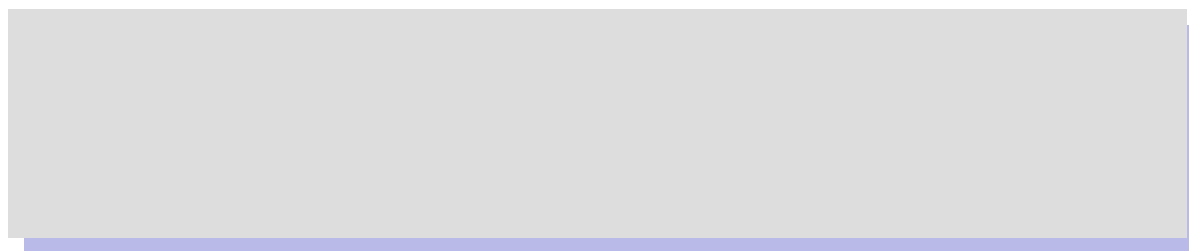
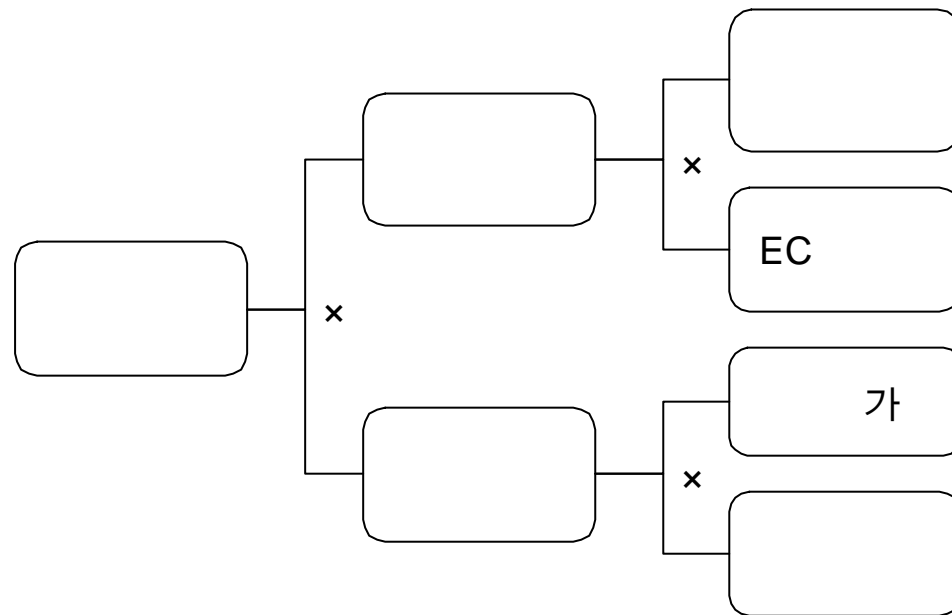

