

10 28 '2004 ( 2.24 , 50 2.45 ), 가 100  
)'  
가 가 2.70 가  
가 48.1% 가 , ' 가  
39.5%  
(71.0%)'  
1 6 ( (58.0%)' 가  
, , , , , )  
, 2  
II.  
/ 2004 7 12 ~ 9 18 16  
59 2,000  
I. 2004 7 5 8 가  
16 59 2,000  
, 47.7%가  
, 52.3%가  
(45.5%) (49.9%)  
, 40 (61.1%), 30 (50.1%), 1)  
50 (50.0%) . 가 가 가 가  
500 (61.9%) 가 가 가 가  
73.7% 100 가 가  
2.07 , (1.99 ) (2.13 (30.3%) 가  
)  
SBS

FM(107.7MHz) (14,6%) (19.5%) , < 2> : 10 ( :%)

1	95.9MHz MBC-AM ( FM)	2.52	29.01
2	107.7MHz SBS FM	1.37	15.77
3	91.9MHz MBC FM4U	1.21	13.94
4	89.1MHz KBS 2FM	0.87	10.04
5	95.1MHz TBS FM	0.58	6.69
6	106.1MHz KBS2-AM	0.36	4.13
7	103.5MHz SBS-AM ( FM)	0.36	4.17
8	106.9MHz FEBC FM	0.31	3.59
9	93.9MHz CBS FM	0.22	2.54
10	97.3MHz KBS1-AM	0.21	2.37

(20.0%)' 가 .  
82.1%가  
(41.5%)'가 . ' 가 2)  
(16.7%)' ' 가 (13.9%)'  
(10.3%)'가 . '(MBC-AM 95.9MHz)

< 1> : 10 ( :%)

			(1061)	(939)	16-19 (129)	20-29 (412)	30-39 (559)	40-49 (611)	50-59 (289)
1	95.9MHz MBC-AM ( FM)	27.1	30.0	23.7	17.8	12.6	22.9	35.8	41.2
2	107.7MHz SBS FM	16.9	14.6	19.5	40.3	31.6	18.6	7.4	2.4
3	91.9MHz MBC FM4U	16.4	15.5	17.4	17.1	27.7	19.5	9.5	8.3
4	89.1MHz KBS 2FM	10.2	8.9	11.7	9.3	13.1	12.2	7.7	8.0
5	95.1MHz TBS FM	6.0	9.2	2.3	0.0	1.0	5.5	9.5	9.3
6	106.1MHz KBS2AM	4.7	3.9	5.5	3.1	2.7	4.3	5.9	6.2
7	106.9MHz FEBC FM	3.8	2.5	5.2	2.3	1.7	2.3	5.2	6.9
8	103.5MHz SBSAM ( FM)	3.0	2.8	3.1	6.2	1.9	3.6	2.9	1.7
9	97.3MHz KBS1AM	2.7	4.0	1.2	0.0	0.5	2.0	3.9	5.5
10	93.1MHz KBS 1FM	2.4	2.2	2.6	0.0	1.7	2.1	2.5	4.5

< 3> : 10 ( :%)

1	3-4	95.9MHz MBC-AM ( FM)	5.64
2	1-2	95.9MHz MBC-AM ( FM)	5.45
3	3-4	95.9MHz MBC-AM ( FM)	5.30
4	1-2	95.9MHz MBC-AM ( FM)	5.24
5	MBC AM 95.9	95.9MHz MBC-AM ( FM)	4.64
6	3-4	95.9MHz MBC-AM ( FM)	4.43
7	3-4	95.9MHz MBC-AM ( FM)	4.37
8	1-2	95.9MHz MBC-AM ( FM)	4.28
9	2	95.9MHz MBC-AM ( FM)	4.24
10	MBC AM 95.9	95.9MHz MBC-AM ( FM)	3.99

