

KNP

- 99

(‘99 Spring KNP Report)

1999.5.20.



Korea Netizen Profile

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

KNP

- 99

(‘99 Spring KNP Report)

IMResearch가 ,
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“KNP ”

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• LG

•

KNP

- 99

(‘99 Spring KNP Report)

1999.5.20.



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

() , IMResearch

, 21 가

10
가 21
340 21

가
가
'99 Spring KNP

가 21 가
가
! 가
'99 Spring KNP ISP

가 KNP

()

, 가

. 21
가

21 가

가

1999 KFAA KIUUSE(Korea Internet User Survey for Everyone)가

KNP

가

가 가

KNP

- IMResearch가
- 47
- 12,658
-
-
- 98 KIUSE
- 5가
- 가
-
- GVU GVU 가
-
- 가 “KNP99 가”
- 1999 5 20
- IMResearch

■

1.

1.1.

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1.2. :

1.3. :

1.4.

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가 47 < '99 Spring KNP >

1.5. : 12,658 **

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12,957 ,

1.6. : 1999.3.16 - 4.10 (25)

1.7. *

—

, , , DECISION TREE,

*

,

가

**

12,658

95%

± 0.87

.

KNP (1999)


— ISP, , 3가 5
— 가 , 98 KIUSE (, ,)

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graph TD
    SBS[SBS] --> ISP[ISP]
    ISP --> HELLO[HELLO SEOUL, LGIS]
    ISP --> ADIC[ADIC, FEELPOST, GAMERPOLIS]

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1.9. :  韓國廣告團體聯合會
KOREA FEDERATION OF ADVERTISING ASSOCIATIONS

1.10. : 



■

1.



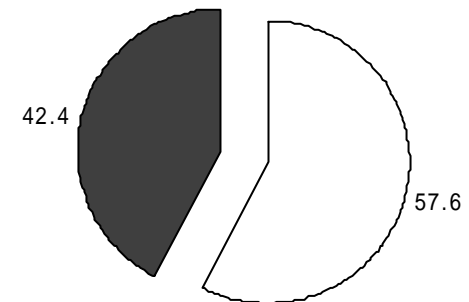
• 98 20 가 (98 10.9%, 99 12.8%) 36 (98 13.5%, 99 14.8%) , 5

• , 23% 1 (20%) ,

• , 가 42.4%가

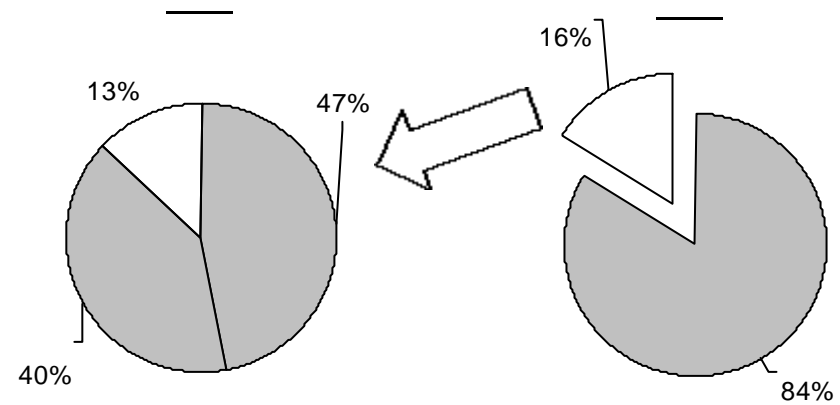
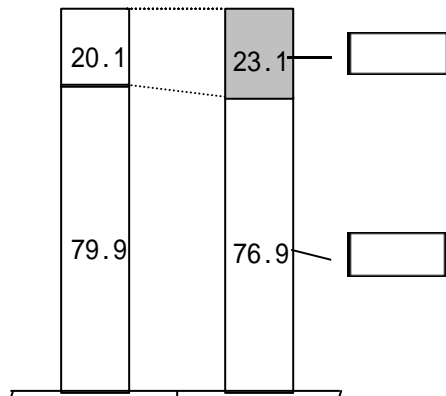
• 20

13.5	14.8	36
15.5	14.4	31 - 35
34.8	33.1	26 - 30
25.3	25	21 - 25
10.9	12.8	20
98	99	

