

01-07

2001. 11

:
:
:

가 , 가
가 , 가
가 , 가
2000 , 가
가 , 가
가 , 가
가 , 가
2000 , 가
가 , 가
가 , 가
가 , 가
2001 11

1.

2000 , 2000
가 . 가
가
가

2.

1)
o 가 ,
o 2000 가 4 757 28% 가
가 6% , 가 78%, TV 17%,
가

2)

○ 2000 3 1,651 25%가 가
 85% KBS, MBC, SBS 3
 가 1999 1,780
 2000 2,874 2000 3 2,401
 , 268 , 213
 1999 가
 2000
 ○ 2001 8 4 100
 가 ,
 가가 ,
 가가
 ○ 2001 4
 52.6% 4

3)

○ SO 2001 4 38 SO
 77 115 가 가 . PP 1 29
 , 2000 5 2 15 37 , 43
 . 2000 PP 가 , 2001 6
 81 , 191 (94 , 97) . NO
 가, SK
 가 1 SO . 2000 SO가
 2 SO 가 NO SO
 NO
 ○ 2000 TV () 6,749
 52%가 가 . 26 PP 1 3,253

, 1 3,024 .
 SO 3,649 , NO 544 . 2000
 PP 419 ,
 14 . 1 SO 74 , 2 SO
 77.8% 가 ,
 226 .
 가 2001 3 308 . 1999
 100 가 2000 12 287
 가 가 가
 , 가 , 2 SO 가 .
 가 2000 2,357 1999 11%
 2001 38 가 SO
 가 2001
 3 686 가 5.1% 가 1998 1999
 2001 3 815 ,
 1999 855 , 2000 6 840
 .
 TV PP 가
 , TV
 40.7%
 가 .
 4) , ,
 .
 95 가 98
 가 .
 TV 가 , , , , .

○ (36.5%), (16.9%), (16.7%),
(13.9%)

가 26.4% 가 ,

○ 2001 4 213
133 62.4% 가 가 .

26.8% 57 가

○ PP 가
48 ,
269.5

5) TV

○ TV

TV 2000 2 8250 10.5% 가
2010 8 866 가 . TV
2000 79% , 2010 70% ,
가 .

6) ,

○ 2000 2 4927 33%가
가 . 1999 가 32% , 1998 가 가
2000 가
. 2000 TV 2 686 , 2504 ,
1,736 .

○ 1985 가 ,
1999 75 2000 38 , 가
79,590 185,625 100% .

○ 가 2000 6,170 , 가

○ 19.2%, 80.8% ,
32.6%, 67.4%

○ 2001 720 . 1999
() 1999 176 2000
264 , 2001 320 가 .

7)

○ 2000 가
MBC 6.59% , SBS/ 4.97%, KBS1TV가 3.75%,
KBS2TV가 3.36%, OCN 0.91% .
OCN , 39

○ , , 59.43% 35.34%,
0.95%, 0.82% .
13% 9%
, 0.56%

○ 96 가 ,
2001 22,230 가
가 가 가 가

I.	3
II.	4
1.	4
2.	4
3.	7
4.	8
III.	9
1.	9
2.	10
1) PP	10
2) SO	11
3) NO	12
3.	12
1) TV	12
4. 가	16
1) TV	16
2) 가	16
5.	17
1) PP	17
2) SO	18
6.	19

1) PP	19
2) SO	19
IV.	20
1.	20
2.	20
3.	21
1)	23
V. TV	24
1.	24
1)	24
2) TV	29
2.	34
1) 가	35
(1) 가	35
(2) 가	38
(3) 가	40
2) 가	43
3) ()	48
3. TV	49
VI.	51
1.	51
2.	51
3.	52
VII.	53
1. -	53
2.	55
3.	56

1)	56
2)	56
3)	56
4.	57
1) 가	57
2)	58
3)	58
	59

I.	63
II.	64
III.	104
IV.	187
.	205
.	213

:

I.	233
1.	233
2.	239

II. 가	244
1.	244
2.	245
3.	245
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1.	254
2.	263
3.	271
4.	278
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•

2000

2000

가

가

가

가

가

2005

가

6

가

2001

4

•

1.

KBS, MBC, SBS, EBS

9

KBS

MBC

, 7

가

SBS

14

6 (), 2

3가

2.

가
 , 21
 가
 5가
 , , , ,
 , , 가 ,
 가
 가
 KBS, MBC, SBS

3

< 2-2-1> MBC 1995 1996
 가 , (TBS) 1999 2000
 1998 가
 1999 27.9% 1998 IMF
 3
 1999
 2000 5.8%, 24.7%
 37.3%, 34.1% 2
 49.7%, 47.5%
 < 2-2-2> , 1999 1,780
 2000 2,874 3 2,401
 268 , 213
 1999 가 2000
 <

2-2-3> 3 < 2-2-4> 3
 . MBC 1998 SBS 1997
 가
 가
 가, 가 가 가
 , , , , , ,
 , 가 . 가 가 가 가
 가
 . 3 3
 가 . 2000 ,
 SBS가 42%, MBC가 25%, KBS가 22% ,
 KBS가 39% 가 .
 < 2-2-6> < 2-2-11> 3
 . 2000 KBS 9,420
 1.5% , 4,649 21% .
 4,771 24% 가 .
 14.6%가 가 15.2%가 가
 1,446 , 1,003 . 2000
 MBC 10,930 38.6% 가
 2,703 18.6% 가 . 46.2% 8,227 .
 MBC 30% 가 가
 가, 가 가 가 IMF 가
 (943 , 29.5%) 615 . SBS
 4859 10% 가 17% 가 1,547
 . 3312 7% 가 .
 5,072 31% 가 가 2,748
 26% . 가 가 IMF
 . 가 43.2%
 706 35.9% 가 .

< 2-2-12> < 2-2-26>
 , 2000 (2000,2001)
 . IMF 1999
 . 1 5 1999
 . 2000 , 1 42.6%, 2
 53.7% , , 1 2
 , , .
 97.3% , 159 1999 250
 45% .

2-2-20> 98 99 2000 <
 가 가 ,
 EBS가 2000
 KBS 3%
 91.8% 가 가
 가 가
 76.6%, 18.8%, 가 4.6% 99

3.

20001 8 , 4
 100 가 .

가 , 가가
 가 , 가
 가 , TV 가
 가 PP 가
 가 2000 SO 가 , 2001
 2000 2001 , 2001
 4
 52.6% 4 가
 TV PP 가
 , TV 가
 40.7% 가

4.

, 5
 가 PP
 SO,

1.

가 .

(SO)

(PP), (NO) . 3 2000

SO가 2 SO 가 SO NO

SO 1994 가 1 53 1997 가 2 24

77 . 2001 4 30

38 SO SO 115 가

가 . PP 1 29 , 2000 5 2 15

37 , 43 . 2000 PP 가

, 2001 6 81 , 191 (94 , 97

) PP가 SO 가

. NO 1993 6

21 , 32 SO , 1997 2 20

, 20 SO SK 가 1 SO

. 2000 SO가 2 SO 가

NO SO

NO

TV가 1995 3

1995 TV 가 가 ,

, 21

. SO PP , NO

10

2000 . NO 가

가
SO

6

가

2.

1) PP

TV 1 PP 29 29 , 2 PP SBS
 , TV, F , TV, , WEN TV, WBN, , WOW-TV,
 TV, Today, e , / , 14 가 .
 7 MPP가 . MPP CJ ,
 MBC , SBS , , TV , CTN , ()
) 7 23 PP . CJ CJ 39
 , M-net, Channel F, N-TV가 , MBC Drama net, Gembc, mbc
 sports, SBS SBS sports, SBS golf, SBS , HBO,OCN,

OCN-Action, Tunibus, , On-Game-Net, M-TV가 TV
 MBN, MBN-S 가 , CTN CTN ,
 TV TV .
 TV PP TV 가
 가 , 가 가 KTV, dbc ,
 Channel Next, OCN 가 29 20
 PP . DCN DSN OCN
 JN23TV ,
 PP + 26
 , PP
 TV 가 가 ,
 TV .

2) SO

TV 1 SO 21 , 8 , 6 ,
 2 , , , , , 1 53 . 2
 SO 8 , 2 , 1 , , ,
 2 , 3 , 4 2 SO 24
 .
 4 SO 5 SO가
 2001 10 , SO
 , 6 SO MSO
 MSO
 SO .
 MSO C&M 12 , 7 , 7 ,
 6 , 5 , 5 ,
 3 , 2 , 2 , 2 ,

12

2 , 13 12 66

MSO SO SO

13 SO 가

SO

7 , 6 , 2 가

3) NO

NO , , (LG),

6 가 , ,

1997 2 NO

SK , CATV,

NO ,

3.

1) TV

TV 2000 TV

SO/PP 21

가

TV < 3-3-1> 가

PP 2

PP

TV 가
 SO, NO, PP
 NO PP SO
 TV SO
 PP PP NO SO
 TV
 NO
 , ISP
 SO ISP

TV = (SO + PP) - PP
 2000 가 . 2000
 58.8%, 49.1%
 59.8%, 52.0%

2001 5 PP 54 가 . 2000
 26 가

TV(KSTV)

(Network TV)

TV(world wide net)

(KMTV)(AV)()

PP

가

< 3-3-2> 26 PP , 10
 가 가 1
 1,453 . PP 1996 1998
 , 1999 53.4%, 2000 35.1% .
 가 YTN 1,345
 258% 가 가 LG 2,191
 200%, TV가 100 177%, MBN 582 160% 가
 .
 < 3-3-4> < 3-3-5> 1 3,253
 1 가 3,024 55.8%
 . < 3-3-7> PP
 14 . PP 419
 . PP 3,768
 PP 7,424 52% .
 < 3-3-6>
 가 . PP
 83%, 가 13%, 4% .
 25%, 가 55%, 15% . 1999
 PP 24% 2000
 . PP 가 PP
 가 .
 SO . 1 SO 1995
 53 , 2 SO 1997 24 , 3 SO 2001
 가 . 1,2 SO 77
 . < 3-3-8> 1 SO 1998 가
 , 1997 가 2000
 . SO < 3-3-9> 가
 . 1999 가 21% 2000
 53.4% 가 . 가가
 . 13.8% . <

3-3-10> < 3-3-11> 1 2 SO
 < 3-3-12> 1 SO
 SO
 2,746 , 74
 7 , , , , 가 66.1% 가 ,
 46.1%, 43.9%, 40.7%
 < 3-3-13> 1,2 SO
 SO
 62.3% 가
 < 3-3-15> , 2 SO 902
 77.8% 226
 가 307.6% . 2 SO
 < 3-3-16> , 가 가
 SO가
 = + +
 2,357 1999
 11% 1995 2000
 . 2001 가 SO 가
 가 < 3-3-19>
 , 가 , , , 2000
 가 1999
 가 540 20.3%
 464 17.4%
 가 84.4%, 가 7.7%
 7.7% 8.3% . 98

가 .

4. 가

1) TV

TV가 < 3-4-1> < 3-4-4> .

TV가 TV가 2000 6

가 TV가

가 , (,), (, , ,

) 1999 6 1999 7

가 가 가 , 가 가 가

가 100

2000 287 , 2001 3 300

1995 가 1997 98

4,328 가 가 가 1999 568,749 , 2000 1,472,168

287 가 가 95

40%, 1999 90% 가 가 2000 93%

< 3-4-2> SO 가 1 SO

가 가 190 2 SO 118 . 1,2 1999 2000

가

TV

가

. 2 SO가 2000 1 SO

50.3% 가 2001 1/4 63%

2) 가

2000 가

가 가 가

. < 3-4-5> 2001 3
 가 . 가
 686 가 5.1% 가 1998 1999
 . 53 99.8% 가
 46 53.8% 가 .
 22 101.9% 가 17 47.9%
 . 1995 가
 2000 가 19.5% 20.17%
 .
 , 2001 3 815 가 . 1999 855 ,
 2000 6 840 .
 2001 SO 가
 . TV 가 5.8%
 가 30.1%
 가 .

5.

1) PP

TV
 ,
 . 95 26 PP
 3,002 , 96 KTV가 가 27 PP 3,963
 32% 가 . 97 TV TV 29
 PP 97 4,044 PP 98
 3,556 . 99 3327 , 2000 7
 3,399 117 PP 110
 .
 PP 21.1% 가

가 17.4%, 13.3%, 12.5%

PP 가

TV PP

가

PP

가 가 91.9%가

가

69 31 3

2) SO

SO 1 SO 2 SO 1 SO

가 가 28.8%

25.7%

18.50% PP 1 SO

2 SO

1 SO 30.6% 가

19.0%,

15.3%

6.

1) PP

PP , PP 가
 14 . 3
 가
 1000 2 , 800
 1 3 200

2) SO

SO 39 , 2 6 가
 30 . SO
 SO , , , 1 가
 가 . 가
 20 .

•

1.

, TV

95 가 가 98
 가
 , 98 가
 99
 98

2.

2001 8 가 , 가 ,
 가 , , 가
 , , 2001 8
 가 TV 1
 가
 가
 가 42.4%

76.7%

가

79.3%

(36.5%), (16.9%), (16.7%), (13.9%)

26.4% 가 , , 가 가

가

가

MBC가 가 , 99 가

가 MBC , 2000 KBS 가 .

99 가 .

43%

3.

2001 4 (, 2001)

213 . 133

62.4% 가 가 . 213 26.8% 57 가

, 135 .

213 8,901,700 5,493

4,321 78.7%가 .

PP .

56,059 269.5

353

90.6%가

26.8%가 99, 23.9%

2000 90

15% 1 3 가 32.8% 가

3 가 32.4%

(71.4%) , 가

3.2%

PP 가

, PP 가 ,

48

269.5

10 가 28.2%

36.2% 10 20

20 50 26.3% , 50

9.3%

8.5% 44.6% 10 50

3

45.1%가 3 1

22.1% 3

가

, 가 31% 가 ,

가 27.6%, 22.5%, 가 5.6%, 5.2%, 가

4.2%

23

1)

, 46

가

5

가

46

80%

20 50

. TV

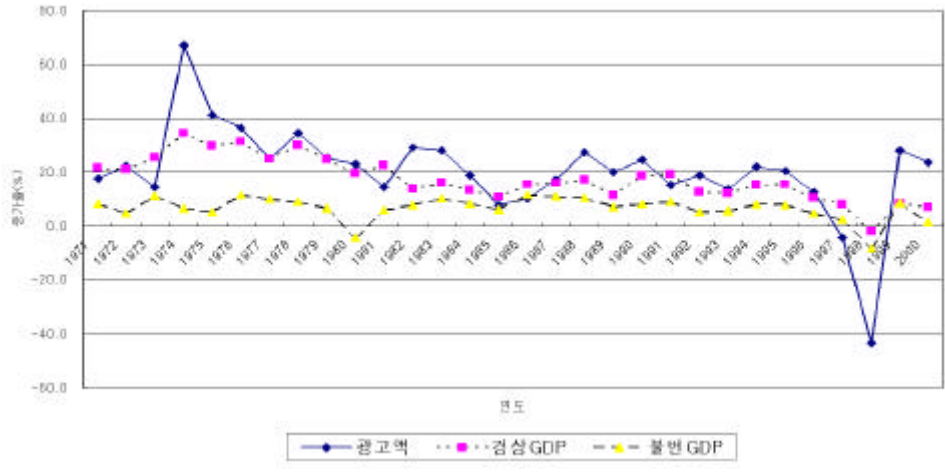
10 TV . TV
 가 가 .
 가 KBS가 .
 TV ,
 , , ,
 가 가 TV
 , , , , ,
 , , , , ,

1.

1)

가
 , .
 , .
 가 가 가
 (GDP) 가 가 . < 5-1-1>
 가 ,
 가 .
 가 GNP

GDP 가 , 가 GDP 가
 가 ,
 가 가 ,
 가 GDP , < 5-1-1> 가 GDP
 가 가 GDP 가 가
 , GDP ,



[5-1-1]

, 1970 2000
 1997 1998 가
 가 , 가 1997
 가 GDP가 2.3%, 가 GDP가 8.0% 가 ,
 4.3% , 1998 가 GDP가 8.3%, 가
 GDP가 2.3% , 43.4% . 1997 GDP
 , 1998
 , GDP 5.2 (가 GDP 18.9)
)
 . 1970 1996 1999 2000 .

< 5-1-1 >

$$\text{LOG}(A) = \beta_1 C + \beta_2 \text{LOG}(GDP) + \epsilon$$

(A)				
TV	-9.368 + 1.193×LGDP + [AR(1)=0.598] (-11.8)** (27.8)** (6.2)**	0.996	1.6	28
	-4.791 + 0.8571×LGDP + [AR(1)=0.617] (-4.0)** (13.2)** (4.1)**	0.982	1.8	28
	-11.32 + 1.308×LGDP + [AR(1)=0.666] (-14.6)** (31.2)** (7.7)**	0.999	1.7	28
	-11.75 + 1.210×LGDP + [AR(1)=0.753] (-6.3)** (12.2)** (7.3)**	0.993	2.3	28
4	-8.537 + 1.199×LGDP + [AR(1)=0.524] (-20.4)** (51.8)** (4.8)**	0.998	1.7	28
(, DM,) 4	-13.26 + 1.390×LGDP + [AR(1)=0.638] (-9.5)** (18.1)** (4.3)**	0.992	1.6	28
TV (+ TV)	-9.565 + 1.205×LGDP + [AR(1)=0.593] (-12.1)** (28.1)** (5.8)**	0.996	1.6	28
(+)	-11.15 + 1.304×LGDP + [AR(1)=0.695] (-13.3)** (29.0)** (8.6)**	0.999	1.8	28
	-8.867 + 1.228×LGDP + [AR(1)=0.538] (-22.2)** (55.7)** (5.0)**	0.999	2.0	28
GDP ()				
	0.02931 + 1.230×GDP + [AR(1)=0.520] (0.914)* (10.9)** (3.9)**	0.964	1.7	28

: t- , AR(1) 1 Cochrane-Orcutt

** 1% , * 5%
1970 1996, 1999, 2000 29 , 1 1 7 ,
28 .

GDP

< 5-1-1 >

가 , 1 . 가
 , 가
 가 0.99 , t- 가
 , 1 가
 , 가
 가
 가
 (< 5-1-1>). 가
 가 가 . < 5-1-1> 가
 , 1.228 10% 가
 12.28% 가
 가 GDP 가 가
 GDP 가 . 1970 1980 10%가
 . 1990 5 9% . 1990
 , 1995 1995 8% , 1996
 가 , 1997 가 1998 가 GDP가 -8.3%
 . 1999 GDP가 1997
 GDP가 . 2000 가 가
 GDP가 1.5% 가 (< 5-1-2>).
 2001 2.2%, 2001
 3.3% .1) LG 2001 3.6%, 2002 4.8%
 .2) GDP가 2001 3%, 2002 4% 가
 가 . 2003 5%, 3%
 4% 가 가 .

1 (2001 10 26).
 2 LG , 2002

, 2001.8.

< 5-1-2> , GDP, GDP Z 가 (%)

		GDP	GDP	GDP
1990	24.6	18.8	8.2	10.6
1991	15.3	19.1	8.9	10.2
1992	19.0	12.6	5.2	7.4
1993	13.7	12.2	5.6	6.6
1994	22.1	15.3	8.1	7.2
1995	20.6	15.4	7.9	7.6
1996	12.6	10.3	4.7	5.6
1997	-4.3	8.0	2.3	5.7
1998	-43.4	-2.0	-8.3	6.3
1999	28.2	8.3	8.5	-0.2
2000	23.7	6.9	1.5	5.4

GDP 가 가 GDP 가
 . GDP 가 1971 1981 13.3 28.0%
 가, 1982 3 3.9% 7.6% . 3
 1990, 1991 1999 GDP 가 10.6%, 10.2%, -0.2% . GDP
 가 2000 5.4% . 가
 2001 4.4%, 2002 3% . LG 가가
 2001 3.1%, 2002 2.2% 가 . 가
 5% , 3% .
 GDP 가 2001 3.7%, 2002 2.6%,
 4%가 가 .
 GDP 가 , GDP
 가 가 GDP 가 .³⁾ 가 GDP 가 2001
 6.7%, 2002 6.6%, 2003 7% . GDP
 1.228 , 가 GDP 가 1.228

3 가 .

가 . 가 2001 8.2%, 2002 8.1%, 2003
 8.6%가 . 가 < 5-1-3> .
 2000 1.13% 2010 1.33% 가 .

< 5-1-3> , GDP

	()	GDP()	(%)
2000	5,853	517096.6	1.13
2001	6,354	552,929	1.15
2002	6,890	590,654	1.17
2003	7,508	633,481	1.19
2004	8,183	679,413	1.20
2005	8,918	728,676	1.22
2006	9,718	781,511	1.24
2007	10,591	838,177	1.26
2008	11,542	898,952	1.28
2009	12,579	964,133	1.30
2010	13,709	1,034,041	1.33

: 2000 , 가 . = / 가 GDP

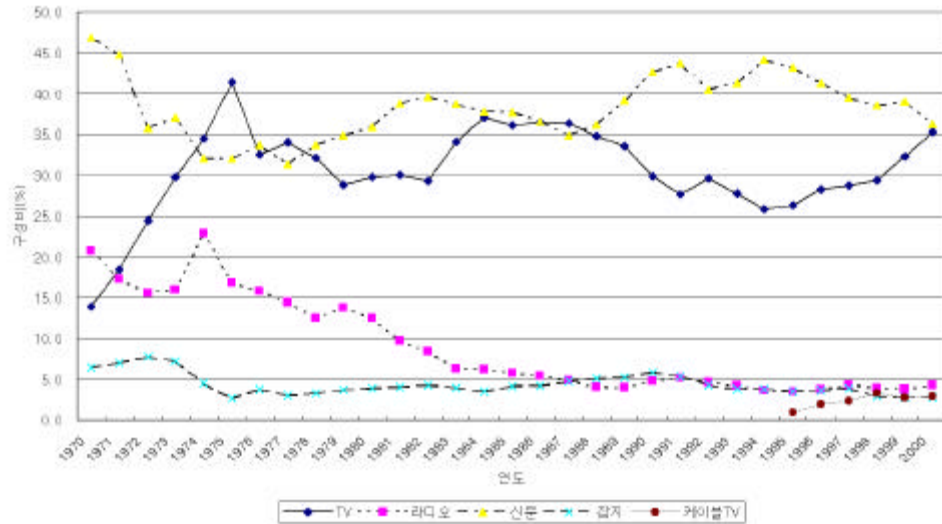
2) TV

TV TV TV
 . TV 1970
 (< 5-1-4> < 5-1-2>).
 가 , TV TV 1970
 30.6% . TV 31 1974
 1978 , 1983 1989 , 1999 2000 .
 , . TV

< 5-1-4> (%)

	TV				4	TV	C/P	M	.D	4		
1970	14.0	20.7	46.9	6.5	88.0	-	-	12.0	-	12.0	100	
1971	18.5	17.3	44.8	7.0	87.6	-	-	12.4	-	12.4	100	
1972	24.5	15.6	35.8	7.8	83.7	-	-	16.3	-	16.3	100	
1973	29.8	16.0	37.1	7.2	90.1	-	-	9.9	-	9.9	100	
1974	34.5	22.9	32.0	4.5	93.9	-	-	6.1	-	6.1	100	
1975	41.3	16.8	32.0	2.7	92.9	-	-	7.1	-	7.1	100	
1976	32.5	15.8	33.7	3.8	85.8	-	-	14.2	-	14.2	100	
1977	34.1	14.5	31.4	3.1	83.0	-	-	17.0	-	17.0	100	
1978	32.1	12.5	33.8	3.4	81.8	-	-	18.2	-	18.2	100	
1979	28.9	13.8	34.9	3.7	81.3	-	-	16.4	2.3	18.7	100	
1980	29.8	12.5	35.9	3.9	82.2	-	-	15.8	2.0	17.8	100	
1981	30.1	9.7	38.8	4.1	82.7	-	-	15.2	2.1	17.3	100	
1982	29.4	8.5	39.6	4.3	81.8	-	-	15.8	2.4	18.2	100	
1983	34.1	6.3	38.7	4.0	83.1	-	-	14.7	2.2	16.9	100	
1984	37.1	6.2	37.8	3.5	84.7	-	-	13.1	2.2	15.3	100	
1985	36.1	5.8	37.7	4.2	83.8	-	-	14.1	2.1	16.2	100	
1986	36.5	5.4	36.7	4.2	82.8	-	-	15.0	2.1	17.2	100	
1987	36.4	4.8	35.0	4.8	80.9	-	-	16.8	2.3	19.1	100	
1988	34.8	4.0	36.2	5.1	80.1	-	-	17.8	2.1	19.9	100	
1989	33.6	4.0	39.2	5.3	82.1	-	-	16.3	1.6	17.9	100	
1990	29.9	4.8	42.6	5.8	83.1	-	-	15.4	1.5	16.9	100	
1991	27.7	5.2	43.8	5.4	82.0	-	-	16.3	1.7	18.0	100	
1992	29.7	4.6	40.5	4.3	79.1	-	-	16.9	4.0	20.9	100	
1993	27.8	4.2	41.3	3.8	77.1	-	-	18.8	4.1	22.9	100	
1994	25.8	3.7	44.1	3.9	77.5	-	-	18.5	4.0	22.5	100	
1995	26.3	3.5	43.2	3.6	76.6	1.0	0.1	18.1	4.3	22.3	100	
1996	28.3	3.8	41.3	3.7	77.0	2.0	0.2	16.6	4.1	20.7	100	
1997	28.8	4.3	39.5	4.0	76.6	2.4	0.7	16.4	3.9	20.3	100	
1998	29.4	3.9	38.6	2.9	74.9	3.3	1.5	16.3	3.9	20.2	100	
1999	32.3	3.8	39.1	2.8	78.0	2.8	1.8	13.6	3.9	17.5	100	
2000	35.3	4.3	36.2	2.8	78.7	3.0	2.3	12.3	3.7	16.1	100	
	30.6	9.0	38.3	4.4	82.4	2.4	1.1	14.9	2.8	17.0	100	
5	30.8	4.0	38.9	3.2	77.0	2.7	1.3	15.1	3.9	19.0	100	

: (,)



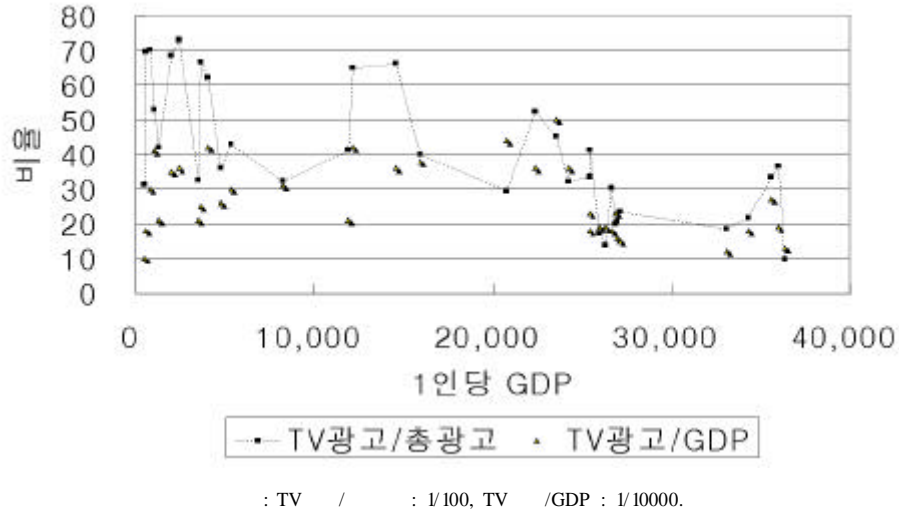
[5-1-2] 4 (%)

1994 7 TV 가 , 1995
 TV가 TV . TV TV
 1996 5 33.5% , 2000 38.3% . TV
 가 가 . 가
 TV < 5-1-5> . TV /
 1995 1999 23 가 , 10 , 1990 1999
 21 가 , 7 . TV 가
 가 가 가 .
 가 가 가
 . < 5-1-5> 가 1995 1999 TV
 / 64%(1.6%) 가 .

< 5-1-5> TV GDP

가	TV / (%)					TV /GDP(%)			1 GD P(\$)
	가					가			
	1990	1995	1999	90-99	95-99	2000	2010	00-10	1999
	26.8	23.4	23.5	(13.1)	0.4	0.15	0.18	18.2	27,120
	31.2	35.2	41.3	28.0	16.0	0.18	0.19	5.4	25,423
	-	37.7	42.9	-	12.9	0.30	0.30	0.0	5,324
	13.0	16.1	18.6	35.8	14.4	0.12	0.14	15.4	33,104
	13.6	21.0	17.2	23.5	(20.0)	0.19	0.20	5.1	25,966
	24.9	33.0	33.6	30.0	1.8	0.23	0.23	0.0	25,416
	-	-	20.0	-	-	0.23	0.27	16.0	26,879
	45.1	69.8	41.2	(9.0)	(52.7)	0.21	0.21	0.0	11,887
가	-	42.0	36.0	-	(15.4)	0.26	0.28	7.4	4,752
	26.0	32.5	30.4	15.6	(6.7)	0.18	0.21	15.4	26,657
	47.8	54.3	52.4	9.2	(3.6)	0.36	0.37	2.7	22,370
	12.0	15.0	13.8	14.0	(8.3)	0.19	0.21	10.0	26,309
	2.1	18.7	21.7	233.5	14.9	0.18	0.19	5.4	34,314
	57.1	57.8	62.2	8.6	7.3	0.42	0.38	(10.0)	4,020
	43.8	55.2	64.9	39.3	16.2	0.42	0.42	0.0	12,146
	-	-	73.0	-	-	0.36	0.40	10.5	2,401
	-	33.0	42.0	-	24.1	0.21	0.22	4.7	1,271
	-	51.2	66.6	-	26.3	0.25	0.23	(8.3)	3,608
	32.6	37.4	40.0	20.5	6.7	0.38	0.36	(5.4)	15,925
	2.2	18.5	20.6	223.7	10.8	0.16	0.19	17.2	26,955
	6.2	8.1	9.8	45.8	19.1	0.13	0.16	20.8	36,366
	29.3	31.7	32.2	9.4	1.6	0.36	0.36	0.0	24,232
	35.7	30.3	29.5	(19.1)	(2.7)	0.44	0.44	0.0	20,773
	27.7	39.1	70.2	93.0	58.5	0.30	0.32	6.5	782
	48.9	49.2	45.1	(8.1)	(8.7)	0.50	0.47	(6.2)	23,548
	16.9	29.6	31.3	61.6	5.6	0.10	0.12	18.2	460
	8.0	49.1	69.6	216.3	34.9	0.18	0.22	20.1	535
	28.8	32.2	33.5	15.1	4.0	0.27	0.30	10.5	35,612
	43.9	32.3	32.6	(29.8)	0.9	0.21	0.21	0.0	3,472
	-	64.8	66.2	-	2.1	0.36	0.39	8.0	14,564
	60.6	55.5	53.0	(13.4)	(4.6)	0.41	0.40	(2.5)	1,020
가	29.9	33.7	36.6	20.2	8.3	0.19	0.21	10.0	35,977
	29.9	26.3	32.3	7.7	20.5	0.31	0.33	6.3	8,241
	35.4	35.7	39.7	11.5	10.6	0.30	0.30	0.0	-
	51.2	50.0	68.4	29.0	31.3	0.35	0.34	(2.9)	1,987
	-	48.5	45.0	-	(7.5)	-	-	-	-

: Informa Media Group(European Television, 2000), Baskerville(Asia Pacific Television, 2000)



[5-1-3] 1 GDP TV (1999)

	Informa Media Group(2000)	Baekerville(2000)	2000	2010
TV (TV /GDP)	31	10	37	6
가	.	가	가	가
5.7% 가	, GDP	가	가	
1 가	GDP	TV		
가		< 5-1-3>	.	<
5-1-5>	, 가	1999	가	1
,	가 TV /	, TV /GDP		. TV
/	1	가		,
TV /GDP	1	가	. 1	
가	TV	가		
TV	.			
가	TV	가		GDP
가	.	1	가	

TV 가 TV ,
 TV .
 , TV (TV)
 2000 38.3% , 2010 3% 가 41.3%가
 . TV 0.752% 가
 , < 5-1-6> . < 5-1-3>
 TV < 5-1-6>
 TV 가 , 2001
 2002 9.0%, 8.9%, 9.4% . GDP TV
 2000 0.43% 2010 0.55% 가 .

< 5-1-6> TV

	TV / (%)	TV ()	TV /GDP (%)	TV 가 (%)	TV /GDP 가
2000**	38.3	2,242,295	0.43	32.494	25.619
2001	38.6	2,452,284	0.44	8.952	2.252
2002	38.9	2,679,258	0.45	8.852	2.252
2003	39.2	2,941,913	0.46	9.352	2.352
2004	39.5	3,230,316	0.48	9.352	2.352
2005	39.8	3,546,992	0.49	9.352	2.352
2006	40.1	3,894,713	0.50	9.352	2.352
2007	40.4	4,276,521	0.51	9.352	2.352
2008	40.7	4,695,760	0.52	9.352	2.352
2009	41.0	5,156,097	0.53	9.352	2.352
2010	41.3	5,661,687	0.55	9.354	2.35

: 2000 TV < 3> , 2001 TV / 0.754% 가 ,
 TV /

2.

가

가 , 가 .

1) 가

1995
 가 . 2000
 . 2001 1 SO 38 ,
 2003 2 SO 가
 가 .

(1) 가

TV
 가 1983 39 가 2001 3 709
 가 가 . 1990
 가 가 , 1995
 가 가 . 1995
 가 가 , 가
 가 2001 3 가 가
 97% .
 1995 가 21 , 가 56
 가 가 가 2001 3
 가 가 308 , 가 가 328 ,
 1998 가 가 153 가 , IMF
 가
 . 2001 3 가 가 21 가
 6.3% . 1999 가 가 가

가 , 가

< 5-2-1 > TV 가 가

			TV		TV		TV 가
	가	가	가	가	가	가	
1983	-	390,000	-	-	-	390,000	7,225
1984	-	495,000	-	-	-	495,000	7,677
1985	-	610,000	-	-	-	610,000	8,078
1986	-	655,000	-	-	-	655,000	8,501
1987	-	700,000	-	-	-	700,000	8,946
1988	-	1,547,000	-	-	-	1,547,000	9,413
1989	-	2,141,000	-	-	-	2,141,000	9,906
1990	-	2,716,000	-	-	-	2,716,000	10,424
1991	-	3,290,000	-	-	-	3,290,000	10,969
1992	-	3,899,000	-	-	-	3,899,000	11,543
1993	-	4,509,000	-	-	-	4,509,000	12,146
1994	-	5,320,000	-	-	-	5,320,000	12,782
1995	2,996,175	6,693,060	206,886	556,305	3,203,061	7,249,365	13,450
1996	3,359,146	6,023,754	502,874	1,536,160	3,862,020	7,559,914	13,600
1997	5,899,182	6,331,442	825,075	2,529,782	6,724,257	8,861,224	14,000
1998	6,543,000	7,005,000	829,403	1,002,866	7,372,403	8,007,866	14,126
1999	6,326,842	6,523,490	1,398,152	1,558,690	7,724,994	8,082,180	14,253
2000 6	6,615,435	6,868,117	2,245,637	2,489,646	8,861,072	9,357,763	-
2000 12	-	-	2,870,320	3,068,742	-	-	14,381
2001 3	6,863,945	7,091,726	3,083,844	3,275,240	9,947,789	10,366,966	-

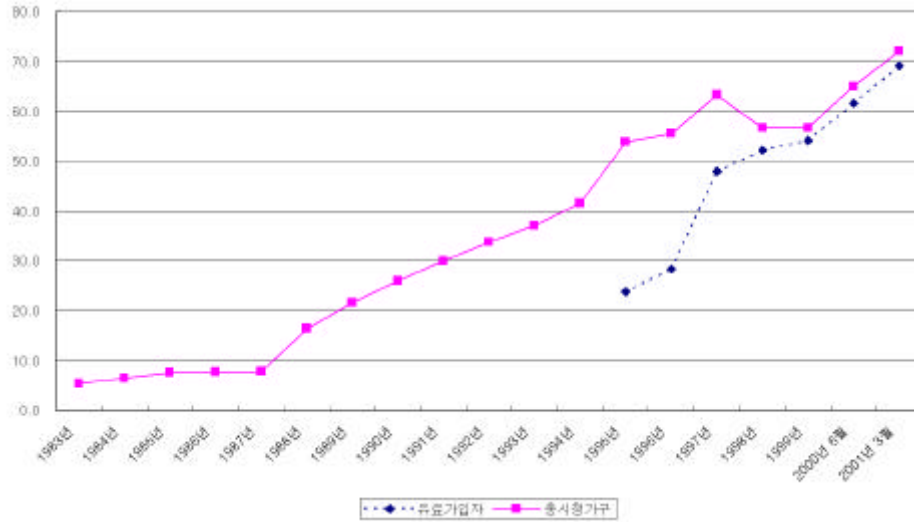
: 1999 가
 : 가 () 가 1999
 (), 2000 () . TV가 1983 KBS ,
 1995 Informa Media(2000), 1984 1995 5.1% 가 가

< 5-2-2> TV가 TV 가 (%)

			TV		TV	
	가	가	가	가	가	가
1983	-	5.4	-	-	-	5.4
1984	-	6.4	-	-	-	6.4
1985	-	7.6	-	-	-	7.6
1986	-	7.7	-	-	-	7.7
1987	-	7.8	-	-	-	7.8
1988	-	16.4	-	-	-	16.4
1989	-	21.6	-	-	-	21.6
1990	-	26.1	-	-	-	26.1
1991	-	30.0	-	-	-	30.0
1992	-	33.8	-	-	-	33.8
1993	-	37.1	-	-	-	37.1
1994	-	41.6	-	-	-	41.6
1995	22.3	49.8	1.5	4.1	23.8	53.9
1996	24.7	44.3	3.7	11.3	28.4	55.6
1997	42.1	45.2	5.9	18.1	48.0	63.3
1998	46.3	49.6	5.9	7.1	52.2	56.7
1999	44.4	45.8	9.8	10.9	54.2	56.7
2000 6	46.0	47.8	15.6	17.3	61.6	65.1
2000 12	-	-	20.0	21.3	-	-
2001 3	47.7	49.3	21.4	22.8	69.2	72.1

: < 7> 가 TV 가 .

가 1983 39 2001
 가 1995 386
 3 1,037 가 .
 2001 3 995 가 .
 < 5-2-2> TV 가 가 , 1983
 5.3% 2001 3 72.1% 가 (< 5-2-1 >).
 TV 가 1980 가
 2001 3 49% . 20001 3 TV 가 TV
 23% ,
 TV가 72.1% .



[5-2-1] TV 광고비 추이 (%)

(2) 광고비 추이

가

. < 5-2-3> Baskerville(2000) Informa Media(2000)가

가 가 가 . TV

가 가 1995 1997 15% , 1999

2000 11% . Baskerville(2000) Informa

Media(2000) 2000 가 , 2000 5 9%

, 2000 3 5% . 1990

20 20 TV 가 가 가

, 가 2000 가 가

5% 가 1990

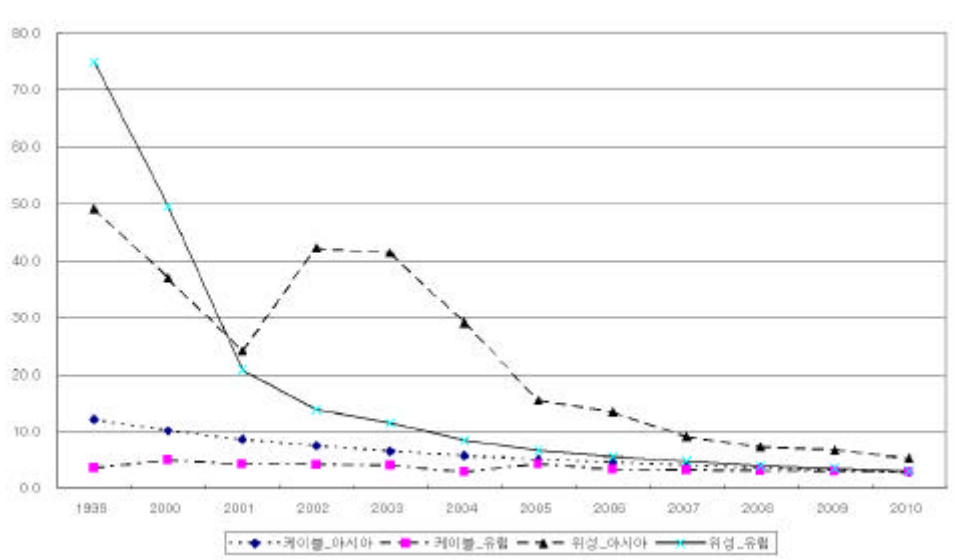
가 , 가 가 2010 3%

(< 5-2-2>).

< 5-2-3> 가 가 (%)

	TV가			가			가		
1996	20.8	6.0	14.7	-	-	-	21.2	6.5	15.1
1997	17.8	8.1	14.1	119	190	160	18.4	10.7	15.4
1998	12.7	3.7	9.4	74.9	80.4	78.5	13.5	7.0	11.1
1999	12.1	3.6	9.2	49.1	74.8	67.1	12.9	9.8	11.8
2000	10.1	4.9	8.4	36.9	49.5	46.2	10.9	11.4	11.1
2001	8.6	4.2	7.2	24.2	20.8	21.6	9.1	7.3	8.5
2002	7.4	4.2	6.4	42.2	13.7	21.9	9.0	6.2	8.0
2003	6.5	4.0	5.7	41.3	11.4	21.9	8.6	5.7	7.6
2004	5.7	2.9	4.9	29.0	8.3	16.8	7.6	4.2	6.4
2005	5.1	4.3	4.9	15.4	6.6	10.5	6.1	4.9	5.7
2006	4.6	3.3	4.2	13.4	5.5	9.2	5.5	3.8	4.9
2007	4.1	3.2	3.8	9.0	4.8	6.8	4.6	3.6	4.3
2008	3.6	3.1	3.4	7.2	3.9	5.5	4.0	3.3	3.8
2009	3.2	3.0	3.1	6.7	3.5	5.1	3.6	3.1	3.4
2010	2.8	2.9	2.8	5.3	3.1	4.2	3.1	3.0	3.0

: Baskerville(2000), Informa Media(2000) 가 ()



[5-2-2] TV 가 가

(3) 가
 가 TV가 TV가
 가 가 .
 TV , TV TV
 70% . TV 가
 , , , (< 5-2-4>).

< 5-2-4> TV TV 가 (%)

	TV가 /TV						가 /TV					
1995	57	51	45	62	65	54						0.0
1996	60	52	49	62	70	55						0.0
1997	60	55	50	62	74	58		0.2				0.2
1998	63	55	51	62	75	58	0.2	0.7		0.4		0.5
1999	65	55	53	62	77	59	2.1	1.1	1.8	12		1.0
2000	66	56	55	63	78	60	4.3	2.3	2.9	2.1	1.7	2.3
2001	67	57	56	63	78	61	5.3	3.5	4.0	3.2	2.5	3.4
2002	68	58	57	64	79	61	6.1	4.3	5.1	4.0	3.0	4.2
2003	68	59	58	64	79	62	6.6	5.0	6.2	4.8	3.3	4.9
2004	69	59	59	65	79	63	7.2	5.4	6.8	5.4	3.6	5.3
2005	70	60	60	65	79	64	7.8	5.8	7.4	6.1	3.9	5.7
2006	71	61	61	65	79	64	8.3	6.2	7.9	6.7	4.1	6.1
2007	71	62	62	66	79	65	8.7	6.6	8.4	7.3	4.3	6.5
2008	72	63	63	66	79	66	9.2	7.0	8.9	7.8	4.5	6.9
2009	73	64	64	67	79	67	9.5	7.4	9.3	8.4	4.6	7.2
2010	74	65	65	67	79	67	9.7	7.7	9.6	8.9	4.7	7.6

: Informa Media(2000), Baskerville(2000).

< 5-2-5> TV 가 가 (%)

	TV가						가					
1996	5.2	3.0	10.0	1.0	8.3	3.9	-	-	-	-	-	-
1997	2.2	6.2	2.8	1.0	6.0	5.4	-	198.8	-	-	-	198.8
1998	4.9	1.5	3.0	1.0	2.3	1.8	-	113.0	-	-	-	121.5
1999	3.9	1.4	4.8	1.0	3.4	1.9	230.3	48.2	-	120.4	-	68.1
2000	1.5	2.0	3.0	1.0	2.2	1.9	69.3	78.4	47.0	56.5	-	83.7
2001	1.5	2.0	2.4	1.0	1.9	1.9	22.3	40.3	34.1	39.8	41.2	38.7
2002	1.5	2.0	3.0	1.0	1.5	1.8	14.1	22.3	25.4	22.5	19.2	21.5
2003	1.5	2.0	2.0	1.0	1.2	1.7	9.3	15.4	18.8	18.3	10.4	14.9
2004	1.5	2.0	2.0	1.0	1.0	1.7	8.5	8.2	9.5	13.7	9.8	8.9
2005	1.5	2.0	1.9	1.0	0.8	1.7	7.8	7.6	8.7	12.1	8.6	8.1
2006	1.5	2.0	2.0	1.0	0.8	1.7	6.8	7.1	6.9	9.4	6.0	7.2
2007	1.5	2.0	2.0	1.0	0.8	1.7	5.9	6.6	7.5	8.6	5.6	6.7
2008	1.5	2.0	1.9	1.0	0.8	1.7	5.1	6.2	6.0	7.9	5.3	6.2
2009	1.5	2.0	2.0	1.0	0.8	1.7	4.0	5.8	4.7	7.3	3.1	5.6
2010	1.5	2.0	2.0	1.0	0.8	1.7	2.6	5.5	3.6	6.5	3.0	5.2

: Informa Media(2000), Baskerville(2000)

Informa Media(2000) Baskerville(2000)가 5 가
 가 가 가
 가

(1) 가 가
 TV가
 가 < 5-2-5> , 2001 1.9%, 2002
 1.8%, 2003 1.7% . 가 2001 3
 가 1036 7 가 가
 < 5-2-6>

(2) 가 가 가 가 2002 TV가 1% 14 6
 가 가 가 < 5-2-4> 5
 TV가 가 0.86%
 가 가
 가 ,
 . 2002
 TV 가 1,464 , 2002 가 14 6 가 가

(3) 가 가 < 5-2-5> 5 가
 3 가 3
 , < 5-2-5> 2000
 가 83.7% 2003 가 , 2001 38.7% 2004
 가 < 5-2-6>

< 5-2-6> 가

	가 (가)			가 (%)		
	TV			TV		
2001 3	9,948	-	9,948	-	-	-
2001 12	10,135	-	10,135	1.9	-	1.9
2002	10,319	146	10,465	1.8	-	3.2
2003	10,501	337	10,839	1.7	83.7	3.5
2004	10,683	496	11,179	1.7	38.7	3.1
2005	10,864	616	11,480	1.7	21.5	2.7
2006	11,049	714	11,763	1.7	14.9	2.4
2007	11,236	781	12,017	1.7	8.9	2.1
2008	11,427	847	12,274	1.7	8.1	2.1
2009	11,621	910	12,531	1.7	7.2	2.1
2010	11,819	972	12,792	1.7	6.7	2.1

< 5-2-6> 가 2001 3
 995 2010 1,182 가 , 2003 33 7 ,
 2010 97 2 . Informa
 Media(2000) . 가
 가 .

