

01-22

2001. 12

:
:
:

1995

2002 3

50

100

가

가

가

가

가

(4

5)

2001 12

1.

가
가
가

2.

1)

가 , 가
가 , 가
가 /가
.
.

가

가

가

가

가

(financial commitment theory)

가

가

가

가

2)

2000

가

KBS

가

가

KBS

MBC SBS

, MBC

, SBS

가

TV

가

가

가

가

가

4.

1)

가
TV
가 ,
가 가 가
가 , 가 가
가 ,

2)

10 가

3)

1991 2000 , TV

.	1
1.	1
2.	2
.	4
1.	4
2.	7
3.	9
4.	가	10
.	13
1.	13
1)	13
2)	15
2.	TV	16
1)	TV	16
2)	TV	17
3.	19
1)	19
2)	20
3)	22
(1)	(intra-channel)	22
(2)	(inter-channel)	22

·	(1991 2000)	24
1.	24
1)	24
2)	25
2. · ·	26
1)	26
2)	28
3)	29
3.	31
1) KBS1	31
2) KBS2	32
3) MBC	34
4) SBS	35
4. : 1991 2000	37
V. 2000	40
1.	40
1)	40
2)	41
(1)	41
(2)	42
(3)	42
(4)	42
(5)	43
2.	44
1)	44
(1)	46
(2)	48
(3) /	50

(4)	51
(5)	53
(6)	55
(7)	/	57
(8)	58
(9)	59
(10)	/	60
(11)	61
(12)	62
(13)	64
(14)	65
2)	, ,	66
3)	71
(1)	71
(2)	72
(3)	73
(4)	74
(5)	75
3.	76
1)	76
(1)	76
(2)	78
(3)	79
(4)	80
(5)	, ,	81
2)	82
(1)	82
(2)	83
3)	가	85

(1)	85
(2)	86
4.	: 2000	87
.	TV	90
1.	TV	90
1)	90
2)	92
3)	94
4)	95
5)	96
2.	97
1)	99
2)	100
3)	100
4)	103
5)	103
3.	104
1)	104
2)	106
3)	107
4)	109
4.	111
5.	TV	113
.	116
	123

< -1> 2000	41
< -2>	45
< -3>	47
< -4>	48
< -5>	49
< -6>	49
< -7> /	50
< -8> /	51
< -9>	52
< -10>	53
< -11>	54
< -12>	54
< -13>	55
< -14>	56
< -15> 가	56
< -16> /	57
< -17> /	58
< -18>	59
< -19>	60
< -20> /	60
< -21> /	61
< -22>	62
< -23>	63
< -24>	63
< -25>	64

< -26>	64
< -27>	65
< -28>	66
< -29>	71
< -30>	72
< -31>	73
< -32>	74
< -33>	75
< -34>	77
< -35>	78
< -36>	79
< -37>	80
< -38>	83
< -39>	84
< -40>	85
< -41>	86
< -1> TV -	90
< -2> TV - Life	92
< -3> TV - Information	94
< -4> TV - Public	95
< -5> Entertainment	98
< -6> life/Information	101
< -7> 2001.7.11()	104
< -8> 2001.7.15 ()	105
< -9> 2001.7. 11 ()	106
< -10> 2001. 7. 15()	106
< -11> 2001. 7. 11 ()	107
< -12> 2001. 7. 15 ()	108
< -13> 2001. 7.11()	109
< -14> 2001. 7. 15()	110

[- 1]			21
[- 1]			(1991 2000)	27
[- 2]			(1991 2000)	28
[- 3]			(1991 2000)	28
[- 4]			(1991 2000)	29
[- 5]			(1991 2000)	30
[- 6]			(1991 2000)	30
[- 7]	KBS1	/ /	(1991 2000)	31
[- 8]	KBS1	/ /	(1991 2000)	32
[- 9]	KBS2	/ /	(1991 2000)	33
[- 10]	KBS2	/ /	(1991 2000)	33
[- 11]	MBC	/ /	(1991 2000)	34
[- 12]	MBC	/ /	(1991 2000)	35
[- 13]	SBS	/ /	(1991 2000)	36
[- 14]	SBS	/ /	(1991 2000)	36
[- 1]			67
[- 2]			()	68
[- 3]			(/가)	69
[- 4]			(/)	70
[- 5]			82
[- 6]			84
[- 1]	TV	TV	(2001. 7. 11)	111
[- 2]	TV	TV	(2001. 7. 15)	112

•

1.

1995

2002 3

100 50 가 ,

(, 1995).

가

2

(, 2000).

, (programming)

Message - Channel - Receiver - Effect' 'Source -

(process)

(product)

, 1996).

가

가

2.

7

1

2

가

3

3

2002

4

5

6

4

5

4

1991

SBS

1995

10

(1991 2000)

10

가

5

가

2000

6

6

가

6

가

가

가

4

•

1.

가

가

가

가

가

1962

1995

(1998)

11

가

3

(1992)

1962

1992

가

가

가

가

가가

(1995)

1962

1992

6

, , , / , , /

가

KBS

가

가

가

가

,

가

가

가

(Litman, 1979)

가가

,

가

가

가

,

가

(, 1999).

(Williams, 1975: 87)

‘ ’,

‘ ’,

, (1994) 가 .

SBS 92 가

91 94 , 가 ,

가 4 SBS MBC

. SBS

(1995) SBS 가

1990 , 1994

(1997) 가 가

가 가

,

(Eastman & Ferguson, 1997)

1960 9 12-1

1970

가 .

1971 44 가

94 121 3 . 71 73 9 1

90% . 74 가

55%

TV

Fox

(Eastman & Ferguson, 1997,121- 123).

2.

가

가

가

가

가 가

가

가

가

가

가

가

.1)

1)

가 ,

,

가

가

가

가

(, 1993, 89).

가

(adjacency effects)

가

(J.T. Tiedge & K.J. Ksobiech,

가 ,

(1999; ,

1986).

가

1998).

가

(repeat viewing)

가

(constant across time)

(H. Frank, 1985)

(J. G. Webster, & T. Y Wang, 1992)

(Hans-Bernd Brosius, M. Wober, & G. Weimann, 1992)가

. TV

TV

3.

(Steiner, 1952; Owen, Beebe, & Manning, 1974).

'(free goods)'

(preference)

가

(Goodhardt et.al, 1987).

가

가

가
 , 가
 . (Eastman et al., 1989)
 가 (1994)
 , ,
 1980 TV
 가
 (Lin, 1995).
 가 .

(Atkin & Litman, op. cit., 1986, pp. 32 50 ; Eastman et al., 1989).

가
 . (Eastman et al.,
 1989). 가

가
 (質)
 가 ,
 ‘ 가 ’ 가
 (, 1997).
 가
 가

가
 (Atkin & Litman, 1986) 1970

1970

(McComb &

Nolan, 1992)

가

가 ,

(financial

commitment theory)

가

가

가

가

(Lacy, 1992).

, SBS가

가가

가

1995).

가가

가 (,

(, 1998).

가

•

1.

1)

가

가

‘ ’, ‘ ’, ‘ ’, ‘ ’
(Howard & Kievman, , 1996)

4가

가

(station image)

가 .

가 .

‘ , ‘ ,

.

.

가

(, 1995).

(specialisation)

‘ (diversity)’

(Hillve, Majaner & Rosengren, 1997). 가 가

가

가

12

(Ferguson & Perse, 2000).

, 가

가

가

가

가 .

2)

() () 가

, 가 ,

, 가 ,

가 2).

가

가

(willingness to say)

,

가

가

가 ,

가 가

2) Bruce M. Owen, Jack H. Beebe & Willard G. Manning, Jr., Television Economics, Lexing, Massachusetts: Lexington Books, 1974, pp.49-90; 『94 . 』, 1995, 113 (, p.43.,).

2. TV

1) TV

TV () ()
 (Coaxial Cable) (Optical Fibre)
 TV
 가
 가 가 가
 (Home Shopping), (Home Banking), VOD (Video On
 Demand), 가
 TV ,
 3 (Basic Cable Service)
 가 ,
 (Premium Service
 Pay Service) 가 가
 HBO
 (Pay-Per-View Service) 가
 가 TV Head-End

2) TV

22 “

”

(SO)

(PP)가

(tiering)

(, 1997).

가

가

가

가

가

HBO() OCN(), OCN ,

TV,

MPP

(Synergy)
가 .

2
가(板權價)
, 가 가가

, HBO 가 가

, OCN ,

가

(window)

(one source - multi use)
가 .

On Media (pay right) (basic right)
가 가

, (buying power)

가 가

가

가

가
(cross promotion) 가 TV

가

(, 1999).

3.

1)

(1993) , 가

TV ,

가

가 , 1

(Open Sky Policy)

가 ,
(, 1992).

2)

가 ,

가 , 가

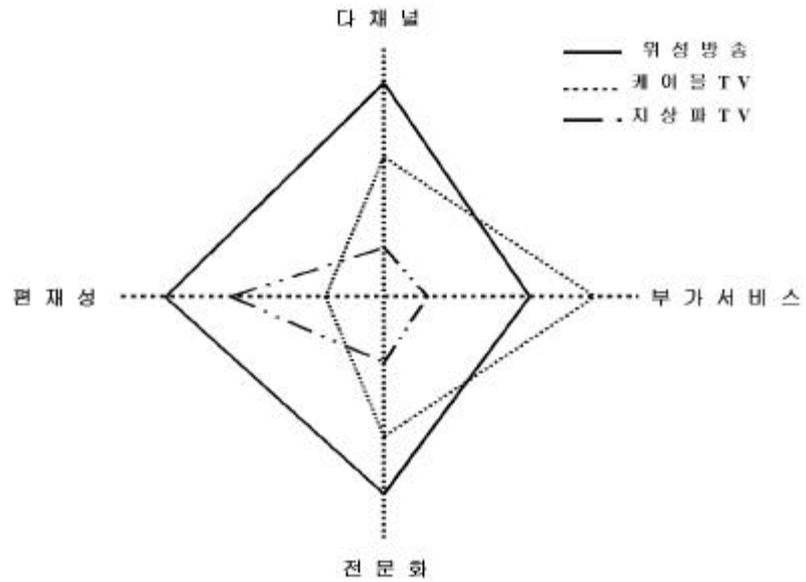
(2000) TV 가 .

