

: (3780-8204)

Issue Paper

2002. 2. 27

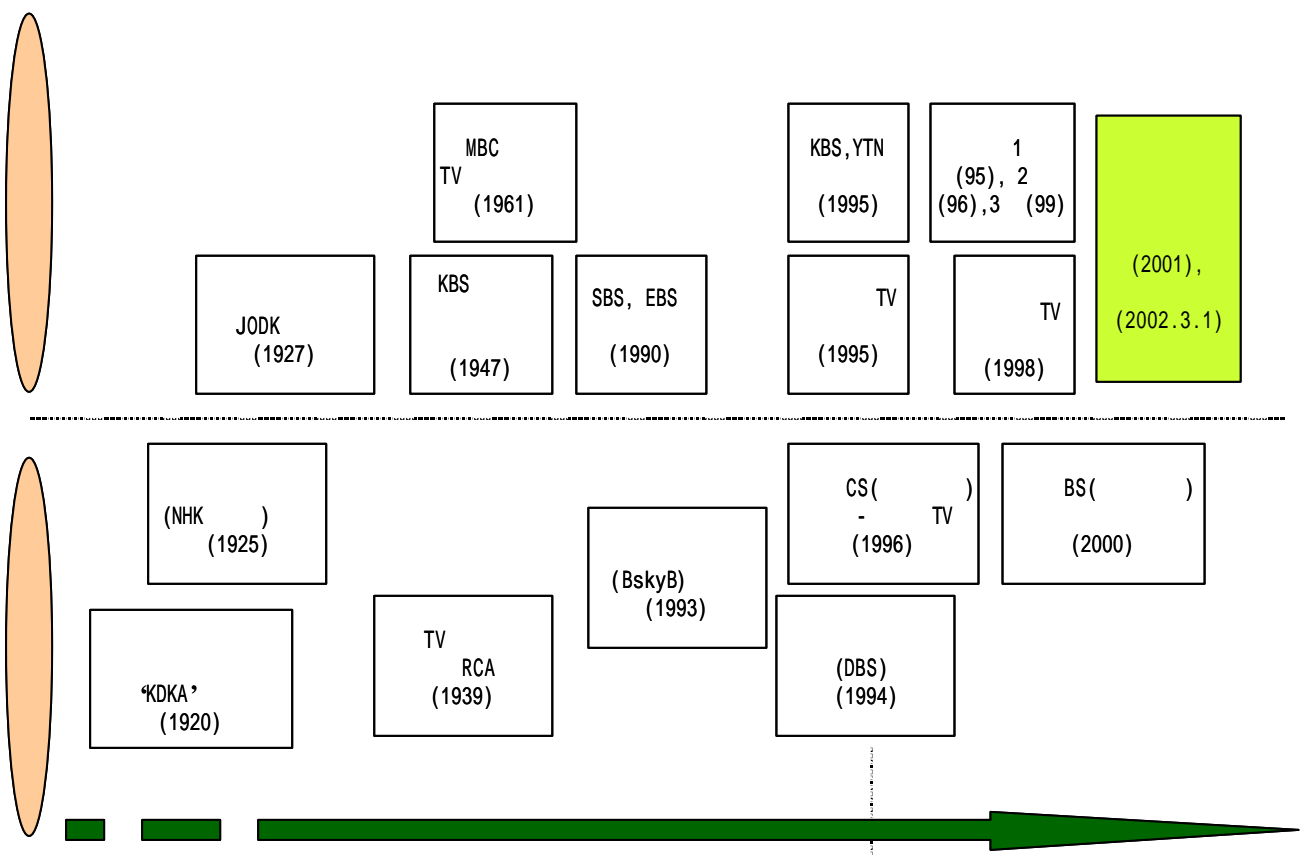
	-	-	
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.	.....		20

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1. 「 」

- . .