2) 가

1 1995 9 2
 2000 3 5 . TV 가 1
 1996 16 1 1998 23 1 가 .
 가 2000 12 1
 . TV 가 1996 8 3
 2000 6 .

< 5-2-7> TV 가

	가 (가)			()			가 ()			가 가 (%)		
	TV			TV			TV			TV		
1995	207	2,996	3,203	-	276	276	-	92	86	-	-	-
1996	503	3,359	3,862	81	238	320	161	71	83	-	-25.9	-3.8
1997	825	5,899	6,724	152	238	391	185	40	58	13.4	-56.4	-35.4
1998	829	6,543	7,372	191	265	457	231	41	62	22.3	0.4	6.5
1999	1,398	6,327	7,725	223	265	487	159	42	63	-37.0	3.0	1.8
2000	2,870	6,781	9,651	347	236	583	121	35	60	-27.7	-18.5	-4.4

: 가 12 , 1 가 2000 6 2001 3
 . TV SO SO
 : (2001, 12)

Baskerville(2000)가 TV 가
 (< 5-2-8>). 1996 TV 가 1
 16 8 < 5-2-7> .
 Baslerville(2000) 1997 1998 TV 1 가
 . Baslerville(2000)
 1999 TV 1 가 가 < 5-2-7>
 . 2000 Baslerville(2000)
 1 16 9 12 1 .

< 5-2-8> 가 (Baskerville)

	가 (\$)		가 ()		가 가 (%)	
	TV		TV		TV	
1996	151	-	168,365	-	-	-
1997	146	-	162,790	-	-3.4	-
1998	147	-	163,905	-	0.7	-
1999	168	-	187,320	-	13.4	-
2000	152	-	169,480	-	-10.0	-
2001	178	144	198,470	160,560	15.8	-
2002	195	209	217,425	233,035	9.1	37.3
2003	210	264	234,150	294,360	7.4	23.4
2004	225	291	250,875	324,465	6.9	9.7
2005	239	306	266,485	341,190	6.0	5.0
2006	254	324	283,210	361,260	6.1	5.7
2007	270	340	301,050	379,100	6.1	4.8
2008	286	355	318,890	395,825	5.8	4.3
2009	304	371	338,960	413,665	6.1	4.4
2010	322	387	359,030	431,505	5.8	4.2

: 1115
: Baslerville(2000).

< 5-2-8> Baslerville(2000) 가 ,
 TV 가 2001 15.8% 가 가 가
 가 2005 6% 가 .
 가 TV 2001
 . 2002 가
 TV 1.23 . 가
 가 2002 37.3% 2005
 5% 가 .
 TV 가 (<
 5-2-9>). 1999 TV 가
 97 168 . 1999 가
 331 TV 가 34 . 2010

가 384 TV 164 23
 , TV 가 가 .
 가 , TV 1999 160
 65 2.5 , 2010 294
 112 2.6 가 . 1999 가 462
 281 1.6 , 2010 478
 293 1.6 .

< 5-2-9> 가

	TV											
	가 (\$)			가 (%)			가 (\$)			가 (%)		
1995	41	124	77	-	-	-	-	-	-	-	-	-
1996	52	138	86	23.3	11.0	11.4	272	190	232	-	-	-
1997	57	139	87	8.9	0.6	1.6	358	241	281	27.5	23.5	19.0
1998	63	154	95	9.9	9.9	8.0	423	302	342	16.6	22.8	19.7
1999	65	160	97	4.1	4.0	2.2	462	281	331	8.9	-7.4	-3.4
2000	67	165	99	3.2	3.0	2.0	468	316	354	1.3	11.7	6.8
2001	70	176	103	4.4	6.4	4.5	486	371	400	3.8	16.1	12.3
2002	74	187	109	5.4	6.4	5.2	396	388	391	-20.5	4.7	-2.4
2003	78	200	115	5.5	6.4	5.4	317	399	368	-22.2	2.7	-6.1
2004	83	214	122	5.6	7.0	5.7	279	412	355	-12.7	3.2	-3.6
2005	88	226	128	5.6	5.4	5.3	274	424	356	-1.8	2.8	0.3
2006	93	239	135	5.5	5.8	5.4	270	434	356	-1.7	2.5	0.1
2007	98	253	142	5.1	5.4	5.1	273	444	361	1.3	2.3	1.5
2008	102	267	150	4.8	5.3	4.9	279	456	369	2.1	2.5	2.0
2009	107	281	157	4.5	5.1	4.8	284	470	377	2.0	3.0	2.2
2010	112	294	164	4.2	4.8	4.5	293	478	384	2.9	1.7	1.9

: Informa Media(2000), Baskerville(2000).

< 5-2-9> 가 가

. TV 1995 2000 가
 가 2.0 11.4% , 2001 4.5 5.7%

가 , 1995 2000 가 가
0.6 11.4% , 2001 4.8 7.0% 가 가
. 1996 1999 가 가
, 2001 2006 .
가 2001 486 2010 293
. 1996 1998 가 가
1999 , 2001 2004
2005 가 . 가
2001 400 2010 384 .
가 . ,
2001 53 1 SO 37
SO가 가
. 2003 24 2 SO
가 . 20001 가
3 . 2001
SO 가 , SO .
15,000
, SO 가 .
SO 가 .
SO .
, 가 가 2003
가 . 2003
SO가 SO 가 .
가 1998 23 1 가
. 2003 TV가 가
가 가 .

가 2001 2000 4.4%
, 2002 2.2% , 2003
가 8 , 2004 12 , 2005 16 , 2005
3% 가 .
, 2002 TV 가 15
. TV가
가 ,
가 . 2002
2003 . 2002 가
2000 TV 가 12 1 13 15
7 . 2003 가
가 가 가
5% 가 가 .
< 5-2-10> 2002 가
5 6 2000 6 , 2010 18 6
가 . 2010 가 23 4
1.25 가 .

< 5-2-10> 가

	가 ()		가 가 (%)	
2000	60	-	-	-
2001	57	-	-4.4	-
2002	56	157	-2.2	-
2003	80	165	35.4	5.0
2004	120	174	40.5	5.0
2005	160	182	28.8	5.0
2006	165	192	3.0	5.0
2007	170	202	3.0	5.0
2008	175	212	3.0	5.0
2009	180	223	3.0	5.0
2010	186	234	3.0	5.0

3) ()

< 5-2-6> 가 < 5-2-10> 가
 가 , (가
 , ,) 가
 가 , 가 가
 . < 5-2-11> .
 () 2000 5827 2002
 가 6025 가 , 2010 2 4349 가
 . 가 , 2002 2003 30%
 , 2004 5% 가 .

< 5-2-11> ()

	가 (가)		가 ()		()			가 (%)		
	TV									
2000	9,651	-	60	-	582.7	-	582.7	-	-	-
2001	10,135	-	57	-	581.9	-	581.9	-0.1	-	-0.1
2002	10,319	146	56	157	579.6	22.9	602.5	-0.4	-	3.5
2003	10,501	337	80	165	840.1	55.6	895.8	37.1	88.7	39.7
2004	10,683	496	120	174	1,281.9	86.1	1,368.0	42.3	43.7	42.3
2005	10,864	616	160	182	1,738.3	112.3	1,850.5	30.5	26.5	30.2
2006	11,049	714	165	192	1,821.6	137.0	1,958.6	4.7	19.9	5.7
2007	11,236	781	170	202	1,908.9	157.4	2,066.3	4.7	13.9	5.4
2008	11,427	847	175	212	2,000.5	179.5	2,179.9	4.7	13.1	5.4
2009	11,621	910	180	223	2,096.5	202.7	2,299.2	4.7	12.2	5.3
2010	11,819	972	186	234	2,197.1	227.8	2,424.9	4.7	11.7	5.3

3. TV

TV < 5-1-6> , TV < 5-2-11>
 < 5-3-1> .
 2000 2 8250 2010 8 866 10
 2.86 가 , 10.5% 가 . 2002 2004 15%
 가 가 2005 8% 가 .

< 5-3-1> TV

	()			가 (%)		
2000	2,242.3	582.7	2,825.0	-	-	-
2001	2,452.3	581.9	3,034.2	9.0	-0.1	7.1
2002	2,679.3	602.5	3,281.8	8.9	3.5	7.8
2003	2,942.9	895.8	3,837.7	9.4	39.7	15.6
2004	3,230.3	1,368.0	4,598.4	9.4	42.3	18.1
2005	3,547.0	1,850.5	5,397.5	9.4	30.2	16.0
2006	3,895.7	1,958.6	5,853.3	9.4	5.7	8.1
2007	4,277.5	2,066.3	6,342.8	9.4	5.4	8.0
2008	4,696.8	2,179.9	6,875.7	9.4	5.4	8.1
2009	5,156.1	2,299.2	7,455.3	9.4	5.3	8.1
2010	5,662.7	2,424.9	8,086.6	9.4	5.3	8.1

•

1.

. < >가 < JSA>가
 가 ,
 가,
 < >

2.

1985 가 ,
 1999 75 2000 38 , 가 79,590
 185,625 100% . 1984
 가 , 10 가
 가
 2000 6,170 가 .
 가
 80.8% , 19.2%,
 67.4% . 32.6%,

25% 가 가
30% 가

92 가 < 2000 > 93

1993 가 669 가 1997 가
1998 가
720 1999
() . 1999 176
가 2000 264 가, 320 가
가

167 . 99 가 98 2001

3.

가 가 가 1970 60
가 1997 가 1990 1996 가 1987
가 2000 12.4% 가
13% 가 1 6,170 가 1

1. -

TV , 1998 2000 . 98

99 가, 99

, 2000

TV

, 1998 DCN 16.2% 가

가 13.4%, M·net 10.3%, KMTV(9.1%)

. 98

99 5 , DCN,

KMTV, KSTV, HBS OCN, , YTN, MBN, M·net 98

. 99 YTN, MBN

2000 , OCN, MBN, TV,

SBS OCN 3

. 99 8.4% MBN

가 TV SBS 가

TV KTV 98 0.3~0.4%

가

2000년 9월 98년 9월 2000년 9월
 가 DCN, M·net, KMTV, YTN
 , KMTV, TV, MBN, Drama-net
 , OCN, MBN, TV, SBS

2000년 9월
 MBC 6.59%
 가 SBS/ 4.97%, KBS1TV가
 3.75%, KBS2%가 3.36%, OCN 0.91%
 3
 OCN 39
 0.0X% CNN,
 NHK2TV, S-World, 0%

99년 2000년 2000년
 . 99년 20.91%
 , 12.37%, 가 14%, 0.46%
 54.56%
 2%
 11%

2000년 9월
 가
 2000년 1.5% , 0.8%

56

2%

. 2000

가

59.43%

35.34%,

0.95%,

0.82%

13%

9%

0.56%

2.

96

가

. 2001

22,230

가

가

가

가

가

가

PC

PC

가

가 2000

12

가

PC

96

가

3.

1)

1970

가 . 가 가 가
 가 . 가 가
 1970 가
 1980 , 1995 TV
 가 가 ,
 1970 2000 .

2)

< 7-3-1> 4 가 1974
 71.2% 가 가 , 1998 45.6% 가 .
 1970 4 TV가
 15.9% 53.3% 1975 TV
 44.5%, 34.5% . 1982 TV가 35.9%
 1987 TV
 . 1994 56.9% 2000
 TV가 44.9% 46.1% .
 , 1974 , 1987
 5% 가 .
 TV 1995 2000 가 . 2000
 1,736 TV 11.4% .

3)

< 7-3-2> 1995 1/4 2001 2/4
 < > .
 5,648 3 4,951 , 481
 EBS 215 .
 , MBC가 가 가
 KBS, SBS . 2000 2/4 KBS SBS 가 50
 가 2000 4/4 가 2001
 1/4 가 . 3
 87.7% 3 13.2%
 3

4.

가

1) 가

< 7-4-1> 가
 . 2001 1 1 4,773 가 1,576
 가 . 1996 가
 가 .

2)

	< 7-4-2 >			1 GNP가	
가	1998	6,742	가	1996	11,380
IMF	1996	93%		2000	9,628
6.7%			1999	10.9%, 2000	8.8%
					1998

3)

	< 7-4-3 >	
	가	
	1997	, 1999
1997	1,415.2	, 2000 1259.7

, 『 』, 1998.

, 『 』, .

, 『 』, 1999.

, 『 』, 2000. 12.

, 『 』, 2001. 12().

, 『2000』, 2001. 6.

, 『1999』, 2000. 6.

, 『 』, 1996.

, “2000 PP ” 『 21』, 2001.4.

, “96 TV ” 『 』, 1997. 8.

, 『 』, .

, 『 』, .

LG , 『2002』, 2001. 8.

, 『 』, .

, 『 』, .

, 2001 10 26 .

, 『 』, .

, 『 』, .

, 『 』, .

TV , 『 TV 5 , 1995-2000』, 2001.

TV , 『SO/PP』, 1998, 1999.

TV , 『PP』, 2000. 6.

TV , 『 TV』, 1998, 1999, 2000

, 『 』, 2000

, 『1999』, 2000

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< 1-1 >

		1995	1996	1997	1998	1999	2000
	3	1,955,212	2,185,812	2,214,201	1,606,484	2,078,199	2,660,438
		36,599	47,192	68,612	60,791	48,827	81,363
		38,306	81,343	104,086	86,620	141,639	226,678
		70,781	91,158	99,528	74,473	147,989	196,625
		2,100,898	2,405,505	2,486,427	1,828,368	2,416,654	3,165,104
TV	SO	-	85,668	159,557	199,600	236,507	364,871
	PP	-	181,853	155,469	158,122	173,094	302,423
	NO	-	13,868	33,153	38,125	33,400	54,356
		-	281,389	348,179	395,847	443,001	721,650
		-	260,523	311,740	360,880	401,294	674,907
		275,732	238,486	238,299	265,404	266,406	235,700
		2,376,630	2,925,380	3,072,905	2,489,619	3,126,061	4,122,454
		2,376,630	2,904,514	3,036,466	2,454,652	3,084,354	4,075,711

1): 3 MBC

2): PP

3): TV = SO + PP - PP

: 2 3 , NO

•

< 2-2-1>

(:)

		1995	1996	1997	1998	1999	2000
3	KBS	879,970	997,986	999,915	774,117	950,263	1,157,996
	MBC()	381,846	442,224	460,295	344,242	445,096	600,958
	MBC	362,286	362,286	376,343	242,407	311,011	394,271
	SBS	331,110	383,316	377,648	245,718	371,829	507,213
	3	1,955,212	2,185,812	2,214,201	1,606,484	2,078,199	2,660,438
		36,599	47,192	68,612	60,791	48,827	81,363
		8,540	16,449	15,365	10,129	15,994	23,003
		-	-	8,405	11,255	19,703	29,920
		14,577	30,651	28,700	15,204	21,676	34,727
		15,189	34,243	34,610	18,727	29,606	45,540
		-	-	9,400	10,524	19,781	39,021
		-	-	1,699	5,743	10,115	17,002
		-	-	2,606	7,359	11,521	17,865
		-	-	3,301	7,679	13,243	19,600
		38,306	81,343	104,086	86,620	141,639	226,678
		-	-	-	1,204	2,668	4,961
		31,873	40,138	41,859	26,127	37,832	52,376
		10,529	12,252	16,107	10,729	14,209	19,572
		9,346	10,987	11,821	4,994	8,159	16,242
		8,328	8,308	9,441	7,921	10,432	11,965
		2,178	3,293	2,757	2,436	2,930	3,032
	(TBS)	8,527	16,180	17,543	10,887	10,887	10,887
	()	-	-	-	10,170	60,829	76,854
		-	-	-	5	43	736
		70,781	91,158	99,528	74,473	147,989	196,625
		2,100,898	2,405,505	2,486,427	1,828,368	2,416,654	3,165,104
		-	13.5%	3.3%	-30.7%	27.9%	27.0%

: 1995-2000 [], 1995-1998 , 2000 , []; 1996-1998 , [], 1999-2000 , []; (2000.6), [99]; (2001.6), [2000]; (1999), [], (1998), , (1996), []; MBC : 1996 1997 ; (TBS) 1998 1999 ; 가 1997 7 1 12 31 ; TBS 1998-2000 가 1998

< 2-2-2 >

(:)

		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
3	KBS	432,949	488,204	533,927	580,203	656,263	879,970	997,986	999,915	774,117	950,263	1,157,996
		421,061	466,980	535,114	578,992	659,648	739,454	917,334	951,050	803,094	859,830	1,026,855
		11,889	21,224	-1,187	1,212	-3,385	140,515	80,652	48,865	-28,978	90,433	131,141
		5,338	18,576	2,984	714	3,097	111,142	77,579	68,561	-57,975	95,603	100,262
	MBC	203,761	243,569	260,494	277,940	315,931	381,846	442,224	460,295	344,242	445,096	600,958
		161,682	227,322	245,597	278,833	294,032	354,876	409,023	437,371	345,769	387,576	535,336
		42,079	16,247	14,897	-892	21,899	26,969	33,202	22,925	-1,526	57,519	65,622
		28,336	14,271	15,010	5,368	18,827	30,730	25,548	26,097	-18,702	55,910	69,314
	MBC	-	-	-	-	-	362,286	362,286	376,343	242,407	311,011	394,271
		-	-	-	-	-	-	-	-	222,057	250,449	343,895
		-	-	-	-	-	-	-	-	21,703	61,303	50,429
		-	-	-	-	-	-	-	-	868	46,034	37,487
	SBS	-	-	117,732	200,788	247,873	331,110	383,316	377,648	245,718	371,829	507,213
		-	-	161,610	175,459	206,261	268,381	320,247	342,071	255,817	301,477	397,656
		-	-	16,123	25,329	41,613	62,730	63,069	35,577	-10,099	70,352	109,557
		-	-	9,891	10,557	18,570	29,102	28,766	12,794	-27,003	49,317	70,621
3	636,710	731,773	912,153	1,058,93	1,220,06	1,955,21	2,185,81	2,214,20	1,606,48	2,078,19	2,660,438	
	582,743	694,302	942,321	1,033,28	1,159,94	1,362,71	1,646,60	1,730,49	1,626,73	1,799,33	2,303,742	
	53,968	37,471	29,833	25,649	60,127	230,214	176,923	107,367	-18,900	279,607	356,749	
	33,674	32,847	27,885	16,639	40,494	170,974	131,893	107,452	-102,812	246,864	277,684	
	-	-	-	-	-	36,559	47,192	68,612	60,791	48,827	81,363	
	-	-	-	-	-	31,284	36,204	45,963	66,318	51,089	64,227	
	-	-	-	-	-	5,315	10,988	22,649	-5,527	-2,262	17,137	
	-	-	-	-	-	2,455	8,304	16,644	-3,807	-12,091	8,877	
		-	-	-	-	-	8,540	16,449	15,365	10,129	15,994	23,003
		-	-	-	-	-	9,676	15,338	16,570	13,126	184,016	16,501
		-	-	-	-	-	-1,136	112	-1,205	-2,997	3,677	6,503
		-	-	-	-	-	-1,270	1,482	567	-482	3,515	5,584
		-	-	-	-	-	14,577	30,651	28,700	15,204	21,676	34,727
		-	-	-	-	-	22,092	31,379	28,081	17,992	19,983	30,314
		-	-	-	-	-	-7,515	-728	619	-2,788	1,693	4,412
		-	-	-	-	-	-7,538	-4,249	-1,089	-5,299	1,320	4,678

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		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
		-	-	-	-	-	15,189	34,243	34,610	18,727	29,606	45,540
		-	-	-	-	-	18,261	32,068	33,424	20,190	23,927	31,768
		-	-	-	-	-	-3,072	2,175	1,186	-1,463	5,679	13,773
		-	-	-	-	-	-6,396	-3,639	-2,987	-5,659	2,782	17,105
		-	-	-	-	-	-	-	8,405	11,255	19,703	29,920
		-	-	-	-	-	-	-	9,609	14,674	15,727	22,068
		-	-	-	-	-	-	-	-638	-2,185	5,598	7,852
		-	-	-	-	-	-	-	-638	-2,186	4,504	6,281
		-	-	-	-	-	-	-	4,826	10,524	19,781	39,021
		-	-	-	-	-	-	-	15,385	40,434	45,419	54,467
		-	-	-	-	-	-	-	-10,559	-29,910	-25,638	-15,446
		-	-	-	-	-	-	-	-9,144	-29,216	-25,051	-15,906
		-	-	-	-	-	-	-	1,699	5,743	10,115	17,002
		-	-	-	-	-	-	-	3,269	7,804	10,600	16,360
		-	-	-	-	-	-	-	-1,570	-2,061	-485	641
		-	-	-	-	-	-	-	-185	-3,435	-1,146	3,023
		-	-	-	-	-	-	-	2,606	7,359	11,521	17,865
		-	-	-	-	-	-	-	5,880	11,176	13,250	14,765
		-	-	-	-	-	-	-	-3,274	-3,817	-1,729	3,100
		-	-	-	-	-	-	-	-2,372	-3,601	-1,285	3,276
		-	-	-	-	-	-	-	3,301	7,679	13,243	19,600
		-	-	-	-	-	-	-	6,662	9,888	12,677	14,321
		-	-	-	-	-	-	-	-3,361	-2,209	567	5,278
		-	-	-	-	-	-	-	-2,397	-2,225	2,023	2,007
		-	-	-	-	-	-	-	99,512	86,620	141,639	226,678
		-	-	-	-	-	-	-	118,880	135,284	325,599	200,564
		-	-	-	-	-	-	-	-18,802	-47,430	-10,638	26,113
		-	-	-	-	-	-	-	-18,245	-52,103	-13,338	26,048
		-	-	-	-	-	-	-	-	1,204	2,668	4,961
		-	-	-	-	-	-	-	-	2,407	2,997	3,992
		-	-	-	-	-	-	-	-	-1,203	-329	968
		-	-	-	-	-	-	-	-	-1,249	-316	782
		-	-	-	-	-	-	-	41,859	26,127	37,832	52,376
		-	-	-	-	-	-	-	38,880	27,646	34,354	43,254
		-	-	-	-	-	-	-	2,979	-1,519	3,478	9,122
		-	-	-	-	-	-	-	-1,389	-9,818	-5,422	2,713

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		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	
		-	-	-	-	-	-	-	16,107	10,729	12,724	19,572	
		-	-	-	-	-	-	-	18,467	13,679	13,404	18,383	
		-	-	-	-	-	-	-	-2,360	-2,950	-680	1,189	
		-	-	-	-	-	-	-	-1,847	-1,903	106	1,688	
		-	-	-	-	-	-	9,346	10,987	11,821	4,994	8,159	15,291
		-	-	-	-	-	-	12,615	8,915	13,655	8,324	11,054	14,404
		-	-	-	-	-	-	-3,269	2,072	-1,834	-3,330	-2,895	1,888
		-	-	-	-	-	-	-2,656	2,839	-1,203	-2,543	-2,200	1,822
		-	-	-	-	-	-	8,328	8,308	9,441	7,921	10,432	11,935
		-	-	-	-	-	-	4,827	6,746	6,062	5,440	6,271	8,918
		-	-	-	-	-	-	3,500	1,562	3,379	2,481	4,610	3,017
		-	-	-	-	-	-	725	1,827	3,933	8,229	9,508	4,588
		-	-	-	-	-	-	2,178	3,293	2,757	2,436	2,930	3,032
		-	-	-	-	-	-	2,196	3,332	2,773	2,305	2,018	2,408
		-	-	-	-	-	-	-18	-39	-17	130	912	624
		-	-	-	-	-	-	2	33	21	1,447	963	784
	-	-	-	-	-	-	98,813	122,170	150,597	114,202	123,572	188,530	
	-	-	-	-	-	-	99,376	111,969	125,800	126,119	121,187	155,586	
	-	-	-	-	-	-	-524	10,201	24,796	-11,918	2,834	33,945	
	-	-	-	-	-	-	-7,979	7,633	16,159	-9,644	-9,452	21,254	
	-	-	-	-	-	-	2,128,890	2,436,517	2,532,922	1,868,097	2,392,237	3,157,009	
	-	-	-	-	-	-	1,543,400	1,873,562	2,021,135	1,954,458	2,297,207	2,724,119	
	-	-	-	-	-	-	223,282	199,671	136,010	-83,775	269,541	433,944	
	-	-	-	-	-	-	150,246	141,424	122,010	-168,366	211,983	333,863	

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		1998	1999	2000
		27,379	33,944	42,521
		26,472	28,834	39,817
		907	5,110	2,705
		-5,721	2,346	560
		21,803	27,205	35,661
		20,668	22,684	33,328
		1,135	4,521	2,334
		140	2,991	725
		15,020	19,328	24,983
		12,616	15,025	20,621
		2,404	4,303	4,362
		142	2,588	3,453
		16,625	20,281	26,242
		13,902	16,617	22,128
		2,723	4,204	4,165
		1,235	3,066	3,255
		13,421	17,045	22,112
		12,465	13,826	19,938
		956	3,219	2,174
		-1,192	1,433	1,197
		13,668	17,042	22,036
		13,058	14,370	18,953
		610	2,672	3,084
		1,088	2,336	2,396
		11,527	14,973	18,063
		9,318	10,936	14,853
		2,209	4,037	3,210
		254	2,900	2,075
		11,700	15,790	18,976
		11,401	13,295	17,701
		299	2,496	1,275
		-874	2,028	1,302

< 2-2-3>

		1998	1999	2000
		10,797	14,972	17,972
		9,973	10,950	14,499
		824	4,022	3,473
		-872	2,699	2,864
		13,557	16,740	22,313
		12,204	14,099	19,261
		1,353	2,841	3,051
		1,218	2,562	2,634
		10,323	13,732	16,370
		8,588	10,254	13,868
		1,735	3,478	2,502
		1,814	2,742	1,892
		10,691	13,737	16,644
		10,691	10,820	15,290
		1,353	2,917	1,354
		1,210	3,265	1,928
		9,129	12,377	16,345
		9,007	10,070	13,482
		122	2,307	2,863
		155	2,118	2,473
		11,249	13,947	16,684
		9,512	10,758	14,258
		1,737	3,189	2,426
		-582	2,344	1,918
		9,449	12,172	16,641
		10,095	10,104	15,048
		-646	2,068	1,593
		-894	1,504	968

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		1998	1999	2000
		8,681	11,507	14,261
		7,916	8,926	13,093
		765	2,581	1,168
		1,436	2,179	1,054
		8,566	11,312	14,076
		7,199	8,137	10,606
		1,367	3,175	3,470
		375	2,873	2,893
		8,328	10,992	13,384
		8,009	9,083	12,388
		319	1,909	997
		637	1,442	817
		10,494	13,915	18,987
		8,963	11,661	14,763
		1,531	2,254	4,223
		1,299	2,618	3,083
		242,407	311,011	394,271
		222,057	250,449	343,895
		21,703	61,303	50,429
		868	46,034	37,487

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		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
KBS		190,470	202,930	218,341	231,497	287,440	326,875	385,007	402,709	352,206	352,736	404,348
		56,175	66,588	88,039	109,436	113,663	138,354	187,069	194,436	151,669	164,381	225,394
	가	25,414	27,231	25,081	25,541	25,436	39,191	54,121	70,467	77,664	85,184	66,889
		149,002	170,231	203,653	212,518	233,109	235,034	291,137	283,438	221,555	257,529	330,224
MBC		70,321	86,065	82,180	99,082	104,113	122,375	124,863	138,483	98,004	0	126,850
		47,479	71,045	74,942	84,839	88,214	106,092	116,974	119,580	113,265	0	139,040
	가	7,175	6,700	6,787	7,695	8,982	13,409	13,409	13,409	13,409	0	13,409
		39,695	66,469	86,036	90,821	96,644	116,998	159,179	176,963	128,988	0	270,757
SBS		-	-	36,221	40,586	46,911	63,509	87,349	0	63,882	60,726	67,576
		-	-	44,426	50,875	62,801	81,342	95,761	0	93,733	129,485	168,878
	가	-	-	15,085	14,414	13,424	17,147	20,004	0	12,033	10,736	18,818
		-	-	66,013	69,996	83,864	109,219	117,133	342,071	86,169	100,530	142,123

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		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
KBS		45	43	41	40	44	44	42	42	44	41	39
		13	14	16	19	17	19	20	20	19	19	22
	가	6	6	5	4	4	5	6	7	10	10	7
		35	36	38	37	35	32	32	30	28	30	32
		100	100	100	100	100	100	100	100	100	100	100
MBC		43	37	33	35	35	34	30	31	28	-	23
		29	31	30	30	30	30	28	27	32	-	25
	가	4	3	3	3	3	4	3	3	4	-	2
		24	29	34	32	32	33	38	39	36	-	49
		100	100	100	100	100	100	100	100	100	-	100
SBS		-	-	22	23	23	23	27	-	25	20	17
		-	-	27	29	30	30	30	-	37	43	42
	가	-	-	9	8	6	6	6	-	5	4	5
		-	-	41	40	41	40	37	-	34	33	36
		-	-	100	100	100	100	100	-	100	100	100

< 2-2-6> KBS

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	1995	1996	1997	1998	1999	2000
1.	188,739	245,155	230,200	165,391	218,665	195,651
1.	162,175	233,402	219,881	155,608	209,847	189,038
2.	11,018	11,753	10,319	9,783	8,818	6,613
3.	15,546	-	-	-	-	-
2.	117,136	206,465	283,055	127,863	268,726	236,215
1.	27,528	206,465	283,055	127,863	268,726	236,215
2.	89,608	-	-	-	-	-
3.	377,809	439,100	509,788	496,949	469,308	510,138
1.	375,864	437,239	508,147	495,530	468,200	508,997
	249,629	89,632	92,535	81,532	51,729	60,354
가	37,159	54,599	70,866	54,756	85,872	21,274
2.	1,945	1,861	1,641	1,419	1,108	1,141
	683,684	890,720	1,023,043	790,203	956,699	942,004
1.	89,067	152,415	155,482	137,076	123,422	100,274
2.	435,930	517,000	567,887	433,824	450,659	364,603
	524,996	669,415	723,369	570,900	574,081	464,877
1.	151,231	151,231	151,231	151,231	206,192	206,192
2.	5,419	5,419	4,181	4,181	-	-
3.	2,038	64,655	121,604	50,779	168,693	270,487
	158,688	221,305	299,674	219,303	374,884	477,127
	683,684	890,720	1,023,043	790,203	968,965	942,004

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	1995	1996	1997	1998	1999	2000
1.	879,970	997,986	999,915	774,117	950,263	1,157,996
1.	871,373	991,836	992,720	767,976	944,277	1,149,143
1)	368,509	378,537	398,505	414,669	432,995	447,206
2)	485,849	594,457	569,898	335,882	487,257	672,316
3)	833	749	7,997	1,626	-	2,199
4)	16,182	18,093	16,320	15,798	24,025	27,421
2.	8,597	6,150	7,195	6,141	5,987	8,854
1)	593	630	1,012	960	741	2,330
2)	8,003	5,520	6,183	5,180	5,245	6,523
2. 가	555,464	703,765	735,078	643,926	673,773	791,175
	-	-	-	-	-	-
	84,031	96,468	105,896	101,631	92,086	98,750
	73,347	89,496	92,201	89,316	80,865	91,737
	3,056	3,289	3,463	3,247	3,873	4,542
	61,143	74,370	50,272	32,557	23,649	25,948
	-	-	-	-	-	19,441
	22,1578	263,624	251,832	226,751	207,569	240,418
	296,427	388,133	415,484	342,798	384,240	487,026
	-	-	-	-	-	-
	57,633	72,324	93,704	74,410	95,380	106,853
	50,421	63,853	70,856	53,403	56,136	72,713
	14,165	19,638	18,766	17,679	16,612	28,067
	34,018	50,917	53,244	38,340	47,606	66,787
	1,615	431	482	201	193	1,524
	-	-	-	-	-	-
	-	-	-	-	-	-
	2,023	2,821	2,892	2,597	2,112	2,025
	22,937	31,253	31,042	24,970	24,899	35,354
	6,305	8,763	9,076	7,807	8,152	9,058
	4,185	5,442	5,423	4,736	5,238	5,879
	2,685	3,951	2,655	1,936	3,433	3,987
	2,369	2,736	2,686	1,894	2,128	2,340
	660	793	759	723	746	916

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	1995	1996	1997	1998	1999	2000
	304	260	263	155	235	379
	4,316	3,918	4,916	4,228	2,925	3,643
	7,330	6,166	7,186	3,982	6,285	8,622
	3,160	3,620	3,976	3,869	3,744	4,488
	723	812	802	962	1,058	1,319
	72	67	120	85	86	82
	9,249	9,758	10,143	10,923	11,294	11,996
	7,700	9,041	9,825	10,057	9,885	11,039
	2,155	2,920	2,583	3,624	2,206	2,818
	9,652	9,338	9,617	9,943	9,441	9,678
	500	522	366	278	272	388
	3,238	3,636	4,101	5,233	4,144	3,969
	211	368	276	140	37	28
	20,117	29,376	24,516	11,751	15,250	23,193
	2,717	6,156	9,457	14,684	17,420	24,192
	151	247	285	154	367	455
	12	15	11	9	1	9
	-	1	3	2	3	9
	185	473	516	311	387	764
	1,976	11,008	3,129	3,475	3,181	3,788
	159	181	224	243	240	290
	-	-	-	-	-	-
	2,313	2,516	2,590	2,155	2,221	3,525
	-	-	-	-	-	-
	289	519	554	1,846	620	1,073
	12,114	14,977	18,684	16,295	20,473	25,717
	528	531	507	140	185	169
	6,168	6,778	7,040	7,476	7,613	7,851
	2,072	2,108	2,170	2,045	1,922	1,902
	-	-	-	-	-	94
	-	-	-	-	-	44
가	37,459	52,008	67,763	74,377	81,964	63,732
3.	324,505	294,221	264,837	130,191	276,491	366,821

< 2-2-7>

	1995	1996	1997	1998	1999	2000
4.	183,990	2 13,569	2 15,972	159, 168	186,057	235,680
	225	743	815	687	616	755
	12,423	13,428	14,727	14,379	14,137	15,295
	11,092	12,802	13,321	13,006	12,775	14,493
	1,266	1,198	1,257	1,157	1,052	1,191
	11,201	7,578	8,281	5,593	5,648	4,050
	-	-	-	-	-	2,722
	36,207	35,748	38,402	34,822	34,226	38,507
	146,051	175,708	174,866	12 1,059	148,610	194,016
	-	-	-	-	-	-
	11,457	13,311	18,771	16,223	15,561	18,570
	4,217	5,244	5,780	5,939	4,569	5,467
	97,170	118,892	112,083	63,818	92,579	100,249
	6	5	7	8	4	4
	792	857	800	715	670	775
	110	166	70	6	76	215
	441	521	581	469	459	536
	329	380	318	260	321	286
	12	13	17	4	18	17
	-	-	-	-	-	-
	23	23	22	66	37	27
	108	118	149	162	162	177
	5	1	1	1	1	1
	-	-	-	-	-	-
	13	11	11	3	3	2
	112	86	81	74	73	76
	-	-	-	-	-	-
	55	162	128	137	393	30,291
	2	16	27	22	19	18
	807	1,010	1,032	885	310	355
	745	806	709	656	716	1,059
	11	18	8	3	11	15
	935	1,118	1,053	1,224	1,660	1,953
	32	39	10	19	9	18

< 2-2-7 >

	1995	1996	1997	1998	1999	2000
	163	155	459	362	109	108
	2,003	3,015	5,896	1,226	889	1,795
	44	1,443	59	311	95	380
	356	455	483	999	430	426
	347	353	364	79	30	-
	1,145	1,169	1,186	1,047	1,075	1,470
	20,900	20,900	21,841	22,934	24,521	26,157
	2,663	4,225	4,619	2,528	2,161	1,234
	650	794	898	524	662	775
	399	404	404	457	402	543
	-	-	-	-	-	813
	-	-	-	-	-	204
가	1,732	2,113	2,704	3,287	3,220	3,157
5.	140,515	80,652	48,865	-28,978	90,433	131,141
6.	14,880	26,884	35,040	33,640	30,372	21,053
1.	14,750	26,884	35,040	33,640	30,372	21,053
	6,751	15,492	24,389	22,019	8,168	6,308
가	2	-	-	-	-	-
	156	-	-	-	-	-
2.	130	-	-	-	-	-
7.	12,802	9,707	10,498	12,085	33,408	4,236
	2,033	3,643	9,257	9,524	474	966
8.	142,594	97,830	73,407	-7,423	87,397	147,958
9.	449	1,285	4,010	835	48,074	45
1.	447	-	-	-	-	-
10.	2,619	89	1,133	48,596	4,488	3,446
1.	1,539	-	-	-	-	-
2.	1,080	-	-	-	-	-
11.	140,424	99,025	76,285	-55,184	130,983	144,556
12.	29,282	21,445	7,724	2,792	29,504	44,294
1.	25,629	18,780	6,859	2,538	-	-
2.		77,579	68,561	-	-	-
3.	2,563	1,878	698	254	-	-
13.	111,142	77,579	68,561	-57,975	101,480	100,262

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]; (2001.6), [2000].

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	1995	1996	1997	1998	1999	2000
1.	230,863	227,482	292,222	2 12,988	282,561	32 1,695
1.	223,909	2 18,076	292,0 13	2 12,683	28 1,495	320,645
2.	251	18 1	209	305	1,066	1,050
3.	6,704	9,224	-	-	-	-
2.	109,894	14 1,897	250,4 19	2 12,288	460,162	77 1,372
1.	36,007	6 1,917	123,466	90,233	327,626	445,053
2.	73,887	79,980	v	-	-	-
3.	99, 102	117,204	126,954	122,055	132,536	326,3 19
1.	99,055	117, 16 1	126,9 14	122,0 19	132,505	326,297
	16,672	18,392	15,88 1	12,553	12,327	23,368
가	45,295	58,22 1	63, 17 1	66,623	67, 178	67,278
2.	46	43	40	36	31	22
3.	-	-	-	-	-	-
	439,860	486,584	542,64 1	425,276	742,723	1,093,066
1.	76,507	84,2 19	104,380	50,057	117, 153	154,038
2.	125,922	139,36 1	148,279	103,669	107,354	116,324
	202,429	223,58 1	252,659	153,726	224,508	270,362
1.	1,000	1,000	1,000	1,000	1,000	1,000
2.	549	549	295	295	295	165,665
3.	235,888	26 1,4 11	287,56 1	268,759	460,508	527,338
	237,43 1	263,003	289,982	27 1,550	5 18,2 15	822,705
	439,860	486,584	542,64 1	425,276	742,723	1,093,066

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]; (2001.6), [2000].

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	1995	1996	1997	1998	1999	2000
1.	381,846	442,224	460,295	344,242	445,096	600,958
1)	376,134	432,963	441,844	324,189	427,986	581,885
2)	326	344	1,594	550	128	992
3)	5,386	6,918	10,903	11,951	16,982	18,081
4)CM	-	-	-	-	-	-
2. 가	237,536	279,283	302,283	253,714	274,852	369,132
1.	233,538	273,880	291,219	245,817	264,866	354,412
	49,833	52,058	57,721	51,010	-	61,331
	2,251	2,879	2,958	2,988	-	4,209
	302	163	61	72	-	60
	5,838	6,707	7,094	5,767	-	18,826
	16,562	10,097	13,241	5,276	-	-
	1,619	3,196	1,220	1,658	-	2,140
	12,471	15,295	17,784	10,901	-	16,112
	29,007	34,839	35,793	30,431	-	34,941
	1,502	1,252	1,299	1,191	-	1,262
	5,643	6,522	7,534	7,108	-	8,623
	6,665	10,869	7,542	7,707	-	7,955
	4,477	3,477	3,794	4,611	-	11,090
	1,441	1,994	2,272	2,020	-	2,660
	1,071	1,100	1,251	1,218	-	2,485
	1,571	1,571	1,699	1,785	-	1,874
	1,294	1,575	1,508	1,272	-	1,278
	-	-	-	-	-	-
	30,478	41,858	50,842	42,927	-	57,050
	238	238	228	203	-	187
	5,175	5,106	5,404	5,748	-	6,836
	1,575	1,690	1,788	1,295	-	3,640
	6,987	7,186	8,477	10,057	-	12,524
	5,030	5,076	4,847	3,510	-	6,930
	770	1,072	998	741	-	916
	279	285	294	291	-	279

< 2-2-9 >

	1995	1996	1997	1998	1999	2000
	1,601	1,854	1,751	1,452	-	1,318
	148	190	160	151	-	231
	2,443	2,650	2,425	2,193	-	3,534
	405	1,590	1,029	718	-	2,521
	16,677	22,791	19,078	14,208	-	20,509
	368	494	545	949	-	162
	418	479	761	270	-	1,675
	425	475	582	319	-	682
	-	44	398	364	-	245
	91	87	65	26	-	588
	888	1,009	1,032	1,514	-	2,223
	438	696	769	601	-	1,031
	157	151	231	208	-	258
	162	180	215	112	-	4,164
가	12,582	18,809	20,068	16,465	-	42,618
	3	4	4	4	-	9
	2,777	3,978	4,677	4,014	-	1,381
2.	290	306	1,419	489	113	883
3.	3,708	5,096	9,645	7,408	9,873	13,837
	451	1,001	1,591	1,112	-	1,100
	27	62	101	143	-	163
	50	136	109	105	-	401
	128	201	293	96	-	
	111	290	477	243	-	304
	1,228	1,122	513	1,083	-	2,734
	167	11	5	16	-	14
	66	42	71	130	-	108
	200	115	-	-	-	11
	138	400	1,796	731	-	448
	101	126	298	99	-	172
	23	19	494	30	-	96

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	1995	1996	1997	1998	1999	2000
	1	43	118	26	-	261
	105	78	530	217	-	306
	1	4	5	4	-	5
	6	4	369	243	-	283
	58	93	171	107	-	261
	393	604	885	584	-	1,230
	1	-	7	3	-	19
		8	17	84	-	55
	46	372	1	1	-	256
	5		150	214	-	349
	7	17	26	30	-	39
	8	16	32	29	-	248
	4		27	50	-	17
	3	6	8	3	-	76
가	8	24	41	49	-	183
	60	67	132	86	-	-
3.	144,309	162,942	158,013	90,528	170,244	231,826
4.	117,340	129,740	135,088	92,055	112,724	166,204
	751	1,027	920	730	-	949
	17,121	18,273	18,445	10,615	-	10,995
	1,104	1,422	1,449	1,553	-	2,385
	2,208	2,379	2,252	1,119	-	3,657
	6,373	3,534	6,062	1,024	-	-
	5,175	6,143	6,705	3,592	-	4,218
(96)	-	11	20	11	-	51
	17	-	-	-	-	-
	936	1,026	1,253	1,832	-	1,389
	754	776	684	382	-	854
	203	227	352	606	-	923
	748	860	981	1,062	-	1,377
	180	238	253	284	-	433

< 2-2-9 >

	1995	1996	1997	1998	1999	2000
	4 13	19	110	56	-	39
	636	375	3 19	167	-	106
	1,708	2,358	2,725	2,096	-	3,879
	194	202	230	163	-	238
	340	488	737	966	-	1,280
	71,623	82,360	82,117	59,220	-	82,947
	1,592	1,767	1,957	2,0 13	-	38,838
	684	852	949	79 1	-	795
	46	80	70	92	-	173
	35	46	44	36	-	1,256
	84	100	100	52	-	92 1
	799	766	740	655	-	1,497
	142	125	103	58	-	-
	179	95	346	-	-	173
가	8 19	866	1,072	787	-	7,236
	1,340	1,723	1,781	9 10	-	639
5.	26,969	33,202	22,925	-1,526	57,5 19	65,622
6.	19, 140	19,371	20,755	23,197	51,568	51,204
	15,976	16,342	17,968	19,570	-	8,422
가	0	2	54	33	-	0
	1,294	1,282	89 1	1,273	-	34
7.	7, 103	14,332	6,677	4,446	25,448	18,843
	0	-	-	-	-	-
8.	39,007	38,241	37,003	17,225	83,639	97,983
9.	22	87	28	96	4	4
1.	22	87	-	-	-	-
10.	430	396	106	36,0 14	-	-
1.	429	396	-	-	-	-
2.	-	-	-	-	-	-
11.	38,599	37,93 1	36,925	-18,694	83,642	97,987
12.	7,869	12,383	10,829	8	27,732	28,674
1.	-	-	-	-	-	-

< 2-2- 10> SBS

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	1995	1996	1997	1998	1999	2000
1.	111,306	119,638	110,161	75,654	215,836	230,160
1.	91,432	92,898	95,549	61,966	202,970	214,882
2.	13,054	18,127	14,612	13,689	12,866	15,279
3.	6,820	8,613	-	-	-	-
2.	36,402	52,327	66,499	60,622	72,489	84,010
1.	6,525	13,325	66,499	60,622	72,489	84,010
2.	29,877	39,002	-	-	-	-
3.	162,669	169,977	165,538	147,628	151,424	151,424
1.	161,495	168,856	164,436	146,605	150,462	170,675
	65,844	72,154	79,060	-	-	-
가	1,020	16,099	5,836	-	-	-
2.	1,204	1,121	1,102	1,023	962	1,037
4.	-	-	-	-	-	-
	310,407	341,942	342,198	283,904	439,749	485,882
1.	111,198	123,120	124,565	91,245	74,267	116,040
2.	46,626	42,211	39,727	41,772	55,610	38,616
	157,824	165,331	164,293	133,016	129,878	154,657
1.	100,000	100,000	100,000	101,500	128,000	130,376
2.	-	-	-	-	70,046	70,034
3.	52,583	76,611	76,406	49,402	103,628	148,417
	152,583	176,611	177,906	150,887	309,872	331,225
	310,407	341,942	342,198	283,904	439,749	485,882

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 [99]; (2001.6), [2000].