TV

가
(global programming) 가

(packaging)

< -1 >



출처: 조진영(1998, p.134)

[-1] (, 1998:134)

22

3)

(1) (intra-channel)

가

가 , PP(Program Provider)가

가

(2) (inter-channel)

가

가

가

, / , / .
 , . BskyB 가
 62%, 가 12%, 11%, 8%, 7%
 (, . 1998. 16)
 2002 3 가 <Sky Life> 109
 1 . TV가 49 , 가 60 PP(program
 provider)가 , 10 , 6 , 5 ,
 7 , 3 , 7 , 2 , 2 ,
 3 , 2 2 (, 2001/6/16).
 가
 가 TV 가 가 . 가
 가 가 . 가 가 가
 가 가 가 가 가

(1991 2000)

1.

1)

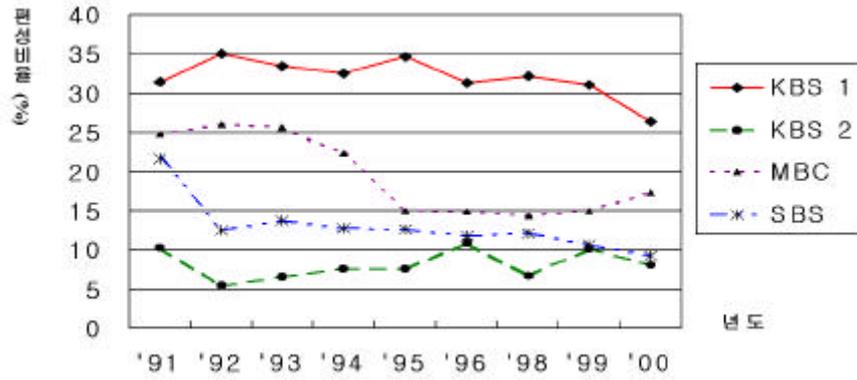
1990 , 가
 , 1990 SBS
 , 1995 1996
 가 , HDTV, Interactive TV,
 Internet TV
 , ‘ ,
 ,
 ,
 , 1991 SBS 2000
 ,
 ,
 , 가 가
 , 가
 , 가
 , 가 가

가
 가
 .가
 (分)

2. . .

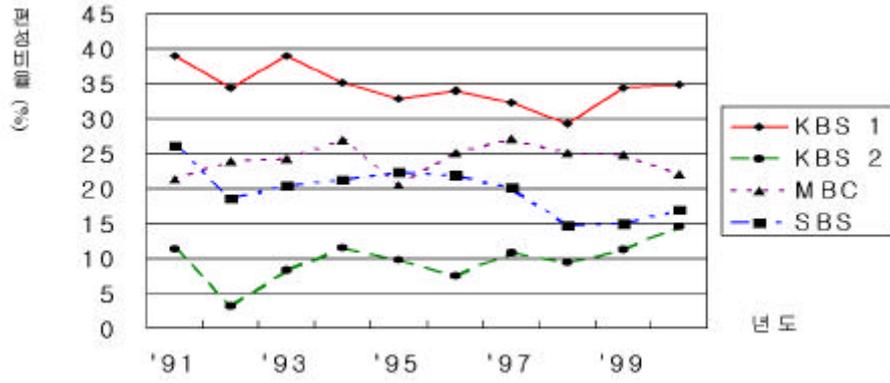
1)

SBS가 1991 2000 10 , ,
 가 KBS1 , 1998
 , 1991 1999 3
 0% 35% .(-1)



[IV- 1] (1991 2000)

MBC 4
 , 1992 1995 가
 . 1995
 1990 가 10%
 4 가 .
 SBS 22% MBC
 1992 10- 15% ,
 10
 . KBS2 , 4
 10 가 .
 , MBC 25%
 10 ,
 가
 .(-2)



[IV-2] (1991 2000)

2)

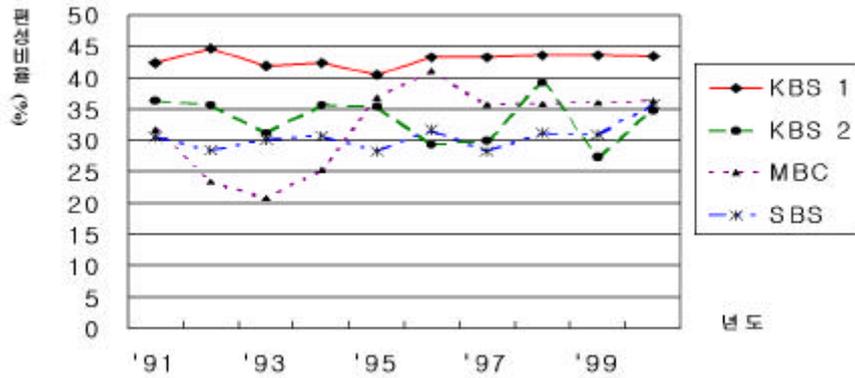
, KBS1

40-45%

KBS2

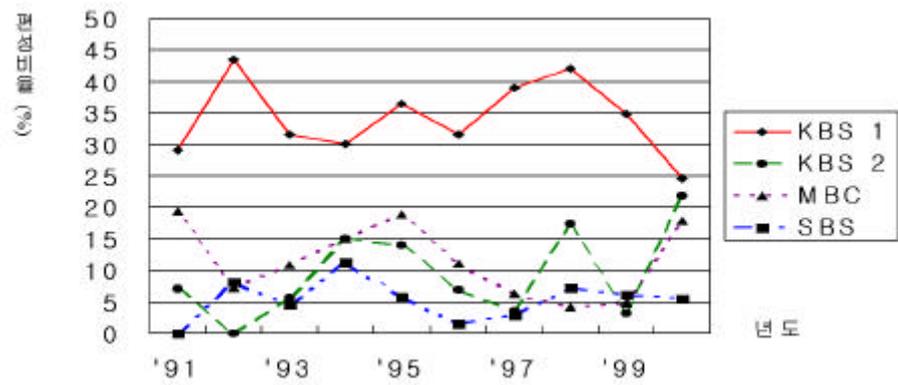
SBS

30-35%



[-3] (1991 2000)

, MBC 가
 , 1991 1993 가 1993
 1996 가
 , 1997 35%
 . 2000 MBC, SBS, KBS2 3 35%
 .(-3)



[-4]

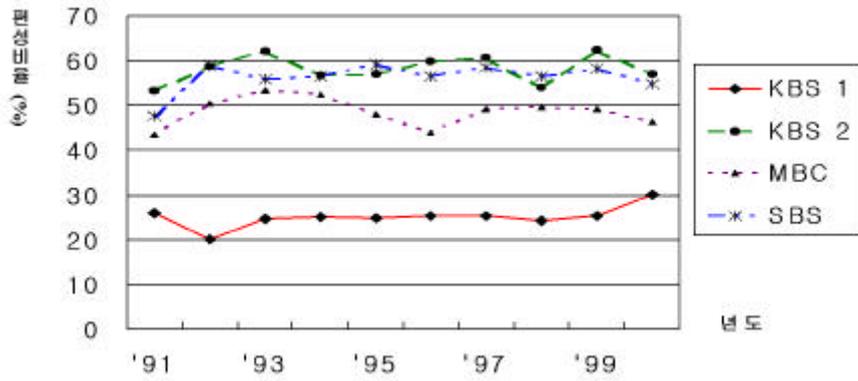
(1991 2000)

, 4 가
 가 KBS1 .(-4)
 가

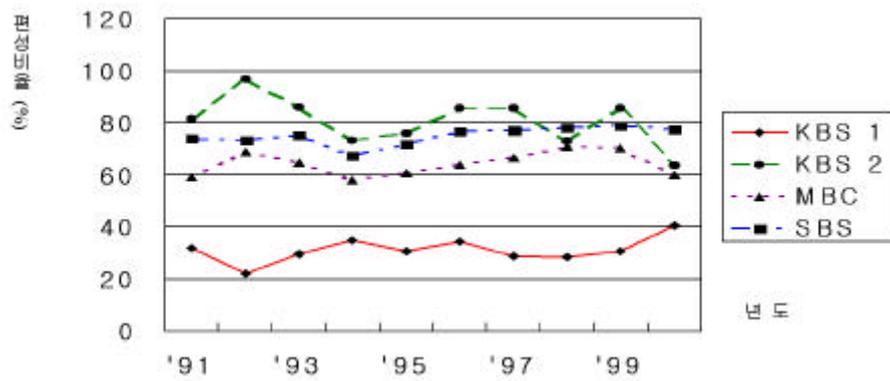
3)

, KBS2 SBS
 가 .

