



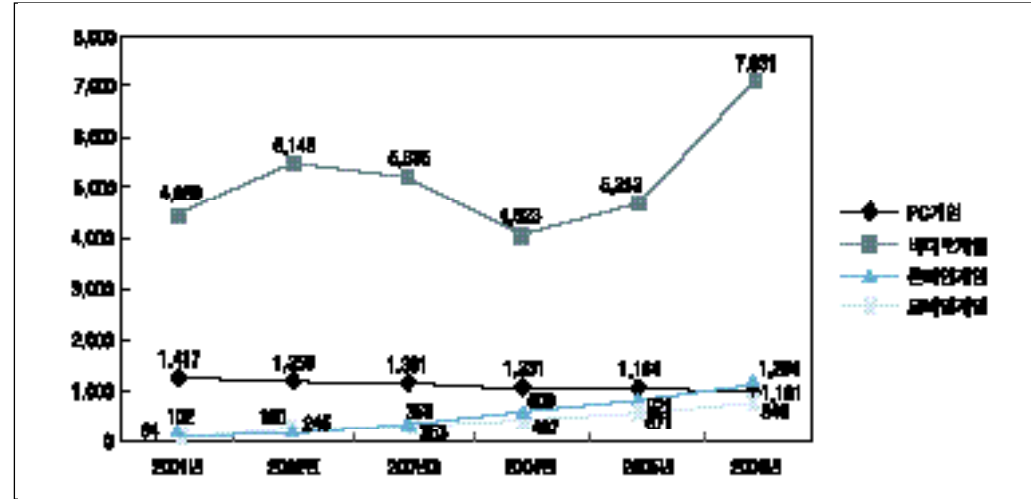
1

1. 가 215

2003
 58 , PC 13 , 3.5 , 2004 가, 2005
 3.5 , 97 16% 52 , 2006 53%
 176 79
 가
 가 , 2003 3 5,300
 2005 2004 6 , 2005
 가, 2006 9 2006

4

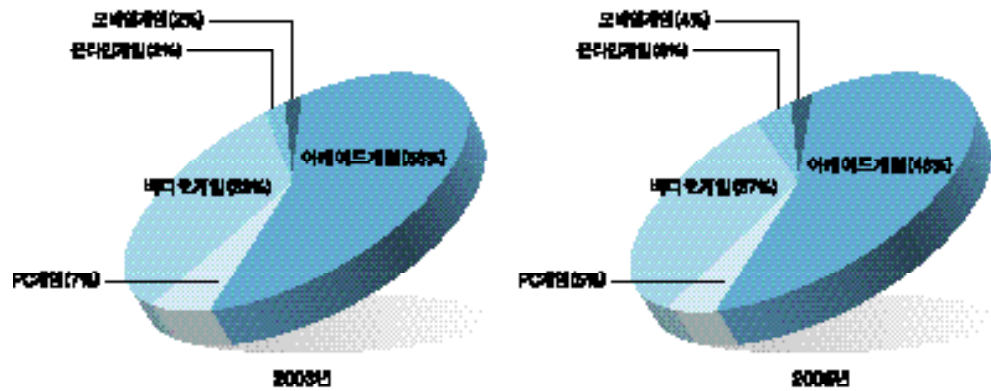
< 4-3-1-01> () (:)



: Datamonitor, 2002; DFC, 2003; DFC 2004; Informa, 2003; Gamma, 2002; OVUM, 2003; plarmeter, 2003; Screendigest, 2002

가 12 9,400 가 48%
 . , 37%
 PC . PC
 , 2003 4.3% 5% ,
 13 , 2004 6%, 4%
 5.4% 12 3,100 , 2005 가 가 .
 5.4% 11 6,400
 .
 가 . (1)
 2003 3 5,300
 2002 2 4,500 1.5 가 . 2001 90 2,100
 , 2004 5 , 2002
 . 6.3% 95 .
 , 2006 가 8 2003 2002 1.5%
 4,600 97 가 ,
 2004 100
 , 2003 56%,
 33%, PC 7%, 2%, 2005 99 700 가
 2% , 2006 , 2006 103

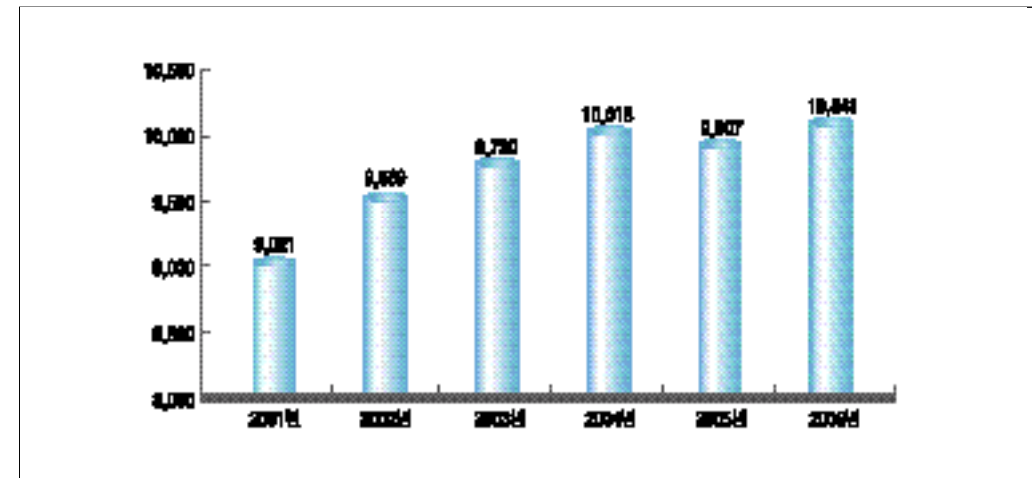
< 4-3-1-02> (2003/2006)



