

*The Rise of
Korean Games*

Chapter 1

- 1 : 2003
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 - 5 PC
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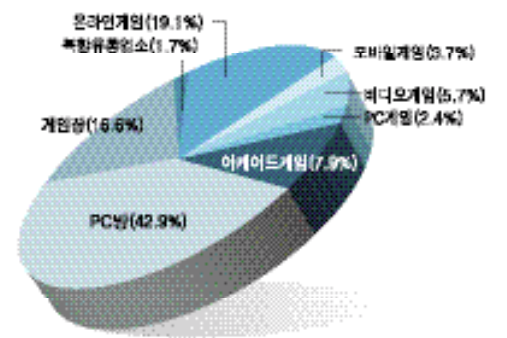
: 2003

1. 2003 2002
 2003 3 9,387 가 , 22%
 5 가
 1 5,283 (38.8%), PC
 2 4,104

< 1-1-1-01> 2003 (:)

	7,541	19.1%
	3,118	7.9%
	2,229	5.7%
	1,458	3.7%
PC	937	2.4%
PC	16,912	42.9%
	6,542	16.6%
	650	1.7%
	39,387	100.0%

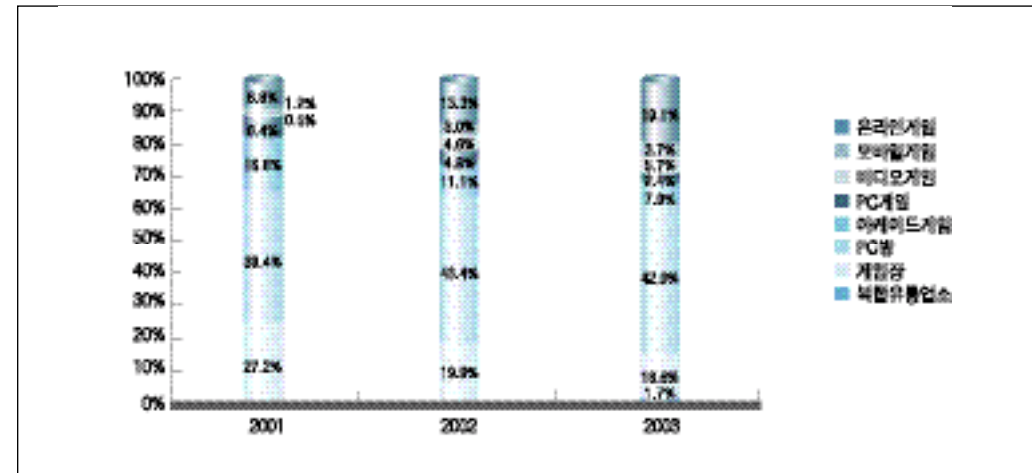
< 1-1-1-012003 (:)



(61.2%)
 2003 3 20 4 30
 260 , PC
 1,400
 2004 1
 2,980 ,
 PC 21,000 , 13,800
 , 가 700
 PC
 1,400
 , ,
 60
 가
 , PC 1 6,912
 가
 42.9%
 , 7,541
 19.1%, 3,118
 7.9%

1

< 1-1-1-02> (2001-2003)



가 2002 30%
 2003 20% , PC 6.1%

< 1-1-1-02> 2003 (:)

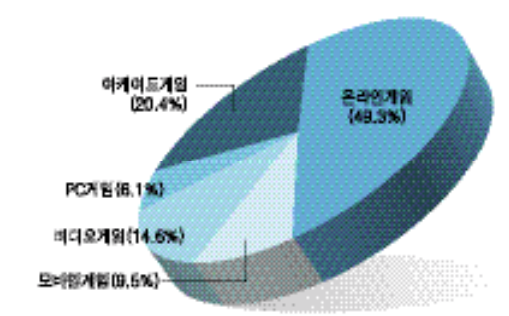
19.1% , 2001 8.8% 2003
 3.7% 5.7% 2001
 16.6% , 27.2%
 . PC 6.4% 8%
 , 가 가 2.4%

	7,541	49.3%
	3,118	20.4%
	2,229	14.6%
	1,458	9.5%
PC	937	6.1%
	15,283	100.0%

2.