- (1927) 75 2002 3 1



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新

- , ( )

-	
-	TV

TV

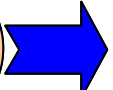
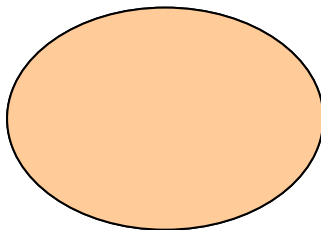
- TV

TV

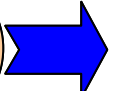
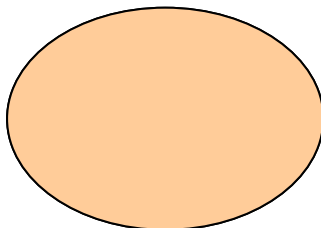
		TV
-	,	- TV
-		가
-	,	-
	TV	-
		( ) 가
-		-
-		가
-	가	-
-		가

2.

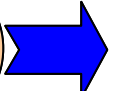
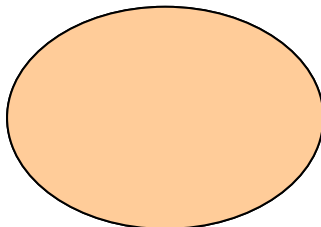
- 「 , , , 」
- , ( TV, ), TV, ( ) ( ) ( ), ( ), ( ) 4가
  - 4가 , 3가
- \_\_\_\_\_ 4가



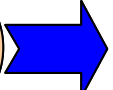
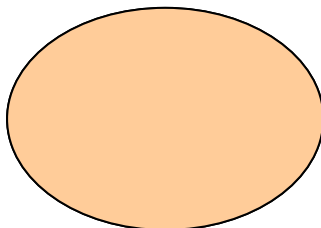
- DVD , CD 가
- 「Home Entertainment」



- PPV(Pay Per View: ),
- EPG(Electronic Program Guide: TV 가 ),
- NVOD(Near Video On Demand : ),
- PVR(Personal Video Recorder)



- 「Interactive TV」 , , 가



- 「 TV」

- 
- DVD , CD 가
  - (NTSC, PAL, SECAM)
  - TV
  - HDTV(High Definition TV)
  - Scanning Line (1080) Line Pixel (1920)가 가  
( 16:9)
  - DVD 80%
  - HDTV 16:9 1080i  
(Interlace) NHK가  
HDTV
  - 48Khz, 24  
CD (CD 44.1KHz, 16 )

가	4가	(Component)
1. TV :		가
	HDTV	
2. :	3	
3. :		
	.	,
4. : 가 가		가

---

- PPV(Pay Per View), EPG(Electronic Program Guide), NVOD(Near Video On Demand), PVR(Personal Video Recorder)

\* PPV : 1980 가  
1  
DirecTV 55 , BskyB 72 .

\* EPG :  
가  
'TV가 '

\* PVR :  
가  
2002 1 1 가  
TV PVR  
TV PVR

\* NVOD(Near Video On Demand: ) :  
(VOD)  
(NVOD) 24  
30 1 가  
( )  
1~2 ( 3 )  
가

「 Interactive

TV」

-

TV

-

T-Commerce(TV )

• • • 가 가

-

「 가 「 가 」 「 가 」 ,

TV

TV	
	<p>: : : ( 가 가 CD ) Gambling/Betting, T-Learning, Chatting/Community, e-MailGame/Gaming, PPV</p>
	<p>가 : 가 ( ) :Voting( ) ( ) : ( ), Commerce : ( )</p>
가 /	<p>EPG, PVR, VOD, TV Based Web Access, (Ads), (Ads), (Ads)</p>

: ( ) , 2002

TV'

- 「 TV 」
- 가 ,
- (Time Shift)
- (Customizing)
- 「 」
- (Random Access)
- 가
- Recommendation

	<p>1. 2. : -6MHz, BS( )</p> <p>-27MHz, BS - 34.5 MHz</p> <p>3. , 耐 , 4. : (Ghost:</p> <p>)</p>
( )	<p>1.</p> <p>2. (</p> <p>)</p> <p>3.</p> <p>4.</p> <p>5. 가 ,</p> <p>6.</p> <p>7. (Multi View) :HDTV SDTV(Standard</p> <p>Definition TV) 3</p> <p>8. ( ) 9.</p> <p>10. : NHK HDTV 2 가 )</p>

: 『 , M&B, 2001



3.