< 2-2- 11> SBS

	1995	1996	1997	1998	1999	2000
1.	331,110	383,316	377,648	245,718	371,830	507,213
1.	331,110	376,866	366,615	237,242	362,932	496,467
2.	-	4,840	8,398	6,142	7,904	9,918
3.	-	1,609	1,614	854	-	-
4.	-	-	1,021	1,481	994	828
1. 가	182,660	320,247	342,071	194,771	211,886	274,770
1.	43,869	80,329	-	49,225	39,440	46,986
	277	1,199	-	40,084	-	-
	36,696	57,290	-	-	35,684	38,838
	463	1,124	-	-	-	-
	1,215	5,501	-	-	-	-
	72	1,078	-	3,513	-	2,150
	2,266	6,947	-	5,628	3,205	5,998
	2,880	7,190	-	-	551	-
2.	77,658	92,078	-	93,266	125,150	168,676
	11,754	19,799	-	23,318	69,083	83,296
	29,444	28,887	-	26,812	25,304	29,435
	5,137	5,387	-	5,686	5,903	6,705
	1,333	1,642	-	925	1,153	1,679
	1,916	1,961	-	1,695	1,532	3,632
	1,021	1,139	-	3,166	2,235	3,957
	4,056	5,567	-	5,310	4,852	16,448
	1,172	1,123	-	1,625	2,440	2,926
	2,146	2,196	-	2,891	2,705	2,359
	10,216	12,180	-	9,168	462	405
	2,465	2,450	-	1,677	2,124	2,669
	22	26	-	-	-	-
	-	9,310	-	9,466	9,551	12,076
	6,976	411	-	-	-	-
	-	-	-	2,329	802	-
(-)	-	-	-	802	2,996	-
	-	-	-	-	-	3,090
3.	61,133	149,793	-	52,281	47,296	59,108
	6,312	7,020	-	3,982	3,148	4,008
	3,684	3,683	-	1,994	2,141	3,291

< 2-2- 11>

	1995	1996	1997	1998	1999	2000
	777	1,050	-	700	630	797
	2,314	3,094	-	2,621	2,876	3,866
	-	-	-	-	-	-
	847	1,426	-	1,480	1,493	1,607
	205	641	-	89	65	293
	1,141	2,087	-	551	433	1,650
	1,076	1,371	-	803	502	598
	695	2,125	-	1,716	1,348	1,599
	18,784	20,276	-	15,553	13,215	14,968
가	15,669	20,004	-	11,056	9,350	17,444
	256	1,171	-	705	549	610
	321	604	-	496	433	481
	39	859	-	29	70	98
	2	175	-	-	-	-
	-	1,281	-	-	-	-
	1,747	2,327	-	-	-	-
	2,952		-	-	-	-
	1,865	3,197	-	1,632	3,356	1,208
	-	73,453	-	-	-	-
	-	313	-	-	-	-
	-	84	-	-	-	-
	300	564	-	4,736	3,274	3,408
	1,643	1,569	-	579	1,015	1,577
	278	536	-	-	-	76
	-	107	-	2,887	2,577	-
	-	276	-	398	730	1,047
	226	500	-	106	91	480
	-	-	-	168	-	-
2.	268,381	-	-	-	30,1477	397,656
3.	95					
4.	88,557	-	-	61,046	89,591	122,625
	765	-	-	-	-	-
	7,733	-	-	6,519	9,866	11,363
	33	-	-	1,867	2,934	1,792
	-	-	-	-	-	-

< 2-2- 11>

	1995	1996	1997	1998	1999	2000
	1,029	-	-	1,204	1,115	1,749
	1,094	-	-	-	2,934	-
	2,674	-	-	1,085	1,289	1,678
	500	-	-	69	139	225
	113	-	-	98	110	68
	21	-	-	-	27	2
	99	-	-	137	132	126
	218	-	-	56	131	384
	390	-	-	464	516	404
	266	-	-	155	206	380
	406	-	-	938	1,013	2,1965
	1,835	-	-	1,071	1,196	1,214
가	1,478	-	-	977	1,386	1,374
	337	-	-	189	232	307
	52	-	-	135	130	306
	1,049	-	-	681	625	1,140
	156	-	-	-	-	-
	1,125	-	-	476	413	1,734
	26	-	-	-	-	-
	1,591	-	-	-	-	-
	503	-	-	789	1,062	3,220
	-	-	-	43,246	66,510	72,280
	134	-	-	402	-	4
	84	-	-	-	-	-
	132	-	-	242	216	282
	576	-	-	182	282	248
	146	-	-	-	-	262
	289	-	-	-	-	-
	-	-	-	-	-	-
	444	-	-	65	59	118
5.	62,730	63,069	35,577	-10,099	70,352	109,557
6.	3,579	2,537	3,341	7,245	8,917	7,415

< 2-2- 11>

	1995	1996	1997	1998	1999	2000
	2,371	1,781	2,065	-	-	5,222
가	182	17	-	-	-	360
7.	19,736	22,454	19,497	19,783	13,110	14,598
	10,939	13,634	14,205	-	-	-
8.	46,572	43,151	19,421	-22,637	66,159	102,374
9.	8	14	68	1,883	5,260	3
1.	8	14	-	-	-	-
10.	29	30	-	6,250	265	-
1.	29	30	-	-	-	-
11.	46,551	43,135	19,489	-27,003	71,155	102,376
12.	17,449	14,369	6,694	-	2,1837	31,755
13.	29,102	28,766	12,794	-27,003	49,317	70,621

: 1. 가, 1. , : 98 ' ' .
 1. 가, 1. , : 2000 ' ' .
 1. 가, 1. , : 98 ' ' .
 1. 가, 2. , : 98-99 ' ' .
 1. 가, 3. , : 2000 ' ' .
 1. 가, 3. , : 98-99 ' ' .
 4. , : 98 ' ' .
 4. , : 96 가 ' ' .
 : 1995-1998 , [] , : 1999-2000 , [] ; (2000.6),
 [99] ; (2001.6), [2000]

< 2-2- 12>

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	1995	1996	1997	1998	1999	2000
	8,540	16,449	15,365	10,129	15,994	23,003
	8,203	16,086	13,770	8,893	15,251	22,117
(CM)	23	19	11	7	4	5
()	314	344	15,384	1,229	739	881
가	9,676	15,338	16,570	13,126	12,317	16,501
	6,413	10,039	11,133	9,573	7,116	9,410
가	183	151	445	255	358	324
	3,080	5,148	4,992	3,298	4,843	6,767
	-1,136	112	-1,205	-2,997	3,677	6,503
	2,200	1,688	2,240	2,622	1,761	2,094
	2,257	506	509	6	535	518
	-1,193	2,294	526	-381	4,902	8,079
	-1,193	2,298	567	-381	3,515	2,495
	-1,270	1,482	567	-482	3,515	5,584

< 2-2-13 >

	1995	1996	1997	1998	1999	2000
	-	-	8,405	11,255	19,703	29,920
	-	-	6,572	8,423	16,658	26,997
	-	-	1,806	2,827	3,030	2,712
()	-	-	27	5	15	212
가	-	-	9,609	14,674	15,727	22,068
	-	-	6,456	9,923	9,079	11,863
가	-	-	302	708	772	1,184
	-	-	2,851	4,043	5,876	9,021
	-	-	-1,204	-3,419	3,977	7,852
	-	-	1,446	4,761	1,932	1,752
	-	-	880	1,647	311	547
	-	-	-638	-305	5,598	9,057
	-	-	-638	-2,185	5,598	9,057
	-	-	-638	-2,186	4,504	6,281

< 2-2- 14>

	1995	1996	1997	1998	1999	2000
	14,577	30,651	28,700	15,204	21,676	34,727
	13,704	27,978	25,682	12,560	18,394	30,513
	847	2,647	2,985	2,601	3,251	4,121
()	26	26	33	43	31	93
가	22,092	31,379	28,081	17,992	19,983	30,314
	15,468	19,478	18,734	12,525	12,208	17,464
가	709	2,234	754	843	1,537	3,089
	5,915	9,667	8,593	4,624	6,238	9,761
	-7,515	-728	619	-2,788	1,693	4,412
	1,688	318	989	813	324	614
	1,710	3,838	2,697	2,300	696	339
	-7,538	-4,248	-1,089	-4,275	1,320	4,687
	-7,538	-4,249	-1,089	-5,299	1,320	4,687
	-7,538	-4,249	-1,089	-5,299	1,320	4,687

< 2-2- 15>

	1995	1996	1997	1998	1999	2000
	15,189	34,243	34,610	18,727	29,606	45,540
	13,563	30,353	28,237	13,070	21,344	37,043
	452	670	3,451	2,600	2,571	2,754
	1,173	3,220	2,921	3,056	5,691	5,744
가	18,261	32,068	33,424	20,190	23,927	31,768
	12,414	19,732	22,171	13,676	13,946	17,611
가	-	197	328	548	1,286	1,473
	5,847	12,139	10,925	5,966	8,695	12,684
	-3,072	2,175	1,186	-1,463	5,679	13,773
	1,860	433	257	940	930	964
	5,184	6,250	4,430	4,532	2,525	963
	-6,396	-3,641	-2,987	-5,055	4,085	13,774
	-6,396	-3,639	-2,987	-5,659	4,025	20,469
	-6,396	-3,639	-2,987	-5,659	2,782	17,105

< 2-2-16 >

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	1995	1996	1997	1998	1999	2000
	-	-	4,826	10,524	19,781	39,021
	-	-	3,137	8,124	15,169	31,343
	-	-	1,602	1,626	3,963	7,030
	-	-	87	774	648	648
가	-	-	15,385	40,434	45,419	54,467
	-	-	13,098	34,633	37,003	43,112
가	-	-	61	533	437	142
	-	-	2,226	5,267	7,979	11,213
	-	-	-10,559	-29,910	-25,638	-15,446
	-	-	4,556	2,941	794	674
	-	-	3,141	2,247	207	1,134
	-	-	-9,144	-29,216	-25,051	-15,906
	-	-	-9,144	-29,216	-25,051	-15,906
	-	-	-9,144	-29,216	-25,051	-15,906

< 2-2- 17>

	1995	1996	1997	1998	1999	2000
	-	-	1,699	5,743	10,115	17,002
	-	-	1,457	4,783	8,701	15,677
	-	-	242	925	1,372	1,288
()	-	-	-	35	42	36
가	-	-	3,269	7,804	10,600	16,360
	-	-	1,791	5,094	5,610	7,585
가	-	-	198	67	137	90
	-	-	1,280	2,643	4,853	8,685
	-	-	-1,570	-2,061	-485	641
	-	-	2,340	8	307	1,081
	-	-	955	1,382	968	1,386
	-	-	-185	-3,435	-1,146	336
	-	-	-	-	-	336
	-	-	-185	-3,435	-1,146	3,023

< 2-2- 18>

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	1995	1996	1997	1998	1999	2000
	-	-	2,606	7,359	11,521	17,865
	-	-	2,074	5,850	-	16,039
	-	-	427	1,284	-	1,094
()	-	-	105	225	-	732
가	-	-	5,880	11,176	13,250	14,765
	-	-	4,361	8,037	8,718	9,543
가	-	-	57	236	-	57
	-	-	1,462	2,903	4,532	5,165
	-	-	-3,274	-3,817	-1,729	3,100
	-	-	1,821	1,634	988	554
	-	-	919	1,418	544	371
	-	-	-2,372	-3,601	-1,285	3,283
	-	-	-2,372	-3,601	-1,285	3,283
	-	-	-2,372	-3,601	-1,285	3,276

< 2-2-19>

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	1995	1996	1997	1998	1999	2000
	-	-	3,301	7,679	13,243	19,600
	-	-	2,895	6,223	10,391	16,428
	-	-	254	942	2,236	2,466
	-	-	153	514	615	667
	-	-	-	-	-	39
가	-	-	6,662	9,888	12,677	14,321
	-	-	4,797	6,921	7,551	8,969
가	-	-	24	258	211	206
	-	-	1,841	2,709	4,915	5,146
	-	-	-3,361	-2,209	567	5,278
	-	-	2,148	1,191	2,421	470
	-	-	1,184	1,201	5	2,871
	-	-	-2,397	-2,219	2,982	2,878
	-	-	-2,397	-2,225	2,982	2,878
	-	-	-2,397	-2,225	2,023	2,007

: 2000 , (2001.6), [2000]; 99 , (2000.6), [99
]; 97-98 . (1999), []; 95-96 ,
 (1996), [].

< 2-2-20>

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	1995	1996	1997	1998	1999	2000
	36,559	47,192	68,612	60,791	45,748	81,363
	22,990	28,219	23,689	29,808	13,354	21,137
	5,189	504	2,692	4,320	6,544	16,393
	7,667	17,140	35,015	22,476	19,490	28,180
	753	1,329	7,205	4,186	6,361	15,652
	31,284	36,204	45,964	66,318	51,089	64,227
	11,691	13,465	13,758	17,880	13,506	17,824
	14,196	20,512	25,279	44,534	33,688	42,146
	5,396	2,227	6,927	3,903	3,895	4,256
	5,315	10,988	22,649	-5,527	-3,413	17,137
	2,615	4,926	14,526	17,544	5,338	2,306
	5,443	7,678	19,385	16,111	14,771	10,567
	2,487	8,235	17,791	-4,094	-12,845	8,877
	2,455	8,304	17,805	-3,807	-12,820	8,877
	2,455	8,304	16,644	-3,807	-12,820	8,877

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< 2-2-21 >

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	1995	1996	1997	1998	1999	2000
	31,873	40,138	41,859	26,127	37,832	52,376
	3,143	3,434	3,550	3,349	5,186	4,438
	24,247	31,176	32,874	17,954	27,963	42,855
	1,873	2,477	2,666	2,631	2,311	2,393
	409	414	363	212	184	124
	2,200	2,638	2,406	1,980	2,208	2,565
가	33,925	40,629	38,880	27,646	34,354	43,254
가	19,012	22,480	20,472	16,149	20,529	24,132
	14,913	18,149	18,408	11,497	13,825	19,122
	-2,052	-491	2,979	-1,519	3,478	9,122
	259	708	400	334	225	548
	3,615	4,033	4,837	8,639	9,126	7,457
	-5,408	-3,816	-1,457	-9,825	-5,422	2,213
	-4,631	-1,295	-1,375	-9,818	-5,422	2,713
	-4,844	-1,834	-1,389	-9,818	-5,422	2,713

< 2-2-22 >

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	1995	1996	1997	1998	1999	2000
	10,529	12,252	16,107	10,729	12,724	19,572
	6,032	7,706	10,567	5,265	7,558	15,001
	21	237	621	569	679	-
TV,	234	519	1,084	1,155	1,066	1,174
	3,014	3,479	3,424	3,253	3,263	3,170
	1,228	311	618	487	158	227
가	14,529	16,143	18,467	13,679	13,404	18,383
가	9,615	10,355	12,012	9,164	8,580	10,866
	4,914	5,788	6,455	4,515	4,824	7,517
	-4,000	-3,891	-2,360	-2,950	-680	1,189
	398	470	946	1,155	944	722
	58	100	77	96	160	223
	-3,660	-3,521	-1,491	-1,891	104	1,688
	-3,661	-3,536	-1,847	-1,903	106	1,688
	-3,661	-3,536	-1,847	-1,903	106	1,688

< 2-2-23>

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	1995	1996	1997	1998	1999	2000
	9,346	10,987	11,821	4,994	8,159	15,291
	8,555	10,368	11,135	4,540	7,780	14,558
	9	79	62	33	5	3
	677	443	603	420	374	230
	105	96	21	-	-	500
가	12,615	8,915	13,655	8,324	11,054	14,404
가	-	-	-	-	-	2,070
가	7,000	6,121	7,595	4,709	4,635	4,173
가	7	61	44	24	3	2
가	378	218	277	230	210	128
	5,230	2,515	5,739	3,361	6,206	8,031
	-3,269	2,072	-1,834	-3,330	-2,895	1,838
	617	776	909	946	874	26
	1	9	262	149	179	43
	-2,653	2,839	-1,186	-2,533	-2,200	1,822
	-2,656	2,839	-1,203	-2,543	-2,200	1,822
	-2,656	2,839	-1,203	-2,543	-2,200	1,822

< 2-2-24>

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	1995	1996	1997	1998	1999	2000
(, ,)	8,328	8,308	9,441	7,921	10,432	11,935
	4,827	6,746	6,062	5,440	6,271	8,918
	3,500	1,562	3,379	2,481	4,610	3,017
	1,094	1,931	1,521	8,437	6,910	4,382
	3,870	1,630	952	2,680	1,559	2,832
	773	1,863	3,947	8,237	9,508	4,568
	725	1,827	3,933	8,229	9,508	4,558

< 2-2-25>

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	1995	1996	1997	1998	1999	2000
()	2,178	3,293	2,757	2,436	2,930	3,032
	2,196	3,332	2,773	2,305	2,018	2,408
	-18	-39	-17	130	912	624
	20	72	38	1,315	48	168
	2	33	21	1,447	963	799
	2	33	21	1,447	963	784

< 2-2-26>

	1995	1996	1997	1998	1999	2000
	-	-	-	1,204	2,668	4,961
	-	-	-	1,204	2,668	4,925
	-	-	-	-	-	36
	-	-	-	-	-	-
가	-	-	-	2,407	2,997	3,992
	-	-	-	1,903	1,837	2,523
가	-	-	-	-	-	-
	-	-	-	504	1,160	1,469
	-	-	-	-1,203	-329	968
	-	-	-	31	20	9
	-	-	-	77	7	195
	-	-	-	-1,249	-316	782
	-	-	-	-1,249	-316	782
	-	-	-	-1,249	-316	782

: 2000 , (2001.6), [2000]; 97-98 . (1999), []; 99 , (2000.6), [99]; 95-96 , (1997), [] .

< 2-3- 1>

		1995	1996	1997	1998	1999	2000	2001
	4	12,195	12,067	12,741	10,165	10,584	10,751	10,827
		599	674	677	1,134	1,159	1,238	1,277
		1170	1087	1118	1095	1187	-	1,257
		13964	13828	14536	12394	12930	11989	12,211
TV	SO	782	1805	2082	2164	2871	-	3,327
	PP	3198	3963	4044	3556	3665	4488	5,053
		3980	5768	6126	5720	6536	4488	8,380
		17944	19596	20662	18114	18926	-	20591

: (2001).

< 2-3-2>

KBS					10	289	277	690	80	312	940	65	110	417	3190
KBS					0	6	21	18	5	21	61	4	12	45	193
KBS					0	4	9	4	1	4	25	4	6	13	70
KBS					0	6	13	12	5	13	51	3	4	29	136
KBS					0	3	4	2	3	3	23	1	1	12	52
KBS					0	10	15	18	7	13	67	5	10	34	179
KBS					0	3	5	1	4	3	24	2	4	5	51
KBS					0	1	4	2	2	3	21	1	5	9	48
KBS					0	6	17	16	8	16	59	3	9	30	164
KBS					0	4	5	1	1	0	16	0	5	10	42
KBS					0	3	7	1	0	2	18	0	8	6	45
KBS					0	2	2	3	3	1	11	0	7	7	36
KBS					0	4	13	13	4	14	50	2	9	26	135
KBS					0	2	3	1	2	1	7	1	4	4	25
KBS					0	4	2	1	3	0	13	1	2	6	32
KBS					0	7	18	12	6	16	59	3	9	34	164
KBS					0	3	2	2	3	1	14	1	3	3	32
KBS					0	5	11	14	4	13	38	3	7	20	115
KBS					0	3	4	0	3	3	22	0	7	8	50
KBS					0	5	9	14	4	10	50	2	9	19	122
KBS					0	3	8	7	2	8	37	1	6	18	90
KBS					0	2	3	5	4	5	28	0	2	9	58
KBS					0	3	2	3	1	1	11	0	3	2	26
KBS					0	3	3	2	1	1	17	1	2	5	35
KBS					0	2	2	3	2	1	12	1	3	5	31
KBS					0	6	10	12	5	11	49	2	10	25	130
KBS			()		0	0	3	15	5	1	7	0	1	0	32
					10	389	472	872	168	477	1730	106	258	801	5283

: (2001).

< 2-3-2>

MBC			TV	TV	0	32	250	238	40	133	137	0	177	35	1042
MBC			R	R	0	1	0	49	0	0	38	0	7	0	95
MBC					8	211	29	22	3	2	113	20	143	1	552
					8	244	279	309	43	135	288	20	327	36	1689
EBS			TV	TV	0	0	0	127	0	37	98	0	57	0	319
EBS			R	R	0	0	0	21	0	0	12	0	8	0	41
EBS					5	40	0	11	0	3	58	13	47	33	210
					5	40	0	159	0	40	168	13	112	33	570
MBC				TV	0	0	0	9	0	0	0	0	0	0	9
MBC				R	0	0	0	3	0	0	0	0	0	0	3
MBC					1	11	10	0	5	13	25	7	0	5	77
					1	11	10	12	5	13	25	7	0	5	89
MBC					1	13	18	20	3	12	30	3	60	2	162
					1	13	18	20	3	12	30	3	60	2	162
MBC					1	5	15	15	4	10	35	8	16	0	109
					1	5	15	15	4	10	35	8	16	0	109
MBC				TV	0	0	14	14	0	12	14	0	0	0	54
MBC				R	0	0	0	4	6	0	8	7	0	0	25
MBC					1	9	0	0	0	0	8	0	30	0	48
					1	9	14	18	6	12	30	7	30	0	127
MBC				TV	0	0	3	5	0	0	10	0	0	0	18
MBC				R	0	0	0	2	0	0	4	4	0	0	10
MBC					1	6	6	0	1	3	0	3	29	0	49
					1	6	9	7	1	3	14	7	29	0	77
MBC				TV	0	0	0	7	0	21	6	0	0	0	34
MBC				R	0	0	0	0	0	0	7	0	0	0	7
MBC					2	9	10	0	5	0	12	7	13	11	69
					2	9	10	7	5	21	25	7	13	11	110
MBC				TV	0	0	0	12	0	0	0	0	0	0	12
MBC				R	0	0	0	3	0	0	0	0	0	0	3
MBC					1	7	13	0	2	20	23	6	13	23	108
					1	7	13	15	2	20	23	6	13	23	123
MBC					1	7	6	4	2	10	20	4	30	1	85
					1	7	6	4	2	10	20	4	30	1	85

< 2-3-2>

MBC				TV	2	0	0	17	0	0	0	0	0	0	19
MBC				R	0	0	0	4	1	0	0	0	0	0	5
MBC					0	10	19	0	0	4	27	6	57	0	123
					2	10	19	21	1	4	27	6	57	0	147
MBC				TV	0	0	0	13	0	0	0	0	0	0	13
MBC				R	0	0	0	5	0	0	0	0	0	0	5
MBC					2	21	37	0	5	28	44	18	83	0	238
					2	21	37	18	5	28	44	18	83	0	256
MBC				TV	0	0	0	8	0	0	6	0	0	0	14
MBC				R	0	0	0	0	0	0	6	0	0	0	6
MBC					1	7	13	0	2	5	11	5	29	1	74
					1	7	13	8	2	5	23	5	29	1	94
MBC					1	14	16	10	2	14	22	0	24	0	103
					1	14	16	10	2	14	22	0	24	0	103
MBC				TV	0	0	11	8	0	6	22	0	9	0	56
MBC				R	0	0	0	0	4	0	0	0	1	0	5
MBC					1	8	0	0	0	0	0	5	15	0	29
					1	8	11	8	4	6	22	5	25	0	90
MBC					1	9	10	8	6	3	24	5	22	0	88
					1	9	10	8	6	3	24	5	22	0	88
MBC					2	28	37	22	6	0	36	0	0	34	165
					2	28	37	22	6	0	36	0	0	34	165
MBC					2	8	8	6	6	14	21	8	0	5	78
					2	8	8	6	6	14	21	8	0	5	78
MBC				TV	0	1	13	10	0	14	0	0	0	0	38
MBC				R	0	0	0	2	2	0	0	0	0	0	4
MBC					1	3	0	0	0	0	26	7	43	8	88
					1	4	13	12	2	14	26	7	43	8	130

< 2-3-2>

MBC				TV	0	0	4	8	0	3	4	0	6	0	25
MBC				R	0	0	0	1	0	0	11	0	0	0	12
MBC					1	8	11	0	2	1	6	8	30	3	70
					1	8	15	9	2	4	21	8	36	3	107
MBC				TV	1	0	0	7	0	0	15	0	0	0	23
MBC				R	0	0	0	3	0	0	7	0	0	0	10
MBC					0	9	12	0	2	2	0	8	7	0	40
					1	9	12	10	2	2	22	8	7	0	73

: (2001).

< 2-3-3>

(SBS)

SBS			-	TV	3	0	0	226	0	0	63	0	0	0	292
SBS			-	R	0	1	0	24	0	0	22	0	0	0	47
SBS			-		6	124	163	0	28	42	0	33	247	56	699
SBS					0	0	0	0	0	4	0	0	4	0	8
SBS					0	1	1	0	0	2	0	0	0	0	4
SBS					0	1	1	0	0	2	0	0	0	0	4
SBS					0	1	1	0	0	2	0	0	0	0	4
SBS					0	1	1	0	0	2	0	0	0	0	4
SBS					0	0	6	0	0	0	0	0	0	0	6
					9	130	174	250	28	56	85	33	251	56	1072

: (2001).

< 2-3-4> ()

					4	13	22	24	1	39	31	10	8	0	152
			-		0	0	0	0	0	0	0	2	0	0	2
					4	13	22	24	1	39	31	12	8	0	154
			TV	TV	3	16	27	17	4	25	34	11	44	0	181
			R	R	0	0	0	5	0	0	0	0	0	0	5
					3	16	27	22	4	25	34	11	44	0	186
			TV	TV	0	0	19	13	3	33	26	0	0	0	94
			R	R	0	0	0	2	0	0	3	0	0	0	5
					2	21	0	0	0	0	0	0	33	0	56
					2	21	19	15	3	33	29	0	33	0	155
			TV	TV	0	0	0	11	0	0	33	0	0	0	44
			R	R	0	0	0	3	0	0	5	0	0	0	8
					3	22	15	0	4	11	0	3	0	9	67
					3	22	15	14	4	11	38	3	0	9	119
			TV	TV	5	30	68	50	6	42	53	7	52	0	313
					5	30	68	50	6	42	53	7	52	0	313
			TV	TV	1	10	15	10	2	16	23	5	22	0	104
					1	10	15	10	2	16	23	5	22	0	104
				TV	1	17	15	11	5	38	2	4	0	0	93
				TV	0	1	3	0	0	0	0	0	0	0	4
					1	18	18	11	5	38	2	4	0	0	97
			TV	TV	2	16	12	17	2	20	20	6	16	0	111
					2	16	12	17	2	20	20	6	16	0	111
				R	3	5	10	8	7	0	5	0	0	0	38
					3	5	10	8	7	0	5	0	0	0	38

: (2001).

< 2-3-5>

			-	R	2	54	60	38	9	0	28	0	10	0	201	
				R	0	3	8	3	2	0	6	0	2	0	24	
				R	0	2	9	2	2	0	6	0	2	0	23	
				R	0	4	8	2	1	0	5	0	1	0	21	
				R	0	3	8	3	2	0	6	0	2	0	24	
				R	0	2	5	2	2	0	5	0	1	0	17	
				R	0	3	5	2	2	0	5	0	2	0	19	
				R	0	3	6	2	2	0	4	0	2	0	19	
				R	0	1	1	0	0	0	1	0	0	0	3	
				R	0	1	1	0	0	0	1	0	0	0	3	
				R	0	1	1	0	0	0	1	0	0	0	3	
				R	0	1	1	0	0	0	1	0	0	0	3	
					2	78	113	54	22	0	69	0	22	0	360	
			-	R	2	12	15	12	8	6	14	10	2	0	81	
				R	2	2	3	1	2	0	5	1	0	0	16	
				R	2	2	3	2	1	0	4	1	0	0	15	
				R	2	2	3	2	1	0	4	1	1	0	16	
				R	1	2	3	2	1	0	4	0	0	0	13	
					9	20	27	19	13	6	31	13	3	0	141	
				R	3	29	14	16	8	0	14	8	30	0	122	
				R	1	7	4	3	0	2	4	0	5	2	28	
				R	1	4	2	3	2	0	4	2	2	0	20	
				R	1	2	2	3	3	0	4	0	3	0	18	
				R	1	3	0	0	0	0	3	0	0	0	7	
					7	45	22	25	13	2	29	10	40	2	195	
			-	R	5	47	2	11	0	4	8	0	0	0	77	
			-	R	1	13	1	8	0	0	3	0	0	0	26	
				R	1	13	0	6	0	0	3	0	0	0	23	
				R	1	1	0	0	0	0	1	0	0	0	3	
					8	74	3	25	0	4	15	0	0	0	129	

< 2-3-5>

			-	R	5	47	2	11	0	4	8	0	0	0	0	77
				R	1	10	0	3	0	0	5	0	0	0	0	19
				R	1	3	0	2	0	0	1	0	0	0	0	7
					7	60	2	16	0	4	14	0	0	0	0	103
				R	1	2	0	9	0	18	4	2	0	0	0	36
					1	2	0	9	0	18	4	2	0	0	0	36
			-	R	1	13	9	22	16	2	25	10	0	25	123	
					1	13	9	22	16	2	25	10	0	25	123	
			()	R	4	12	0	1	0	3	0	0	0	0	0	20
			-	R	0	5	2	10	1	9	4	3	0	0	0	34
			-	R	0	5	3	7	3	10	4	3	0	0	0	35
			-	R	0	4	2	8	3	9	4	2	0	0	0	32
			-	R	0	4	5	19	2	12	4	3	0	0	0	49
					4	30	12	45	9	43	16	11	0	0	0	170

: (2001).

< 2-4 1> KBS, MBC, SBS, EBS (1995-2000)

								&	
			()		()		()	()	
2000	KBS	45	4,463.06	84	803.13	-	6,156.45	13,384.05	24,806.70
2000	MBC	-	-	-	-	-	-	-	-
1995	SBS	12	2,513	51	644	6	455	49	1,911
1996	SBS	13	2,708	61	780	8	692	50	2,063
1997	SBS	15	3,180	70	876	9	698	56	3,062
1998	SBS	13	2,669	70	876	9	698	57	2,921
1999	SBS	13	2,669	80	898	9	698	57	2,900
2000	SBS	14	2,919	93	938	10	728	62	3,000
1995	EBS	19	393.85	6	65.04	10	167.89	552.97	1,180
1996	EBS	19	393.85	6	65.04	10	167.89	552.97	1,180
1997	EBS	19	393.85	6	65.04	10	167.89	552.97	1,180
1998	EBS	21	428.04	8	104.97	12	193.90	489.14	1,216
1999	EBS	21	428.04	8	104.97	12	193.90	489.14	1,216
2000	EBS	21	428.04	8	104.97	12	193.90	489.14	1,216

< 2-4-2> KBS, MBC, SBS, EBS ,
(1995-2000)

				TV		
1995	KBS	-	16	-	-	16
1996	KBS	11	191	1	-	203
1997	KBS	3	78	1	-	82
1998	KBS	1	-	-	-	1
1999	KBS	-	25	-	-	25
2000	KBS	4	168	-	-	172
		19	478	2	-	499
1995	MBC	-	45	-	-	45
1996	MBC	-	47	-	-	47
1997	MBC	-	32	-	-	32
1998	MBC	-	25	-	-	25
1999	MBC	-	100	-	-	100
2000	MBC	-	41	-	-	41
		-	290	-	-	290
1995	SBS	-	33	-	-	33
1996	SBS	-	61	-	-	61
1997	SBS	-	2	-	-	2
1998	SBS	-	13	-	-	13
1999	SBS	-	42	1	-	43
2000	SBS	6	128	2	-	136
		6	279	3	-	288
1995	EBS	2	6	-	-	-
1996	EBS	3	9	-	-	-
1997	EBS	4	11	-	-	-
1998	EBS	26	92	4	12	-
1999	EBS	2	45	-	6	-
2000	EBS	3	31	-	14	-
		40	194	4	32	-

< 2-4-3>

(1995-2000)

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	(/)	(/)		& (/)	
1995	-	-	-	-	-
1996	338.00	43.00	-	304.00	685.00
1997	-	-	-	-	-
1998	-	-	-	-	-
1999	-	-	-	-	-
2000	-	-	-	-	-
1995	190.00	56.00	300.00	2,721.00	3,267.00
1996	-	-	-	-	-
1997	-	-	-	-	-
1998	-	-	-	-	-
1999	-	-	-	-	-
2000	-	-	-	-	-
1995	99.73	34.82	168.91	1,229.35	1,532.81
1996	99.73	34.82	168.91	1,229.35	1,532.81
1997	99.73	34.82	168.91	1,229.35	1,532.81
1998	111.68	51.60	192.65	1,176.92	1,532.84
1999	111.68	51.60	192.65	1,176.92	1,532.84
2000	111.68	51.60	192.65	1,176.92	1,532.84
1995	-	-	-	-	-
1996	258.10	87	103	1,087	1,536.30
1997	-	-	-	-	-
1998	-	-	-	-	-
1999	-	-	-	-	-
2000	-	-	-	-	-
1995	-	-	-	-	-
1996	-	-	-	-	-
1997	-	-	-	-	-
1998	-	-	-	-	-
1999	-	-	-	-	-
2000	-	-	-	-	-

< 2-4-3>

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1995		-	-	-	-	-
1996		-	-	-	-	-
1997		-	-	-	-	-
1998		-	-	-	-	-
1999		-	-	-	-	-
2000		-	-	-	-	-
1995		-	-	-	-	-
1996		-	-	-	-	-
1997		81.40	38.90	229.78	1,110.41	1,460.50
1998		81.40	38.90	229.78	1,110.41	1,460.50
1999		81.40	38.90	229.78	1,110.41	1,460.50
2000		81.40	38.90	229.78	1,110.41	1,460.50
1995		-	-	-	-	-
1996		-	-	-	-	-
1997		-	-	-	-	-
1998		-	-	-	-	-
1999		-	-	-	-	-
2000		-	-	-	-	-

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< 3-2-2> TV 2 PP

SBS	SBS
TV	TV
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	TV
MBC	
TV	WEN TV
TV	MBN
	WOW-TV
	TV
	Today
	e
TV	/

< 3-2-1> TV 1 PP

	ch 14	, K-TV
	ch 17	TV, dbc
TV	ch 19	NTV
TV	ch 20	TV, MBN
	ch 22	, OCN
	ch 23	, JN23TV
	ch 24	YTN
	ch 25	Q CHANNEL
	ch 26	+ 26
	ch 27	, mnet
TV	ch 28	TV, Living TV
	ch 29	TV, CTN
SBS	ch 30	SBS SPORTS 30
	ch 31	HBO
	ch 32	TV, btn
()	ch 33	TV, PBC-TV
TV	ch 34	TV, DTV
SDNTV	ch 35	SDN
MBC	ch 36	MBC Drama net
()	ch 37	TV
	ch 38	, tooniverse
CJ	ch 39	cj39 , 39 shopping
	ch 42	TV, KCTS
	ch 43	KMTV
SBS	ch 44	SBS GOLF44
LG	ch 45	LG
	ch 46	TV, BTV
	ch 47	TV, OUN
	ch 50	Arirang TV

< 3-2-3> MPP

CJ (4)	CJ 39
	M-net
	Channel F
	N-TV
MBC (3)	Drama net
	MBC sports
SBS (3)	SBS sports
	SBS golf
	SBS
(7)	HBO
	OCN
	OCN-Action
	On-Game-Net
	M-TV
TV (2)	MBN
	MBN-S()
CTN (2)	CTN
(2)()	TV
	TV

< 3-2-4> SO

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: TV , 2001 6 30 .

< 3-2-5> TV PP (1999 12)

	가			
KTV				
dbc		97.10	→	
Channel Next	(→)			
OCN	(→)	99.4	→	DCN→ OCN
JN23TV	(→)	98.3	→	DSN→ JN23TV
YTN		97.10	→	
Q		99.5	→	
+ 26		97.3 99.7	→TV	→
M-net	(→)	97.4	→	
CTN		CTN		
TV		99.12	→KEP	→
SBS SPORT30		00.1	→SBS	
	(→)	99.4	→	
TV	(→)	98.10 99.5	→	
SDNTV		97.4 99.11	→ SDN	
		97.2	→ 39	
TV		99.3	→	
39		00.5	39 →	
KMTV		KM ()		
SBS GOLF44	(→ →)	99.6	→SBS	→

: TV 5 1995-2000 (TV), 94 .

< 3-2-6> TV 2 SO

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	(I&B)	, ,
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: TV , 2001 6 30 .

< 3-2-7> TV MSO (2001 8)

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< 3-2-7>

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	CCS	, , , , ,	2
	I&B	, ,	2
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< 3-2-7>

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< 3-2-8 > 1 NO 2 NO 가

1 NO(1993 12 30)				2 NO(1997 7 15)			
	가					가	
2 1	54 SO					6 SO	
32	"	"			"	22 SO	
	4 SO	"			"	4 SO	
"	21 SO	"	(LG)	SK	"	12 SO	
"	2 SO				"	3 SO	"
"	1 SO			CATV	"	3 SO	"
					-	1 SO	KNC
					-		13

1): 1 NO 6 가 , SO가 NO
 2): 2 NO

: TV 5 1995-2000 (TV), 106

< 3-3-1> TV (:)

	PP()	1 SO	2 SO	NO		
1996	2 18,660	85,668	-	12,490	3 16,818	297,172
1997	3 12,822	159,557	-	33,060	505,439	469,093
1998	572,385	177,243	22,357	3 1,840	803,825	775,143
1999	701,157	195,087	4 1,420	3 1,840	969,504	929,357
2000	1,325,384	274,667	90,204	54,356	1,744,611	1,690,597
	PP()	1 SO	2 SO	NO		
1996	18 1,853	85,668	-	12,490	280,011	260,523
1997	155,469	159,557	-	33,060	348,086	3 11,740
1998	158,122	177,243	22,357	3 1,840	389,562	360,880
1999	173,094	195,087	4 1,420	3 1,840	44 1,44 1	40 1,294
2000	302,423	274,667	90,204	54,356	72 1,650	674,907

: TV = (SO + PP) - PP
 TV PP, SO, NO PP NO SO
 : TV , SO/PP , ; TV (2000.6), [PP];
 (2000.6), [99]; (2001.6), [2000
]; (1997.8), [96 TV]; 21(2001.4), [2000 PP].

< 3-3-2> PP (:)

1996	367,901	376,540	-8,638	
1997	372,409	483,370	-110,961	
1998	350,292	430,911	-80,619	
1999	1,3 13,902	669,326	652,499	50.9%
2000	1,145,342	40 1,947	742,484	35.1%

: TV , SO/PP , ; TV (2000.6), [PP];
 (2000.6), [99]; (2001.6), [2000
]; (1997.8), [96 TV]; 21(2001.4), [2000 PP]

< 3-3-3> PP

(:)

	YTN						MBN			OCN			
1996	26,421	47,527	-21,106	20,117	4,051	16,067	-	-	-	-	-	-	-
1997	23,985	91,161	-67,176	21,207	4,871	16,336	-	-	-	-	-	-	-
1998	32,974	18,462	14,512	20,735	3,983	16,752	6,651	14,220	-7,569	-	-	-	-
1999	37,529	17,402	20,127	22,434	4,280	18,154	-	-	-	25,612	2,317	23,295	-
2000	134,510	15,446	119,064	58,229	7,265	50,964	-	-	-	29,452	4,145	25,306	-
	sbs (KSTV)			SBS GOLF44						TV			
1996	31,139	2,714	28,425	7,174	9,987	-2,813	-	-	-	5,790	5,157	633	
1997	16,933	2,974	13,959	3,974	12,897	-8,923	-	-	-	11,753	8,021	3,732	
1998	4,562	3,865	697	3,285	5,731	-2,446	-	-	-	11,353	10,008	1,345	
1999	4,727	1,085	3,642	4,465	3,935	530	2,796	1,297	1,499	14,241	13,989	252	
2000	4,218	6,047	-1,829	7,221	5,740	1,481	5,202	2,284	2,918	13,363	14,583	-1,220	
	()												
1996	8,383	6,743	1,640	13,221	49,932	-36,711	-	-	-	6,548	15,494	-8,946	
1997	10,829	8,589	2,240	63,025	68,093	-5,068	-	-	-	4,980	20,933	-15,953	
1998	7,564	6,001	1,563	46,884	67,426	-20,542	1,235	660	575	3,878	21,336	-17,458	
1999	5,160	4,217	943	11,508	779	10,729	1,079	418	661	3,762	16,315	-12,553	
2000	6,658	3,734	2,925	22,186	12,646	9,540	674	1,423	-749	2,702	18,416	-15,714	
	KMIV			m-net						TV			
1996	8,230	28,321	-20,091	7,846	8,670	-824	15,801	10,698	5,103	16,159	16,037	122	
1997	11,116	43,499	-32,383	9,063	19,473	-10,410	-	-	-	14,707	23,958	-9,251	
1998	8,792	53,692	-44,900	5,796	19,496	-13,700	-	-	-	-	-	-	
1999	38,139	88,956	-50,817	8,206	6,481	1,725	3,265	1,431	-	10,303	145	10,158	
2000	1,950	1,034	916	15,666	8,816	6,850	2,422	1,514	-	10,166	566	9,600	

< 3-3-3>

	SDN									TV		
1996	27,172	56,073	-28,901	20,389	4,213	16,176	9,149	6,658	2,491	12,212	8,377	3,835
1997	7,907	56,120	-48,213	-	-	-	-	-	-	8,879	13,631	-4,752
1998	4,420	62,316	-57,896	18,922	4,378	14,544	4,014	8,510	-4,496	6,137	14,456	-8,319
1999	180,919	87,022	93,897	26,886	4,832	22,054	2,704	9,663	-6,959	4,243	14,077	-9,834
2000	155,122	57,172	97,950	25,886	6,700	19,186	2,724	8,114	-5,390	3,462	13,514	-10,052
	TV			TV			IG					
1996	14,969	32,571	-17,602	26,449	26,304	145	13,720	10,560	3,160	40,652	10,353	30,299
1997	12,417	1,434	10,983	28,632	37,017	-8,385	19,145	20,049	-904	67,447	24,474	42,973
1998	10,633	596	10,037	22,185	40,153	-17,968	31,642	23,063	8,579	75,528	28,532	46,996
1999	9,796	2,735	7,061	134,078	103,714	30,364	73,022	35,415	37,607	144,220	43,830	100,390
2000	10,050	3,813	6,237	20,020	6,366	13,654	219,124	97,166	121,958	167,518	73,069	94,449
	TV						TV			KIV		
1996	12,749	11,859	890	23,611	4,241	19,370	-	-	-	-	-	-
1997	16,403	20,247	-3,844	20,007	5,929	14,078	-	-	-	-	-	-
1998	9,921	17,184	-7,263	13,181	6,843	6,338	-	-	-	-	-	-
1999	9,713	15,874	-6,161	13,936	5,239	8,697	138,387	10,851	127,536	-	-	-
2000	6,601	6,770	-169	16,590	6,502	10,088	134,717	10,810	123,907	20,347	-	20,347
< PP>												
	sbs						TV			TV		
1999	-	-	-	-	-	-	7,923	530	7,393	-	-	-
2000	2,513	517	1,996	5,784	5	5,779	10,731	2,048	8,682	4,991	111	4,880
1999	-	-	-	-	-	-	-	-	-	-	-	-
2000	5,330	355	4,975	2,036	512	1,523	2,920	2,707	213	2,658	1,725	933

< 3-3-3>

1999	-	-	-										
2000	11,599	312	11,286										

- 1): = / *100.
- 2): 99 가 TV : , TV PP (2000.6) SDN 가
- 3): ' 가
- 4): 2000 6.5-12.31
- 5): OCN
- 6): KMTV 2000 4/4 가
- 7):
- 8): : DCN -> OCN, TV-> SBS 44, TV->KSTV, Q -> , -> ->Network TV, GTV->SDN, A&C -> TV->world wide net, KMTV-> , ->HBO.
- : TV , SO/PP , , TV (2000.6), [PP]; (2000.6), [99]; (2001.6), [2000]; (1997.8), [96 TV]; 21(2001.4),[2000 PP].

< 3-3-4> PP ()

1996	2 18,660	2 18,660	19,646	106,764	92,250	457,822	-239,162	0	0.0%	
1997	329,318	3 12,822	36,346	83,532	192,944	523,214	-193,896	-494,997	35.8%	
1998	593,079	572,385	28,682	85,615	458,088	736,872	-143,793	-594,600	60.4%	
1999	732,174	701,157	40,147	106,102	554,887	725,928	6,246	-475,950	20.3%	
2000	1,357,098	1,325,384	52,256	172,491	1,085,871	1,399,065	-41,967	-376,845	63.7%	

: TV , SO/PP , ; (2001.6), [2000]; (1997.8), [96 TV]; 21,(2001.4), [2000 PP].

< 3-3-5> PP ()

1996	181,853	181,853	19,488	105,275	57,090	410,728	-228,875	0	0.0%
1997	166,368	155,469	36,346	83,532	35,591	359,638	-193,270	-474,093	-15.7%
1998	171,329	158,122	28,682	85,615	43,825	330,201	-158,872	-575,320	1.7%
1999	199,080	173,094	40,147	103,015	29,911	210,260	-11,180	-434,987	9.0%
2000	319,304	302,423	44,985	167,840	72,050	398,075	-78,770	-513,757	55.8%

: TV, SO/PP, (2001.6), [2000];
]; (2000.6), [99];
]; 21,(2001.4), [2000 PP].

