

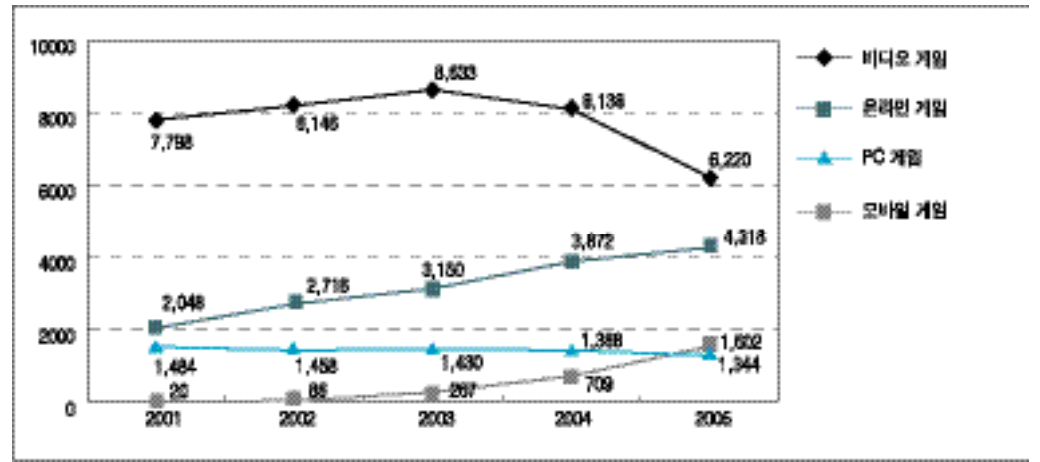


2

1

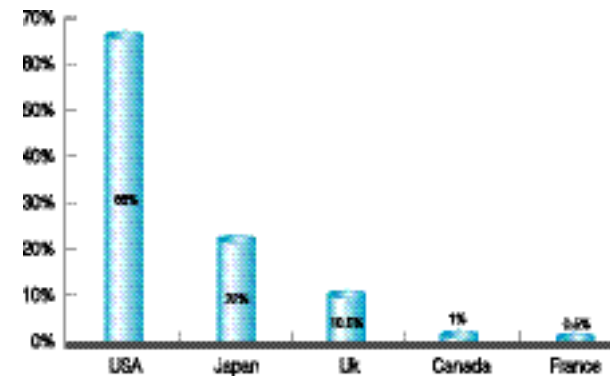
1. 2001 (77 9,800), (20 PC 4,800), PC (14 8,400), (2,000) . 2002 81 가 2005 가 , 27 , PC 43 가 14 , 86 가 16 가 가 가 66.0% 가 1 가

< 4-2-1-01> (:)



: Datamonitor, 2002 ; Screen Digest, 2002 ; DFC Intelligence, 2001 ; SOFTBANK Research, 2002 ; Informa media group, 2002 IDSA, 2002 ; DTI spectrum, 2002

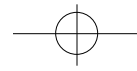
< 4-2-1-02> 가 ()



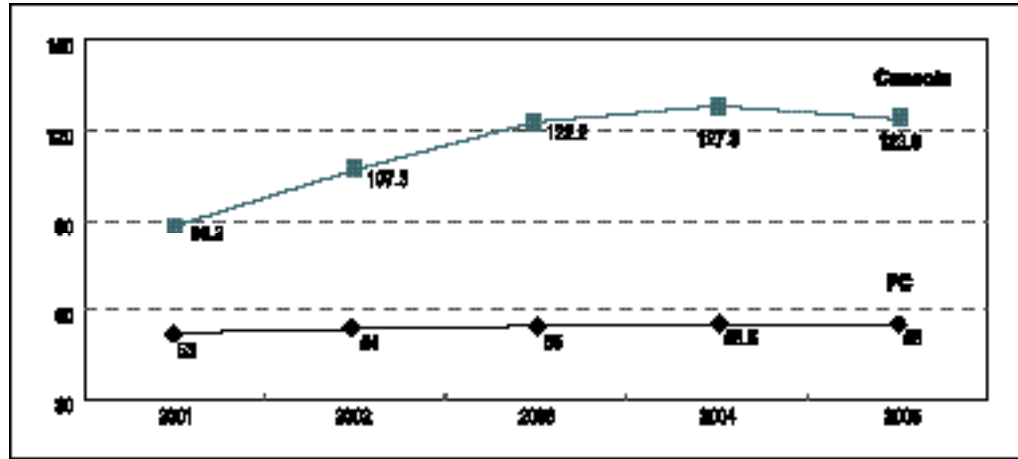
: DTI spectrum, 2003

가 , 2005 124 22.0% 2 , 10.5% PC , 2001 53 , 2002 54 가 1.0%, 가 0.5% PC 53 , 2002 54 2005 56 2. 2001 150 , 2002 174 , 2004 208 (1) PC PC (對) (consde 가 game) 2004 2005 2001 53 , 2002 54 180 2005 56 PC , 2001 2000 2001 88 , 2002 107 , 2004 127 8%가

4

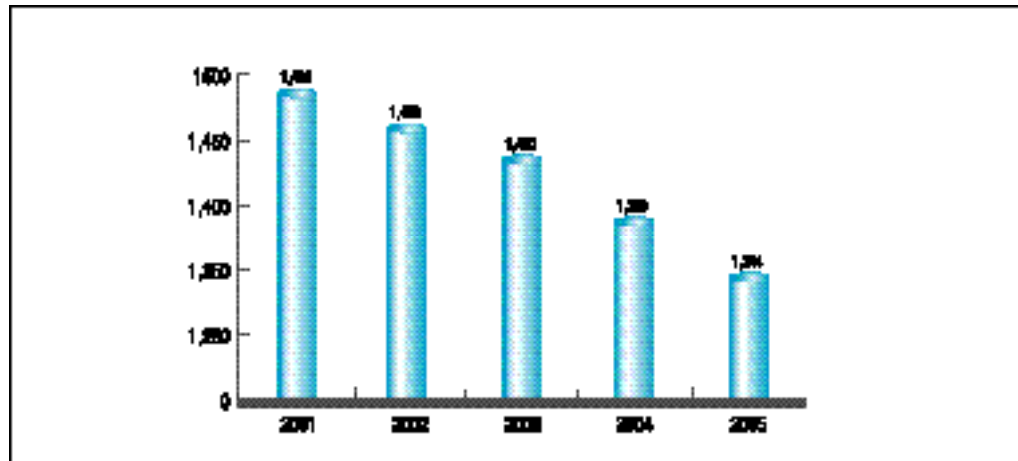


< 4-2-1-03> : PC vs Console (:)



: Datamonitor, 2002

< 4-2-1-04> PC : 2001-2005 (:)



: Datamonitor, 2002 ; Informa Media Group, 2002 ; IDSA, 2002 ; DTI spectrum, 2002

50 2001 , 2 'Roller Coaster Tycoon' ; 9 'Sim Theme Park'

