



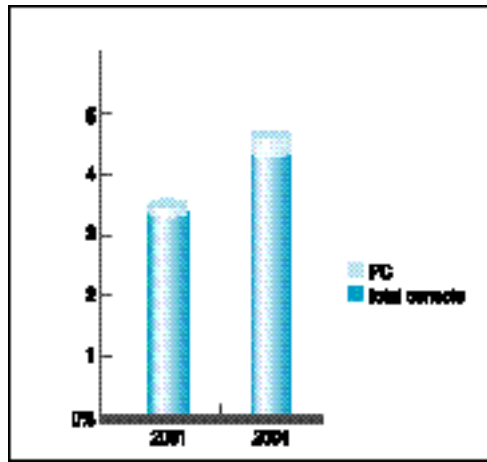
4

1

1.

. 90% 가
 , PC ,
 PC PS2 가 1 ' ,
 , PC 가 ' ,
 , 2004 ' ,
 11% . ~400 가 가 300
 5% . 1 5,000 ' 가 11'
 가 1,000

< 4-4-1-01> : 2001~2004
 (:)



(2002)

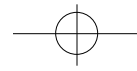
. 12
 , PS2
 15 ~16
 가
 가 가
 가
 가
 가 . 20

DSL 400 가

(critical mass)

가 5
 가 . 「
 2002 9
 가 「GOLA」
 2002 . 「GOLA」
 “ ()
) 가 ()
 가 ”
 < @ >
 PS2 11 가
 , , &
 PS2 2002
 . ' 11'
 60 가 가 30 가 “
 . 2002 9
 2002> CESA
 가
 . CESA
 “ ” , 50 가
 “ ”
 2003 1
 2002 4 ~2003 1

4



< “ ” >
 PC (10)
 : 4
 : 120
 : 2 /
 CCR:30 ()
 2002 8 , , , ,
 5 가
 , PC
 가

(社) 2.

(1)

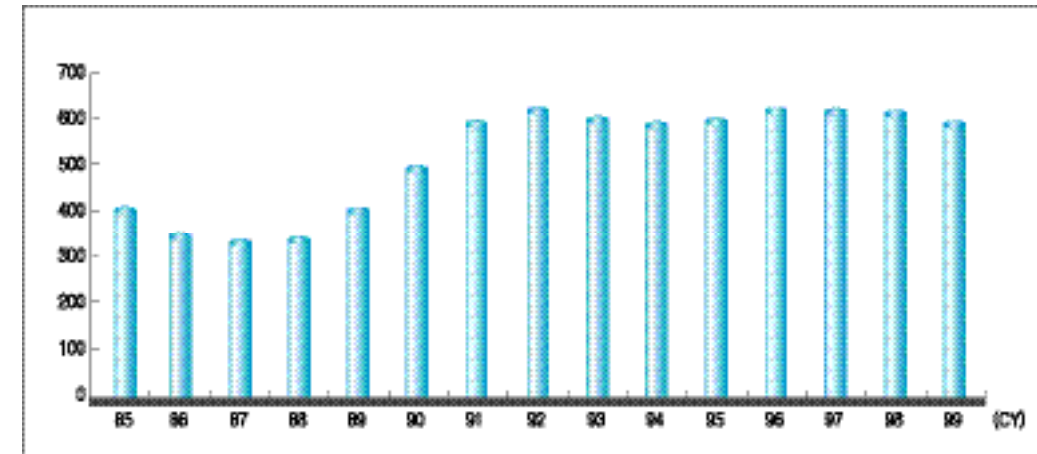
< 4-4-1-01>

	2003 1	2002 4 ~2003 1	2002
1	14.0%	14.8%	20.7%
2	11.7%	13.7%	14.0%
3	8.2%	8.9%	10.5%
4	SCE 7.1%	7.3%	6.3%
5	6.8%	SCE 5.0%	SCE 5.9%
6	4.4%	4.8%	5.1%
7	4.0%	4.8%	4.1%
8	가 3.8%	3.9%	3.7%
9	3.4%	3.4%	가 3.2%
10			2.5%
	22.4%	24.1%	24.1%

: ,2002

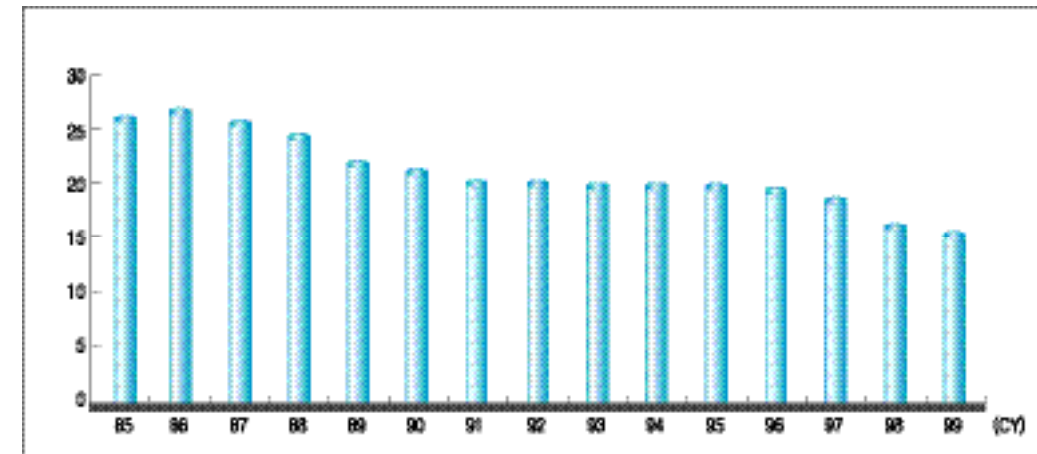
'87 가'92
 94 가'97 '96
 .2001 가
 .가 92 UFO
 1,500
 , Print Club DDR

< 4-4-1-02> :1985-1999 (:)

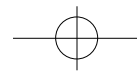
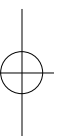


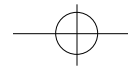
Source:Leisure White PaperbyYoka Kaihatsu Center

< 4-4-1-03> :1985-1999 (:)

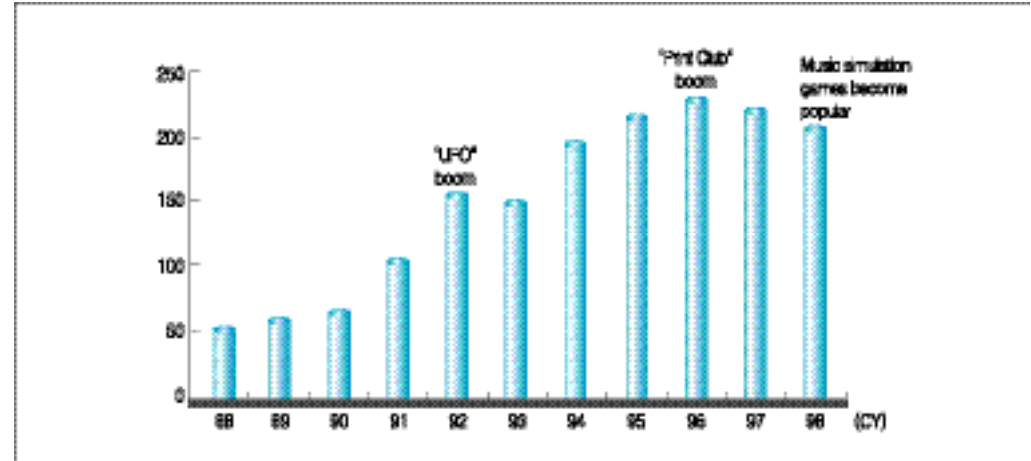


Source:National Police Agency data



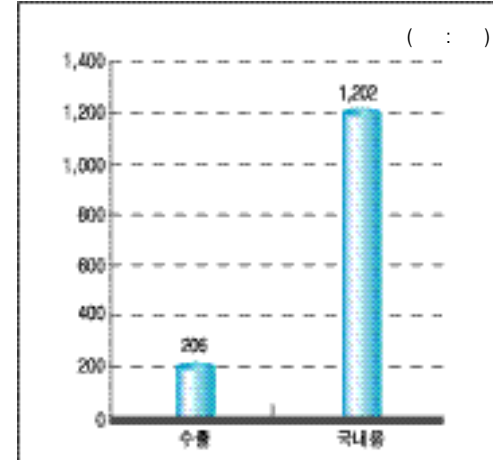


< 4-4-1-04> :1988-1998 (:)



Source: Japan Amusement Manufacturers Association

< 4-4-1-05> (:)

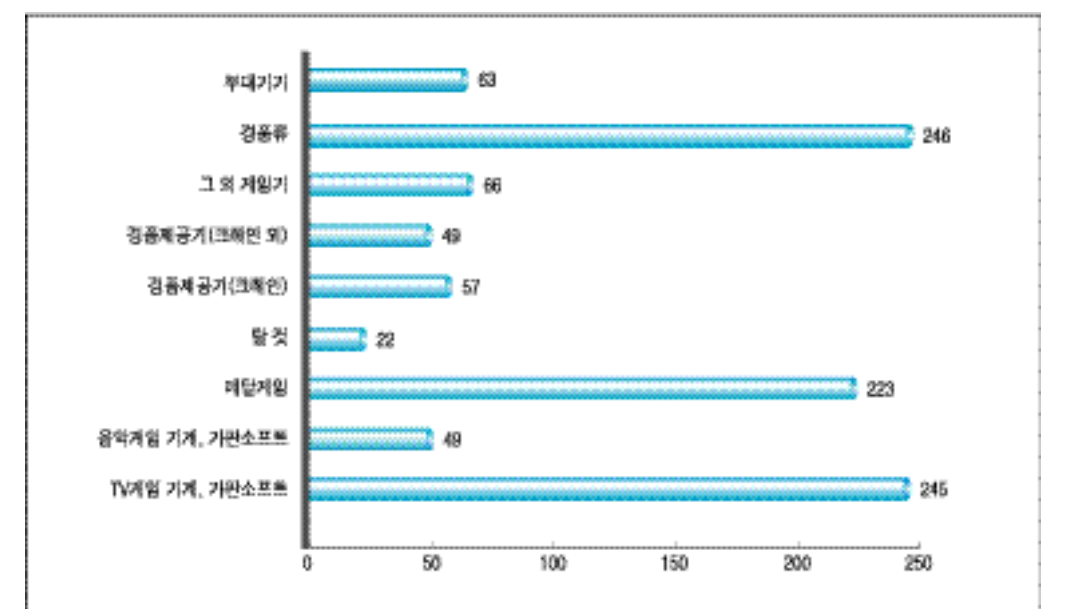


: ,2001

1.1% (20) , 21~50
 가 18.3%(642) , 51~70 가
 26.1%(408) , 201 가
 15.3%(89) 가 .
 가 가
 1
 1
 가 ,
 , AM (Amusement
 Machine Vender) 가
 가
 TV

