

2001 Game White paper

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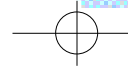
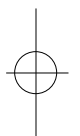
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2001 4 ()
 PC PC 가
 44.1% 가
 (43.3%), (42.3%),
 39 1,000 9
 (18.3%),
 (14.5%), (13.4%)
 PC
 (, 87.5%
 PC , PC
 PC
 가 320 ,
 170)
 PC 61.7%

1

1. 2.
 49.1% 16% 50.9%, (1) 가
 가 '2 3
 27.7% 가

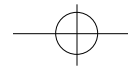
< 2-1-1-01>

		%	
		1000	100.0%
		509	50.9%
		491	49.1%
9 14		151	15.1%
15 19		162	16.2%
20 24		162	16.2%
25 29		186	18.6%
30 34		170	17.0%
35 39		169	16.9%
/		93	9.3%
/		85	8.6%
/		220	22.1%
		256	25.8%
		314	31.6%
		25	2.6%
/		49	4.9%
/		108	10.8%
/		80	8.0%
/		25	2.5%
/ /		1	0.1%
		24	2.4%
		76	7.6%
		468	46.8%
		83	8.3%
		49	4.9%
		33	3.3%

		%	
		1000	100.0%
		732	73.3%
		261	26.2%
		5	0.5%
		70	7.0%
		250	25.0%
		170	17.0%
		170	17.0%
		170	17.0%
		170	17.0%
가		71	7.7%
100 200		253	27.3%
200 300		280	30.2%
300 400		201	21.6%
400 500		56	6.0%
500		66	7.2%
		926	92.6%
		74	7.4%

2

'1 2 (27.4%), '3 5
 (14.8%), '30 1 (12.5%),
 '5 (12.2%), '30 (5.0%)
 가
 17.5% 가
 '3 7 (15.0%), '10 15
 (13.9%), '20 30 (13.7%), '7
 10 '(13.0%), '15 20
 (10.9%), '30 40 (7.0%), '40 50
 (4.1%), '50 70 (2.2%),
 '100 (0.9%), '70 100

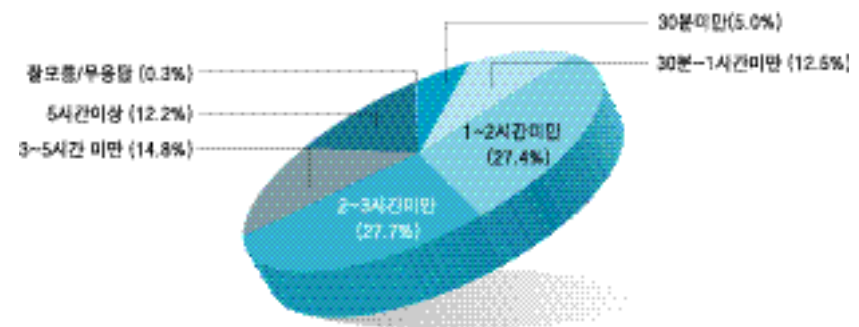


1

(0.6%) / 20
 1.2% '3', 20
 '9 14 가 65.7%, 15 19 가 'PC /'
 22.4% '3 7' 15 19 가
 26.4% 가
 'PC / (49.2%)가
 '3 (18.3%), 9 14 (67.6%),
 9 14 (65.7%), 15 19 15 19 (49.1%),
 (22.4%), (51.0%), (42.9%)
 '3 7' 15 'PC' PC
 19 (26.4%)
 가 가
 9 19

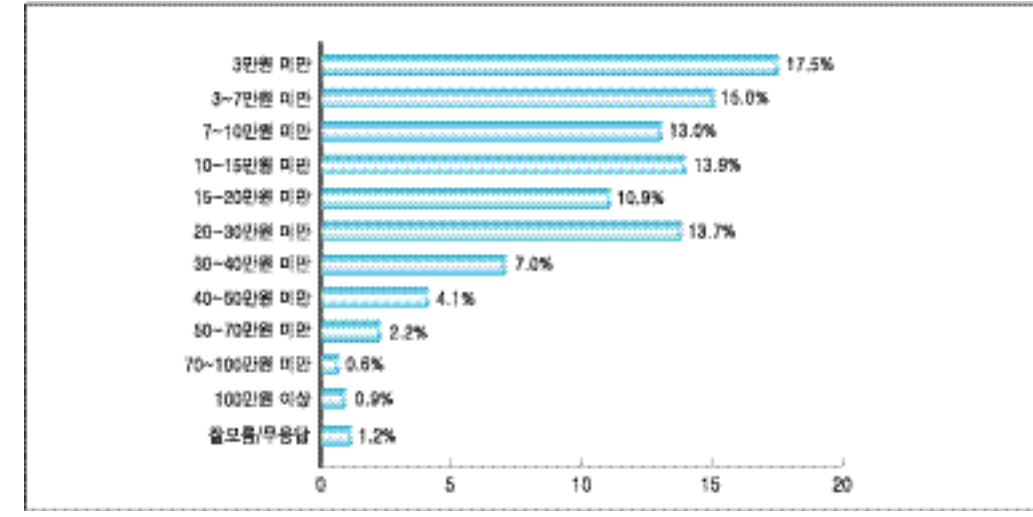
가
 45.1% 가 'PC / (2)
 (34.0%), / /
 (20.2%), (16.5%), / (15.6%), 92.6%
 (14.9%), / 7.4% 10 9
 (13.9%), / / (10.5%), 가
 (2.1%), (5.4%)
 / 0.8%

< 2-1-1-01> 가

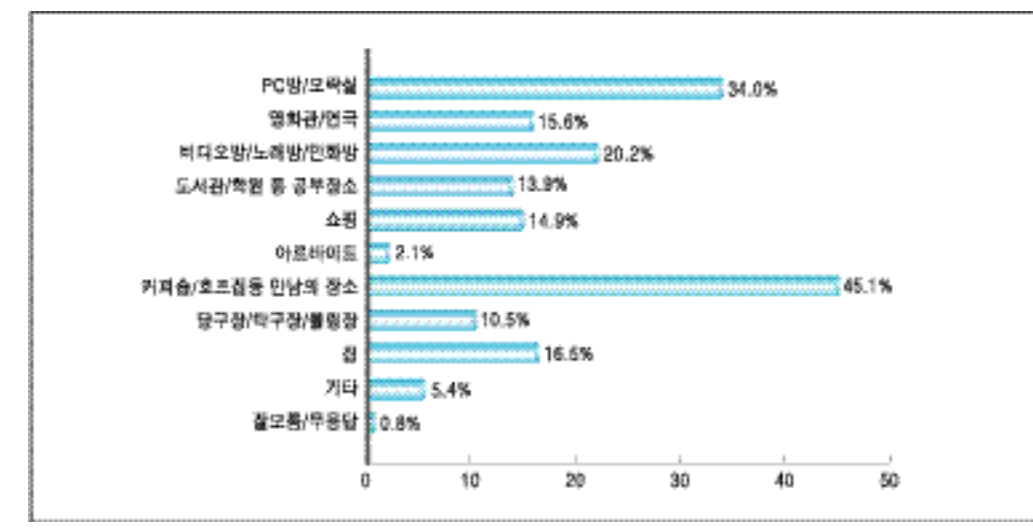


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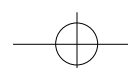
< 2-1-1-02> 가



< 2-1-1-03> 가 ()



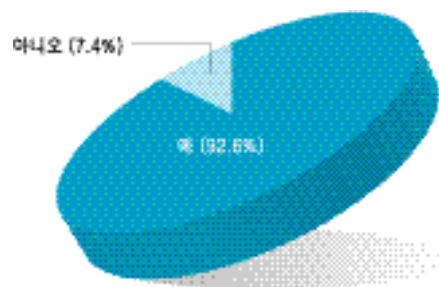
(95.5%)가 (89.6%),
 (99.2%), / (98.0%), 가
 (96.6%) (82.0%)
 가
 44.1% 가
 (43.3%), (42.3%),
 PC / / (18.3%), /
 (14.5%), (13.4%),



