

# '99 Fall KNP (1999 )

1999.11.16.



**Korea Netizen Profile**

[Http://knp.adic.co.kr](http://knp.adic.co.kr)

: ( ) , IMResearch

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14:00 14:20 (20 ) ( )  
( )

14:20 15:10 (50 ) KNP (IMResearch)  
• '99 FALL KNP  
•

15:10 15:20 (10 ) COFFEE BREAK

15:20 16:00 (40 )  
•  
-  
•  
-  
• &

# KNP

(1999 )

1999.11.16.



**Korea Netizen Profile**

[Http://knp.adic.co.kr](http://knp.adic.co.kr)

: ( )

, IMResearch

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變化 , 가

國家競爭力 左右 340 600

展望 大衆化時代가

增加 30 女性 擴大 ,

急增 科學的 信賴 意味가 .

‘KNP 公開 가 共有 會社

機會가 ! 根本 國家競爭力 機會가 知識産業 廣告界

關聯情報 가 希望 準備 時期 關聯

가 '99 Fall KNP 調査 檢索 業體

ISP 確報 , 15,000 意味가 構成 資料 信賴性

自發的 參與 契機가 眞心 眞心 祈願 KNP 가 情報化 機會

調査結果

( )

2

가

가

가

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9

9

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2

3

, KNP

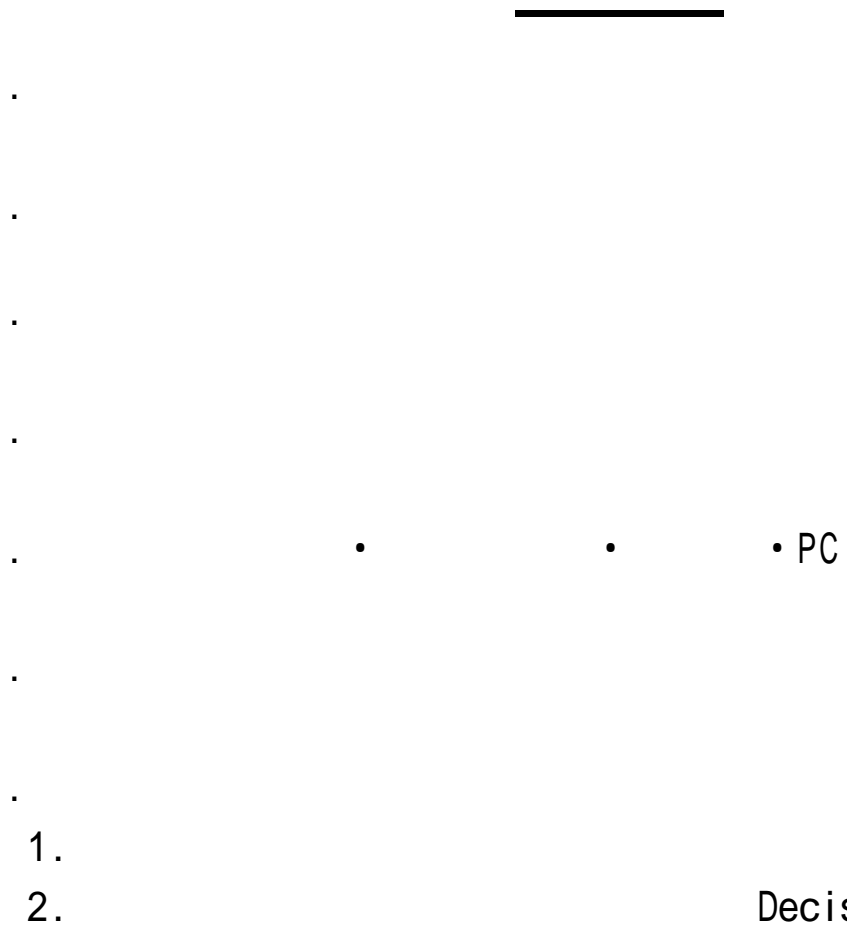
■

KNP

- IMResearch가
- KNP 99 , 가
- , 35
- 
- , ,
- 98 , KIUSE, 99 KNP
- 5가 , 가
- 가 ,
- 

2000 가  
“KNP 2000 ”

1999 11 16  
IMResearch



■



# 1.

1.1.

—

1.2. :

1.3. :

1.4.

—

가 35 < '99 KNP >

1.5.

1.5.1. : 14,272

—

14,670 ,

1.5.2. : 6,953

—

-

10,459

\*

1.6. : 1999.9.15 - 10.13(29 )

1.7. \*

—

, , , DECISION TREE,

\*

, 가

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95% 0.83


# 1.

- 1.8. (가 )
- ISP, , 3가 5
  - : , , , , , SBS
  - : , , , ZIP!
  - ISP : ,
  - : , , HELLO SEOUL, LGIS
  - : , , , , , , , , , , ADIC, FEELPOST, GAMERPOLIS, DreamWiz, iKorea, ipopcorn

- 1.9. :  韓國廣告團體聯合會



- 1.10. : 

- 1.11. : 

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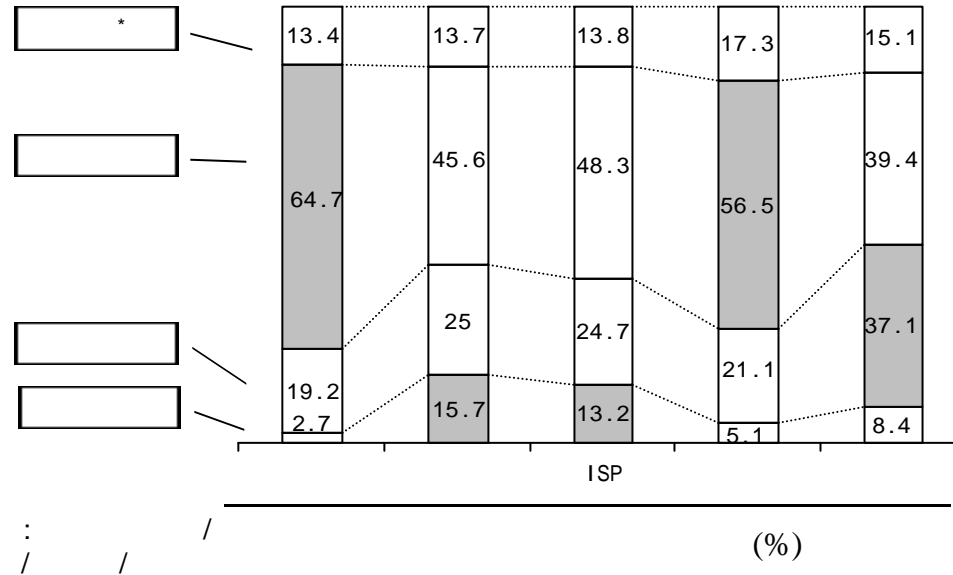
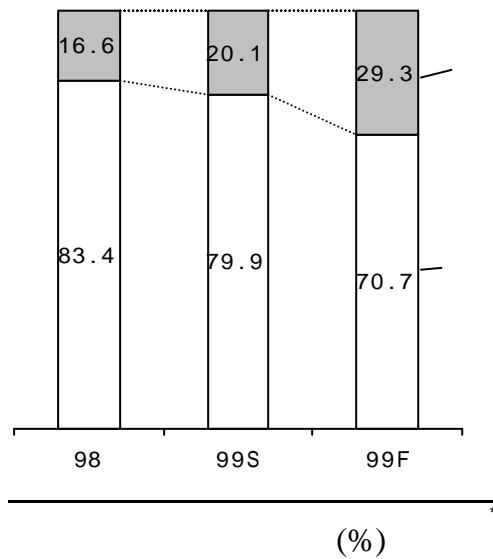
■