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1999. 5. 12





Internet Spending Model



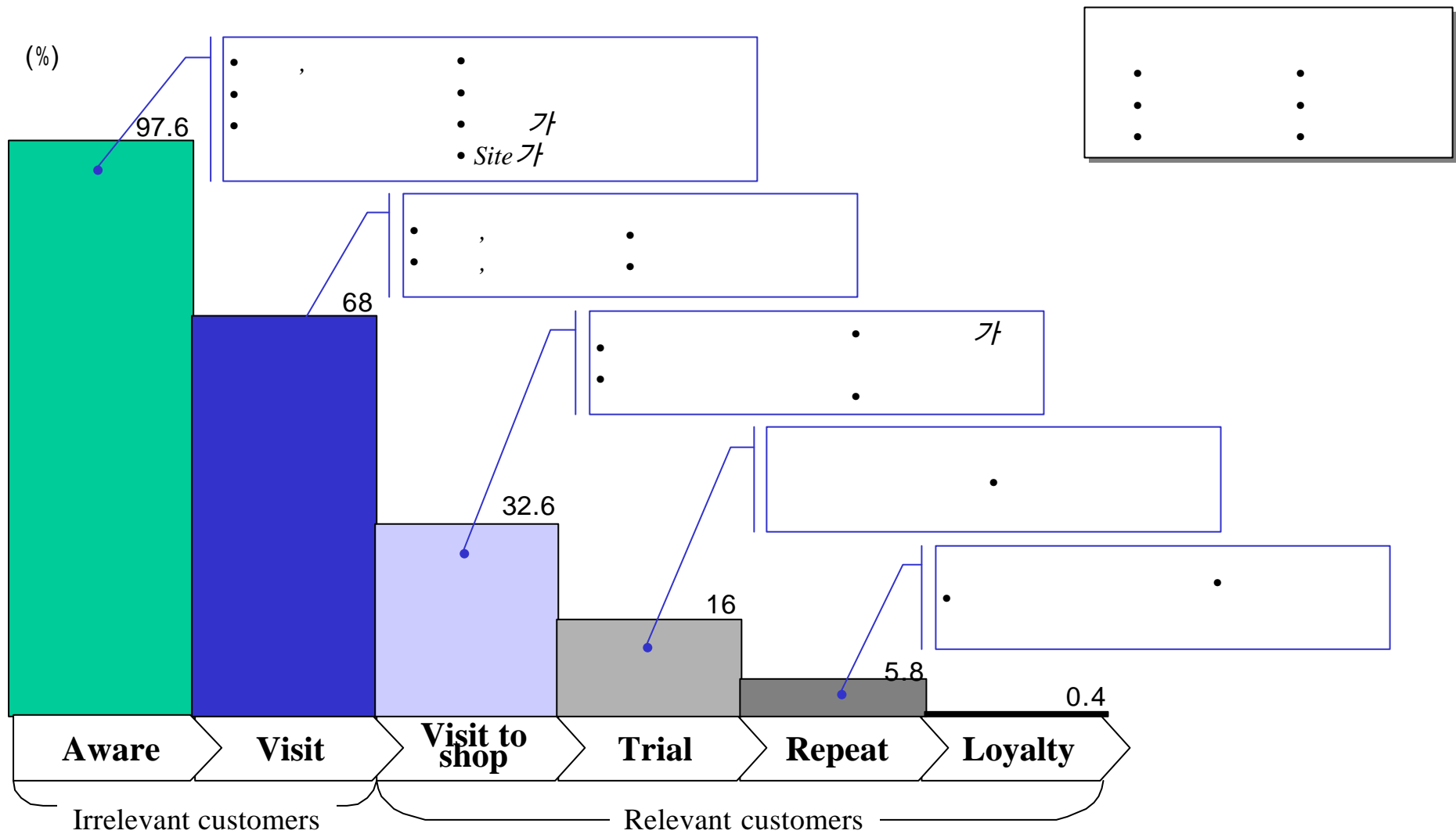
■ '96-2000 : 179% 가
 ■ '01-2005 : 61% 가

■ '96 - 2005 : 11% 55% 가
 ■ EC

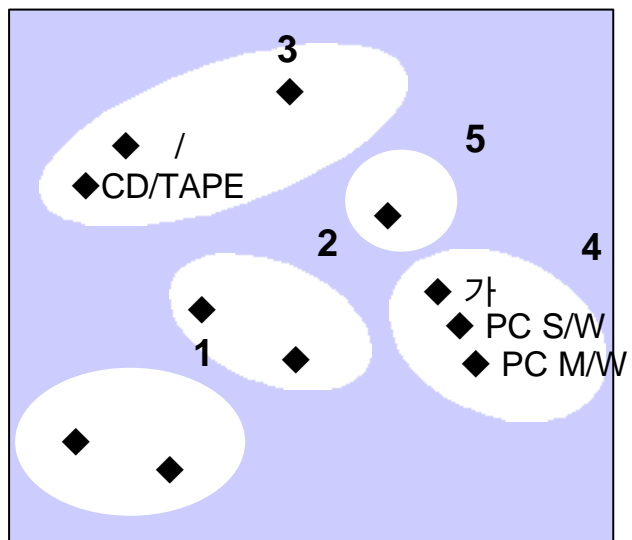
■ 가
 ■ 가
 ■ 가

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
()	1,445	6,270	15,077	40,502	88,049	166,713	290,635	477,007	748,048	1,109,665
()*	731	2,000	3,340	5,177	7,269	9,507	12,008	14,793	17,900	20,943
EC **	11%	13%	16%	22%	27%	33%	38%	44%	49%	55%
가 (/)***	18,500	20,770	21,094	22,149	23,035	23,956	24,914	25,911	26,947	28,025
()****	0.98	1.17	1.34	1.64	1.94	2.24	2.54	2.84	3.14	3.44

