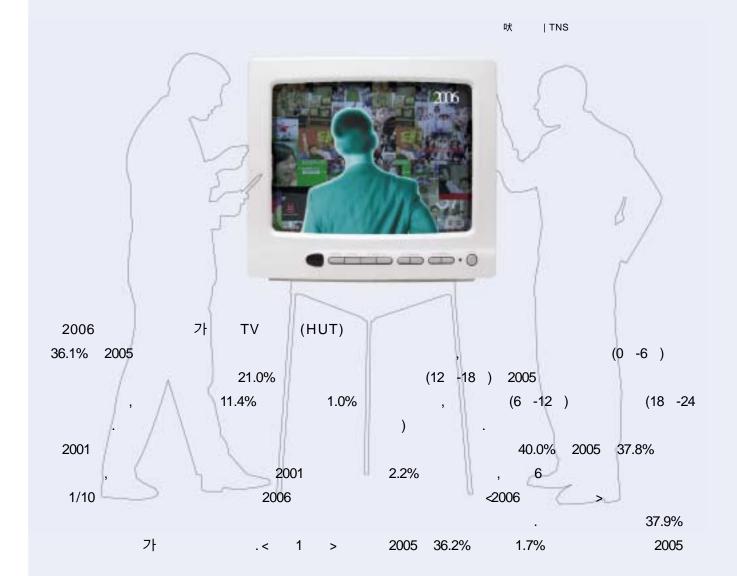
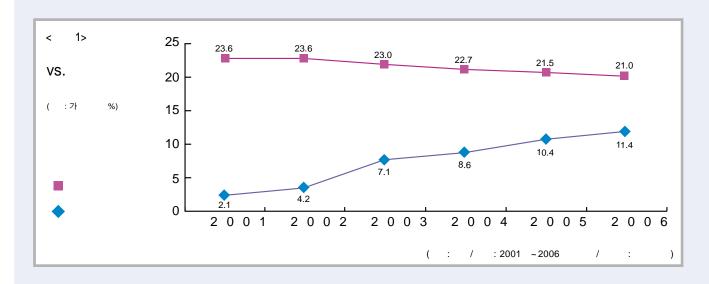
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< 1> vs.						( : 가	%)
	2005	2006		2005	2006		
(0 -6 )	37.8	40.0	2.2	46.2	44.6	1.6	
(6 -12 )	66.7	64.4	2.3	22.3	25.0	2.7	
(12 -18 )	6.2	37.9	1.7	45.2	47.5	2.3	
(18 -24 )	6.2	37.9	1.7	45.2	47.5	2.3	
	59.6	58.1	1.5	28.9	31.6	2.7	
				( : /	: 2005 ~2006	/ :	)

12 1			때가			
		<	>	2006	6	
,	2005 ,	1 -5				
	, , ,		,			
	44.6% 2005 46.2%			,		
1.6%	,					
	<2006 >		,	<	>	가

							가		
							6		
		•		55.0%	1 -5		35.9%	19.1%	
				,		32.1%	1-5	(47.9%)	
,			2005	15.8%		•		,	
2.3%	47.5%					6		1-5	
				3%					
		T\/		- 2					

.< 1	>		가
		MBC	

< 2> 2006 vs.							
	1 -5	6		1 -5	6		
(0 -6 )	35.9	55.0	19.1	47.9	32.1	15.8	
(6 -12 )	63.8	67.4	3.6	25.6	22.0	3.6	
(12 -18 )	37.4	40.8	3.4	48.2	43.9	4.3	
(18 -24 )	70.3	71.3	1.0	23.6	21.6	2.0	
	57.5	61.6	4.1	32.3	27.9	4.4	

( : / : 2005 ~ 2006 / : )

20 KAA + 2006 + 07 · 08

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< 3> 2006						( : 가	%)
	1 -5	5.2	18.1	8.8	18.7	14.8	
KBS1	6	7.3	19.3	9.7	18.7	15.4	
		2.1	1.2	0.9	-	0.6	
	1 -5	11.6	15.7	10.3	18	14.9	
KBS2	6	14.9	14.7	10.6	17.3	14.9	
		3.3	1.0	0.3	0.7	-	
	1 -5	8.9	13	9.7	16	13.1	
MBC	6	21.3	15.4	10.9	19.4⊨	16.8	
		12.4	2.4	1.2	3.4	3.7	
	1 -5	10.8	17.8	9.1	19.8	15.9	
SBS	6	12.6	18.7	10.1	17.9	15.7	
		1.8	0.9	1.0	1.9	0.2	
( : / : 2006 / : )							
가		1-5	5	, KBS2 4 , KB	S1 1		20
(13.1%) 3.79	% 16.8%			10 MB	C	7 가	
4		가				가	
	가	·	МВ	C가			

MBC가 12.4% 21.3% 가 .< 4 > , SBS 1.8% 가 2006 GRP 542862.8 2005 565752.3 22889.5 GRP가 2006 가 5 26 ' 가 2005 2006 MBC 가 (: ) 1 , 'KTF 7ት 2005 1 ' 2006 39.8% SBS < >7\ 38.7\% 2 가 2006 10 가 20 . 2005 가 20 , , 'LG 가 133 MBC 10 가 , SBS 7 2005 가가

4> 2006	6	20			( : 가
1	가 ( : )		MBC	5/26	39.8
2	< >		SBS	6/24	38.7
3	< >		KBS1	4/26	37.9
4	( : )		SBS	5/23	37.2
5	< >		MBC	6/26	33.2
6	( : )		KBS2	2/1	32.5
7	< >		KBS2	1/1	31.9
8	( : )		MBC	6/13	31.4
9	( : )		MBC	6/19	31.3
10	( : )		MBC	6/24	30.1
11			KBS2	1/31	30.0
12	( : )		MBC	6/19	29.5
13	< >		KBS2	6/25	29.3
14	< >		MBC	3/30	28.3
15	< >		SBS	1/30	27.7
16	MBC		MBC	5/26	27.0
17	< >		SBS	3/7	26.7
18	가 (:가 )		MBC	6/4	26.3
19	가 가 ( : )		SBS	1/25	25.8
20	( : )		MBC	6/12	25.8

				,	í		, ,
2005	2006	10		',' 7	가 ', ' 가	' 4	
í	,	' ', ' LG	', ' SK	GRP	GRP		가
, ,	P&G	', ' KT '. ' LG	, 7	KAA			

< 5> 2006	GRP	10			(	:가 %)
	2006	2005	2006		2006	2005
(-)	15794.3	20583.6	1	KTF	9498.5	-
( 2)	13644.6	11549.7	2	( 1)	6242.6	9929.4
LG (-)	13077.6	11574.5	3	SK PR( 20)	5773.7	2539.8
SK (2)	10945.2	11922.3	4	( 2)	4326.6	4991.3
( 8)	9432.6	7064.5	5		3888.8	-
P&G (-)	8630.0	10400.5	6	가 (1)	3781.3	3888.7
KT( 2)	7942.0	10897.2	7	LG ( 133)	3614.8	982.9
( 6)	7764.3	6263.3	8	가 (-)	3423.0	3423.9
( 3)	7641.0	7421.6	9	SK 00700( 10)	3267.2	2635.1
LG (3)	7626.8	10279.4	10	PR( 81)	3177.8	1264.2

( : / : 2005 ~ 2006 / : (4 )/ : (4 ), (27 ) 31 , )

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