2 2 2002.2.20 4:0 PM 116

2001 Game White paper

▒ 모바일게임 비디오게임 본라인게임

PCHS

아케이드게임

( N=840, N=618)

, PC < 2-2-1-01>

1000

306 , PC 340 , 148 626 ,

38

1.

' PC '

(PC 46.2%, 28.1%), 'PC ' ' ' '

, i , .( PC , 1.0%, 4.9%, '20 ~25 ' PC ,

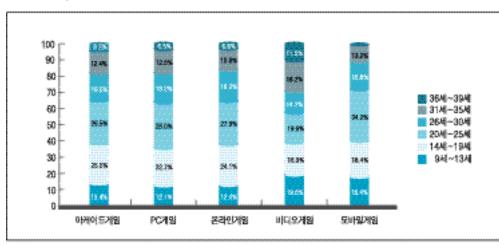
18.3%, 24.6%, 6.4%,

15.2%).

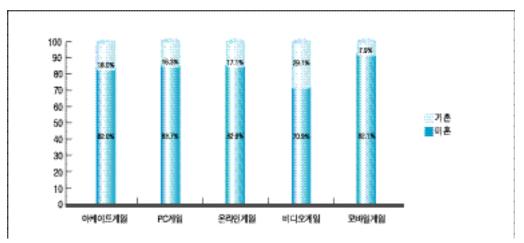
가

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< 2-2-1-02>

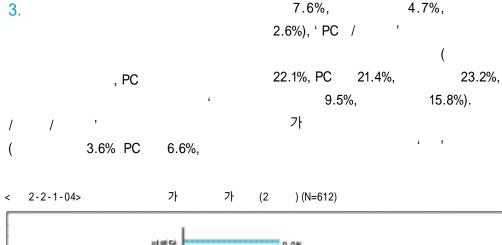


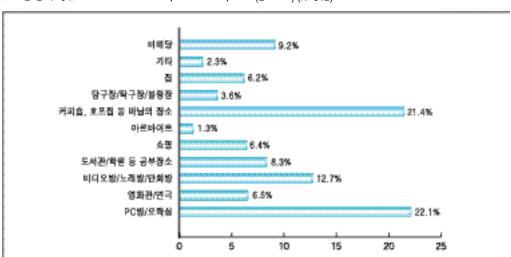
< 2-2-1-03>

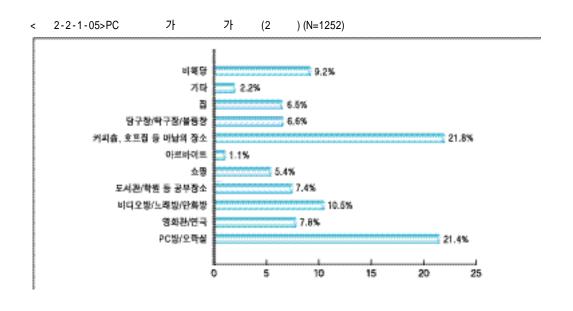


' ' 30%

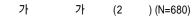
가 가 가 ' '가 80% ( 82.0%, PC 83.7%, 30 82.9%, 92.1%),

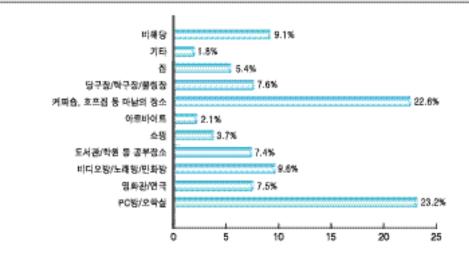


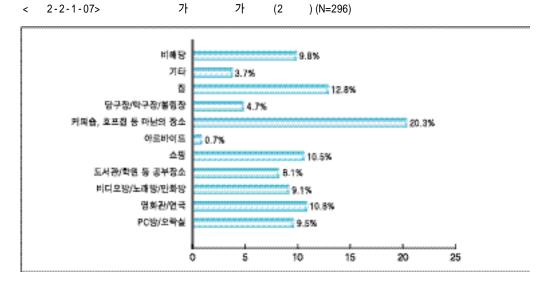




< 2-2-1-06>







'30 1 ' (5%~6%) (12.8%).

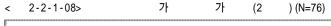
( 31.7%, PC

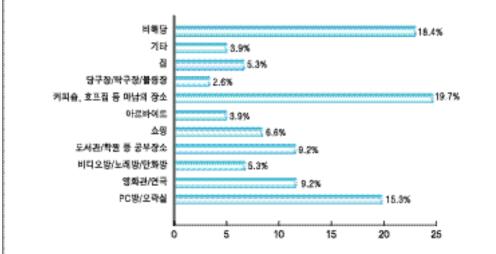
31.6%, 28.5%,

'1 2 <u>'</u>,'2 35.8%,

15.8%).

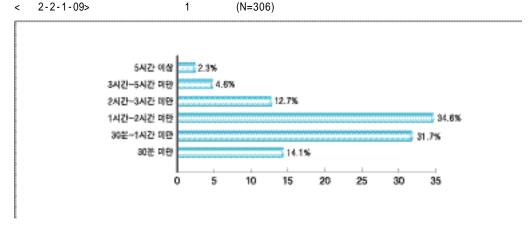
, PC ,





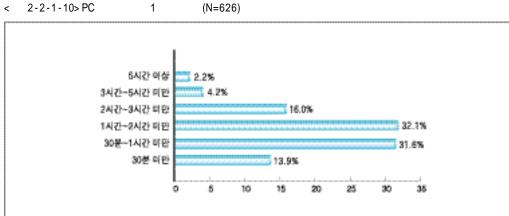
### < 2-2-1-09>

# (N=306)



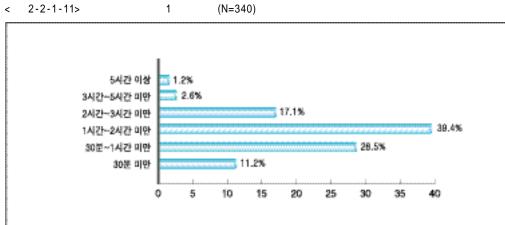
#### < 2-2-1-10> PC

# (N=626)



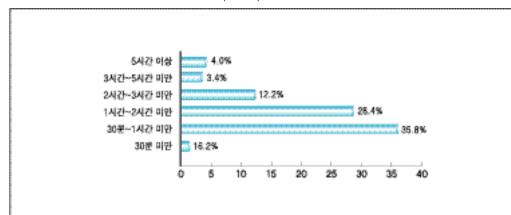
120 2001

#### < 2-2-1-11> 1



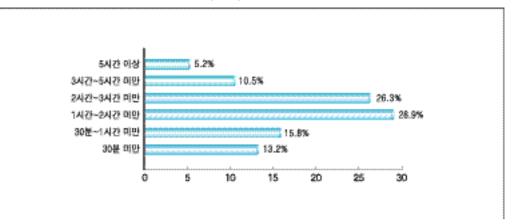
# < 2-2-1-12>





< 2-2-1-13>





4. PC 96.6%, 94.7%).

, 95% PC

. 가

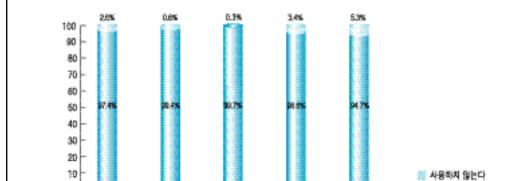
PC . PC

( 97.4%, PC 99.4%, 99.7%, ' '