PC
 2003 1
 5,283
 49.3%
 가 , 1

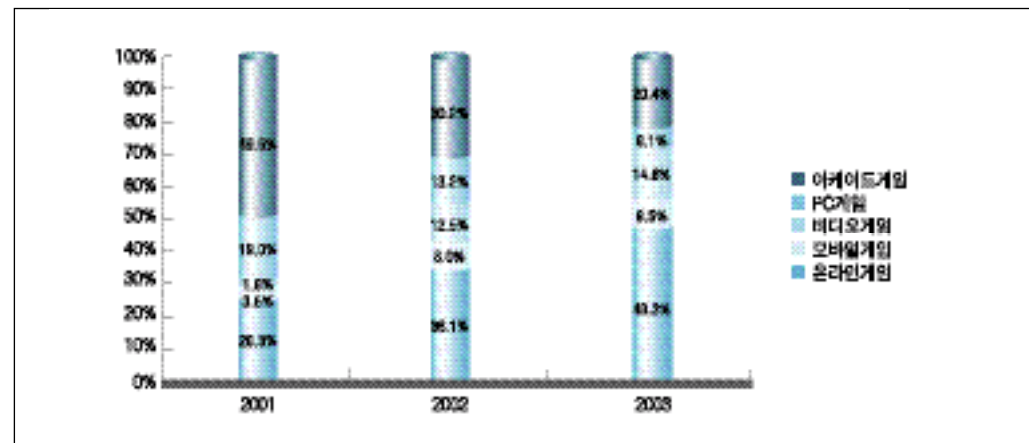
< 1-1-1-03> 2003



1

2002 12.5% PC
 2001 30% 가 , 2003 14.6%
 , 23% PC 2001 19%
 가 가 . 2001 2003 6.1%
 2%

< 1-1-1-04> (2001-2003)



2

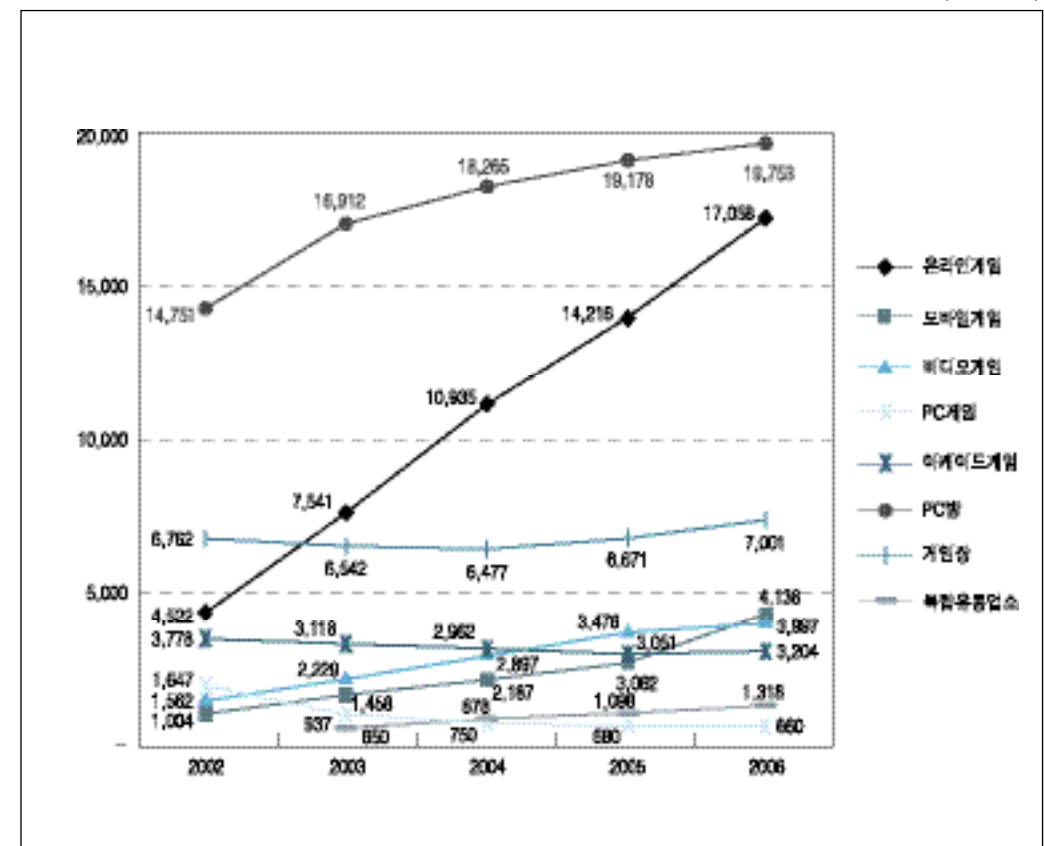
1.
 2002 2002 , 2003 PC
 , 2004 4 5,000
 2005 5 , 2006 5 7,000 , 2005
 가 6 , 2001 가 2
 , 2002 가 , PC 가 가
 1 2004 1 가 가
 , 2005 1 4,200 ,
 2001 42% 2006 5%
 2005 3,000