* ~2002 , 2003 5%
 ** (91 15% 2002 55%)
 *** 1997 가 가 ()
 **** 1998. 8 , 0.1 가



Source: Consumer Survey

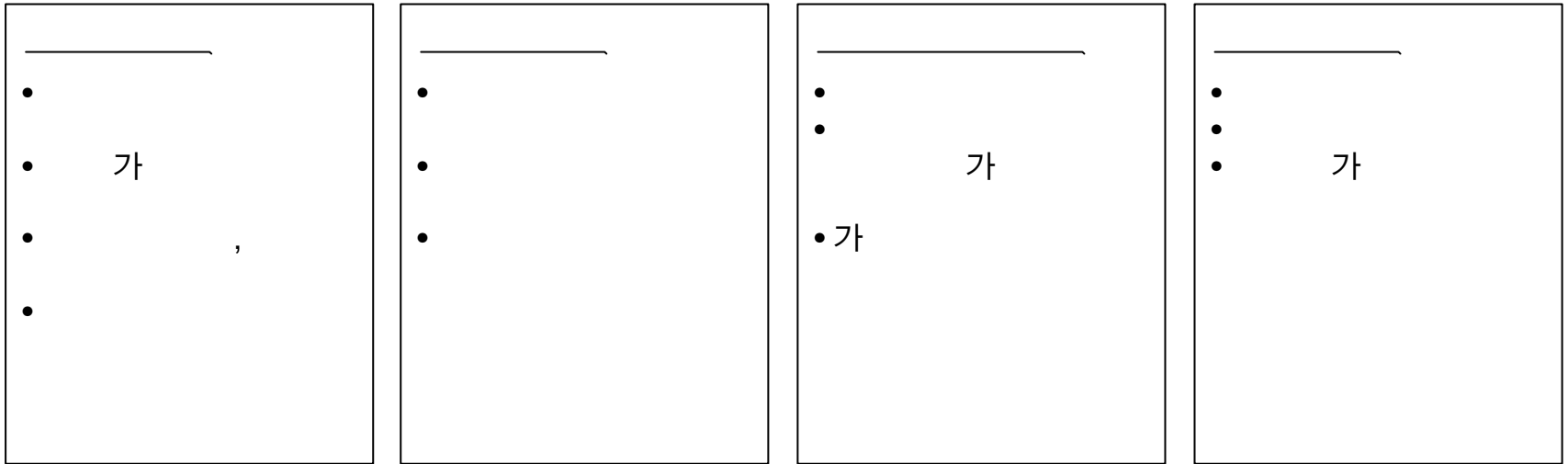


(%)

