

Napster

MP3

*

News

가 2000 .
 . MP3 CD
 . RIAA
 가 , MP3 MP3
 가 MP3 , Napster
 .

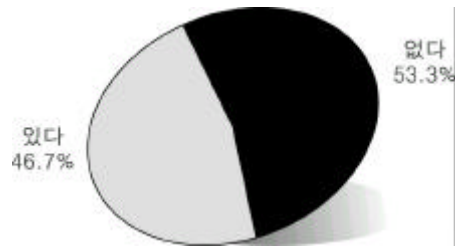
Plus

1. MP3
 MP3 KISDI가 1) 2000
 12 MP3 46.7%
 . (1) 10 20 72.4%, 61.9%
 40 15%가 MP3 , MP3
 10 20 .

* Email : jymoon@kisdire.kr

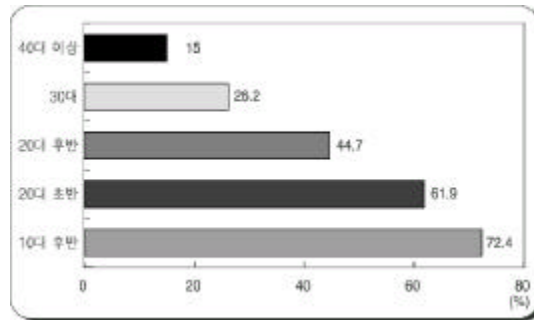
1) 2000 11 20 12 8 3 社
 3 15-59 1000 () , 95%
 3.1% .

< 1> MP3



n= 1000
: KISDI(2000)

< 2> MP3



: n= 1000
: KISDI(2000)

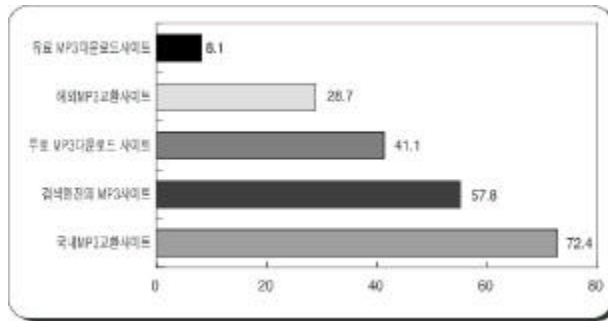
MP3 (72.4%, MP3 (54.8%), MP3 (41.1%), MP3 (28.7%), MP3 8.1%)

) , 가 MP3 (3), MP3 가

P2P 가 MP3

MP3

< 3> MP3



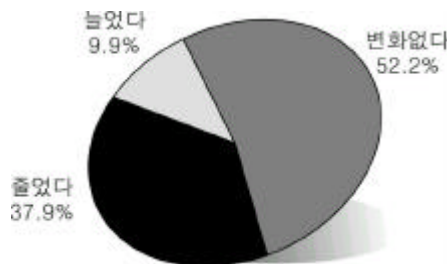
: n=467
: KISDI(2000)

2. MP3

MP3 (37.9%) , CD (9.9%) , MP3 CD 52% , MP3가 () , 가 , MP3 CD

< 4> MP3

CD



: n=467
: KISDI(2000)

가 , MP3 CD 가
 MP3 ' ' 37.9%
 MP3 , CD
 MP3
 CD 1999 가 2)
 1999 2% 142 ,
 Napster
 MP3.com 가 가
 . 가 3) MP3 가 6
 3 CD , 가
 가 Jupiter Communications
 Napster
 45% . MP3
 MP3 CD
 MP3 CD .

Analysis

3.
 가. MP3
 Napster
 Napster , 가

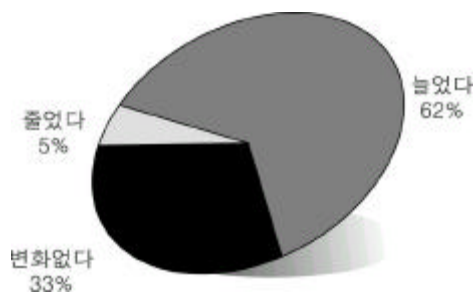
2) RIAA MP3.com Napster 40%
 1% , CD .

3) Gartner Group(2000. 7)

Napster
 Napster
 Napster가
 Napster
 Napster , Napster
 가
 Gnutella Aimster
 가
 MP3
 가 . MP3
 MP3 'MP3 가 ' KISDI 62%
 (5%) , MP3가
 가 . (5)
 가 , MP3
 가

4) Forrester Research(2001. 2. 13)

< 5> MP3



: n=467
 : KISDI(2000)

4.

Napster

Emusic.com

가

가

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