

TV

,

?

2001 TV 가 49% 5
 가 TV
 6%

97 TV 26% 가
 TV 26%

97 5 TV 97
 8.2% 2001 6.2% 25.9% , TV
 97 1 5 2001 1 9
 26.4% 가 .(1)
 IMF 98 97
 32.4%(5) TV
 12.6%(1.03%) 가 .

TV

TV

가 TV
 2001 TV 가 49% 5 가
 TV 6%

18%, 32% TV
 10 24%

TV 97 3.8% 2001
 3.1% 18% , 97 2.6%
 2001 1.8% 32% .
 TV 97 1.2% 2001 1.3%

TV (Zapping) TV

57% 가 , 4-9 TV 97
 , 10

< 1> TV

:KBS2, MBC, SBS / : / : / 가

	1997	1998	1999	2000	2001	2001 vs 1997
TV (%)	8.2	9.2	8.1	6.3	6.2	-25.9
TV ()	1,554	1,049	1,532	2,069	1,964	26.4

TV : KADD (: %,)

< 2>

TV

:KBS2, MBC, SBS / : / : /

	1997	1998	1999	2000	2001	2001 vs 1997
	2.6	3.2	2.6	1.9	1.8	-31.7
	3.8	4.5	4.0	3.1	3.1	-18.1
4-9	3.2	4.2	2.9	1.9	1.4	-57.1
10	2.5	3.0	2.2	1.6	1.8	-27.9
20	2.1	2.6	1.9	1.5	1.5	-33.7
30	2.7	3.1	2.7	2.1	2.1	-22.5
40	2.5	3.1	2.9	2.0	2.0	-19.3
50	3.4	4.0	3.6	2.6	2.4	-28.8
4-9	3.6	3.8	3.1	2.1	1.6	-56.5
10	2.5	3.2	2.6	1.9	3.1	23.6
20	3.6	4.3	2.7	2.8	2.8	-21.8
30	4.4	5.2	5.0	3.8	3.6	-19.9
40	4.3	4.7	4.4	3.5	3.6	-15.2
50	4.5	5.6	4.8	4.0	4.5	-0.3

(: %)

97 2.5% 2001 3.1% 23% 2001 20~30% TV .
 . 50 4.5% 가 97 6.7% 2001
 TV .(2) 8.1% 20.8% ,
 ID 1997 8.3% 2001 10.5% 26.8%
 3% .(3

TV ,)
 97 21%,
 ID 27%

, , 97

< 3 >

TV
:KBS2, MBC, SBS / : / : / 가

		1997	1998	1999	2000	2001	2001 vs 1997
		8.3	10.7	8.5	6.4	6.5	-21.7
	SPOT	7.4	8.8	7.3	5.6	5.5	-25.7
		7.5	8.0	6.7	5.1	4.6	-38.7
		7.7	9.3	7.5	5.9	5.4	-29.9
	ID	7.2	8.3	7.3	5.7	5.1	-29.2
		6.7	9.0	8.6	7.8	8.1	20.9
		9.1	9.7	8.8	7.1	6.7	-26.4
	SPOT	7.9	8.3	7.8	6.2	6.1	-22.8
		8.0	8.4	7.8	7.0	6.0	-25.0
		8.3	8.9	8.4	6.3	6.0	-27.7
	ID	8.0	8.2	8.0	7.4	8.2	2.5
		8.1	10.1	9.4	9.1	6.1	-24.7
		10.2	11.2	9.8	7.7	7.4	-27.5
	SPOT	8.7	9.1	8.4	6.8	6.6	-24.1
		8.6	9.2	8.3	6.5	6.0	-30.2
		8.6	9.9	9.2	6.8	6.5	-24.4
	ID	8.3	9.0	9.0	10.8	10.5	26.5
		12.2	14.4	11.7	7.5	6.6	-45.9

(: %)

CM, CM
CM 가 , CM
가
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TV
1974 3 9 28
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