: Datamonitor, 2002; DFC, 2003(scenario3); DFC 2004; Informa, 2003; Gamma, 2002; OVUM, 2003; playmeter, 2003; Screendigest, 2002

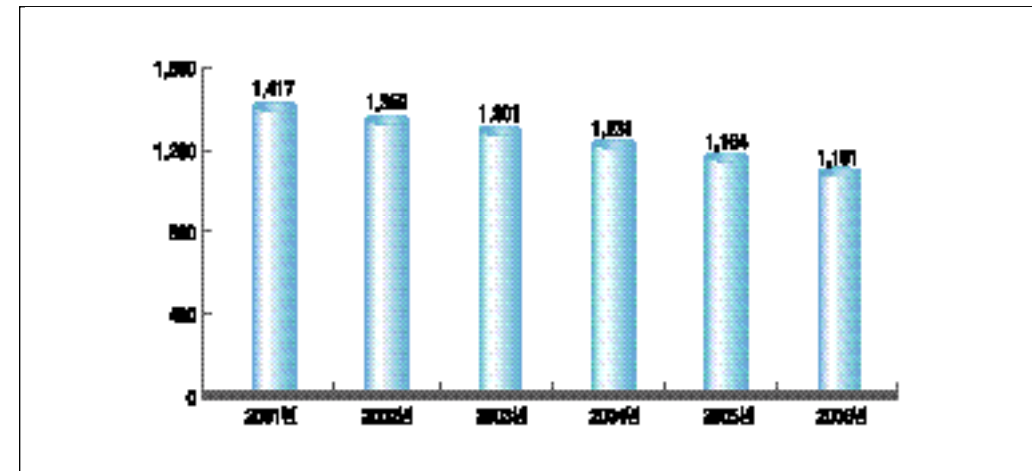
4,100 4.4% 2003 4.3%
 , 2004 -5.4% 가
 . 2 PC
 . PC
 1 3,600 1 4,000
 (2) PC 2003
 PC 2002 , 2008 1 1,300

< 4-3-1-03> (:)



: Gamma, 2002; playmeter, 2003

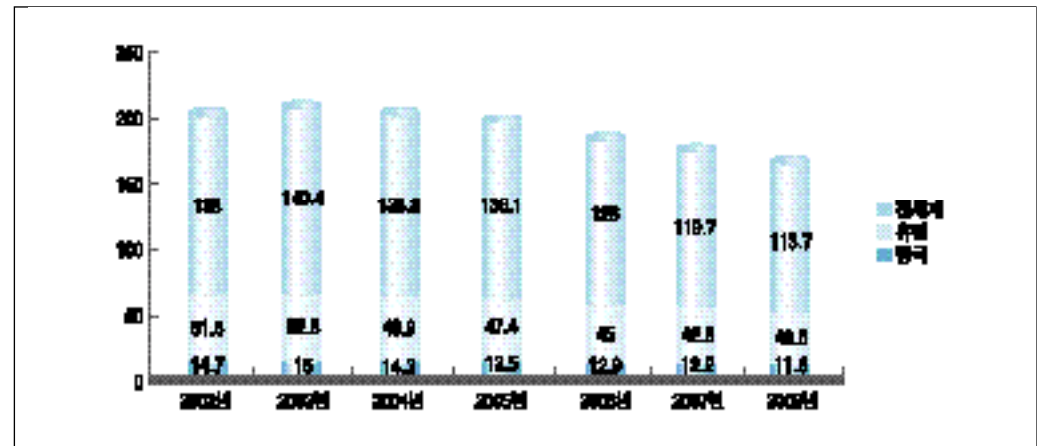
< 4-3-1-04> PC (:)



: Informa, 2003

PC
 2002 5,150 2003 5,250
 가 , 2004 가
 , 2008 4,060
 PC
 가 가
 , PC 가 \$50 1998
 , \$20 50%
 PC 2003 1,500
 가 2004 1,430
 , 2008 1,160 , PC 가

< 4-3-1-05> PC : / / (:)



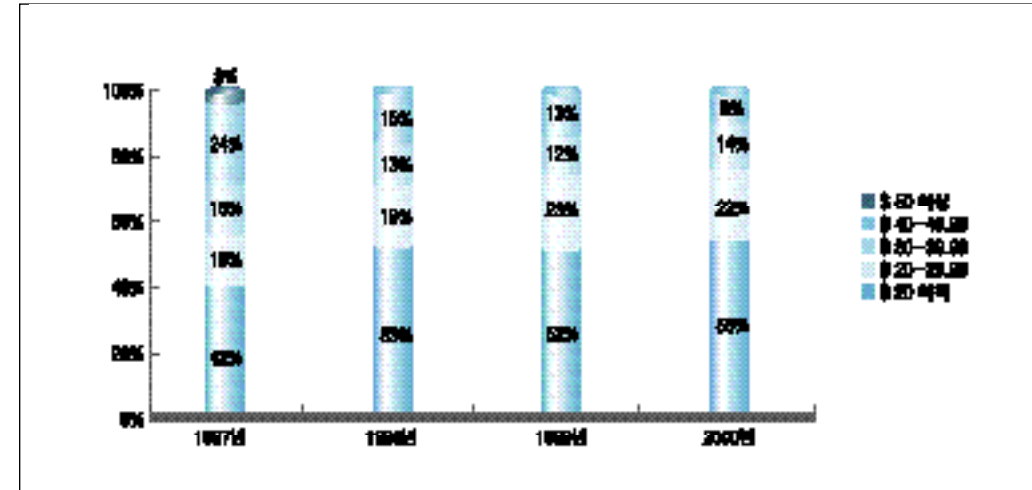
: Informa, 2003

< 4-3-1-01> 가 (2003. 3) (: £)