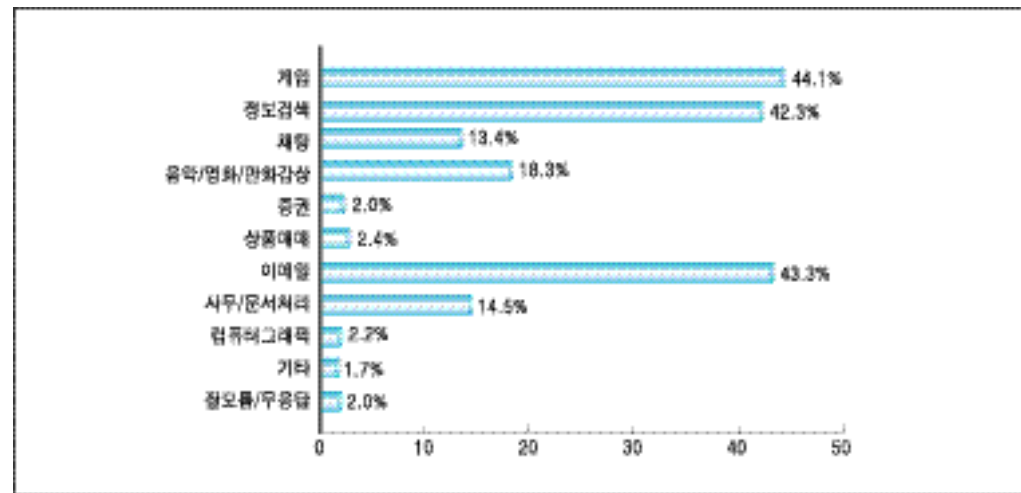
1

(2.4%), (2.2%), (2.0%), (32.5%)
 (1.7%)
 / 2.0% (52.4%) (35.0%) 20
 24 (52.8%)
 가 (44.7%) (38.2%) 30
 34 (62.7%)
 (60.2%) (26.4%) (74.7%), (55.3%)
 9 14 (72.9%), 15 19 (53.2%) (39.1%)
 (51.8%), (47.6%)

< 2-1-1-04>



< 2-1-1-05>

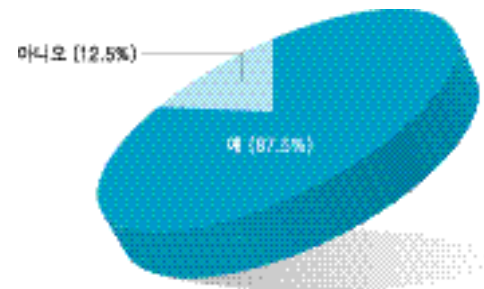


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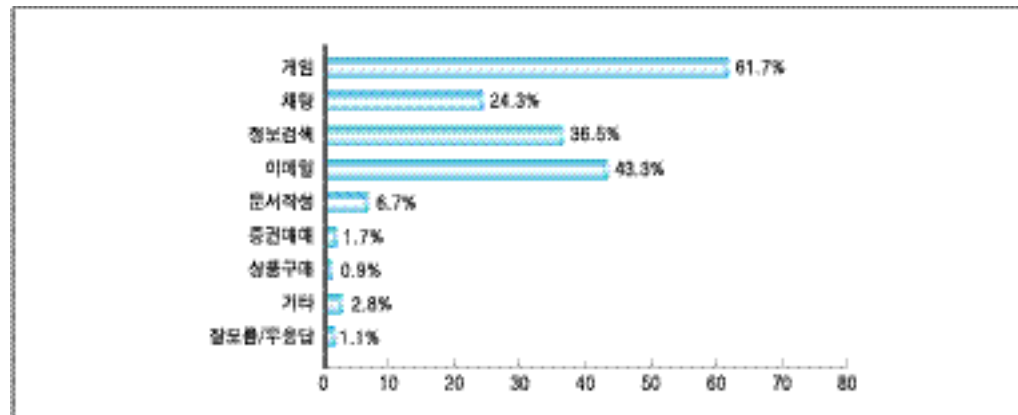
(62.8%) (56.1%)
 (3) PC (52.7%) (36.1%)
 PC (44.1%) (38.8%)
 87.5% 12.5% (61.0%) (41.5%)
 PC (41.5%) (32.7%)
 30 (39.9%) (35.9%)
 PC (58.7%)
 (34.2%)
 (95.2%) (79.1%) PC '1
 / (97.6%), (96.3%) ' 28.7% 가 '1
 (94.6%) (63.9%) 2 '(26.7%), ' 2 3
 (91.0%) (7.8%), ' 5 (3.6%), ' 3 4
 (63.4%) (1.4%), ' 4 5 (0.8%)
 가 가 PC 가 30.5%
 ' PC (35.1%) (27.1%) 25
 PC 29 (37.3%)
 PC (38.5%) (29.7%)
 61.7% 가
 (43.3%), (36.5%),
 (24.3%), (6.7%),
 (1.7%), (0.9%), (2.8%) 가
 1.1% PC PC 가
 PC 가 PC 가
 (76.5%) (42.0%) 가
 9 14 (82.5%) 가

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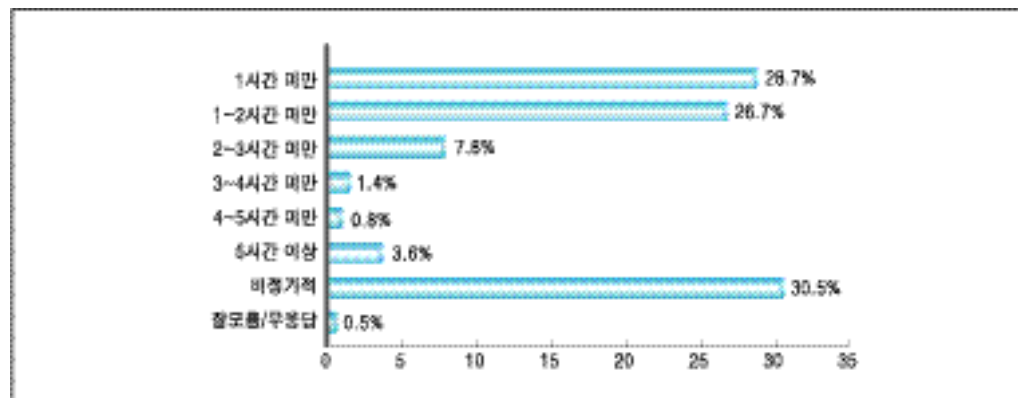
< 2-1-1-06> PC
 가 28.4% (23.3%), (20.3%), (17.8%), (15.0%), (14.4%), (11.0%), (10.3%)
 66.2% 가 (56.7%), (44.4%), (39.5%), (28.2%), (23.8%), 015(23.3%)



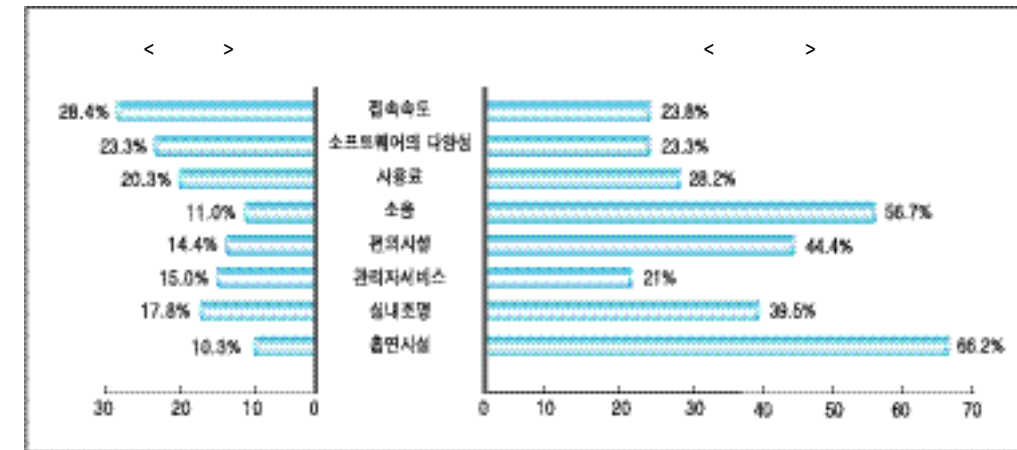
< 2-1-1-07> PC ()