< 3-3-6> PP

							- PP					
1996	19,488	10.7%	105,275	57.9%	57,090	31.4%	19,646	9.0%	106,764	48.8%	92,250	42.2%
1997	36,346	23.4%	83,532	53.7%	35,591	22.9%	36,346	11.6%	83,532	26.7%	192,944	61.7%
1998	28,682	18.1%	85,615	54.1%	43,825	27.7%	28,682	5.0%	85,615	15.0%	458,088	80.0%
1999	40,147	23.2%	103,015	59.5%	29,911	17.3%	40,147	5.7%	106,102	15.1%	554,887	79.1%
2000	44,985	14.9%	166,671	55.5%	74,833	23.8%	46,152	3.9%	171,322	13.0%	1,093,144	81.9%

1996	181,853	181,853	19,488	105,275	57,090	410,728	-228,875	0	0.0%
1997	166,368	155,469	36,346	83,532	35,591	359,638	-193,270	-474,093	-15.7%
1998	171,329	158,122	28,682	85,615	43,825	330,201	-158,872	-575,320	1.7%
1999	199,080	173,094	40,147	103,015	29,911	210,260	-11,180	-434,987	9.0%
2000	314,544	299,299	52,256	162,466	71,335	375,000	-60,455	-423,856	54.8%

1996	36,807	36,807	158	1,489	35,160	47,094	-10,287	-	0.0%
1997	162,950	157,353	-	-	157,353	163,576	-626	-20,904	145.3%
1998	421,750	414,263	-	-	414,263	406,671	15,079	-3,561	96.8%
1999	533,094	528,063	-	3,087	524,976	515,668	17,426	10,208	24.3%
2000	1,037,794	1,022,961	-	9,141	1,013,821	1,000,990	36,803	47,011	66.1%

PP

2000	4,760	3,124	0	884	715	23,075	-18,315	0	0.0%

6 PP 2000 7† YTN, MBN,

< 3-3-7> PP

(:)

YTN								
1996	27,154	27,154	1,152	24,784	1,218	56,210	-29,056	-
1997	23,528	22,919	0	19,182	3,737	69,598	-46,070	-97,175
1998	21,276	19,773	0	14,115	5,658	59,588	-38,312	-135,487
1999	39,817	34,986	0	26,049	8,938	34,203	5,614	-129,873
2000	48,743	47,187	2,210	30,863	14,114	47,722	1,024	-128,849
MBN								
1996	12,378	12,378	0	11,035	1,343	12,738	-360	-
1997	13,780	12,476	1,621	10,489	366	13,511	269	-3,664
1998	14,000	12,435	1,671	9,611	1,153	13,584	416	-3,248
1999	17,506	16,427	0	16,427	0	15,800	1,706	-1,846
2000	25,439	24,065	2,565	20,744	756	22,692	2,747	901

1996	4,662	4,662	4,369	-	293	20,522	-15,860	-
1997	-	-	-	-	-	-	-	-
1998	11,651	10,718	0	10,718	0	19,220	-7,569	-7,569
1999	-	-	-	-	-	-	-	-
2000	-	-	-	-	-	-	-	-
OCN								
1996	8,465	8,465	878	7,587	-	21,155	-12,690	-
1997	-	-	-	-	-	-	-	-
1998	-	-	-	-	-	-	-	-
1999	8,145	8,086	3,139	4,643	304	7,211	934	921
2000	24,217	23,968	11,763	11,743	462	22,206	2,012	2,933

KSTV (SBSSPORTIS30)								
1996	6,115	6,115	748	3,706	1,661	20,037	-13,922	-
1997	8,159	6,378	1,370	4,504	504	22,626	-14,466	-37,644
1998	7,383	6,781	1,779	3,761	1,241	20,645	-13,262	-50,906
1999	8,362	8,328	2,029	4,438	1,861	10,664	-2,302	-53,208
2000	7,705	7,073	2,055	4,859	159	13,005	-5,300	-58,508

< 3-3-7>

SBS GOLF44								
1996	2,050	2,050	731	654	665	6,895	-4,845	-
1997	2,971	2,906	1,273	155	1,478	10,081	-7,109	-14,922
1998	4,334	4,034	1,309	1,421	1,304	6,958	-2,624	-12,446
1999	7,094	7,042	1,360	4,846	836	9,042	-1,948	-14,436
2000	12,677	12,410	1,847	10,022	541	11,728	950	-13,486

1996	6,283	6,283	705	3,192	2,386	18,778	-12,495	-
1997	5,709	5,709	1,264	3,301	1,144	14,920	-9,211	-
1998	-	-	-	-	-	-	-	-
1999	6,234	6,188	1,214	2,019	2,955	6,734	-500	-500
2000	10,275	10,027	-	-	-	9,929	349	-151
TV								
1996	1,751	1,751	600	813	338	3,552	-1,801	
1997	4,395	3,963	1,259	2,454	250	6,296	-1,901	-6,268
1998	4,571	4,074	1,638	2,056	380	6,958	-2,387	-8,655
1999	7,093	5,665	1,449	3,672	544	8,186	-1,093	-9,748
2000	7,102	6,744	1,442	4,863	439	8,573	-1,471	-11,219

()								
1996	1,029	1,029	394	287	348	5,350	-4,321	-
1997	7,244	7,187	1,281	5,475	431	7,177	68	-6,452
1998	6,302	6,153	1,976	4,011	166	6,980	-678	-7,130
1999	4,669	4,453	1,896	2,268	288	5,290	-621	-7,751
2000	6,025	5,870	2,220	3,634	16	4,042	1,982	-5,769
1996	18,548	18,548	802	16,886	860	40,443	-21,895	
1997	12,776	12,235	796	6,407	5,032	27,844	-15,068	-15,068
1998	28,211	26,547	2,149	6,655	17,743	53,684	-25,473	-40,541
1999	1,314	1,309	402	816	92	1,364	-49	-40,590
2000	10,380	9,823	1,086	7,496	1,241	10,699	-319	-40,909

< 3-3-7>

1996	4,859	4,859	813	992	3,054	11,396	-6,537	-
1997	7,507	7,507	-	-	7,507	10,888	-3,381	-
1998	4,743	4,724	1,060	1,153	2,511	7,318	-2,575	-
1999	3,193	3,170	1,295	1,435	440	5,666	-2,473	-
2000	4,115	4,098	1,361	2,165	572	5,517	-1,402	-

1996	2,065	2,065	787	564	714	11,008	-8,943	-
1997	2,496	2,304	1,370	831	103	9,503	-7,007	-21,953
1998	3,110	1,885	1,341	536	8	4,615	-1,505	-23,458
1999	11,363	2,045	1,201	666	178	6,088	5,276	-19,051
2000	3,991	3,989	1,575	2,276	138	7,177	-3,186	-22,237

KMTV								
1996	8,310	8,310	883	4,620	2,807	20,893	-12,583	-
1997	12,501	12,420	0	7,386	5,034	24,793	-12,293	-33,633
1998	11,607	11,419	0	7,865	3,554	24,125	-12,518	-46,151
1999	15,774	15,623	12,623	0	3,000	21,706	-5,932	-52,066
2000	4,864	4,741	268	2,139	2,333	3,948	916	-

* 2000 4/4 가 가
21,4

m-net								
1996	4,396	4,396	901	2,961	534	11,372	-6,976	-
1997	7,288	7,190	1,604	5,365	221	17,075	-9,787	-25,410
1998	7,277	6,981	1,829	4,780	372	16,067	-8,790	-34,200
1999	13,484	13,353	2,409	9,873	1,070	13,157	327	-15,760
2000	23,667	23,468	2,379	19,309	1,779	22,508	1,158	-14,602

1996	12,412	12,412	600	4,797	7,015	14,212	-1,800	-
1997	-	-	-	-	-	-	-	-
1998	-	-	-	-	-	-	-	-
1999	6,305	6,305	1,200	3,884	1,221	9,059	-2,754	-
2000	8,528	8,528	1,694	5,489	1,345	8,615	-87	-

*

< 3-3-7>

TV								
1996	14,224	14,224	800	5,840	7,584	22,708	-8,484	-
1997	18,724	18,617	14,303	4,314	0	28,096	-9,372	-34,251
1998	-	-	-	-	-	-	-	-
1999	3,653	2,262	638	1,227	397	2,680	972	923
2000	7,060	5,392	1,203	3,454	735	10,102	-3,042	-2,119
SDN								
1996	10,583	10,583	752	4,315	5,516	29,001	-18,418	-
1997	11,096	9,071	4,262	-	4,809	30,407	-19,311	-53,512
1998	4,687	4,653	3,540	-	1,113	14,370	-9,683	-63,195
1999	-	-	-	-	-	-	-	-
2000	8,129	7,713	7,432	-	281	59,569	-51,440	-
*								

1996	12,404	12,404	509	159	11,736	15,157	-2,753	-
1997	-	-	-	-	-	-	-	-14,294
1998	11,884	10,729	1,155	5,265	4,309	13,787	-1,903	-16,197
1999	13,670	12,724	1,066	7,558	4,100	13,564	106	-16,134
2000	20,294	19,572	1,174	15,001	3,397	18,606	1,688	
1996	3,075	3,075	599	1,180	1,296	10,963	-7,888	-
1997	-	-	-	-	-	-	-	-22,177
1998	3,833	3,215	1,131	1,411	673	7,443	-3,610	-25,787
1999	6,768	2,643	1,244	1,287	112	6,206	562	-25,225
2000	4,034	3,392	1,279	1,901	211	3,540	494	-24,731
TV								
1996	2,859	2,859	452	597	1,810	13,359	-10,500	-
1997	3,708	1,756	1,136	445	175	13,558	-9,851	-21,281
1998	2,895	1,602	1,380	133	89	6,462	-3,567	-24,848
1999	3,059	1,529	1,232	298	0	4,215	-1,156	-26,363
2000	5,917	2,256	1,329	923	4	8,325	-2,408	-28,771

< 3-3-7>

TV								
1996	1,668	1,668	665	680	323	10,284	-8,616	-
1997	2,096	2,086	1,130	842	114	11,606	-9,510	-27,113
1998	2,764	2,705	1,375	1,134	196	8,554	-5,790	-32,903
1999	3,782	3,751	1,209	2,167	374	5,333	-1,552	-34,455
2000	4,004	3,211	-	-	-	6,282	-2,278	-36,733

TV								
1996	7,074	7,074	366	5,314	1,394	14,603	-7,529	-
1997	6,894	6,720	1,385	3,636	1,699	15,847	-8,953	-16,385
1998	6,137	5,894	1,652	2,249	1,993	15,720	-9,583	-25,968
1999	-	-	-	-	-	-	-	-
2000	3,174	3,031	561	870	1,599	5,502	-2,328	-

LG								
1996	14,481	14,481	158	1,489	12,834	25,435	-10,954	-
1997	73,856	73,376	0	0	73,376	77,921	-4,065	-20,904
1998	225,127	221,927	0	0	221,927	215,644	9,483	-11,421
1999	316,604	314,992	0	3,087	311,905	306,442	10,162	307
2000	612,832	601,799	0	4,651	597,149	586,582	26,250	26,557
1996	22,326	22,326	0	0	22,326	21,659	667	-
1997	89,094	83,977	0	0	83,977	85,655	3,439	-
1998	196,623	192,336	0	0	192,336	191,027	5,596	7,860
1999	216,490	213,071	0	0	213,071	209,226	7,264	9,901
2000	424,962	421,162	-	4,490	416,672	414,408	10,553	20,454

TV								
1996	2,563	2,563	366	1,864	333	7,659	-5,096	-
1997	5,637	4,895	1,182	3,664	49	10,616	-4,979	-10,969
1998	5,986	5,407	1,766	3,371	270	9,406	-3,420	-14,389
1999	6,583	6,180	2,008	3,571	600	9,305	-2,722	-18,313
2000	8,045	7,663	2,219	5,129	315	7,999	46	-18,267

< 3-3-7>

1996	6,926	6,926	616	2,448	3,862	12,433	-5,507	-
1997	9,859	9,130	1,110	5,082	2,938	15,196	-5,337	-11,922
1998	8,678	8,393	1,931	5,370	1,092	14,717	-6,039	-17,961
1999	11,212	11,025	2,533	5,871	2,601	14,787	-3,575	-22,683
2000	14,479	14,332	3,427	6,440	4,465	13,135	1,344	-21,339

PP

sbs								
1999	-	-	-	-	-	-	-	-
2000	168	67	0	61	6	2173	-2,004	-
1999	-	-	-	-	-	-	-	-
2000	34	0	0	0	0	555	-521	-
1999	-	-	-	-	-	-	-	-
2000	536	393	-	393		2529	-1,994	-
1999	667	62	-	-	-	1193	-525	-
2000	2016	1525	-	-	-	8725	-6,709	-
1999	-	-	-	-	-	-	-	-
2000	716	650	-	-	650	1856	-1,140	-
1999	-	-	-	-	-	-	-	-
2000	90	48	-	48	-	2157	-2,067	-
1999	-	-	-	-	-	-	-	-
2000	1077	441	-	382	59	3793	-2,716	-
1999	-	-	-	-	-	-	-	-
2000	80	0	-	-	-	657	-577	-

< 3-3-7>

1999	-	-	-	-	-	-	-	-
2000	43	0	-	-	-	630	-587	-
K-TV								
1999	-	-	-	-	-	-	-	-
2000	14037	13695	-	-	13695	16040	-2,003	-
TV								
1999	-	-	-	-	-	-	-	-
2000	27643	27051	1167	3146	22738	27539	104	27,051

TV
 1): 가 가 (TV)
 2): 가 [SO/PP]
 3): 2000.7.21-2000.12.31
 4): KMTV 2000 4/4 가
 5): 1.31% 0.7%
 6): : DCN -> OCN, TV-> SBS 44, TV->KSTV, Q -> ->
 ->Network TV, GTV->SDN, A&C -> TV->world wide net, KMTV-> ->
 AV, ->HBO
 : TV , SO/PP ; (2001.6), [2000
]; (2000.6), [99]; (1997.8), [96 TV
]; 21, (2001.4), [2000 PP]

< 3-3-8> 1 SO

(:)

1996	123,305	64,939	58,366	46,809	28,796	18,013	30,110	22,371	7,739	15,866	8,913	6,953
1997	144,295	98,666	45,629	47,766	37,116	10,650	37,563	33,703	3,860	18,046	12,156	5,890
1998	127,678	78,416	49,262	42,687	34,108	8,579	33,214	32,393	821	18,070	13,112	4,958
1999	177,520	69,656	107,864	29,857	30,155	-298	33,491	30,942	2,549	15,904	11,483	4,421
2000	186,843	76,069	111,042	31,176	25,064	6,109	36,762	27,731	9,031	27,422	10,914	16,509
										1 SO		
1996	18,751	9,725	9,026	12,776	9,228	3,548	45,952	21,136	24,816	293,569	165,108	128,461
1997	15,839	8,709	7,130	12,383	10,210	2,173	54,940	30,695	24,245	330,832	231,255	99,577
1998	11,254	5,964	5,290	7,815	5,774	2,041	49,018	26,138	22,880	289,736	195,905	93,831
1999	10,347	4,817	5,530	6,987	8,760	-1,773	66,107	21,415	44,692	340,213	177,228	162,985
2000	11,040	3,721	7,319	6,938	8,960	-2,022	71,090	20,340	50,752	371,271	172,799	198,740

: 1996 (1997.8), [96 TV]; 1997-1998 TV (1999), [SO/PP]; 1999 (2000.6), []; 2000 (2001.6), [].

< 3-3-9> 2 SO

1997	95,093	12,058	83,035	13,754	1,367	12,387	27,101	468	26,633	32,201	1,559	30,642
1998	95,959	14,691	81,268	13,638	3,049	10,589	28,520	897	27,623	32,917	1,328	31,588
1999	132,208	26,765	105,443	16,167	3,733	12,434	23,371	1,208	22,163	24,975	6,033	18,942
2000	227,221	100,426	126,795	26,825	3,251	23,574	32,984	6,883	26,101	31,395	4,848	26,545
				2 SO								
1997	57,226	1,035	56,191	225,375	16,487	208,888						
1998	52,067	1,655	50,413	223,101	21,620	201,481						
1999	51,965	5,337	46,628	248,686	43,076	205,610						
2000	75,698	21,843	53,857	394,123	137,251	256,872						

: 1997-1998 TV (1999), [SO/PP]; 1999 (2000.7), []; 2000 (2001.6), [].

< 3-3-10> 1 SO

(:)

1996	6,676	3,307	3,369	5,500	3,537	1,963	5,562	4,768	794	9,107	8,793	3,14
1997	6,992	3,503	3,489	4,953	4,068	885	3,590	3,030	560	11,991	10,819	1,172
1998	4,342	1,225	3,117	3,640	3,485	155	3,178	3,081	97	10,757	9,472	1,285
1999	8,724	1,657	7,067	4,241	4,052	189	2,744	2,923	-179	5,555	2,434	3,121
2000	11,110	2,227	8,884	4,028	3,529	498	2,400	2,571	-171	6,881	3,108	3,773
1996	4,284	1,292	2,992	4,472	1,897	2,575	3,566	2,401	1,165	5,601	960	4,641
1997	4,730	2,198	2,532	5,196	3,286	1,910	5,218	4,175	1,043	8,145	1,682	6,463
1998	4,466	1,969	2,497	4,587	2,658	1,929	5,848	4,191	1,657	8,655	1,492	7,163
1999	2,282	485	1,797	3,651	3,242	409	6,163	4,295	1,868	21,475	1,854	19,621
2000	2,107	1,521	586	8,913	5,245	3,667	7,612	4,975	2,637	33,016	6,169	26,847
1996	5,914	4,428	1,486	3,249	1,249	2,000	4,960	1,773	3,187	12,313	1,403	10,910
1997	9,046	9,445	-399	3,040	1,879	1,161	5,272	2,310	2,962	11,316	1,193	10,123
1998	5,073	6,668	-1,595	2,661	1,703	958	5,127	2,023	3,104	11,360	1,230	10,130
1999	5,636	5,434	202	2,760	1,794	966	15,258	3,026	12,232	12,007	1,465	10,542
2000	5,368	4,425	1,213	1,833	1,514	318	6,863	2,335	4,528	12,635	1,275	11,359
1996	4,815	2,714	2,101	7,214	5,212	2,002	6,645	3,158	3,487	4,792	1,750	3,042
1997	6,631	4,327	2,304	6,797	6,244	553	11,038	8,110	2,928	6,214	2,480	3,734
1998	5,045	3,268	1,777	5,021	5,138	-117	5,753	2,802	2,951	7,341	2,844	4,497
1999	5,599	3,227	2,372	3,805	3,227	578	7,256	2,808	4,448	19,941	3,040	16,901
2000	5,043	2,513	2,531	2,967	5,262	-2,295	15,332	3,821	11,511	7,503	1,953	5,550
1996	2,905	521	2,384	7,313	4,522	2,791	8,290	5,328	2,962	5,994	3,465	2,529
1997	3,212	2,529	683	7,180	8,276	-1,096	12,141	9,593	2,548	6,653	6,008	645
1998	4,532	3,104	1,428	11,343	9,357	1,986	9,947	6,049	3,898	5,002	4,353	649
1999	6,693	1,328	5,365	20,744	10,621	10,123	13,653	6,440	7,213	4,661	3,791	870
2000	4,962	1,186	3,776	20,908	6,492	14,416	15,694	7,131	8,563	6,406	3,465	2,941

< 3-3-10>

1996	4,133	2,461	1,672									
1997	4,940	3,511	1,429									
1998	4,000	2,304	1,696									
1999	4,672	2,513	2,159									
2000	5,262	5,352	-90									
1996	6,410	5,089	1,321	5,994	4,077	1,917	5,588	3,202	2,386	8,992	4,565	4,427
1997	6,941	7,530	-589	5,913	4,676	1,237	5,145	3,541	1,604	10,321	6,953	3,368
1998	6,184	5,974	210	5,369	4,582	787	3,533	2,176	1,357	10,191	7,614	2,577
1999	3,572	5,399	-1,827	3,602	5,509	-1,907	2,631	1,594	1,036	7,976	3,130	4,847
2000	4,587	5,477	-891	4,322	6,220	-1,898	2,565	1,310	1,256	7,436	2,613	4,822
1996	7,939	6,431	1,508	3,238	1,445	1,793	3,688	1,089	2,599	4,960	2,898	2,062
1997	7,639	7,531	108	3,575	1,825	1,750	3,770	1,574	2,196	4,462	3,486	976
1998	5,915	6,707	-792	3,318	1,734	1,584	3,619	1,320	2,299	4,558	4,001	557
1999	4,591	6,534	-1,944	2,670	1,730	940	1,893	1,453	441	2,922	4,806	-1,884
2000	4,615	6,247	-1,633	4,012	1,883	2,128	3,639	1,314	2,325			
1996	6,177	3,697	2,480	5,012	2,984	2,028	5,218	4,583	635	7,754	5,958	1,796
1997	6,430	4,306	2,124	8,842	7,603	1,239	5,931	6,406	-475	9,620	9,154	466
1998	6,122	3,991	2,131	6,721	6,205	516	5,531	6,882	-1,351	8,934	9,427	-493
1999	4,245	2,105	2,140	10,256	5,581	4,675	5,197	7,058	-1,861	8,443	9,990	-1,547
2000	4,225	1,835	2,389	5,323	5,245	78	6,945	3,644	3,301	11,937	13,530	-1,593
1996	1,845	1,413	432	4,104	3,736	368						
1997	2,417	1,918	499	4,323	4,316	7						
1998	1,922	1,933	-11	3,984	3,955	29						
1999	1,681	2,130	-449	3,669	4,078	-409						
2000	2,006	2,191	-184	6,326	1,286	5,040						

< 3-3-10>

1996	2,896	1,507	1,389	2,913	1,344	1,569	2,931	1,548	1,383	3,283	2,313	970
1997	3,218	1,926	1,292	3,305	1,932	1,373	2,646	1,669	977	5,243	3,935	1,308
1998	2,995	1,745	1,250	3,265	1,730	1,535	2,142	1,753	389	5,068	3,692	1,376
1999	3,042	1,498	1,544	3,283	1,661	1,622	1,857	1,349	508	5,736	4,248	1,488
2000	2,987	1,215	1,773	3,993	1,940	2,053	2,322	1,507	815	6,128	3,622	2,506
	()											
1996	3,843	2,201	1,642									
1997	3,634	2,694	940									
1998	4,600	4,192	408									
1999	1,986	2,727	-741									
2000	11,992	2,630	9,362									
	TV			(net)								
1996	7,033	1,879	5,154	11,718	7,846	3,872						
1997	8,743	3,946	4,797	7,096	4,763	2,333						
1998	5,627	2,982	2,645	5,627	2,982	2,645						
1999	5,242	1,873	3,369	5,105	2,944	2,161						
2000	4,639	1,123	3,516	6,401	2,598	3,803						
1996	5,997	3,741	2,256	6,779	5,487	1,292						
1997	5,113	3,026	2,087	7,270	7,184	86						
1998	4,641	3,110	1,531	3,174	2,664	510						
1999	4,596	2,933	1,663	2,391	5,827	-3,436						
2000	4,704	2,824	1,880	2,234	6,136	-3,902						

< 3-3-10>

							()			()		
1996	4,949	2,415	2,534	4,039	1,573	2,466	4,420	2,045	2,375	4,398	1,514	2,884
1997	6,084	2,077	4,007	3,733	2,301	1,432	4,889	3,304	1,585	3,810	1,726	2,084
1998	5,278	1,563	3,715	3,543	2,167	1,376	4,078	2,772	1,306	3,636	1,609	2,027
1999	7,117	1,417	5,700	4,802	1,388	3,414	11,805	2,133	9,672	3,994	1,585	2,409
2000	4,783	1,199	3,584	4,325	1,017	3,308	12,165	2,089	10,076	2,058	1,032	1,027
1996	5,072	2,681	2,391	6,410	3,035	3,375	7,197	3,681	3,516	5,613	1,639	3,974
1997	6,503	3,575	2,928	8,116	4,582	3,534	8,656	7,421	1,235	8,632	1,999	6,633
1998	5,519	3,431	2,088	5,268	2,089	3,179	9,513	8,002	1,511	8,420	1,429	6,991
1999	4,638	4,106	532	4,668	1,895	2,773	7,205	3,519	3,686	14,499	2,019	12,480
2000	4,269	4,316	-47	8,038	2,024	6,014	6,544	3,366	3,178	18,705	1,192	17,513
1996	3,854	2,553	1,301									
1997	4,517	3,710	807									
1998	3,763	3,076	687									
1999	7,379	3,353	4,026									
2000	10,203	4,105	6,099									

: (2000.6), [99]; 21(2000.8), [];
]; TV (1999.6), [SO/PP]; TV (1998.5), [SO/PP
]; (1997.8), [96 TV]; (1999.6), [98 TV SO
]; (2001.6), [2000].

< 3-3-11> 2 SO

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1997	9,897	4,014	5,883	10,349	288	10,061	20,897	1,822	19,075	12,613	5,202	7,411
1998	9,063	3,658	5,405	9,237	155	9,082	20,635	944	19,691	12,346	6,086	6,260
1999	12,348	6,285	6,063	8,673	2,699	5,974	34,716	1,179	33,537	18,022	8,918	9,104
2000	11,419	4,892	6,528	12,500	11,165	1,335	38,216	2,482	35,734	62,616	41,875	20,741
				()								
1997	12,568	100	12,468	10,294	104	10,190	10,035	25	10,010	8,440	503	7,937
1998	13,153	1,113	12,040	11,864	139	11,725	9,665	385	9,280	9,996	2,211	7,785
1999	23,156	3,404	19,752	11,384	411	10,973	6,908	1,234	5,674	17,001	2,635	14,366
2000	43,739	11,764	31,975	13,302	2,615	10,687	9,690	4,363	5,326	35,739	21,270	14,469
1997	6,789	1,365	5,424	6,965	2	6,963						
1998	6,468	3,047	3,421	7,170	2	7,168						
1999	7,679	2,965	4,714	8,488	768	7,720						
2000	19,418	2,817	16,601	7,407	434	6,973						
1997	12,862	443	12,419	8,055	13	8,042	6,184	12	6,172			
1998	13,363	538	12,825	8,485	310	8,175	6,672	49	6,623			
1999	14,675	1,060	13,615	8,043	148	7,895	653	-	653			
2000	23,292	5,883	17,409	7,753	245	7,508	1,939	755	1,184			

< 3-3-11 >

1997	8,534	402	8,132	6,323	242	6,081	9,005	415	8,590	8,339	500	7,839
1998	8,415	72	8,342	6,504	30	6,474	9,635	713	8,922	8,363	513	7,850
1999	13,072	4,428	8,644	2,729	492	2,237	8,526	908	7,618	648	205	443
2000	14,245	3,039	11,205	6,196	296	5,899	9,876	1,099	8,777	1,078	414	664
1997	10,258	133	10,125	5,992	24	5,968	6,103	5	6,098	8,122	386	7,736
1998	11,088	85	11,002	5,392	82	5,310	6,381	219	6,163	8,405	682	7,723
1999	11,792	605	11,187	5,617	352	5,265	6,585	789	5,796	7,592	465	7,127
2000	9,389	605	8,784	5,344	45	5,300	13,525	4,064	9,461	8,332	1,669	6,663
				()								
1997	8,359	200	8,159	10,372	283	10,089	8,020	4	8,016			
1998	8,946	563	8,384	7,487	14	7,473	4,368	10	4,358			
1999	9,223	2,643	6,580	5,274	15	5,259	5,882	468	5,414			
2000	20,561	11,994	8,567	4,863	133	4,730	13,684	3,333	10,352			

< 3-3-12> 1 SO

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1996	94,044	85,668	81,208	4,460	0	151,528	-57,484	-109,859	0.0%
1997	175,343	159,557	146,566	7,288	5,702	223,723	-48,380	-158,244	62.2%
1998	187,099	177,243	166,453	6,462	4,325	220,682	-33,583	-184,972	10.5%
1999	240,998	195,087	161,643	8,645	4,972	220,435	20,564	-164,410	9.6%
2000	286,279	274,667	171,062	12,297	24,330	278,822	7,462	-156,948	34.2%
1996	51,020	46,532	44,756	1,776	0	74,036	-23,016	-48,431	0.0%
1997	92,362	86,692	79,275	3,262	4,154	111,547	-19,185	-67,619	62.2%
1998	103,193	97,662	91,662	3,345	2,655	107,533	-4,340	-67,434	11.9%
1999	137,400	108,200	91,447	3,908	1,977	114,465	22,936	-44,500	10.2%
2000	148,989	142,782	96,433	5,021	10,054	149,199	-209	-44,709	27.7%
1996	9,936	8,402	7,563	839	0	20,467	-10,531	-17,929	0.0%
1997	17,386	15,839	14,127	1,213	497	26,074	-8,688	-26,619	63.4%
1998	18,076	17,252	15,704	879	667	25,888	-7,812	-33,523	8.5%
1999	22,626	18,881	16,300	1,111	1,470	26,101	-3,475	-36,998	9.0%
2000	30,411	29,947	19,187	2,343	8,546	29,630	782	-36,216	46.1%
1996	6,478	6,136	5,779	357	0	14,372	-7,894	-12,504	0.0%
1997	15,202	13,893	12,732	715	443	21,186	-5,984	-18,490	81.7%
1998	16,273	15,746	14,827	616	302	21,302	-5,029	-23,517	12.5%
1999	20,976	18,096	14,154	999	955	21,961	-985	-24,502	13.9%
2000	27,733	27,181	9,640	761	1,725	27,827	-93	-24,595	40.7%
1996	4,965	4,634	4,450	184	0	7,197	-2,232	-4,398	0.0%
1997	9,115	8,910	8,720	112	79	11,580	-2,465	-6,862	65.4%
1998	9,604	9,299	9,134	111	53	10,937	-1,333	-8,193	4.3%
1999	12,360	10,768	10,170	459	139	12,825	-465	-8,658	14.7%
2000	17,648	16,708	14,960	800	948	15,949	1,702	-6,956	43.9%

< 3-3-12 >

1996	4,398	4,123	3,836	287	0	6,015	-1,617	-1,974	0.0%
1997	10,683	6,359	5,803	511	45	12,579	-1,896	-3,870	43.3%
1998	7,040	6,388	6,039	269	81	9,612	-2,572	-6,442	0.5%
1999	6,285	6,111	5,487	375	249	6,354	-69	-6,511	-4.4%
2000	12,058	11,839	8,343	590	684	9,950	2,108	-4,403	66.1%
1996	3,438	3,174	2,905	269	0	6,815	-3,377	-6,254	0.0%
1997	7,026	5,265	4,965	300	0	8,600	-1,574	-7,828	50.6%
1998	6,452	5,818	5,598	205	15	9,500	-3,048	-10,877	10.0%
1999	6,433	6,232	5,736	496	0	7,300	-867	-11,744	6.9%
2000	8,107	8,035	5,308	913	1,812	8,358	-251	-11,995	25.4%
1996	13,809	12,667	11,919	748	0	22,626	-8,817	-18,369	0.0%
1997	23,569	22,599	20,944	1,175	484	32,157	-8,588	-26,956	57.9%
1998	26,461	25,078	23,489	1,037	552	35,910	-9,449	-34,986	10.4%
1999	34,918	26,799	18,349	1,297	182	31,429	3,489	-31,497	6.6%
2000	41,333	38,175	17,191	1,869	561	37,909	3,423	-28,074	35.4%

: 1996 (1997.8), 1996 TV]; 1997-1998 TV (1999),
 [ISO/PP]; 1999 (2000.6), []; 2000 (2001.6),
 [].

< 3-3-13> 1 SO

1996	94.8%	5.2%	0.0%	100.0%	
1997	91.9%	4.6%	3.6%	100.0%	
1998	93.9%	3.6%	2.4%	100.0%	
1999	82.9%	4.4%	2.5%	89.8%	
2000	62.3%	4.5%	8.9%	75.6%	

1996	96.2%	3.8%	0.0%	100.0%	
1997	91.4%	3.8%	4.8%	100.0%	
1998	93.9%	3.4%	2.7%	100.0%	
1999	84.5%	3.6%	1.8%	90.0%	*' ; ' '
2000	67.5%	3.5%	7.0%	78.1%	

1996	90.0%	10.0%	0.0%	100.0%	
1997	89.2%	7.7%	3.1%	100.0%	
1998	91.0%	5.1%	3.9%	100.0%	
1999	86.3%	5.9%	7.8%	100.0%	*' ' '
2000	64.1%	7.8%	28.5%	100.4%	

1996	94.2%	5.8%	0.0%	100.0%	
1997	91.6%	5.1%	3.2%	100.0%	
1998	94.2%	3.9%	1.9%	100.0%	
1999	78.2%	5.5%	5.3%	89.0%	*' ' '
2000	35.5%	2.8%	6.3%	44.6%	

1996	96.0%	4.0%	0.0%	100.0%	
1997	97.9%	1.3%	0.9%	100.0%	
1998	98.2%	1.2%	0.6%	100.0%	
1999	94.4%	4.3%	1.3%	100.0%	
2000	89.5%	4.8%	5.7%	100.0%	

< 3-3- 13>

1996	93.0%	7.0%	0.0%	100.0%	
1997	91.3%	8.0%	0.7%	100.0%	
1998	94.5%	4.2%	1.3%	100.0%	
1999	89.8%	6.1%	4.1%	100.0%	
2000	70.5%	5.0%	5.8%	81.2%	

1996	91.5%	8.5%	0.0%	100.0%	
1997	94.3%	5.7%	0.0%	100.0%	
1998	96.2%	3.5%	0.3%	100.0%	
1999	92.0%	8.0%	0.0%	100.0%	
2000	66.1%	11.4%	22.6%	100.0%	

1996	94.1%	5.9%	0.0%	100.0%	
1997	92.7%	5.2%	2.1%	100.0%	
1998	93.7%	4.1%	2.2%	100.0%	
1999	68.5%	4.8%	0.7%	74.0%	*' ; ' '
2000	45.0%	4.9%	1.5%	51.4%	

< 3-3-14> 1 SO

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1996	2,298	1,839	1,837	2	-	3,539	-1,241	-1,631
1997	3,733	3,381	3,372	9	0	4,613	-880	-2,511
1998	4,197	3,996	3,957	39	-	4,569	-372	-2,883
1999	9,128	5,040	4,547	317	176	6,099	3,029	146
2000	8,002	7,727	6,506	360	861	7,661	341	487
1996	2,685	2,338	2,283	55	-	3,917	-1,232	-2,038
1997	4,060	3,972	3,822	116	34	5,137	-1,077	-3,115
1998	4,167	4,029	3,799	156	74	4,897	-730	-3,845
1999	4,260	4,210	3,983	151	76	4,226	34	-3,811
2000	5,504	5,416	-	-	-	4,965	539	-3,272
1996	1,508	1,398	1,353	45	-	2,851	-1,343	-2,206
1997	4,323	2,398	2,324	74	0	4,557	-234	-2,441
1998	2,818	2,733	2,586	142	5	3,281	-463	-2,903
1999	2,926	2,854	2,774	55	25	3,096	-170	-3,073
2000	3,613	3,539	3,257	94	188	3,554	59	-3,014
1996	3,286	3,126	3,090	36	-	4,447	-1,161	-2,531
1997	4,884	4,741	4,666	75	0	6,181	-1,297	-3,828
1998	5,259	4,960	4,898	62	-	6,199	-940	-4,769
1999	11,133	4,995	4,814	140	41	7,315	3,818	-951
2000	7,405	7,179	6,571	245	362	7,282	123	-828
(ubs)								
1996	772	770	764	6	-	1,415	-643	-1,008
1997	1,437	1,437	1,421	16	0	1,897	-460	-1,468
1998	1,746	1,742	1,727	15	-	1,781	-35	-1,503
1999	2,847	1,745	1,682	63	-	1,668	1,179	-324
2000	1,926	1,907	1,835	72	-	2,037	-111	-435

< 3-3- 14 >

1996	1,169	996	993	3	-	1,883	-714	-1,400
1997	2,155	2,025	1,987	38	0	2,845	-690	-2,090
1998	2,633	2,448	2,386	62	-	2,613	20	-2,070
1999	2,602	2,526	2,431	76	19	3,165	-563	-2,633
2000	3,726	3,320	3,029	190	102	4,668	-942	-3,575
1996	1,337	1,279	1,248	31	-	1,818	-481	-2,035
1997	2,734	2,689	2,636	53	0	2,857	-123	-2,158
1998	3,548	3,511	3,420	91	-	3,516	32	-1,542
1999	4,766	4,610	4,343	176	91	4,970	-204	-1,748
2000	6,999	6,377	5,308	159	911	6,766	234	-1,514
1996	3,409	3,167	3,163	4	-	3,228	181	197
1997	5,841	5,274	5,186	15	73	5,575	266	463
1998	7,219	6,298	6,105	52	141	6,469	750	1,163
1999	8,390	7,625	-	-	-	7,463	927	2,090
2000	13,116	11,862	-	-	-	11,648	1,468	3,558
1996	1,975	1,710	1,592	118	-	3,019	-1,044	-2,513
1997	4,029	3,824	3,560	202	63	5,915	-1,886	-4,399
1998	4,498	4,139	3,996	136	7	5,694	-1,196	-5,595
1999	4,487	4,163	4,047	116	-	4,890	-403	-5,998
2000	5,432	5,073	4,900	149	24	5,889	-457	-6,455
1996	1,341	1,231	1,221	10	-	2,972	-1,631	-3,000
1997	3,072	2,972	2,838	117	17	3,911	-839	-3,839
1998	3,426	3,369	3,271	80	18	3,629	-203	-4,042
1999	3,394	3,350	3,242	105	3	3,380	14	-4,028
2000	3,708	3,669	-	-	-	3,856	-148	-4,176

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1996	2,973	2,701	2,677	24	-	3,855	-882	-2,768
1997	4,399	4,157	3,954	64	139	4,669	-270	-3,038
1998	4,713	4,376	4,227	93	56	4,570	143	-2,896
1999	6,479	4,379	4,163	191	25	5,671	808	-2,088
2000	5,669	5,254	5,005	222	27	6,167	-498	-2,586
()								
1996	4,011	3,289	2,778	511	-	6,891	-2,880	-5,288
1997	5,565	4,915	4,573	132	210	6,352	-787	-6,074
1998	6,099	5,287	4,816	219	252	6,091	8	-6,067
1999	5,526	4,883	4,883	-	-	5,017	509	-5,558
2000	5,959	5,572	-	-	-	5,140	819	-4,739
1996	1,661	1,590	1,559	31	-	3,080	-1,419	-2,399
1997	3,406	3,349	3,053	118	178	4,403	-997	-3,396
1998	3,482	3,401	3,212	127	62	4,010	-528	-3,924
1999	4,319	3,273	2,956	178	139	3,723	596	-3,328
2000	4,505	4,491	3,208	191	1,093	4,346	159	-3,169
1996	2,138	1,818	1,610	208	-	3,995	-1,857	-3,725
1997	3,391	3,212	2,849	344	19	5,112	-1,721	-5,447
1998	3,576	3,466	3,275	176	15	4,246	-670	-6,117
1999	3,301	3,090	2,991	64	35	3,660	-359	-6,476
2000	4,151	3,872	3,635	153	84	5,399	-1,248	-7,724
1996	2,606	2,431	2,290	141	-	3,349	-743	-1,514
1997	4,532	4,266	3,324	147	794	5,090	-558	-2,072
1998	4,595	3,732	3,589	95	48	4,572	23	-2,048
1999	6,172	4,718	4,297	111	310	5,506	666	-1,382
2000	10,403	10,088	6,916	257	2,884	9,495	907	-475

< 3-3- 14 >

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1996	3,764	3,448	3,429	19	-	3,807	-43	-1,008
1997	6,286	5,987	4,073	99	1,816	5,593	693	-316
1998	6,468	6,169	4,584	91	1,494	5,815	653	393
1999	9,775	7,814	7,597	187	30	8,080	1,695	2,088
2000	8,831	8,635	8,180	356	98	12,889	-4,058	-1,970
1996	1,085	1,060	1,056	4	-	1,366	-281	-616
1997	2,241	2,212	2,160	46	6	3,941	-1,700	-2,317
1998	2,717	2,701	2,659	36	6	2,999	-282	-1,572
1999	4,587	3,015	-	-	-	3,841	746	-826
2000	3,925	3,650	-	-	-	4,100	-175	-1,001
1996	4,298	3,883	3,685	198	-	5,048	-750	-2,809
1997	8,247	8,173	7,194	244	735	12,134	-3,887	-6,696
1998	9,616	9,505	8,773	332	400	11,785	-2,169	-5,957
1999	18,371	11,628	10,109	522	997	11,564	6,807	850
2000	16,093	15,121	11,500	831	2,791	14,264	1,829	2,679
1996	4,563	4,499	4,405	94	-	6,136	-1,573	-3,340
1997	9,281	9,152	8,798	329	24	9,893	-612	-3,952
1998	11,975	11,846	11,333	474	39	10,626	1,349	-2,602
1999	13,780	13,300	12,641	659	-	10,581	3,199	597
2000	16,659	16,360	14,873	1,172	316	15,831	828	1,425
1996	2,605	2,453	2,443	10	-	4,772	-2,167	-3,471
1997	5,009	4,868	4,747	81	39	6,892	-1,883	-5,354
1998	6,403	6,106	5,923	154	29	6,400	3	-5,351
1999	7,102	6,804	6,518	280	6	6,372	730	-4,621
2000	8,337	8,035	7,609	349	76	7,607	730	-3,891

< 3-3- 14 >

1996	1,536	1,506	1,280	226	-	2,648	-1,112	-3,328
1997	3,737	3,688	2,738	943	7	3,980	-243	-3,571
1998	4,038	3,848	3,126	713	9	3,771	267	-3,304
1999	4,055	3,951	3,429	517	4	4,178	-122	-3,426
2000	5,026	4,559	4,101	221	237	5,635	-608	-4,034

1996	1,349	1,119	979	140	-	2,473	-1,124	-2,547
1997	2,078	1,894	1,729	157	8	4,389	-2,311	-4,858
1998	2,307	2,032	1,899	88	45	4,597	-2,290	-6,039
1999	2,626	2,504	2,114	137	253	3,263	-637	-6,676
2000	4,159	4,125	2,317	288	1,519	3,223	935	-5,741

1996	1,132	1,040	957	83	-	2,948	-1,816	-3,083
1997	2,279	2,048	1,886	163	0	2,959	-680	-3,763
1998	2,341	2,195	2,096	99	-	2,790	-449	-4,213
1999	2,695	2,693	2,014	165	514	3,606	-911	-5,124
2000	4,046	4,035	2,374	176	1,612	3,754	292	-4,832

1996	1,232	1,040	957	83	-	2,739	-1,507	-2,114
1997	1,830	1,729	1,554	171	4	2,611	-781	-2,896
1998	2,074	1,945	1,802	99	43	2,821	-747	-3,644
1999	2,291	1,991	1,628	91	272	2,461	-170	-3,814
2000	3,134	3,095	1,760	201	1,135	2,914	219	-3,595

1996	1,115	1,011	916	95	-	2,296	-1,181	-2,522
1997	1,862	1,802	1,591	113	97	2,972	-1,110	-3,632
1998	2,049	2,039	1,794	104	141	4,871	-2,822	-6,453
1999	5,580	2,434	2,222	132	80	3,032	2,548	-3,905
2000	3,674	3,628	3,249	337	43	3,699	-24	-3,929

< 3-3- 14 >

1996	2,176	1,904	1,658	246	-	3,966	-1,790	-2,492
1997	3,588	3,011	2,737	273	0	4,987	-1,399	-3,892
1998	2,822	2,784	2,653	126	4	3,723	-901	-4,793
1999	2,806	2,740	2,301	152	287	3,789	-983	-5,776
2000	4,192	4,040	2,341	317	1,383	4,061	132	-5,644
1996	1,077	876	807	69	-	1,952	-875	-2,332
1997	1,887	1,876	1,465	118	293	2,805	-918	-3,250
1998	1,966	1,926	1,449	103	375	2,452	-486	-3,736
1999	2,274	2,254	2,041	206	7	3,198	-924	-4,660
2000	4,464	4,405	1,824	450	2,131	4,903	-438	-5,098
1996	1,251	893	830	63	-	2,112	-861	-1,401
1997	2,301	2,157	2,012	123	22	2,704	-403	-1,804
1998	2,805	2,659	2,529	111	18	2,502	303	-1,702
1999	2,447	2,377	2,222	134	21	3,391	-944	-2,646
2000	3,409	3,327	2,368	367	593	3,165	244	-2,402
1996	604	519	459	60	-	1,981	-1,377	-1,438
1997	1,561	1,322	1,153	95	73	2,647	-1,086	-2,524
1998	1,712	1,672	1,482	149	41	2,132	-420	-2,943
1999	1,907	1,888	1,758	94	36	3,361	-1,454	-4,397
2000	3,333	3,292	2,954	207	130	3,911	-578	-4,975

1996	1,466	1,436	1,387	49	-	2,064	-598	-1,020
1997	2,653	2,348	2,208	134	5	3,008	-355	-1,376
1998	2,714	2,503	2,354	146	3	2,707	7	-1,368
1999	2,837	2,638	2,335	219	84	2,829	8	-1,360
2000	4,017	3,985	2,591	250	1,145	3,767	250	-1,110

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1996	847	838	781	57	-	1,707	-860	-1,972
1997	1,899	1,832	1,701	125	7	2,688	-789	-2,761
1998	2,186	2,158	2,044	85	29	4,901	-2,715	-5,476
1999	5,430	3,142	2,810	176	156	4,013	1,417	-4,059
2000	5,220	5,177	-	-	-	5,829	-608	-4,667
1996	1,103	989	933	56	-	2,609	-1,506	-2,365
1997	2,858	2,512	2,384	127	0	3,968	-1,110	-3,475
1998	3,196	3,108	3,020	87	-	4,071	-875	-4,350
1999	3,893	3,695	3,447	185	63	4,404	-511	-4,861
2000	6,014	5,860	4,985	295	580	5,638	376	-4,485
1996	1,669	1,550	1,416	134	-	3,969	-2,300	-4,346
1997	3,776	3,319	2,899	155	264	5,814	-2,038	-6,384
1998	4,057	3,986	3,563	154	269	5,015	-958	-7,342
1999	4,583	4,494	3,549	293	652	5,592	-1,009	-8,351
2000	7,559	7,312	-	-	-	7,604	-45	-8,396
1996	590	544	513	31	-	1,790	-1,200	-1,168
1997	1,908	1,845	1,600	83	161	3,240	-1,332	-2,501
1998	1,964	1,896	1,827	69	-	2,475	-511	-3,011
1999	2,232	2,139	2,013	126	-	2,670	-438	-3,449
2000	2,314	2,280	2,064	216	-	2,204	110	-3,339
1996	803	779	749	30	-	2,233	-1,430	-1,633
1997	2,108	2,037	1,940	91	6	2,468	-360	-1,993
1998	2,156	2,095	2,019	75	1	2,133	23	-1,970
1999	2,001	1,988	-	-	-	2,453	-452	-2,422
2000	2,609	2,567	-	-	-	2,785	-176	-2,598

< 3-3- 14 >

1996	547	531	529	2	-	791	-244	-412
1997	905	897	897	1	0	1,401	-496	-908
1998	1,055	955	953	2	-	1,097	-42	-950
1999	1,127	993	993	0	-	973	154	-796
2000	1,699	1,342	1,320	22	-	1,470	229	-567
1996	1,433	1,301	1,298	3	-	1,700	-267	-431
1997	2,204	2,142	2,110	1	31	2,400	-196	-627
1998	2,555	2,399	2,376	-	23	2,393	162	-465
1999	2,777	2,702	2,690	-	12	2,691	86	-379
2000	4,392	4,310	4,210	38	62	3,862	532	153
1996	840	829	738	91	-	1,137	-297	-616
1997	1,385	1,329	1,321	1	6	2,292	-907	-1,523
1998	1,474	1,462	1,457	-	5	2,062	-588	-2,111
1999	1,934	1,700	1,698	-	2	1,815	119	-1,992
2000	2,296	2,254	2,231	23	-	1,990	306	-1,686
1996	1,292	1,263	1,255	8	-	2,039	-747	-1,730
1997	3,371	3,342	3,316	13	14	3,534	-163	-1,893
1998	3,224	3,194	3,161	28	5	3,157	67	-1,825
1999	3,945	3,507	3,138	255	114	3,831	114	-1,711
2000	5,712	5,600	4,271	546	783	5,381	332	-1,379
1996	853	710	630	80	-	1,530	-677	-1,209
1997	1,250	1,200	1,076	96	28	1,953	-703	-1,911
1998	1,296	1,289	1,187	81	20	2,228	-932	-2,842
1999	2,577	1,866	1,651	204	11	3,515	-938	-3,780
2000	3,549	3,202	2,928	171	103	3,246	303	-3,477

