



2005 10 11

1 WFA

WFA

20

가 가

7.3%

2004 940

23.4%

2007

25%, 2010 27%

< 1 >

2004

, 2007

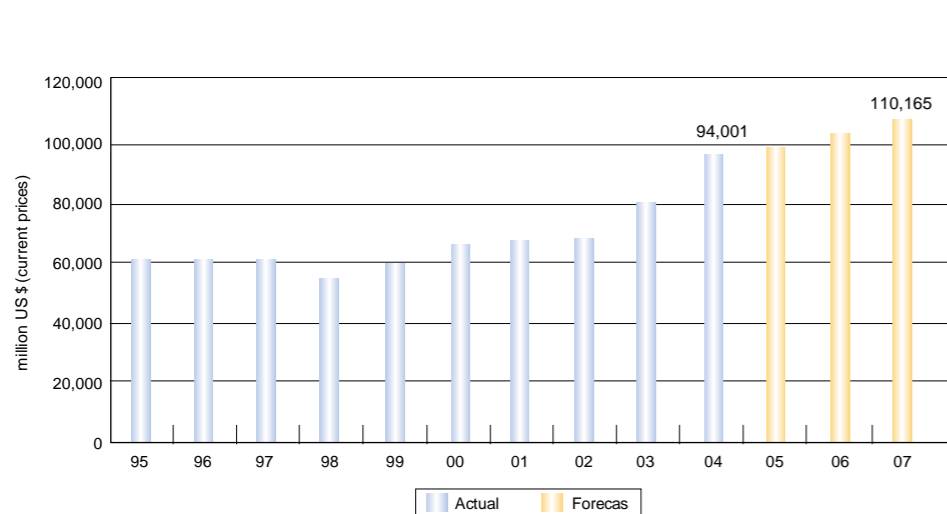
2004

17%

5%

GDP

< 1 >



	(US)
1995	60,498
1996	60,715
1997	60,403
1998	53,714
1999	59,606
2000	67,830
2001	68,310
2002	69,196
2003	81,742
2004	94,001
2005( )	99,170
2006( )	104,125
2007( )	110,165

가

< 2 >

2007

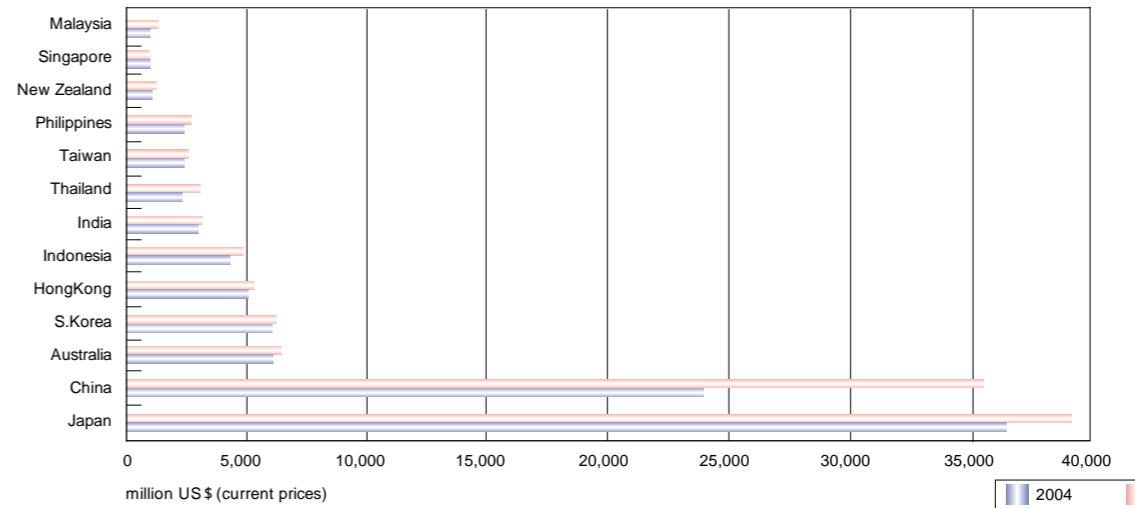
1

1, 2 가

가

< 2 >

가



1

2005

가

2

25%

, 1 12 (1

TV 가 가).