34.1%

2000 10% 가

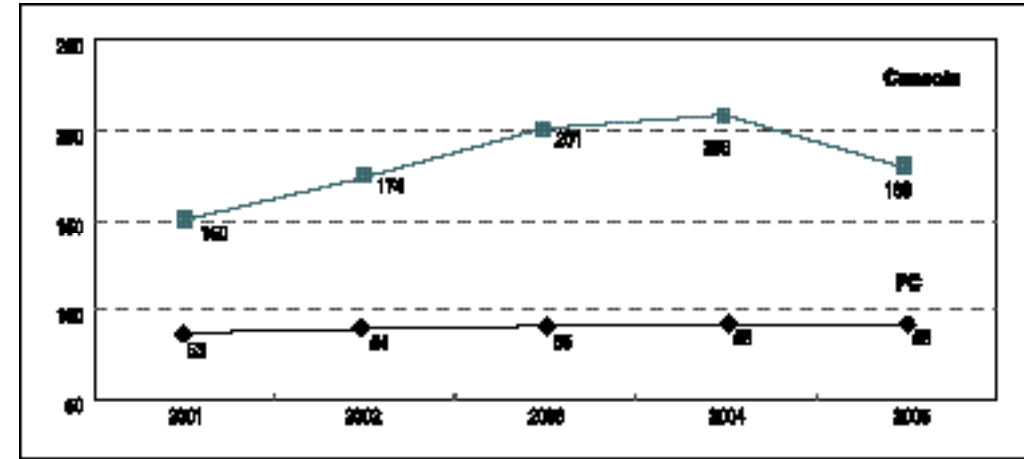
PC Top PC 가

가 'The Sims' ; 3 'Harry Potter & the Sorcerer's Stone'

2001 PC 10 'Grand Theft Auto'

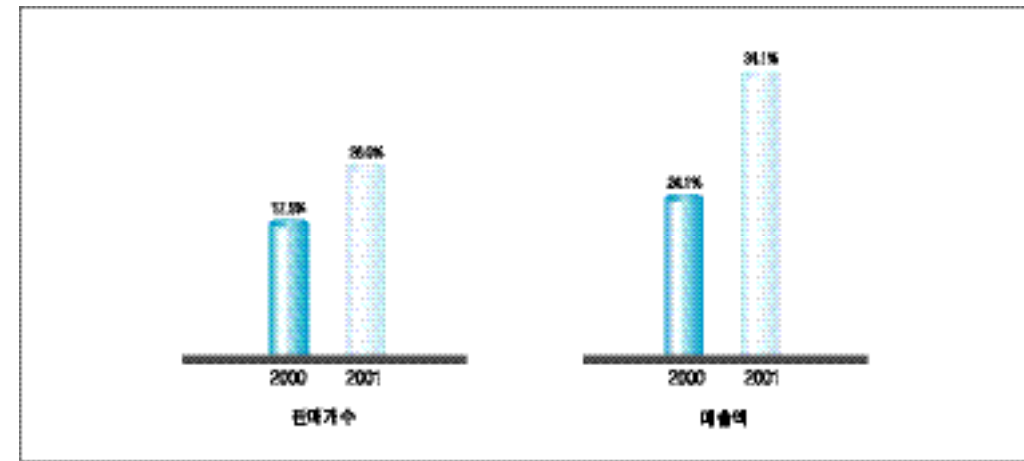
, PC 3 () 가 , 2

< 4-2-1-05> : PC vs Console (:)



: Datamonitor, 2002

< 4-2-1-06> PC 50 : 2000/2001 (:)

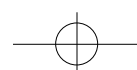


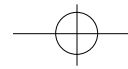
: DTI spectrum, 2003

< 4-2-1-01> 2001 PC Top 10 (:)

Rank	PC Title	Country	Console Title	Country
1	The Sims	USA	Grand Theft Auto 3	UK
2	Roller Coaster Tycoon	UK	Madden NFL 2002	USA
3	Harry Potter & the Sorcerer's Stone	USA	Pokemon Crystal	Japan
4	Diablo 2 Expansion Set : Loed of Destruction	USA	Metal Gear Solid 2	Japan
5	The Sims : House Party Expansion Pack	USA	SuperMario Advance	Japan
6	The Sims : Livin in Up	USA	Gran Turismo : A - Spec	Japan
7	The Sims : Hot Date Expansion Pack	USA	Tony Hawk & Pro Skater 3	USA
8	Diablo 2	USA	Tony Hawk & Pro Skater 2	USA
9	Sim Theme Park	UK	Pokemon Silver	Japan
10	Age of Empires II : The Age of Kings	USA	Driver 2	UK

: NPDTechworld, NPDFunworld TRSTS Video Games, DTI spectrum, 2003



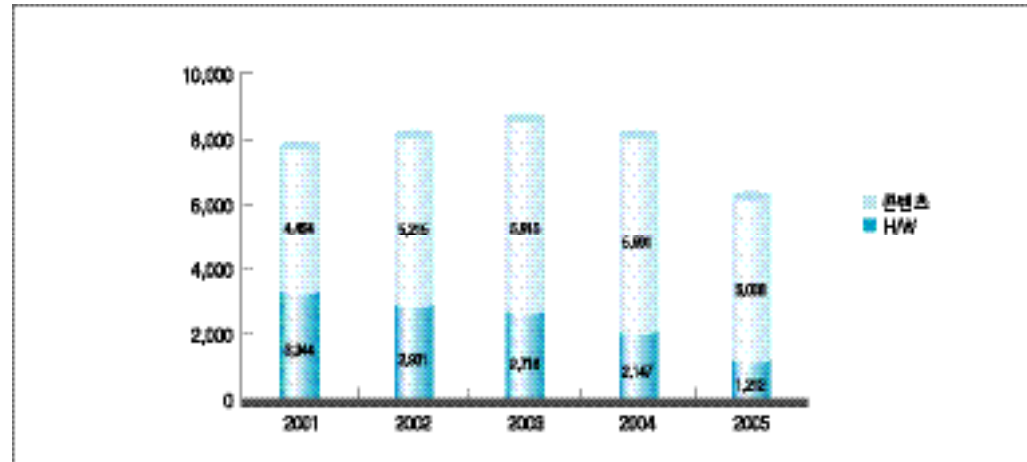


'Madden NFL 2002' . 3 2005
6 2004 59.9 가
, 2005 50 가

2

(2) 2002 가
, 2001 X-BOX 229.7%
33 , 44 . Gamecube
, 2002 가 29 , 194.6% Gameboy
52 가 Advance 141.7%, PS2
가 139.7% .

< 4-2-1-07> : 2001-2005 (:)



: DFC Intelligence, 2001 ; Informa media group, 2002 ; Datamonitor, 2002 ; IDATE, 2002

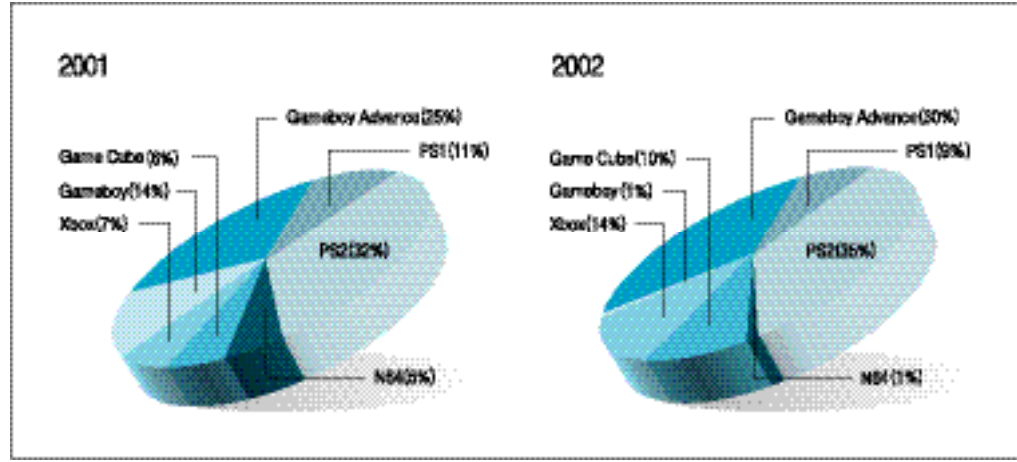
< 4-2-1-02>

	()			()		
	2001	2002		2001	2002	
PS1	2,411	2,380	98.7%	29,250	31,630	108.1%
PS2	6,552	9,150	139.7%	7,696	16,846	218.9%
Nintendo64	1,053	166	15.8%	18,325	18,491	100.9%
GameCube	1,290	2,510	194.6%	1,290	3,800	294.6%
X-BOX	1,500	3,445	229.7%	1,500	4,945	329.7%
Gameboy	2,996	140	4.7%	37,731	37,871	100.4%
Gameboy Advance	5,301	7,510	141.7%	5,301	12,811	241.7%
Total	21,103	25,301	119.9%	101,093	126,394	125.0%