50-60% 가 KBS2
 4 가 MBC
 10 가
 KBS1 20-30%
 .(-5)



[-5] (1991 2000)



[-6] (1991 2000)

,
.(-6) ,

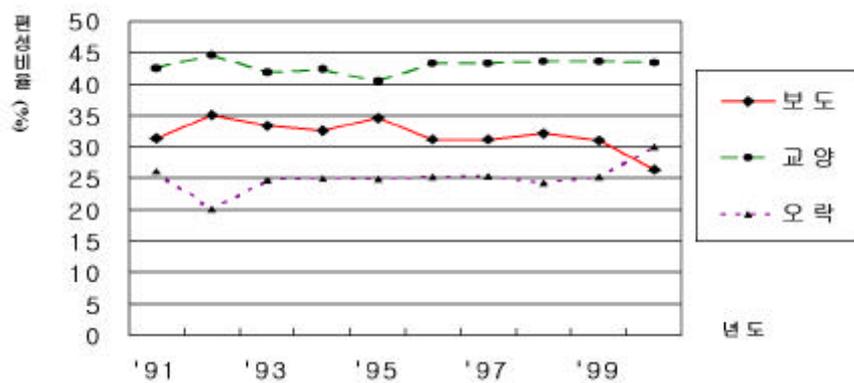
, KBS2 가

3.

1) KBS 1

[-1], [-3] , KBS1

가 , 10
 , KBS1

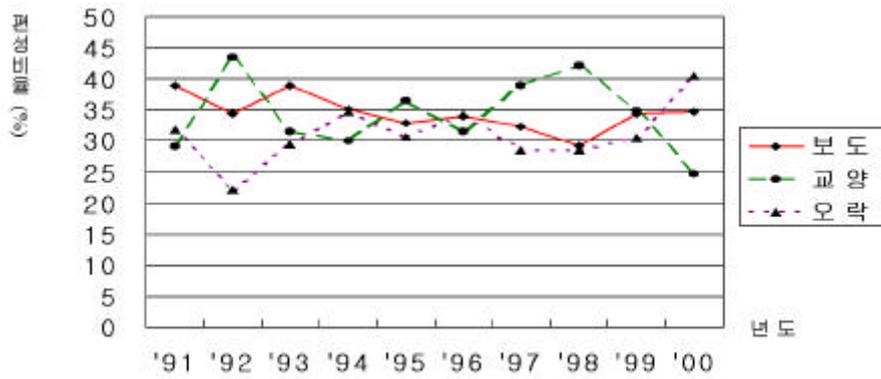


[-7] KBS 1 / /
(1991 2000)

KBS1

[IV-7]

1991년 10월 10일부터 2000년 10월 10일까지



[IV-8] KBS1 시청률 추이 (1991. 10. 10 ~ 2000. 10. 10)

2) KBS2

[IV-8] KBS2 시청률 추이 (1991. 10. 10 ~ 2000. 10. 10) (KBS1, MBC, SBS)

[IV-5] [IV-6] 시청률 추이 (1991. 10. 10 ~ 2000. 10. 10)

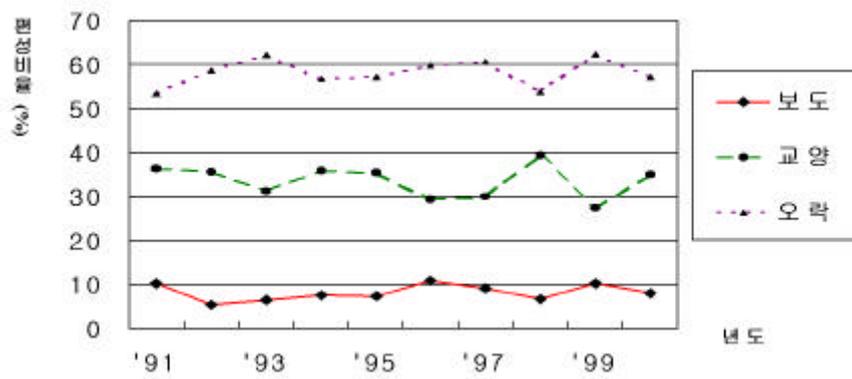
[IV-10] KBS2 시청률 추이 (1991. 10. 10 ~ 2000. 10. 10) (80%)

, SBS , KBS2

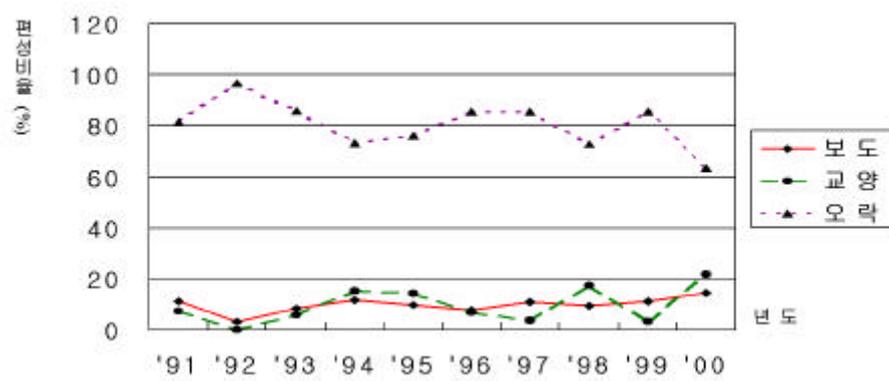
KBS2

, KBS1

KBS2



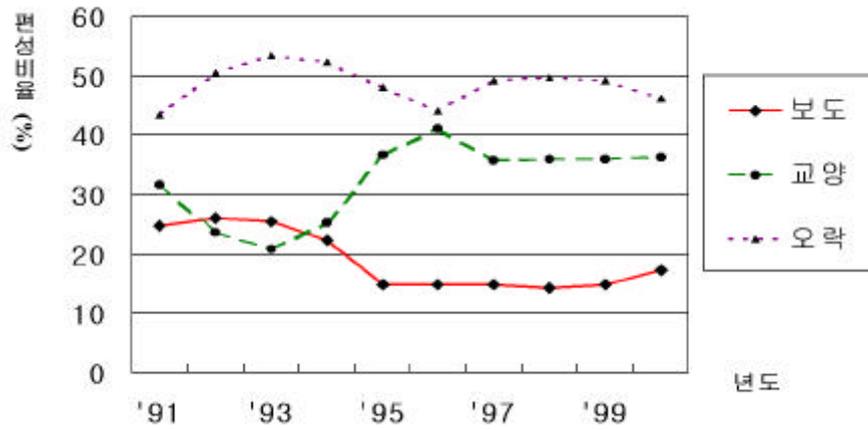
[-9] KBS2 / / (1991 2000)



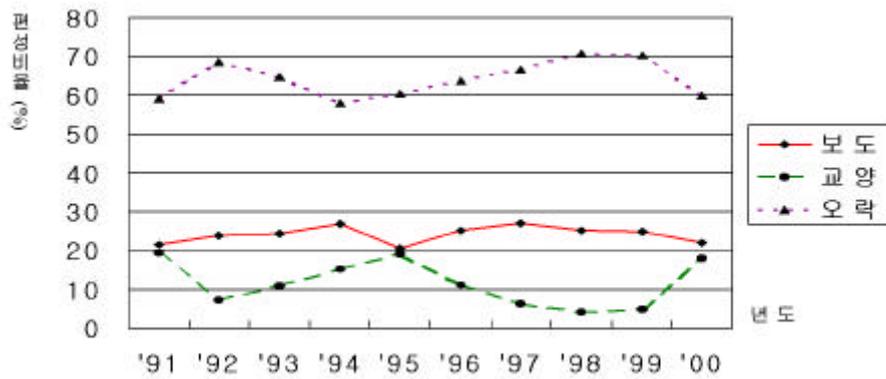
[-10] KBS2 / / (1991 2000)

3) MBC

가
 MBC . [- 11] , MBC
 1995 20% ,
 가
 MBC가
 SBS MBC



[- 11] MBC / /
 (1991 2000)



[- 12] MBC / / (1991 2000)

가

20-25%

KBS2 SBS

MBC

가

.(- 12)

4) SBS

1991 12 SBS

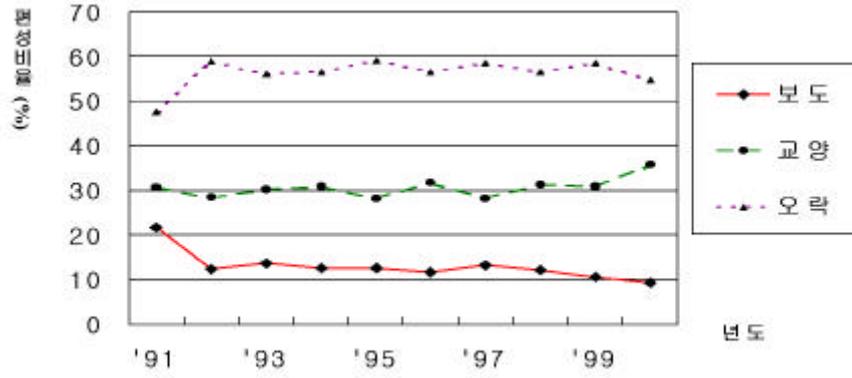
가

30%

10

가

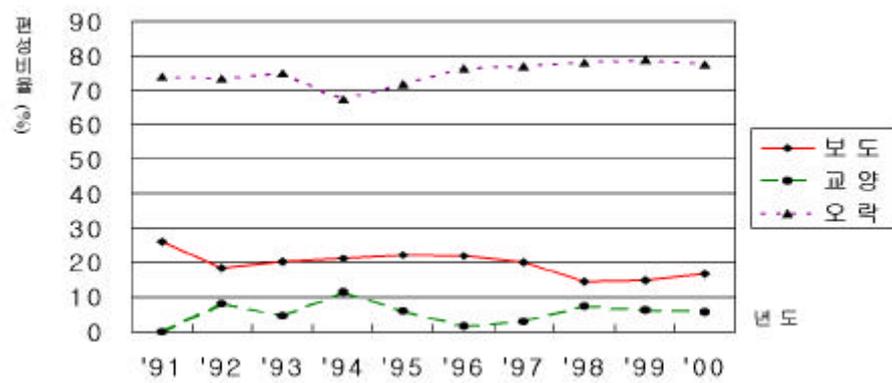
.(- 13)



[- 13] SBS / / (1991 2000)

. (- 14) , 가

70 80%



[- 14] SBS / / (1991 2000)

4. : 1991 2000

10 .가
 가 .
 , MBC 10
 . SBS MBC
 ,
 가
 3),
 . KBS2
 SBS
 . 10
 가 .
 ,
 가
 ‘ ,
 가 .
 KBS2
 50 4)
 ‘ ,
 가
 . KBS KBS1 KBS2 가
 KBS2가 100%
 . BBC가 BBC1 BBC2

3) < (, 1996), < : 2000 >(
 , 1990,), < >(
 <2000 >(2000 , 1994),
 4) 10% , 30% , 50%

.
,

가 . , 2000
, 가

2)

(1)

‘2000 , < - 1>

< - 1> 2000

	KBS1/KBS2/MBC/SBS
	/ /
	/ / ()
	() / / / / (prime-time)
	/ /
	/ / / / / / / / ()
	/ / /
가	/ / / / / / /
	/ / / / / / / / . / / / / / / / / / /
	/

, , 가
, (coder) 가
가

, , 가
가 ,

, . 가 ,
가

가 ,

‘ , , . 1993

15가

‘ , 14가

‘ , 가

(5)

44

, (06:00 11:59), (12:00
16:59), (17:00 22:59), (23:00) . ,
(prime-time) ,
19:00 23:00 , 18:00 23:00 . ,
가
.

