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1.	-----	8
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(1)

가 가

가

(2)

2003

가 가

(3)

가

(

× 가×2)

1:1

가

2003

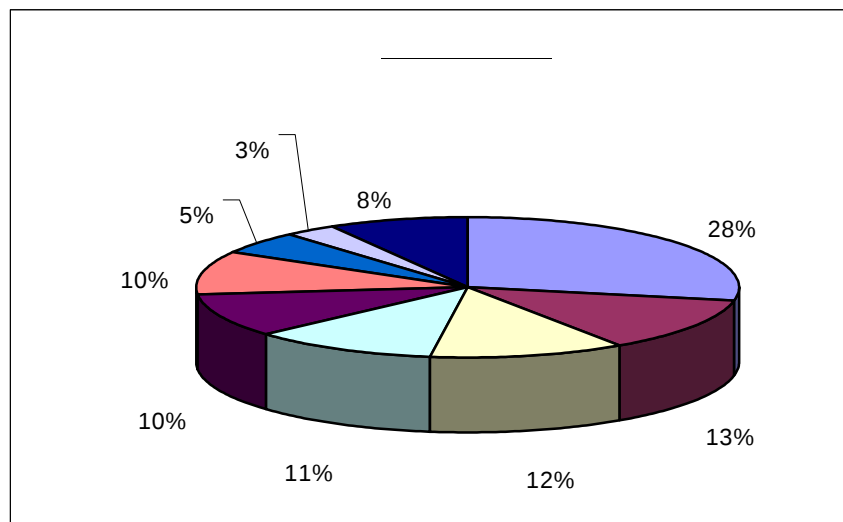
3 371 (

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		()	가 ()	()
	1,931	20,777	15,699	652,357
	5,219	15,775	9,293	293,191
	5,586	14,664	9,282	272,228
	9,081	33,359	3,860	257,534
	4,125	6,498	18,211	236,666
	3,330	6,274	18,411	231,020
	1,512	4,371	14,152	123,717
	1,240	3,331	10,631	70,832
	1,205	2,248	14,870	66,853
	915	1,898	16,408	62,301
	609	1,218	14,710	35,825
	466	783	16,702	26,148
	152	254	11,734	5,952
	35,371	111,450	10,975	2,334,623



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IMF 1997 가 1998
 2002 가 1999
 가 13% 2003

< > 10

	()	가 ()	()
1993	139,222	7,591	21,136
1994	152,326	8,185	24,783
1995	144,184	9,507	27,415
1996	158,137	10,332	32,677
1997	212,313	9,607	40,793
1998	190,536	9,910	37,764
1999	112,506	9,601	21,603
2000	112,945	10,268	23,194
2001	117,172	10,351	24,257
2002	117,498	11,948	28,077
2003	111,450	10,975	23,346

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2.

(1)

2002 19,135
 . 1992 7,381 가 10 3 가
 가 가 .

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	1992	1994	1996	1998	2000	2002
	7,381	10,325	12,458	13,822	16,059	19,135

< : >

가 . 2002
 92% 17,646 가
 . 2003 5 가
 45% , 4.5%, 2.8%
 . 24 가

31%, 45%
30 가 70%

< > 2003

1	253	253	561,248
2	152	304	570,921
3	114	342	657,100
4	83	332	622,626
5	77	385	762,601
6~10	274	2,138	4,769,120
11~15	124	1,597	3,151,003
16~20	101	1,807	4,045,440
21~30	110	2,751	6,503,688
31~40	55	1,931	3,765,870
41~50	43	1,974	4,521,019
51~100	79	5,657	14,876,542
101~150	24	2,983	7,764,198
151~200	11	1,913	6,499,313
201~500	18	5,416	24,717,635
501~1000	3	2,077	10,006,300
1000	3	3,511	17,655,600
	1,524	35,371	111,450,224

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< > (2003)

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	516,867	301,564	805,388	60,980
	301,937	193,905	390,714	41,320
	293,676	185,198	461,502	14,491
	221,764	128,306	293,411	6,324
	130,157	114,173	80,585	12,733
	93,194	47,123	273,535	2,063
	10,498	1,231	36,760	711
	2,299	1,278	4,051	354

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< > (2003)

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	144,757	70,205	160,212	17,047
	132,192	76,481	90,422	19,917
	91,252	30,105	66,591	2,097
	75,577	28,129	89,718	7,830
	46,029	16,758	32,486	1,478
	45,362	37,504	50,631	4,594
	37,091	24,774	30,528	-9,182
	36,570	5,214	60,471	-2,236
	26,889	17,238	37,281	1,645
	22,630	14,481	20,733	3,260
	21,718	4,252	31,496	96
	17,225	6,345	3,891	91
	16,960	9,454	23,674	2,479
	15,079	6,622	21,695	2,815
	12,138	7,128	6,650	990
가	10,822	9,026	5,306	924
	10,559	6,136	21,167	759
	10,516	6,927	11,016	796
	10,415	6,695	8,505	525
	9,523	2,626	21,396	393

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 가 2000 6,314 2001 6,759 ,
 2002 7,002 가 .
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	TV 가 , (),
	21, 21, 21
	Economy,

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< > (2003)

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	36,570	5,214	60,471	-2,236
	35,654	10,035	56,292	511
	293,676	185,198	461,502	14,491
가	5,604	1,812	12,405	103

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(2)

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(Bertelsmann)			(,)	1998.6
BRIH (Bruda RCS International Holding GmbH)			,	1976.6
(Random House)				2003.3
Hachette Filipacchi Press S.A.				2000.11

() .