	PS2	GameCube	X-Box	PC
Rayman 3	24.99	34.99	29.99	14.99
FIFA 2003	34.99	-	34.99	22.99
Harry Potter & the Chamber of Secrets	29.99	27.99	37.99	24.99

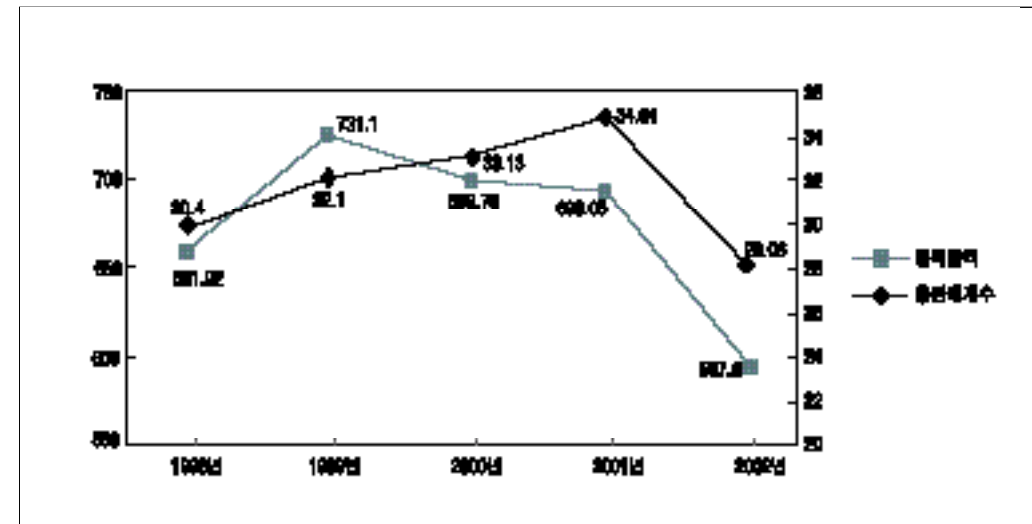
: Informa Media Group

< 4-3-1-06> PC 가



: NPD Group

< 4-3-1-07> PC / (: €)



: VUD ; GFK

PC 14% 5 9,760 (€)
 48% , PC
 PC
 . 2002 PC
 19% 2,800 (3)
 가 ,

Vivendi Universal Games

Vivendi Universal Games(VUG) , PC Conside
 2003 PC:Conside 38:62
 consde 2 가 3 PC consde
 가 , 2001 VUG PC 79%† 2002
 59%, 2003 38% consde 2001
 20% , 2002 40%, 2003 62% 가
 PC

< 4-3-1-02> Vivendi Universal Games(VUG)

(In millions)	Year ended December 31, Actual			
	2003	2002	% change	2001
Revenues	571	794	- 28%	657
Operating Income(Loss)	(201)	63	na†	18
Operating margin(%)	na	8%	na†	3%
Cash Flow from Operations ⁽⁵⁾	(200)	72	na†	
% sales				
PC	38%	59%		79%
Console	62%	40%		20%
Online and Other	-	2%		1%
Breakdown of revenues				
North America	55%	63%		62%
Europe	34%	27%		26%
Asia pacific and ROW	11%	10%		12%
Best selling titles	· Simpsons : Hit and Run	· Warcraft III		· Diablo 2 expansion pack
	· Hulk	· the ring		· Crash V
	· Crash Nitro Kart	· Crash V		· Diablo2
	· Warcraft III expansion pack	· The thing		· Half - Life
	· Hobbit	· Spyro I		· Empire Earth

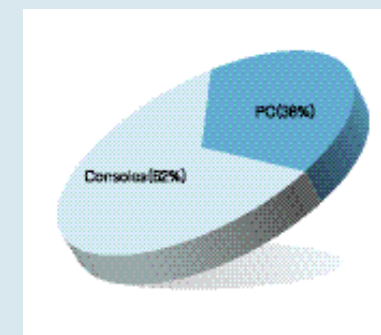
na : not applicable

2003 VUG 1 ' Simpsons : Hit & Run ' 6,730
 'Hulk가 5,660 , ' WarcraftIII Expensbn Pack' 4,040

< 4-3-1-03> VUG 15 (2003)

VUG's Top - 15 Selling Titles	(US\$ million)
Simpsons : Hit & Run	67.3
Hulk	56.6
WarCraft III Expansion Pack	40.4
hobbit	37.5
Crash V	23.2
Crash Nitro Kart	21.6
Crash VI	20.6
Cat In The Hat	13.6
Bounty Hunter	13.6
WarCraft III	12.9
War Of The Ring	12.3
Buffy : Chaos Bleeds	12.1
Metal Arms : Glitch	11.2
JP Genesis	10.4
Crash II	9.7