: Informa media group, 2002

2001 PS2가 32% 가 . 2002
Gameboy Advance가 , X-BOX가 334.7% 가 가
25%, Gameboy, PS1가 14%, 11% , Gameboy Advance 203.2%, PS2
. 2002 181.3% 가 .
PS2가 35%, Gameboy 2001
Advance 30% , PS1
Gamecube 10%, PS1 9% 35% 가 , PS2가
23%, Gameboy가 17% .
2002 PS2가 40% , PS1
, 2002 PS2가 40% , PS1
20%, Gameboy Advance 15%
X-BOX, Gameboy Advance

< 4-2-1-08> : 2001/2002

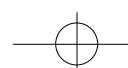


: Datamonitor, 2002

< 4-2-1-03>

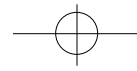
	()			()		
	2001	2002		2001	2002	
PS1	1,317.6	729.7	55.4%	49,118	34,085	69.4%
PS2	1,810.8	3,282.8	181.3%	31,665	66,915	211.3%
Nintendo64	670.8	76.6	11.4%	14,605	2,235	15.3%
GameCube	217.2	766.4	32.9%	3,639	13,989	384.4%
X-BOX	294.0	983.9	334.7%	4,926	18,238	370.2%
Gameboy	734.4	224.1	30.5%	23,759	7,755	32.6%
Gameboy Advance	428.4	870.7	203.2%	10,091	25,694	254.6%
Total	5,473.2	6,934.3	126.7%	137,803	168,911	119.1%

: Informa media group, 2002

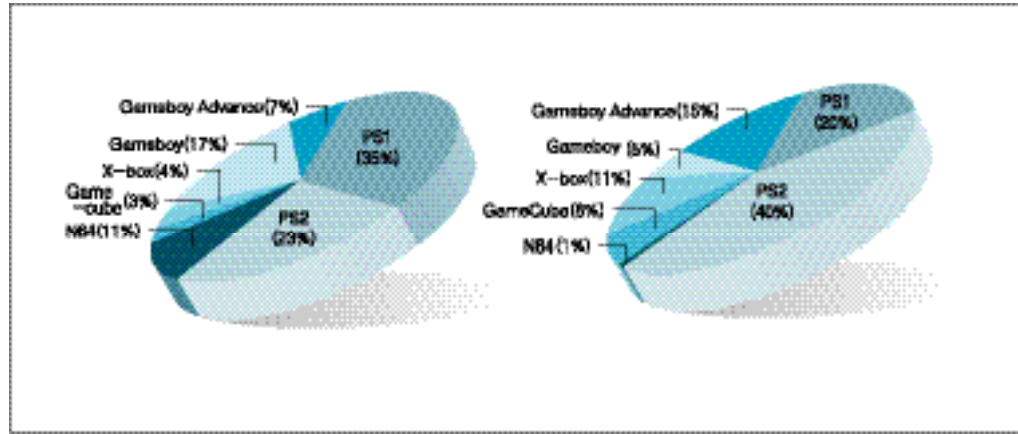


4

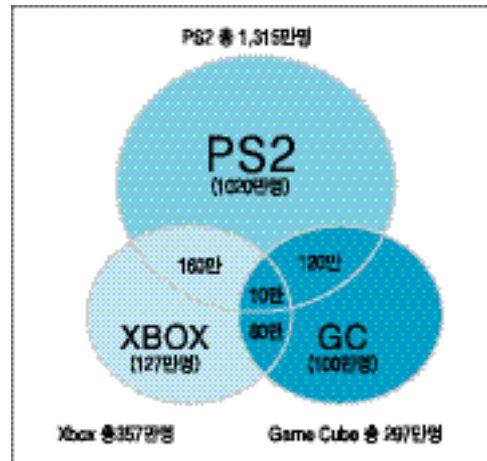




< 4-2-1-09> : 2001/2002



< 4-2-1-10>

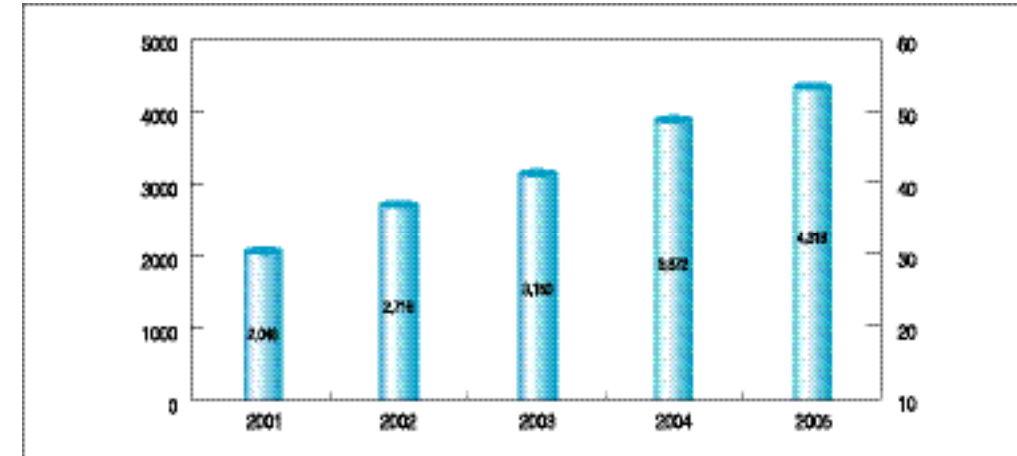


: IDC, 2002

Year	PS2 (100만명)	XBOX (127만명)	Gamecube (100만명)
2001	100	127	100
2002	131.5	127	100
2005	131.5	127	100

가 , PS2 가 , PC ,
 가 , 1,315 Gamecube, PS2, X-BOX 가
 . X-BOX 357 , . Datamonitor
 Gamecube 297 , 2002
 , PC, X-BOX, PS2,
 Gamecube
 , PS2 X-BOX
 170 가
 , PS2 Gamecube 130 , PC

