

Robert Coen

(Insider's Report: Robert Coen Presentation on Advertising

Expenditures)

2005



2004 , 2005 6.4% , 2005 2,637 , 2005 6.1% 5,534

2004 7.4% 2003 12 2004 가 6.9% reasonable pace

GDP 5.8% 가, , 2005 GDP 가 6.8% 2,806

2004 2003 12 , 2004 4.5% , 2005 5.8% 가 2,728

2005 6.1% 5,534

2004 가 가 , 2005 가 가 , 2004 가

2004 가 가

< 1 > 가 (GDP)

가	2003	2004	2005()
	+3.0 %	+4.4 %	+3.5 %
	+1.7	+3.0	+3.3
	+2.5	+4.0	+2.0
	-0.1	+1.7	+1.7
	+2.3	+3.3	+2.6
	+0.2	+2.4	+2.2
	+0.5	+1.7	+2.0
	-0.2	+4.5	+3.8
	+1.3	+3.9	+3.5
	+3.0	+3.7	+3.3
	+3.1	+5.2	+5.0
	+3.2	+5.6	+4.2
	+6.4	+6.1	+5.5

가 2004 2005

< 2 > 2005 %

가	2003	2004	2005()
	+0.7 %	+2.0 %	+1.5 %
	+8.0	+11.0	+7.0
	-2.0	+2.5	+3.0
	+3.0	+6.0	+7.0
	+3.0	+4.5	+5.0
	-1.0	+5.0	+2.0
	+1.5	+3.5	+4.0
	+2.6	+4.0	+4.0
	+12.3	+15.1	+12.0
	+5.0	+22.0	+10.0
	+1.0	+2.0	+2.0

< 3 > 가 %

가	2003	2004	2005()
	+10.6% ⁹	+4.0% ⁹	+5.0% ⁹
	+6.2	+10.5	+4.0
	+2.3	+1.5	+2.0
	+23.9	+46.0	+26.0
	+42.2	+35.0	+38.0
	+4.6	+6.3	+4.5
	+5.9	+32.1	+27.9
	+4.8	+8.0	+10.0
	+5.9	+20.2	+12.7
	+2.0	+4.5	+4.0
	+8.0	+8.0	+7.5
	+4.0	+6.0	+5.5
	+14.0	+11.0	+11.0

가 , 가 가 가

< 4 > : 1990-2004 %

	10 US\$	%	10 US\$	%	10 US\$	%
1990	\$130.0	+3.9%	\$145.9	+11.8%	\$275.9	+7.9%
1991	128.4	-1.2	153.9	+5.5	282.3	+2.3
1992	133.8	+4.2	165.4	+7.5	299.2	+6.0
1993	141.0	+5.4	163.2	-1.3	304.2	+1.7
1994	153.0	+8.6	179.0	+9.7	332.0	+9.1
1995	165.1	+7.9	205.9	+15.0	371.0	+11.7
1996	178.1	+7.9	212.1	+3.0	390.2	+5.2
1997	191.3	+7.4	210.0	-1.0	401.3	+2.8
1998	206.7	+8.0	205.2	-2.3	411.9	+2.6
1999	222.3	+7.6	213.8	+4.2	436.1	+5.9
2000	247.5	+11.3	226.8	+6.1	474.3	+8.8
2001	231.3	-6.5	209.6	-8.6	440.9	-7.9
2002	236.9	+2.4	213.6	+1.9	450.5	+2.2
2003	245.5	+3.6	244.4	+14.4	489.9	+8.7
2004	263.7	+7.4	257.8	+5.5	521.5	+6.4
2005	280.6	+6.4	272.8	+5.8	553.4	+6.1

2002 가
 2004 가
 2005 가
 2004 가
 2005 가
 5.4%
 3.6% 131
 가,
 3.6%
 , 10 가
 2000 GDP가
 GDP가 GDP
 , 3~4
 GDP 가
 가 5.2% . 2005 2007
 가 62 6.5%
 가
 KAA
 944 ()
 26% , 756
 , 20%
 , 10
 90
 . 2006 가 120
 , 2011
 3
 가
 가 1,367
 37.6% , 2007
 가 . PVR TV 가



Global News

[] 가 , IBM, The Daily
 가 Telegraph가 Gabrielle Prior
 가
 AC
 14,000
 가 66%가 6 가 []
 가가
 . 78%가 12 가 6% ,
 2003 10 ~2004 9 1 28%
 , 32%
 [] AdAge.com - 5 7~10 2
 3
 가 59%가
 62 18%
 6% 가 52 . 2003 2
 가
 Return Path
 12 28 18~54 723 [] 2005 美 5 2
 723 50% 2004 11 " "
 2005 5 2
 20.5%
 가 2,100 1 3,900
 [] 15.2%
 (Advertising Coalition)
 2005 Michael J. Raimondi Lawrence R. Klein
 (, 가 . Klein " 가
) 가 2004 25% 가
 2003 11% 가 " 가
 2004 11 1 10% , " . 2,100
 36,824