< 4-3-1-08> 2003 Revenue Split(%)



< 4-3-1-04> PC Market Share

	2002	2003
United States	18%	14%

Source - NPD data

2004 VUG

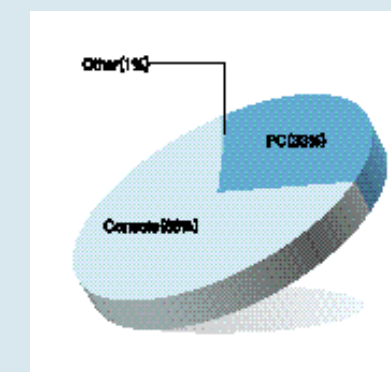
consde 66%

' Van Helsing', ' Crash Twinsanity', ' Spyro V '

< 4-3-1-05> VUG

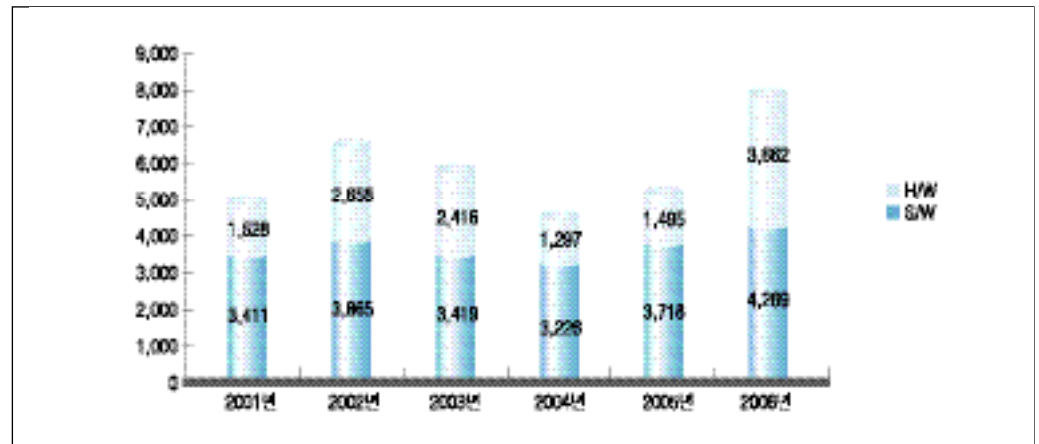
Title	Platform
World of Warcraft	OLMMP
Half - Life 2	PC
Van Helsing	PS2, X - Box, GBA
Crash Twinsanity	PS2, X - Box, GBA
Spyro V	PS2, X - Box, GC
Predator	PC, PS2, X - Box
Counterstrike: Condition Zero	PC
Red Ninja	PS2, X - Box
Fight Club	PS2, X - Box
Leisure Suit Lary	PC, PS2, X - Box
Others	-

< 4-3-1-09> 2004 Revenue Split(%)



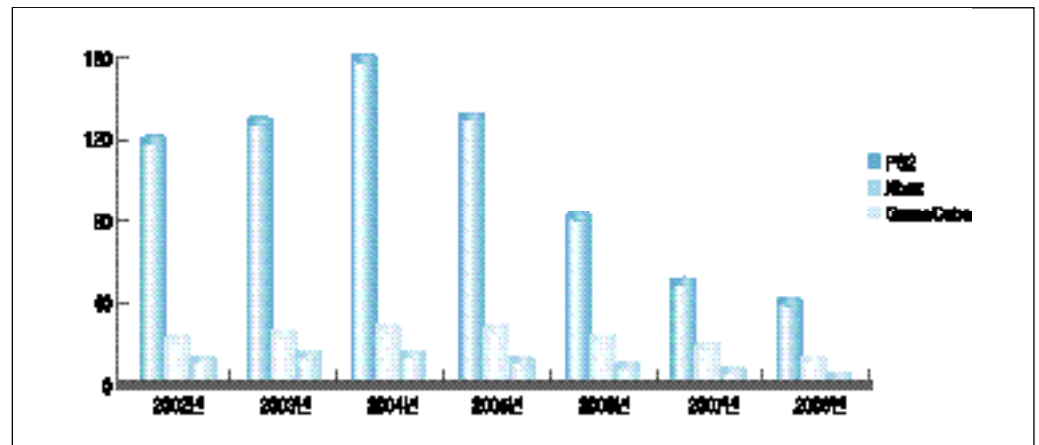
()
 2004 2002 38 6,500 2003
 34 1,900 , 2004 32
 2,600
 2002 26 5,800 2003 2006 42 6,900
 24 1,600 , 2004 12 9,700
 , 2005 가
 가 2006 36 PS2 가
 6,200 2003 580

< 4-3-1-10> (2001~2006) (:)