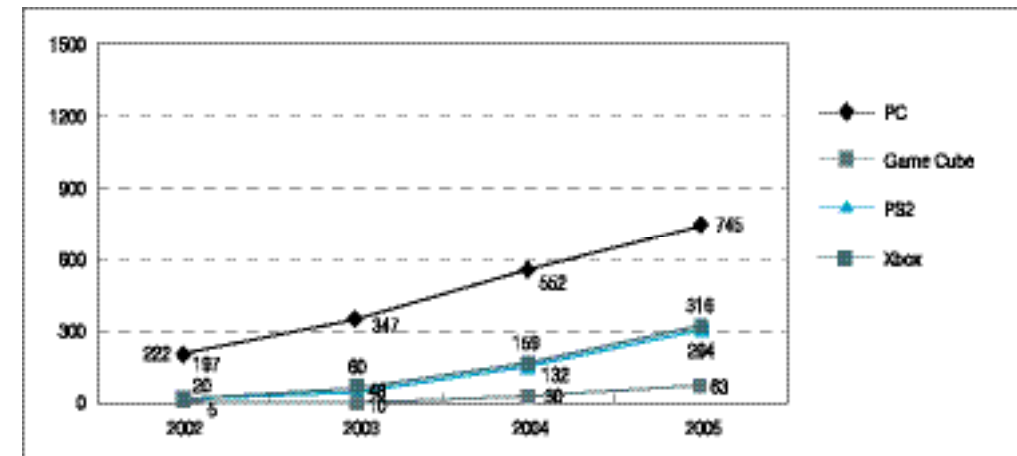
< 4-2-1-11> : 2001-2005 (:)



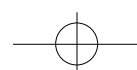
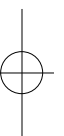
: Datamonitor, 2002 ; Screen Digest, 2002 ; DFC Intelligence, 2001 ; SOFTBANK Research, 2002 ; Informa media group, 2002

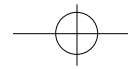
가 , Gamecube 가
 가 2002
 PC , PC 1 3,700
 2002 2,890 2005 5,610 가 , PC 6,000 ,
 가 , PS2, X-BOX, 240

< 4-2-1-12> (:) (:)

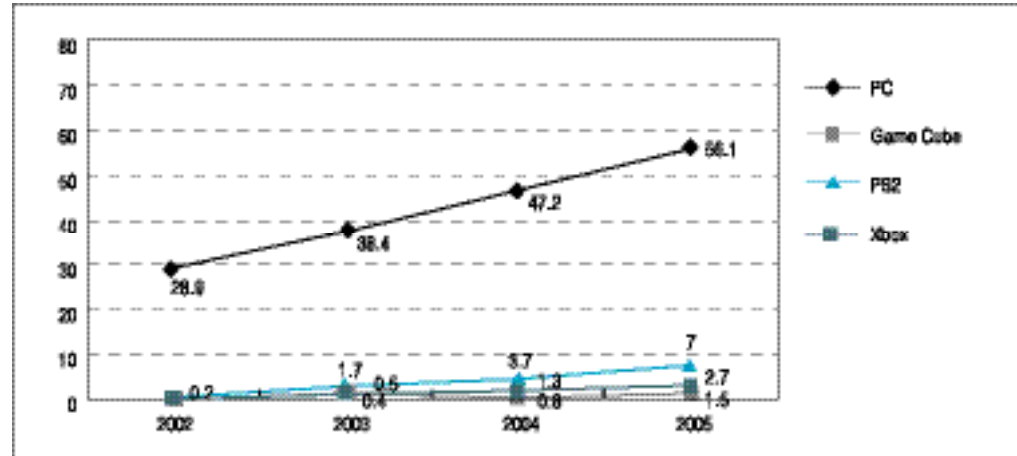


: Datamonitor, 2002



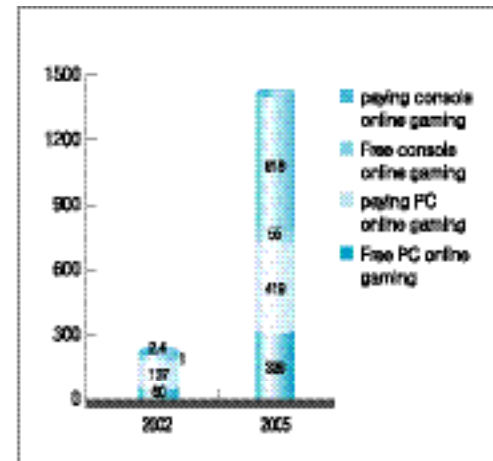


< 4-2-1-13> (:)



: Datamonitor, 2002

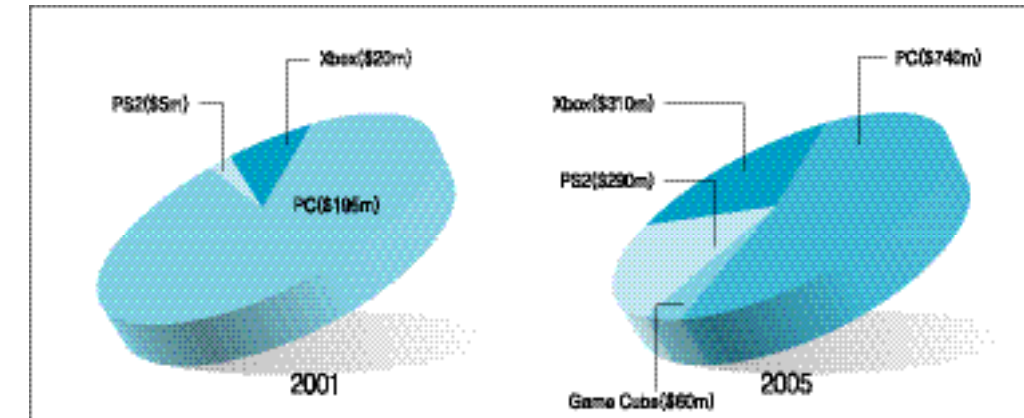
< 4-2-1-14> : 2002/2005 (:)



: Datamonitor, 2002

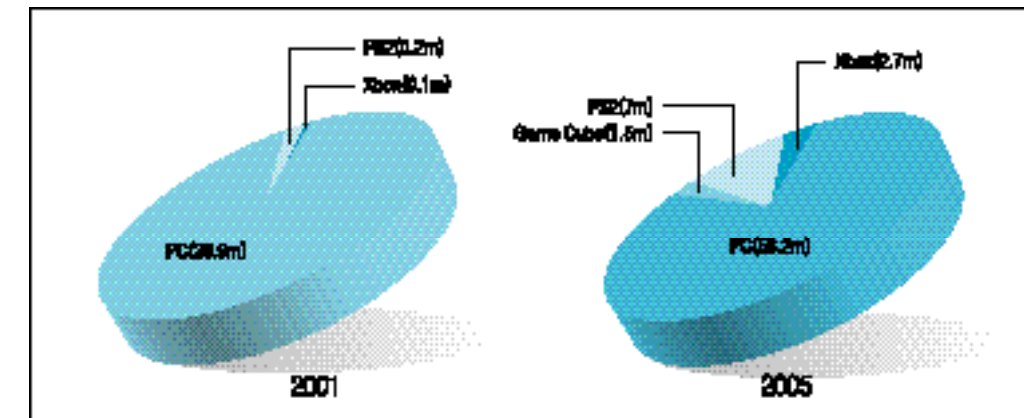
, 2001 PC 1 9,500
 가 , X-BOX가 2,000
 , PS2가 500 . 2005
 PC 7 4,000
 가 ,
 X-BOX가 3 1,000 , PS2가 2
 9,000 , Gamecube
 가 .
 2001 PC 2,890
 가 , PS2 20 , X-BOX 10
 . 2005 PC
 5,620 가 가
 , PS2 700 , X-BOX
 270 , Gamecube 150
 .
 6
 1,800 가 , PC
 4 1,900 , PC
 3 2,600 , 가
 5,500 . 2005 1 5,710 , 2,630

< 4-2-1-15> : 2002/2005()