< 2-1-1-08> PC



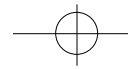
< 2-1-1-09> PC / ()



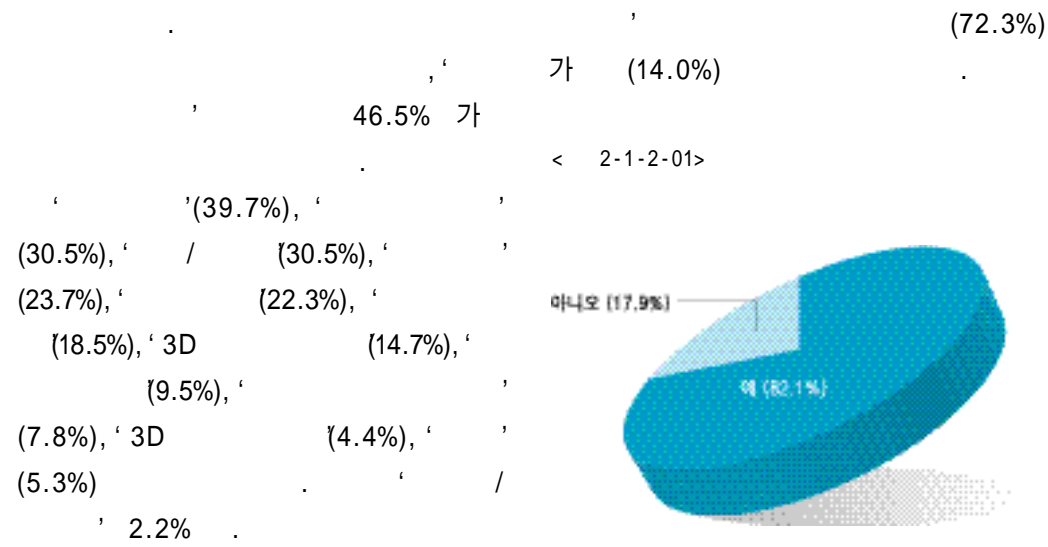
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1. (87.7%), 2 (79.5%), (66.3%)
 70.0%
 82.1% 'X' 15.5%, TGS(
)' 19.6% 가 ' PC'
 가 72.9% 가
 (90.3%가 (73.7%) , (39.9%),
 (94.6%), / (88.7%) , (36.1%), (18.1%),
 (89.1%) (63.3%) (4.4%)
 / ' 0.7%
 ' PC'
 (78.3%가 (66.1%) ,
 (93.0%), /
 (77.1%)
 / 가 93.8% 가 (48.7%가 (28.7%)
 / (55.8%)



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2.

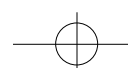
(62.8%)

(25.8%), 25 29 (57.6%), (1)

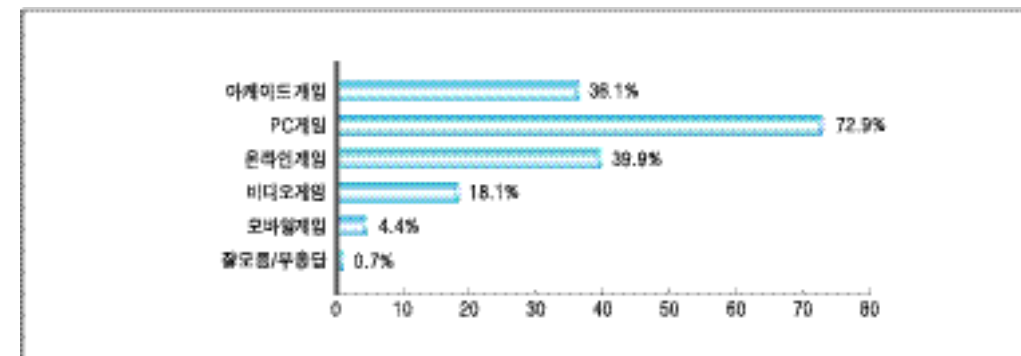
15 19 (55.4%)

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

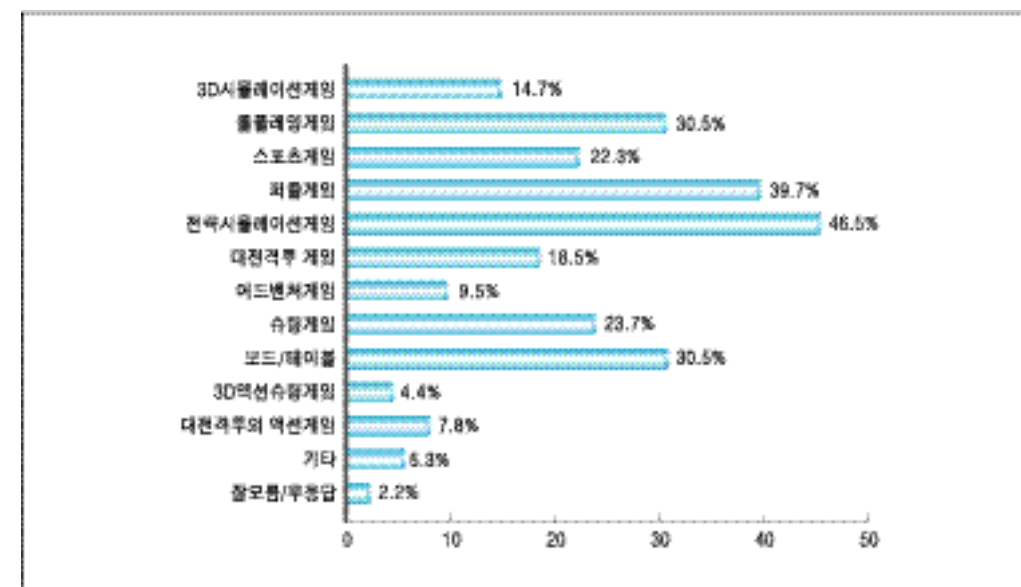
					+	+	
1)	/	6.0%	37.8%	25.9%	30.1%	93.8%	0.2%
2)		11.8%	34.2%	23.7%	29.8%	87.7%	0.5%
3)	2	19.6%	47.8%	17.2%	14.5%	79.5%	0.9%
4)		70.4%	22.3%	3.8%	1.0%	27.1%	2.6%
5)		32.9%	49.7%	12.7%	3.9%	66.3%	0.8%
6)		55.7%	37.4%	4.5%	1.4%	43.3%	1.0%
7)		57.1%	25.6%	12.0%	4.1%	41.7%	1.2%
8)		55.5%	31.3%	8.3%	3.3%	42.9%	1.6%
9)	1						
	/ 2	57.4%	28.3%	8.2%	5.2%	41.7%	0.9%
10)		75.9%	18.9%	2.8%	1.0%	22.7%	1.5%
11)		73.5%	18.7%	4.4%	1.8%	24.9%	1.6%
12)		63.7%	24.9%	6.8%	3.6%	35.3%	1.0%
13) X BOX		83.5%	11.8%	2.5%	1.2%	15.5%	1.0%
14) TGS ()		79.5%	13.7%	4.6%	1.3%	19.6%	0.9%
15) E3		83.3%	10.6%	2.5%	1.5%	14.6%	2.1%
16)		55.8%	19.7%	13.5%	10.1%	43.3%	0.9%
17)		29.2%	29.7%	24.2%	16.1%	70.0%	0.8%



