

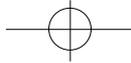
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53 ' ( )가 10 가 가 . 105 6,671 가 가 . 40 14 가 가 , 10 (e-Book) 가 가 , . ' , ' . ' 10 ' 가 600 가 '2000 ' (版權) 4 1 9,138 (1,436 ) 0.14% ' 가 가 300 (12 3 30%), (10 41%) ) ( 가 10 가 .





1990  
25.6%, 23%, 1%

1/7, 1/2

가  
가

2000  
5.2%  
10

2000  
47.7%

38%,  
10%

가

< 1> ( ) ( : )

|  | 1999   | 2000   | 1999   | 2000    |
|--|--------|--------|--------|---------|
|  | 68,599 | 65,178 | 69,055 | 102,191 |
|  | 195    | 22     | 3,738  | 5,333   |
|  | 68,794 | 65,200 | 72,793 | 107,524 |

220 38.7% 가

.(< 1> )

가

가 가  
( )

가

, 가 ( )  
) , ( )

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가

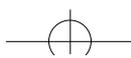
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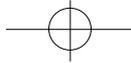
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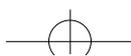


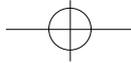
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9.5% ,  
 ( ) 4  
 24.4% ( 7  
 ) 가  
 가 5  
 가 가  
 (2000.10), 5 15%  
 10 1999 19 ,  
 11 5,000 25.3% ( 34,961 8,839 )  
 가 6,000 1/4  
 . (< 2> ) 5.7% 가  
 ,  
 12% , 30 19% 2000  
 5,900 ( 4197 , (1 1295  
 ) 가 ) 37% 가 가 2756  
 (17.1%), ( 65% , 가  
 /15.4%), (12.7%) (534 ) , (407 ) , (150 ) ,  
 , 가가 ( 117 )  
 가  
 가 (1 < 2> ( )  
 5218 )

|      | ( )    |       | ( )   |       |
|------|--------|-------|-------|-------|
| 1991 | 26,919 | 3,901 | 14.5% | -     |
| 1992 | 29,477 | 4,559 | 15.5% | +1.0% |
| 1993 | 30,948 | 4,793 | 15.5% | 0%    |
| 1994 | 34,494 | 5,064 | 14.7% | -0.8% |
| 1995 | 32,106 | 4,803 | 15.0% | +0.3% |
| 1996 | 32,256 | 4,834 | 15.0% | 0%    |
| 1997 | 33,610 | 6,129 | 18.2% | +3.2% |
| 1998 | 36,960 | 6,633 | 18.0% | +0.2% |
| 1999 | 35,044 | 6,860 | 19.6% | +1.6% |
| 2000 | 34,961 | 8,839 | 25.3% | +5.7% |





₩2000 10 가

1%

가 1/7, 1/2

2000 220 38.7% 38

.(< 3> )

2000

(42.3%), (入超)

(34.2%), (32.8%)

( 27%)

.(< 4> )

가

59% , (68%), (64%),

(58%)

가

가

< 3>

|      | ( )   | ( )   | 가<br>( ) | (advance) | (royalty) | ( )    |
|------|-------|-------|----------|-----------|-----------|--------|
| 1991 | 3,901 | 5,912 | 6,901    | -         |           | 11,938 |
| 1992 | 4,559 | 5,517 | 7,191    |           |           | 13,567 |
| 1993 | 4,793 | 5,292 | 7,591    |           |           | 14,442 |
| 1994 | 5,064 | 5,152 | 8,185    |           |           | 16,018 |
| 1995 | 4,803 | 5,260 | 9,507    | 180       | 7.5%      | 18,016 |
| 1996 | 4,834 | 5,461 | 9,087    |           |           | 17,993 |
| 1997 | 6,129 | 6,316 | 9,607    |           |           | 27,894 |
| 1998 | 6,633 | 5,155 | 9,910    |           |           | 25,416 |
| 1999 | 6,860 | 3,210 | 9,601    |           |           | 15,858 |
| 2000 | 8,839 | 3,230 | 10,268   |           |           | 21,988 |