< 2-2-1-14>

어쩐어드게임 PC제항

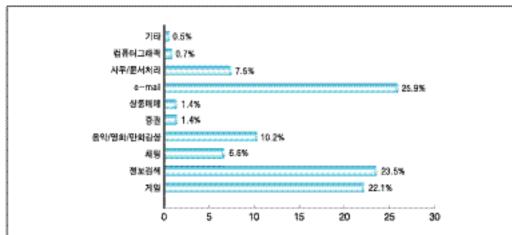




온라인게임

< 2-2-1-15>

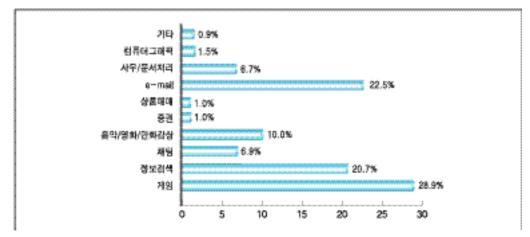
비디오제임 모바일게임



122 2001

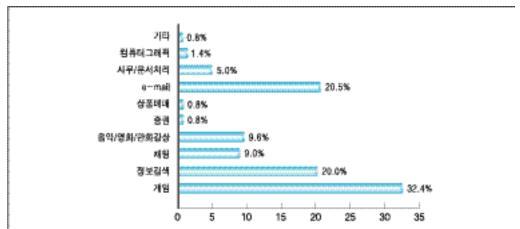
< 2-2-1-16>PC

(2 ) (N=1155)



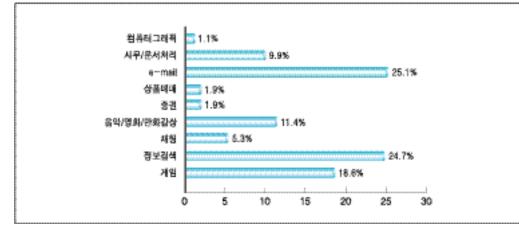
< 2-2-1-17>



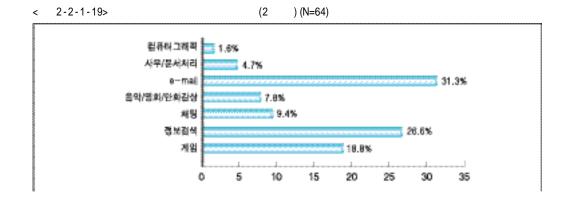


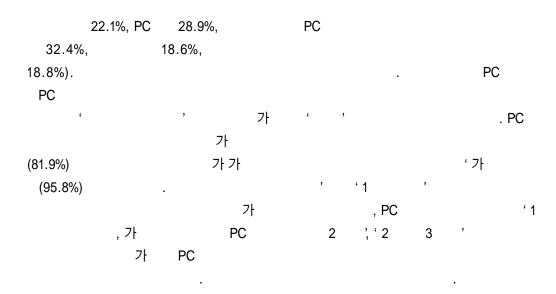
< 2-2-1-18>

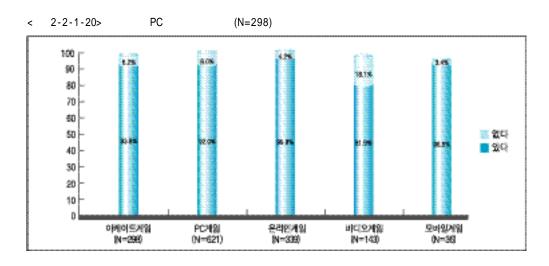
(2 ) (N=263)



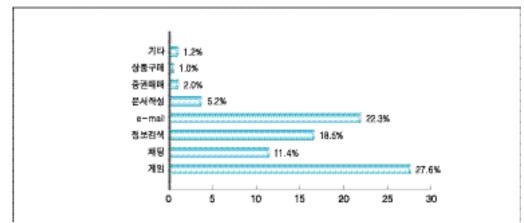
2

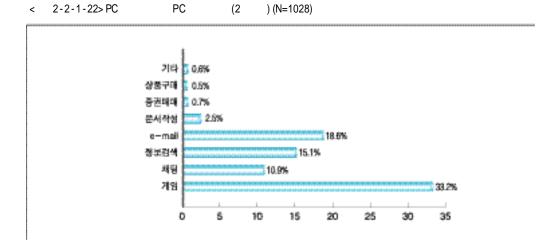




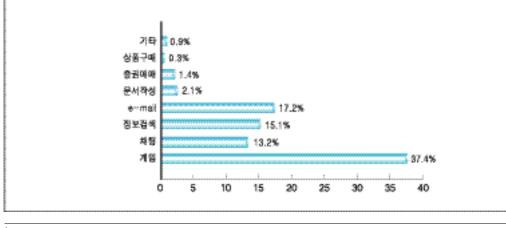


< 2-2-1-21> PC (2 )(N=510) 引

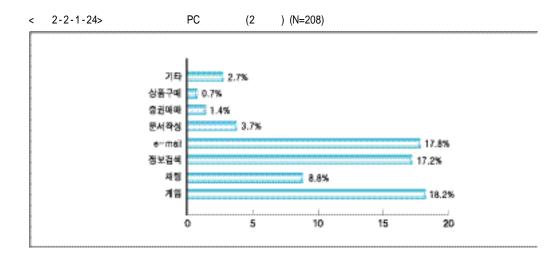




< 2-2-1-23> PC (2 ) (N=589)

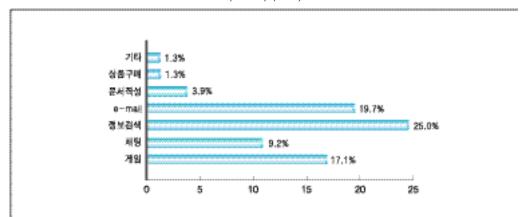


g ( 2-2-1-21~25)



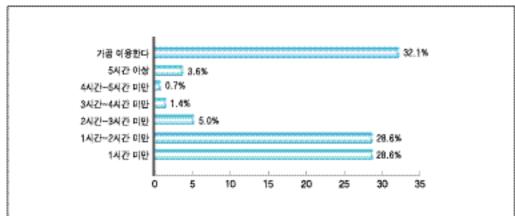
< 2-2-1-25>

(2 ) (N=59)