2.

1)

2000

< -2> . ,
가 ,
,
가 ,
.

< -2 >

(%)

	KBS1	KBS2	MBC	SBS
	8,470 (28.2)	2,335 (7.9)	5,285 (16.7)	3,185 (10.4)
	5,530 (18.4)	1,870 (6.3)	3,900 (12.3)	1,760 (5.7)
/	865 (2.9)	25 (.1)	415 (1.3)	480 (1.6)
	2,725 (9.1)	6,105 (20.6)	5,000 (15.8)	4,730 (15.4)
		1,275 (4.3)	1,140 (3.6)	2,055 (6.7)
	535 (1.8)	725 (2.5)	920 (2.9)	1,035 (3.4)
/	155 (.5)	2,065 (7.0)	1,070 (3.4)	1,730 (5.6)
	1,145 (3.8)	2,380 (8.0)	1,360 (4.3)	1,045 (3.4)
	720 (2.4)	2,660 (9.0)	525 (1.7)	2,680 (8.7)
	440 (1.5)	1,390 (4.7)	1,355 (4.3)	1,370 (4.5)
	2,209 (7.3)	1,785 (6.0)	2,280 (7.2)	2,175 (7.1)
	5,216 (17.3)	5,660 (19.1)	6,265 (19.8)	7,220 (23.6)
	900 (3.0)	530 (1.8)	815 (2.6)	
	630 (2.1)	110 (.4)	970 (3.1)	300 (1.0)
	530 (1.8)	670 (2.3)	335 (1.1)	890 (2.9)
Total	30,070 (100.0)	29,585 (100.0)	31,635 (100.0)	30,655 (100.0)

, KBS1 가
 28.2% , (18.4%),
 (17.3%)
 가 9.1% , 4%
 ,
 KBS1
 , 가
 , KBS2 , KBS1
 가
 KBS2 (20.6%) (19.1%)
 (9.0%), (8.0%) . KBS1 KBS2

,
 .
 MBC , (19.8%), (16.7%),
 (15.8%), (12.3%) . MBC가 .
 가 .
 SBS 23.6%
 가 , (15.4%), (10.4%),
 (8.7%) . SBS가 .
 MBC .
 . MBC SBS

(1)

, ‘ ’
 , .
 , ‘ / / /
 / / / / ’ , ‘
 / / / / / / . / /
 / ’ . ‘ ’
 , ‘ ’ 가

< -3 >

(%)

	KBS1	KBS2	MBC	SBS
	2,300 (27.2)		1,425 (27.0)	1,065 (33.4)
	2,600 (30.7)	1,410 (60.4)	2,995 (56.7)	1,505 (47.3)
				180 (5.7)
	650 (7.7)		525 (9.9)	200 (6.3)
	360 (4.3)			120 (3.8)
	2,520 (29.8)	925 (39.6)	340 (6.4)	100 (3.1)
	40 (.5)			
				15 (.5)
Total	8,470 (100.0)	2,335 (100.0)	5,285 (100.0)	3,185 (100.0)

가
가 . KBS1
30.7%, 29.8%, 27.2% MBC SBS
(-3)
KBS1
, KBS 1 2
1 ‘ ’
2

< -4 >

(%)

	KBS 1	KBS2	MBC	SBS
	7,680 (90.7)	1,430 (61.2)	4,580 (86.7)	2,285 (71.7)
	560 (6.6)		485 (9.2)	215 (6.8)
				520 (16.3)
/	100 (1.2)	460 (19.7)	40 (.8)	
		295 (12.6)		165 (5.2)
		150 (6.4)	140 (2.6)	
	130 (1.5)		40 (.8)	
Total	8,470 (100.0)	2,335 (100.0)	5,285 (100.0)	3,185 (100.0)

가 (19.7%) , KBS2 (12.6%) , /
 .(-4)

(2)

‘ , ,
 ‘ , , , ,
 ‘ /
 () / . / . () . (,) /
 / ‘ .

< -5>

(%)

	KBS1	KBS2	MBC	SBS
	4,110 (74.3)	1,305 (69.8)	940 (24.1)	480 (27.3)
	1,420 (25.7)	565 (30.2)	2,960 (75.9)	1,280 (72.7)
Total	5,530 (100.0)	1,870 (100.0)	3,900 (100.0)	1,760 (100.0)

, KBS1 가
 , MBC, KBS2, SBS
 . KBS1 SBS 3:1 , MBC SBS
 2:1 가 .
 , KBS1 KBS2
 , MBC SBS
 .(-5)

< -6>

(%)

	KBS1	KBS2	MBC	SBS
	706 (12.8)	260 (13.9)	1,240 (31.8)	60 (3.4)
()	2,599 (47.0)	1,085 (58.0)	2,030 (52.1)	1,010 (57.4)
	300 (5.4)		60 (1.5)	
/	115 (2.1)	180 (9.6)	20 (.5)	120 (6.8)
/ ()	130 (2.4)			210 (11.9)
/ (/)	1,455 (26.3)	230 (12.3)	430 (11.0)	120 (6.8)
	60 (1.1)		60 (1.5)	
	165 (3.0)	115 (6.1)	60 (1.5)	240 (13.6)
Total	5,530 (100.0)	1,870 (100.0)	3,900 (100.0)	1,760 (100.0)

/ ‘ ’
 .(-7)

< -8> /

(%)

	KBS1	KBS2	MBC	SBS
			100 (24.1)	
	210 (24.3)			
	330 (38.2)		200 (48.2)	
/	60 (6.9)		15 (3.6)	
	235 (27.2)		100 (24.1)	
	30 (3.5)			
		25 (100.0)		480 (100.0)
Total	865 (100.0)	25 (100.0)	415 (100.0)	480 (100.0)

/ ,

KBS1 MBC

(-8). , ‘ ’ SBS ‘

, 가 가 ,

.

(4)

(劇) ‘ ’

, ‘ / / / /

/ / / ,

‘가 / / . / . / / . / . / /

/ . / . / . / . / . / / ’

.

< -9 >

(%)

	KBS1	KBS2	MBC	SBS
	1,325 (48.6)	1,950 (31.9)	1,465 (29.3)	1,290 (27.3)
		120 (2.0)	870 (17.4)	1,670 (35.3)
	850 (31.2)	960 (15.7)	660 (13.2)	900 (19.0)
		845 (13.8)	335 (6.7)	260 (5.5)
	550 (20.2)	300 (4.9)	530 (10.6)	180 (3.8)
		1,590 (26.0)	900 (18.0)	310 (6.6)
		340 (5.6)	240 (4.8)	120 (2.5)
Total	2,725 (100.0)	6,105 (100.0)	5,000 (100.0)	4,730 (100.0)

, KBS2 가

, MBC, SBS, KBS1 .

,

,

가 .(-9)

, KBS1 , (48.6%)

가 , (31.2%), (20.2%)

,

.

KBS2 (31.9%) 가 , 1

(26.0%)가 ,

(15.7%) (13.8%) .

MBC (29.3%) 가 ,

(18.0%), (17.4%), (13.2%), (10.6%)

.

SBS (35.3%) 가

, (27.3%), (19.0)

5%

< - 10 >

(%)

	KBS1	KBS2	MBC	SBS
가	1,725 (63.3)	2,050 (33.6)	2,650 (53.0)	1,835 (38.8)
		2,410 (39.5)	1,680 (33.6)	2,425 (51.3)
/		150 (2.5)	270 (5.4)	
/			150 (3.0)	50 (1.1)
	850 (31.2)	120 (2.0)		
/	150 (5.5)	480 (7.9)		240 (5.1)
/		150 (2.5)		180 (3.8)
/		270 (4.4)	180 (3.6)	
/		355 (5.8)	70 (1.4)	
		120 (2.0)		
Total	2,725 (100.0)	6,105 (100.0)	5,000 (100.0)	4,730 (100.0)

‘가’

‘ ’

(- 10). KBS1 (史劇) (31.2%) , MBC 가 (53.0%) , SBS (51.3%)

(5)

‘ ’

가 ‘ ’

‘ ’

< - 14 >

(%)

	KBS1	KBS2	MBC	SBS
가	95 (17.8)			110 (10.6)
	95 (17.8)	275 (37.9)	245 (26.6)	
/	235 (43.9)	120 (16.6)		
/	110 (20.6)		335 (36.4)	210 (20.3)
/			125 (13.6)	115 (11.1)
/			215 (23.4)	480 (46.4)
/		90 (12.4)		120 (11.6)
/ ()		240 (33.1)		
Total	535 (100.0)	725 (100.0)	920 (100.0)	1,035 (100.0)

가 43.9% 가 , KBS1 ' / ' , KBS2 ' (37.9%) ' / () '(33.1%) 가 . MBC ' / '(36.4%)가 가 , ' '(26.6%) ' / '(23.4%) . SBS ' / ' 46.4% 가 , ' / ' 20.3% , 10% .