< 1-1-2-01> (:)

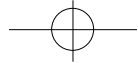
				PC		PC			
2002	4,522	1,004	1,562	1,647	3,778	14,751	6,762	-	34,026
2003	7,541	1,458	2,229	937	3,118	16,912	6,542	650	39,387
	66.8%	45.2%	42.7%	-43.1%	-17.5%	14.6%	-3.3%	n/a	15.8%
2004	10,935	2,187	2,897	750	2,962	18,265	6,477	878	45,351
	45%	50%	30%	-20%	-5%	8%	-1%	35%	15%
2005	14,216	3,062	3,476	680	3,051	19,178	6,671	1,098	51,432
	30%	40%	20%	-9%	3%	5%	3%	25%	13%
2006	17,058	4,138	3,997	660	3,204	19,753	7,001	1,318	57,129
	20%	35%	15%	-3%	5%	3%	5%	20%	11%



< 1-1-2-01> (:)

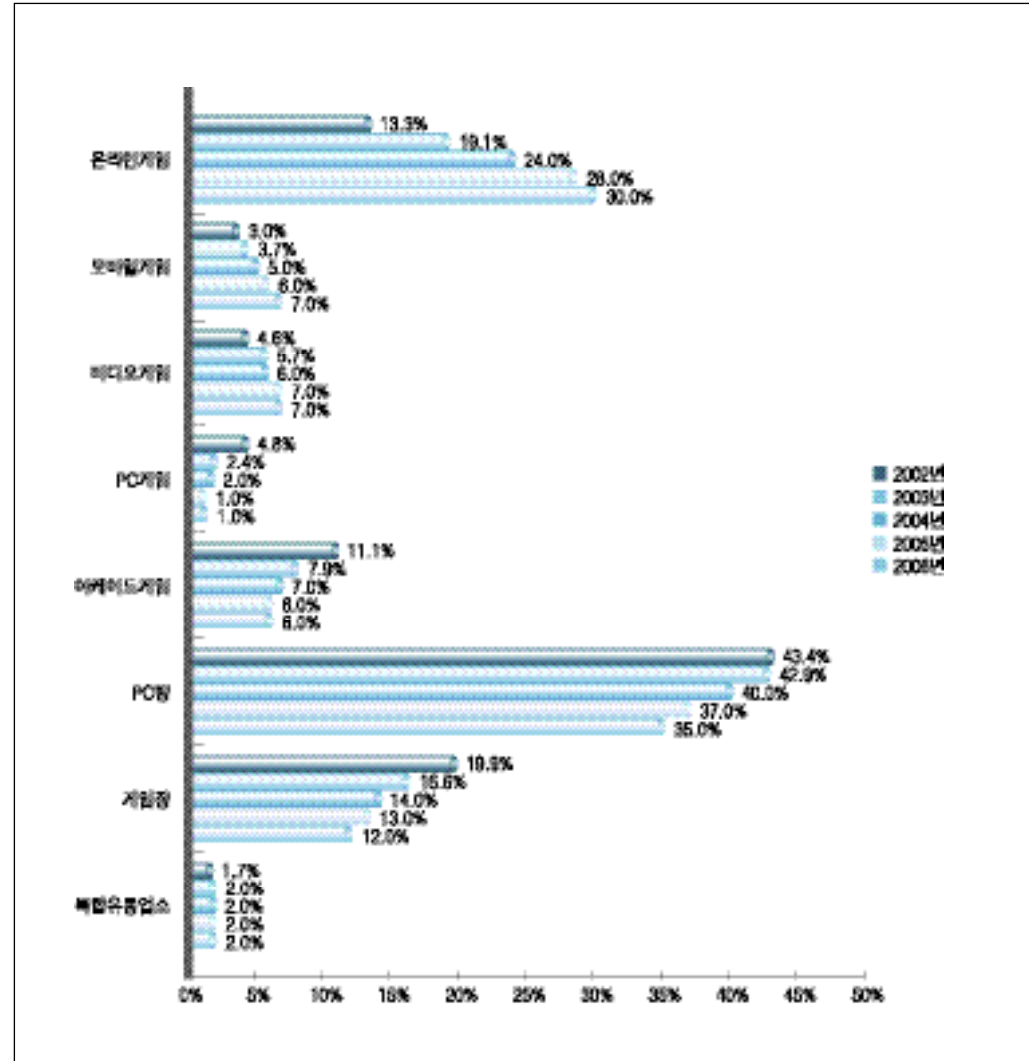


가 , PC 가
 2004 , PC , 2003 2 4,453
 PC



1

< 1-1-2-02> (2002-2006)



62% 2002

2005 65% 2003

PC

2002 13.3% 2006 30%

3% 2

7% 4.6% 7%

가

2.

(1)

가

PC 가