: Datamonitor, 2002

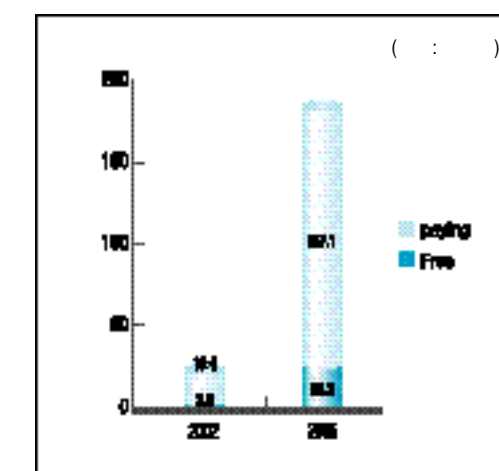
< 4-2-1-16> : 2002/2005



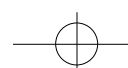
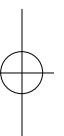
: Datamonitor, 2002

(4)
 2001 45% 가 2000 39%
 (Teleanalytics)
 가 2006 1.8 가
 가 (Gartner) 2001~2005

< 4-2-1-17> : 2002/2005 (:)



: Datamonitor, 2002



6가

- (Massively Multiplayer Online Games)
- = MMPs(Massively Multiplayer games)
- PC CD (CD-based)
- PC (Web-Based)
- (Console based)
-
- TV
- < : 美 IGDA(International Game Developers Association)>
- < 4-2-1-18>

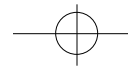
MMP 게임	구입, 회원제서비스, 프리미엄상품	월평균 \$0.95-12.95	시장규모 수	단거리 발전가능성 보통
PC CD기반게임	대전포서 게임방식 → 제한적 회원제	월평균 \$0-4.95	시장규모 수	단거리 발전가능성 적음
PC 별기반게임	광고, 구입, 회원제	월평균 \$0-4.95	시장규모 대	단거리 발전가능성 적음
콘솔	구입, 회원제, 프리미엄서비스	월평균 \$0-4.95	시장규모 수	단거리 발전가능성 적음
무선게임	광고수입, 구입회원제, 프리미엄서비스	월평균 \$0-4.95	시장규모 수	단거리 발전가능성 적음
인터넷기반 TV	광고, 구입 프리미엄서비스	N/A	시장규모 수	단거리 발전가능성 적음

PC 가 MMP, , PC-CD
 MMP가 가
 13 . MMP
 가 가
 가)

1) Datamonitor 2001 18% 2006 25% ,
 . (Datamonitor, 2001)
 2) Jupiter, 2001

MMP
 - EA (subscription) ' (SonyOnlineEntertainment)' ' (EverQuest)'
 . 50 (subscriber) ,
 - EA 2001 2002 ' Majesty', ' Motor City', ' Earth & Beyond'
 ' The Sims Online' MMP
 - ' The Sims Online' 2003 2 4 -5
 40
 PC
 - 2002 2,000 -3,000
 - 30 , 50%
 - 2006 PC 7 5,000 2)
 - PC , , ,
 , pogo.com ' Buzzword' .

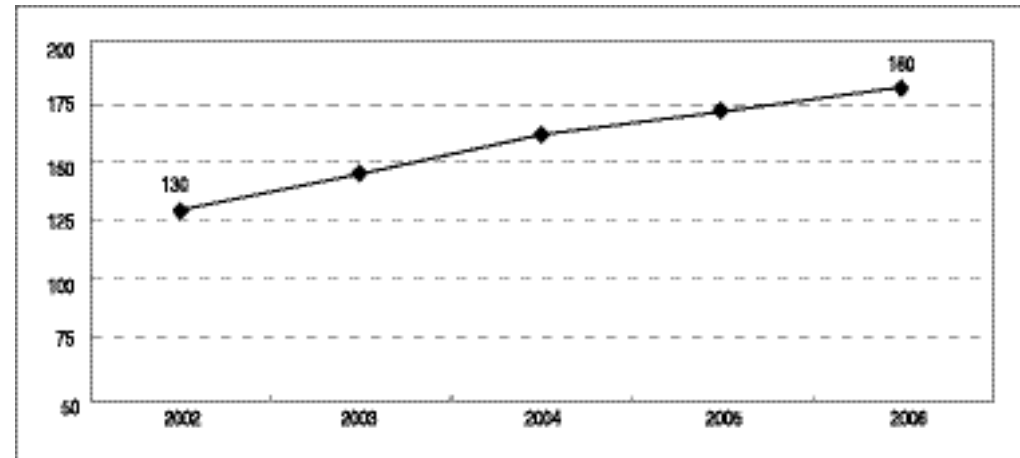
CAGR 9.2% Mobile Communications)
 , 180
 가 3 (Cingular
 Wireless) AT&T (AT&T
 Wireless Services Inc.)가
 2 TDMA (time
 division multiple access -
 가 .) 가 GSM
 2 가 GSM (Global System for GSM



2

2001
 , 2002 86
 가
 , 2005 16
 가
 (가 /)
 Verizon Wireless(3,700 / ,
 Audiovox, LG), AT&T Wireless(2,100 /
 ,), Cingular(2,200 / 8~10%
 , ,), Sprint PCS(1,800 /
 , LG,), NEXTEL(1,100 /
), T-Mobile(990 /), Alltel(780 가
 / , Audiovox, Kyocera)

< 4-2-1-19> 가 : 2002-2006 (:)



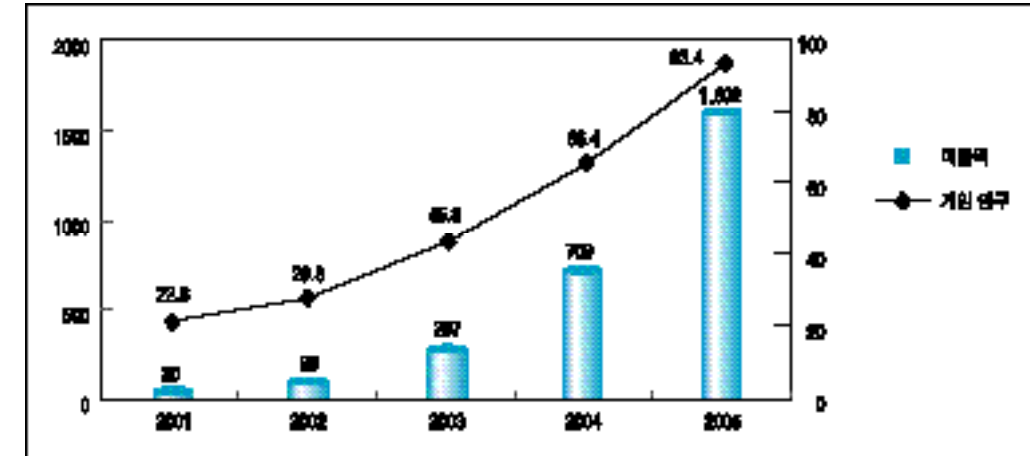
: Teleanalytics, 2002

< 4-2-1-04>

	2002	2003	2004	2005
()	94,647.8	104,046.3	110,909.3	117,044.1
()	18,536.6	18,511.7	18,093.4	18,375.9
()	440,892.7	480,054.1	507,254.9	545,868.5
()	90,774.3	91,930.4	90,811.7	94,895.5

: Gartner, 2002

< 4-2-1-20> : 2001-2005 (:)