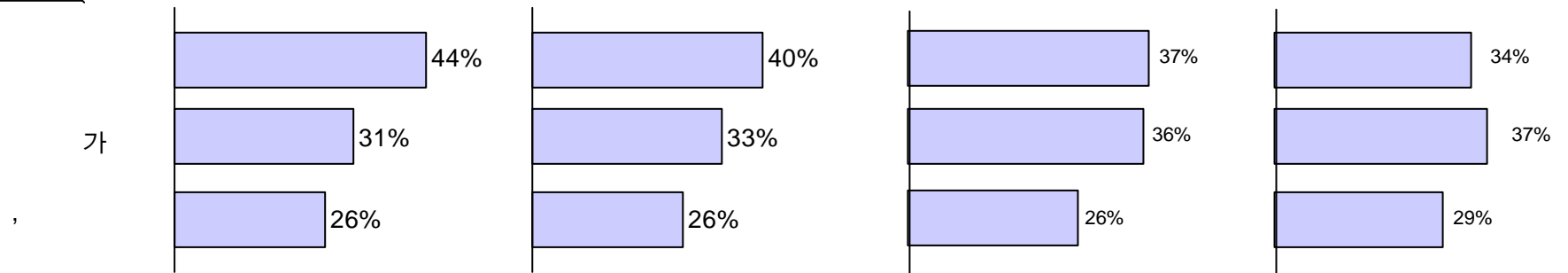
3 59%	4 56%
2 36%	5 43%
1 5%	



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가
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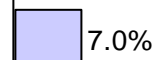
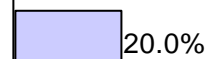
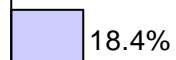
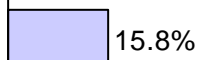
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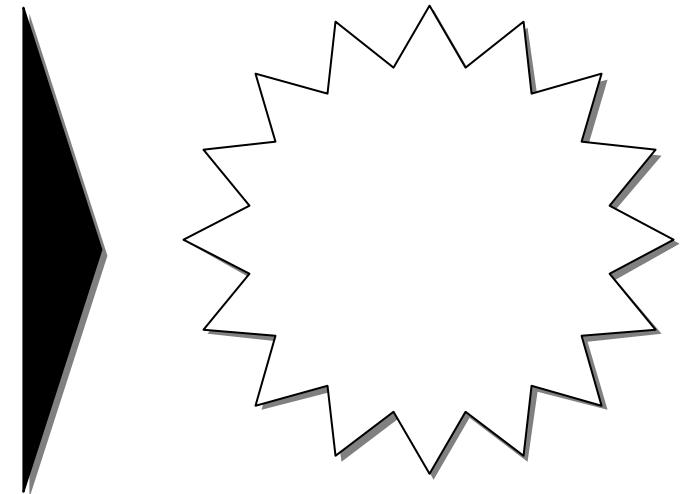
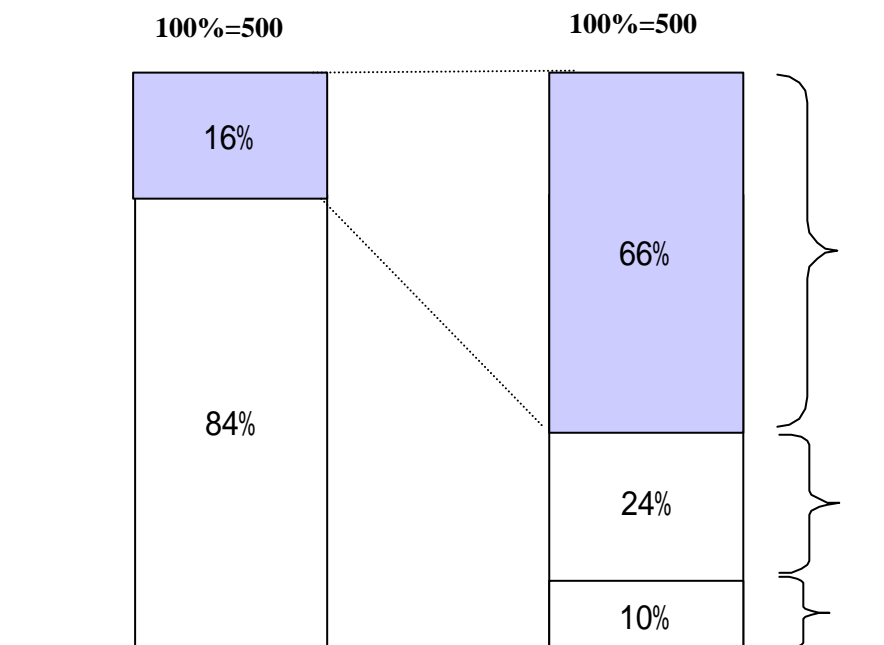