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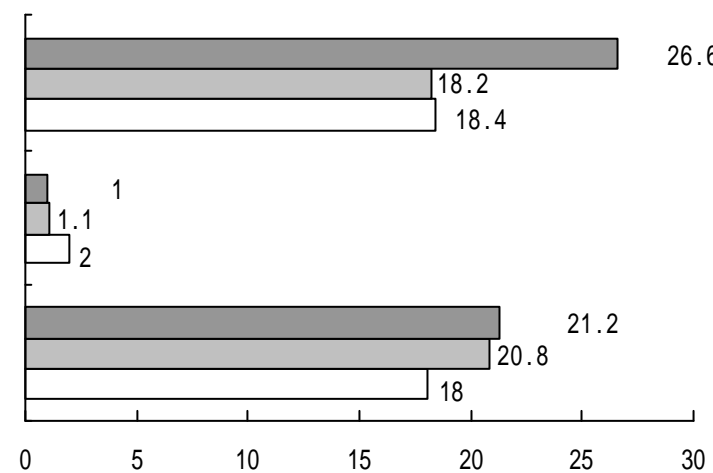
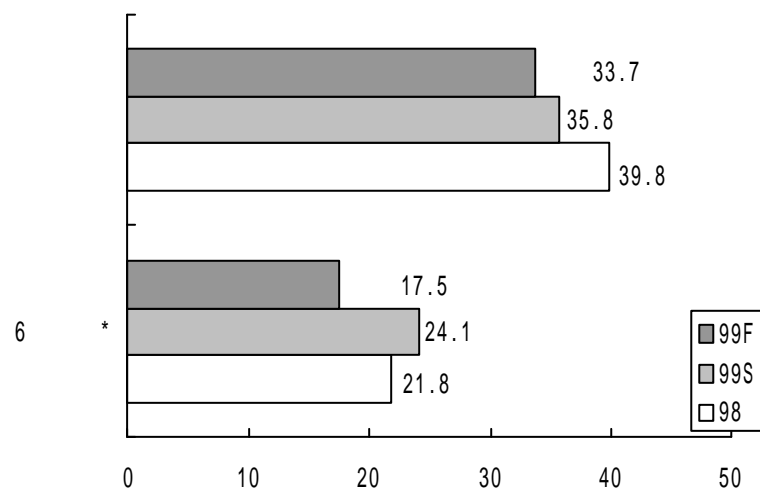
- 99 KNP 29.8% 가

- , 가 37.1%

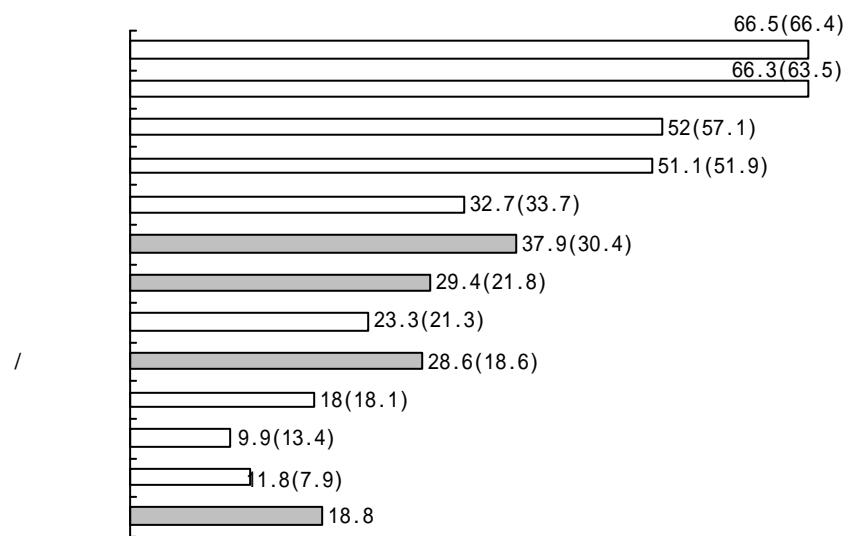
- , ISP



-	가	98	36.4%, 99	39.0%, 99	47.9%				
-	6	98	60.6%, 99	59.9%, 99	가	51.2%			
-									

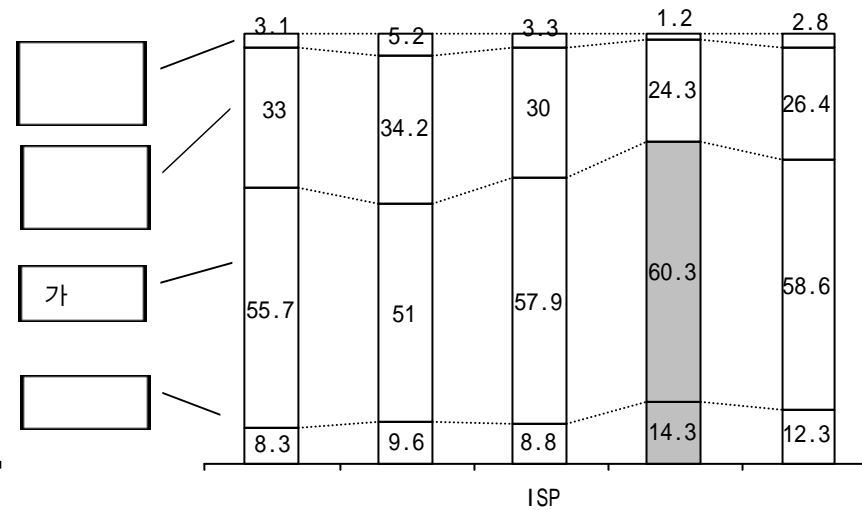
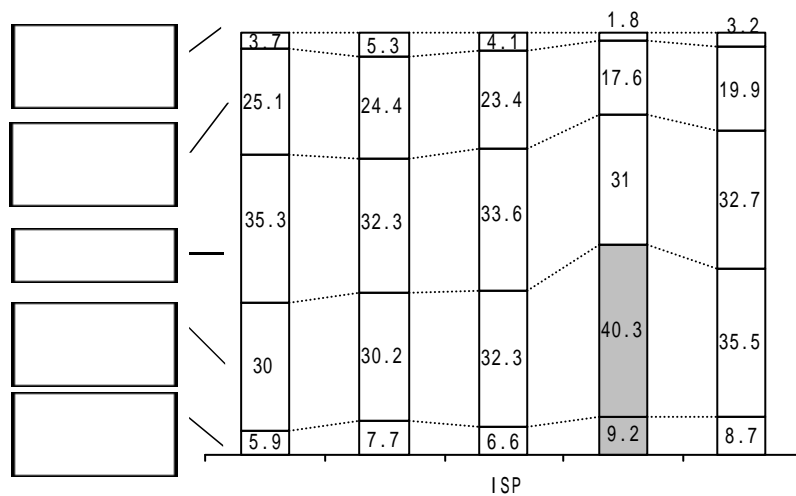


-	가 가	(51.1%)	99	(66.5%) > 가 (66.3%) > (52%) >
-	99	,	,	,
-	,	36.5%	51.5%	
-	,	(68.9	77.6%)	(26.8% 41.6%), (17.3% 23.4%)
-	,	가		