< 2-1-2-02> ()



< 2-1-2-03> ()



0 1 가 9

52.9%, '1 2 가 39.9%, '2 3 2

가 17.4%

'22 23 '가 27.5% 가

30.8%, '23 24 가 30.5%, '21 22 가 '1 2 (25.5%), '30 1

26.4% 9 (23.2%), '2 3 (12.9%), '5

(6.5%), '3 5 (3.8%)

2

0.6% , '1 ' 23.3% 가 '3 (18.2%), '30 ' '2 (16.7%), '6 7 (13.8%), '4 5 (36.9%) (20.2%) (7.1%), '13 (6.7%) , 30 34 (35.5%), 20 24 (35.2%) . '1 2 5.2 . PC/ PC/ (21.5%) , 9 14 '1 ' (36.8%), 35 39 (30.2%) 28.5% 가 '3 '(18.4%), '2 '(16.6%), '6 7 '(14.4%), '8 12 '(9.9%), '4 5 '(7.2%), '13 (5.0%) (2) (, PC/) PC/ 4.9

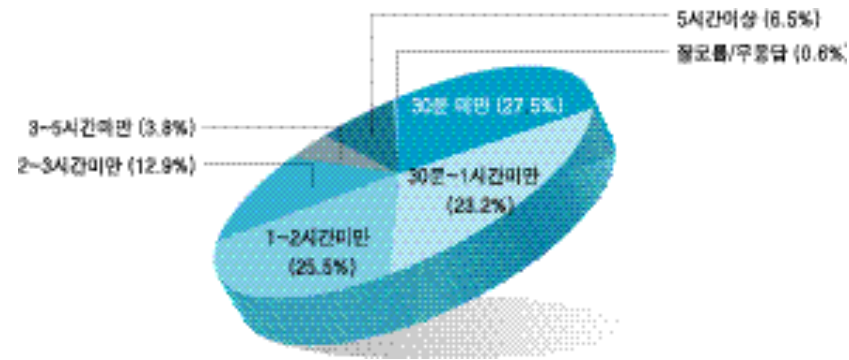
< 2-1-2-02> () ()

0 1	1 2	2 3	3 4	4 5	5 6	6 7	7 8	8 9	9 10	10 11	11 12
52.9%	39.9%	17.4%	9.4%	6.8%	5.0%	5.4%	6.4%	4.3%	7.9%	20.9%	19.8%

< 2-1-2-03> () ()

12 13	13 14	14 15	15 16	16 17	17 18	18 19	19 20	20 21	21 22	22 23	23 24
4.5%	5.6%	6.2%	11.1%	10.7%	11.4%	12.1%	16.8%	18.6%	26.4%	30.8%	30.5%

< 2-1-2-04>



< 2-1-2-04>

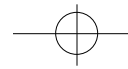
	N	1	2	3	4 5	6 7	8 12	13	
%	522	23.3%	16.7%	18.2%	7.1%	13.8%	14.2%	6.7%	5.20

< 2-1-2-05> PC/

	N	1	2	3	4 5	6 7	8 12	13	
%	670	28.5%	16.6%	18.4%	7.2%	14.4%	9.9%	5.0%	4.88

3.

'1 2 가 72.4%, '3 4 가 17.3% , 1.9 , '1 2 가 54.3%, '3 4 가 18.8% 4.9 . PC CD (1) PC (PC CD) 16.1% ' , 83.9% . PC CD '1 2 ' 77.9%, '3 4 ' 24.9% 12.8% 2 ' 75.1% . PC '1 2 가 2 ' 83.8%, '3 4 ' 8.3% 70.6%, '3 4 가 15.1% 2 , '1 2 ' 75.3%, '3 4 8.1% , 2.8 , '1 2 가 52.0%, '3 4 가 23.2% 3.2 ' , 7.2% , ' 92.8% . CD/ CD/ '1 2 ' 63.9%, '3 4 ' ' , 13.0% 11.3% , 2.9 CD/ '1 2 가 53.6%, '3 4 가 27.4% , '1 2 ' 78.0%, '5 3.4 , 6 ' 12.6% , 1.8



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< 2-1-2-06> PC CD (24.9%, 75.1%)

	1 2	3 4	5 6	7 8	9 10	11	
143	70.6%	15.1%	9.4%	1.4%	2.2%	1.3%	2.50
36	73.5%	7.6%	8.1%	2.9%	4.7%	3.2%	2.82
66	52.0%	23.2%	17.6%	1.2%	4.6%	1.4%	3.23

< 2-1-2-07> CD/ (13.0%, 87.0%)

	1 2	3 4	5 6	7 8	9 10	11	
54	53.6%	27.4%	7.0%	1.9%	4.0%	6.0%	3.44
29	72.4%	17.3%	7.2%	3.0%	0.0%	0.0%	1.90
21	54.3%	18.8%	9.6%	0.0%	5.1%	12.2%	4.88

< 2-1-2-08> PC CD (16.1%, 83.9%)

	1 2	3 4	5 6	7 8	9 10	11	
80	77.9%	12.8%	7.8%	0.0%	1.5%	0.0%	1.99
24	83.8%	8.3%	4.1%	0.0%	3.8%	0.0%	1.95
38	75.3%	14.6%	1.9%	2.6%	2.6%	3.0%	3.16

< 2-1-2-09> CD/ (7.2%, 92.8%)

	1 2	3 4	5 6	7 8	9 10	11	
33	63.9%	11.3%	17.7%	0.0%	7.1%	0.0%	2.88
15	78.0%	9.4%	12.6%	0.0%	0.0%	0.0%	1.83
11	69.4%	21.3%	0.0%	0.0%	9.3%	0.0%	2.63

69.4%, ' 1 2 ' 21.3% 74.4%, ' 3 4 ' 19.9%
 2.6 2
 < >
 (2) ' 38.4% ' ' 61.6% ' ' 1 2 ' ' 49.3% ' ' 88.9%, ' 3 4 ' 6.1% ' 50.7% . < ' 1.7 ' 1 2 ' > ' 1 2 ' 78.1%, ' 3 4 ' 14.0% 14.5% 2 1.8

2

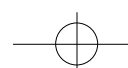
< 2-1-2-10> (49.3%, 50.7%)

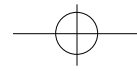
	1 2	3 4	5 6	7 8	9 10	11	
98	78.1%	14.5%	2.6%	2.9%	0.9%	1.0%	2.00
329	74.4%	19.9%	2.7%	0.9%	1.2%	0.8%	2.06

< 2-1-2-11> (38.4%, 61.6%)

	1 2	3-4	5 6	7 8	9 10	11	
77	88.9%	6.1%	2.6%	0.0%	1.1%	1.3%	1.69
266	82.1%	14.0%	2.2%	0.8%	0.3%	0.7%	1.80

4. () 가 41.3% 가
 ' 5 1 (26.2%), ' 2 3
 (1) () (11.8%), ' 1 5 2 (9.9%), ' 3
 4 (5.0%), ' 4 (3.6%), ' 1
 1 5 (2.2%)
 5 가가
 1 4
 ' 2
 가 37.3% 가 PC ' 5 가
 ' 9 1 (20.7%), ' 3 4 ' 29.3% 가
 (15.7%), ' 5 6 (15.2%), ' 1 2 ' ' 5 1 (23.8%), ' 2 3
 (6.4%), ' 2 (3.8%), ' 7 8 ' (19.4%), ' 4 (12.1%), ' 1 5
 (0.8%) 2 (8.0%), ' 3 4 (7.4%)
 7 PC
 2 1
 PC ' 5 가
 41.7% 가 ' 5 1
 (22.7%), ' 1 5 2 (11.4%), ' 4 가 28.3% 가
 (9.7%), ' 2 3 (9.2%), ' 1 ' 5 1 (20.8%),
 1 5 (3.8%), ' 3 4 (1.5%) ' 4 (17.5%), ' 2 3 (16.8%),
 PC ' 1 5 2 (13.4%), ' 1 1 5 ' (3.1%)
 1 8 2 2
 ' 5





