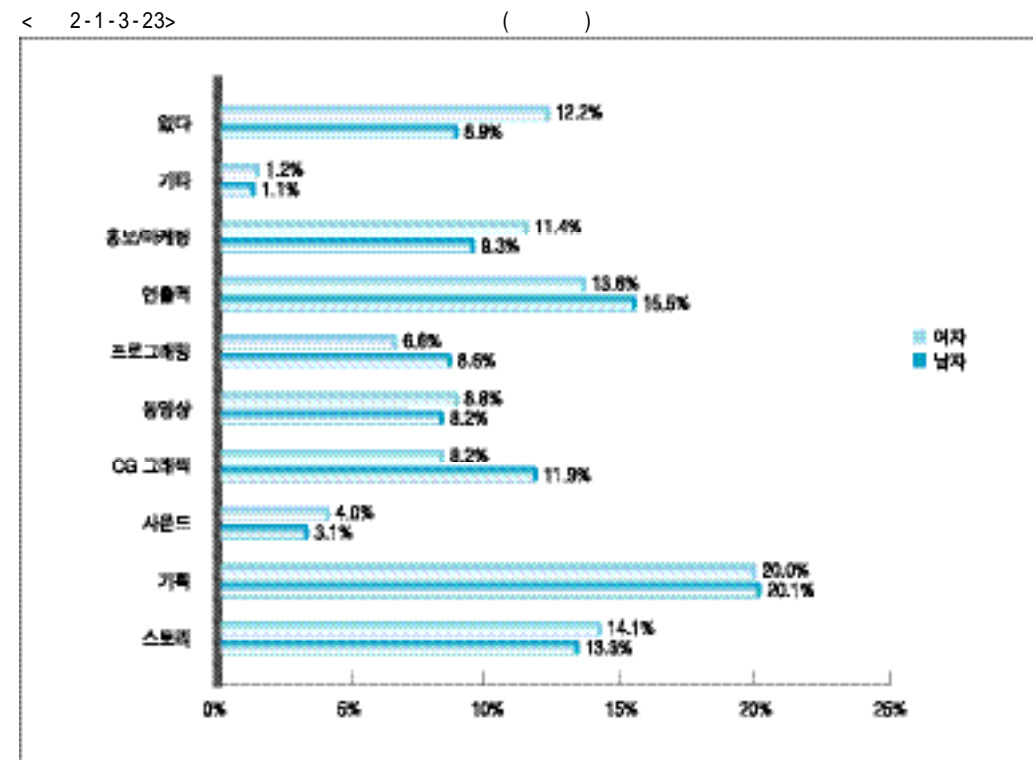




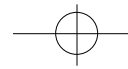
1

(4) 9 -14 40  
 ( ) ; ' 20  
 , ' (20.1%), ' (14.6%), 30  
 ' (13.6%), ' (10.4%), ' /  
 (10.2%), CG (10.2%), ' 40  
 (8.5%), ' (7.7%), ' (3.5%), , 30  
 ' (1.2%) 10% ' CG  
 ' CG ' ' ; ' ' 4.7%, 4.6% .  
 ' ' ' ' ' ( ) ' 가  
 / ' 26.8% 가 , ' ' ,  
 (17.2%), (15.3%), /  
 (13.4%), (7.5%),