77 3/4 가 2001
 1.0% , 1
 , 20 가 3.1%
 14.8% (3,468) , 71~100 가 (6.1%) 1

< 4-4-1-06> (:)



: ,2001

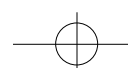


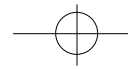
가 가
 , , 2001
 2001 가 858 (2000 4,422) ,
 1,408 (12) , 가 372 (2000 227
 1.3%) , 가 2,766 (2000 9,586)
 1,202 (10)
 , 206 2001 31,600
 2001
 7.8% 35%(11,017) , 65%(20,583)
 , 2000 46.6%

< 4-4-1-02> (2000.7)

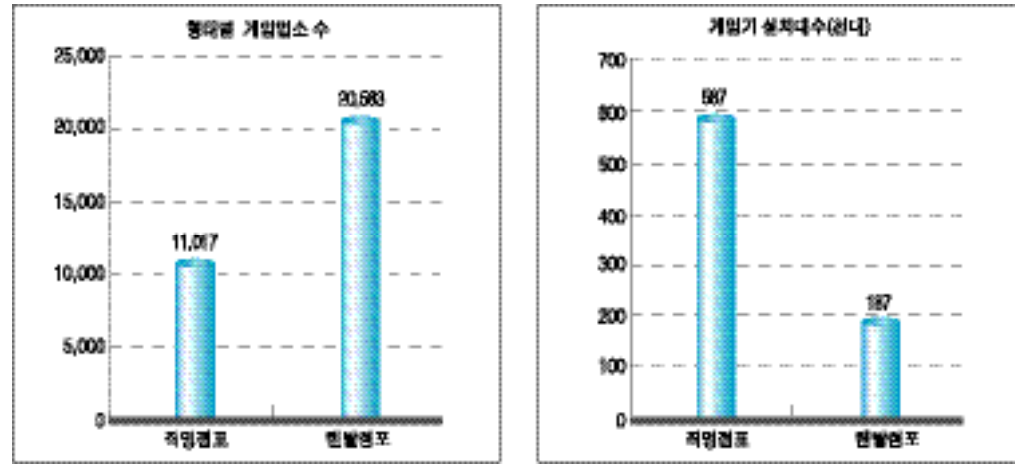
	()	()
1	1,006,540	351,066
2	344,685	161,343
3	4,739,877	148,470
4	6,408,178	429,306
5	492,072	67,706
6	694,080	45,265
7	1,289,294	98,546
8	6,320,100	182,877
9	3,277,600	180,437
10	37,341	120,674

: ,2001





< 4-4-1-07>



: ,2001

4

< 4-4-1-03>

	Total	TV								()	AM	
2000	593,403	51,428	61,000	112,428	24,550	129,507	14,494	142,520	72,591	51,050	49,263	
2001	590,294	42,280	46,569	88,849	19,373	137,441	15,060	166,380	60,058	56,444	46,688	
	-1.0%	-17.8%	-23.8%	-21.0%	-21.1%	6.1%	3.9%	16.7%	-17.3%	10.7%	-5.2%	

:Gamejournal,2003.3

< 4-4-1-04>

	Total	TV								()	AM	
2000	74.0	68.1	38.6	48.1	93.7	71.7	48.8	132.0	56.4	122.1	85.5	
2001	76.3	57.4	37.7	45.1	90.5	66.4	51.1	151.1	52.9	156.9	79.8	
	3.1%	-15.7%	-2.3%	-6.2%	-3.4%	-7.4%	4.7%	14.5%	-6.2%	28.5%	-6.7%	

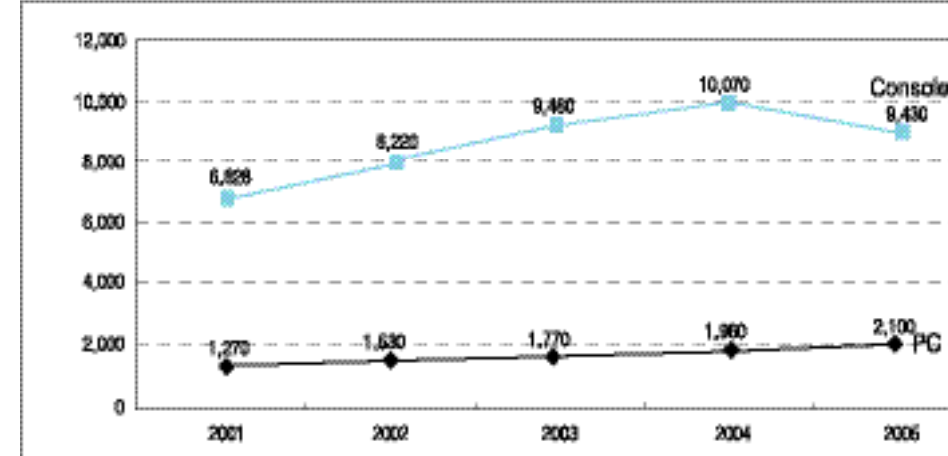
:Gamejournal,2003.3

7.4% 가
1 132 가
, AM 가 122 ,
93 , 71
가
가
PC (2) PC
PC

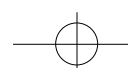
2005 6 480
, 2001 PC 1,270 , 38 8,190
6,628 , 2002
PC 1,530 , 8,220 , PC
, 2003 PC 가 가 2005
1,770 , 9,480 , 2004
PC 1,960 , 1 70 2001 PC 1,520 ,
가 . 2005 1 3,870 , 2002
PC 가 PC 1,840 , 1
(2,100) , 9,430 5,150 . PC
가 2005 2,520
1
PC 4,820
, 2004 가 가 2005
PC 가
. 2001 PC 4
2,770 , 39 3,600 . PC 가 PC
, 2002 PC 4 가 PC
9,570 , 43 2,690 가
. PC 가

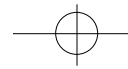


< 4-4-1-08> :PC (:)

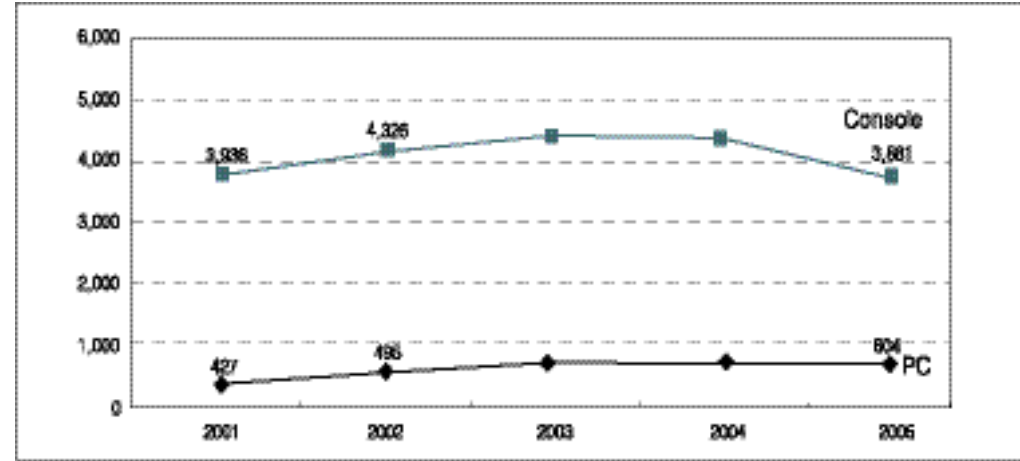


:Datamonitor,2002



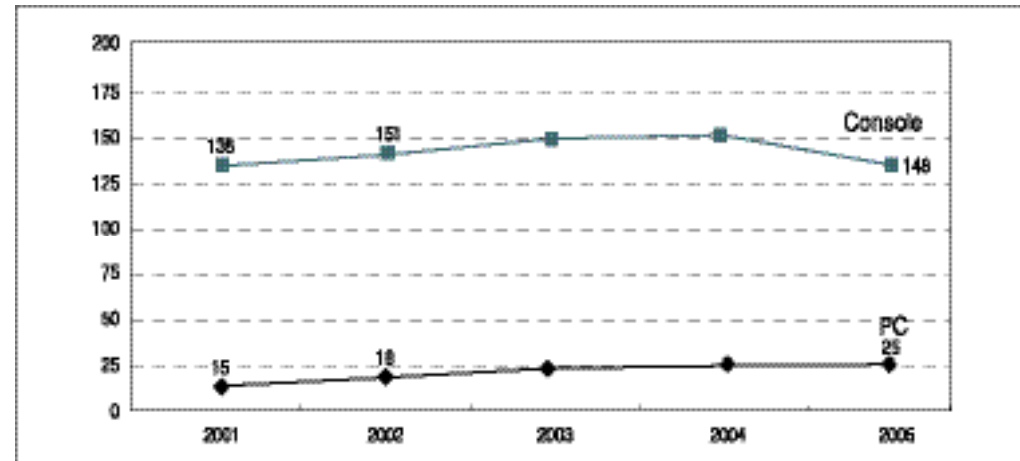


< 4-4-1-09> (:)



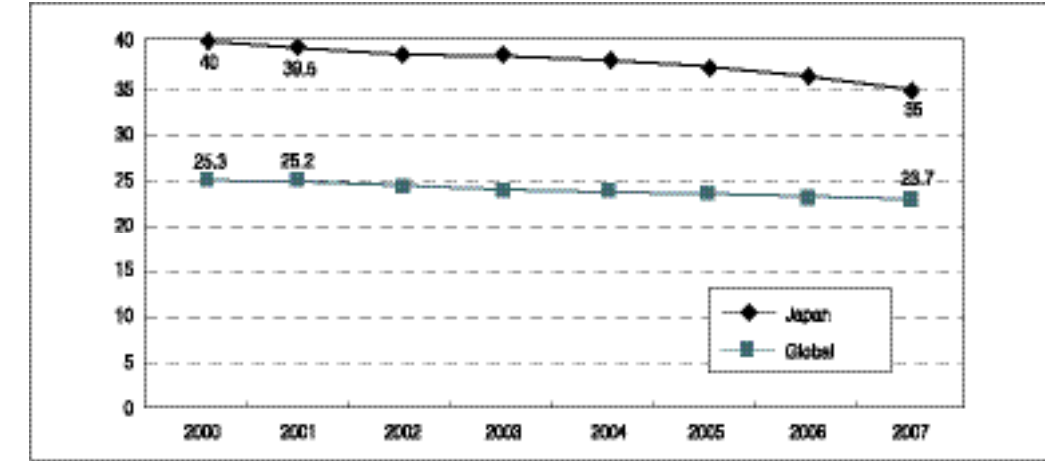
:Datamonitor,2002

< 4-4-1-10> (:)