1

' 5 1 (2)
 ' 43.6% 가
 ' 5 (40.0%), ' S/W
 ' 4 (16.4%) 21.9% 가
 (6.4%), (6.0%),
 1 4 (2.3%), (1.8%), (6.0%)
 ' 54.6%

< 2-1-2-12>

	N	2	3 4	5 6	7 8	9 1	1 2	2	(:)
%	421	37.3%	15.7%	15.2%	0.8%	20.7%	6.4%	3.8%	7.09

< 2-1-2-13> PC

	N	5	5 1	1 1	1 5	2	3	4	(:)
%	567	41.7%	22.7%	3.8%	11.4%	9.2%	1.5%	9.7%	18.14

< 2-1-2-14>

	N	5	5 1	1 1	1 5	2	3	4	(:)
%	82	41.3%	26.2%	2.2%	9.9%	11.8%	5.0%	3.6%	14.36

< 2-1-2-15> PC

	N	5	5 1	1 1	1 5	2	3	4	(:)
%	83	29.3%	23.8%	0.0%	8.0%	19.4%	7.4%	12.1%	14.36

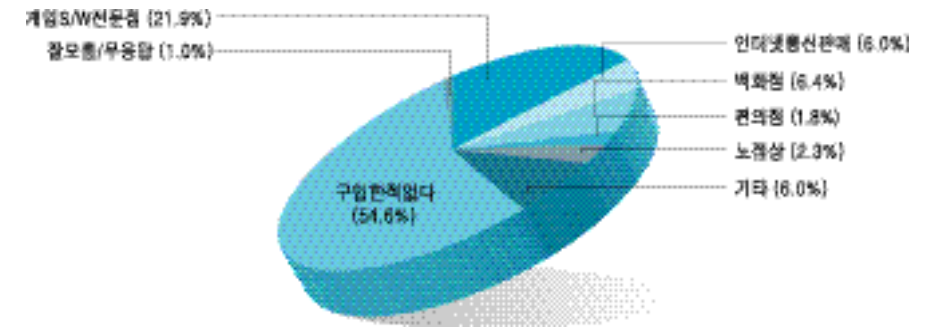
< 2-1-2-16>

	N	5	5 1	1 1	1 5	2	3	4	(:)
%	32	28.3%	20.8%	3.1%	13.4%	16.8%	0.0%	17.5%	21.75

< 2-1-2-17>

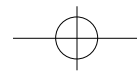
	N	5	5 1	1 1	1 5	2	3	4	(:)
%	17	40.0%	43.6%	0.0%	0.0%	0.0%	0.0%	16.4%	13.54

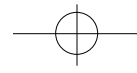
< 2-1-2-05>



2

5. 가 (1.0%)
 ' 2 ' 61.5% 가 ' 5
 ' 3 ' 30 34
 (15.7%), ' 2 5 (14.6%), ' 3 5 (54.8%), 9 14 (51.5%)
 (2.7%), ' 4 (1.8%), ' 5 35
 (0.8%), ' 4 5 (0.4%), ' 5 39 (29.5%)
 (0.3%) (, PC) 1
 / ' 2.1% ' 1 ' 77.1%
 가 4 3 가 가
 ' 2 ' ' 1 5 '
 (65.8%)가 (16.2%), ' 2 (4.6%), ' 2 '
 (58.2%) , 35 39 (68.4%) (0.8%) /
 ' 1.3%
 (, PC) 1
 ' 5 가 48.1% 가 ' 1
 ' 1 (22.0%), ' 8 (80.7%)가
 (10.5%), ' 2 (4.8%), ' 1 5 (72.6%) , 20 24 (84.5%),
 (4.8%), ' 3 (2.0%), ' 1 3 15 19 (82.4%)
 (2.0%), ' 2 5 (1.0%), ' 3

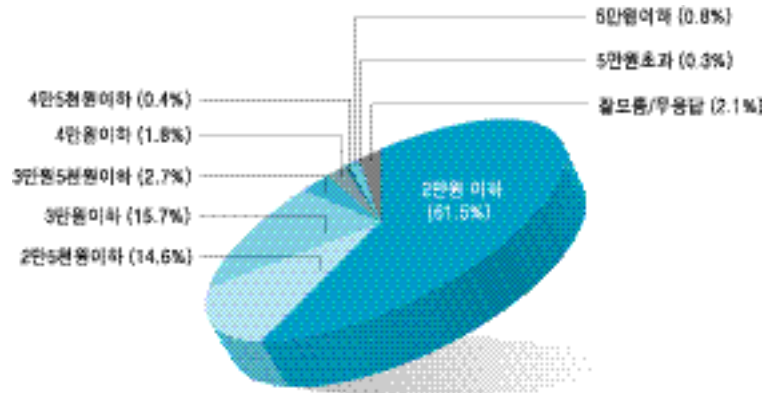




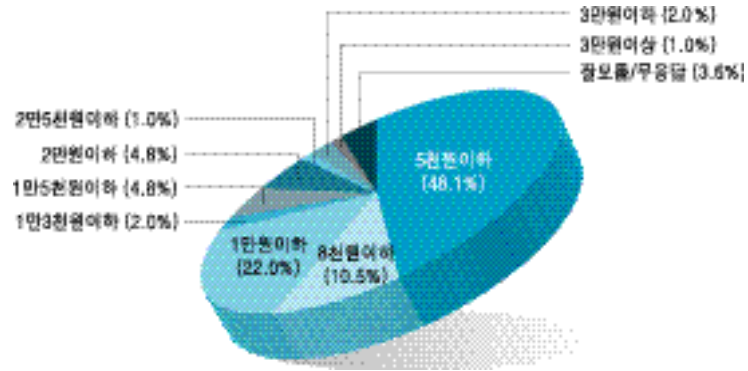
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< 2-1-2-06>

가

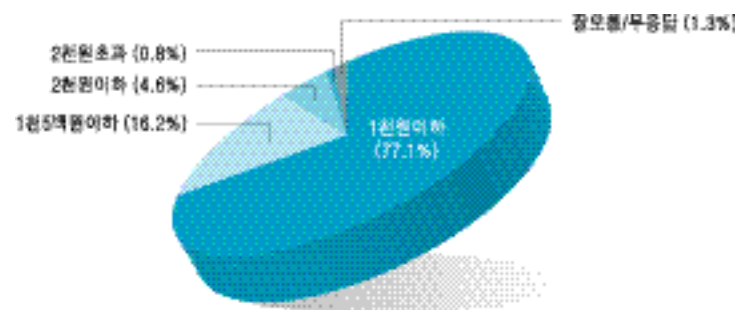


< 2-1-2-07>



< 2-1-2-08>

1

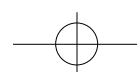
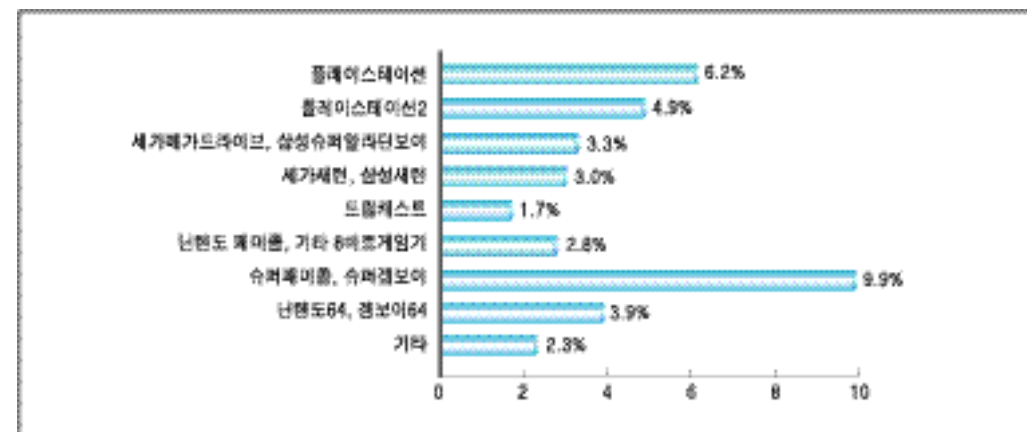


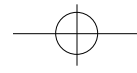
6.