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가

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2004

PC

45% 가

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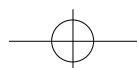
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CP



1

1

가 2003
 95% 10M , PC PC
 49 PC
 2003 17.5%
 가 80%가 2003 15%가
 30 가 , 2004 30%가
 2003 가 . PC
 가 PC
 2004 50%가 가 ASP , 가
 2003 -43% PC
 PS2, Gamecube, X-BOX 가,
 2002 854%
 2003 43%가 2003 가
 2005 PC
 PS2 80% PC PC
 600
 PSP
 . 2004 X-
 BOX Live 가 ,

가 , 2002 가 , 1990 PC , 2003 가 . 2000 2004 1 , 900 가 , 2003 가가 2003 20-30% 2006 3% 가 2005 5% 가 2005 가

3

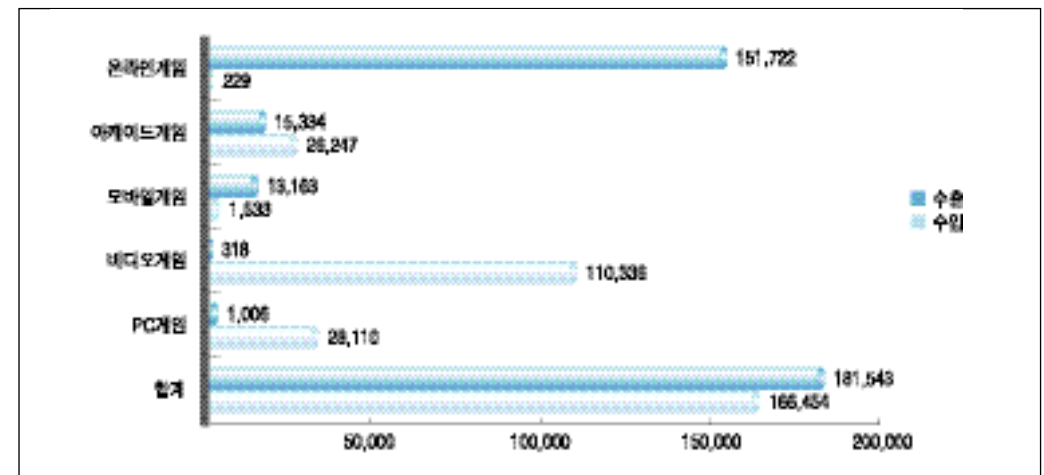
1. 6,645 1 가 . 2003 가 , (1) 2003 2002 가 , 28.9% 가 1 8,154 3.4% 가 1 PC