(3-4 )', ' (1-2 )'가 5.64%, 5.45% 1, 2 ( : 2.74 /5 )  
 '가 41.5% 가 4) 131.4 , '1  
 '가 34.8% ~2 41.7% 가  
 '가 / '5 10.4%  
 (49.1%)' 16~39 '가 / ' 109.7  
 , 40~59  
 , 40~59  
 27.1%  
 .KAA  
 3)  
 가 '(3.24 /5 )

< 4> ( ) ( :%)

		TV	TV					
10	0.7	3.1	3.3	0.9	12.8	10.7	2.1	9.9
10 ~30	3.3	5.3	8.1	1.1	35.0	11.5	7.8	14.6
30 ~1	17.4	9.6	11.4	0.7	19.2	5.5	9.7	3.0
1 ~2	41.7	43.1	28.3	3.5	14.8	4.6	26.3	2.2
2 ~3	16.8	23.4	11.8	1.5	0.7	0.6	13.5	0.1
3 ~4	5.2	6.8	3.4	0.6	0.2	0.2	5.6	0.1
4 ~5	4.2	3.8	2.3	0.1	0.1	0.1	3.6	0.1
5	10.4	3.1	1.7	0.3	0.0	0.0	5.7	0.0
	0.5	2.0	30.1	91.5	17.3	67.0	25.9	70.1
( )	131.4	117.2	98.7	98.9	37.6	32.5	123.9	24.2

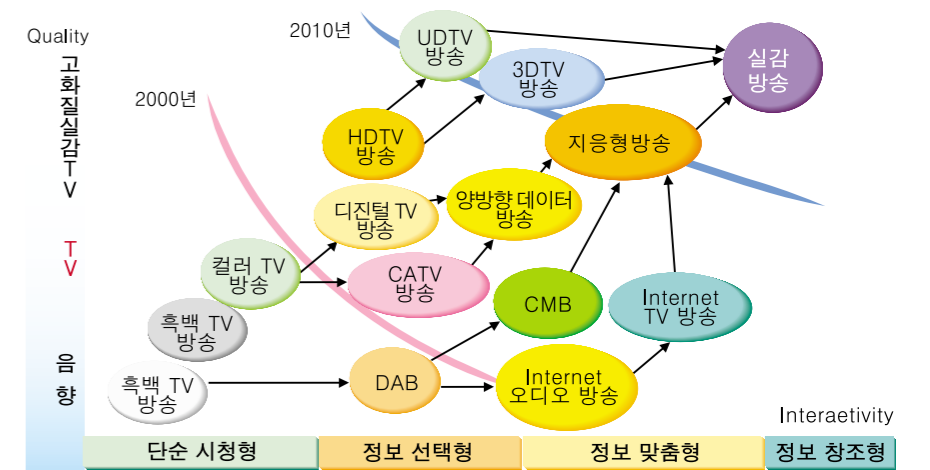
< 5> ( ) ( :%)

		TV	TV					
10	3.9	2.0	2.8	0.4	12.8	9.0	2.1	4.8
10 ~30	7.6	2.0	4.8	0.7	23.9	6.4	5.8	2.4
30 ~1	14.5	6.5	9.2	0.9	15.0	4.7	8.0	0.7
1 ~2	26.6	24.5	22.4	2.5	10.0	5.3	20.6	0.8
2 ~3	9.3	27.2	14.8	2.0	1.4	1.3	14.1	0.0
3 ~4	2.9	14.9	6.8	0.8	0.2	0.2	6.7	0.0
4 ~5	2.3	8.5	3.4	0.6	0.1	0.1	4.7	0.0
5	6.1	12.3	5.1	0.8	0.0	0.0	4.5	0.0
	27.1	2.3	31.0	91.6	36.9	73.2	33.8	91.4
( )	109.7	168.5	128.8	137.3	37.5	40.7	131.3	20.3

(Connectivity), (Contents), (Calm) 5C, (Anything), (Anynetwork) 5Any 가  
 (Computing), (Communication), (Anywhere), (Anydevice),  
 가 , U-Korea( )

가 TV, 가  
 가 , PDA

< > TV



(2003). IT : TV