146

가

「 」

2002 3 1

- 「 」

-

가

가

146

•

86 ,

60

146

•

60 ,

40

(Sky Family): 18,000 72 , 40 ----- 30 ( )		1(Times Life): 3,000 MBN, CNN, NHK World Premium, History , TV, TV, CCTV, T1(8 )	1:HBO movie 2 7,800 HBO, HBO Plus
(SkyMovie+): 12,000 39 , 10 Sky Movie1, Sky Movie2, 3 ABO, NTV, OCN ,		2(Sports Life): 3,000 KBS Sports, SBS , SBS , SBS , , Sky Baduk, Adventure One, Star Sports(8 )	2:SPICE-TV 1 7,500
(Sky On): 8,000 32 , 10 ----- , YTN-S, OCN, KBS Drama, MBC-ESPN, Kids Sky, Q , TV, , TV, TV, KBS KOREA, , ABS , CBS TV, PBC, btn, KTV, TV, OUN, LG , CJ39 , TV, KBS1, KBS2, EBS, MBC, SBS, EBS 1TV, EBS 2TV, 10		3(Mom & Kids Life): 3,000 Dramanet, Disney, JEI , , AniOneTV, TV, BeautyTV, F(8 )	(Sky Sound) 30 5,000
		4(Muse & Game Life): 3,000 KMTV, MTV, m-net, g mbc, The Wave Music, V , GGTV, SKY ghenTV(8 )	(Sky Choice) 1,000

: 1. EPG

, 가

2.

( ) 22

22

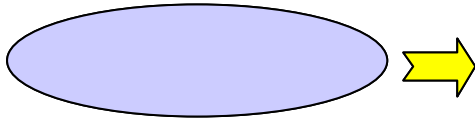
- 2002 3 1 ( ) 가  
86 64 TV  
가 TV

.

- 22 「Satellite Only Channel」 60

	5	MGN, CS-TCM, ( ), 3 ( )
	1	
	5	100, TV, TV( ), ABS ,
	2	SPIICE TV,
	2	Sky Baduk( ),GGTV( )
	1	WaveTV
	4	NHK World Premium, , Adventure One(Outdoor Life ),
	1	CBS TV
	1	AniOne TV( )
	60	Satio ( ) 30 , Kiss (가 , ) 30

1.



• 2006	
-	: 6 2
-	: 6 8
- GDP	: 3 8

2006 7 , 2008 14  
( , )

- 1 (2002 ) 1 5 , 3 (2004 )  
3 2

- 5 (2006 ) 가 6 8  
6 2 , GDP 0.35%가

1 3 18%  
(2006 )

- 2005 가 276 ,  
7,887

- 5 2006 1 3  
< (BS:Broadcasting Satellite)  
CS(Communication Satellite) > 7 2,732  
17.8%

- 가 • 가 ( ,  
) , ( , )

가		2002 ( : 1 )	2005 ( : 4 )	2006 ( : 5 )
	( )	781	7,887	1 3
	BS	9,810	3 6,983	4 3,862
	CS	1 7,016	2 6,579	2 8,870
		2 6,826	6 3,562	7 2,732
/	( )	2.9%	12.4%	17.8%

: 1.

2.

:

<100 987 , 2002.2.22 > , 「 , 2001.12.18 >

## 2. 新



:

,

-

2005

.