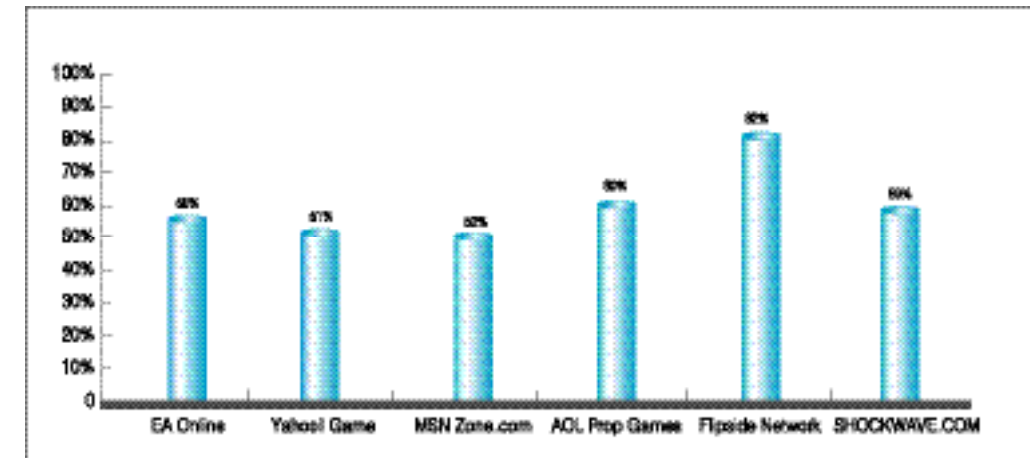
: Datamonitor, 2001, 2002 ; SOFTBANK Research, 2002 ; Screendigest, 2002; ARC Group, 2002

2

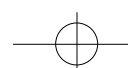
4

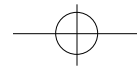
2000 8
 5 80% AOL
 55% Prop Games 60%
 , Flipside Network PC가

< 4-2-2-01>



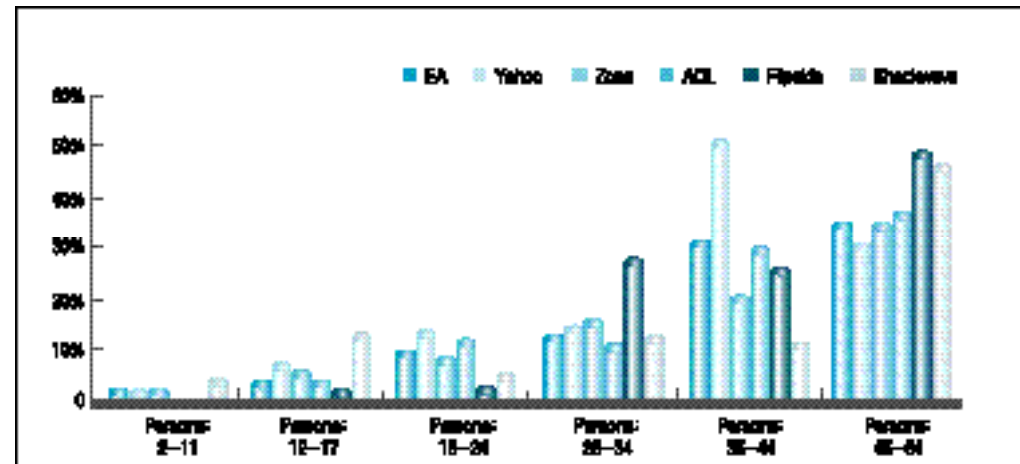
: IGDA, 2003





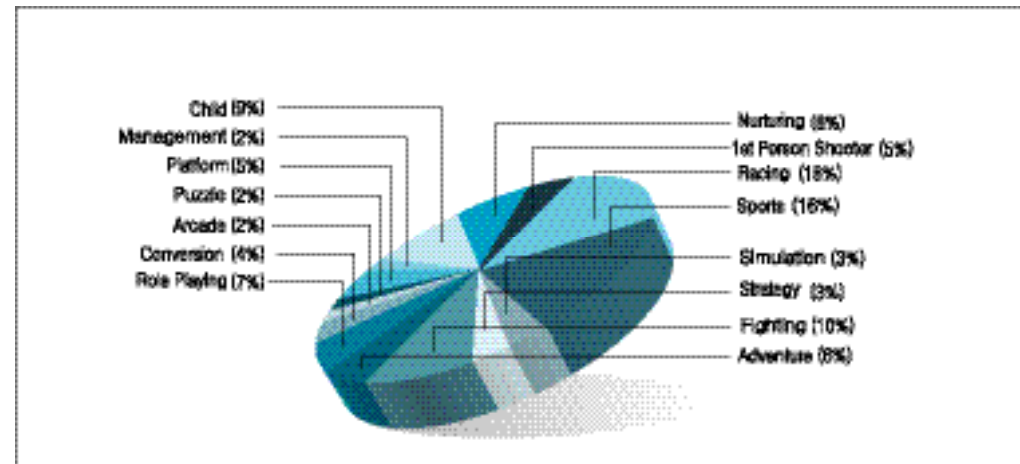
2001
 30-40 가 PC
 PC
 가
 18%가 Racing
 Sports
 16%, Fighting 10%
 Child, Nurturing, Role Playing
 PC
 / (27.4%)

< 4-2-2-02>



: IGDA, 2003

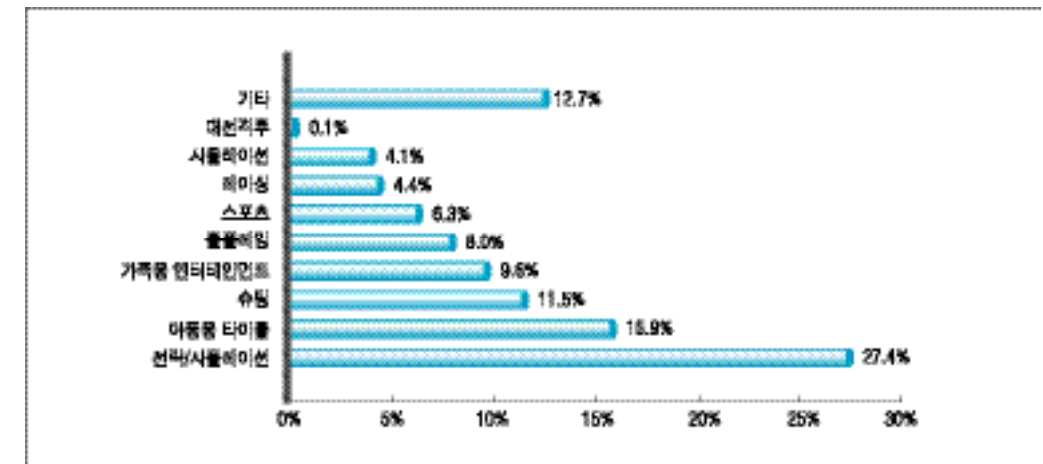
< 4-2-2-03> : 2001



: ARC Group, 2002

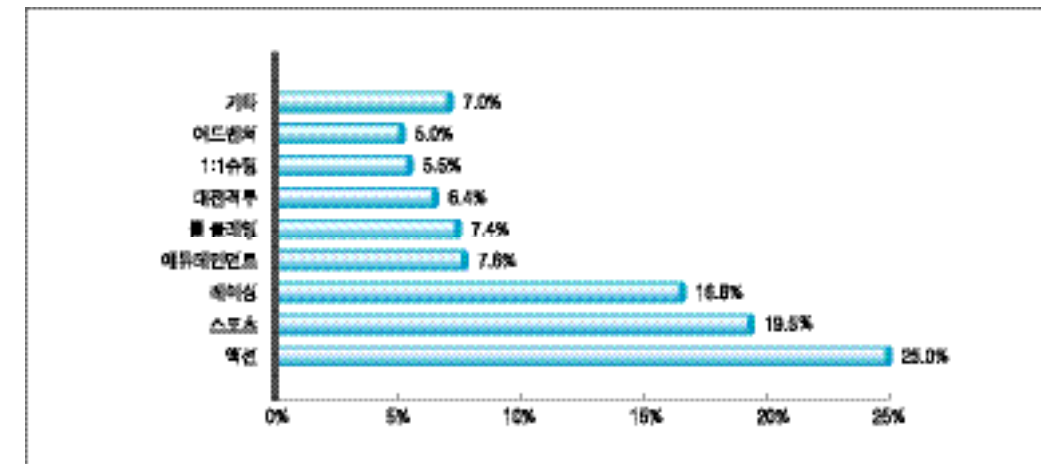
(15.9%), (11.9%)
 PC 가
 가
 PC
 PC
 (25%), (19.5%), (16.6%)
 PC
 가
 . 2001 DTI spectrum