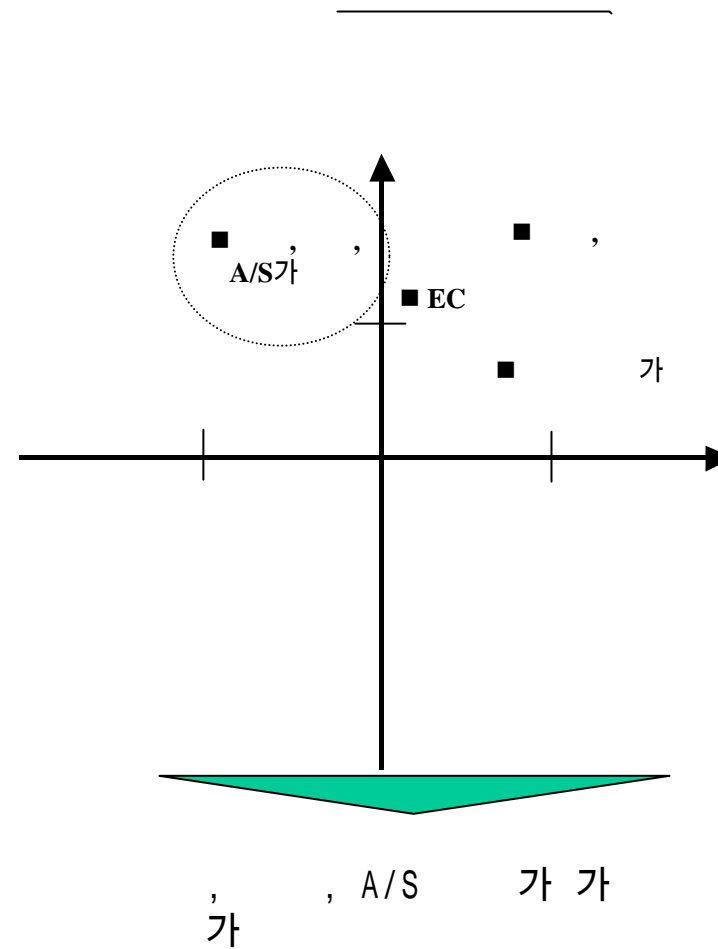
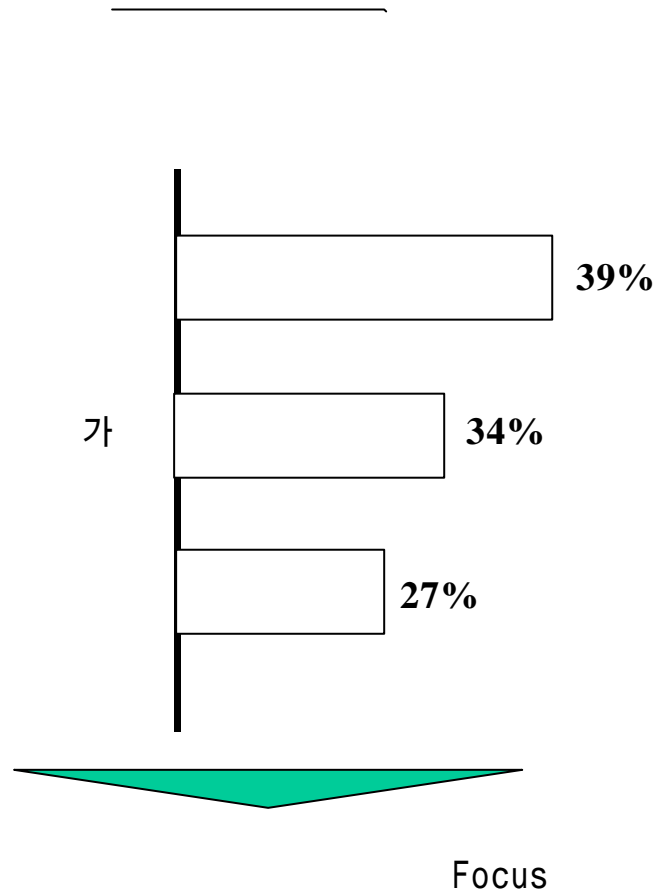
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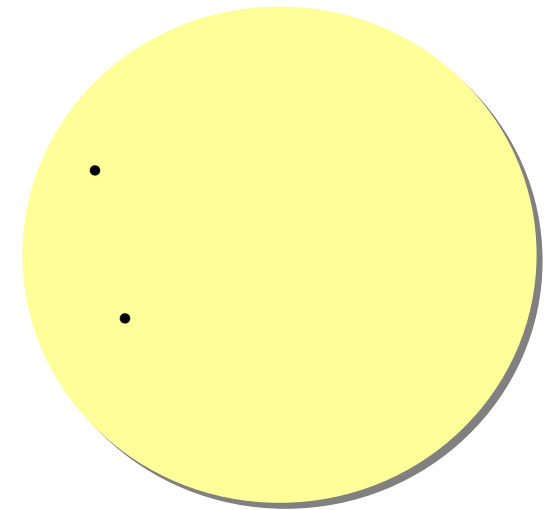
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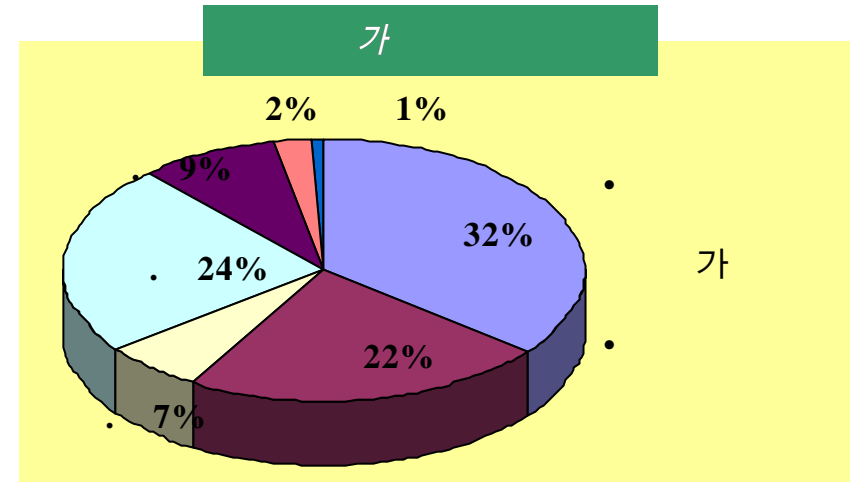