6%

20%

- (One Source Multi Use: , )가

( : )

	1998	1999	2000	2001	2002	2003	2004	2005
	189,710	201,713	213,815	226,644	240,243	254,658	269,937	286,133
	147,494	158,495	168,004	178,084	188,770	200,096	212,102	224,828
	2,167 (2 6 )	2,583 (3 1 )	3,830 (4 6 )	4,500 (5 4 )	5,400 (6 4 )	6,400 (7 6 )	7,600 (9 1 )	9,100 (10 9 )

- : - www.mct.go.kr, ldate 2000
1. '99 5 7% 6%
  2. 2001 , 20%
  3. , ,
  4. 1 1,200

2005 45%

- 3D(3 ) , 가 (Test Bed)

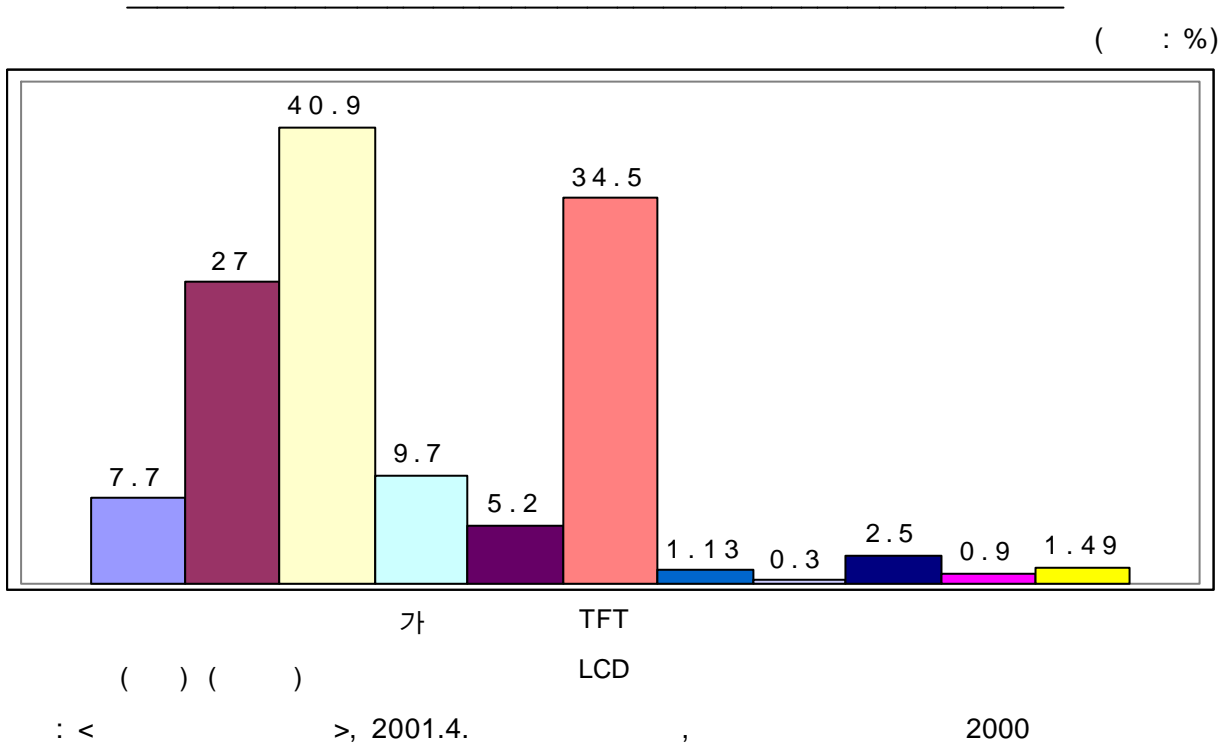
- , , 非 ,

- ( )

- , , , 가 , TFT-LCD

• 5~40%  
1.49%

- ( ) ( , , )  
(Momentum)



Input - Process - Output 가

•

-

非

-

( )