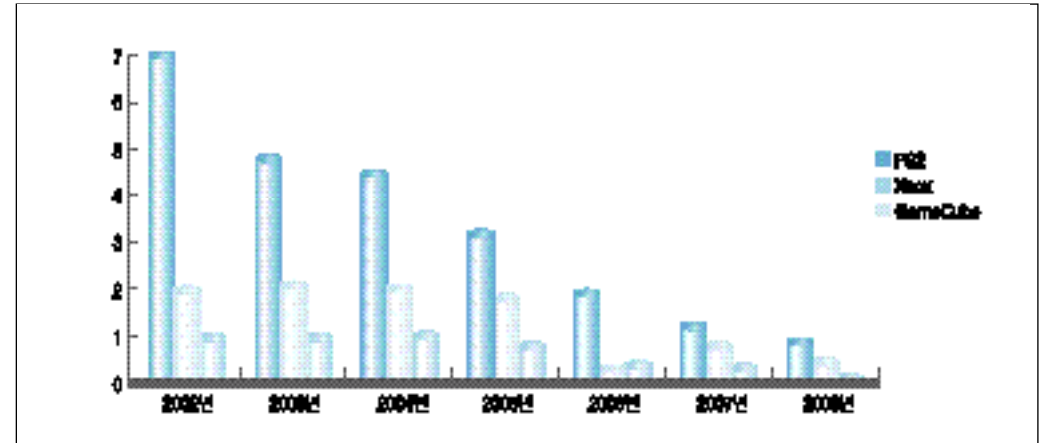
: DFC, 2003, Datamonitor, 2002

< 4-3-1-11> (:)



: Informedia Group, 2003

< 4-3-1-12> (:)



: Informedia Group, 2003

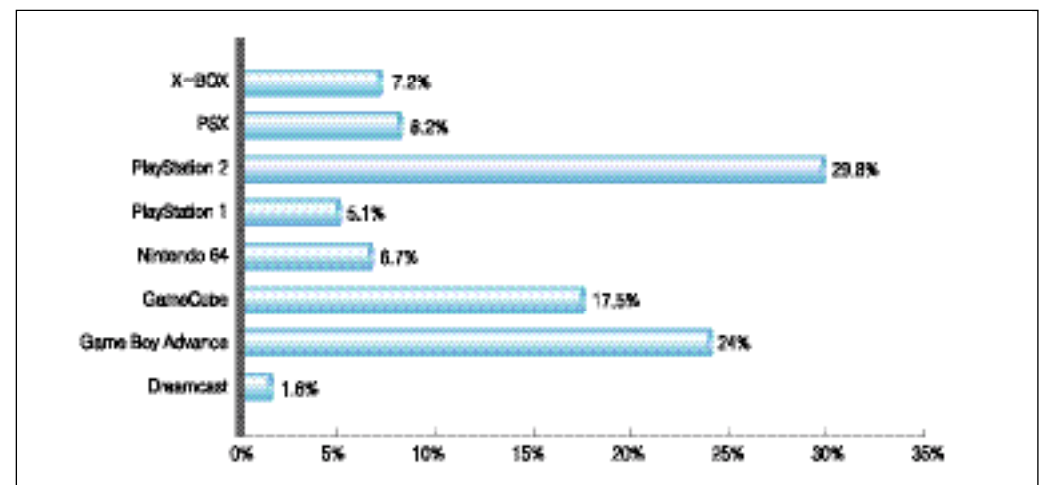
PS2가 , 360 , < 4-3-1-06> (2003) (:)

250 PS2가
 2002 가
 PS2
 5
 PS2 , 10
 PS2 6 .

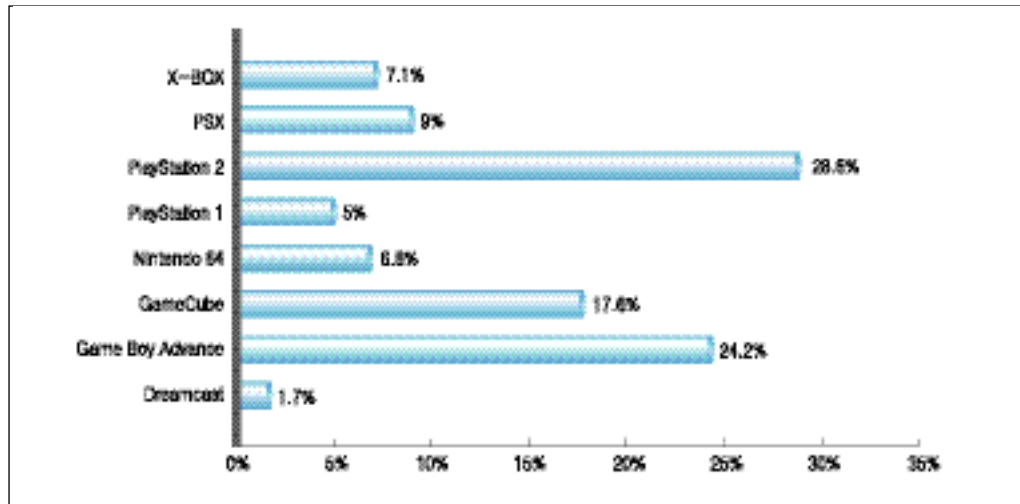
Dreamcast	310	210	290
GameBoy/GameBoyColor	4,670	3,050	4,340
GameBoyAdvance	3,400	2,220	3,030
GameCube	1,300	850	1,200
Nintendo64	990	630	1,010
PlayStation2	5,800	3,600	2,500
PlayStation1	1,600	1,130	1,120
PSX	4,200	3,400	3,270
X-Box	1,400	900	850