< 2-2-1-26>

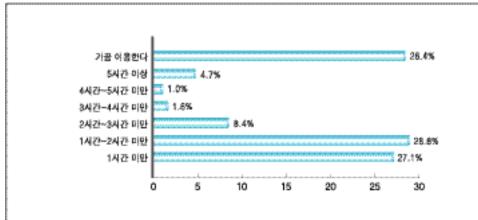
1 PC (N=280)



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< 2-2-1-27>PC 1 PC

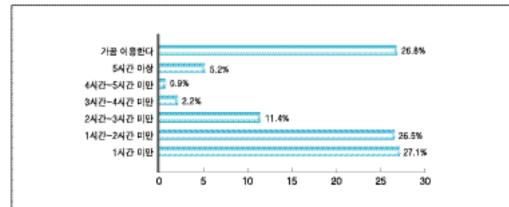
(N=573)



< 2-2-1-28>

1 PC

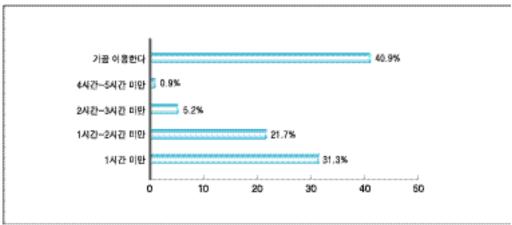
(N=325)



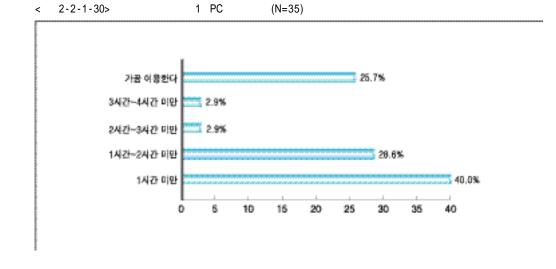
< 2-2-1-29>

1 PC

(N=115)



2



, PC 5.

' '2 3 , PC PC

가 13.6%, PC 21.1%, 23.5%, 12.3%, 13.0%, ' , 10.2%, PC

13.1%, 15.2%, 8.2%, 7.6%). , PC

, 18.2%, PC 13.9%, 10.7%, 21.4%, 23.9%).

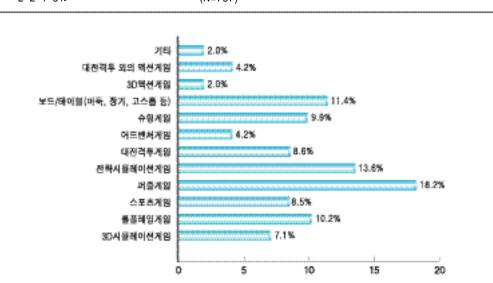
가가 '30 ''30 -1

, PC ,

PC 가 가

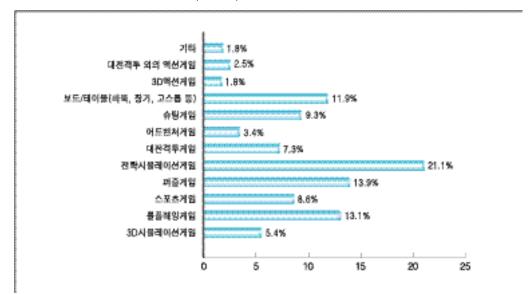
< 2-2-1-31>

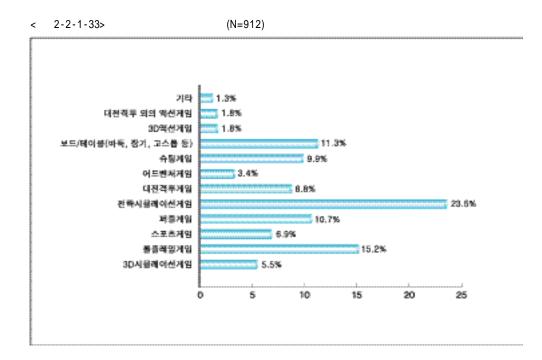
(N=787)



< 2-2-1-32>PC

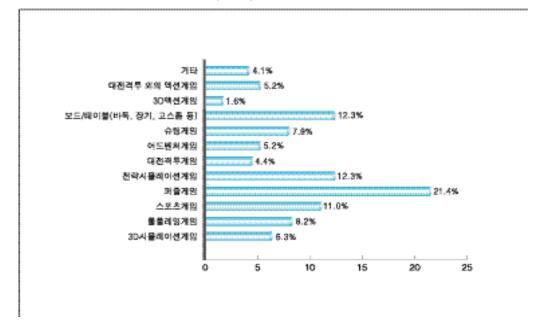
(N=1635)





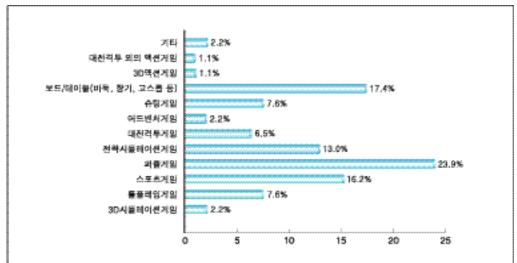
< 2-2-1-34>

(N=365)



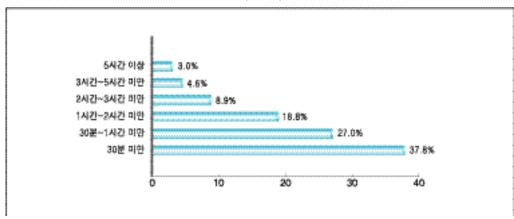
< 2-2-1-35>

(N=92)



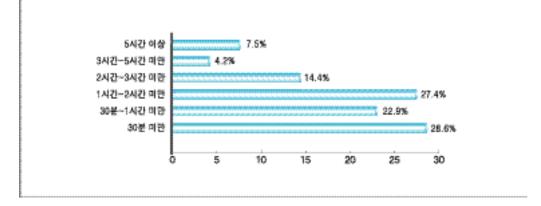
< 2-2-1-36>

(N=304)



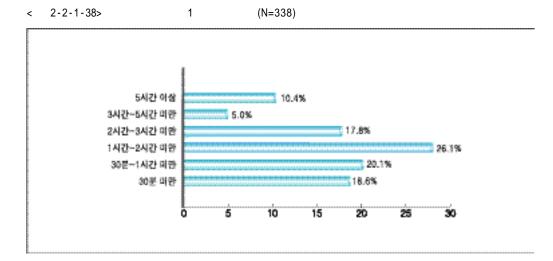
< 2-2-1-37>PC

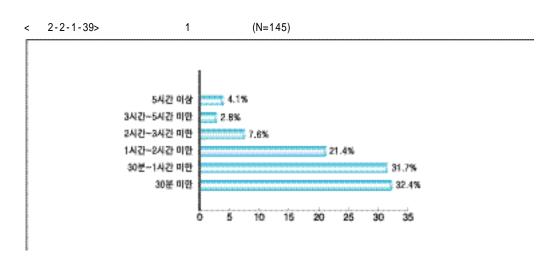
(N=624)