/ /

.(- 14)

< - 15 >

가

(%)

	KBS1	KBS2	MBC	SBS
		365 (50.3)	125 (13.6)	115 (11.1)
	535 (100.0)	360 (49.7)	795 (86.4)	810 (78.3)
				110 (10.6)
Total	535 (100.0)	725 (100.0)	920 (100.0)	1,035 (100.0)

. 2000

57

가

. KBS1

, MBC SBS

1

가

가

KBS2

50%

.(-15)

57 2

100 20 100 40

MBC, SBS

, KBS

1

2

KBS1

(7) /

TV

‘ / ’ , , 가 , ‘ / ’ , ‘가 / . / / / . / / ’ .

< - 16 > /

(%)

	KBS1	KBS2	MBC	SBS
	155 (100.0)	925 (44.8)	770 (72.0)	1,610 (93.1)
		1,140 (55.2)	300 (28.0)	120 (6.9)
Total	155 (100.0)	2,065 (100.0)	1,070 (100.0)	1,730 (100.0)

‘ / ’ , KBS2
 (55.2%) (44.8%)
 , KBS1 ‘ / ’
 . MBC SBS 72.0%
 93.1% .(- 16)

< - 17 > /

(%)

	KBS 1	KBS 2	MBC	SBS
가			60 (5.6)	110 (6.4)
/	105 (67.7)	670 (32.4)	770 (72.0)	850 (49.1)
		200 (9.7)	120 (11.2)	55 (3.2)
		165 (8.0)	120 (11.2)	55 (3.2)
/	50 (32.3)			
		940 (45.5)		660 (38.2)
		90 (4.4)		
Total	155 (100.0)	2,065 (100.0)	1,070 (100.0)	1,730 (100.0)

‘ / ’ , ‘ / ’
 ‘ ’ , KBS2 45.5%
 . 32.4% , MBC . 72.0%
 가 , SBS . 가 49.1% , 38.2%
 .(- 17)

(8)

‘ 가 ’ , ‘ 가 ’
 ‘ 가 ’ , ‘ 가 ’
 ‘ 가 ’ , ‘ 가 ’
 ‘ 가 ’ , ‘ 가 ’
 ‘ 가 ’ , ‘ 가 ’
 ‘ 가 ’ , ‘ 가 ’

< - 18 >

(%)

	KBS1	KBS2	MBC	SBS
가				330 (31.6)
	520 (45.4)	290 (12.2)	100 (7.4)	60 (5.7)
	195 (17.0)	510 (21.4)	555 (40.8)	
		275 (11.6)	240 (17.6)	420 (40.2)
	430 (37.6)	1,305 (54.8)	465 (34.2)	235 (22.5)
Total	1,145 (100.0)	2,380 (100.0)	1,360 (100.0)	1,045 (100.0)

가 , KBS1
 ' (45.4%)
 ' , 54.8% 가 , MBC ' (40.8%) ' (34.2%) , SBS ' (40.2%) '가
 ' (31.6%) 가
 가 '가 ' SBS
 . (- 18)

(9)

가 ,
 ' , 가
 ' ,

< - 19 >

(%)

	KBS1	KBS2	MBC	SBS
		1,675 (63.0)	210 (40.0)	
	720 (100.0)	985 (37.0)	315 (60.0)	2,680 (100.0)
Total	720 (100.0)	2,660 (100.0)	525 (100.0)	2,680 (100.0)

, KBS2 SBS가

KBS가

‘ ’, 63.0%, ‘ ’, 37.0%
 ‘ ’, , SBS ‘ ’,
 .(- 19)

(10) /

‘ / ’,
 ‘ / / ’,
 가 , ‘ ’,
 ‘ ’, ‘ ’.

< - 20 > /

(%)

	KBS1	KBS2	MBC	SBS
	320 (72.7)	1,060 (76.3)	550 (40.6)	1,180 (86.1)
	60 (13.6)	330 (23.7)		190 (13.9)
	60 (13.6)		805 (59.4)	
Total	440 (100.0)	1,390 (100.0)	1,355 (100.0)	1,370 (100.0)

‘ / ’ , KBS1
 , KBS1
 1/3 .
 , KBS2 SBS가
 , MBC
 .(-20)

< -21> /

(%)

	KBS1	KBS2	MBC	SBS
	160 (36.4)	155 (11.2)	160 (11.8)	
	220 (50.0)	685 (49.3)	220 (16.2)	450 (32.8)
	60 (13.6)	550 (39.6)	975 (72.0)	920 (67.2)
Total	440 (100.0)	1,390 (100.0)	1,355 (100.0)	1,370 (100.0)

‘ / ’ 가
 , KBS1 (50.0%) (36.4%) , KBS2
 (49.3%) (39.6%) . KBS가
 1 2
 . MBC (72.0%), (16.2%), (11.8%)
 , SBS (67.2%) (32.8%) ,
 KBS .(-21)

(11)

‘ / ’ , 가
 가 ‘ / ’ , ‘ / ’ , 가

가 .

< -22>

(%)

	KBS1	KBS2	MBC	SBS
	1,644 (74.4)	1,525 (85.4)	1,000 (43.9)	530 (24.4)
		150 (8.4)	745 (32.7)	240 (11.0)
			50 (2.2)	195 (9.0)
	565 (25.6)	110 (6.2)	485 (21.3)	1,210 (55.6)
Total	2,209 (100.0)	1,785 (100.0)	2,280 (100.0)	2,175 (100.0)

가 , KBS1
 KBS2 가 74.4% 85.4%
 가 , MBC '(43.9%)
 '(32.%)가
 , SBS '(55.6%)가 가
 .(-22)

(12)

가 (,가) . / / /
 / / / . . / / / / () / /
 /

< -23>

(%)

	KBS1	KBS2	MBC	SBS
	3,645 (69.9)	4,635 (81.9)	5,755 (91.9)	6,070 (84.1)
	1,381 (26.5)	1,025 (18.1)	510 (8.1)	1,150 (15.9)
	190 (3.6)			
Total	5,216 (100.0)	5,660 (100.0)	6,265 (100.0)	7,220 (100.0)

,
.(-23)

< -24>

(%)

	KBS1	KBS2	MBC	SBS
	190 (3.6)	480 (8.5)	165 (2.6)	
	80 (1.5)	530 (9.4)	230 (3.7)	430 (6.0)
/ /			115 (1.8)	640 (8.9)
		515 (9.1)	165 (2.6)	
	1,045 (20.0)			570 (7.9)
	26 (.5)	75 (1.3)		
	3,250 (62.3)	4,000 (70.7)	5,350 (85.4)	5,340 (74.0)
	230 (4.4)		240 (3.8)	240 (3.3)
	395 (7.6)	60 (1.1)		
Total	5,216 (100.0)	5,660 (100.0)	6,265 (100.0)	7,220 (100.0)

가

10%

가

KBS1

20%

.(-24)

60%

.(-25,26)

SBS ,

(14)

, , , ,
 , . ‘ / ’, ‘ / ’,
 ‘ , , ‘ / / / / /
 , .

< -27 >

(%)

	KBS1	KBS2	MBC	SBS
/	220 (34.9)	60 (54.5)	400 (41.2)	110 (36.7)
/	170 (27.0)	50 (45.5)	420 (43.3)	120 (40.0)
	240 (38.1)		150 (15.5)	70 (23.3)
Total	630 (100.0)	110 (100.0)	970 (100.0)	300 (100.0)

.(-27)

< -28 >

(%)

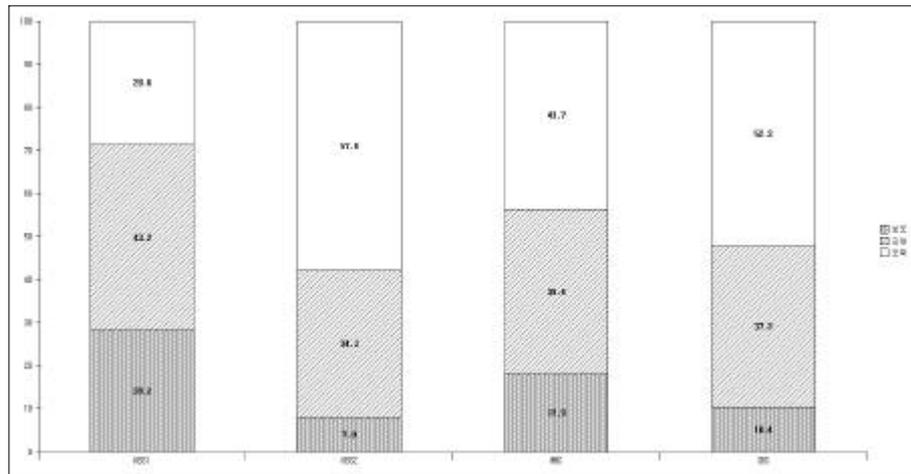
	KBS1	KBS2	MBC	SBS
	240 (38.1)		270 (27.8)	110 (36.7)
	390 (61.9)	110 (100.0)	300 (30.9)	190 (63.3)
			250 (25.8)	
			150 (15.5)	
Total	630 (100.0)	110 (100.0)	970 (100.0)	300 (100.0)

, KBS1 SBS
 , MBC
 ,
 ,
 .(-28)

2) , ,

, , 3 (function)
 .
 , 50 1 ‘
 : 100 10 ’, ‘ :
 100 30 ’, ‘ : 100 50 ’
 .
 , , 가
 . ‘ ,
 . ‘ ,
 .