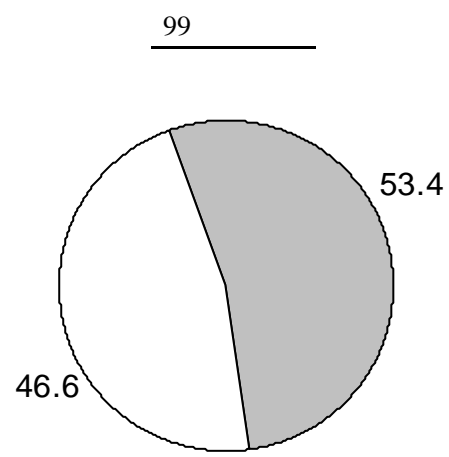
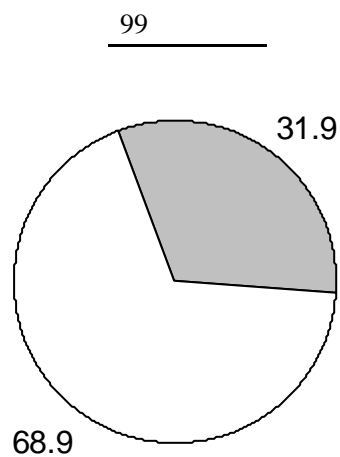


	31.3	59.9	76.1	64.5
	52	53.8	50.7	53.5
	54.9	77.6	62.7	64.8
	16.6	34.5	67.9	42.2
	27.5	54.1	25	23.2
	57.3	41.1	33.6	35.6
	7.2	17.1	29.3	23
	51.5	41.6	18.9	25.9
/	3.5	10	26.4	17
	18.9	21.4	35.1	29.8
	1.7	23.4	15.9	25.2
	1.3	4.4	13.5	12

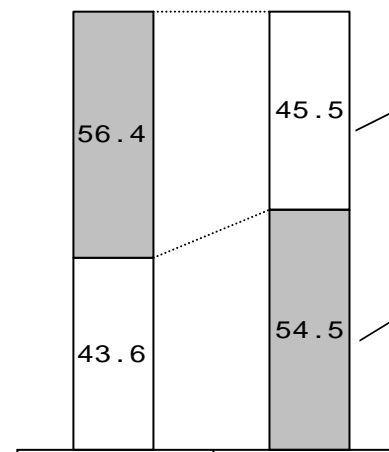
-	99	38.1%	99	39.9%
-				
-	가	66.1%가	가	, 99
-				
-		가		



50				
-	53.4%	99	31.9%	가
-			56.4%	(45.5%)



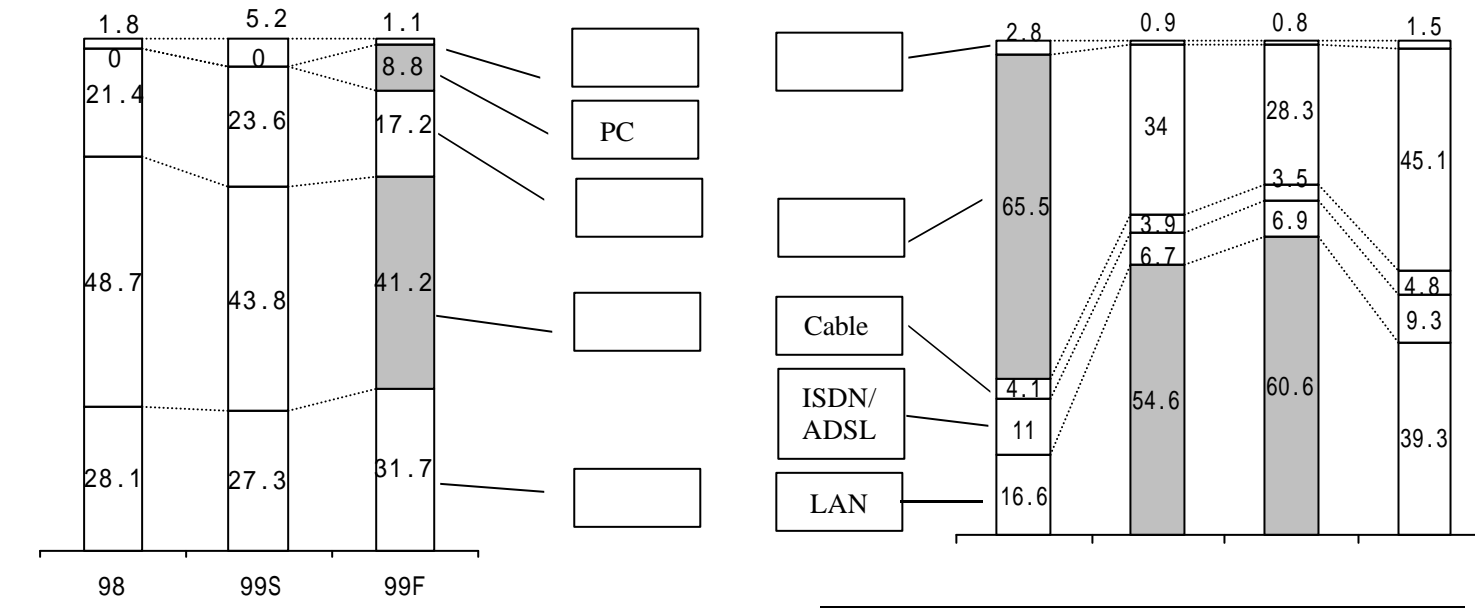
(%)



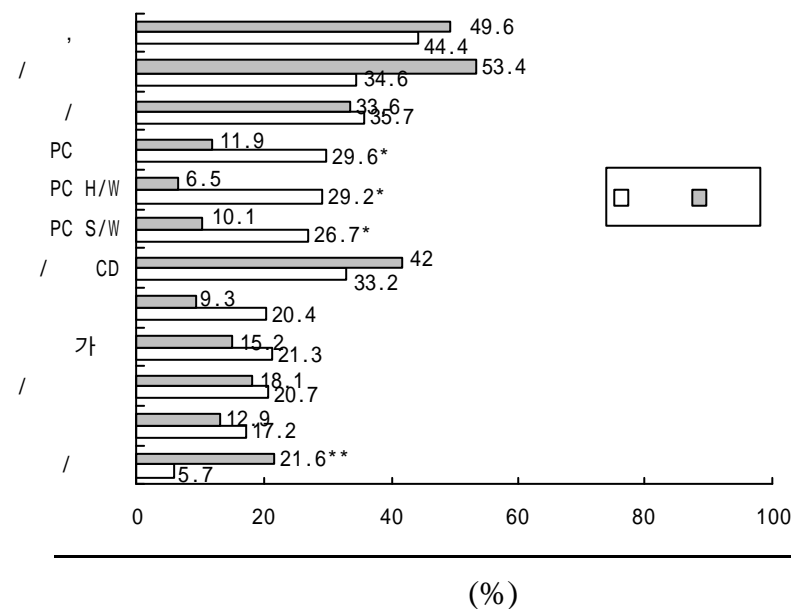
(%)



-	LAN	(3.8%), ISDN/ADSL(7.5%)
-	(41.2%), (31.7%), (17.2%)	, PC (8.8%)
-		



1				
-	6	1 ~ 2 가 가	,	가
-	3 ~ 10	가 20.3%가 가	.	
-	6	가	/	CD
-		48.7%가	/	



	(100%)	(75%)	(50%)	(25%)	(0%)
	25.2	50.9	17.2	5.5	1.2
	8.6	51.5	28.6	11.1	0.2
	3.5	32.3	43.5	20.4	0.2
	2.4	22.0	37.1	38.0	0.6
	8.0	16.0	24.0	52.0	0.0
	2.5	19.7	29.1	34.3	14.3