: 05:00 ~ 18:00,

05:00 ~ 12:00 TV 가,

가,

: 05:00 ~ 21:00

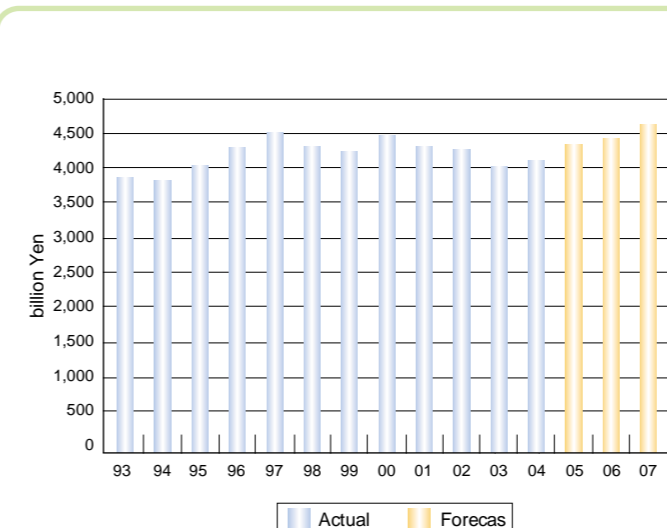
TV 가,

TV

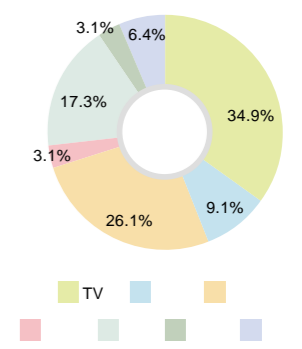
가,

: TV 가,

: TV 가.



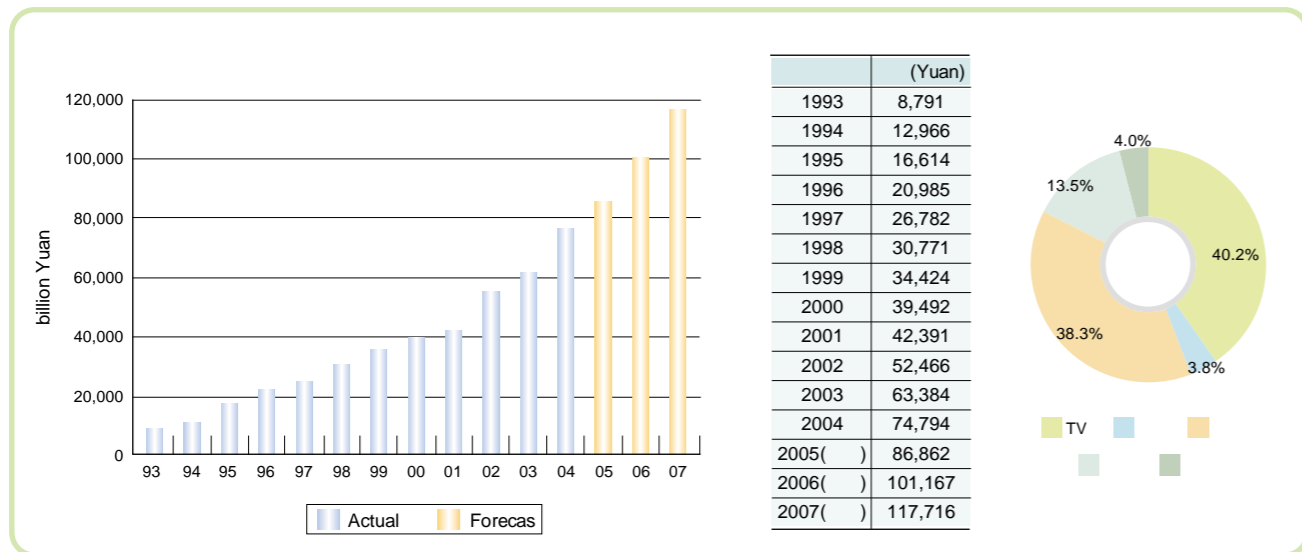
	(Yen)
1993	3,829
1994	3,877
1995	4,074
1996	4,365
1997	4,516
1998	4,333
1999	4,235
2000	4,526
2001	4,436
2002	4,118
2003	4,080
2004	4,181
2005( )	4,367
2006( )	4,468
2007( )	4,612



3 가 , 가 .  
 가  
 . 2004 Dentsu가 1,505,240 가 6,600가  
 (¥) 1 , ,  
 682,728 Hakuhodo가 2 . 4,700 가  
 . 2005 2, 4, 6 Hakuhodo ,  
 Daiko, Yomiuri Ad가 , , 600가  
 , Dentsu 가 1 2,600  
 . 가 가 가 .