가

가

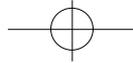
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: [ x x 가×0.075( 7.5%)]+

180 ( 1500\$ x 1200 ) ( , , )

: < > < >(2000)





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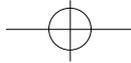
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가 (68.2%), (52.4%), (13.7%), (10.6%), (6.7%), (5.2%), 1% ( ) (56%) 가 , 가 76% . 1999 (6,860 ) 3,584 가 (52%), 1,666 (24%) . 1999 40.3%(2,768 ), 5 6% 2000 44%(3,889 ) . 5 2000 4,197 , 92% .(< 5> (1 1,295 ) 37% , 가 ) 가 2756 (65%) .(< 6> )

< 4> ( )

|  | ( )    |        |       |       | ( ) 11% |       |        |
|--|--------|--------|-------|-------|---------|-------|--------|
|  | 1999   | 2000   | 1999  | 2000  | 1999    | 2000  |        |
|  | 379    | 382    | 21    | 74    | 5.5%    | 19.4% | +13.9% |
|  | 577    | 600    | 179   | 205   | 31.0%   | 34.2% | +3.2%  |
|  | 1,690  | 1,482  | 464   | 398   | 27.5%   | 26.9% | +0.6%  |
|  | 4,483  | 4,335  | 472   | 562   | 10.5%   | 13.0% | +2.5%  |
|  | 460    | 459    | 96    | 122   | 20.9%   | 26.6% | +5.7%  |
|  | 4,026  | 4,186  | 316   | 399   | 7.9%    | 9.5%  | +1.6%  |
|  | 1,400  | 1,380  | 268   | 236   | 19.1%   | 17.1% | -2.0%  |
|  | 1,357  | 1,449  | 101   | 107   | 7.4%    | 7.4%  | -      |
|  | 5,020  | 4,826  | 1,247 | 1,296 | 24.8%   | 26.9% | +2.1%  |
|  | 821    | 871    | 159   | 157   | 19.4%   | 18.0% | -1.4%  |
|  | 2,298  | 1,600  | 3     | 2     | 0.1%    | 0.1%  | -      |
|  | 3,399  | 4,062  | 707   | 1,333 | 20.8%   | 32.8% | +12.0% |
|  | 9,134  | 9,329  | 2,827 | 3,948 | 31.0%   | 42.3% | +11.3% |
|  | 35,044 | 34,961 | 6,860 | 8,839 | 19.6%   | 25.3% | +5.7%  |





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 美) 108,901 ( )  
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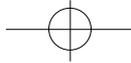
< 5> (1999 ) ( : )

