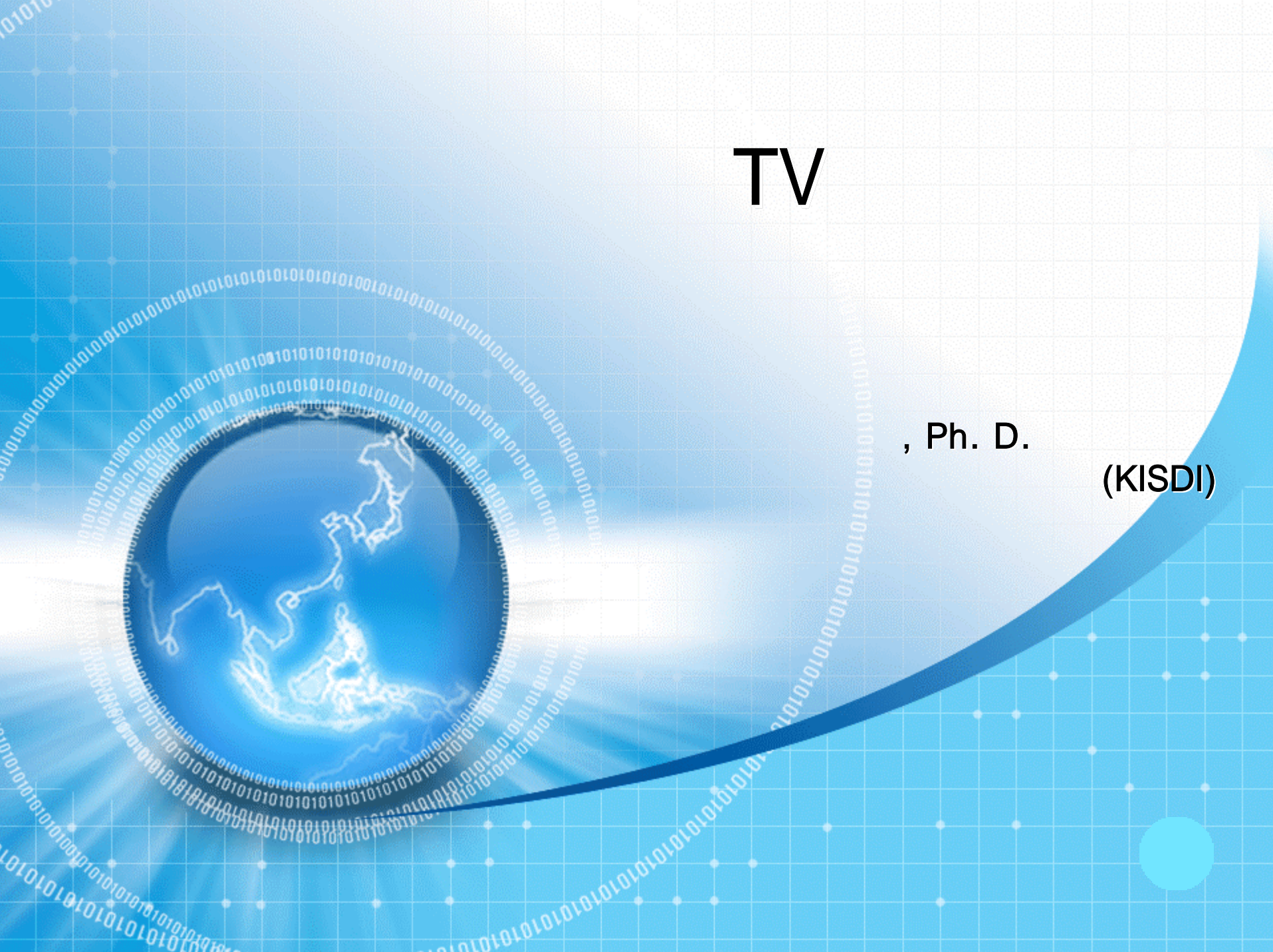


TV

, Ph. D.

