$\mathsf{TV}$ 

,

MBC''', SBS

TV , SA 가 . 가 . 가 .

MBC ' '3.8%, MBC ' ' '3.4%, SBS ' '7'

' '2.9% ' 15 1 7' ',

7! 1,000 SA . .

. 가가 MBC TV MBC ' ' 가 .

MBC 15 1 7 1,191 . 8 3.8%, CPRP 315 4,000 . . . フト フト

10 , 20 가 , 가 ".

KT "reach frequency 가가

MBC

I

MBC 371

MBC

가 .

PR

가 ".

8	50	(		)
1	< 가 >	KBS2	19:51	18.0
2		KBS2	20:50	17.9
3	< >	SBS	21:57	12.3
4		KBS2	23:06	12.3
5		MBC	22:37	11.4
6		SBS	23:10	11.2
7	가	KBS2	20:53	11.1
8		MBC	21:47	10.8
9	< >	MBC	21:58	10.7
10	TV	MBC	23:13	10.6
11	VJ	KBS2	21:55	10.4
12		MBC	18:05	10.1
13		MBC	17:58	10.0
14	< >	MBC	21:58	9.9
15	TV	MBC	10:45	9.8
16	< >	KBS2	21:56	9.7
17	, ,	KBS2	23:04	9.1
18	TV	KBS2	17:59	9.1
19		SBS	23:10	8.5
20	< >	SBS	21:57	8.4
21	< >	MBC	19:49	8.3
22	` ′	SBS	18:48	7.9
23	< >	KBS2	21:23	7.7
24		KBS2	21:54	7.6
25	< >	KBS2	22:01	7.5
26 26	< >	SBS	20:49	7.4
27	TV	MBC	19:22	7.1
28	2580	MBC	21:49	7.0
29	2300	MBC	19:19	7.0
30	MBC	IVIDO	13.13	7.0
30	< フ>	MBC	8:59	6.9
31	< >	SBS	20:48	6.9
32	TV	SBS	9:36	6.9
33	1 V	SBS	23:02	6.9
34	< >	MBC	21:59	
35	,	SBS	21.59	6.9
36		SBS	21:57	6.7
37	< >	SBS	8:28	6.7
	, ,	KBS2		
38 39		SBS	23:08	6.7
39 40			19:08	6.5
40		KBS2	20:48	6.5
41 42		KBS2	18:00	6.2
42	<     >	KBS2 MBC	16:59	6.2
43		MBC	13:09	6.2
_			18:50	6.1
45	MBC	MBC	9:07	6.0
46 47	< >	MBC	20:19	6.0
4/	TV	SBS	23:11	6.0
		MBC	19:22	5.9
48	e		40.40	F 0
	e < >	SBS MBC	10:43 20:55	5.9 5.8