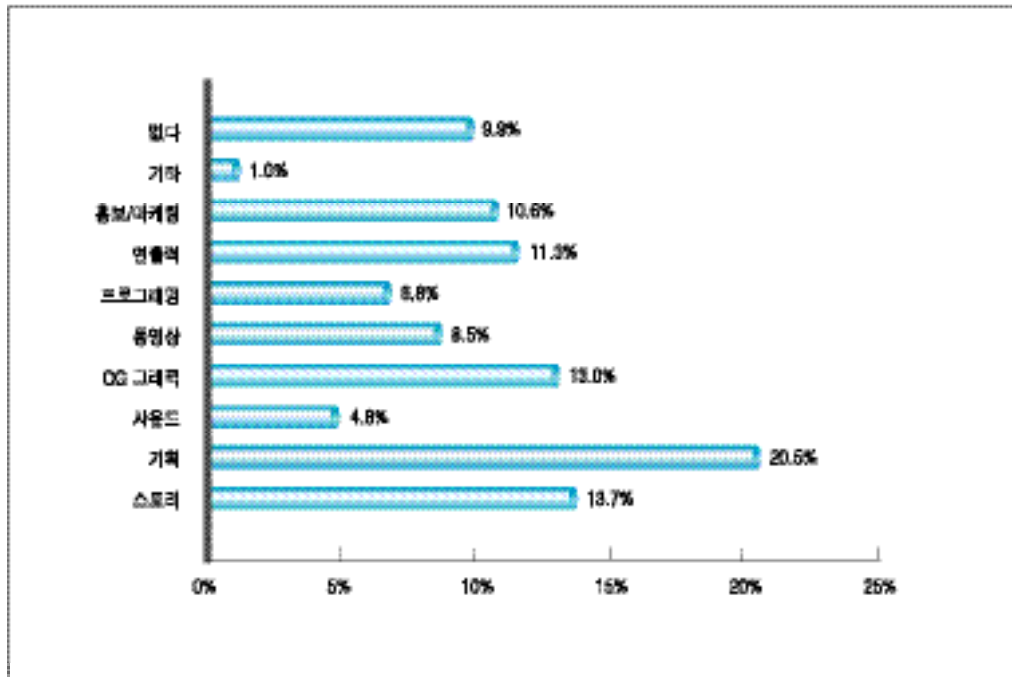
2



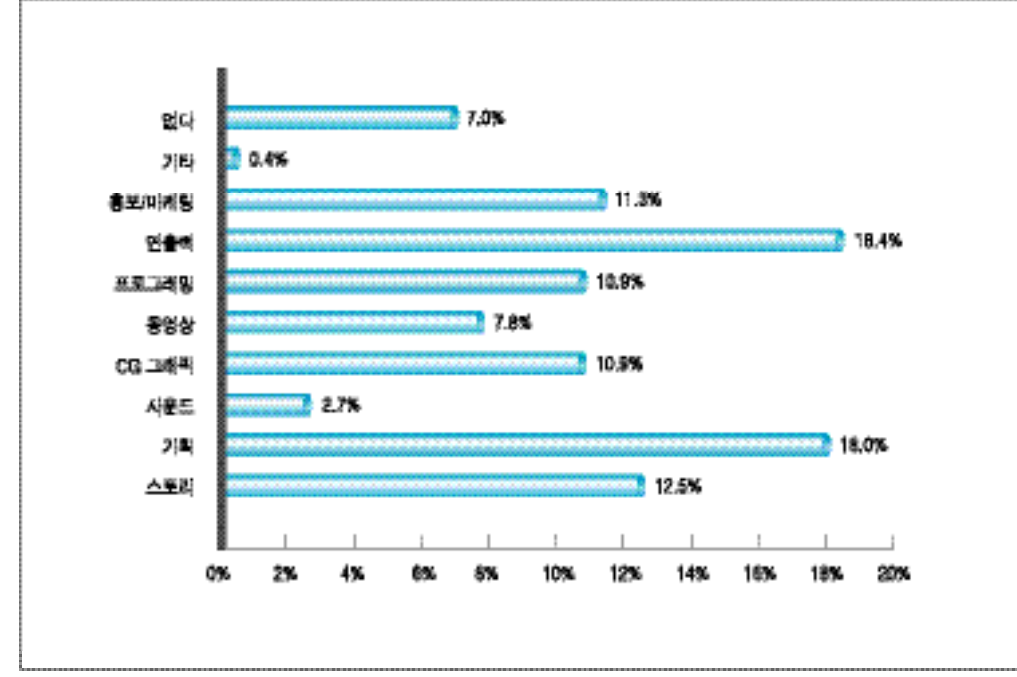




< 2-1-3-25> 15 -19 ( )