가
 (50 2).
 2000 < -1>



[- 1]

KBS1 , 28.2%

43.2%

KBS2

7.9%

34.3%,

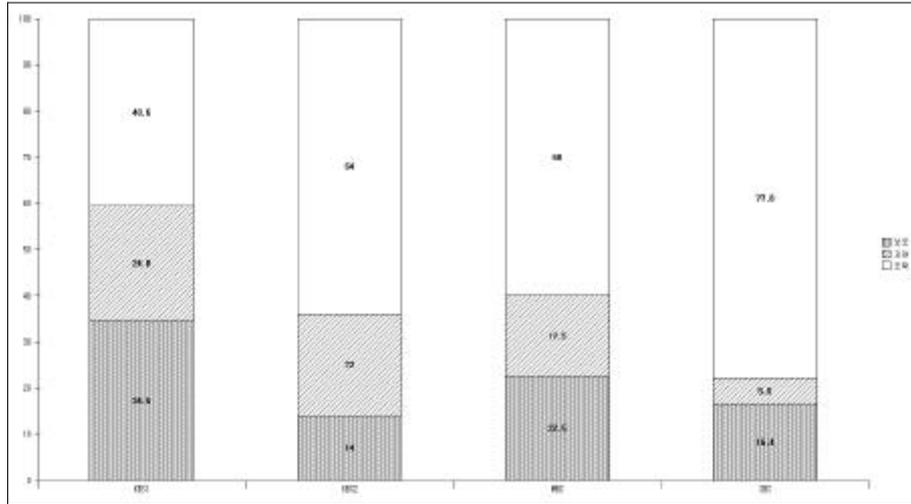
57.8%

, 1

KBS1

KBS2

MBC 17.9%, 38.4%, 43.7%
 가 . ,
 SBS 10.4%, 37.3%, 52.3%
 . SBS 가 가



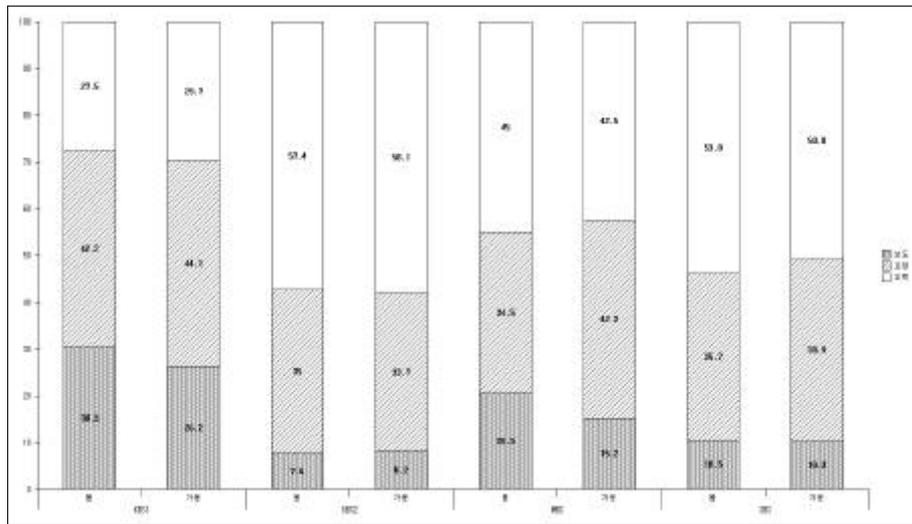
[-2]

()

.(-2)

7% 25%
 , SBS 77.8% 5.8%
 가 가

67

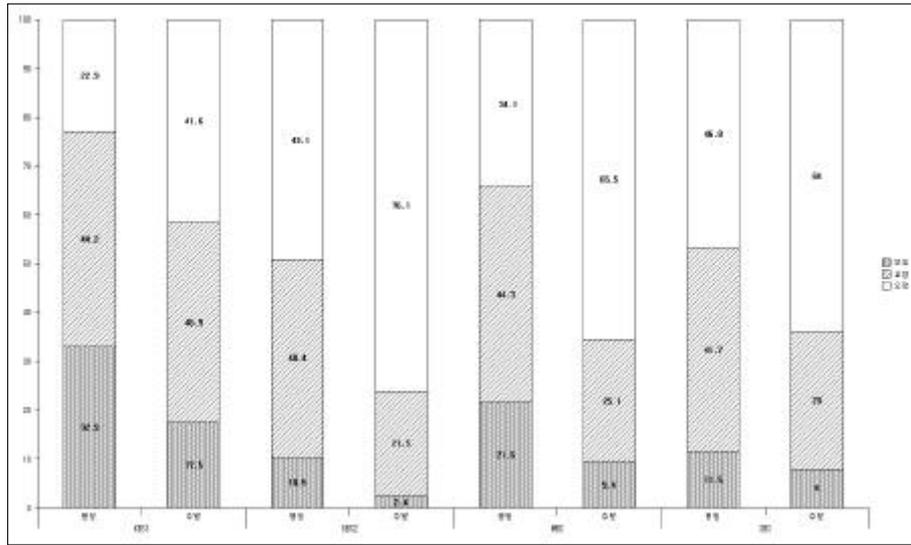


[-3] (/가)

‘ ’ ‘가 ’ , ,
 , . KBS1 KBS2 , 5%

.(-3)
 MBC SBS 가

, SBS 가 8% , MBC 3%



[-4] (/)

(-) (-) , ,
 ,(-4)

KBS1 , 22.9%
 41.6% 19% 가 , KBS2 49.1%
 76.1% 27% . MBC 30% 가 ,
 SBS 17% 가 .
 , KBS2 MBC SBS
 . KBS1
 가 , KBS2

3)

(1)

(-31).

< -29>

(%)

	KBS1	KBS2	MBC	SBS
	2,390 (34.6)	975 (14.0)	1,565 (22.5)	1,230 (16.4)
	1,575 (22.8)	700 (10.0)	585 (8.4)	495 (6.6)
/	180 (2.6)	25 (.4)		
	1,475 (21.3)	1,500 (21.5)	2,240 (32.3)	2,190 (29.2)
		875 (12.5)	560 (8.1)	1,535 (20.5)
				170 (2.3)
/				
	455 (6.6)	1,195 (17.1)	490 (7.1)	175 (2.3)
	350 (5.1)	325 (4.7)	275 (4.0)	60 (.8)
	180 (2.6)	470 (6.7)	480 (6.9)	640 (8.5)
		110 (1.6)	120 (1.7)	135 (1.8)
	200 (2.9)	470 (6.7)	630 (9.1)	525 (7.0)
	60 (.9)			
	50 (.7)	340 (4.9)		340 (4.5)
Total	6,915 (100.0)	6,985 (100.0)	6,945 (100.0)	7,495 (100.0)

, MBC

, SBS 4 7

10 12

(2)

KBS1 , (39.1%) 가

(29.5%) ,

40%

.(-30)

< -30>

(%)

	KBS1	KBS2	MBC	SBS
	4,020 (39.1)	840 (8.2)	1,800 (17.2)	670 (6.5)
	1,135 (11.0)	620 (6.0)	1,160 (11.1)	50 (.5)
/	200 (1.9)			480 (4.6)
	480 (4.7)	2,135 (20.8)	1,270 (12.2)	1,530 (14.8)
				280 (2.7)
		90 (.9)		
/		300 (2.9)		65 (.6)
	60 (.6)	240 (2.3)	100 (1.0)	60 (.6)
	60 (.6)	1,425 (13.9)	160 (1.5)	1,550 (15.0)
		60 (.6)	445 (4.3)	630 (6.1)
		150 (1.5)	260 (2.5)	330 (3.2)
	3,030 (29.5)	4,120 (40.1)	4,815 (46.1)	4,620 (44.7)
	690 (6.7)	180 (1.8)	330 (3.2)	
	180 (1.8)		110 (1.1)	
	420 (4.1)	120 (1.2)		60 (.6)
Total	10,275 (100.0)	10,280 (100.0)	10,450 (100.0)	10,325 (100.0)

(3)

35.3% (13.0%) , KBS1
 21.7%, MBC 21.9%, 17.8% . SBS 28.4%,
 가 , 18.1%, 17.5% 26%
 가 가 .
 가 10%
 .(-31)

< -31 >

(%)

	KBS1	KBS2	MBC	SBS
	380 (6.4)	125 (2.3)	565 (8.7)	145 (2.6)
	731 (12.3)	260 (4.8)	410 (6.3)	220 (4.0)
/				
	770 (13.0)	1,165 (21.7)	1,160 (17.8)	960 (17.5)
		130 (2.4)	330 (5.1)	
/	155 (2.6)	80 (1.5)	520 (8.0)	595 (10.8)
	520 (8.8)	435 (8.1)	170 (2.6)	330 (6.0)
	310 (5.2)	375 (7.0)		60 (1.1)
	160 (2.7)	630 (11.7)	120 (1.8)	100 (1.8)
	2,089 (35.3)	1,525 (28.4)	1,425 (21.9)	995 (18.1)
	440 (7.4)	230 (4.3)	465 (7.2)	1,425 (26.0)
	50 (.8)	150 (2.8)	485 (7.5)	
	220 (3.7)		460 (7.1)	110 (2.0)
		150 (2.8)	285 (4.4)	430 (7.8)
Total	5,920 (100.0)	5,375 (100.0)	6,500 (100.0)	5,485 (100.0)

(4)

KBS1 (29.6%), (23.9%), (16.2%),
 (14.6%), , KBS2 (20.1%), / (16.5%),
 (11.7%), (11.2%), (10.7%) . , KBS1 KBS2
 ,
 10%
 .(-32)

< -32 >

(%)

	KBS1	KBS2	MBC	SBS
	2,990 (29.6)	1,145 (11.2)	2,515 (24.9)	1,660 (16.6)
	2,415 (23.9)	730 (7.2)	1,690 (16.7)	1,070 (10.7)
/	180 (1.8)	25 (.2)		
	1,475 (14.6)	2,045 (20.1)	2,240 (22.1)	2,190 (21.9)
		1,085 (10.7)	560 (5.5)	1,775 (17.7)
		140 (1.4)		170 (1.7)
/		1,685 (16.5)	550 (5.4)	1,070 (10.7)
	565 (5.6)	1,195 (11.7)	700 (6.9)	175 (1.7)
	350 (3.5)	325 (3.2)	275 (2.7)	60 (.6)
	280 (2.8)	700 (6.9)	790 (7.8)	640 (6.4)
		110 (1.1)	120 (1.2)	135 (1.3)
	1,640 (16.2)	660 (6.5)	630 (6.2)	735 (7.3)
	100 (1.0)			
	110 (1.1)	340 (3.3)	50 (.5)	340 (3.4)
Total	10,105 (100.0)	10,185 (100.0)	10,120 (100.0)	10,020 (100.0)

MBC (24.9%), (22.1%), (16.7%)
 , 8% .
 SBS (21.9%) (17.7%) ,
 (16.6%), (10.7%), / (10.7%) .