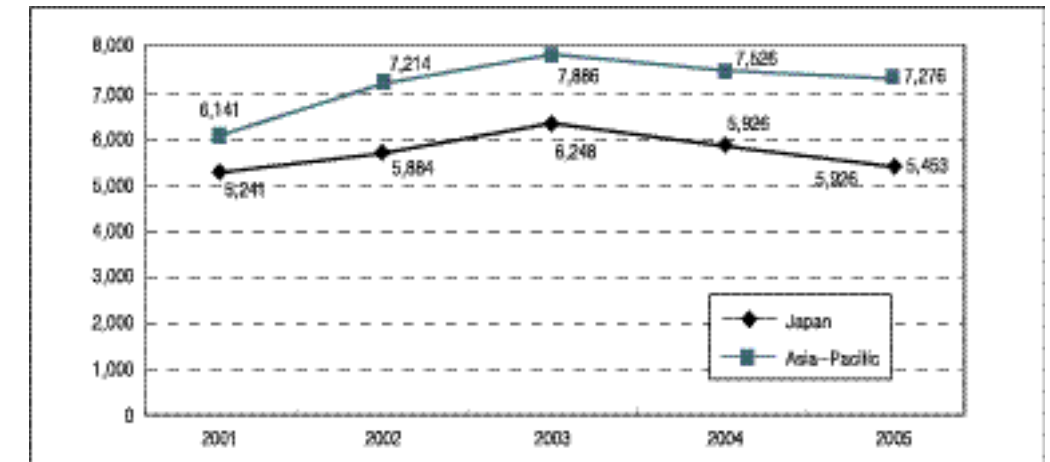
가 , PC 가
 . 2000 PC 가 (3)
 40 , 25.3 , 2001 2001 52
 39.5 , 25.2 2003 62 10
 2003 PC 가 39 가 , 2005 54
 , 가 24.9 . 가
 2007 PC
 가 35 , 23.7 80~85%

< 4-4-1-11> PC 가 : 2000-2007 (:)

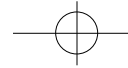


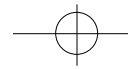
가 가 , PSX가 PS2
 , GB Advance,
 . 2001 N64, PS1 . 2005
 , GB(Game Boy)
 PS2 GB Advance
 , N64, 가
 GB Advance, Dreamcast PSX, PS1, N64, Dreamcast
 . 2002 GB , Gamecube X-BOX

< 4-4-1-12> : 2001-2005 (:)



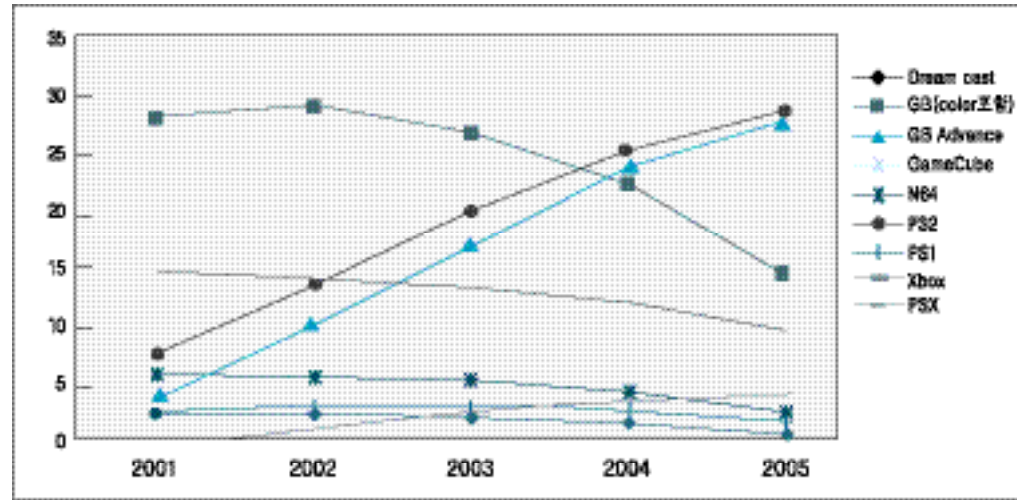
:DFCIntelligence,2001;Informamediagroup,2002;Datamonitor,2002;IDATE,2002





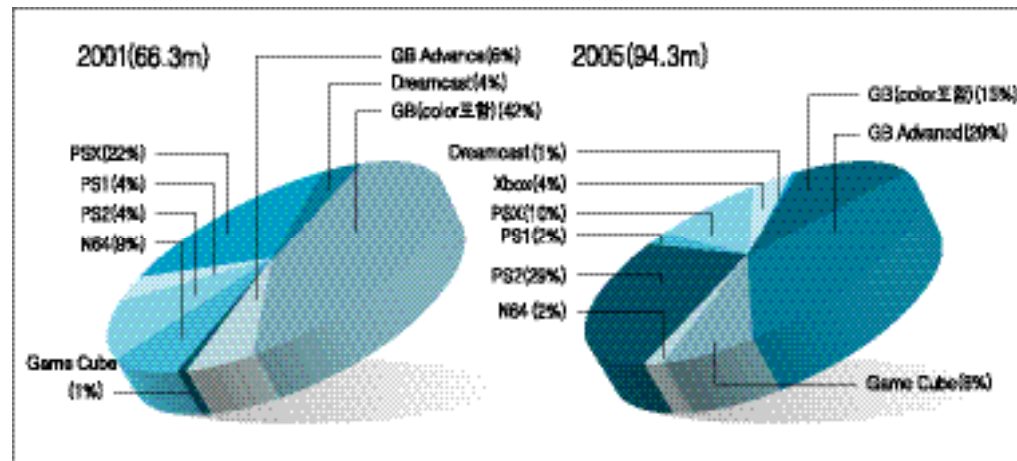
가 . , 2001 GB가 14 8,760 ,
 , 2001 PS2 8 5,700 , GB Advance 6 6
 GB 42%, PSX 22%, PS2 , PSX 5 3,590 ,
 12% . 2005 2002 PS2가 13 900 , GB
 GB Advance PS2가 Advance 11 2,640
 29% , GB가 15%, PSX가 가 가 GB 9
 10% . 5,700 , PSX GameCube가

< 4-4-1-13> :2001-2005



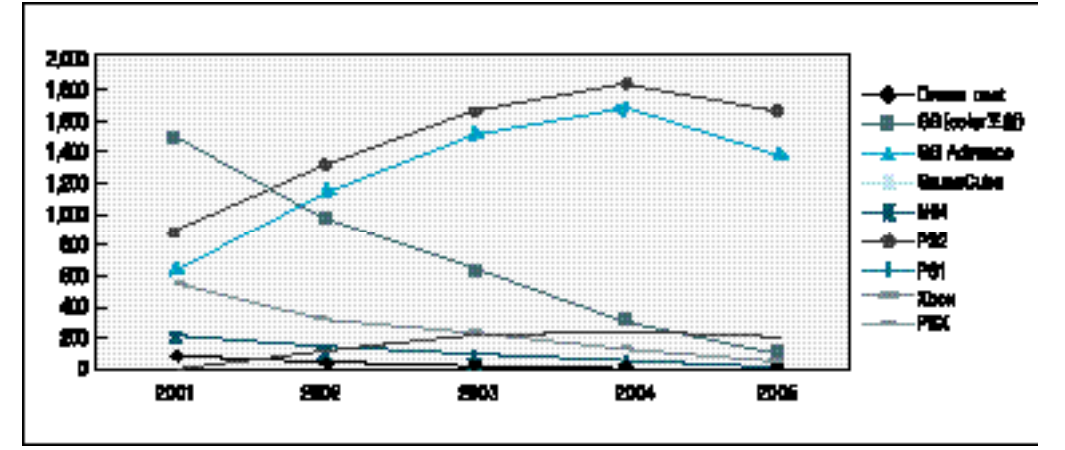
:Datamonitor,2002

< 4-4-1-14> :2001/2005



3 . 2005 GB
 PS2 Advance가 6,050 , PS2 5,560 가
 GB Advance 가 , GameCube
 2005 가 가 1,420 가 ,
 . GB PSX 가 가 1 4,810 2002
 , GameCube X-BOX
 가 2005
 . 2001 4 2003 3
 가 / , 2001 /
 2001 1 3,860 , GB, 9,611,570 2002 /
 PSX, PS2 . 7,720,152
 2002 1 5,160 GB가 , 2001
 4,790 가 , PS2가 3,740 5,534,670 가
 , GB Advance 3,520 2001

< 4-4-1-15> (:)

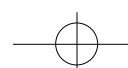
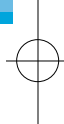


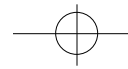
:Datamonitor,2002

< 4-4-1-05> (2001.4.2~2003.3.30) (:)

	2001	2001	2002	2002
PS2	1,600,762	2,447,322	1,620,239	1,786,200
GameCube	184,264	1,104,905	303,807	549,727
X-BOX	-	190,092	88,768	98,621
GameboyAdvance	2,286,874	1,792,351	1,043,974	2,228,816
Total	4,076,900	5,534,670	3,056,788	4,663,364

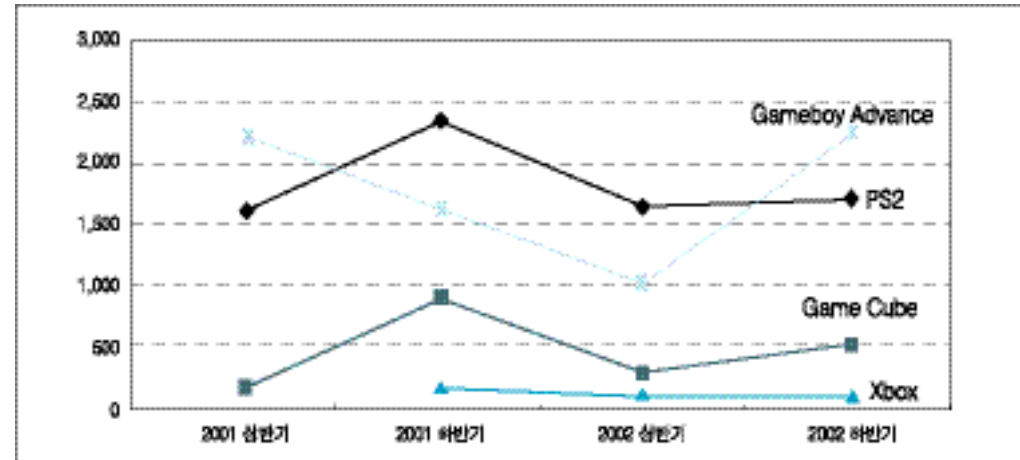
:Informamediagroup,2002





Gameboy Advance 가 2002
 PS2 , 2001 가
 2002 PS2 가 , PS2가 2001
 2002 2002
 Gameboy Advance 가
 가 Gameboy Advance
 , GameCube
 2002 , 2002 , 2003 3
 Gameboy Advance PS1 PS2,
 Gamecube 가 Gameboy Color Gameboy Advance
 2001 4 2003 3
 2002 PS2 Gameboy Advance