(KISDI)

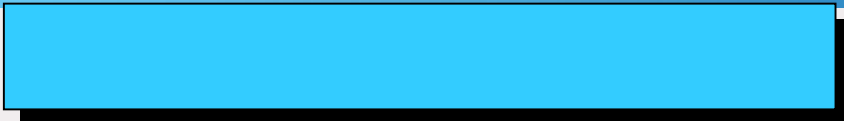


TV

Summary



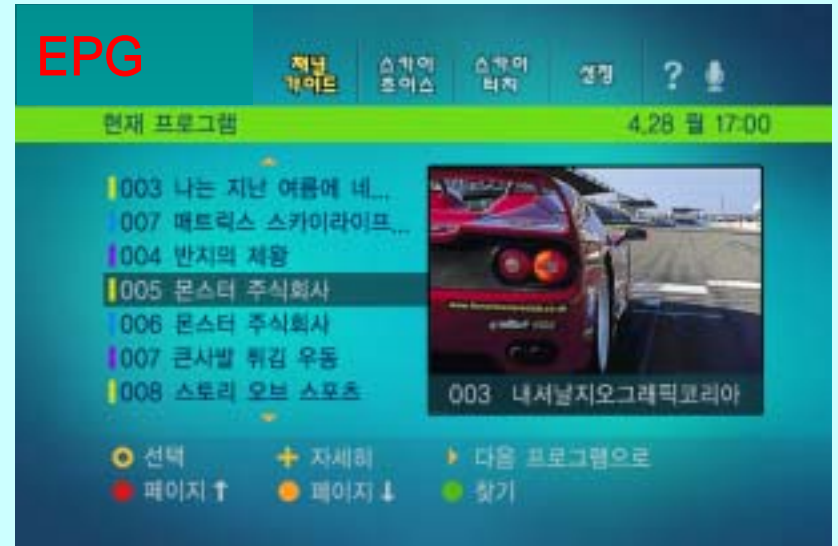
TV



? TV TV ,
 , , , ,
 TV
 - TV , ,
 ,
 - TV가 가가 가



? TV
 - : 가
) 가 , (polling), T-Government, T-Commerce
 - :
) , , , T-mail, EPG, VOD, , T-
 Government,
 T-Commerce



‘ (, ,) ’

3 7 Edutainment IQ, EQ,
가

SKYLIFE SKT-T KID i TV



가 가

KBS-
SBS-

,K-League, MBC-



가

A/V

가

TV

CP

SKYLIFE SKY-T

TV

'SKY HMALL'