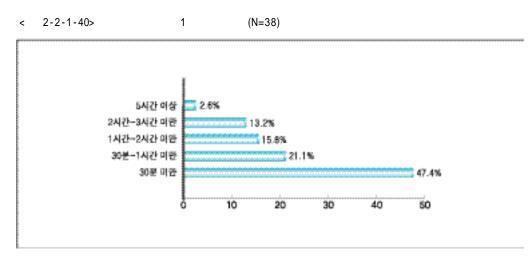


130 2001

2

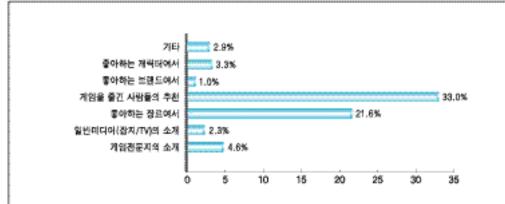






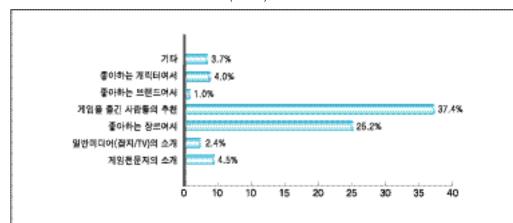
132 2001





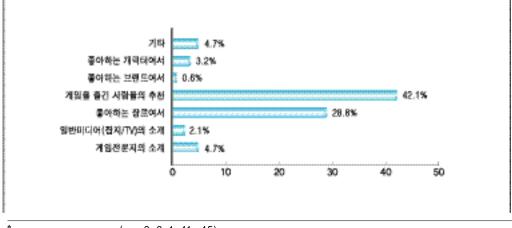
2

< 2-2-1-42> PC (N=489)



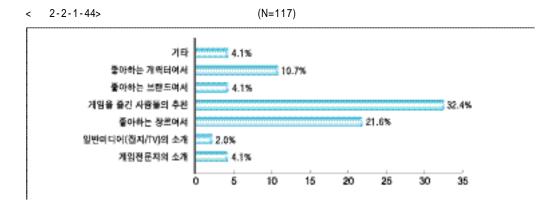
< 2-2-1-43>

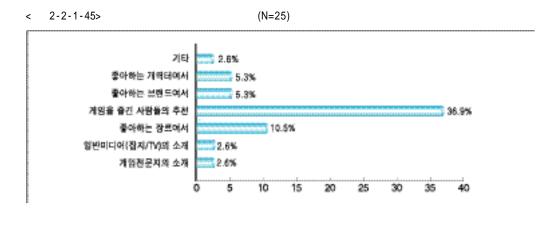


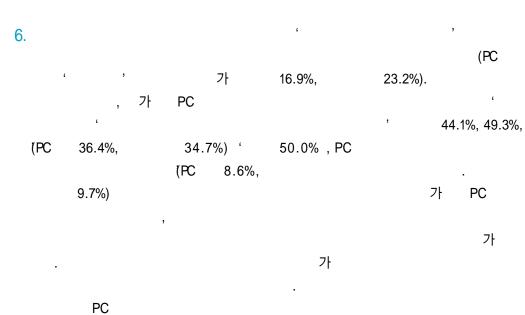


( 2-2-1-41~45)

2

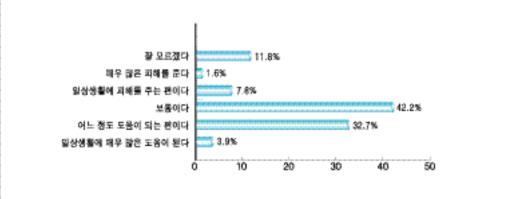


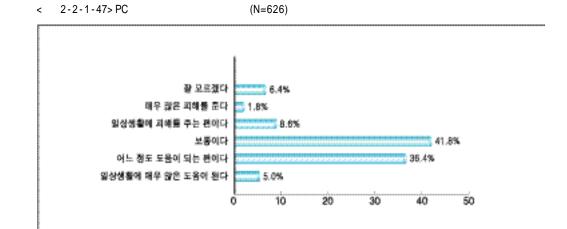




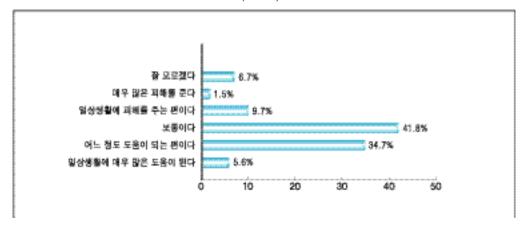
134 2001

< 2-2-1-46> (N=306)





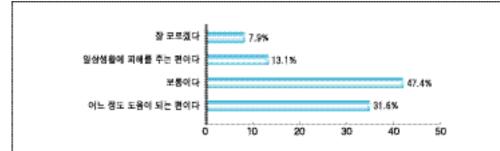
< 2-2-1-48> (N=340)



2

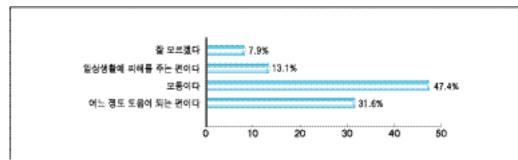


(N=148)



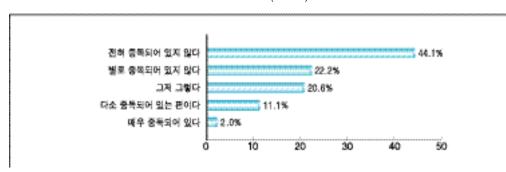
< 2-2-1-50>

(N=38)



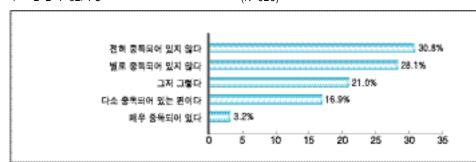
< 2-2-1-51>

(N=306)



< 2-2-1-52> PC

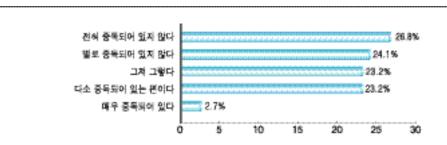
(N=626)



136 2001

< 2-2-1-53>

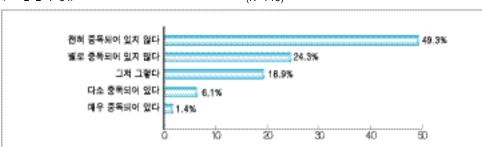
(N=340)



2

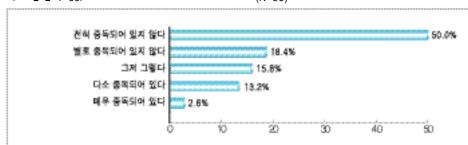
< 2-2-1-54>

(N=148)



< 2-2-1-55>

(N=38)



7.