< 4-4-1-16> (:)



:Datamonitor,2002

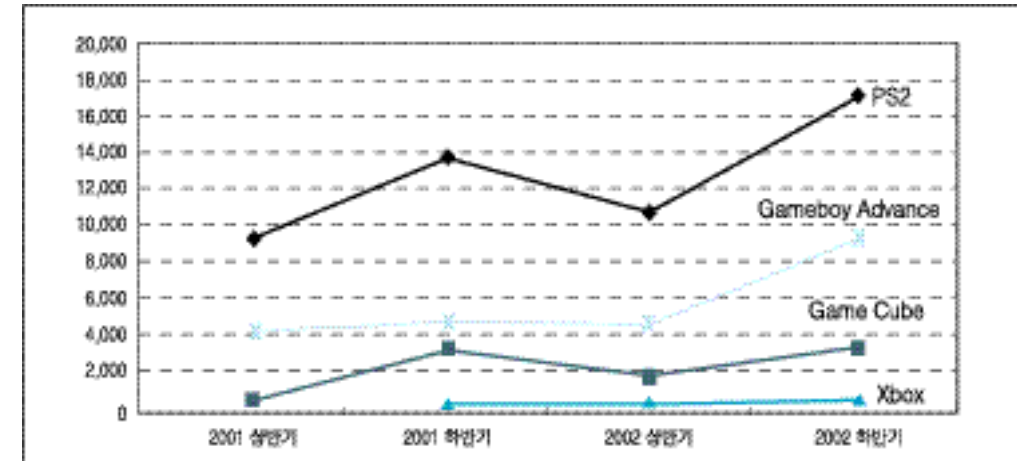
< 4-4-1-06> :2001.4.2~2003.3.30 (:)

	2001	2001	2002	2002
PS2	9,393,955	13,912,993	11,415,999	18,035,072
GameCube	223,204	3,276,563	1,952,137	3,612,582
X-BOX	-	381,066	402,821	524,749
GameboyAdvance	3,964,865	4,681,719	4,368,090	10,226,946
Total	13,582,024	22,252,341	18,139,047	32,399,349

:Informamediagroup,2002

Sony Company Entertainment 2003 , PS1 4,392
 3 가 , PS2 가 1,021
 , PS1 , 507, 가 500
 9 1,700
 3 5,300 , 2 PS1
 8,300 , 2 8,100 가 502 가
 . PS2 3 5,000 , 가 400 ,
 1 6,200 , (8,500 가 167 , PS2
) (1 300) 413 가 ,
 333 , 가 266
 가

< 4-4-1-17> (:)

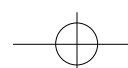


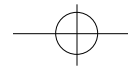
: Enterbrain ,2002

< 4-4-1-07> : ~2003.3.30 (:)

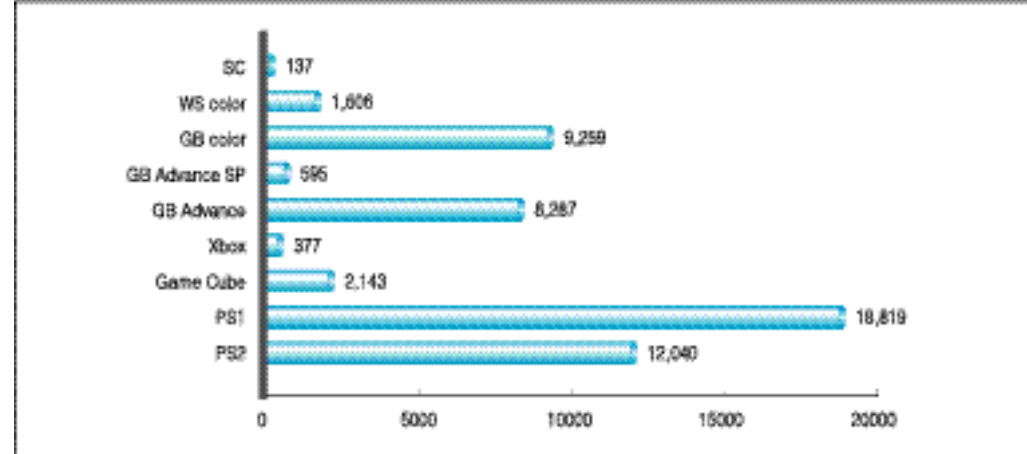
Platform	Company	Release Date	Sales
PS2	SonyEntertainment	2000 03 04	12,039,761
PS1	SonyEntertainment	1994 12 03	18,818,549
GameCube	Nintendo	2001 09 14	2,142,703
X-BOX	Microsoft	2002 02 22	377,481
GameboyAdvance	Nintendo	2001 03 21	8,287,205
GameboyAdvanceSP	Nintendo	2003 02 14	594,939
GameboyColor(GB)	Nintendo	1998 10 21	9,259,074
WonderswanColor(WS)		2000 12 09	1,606,237
SwanCristal		2002 07 12	137,0733

: Enterbrain ,2002





< 4-4-1-18> : ~2003.3 (:)



: Enterbrain, 2002

< 4-4-1-08> 가 (~2003.3.31) (:)

가	PS1	PS2
	283	85
	353	162
	281	103
	917	350

: SonyCompanyEntertainmentHomepage, 2003

< 4-4-1-09> 가 (~2003.3.31) (:)

가	PS1	PS2
	4,392	1,021
	1,282	500
	1,427	507

: SonyCompanyEntertainmentHomepage, 2003

< 4-4-1-10> (~2003.3.31) (:)

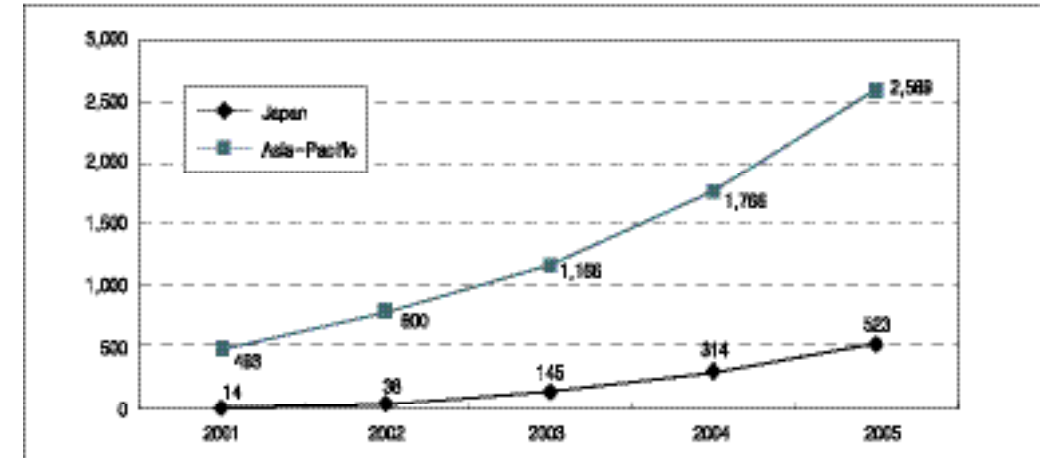
가	PS1	PS2
	502	266
	167	413
	400	333

: SonyCompanyEntertainmentHomepage(2003)

(4) 2002 3 8
 2005 5 2 가
 가
 2001 1,246 2005 , PC
 3,085 , (game room) 가, () ,

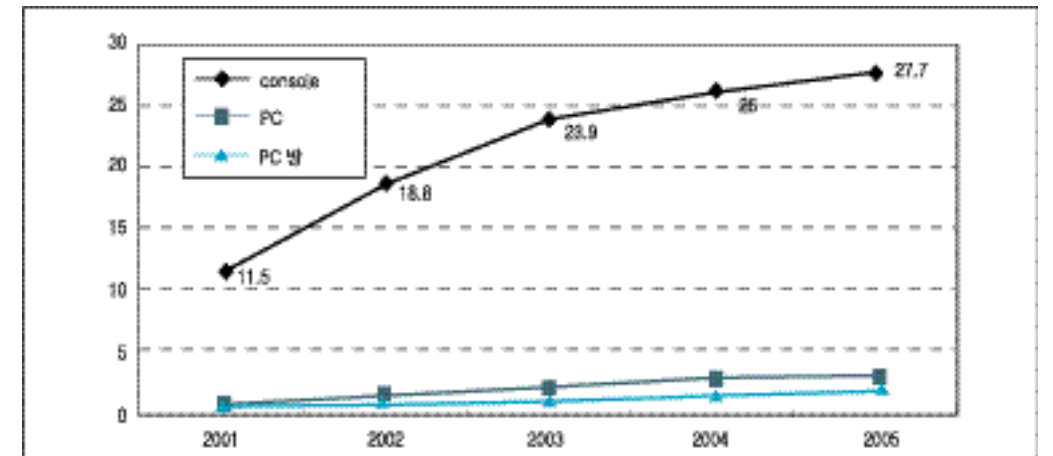
가 2002
 PC PC 1,900 , 2005
 () PC (game room) 2,800 가
 , () 가 PC 96 가 2002
 . Sega, Sony, Nintendo 2002 226
 () 가 2002 58
 , PC 가 PC , 2005
 가 95 가
 가 3/14 PC

< 4-4-1-19> :2001-2005 (:)

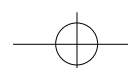


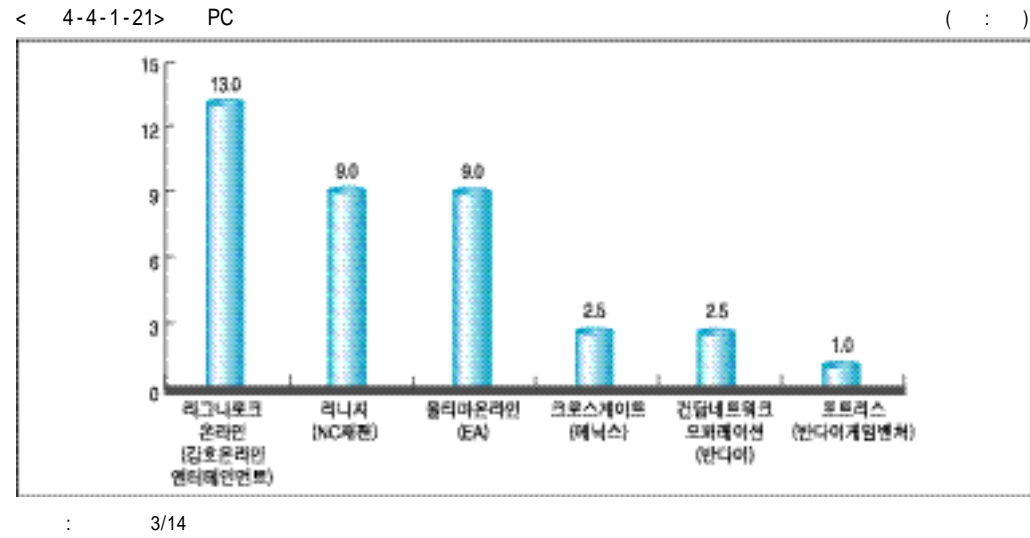
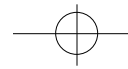
: Datamonitor, 2002