< 3-3- 14>

TV								
1996	2,625	2,433	2,213	220	-	2,732	-107	-345
1997	3,570	3,485	3,203	251	30	3,928	-358	-703
1998	3,533	3,461	3,254	158	50	6,417	-2,884	-3,587
1999	3,391	3,333	2,872	268	193	3,057	334	-3,253
2000	5,489	5,444	2,355	590	277	4,529	960	-2,293
(NET)								
1996	1,773	1,690	1,623	67	-	3,283	-1,510	-1,629
1997	7,113	2,874	2,600	260	15	8,651	-1,538	-3,167
1998	3,507	2,927	2,785	111	31	3,195	312	-2,855
1999	2,894	2,778	2,615	107	56	3,297	-403	-3,258
2000	6,569	6,395	5,988	-	407	5,421	1,148	-2,110

1996	2,093	2,033	1,909	124	-	3,384	-1,291	-2,774
1997	3,841	3,214	3,044	170	0	3,981	-140	-2,914
1998	3,355	3,314	3,185	114	15	3,910	-555	-3,469
1999	3,860	3,792	3,595	197	-	3,728	132	-3,337
2000	5,304	5,252	3,094	381	1,776	5,087	216	-3,121
1996	1,345	1,141	996	145	-	3,431	-2,086	-3,480
1997	3,185	2,051	1,921	130	0	4,619	-1,434	-4,914
1998	3,097	2,504	2,413	91	-	5,590	-2,493	-7,408
1999	2,573	2,440	2,141	299	-	3,572	-999	-8,407
2000	2,803	2,783	2,214	532	36	3,271	-467	-8,874

1996	2,017	1,851	1,746	105	-	3,312	-1,295	-3,466
1997	3,219	3,115	2,896	198	21	3,746	-527	-3,993
1998	3,477	3,334	2,817	218	299	3,770	-293	-4,285
1999	3,260	3,056	2,685	271	100	3,777	-516	-4,801
2000	4,054	3,759	-	-	-	4,491	-436	-5,237

< 3-3- 14 >

1996	1,251	1,106	1,015	91	-	1,765	-514	-1,439
1997	2,143	2,129	1,945	150	35	3,172	-1,029	-2,468
1998	2,160	2,122	2,041	73	8	2,200	-40	-2,508
1999	2,294	2,256	2,012	236	8	2,946	-652	-3,160
2000	3,782	2,749	2,148	434	167	2,257	1,525	-1,635
()								
1996	1,850	1,804	1,739	65	-	3,208	-1,358	-2,625
1997	3,216	3,090	2,948	69	74	4,006	-790	-3,415
1998	3,486	3,459	3,328	106	25	3,765	-279	-3,694
1999	7,149	4,026	-	-	-	4,034	3,116	-578
2000	5,179	4,469	-	-	-	4,751	428	-150
()								
1996	766	706	700	6	-	1,324	-558	-1,117
1997	1,533	1,525	1,310	54	161	2,632	-1,099	-2,216
1998	2,028	1,846	1,759	77	10	3,581	-1,553	-3,769
1999	1,808	1,802	1,608	176	18	1,703	105	-3,664
2000	2,324	2,098	1,806	286	6	2,143	180	-3,484
1996	1,910	1,837	1,756	81	-	3,086	-1,176	-2,608
1997	2,991	2,932	2,846	86	0	3,956	-965	-3,572
1998	3,498	3,408	3,284	101	23	4,338	-840	-4,412
1999	3,718	3,659	3,469	150	40	5,229	-1,513	-5,925
2000	3,776	3,640	3,321	284	35	4,355	-579	-6,504
1996	1,685	1,340	1,183	157	-	2,605	-920	-1,537
1997	2,335	2,024	1,801	142	81	3,264	-929	-2,466
1998	2,555	2,072	1,930	116	26	3,179	-624	-2,906
1999	2,269	2,016	1,855	145	16	2,622	-353	-3,259
2000	2,307	2,181	-	-	-	2,275	31	-3,228

< 3-3-15> 2 SO

1998	42,775	22,357	14,412	1,749	6,195	42,948	-1,616	-1,616	0.0%
1999	51,681	41,420	33,893	5,008	444	61,450	-3,402	-5,018	61.7%
2000	99,516	90,204	42,377	5,596	11,232	112,569	-13,057	-22,655	77.8%
1998	27,085	19,113	13,524	1,081	4,507	28,853	-1,768	-1,768	0.0%
1999	37,992	35,027	28,641	4,252	153	41,284	-3,292	-5,060	60.6%
2000	67,545	62,224	22,345	3,503	6,992	70,075	-2,531	-7,591	57.5%
1998	1,514	887	0	0	887	3,312	-1,798	-1,798	0.0%
1999	755	205	132	64	9	2,324	-1,569	-3,367	-146.5%
2000	5,173	4,444	3,694	110	640	6,413	-1,239	-4,606	307.6%
1998	3,342	423	0	0	423	2,533	809	809	0.0%
1999	4,781	2,502	2,202	205	96	4,463	318	1,127	177.7%
2000	8,182	7,077	5,950	914	213	7,992	189	1,316	104.0%
1998	2,959	0	0	0	0	1,594	1,365	1,365	0.0%
1999	1,871	180	112	26	0	4,514	-2,643	-535	-
2000	3,836	3,474	2,582	307	584	6,722	-2,888	-3,423	-
1998	7,875	1,934	888	668	378	6,656	1,219	1,220	0.0%
1999	6,282	3,506	2,806	461	186	8,865	-2,583	-1,763	59.5%
2000	14,780	12,985	7,806	762	2,803	21,367	-6,588	-8,351	130.9%

: 1998 , TV (1999.6), [SO/PP]; 1999 , (2000.6), [99
]; 2000 , (2001.6), [2000]

< 3-3- 16> 2 SO

	,				
1998	64.5%	7.8%	27.7%	100.0%	
1999	81.8%	12.1%	1.1%	95.0%	*' ; ' '
2000	47.0%	6.2%	12.5%	65.6%	

	,				
1998	70.8%	5.7%	23.6%	100.0%	
1999	81.8%	12.1%	0.4%	94.3%	*' ; ' '
2000	35.9%	5.6%	11.2%	52.8%	

	,				
1998	0.0%	0.0%	100.0%	100.0%	
1999	64.4%	3.12%	4.4%	100.0%	
2000	83.1%	2.5%	14.4%	100.0%	

	,				
1998	0.0%	0.0%	100.0%	100.0%	
1999	88.0%	8.2%	3.8%	100.0%	
2000	84.1%	12.9%	3.0%	100.0%	

	,				
1998	-	-	-	-	
1999	62.2%	14.4%	0.0%	76.7%	*' ' '
2000	74.3%	8.8%	16.8%	100.0%	

	,				
1998	45.9%	34.5%	19.5%	100.0%	
1999	80.0%	13.1%	5.3%	98.5%	*' ' '
2000	60.1%	5.9%	2.16%	87.6%	

< 3-3- 17> 2 SO

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1998	9,249	8,976	8,226	529	221	9,727	-478	-478
1999	12,320	12,197	10,566	1,631	0	11,796	524	46
2000	14,562	14,281	-	-	-	14,098	464	510
1998	1,105	134	130	3	1	2,086	-981	-981
1999	1,386	1,087	847	230]	3,886	-2,500	-3,481
2000	4,728	4,701	2,843	340	1,518	9,367	-4,639	-8,120
1998	5,090	3,194	753	66	2,374	4,474	616	616
1999	6,059	4,914	4,604	310	0	5,551	508	1,124
2000	13,323	12,210	10,126	1,147	937	11,126	2,197	3,321
1998	3,688	3,510	3,314	196	0	4,838	-1,150	-1,150
1999	7,796	7,743	6,876	858	9	6,736	1,060	-90
2000	11,692	10,451	-	-	-	11,328	364	274
1998	2,028	1,181	986	192	3	2,457	-429	-429
1999	4,600	4,262	3,288	868	106	4,342	258	-171
2000	12,114	11,115	5,504	1,421	4,188	10,106	2,008	1,837
1998	2,276	0	0	0	0	741	1,535	1,535
1999	664	15	-	-	-	1,417	-753	782
2000	1,284	766	-	-	-	1,569	-285	497
1998	1,967	703	8	0	695	2,696	-729	-729
1999	2,246	1,959	-	-	3	4,745	-2,499	-3,228
2000	3,942	3,884	-	-	-	6,666	-2,724	-5,952

< 3-3- 17>

1998	1,682	1,415	107	95	1,213	1,834	-152	-152
1999	2,921	2,850	2,460	355	35	2,811	110	-42
2000	5,900	4,816	3,872	595	349	5,815	84	42

1998	977	887	0	0	887	2,980	-2,003	-2,003
1999	208	204	132	64	8	1,473	-1,265	-3,268
2000	3,557	3,496	3,190	0	306	4,050	-492	-3,760
1998	537	0	0	0	0	332	205	205
1999	547	1	-	-	1	851	-304	-99
2000	1,616	948	504	110	334	2,363	-747	-846

1998	2,238	122	0	0	122	1,562	676	676
1999	3,981	2,185	1,888	201	96	3,383	598	1,274
2000	6,800	6,059	5,257	764	38	6,223	576	1,850
1998	1,104	301	0	0	301	971	133	133
1999	800	317	314	4	-	1,080	-280	-147
2000	1,382	1,018	693	150	175	1,769	-387	-534
1998	748	0	0	0	0	258	-491	-491
1999	242	0	0	0	0	511	-270	-761
2000	498	418		413	5	664	-165	-926

1998	1,246	0	0	0	0	1,036	210	210
1999	696	42	-	-	-	1,441	-745	-535
2000	961	904	687	17	200	2,377	-1,416	-1,951

< 3-3-17 >

1998	802	0	0	0	0	410	392	392
1999	418	5	0	5	0	656	-238	154
2000	522	313	163	149	0	839	-318	-164
1998	886	0	0	0	0	134	752	752
1999	733	133	112	21	0	1,986	-1,253	-501
2000	2,345	2,257	1,732	141	384	3,225	-881	-1,382
1998	25	0	0	0	0	14	11	11
1999	24	0	0	0	0	431	-407	347
2000	8	0	0	0	0	281	-273	74

1998	1,787	10	10	0	0	911	876	877
1999	1,747	41	41	-	-	1,457	290	754
2000	1,137	843				3,539	-2,402	-1,648
1998	64	0	0	0	0	722	-658	-658
1999	9	0	0	0	0	61	-52	-710
2000	1,190	454	118	9	326	1,154	37	-673
1998	334	0	0	0	0	270	64	64
1999	339	208	133	29	46	705	-366	-302
2000	3,934	3,790	3,124	146	520	3,586	348	46
1998	2,483	1,602	794	668	140	2,496	-13	-13
1999	2,344	1,885	1,355	417	113	2,940	-596	-596
2000	2,715	2,453	1,460	349	645	3,178	-464	-1,060

< 3-3- 17>

1998	771	0	0	0	0	546	225	224
1999	313	53	-	-	-	2,115	-1,802	-1,578
2000	1,033	771	-	-	-	4,821	-3,789	-5,367
()								
1998	1,495	211	0	0	211	1,111	384	384
1999	384	232	232	0	0	498	-114	270
2000	1,327	1,243	743	18	482	1,964	-637	-367
1998	941	111	84	0	27	600	341	342
1999	1,146	1,087	1,045	15	27	1,089	57	399
2000	3,444	3,431	2,361	240	830	3,125	319	718

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 : 1998 , TV (1999.6), [SO/PP]; 1999 , (2000.6), [99
]; 2000 , (2001.6), [2000] .

< 3-3- 18>

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1995	1996	1997	1998	1999	2000
275,732	238,486	238,299	265,404	264,557	235,700

< 3-3- 19>

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		1996					1997					
		가					가					
	77	0	40,027	789	1,463	42,356	0	7,963	42,681	0	10 12	51,656
	0	0	29,519	253	0	29,772	172	5,954	13,603	0	9	19,738
	0	0	7,406	64	0	7,470	0	599	6,253	0	72	6,924
	0	0	12,812	110	0	12,922	0	322	11,354	0	0	11,676
	0	0	3,601	31	0	3,632	0	462	6,588	0	0	7,050
	0	0	5,125	44	0	5,169	0	198	3,960	0	0	4,158
	0	0	0	0	0	0	0	1,125	3,656	0	54	4,835
	0	0	47,666	726	0	48,392	0	3,678	19,237	0	98	23,013
	0	0	6,178	0	0	6,178	12	968	10,540	0	695	12,215
	0	0	5,019	0	0	5,019	0	295	5,721	0	0	6,016
	0	0	6,529	0	0	6,529	0	2,186	10,757	0	53	12,996
	0	0	5,370	0	0	5,370	0	647	6,510	0	5	7,162
	0	0	11,057	0	0	11,057	0	1,866	13,918	0	-	15,784
	0	0	25,799	0	0	25,799	0	6,419	13,218	0	357	19,994
	0	0	27,203	0	0	27,203	0	3,065	28,430	0	172	31,667
	0	0	1,618	0	0	1,618	0	273	3,113	0	29	3,415
	77	0	234,929	2,017	1,463	238,486	184	36,020	199,539	0	2,556	238,299

< 3-3- 19>

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		1998					1999						
		가					가						
	0	7,127	38,700	0	860	46,687	3,481	3,916	34,753	0	4,209	124	46,483
	63	1,799	18,003	0	153	20,018	0	1,317	20,362	0	1,001	6	22,686
	0	1,423	10,206	0	53	11,682	0	553	9,404	0	0	0	9,957
	0	1,439	14,671	0	0	16,110	0	1,027	16,097	0	678	256	18,058
	0	181	4,758	0	0	4,939	127	649	6,853	0	483	38	8,150
	0	199	768	221	1,706	2,894	0	441	6,731	0	691	0	7,863
	0	0	0	0	0	0	0	668	5,038	0	0	0	5,706
	0	3,831	45,389	0	197	49,417	209	3,652	46,334	0	3,824	0	54,019
	0	1,281	8,723	123	272	10,399	246	551	11,581	0	194	84	12,656
	0	2,515	11,906	0	146	14,567	0	1,231	4,169	0	0	178	5,578
	0	1,318	13,019	0	23	14,360	0	1,334	9,654	144	0	51	11,183
	0	1,029	6,436	0	5	7,470	0	768	7,615	0	2	38	8,423
	0	463	6,942	0	9	7,414	165	2,139	7,009	0	23	0	9,336
	351	1,294	30,617	0	634	32,896	223	1,221	14,450	0	3,425	59	19,378
	0	1,868	21,065	0	758	23,691	0	873	21,458	0	218	0	22,549
	1	626	2,208	0	25	2,860	0	279	3,387	0	701	14	4,381
	415	26,393	233,411	344	4,841	265,404	4,451	20,619	224,895	144	15,449	848	266,406

< 3-3-20>

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	1996			1997			1998			1999		
	-	-	-	240	0	240	149	0	149	-	-	-
	-	-	-	51	933	984	374	360	734	-	-	-
	-	-	-	0	0	0	0	0	0	-	-	-
	-	-	-	0	0	0	0	0	0	-	-	-
	-	-	-	0	0	0	0	0	0	-	-	-
	-	-	-	0	0	0	122	0	122	-	-	-
	-	-	-	8	1	9	0	1	1	-	-	-
	-	-	-	191	0	191	0	8	8	3	-	3
	-	-	-	63	0	63	0	122	122	-	-	-
	-	-	-	0	0	0	0	0	0	-	-	-
	-	-	-	112	0	112	92	0	92	82	-	82
	-	-	-	188	0	188	246	0	246	-	-	-
	-	-	-	0	0	0	0	0	0	-	-	-
	-	-	-	114	0	114	0	0	0	-	-	-
	-	-	-	46	7	53	3	0	3	17	-	17
	-	-	-	0	0	0	0	0	0	-	-	-
	-	-	-	1,013	941	1,954	986	491	1,477	102	-	102

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/	가 (:)	/	가 (: ,)	/	가 (: ,)
		1997 1	529,876	1999 1	828,101
		1997 2	545,133	1999 2	827,247
		1997 3	572,718	1999 3	847,242
		1997 4	594,172	1999 4	863,035
		1997 5	615,811	1999 5	877,431
1995 6	127,420	1997 6	639,461	1999 6	892,590
1995 7	130,777	1997 7	665,329	1999 7	1,164,493
1995 8	139,069	1997 8	707,923	1999 8	1,159,066
1995 9	154,402	1997 9	773,786	1999 9	1,177,781
1995 10	166,499	1997 10	804,207	1999 10	1,240,050
1995 11	180,586	1997 11	819,364	1999 11	1,348,414
1995 12	206,886	1997 12	825,075	1999 12	1,398,152
1996 1	222,595	1998 1	821,561	2000 6	2,245,637
1996 2	242,185	1998 2	828,446	2000 12	2,870,320
1996 3	258,673	1998 3	821,917	2001 3	3,083,844
1996 4	276,400	1998 4	823,826		
1996 5	302,086	1998 5	830,826		
1996 6	326,504	1998 6	823,875		
1996 7	366,762	1998 7	827,518		
1996 8	396,079	1998 8	828,454		
1996 9	419,318	1998 9	826,181		
1996 10	445,161	1998 10	825,023		
1996 11	469,700	1998 11	825,181		
1996 12	502,874	1998 12	829,403		

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< 3-4-2> SO 가

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		1 SO	2 SO		
1996	1/4	239,683		239,683	
	2/4	306,841		306,841	
	3/4	392,487		392,487	
	4/4	475,745		475,745	
1997	1/4	537,398		537,398	
	2/4	602,554		602,554	
	3/4	736,387		736,387	
	4/4	780,476		780,476	
1998	1/4	797,649		797,649	
	2/4	804,504		804,504	
	3/4	802,591		802,591	
	4/4	804,111		804,111	
1999	1/4	754,611	28,402	783,013	
	2/4	731,260	28,283	759,543	
	3/4	789,186	33,877	823,063	
	4/4	853,571	54,557	908,128	
2000	2/4	1,510,441	760,005	2,270,446	33
	4/4	1,778,262	1,092,058	2,870,320	38
2001	1/4	1,905,384	1,183,462	3,088,846	38

< 3-4-3> 1 SO 가

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1996	1/4	239,683	132,967	18,969	13,146	11,437	12,834	10,422	39,908	
	2/4	306,841	164,955	27,483	21,662	16,234	14,671	11,966	49,870	
	3/4	392,487	205,790	38,279	32,107	22,558	18,590	15,277	59,886	
	4/4	475,745	247,646	47,784	40,157	27,404	20,864	17,657	74,233	
1997	1/4	537,398	280,055	54,699	47,300	30,660	22,213	19,636	82,835	
	2/4	602,554	311,371	62,545	54,717	34,551	24,433	22,206	92,731	
	3/4	736,387	384,161	73,466	68,430	42,254	30,056	28,772	109,248	
	4/4	780,476	417,638	72,003	71,972	43,687	30,039	30,979	114,158	
1998	1/4	797,649	429,161	74,486	73,086	45,780	28,392	30,442	116,302	
	2/4	804,504	437,466	72,210	73,904	47,015	27,696	30,310	115,903	
	3/4	802,591	441,330	71,515	72,828	47,618	26,712	29,663	112,925	
	4/4	804,111	448,852	70,369	71,349	47,226	25,272	29,226	111,817	
1999	1/4	754,611	426,584	65,865	65,443	40,579	25,075	26,291	104,774	
	2/4	731,260	418,059	64,549	59,884	38,578	22,929	24,717	102,544	
	3/4	789,186	460,745	69,026	61,485	43,150	21,902	25,394	107,484	
	4/4	853,571	513,301	73,106	60,035	47,584	21,829	25,487	112,229	
2000	2/4	1,510,441	765,515	154,465	176,013	72,754	88,430	38,716	214,548	
	4/4	1,778,262	796,079	243,799	234,164	107,963	60,371	22,420	313,466	
2001	1/4	1,905,384	809,335	251,736	246,799	109,153	61,449	73,956	352,956	
						UBS				
1996	1/4	5,857	7,836	3,653	10,662	1,882	2,842	4,719	11,496	4,017
	2/4	6,959	10,695	4,387	11,673	2,682	3,462	5,508	12,980	5,226
	3/4	8,788	10,878	5,741	13,225	3,546	2,680	6,802	16,707	7,406
	4/4	11,230	12,705	6,614	14,122	4,598	5,928	8,418	20,090	9,561
1997	1/4	12,601	13,665	7,520	16,053	4,830	6,863	10,212	22,052	11,402
	2/4	13,671	15,266	7,946	17,463	5,320	7,548	10,892	24,339	12,638
	3/4	16,655	18,242	9,451	19,953	6,326	10,397	11,669	26,836	18,177
	4/4	18,137	18,644	10,535	21,657	6,914	11,633	13,981	32,036	19,817
1998	1/4	18,477	19,175	15,881	23,695	7,367	13,256	14,570	32,861	18,931
	2/4	19,605	18,841	16,277	23,808	7,811	12,691	15,540	33,751	18,686
	3/4	20,369	18,653	16,057	24,137	7,900	12,148	16,324	35,287	17,357

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1996	1/4	3,145	8,061	9,026	3,867	5,498	7,800	7,115	3,021	9,413
	2/4	4,220	9,393	11,411	5,671	6,905	9,830	9,022	4,055	11,657
	3/4	5,755	11,993	13,969	8,863	8,695	10,668	11,042	5,655	15,327
	4/4	9,044	13,637	16,955	10,599	9,994	11,397	12,334	7,024	19,042
1997	1/4	11,296	14,542	18,247	11,758	10,836	12,246	14,292	7,953	22,045
	2/4	12,325	15,508	19,740	12,277	12,651	14,307	16,262	9,690	25,096
	3/4	15,682	18,162	24,507	15,594	16,228	16,856	19,636	11,853	31,190
	4/4	16,100	19,319	24,495	17,088	16,880	18,201	20,604	12,728	34,151
1998	1/4	15,828	18,626	23,131	16,325	16,042	18,769	20,250	12,732	34,538
	2/4	15,803	18,581	22,891	16,082	16,394	19,374	20,559	13,116	36,464
	3/4	15,746	18,405	22,884	15,689	15,972	19,692	20,842	13,251	38,136
	4/4	15,833	18,082	22,884	15,689	15,187	19,588	21,243	13,091	41,005
1999	1/4	15,533	17,861	21,745	14,068	14,733	18,185	20,257	12,825	39,837
	2/4	14,302	17,167	22,593	13,237	13,834	18,364	19,328	11,930	39,210
	3/4	14,349	18,447	22,593	14,411	15,003	19,599	22,647	12,239	45,737
	4/4	12,347	18,823	21,738	12,634	14,712	20,689	23,604	12,092	51,318
2000	2/4	37,613	46,375	28,056	24,151	30,767	37,235	30,217	37,124	56,368
	4/4	41,976	56,052	22,658	21,638	30,109	36,060	30,549	30,532	58,985
2001	1/4	41,086	56,807	22,254	21,437	33,731	36,683	30,664	29,892	59,579
1996	1/4	12,789	6,945	3,323						
	2/4	16,556	8,504	4,159						
	3/4	20,442	10,882	6,726						
	4/4	23,939	12,646	7,769						
1997	1/4	28,194	14,955	8,493						
	2/4	31,793	16,421	10,218						
	3/4	40,501	22,162	14,084						
	4/4	45,340	24,050	15,328						
1998	1/4	47,085	25,358	16,264						
	2/4	49,099	26,354	15,739						
	3/4	50,089	26,346	16,046						
	4/4	51,276	26,346	16,434						
1999	1/4	50,790	25,223	15,291						
	2/4	50,342	24,431	14,393						
	3/4	57,698	28,720	14,976						
	4/4	64,998	32,595	20,887						
2000	2/4	68,206	34,690	25,760						
	4/4	72,163	36,547	24,800						

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1996	1/4	2,840	2,856	1,984	2,098	4,439	2,477	1,620	655
	2/4	3,451	3,772	2,729	3,607	5,515	3,395	3,600	1,414
	3/4	5,010	4,910	3,668	4,916	7,789	4,391	4,891	2,704
	4/4	6,185	6,152	4,673	5,725	9,376	5,369	6,514	3,790
1997	1/4	6,745	7,418	5,315	6,555	10,132	6,127	7,977	4,430
	2/4	7,385	8,498	6,987	7,235	10,916	7,276	9,011	5,237
	3/4	8,767	10,088	8,031	8,347	12,599	8,406	10,529	6,699
	4/4	8,984	10,267	8,132	8,453	10,338	8,178	10,710	6,941
1998	1/4	8,684	10,152	8,550	11,032	10,097	8,550	10,482	6,939
	2/4	9,291	10,393	8,381	8,610	10,097	7,179	10,880	7,379
	3/4	9,369	10,229	8,484	8,484	9,813	6,906	10,775	7,455
	4/4	9,102	10,363	8,232	8,180	9,813	6,804	10,317	7,558
1999	1/4	8,905	9,606	6,925	7,731	8,991	6,733	10,003	6,971
	2/4	8,503	9,499	6,772	7,985	8,831	6,694	9,613	6,652
	3/4	8,512	9,633	7,044	8,747	9,335	7,818	10,502	7,435
	4/4	8,451	10,024	8,128	9,607	9,335	8,668	11,016	7,877
2000	2/4	34,499	17,769	29,041	23,264	11,668	15,816	10,869	11,539
	4/4	41,213	41,579	31,716	48,979	25,816	29,838	10,780	13,878
2001	1/4	42,461	44,376	34,823	49,754	26,491	28,897	10,452	14,482
1996	1/4	3,527	2,386	2,406	3,439	-	1,388		
	2/4	4,729	3,089	3,067	5,803	3,015	1,959		
	3/4	7,131	4,186	4,401	8,139	4,686	3,564		
	4/4	8,194	4,961	6,830	9,425	5,859	4,888		
1997	1/4	8,535	6,300	8,331	10,692	6,969	6,473		
	2/4	9,504	7,558	9,894	11,856	8,015	7,890		
	3/4	10,678	9,292	13,465	15,476	9,985	9,534		
	4/4	10,733	9,397	14,805	17,136	10,113	9,788		
1998	1/4	11,474	10,344	12,971	16,567	12,065	9,665		
	2/4	13,349	10,365	14,629	16,529	9,368	9,664		
	3/4	13,274	10,365	14,470	16,692	8,490	9,537		
	4/4	12,948	10,365	14,269	16,692	7,883	9,192		
1999	1/4	9,689	8,652	13,697	17,196	7,530	8,679		
	2/4	9,099	8,062	12,914	14,497	7,051	8,261		
	3/4	9,352	8,373	13,622	14,596	6,888	8,654		
	4/4	10,509	8,337	13,520	13,551	5,843	8,275		
2000	2/4	21,563	42,504	41,201	39,189	18,483	13,073		
	4/4	27,811	51,037	52,864	52,501	22,984	26,967		
2001	1/4	30,312	57,995	51,821	51,345	23,383	31,943		

< 3-4-3>

						()		
1996	1/4	1,546	3,387	2,016	2,674	1,814		
	2/4	2,025	4,657	2,597	4,420	2,535		
	3/4	2,675	5,857	3,419	7,333	3,274		
	4/4	2,832	6,646	4,318	9,661	3,947		
1997	1/4	3,144	7,359	4,865	11,149	4,143		
	2/4	3,857	8,351	5,392	12,434	4,517		
	3/4	4,573	10,068	6,661	15,229	5,723		
	4/4	4,404	10,675	6,708	15,725	6,175		
1998	1/4	5,132	10,684	8,935	14,867	6,162		
	2/4	6,179	10,631	8,953	14,520	6,732		
	3/4	6,651	11,123	8,922	14,398	6,524		
	4/4	6,753	11,123	8,795	14,398	6,157		
1999	1/4	4,145	11,371	6,470	13,568	5,025		
	2/4	4,053	10,857	6,243	12,828	4,597		
	3/4	4,624	11,954	7,271	14,975	4,326		
	4/4	7,145	12,874	8,278	15,062	4,225		
2000	2/4	7,656	12,886	8,421	27,922	15,869		
	4/4	8,098	13,050	7,537	29,782	49,496		
2001	1/4	7,710	12,951	7,342	29,149	52,001		
		TV	NET					
1996	1/4	7,407	5,427	1996	1/4	7,317	3,105	
	2/4	8,556	6,115		2/4	8,193	3,773	
	3/4	10,219	8,371		3/4	9,834	5,443	
	4/4	11,786	9,078		4/4	11,023	6,634	
1997	1/4	12,246	9,967	1997	1/4	12,116	7,520	
	2/4	13,384	11,049		2/4	13,229	8,977	
	3/4	16,336	13,720		3/4	15,528	13,244	
	4/4	15,764	14,275		4/4	15,843	15,136	
1998	1/4	15,887	12,505	1998	1/4	15,387	15,055	
	2/4	15,450	12,246		2/4	15,250	15,060	
	3/4	14,783	11,929		3/4	15,212	14,451	
	4/4	14,040	11,232		4/4	15,212	14,014	
1999	1/4	13,158	11,917	1999	1/4	14,208	12,083	
	2/4	12,241	10,688		2/4	13,830	10,887	
	3/4	12,048	9,854		3/4	14,927	10,467	
	4/4	12,261	9,568		4/4	15,053	10,434	
2000	2/4	42,087	46,343	2000	2/4	28,723	9,993	
	4/4	44,053	16,318		4/4	13,320	9,100	
2001	1/4	44,689	16,760	2001	1/4	41,778	32,178	

< 3-4-3 >

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1996	1/4	4,547	3,326	5,953	2,684	5,623	4,497	4,190	2,928	6,160
	2/4	6,844	4,761	7,308	3,032	6,704	5,056	4,921	3,568	7,676
	3/4	8,850	4,809	8,847	4,080	8,073	5,916	6,128	4,250	8,933
	4/4	10,196	7,644	10,705	5,073	10,403	7,080	7,172	4,874	11,086
1997	1/4	10,880	8,930	12,040	5,949	9,878	7,556	8,587	5,980	13,035
	2/4	11,509	9,874	13,657	6,707	11,293	8,271	8,872	7,367	15,181
	3/4	13,593	10,518	15,633	7,739	14,838	9,296	10,091	8,722	18,818
	4/4	13,499	10,710	16,892	8,344	15,261	9,550	10,794	9,006	20,102
1998	1/4	13,017	11,429	16,919	8,361	15,142	9,444	12,725	8,823	20,442
	2/4	13,160	10,756	17,365	8,455	15,536	9,832	11,618	8,823	20,358
	3/4	12,675	11,000	17,322	7,999	15,884	9,785	10,113	7,394	20,753
	4/4	12,675	11,367	17,189	7,999	16,100	9,153	10,113	6,468	20,753
1999	1/4	11,234	11,038	16,345	7,176	15,784	8,347	8,618	6,239	19,993
	2/4	10,814	10,624	16,530	7,309	14,895	7,693	7,809	5,976	20,894
	3/4	10,487	10,434	17,903	7,391	16,624	7,515	8,082	6,422	22,626
	4/4	10,226	10,298	17,589	7,530	18,138	7,164	8,532	6,679	26,073
2000	2/4	15,271	9,997	55,583	6,459	16,463	15,417	42,784	27,878	24,696
	4/4	46,225	9,535	85,139	8,130	15,751	28,886	50,514	39,420	29,866
2001	1/4	56,554	9,051	97,970	8,002	16,022	29,219	59,477	42,454	34,207

: (1998.5), [SO/PP], 1996 , 1997 ; TV (1999.6),
[SO/PP]: 1997 , 1998 ; TV (2000.5), [SO]: 1999 ;
: 2000 2/4 .

< 3-4-4> 2 SO 가

1999	1/4	28,402	26,140	-	-	-	2,262		
	2/4	28,283	25,429	-	-	-	2,854		
	3/4	33,877	31,981	462	-	-	1,434		
	4/4	54,557	48,511	797	-	-	5,249		
2000	2/4	760,005	537,510	22,731	82,227	8,511	109,026		
	4/4	1,092,058	571,658	95,422	75,276	51,255	298,447		
2001	1/4	1,183,462	612,213	96,214	80,863	57,496	336,676		
1999	1/4	10,993	694	3,527	2,630	7,400		575	321
	2/4	11,361	694	3,414	2,630	6,811		-	519
	3/4	12,213	1,787	5,110	2,687	8,682		723	779
	4/4	14,785	7,030	5,238	3,780	9,429		7,324	925
2000	2/4	247,337	48,501	9,322	117,003	20,502	10,195	34,113	50,537
	4/4	247,837	49,214	10,540	120,994	32,474	11,540	42,475	56,584
2001	1/4	248,173	57,979	11,557	133,733	33,822	13,591	45,548	67,810
1999	1/4	-	-		1999	1/4	-	-	-
	2/4	-	-			2/4	-	-	-
	3/4	462	-			3/4	-	-	-
	4/4	797	-			4/4	-	-	-
2000	2/4	2,180	20,551		2000	2/4	79,904	2,323	-
	4/4	72,963	22,459			1/4	72,330	2,946	-
2001	1/4	70,673	25,541		2001	4/4	77,500	3,363	-
1999	1/4	-	-	-	-				
	2/4	-	-	-	-				
	3/4	-	-	-	-				
	4/4	-	-	-	-				
2000	2/4	5,229	62	3,060	160				
	4/4	10,753	8,778	26,524	5,200				
2001	1/4	12,236	8,815	28,745	7,700				
1999	1/4	-	-	-	2,262	-	-	-	
	2/4	-	-	242	2,612	-	-	-	
	3/4	-	-	353	1,081	-	-	-	
	4/4	-	-	353	4,896	-	-	-	
2000	2/4	2,710	1,506	26,244	7,434	19,665	2,461	49,006	
	4/4	20,676	16,628	34,653	75,549	100,359	7,507	43,075	
2001	1/4	24,353	20,468	36,874	86,231	106,061	8,877	53,817	

< 3-4-5>

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	1995	1996	1997	1998	1999	2000 6	2001 3
	192,632	260,951	816,683	856,000	1,139,231	1,221,830	1,384,386
	415,424	422,005	476,818	526,000	551,760	558,539	646,622
	152,480	152,480	249,283	262,000	190,029	216,183	410,638
	81,000	244,130	381,664	372,000	412,019	396,487	149,111
	45,670	43,925	117,054	131,000	196,580	211,639	220,467
	77,800	77,800	130,414	147,000	165,203	184,798	228,473
	-	-	-	-	155,002	163,944	151,157
	471,363	544,572	1,316,068	1,545,000	1,188,019	1,267,813	1,335,971
	152,515	152,515	253,516	275,000	312,435	319,408	271,458
	131,038	130,438	172,142	246,000	197,198	187,457	166,467
	166,200	167,800	306,099	319,000	260,263	261,597	281,520
	154,800	154,800	191,907	205,000	189,943	204,121	215,726
	188,981	199,513	297,263	351,000	264,281	285,032	319,807
	279,520	279,520	559,266	586,000	434,113	442,158	464,794
	445,607	487,041	582,104	672,000	580,711	592,070	525,412
	41,145	41,656	48,901	50,000	90,055	102,359	91,936
	2,996,175	3,359,146	5,899,182	6,543,000	6,326,842	6,615,435	6,863,945

: (1997), (1998).

< 3-5- 1> TV PP

	1995	1996	1997	1998	1999	2000
YTN	561	514	568	479	470	499
MBN	148	175	173	150	184	169
	54	60	69	35	41	41
OCN	35	54	44	41	41	-16
SBS 30	181	194	198	130	58	94
Q	98	90	58	37	42	49
TV	50	91	91	56	50	42
N TV	227	258	245	191	70	83
	30	67	24	23	20	23
	106	91	58	40	43	40
SBS 44	95	102	60	29	70	89
+ 26	150	132	64	37	64	60
KMTV	118	157	135	74	35	40
M net	110	112	143	91	94	132
	134	140	143	86	97	94
TV	171	149	63	-	48	58
SDNTV	121	176	142	99	52	79
TV	109	115	128	107	117	92
TV	105	149	128	97	62	25
TV	29	142	93	53	49	47
TV	93	105	96	54	53	45
TV	72	124	118	77	68	85
	41	69	69	59	67	71(48)
TV	24	88	80	54	22	27
CJ39	30	172	391	360	435	431
LG	110	241	230	693	628	642
KTV	-	196	185	171	177	118
TV	-	-	111	116	95	95
TV	-	-	139	117	116	128
	3,002	3,963	4,044	3,556	3,327	3,399
	115	146	139	122	114	117

: 170 : OCN, (SO 18), (, ,
 48); M · net MPP(F 6aud, TV 12).
 : " TV PP ", 21 (2000.8).

< 3-5-2> PP

YTN	TV	1	26	242	4	14	27	106	16	135	0	571
TV	TV	4	11	80	24	8	8	45	11	30	0	221
	TV	4	3	0	16	0	0	4	15	6	0	48
	TV	0	4	5	23	9	40	18	0	0	0	99
	TV	2	14	0	25	3	38	9	4	1	0	96
	TV	2	3	0	12	0	10	3	10	3	0	43
	TV	3	7	0	8	0	9	9	3	0	3	42
TV	TV	3	9	0	33	1	1	51	12	2	1	113
	TV	1	5	0	5	0	0	7	0	0	1	19
	TV	1	14	0	10	0	35	0	6	0	0	66
	TV	1	11	0	0	0	5	6	14	4	0	41
	TV	1	16	0	18	0	0	29	47	0	3	114
	TV	0	0	0	4	0	3	0	1	0	0	8
	TV	1	12	0	20	0	0	39	11	21	0	104
SDNTV	TV	5	11	0	10	0	32	12	3	0	12	85
TV	TV	1	7	0	12	0	7	14	2	10	0	53
	TV	2	4	4	4	4	18	8	2	0	0	46
()	TV	3	29	2	22	3	0	16	4	10	0	89
TV	TV	3	12	3	15	2	24	0	7	1	0	67
	TV	2	7	0	26	0	7	34	10	0	0	86
	TV	6	16	0	9	0	0	21	18	3	0	73
	TV	0	2	0	13	0	0	10	0	2	0	27
	TV	10	289	0	28	0	108	0	68	396	0	899
LG	TV	4	31	0	31	21	311	37	5	244	44	728
	TV	7	17	3	15	0	48	30	0	73	0	193
	TV	0	0	0	18	0	0	16	0	11	15	60
	R	0	0	0	2	0	0	4	0	2	0	8

< 3-5-2 >

		1	4	0	0	0	26	0	0	1	4	36
	TV	4	33	31	17	5	28	51	18	12	22	221
	TV	1	0	0	19	0	0	12	0	0	235	267
	TV	5	6	30	17	7	16	24	17	27	0	149
	TV	0	0	0	16	2	19	9	0	1	0	47
	TV	2	8	0	16	0	9	9	4	0	0	48
	TV	0	1	0	6	0	0	0	0	0	0	7
	TV	4	3	0	6	0	0	4	3	0	9	29
	TV	2	2	0	6		30	0	2	56	0	98
	TV	3	2	0	2	1	2	5	3	0	0	18
	TV	3	1	0	5	0	2	4	1	0	0	16
TV	TV	4	4	0	12	1	7	9	12	17	4	70
	TV	1	9	0	13	0	9	16	0	0	0	48
		97	633	400	542	81	879	671	329	1068	353	5053

: (2001).

< 3-5-3> 1 SO

		3	3	1	1	1	2	19	4	5	12	51
		2	4	3	1	2	2	11	5	22	0	52
		1	7	0	0	0	0	13	5	0	0	26
		1	6	0	0	0	0	13	21	0	0	41
UBS		3	5	0	2	2	5	17	3	0	4	41
		1	6	0	0	0	0	10	15	0	3	35
		1	21	0	0	0	0	18	7	0	0	47
		2	5	1	1	1	2	8	6	6	1	33
		1	4	0	0	0	0	13	18	1	0	37
		1	4	4	0	1	3	7	4	8	0	32
		1	12	0	0	0	0	14	5	12	0	44
		1	4	3	1	1	1	15	17	0	0	43
		0	14	0	2	1	3	4	4	2	11	41
		1	12	0	0	0	0	14	8	1	0	36
		1	23	3	1	1	0	7	4	0	0	40
		2	24	2	2	0	0	12	6	10	0	58
		0	3	2	2	0	0	9	5	10	0	31
		1	27	3	6	2	0	11	5	10	0	65
		3	28	2	3	1	4	20	9	3	0	73
		1	7	0	0	0	0	19	16	4	0	47
		1	5	0	0	0	0	16	11	8	0	41
		2	10	3	1	6	18	4	0	0	0	44
		1	9	2	2	0	4	8	5	5	2	38
		5	8	1	1	1	2	9	5	2	0	34
		1	12	0	1	1	3	8	4	2	0	32
		1	3	1	2	2	3	4	4	8	0	28
		1	0	2	2	0	1	10	3	0	28	47
		1	15	3	2	1	1	7	0	0	0	30
		1	2	0	2	1	1	10	9	0	1	27
		1	15	1	2	1	0	15	1	0	0	36
		1	5	1	1	0	3	9	12	0	0	32

< 3-5-3>

		2	7	0	1	0	3	10	4	4	5	36
		6	58	0	2	0	8	29	33	0	0	136
		2	7	1	1	1	0	11	0	0	0	23
		2	3	1	1	0	5	10	8	5	0	35
		2	7	0	0	0	0	8	0	0	0	17
		2	12	0	0	0	1	26	3	0	0	44
		3	9	0	0	0	0	6	4	0	0	22
		5	6	1	1	0	1	9	11	6	0	40
		4	7	1	1	1	2	36	10	0	0	62
Web-n-TV		1	28	3	3	1	0	20	6	6	0	68
		2	10	0	2	1	3	0	11	0	0	29
		1	21	4	3	0	5	10	7	0	0	51
		1	17	0	0	0	0	3	6	0	0	27
		3	9	7	1	2	1	17	5	12	0	57
		2	5	2	2	1	2	4	8	0	0	26
		1	14	4	1	1	1	14	6	0	0	42
		2	3	5	0	2	1	4	7	0	3	27
		1	7	1	1	1	1	4	15	0	0	31
		1	4	2	1	1	3	14	9	0	0	35
		1	9	2	0	0	4	6	4	0	2	28
		2	9	0	5	0	1	24	22	0	0	63
		2	15	4	1	2	0	20	10	1	0	55
1 SO		91	570	76	65	40	100	639	410	153	72	2,216

: (2001).

< 3-5-4> 2 SO

		2	10	4	2	2	20	55	15	0	0	110
		2	11	1	2	1	0	7	10	0	57	91
		2	12	2	3	1	2	12	11	0	0	45
		2	26	2	3	1	6	47	9	12	0	108
		2	6	2	1	1	5	8	10	8	0	43
		4	7	1	1	0	0	6	5	0	0	24
		1	9	1	1	0	2	17	9	5	0	45
		2	12	4	1	1	1	11	2	10	0	44
		1	3	4	1	2	1	5	12	5	4	38
		2	9	1	1	1	3	5	3	2	0	27
		1	23	6	2	2	3	27	12	0	1	77
		2	9	1	1	1	6	16	0	0	0	36
		1	3	5	5	1	5	9	3	1	0	33
		1	6	2	1	1	1	2	7	2	0	23
		2	5	0	1	0	1	20	7	7	0	43
		2	4	0	2	1	2	11	8	0	0	30
		0	5	0	0	0	0	11	1	0	0	17
		1	5	1	1	1	1	5	4	13	0	32
		3	3	0	0	0	1	3	0	0	1	11
		2	4	4	2	1	2	26	10	9	0	60
		2	12	0	2	1	4	10	8	5	0	44
		5	14	0	1	0	1	13	8	0	0	42
		0	5	0	2	0	1	4	10	1	0	23
		1	7	3	2	1	4	10	6	31	0	65
2	SO	43	210	44	38	20	72	340	170	111	63	1111
1/2	SO	134	780	120	103	60	172	979	580	264	135	3327

: (2001).