: Datamonitor

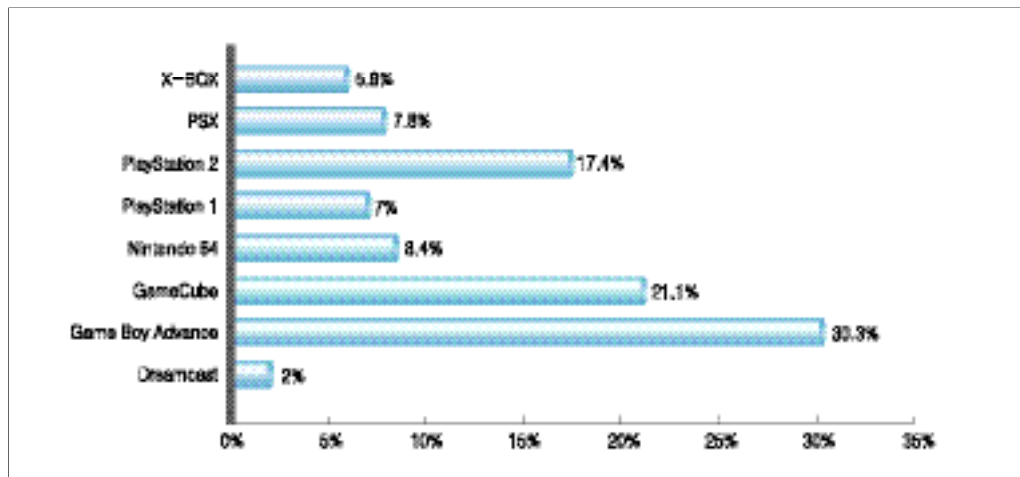
< 4-3-1-13>



< 4-3-1-14>



< 4-3-1-15>



< 4-3-1-07>

Rank	Game Title	Platform
1	Grand Theft Auto : Vice City	PS2
2	Grand Theft Auto	PS2
3	Grand Turismo 3	PS2
4	Get away	PS2
5	Grand Turismo 2	PS2
6	Poketmon Gold	GameBoy
7	Metal Gear Solid	PS2
8	Tony Hawk's Skateboarding	PS1
9	Championship Manager : Season 00/01	PC
10	Championship Manager : Season 01/02	PC

: ELSPA/ChartTrack

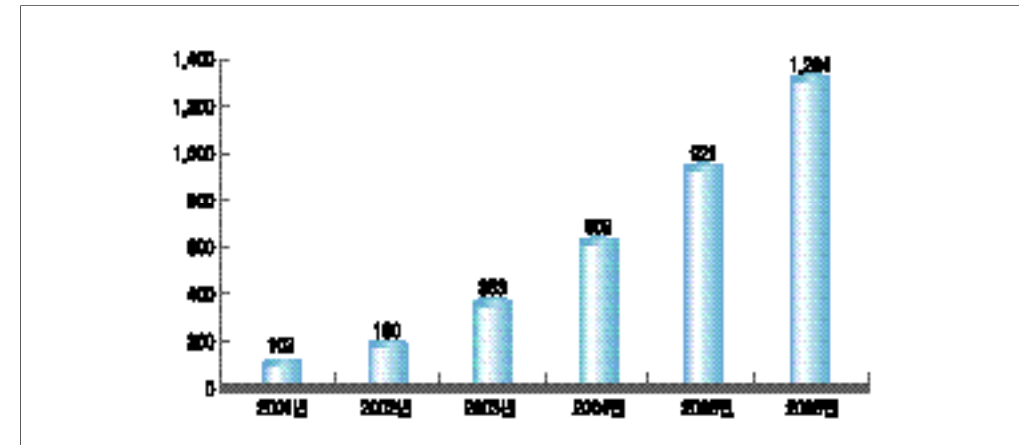
(4)

2001
가
2003 3 5,300 , 2004 6
900 2006 12 9,400
, 2001
100
2003 500 ,

< 4-3-1-16>

(2001~2006)

(:)

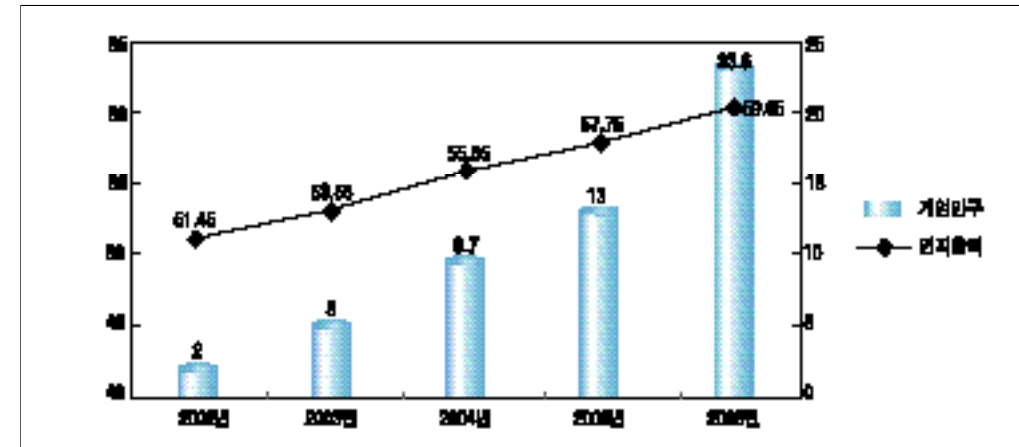


: Screendigest, 2002 ; Informa, 2003

< 4-3-1-17>

1

(: /)