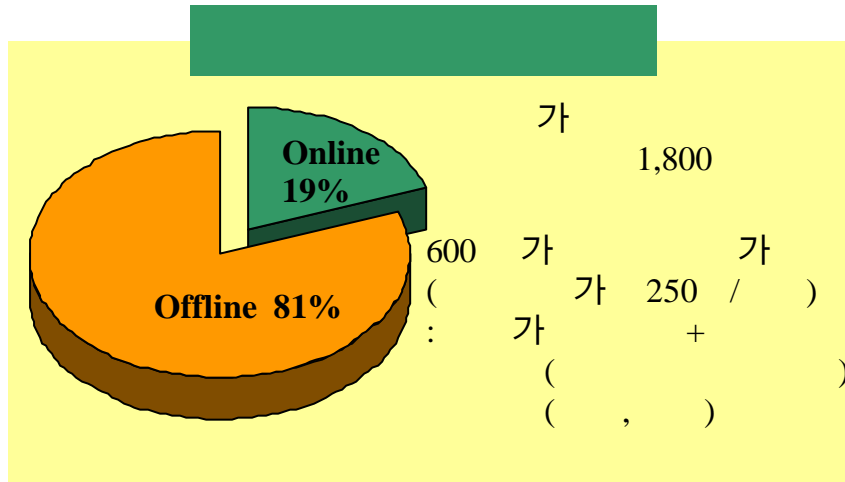


- C 가
Project
- 가
- - : 98 7 ~8 (2)
- : 9
(, ,)
- - 5
- - Offline
- Online



가

C	Offline	Online	Online
. (13,000)	



- 가 : 가
- (7 15 ~ 7 20) : 5 1,000
- Offline (7 28) 가 .