< 3-6-1> PP (1995-2000)

								&	()
			()		()		()	()	
1996		3	156.00	-	-	-	93.00	196.00	445
1996		2	126.00	-	-	-	371.00	819.00	1,316
1996	(NTV)	3	575.00	-	-	-	274.00	2,097.00	2,946
1996		2	89.00	-	-	-	129.00	143.00	361
2000	On Media	8	163.60	22	71.70	5	46.90	71.00	353.20
1996		1	25.00	-	-	-	123.00	169.00	317.00
2000		8	163.60	22	71.70	5	46.90	71.00	353.20
1996	TV	4	100.00	-	-	-	165.00	397.00	662.00
2000	TV	8	163.60	22	71.70	5	46.90	71.00	353.20
2000		8	163.60	22	71.70	5	46.90	71.00	353.20
1996	DCN(OCN)	1	40.00	-	-	-	50.00	100.00	190.00
1996		1	20.00	-	-	-	100.00	120.00	240.00
2000	OCN,	8	163.60	22	71.70	5	46.90	71.00	353.20
1996	DSN()	3	330.00	-	-	-	300.00	420.00	1,050.00
1995	YTN	3	52.93	4	82.88	5	53.84	174.53	364.18
1996	YTN	3	52.93	4	82.88	5	53.84	174.53	364.18
1997	YTN	3	52.93	4	82.88	5	53.84	174.53	364.18
1998	YTN	3	52.93	4	82.88	5	53.84	174.53	364.18
1999	YTN	3	52.93	4	82.88	5	53.84	174.53	364.18
2000	YTN	3	52.93	4	82.88	5	53.84	174.53	364.18
1996	Q	1	300.00	-	-	-	150.00	400.00	850.00
1996		3	133.00	-	-	-	40.00	773.00	946.00
1995	m.net	2	130.00	4	110.00	3	80.00	50.00	370.00
1996	m.net	2	130.00	4	110.00	3	80.00	50.00	370.00
1997	m.net	2	130.00	4	110.00	3	80.00	50.00	370.00
1998	m.net	2	130.00	4	110.00	3	80.00	50.00	370.00
1999	m.net	2	130.00	5	110.00	3	80.00	50.00	370.00
2000	m.net	2	130.00	2	110.00	3	80.00	50.00	370.00
1996	(TV TV)	5	272.00	-	-	-	65.00	1,788.00	2,125.00
1996	CTN	2	200.00	-	-	-	229.00	229.00	658.00
1996	Sports TV	5	168.00	-	-	-	224.00	1,078.00	1,470.00

< 3-6 >

								&	
			()		()		()	()	
1996	TV ()	8	164.00	-	-	-	77.00	382.00	623.00
1996	TV	2	186.00	-	-	-	69.00	616.00	871.00
1995		2	124.43	4	56.76	1	32.44	214.52	428.15
1996		2	124.43	4	56.76	1	32.44	214.52	428.15
1997		2	124.43	4	56.76	1	32.44	214.52	428.15
1998		2	124.43	4	56.76	1	32.44	214.52	428.15
1999		2	124.43	4	56.76	1	32.44	214.52	428.15
2000		2	124.43	4	56.76	1	32.44	214.52	428.15
1999	TV	1	50.00	1	20.00	4	60.00	140.00	270.00
2000	TV	1	50.00	1	20.00	4	60.00	140.00	270.00
1995	SDN TV	3	93.77	6	27.22	3	51.42	338.78	511.19
1996	SDN TV	3	93.77	6	27.22	3	51.42	338.78	511.19
1997	SDN TV	3	93.77	6	27.22	3	51.42	338.78	511.19
1998	SDN TV	3	93.77	6	27.22	3	51.42	338.78	511.19
1999	SDN TV	3	93.77	6	27.22	3	51.42	338.78	511.19
2000	SDN TV	3	93.77	6	27.22	3	51.42	338.78	511.19
1995		0	0.00	5	33.27	2	30.25	181.49	245.01
1996		0	0.00	5	33.27	2	30.25	181.49	245.01
1997		0	0.00	5	33.27	2	30.25	181.49	245.01
1998		0	0.00	5	33.27	2	30.25	181.49	245.01
1999		0	0.00	5	33.27	2	30.25	181.49	245.01
2000		0	0.00	5	33.27	2	30.25	181.49	245.01
2000	39	2	244.00	-	-	-	174.00	631.00	1,049.00
2000	TV	3	66.00	-	-	-	116.00	285.00	467.00
2000	KMTV	1	33.00	-	-	-	167.00	1,860.00	2,060.00

< 3-6 ▷

								&	()
			()		()		()	()	
2000	LG	4	387.00	-	-	-	246.00	685.00	1,318.00
1995	TV	7	442.86	7	46.11	9	120.04	213.02	822.03
1996	TV	7	442.86	7	46.11	9	120.04	213.02	822.03
1997	TV	7	442.86	7	46.11	9	120.04	213.02	822.03
1998	TV	7	442.86	7	46.11	9	120.04	213.02	822.03
1999	TV	7	442.86	7	46.11	9	120.04	213.02	822.03
2000	TV	7	442.86	7	46.11	9	120.04	213.02	822.03
2000	TV	-	-	-	-	-	-	-	-
1995	TV	2	160.00	12	230.00	1	17.00	400.00	807.00
1996	TV	2	160.00	12	230.00	1	17.00	400.00	807.00
1997	TV	2	160.00	12	230.00	1	17.00	400.00	807.00
1998	TV	2	160.00	12	230.00	1	17.00	400.00	807.00
1999	TV	2	160.00	12	230.00	1	17.00	400.00	807.00
2000	TV	2	160.00	12	230.00	1	17.00	400.00	807.00

: PP (95-2000); (96).

< 3-6-2> PP

(2000)

		PP			TV		
2000			-	-	-	-	-
			-	-	-	-	-
		NTV	-	-	-	-	-
			-	-	-	-	-
		OCN,	-	-	-	-	-
			-	-	-	-	-
		TV	-	-	-	-	-
			-	-	-	-	-
		ON MEDIA	-	-	-	-	-
			-	-	-	-	-
		YTN	-	-	-	-	-
		Q	-	-	-	-	-
		+	-	-	-	-	-
		m.net	6	6	1		13
		TV	10	4	1		15
		CTN	-	-	-	-	-
		Sports TV	-	-	-	-	-
			-	-	-	-	-
		TV	-	-	-	-	-
			-	-	-	-	-
		TV	-	-	-	-	-
		SDN TV	-	-	-	-	-
			-	-	-	-	-
		39	-	-	-	-	-
		TV	-	-	-	-	-
		KMTV	-	-	-	-	-
	LG	-	-	-	-	-	
	TV	-	-	-	-	-	
	TV	-	-	-	-	-	
	TV	-	-	-	-	-	

: PP .

< 3-6-3> SO (1995-2000)

*1 SO

	SO	*						/	
			()		()		()		
2000		-	-	-	-	-	-	-	-
1995	TV	2	28.86	1	5.64	3	43.44	222.01	300
1996	TV	2	28.86	1	5.64	3	43.44	222.01	300
1997	TV	2	28.86	1	5.64	3	43.44	222.01	300
1998	TV	2	28.86	1	5.64	3	43.44	222.01	300
1999	TV	2	28.86	1	5.64	3	43.44	126.71	204.64
2000	TV	2	37.95	1	2.75	2	85.20	220.52	346.52
1995	TV	2	37.95	1	2.75	2	85.20	158.21	284.11
1996	TV	2	37.95	1	2.75	2	85.20	158.21	284.11
1997	TV	2	37.95	1	2.75	2	85.20	158.21	284.11
1998	TV	2	37.95	1	2.75	2	85.20	158.21	284.11
1999	TV	2	37.95	1	2.75	2	85.20	158.21	284.11
2000	TV	2	37.95	1	2.75	2	85.20	220.52	346.52
2000	TV	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-
1995	TV UBS	1	55.50	2	13.50		62.80	31.40	163.20
1996	TV UBS	1	55.50	2	13.50		62.80	31.40	163.20
1997	TV UBS	1	55.50	2	13.50		62.80	31.40	163.20
1998	TV UBS	1	55.50	2	13.50		62.80	31.40	163.20
1999	TV UBS	1	55.50	2	13.50		62.80	31.40	163.20
2000	TV UBS	1	55.50	2	13.50		62.80	31.40	163.20
2000	TV	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-
2000		-	-	-	-	-	-	-	-
2000		-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-
1995	TV	3	80.00	-	-	1	12.00	11.00	103.00
1996	TV	3	80.00	-	-	1	12.00	11.00	103.00
2000	TV	3	80.00	1	20.00	1	12.00	11.00	123.00

< 3-6-3 >

	SO	*						/		
			()		()		()			
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	93.18	-	-	-	-	3 16.03	409.2 1	
2000	TV	-	-	-	-	-	-	-	-	
* 2 SO										
1997	TV	-	24.20	-	12.10	-	77.14	19 1.48	304.92	
1998	TV	-	24.20	-	12.10	-	77.14	19 1.48	304.92	
1999	TV	-	24.20	-	12.10	-	77.14	19 1.48	304.92	
2000	TV	-	24.20	-	12.10	-	77.14	19 1.48	304.92	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
1997	TV	1	56	-	-	2	7	3 11	374	
1998	TV	1	56	-	-	2	7	3 11	374	
1999	TV	1	56	1	8	2	7	492	563	
2000	TV	1	56	1	8	2	7	492	563	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
2000	TV	-	-	-	-	-	-	-	-	
1997	TV	1	80.77	1	30.37	1	66.85	4 19.98	597.97	
1998	TV	1	80.77	1	30.37	1	66.85	4 19.98	597.97	
1999	TV	1	80.77	1	30.37	1	66.85	4 19.98	597.97	
2000	TV	1	80.77	1	30.37	1	66.85	4 19.98	597.97	
1997	TV	3	50	3	13	4	15	177.17	255.31	
1998	TV	3	50	3	13	4	15	177.17	255.31	
1999	TV	3	50	3	13	4	15	177.17	255.31	
2000	TV	3	50	3	13	4	15	177.17	255.31	

< 3-6-3 >

	SO	*						/		
			()		()		()	()	()	
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
1997	TV	-	-	-	-	-	-	-	-	-
1998	TV	2	53.94	3	6.99	4	72.60	266.02	399.54	
1999	TV	3	53.94	4	6.99	5	72.60	266.02	399.54	
2000	TV	4	53.94	5	6.99	6	72.60	266.02	399.54	
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
1997	TV ()	1	20.00	1	10.00	1	80.00	100	210	
1998	TV ()	1	20.00	1	10.00	1	80.00	100	210	
1999	TV ()	1	20.00	1	10.00	1	80.00	100	210	
2000	TV ()	1	20.00	1	10.00	1	80.00	100	210	
1997	TV ()	-	-	-	-	1	30.00	30	60	
1998	TV ()	-	-	-	-	1	30.00	30	60	
1999	TV ()	-	-	-	-	1	30.00	30	60	
2000	TV ()	-	-	-	-	1	30.00	30	60	
1997	TV ()	-	-	-	-	1	30.00	30	60	
1998	TV ()	-	-	-	-	1	30.00	30	60	
1999	TV ()	-	-	-	-	1	30.00	30	60	
2000	TV ()	-	-	-	-	1	30.00	30	60	
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-
2000	TV	-	-	-	-	-	-	-	-	-

: SO

*1 SO < 3-6-5> SO (1995-2000)

	SO		(MHz)				(%)
		1999	750	51	1,631	83,200	70.5
	TV	1995	450	12	4,000	48,000	38.0
		1996	450	12	4,800	48,000	38.0
		1997	450	24	2,400	49,000	38.2
		1998	550	31	1,858	49,600	38.6
		1999	750	21	3,913	82,176	68.2
		2000	550	49	1,329	65,120	50.7
	TV	1995	450	50	300	15,000	9.4
		1996	450	50	800	40,000	25.2
		1997	450	52	1,122	58,344	36.8
		1998	450	52	1,168	60,744	38.3
		1999	450	52	1,584	82,308	51.9
		2000	450	52	1,441	74,952	47.2
	TV	1999	750	17	3,000	52,900	75.0
	TV	1995	450~550	25	3,200	25,600	10.2
		1996	450~750	25	4,000	32,000	12.8
		1997	450~750	25	4,200	33,600	13.4
		1998	450~750	31	4,500	36,000	14.4
		1999	550~750	31	516	16,000	75.0
		2000	450~750	77	1,450	11,600	4.6
	TV UBS	1999	450	46	1,311	60,320	64.0
		2000	450	46	1,308	60,168	44.4
	TV	1999	450~750	19	2,962	52,480	73.5
	TV	1999	750	29	4,145	120,213	74.5
	TV	1999	450	34	4,625	157,246	65.1
	TV	1999	450	60	2,500	150,995	77.4
	TV	1999	450	43	1,607	69,104	50.8
	TV	1999	450	40	2,018	80,736	50.5
		1999	750	16	5,800	82,801	55.2
	TV	1999	450	65	2,196	142,755	65.9
	TV	1995	550	28	3,250	91,000	70.0
		1996	550	28	3,400	95,200	78.0

< 3-6-5>

	SO		(MHz)				(%)
		1997	550	28	3,600	100,800	80.0
		1998	550	28	3,750	105,000	82.0
		1999	550~750	24	3,492	83,819	50.4
		2000	550	60	1,913	114,800	86.0
	TV	1999	550	51	2,400	131,218	89.2
	TV	1999	450	59	1,382	81,550	42.2
	TV	1999	750	53	1,806	95,724	70.0
	TV	1999	550	51	3,106	158,403	85.0
		1998	450	53	2,364	125,292	56.6
		1999	450	53	2,290	121,470	55.1
	TV	1999	450	44	2,090	92,000	58.1
	TV	1998*	-	-	-	-	90.9
		1999	450~750	25	4,264	106,605	67.0
	TV	1995	450	19	-	-	-
		1996	450	19	-	-	-
		1997	550	25	-	-	-
		1998	550	28	1,951	54,632	-
		1999	450~750	28	4,000	112,000	70.0
		2000	550~750	39	1,400	54,632	-
		1998*	-	-	-	-	80.5
		1999	650	19	2,507	47,644	86.0
	TV	1998*	-	-	-	-	97.4
		1999	750	28	2,786	78,000	50.0
		1998*	-	-	-	-	82.3
		1999	750	22	5,586	122,894	74.0
	TV	1998*	-	-	-	-	74.5
		1999	750	23	6,333	145,667	74.5
	TV	1998*	-	-	-	-	74.1
		1999	450	45	2,255	101,510	74.1
	TV	1998*	-	-	-	-	92.1
		1999	-	21	4,000	83,201	92.1
TV	*C 100	1998*	-	-	-	-	94.4
		1999	500	31	3,370	10,550	94.4
	(KCS)	1995	450~750	20	-	59,640	-

< 3-6-5>

	SO		(MHz)				(%)	
	(KCS)	1996	450~750	29	-	59,640	-	
		1997	450~750	29	-	59,640	-	
		1998	450~750	29	-	59,640	77.5*	
		1999	750	29	3,176	92,102	77.5	
		2000	450~750	62	-	59,640	-	
		1998*	-	-	-	-	-	81.5
		1999	750	27	4,000	112,000	80.0	
	TV	1995	450	15	3,000	45,000	45.0	
		1996	450	15	3,665	55,000	45.0	
		1997	450	17	4,117	70,000	46.0	
		1998	450	20	4,641	92,825	47.2	
		1999	517	20	4,500	90,000	83.3	
		2000	450	67	1,385	52,825	47.2	
	TV	1998*	-	-	-	-	-	118.2
		1999	450	30	2,780	83,402	84.0	
	TV	1998*	-	-	-	-	-	109.5
		1999	450	47	1,706	80,150	82.0	
	TV	TV	1997	750	17	618	10,508	59.0
			1998	750	18	1,580	30,024	60.0
			1999	750	21	1,906	40,030	60.0
2000			750	23	2,176	50,038	70.0	
TV		1998*	-	-	-	-	-	76.6
		1999	750	22	5,948	130,860	67.0	
TV		1998*	-	-	-	-	-	85.1
		1999	54~750	16	6,584	105,352	85.1	
TV		1998*	-	-	-	-	-	80.3
		1999	550~750	32	5,887	188,387	70.0	
TV		1998*	-	-	-	-	-	88.5
		1999	450	39	1,900	74,100	81.6	
TV		1998*	-	-	-	-	-	83.5
		1999	750	25	500	13,000	90.0	
TV		1998*	-	-	-	-	-	78.8
		1999	750	35	5,000	150,000	65.0	

< 3-6-5>

	SO		(MHz)				(%)
		1998*	-	-	-	-	73.3
		1999	750	41	5,000	204,968	76.3
	TV	1998*	-	-	-	-	70.3
		1999	450	45	2,000	85,000	90.0
	TV	1998*	-	-	-	-	52.3
		1999	450	44	881	38,792	62.0
		1998*	-	-	-	-	52.3
		1999	450	23	1,957	45,016	76.0
		1999	750	1	5,280	5,280	100.0
	TV	1998	-	-	-	-	67.1
		1999	450	56	1,576	88,274	65.0
	TV	1998*	-	-	-	-	62.5
		1999	450	75	2,164	162,307	59.7
	TV	1998*	-	-	-	-	38.8
		1999	450~750	19	5,828	104,904	84.0
	TV	1995	450	63	2,700	170,000	70.0
		1996	450	63	2,700	170,000	70.0
		1997	450	63	2,700	170,000	70.0
		1998*	-	-	-	-	63.0
		1999	450	63	2,268	142,887	63.0
	TV	1998*	-	-	-	-	37.0
		1999	450	46	1,847	84,984	89.0
		1999	750	6	-	-	-
	TV	1998*	-	-	-	-	50.1
		1999	450~750	29	3,702	107,370	69.9
	TV	1998*	-	-	-	-	67.9
		1999	-	34	-	-	-
		1999	-	27	-	-	-
	TV	1998*	-	-	-	-	64.2
		1999	450	62	1,600	100,000	85.0
		1999	750	17	900	15,000	50.0

< 3-6-5>

*2 SO

	SO			(MHz)				(%)
	TV *	1998*		-	-	-	258,549	-
	TV	1999		750	-	-	302,115	100.0
	TV	1998*		-	-	-	4,684	1.6
		1999		750	2	5,000	10,000	3.0
		1999		750	34	3,500	119,000	40.0
	TV	1997	-	-	8	-	-	-
		1998*		-	12	-	29,119	8.6
		1999		750	49	1,392	68,240	20.0
		2000	-	-	100	-	-	-
	TV	1998*		-	-	-	40,500	13.6
		1999		750	10	4,000	40,000	100.0
		1999		750	72	3,000	270,000	100.0
		1999		300	-	-	110,000	100.0
	TV	1998*		-	-	-	104,239	28.2
		1999		750	6	3,000	18,000	85.0
	TV	2000	-	-	-	-	-	-
	TV	1999		750	-	5,000	-	80.0
		1999		750	16	8,000	85,000	70.0
		2000		750	26	2,768	71,986	45.0
	TV	1999		750	50	2,500	125,000	40.0
		1999		750	18	2,000	40,000	95.0
	TV	1999		550	30	4,333	130,000	70.0
		1999		550	-	-	19,000	75.0
	TV	1999		750	15	35,000	13,000	11.2
	TV	1999		750	12	925	11,104	6.0
	TV	1999		450	8	2,000	16,000	85.0
		2000		750	8	200	12,800	37.3
	TV	2000	-	-	-	-	-	-
	TV	1999		750	30	4,000	50,000	41.0
	TV	2000		870	12	1,333	16,000	19.1

< 3-6-5>

	SO			(MHz)				(%)	
	TV	1999		750	40	4,138	165,558	74.9	
	TV	1999	-	20	-	-	-	-	
		2000			750	7	-	-	-
	TV	1999		3	31	4,185	129,735	92.5	
	TV	1999	-	-	-	-	-	-	
	TV	1998			750	10	2,350	23,500	41.0
		1999			750	23	1,800	400,000	40.0
		2000	()		750	8	1,150	9,300	23.0
		2000	()		750	7	3,480	24,366	85.0
	TV	1997	-	-	-	-	-	3.0	
		1998			550	7	30	210	5.0
		1999			750	12	13	150	-
		1999			750	8	10	15	-
		2000			750	75	1,782	123,707	64.0
	TV	1999			870	43	500	35,000	24.0
		2000			870	140	700	154,269	90.0
		1999			750	112	1,000	79,000	70.0
		2000			750	93	1,000	103,647	85.0
	TV	2000	-	-	-	-	-	-	
	TV	1999			550~750	40	2,350	94,000	45.0

: TV , < TV 5 >, 2000 ('99); SO (1995-98, 2000); * 1998 < >.

< 4-1-1> 3

(:)

		1995	1996	1997	1998	1999	2000	
KBS		16,618	18,881	20,256	20,059	-	-	1999.4.9
	KBS ()	12,442	13,848	15,528	14,149	16,240	17,280	
		8,567	11,278	12,256	8,480	-	-	1999
	KBS ()	38,086	47,355	50,210	36,013	56,440	50,620	
		25,062	34,751	34,560	30,959	32,120	35,680	
		100,775	126,113	132,810	109,660	104,800	103,580	
MBC				26,556	19,562	19,019	25,520	
				20,112	14,502	19,636	35,350	
				3,748	5,625	6,881	11,320	
				8,345	5,734	4,666	-	
				16,220	16,036	19,694	22,694	
				22,622	37,734	15,983	22,870	
				97,603	99,193	85,879	117,754	
SBS				34,799	28,525	28,025	38,040	
					1,445	15,351	19,100	
					2,549	35,189	47,191	
				2,907	4,034	7,042	7,073	
				6,739	6,781	8,328	12,410	
	SBSi					955	14,807	
	SBS USA			2,687	\$ 1,902	\$ 3,602	\$ 8,235	2000
				44,445	43,334	94,890	138,621	sbsUSA
		100,775	126,113	274,858	252,187	285,569	359,955	

: KBS ; MBC (2000.6); SBS ; ; (2001).

< 4-1-2> KBS

(:)

	1995	1996	1997	1998	1999
1.	8,216	8,689	8,228	6,131	-
1.	6,965	7,409	6,421	5,230	-
2.	1,187	1,280	1,807	901	-
3.	64	59	-	-	-
2.	1,861	2,518	2,973	2,835	-
1.	565	565	2,973	2,835	-
2.	1,296	1,953			-
3.	303	249	255	181	-
1.	303	249	253	178	-
2.	-	-	2	3	-
	10,380	11,456	11,456	9,147	-
1.	6,992	7,077	6,131	5,568	-
2.	3,625	4,705	5,127	3,076	-
	10,617	11,782	11,258	8,644	-
1.	1,661	1,661	1,661	1,660	-
2.	-1,897	-1,987	-1,463	-1,157	-
	-236	-326	198	503	-
	10,380	11,456	11,456	9,147	-

< 4-1-3> KBS

	1995	1996	1997	1998	1999
1.	16,618	18,881	20,256	20,059	-
1)	10,100	11,814	13,624	13,879	-
2)	3,237	2,659	2,916	2,847	-
3)	416	771	841	698	-
4)	107	108	3	-	-
5)	2,374	2,891	1,993	1,904	-
6)	8	19	18	5	-
7)	376	618	860	725	-
2. 가	12,596	14,778	14,622	15,664	-
1) 가	6,661	8,194	8,710	10,198	-
2) 가	2,828	3,039	2,972	2,980	-
3) 가	290	339	302	250	-
4) 가	200	222	239	105	-
5) 가	2,179	2,395	1,705	1,509	-
6) 가	11	28	27	10	-
7) 가	426	562	666	611	-
3.	4,022	4,103	5,634	4,395	-
4.	4,146	4,678	4,900	4,070	-
5.	-124	-576	734	326	-
6.	216	889	271	437	-
7.	15	4	7	365	-
8.	77	308	998	398	-
9.	-	-	177	247	-
10.	2	480	237	226	-
11.	75	308	937	419	-
12.	49	276	412	114	-
13.	26	31	525	305	-

< 4-1-4> KBS

(:)

	1995	1996	1997	1998	1999
1.	4,251	4,609	2,698	2,840	-
1.	4,227	4,575	2,690	2,835	-
2.	16	14	8	5	-
3.	8	20	-	-	-
2.	2,427	3,132	4,395	3,545	-
1.	93	325	4,395	3,545	-
2.	2,334	2,807	-	-	-
3.	2,217	1,986	3,082	3,251	-
1.	2,217	1,986	3,082	3,251	-
2.	-	-	-	-	-
	8,895	9,728	10,175	9,636	-
1.	2,438	2,319	1,700	1,298	-
2.	3,621	4,158	5,047	5,010	-
	6,059	6,477	6,747	6,308	-
1.	300	300	300	300	-
2.	2,536	2,951	3,128	3,028	-
	2,836	3,251	3,428	3,028	-
	8,895	9,726	10,175	9,636	-

< 4-1-5> KBS

	1995	1996	1997	1998	1999
1.	12,442	13,848	15,528	14,149	-
1)	6,010	6,985	7,605	5,988	-
2)	5,918	6,611	7,759	8,109	-
3)	514	252	164	52	-
2. 가	11,071	12,266	14,444	13,601	-
1) 가	4,873	5,741	6,824	5,742	-
2) 가	5,757	6,295	7,423	7,753	-
3) 가	441	230	197	106	-
3.	1,371	1,582	1,084	549	-
4.	913	1,290	1,431	1,052	-
5.	458	292	-347	-503	-
6.	637	836	892	640	-
7.	30	30	12	10	-
8.	1,065	1,098	533	127	-
9.	-	-	20	46	-
10.	12	3	-	266	-
11.	1,053	1,095	552	-93	-
12.	403	231	226	7	-
13.	651	864	327	-100	-

< 4-1-6> KBS

(:)

	1995	1996	1997	1998	1999
1.	2,138	3,260	4,199	3,343	-
1.	1,950	3,123	4,178	3,304	-
2.	12	29	22	39	-
3.	176	109	-	-	-
2.	910	1,201	1,484	930	-
1.	-	-	1,484	930	-
2.	910	1,201	-	-	-
3.	1,680	1,384	1,223	-	-
1.	1,680	1,384	1,223	710	-
2.	-	300	300	300	-
	4,733	5,845	6,907	4,982	-
1.	636	754	1,165	761	-
2.	1,469	1,996	2,313	1,315	-
	2,105	2,750	3,478	2,076	-
1.	2,419	2,419	2,419	2,419	-
2.	209	677	1,010	488	-
	2,628	3,096	3,429	2,907	-
	4,733	5,845	6,907	4,982	-

< 4-1-7> KBS

	1995	1996	1997	1998	1999
1.	8,567	11,278	12,256	8,480	-
1)	8,490	11,181	12,103	8,309	-
2)	-	-	-	-	-
3)	77	97	152	171	-
2. 가	7,388	9,385	10,462	8,449	-
1) 가	7,377	9,379	10,415	8,449	-
2) 가	-	-	-	-	-
3) 가	11	6	47	-	-
3.	1,179	1,893	1,794	31	-
4.	1,224	1,431	1,571	1,127	-
5.	-46	462	223	-1,096	-
6.	218	154	341	528	-
7.	3	4	-	1	-
8.	169	612	564	-570	-
9.	-	5	14	52	-
10.	95	8	36	3	-
11.	75	609	542	-522	-
12.	-	141	159	-	-
13.	75	468	383	-522	-

< 4-1-8> KBS

(:)

	1995	1996	1997	1998	1999
1.	13,349	14,414	16,045	12,878	-
1.	12,411	12,766	14,892	11,856	-
2.	825	1,557	1,153	1,022	-
3.	113	92	-	-	-
2.	1,330	1,533	2,188	2,047	-
1.	58	58	2,188	2,047	-
2.	1,272	1,475	-	-	-
3.	1,353	1,929	1,497	114	-
1.	1,262	1,861	1,451	883	-
2.	91	68	46	25	-
	16,032	17,877	19,731	15,833	-
1.	7,897	7,498	7,421	3,012	-
2.	1,559	2,131	2,501	2,266	-
	9,456	9,629	9,922	5,278	-
1.	2,600	2,600	2,600	2,600	-
2.	3,975	5,648	7,209	7,955	-
	6,575	8,248	9,809	10,555	-
	16,032	17,877	19,731	15,833	-

< 4-1-9> KBS

	1995	1996	1997	1998	1999
1.	38,086	47,355	50,210	36,013	
1)	16,311	16,521	24,180	16,545	
2)	11,266	12,031	11,788	8,700	
3)	171	109	281	1,706	
4)	5,703	7,870	7,014	4,574	
5)	3,964	10,420	6,628	3,906	
6)	670	404	323	583	
2. 가	33,167	39,963	42,646	30,591	
1)	15,081	16,072	21,876	16,961	
2)	7,750	6,785	6,515	4,480	
3)	195	25	389	1,608	
4)	4,967	6,922	6,451	4,644	
5)	4,605	9,821	7,162	4,592	
6)	569	339	254	306	
3.	4,919	7,392	7,564	5,422	
4.	1,586	4,948	5,348	4,938	
5.	3,332	2,443	2,217	484	
6.	338	510	1,195	1,341	
7.	53	100	89	336	
8.	3,618	2,853	3,323	1,489	
9.			1	91	
10.	3		99	423	
11.	3,614	2,853	3,225	1,158	
12.	1,271	859	984	411	
13.	2,344	1,994	2,241	746	

< 4-1-10> KBS

(:)

	1995	1996	1997	1998	1999
1.	7,333	10,678	9,224	8,118	-
1.	4,381	8,375	7,657	6,609	-
2.	2,902	2,302	1,568	1,509	-
3.	50				-
2.	2,113	3,293	3,861	3,602	-
1.	27	173	3,861	3,602	-
2.	2,086	3,120			-
3.	783	1,025	1,043	1,049	-
1.	783	1,025	1,043	1,049	-
2.	-	-	-	-	-
4.	-	27	13	-	-
	10,229	15,022	14,142	12,769	-
1.	2,891	6,045	3,551	2,652	-
2.	3,847	5,352	6,574	5,998	-
	6,738	11,397	10,125	8,560	-
1.	3,200	3,200	3,200	3,200	-
2.	290	425	817	1,009	-
	3,490	3,625	4,017	4,209	-
	10,229	15,022	14,142	12,769	-

< 4-1-11> KBS

	1995	1996	1997	1998	1999
1.	25,062	34,751	34,560	30,959	-
1)	21,846	34,681	34,512	30,932	-
2)	3,216	70	48	27	-
2. 가	23,102	32,254	31,895	29,088	-
1)	19,555	32,219	31,894	29,087	-
2)	3,547	35	-	-	-
3.	1,960	2,497	2,665	1,871	-
4.	1,973	2,455	2,535	2,139	-
5.	-13	42	130	-268	-
6.	200	224	482	684	-
7.	16	26	37	31	-
8.	170	239	575	385	-
9.	-	-	7	87	-
10.	5	6	15	117	-
11.	165	233	567	355	-
12.	41	93	175	163	-
13.	124	140	392	192	-

: '95-98 . (1997,98,99), [KBS].

< 4-2- 1> <4 4- 1- 122 MBC

				1999		2000 (: \$)	
MBC	99	00	(%)	23,135	27,482		
				18,050	23,060	99	00
KBS	3,195	3,168	△8	5,680	11,647	4,422	80
MBC	4,503	5,242	16.4	1,700	7,273	2,000	△8
SBS	3,042	3,150	3.6	24,598	4,422	29,572	△26
MBC	96	104	8	20,249	1,150	35,347	
EBS				19,990	3,401	32,810	164
	10,836	11,664	7.6	20,594	26,743	333	33
	12,736	13,111	2.9	295	29,093	295	1.3
				11,463		13,056	
MBC		5,926	\$	7,233		11,756	
		2001	8 31	6,869		10,947	
				367		810	
				3,200		3,200	
				15,454		16,668	
MBC				20,171		23,223	
				19,447		23,040	
				724		183	
				1,500		1,500	
				10,783		9,953	
MBC				16,202		23,304	
				14,623		20,805	
				1,578		2,500	
				500		3,000	
				20,967		31,086	
MBC						2,612	
						2,566	
						46	
						10,000	
						10,576	

< 4-2-2> TV

(: \$)

		가		가
1995	5,470	-3.80%	26,043	31.10%
1996	5,384	-1.50%	34,267	31.50%
1997	6,967	29.40%	38,893	13.50%
1998	7,756	11.30%	15,386	-60.40%
1999	10,836	39.70%	20,094	30.60%
2000	11,664	7.60%	26,743	33%
	48,077		161,425	

:

2001 8 31 .

< 4-2-3> TV 가

(: \$)

가				
	2,433	42.4	1,803	6.6
	956	16.7	-	-
	247	4.3	953	3.6
가	125	2.2	-	-
	570	9.9	3	-
	54	0.9	20,504	76.7
	10	0.2	871	3.3
	44	0.8	1,462	5.5
	9	0.2	75	0.2
	2	0.03	220	0.8
	1,288	22.4	852	3.3
	5,738	100	26,743	100

: 5,926 \$.
: 2001 8 31 .

< 4-2-4> TV

(: \$)

	2,539	44.2	705	2.6
	215	3.7	1,518	5.7
	255	4.5	2,611	9.8
	-	-	21,217	79.3
	-	-	-	-
	-	-	313	1.2
	2,729	47.6	379	1.4
	5,738	100	26,743	100

: (2001 8 31).

< 4-2-5> TV

(: \$)

		가		가
1995	66	0.0%	16,775	57.50%
1996	612	827.20%	29,637	76.60%
1997	1,351	120.70%	18,385	-37.90%
1998	2,261	67.40%	11,650	-36.60%
1999	1,900	-16.00%	8,639	-25.80%
2000	1,447	-23.80%	2,350	-72.80%
	7,637		89,436	

: 2001 8 31 .

< 4-2-6> TV 가 (2001 8)

(: \$)

가				
	2,952	41.1	1,803	6.6
	973	13.5	-	-
	352	4.9	953	3.6
가	284	4.0	-	-
	602	8.4	3	-
	359	5.0	20,504	76.7
	18	0.3	871	3.3
	78	1.0	1,462	5.5
	14	0.1	75	0.2
	2	-	220	0.8
	1,561	21.7	852	3.3
	7,185	100	26,743	100

: 5,926 \$.
: 2001 8 31 .

< 4-2-7> TV

(: \$)

	125	8.6	415	17.7
	201	13.9	468	19.9
	103	7.1	621	26.4
	5	0.3	440	18.7
	244	16.9	216	9.2
	528	36.5	14	0.6
	241	16.7	176	7.5
	1,447	100	2,350	100

: (2001 8 31).

< 4-2-8> 7 2

(: \$)

	'99	'00	(%)	'99	'00	(%)
TV(7)	1,081	977	△9.6	8,639	2,350	△75
(5)	819	470	△43	-	-	-

: 5,926 \$.
: . 2001 8 31 .

< 4-3-1> 4-3-2> (2001 4)

		.			.	
193		13()		4		3 (213)
213 (90.60%)		(6.10%)89,017		(1.90%)5,493		(1.40%)321 (5005)
1 :		. 420 2001		8 3125.8		20.3 269.5
- (57)		622		48		38 353
- (135)		318		14.6		11.3 228

: . 2001 8 31 .

< 4-3-3>

90	91~95	96	97	98	99	2000	2001	
7 (3.30%)	32 (15.00%)	11 (5.20%)	16 (7.50%)	36 (16.90%)	57 (26.80%)	51 (23.90%)	3 (1.40%)	192 (100%)
	39	50	66	102	159	210	213	

: . 2001 8 31 .

< 4-3-4>

50	50 ~ 100	100 ~ 300	300	
17 (8.00%)	57 (26.80%)	70 (32.80%)	69 (32.40%)	213 (100%)

: . 2001 8 31 .

< 4-3-5>

	.		
152 (71.40%)	54 (25.40%)	7 (3.20%)	213 (100%)

: . 2001 8 31 .

< 4-3-6> 3

3	3 ~ 5	5		
47 (22.10%)	22 (10.30%)	48 (22.50%)	96 (45.10%)	213 (100%)

: . 2001 8 31 .

< 4-3-7>

11	48	59	66	12	8	9	213
(5.20%)	(22.50%)	(27.60%)	(31%)	(5.60%)	(3.80%)	(4.20%)	(100%)

: . 2001 8 31 .

< 4-3-8>

	10	10 ~ 20	20 ~ 50	50	
	60 (28.20%)	77 (36.20%)	56 (26.3)	20 (9.30%)	213 (100%)
	95 (44.60%)	68 (31.90%)	32 (15.00%)	18 (8.50%)	213 (100%)

: . 2001 8 31 .

•

< 6-1-1 >

	()	()			
1984	404	439	350	184	534
1985	405	481	313	248	561
1986	418	473	305	335	640
1987	421	486	280	393	673
1988	426	522	262	434	696
1989	438	553	259	513	772
1990	435	535	245	544	789
1991	439	522	240	522	762
1992	438	471	242	470	712
1993	440	482	242	427	669
1994	450	483.5	242	427	669
1995	455	451.3	244	333	577
1996	455.5	422.7	228	283	511
1997	467.7	475.2	235	262	497
1998	468.8	501.7	236	271	507
1999	-	547.2	-	-	588
2000	459.8	617.0	-	-	720

: 1999 (III) 248 ;
http://www.nso.go.kr/cgi-bin/sws_999.cgi?ID=DT_IIN0001&IDTYPE=3 .

< 6-2-1 >

가

		가	(\\$)		(\\$)
1985	2	10,000	20,000	27	5,897,784
1986	9	14,200	127,800	50	7,735,535
1987	29	14,666	425,320	84	15,418,794
1988	34	17,347	589,785	175	26,034,671
1989	23	15,898	365,660	264	26,581,561
1990	13	12,1487	1,579,326	276	27,100,859
1991	17	27,815	472,850	256	3,1993,580
1992	14	13,993	195,900	319	4,1418,432
1993	14	12,417	173,838	347	60,228,496
1994	14	44,349	620,879	382	57,034,475
1995	15	13,912	208,679	358	67,862,529
1996	29	54,238	1,572,900	405	88,660,997
1997	36	13,667	492,000	380	69,270,274
1998	33	21,629	713,750	290	35,109,580
1999	75	79,590	5,969,219	297	26,664,640
2000	38	185,625	7,053,745	359	68,531,785

: 96.7.1

가

96-98

가

: 2000

< 6-2-2 >

1984	81	25	76.40%	0
1985	80	27	74.80%	0
1986	73	50	59.30%	0
1987	89	84	51.40%	0
1988	87	175	33.20%	1
1989	110	264	29.40%	15
1990	111	276	28.70%	47
1991	121	256	32.10%	45
1992	96	319	23.10%	57
1993	63	347	15.40%	64
1994	65	382	14.50%	68
1995	65	358	15.40%	65
1996	68	405	13.80%	53
1997	59	380	13.40%	58
1998	43	271	13.70%	67
1999	49	297	14.20%	74
2000	59	359	14.10%	80

: 2000, .

< 6-2-3>

			(%)		
1991	1,106	4,114	21.2	78.8	5,200
1992	872	3,839	18.5	81.5	4,711
1993	769	4,054	15.9	84.1	4,823
1994	993	3,842	20.5	79.5	4,835
1995	944	3,569	20.9	79.1	4,513
1996	976	3,244	23.1	76.9	4,220
1997	1,212	3,540	25.5	74.5	4,752
1998	1,259	3,759	25.1	74.9	5,018
1999	2,172	3,300	39.7	60.3	5,472
2000	2,189	3,980	35.5	64.5	6,169

: 2000, .

< 6-2-4> 2000

	56	236	292	8,241,897	17,049,581	25,291,478
(%)	19.2	80.8	100	32.6	67.4	100

< 6-2-5> ()

	1999	2000	2001
	98	140	167
	45	70	77
	13	25	34
/	13	13	18
		8	8
	5	5	5
	2	3	3
	176	264	320

< 6-2-6> 가

	()	1999	2000	2001
		3	3	
		3	3	
	가		17	
		3	3	
		3	0	
		6	6	
		2	4	
		3	3	
		3	3	
		6	6	
		3	3	
	21	5	5	
	CGV	11	11	
		3	3	
		3	3	
		6	6	
		3	3	
		5	5	
		6	6	
			3	
		8	8	
		4	4	
		3	3	
		5	5	
		3	3	
	MMC		10	
				7
				7
				3
			6	
	CGV			8
			5	
				2
		98	140	167

: 1999

(2000 8 ,).

< 6-2-7> 가

	()	1999	2000	2001
	CGV	14	14	
			3	
		3	3	
		3	3	
	CGV			7
		3	2	
	CGV		8	
	CGV		11	
		3	3	
		8	8	
			3	
		5	6	
		6	6	
		7	7	
		6	6	
	CGV			9
	CGV		12	
		3	3	
		3	3	
				5
		4	4	
		3	3	
			8	
	CGV			8
		5	5	
	21	2	3	
		78	124	153

: 1999 (2000 8 ,) 2001 10 .

< 6-2-8>

	(:)			1
1962	26,231	79,046,162	34.8%	3.0
1963	26,987	96,059,711	21.5%	3.6
1964	27,673	104,579,315	8.9%	3.8
1965	28,327	121,697,527	16.4%	4.3
1966	29,160	156,336,340	28.5%	5.4
1967	29,511	164,077,224	5.0%	5.6
1968	30,171	171,341,354	4.4%	5.7
1969	30,738	173,043,272	1.0%	5.6
1970	31,435	166,349,541	-3.9%	5.3
1971	31,828	146,303,355	-12.1%	4.6
1972	32,360	118,723,789	-18.9%	3.7
1973	32,905	114,625,241	-3.5%	3.5
1974	33,786	97,375,813	-15.0%	2.9
1975	34,688	75,597,977	-22.4%	2.2
1976	35,860	65,700,738	-13.1%	1.8
1977	36,436	64,928,935	-1.2%	1.8
1978	36,628	73,988,036	14.0%	2.0
1979	37,605	65,518,581	-11.4%	1.7
1980	38,197	53,770,415	-17.9%	1.4
1981	38,308	44,443,122	-17.3%	1.2
1982	39,641	42,737,086	-3.8%	1.1
1983	40,264	44,036,426	3.0%	1.1
1984	40,361	43,917,379	-0.3%	1.1
1985	40,466	48,098,262	9.5%	1.2
1986	41,826	47,278,807	-1.7%	1.1
1987	42,082	48,592,841	2.8%	1.2

< 6-2-8 >

	(:)			1
1988	42,593	52,230,524	7.5%	1.2
1989	43,847	55,306,458	5.9%	1.3
1990	43,520	53,459,280	-3.3%	1.2
1991	43,862	52,196,654	-2.4%	1.2
1992	43,801	47,110,475	-9.7%	1.1
1993	44,056	48,230,788	2.4%	1.1
1994	45,011	48,353,326	0.3%	1.1
1995	45,512	45,130,424	-6.7%	1.0
1996	45,545	42,268,260	-6.3%	0.9
1997	46,770	47,523,655	12.4%	1.0
1998	46,885	50,170,654	5.6%	1.1
1999	54,740	54,721,308	9.1%	1.0
2000	61,690	61,690,213	13.0%	0

: 2000 , pp93~94.

< 7-1-1 >

1998		1999		1999		2000	
DCN	16.2		10.4	OCN	15.1		12.1
	13.4	DCN	9.2		12.7	OCN	11.6
m. net	10.3	KMTV	8.6	YTN	9	MBN	6.6
KMTV	9.1	KSTV	8.2	MBN	8.4	TV	6.2
HBS	7.7	HBS	8	m.net	5.9	SBS	5.7
YTN	6	m. net	7.7	HBS	5.2	KMTV	5.7
KSTV	5.4	TV	7.5	TV	5.1	m.net	5.2
TV	5	MBN	6.3	KMTV	4.9	Drama.net	5.1
39	4	Drama.net	5.5	Drama.net	5.1	YTN	4.4
LG	3.1	YTN	5.2	KSTV	4	NYV	4.3
MBN	2.8	39	5.1	39	3.6	39	4.2
Drama.net	2.7	LG	2.7	SBS	2.9	SBS	4.2
Q	2.5	Q	2.4	dbc	2.8		4.1
	1.8		2	LG	2.7	LG	3.7
KCTS	1.5		2	Q	2.1	Q	3
Btn	1.4	CTN	1.6	SDNTV	1.8	KCTS	1.8
GTV	1.2	GTV	1.4	TV	1.4	+ 26	1.7
TV	1.2	KCTS	1.3	+ 26	1.1	btn	1.5
CTN	1.2	btn	1.1	TV	1.1	TV	1.5
PBC	0.7		0.8	CTN	0.9	SDN	1.5
MYTV	0.7		0.6	KCTS	0.9	CTN	1.3
	0.6	TV	0.6	BTN	0.8	TV	1.7
TV	0.6	PCB	0.5		0.7	TV	0.9
KTV	0.4	TV	0.5	PBC	0.6		0.8
A&C	0.4	KTV	0.5	TV	0.6	PBC	0.6
	0.4	TV	0.4	KTV	0.5	KTV	0.5
OUN	0.1	TV	0.3	TV	0.2	TV	0.3

: TV , TV , 98-2000

< 7-1-2> 2000

	2000
MBC	6.59
SBS/	4.97
KBS1TV	3.75
KBS2TV	3.36
OCN	0.91
	0.79
39	0.68
Drama-net	0.54
LG	0.51
	0.50
MBN	0.44
NTV	0.43
TV	0.42
SBS	0.36
Itv	0.29
KCTS	0.27
m-net	0.26
Q	0.25
+ 26	0.24
EBS	0.23
YTN	0.22
SDN	0.21
KMTV	0.16
Btn	0.16
tv	0.16
Sbs	0.15
CTN	0.14
- TV	0.11
TV	0.11
KBS 2	0.08
PBC	0.08
	0.07
KBS 1	0.07

: TV , TV , 98-2000

< 7-1-2>

	2000
OUN	0.05
NHK 1TV	0.02
	0.02
EBS 1	0.02
TV	0.02
S-Sport	0.02
AFKN	0.01
KTV	0.01
EBS 2	0.01
CNN	0
NHK2TV	0
S-World	0
	0

: TV , TV , 98~2000

< 7-1-3> TV (Diary)

	1998	1999	2000
OCN			10.98
	14.47	8.75	9.55
39	3.88	6.07	8.18
Drama-net	3.12	5.74	6.51
LG	2.97	3.38	6.17
	1.63	2.04	6
MBN	2.94		5.34
NTV			5.14
TV	4.66		5.08
SBS			4.36
KCTS	2.09	1.62	3.25
m-net	8.13	9.2	3.18
Q	2.37	2.09	3.05
- 26			2.94
YTN	6.27	5.82	2.64
SDN			2.52
KMTV	7.29	9.68	2.47
Btn	1.49		1.95
TV			1.91
SBS			1.8
CTN	1.26	-	1.64
- TV		0.85	1.34
TV	1.48	0.82	1.27
PBC	0.82	0.58	0.93
	0.83	0.82	0.87
OUN	0.18	0.21	0.59
TV	0.6	0.35	0.2
KTV	0.29	0.13	0.14
DCN	17.72	7.98	
HBS	6.48	7.47	
KSTV	6.14	6.93	
GTV	1.12	1.59	
MYTV	0.89		
A&C TV	0.46		
	0.41	0.97	
BTV		7.8	
		2.14	

: TV , TV , 98-2000

< 7-1-4> TV ()

	1998	1999	2000
	12.24	12.02	14.04
OCN			12.04
KMTV	10.88	7.47	8.02
TV	5.29	7.17	7.09
SBS			6.77
m-net	12.48	6.2	6.76
SBS			5.95
YTN	5.82	4.47	5.76
Drama-net	2.27	5.19	4.08
NTV			3.66
Q	2.58	2.61	3
	1.89	1.96	2.66
LG	3.22	2.09	1.79
39	4.09	4.05	1.28
BTN	1.4	1.3	1.18
TV			1.13
CTN	1.06	1.99	0.99
TV	0.86	0.3	0.93
	0.41	0.76	0.9
KCTS	0.81	0.92	0.87
KTV	0.46	0.81	0.79
+ 26			0.72
SDN			0.68
TV			0.61
PBC	0.53	0.43	0.42
TV	0.49	0.44	0.4
TV		0.32	0
DCN	14.62	10.51	
HBS	8.85	8.51	
KSTV	4.62	9.49	
GTV	1.35	1.3	
MYTV	0.44		
A&C TV	0.28		
	0.29	0.18	
		1.92	

: TV , TV , 98-2000

< 7-1-5> TV (Diary +)

	1998	1999	2000
	13.35	10.38	12.13
OCN			11.58
MBN	2.84	6.21	6.56
TV	4.98	7.48	6.24
SBS			5.74
KMTV	9.09	8.58	5.65
m-net	10.31	7.7	5.23
Drama-net	2.69	5.46	5.12
YTN	6.04	5.14	4.43
NTV			4.29
39	3.99	5.06	4.21
SBS			4.18
	1.76	2	4.08
LG	3.1	2.73	3.65
Q	2.48	2.35	3.02
KCTS	1.45	1.27	1.88
+ 26			1.67
BTN	1.44	1.1	1.51
TV			1.46
SDN			1.46
CTN	1.16	1.58	1.26
TV	1.17	0.56	1.08
- TV		0.48	0.92
	0.62	0.79	0.89
PBC	0.68	0.51	0.64
KTV	0.38	0.47	0.51
TV	0.55	0.4	0.32
OUN	0.09		0.25
DCN	16.17	9.24	
HBS	7.67	7.99	
KSTV	5.38	8.21	
GTV	1.24	1.44	
MYTV	0.67		
A&C TV	0.37		
	0.35	0.57	
		2.03	

: TV , TV , 98-2000

< 7-1-6> 2000

	22.23	0.29	0.27	112.1	0.83	65.16
	19.7	0.27	0.32	11.71	1.14	66.85
	28.42	0.26	0.15	10.23	0.08	60.86
	32.34	0.43	0.17	11.15	0.005	55.9

: TV (2000), TV

< 7-1-7> 1999

	20.91	0.46	12.37	1.4	64.56
	18.22	0.51	13.47	1.81	65.98
	29.21	0.17	10.23	0.15	60.25

: TV (1999), TV

< 7-1-8> (2000)

	63.8	32.18	0.78	0.84	2.39
	59.43	35.34	0.95	0.82	3.45
	72.6	26.13	0.39	0.68	0.2
	73.33	25.28	0.39	0.97	0.01

: TV (2000), TV

< 7-2-1> TV

	TV ()	/100가
1991	8,344	78.1
1992	9,181	73.4
1993	10,430	80.5
1994	14,408	107.7
1995	14,517	105.5
1996	15,258	107.8
1997	15,746	108.6
1998	16,421	110.1
1999	16,896	111.3
2000	17,174	111.2

: , 12 .