BRIH 2000 10 100 49.9% .

3.

(1)

가

(e-book)

가

CD-ROM

(2)

30~40%

2.5~3

가

(3)

가

1/3

(4)

가

가

가

(5)

2003

12.9%

4.

(1)

2004 5
 . 5 가
 , 3
 , 2007 1,348 6,567
 . ()
 2008 300 가
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 .(554)
 , 2004 50
 .
 .(가 ,
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 .
 (31)
 .(2007 100)

(2)

4 가 1.2%

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	2004F	2005F	2006F	2007F
	24,764	25,068	25,376	25,688

2000 2002
 2003

(2)

가
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	2001		2002	
	()		()	
	385,751	11.5%	434,808	11.2%
	292,740	8.8%	348,339	9.0%
	1,838,999	55.0%	2,148,909	55.4%
	287,387	8.6%	328,761	8.5%
	358,258	10.7%	437,658	11.3%
	179,939	5.4%	178,957	4.6%
	3,343,074	100.0%	3,877,432	100.0%

() : , 가 , , 가 .
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(3)

3~5% .
가 가
가가 가 .
70% 가
가 . 2002
2.4%, 2.4% .

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(,)

	1995	1998	2001	2002
	86,687	85,247	139,196	115,082
	50,477	44,946	61,546	70,339
	9,467	6,992	12,341	15,354

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2.

(1)

1994 2001 1~4
5
1997 가
1998 1~4 1994 77.5%
82.6% 가
50
가 2000
.(, KPRI
3)
6% 가

< >

	1996		1998		2000		2001	
1 ~ 4	13,581	80.3%	13,626	82.6%	13,798	80.3%	14,908	82.0%
5 ~ 19	2,868	17.0%	2,556	15.5%	2,996	17.4%	2,857	15.7%
20 ~ 49	372	2.2%	262	1.6%	332	1.9%	352	1.9%
50 ~ 99	61	0.4%	39	0.2%	45	0.3%	58	0.3%
100 ~ 299	27	0.1%	19	0.1%	20	0.1%	20	0.1%
	16,909	100.0%	16,502	100.0%	17,191	100.0%	18,195	100.0%

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< > (2003)

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	83,744	52,355	47,618	2,998
	77,962	33,358	98,579	-4,961
	71,707	62,786	40,638	12,281
	53,111	28,072	35,662	3,041
	45,721	6,760	22,913	1,267
	43,601	5,772	7,962	-3,108
	37,860	32,720	23,400	6,010
	35,950	16,407	29,715	2,517
	34,960	22,041	36,601	5,221
	33,846	20,786	30,223	8
	33,658	19,844	25,660	945
	28,103	9,670	22,639	487
	27,648	25,973	29,217	4,355
	23,235	7,971	39,851	4,456
	23,036	6,166	9,343	617
	21,832	16,668	5,923	-1,366
	21,628	15,020	8,378	-1,740
	20,354	9,788	45,228	2,541
	18,604	6,128	25,671	1,780
	18,232	6,504	4,685	9,874
	18,038	12,180	14,215	1,846
	17,546	17,546	22,292	1,402
	17,154	13,244	17,759	1,856
	15,524	2,823	20,785	592
	15,111	5,273	7,669	-144
	14,924	-1,640	8,814	-3,314
	14,761	10,845	26,299	1,465
	14,323	4,804	15,176	1,774
	13,805	2,537	21,692	697
	11,705	1,692	11,184	298
	11,632	4,992	9,947	105
	11,499	3,432	9,635	330
	10,757	5,043	8,267	-701
	10,336	2,667	13,407	366

< > (2003) -

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	10,050	2,636	10	- 208
	9,868	2,375	5,459	67
	9,779	1,150	9,381	763
	9,627	2,345	12,101	937
	8,732	2,005	8,661	3
	8,665	364	8,035	- 1,103
	8,584	3,147	5,973	62
	8,309	6,462	7,886	2,824
	8,121	1,125	6,269	- 708
	7,810	3,210	11,787	181
	7,375	2,345	8,010	12
	7,341	6,334	5,367	145
	7,008	- 1,971	1,727	1,904
	6,680	1,674	12,462	421

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(2)

95%

		1994.6	71,707	EEC International Co.가 21%

3.

(1)

가

(2) 가가

가가 가

(3)

50%

(4)

3~5% 가

4.

(1)

2004 5
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 , 2007 1,348 6,567
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가 .(2005 , 2006 ,
 2007 ; :)
 9 14 ‘ ,
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(2)

4 가 10.2%

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	2004F	2005F	2006F	2007F
	60,825	67,005	73,812	81,312

21% 2000 16% 2001