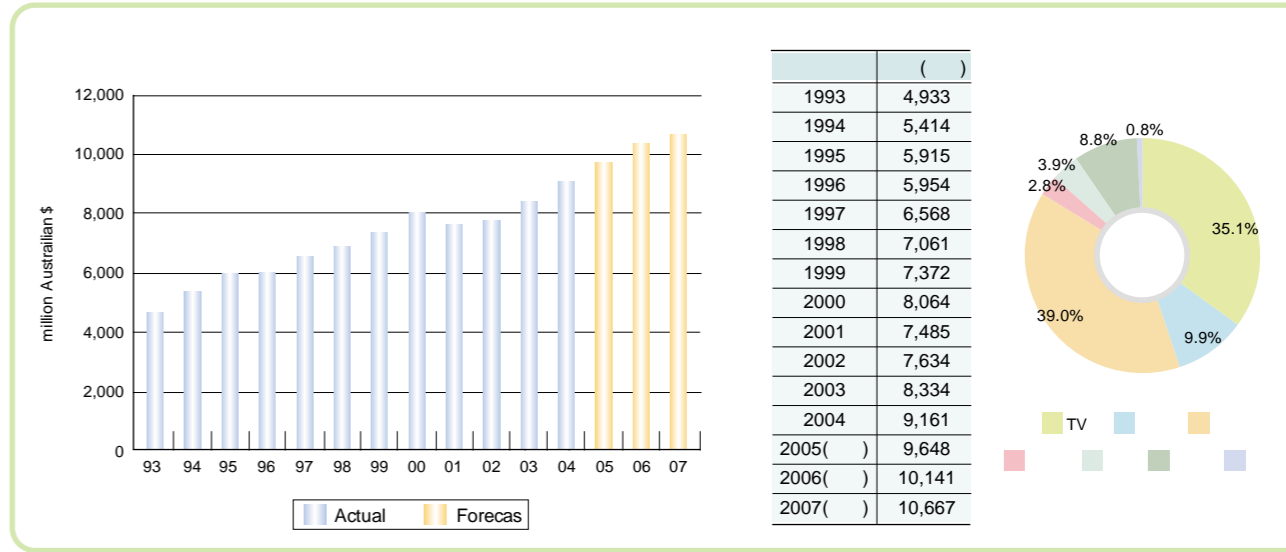
best10	company	2004 million	NP	MZ	RD	TV	OTHER
1	Dentsu	1,505,240	13.8%	5.3%	1.8%	50.2%	28.9%
2	Hakuhodo	682,728	14.6%	5.3%	2.3%	43.8%	34.0%
3	ADK	373,897	9.3%	5.8%	1.0%	49.0%	34.8%
4	Daiko	144,448	15.3%	4.5%	1.7%	42.9%	35.6%
5	Tokyu Agency	137,781	8.2%	4.9%	1.5%	28.2%	57.2%
6	Yomiuri Ad	107,331	17.3%	6.4%	2.8%	31.0%	42.5%
7	East Japan M&C	89,066	3.4%	2.2%	0.5%	6.9%	87.0%
8	Delphys	67,640	19.8%	8.1%	2.2%	23.9%	46.0%
9	Asahi Ad	57,756	42.7%	7.7%	1.9%	16.2%	31.5%
10	Nikkei	50,454	26.8%	7.5%	1.1%	19.9%	44.7%

2. , 2005 2007 GDP가 8.5%  
 ,  
 ,  
 ,



4 WTO 가 , , WTO 가 2 2003  
 가 , , 12 10 , WTO 가 4 2005  
 3 12 10  
 WTO 2005

3. 가 가  
 가 가  
 TV 가 가  
 “ ”



4. (Code of Practice on Advertising Standards)  
 . TV  
 가 가  
 가 가  
 BA(Broadcasting Authority)  
 TELA(Television Entertainment Licensing Authority) “ ”