< 7-2-2>

(:)

	1996	1997	1998	1999	2000.1	2000.12	2001.6
	731	1,634	3,103	10,860	11,340	19,040	22,230

: KRNIC(), .

< 7-2-3> 가 (2001.8)

(:)

					SKT			
ADSL	2,847,383	894,284	1,018	104,471	-	-	-	3,847,156
CATV	-	82,128	1,132,300	75,377	63,964	51,657	182,338	2,326,917
LAN	473,721	3,542	-	-	-	71,851	-	549,114
	10,517	-	-	-	-	-	-	10,517
B-WLL	1,007	25,486	-	-	-	-	-	26,493
	3,332,628	1,744,593	1,133,318	179,848	63,964	123,508	182,338	6,760,197

: KRNIC(), .

< 7-2-4> PC

	PC ()	/100
1990	159	3.7
1991	197	4.5
1992	250	5.7
1993	365	8.2
1994	446	10.0
1995	535	11.8
1996	623	14.5
1997	693	15.0
1998	784	16.8
1999	1,035	22.0
2000	1,125	23.8

: www.itu.int, (www.nca.or.kr).

< 7-2-5> PC ()

(:)

1999	2,164,742	1,977,241	1,230,023	1,926,728	881,401	8,802,979
2000.12	3,998,822	3,500,924	1,832,221	3,650,450	2,297,216	16,807,067
2001.1	4,011,853	3,541,661	1,850,201	3,677,061	2,343,390	15,424,166
2001.2	4,124,404	3,616,834	1,865,422	3,727,765	2,246,309	15,580,734
2001.3	4,166,057	3,684,418	1,867,455	3,775,958	2,259,333	15,753,221
2001.4	4,195,024	3,753,249	1,880,213	3,816,037	2,266,168	15,910,691
2001.5	4,210,705	3,835,589	1,888,872	3,848,921	2,273,473	16,057,560
2001.6	4,230,195	3,966,852	1,895,331	3,874,307	2,285,721	16,252,406
2001.7	4,279,371	4,056,737	1,895,977	3,897,991	2,294,946	16,425,022
2001.8	4,307,475	4,168,671	1,901,231	3,913,351	2,300,130	16,590,858

: , http://www.mic.go.kr.

< 7-2-6> PC 가 가

	가 ()	가 /100
1992	117	0.27
1993	216	0.48
1994	428	0.95
1995	718	1.63
1996	1,711	3.76
1997	3,130	6.8
1998	5,103	11.1
1999	10,150	22.1
2000	16,807	35.5

: , www.nso.go.kr.

< 7-2-7> 가

	가 ()	가 /100
1990	80	0.2
1991	166	0.4
1992	271	0.6
1993	471	1
1994	960	2.1
1995	1,641	3.6
1996	3,180	7.4
1997	6,828	14.8
1998	13,982	30
1999	20,344	43.3
2000	26,816	56.7

: , www.nso.go.kr.

< 7-2-8>

	가 ()
1990	12,886
1991	14,570
1992	15,593
1993	16,633
1994	17,647
1995	18,600
1996	19,600
1997	20,625
1998	20,465
1999	21,600
2000.2	21,434

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< 7-2-9> 가

	가 ()	가 / 100
1992	1,452	3.3
1993	2,649	5.94
1994	6,363	14.19
1995	9,659	21.9
1996	12,694	27.9
1997	15,199	33
1998	9,180	19.9
1999	3,212	6.8
2000	568	1.2

: , www.nso.go.kr.

< 7-3-1 >

(1970- 1999)

(:)

	TV				TV	4	4 가
1970	1,777	2,634	5,967	825		11,203	
1971	2,812	2,630	6,809	1,064		13,315	17.3
1972	4,662	2,960	6,808	1,480		15,910	17.8
1973	6,560	3,511	8,154	1,594		19,819	22.0
1974	14,835	9,847	13,760	1,935		40,377	71.2
1975	26,845	10,920	20,800	1,755		60,320	40.1
1976	30,387	14,773	31,509	3,553		80,222	28.5
1977	40,920	17,400	37,680	3,720		99,720	21.8
1978	54,543	21,312	57,392	5,702		138,949	33.2
1979	63,090	30,171	76,300	8,193		177,754	24.6
1980	82,007	34,404	98,945	10,798		226,154	24.1
1981	95,671	30,929	123,681	12,958		263,239	15.2
1982	125,339	36,033	169,034	18,432		348,838	28.2
1983	192,954	35,577	219,033	22,468		470,032	29.8
1984	253,640	42,708	258,212	24,160		578,720	20.8
1985	266,980	42,749	279,016	30,806		619,551	6.8
1986	298,925	44,274	300,030	34,679		677,908	9.0
1987	353,482	47,134	339,847	46,261		786,724	14.9
1988	444,762	51,536	463,030	65,165		1,024,493	26.4
1989	525,991	62,602	613,792	82,660		1,285,045	22.7
1990	598,191	95,318	852,663	116,879		1,663,051	25.8
1991	645,667	120,879	1,019,573	125,342		1,911,461	13.9
1992	835,885	129,584	1,140,919	121,374		2,227,762	15.3
1993	896,813	137,122	1,332,657	123,953		2,490,545	11.2
1994	1,040,898	148,577	1,777,821	155,721		3,123,017	22.6
1995	1,302,283	173,387	2,141,058	176,136	48,600	3,792,814	19.4
1996	1,586,639	211,717	2,318,585	207,760	112,870	4,324,701	13.1
1997	1,547,748	231,388	2,126,142	212,954	128,192	4,118,232	-4.9
1998	1,026,098	137,227	1,343,722	102,431	116,588	2,609,478	-45.6
1999	1,492,122	175,121	1,805,462	130,028	128,100	3,602,733	32.3
2000	2,068,665	250,378	2,121,418	163,367	173,630	4,603,828	24.5

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< 7-3-2 >

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	KBS	MBC	SBS				
1995/01/04	114,012	141,614	71,041				
1995/02/04	115,520	144,368	76,691	2,787	2,362	2,362	1,698
1995/03/04	121,340	149,379	82,123	5,120	4,650	3,032	3,012
1995/04/04	134,976	157,056	84,570	5,594	4,986	3,196	3,242
1996/01/04	144,494	164,996	87,806	6,344	5,560	3,410	3,529
1996/02/04	148,704	173,068	93,609	7,471	6,609	3,971	3,864
1996/03/04	156,906	189,687	96,330	8,690	6,642	3,942	3,942
1996/04/04	144,353	178,257	87,967	7,848	6,331	3,623	3,610
1997/01/04	134,530	166,609	85,962	6,534	5,495	3,351	3,268
1997/02/04	153,159	184,516	95,334	7,770	6,303	3,573	3,470
1997/03/04	140,125	180,762	86,631	7,033	5,591	3,281	3,154
1997/04/04	142,083	182,778	87,055	6,900	5,365	3,292	3,112
1998/01/04	89,467	124,348	54,176	3,305	2,703	1,932	1,757
1998/02/04	94,068	137,439	60,388	3,238	2,688	2,159	2,062
1998/03/04	72,604	115,975	52,960	2,989	2,462	1,954	1,855
1998/04/04	79,743	129,208	57,869	3,538	2,962	2,378	2,253
1999/01/04	86,856	138,989	64,534	3,763	3,177	3,140	2,358
1999/02/04	123,329	167,587	86,148	4,916	4,156	4,063	3,212
1999/03/04	128,651	174,399	92,314	5,721	4,381	4,357	3,637
1999/04/04	148,421	192,803	103,552	6,944	5,048	5,099	4,227
2000/01/04	154,120	196,653	107,665	8,193	5,421	5,365	4,564
2000/02/04	128,651	229,229	123,640	9,598	7,636	7,378	5,214
2000/03/04	185,018	243,536	128,270	9,970	8,174	7,472	5,549
2000/04/04	151,039	222,142	114,778	9,283	7,599	6,784	5,084
2001/01/04	125,687	186,965	101,855	7,564	6,330	5,763	4,125
2001/02/04	151,484	225,849	117,832	8,856	7,633	6,773	4,876
2001/03/04							

< 7-3-2 >

1995/01/04						4,905	1,758
1995/02/04						5,173	2,127
1995/03/04						5,221	2,170
1995/04/04						5,350	2,179
1996/01/04						6,006	2,161
1996/02/04						6,480	2,253
1996/03/04						7,155	2,901
1996/04/04						6,718	2,770
1997/01/04						6,214	2,659
1997/02/04						7,191	2,830
1997/03/04	104	738			559	7,138	2,651
1997/04/04	1,921	2,156	1,416	3,137	1,845	6,984	2,621
1998/01/04	1,378	1,400	1,131	1,778	1,251	3,971	1,340
1998/02/04	1,435	1,563	1,172	2,190	1,215	3,631	1,080
1998/03/04	1,430	1,558	1,142	2,132	1,052	3,428	921
1998/04/04	1,607	1,702	1,312	2,024	802	3,497	889
1999/01/04	1,782	1,852	1,447	2,216	861	3,820	1,000
1999/02/04	2,334	2,476	1,852	3,669	1,515	5,234	1,660
1999/03/04	2,554	2,805	2,250	4,215	1,715	6,306	2,024
1999/04/04	3,205	3,260	3,150	5,069	2,454	7,643	2,471
2000/01/04	3,472	3,563	3,448	5,757	3,158	8,059	2,742
2000/02/04	4,211	4,386	4,100	7,850	4,155	8,948	3,542
2000/03/04	4,398	4,473	4,241	8,950	4,666	9,661	3,820
2000/04/04	3,958	4,005	3,888	8,785	4,414	10,054	3,373
2001/01/04	3,199	3,305	3,255	7,352	3,566	9,426	2,632
2001/02/04	3,763	3,762	3,827	8,638	4,540	10,365	3,016
2001/03/04							

< 7-3-2>

		.	-	-	-	-	-
1995/01/04	1,449	452					
1995/02/04	1,500	499					
1995/03/04	1,509	505					
1995/04/04	1,511	559					
1996/01/04	1,491	570					
1996/02/04	1,653	619					
1996/03/04	2,167	736					
1996/04/04	2,348	768					
1997/01/04	2,190	746					
1997/02/04	2,288	724					
1997/03/04	2,302	718					
1997/04/04	2,164	720					
1998/01/04	1,182	390					
1998/02/04	1,039	368					
1998/03/04	889	309					
1998/04/04	878	323					
1999/01/04	915	350					
1999/02/04	1,265	449					
1999/03/04	1,638	597					
1999/04/04	1,993	682					
2000/01/04	2,209	730					
2000/02/04	2,899	936					
2000/03/04	3,419	1,067					
2000/04/04	2,943	1,015					
2001/01/04	2,531	889					
2001/02/04	2,688	928					

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< 7-4-1 > 가

		가
1992	43,801,358	12,506,668
1993	44,306,888	12,959,631
1994	44,815,968	13,374,559
1995	45,359,735	13,764,726
1996	42,829,852	14,153,838
1997	46,242,359	14,502,605
1998	46,661,133	14,913,543
1999	46,994,041	15,173,729
2000	47,335,260	15,442,700
2001	47,732,499	15,764,840

: 2001.1.1
 : (<http://www.mogaha.go.kr>).

< 7-4-2 >

	(10)			1 GNP()
	가	가	(%)	
1994	305,970.2	236,375.1	8.6	8,998
1995	351,974.7	257,501.2	8.9	10,823
1996	389,813.4	275,691.1	7.1	11,380
1997	453,276.4	423,006.7	5.0	10,307
1998	444,366.5	394,710.4	-6.7	6,742
1999	482,744.2	437,709.4	10.9	8,551
2000	517,096.6	476,269.3	8.8	9,628

: 1994-1996 1990 가 . 1997-2000 1995 가 .
 : , [], ; (www.nso.go.kr).

< 7-4-3>

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		EMU()			
1994	788.7		509	147.78	1235.5
1995	774.7		539.3	157.89	1201.95
1996	844.2		542.89	161.06	1427.96
1997	1415.2		790.95	236.38	2345.69
1998	1207.8		718.12	214.49	2005.19
1999	1145.4	1150.55	588.27	175.4	1851.88
2000	1259.7	1187.27	607.04	181	1880.86

:
: (<http://www.bok.or.kr>); (www.nso.go.kr).

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1.

1995 19,645 2001 40,032 100% . TV
 13,854 2001 23,022 9.5%
 1995 5,791 2001 11,171
 13.3% . 1996 47 2001
 5,839 100 . 1995 TV
 70.5% 2001 57.51% .
 1995 29.5% 2001 27.91% . 1996
 0.21% 2001 14.6% .
 가 TV TV

< 1-1-1 >

(: GDP 10 ,)

	1995	1996	1997	1998	1999	2000	2001
TV	13,854	15,051	16,675	17,951	19,613	21,566	23,022
GDP	6,282	6,577	6,914	7,257	7,616	8,077	8,537
TV /GDP	0.22%	0.23%	0.24%	0.25%	0.26%	0.27%	0.27%
	5,791	6,881	7,507	8,597	9,227	10,044	11,171
	0	47	397	1,118	2,191	4,041	5,839
	19,645	21,979	24,579	27,666	31,031	35,651	40,032

: European Television, (Informa Media Group, 2000)

: Informa Media Group

< 1-1-2>

	1995	1996	1997	1998	1999	2000	2001
TV	175	179	182	193	231	255	274
GDP	146	152	158	165	169	175	182
TV /GDP	0.12%	0.12%	0.12%	0.12%	0.14%	0.15%	0.15%
	114	125	133	141	150	160	172
	0	0	1	3	7	13	18
	289	304	316	337	388	428	464

< 1-1-3>

	1995	1996	1997	1998	1999	2000	2001
TV	204	218	257	312	358	379	398
GDP	172	178	186	193	199	209	218
TV /GDP	0.12%	0.12%	0.14%	0.16%	0.18%	0.18%	0.18%
	636	687	704	717	730	762	801
	0	0	0	0	0	0	0
	840	905	961	1,029	1,088	1,141	1,199

< 1-1-4>

	1995	1996	1997	1998	1999	2000	2001
TV	75	92	107	129	132	137	145
GDP	32.8	37.2	40.1	43.5	43.7	45.8	48.1
TV /GDP	0.23%	0.25%	0.27%	0.30%	0.30%	0.30%	0.30%
	27	40	44	49	52	58	66
	0	0	0	0	0	0	8
	102	132	151	178	184	195	219

< 1-1-5>

	1995	1996	1997	1998	1999	2000	2001
TV	122	138	151	162	170	182	194
GDP	117	123	129	136	142	150	158
TV /GDP	0.10%	0.11%	0.12%	0.12%	0.12%	0.12%	0.12%
	273	301	319	339	368	396	423
	0	0	0	1	11	32	49
	395	439	470	502	549	610	666

< 1-1-6>

	1995	1996	1997	1998	1999	2000	2001
TV	140	142	158	176	177	186	195
GDP	80	83	90	93	96	100	104
TV /GDP	0.18%	0.17%	0.18%	0.19%	0.18%	0.19%	0.19%
	194	208	215	224	239	256	276
	0	0	0	1	7	21	35
	334	350	373	401	423	463	506

< 1-1-7>

	1995	1996	1997	1998	1999	2000	2001
TV	1,868	1,952	2,070	2,201	2,453	2,698	2,901
GDP	1,008	1,036	1,082	1,127	1,155	1,196	1,246
TV /GDP	0.19%	0.19%	0.19%	0.20%	0.21%	0.23%	0.23%
	455	546	610	687	766	879	1,015
	0	40	254	572	810	979	1,113
	2,323	2,538	2,934	3,460	4,029	4,556	5,029

< 1-1-8>

	1995	1996	1997	1998	1999	2000	2001
TV	2,794	3,038	3,277	3,482	3,720	3,924	4,140
GDP	1,524	1,559	1,606	1,653	1,685	1,735	1,790
TV /GDP	0.18%	0.19%	0.20%	0.21%	0.22%	0.23%	0.23%
	1,923	2,242	2,348	2,929	3,051	3,235	3,471
	0	1	11	40	80	186	328
	4,717	5,281	5,636	6,451	6,851	7,345	7,939

< 1-1-9>

	1995	1996	1997	1998	1999	2000	2001
TV	130	153	161	193	218	239	261
GDP	69	76	84	101	108	116	123
TV /GDP	0.19%	0.20%	0.19%	0.19%	0.20%	0.21%	0.21%
	0	0	0	0	1	2	9
	0	0	0	0	0	12	44
	130	153	161	193	219	253	314

< 1-1-10> 가

	1995	1996	1997	1998	1999	2000	2001
TV	53	59	73	92	102	112	125
GDP	18.4	22.6	27.9	33.4	38.1	43.3	48.7
TV /GDP	0.29%	0.26%	0.26%	0.28%	0.27%	0.26%	0.26%
	11	17	21	22	26	30	36
	0	0	0	0	0	0	6
	64	76	94	114	128	142	167

< 1-1-11>

	1995	1996	1997	1998	1999	2000	2001
TV	67	73	79	88	105	126	145
GDP	43	47	53	59.7	63.8	68.6	72.1
TV /GDP	0.16%	0.16%	0.15%	0.15%	0.16%	0.18%	0.20%
	84	95	103	108	115	125	137
	0	0	0	0	4	11	17
	151	168	182	196	224	262	299

< 1-1-12>

	1995	1996	1997	1998	1999	2000	2001
TV	2,239	2,422	2,647	2,880	3,176	3,596	3,866
GDP	789	835	865	894	920	990	1,036
TV /GDP	0.28%	0.29%	0.31%	0.32%	0.35%	0.36%	0.37%
	6	9	14	19	22	25	36
	0	6	32	98	252	450	622
	2,245	2,437	2,693	2,997	3,450	4,071	4,524

< 1-1-13>

	1995	1996	1997	1998	1999	2000	2001
TV	418	413	456	502	532	599	658
GDP	249	260	276	292	305	316	333
TV /GDP	0.17%	0.16%	0.17%	0.17%	0.17%	0.19%	0.20%
	389	518	536	547	577	593	656
	0	0	0	0	0	4	15
	807	931	992	1,049	1,109	1,196	1,329

< 1-1-14>

	1995	1996	1997	1998	1999	2000	2001
TV	126	137	168	197	217	238	251
GDP	100	110	117	122	128	134	140
TV /GDP	0.13%	0.12%	0.14%	0.16%	0.17%	0.18%	0.18%
	168	176	180	195	213	224	238
	0	0	0	1	10	24	33
	294	313	348	393	440	486	522

< 1-1-15>

	1995	1996	1997	1998	1999	2000	2001
TV	108	167	288	413	539	607	667
GDP	64.4	81	99.3	116.3	127.3	142.9	159.8
TV /GDP	0.17%	0.21%	0.29%	0.36%	0.42%	0.42%	0.42%
	70	111	170	248	310	348	411
	0	0	0	12	57	120	191
	178	278	458	673	906	1,075	1,269

< 1-1-16>

	1995	1996	1997	1998	1999	2000	2001
TV	171	216	263	307	337	401	425
GDP	67	72	75	79	84	88	92
TV /GDP	0.26%	0.30%	0.35%	0.39%	0.40%	0.46%	0.46%
	9	20	52	96	140	176	207
	0	0	0	3	10	20	38
	180	236	315	406	487	597	670

< 1-1-17>

	1995	1996	1997	1998	1999	2000	2001
TV	27	44	47	87	113	141	173
GDP	4.87	7.32	16.88	24.44	31.46	38.89	46.06
TV /GDP	0.55%	0.60%	0.28%	0.36%	0.36%	0.36%	0.38%
	41	91	101	113	124	153	185
	0	0	0	0	0	0	0
	68	135	148	200	237	294	358

< 1-1-18>

	1995	1996	1997	1998	1999	2000	2001
TV	420	610	890	450	320	710	817
GDP	57	79	94	114	242	345	452
TV /GDP	0.74%	0.77%	0.95%	0.39%	0.13%	0.21%	0.18%
	182	279	351	372	360	374	447
	0	0	0	0	8	31	54
	602	889	1,241	822	688	1,115	1,318

< 1-1-19>

	1995	1996	1997	1998	1999	2000	2001
TV	7	14	33	46	50	55	61
GDP	12.21	13.77	15.7	17.95	20.13	22.58	25.35
TV /GDP	0.06%	0.10%	0.21%	0.26%	0.25%	0.24%	0.24%
	6	9	11	12	13	15	18
	0	0	0	0	0	0	4
	13	23	44	58	63	70	83

< 1-1-20>

	1995	1996	1997	1998	1999	2000	2001
TV	1,141	1,188	1,270	1,522	1,734	1,821	1,912
GDP	361	381	403	426	447	477	504
TV /GDP	0.32%	0.31%	0.32%	0.36%	0.39%	0.38%	0.38%
	22	27	29	30	32	77	157
	0	0	99	332	396	550	687
	1,163	1,215	1,398	1,884	2,162	2,448	2,756

< 1-1-21>

	1995	1996	1997	1998	1999	2000	2001
TV	212	217	249	278	299	320	341
GDP	170	173	179	184	190	198	207
TV /GDP	0.12%	0.13%	0.14%	0.15%	0.16%	0.16%	0.16%
	567	601	607	618	628	651	679
	0	0	0	3	12	25	41
	779	818	856	899	939	996	1,061

< 1-2-4>

	1995	1996	1997	1998	1999	2000	2001
TV	573	650	737	787	823	869	917
GDP	130	153	171	167	166	173	185
TV /GDP	0.44%	0.42%	0.43%	0.47%	0.50%	0.50%	0.50%
	41	82	121	148	162	174	198
	0	0	0	0	0	0	7
	614	732	858	935	985	1,043	1,122

< 1-2-5>

	1995	1996	1997	1998	1999	2000	2001
TV	181	236	308	344	415	478	544
GDP	250	285	322	383	425	475	539
TV /GDP	0.07%	0.08%	0.10%	0.09%	0.10%	0.10%	0.10%
	293	504	643	852	1,094	1,263	1,447
	0	0	0	0	0	0	0
	474	740	951	1,196	1,509	1,741	1,991

< 1-2-6>

	1995	1996	1997	1998	1999	2000	2001
TV	95	127	102	83	198	238	280
GDP	53	62	73	99	120	132	148
TV /GDP	0.18%	0.20%	0.14%	0.08%	0.17%	0.18%	0.19%
	0	0	2	3	5	16	41
	0	0	0	1	3	14	39
	95	127	104	87	206	268	360

< 1-2-7>

	1995	1996	1997	1998	1999	2000	2001
TV	11,481	12,535	13,136	12,764	12,508	12,508	12,821
GDP	4,516	4,676	4,746	4,636	4,636	4,706	4,837
TV /GDP	0.25%	0.27%	0.28%	0.28%	0.27%	0.27%	0.27%
	1,120	1,579	2,135	2,733	3,285	3,795	4,258
	0	55	245	632	1,122	1,581	1,968
	12,601	14,169	15,516	16,129	16,915	17,884	19,047

< 1-2-8>

	1995	1996	1997	1998	1999	2000	2001
TV	120	143	144	129	152	174	192
GDP	58	66	73	72	78	84	92
TV /GDP	0.21%	0.22%	0.20%	0.18%	0.19%	0.21%	0.21%
	0	3	17	28	26	20	19
	0	4	21	44	57	95	138
	120	150	182	201	235	289	349

< 1-2-9>

	1995	1996	1997	1998	1999	2000	2001
TV	138	149	161	173	174	185	196
GDP	43	45	46	47	48	51	54
TV /GDP	0.32%	0.33%	0.35%	0.37%	0.36%	0.36%	0.36%
	0	0	1	1	3	9	20
UHF	37	56	67	73	67	52	37
	0	0	2	6	17	40	70
	175	205	231	253	261	286	323

< 1-2-10>

	1995	1996	1997	1998	1999	2000	2001
TV	149	186	220	244	281	309	340
GDP	45	51	57	62	68	75	83
TV /GDP	0.33%	0.36%	0.39%	0.39%	0.41%	0.41%	0.41%
	25	36	44	55	74	89	111
	0	0	0	0	0	8	24
	174	222	264	299	355	406	475

< 1-2-11> 가

	1995	1996	1997	1998	1999	2000	2001
TV	144	155	179	177	168	176	194
GDP	70	76	83	84	89	95	102
TV /GDP	0.21%	0.20%	0.22%	0.21%	0.19%	0.19%	0.19%
	1	7	20	34	49	67	64
	0	0	0	0	0	0	0
	145	162	199	211	217	243	258

< 1-2-12>

	1995	1996	1997	1998	1999	2000	2001
TV	564	592	763	962	890	979	1,067
GDP	224	243	264	281	298	325	354
TV /GDP	0.25%	0.24%	0.29%	0.34%	0.30%	0.30%	0.30%
	503	723	814	937	964	989	1,047
	0	0	0	0	0	13	34
	1,067	1,315	1,577	1,899	1,854	1,981	2,148

< 1-2-13>

	1995	1996	1997	1998	1999	2000	2001
TV	429	509	538	388	432	473	518
GDP	107	118	123	120	125	136	149
TV /GDP	0.40%	0.43%	0.44%	0.32%	0.35%	0.35%	0.35%
	23	34	45	50	44	42	45
	0	6	20	35	47	59	78
	452	549	603	473	523	574	641

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< 2-1 > TV 가

가	1995	1996	1997	1998	1999	2000	2001	2005	2010
	3,020	3,040	3060	3075	3091	3 106	3 122	3 185	3252
	3,950	4,000	4050	4 100	4200	42 13	4225	4276	4341
	3,900	3,910	3908	3772	3772	3791	3810	3887	3985
	2,300	2,300	2320	2329	2329	2348	2357	2395	2445
	2,210	2,220	2240	2249	2258	2267	2276	2313	2359
	21,526	21,612	21698	21785	21872	21960	22048	22402	22854
	32,730	33,110	33520	34050	34220	34391	34563	35260	36150
	3,346	3,370	3393	3417	3441	3458	3475	3546	3635
가	3,694	3,713	3731	3750	3769	3788	3807	3883	3981
	1,075	1,090	1100	1110	1114	1119	1123	1141	1164
	19,909	20,684	20891	20912	20933	20975	21017	21185	21398
	6,500	6,586	6646	6686	6686	6713	6740	6848	6986
	1,765	1,774	1804	1809	1815	1822	1829	1859	1896
	12,100	12,161	12221	12258	12295	12332	12369	12518	12707
	3,485	3,502	3520	3524	3527	3534	3541	3570	3605
	6,600	6,633	6667	6700	7000	7035	7070	7213	7395
	51,689	51,792	51896	52000	52104	52208	52313	52732	53262
	1,881	1,862	1832	1805	1814	1823	1832	1869	1916
	11,767	11,826	11842	11854	11866	11889	11913	12009	12129
	3,977	4,017	4057	4069	4083	4098	4112	4170	4243
	2,737	2,789	2800	2851	2886	2896	2906	2947	2999
	23,331	23,538	23710	23915	24102	24223	24344	24834	25461
	223,492	225,529	226906	228000	229187	229988	230792	234041	238165
	10,061	10,181	10304	10427	10552	10679	10807	11335	11993
	32,600	34600	35154	35716	36288	36868	37458	39913	43040
	3,487	3530	3570	3610	3650	3690	3730	3890	4090
	7,063	7285	7247	7538	7651	7766	7883	8366	9013
	15,859	16176	16500	16830	17166	17510	17860	19332	20659
	1,000	1100	1111	1122	1134	1146	1158	1206	1266
	4,651	4802	4893	4986	5081	5177	5276	5688	6250
	8,302	8630	8773	8914	9058	9204	9352	9970	10701
	83,023	86304	87732	89143	90580	92040	93524	99700	107013

< 2-1 >

가		1995	1996	1997	1998	1999	2000	2001	2005	2010
			11328	11385	11443	11500	11615	11731	11848	12178
	95900	97000	98000	99400	100800	102200	102915	118005	109584	
	107228	108385	109443	110900	112415	113931	114763	118005	122100	
	1263	1321	1360	1392	1443	1472	1501	1625	1794	
	14500	15800	18400	18676	18956	19240	19529	20727	22329	
	15763	17121	19760	20068	20399	20712	21031	22353	24124	
	6499	6565	6631	6698	6779	6847	6915	7196	7563	
	266800	27040	273320	276640	280000	283360	286760	300775	319259	
	1730	1812	1898	1936	1981	2021	2061	2209	2322	
	52300	57700	63200	69100	74000	78000	81000	88080	97248	
	24453	24952	25461	25951	26511	27041	27582	29856	32963	
	41473	41947	42377	42589	42730	42871	43012	43583	44306	
	3030	3188	3240	3305	3371	3438	3507	3796	4191	
	1200	1220	1240	1252	1265	1278	1290	1343	1407	
	6900	7565	7754	7948	8147	8350	8559	9448	10689	
가	801	817	833	850	867	884	902	976	1076	
	13450	13600	14000	14126	14253	14381	14511	15040	15716	
	5700	5783	5835	5888	5941	5994	6048	6269	6523	
	14425	14615	14807	15002	15200	15400	15600	16427	17523	
	438761	449804	460597	471315	471044	489864	497748	524998	560788	
	868266	887143	904437	919426	933625	946536	957858	999097	1052189	

: Global Digital TV(Informa Media Group, 2001).

< 2-2> TV 가 (%)

가	1995	1996	1997	1998	1999	2000	2001	2005	2010
	0	0	0	0	0	0	0	268	943
	0	0	0	0	0	0	0	9	120
	0	0	0	0	0	0	0	90.1	1079
	0	0	0	0	0	0	0	188	345
	0	0	0	0	0	0	58	460	837
	0	0	0	0	0	0	0	418.1	9610
	0	0	0	0	0	0	343	4784	8899
	0	0	0	0	0	0	0	685	1916
가	0	0	0	0	0	0	0	211	1089
	0	0	0	0	0	0	11	148	265
	0	0	0	0	0	0	0	3527	11393
	0	0	0	0	0	0	13	164	329
	0	0	0	0	0	0	27	325	623
	0	0	0	0	0	0	0	588	2944
	0	0	0	0	0	0	0	686	1385
	0	0	0	0	0	0	0	311	1397
	0	0	0	0	0	0	0	2328	13220
	0	0	0	0	0	0	0	103	467
	0	0	0	0	0	96	455	2691	5498
	0	0	0	0	0	50	138	604	1019
	0	0	0	0	0	0	0	87	189
	0	0	0	30	550	1005	1549	5565	10559
	0	0	0	30	550	1152	2605	28926	74248
	0	0	0	0	0	5	253	1900	3052
	0	0	0	0	0	0	0	982.1	17729
	0	0	0	0	0	0	0	379	1130
	0	0	0	0	0	0	0	545	2481
	0	0	0	0	0	0	0	407.1	6751
	0	0	0	0	0	0	19	250	383
	0	0	0	0	0	0	0	437	2284
	0	0	0	0	0	1	30	1934	3757
	0	0	0	0	0	6	302	19339	37567

< 2-2 >

가	1995	1996	1997	1998	1999	2000	2001	2005	2010
	0	0	0	0	0	42	99	631	1029
	0	0	0	0	0	363	803	4001	4704
	0	0	0	0	0	405	902	4633	5732
	0	0	0	0	0	0	0	69	195
	0	0	0	0	0	0	0	5155	9722
	0	0	0	0	0	0	0	5224	9917
	0	0	0	0	0	0	136	2064	4536
	0	0	0	0	0	0	0	17425	58811
	0	0	0	0	0	0	15	524	1021
	0	0	0	0	0	0	279	11169	24857
	0	0	0	0	0	0	0	564	9047
	0	0	0	0	0	0	0	4639	12996
	0	0	0	0	0	0	0	828	1812
	0	0	0	0	0	0	19	314	668
	0	0	0	0	0	0	0	221	3117
가	0	0	0	0	0	0	19	234	541
	0	0	0	0	0	0	354	4168	8553
	0	0	0	0	0	0	58	479	1004
	0	0	0	0	0	0	0	787	4960
	0	0	0	0	0	0	800	43416	131743
	0	0	0	30	550	1562	4690	101537	259237

: Global Digital TV(Informa Media Group, 2001).

< 2-3> TV 가 (%)

가	1995	1996	1997	1998	1999	2000	2001	2005	2010
	0	0	0	0	0	0	54	612	1420
	0	0	0	0	0	77	387	1988	4037
	0	0	0	0	0	0	26	401	920
	0	0	0	50	153	310	473	1170	1081
	0	0	0	0	19	96	197	656	1236
	0	0	77	219	381381	500	713	2898	6313
	0	0	0	93	283283	1347	2945	11688	23462
	0	0	0	0	0	0	5	298	585
가	0	0	0	0	0	0	0	411	1197
	0	0	0	0	0	61	126	412	758
	9	20	38	67	65	85	127	346	634634
	0	0	0	0	0	104	613	3127	6412
	0	0	0	0	0	40	123	488	980
	0	0	0	0	0	0	103	2128	4016
	0	0	0	0	0	0	50	661	1608
	0	0	0	0	0	0	0	820	2070
	0	0	0	0	0	16	71	1034	3418
	0	0	0	0	0	0	6	266	531
	0	0	0	0	2	61	182	1058	2699
	0	0	0	50	50	193	390	1489	2845
	0	0	0	0	65	390	653	1732	2732
	0	0	0	0	150	800	1500	4850	6387
	9	20	115	479	1167	4080	8743	38533	76060
	0	0	0	0	0	133	409	2545	4622
	0	0	0	0	0	116	408	1984	5097
	0	0	0	0	0	20	86	478	1176
	0	0	0	0	0	0	0	780	2130
	0	0	0	0	0	130	435	1793	4272
	0	0	0	0	0	8	34	159	314
	0	0	0	0	0	70	154	514	837
	0	0	0	0	0	53	170	907	2050
	0	0	0	0	0	530	1695	9068	20499

< 2-3>

가		1995	1996	1997	1998	1999	2000	2001	2005	2010
			0	0	0	0	84	423	855	4447
	0	0	0	700	3300	10000	15887	44965	80734	
	0	0	0	700	3384	10423	16742	49412	90081	
	0	0	0	0	0	0	0	62	670	1258
	0	0	0	0	0	0	0	0	979	3059
	0	0	0	0	0	0	0	62	1649	4317
	0	0	0	0	0	0	40	86	540	1302
	0	0	0	0	0	0	850	4625	41125	89375
	0	0	0	0	0	0	0	0	213	709
	0	0	0	0	0	0	0	0	4624	15560
	0	0	0	0	0	0	12	50	606	1483
	0	0	0	0	0	0	307	1126	7804	17083
	0	0	0	0	0	0	0	0	76	317
	0	0	0	0	0	0	3	10	119	316
	0	0	0	0	0	0	0	33	514	1321
가	0	0	0	0	0	0	0	0	156	428
	0	0	0	0	0	0	0	78	1648	4961
	0	0	0	0	0	0	140	474	2480	4902
	0	0	0	0	0	0	0	0	59	149
	0	0	0	0	0	0	1352	6482	59966	137905
	9	20	115	1179	4551	16384	33724	158627	328861	

: Global Digital TV(Infoma Media Group, 2001).

< 2-4> DTH 가 (%)

가	1995	1996	1997	1998	1999	2000	2001	2005	2010
	0	0	8	20	45	65	90	175	260
	0	0	0	0	0	0	76	167	203
	0	0	0	5	50	100	125	186	237
	0	0	0	4	40	80	120	197	242
	0	203	1041	1723	2189	2475	2723	3,635	4,529
	0	10	73	226	366	802	1200	2,050	2,800
	0	0	0	0	0	50	120	380	495
가	0	0	0	0	0	0	57	128	171
	0	0	0	0	20	32	45	84	112
	0	34	151	400	1000	1500	1875	3,202	4,489
	0	0	0	0	0	30	70	185	209
	0	0	0	5	50	75	94	160	224
	0	0	0	154	523	825	979	1,315	1,622
	0	0	0	29	72	120	180	289	368
	0	0	0	0	70	200	250	1,000	1,600
	0	0	0	0	0	0	37	80	98
	0	0	380	887	1263	1650	1898	2,557	2,693
	0	0	0	15	50	88	131	255	379
	0	0	0	0	0	5	12	33	45
	0	0	0	225	2065	4700	5700	7,462	7,960
	0	247	1653	3693	7803	12797	15750	23,539	29,008
	0	0	0	23	120	220	300	450	522
	0	12	180	480	736	1030	1340	2,216	2,965
	0	0	5	12	30	70	100	166	227
	0	0	35	58	79	119	154	312	500
	0	0	132	376	560	756	907	1,280	1,602
	0	0	0	0	20	40	55	95	145
	0	5	47	52	110	143	172	287	414
	0	0	30	30	35	61	78	123	163
	0	17	429	1031	1690	1439	3105	4,930	6,539

< 2-4>

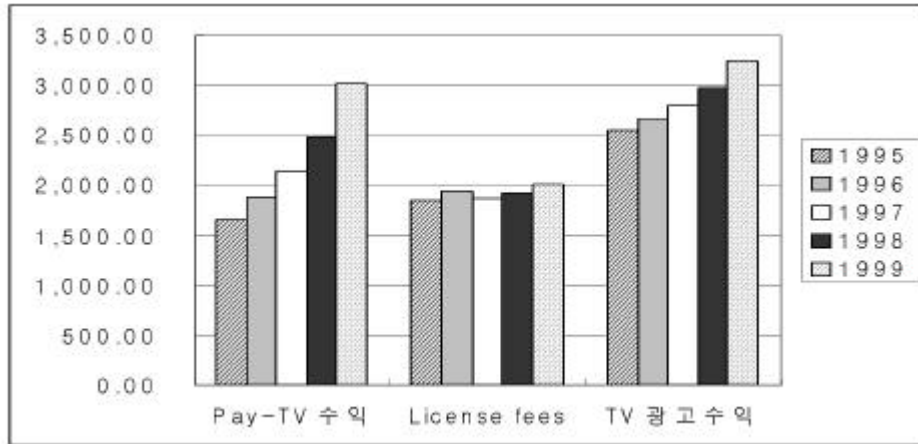
가		1995	1996	1997	1998	1999	2000	2001	2005	2010
		0	0	87	355	766	1149	1321	1,707	2,027
		2,273	4,196	6,287	8,694	11,500	14,500	16,240	20,882	23,623
		2,273	4,196	6,374	9,049	12,266	15,649	17,561	22,588	25,650
		0	0	0	0	0	15	30	57	72
		0	0	0	0	0	192	391	746	1,027
		0	0	0	0	0	207	421	803	1,099
		0	30	60	180	410	513	615	954	1,276
		0	0	0	0	0	0	0	9,023	13,728
		0	0	0	0	0	0	31	188	302
		0	0	0	0	0	0	0	1,409	3,112
		0	0	0	5	23	100	200	552	951
		0	156	533	1,243	1,984	2,579	3,095	4,780	6,760
		0	30	140	210	270	470	567	781	950
		0	0	0	30	95	190	238	320	371
		0	0	0	0	0	100	170	365	495
		0	0	0	0	0	0	100	500	700
		0	0	0	0	0	100	151	244	307
		0	45	112	144	179	233	291	495	744
		0	261	857	1,812	2,961	4,282	5,455	19,611	29,695
		2,273	4,721	9,313	15,585	24,720	35,376	42,292	71,472	91,991

: Global Digital TV(Infoma Media Group, 2001).

< 3-1-1 >

		1995	1996	1997	1998	1999
		58.15	58.39	58.63	58.87	59.10
1 GNP	\$	20,341	20,757	21,325	22,131	22,748
GNP	\$	1,182,829	1,212,001	1,250,285	1,302,852	1,344,407
가		22.70	22.90	23.20	23.60	24.00
TV 가		21.56	21.70	21.91	22.16	22.70
TV		95.0%	94.8%	94.4%	93.9%	94.6%
VCR (VCR 가 /TV 가)		67.7%	71.4%	73.5%	74.5%	76.2%
가 (가 가 /TV 가)	%	7.4%	8.8%	10.0%	11.5%	12.6%
가 (가 가 /TV 가)		4.6%	6.0%	11.3%	14.7%	17.3%
가 (가 가 /TV 가)		0.0%	14%	5.7%	8.8%	11.3%
Pay-TV	\$	1,655.11	1,877.07	2,138.51	2,470.69	3,018.00
GNP Pay-TV	%	0.140%	0.155%	0.171%	0.190%	0.224%
License fees	\$	1,854.51	1,935.30	1,857.33	1,919.22	2,011.00
GNP License fees	%	0.157%	0.160%	0.149%	0.147%	0.150%
TV	\$	2,548.41	2,659.83	2,792.83	2,971.57	3,239.00
GNP TV	%	0.215%	0.219%	0.223%	0.228%	0.241%
1 TV	\$	43.82	45.55	47.64	50.48	54.80

: The World Film and Television Market(2001 edition), IDATE.



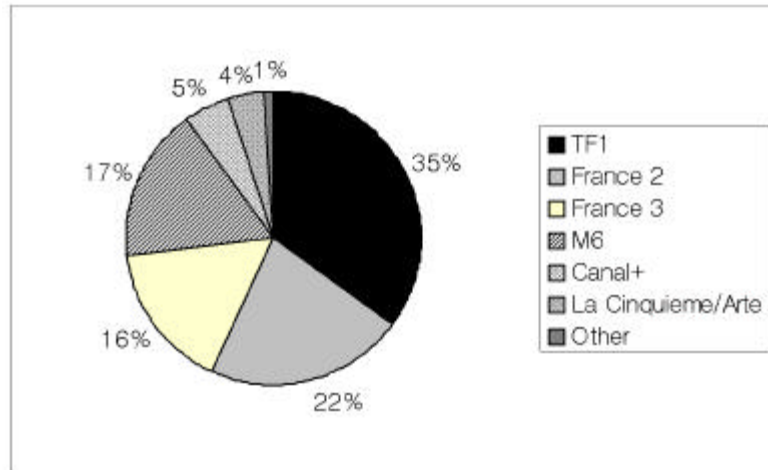
: The World Film and Television Market(2001 edition), IDATE.

[- 3-1-1] 가 (: \$)

1)

(1) :

TV 4 3 .
 France 2, France 3, Franco-German
 Arte, La cinquieme 4가 .
 TF1, M6,
 CANAL+ 3 .
 TF1 가 ,
 France 2 가 .
 France 2 가 가 .
 France 2 TF1 ,



: The World Film and Television Market(2001 edition), IDATE.

[- 3-1-2] TV (1999 ,)

. CANAL+ 450 가
 , M6 . Arte La
 cinqieme
 . France 3
 2000 8 1
 ,
 France 2, France 3, La Cinquieme, RFO(Radio France Outremer)
 France Television
 France 2 France 3
 2001 1 1 12 8
 TPS 가

(2)

2000 8 1

. 6

가 ,

(,

)

가 TF1, M6, CANAL+ 2

free TV

TV

2001 가

가 5

49%

TF1

. TF1

,

TV

49%

가 ,

2010 2015

1979

4

가 가 85%

가 65%

26%

Noos(Lyonnaise Cable)가

. France Telecom Cable(25%) NC

Numericable(24%) . UPC France가 13%

UPC . NTL 2 가
. , 2 (European Directive)

TV , TV .

가 UPC NTL

France Telecom Cable 1G Cable Plan

. NTL 1999 5 , 5 1G , 1999 9

France Telecom Suez-Lyonnaise des Eaux Cable Plan

. 2000 1 France Telecom NC

Numericabel .

France Telecom

. France Telecom

. 2000 8

NTL Morgan Stanley France Telecom Cable 49.9%

가 . NC Numericable , France Telecom 42%

3

가

가

(AFCO)

, 1999 2002

15 (€) 가

1999 가 가 80%

가

가

TV 가

< 3-1-2> , TV 가 가

(:)

	1995	1996	1997	1998	1999
	1.600	1.900	2.100	2.331	2.545
	0.000	0.000	0.100	0.219	0.321
	0.305	0.150	0.100	0.000	0.000
	0.000	0.300	1.150	1.735	2.250

: The World Film and Television Market(2001 edition), IDATE.

1993
 CanalSatellite(Canal+) 1996
 . 2 가 . TF1, M6,
 Suez-Lyonnaise des Eaux, France Television, France Telecom 가
 TPS AB Productions ABSat .
 . ABSat
 , CanalSatellite, TPS
 . AB
 .
 CanalSatellite Pathe Warner , Lagardere
 가 . Lagardere Elle magazine
 .
 , 가 ,
 가 .
 TV가 가 .
 ○ TV TV .
 ○ CanalSatellite TPS TV
 , 가 가 가
 가 . 1999
 7500 .

가

. 1999 가 90% 가

. 150 가 CanalSatellite 2000 TPS 2000 100 가 ABSat 45 가

가

가 가

, CANAL+ . CANAL+ Blue, Yellow, Green 3가 . CanalSatellite 58 45 , 20 121 . 6 2 (CanalSatellite Thematiques, CanalSatellite Grand Spectacle)

. , TPS 40 , 45 , 35 131 . TPS 6 4 (Tout TPS, TPS Cinema, TPS Thematique, SuperTPS)

1998 9 , France Telecom a la carte 가 . France Telecom Cable 가 Modulo Cable . Modulo Direct 13 20 , . Modulo Cartes 36 . Modulo Cines 20

1999 11 , Lyonnaise Cable NC Numericable a la carte Etoiles 가 , 가 가 가 . , FTC 가 60% 가 , Noos 1 가 50%가 가 .