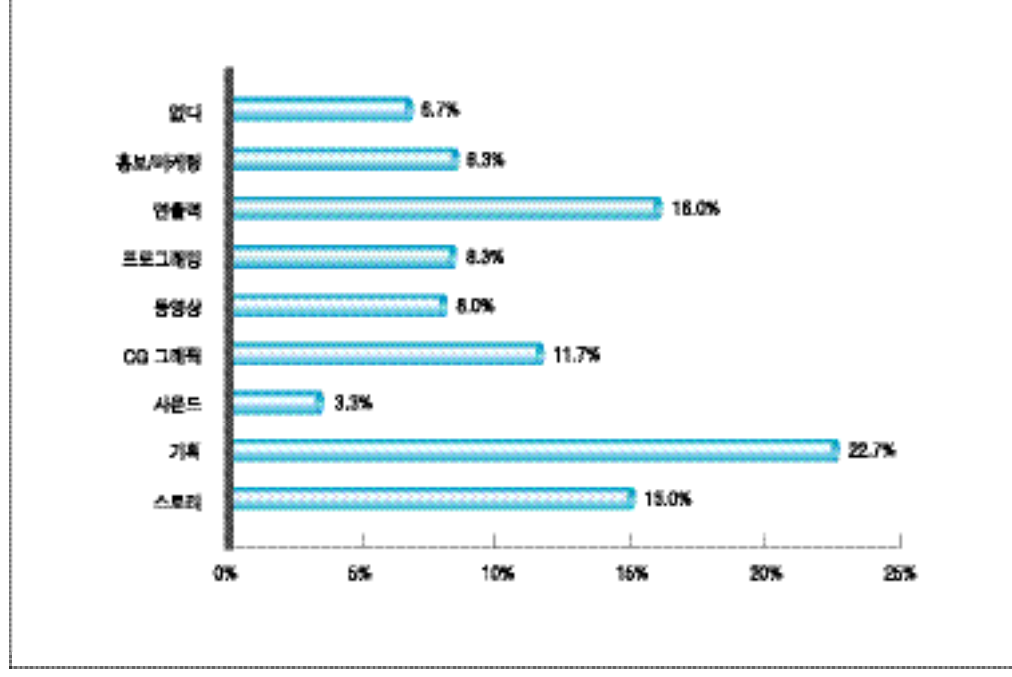


< 2-1-3-27> 25 -29 ( )

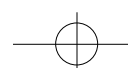
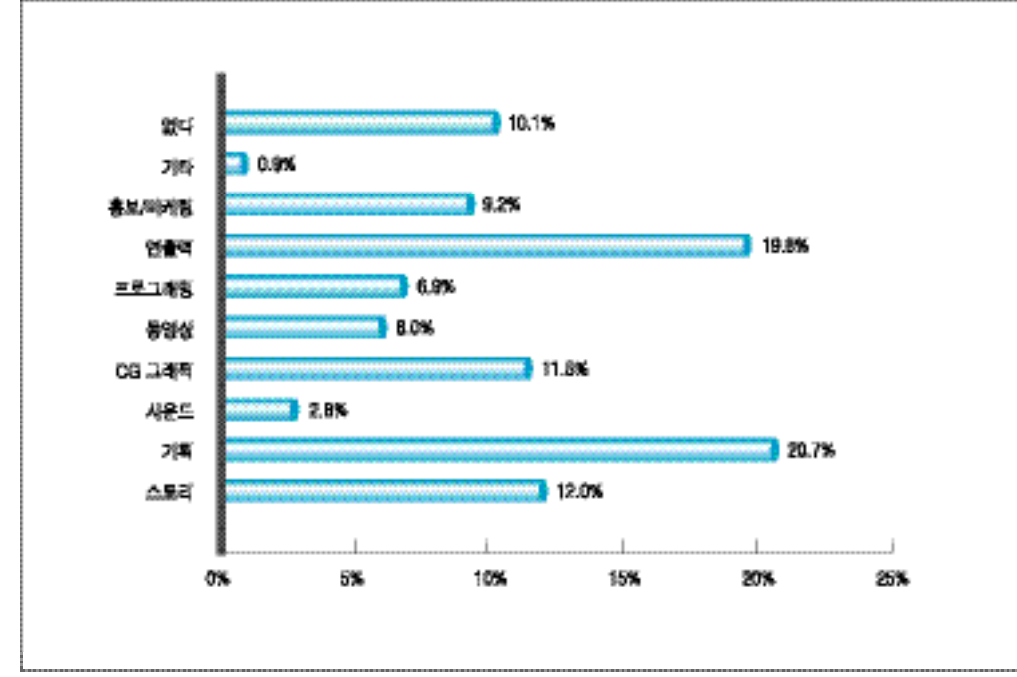


