

Disney Go.com

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1. Go.com

Go.com Infoseek
 Yahoo! AOL, Excite 1999 1
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 Go.com ABC.com, ESPN.com, Disney.com,
 Mr.Showbiz.com
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 Go.com Walt Disney Internet Group(DIG) , ABC.com, ESPN.com,
 Disney.com, Movies.com, Family.com, Mr.Showbiz.com, ABCNews.com, Disnystore.com,
 DisneyTravel.com

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· E-mail : sunsil@kisdire.kr

2. Go.com

Yahoo! News Corp.¹⁾, NBC²⁾, Viacom³⁾
 Go.com 2000 13% 가 3 9,200
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 Go.com Walt Disney Internet Group 3
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 Disney.com, ESPN.com, ABC.com, ABCNews.com, Movies.com, Mr. Showbiz,
 Family.com

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Go.com
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 가 Media

1) News Corp. 2001 1 4 Fox.com, Foxsports.com, Foxnews.com News
 Digital Media
 2) NBC 2001 1 18 NBCi 30% 150
 3) Viacom 2000 9 MTV 1/4 105

Metrix 11 20 , 6 Walt Disney Internet Group, 8
 Time Warner Online, 14 NBCI, 18 Viacom Online 가 CP
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 Disney 가

Plus

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