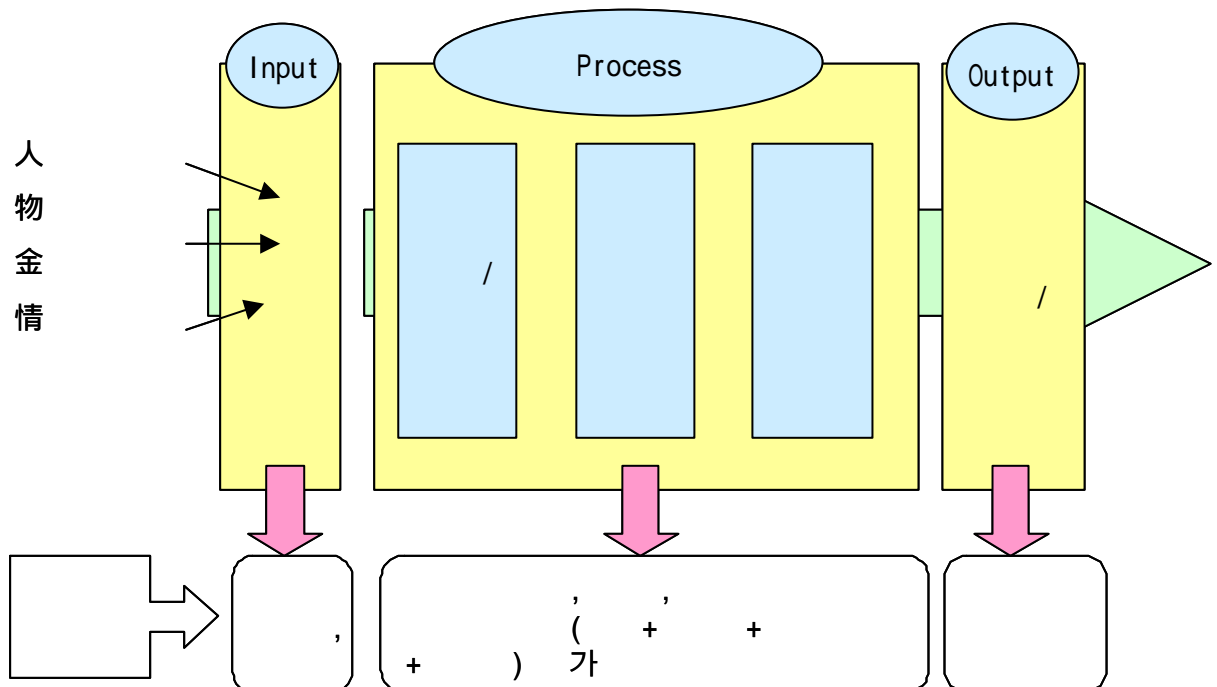
, , , ,

(Collaboration)