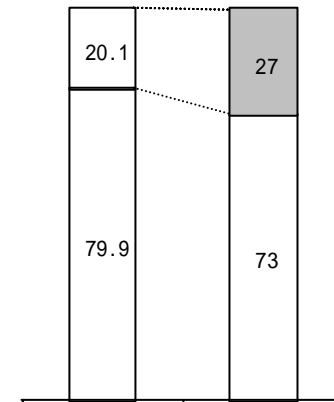
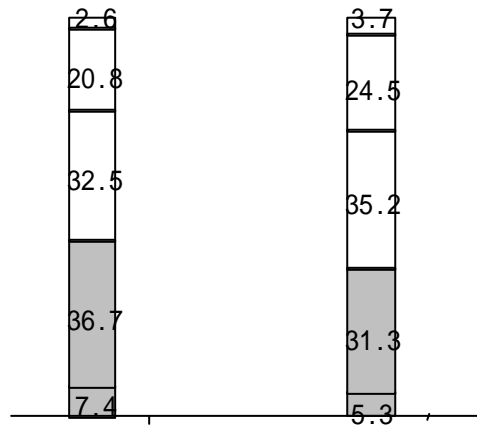


1.

•				20%					
•				4%	가	,		23%	
•			가						
•		GVU		GVU	1994	가		10%	,
98	33.6%	가							
•	(31%)		(40%)			53%,		47%	

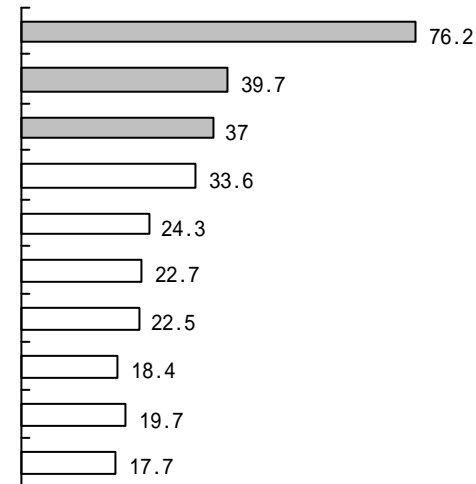
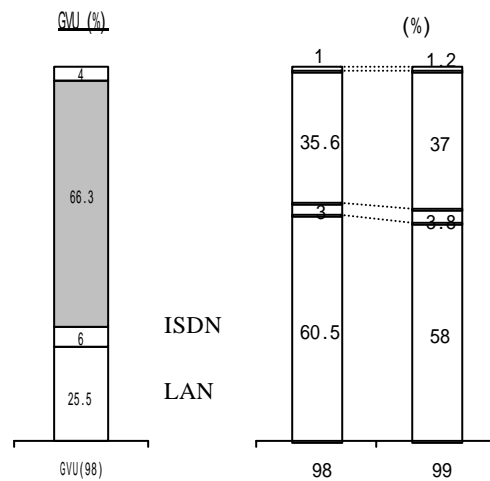


•		(44.6%)	(29%)
•	.		
•	,	44.1%	36.6%
•		27%	(20%)
			가
•			
	,		가
	가		



1.

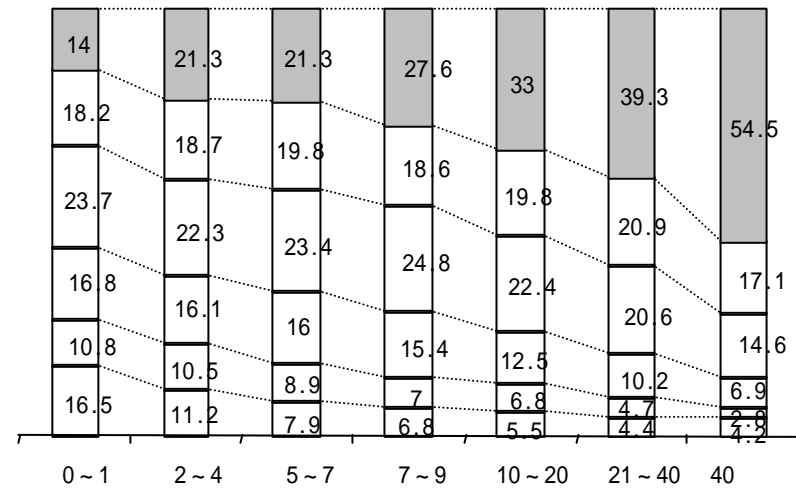
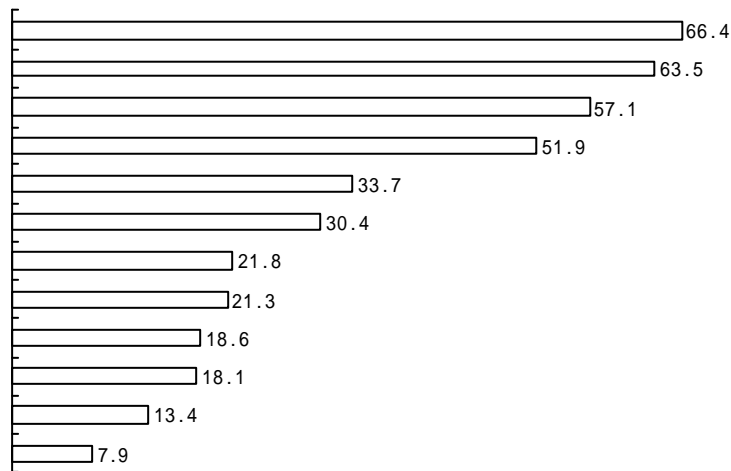
<ul style="list-style-type: none"> • • • • 		가	20
		가 가	LAN 가 ,
	21		, 20 ‘ ’ ,
		가	