T-commerce

A/V

가

가



가

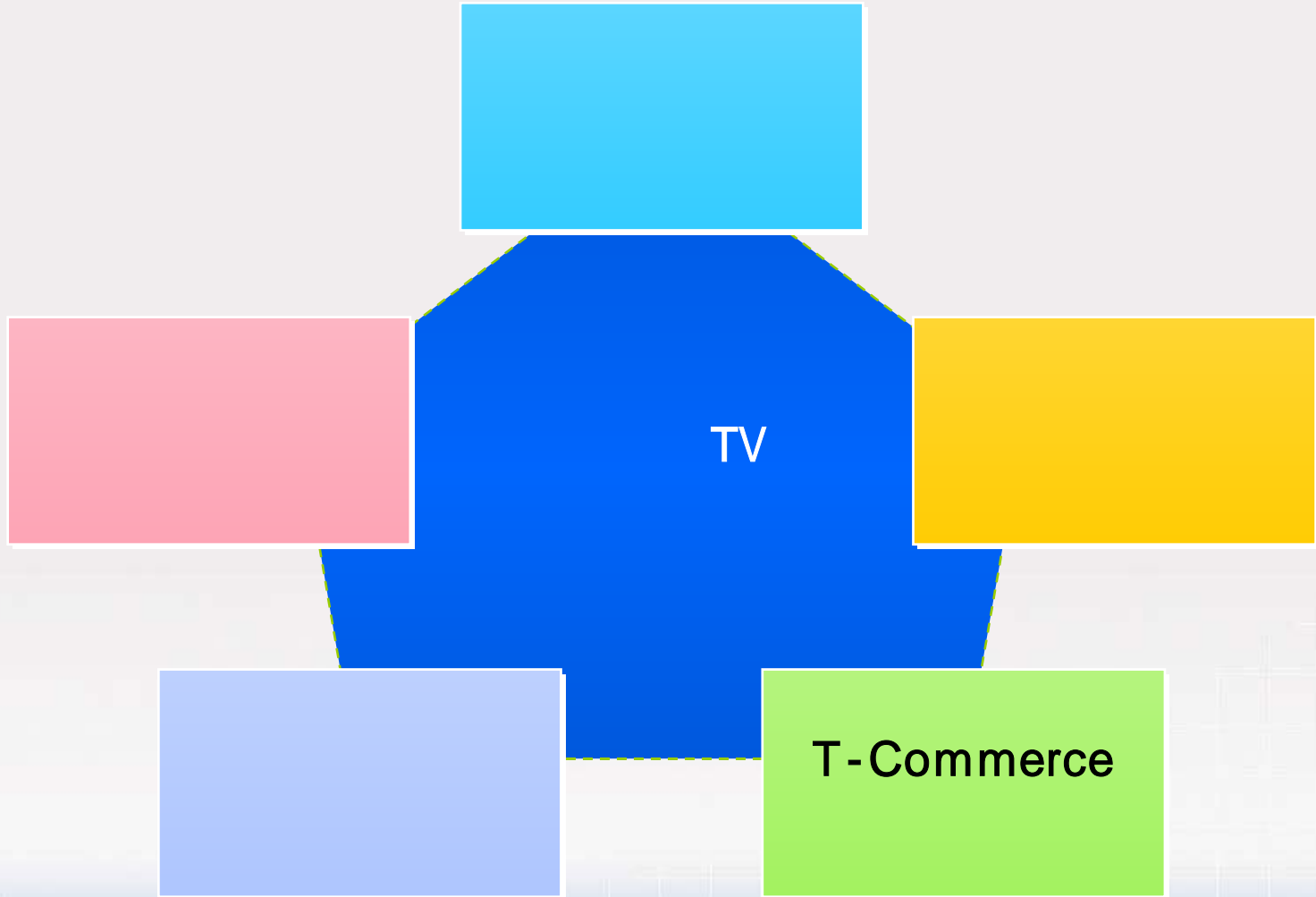
A/V

가



가

TV



TV

TV

(BSKyB, DirecTV, Skylife)

TV

, DP (Data Provider)

CP (Content Provider)

(Two-way TV,

DTV

TV

가 가

(Sony, GE, LG)

TV

(Motolora

TV



TV

TV

가

(Open TV, Media Highway,

)

TV

TV가

(ReplayTV,

,

)



T-Commerce

TV

(

,

,

TV

)