2										
– 6										
– 10				/		,	/	,	/	
– 50			PC		, 가		,			

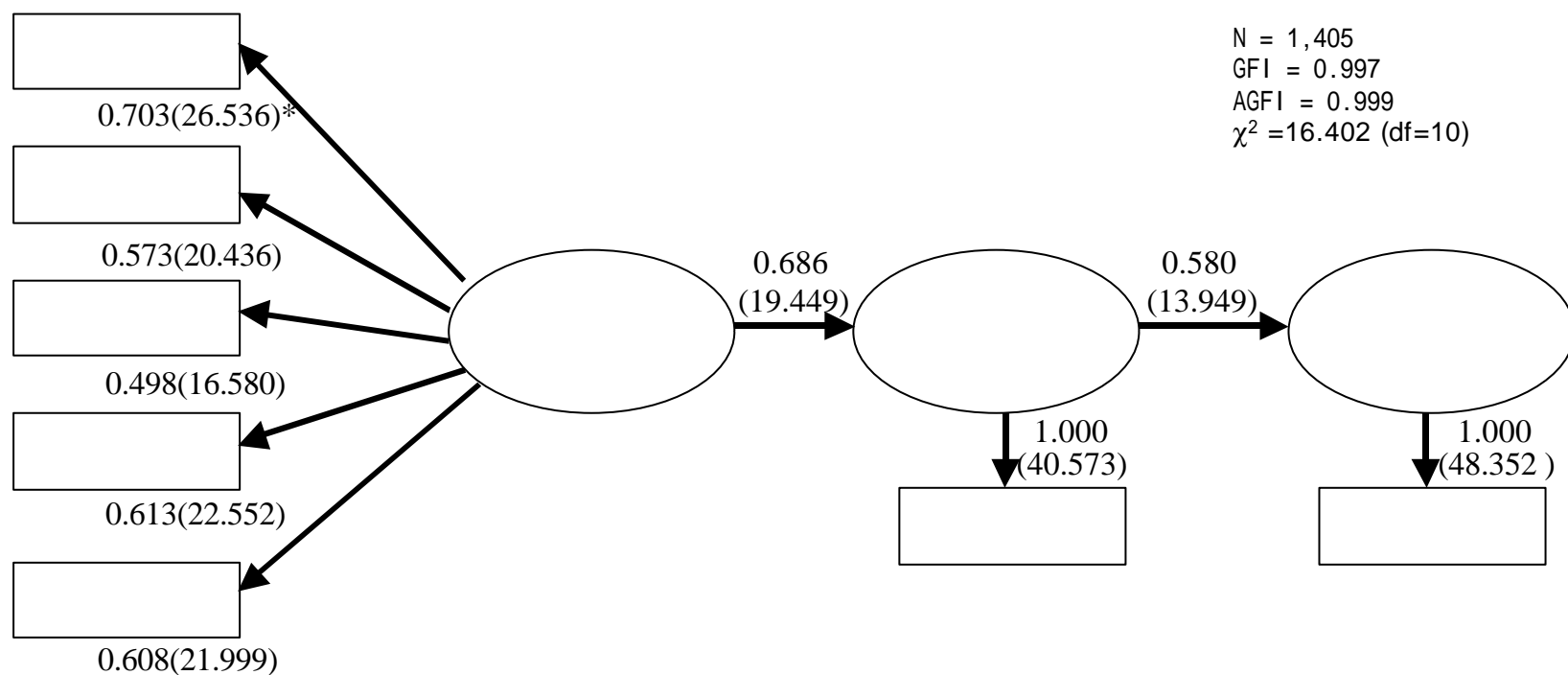
	PC S/W	PC H/W	PC	가	/	/	/	,	/ (CD, TAPE)	
3	13.5	9.3	10.9	5.5	48.3	20.5	7.9	46.2	35.7	6.3
3~10	17.4	14.6	18.8	10.8	44	32.9	14.5	50.6	40.8	9.8
10~50	24.0	26.0	26.2	24.0	39.0	39.4	23.5	51.5	37.2	18.3
50~100	31.6	34.9	36.8	37.9	37.2	44.6	32.8	50.9	35.6	27.6
100	30	39.2	36.6	33.8	33.7	46.6	33.0	43.2	29.9	43.4

(%)

<p>             , 6가 ‘LAN heavy,’ ‘LAN light,’              ‘ISDN/ADSL/CABLE heavy,’ ‘ISDN/ADSL/CABLE light,’ ‘MODEM heavy,’ ‘MODEM light’           </p> <p>             , heavy user light user           </p>						