KΛΛ | 2003 • 09+10

가 MBC

8	50		(		)	8	CPRP	50		(			)
			가		CPRP						가		CPRP
1	< 가 >	KBS2	11,610	9.3	1,285	1	KI	3S		KBS2	1,515	3.7	407
2		KBS2	10,020	9.0	1,108	2		2		SBS	585	1.6	417
3	< >	SBS	12,165	7.0	1,736	3		1		SBS	630	1.2	507
4	가	KBS2	9,720	6.6	1,472	4	MBC	(0930)		MBC	1,740	3.1	559
5	< >	MBC	10,215	6.3	1,630	5	MBC	(0700)		MBC	855	1.4	627
6	TV	MBC	7,905	6.0	1,335	6	WIDO			SBS	1,215	2.1	658
7	1 V	MBC	9,180	5.9	1,544	7				SBS	634	1.4	674
8	< >	MBC	10,215	5.9	1,736	8	r			SBS	479	0.9	690
9	VJ	KBS2	9,150	5.7	1,605	9		가		SBS	699	1.0	713
10		KBS2	9,150	5.6	1,622	10		- /		SBS	614	1.0	728
	< >		-				CMM			_			_
11		SBS	7,216	5.4	1,723	11	6MM			MBC	889	1.2	743
12	< >	KBS2	8,910	5.2	1,709	12				SBS	1,191	2.0	773
13	TV	MBC	5,955	5.1	1,163	13	•			MBC	850	1.5	791
14		KBS2	7,650	5.0	1,545	14	&	( )		MBC	997	1.9	792
15	< >	MBC	11,925	4.7	2,546	15		( )		SBS	2,004	2.7	794
16	< III >	MBC	3,712	4.7	1,199	16	가			SBS	1,095	1.3	800
17		MBC	6,358	4.7	1,920	17				SBS	479	0.7	803
18	MBC					18	MBC						
	< フト	MBC	3,690	4.6	807		<		가	MBC	3,690	4.6	807
19	< >	MBC	10,215	4.4	2,312	19	SBS	(1150)		SBS	618	0.9	833
20	< >	KBS2	9,765	4.4	2,215	20		( )		KBS2	975	1.1	904
21		MBC	9,900	4.4	2,265	21				MBC	1,587	1.9	916
22		MBC	7,770	4.3	1,790	22	가	TV		SBS	479	0.7	919
23		MBC	7,594	4.3	2,510	23		<tv< td=""><td>&gt;</td><td>KBS2</td><td>975</td><td>1.1</td><td>926</td></tv<>	>	KBS2	975	1.1	926
24		SBS	6,735	4.2	2,429	24		3		SBS	1,279	2.1	931
25	< >	SBS	10,110	4.2	2,395	25	MBC가			MBC	1,290	1.4	937
26		KBS2	7,770	4.2	1,854	26	가			MBC	889	1.1	1,011
27	TV	MBC	7,297	4.2	2,661	27	!	TV		MBC	2,389	2.9	1,019
28	TV	KBS2	9,660	4.2	2,310	28				SBS	1,503	1.7	1,022
29	TV	SBS	5,130	4.0	1,325	29	MBC	3		MBC	1,045	1.5	1,052
30	< >	SBS	10,080	4.0	2,548	30	SBSTV			SBS	552	0.7	1,061
31	е	MBC	6,937	3.9	2,724	31	TV			KBS2	1,380	1.3	1,077
32		MBC	4,793	3.9	1,474	32		2		KBS2	1,575	1.4	1,091
33	< >	SBS	10,110	3.8	2,643	33		< -	>	SBS	3,570	3.2	1,108
34	, ,	KBS2	8,745	3.8	2,299	34		`		KBS2	10,020	9.0	1,108
35		SBS	9,170	3.8	3,013	35				MBC	2,430	2.2	1,116
36	MBC	MBC	11,910	3.8	3,154	36				MBC	962	1.0	1,125
37	KBS	KBS2	1,515	3.7	407	37		3		KBS2	2,355	2.1	1,125
38	< >	SBS	10,080	3.7	2,715	38		3		SBS	552	0.6	1,127
39	MBC	MBC	9,480	3.6	2,636	39	MBC			MBC	889	1.0	1,133
		MBC			1,355			110( )		KBS2			
40	TV ()		3,636	3.6		40		119( )			975	0.9	1,153
41	가	MBC	6,810	3.6	1,897	41	180	0< >		KBS2	2,505	2.2	1,155
42		SBS	5,433	3.6	1,860	42	-	,		KBS2	870	0.8	1,155
43		MBC	8,477	3.5	2,645	43	T\	/		MBC	5,955	5.1	1,163
44		SBS	7,383	3.5	2,500	44				KBS2	2,640	2.3	1,164
45	< >	MBC	10,005	3.5	2,874	45				KBS2	2,190	1.9	1,168
46	< >( )	SBS	3,741	3.5	1,217	46				MBC	2,130	1.8	1,173
47	< IIb	MBC	6,495	3.5	1,871	47	TV			KBS2	1,215	1.1	1,187
48	< >	MBC	11,925	3.4	3,470	48				SBS	1,980	1.7	1,188
	<	> SBS	4,814	3.4	1,484	49	<	:	>	MBC	3,712	4.7	1,199
49													

, 가 TV 가 7 CPRP
5 3.7 407
1.6 417
1.2 507
0 3.1 559
1.4 627
1.2 1658
1.4 674 CPRP 0.9 690 1.0 713 1.0 728 1.2 743 2.0 773 , 가 1.5 791 1.9 792 2.7 794 가 1.3 800 0.7 803 4.6 807 0.9 833 1.1 904 1.9 916 0.7 919 1.1 926 2.1 931 1.4 937 1.1 1,011 2.9 1,019 1.7 1,022 1.5 1,052 0.7 1,061 P&G 1.3 1,077 1.4 1,091 3.2 1,108 0 9.0 1,108 2.2 1,116 1.0 1,125 2.1 1,125 0.6 1,127 1.0 1,133 0.9 1,153 2.2 1,155 0.8 1,155 5.1 1,163 2.3 1,164 1.9 1,168 1.8 1,173 1.1 1,187 1.7 1,188 4.7 1,199

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( :TNS )