2004 가 , , , 가 , 2002 2003 가 , , , 가 , 95% 가 , 14% 가 PC . 40% 가 . PS2, X-BOX

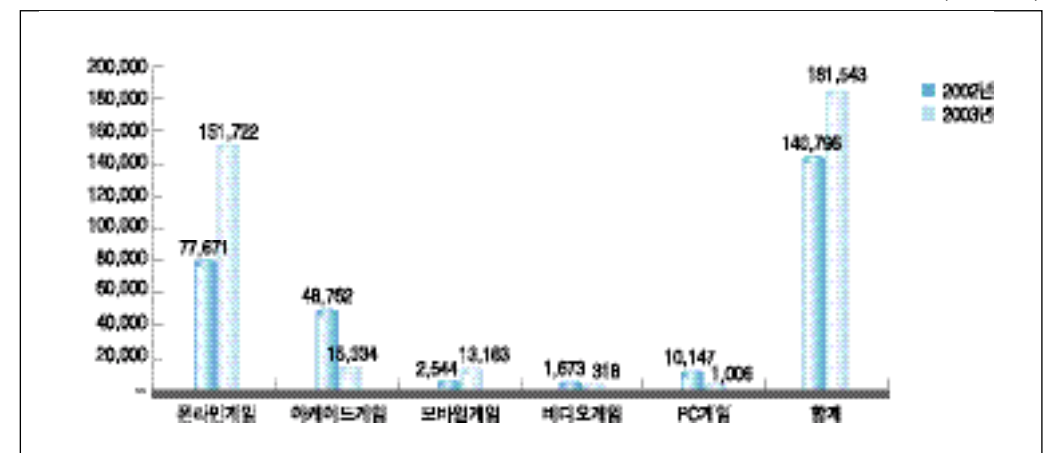
< 1-1-3-01> (:)

	2001	2002	2003	2004	2005
	130,470	140,796	181,543	254,160	343,116
	65,340	160,962	166,454	199,745	229,707

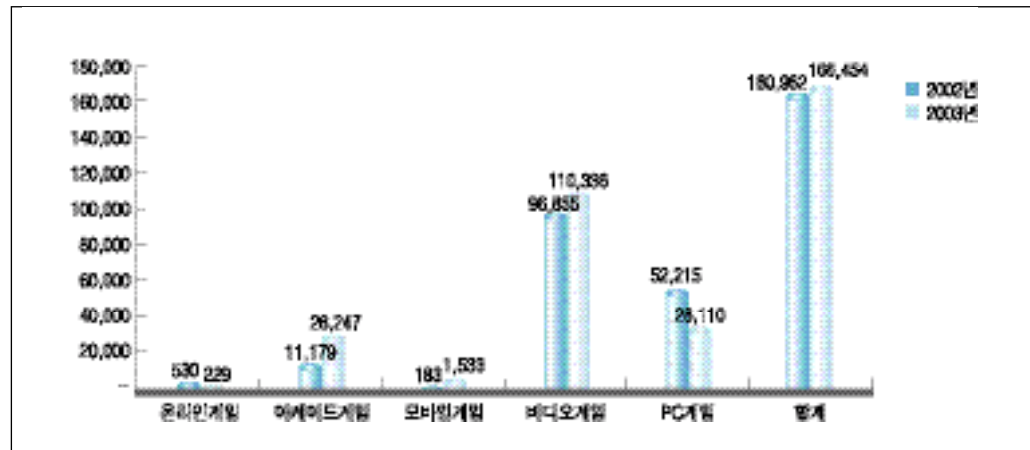
< 1-1-3-01> 2003 ? (:)



< 1-1-3-02> 2002/2003 (:)