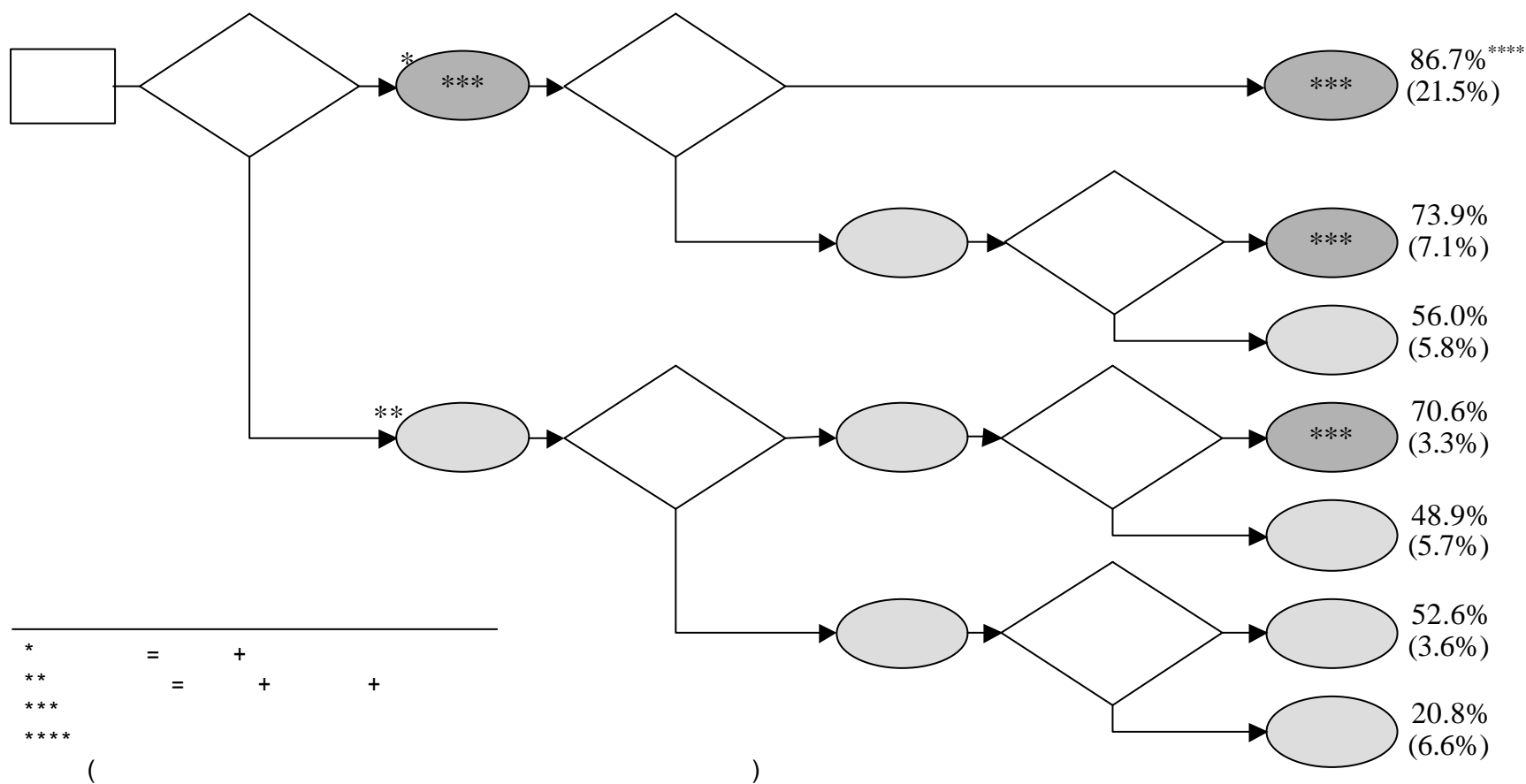
	LAN		ISDN/ADSL/CABLE		MODEM	
	HEAVY	LIGHT	HEAVY	LIGHT	HEAVY	LIGHT
	4,800	2,667	873	746	2,225	2,807
	34.0%	18.9%	6.2%	5.3%	15.8%	19.9%
	10 : 64.3%	6 : 87.0%	10 : 71.6%	6 : 82.4%	10 : 57.5%	6 : 82.5%
	2 : 77.3%	1 : 51.1%	2 : 68.9%	1 : 64.3%	2 : 65.1%	1 : 66.2%
	(3 : 52.6%)		(3 : 46.8%)		(3 : 40.4%)	(3 : 25%)
	: 34.9%	: 39.6%	1 ~ 3 : 18.0%	1 ~ 3 : 37.3%	1 ~ 3 : 38.0%	1 ~ 3 : 57.1%
	1 ~ 3 : 42.2%	1 ~ 3 : 41.9%	3 ~ 5 : 75.3%	3 ~ 5 : 47.6%	3 ~ 5 : 59.3%	3 ~ 5 : 39.2%
	: 64.7%	: 50.4%	: 50.3%	: 39.7%	: 68.5%	: 66.9%
	: 23.7%	: 28.0%	: 24.6%	: 25.6%	: 19.9%	: 16.7%
		PC : 13.0%		PC : 18.9%		
	: 74.6%	: 63.1%	: 79.2%	: 63.3%	: 76.3%	: 67.3%
	: 25.4%	: 20.8%	: 20.8%	: 36.7%	: 23.7%	: 32.7%
	: 63.5%	: 51.0%	: 50.5%	: 42.0%	: 39.6%	: 42.0%
	: 25.7%	: 30.9%	: 24.1%	: 25.6%	: 29.9%	: 21.8%
						: 19.0%

– 99	KNP	가	‘	’, ‘	’, ‘	’, ‘	’, ‘	’, ‘	
–								가	



\* , (t -value)

Decision Tree	
— 가	‘ , ‘ , , ‘ , 가
— ‘ ,	

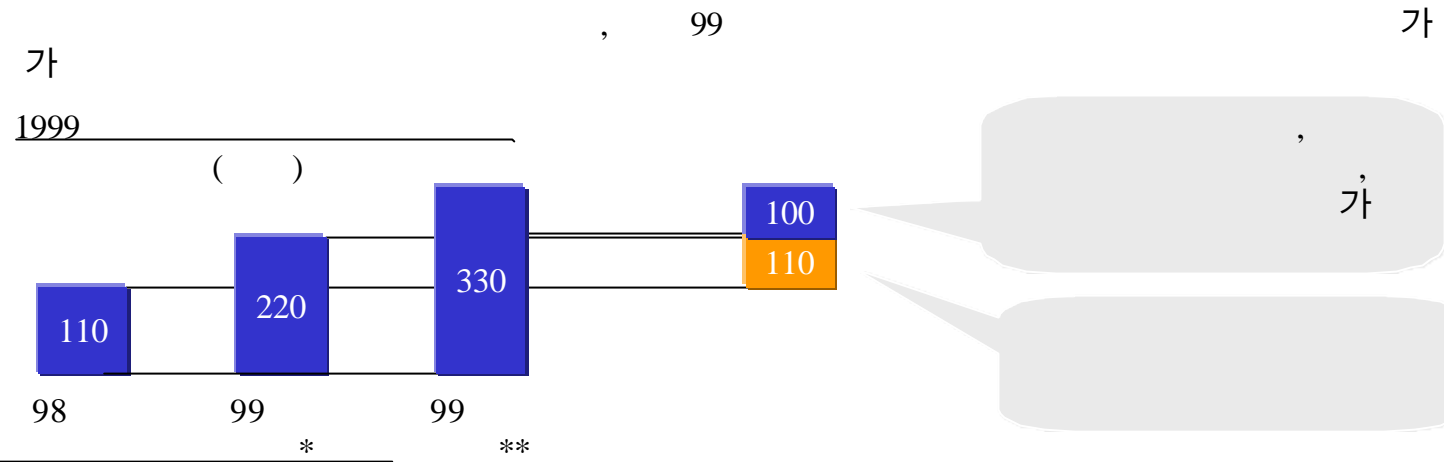


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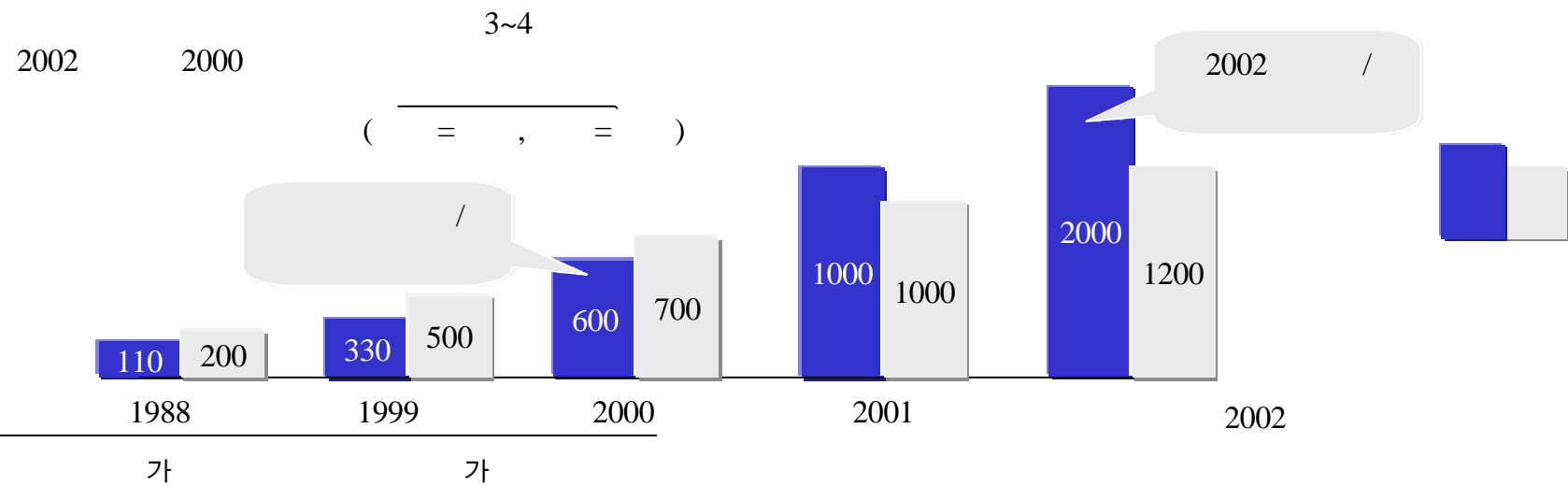
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[ - 1999]