.' ( )7h

11.6%, PC 14.8%, 19.5%, 10.3%,

, '가 14.0% , PC '' ( )가 가 ' .'가 .

15.8%

18.4%, PC 19.5%, 17.4%, 19.8%,

•

가 ;'

2

가 PC

< 2-2-1-56>

(2 ) (N=483)

9.9%

8.1%

8.9%

8.6%

8.1%

게임조작 방법이 적당하지 많다 진째적인 완성도가 딸어진다 2.7%

집코(종류나 유형)가 다망하지 못하다 🚾 2.9% 버그(다운되거나 불인정한 정무)가 많다

장모르겠다

사본도/그래픽/종명상 중의 수준이 낮다 🚾 3.1% A/S가 충실하지 못하다

홍보가 안되어 교조기가 어렵다 가족이 너무 비싸다

게임성행을 위한 컴퓨터(게임가)의 성능이 너무 높다 시나라오/아이디어가 떨어진다

< 2-2-1-57> PC

(2 ) (N=1019)

잘모르겠다 기타 1.3% 게임조작 방법이 적당하지 않다 전체적인 완성도가 많아진다

장르(종류나 유형)가 다양하지 못하다 버그(다운되거나 뚱안정한 경우)가 많다 사운드/그래픽/동영상 등의 수준이 낮다

> A/S가 충심하지 못하다 홍보개 안되어 교표기가 여렵다

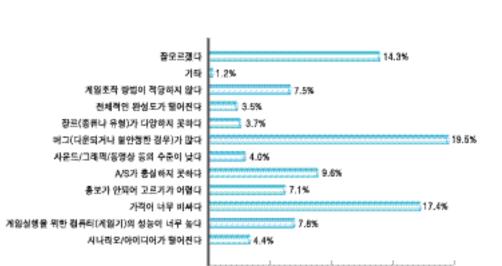
가객이 너무 배싸다

게임실행을 북한 컴퓨터(게임기)의 성능이 너무 높다

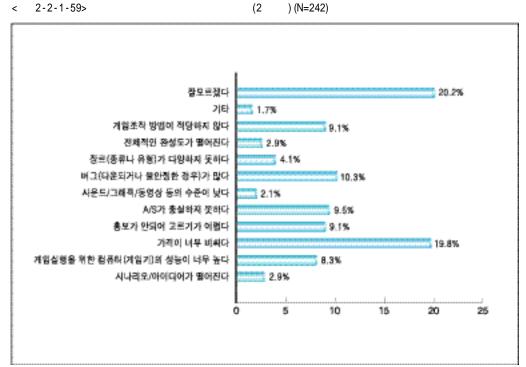
시나라오/아애디어가 끊어진다

< 2-2-1-58>

(2 ) (N=574)



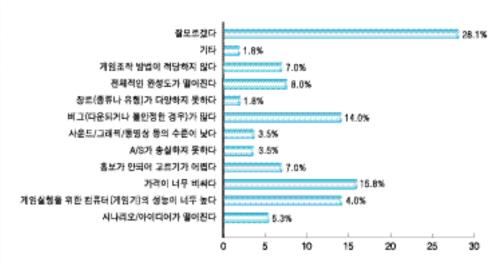
(2 ) (N=242)





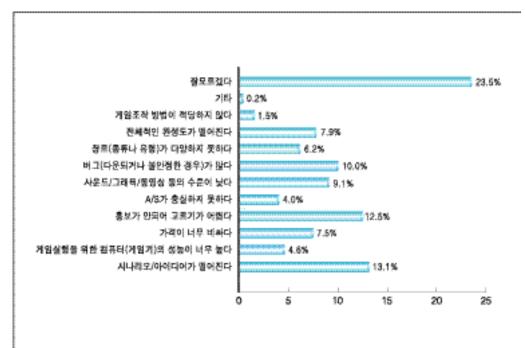
(2 ) (N=57)





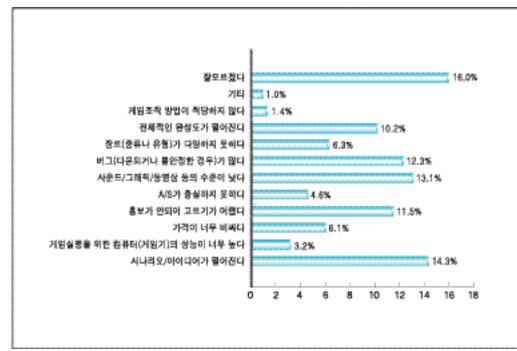
#### < 2-2-1-61>

(2 ) (N=481)



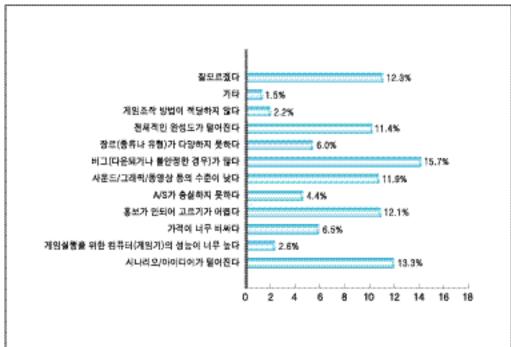
< 2-2-1-62> PC

(2 ) (N=1043)



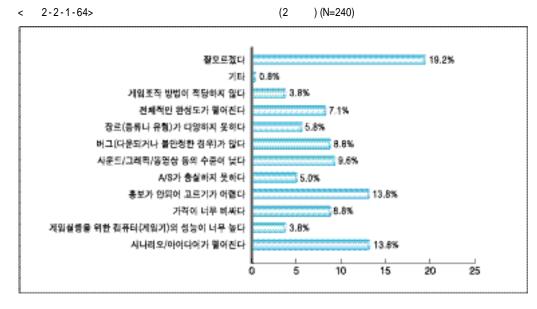
< 2-2-1-63>

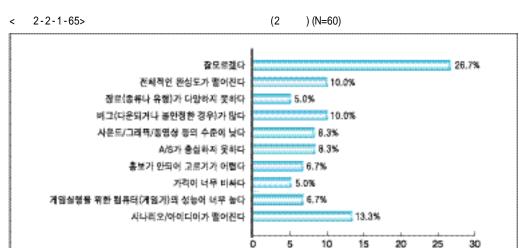
(2 ) (N=586)