-

, 가 ,

가



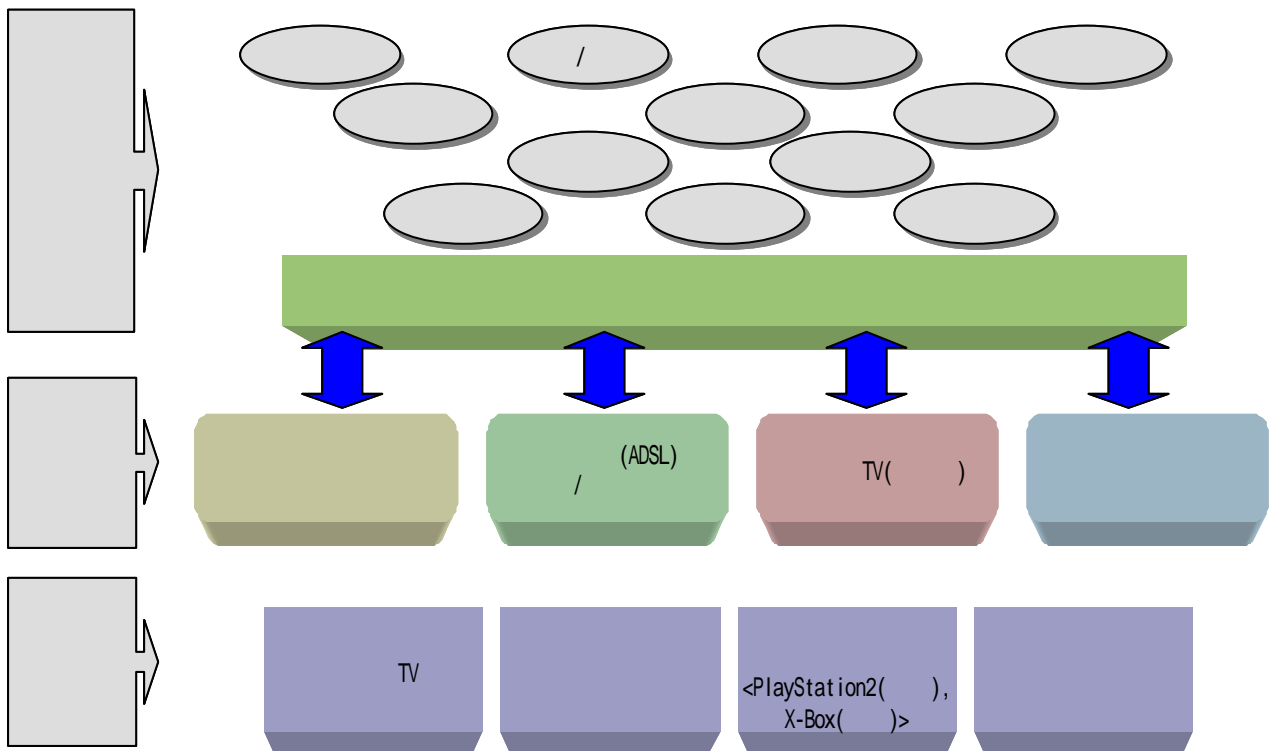
新 (TMT) : . .

- (End User)가

• / , TV( ),  
1 ,

- (Device)

2, TV 가 ( , PDA)  
X-Box ) , ( , PDA)





- 가 (Home Server) 가
- PC, TV, (Home Networking) 가 ,
- ,

<u>가 가 (?)'</u>			
-	가	,	
-	가		
가 1~2	가		
-	1 , 1	1000	
-	DVD	5.1	
「	」		가

TV , , PC ( )

- 2001 220 가 TV 2005 2 2170  
가 가 TV 100 가

- 2002 TV , ,  
2001 12 20  
가

- TV 2003  
2004 87% ( )

TV가 TV	
“	TV TV가
15%,	35% 25 ~ 30%,
50%가	”
-	-

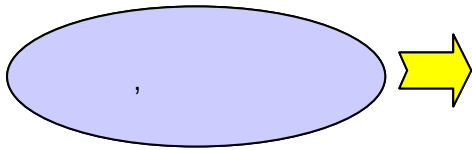
- , ,

- 가 800 1,000 , 2004  
1,600 3 40%  
• 1998 140%  
2002

3 40%

- 2005 15 ,  
30%

3. •



- 「 (Family Cocoon)」族  
 - 가 ‘ ,

가 가 가

- PC ( ) 가

- 가 ,

• 가 가

「Family Cocoon(가 )族」  
 - 「 , 」  
 (Cocoon: )  
 - PC  
 - 가 1 .  
 가 가 「 」  
 가

「 」族 가 가 (Family Value)가

- 「 」 5 가 가  
 , , 가 가 가

「 」

- NHK , , ,

「 」

- ,

• • 「 」

• 「 」 가

(Quality Media)

- BBC, NHK, ,

「 (Reservoir)」

- 「 」 「 」

가 •

가 가

- , 가

가

- • • •

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9

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,

新

,

.