\* 98  
\*\* 99 10

[ - 2002]





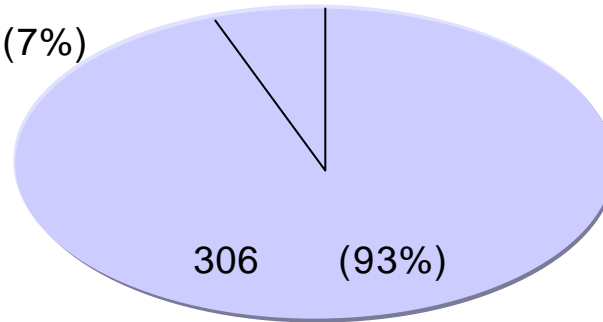
[ - ]

99

93%가

(100%=330 )

24 (7%)



:

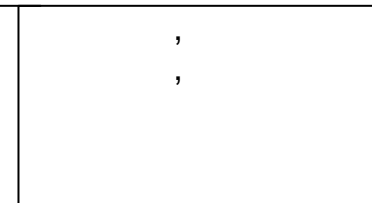
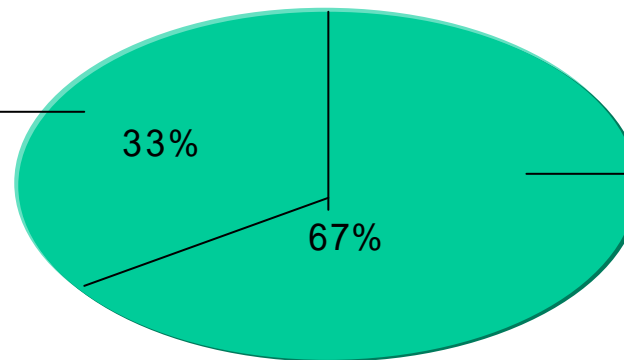
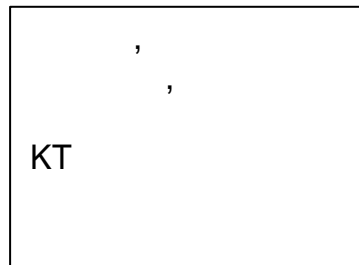
(99.10)

[ - ]

가

67%

vs  
(100%=306 )



:

(99.10)

KNP

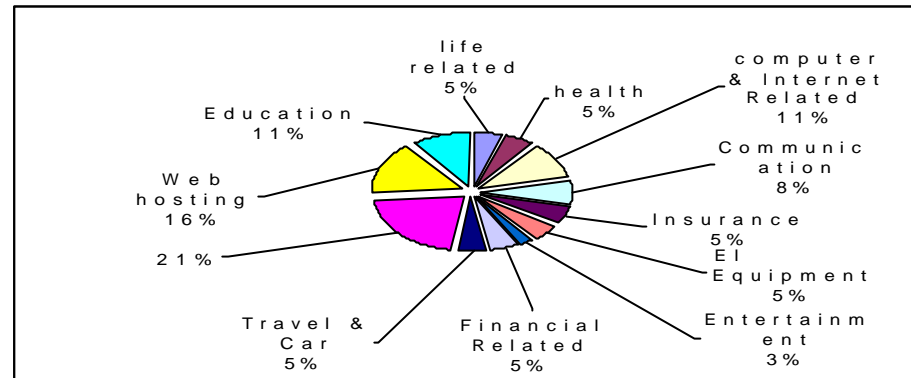
(1999 )

)

25

[ - ]

가

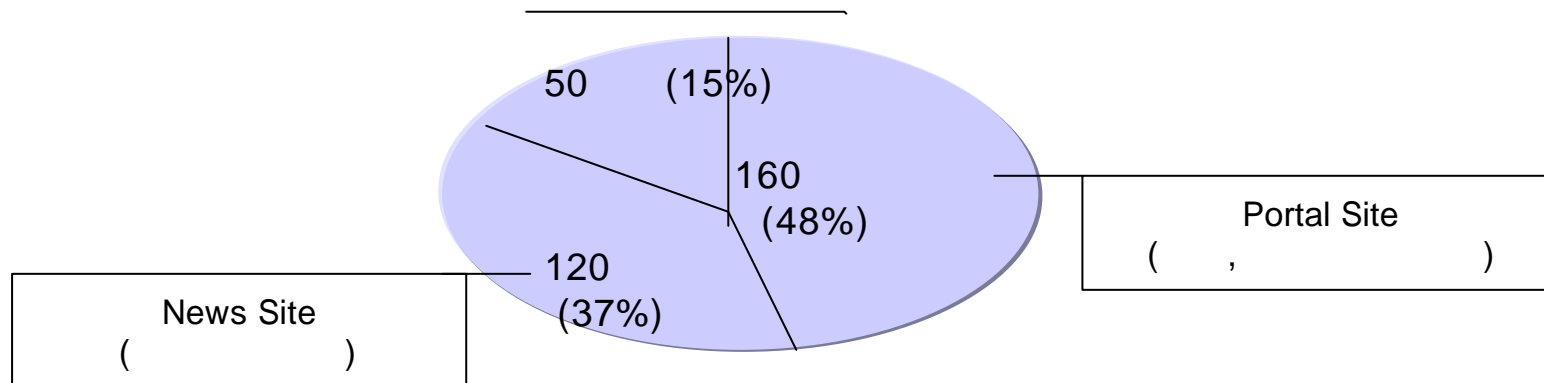


Category Use Source (99.09.04)

[ - ]

Portal

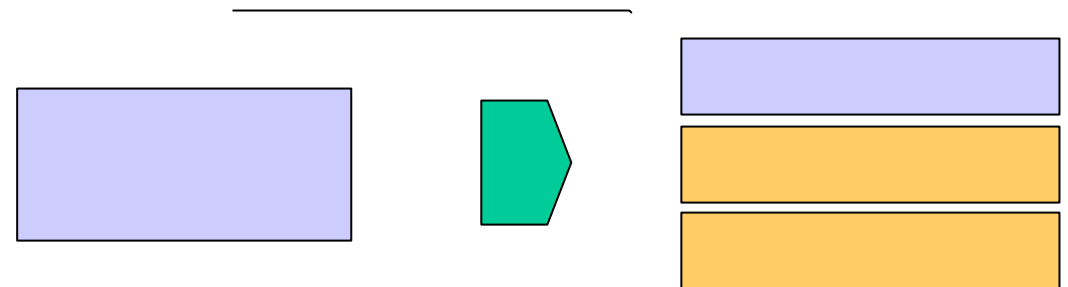
Site 가



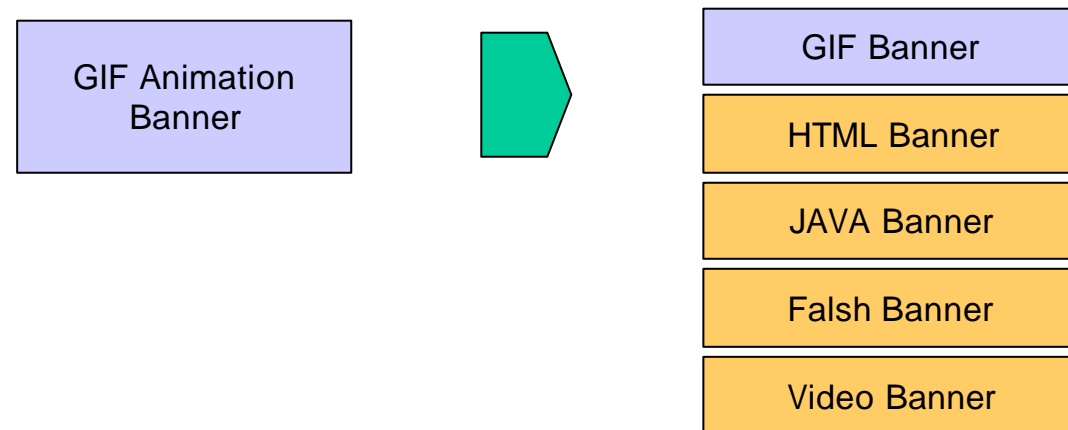
:

[ - ]

가 .