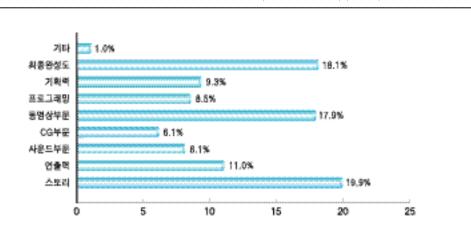
140 2001

2



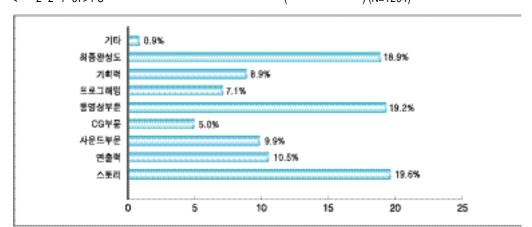


< 2-2-1-66>

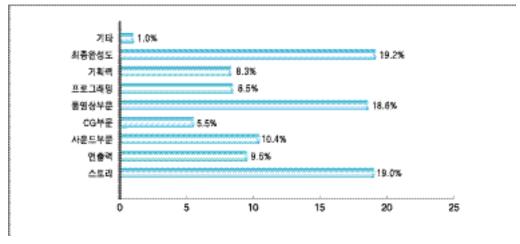


) (N=492)

< 2-2-1-67> PC ( ) (N=1204)

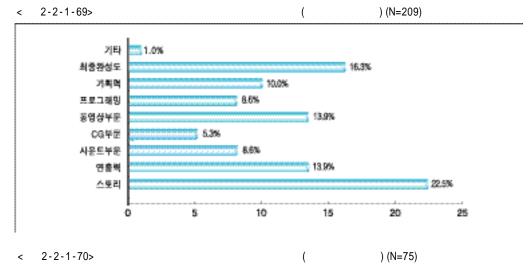


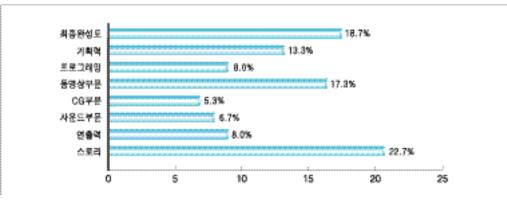
< 2-2-1-68> ( ) (N=673)

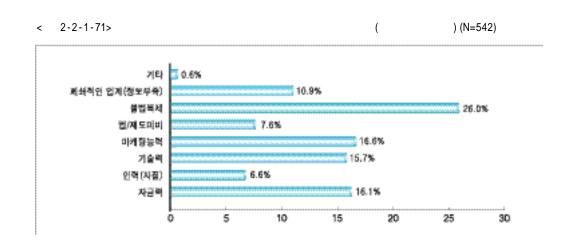


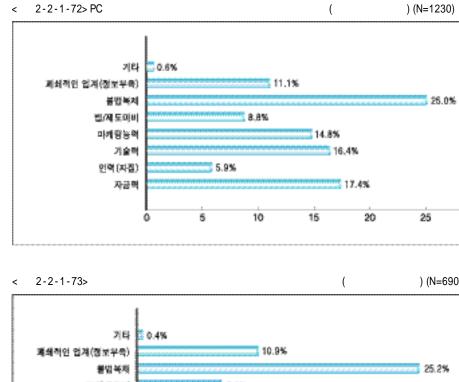
142 2001

2

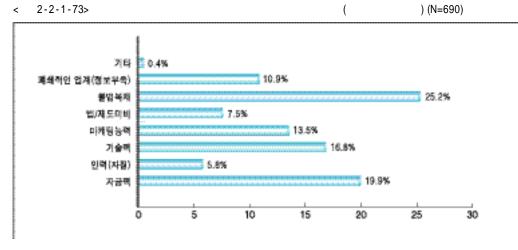


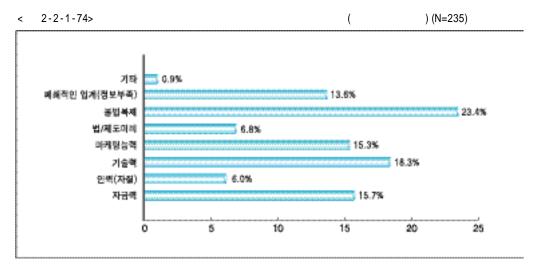




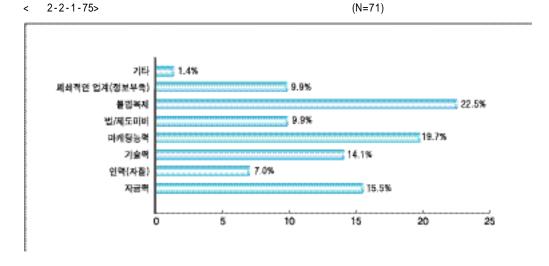


< 2-2-1-72> PC





25



가 ' (43.5%)( ) (15.0%), ' (12.7%)

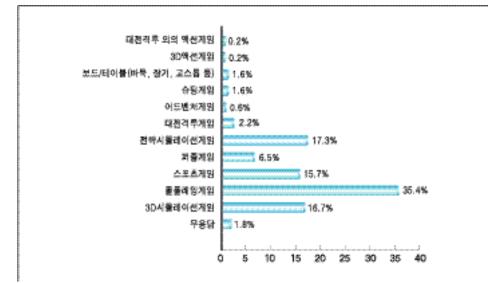
5.3%). 가

1.

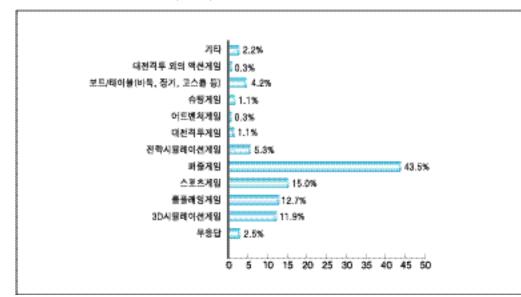
' (35.4%), ' '(17.3%), ' 3D (16.7%) 가 , 가 , ' 3D

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< 2-2-2-02> (N=361)



6.9%),

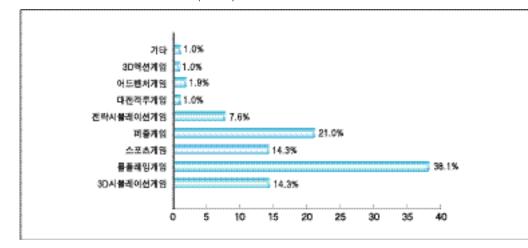
' ' 가 (9 ~13 21.0%, 14 ~19 (9 ~13 38.1%, 14 ~19 33.3%, 20 ~25 32.7%, 26 23.3%, 20 ~25 14.3%, 26 ~29 ~30 16.2%, 31 ~35 14.5%, 36 ~39 27.5%, 30 ~35 23.9%, 36 ~39

27.6%). ,'9 13 ' '30 35 ' ' ' (28.3%) ' (24.5%)' 36 ' / 39 ' (19.0%) '3D 9 25 (14.3%) 2, 3 ( 2-2-2-09 11 ), '26 30 ' ' '3D 23.9%, 21.7%, 21.7% 가 ' 30 35 ' ' 3D (22.1%), ' (20.6%) ' (19.1%) 39 ' ' ' 29.7% 가