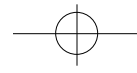
2

< 2-1-3-26> 20 -24 ( )



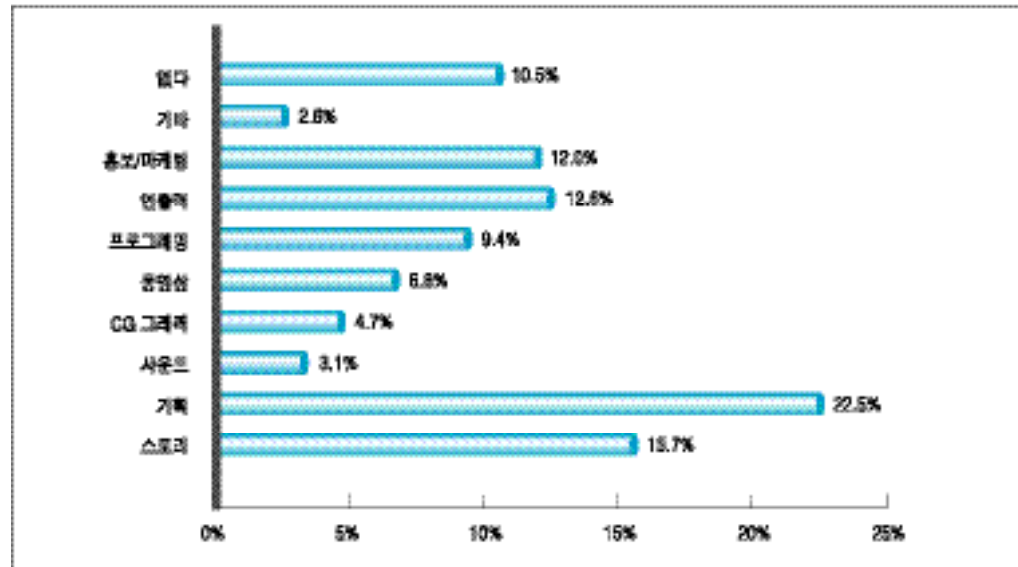
< 2-1-3-28> 30 -34 ( )



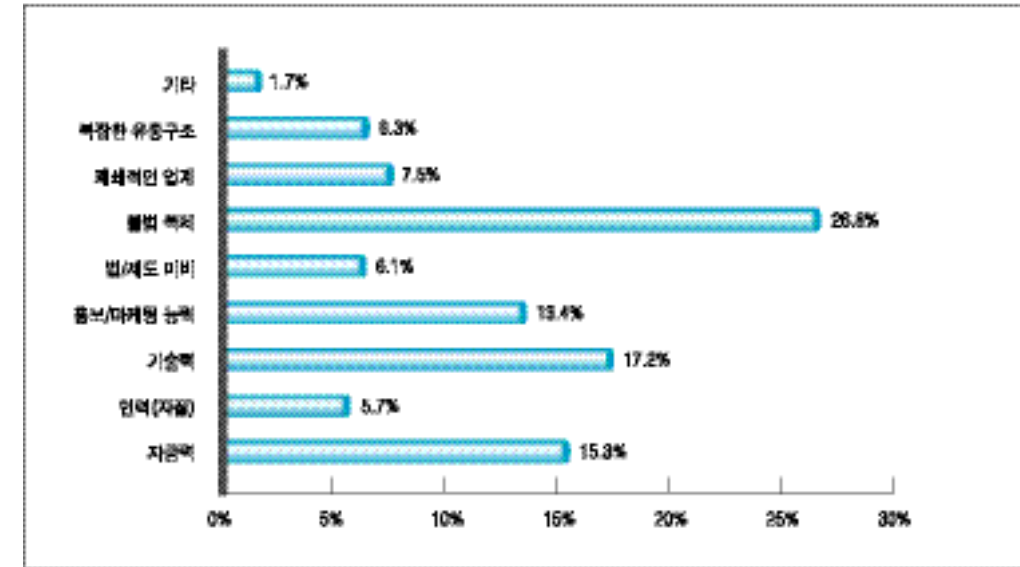


1

< 2-1-3-29> 35 -39 ( )