< 4-4-1-20> (:)



: Datamonitor, 2002





(5)

13 1999

가 5,383 , PHS가 573

가

(NC)

(EA)

5,956

9

i - mode

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가

가

가 2 5

, 1

2000 1 DSL

()

가

, 2001 5

IMT -

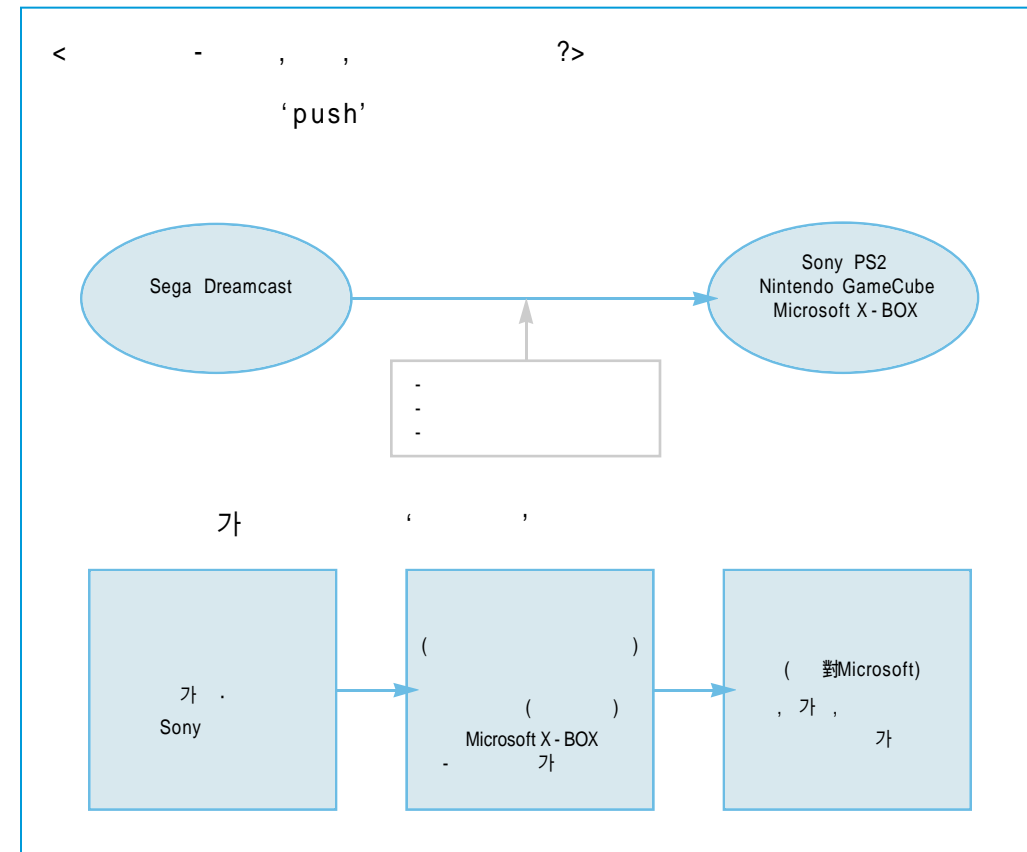
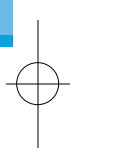
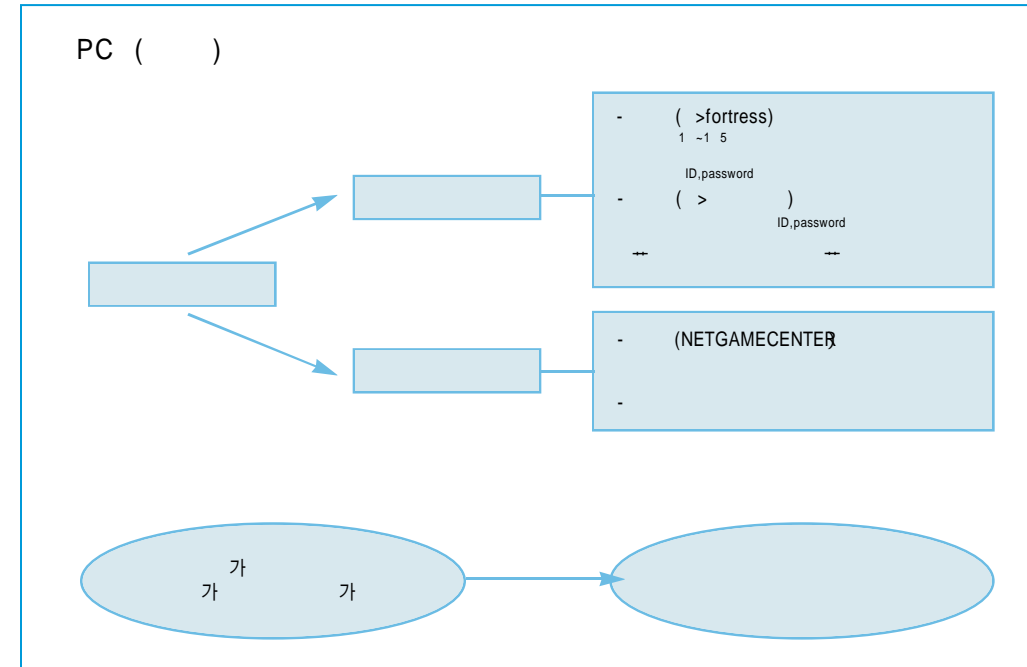
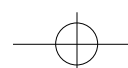
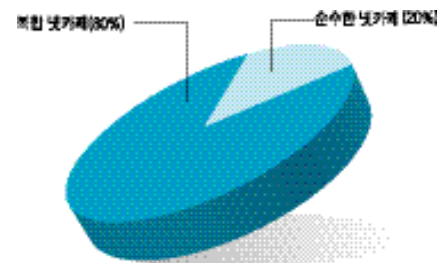
2000 가

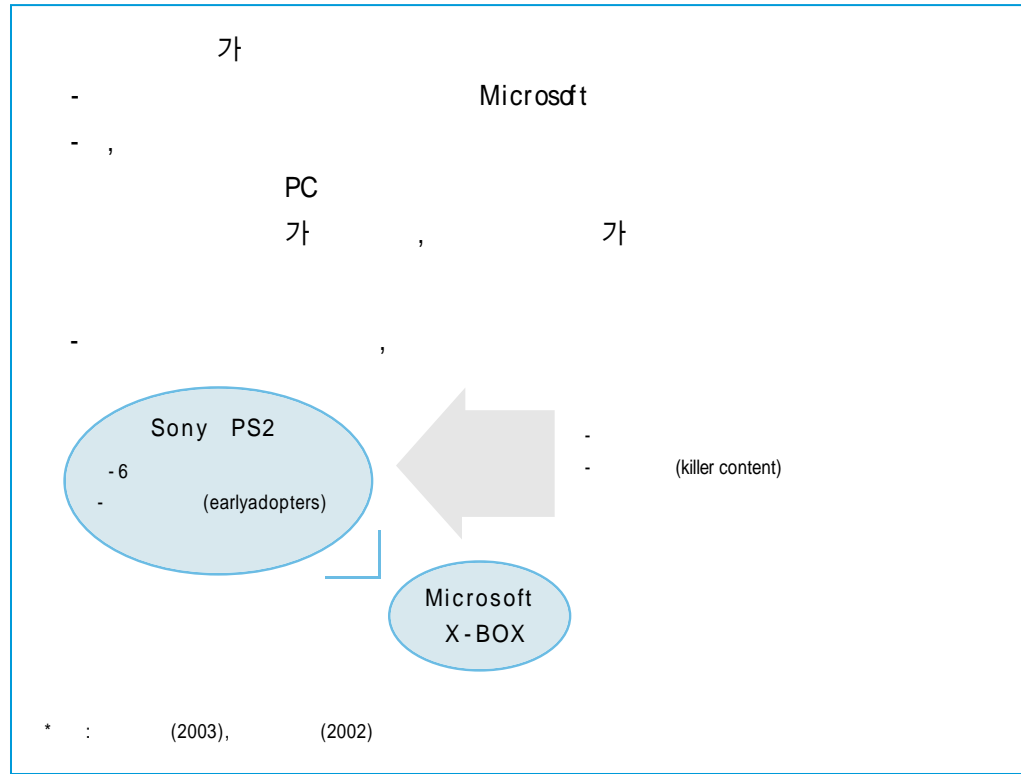
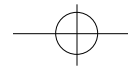
< PC () >

“ 自遊空間 <http://sc.rurystem.co.jp/shoplist/top.html> ”

PC ()

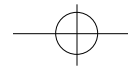
- (600)
)YahooCaé <http://caé.yahoo.co.jp>
- (2,400)
「自空間」



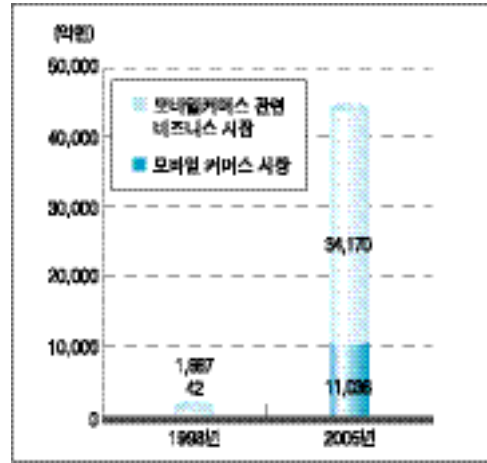


2000 5,975
, 2001 6,477 , 2002 가 6,914
PHS . CdmaOne
가
, 2000 603 ,
2001 657 , 2002 가 701
가
2003 ()
8,004 , 63.3% 가 ,
1999 1999
i-mode CdmaOne 1,723 ,
3 가 28.9% .
.i-mode 가