< 1-1-3-03> 2002/2003



PS3

15% 2 2,971

PSP

20% 가 가

2003

2002

2005

35%

가 가

55.2%

2003 83.6%

4,312

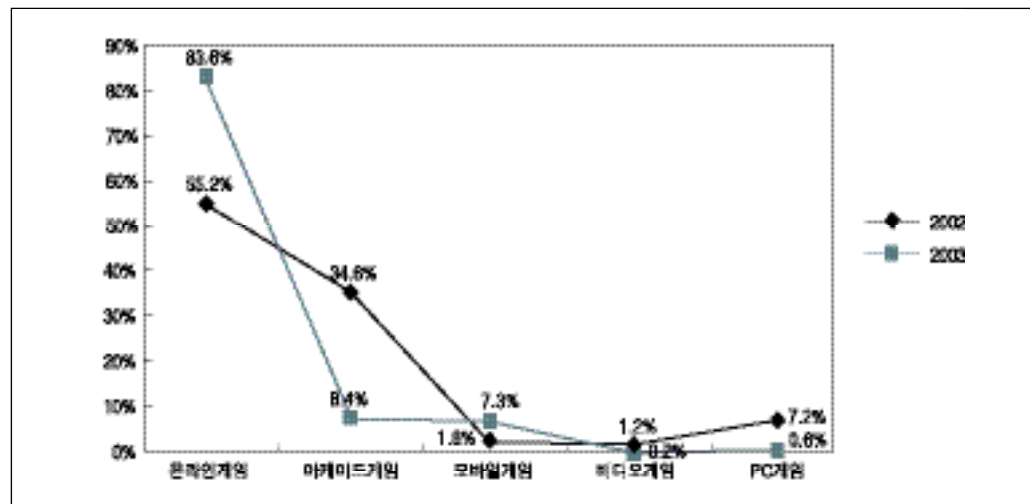
PS2

가

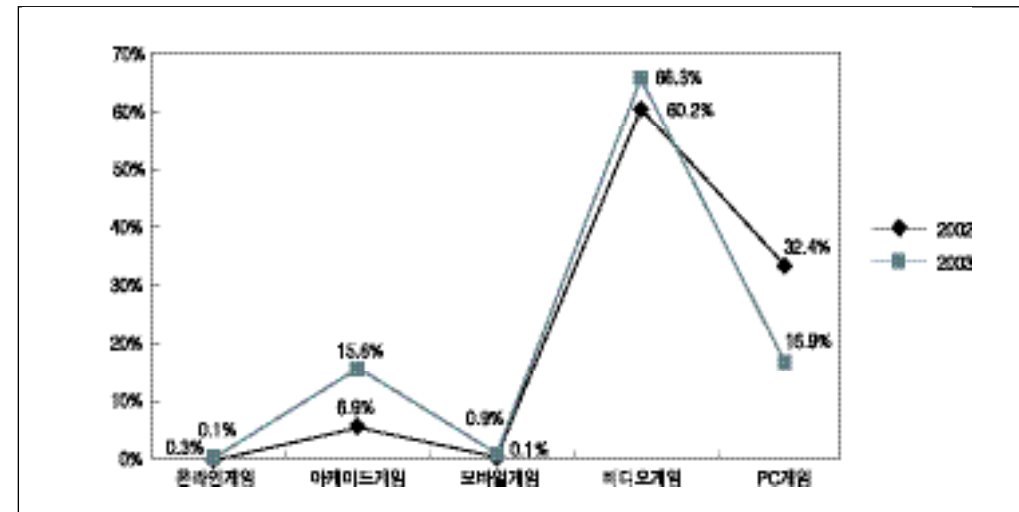
가

34.6% 8.4%

< 1-1-3-04> 2002/2003



< 1-1-3-05> 2002/2003



(5.7%)

2002 (2.0%)

2003 60%

PC 2002

, 2003 16.9%

(62.1%) (19.4%), (38.1%), (31.0%)

, 2003 15.8%

가

(21.7%) (39.3%),

(2) 가

2003

(52.4%) 가

(16.6%)