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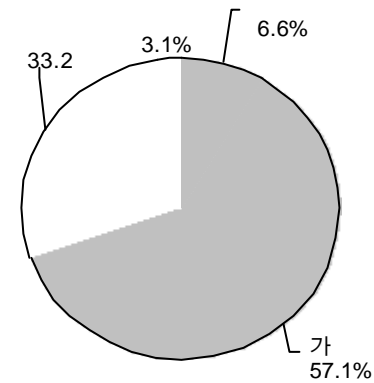
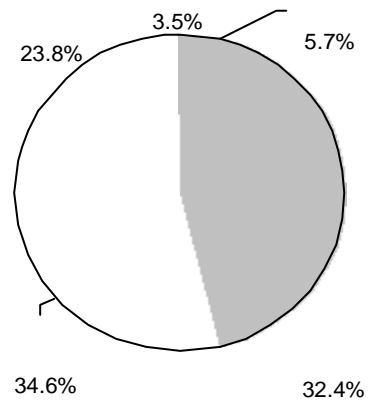
•	3	가	가 (98 4
•	51.4 %)	GVU	.
•			,
•		가	.
•		,	,
•	URL	,	/ , , , .



1.

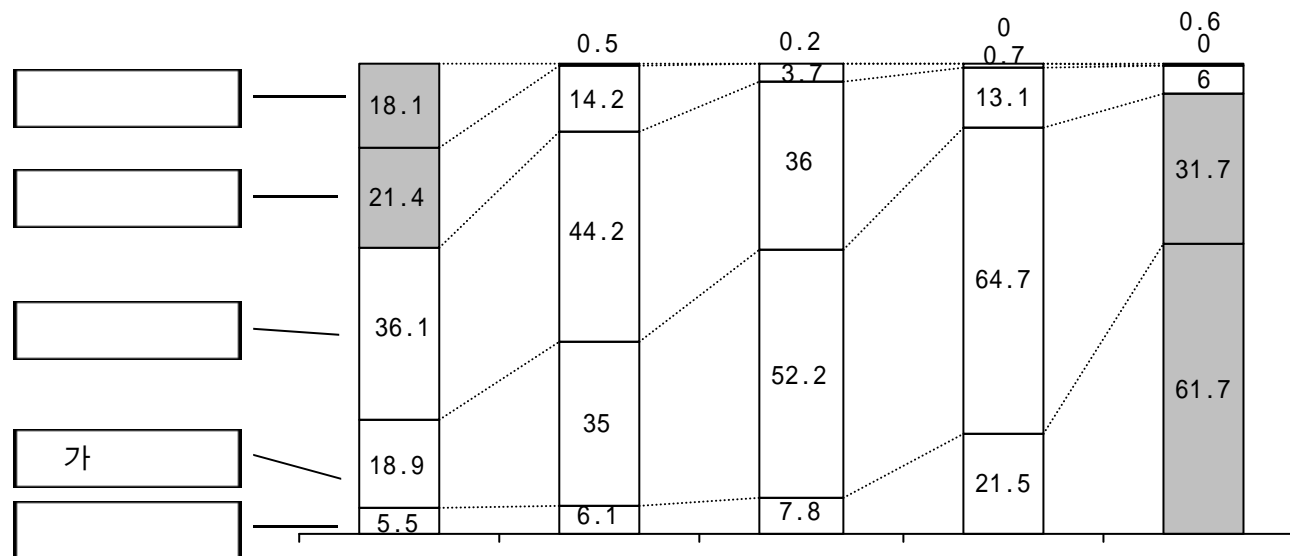


-			
•	98	(98 46.1%, 99 38.1%)	(98 69.8%, 99 63.7%)
•	GVU		
	가	,	가
•	가		
•	가(98 11.6%, 99 25.6 %)	가 98	가