가
PHS 가 (SFA)
가 2000 PHS 128 가
kbps 가, 2001 5
IMT-2000
가
EC() , 가
(ITS) 가 .
2003 5,292 가
66.1%
2003 가
/PHS
가 , 1999 2,153 , 2005
가 2003 8,622 11,036 가
2001 IMT-
2000 Frost & Sullivan
가 . 2001 3 450 , 2002 5
7,120 가
가 , 1999 4,963 2008 128 1,270 가
가 2003 1 5,134
2003 2 가
3,756 가 . 2001
/PHS 1 9,130 , 2002 3 1,250



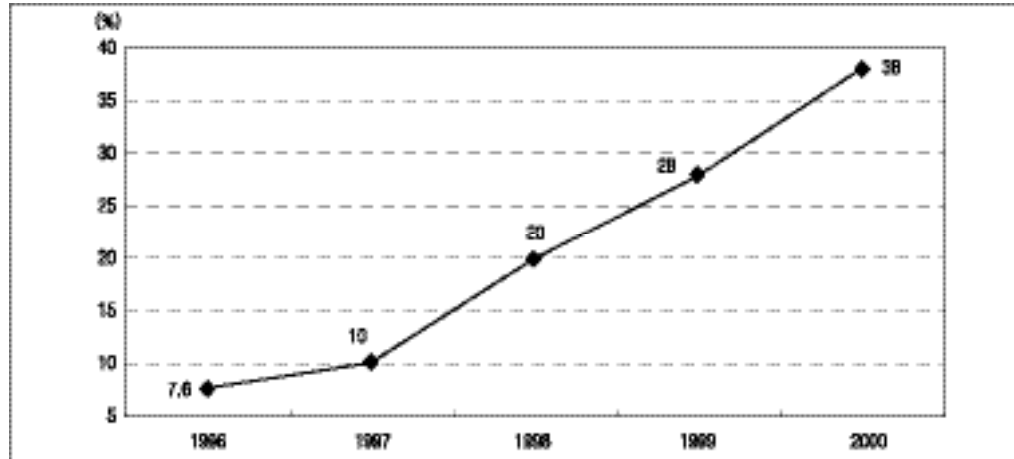
< 4-4-1-22>



, 2008 22 4,210
 ARC Group, 2002
 SIM/embedded 가
 , Messaging Based , Downbads,
 Multi-platformed/networked
 2003
 Downbads 가 Messaging Based
 , 2007
 가 Downloads, Multi-platformed/
 networked 가 가

:2000 ()

< 4-4-1-23>



: IT ()

< 4-4-1-11>

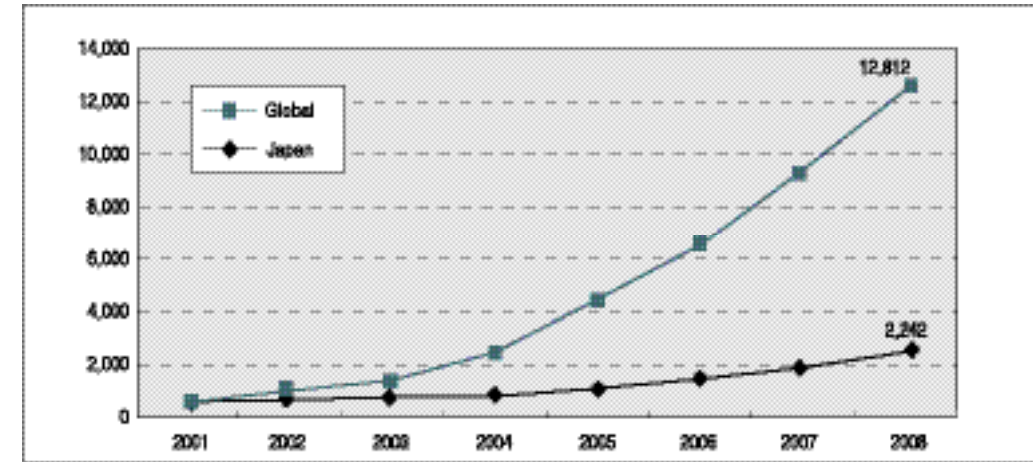
EC ,

Category	URL	Notes
EC Mall	(EZ-Web) - http://l.rakuten.co.jp(i-mode)	, , PC
	(i-mode)	CD
	(i-mode)	가
	http://gazoo.com/i(i-mode)	PC EC "gazoo" 가
	(i-mode)	가
Yahoo!JAPAN	http://mobile.yahoo.co.jp(i-mode)Yahoo!	

"m - " (PHP)

2002 , 7,345 가
 NTT DoCoMo가4,332 가 59.0% 가
 , KDDI가18.0%, J-Phone
 17.8%
 PDA
 가 2002 9 HP iPAQ PDA
 PDA
 가 ,
 PC

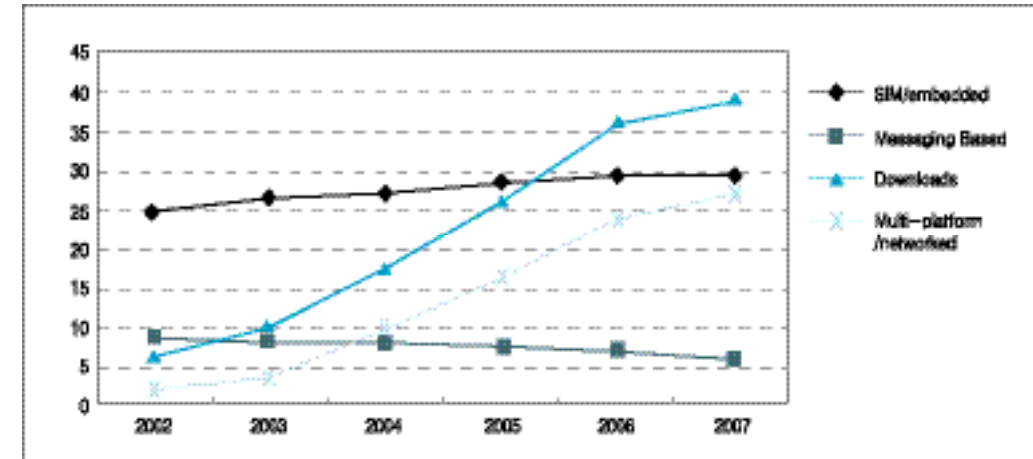
< 4-4-1-24>



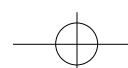
:Frost&Sullivan

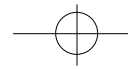
< 4-4-1-25>

:2002-2007

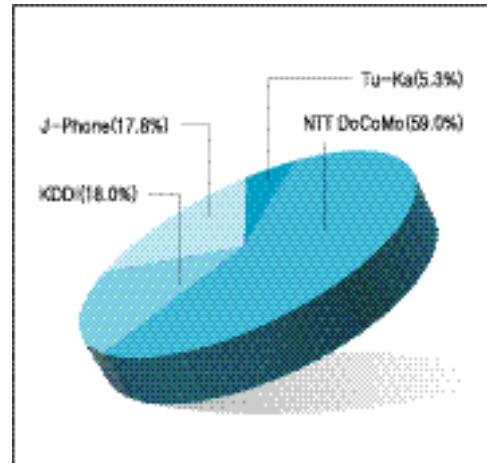


:ARCGroup(2002)



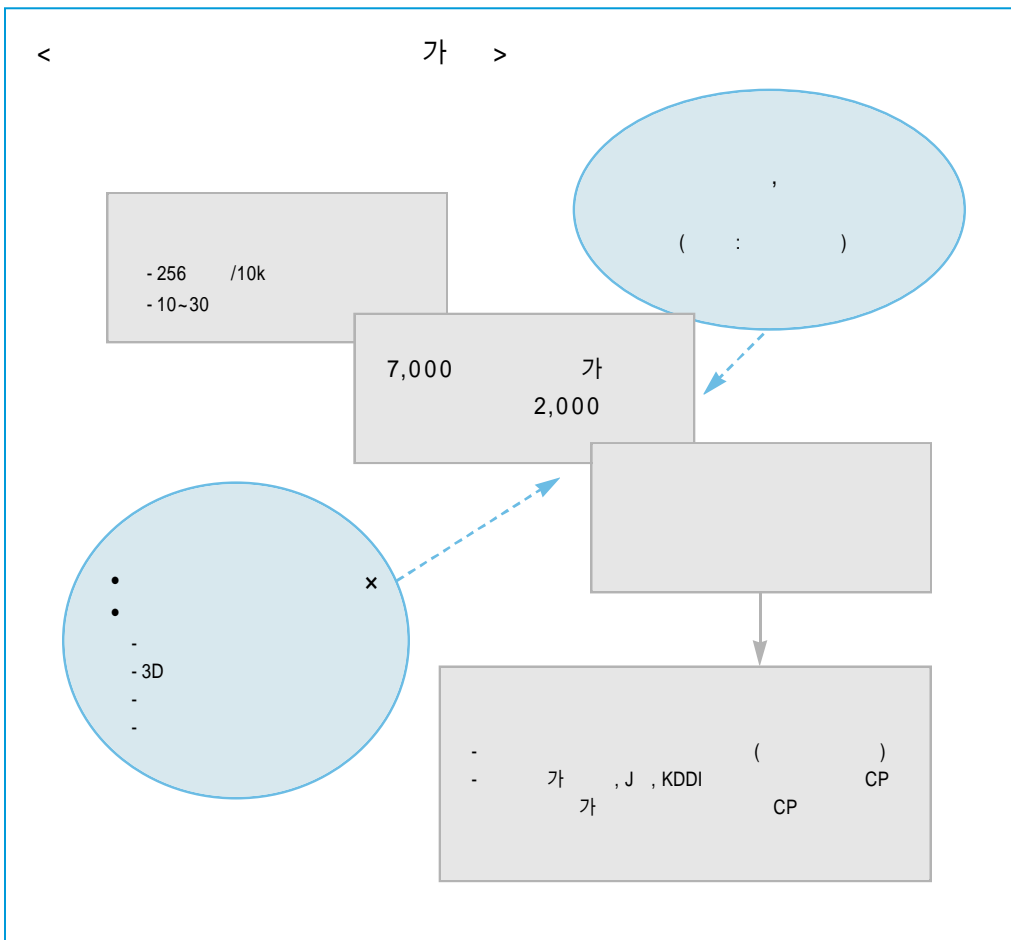


< 4-4-1-26> (가 7,345)



:Softbank,2002

4



< >

3

	(http://www.taito.co.jp)	(http://www.konami.co.jp)
	1953 8	1969 3
	68 2	47,398
	2002 3 340	2002 2/4 377 23
	(43 - 13%)	(4,422)
	<ul style="list-style-type: none"> • 6 가 • 300 가 • KDDI 가 • 가 	<ul style="list-style-type: none"> DX' • 4가 java , 6 • 300 KDDI EZplus' • 가 • 300