3가

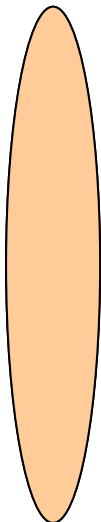
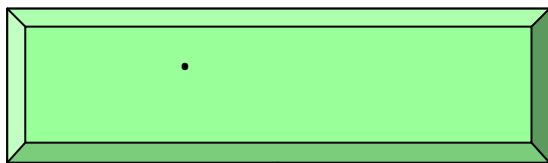
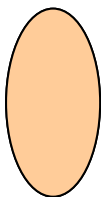
9

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9

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9



1.

2.

3. 凡  
( )

4.  
( )

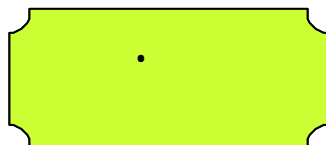
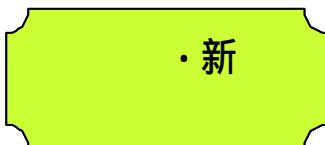
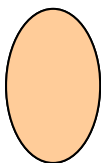
5.

6.  
( )

7. .

8. .

9. .  
가



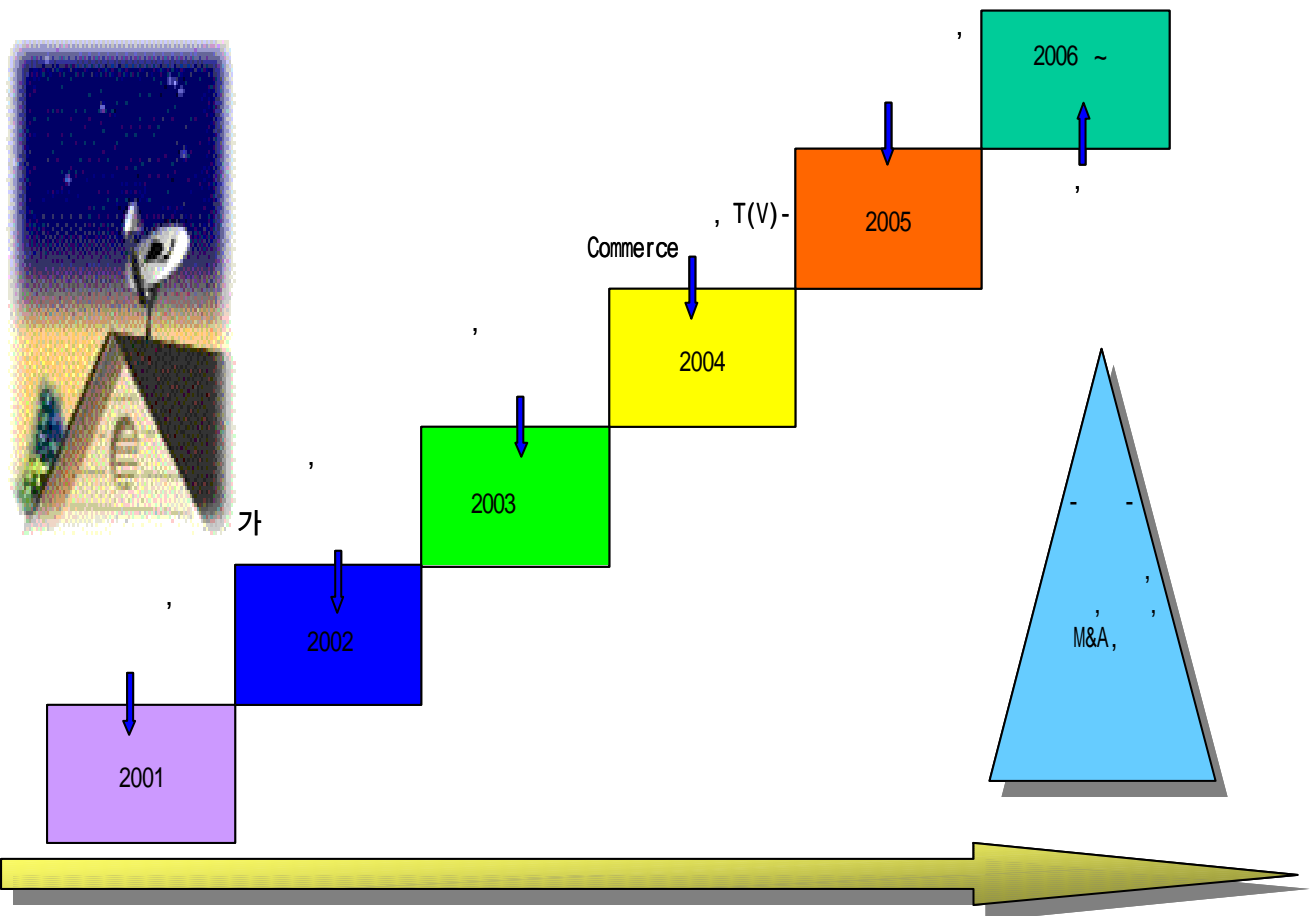
1.

