

(ASI) 8

3

- 8

(ASI) 84.8

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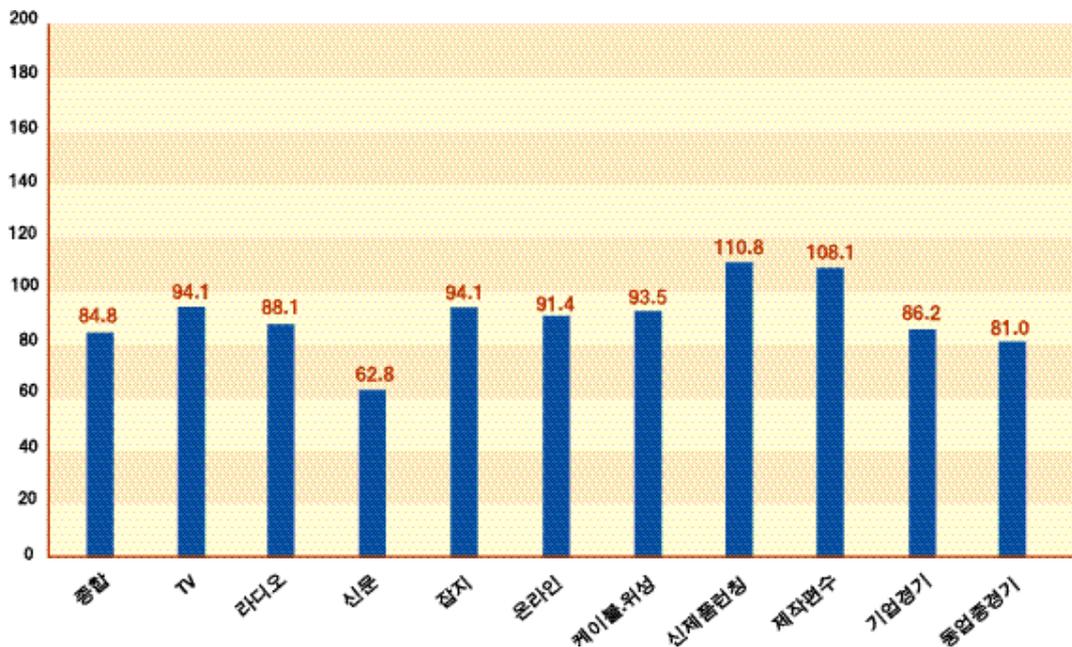
ASI

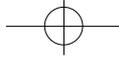
8	(ASI)
84.8	6 96.2,
7 91.0	3

가
 6 ASI 96.2, 7
 91.0 3
 ASI 6 94.3, 7
 89.8 2 100
 가
 ASI가100
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 8 가
 IT

8
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 (ASI:Ad Survey Index) 84.8

< 1> ASI





가 (174.2)

가

TV(94.1), (88.1), 86.2, 81.0

(62.8), (94.1) 4 ASIGA100

가 (91.4) TV

(93.5)

8 가

(110.8) (108.1) 가 IT

가 가

8 ASIGA

가

가 (34.1),가 (82.9),

(86.8), (74.7),

(52.9), (80.7), (77.7)

(105.8), (107.5),

< 2> ASI