< >

2003

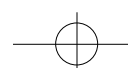
가가

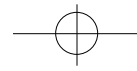
300

가

J

4





< - >
 가 , ' ,
 - 가 ' killing time '
 , 가
 - 504i e-book 가 가
 3D , 가 가 가
 20
 - 가
 가 ' killing time ' TV
 - 가

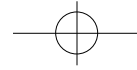
[]

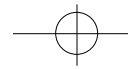
	300	, CGI
--	-----	-------

	CP	300	
3D			
- CP JAVA 3D			
• 3D Z3D D504i			
3D			
• 가			
• 가			
-3D 2001 , 가3D			
5-6			
-J :3D			
-KDDI: (BREW 3D)			
-2002 5 JAVA, 3D가			가



	-가 , , / 6 가 , 가 - 가 - 가 - 가
	CP (), 300 , J - , , 8 - 15 , - , KDDI 6 , 4 - 1,200 (CP)
	• Java (, 가 ,가 가) - 가 - , 가 가 , - Java 가 - 가 - (가)
	- 가가 가 • 가 : 100 가 : 가 - CP 10 가 • 가 , - 가 • CP 1-2가 가 - 가





4

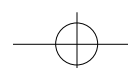
			URL
	JV	40 15	http://www.bandaigv.com
NC	JV	9 40%	http://www.lineageonline.jp
		NC (, hi - ho) 2 가	http://www.nexon.co.jp

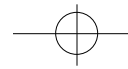
2

1. UFO , PC
가
가
D3
2001
()가 33%가
99
39%, 2000 43%
2000 PS2가 가 40~50
2 8%가 가
1,000 가 3 PC
e
14
가

< : . >
가
가
가
1, 2 TV
100
, 3 DVD, 4, 5 PC , 6
PC 30~50 , e
PC 14 가
가
1 PS2
7 1 3
1
17 20
가
가
가
2000
가 가 가
3 2000 가
가
, 30
가 97 1500 가 가

4

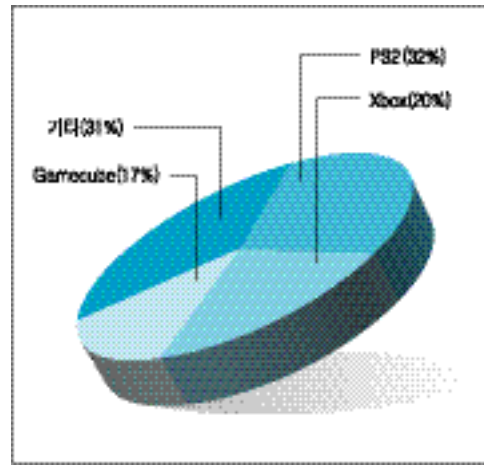




'Nintendotype'

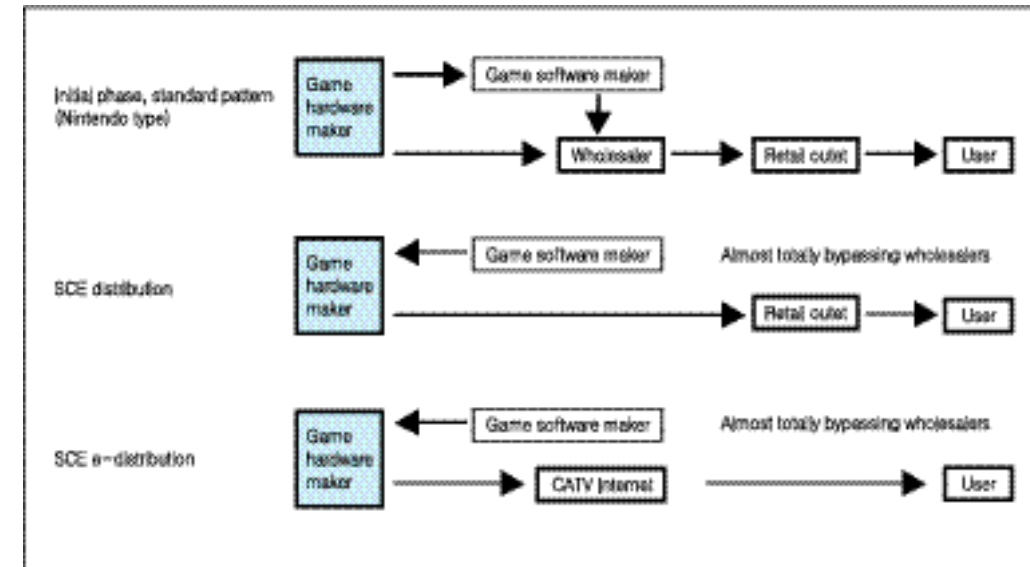
Nintendotype

< 4-4-2-02>



:CESA,2002

< 4-4-2-01>



:Nomura,2001

SCE(SonyComputerEntertainment)

SCE e-distrib

but on

CATV

가

가

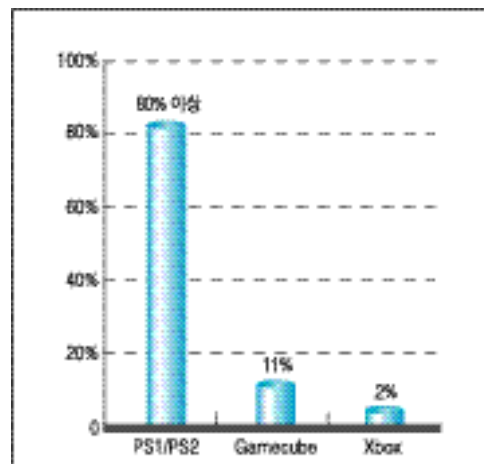
(network)

(mobility)

가

Capcom KDD

< 4-4-2-03>



:CESA,2002

Sega

Capcom

stone ; StreetFighter

' Power

가 PC

Koei

' Nobunagano Yabo: Internet ' Romance of the Three Kingdom :

Internet '

Koei 1999

' GAMECITY

Koei가 가

< 4-4-2-02>

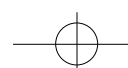
Enthusiasm	Software maker	Comments
1	Capcom	Has set up chaku - mero and AZ - NAVI wireless online systems.
2	Konami	Is distributing video games adapted for i - mode. Has a tie - up with Nintendo, with which it has set up Mobile 21, related to GB Advance.
3	Namco	Is positive. has set up a Web and mobile content project.
4	Enix	Is distributing video games adapted to i - mode.
4	Tecmo	Is studying the situation.
4	Koei	Is considering the situation.

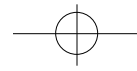
:Nomura,2001

< 4-4-2-01>

Enthusiasm	Software maker	Comments
1	Capcom	Has tied up with KDD and launched multiplayer network games.
2	Koei	Is taking a positive stance. Has already launched multiplayer network games. Plans to start up a server - based network game in 2001.
3	Enix	Is positive about PC network games.
3	Tecmo	Is currently looking into how it can make a profit from the network business. Is considering tie - ups with other companies and has put forward concrete proposals.
3	Konami	Is studying the situation.
3	Namco	Is considering and studying the situation.

