

, 2002

???

, 3.8% ... TV 20%+

2002 2001 , 가 , , PC
(IT) 10%
2002 1/4 12.6%, 가 8.5% 가 5.5% , 2002
3.8%
가 [10] , PC, 2001
2002 1/4 21.4%, 18.7%, 10.6%
2002 14.9%, 23.4%, 3.6%
1/4 8.0% 가 2002
6.8% 가

(2002)

			TV		PC
2001					
Q1					
2002					
2001					
Q1					
2002					

가 TV가 1/4 11.3% 가 2002 TV
23.8% 가 , TV 1/4 29% 가 2002 67.3% TV가

29.6% 20.4% 가 13.3%
.

(: %)

< > -				< > -			< 가 (TV) >		
	2001	Q1	2002	2001	Q1	2002	2001	Q1	2002
	5.5	8.0	6.8	41.0	21.4	14.9	3.1	11.3	23.8
	1.5	20.5	4.8	20.2	15.5	8.5	24.9	18.2	29.3
	10.4	0.3	8.7	45.0	23.7	39.8	8.4	14.3	14.8
	49.0	32.8	44.2	21.7	17.2	9.7	37.8	98.4	63.4

14.2-22.0%

23-5.4% 가

1/4 가 90% 2002 3.8% 가 ,

2002 7.5% 가 .

(: %)

< >				< PC >			< >		
	2001	Q1	2002	2001	Q1	2002	2001	Q1	2002
	25.0	27.7	20.4	22.4	18.7	23.4	10.6	10.6	3.6
	6.0	8.7	13.3	27.1	5.3	31.9	7.5	10.0	4.3
	27.8	32.6	29.6	34.5	43.0	35.9	14.5	14.8	3.2
	33.7	35.8	12.5	20.6	5.3	30.6	1.5	7.0	3.2

< >				< >			
	2001	Q1	2002		2001	Q1	2002
	2.1	5.5	3.8	()	38.4	46.0	22.0~ 14.2
	0.4	8.5	4.6	()	6.6	9.3	2.3~5.4
	4.0	12.6	2.9	()	17.8	24.9	1.4
	9.4	9.9	5.3	()	59.8	36.3	27.1

, 1/4 가 5.4% 2002
5.1% 2001 .

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