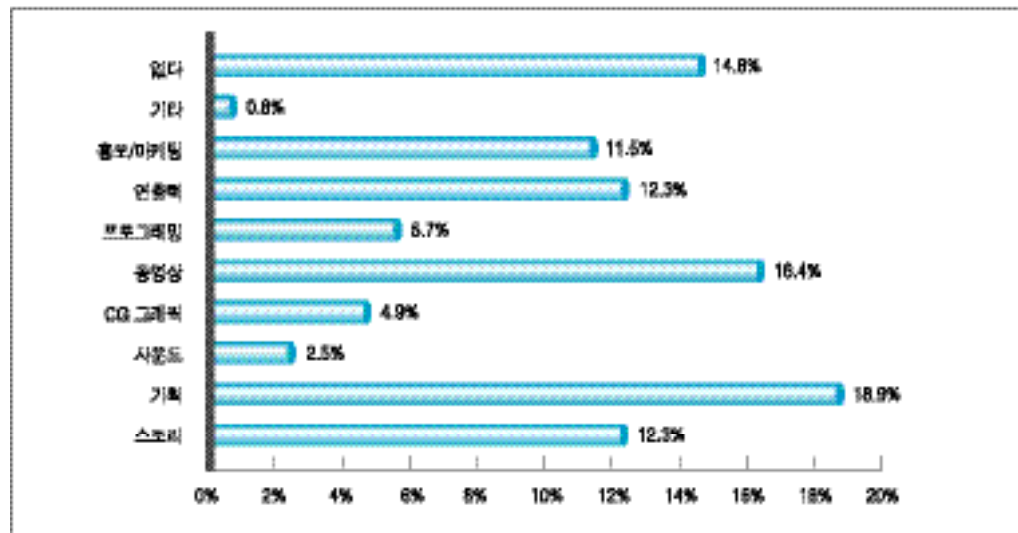


< 2-1-3-31> ( )

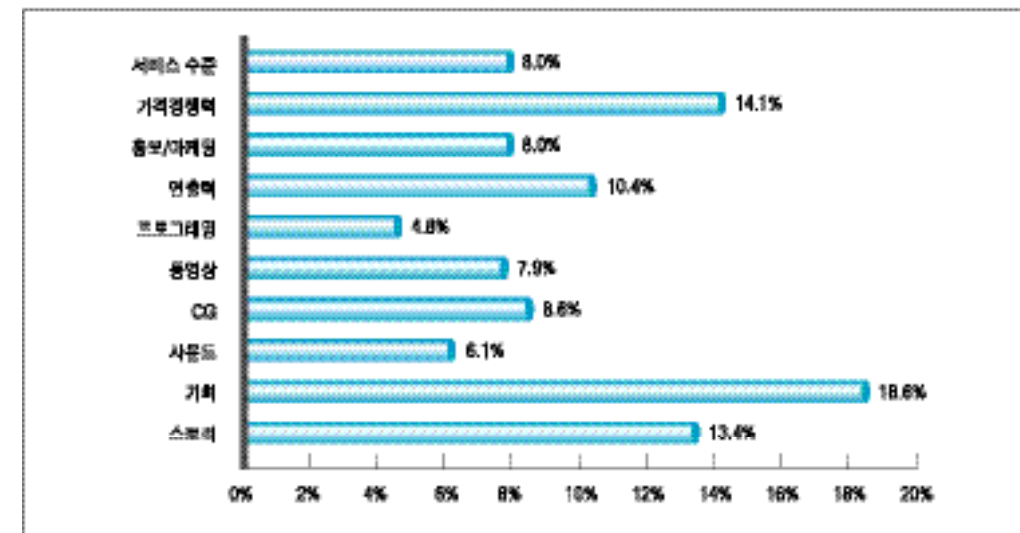


2

< 2-1-3-30> 40 -44 ( )



< 2-1-3-32> ( )



(6.3%), / (6.1%); ( ;가 ;'  
) (5.7%) ; ;CG'

; ' PC ;' ;'  
가 ;'