< 4-2-2-04> PC : 2001

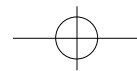


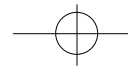
: Datamonitor, 2002

< 4-2-2-05> : 2001



: Datamonitor, 2002





2

가
 Wal-Mart(17%) 가 . Nintendo GameCube
 Best Buy가 12%, Toys R Us 가
 12%, Electronic Boutique 9% 가 , X-BOX 가
 X-BOX가

5

< 4-2-2-01> 5 : GameCube & X-BOX

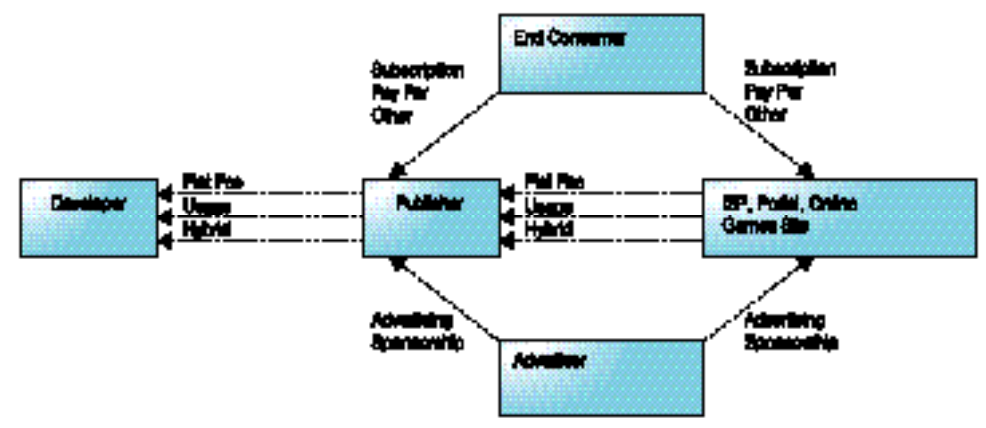
	GameCube	X-BOX
1	Wal-Mart	Best Buy
2	Toy R Us	Wal-Mart
3	Best Buy	Game Stop
4	Target	EB Games
5	EB Games	Toy R Us

: Informa media group, 2002

GameCube 가 (0.44) <
 >(0.37) 가

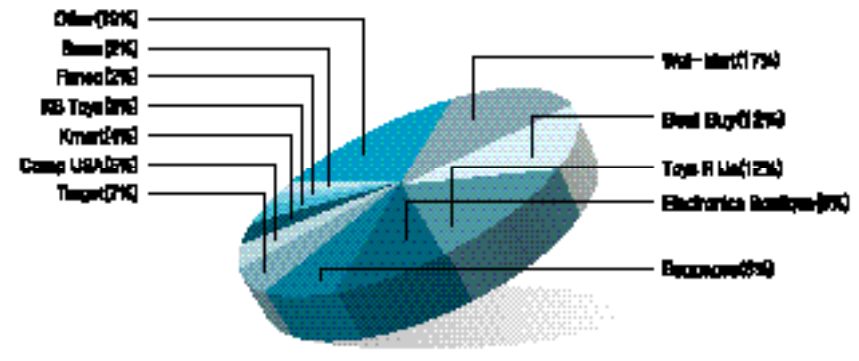
가 (0.18) DVD 가 (0.11)

< 4-2-2-06>



: IGDA, 2001

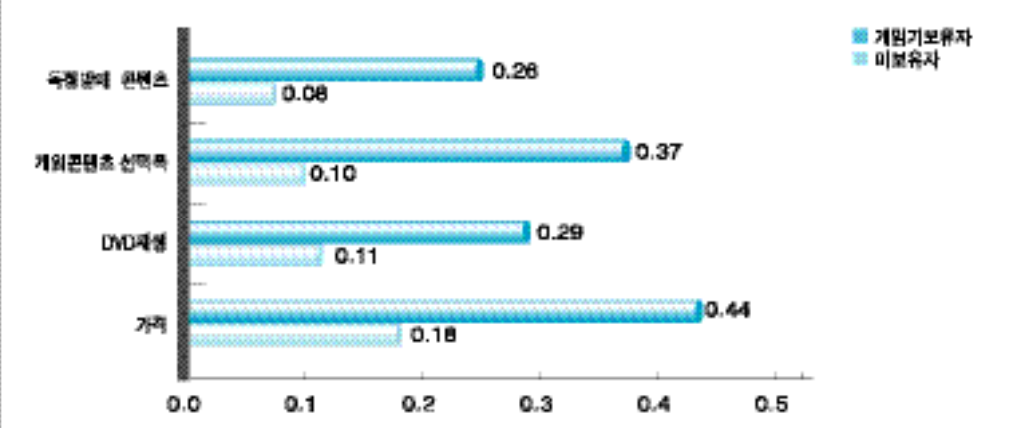
< 4-2-2-07> (2001)



: DTI spectrum, 2003

4

< 4-2-2-08>

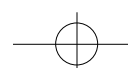


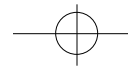
: Jupiter/The NPD Group, Inc.

< 4-2-2-09>



: ARC Group, 2002





Top PS2 'Grand Theft Auto: Vice City',
 64, ; '007 PS1 '
 Nintendo ; X-BOX ' Halo '
 Top

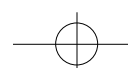
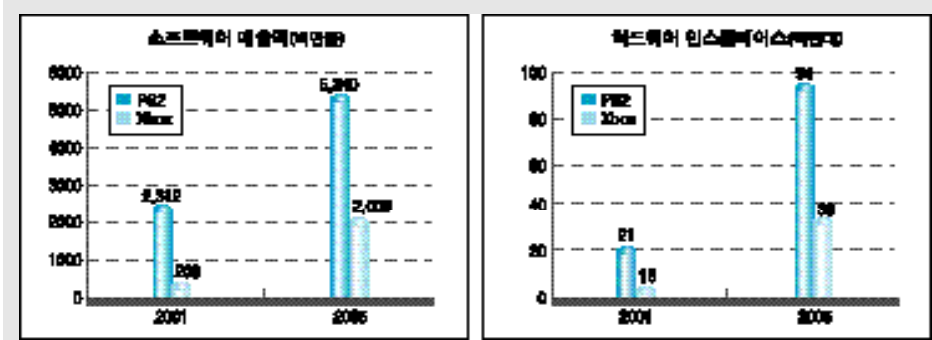
< 4-2-2-02> Top3

Platform	Rank	Game Title	Developer	Release Date	Sales	Price
PS2	1	Grand Theft Auto: Vice City	Take - Two	2002.10.1	4,447,000	\$49
	2	Grand Theft Auto 3	Take - Two	2001.10.1	2,242,000	\$50
	3	Madden NFL 2003	EA	2002.8.1	2,413,000	\$49
PS	1			2002.5.1	871,000	\$30
	2	SpongeBob SuperSponge	THQ	2001.9.1	592,000	\$20
	3		Activision	2000.8.1	567,000	\$20
X-BOX	1	Halo	MS	2001.11.1	1,063,000	\$48
	2	TomClancy's Splinter Cell	Ubi Soft	2002.11.1	857,000	\$48
	3		Activision	2002.4.1	450,000	\$47
GC	1			2002.8.1	993,000	\$49
	2			2002.11.1	722,000	\$49
	3	DX		2001.12.1	696,000	\$50
GBA	1			2002.2.1	1,579,000	\$29
	2		THQ	2002.2.1	869,000	\$36
	3	Dragonball Z:Goku	Infogrames	2002.5.1	930,000	\$31

: Jupiter/The NPD Group, Inc.