40%~55%

< 2-2-2-03>9 13 (N=105)





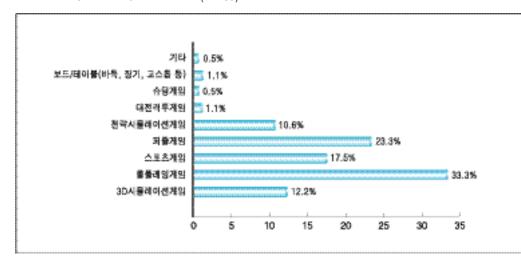
148 2001

가 가

가

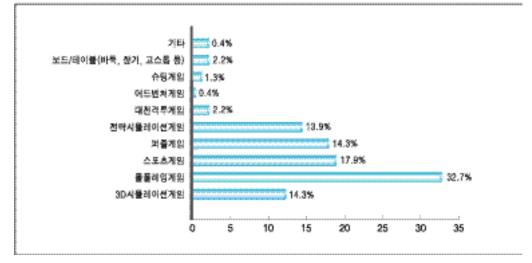
## < 2-2-2-04>14 19



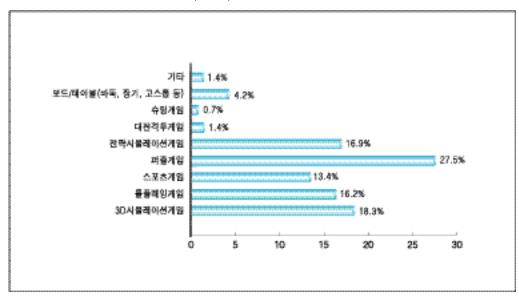


#### < 2-2-2-05>20 25

## (N=223)

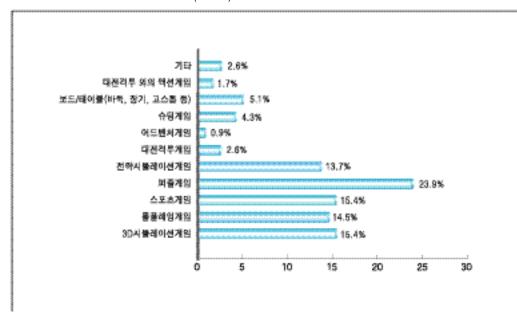






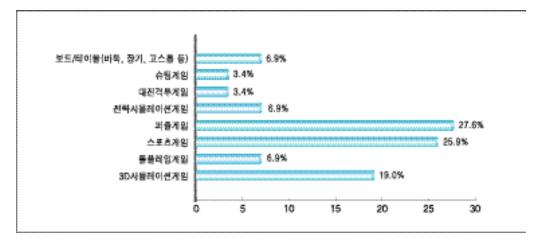
#### < 2-2-2-07>31 35





#### < 2-2-2-08>36 39

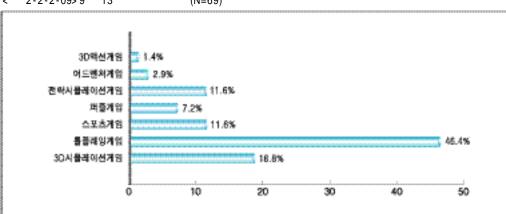
#### (N=58)



2

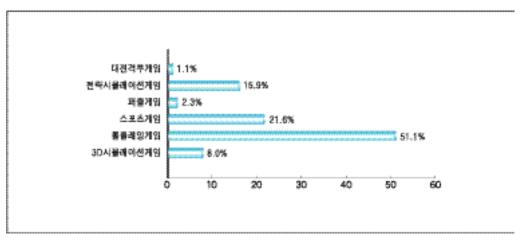
# < 2-2-2-09>9 13

(N=69)



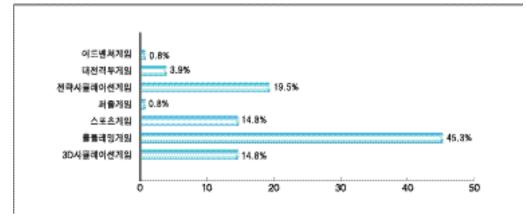
< 2-2-2-10>14 19





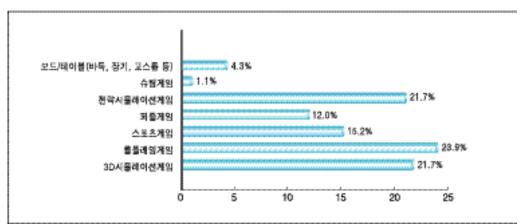
< 2-2-2-11>20 25

(N=128)



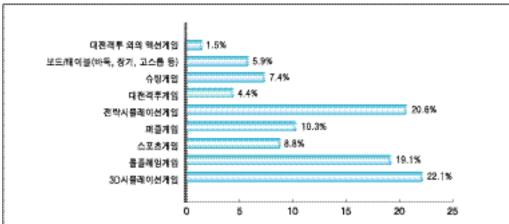
< 2-2-2-12>26 29

(N=92)



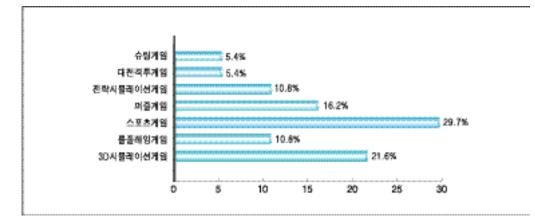
< 2-2-2-13>30 35

(N=68)



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< 2-2-2-14>36 39

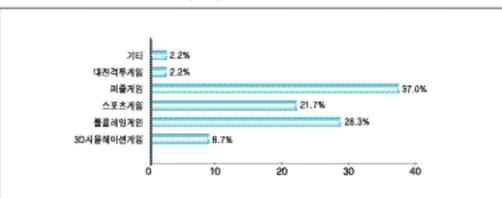


(N=37)

2

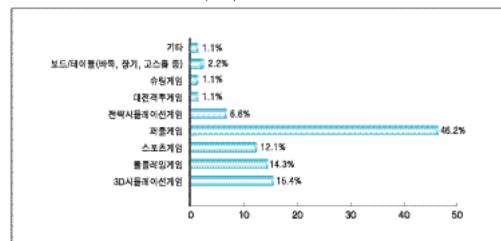
< 2-2-2-15>9 13

(N=46)