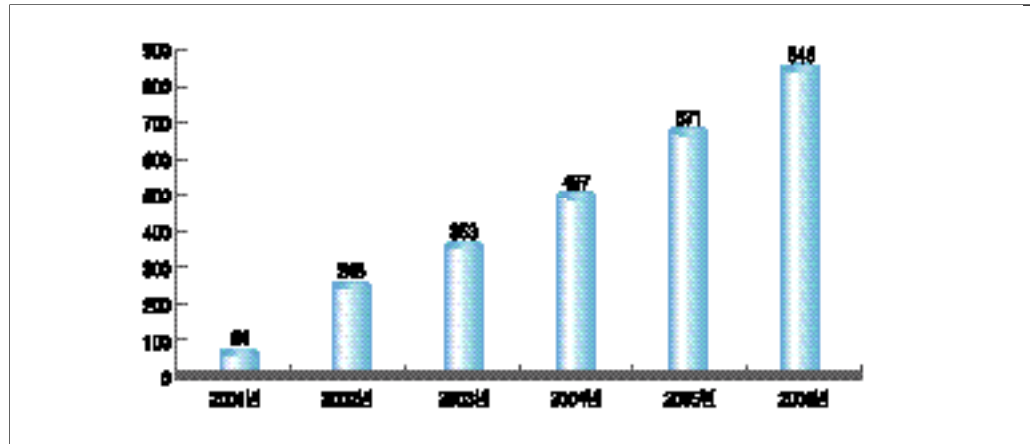


: Screendigest, 2002 ; Informa, 2003

2005 1,300 , 2006 2,360 가

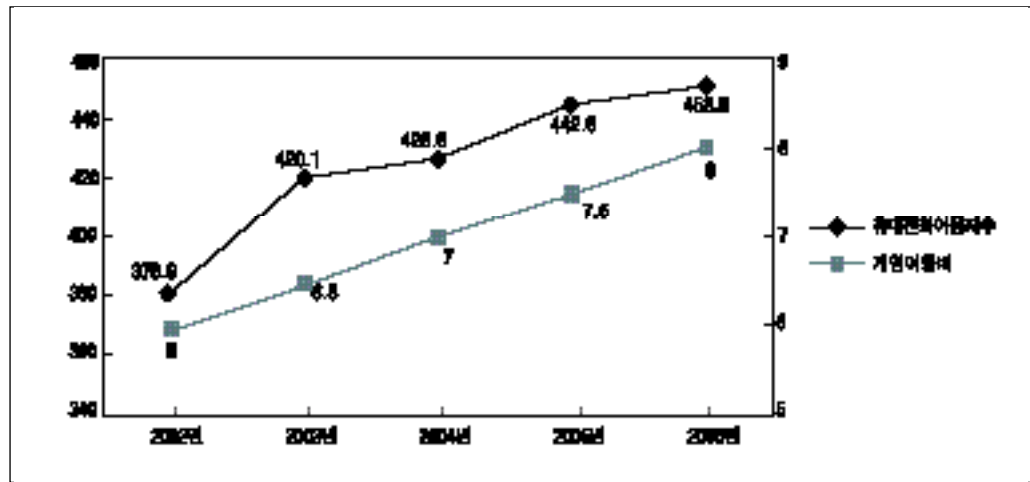
가
, 50 2001 2004 1
55 , 2006 600 , 280
가60 2002 1 가
가 가
가 가
2003 1 51%가

< 4-3-1-21> (2001~2006) (:)



: OVUM, 2003

< 4-3-1-22> 가 (: /)