• ( )

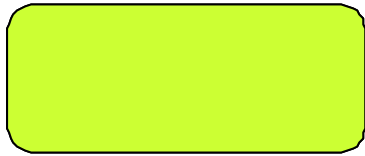
9

- , , 5 , 2006 가 가 9

- AOL , ,



2.



1.  
2.  
3. 凡 ‘ ’( )

가 가가

가

3

	<ul style="list-style-type: none"> <li>- , 가</li> <li>- 「Media Cannibalization」</li> <li>- ,</li> </ul>
	<ul style="list-style-type: none"> <li>- (End User)</li> <li>- , TV</li> <li>- , ,</li> <li>- , PC,</li> <li>-</li> </ul>
凡 「 」	<ul style="list-style-type: none"> <li>- , ( ) , TV</li> <li>- ,</li> <li>- 「 」</li> </ul>

, 新



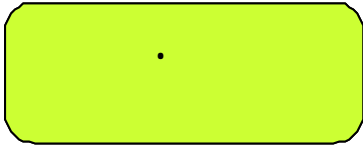
- 4. ( )
- 5.
- 6. ( )

3

( )	- 「One Source Multi-Use」 「Cross Utilization」 가가 - 3 (KBS · MBC · SBS) ( ) ,
	- 「 ( TV ) 가 - 가 - , 가
	- ( ) DVB - MHP - CDMA ( )



•



7.	•	
8.	•	
9.	•	가

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가

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3

•	- , 가 • , 가 - 가 , , • • , ,
•	- PC 가 - , ,
• 가	- - • • 가 - 가

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1. , 『 (2002),
  2. , 「Interactive TV 」 (2001)
  3. , 「iTV 」 (2001)
  4. , 「 TV 가 」 (2001),  
TV
  5. , 「 」 (2001), 21
  6. , 「TV Fund 」 (2001), 21
  7. , 「 」 (2001),
  8. DRI WEFA, 「Asia Economic Outlook」, (2001 4 )
  9. , 「 」 (2001)
  10. , 『 (2001), M&B
  11. , 「2001 」 (2002),
  12. , 「 」 (2001)
  13. , 『 (2000),
  14. , 「 」 (2000),
  15. (西正), 『 (放送デジタル化の功罪)』  
(2000), (中央経済社) 2000
  16. , 『 TV 』 (1999)
  17. , 「 , , 」,  
1998
  18. - www.mct.go.kr
  19. http://www.internetmetrix.com/  
Wall Street Journal, New York Times, Washington Post, Fortune,  
Business - week, Forbes .  
「 」, 「 」 ( ),  
21( ), ,  
, , , inews24
-