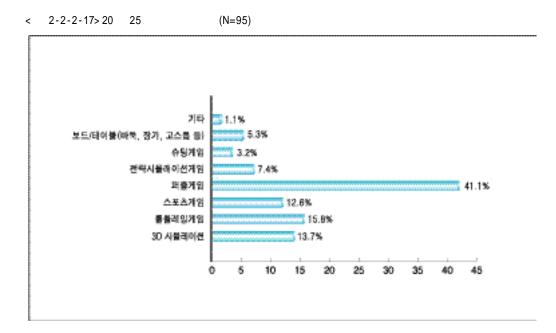


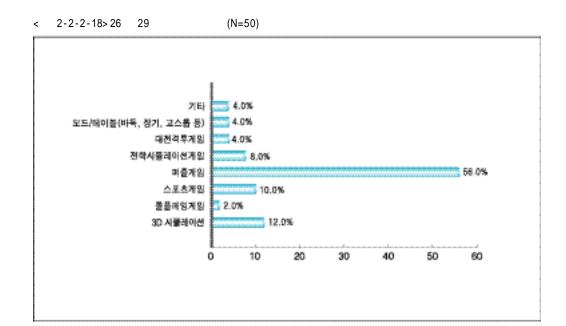
< 2-2-2-16>14 19

(N=91)



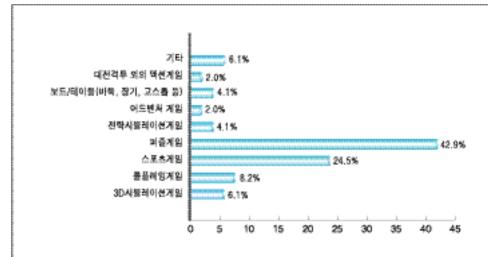
2





< 2 2 2 19>30 35

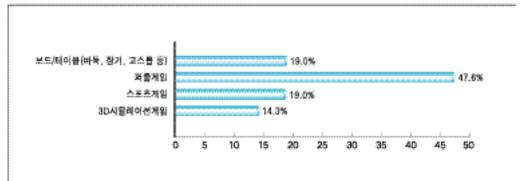
(N=49)



2

< 2 2 2 20>36 39

(N=21)



3

( )

・ 1,000 가 1,200 가

2,200 ,

가

1.

57.4% 42.6% ' 58.7%

' 71.2%,' ' 28.8% ' '

' 가 24.2% 가 . 가 ' / , ' /

(45.6%) 54.4%

81.6% ' (18.4%)

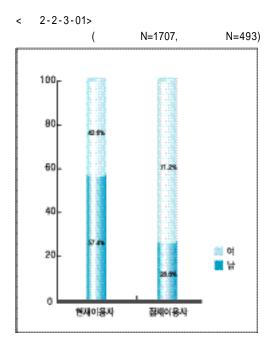
'9 13 '(15.4%), '14 19 ' < <sup>2-2-3-01</sup>>

(23.6%), '20 25 (25.1%)

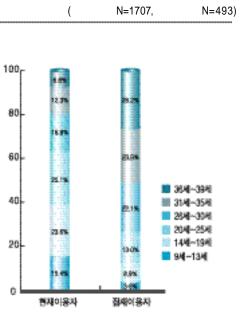
'26 30 **(**22.1%**)**, '31 35 (23.9%), '36 39 (28.2%)

가 10 20

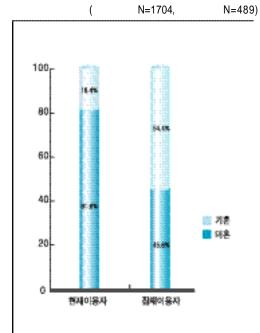
30



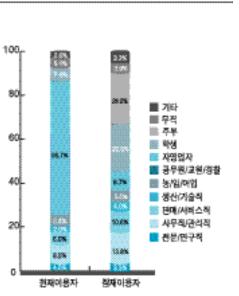
< 2-2-3-02>



< 2-2-3-04>



< 2-2-3-03> N=1704, N=492)



2. 가

" 가 ' 2 3 **(**24.5%, 23.3%), ' 3 5 (19.2%, '(14.1%, 15.4%), ' 5 9.3%) . 가 가 . , 가 '30 ' (12.8%), '30 1 ' (14.4%카

' 30 '5.9%, PC 2 ' 30 1 '11.0%). 가 가 14.3%, 49.0%). PC PC (39.0%) 가 (36.5%)가 ' PC / 가 가 ' PC / (22.6%) < 2-2-3-05> 가 (23.9%) N=1707, N=493) (17.0%) ' (30.8%)' PC / 🧱 5시간 이상 (70.8%)🞆 용시간-5시간 2시간-3시간 (96.7%)1시간-2시간

20

현재이용자

30분~1시간

30분 의만

👑 우용감

참짜여용자

< 2-2-3-06> ( ) 가 ( ) < 2-2-3-08> ( N=3082, 80 60 20 현재이용자 < 2-2-3-07> 100<sub>C</sub>

N=455) N=866, N=231) 🌃 비청기적 5시간 이상 **■** 3AZ!~5AZ! ■ 2시간~3시간 1AZI~2AZI 30분~1시간 **30분 대만** 🚆 무정닭 현재이용자 장막이용자

< 2-2-3-09> N=1707, N=3395, N=694) N=493)

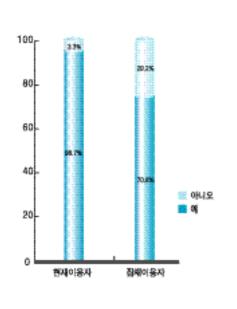


圖 기타

※ か等

장찍어용사

행화관명곡

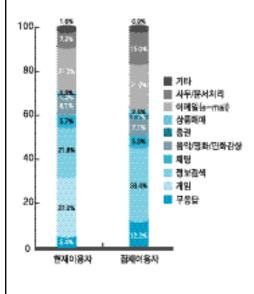
■ PC정상모략설

당구정/박구정/영향장

🧱 커피숍 등 만남의 장소

🧱 도서관/학원 등 공부장소

· 레디오U/노래병/단화함



158 2001

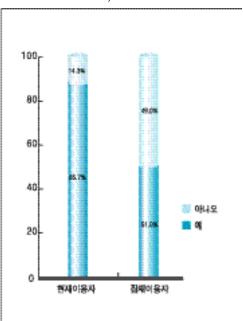
" PC

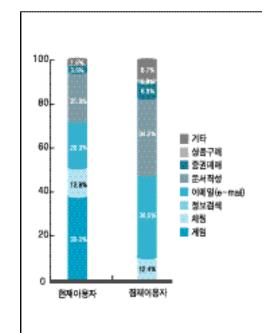
가 '

(27.6%)

(33.4%)

< 2-2-3-10> PC ( N=1707, N=493) < 2-2-3-12PC ( ) ( N=2681, N=392)

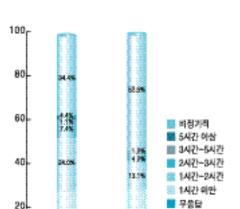




< 2-2-3-11> PC ( N=1497, N=221)

PC 가

PC



집쪽이용자

Single Location

가

가

160 2001

현재이용자

. ' 가 (53.7%) , 가 가 . 94.6% 가

· 가 가

< 2-2-3-13> ( N=1704, N=315) < 2-2-3-14> ( N=852, N=178)