< 3- 1-3> France

ABSat	1996 12	MMP 50% - C.Berda 40% - J-L Azoulay 10%	
Canal+	1996 4 () 1984 11 ()	Vivendi 48.8% - CDC 3.5% - Societe Generale 0.6%	/
CanalSatellite	1996 4 () 1992 ()	Canal+ 66% - Groupe Lagardere 34%	
TPS - Television par Satellite	1996 12	TF1 25% - M6 25% - Lyonnaise Communication 25% - France Telecom et France Television numerique 25%	
France Telecom Cable	1997 9	France Telecom 100%	
Lyonnaise Cable	1997 9	Lyonnaise Communication 50.1% - NTL + Morgan Stanley 49.9%	
NC Numericabel	1997 4	Canal+ 28% - Exante 28% - France Telecom 42%	

: The World Film and Television Market(2001 edition), IDATE.

(3)

< 3- 1-4>

(:)

	1999	2000	2001	2002	2003	2004	2005
TV 가	22.70	22.69	22.89	23.08	23.28	23.47	23.66
VCR 가	17.30	18.99	19.71	20.37	20.96	21.51	22.00
가 가	2.87	2.92	3.04	3.18	3.35	3.52	3.71
가 가	2.25	2.38	2.65	3.00	3.33	3.63	3.95
	155.53	157.05	158.65	160.32	162.06	163.89	165.78

: The World Film and Television Market(2001 edition), IDATE.

< 3-1-5 >

(: €)

	1999	2000	2001	2002	2003	2004	2005
TV	3,239.00	3,350.18	3,507.74	3,694.22	3,895.98	4,088.51	4,292.68
TV license fees	2,011.00	2,124.89	2,195.20	2,278.42	2,368.46	2,454.38	2,545.49
Pay-TV	3,018.00	3,168.54	3,489.33	3,849.74	4,241.13	4,613.06	5,012.19
Video	1,309.41	1,354.24	1,400.62	1,448.58	1,498.19	1,549.49	1,602.56
	834.83	859.85	885.61	912.15	939.48	967.63	996.63

: The World Film and Television Market(2001 edition), IDATE.

2)

TV . France 2

France 3 12 8 .

France 2 France 3 2000 38.9%

TV 21.5% . M6 12.7%

21.4%, TF1 33.4% 52.8%

TV .

TF1 가 .

Zenith Media TV 2000 30 € 2001 32

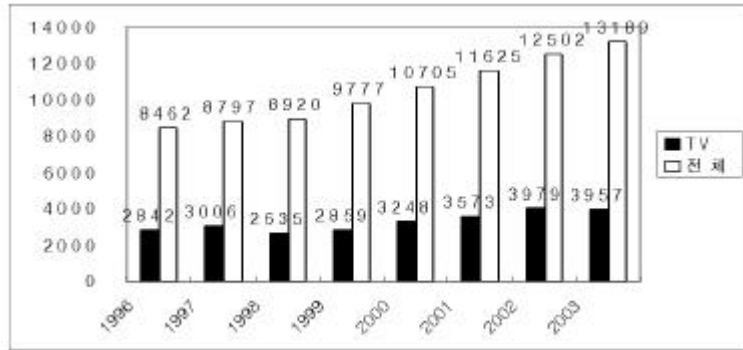
€, 2003 37 € .

가 가 TV 2001 .

2000 9.6% , TV 6.1%

TV

, 2001 (France 2, France 3)



: TV International(March 19, 2001).

[- 3-1-3]

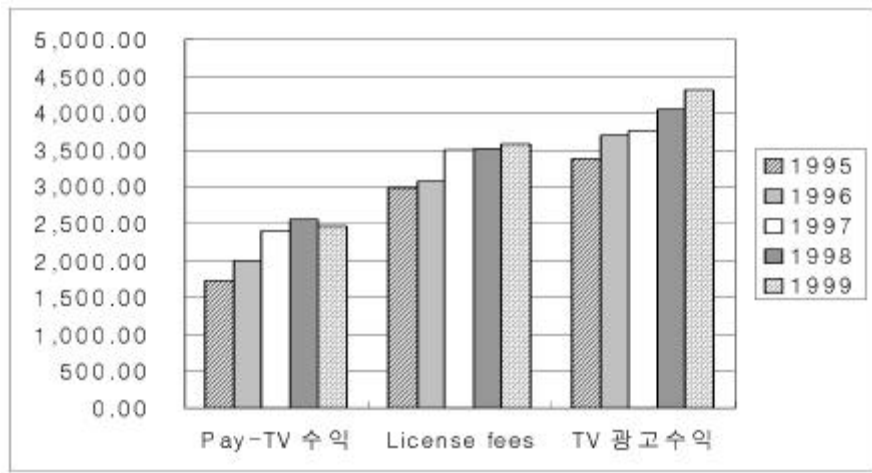
1996-2003(: \$)

2.

< 3-2-1 >

		1995	1996	1997	1998	1999
		81.82	82.01	82.06	82.03	82.16
1 GNP	\$	21,747	22,361	22,904	23,682	24,127
GNP	\$	1,779,340	1,833,826	1,879,502	1,942,634	1,982,274
가		36.94	37.28	37.45	37.53	37.80
TV 가		35.62	35.86	36.33	36.40	36.80
TV	%	96.4%	96.2%	97.0%	97.0%	97.4%
VCR (VCR 가 /TV 가)		70.7%	75.1%	78.4%	82.5%	85.1%
가 (가 가 /TV 가)		48.0%	50.2%	51.6%	54.4%	55.9%
가 (가 가 /TV 가)		26.8%	27.9%	29.4%	31.2%	33.0%
가 (가 가 /TV 가)		0.0%	0.0%	0.6%	1.8%	3.5%
Pay-TV	\$	1,736.75	1,993.63	2,406.12	2,563.51	2,460.00
GNP Pay-TV	%	0.098%	0.109%	0.128%	0.132%	0.124%
License fees	\$	2,987.67	3,059.72	3,486.85	3,523.60	3,580.00
GNP License fees	%	0.168%	0.167%	0.186%	0.181%	0.181%
TV	\$	3,367.60	3,703.69	3,763.63	4,041.76	4,317.55
GNP TV	%	0.189%	0.202%	0.200%	0.208%	0.218%
1 TV	\$	41.16	45.16	45.87	48.15	52.55

: The World Film and Television Market(2001 edition), IDATE.



: The World Film and Television Market(2001 edition), IDATE.

[- 3-2-1] 가 (: \$)

1)

(1)

가
 (Rundfunkstaatsvertrag)
 가 . 12 TV, Radio
 , ARD 11 . 12
 ZDF가 2 . 4
 , /
 , La SEPT Franco-German
 (ARTE)
 ARD 11
 , , 가 .

가

2

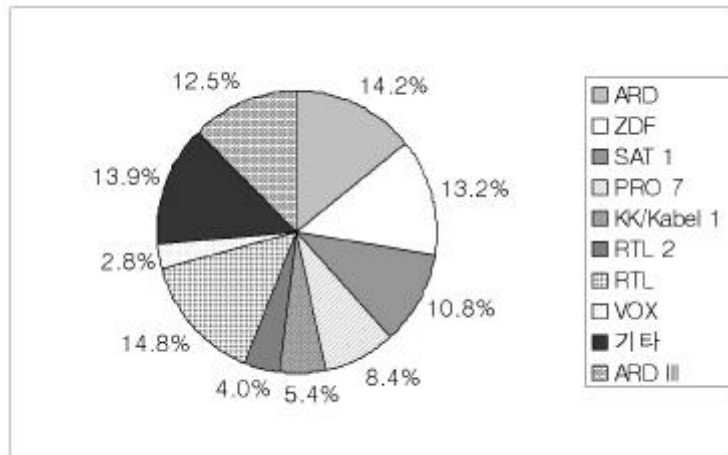
. CLT-UFA
Kirch

Bertelsmann, Rupert Murdoch

30%

(2)

:



: The World Film and Television Market(2001 edition), IDATE.

[- 3-2-2] TV (1999 ,)

20% 가 .

가 ,

가 TV , 3

1

가 .

25% , 50% ,

25%

ZDF ARD
 1961 11
 “ ”
 2001 1 14€ 15.6€ 3 2 TV
 , 3 1 Radio 가
 (VPRT)
 , 4 (Rundfunkänderungsstaatsvertrag)

(3)

:
 가
 1997 1998 2000
 2010 95% 가 가, (,
 ,)
 Initiative Digitaler Rundfunk (가)
 1997 가
 , 12
 (가 15%) ,

가

:Deutsche Telecom

가

가 90%가 가 가 . 3 3 3 가

30

Deutsche Telecom

(2 6 가) .

1995

1999

Deutsche Telecom

7 8 가 가

Deutsche Telecom

가 80% 가

가

가 Deutsche

Telecom

, 가

Deutsche Telecom

2000

Callahan North Rhine-Westphalia(4 2 가

가) Baden-Wurtemberg(2 2 가)

Deutsche Telecom

55%

Hesse network

65%

, Klesch

Landesmedienanstalten 1997

2000 4 1

(the audiovisual law)

(must-carry)

2

< 3-2-2> , TV 가 가 (:)

	1995	1996	1997	1998	1999
	17.080	18.020	18.650	19.400	19.800
	0.000	0.000	0.108	0.410	0.780
	0.253	0.401	0.495	0.495	0.325
	0.000	0.015	0.112	0.252	0.520

: The World Film and Television Market(2001 edition), IDATE.

가 32.9%(2 가)가 가
 가
 가 150
 20
 , , Kirch Bertelsmann
 가
 , 가 가 가 가
 , CANAL+ 1998 Premiere . Kirch
 Bertelsmann Premiere DF1 ,
 European Commission
 , Bertelsmann 1999 Premiere (CLT-UFA
 5%), TV . Premiere DF1
 , Kirch
 1999 10 Premiere World . 12 Kirch
 Pay-TV BskyB 24%
 equity caoital (2,000),
 (2 5). 20% 2003

, 2 9 가 2000 , 3 5 2001 ,
4 2002 . 2002 2003 가
가

(pay service) (mini-bouquets)
Premiere World 가 . ()
4가 (Movie World, Sports World, Family World and Gala World) -
6 8 - 3 on-demand
pay-per-view가 .

digital ZDF.vision - 1997 7 IFA 가 . - ARD
. ZDF.vision 11
(ARD 4), 3 , “digitexte”
(digital videotex) 가 . ARD 18
(9 4 ZDF), ()
가

MediaVision(Deutsche Telekom) , 1999 MSG
IFA . 5 ,
(VisionBasic- ARD ZDF가
, VisionGlobe-6). VisionCelect
10 . VisionSpecial VisionProfit
2 . d-box
가 , MSG(Deutsche Telekom)

가 : SAt 1, RTL Television, ProSieben, Kabel 1, RTL 2, VOX, Super
RTL, DSF, MTV, BloombergTV, tm3, n-tv, QVC.

RTL free-to-air RTL World ,

가 가 .
 VOX 2 free-to-air thematic tm3, tm3 6
 thematic
 TV가 1995 ,
 가 가
 가 TV
 DF1-Premiere“crisiis”가
 TV

(4)

< 3-2-3 >

(:)

	1999	2000	2001	2002	2003	2004	2005
TV 가	36.80	37.13	37.42	37.69	37.95	38.21	38.45
VCR 가	31.43	32.66	33.71	34.64	35.45	36.16	36.78
가 가	20.58	21.18	20.92	20.97	21.11	21.16	21.15
가 가	0.85	1.66	1.98	2.42	2.88	3.26	3.57
	149.00	149.24	149.57	153.56	154.70	157.36	158.62

: The World Film and Television Market(2001 edition), IDATE.

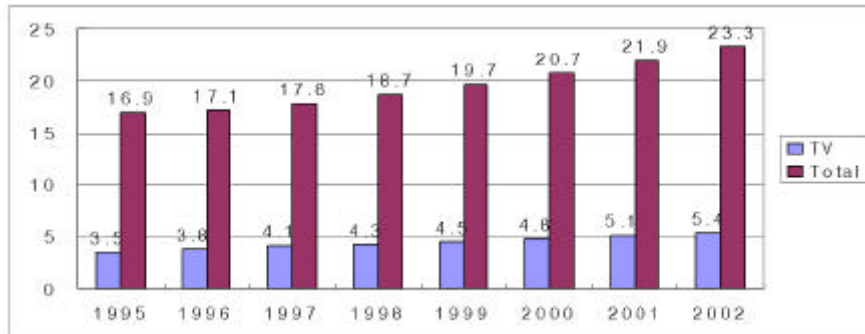
< 3-2-4>

(: \$)

	1999	2000	2001	2002	2003	2004	2005
TV	43 17.55	4663.55	4925.94	5256.53	5627.84	5980.98	6330.38
TV license fees	3580.00	3811.30	3944.55	4 120.22	43 17.58	4506.27	469 1.81
Pay-TV	2750.00	3078.56	324 1.61	3475.63	3742.31	4000.44	425 1.84
Video	9 12.54	932.06	95 1.99	972.35	993.14	10 14.38	1036.07
	808.12	829.67	85 1.79	874.50	897.81	92 1.75	946.33

: The World Film and Television Market(2001 edition), IDATE.

2)



: TV International(March, 2000).

[- 3-2-3]

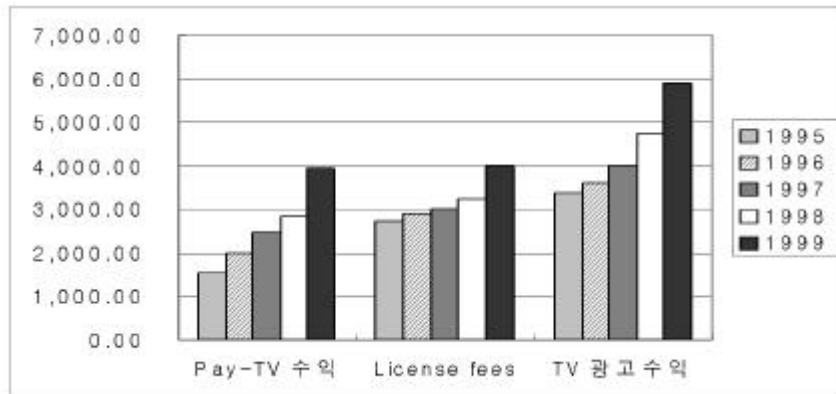
1995-2002(: 10 \$)

3.

< 3-3- 1 >

		1995	1996	1997	1998	1999
		58.61	58.81	59.01	59.19	59.36
1 GNP	\$	18126	18650	19230	20733	23997
GNP	\$	1,062,365	1,096,807	1,134,762	1,227,186	1,424,462
가		23.90	24.10	24.30	24.50	24.60
TV 가		23.40	23.60	24.00	24.20	24.30
TV	%	97.9%	97.9%	98.8%	98.8%	98.8%
VCR (VCR 가 /TV 가)		79.6%	81.6%	83.1%	85.3%	86.4%
가 (가 가 /TV 가)		6.0%	7.2%	10.0%	11.6%	13.4%
가 (가 가 /TV 가)		15.4%	17.4%	17.5%	18.2%	19.8%
가 (가 가 /TV 가)		0.0%	0.0%	0.0%	1.1%	8.7%
Pay-TV	\$	1,539.30	1,990.20	2,464.90	2,838.80	3,941.60
GNP Pay-TV	%	0.145%	0.181%	0.217%	0.231%	0.277%
License fees	\$	2,732.00	2,875.00	3,017.00	3,232.50	3,978.40
GNP License fees	%	0.257%	0.262%	0.266%	0.263%	0.279%
TV	\$	3,367.00	3,598.00	3,997.00	4,732.40	5,884.00
GNP TV	%	0.317%	0.328%	0.352%	0.386%	0.413%
1 TV	\$	57.46	61.19	67.75	79.94	120.82

: The World Film and Television Market(2001 edition), IDATE.



: The World Film and Television Market(2001 edition), IDATE.

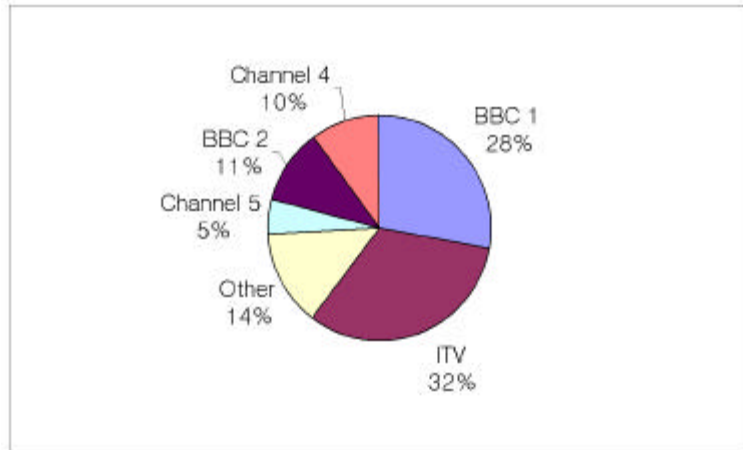
[- 3-3- 1] 가 (: \$)

1)

(, ,) 가 가 . 가
TV .
가 .

(1) : 가

BBC 1937 ,
가 가 .
BBC : “entertain, educate and inform”. BBC1
,
. 1964 BBC2 ,
, (licence fees)
2000 40% .
38.6% .
가 ITV . 1955
5 (1993
40% 1999 31.9%). ITV 7
15 . Granada, Carlton,
United News, Media groups 가 .
2 6 £ . 1998 7 Ministry of Culture
Green Paper ,
. 1996 .



: The World Film and Television Market(2001 edition), IDATE.

[- 3-3-2] TV (1999 ,)

(2)

1984 1 Sky
 , 2 8 가
 , 1980
 , BskyB 가 . 1991 British
 Satellite Broadcasting Sky Television British Sky
 Broadcasting 150 가 가 . 1992
 50 가 . 1997 BskyB
 6 5 .
 , TV 가
 가 가 TV 가
 .
 BskyB가
 . TV

, BSkyB

TV , BSkyB ,
(multiplexes)
British Carlton Granada . BSkyB가
TV , BSkyB
BSkyB가
, BskyB ,
ONdigital .
1997 , TV
1998 11 . BskyB SkyDigital
1998 12 .
가
. , ONdigital BSkyB
SkyDigital 가 . BSkyB
ONdigital 가
. SkyDigital ONdigital , 200 £
가 가 .
-TV
. SkyDigital .
가 SKY ,
2001 .
Ondigital 2 가 .
2000 6 (18) 80 가 .
. 2001 가 가 .
Sky Digital , Sky
가 .
TV 가

TV 가 (TV 가 0.2%)

TV 92% 99.4%

95%가 ()

2006 2010 가 가

가

< 3-3-2> , TV 가 가 (:)

	1995	1996	1997	1998	1999
	1.400	1.700	2.400	2.800	3.200
	0.000	0.000	0.000	0.000	0.050
	3.100	3.400	3.600	3.508	2.001
	0.000	0.000	0.000	0.255	2.065

: The World Film and Television Market(2001 edition), IDATE.

24 3 . NTL, Telewest Communications, Cable & Wireless Communications가 . NTL 1999 CWC Comcast UK, ComTel Diamond Cable . Telewest General Cable, Vivendi UK cable subsidiary Cable London . -the Scottish company Caledonian Eurobell- . TV , , 1999 가 , 2 . BBC 35 33 가 . 12 , ONdigital(11 (12,500) 44 (5)) 가 . ITV,ITV2 , 가 . BBC가 . BBC1 BBC2 , BBC News 234, BBC Choice, BBC Knowledge, BBC Paramount(audio) BBC Text .BBC 3 6.5% 7 (7 9) . 78 . Sky Digital 가 . 12 53 6 “Entertainment Packages” . BSkyB (Sky Sports 1/2/3, Sky Premier, Sky MovieMAX, Film Four).

Telewest NTL

(3)

< 3-3-3>

(:)

	1999	2000	2001	2002	2003	2004	2005
TV 가	24.30	24.88	25.21	25.54	25.86	26.19	26.51
VCR 가	20.94	21.74	22.31	22.86	23.40	23.92	24.42
가 가	3.25	3.11	3.25	3.35	3.45	3.66	3.93
가 가	4.07	3.92	4.73	5.26	5.62	6.17	6.73
	139.10	139.91	142.26	144.76	151.43	155.58	158.50

: The World Film and Television Market(2001 edition), IDATE.

< 3-3-4>

(: \$)

	1999	2000	2001	2002	2003	2004	2005
TV	717.120	6428.10	7285.35	8121.24	8334.34	9746.20	10765.77
TV license fees	3978.40	3805.85	4148.19	4462.74	4730.07	5083.80	5478.24
Pay-TV	394.160	3985.44	4973.72	5770.69	6463.13	7438.23	8507.16
Video	2035.94	2086.83	2139.00	2192.48	2247.29	2303.47	2361.06
	883.60	924.32	966.91	1011.47	1058.09	1106.85	1157.86

: The World Film and Television Market(2001 edition), IDATE.

2)

< 3-3-5>

1998-2004

(: \$)

	1998	1999	2000	2001	2002	2003	2004
	4,460	4,459.1	4,704	4,819	4,937	5,058	5,812

: TV International(May, 2000).

ITV .
 1994 71% 1998 58% .
 5 4
 . 4 , 1993 31.4% 가
 .
 , 1997 4 .
 BskyB 1998 10 4
 . BskyB 12 1998 2 4 £
 . 1998 Flextech 1 5 £ . 가
 12% 가 .

4.

- 1)
 - 4 4 가 . (NHK)
 - (5) 7 .
 - .
 - , 가
 - , DVD가
 - 1997 98 , 1999 , ,
 - , (1.2% , 4%)

(1)

- (가 99.5%가
 , 99%가 , 가 85%가 ,
 45%)
 -
 -
 -
 - TV
 -
 - TV

< 3-4-1 >

	1995	1996	1997	1998	1999	Variation 1999/1998
TV 가	43.0	43.6	43.9	44.1	46.1	4.5%
TV 가	3.6	5.0	6.7	7.3	9.5	30.9%
TV 가	9.1	11.0	12.1	13.1	16.0	22.0%
VCR 가	34.9	36.0	37.4	38.3	42.4	10.6%

: The World Film and Television Market(2001 edition), IDATE.

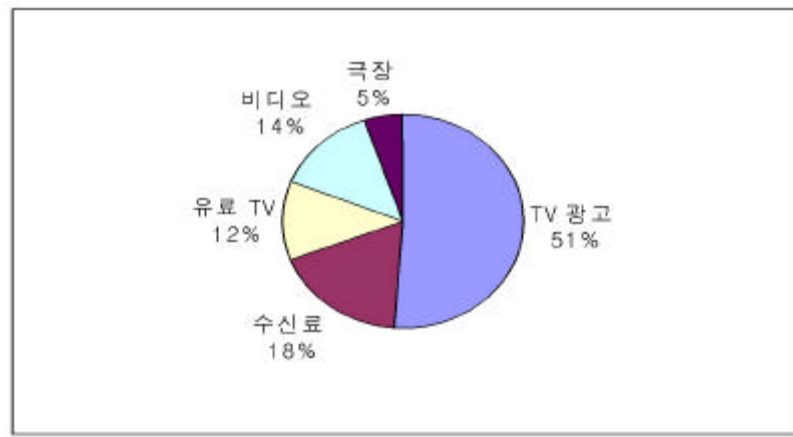
- TV 51.6%
 - NHK 가 가 18%
 - 가
 - 가 가 가

16.7% (, DVD) .
 ,
 TV
 TV 가
 TV 12.2% ,
 9.8% .
 5% .

< 3-4-2> (10 ¥)

	1995	1996	1997	1998	1999	change 1999/1998
TV	1,755.0	1,916.0	2,007.9	1,952.5	1,912.1	-2.1%
TV	554.0	611.0	624.7	635.7	655.9	3.2%
TV	133.0	186.0	271.0	369.1	457.3	23.9%
()	619.0	603.0	583.8	630.6	524.7	-16.8%
	158.0	149.0	177.2	193.5	182.8	-5.5%
	3,219.0	3,465.0	3,664.6	3,781.4	3,732.8	-1.3%

: The World Film and Television Market(2001 edition), IDATE.



: The World Film and Television Market(2001 edition), IDATE.

[- 3-4-1] 1999

- , , , Toei, Toho, Shoshiku 가
- NHK 5 (Asahi, Fujisankei, Tokyo Broadcasting System, TV Tokyo, Nippon Television)
- : Jupiter Telecommunications, Titus Communications : DirecTV, SkyPerfectTV, 가
- (가 SkyPerfect TV 가 Fuji TV Tokyo Broadcasting System)

1998 DirecTV Culture Convenience Club
 , Hughes
 40% .
 1999 GemStar Dentsu Inc
 Tokyo News Service , 가
 .(Interactive Program Guide)
 , TV
 .
 가 ,
 .
 2000 Titus
 Jupiter DirecTV SkyPerfectTV .
 4 Titus Microsoft Liberty
 Media Microsoft 35% 24%
 .
 1998
 Fox Toei 4 .
 MGM Television Movie Television 200 TV 30
 ¥ .
 BS . 1999 Wowow
 Dreamworks가 5 .
 1999 6 8 가, 2000 8 10 가

2000

< 3-4-3 >

2000

	1995	1996	1997	1998	1999	EST.2000	Evaluation 2000/1999
TV	1,755.0	1,916.0	2,007.9	1,952.5	1,912.1	1,969.46	+3%
TV	554.0	611.0	624.7	635.7	655.9	672.2	+2%
TV	133.0	186.0	271.0	369.1	457.3	537.3	+17.5%
()	619.0	603.0	583.8	630.6	524.7	550.9	+5%
	158.0	149.0	177.2	193.5	182.8	186.09	+1.8%
	3,219.0	3,465.0	3,664.6	3,781.4	3,732.8	3,915.95	4.8%

: The World Film and Television Market(2001 edition), IDATE.

3

가가

NHK digital TV

TV

가

2000

TV

2)

1)

2)

TV

(1)

TV

6 7

- NHK
- 5 TV 가 4 5
- TBS: Tokyo Broadcasting Systems(28)
- NTV: Nippon Television Network(30)
- Fuji TV(28)
- ANB: Asahi National Broadcasting(26)
- TV Tokyo(6)

128

Kanto,

MXTV

1 9121 ¥ 가 2000 2% . TV 1999
 . TV 1998

가

가

가

1992 1993

1994 1997 1

가

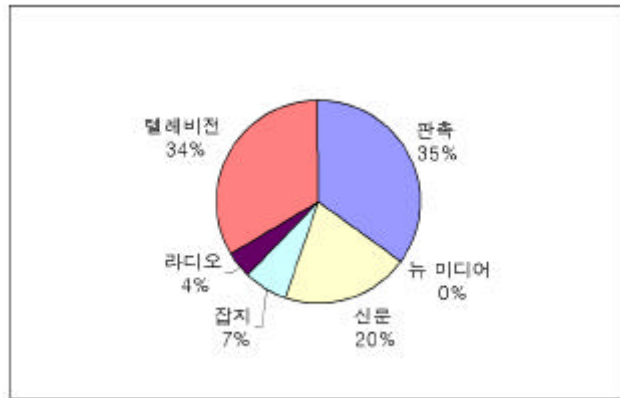
1997

1998

. 1998

2.9%

가



: The World Film and Television Market(2001 edition), IDATE

[- 3-4-2] 1999



: The World Film and Television Market(2001 edition), IDATE.

[- 3-4-3] 1990 TV 가 (: 10 ₩)

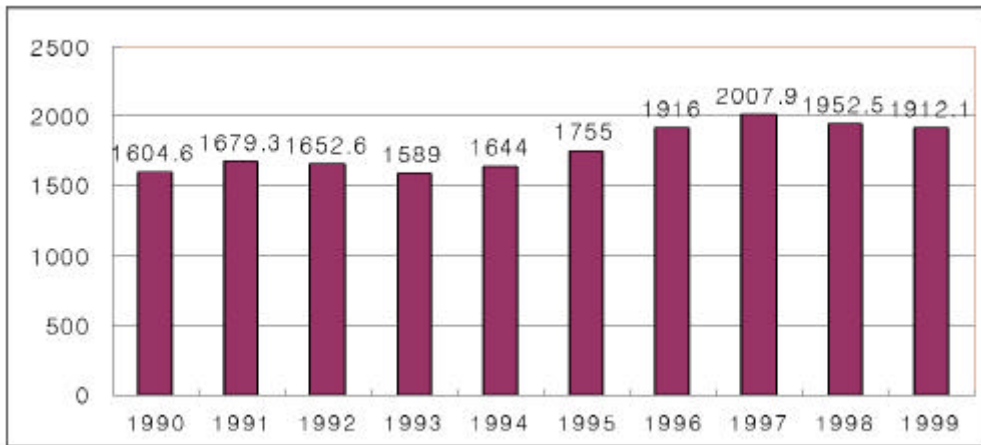
. 1999

TV (NHK), GTV(General TV) Edu TV
 (Education TV) . NHK
 . TV(1989 6 BSAT-1a
 , 가) ()
 , NHK
 가
 1953 GTV
 . 1999 1 40 Edu TV 80%가
 , BS1 , BS2 ,
 NHK NHK . BS
 , 2000 1
 1998 TV 가 NHK 96.3% .
 (2)
 1955
 . 1970
 . 1994 가 ,
 가
 1993 가
 . 1999 6 MPT(ministry of posts & telecommunications:)
 1998 가 가 15% .
 가 .

2005, 2010
 . MPT 2000 3 31 9 49 가 가
 TV 가

< 3-4-4> TV 가 가 가

	1988. 3	1989. 3	1990. 3	1991. 3	1992. 3	1993. 3	1994. 3	1995. 3	1996. 3	1997. 3	1998. 3	1999. 3	2000. 3
TV 가 가	5,380	7,770	6,170	6,770	7,430	8,340	9,230	10,250	11,000	12,629	14,482	15,817	18,577 (e)
“ ” CATV 가	440	614	808	1,019	1,387	1,871	2,422	3,143	3,637	5,000	6,720	7,250	9,490



: The World Film and Television Market(2001 edition), IDATE.

[- 3-4-4]

MPT

가

(TV, ,)

2000 4 1 , 145 (1997 7 86)가,

Type 1

가

TV

Liberty Media

Jupiter Communication

Microsoft 2000 4 2 Titus
가 . Microsoft MediaOne AT&T ,
가 60% 가 .
TV 가

, Jupiter Titus 가 . , Titus

Jupiter 가 , Titus Jupiter 30%

Jupiter Communications , Sumitomo Corporation Liberty Media
35% , Microsoft 24%, ITOCHU Toshiba 3%
. 28 TV , 63

Jupiter 가 15 Titus 가 TV

Jupiter 가 가 NTT

가

. MPT 2000 3 1 TV 983 ,

가 9 49 . , .

가 , Jupiter . 80

가 , Jupiter-Titus

TV Jupiter , 2000 Tokyo

Saitama 10 TV

MPT 10 75%가

2005 ,

2010 Telecommunications Council

, 1999 9 MPT 가

BS

가 Titus , Jupiter

40 50 ¥ .

Titus 2000 , 10

Titus Titus 7

TV 2001 4 2000 .

12 ,

가

1,000¥ 2,000¥ 가

Jupiter .

가 .

: BS(), CS(). BS ITU(International Telecommunications Union)가 , CS .

BS(NHK WOWOW Broadcasting Satellite Systems) 4 TV () :

- NHK 1989 , NHK BS-1()

NHK BS-2() .

- NHK 가

BS 9 8 가

24% 2 3 20\$.

6000 ¥(56 \$)

- Japan Satellite Broadcasting WOWOW 1991

가 . 1998 WOWOW 250 가 가 . Sony

Matsushita 264 가 WOWOW

, 1995

- WOWOW 1999 4 가 가 .

1999 3 2000 3 32,000 가 가 .

CS . 2000 8 , WOWOW가 가

, 가 : 4 6

2,230 가 가 , 8,000 1999 7

가 . 가 : 9 가

가 가 .

- 1994 : (, 1,125

) Hi-Vision(HDTV). NHK

가 .

- MPT 2007 Hi-Vision .

NHK 2000 12 BS-4a(BSAT-2a) HDTV

WOWOW

(NTV, Fuji TV, TBS, TV Asahi, TV Tokyo)

TV, Star Channel

NHK WOWOW 1999

BSAT 76 ¥(63000 \$)

23.75% 11.875% , 5%

. NHK 1 , 0.5

. MPT 가

. NHK BS

2000 9

BS TV

2005 250 ¥ 300 ¥

JSAT SCC 가 CS

- Japan Satellite System-JSAT-

가 Itochu Corp., Mitsui & Co., Sumitomo Corp.

Nissho Iwai Corp.가 SkyPerfectTV

가 telco NTT JSAT

- JSAT SkyPerfectTV (JCSat 2

6) JSAT , 5

CS Ban

CS Ban , SkyPerfectTV!

. JSAT type 1 telecommunication

가

- SCC(Space Communication Corp) Superbird A, B, C

. SCC Mitsubishi (Mitsubishi Corp. 28.41%,
Mitsubishi Electric Co. 18.94%, Mitsubishi Heavy Industries 10%,
42.65%) . SCC Superbird C DirecTV
5.8% . JSAT 1998 9
Skyport 가, DirecTV PerfecTV가
. Superbird A B
, 가 TV .
가 .
, .
가 .
- 1998 5 (PerfecTV JSkyB)
SkyPerfecTV! 180 TV . CS Ban
Skyport CS . SkyPerfecTV!
NHK WOWOW가 가 JC Sat-4
. 2000 2 170 가 .
- DirecTV Japan 1997 12 Superbird Cz . DirecTV
USA DirecTV Japan 150
. 2000 2 41 5 가 가 DirecTV 가 .
1999 10 DirecTV Japan
SkyPerfecTV! . 2000 3
DirecTV Japan .
, Hughes DirecTV
. 1977 12 DirecTV ,
SkyPerfecTV가 41 5 가 ,
. SkyPerfecTV!
. 가
, 200 가 2010
. 1997 710 ¥ .

, DirecTV 2000
 가 SkyPerfecTV!
 , SkyPerfecTV! 20
 DirecTV , 6.7%가 Hughes
 10.2%
 DirecTV 가 가 가 가 , SkyPerfecTV!
 2001 3 360 가
 , SkyPerfecTV! , BS

TV

TV

TV

TV

BS

(NHK, WOWOW

Star Channel),

Dentsu TV , 2 ¥ 가 ,
 2010 3 ¥ 가 TV 2 4 ¥ , BS
 TV 6 ¥
 : BS 가 , TV

가

TV 가 43%가 가 (,

) 가 가
가

(3) TV

TV

1997 3 MPT TV
2000

2003 2006
Tokyo(Kanto), Osaka(Kinki),
Nagoya(Chukyo) . MPT

1998 6 Digital Terrestrial Broadcasting Advisory
Committee :
- HDTV 6MHz
- (가 85% ,
가) 3 1 ,
2010 .

MPT . MPT
NHK 1997 1 .
2000 ¥
6

Nippon TV

2003 . Fuji TV
, 20 , 900 ¥

TV 가 ,
, MPT가 .

1998 11 , 7
(, , , , , ,)
350 ¥ 가 .

5.

1)

10 ,

- 1999 , 2000 . 가
30%, 12% , 7%

- MMDS ,
가 (300) 가
(10 , 가 가 14\$ 27\$ 가),

- , 1000 가
가 . 가 가 ,
가 .2005 3900 가 가

- 1999 가 .

가 .
 - 가 .
 (가 ,
). 가 , ,
 가 ,
 .1998 1999 .
 가 .

(1)

가 , 가
 , 가 .
 - 1980 가 가 ; 7
 가 가 , 1999 14 7 .
 - .
 ()
 , 가 .
 - 가 ,
 가 .
 - 67% , ,
 가 .
 - TV ;
 , .

< 3-5- 1> Changes in audiovisual consumption in American households

	1980	1985	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
가	0.0	0.0	93.3	0.0	0.0	0.0	97.1	98.0	98.7	99.7	101.6	102.5
TV 가	0.0	0.0	93.1	92.0	93.1	94.2	95.4	95.9	96.9	98.0	98.1	100.0
가	17.7	39.9	51.7	53.4	55.2	57.2	59.7	62.1	64.0	64.9	66.1	67.3
Pay-T V 가	0.0	0.0	41.5	39.9	40.7	41.5	45.7	46.1	47.7	48.0	47.6	47.8
VCR 가	2.5	26.5	65.4	67.5	70.3	71.7	78.1	82.4	86.2	87.0	95.3	85.8
	0.0	1056.0	1189.0	1141.0	1173.0	1244.0	1292.0	1293.0	1338.0	1387.0	1390.0	1470.0
가	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.6	6.6	8.4	8.2	11.4

Source: IDATE, from Paul Kagan and Screen Digest

Source: IDATE, from NCTA, Paul Kagan, Screen Digest, Television Bureau of Advertising and professional press.

(2) 가

1999 가 . 1 1 \$
 , 가 (, , TV ,
 가) 53.8% , ()

- 1989 1991 TV ()
 1992 . TV

45.8% .

8 , TV TV

. TV 500 \$. TV

가

가

가

- 1989 ,

가 가(1999 6.5%) .

- PBS 4 2 2 \$

, 1998 5%

- FCC()

1994 가 , 1995

- TV . 1990

- TV , 가

가

- DVD

(가 ,

, ,) 4, 5 가 ,

53.8% (,)

,

< 3-5-2> Revenus trends in the audiovisual sector in the USA

(\$ million)

	1985	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
	0	10903	12382	13707	15450	15749	17325	18895	20623	22 139	23 146
Pay-TV	0	5 177	50 12	5051	4705	4798	47 17	4966	4982	4957	4930
PPV	0	253	390	404	556	668	535	647	8 15	78 1	80 1
	0	0	0	0	0	200	500	1720	2320	2460	3 192
	0	9454	10424	13900	14900	15500	15704	135 13	15900	17600	19800
TV	0	29073	28 189	30450	3 1698	35435	37828	42484	445 19	46985	50440
	0	229	299	375	338	300	309	3 15	370	444	422
	3780	502 1	4803	4871	5 154	5396	5493	59 12	6366	6877	7327
	3780	60 110	6 1499	68758	7280 1	78046	824 11	88452	95895	102243	110058

: IDATE .

1987 TV 49% 가 ,
 15.3%
 1999 TV 가 (21%) (18%) 45.8%
 . TV 가 (6.6% 4.5%)
 가 1%
 TV (500 \$ 가) :

- , , ()
), ()

- , ,

1999 TV :

- 27.7%
- 5.7%
- 14.9%
- (+) 28%
- 26%

(3)

1996 2 8 Telecommunications Act(1934
Communication Act) .

, FCC가

.1996 7

: ,

, , TV ,

- 1999 3 31 , 가
(tariff)

-

- 가 ,

- 가 가.

-

, ,

- RBOCs(regional bell operating company)가

가(RBOs가 ,

,)

- a) 2 b) c)
- 가 ,
- 가 (12)
- 가 35%(25%) ,
- TV 가
-
- 가 AM FM (20)
-
- 가 :
-
- 1996 Telecommunication Act ,
- ()
- 1996 Telecommunications Act , Cable Television
- Consumer Protection and Competition Act 1992 ,
- ,
- 가

(4)

가
가

1995

: Viacom-Paramount-Blockbust, Walt Disney ABC, Time Warner
Westinghouse CBS. 1997 2000

1996 Telecommunication Act

RBOCs

RBOCs 가 , (MMDS)

2)

(FCC)

- 3 : ABC, NBC, CBS
- 3 : FOX, UPN, WBN(UPN WBN 1995)
- VHF UHF 2,600 (O&O)
- TV :
- “ ”, 가 (: ESPN, CNN)

- “ - ”, 가 가 가 (: HBO, Showtime)
- “ ”, (: Request TV)
- :
- DirecTV 가 (USSB, PrimeStar)
- EchoStar Alphastar ,
- .

TV 가

가 : 가 ,
 : 가 :

(1)

TV , ,
 , .

(2)

, (ABC, CBS, NBC)
 . 1980
 가 . (, , ,)
)
 가 600 ,
 . O&O(Owned and Operated) (10
 /ABC, 7 CBS, 9 NBC). 1996 Telecommunications Act ,
 , 35% (25%) , 12
 . 가 60%
 가 .

FCC
 가 , 15
 가 75% TV 가
 O&O
 . 2 .

ABC, CBS, NBC, 1970 90%
 . 1990 ,
 , 40% . 1998/99
 , 28.2% 26% .
 , ()
 65% .
 가 .

. FCC가 ,
 1993 ,
 가
 가 .
 1970 ()
) “fin- syn” .
 3 TV 가 ,
 . , NBC 1995
 40% .
 ,
 가 (Walt Disney),

(Time Warner Viacom)

: NBC General Electric, CBS

1999 9 Viacom

1986 Rupert Murdoch, 1990

Fox Broadcasting 가

Fox, 150 99% 가

. 1994

Time Warner, NBC 1995 1

Warner Bros. Tribune Time Warner

7 6 (가 19%)

가 5%, 4%

Time Warner

85%

1995 1 Paramount Chris-Craft Industries(LA

) UPN . 1997

UPN 4%, 2.8%

, 10%

UPN WBN

6 (1994

68% 1997 67%).

10%

TV

(3) :

, ‘ ,
 (WTBS, Atlanta Turner
 Chicago WGN). Turner
 Tribune , 가 가 .
 , 가
 가
 , . 가
 :
 가 .
 ,
 가 가 가
 “ ”(“ ”)
 .
 가 1990
 , Fox

(4) : Public Broadcasting System(PBS) Corporation of Public Broadcasting(CPB)

1969 PBS , , 가
 350 가 .
 10 가 ,

가 가 가 PBS
 WNET 140
 CPB , PBS
 . PBS (Station Program
 Cooperative, SPC) . 가

PBS
 , PBS 2000
 PBS 3 2 . PBS

. 1999 4 2 2
 , (5)

() 가

가

Reagan Administration

(5)

2002 5
 10%

가

. 2006

TV

FCC

3) TV

6 7 가 63%
가 . 2 3

21% (45.8%)

1998 10,845 가 . 20

2.8 가 . 1982 1992 가
; 97% TV 가 가

30 53 , 가 36.6%

54 가 가 60.4%

10

가 가 70% , Time Warner
AT&T 가 가 ,

60% () 가

RBOCs US West가 1996 2 1 8 \$ Continental Cable

1980 , 28 가 가 가 .
 19 가 가 8 .
 1999 , 214 가 , 67%가 .
 7 가 가 .
 가 가 “ ” “ ” .
 1993 1994 가 .
 , 가 가 .

가 .
 , (regional channels)

TV 1992 ,
 4 8 가 가 .
 “ ” 가

1995
 : 8 \$ 가 1%.

가 가 .
 :

TV 7 .
 가 .

choice가 Request TV() .
 () .

가 1997 6
 1 3 \$(50.25\$ 2) .
 가 , ,

가
Cable Radio Network(1 2 가), Superaudio(1), C-Span(6)
, DMX MCE, 가 , 30

, 가 TV
30% , 가 가
, 가 . 1999
1 , (ABC, CBS, NBC, Fox) 22.4%
, 25.2% . 46.8% ,
43.5% .

가
,
,
. 28
. 18 가 1991
15 가 1992 , 16 가 1993

가 , 가
, 가
, 가

, ?
, 가 가 3 5 .
TV
. 1999 AT&T 2 가

. Time Warner Cable 4 .
85%가 가 .

. , General Instrument 5 , Scientific Atlanta 1

6 7 가 , 2 3 \$,
20 ,

:

-

-

-

-

, 가

, 가

가

4) MMDS

)

(가

.
가 .

가

(1)

Directive Broadcasting Satellite(DBS)

가 . DBS 150 DBS가

1999 , 가 TV 1 3 가 가 . TV 가 TV

Direct TV, Direct TV TV (1994 6).

Direct TV 가 . Direct TV NFL NBL 가 , Direct TV :

Direct TV , 가 3, 4 .

Direct TV TV . 1999 12 31 Direct TV 6 6 가 가 . 1998 12 Direct TV , (HBO, Showtime) TV , United States Satellite Broadcasting(USSB) .

가 1999 8 가 , 2000
 Wireless Cable 4 가 , 2 \$
 가
 TV MMDS
 20 , 가
 ,
 The Cable Act of
 1992
 가
 가 (wire)
 MMDS . Bell Atlantic
 , Nynex Pacific Telesis Tele TV , 1996/97 2 \$

Abstract

Statistical Databook on Korean Audiovisual Industry

Since the first statistical databook on the Korean audiovisual industry was published last year, it was welcomed by a wide range of readers who were eager to look for a systematic statistical databook on the industry. This year's statistical databook tried to update major statistics while retaining the format of the previous one. However, the authors tried to add some important statistics such as the forecast of the broadcasting market, and statistics on broadcasting markets overseas. With the addition, we expect that this report be more useful for students, academics and policy-makers.

The key statistics of Korean audiovisual industry can be summarized as follows.

- As for the Korean audiovisual industry, total revenue in 2001 is 4,075.7 billion won, which represents 28% increase over the previous year. The market consists of three sectors : terrestrial broadcasters, cable broadcasters, and relay broadcasters, and their respective market shares are 78%, 17% and 6%.
- The terrestrial broadcasters revenue rose 25% in 2001 over the previous year while it reached to 3,165.1 billion won.
- The cable broadcasters revenue, excluding home shopping channels, rose 52% in 2001 over the previous year while it marked 674.9 billion won. the program providers revenue is 302.4 billion won and accounts for 44.8% of total cable broadcasters revenue. The revenue of home shopping channels was 1022.9 billion won in 2000. On the other hand, The revenue of system operators and network operators is 364.9 billion won and 54.4 billion won respectively. Relay broadcasters revenue decreased 11% in 2000 over the

previous year, and it is 235.7 billion won.

- As of March 2001, system operators subscribers reached 3.08 million, and this figure is three times as large as that in 1999. The paid-subscribers of relay broadcasters was 6.86 million, which represented 5.1% increase over the previous year.
- The labor force in audiovisual industry was dominated by terrestrial broadcasting sector, which accounts for over the half of the total labor force in the industry (52.6%). The labor force in cable broadcasters accounts for 40.7% of the total labor force in the industry. Within cable broadcasters, labor force demand appears to be slightly higher in program providers than in other cable broadcasters.

- Forecast

To forecast the size of Korean broadcasting industry from 2000 thru 2010, we employed multiple regression analysis and data overseas. The results show that the Korean audiovisual market is estimated to increase annually by 10.5% from 2000 to 2010. The total revenue in 2010 is estimated as 8,086.6 billion won. On the other hand, the share of advertising market is estimated to decrease over the same period. Its market share is estimated to decrease from 79% in 2000 to 70% in 2010. With decrease in advertisement market, subscription market is estimated to increase.

01-07

2001 11

2001 11

923-5

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가 .

(<http://www.kbi.re.kr>)

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