(5)

, KBS1 (33.1%) (28.6%), (12.9%)
 , 11.7% . KBS2
 (20.3%) 가 , (17.4%), (14.3%),
 (13.6%) 가 , KBS1 KBS2
 .(-33)

< -33 >

(%)

	KBS1	KBS2	MBC	SBS
	1,080 (28.6)	225 (6.0)	405 (8.9)	710 (14.7)
	1,249 (33.1)	260 (6.9)	640 (14.0)	420 (8.7)
/	485 (12.9)		415 (9.1)	
		760 (20.3)	330 (7.2)	50 (1.0)
		60 (1.6)	250 (5.5)	
	440 (11.7)	375 (10.0)	815 (17.9)	750 (15.5)
/				
		510 (13.6)	390 (8.5)	480 (9.9)
		535 (14.3)	90 (2.0)	1,010 (20.9)
	120 (3.2)		475 (10.4)	715 (14.8)
	106 (2.8)	650 (17.4)	355 (7.8)	440 (9.1)
	60 (1.6)	200 (5.3)		
	230 (6.1)	110 (2.9)	400 (8.8)	190 (3.9)
		60 (1.6)		60 (1.2)
Total	3,770 (100.0)	3,745 (100.0)	4,565 (100.0)	4,825 (100.0)

MBC (17.9%) (14.0%), (10.4%)
 , SBS (20.9%), (15.5%), (14.8%), (14.7%)
 .
 .(-33)

3.

1)

가 가
 , , 가
 , , 가
 , , 가
 , , 가
 , , 가

(1)

가
 , /
 .(-34)

< -34>

(%)

	KBS1	KBS2	MBC	SBS
	460 (35.0)	260 (7.4)	180 (10.3)	
		480 (13.7)		
		90 (2.6)		
/	155 (11.8)	2,065 (58.7)	1,070 (61.0)	1,730 (100.0)
	170 (12.9)	50 (1.4)		
		240 (6.8)		
	530 (40.3)	330 (9.4)	505 (28.8)	
Total	1,315 (100.0)	3,515 (100.0)	1,755 (100.0)	1,730 (100.0)

SBS , 1,730 가
 , MBC 61.0%, 28.8%,
 가 10.3% .

KBS1
 40.3% 가 , 35.0%,
 12.9%, 11.8% . KBS2 , ,
 가 (58.7%) .
 KBS1,2
 KBS2 ‘ , , .
 , ,
 ,
 가 , KBS1
 4.4% (1,315/30,070) , KBS2 11.9% (3,515/29,585) , MBC가 5.6%
 (1,755/31,635) , SBS가 5.6%(1,730/30,655) , KBS2

5%

(2)

가 (-35),

< -35 >

(%)

	KBS 1	KBS2	MBC	SBS
	150 (33.3)			
				590 (51.8)
				115 (10.1)
			305 (83.6)	435 (38.2)
	300 (66.7)	60 (40.0)		
		90 (60.0)	60 (16.4)	
Total	450 (100.0)	150 (100.0)	365 (100.0)	1,140 (100.0)

KBS1 , (66.7%)

(33.3%) , KBS2 'TV (40.0%) 1 ,

MBC 가 (83.6%) ‘

2000'(16.4%)

SBS ,

(51.8%), (38.2%)
 ‘ @ ’
 ‘ SBS 가 ’ ‘HOT’
 . (-35)

(3)

, KBS1 MBC
 (KBS1, 81.3%; MBC, 68.1%) 가
 (KBS1, 16.6%; MBC, 30.2%)
 KBS2 SBS (KBS2, 59.7%; SBS 45.9%) 가
 (KBS2, 30.2%; SBS 21.3%) .(-36)

< -36 >

(%)

	KBS1	KBS2	MBC	SBS
/				480 (14.2)
	480 (16.6)	720 (30.2)	720 (31.9)	720 (21.3)
		240 (10.1)		
	60 (2.1)	1,425 (59.7)		1,550 (45.9)
				450 (13.3)
	2,350 (81.3)		1,540 (68.1)	180 (5.3)
Total	2,890 (100.0)	2,385 (100.0)	2,260 (100.0)	3,380 (100.0)

가 , 2-3
 , SBS

80

(4)

MBC

, MBC

.(-37)

가

< -37 >

(%)

	KBS1	KBS2	MBC	SBS
				300 (34.5)
	195 (14.9)		840 (30.8)	240 (27.6)
/	775 (59.1)		400 (14.7)	
		295 (66.3)	280 (10.3)	
			310 (11.4)	
			345 (12.7)	
	195 (14.9)	150 (33.7)	150 (5.5)	
			90 (3.3)	330 (37.9)
			50 (1.8)	
	26 (2.0)			
	120 (9.2)		260 (9.5)	
Total	1,311 (100.0)	445 (100.0)	2,725 (100.0)	870 (100.0)

, KBS1

59.1%

가

(9.2%), (2.0%) . KBS2 (14.9%), (14.9%),
 (33.7%) (66.3%)

MBC , (30.8%) 가 , (14.7%),
 (12.7%), (11.4%), (10.3%) 가 10% ,
 10%

SBS (37.9%)가 가 , (34.5%), (27.6%) .
 SBS ‘ ’ ,

(5) , ,

, , ,

KBS1 ‘ ’ ,

KBS2 ‘ ’ ,

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KBS1 ‘TV’ ,

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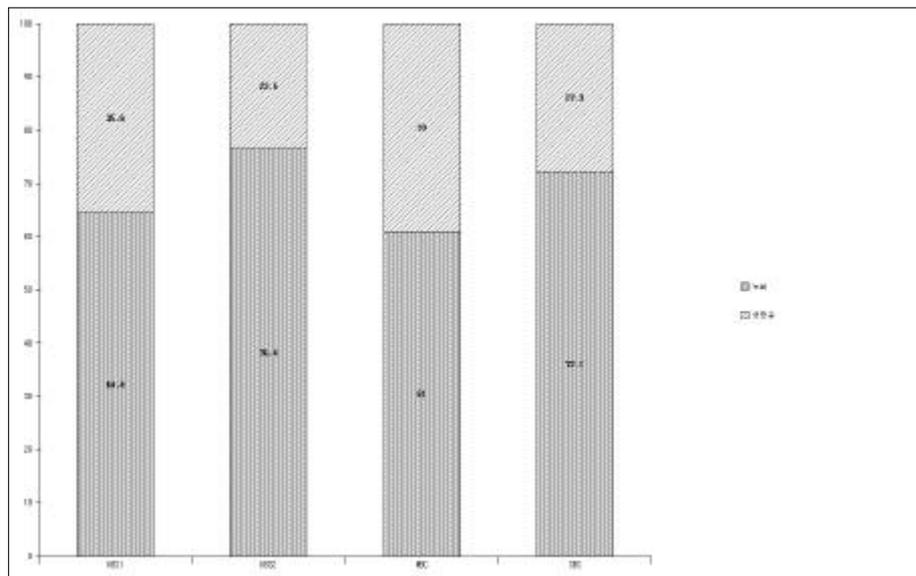
,

, MBC SBS

2)

(1)

가 . , 가
MBC(39%) , KBS1 35.6%, SBS가
27.9%, KBS2가 23.6% .(-5)



[-5]

< -38 >

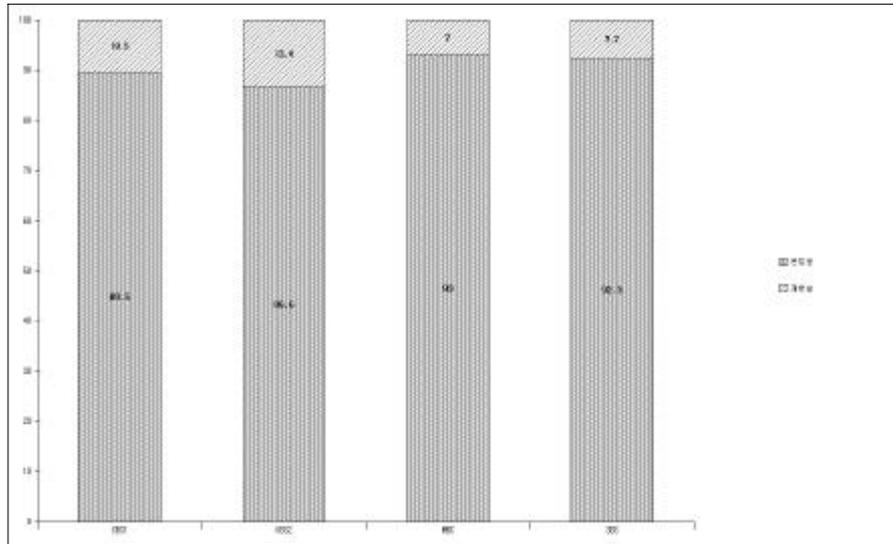
(%)