Banner Impact

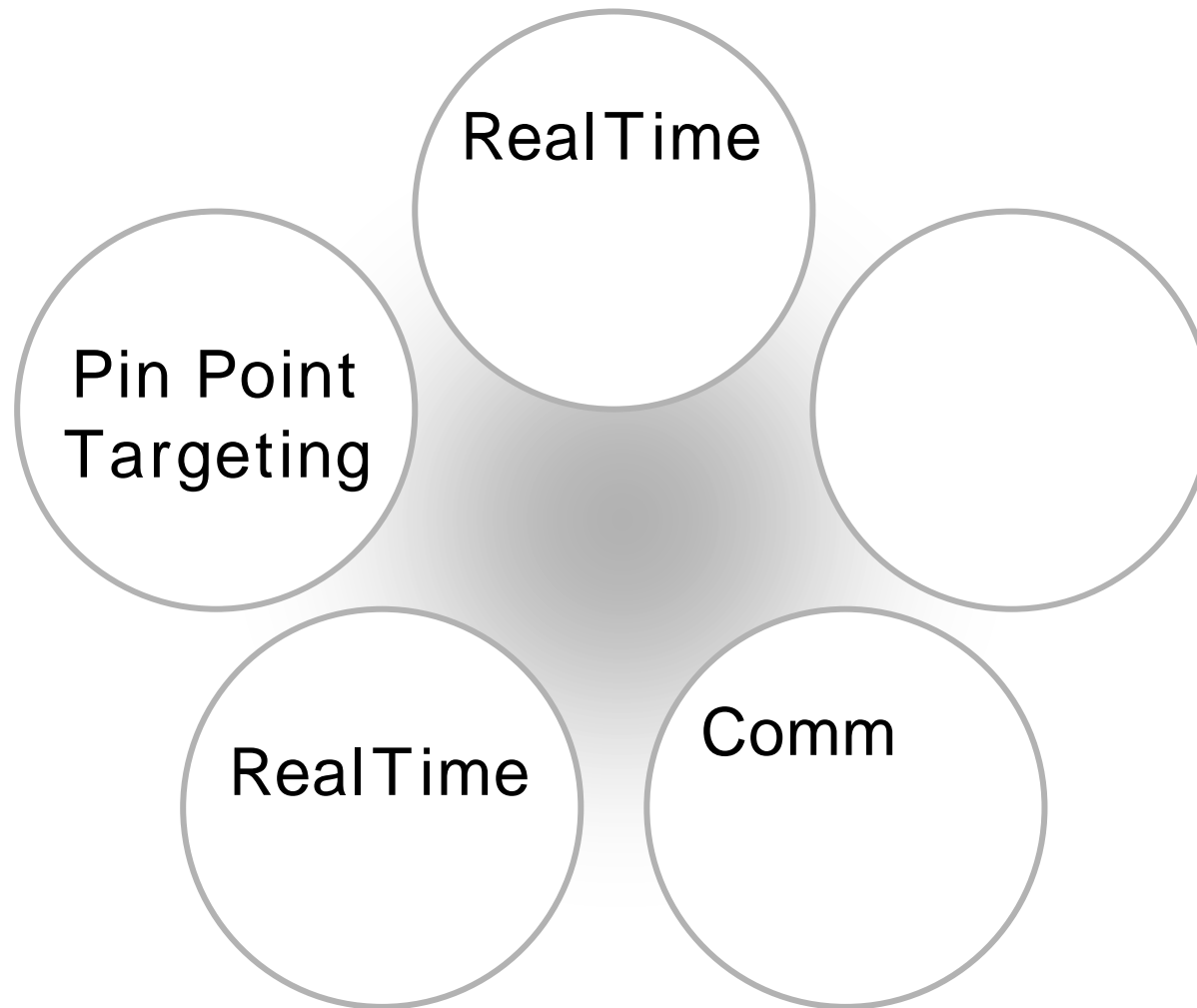


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.....  
.....

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- (GRP)
- Rating
- ,
- CPM
- CPRP

- Awareness ( )  
Interest ( )  
Desire ( )  
Action ( )

## (Exposure)

- Mass Communication
- Brand building
- (GRP)
- CPM
- Impression
- Traffic

) cnn.com, cnet.com  
yahoo.com

## (Interaction)

- 1:1 Communication
- Direct marketing
- Click-through
- Action
- 

가

) amazon.com  
dell.com  
hotmail.com

## (User - centric)

- ( )
- 
- 가
- 

: Media Metrix/RelevantKnowledge

Nielsen/NetRatings, PC Data

: , (Realmeter)