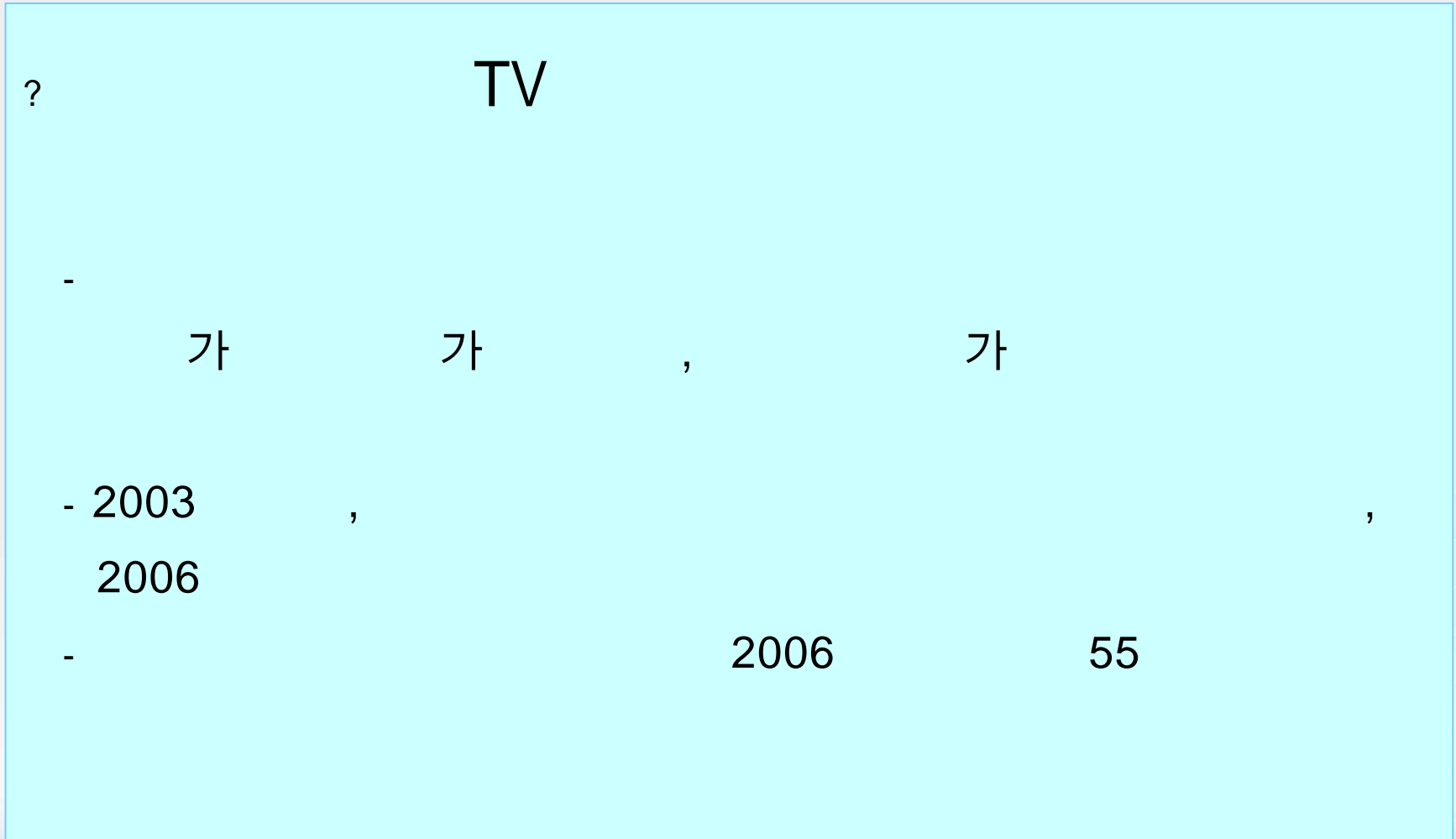
,

? VOD가 Killer Application

- 2002 VOD 가 43%
 - VOD 2003 2007 58%
- (Jupiter, 2003)

?

- DirecTV Sports scores, ,
- EchoStar , , , ,
- Cablevision , , , , , , , , , ,
- , News-On-Demand
- Charter , , , ,



TV

-

TV

(

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)

	2002	2003	2004	2005	2006
VOD	346.2	601.7	943.6	1,504.7	2,098.6
T-Commerce	35.6	84.7	294.3	773.9	1,421.3
IPGs	35.8	109.5	209.0	392.7	655.0
Games	0.0	2.8	16.0	62.1	176.5
Internet Access	77.4	89.8	116.4	166.6	250.4
	16.8	46.0	146.8	500.1	935.1
	511.8	934.5	1,726.1	3,400.1	5,536.9

: Kagan World Media (2003)