(1) 2 (21.8%가
(6.8%) , 15 19 (28.0%)
< > 가 ' .
, ' 가
9.9% 가 ' (2)
(6.2%), ' 2 (4.9%), < > ' 가
' 64/ 64 (3.9%), ' 가 가 , ' 9.4% 가
' / (3.3%), ' 가 가
' / (3.0%), ' / 8 ' (2.0%),
' (2.8%), ' (1.7%), ' (1.3%), ' (1.2%),
(2.3%) ' ' (1.0%), ' (0.7%),
73.2% ' (0.6%), ' (0.4%),
< > ' (2.1%)
2 가 15.2% 가 83.7% .
< > ' ' 1 (5.3%), ' 5.0% 가
X (4.4%), ' ' (3.9%),
(2.0%), ' 가 (1.6%), ' (2.3%), ' (2.1%),
(1.7%) ' ' (1.8%), ' GP32 (1.7%),
68.3% ' (1.4%), ' (1.0%), ' (1.1%)
< > ' (1.4%), ' (1.0%), ' (1.1%)

2

< 2-1-2-09>

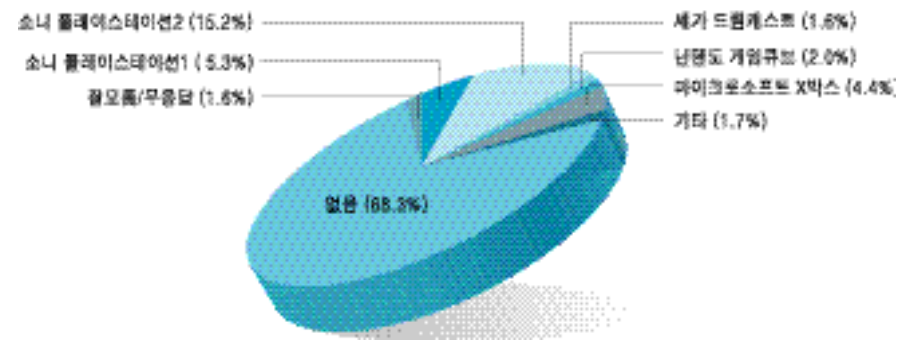




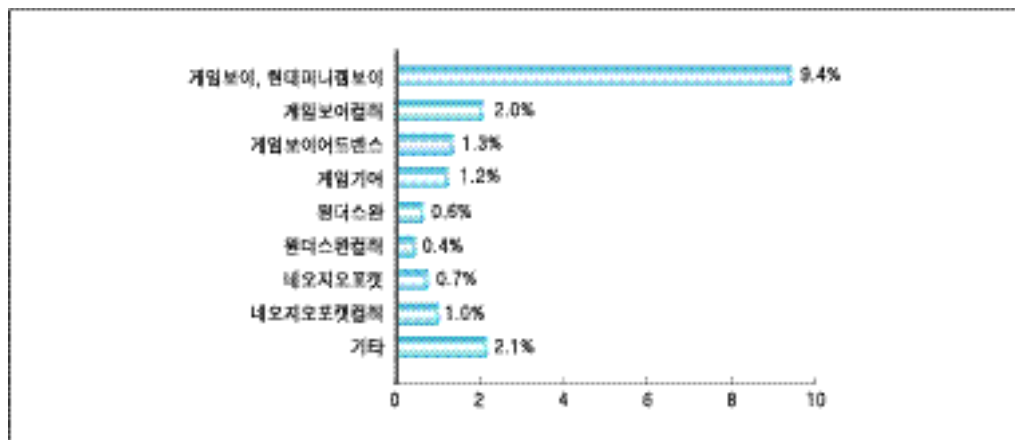
1

(3) 78.8% (11.9%), ' /
(10.8%), ' 가 가
(9.2%), '
(7.5%), ' 가
, 17.6% 가 (7.3%), (1.5%)
60.7%

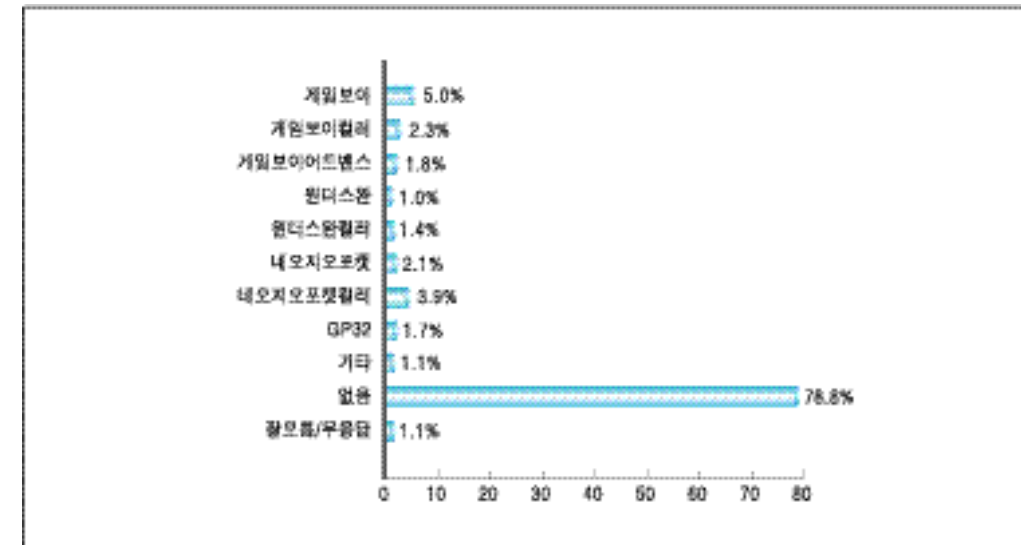
< 2-1-2-10>



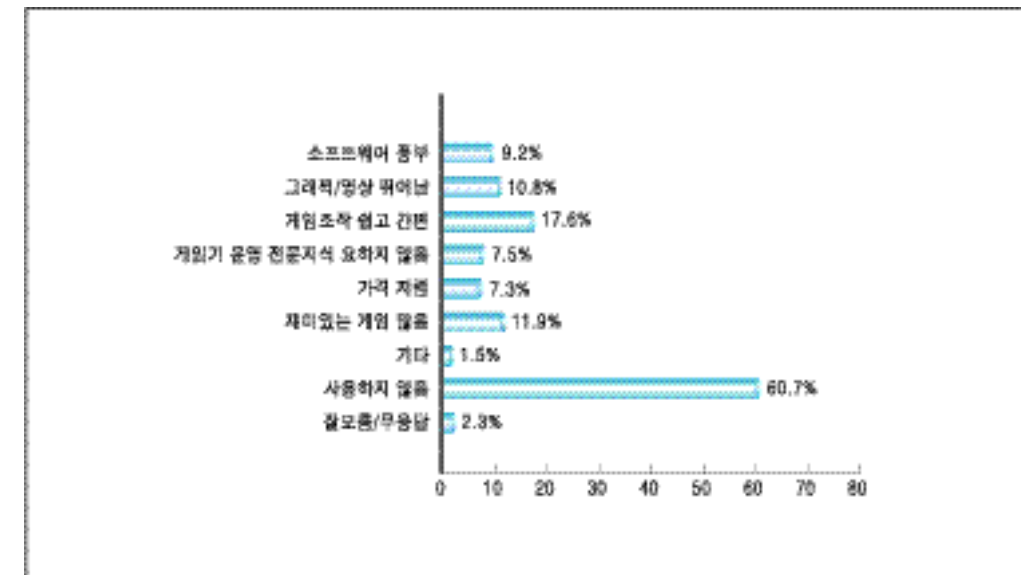
< 2-1-2-11>



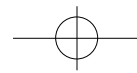
< 2-1-2-12>

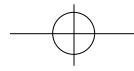


< 2-1-2-13>



2





1

3

1.