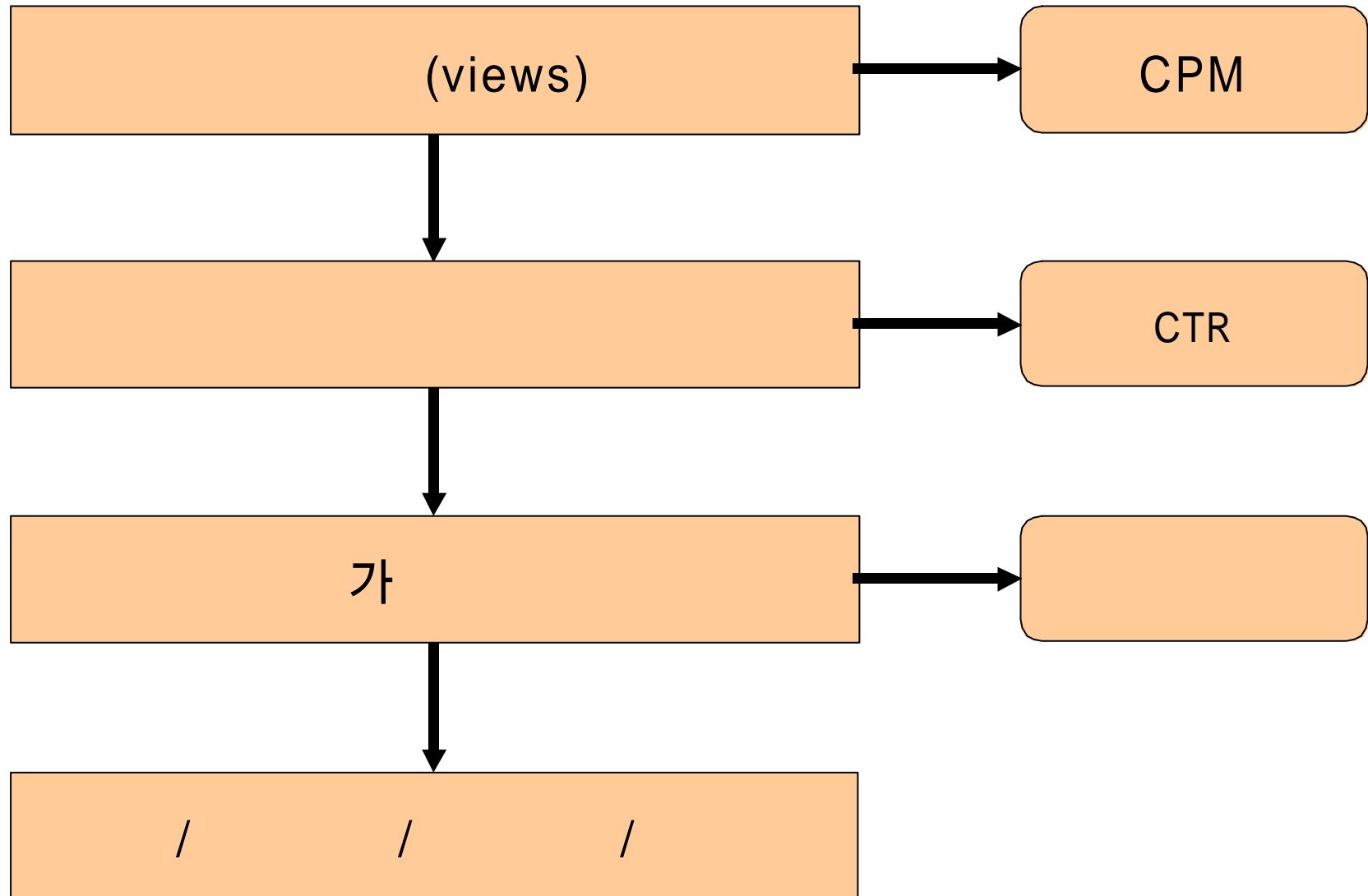
## (Site - centric)

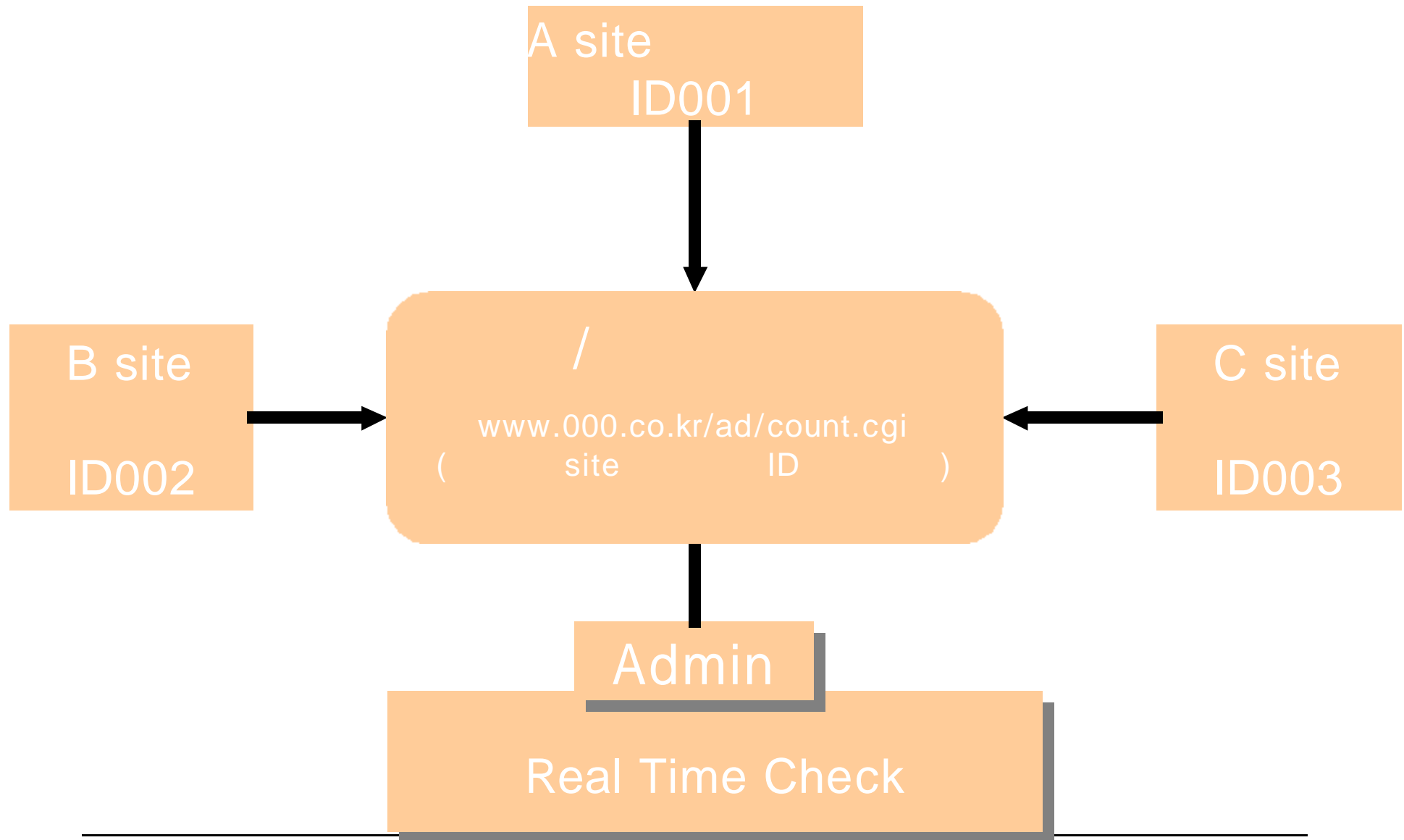
- 
- 
- 
- 

Cookie

: I/Pro, NetGravity, WebTrend, Accipiter  
Interse, AdKnowledge, MatchLogic  
: ABC

	Impression Unit of time spent
	Click - through
	/ Sales lead





				Real Time Report	
	Page View	Clicks	CTR		
					CPM
					CPM
				/	CPM
					CPM
				/	CPM
MBC				/	가
SBS				/	가
				/	CPM + 가

				Real Time Report	
	Page View	Clicks	CTR		
				/	가
				/	가
				/	가
				/	가
				/	가
				/	가

- 
- Pilot /Text: 가(1,000 - 800 /1 )
- Run of Yahoo: 20,000 - 9,500 /CPM
- Run of Category: 30,000 - 20,000 /CPM
  - : 33,000 - 22,000 /CPM
  - : 20,000 - 9,500 /CPM
- Run of Sub Category: 33,000 - 22,000 /CPM
- Fixed Category: 40 /view(5,000view )
- Search word: 50 /view(5,000view )

- 
- :
  - SA: 1,800 / , A : 1,500 / (800X600 )
  - B : 1,200 / (1024 X 768 )
  - C : 1,000 / ( )
  - Full Banner( ) : 1,500 / ( )
- - A : 500 / ( )
  - B : 300 /



- / /
- : 1,500 /
- : Targeting
  - : 300 /1 (70 views/ )
  - / : 5 /view
  - 1 1.5 /view 가
  - \*20 : 2 view 3 가
- - 10
- Direct E-mail
  - 100 / :
  - 20 가

&

- IMResearch

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