| 가 |        |         |           |           |         |         |         |         |           |         |        |           |            | *     |            |  |
|---|--------|---------|-----------|-----------|---------|---------|---------|---------|-----------|---------|--------|-----------|------------|-------|------------|--|
|   |        |         |           |           |         |         |         |         |           |         |        |           |            | ( )   | ( )        |  |
|   | 5      | 22      | 30        | 112       | 23      | 88      | 66      | 54      | 219       | 28      | 2      | 167       | 2,768      | 3,584 | 21,270,928 |  |
|   | 7      | 49      | 328       | 247       | 47      | 203     | 92      | 35      | 454       | 57      | 1      | 137       | 9          | 1,666 | 4,613,410  |  |
|   | 4      | 12      | 42        | 35        | 13      | 1       | 18      | 5       | 110       | 12      |        | 161       |            | 413   | 1,225,400  |  |
|   |        | 30      | 9         | 30        | 3       | 9       | 44      | 5       | 120       | 16      |        | 67        |            | 333   | 666,166    |  |
|   | 4      | 31      | 4         | 23        | 4       | 4       | 28      |         | 123       | 21      |        | 85        | 6          | 333   | 785,300    |  |
|   |        | 22      | 6         | 4         |         | 6       | 7       | 1       | 82        | 5       |        | 5         | 35         | 173   | 407,600    |  |
|   |        | 3       | 13        | 3         |         |         |         |         | 17        | 3       |        | 50        |            | 89    | 383,300    |  |
|   | 1      | 1       | 1         | 4         | 1       | 1       | 1       | 1       | 45        | 3       |        | 12        |            | 71    | 136,200    |  |
|   |        | 5       | 3         |           | 1       | 1       | 8       |         | 21        | 6       |        | 12        |            | 57    | 101,900    |  |
|   |        |         |           | 5         |         | 1       | 1       |         | 14        |         |        |           |            | 21    | 125,500    |  |
|   |        | 1       | 5         | 1         |         | 1       |         |         | 8         |         |        |           |            | 16    | 72,000     |  |
|   |        |         | 3         |           |         |         | 2       |         |           |         |        |           | 9          | 14    | 48,000     |  |
|   |        |         | 7         |           |         |         |         |         | 5         | 1       |        | 1         |            | 14    | 32,000     |  |
|   |        |         |           | 2         |         |         |         |         | 11        |         |        |           |            | 13    | 25,500     |  |
|   |        | 1       | 4         |           |         |         |         |         | 4         | 3       |        |           |            | 12    | 26,000     |  |
|   |        |         | 5         | 2         | 2       |         |         |         | 1         | 1       |        | 1         |            | 12    | 33,400     |  |
|   |        |         | 1         | 1         |         |         |         |         | 3         |         |        | 7         |            | 12    | 37,500     |  |
|   |        | 2       | 2         |           | 2       | 1       | 1       |         | 1         | 1       |        | 1         |            | 11    | 13,500     |  |
|   |        |         | 1         | 3         |         |         |         |         | 6         |         |        |           |            | 10    | 26,200     |  |
|   |        |         |           |           |         |         |         |         | 2         | 2       |        | 1         |            | 5     | 15,000     |  |
|   |        |         |           |           |         |         |         |         | 1         |         |        |           |            | 1     | 2,000      |  |
|   | 21     | 179     | 464       | 472       | 96      | 316     | 268     | 101     | 1,247     | 159     | 3      | 707       | 2,827      | 6,860 |            |  |
|   | 52,500 | 271,760 | 1,495,300 | 1,024,610 | 176,700 | 423,264 | 394,600 | 152,550 | 4,110,820 | 283,400 | 11,500 | 2,732,800 | 18,917,000 |       | 30,046,804 |  |

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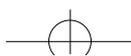
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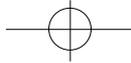
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< 6> (2000 )

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|-----|-----|------|-------|-------|------|-------|-------|-------|-------|------|-------|-------|-------|--------|
|     | 382 | 600  | 1,482 | 4,335 | 459  | 4,186 | 1,380 | 1,449 | 4,826 | 871  | 1,600 | 4,062 | 9,329 | 34,961 |
|     | 74  | 205  | 398   | 562   | 122  | 399   | 236   | 107   | 1,296 | 157  | 2     | 1,333 | 3,948 | 8,839  |
| ( ) | 6   | 32   | 25    | 133   | 19   | 113   | 29    | 45    | 310   | 27   | -     | 209   | 3,88  | 4,837  |
|     | 1.5 | 5.3  | 1.7   | 3.1   | 4.1  | 2.7   | 2.1   | 3.1   | 6.4   | 3.1  | -     | 5.1   | 41.7  | 13.8   |
| (%) | 8.1 | 15.6 | 6.2   | 23.6  | 15.5 | 28.3  | 12.2  | 42.0  | 23.9  | 17.1 | -     | 15.6  | 98.5  | 54.7   |



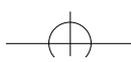


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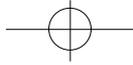
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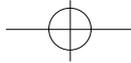




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