:Nomura,2001





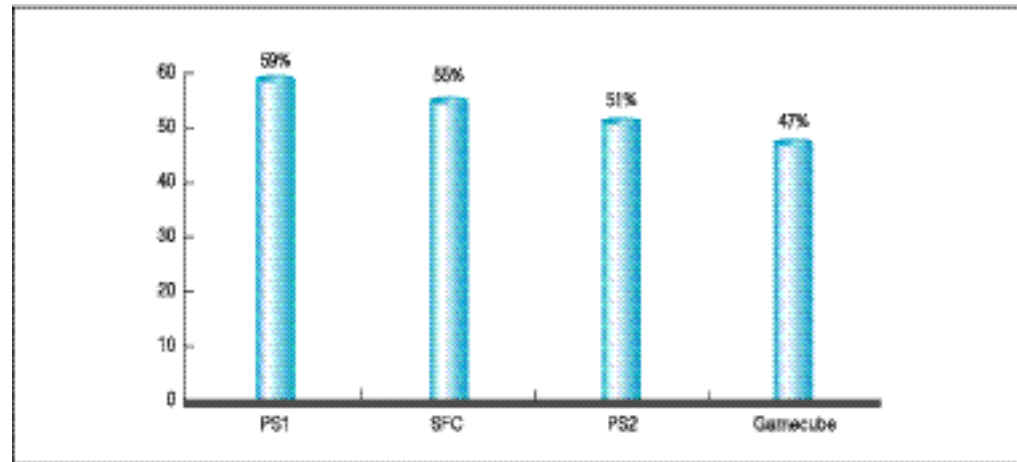
가

. 2002 CESA 가 80% PS1 PS2 , Sony PS

PS2가 32% 가
X-BOX가 20%, 59%가 PS1
Gamecube가 17% 55% SFC
. PS2 51%, Gamecube 47%

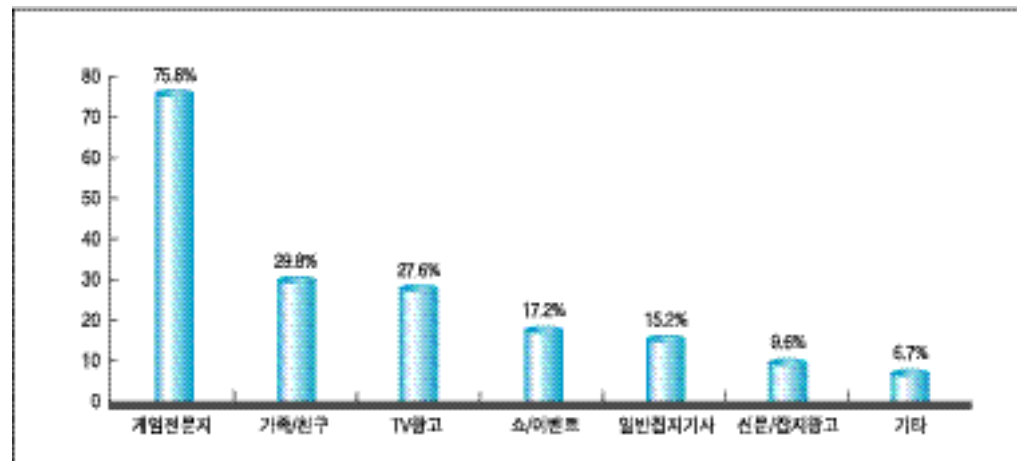
4

< 4-4-2-04>



:CESA,2002

< 4-4-2-05>



:CESA,2002

가

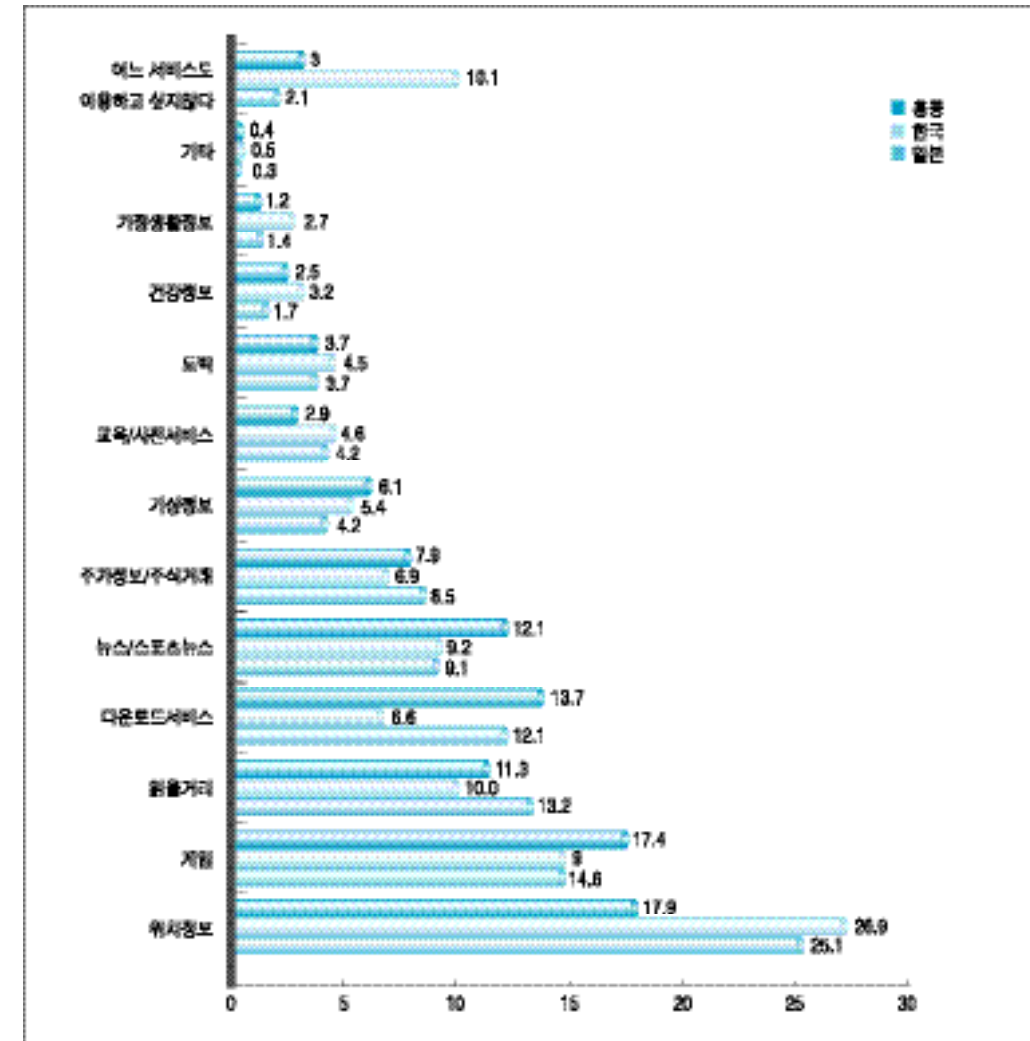
가 가
76% 가 가
가 29.8%, TV 가 27.6%, 가가
가 17.2%, 가 15.2% 가 , . 3 가

가

< 4-4-2-06>

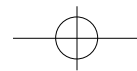
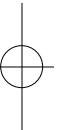
가

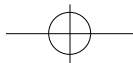
(:%)



: & (ECOM),2002

4





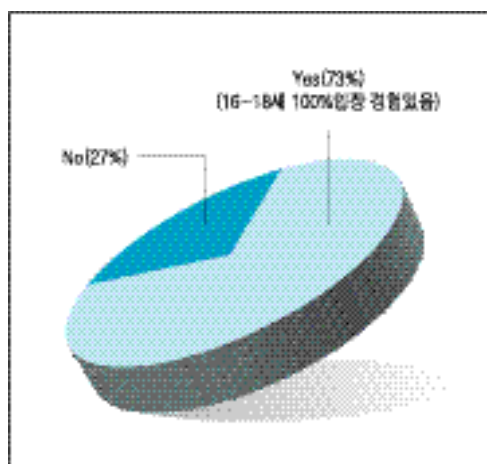
< 4-4-2-03>

<	>	
1		30.0%
2		26.4%
3		25.2%
<	>	가
1		11.1%
2	가, 가	10.3%
3		10.1%

:CESA(2002)

4

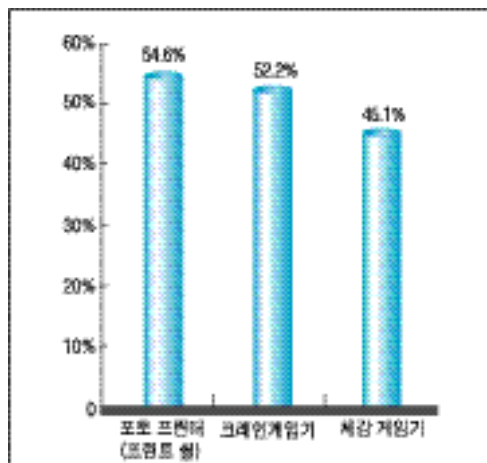
< 4-4-2-08>



:CESA,2002

가
48.5% 가 34.7%,
20.9%
(www.imer.netmetrix.com), CCID
(www.cad.consulting.com),
BP (www.nikkeibp.co.jp)가
, 2001 12
(
, , , ,
15-60

< 4-4-2-09>



:CESA,2002

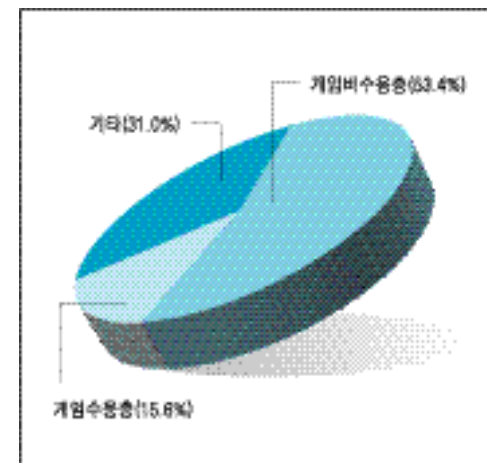
(35.8%)
가 (64.3%)
9.7%, 9.8%
50.6%가
가

15.8%
가
가
(www.etr.co.jp)
(ECOM, www.ecom.jp)가 2002 12
, , 3
(26.4%)
(25.2%)
2002 6 , 2002 9
3,315 ,
4,440 , 3,906
가
, 가
10%가
가
(가)

2.

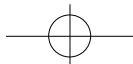
2002 CESA
6
가 ,
53.4%가 , 가 31.0%

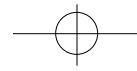
< 4-4-2-07>



:CESA,2002

4

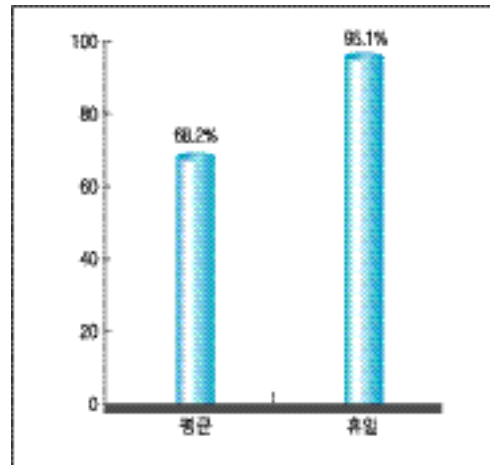




가 가 , 54.6%가
 () , 52.2%
 73%가 , 45.1%
 27%
 16~18 , 100%가

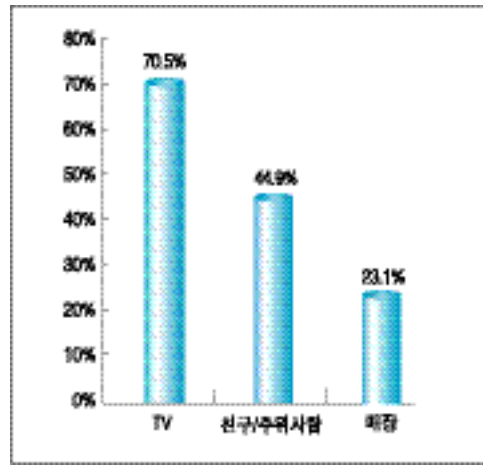
< 4-4-2-10>

(:)



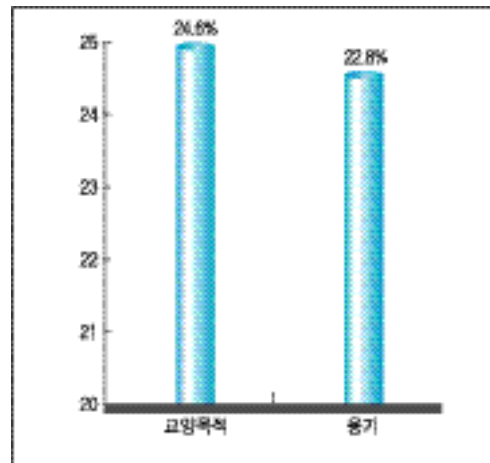
:CESA,2002

< 4-4-2-12>



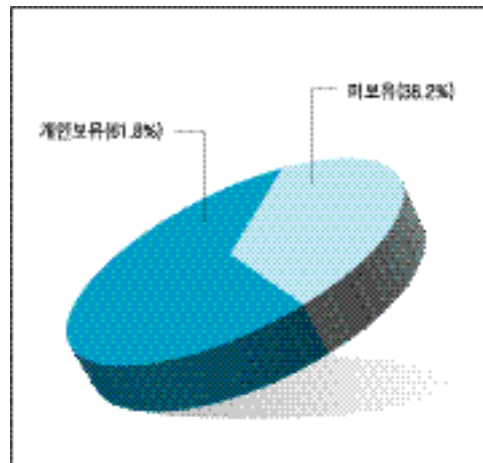
:CESA,2002

< 4-4-2-11>



:CESA,2002

< 4-4-2-13>



:CESA,2002

2.5 , (70.5%).
 68.2 , , 23.1% 44.9%
 95.1 가
 , 61.8%
 가 , 24.6% 가 i 19.4%, 42.4%
 22.8%
 가 가 20.4%
 가 가 2.3%, 18.1%
 TV