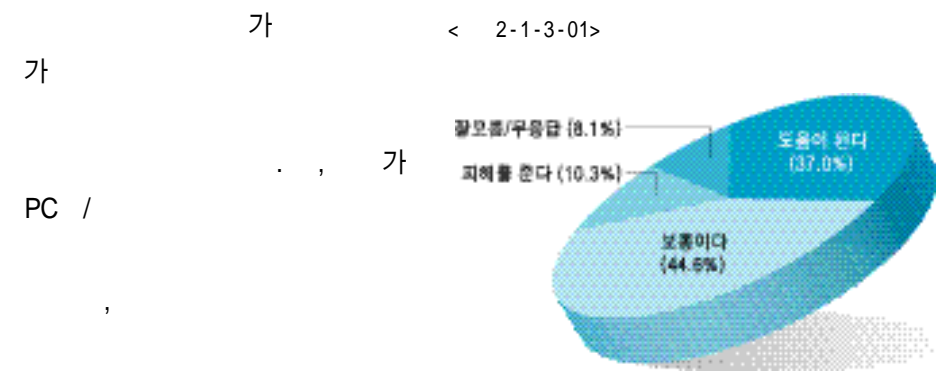
(가) 37.0% (51.5%) (71.9%)가
 : 4.5%+ (70.9%), 30 35 (69.7%)
 : 32.5%)
 10.3% (: 1.5%+ : 8.8%)
 가가 44.6%
 가
 (42.8%가)
 (29.5%)

2.

가가 17.2% :
 3.0%+ : 14.2%)
 “ ” 가
 42.1% (: 9.4%+
 : 32.7%)
 17.9% (: 2.7%+ : 15.2%)
 가 60.5% (: 36.3%+ : 24.2%)
 가가 21.3% :
 (49.2%가 (35.2%) ,
 35 39 (61.0%), 30 34 (50.3%)

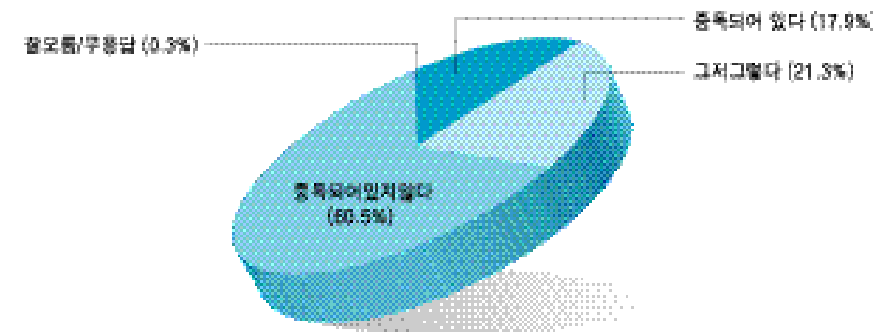
(69.7%), / (51.9%), / (51.1%) ,
 (61.6%) (37.8%) 가

< 2-1-3-01>

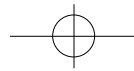
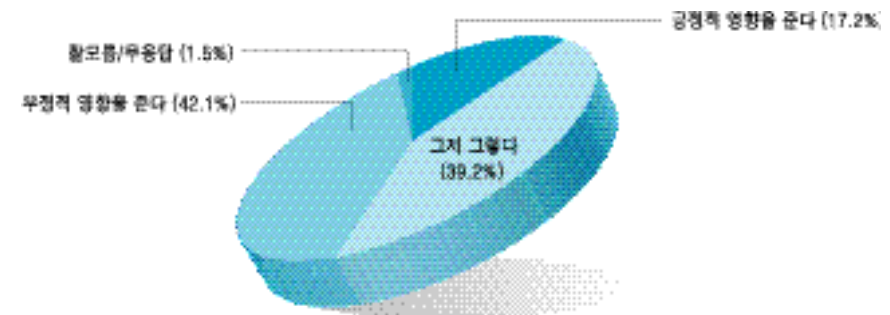


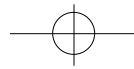
2

< 2-1-3-02>



< 2-1-3-03>





1

3. 15 19 가

(1) 가 (36.7%)

(23.5%), (4.6%), 30.8%

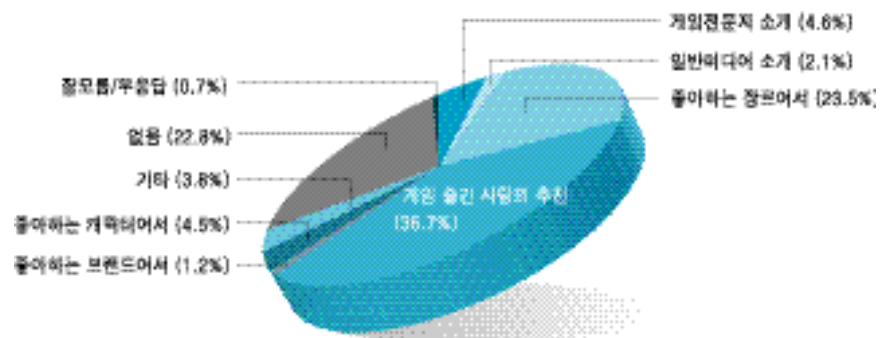
(2.1%), (1.2%), (22.5%), A/S가 (14.1%),

(3.8%) 가 22.8% (13.2%), 가 (11.9%), / 가 (28.9%) (16.6%) (6.2%), 가 (5.1%), / / (4.6%), (2.1%)

가 / 가 32.6% 가 (26.8%) (16.9%), 15 19 (30.7%)

