



(Zenith/Optimedia)

해·오·소·식

2002년~2004년 세계 및 한국 광고시장(비용 기준) 현황과 전망

10 , 2 . (91-92) 2001 2
1991 3%, 1992 23
가
1990 9 가 2
1991 가 .2001 1991 92 가
10 가가 6% , 2002 1% 2001/2002

< 1> /GDP (%)



가

< 3> (- 4 /) (: USD)

	2001	2002	2003	2004
	141,039	139,167	141,642	147,686
	75,971	77,290	80,282	84,285
/	69,760	71,188	74,234	78,034
	20,775	21,682	23,685	26,118
/ /	8,824	9,433	10,346	11,428
	316,368	318,759	330,188	347,550

가

87

가

< 4> GDP (:%)

1990	%	2000	%
1.	2.67	1.	4.30
2.	1.55	2.	2.03
3.	1.52	3. 가	1.66
4.	1.37	4.	1.63
5.	1.29	5.	1.52
6.	1.16	6.	1.45
7.	1.15	7.	1.45
8.	1.14	8.	1.38
9.	1.04	9.	1.32
10.	1.04	10.	1.30

2002

2002

가

< 5> 1 (: UDS)

1990	USD	2000	USD
1.	335.6	1.	524.9
2.	315.5	2.	510.9
3.	290.8	3.	428.4
4.	163.8	4.	352.8
5.	160.4	5.	331.8
6.	160.4	6.	326.8
7.	158.2	7.	270.0
8.	152.0	8.	263.1
9.	149.7	9.	235.8
10.	149.0	10. 가	222.0

가

1990 - 99

2.3%

1999 - 2004

1%

2002

2002

OECD 30

가

6.5%

2002

7.5%

49%

가

(24%)

가 가

가

가

2002

가

< 6 >

가
Kobaco가
(Global Standard)

(:)

TV

가

				TV		
1990	2,050,230	852,663	116,879	598,191	95,318	387,179
1991	2,329,732	1,019,573	125,342	645,667	120,879	418,271
1992	2,815,857	1,140,919	121,374	835,885	129,584	588,095
1993	3,228,713	1,332,657	123,953	896,813	137,122	738,168
1994	3,861,239	1,567,205	147,628	1,068,104	160,021	918,281
1995	4,578,626	1,832,062	175,677	1,281,725	187,225	1,101,937
1996	5,395,415	2,060,826	207,475	1,591,476	216,619	1,391,019
1997	6,116,323	2,872,643	240,923	1,555,005	189,031	1,258,721
1998	4,365,473	2,297,975	167,539	1,049,898	110,297	739,764
1999	6,006,574	2,907,606	218,985	1,532,773	145,895	1,201,315
2000	7,435,900	3,570,000	297,500	1,904,000	178,500	1,485,900
2001	6,692,310	3,213,000	267,750	1,713,600	160,650	1,337,310
2002	6,893,115	3,239,747	275,723	1,902,490	165,470	1,309,685
2003	7,237,771	3,343,833	376,362	1,968,663	173,743	1,375,169
2004	7,599,659	3,457,827	455,977	2,059,497	182,430	1,443,928

()

(가 ,)

(: %)

1999/2000
(classified Ad)

가

가

가

(Premium

Magazine, / /

)



				TV		
1991	13.6	19.6	7.2	7.9	26.8	8
1992	20.9	11.9	-3.2	29.5	7.2	40.6
1993	14.7	16.8	2.1	7.3	5.8	25.5
1994	19.6	17.6	19.1	19.1	16.7	24.4
1995	18.6	16.9	19	20	17	20
1996	17.8	12.5	18.1	24.2	15.7	19.7
1997	13.4	39.4	16.1	-2.3	-12.7	-4.6
1998	-28.6	-20	-30.5	-32.5	-41.7	-41.2
1999	37.6	26.5	30.7	46	32.3	62.4
2000	23.8	22.8	35.9	24.2	22.3	23.7
2001	-10	-10	-10	-10	-10	-10
2002	3	0.8	3	11	3	-2.1
2003	5	3.2	36.5	3.5	5	5
2004	5	3.4	21.2	4.6	5	5

1) 가 가

, 가 가

가

2)

· 1990 - 2000
KADD, 2001 - 04

(classified)

: , DM

(가 ,)

(: %)

				TV		
1990	20.7	27.9	30.2	4.7	40.2	27.5
1991	4	9.4	-1.9	-1.2	16	-1.2
1992	13.8	5.3	-8.8	21.9	0.9	32.4
1993	9.4	11.4	-2.6	2.4	0.9	19.7
1994	12.6	10.8	12.2	12.2	9.9	17.2
1995	13.5	11.9	13.9	14.8	12	14.8
1996	12.3	7.2	12.6	18.4	10.3	14.1
1997	8.5	33.4	11.1	-6.5	-16.5	-8.7
1998	-33.6	-25.6	-35.3	-37.2	-45.7	-45.3
1999	36.4	25.5	29.6	44.8	31.2	61
2000	21	20.1	32.8	21.5	19.6	20.9
2001	-13.8	-13.8	-13.8	-13.8	-13.8	-13.8
2002	0.5	-1.6	0.5	8.3	0.5	-4.5
2003	1.9	0.2	32.5	0.5	1.9	1.9
2004	3.8	2.2	19.7	3.4	3.8	3.8