

가

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.

Vodafone 45%

Verizon Wireless가 422 113 87 8,000 ,

가 AT&T Wireless가 28 9,000 , Cingular

Wireless가 23 5,000 가

, Verizon Wireless 가 가

100 가 가 3 .

, Verizon, Cingular Wireless, AT&T Wireless

,

3 Sprint PCS, Nextel, Voice-Stream . Sprint

가 , Nextel VoiceStream 2001 5

:

- [1] FCC, "C AND F BLOCK BROADBAND PCS SPECTRUM AUCTION RAISES NEARLY \$17 BILLION FOR U.S. TREASURY", FCC NEWS, 2001. 1. 26
- [2] ____, CMRS Report, 2000. 8. 18
- [3] ____, " ", , 168 ", Wise Infonet, 2001. 1. 27
- [4] ____, " UMTS ", , 2000. 5. 16

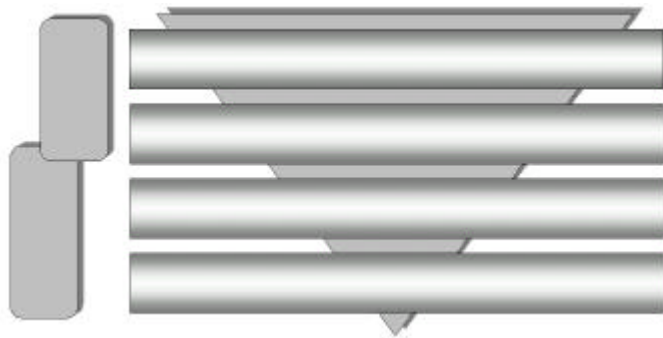
(T. 570 - 4264, redrock5@kisdi.re.kr)

가

1.

, ([1]). ,
가 ,
가 .

[1]



: Jupiter Communications(1998)

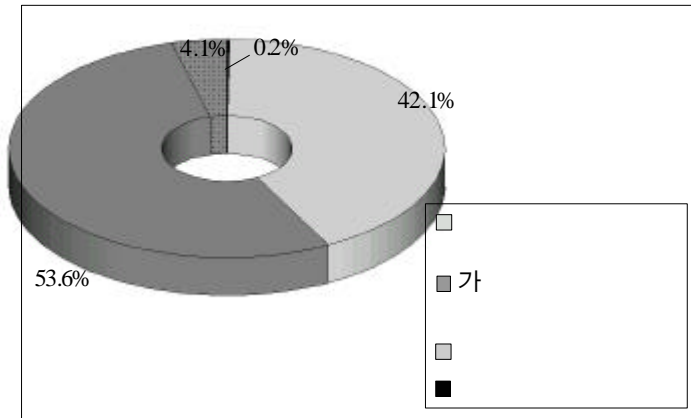
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85 8 ,
1

Inews24가 TV가 . . . ,
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2 .

(www . eyeclick . co . kr) 가
 . 1 4 8 13 1,052
 , 42.1%가
 가 53.6%가 가 . ,
 ([2]) . ‘
 , 86.4%가 , ‘
 , 58.1%가 ‘ 가 ,

[2]

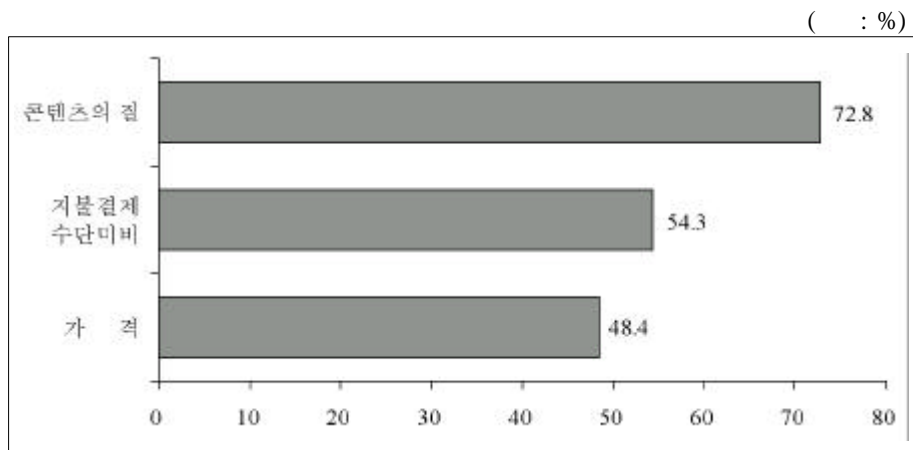


: (2001)

1) (2001)

가 (67.6%), (54.3%), 가 (48.4%)
 . , 70% 가
 72.8% 가
 ‘ 가 가 ’
 가 .

[3]



:
 : (2001)

3.

가 가 가

8 150
 , MP3, ,

(28%), (23.3%), , (6.7%)가
 가
 가가
 가
 :

- [1] , 『 , 2001. 1. 18.
- [2] , 『 , 2001. 1.
- [3] , 『 『KISDI IT FOCUS』 , 2000. 10.
- [4] Jupiter Communications, Consumer Internet Economy, New York, Jupiter Communications, 1998.

· **crm**

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CRM(Customer Relationship
 Management)

1 . CRM
 1999 CRM 33
 6% . 1999 71.0%