가 가 / 가 22.1%

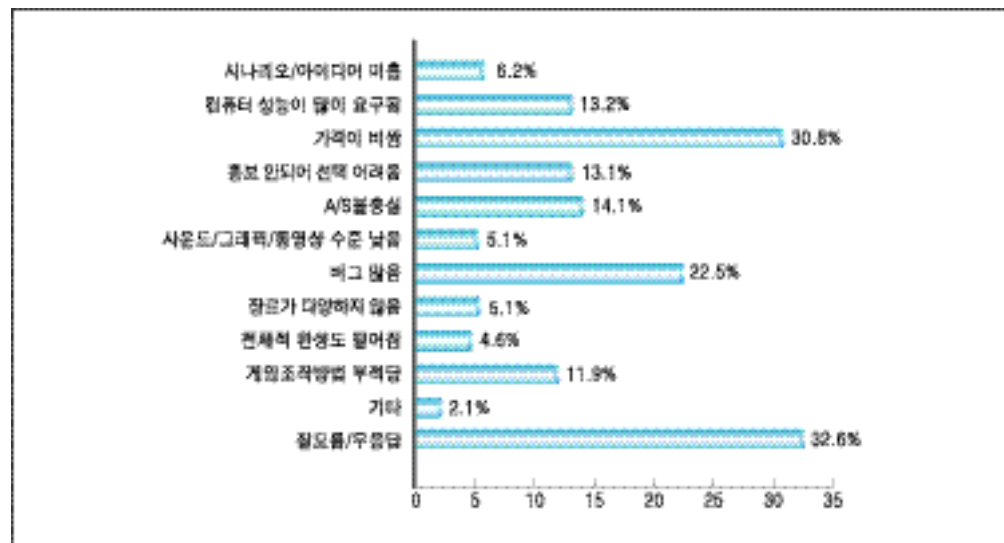
< 2-1-3-04>



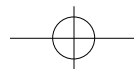
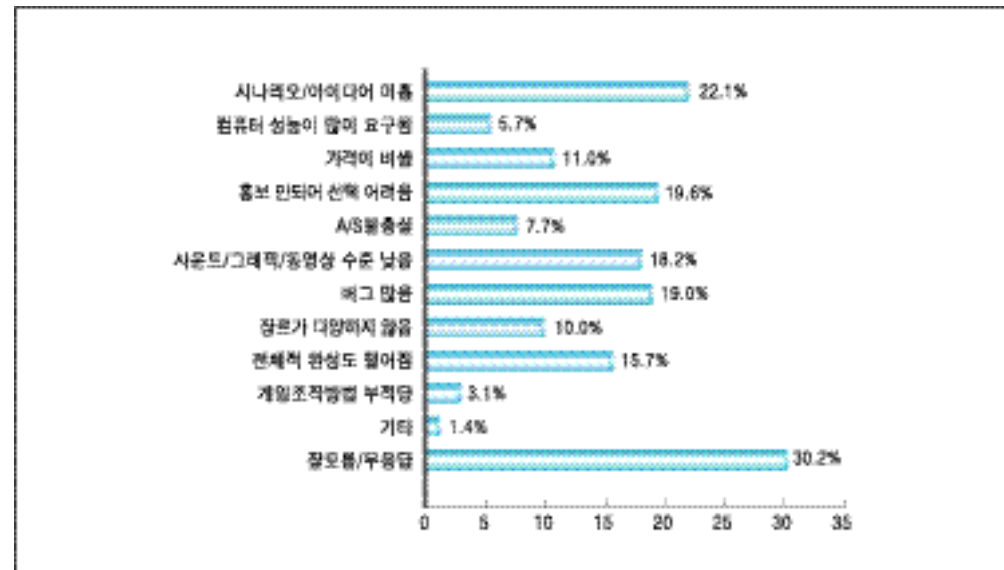
2

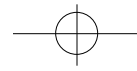
가 (11.0%), ' 가 (10.0%), ' A/S가 (19.6%), ' 가 (19.0%), (7.7%), / / (18.2%), (5.7%), ' 가 (15.7%), ' 가 (3.1%), ' (1.4%)

< 2-1-3-05> ()



< 2-1-3-06> ()

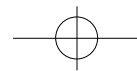
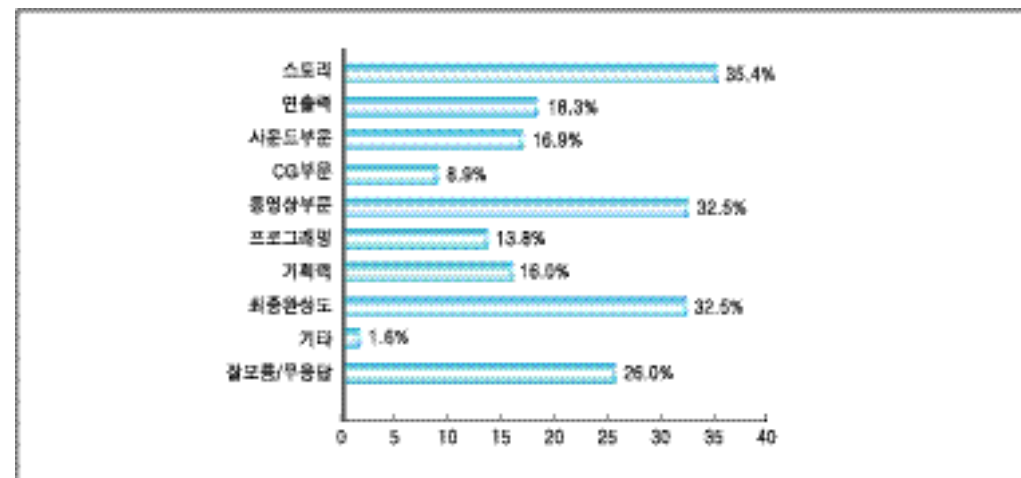




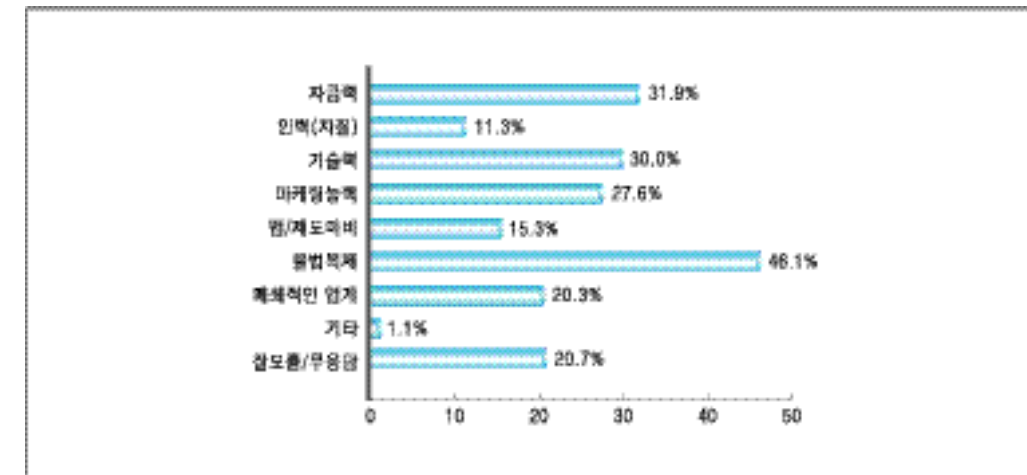
1

가 / ' 30.2% (43.1%)가 (25.6%) ,
 15 19 (42.0%)
 가 / ' (37.6%)가 (25.9%)
 (27.0%)가 (16.0%)
 (37.7%)가 (25.7%)
 가가 가 46.1%
 가
 (3) ' (31.9%), ' ,
 가 (30.0%), ' (27.6%), ' ,
 35.4% 가 (20.3%), ' / (15.3%), ' ,
 (32.5%), ' (11.3%), ' (1.1%)
 (32.5%), ' (18.3%), ' , ' / ' 20.7% .
 (16.9%), ' (16.0%), ' , ' ,
 (13.8%), ' CG (8.9%), ' (1.6%) / 가 ,
 26.0% .

< 2-1-3-07> ()



< 2-1-3-08> ()



2

가 <12 가 > ' 35.9% 가
 가 , ' (24.6%), ' (18.6%),
 가 (15.9%) . <15
 가 가 > ' ,
 37.2% 가 , ' ,
 (24.0%), ' (18.5%), ' (15.7%)
 가 . <18 가 >
 ' , ' 30.8%
 가 , ' (29.2%), ' ,
 (4) (18.4%), ' (17.5%)

가
 ' 31.7% 가
 가 , ' (25.2%), ' , 가
 (24.3%), ' (14.6%) .

< 2-1-3-01>

					/	
1)	가	24.3%	31.7%	14.6%	25.2%	4.2%
2)	12 가	24.6%	35.9%	15.9%	18.6%	5.0%
3)	15 가	24.0%	37.2%	15.7%	18.5%	4.6%
4)	18 가	29.2%	30.8%	18.4%	17.5%	4.1%