TV -

?
?
?
? TV 가 가
TV 가 가
1999 , TV 2000 iTV

- BSkyB

Sports Betting

, , , ,
, 2004 TV

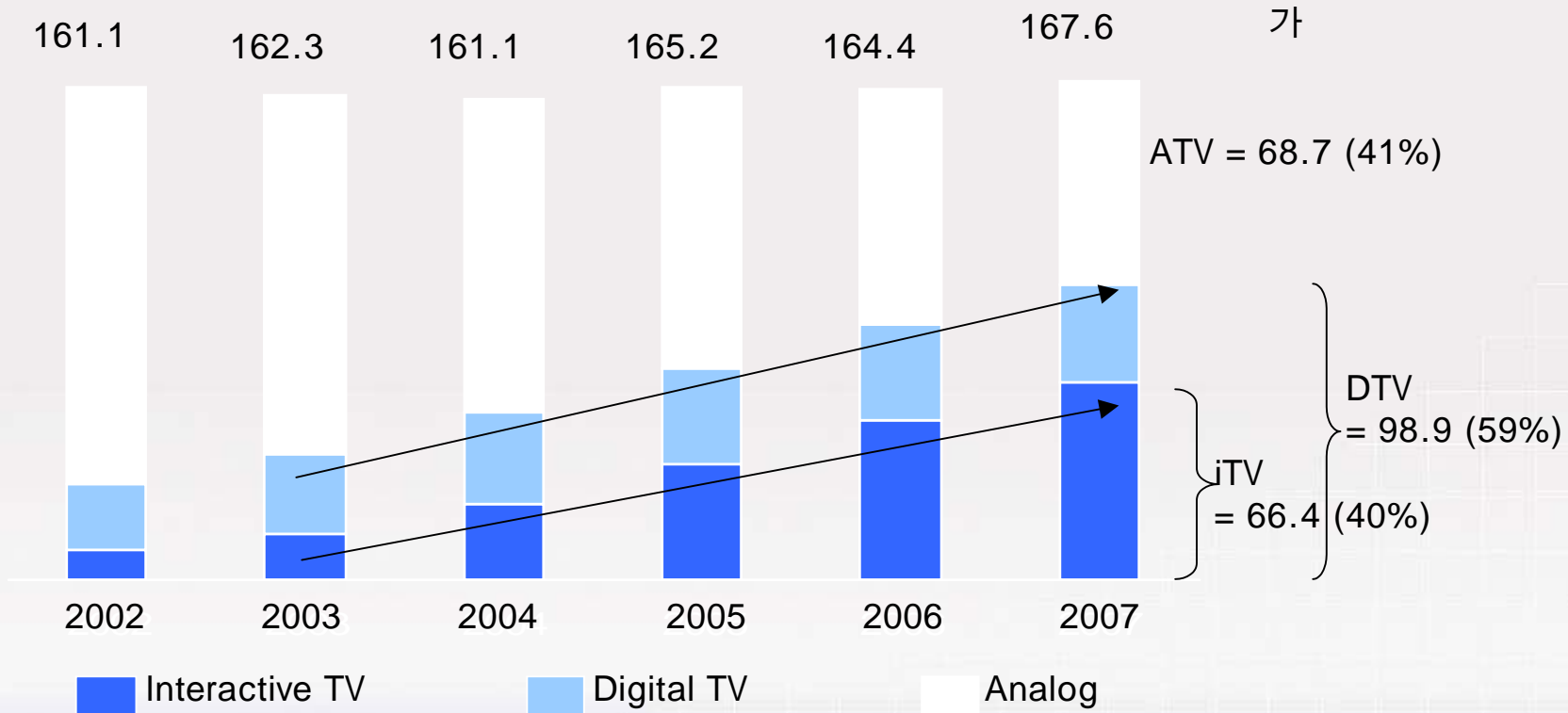
TV 43%

Business Model	Example	Operator revenue		iTV	BSkyB (2004E)
Betting ()	? Sports Betting (General, Horse Racing...)	? BSkyB commission	Survey Sports 50% 20 penny		43%
Contents ()	? Walled garden	? 4%	20 penny		17%
Advertising ()	? Walled Garden	? 11%			
Commerce ()	? TV Shopping	? 5~20% commission			6%
Telephone Charge ()	? Static 2358 PlayJam (Walled Garden)	? - : ? 0.56~0.82 (\$ 0.49~0.71) - : ? 1.43~1.64 (\$ 1.24~1.42) ? : ? 0.06~0.08 (\$ 0.05~0.07)			6%
Subscription ()	? Visiware Palyin'TV	? ? 4~5 (\$3.48~4.35)			N/A

: Jupiter (2002)

TV

TV, DTV iTV 가 ()



: European Digital Television, Jupiter (2002), Accenture analysis

?

- , ,
- , ()

KBS

2002 WORLD CUP
databroadcasting

» 월드컵 경기결과

A 조	D 조	G 조
B 조	E 조	H 조
C 조	F 조	경기결과

◀▶를 사용 **확인** 선택



* D 조

6월 14일 현재

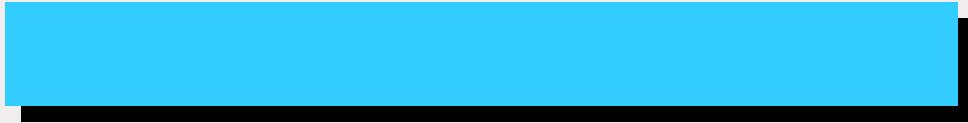


	팀	경기	승	무	패	득점 : 실점	승점
1	대한민국	2	1	1	0	3 : 1	4
2	미국	2	1	1	0	4 : 3	4
3	포르투갈	2	1	0	1	6 : 3	3
4	폴란드	2	0	0	2	0 : 6	0

데이터방송처음

TV 화면확대

나가기



- ? 2003 12 ,
- 2003 5 DVB-MHP
- 2003 11 T-Commerce, TV SMS
- 2003 12 , 15
- 2003 25 TV
- 2004 가



- ? TV MSO DMC 가
- 2004
- TV 가 가 VOD
- T-Commerce

C&M	? DMC ? TV (1 : DTV, SVOD, 2 : HDTV, 3 :)
Qrix	? ?
CJ Net	? DMC ? 2004 EPG, PPV, VOD , 2005 ? , iTV
DMC	? SKT : 150 가 DMC , SO 가 ? BSI : SO (, KDMC)

TV

?	10			가		54	,		37
	91								
-				T-Commerce					26
-		10	24		33	가가			
-		10			22				

10

(:)

		가가		()
	54	17	11	17
	37	16	4	7
	91	33	15	24

:

(2003)



정보통신정책연구원

Korea Information Strategy Development Institute