X-BOX, PS2 : X-BOX ?
 2001 X-BOX PS2 GameCube
 X-BOX
 X-BOX PS2 . 2001 X-
 BOX PS2(2,312) 1/10 203
 가

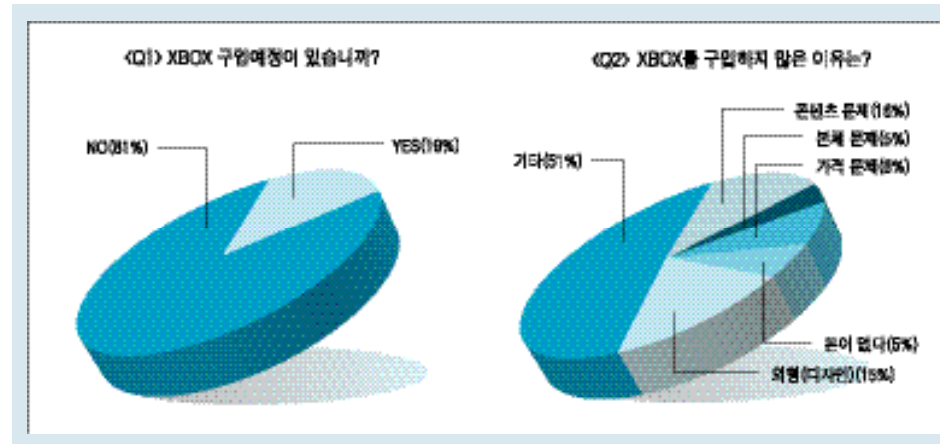
< 4-2-2-10> X-BOX PS2 : 2001/2005 : Datamonitor, 2002



X-BOX 가 , X-BOX 19%

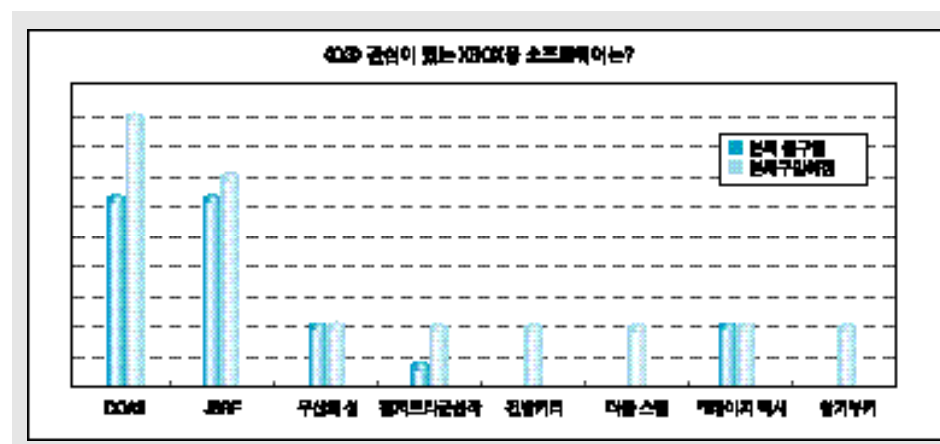
81%

< 4-2-2-11> X-BOX



: , 2002. 10

< 4-2-2-12> X-BOX



: , 2002. 10

X-BOX (16%) X-
 BOX X-BOX
 가 가

‘DOA3’, (JSRF), , , , ,

‘DOA3’ ‘JSRF’ 가 가

< 4-2-2-03> 3

	X-BOX	Play Station2	Game Cube
CPU			
GPU			
		x	
	x		
	x		
가	HDD	DVD	

: , 2002. 10

X-BOX

X-BOX

가

3 (Microsoft, Sony, Nintendo) X-BOX, PS2, GameCube

, 2002 PS2가

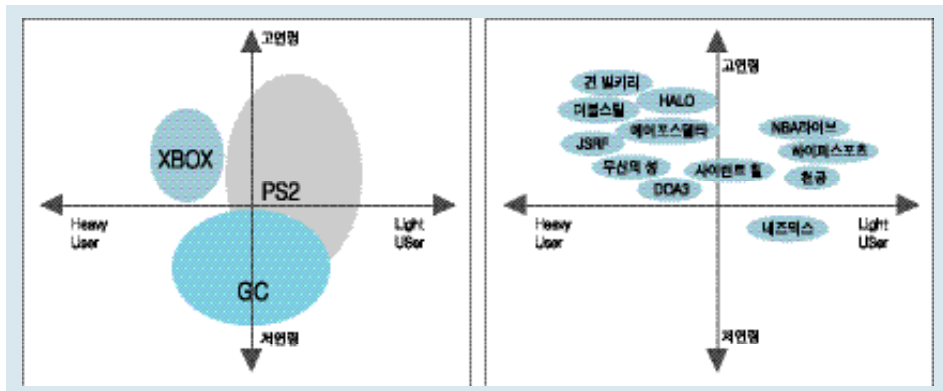
가

. Gamecube

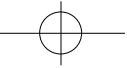
X-BOX가

(Heavy User)

< 4-2-2-13> 3



: , 2002. 10



Sony PS2 PS1

. PS1 PS2

, PS1

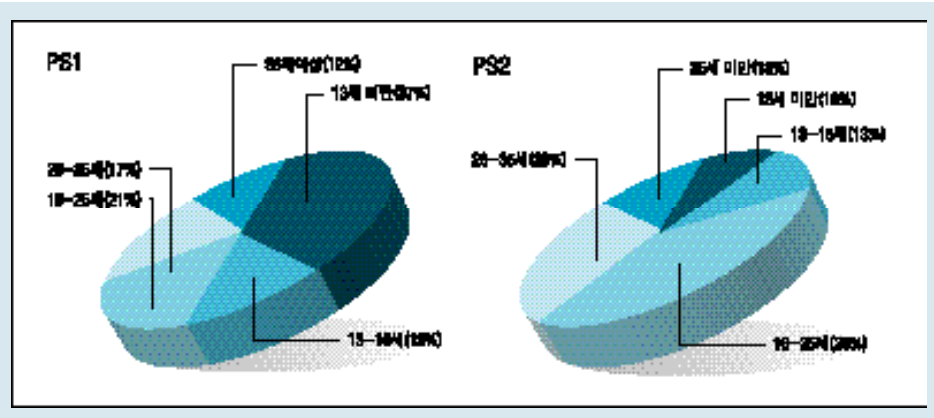
13 (37%)

26 39% , PS2 13

10%

, 26 41%

< 4-2-2-14> PS1 PS2



: Sony, Datamonitor, 2002

X-BOX가

, PS2가

가

Microsoft X-BOX

가

가

X-BOX

, 2005-2006