가

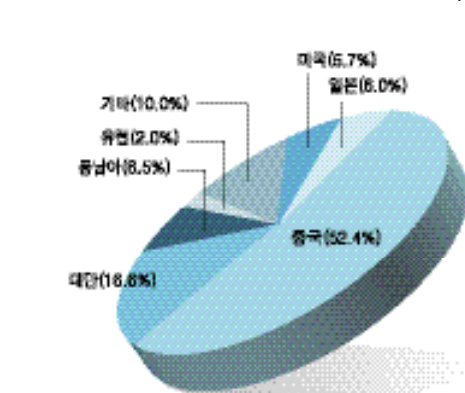
83.6%

62.1%가

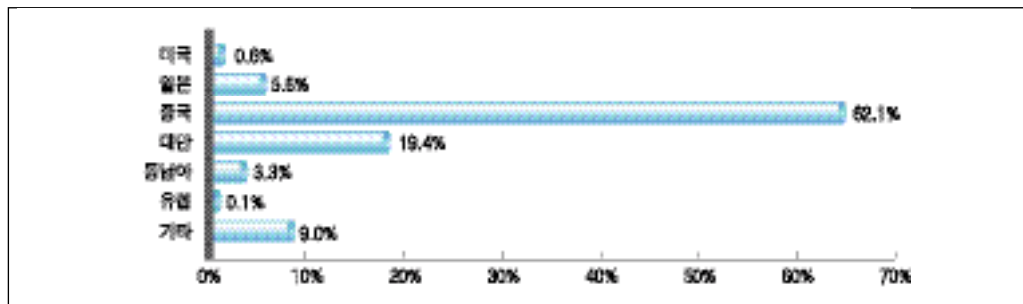
70% 가 /

81.5%가

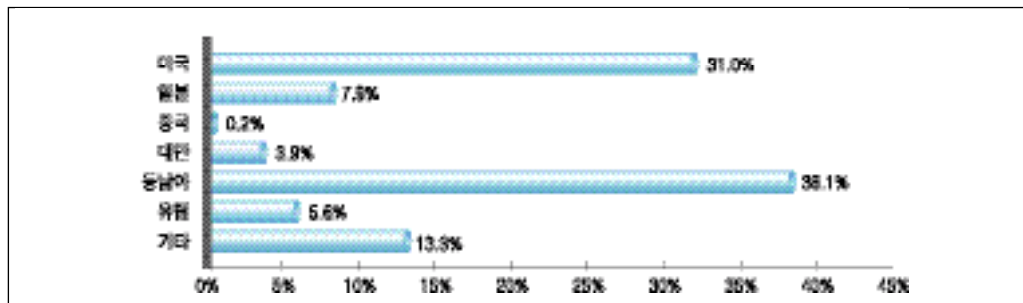
< 1-1-3-06> 2003



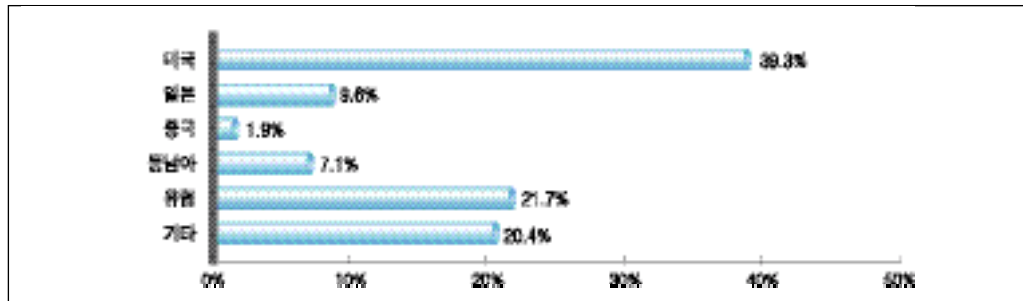
< 1-1-3-07> 2003 가



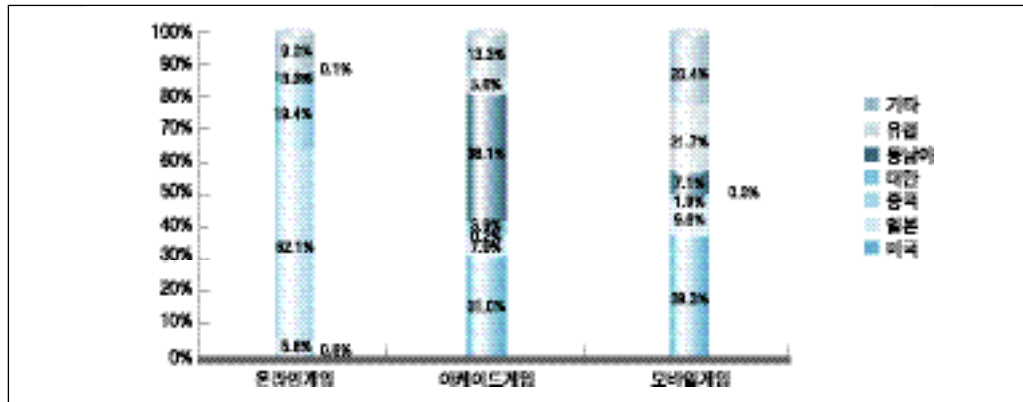
< 1-1-3-08> 2003 가



< 1-1-3-09> 2003 가



< 1-1-3-10> 2003 가



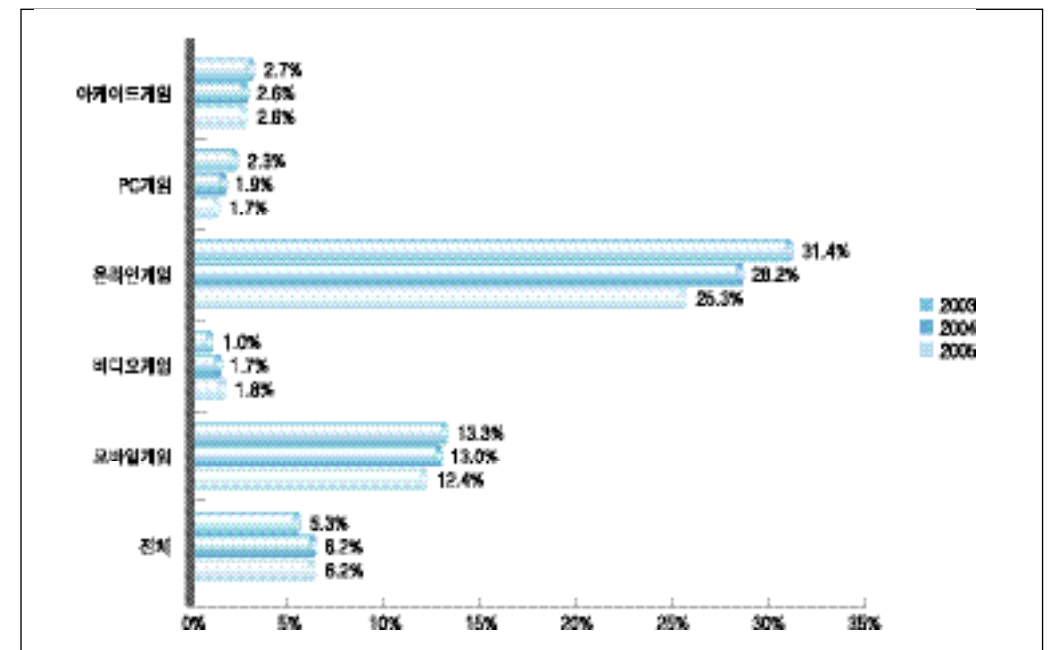
2.

가 (PC) 31.4%
 가 () 13.3% 가 PC
 1.0%
 가
 ()
 2.7%, PC () 2.3% 2003 5.3%

< 1-1-3-02> 2003 1) (:)

	2)	PC	3)		4)	
	293.7	34	20	193.8	9.2	620.7
	8.05	0.78	6.28	1.86	1.22	32.82
	2.7%	2.3%	31.4%	1.0%	13.3%	20.9%

< 1-1-3-11> (2003-2005)



1) < 4 1 >
 2) ()
 3) PC Subscription(/ PC)
 < >
 4) PC , (PC)

(FC) , 2 ,
 2004 6%
 15 , PC
 6 2,800 1 10 15
 1 2,200

< 1-1-3-03> 1): 2003 (:)

			PC								
Japan	82	5	211	1	231	5	4,865	2	7,703	2	
US	465	2	89	3	1,526	1	7,293	1	8,902	1	
UK	353	-	68	6	351	2	2,232	3	9,730	-	
France			56	8	247	4	1,003	4			
Germany			86	4	338	3	852	5			
Italy			()	74	5	169	6	492			7
Spain			40	9	143	7	485	8			
Sweden			11	-	52	-	308	9			
China			236	3	63	7	117	8			36
Taiwan	158	4	18	12	-	-	-	-	()	-	
HongKong	31	-	22	11	-	-	-	-	()	-	
Australia	36	-	25	10	108	9	500	6			
Korea	628	1	122	2	78	15 ()	186	15 ()	805	10 ()	

1) < 4 1 >
 1. Console Portable console game
 2. ' Subscription : Pay-per-use '
 (,)
 3. PDA , (CP)
 : DFC, 2002, 2003, Informa Media Group, 2002, 2003, IDATA, 2002, Datamonitor, 2001, 2002, 2003, ARC Group, 2002, IGDA, 2002, 2003, NPD Group, 2003, Screendigest, 2002, Inform Pty Lty, 2003, Iresearch, 2003, Wanfang Data, 2002, IDSA, 2003, CESA, 2003, JAMMA, 2002, 2003, IDC, 2003, OVUM, 2003