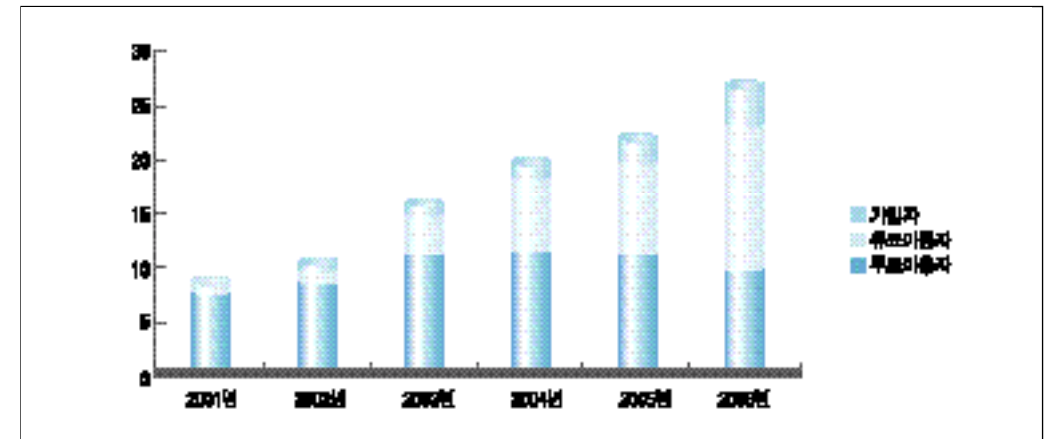


: Informa Group, 2003

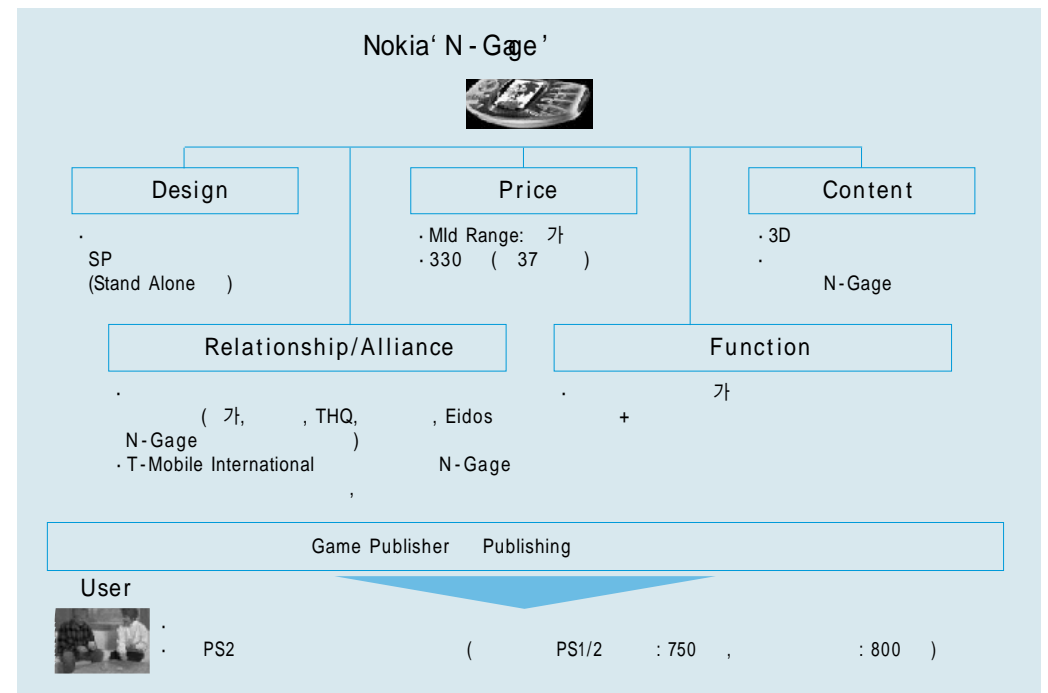
SMS 2002 6 2003
 6.5 , 2004 7
 가 2002 3 가
 7,890 2003 4 2,010 가
 가 , 2006
 4 5,390 , 2006 가 8

890
 , 2003
 가 360 가 ,
 가 가 90 ,
 2006 가 1,370 ,
 가 가 390
 2001 가 800

< 4-3-1-23> (:)



: Datamonitor

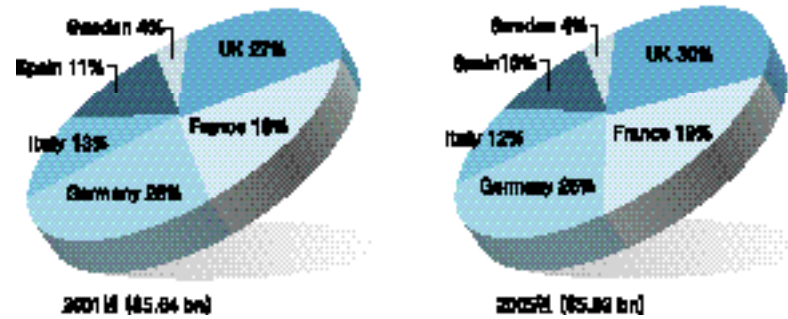


2

3

Play Station 2
 2001 170 PS2가
 X-Box
 GameCube
 가 (27%), (26%),
 PS1 PSX
 (19%)가
 (1)
 Nintendo
 GameCube GameBoy
 Advance
 2005
 가 8.3%
 , 2001 . 2002 3
 72% 2004 X-Box가 (5
 78% , PC) 가
 20~30% . Nintendo
 PC 가
 가 30% 가

< 4-3-2-01> 가 (2001/2005)



: Datamonitor, 2003

< 4-3-2-01> (:)

		2001		2005
SONY	PS1	5.5	PS2	8.2
Nintendo	Game Boy	5.0	GameCube	3.0
			GameBoy Advance	5.3
Microsoft	X-Box	-	X-Box	3.8

PS2 , SCEE(Sony 가 PC 가
 Computer Entertainment Europe) .70 PC
 Telewest 2002 가1
 , PS2 . PC 2001 1,900
 가 2005 2,110
 가
 가
 가
 가
 Electronics Butique, The Dixons Group 가 Microsoft X-Box
 50% 가 Nintendo가
 가 가 가 가

(2)

Media Market
 2001 150 Karstadt

< 4-3-2-02> (:)

		2001		2005
SONY	PS1	3.9	PS2	3.7
Nintendo	GameBoy	4.6	GameCube	2.6
			GameBoy Advance	5.4
Microsoft	X-Box	-	X-Box	2.3

: Datamonitor, 2003

, Sony PS2 Microsft X-Box
 (3) PS2 가
 Infogrames, Ubi Soft, Vivendi , 2001 100 가
 Universal Games , 2005 가500
 . X-Box PS2
 Astøix , 2005 가230
 . X-Box Nintendo
 GameCube GameBoy Advance가
 가
 Carrefour,
 PC Auchan
 PC
 , PC

< 4-3-2-03>

(:)

		2001		2005
SONY	PSX	4.1	PS2	5.4
Nintendo	GameBoy	3.3	GameCube	1.9
			GameBoy Advance	3.6
Microsoft	X-Box	-	X-Box	2.3

: Datamonitor, 2003