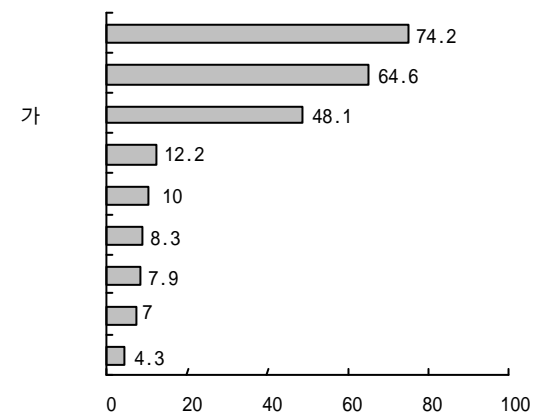
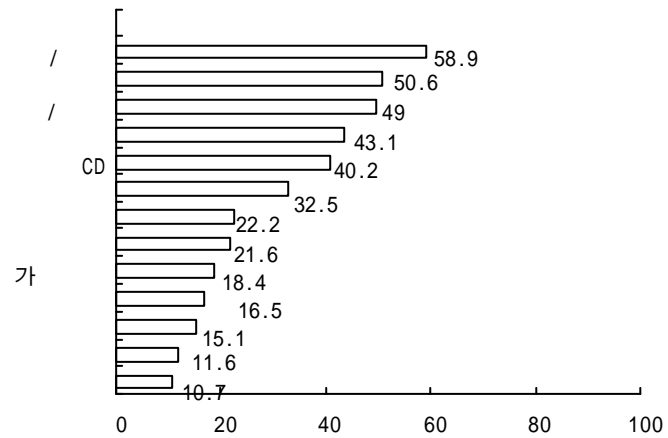


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		-	
<ul style="list-style-type: none"> • • • • 			
	98		
	(traffic)		

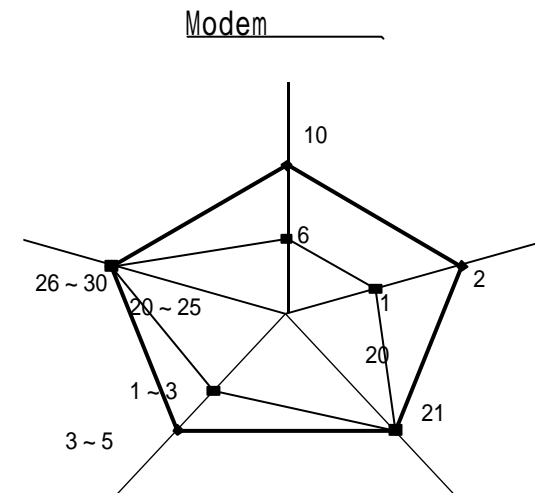
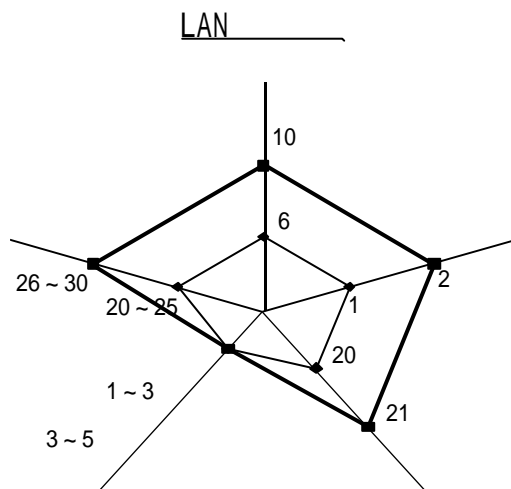


-			
•	98	가	89%
•			
•		/	/
•	가		
•		2.5	가 24%
•			
•		가	



1.

- LAN heavy, LAN light, Modem heavy, Modem light 가
- 가 , , .



HEAVY —
LIGHT —

1.

가				
•	(65.6%) 가	(33.9%)	2	.
•	98	98	90%	
•	95	98	54.2%	, 51.7%, 43.3% .
•	45.9%	98	95	가