	KBS1	KBS2	MBC	SBS
	7,610 (71.1)	2,335 (33.4)	5,245 (42.6)	2,405 (28.1)
			820 (6.7)	
	775 (7.2)		400 (3.2)	480 (5.6)
	260 (2.4)	240 (3.4)	305 (2.5)	330 (3.9)
				260 (3.0)
	60 (.6)		280 (2.3)	
	1,644 (15.4)	1,675 (24.0)	1,745 (14.2)	505 (5.9)
		2,430 (34.8)	3,175 (25.8)	4,150 (48.5)
			150 (1.2)	
	350 (3.3)	310 (4.4)	205 (1.7)	430 (5.0)
Total	10,699 (100.0)	6,990 (100.0)	12,325 (100.0)	8,560 (100.0)

가 , 가
 가
 .(-38)

(2)

10% .
 , KBS2 13.4%
 가 , KBS1 10.5%, SBS 7.7%. MBC 7% .(
 -6)



[- 6]

가 , KBS1
 (45.3%) ,
 (24.5%) . KBS2(63.9%) , MBC(46.2%), SBS (61.9%)
 가 ,
 10% .(- 39)

< - 39 >

(%)

	KBS1	KBS2	MBC	SBS
	1,426 (45.3)	105 (2.7)	120 (5.4)	
	770 (24.5)	2,530 (63.9)	1,030 (46.2)	1,470 (61.9)
		130 (3.3)	60 (2.7)	
/	30 (1.0)		250 (11.2)	
	190 (6.0)	145 (3.7)	180 (8.1)	
	310 (9.9)	320 (8.1)		60 (2.5)

< -39>

		180 (4.5)	60 (2.7)	100 (4.2)
	200 (6.4)	110 (2.8)	275 (12.3)	440 (18.5)
	150 (4.8)	230 (5.8)	55 (2.5)	185 (7.8)
		150 (3.8)	120 (5.4)	
	70 (2.2)			
		60 (1.5)	80 (3.6)	120 (5.1)
Total	3,146 (100.0)	3,960 (100.0)	2,230 (100.0)	2,375 (100.0)

3) 가

(1)

58

, KBS1 81.8%,
KBS2 67.1%, MBC 71.4%, SBS 66.5% .(-40)

< -40>

(%)

	KBS1	KBS2	MBC	SBS
	24,600 (81.8)	19,860 (67.1)	22,595 (71.4)	20,390 (66.5)
	190 (.6)	2,690 (9.1)	2,100 (6.6)	350 (1.1)
	3,750 (12.5)	5,100 (17.2)	4,965 (15.7)	8,120 (26.5)
	1,530 (5.1)	1,935 (6.5)	1,975 (6.2)	1,795 (5.9)
Total	30,070 (100.0)	29,585 (100.0)	31,635 (100.0)	30,655 (100.0)

SBS가 26.5% 가 , KBS2가 17.2%,
 MBC가 15.7%, KBS1 12.5% ,
 10% . , 57 1
 , 100 80
 , 10%

(2)

가 가 ,
 가 가 . ,
 가 가 .(-41)

< -41 >

(%)

	KBS1	KBS2	MBC	SBS
	950 (62.1)	795 (41.1)	1,190 (60.3)	860 (47.9)
	40 (2.6)		280 (14.2)	
	50 (3.3)	640 (33.1)	330 (16.7)	935 (52.1)
			75 (3.8)	
			25 (1.3)	
	490 (32.0)	500 (25.8)	75 (3.8)	
Total	1,530 (100.0)	1,935 (100.0)	1,975 (100.0)	1,795 (100.0)

4. : 2000

2000
 , 가 .
 , KBS
 가 가
 , KBS ,
 . , KBS1 KBS2
 , KBS1
 , KBS2 가
 ‘ , ‘ , ‘ ,
 , KBS1 ,
 , KBS2 , ,
 , 가
 가
 , MBC SBS , .
 . , MBC .
 , SBS
 가 .

, MBC SBS가

,
... , SBS

, MBC ‘ ‘
, 가 가
가 가 .

, SBS 가

... , MBC

..

,

... , KBS1

가 , KBS2 SBS

, MBC 가

.

, (scheduling)

가 가 , .

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· (main news)

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가

, 2000

가

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가

가

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가

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가

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4

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.

TV

1. TV

TV Entertainment, Life, Information, Public 4가 . Entertainment , , , , , , Life , Information , Public , , , .

, 2001 9 6 () . Entertainment 6 (OCN, HBO, , SBS 30, SBS , SBS), Life 3 (, CJ39 , TV), Information 3 (YTN, Q ,). Public 1 () .

가 TV

1)

< - 1 > TV -

	OCN	HBO		SBS	SBS	SBS
06	40		00	00 IMG 30 SBS	30	00
07		00	00	30 40 2001	00 TGC 30 가	50 2002
08	40		00	40 K-	00	
09		30 가	00		00 50	
10				40	00 SBS	00 K 20 2002

< - 1 >

11		00	00	40 2001	00 TGC 30	
12	10			40 IMG	00 2001 LPGA	30 2001 J
13		10	00	10 20	00 30 TGC	30 NFL
14	40		00		00 2001 SPGA	
15		00	00	00 50 2001	30 GOLF	
16		40	00	50	00 가 30 PING	00 2002
17	10	20	00	50 20 2001	30	
18	00		00		30	00
19		15 &	00		20 30 2001 SPGA	00 가
20	00 가		00	50	00 30 ..	
21			00			00 K 30 2002
22	00	00	00	00	00 50	
23	50				00 7	30 2001 J
24	40 !	20	00		00 SBS 30 2001 SPGA	
01		25	00	00		30
02	30			00		30
03		00	00 가 30			
04	30					
05		00	00			

(OCN, HBO) 6)

2-3

6)

TV

2)

< -2> TV - Life

			TV
06			00 2001 30 TV
07		00 CJ39	00 2001 S/S 30
08		00	00 30
09	00 / 05 가	30	00 30 20
10	00 가 20 가 40		00 10 2001- 2002 F/W SFAA
11	00 가 /SPOT 40	00 Gem Art	10 20 50
12	00 TV		20 50 AMOS
13	00 / 05 가	00	20 F/W
14	00 가 20 가 40		00 F/W 40 F/W
15	00 가 /SPOT 40	00	10
16	00 TV		10 & 40
17	00 가 30	00	10 S/S 40 2001- 2002 F/W SFAA
18	00 / 05 가		10 20 50

< -2 >

		CJ39	TV
19	00 가 20 가 40	00 가	20 가 30
20	00 TV		00 30 2001-2002 FW
21	00 30 / 35 45 SPOT (5)	00 가 가	00 2001-2002 FW 30 2001-2002 FW
22	00 가 20 가		00 30
23	00 40 가 /SPOT	00	00 30 &
24			00 30
01		00	00 30
02			30
03		00	00 2001 S/S 30 2001 S/S
04			00 2001 S/S 30 2001 S/S
05			00 beautiful 2001 30

Life

4

2

가 가

(friends)

3)

< -3> TV - Information

	YTN	Q	
19	00 YTN 24 30 35 YTN 55	00	00 30
20	00 YTN 24 15	00 TV	00 20 30
21	00 YTN 24 15	00	00 Lets go game world 50 ! game movie
22	00 YTN 40 YTN 55	00 NGO 가	00 PKO
23	00 YTN 24 30 35	00	
24	00 YTN 24 30 35 YTN 55	00	
01	00 YTN 24 15 55	00	
02	00 YTN 24 25 30 35 YTN	00	
03	00 YTN 24 15 YTN 30 35 50 55	00	
04	00 YTN 24 15	00 30	
05	00 YTN 24 25 30	00	

Information

Q 가 , KBS 가
 가
 . - , , - , -가
 (life cycle)

, 가

4)

< -4> TV - Public

08	00 20 30 K-TV
09	20 50
10	00 e-Korea
11	
12	00
13	00 CH14 30
14	00 e-Korea
15	
16	00 e-Korea
17	
18	00 K-TV 20 50 K-TV
19	00 K-TV 50

< -4>

20	00 e-Korea
21	
22	00 e-Korea
23	
24	00 K-TV 20 50
01	00 21 20 K-TV

Public

(want)

(need)

5)

가

가

(,)

(window effect)가

가

가 가 가

2.

가

가 (

)

가

SBS 30 MBC , Entertainment OCN HBO,
 Life 가 m.net KMTV .
 Information 가 TV SDN ,
 JEI
 2001 10 11 ()

< -5> Entertainment

	OCN	HBO	SBS	MBC	m.net	KMTV
06	20	00	00 IMG 30 SBS	00 82		00 Video Flow
07		45	30 40	30	00 What is Up Yo	00 Video Heaven
08	40		40 WTA	00	00 Time To Rock	00 Club Live
09		20		00 MLB	00 Good Morning m.net	00 Show me the M/V
10			00 40		00	00 Oldies but Goodies
11	00	00 1	40		00 Happy Together	00 live
12			40 IMG	00 30	00 VJ	00
13	00	30	10 20		00 27	00 EVERYBODY
14	30			30 US	00	00
15		10	40 SBS 50		00	00 Show me the M/V
16	00 2	40	50	30 PGA	00	00 Studio 1600
17			50	00	00 What is Up Yo	00 ONTHE ROAD
18	20	30			00 가	00
19				00 82	00	00
20	50	10			00	00

< - 5 >

	OCN	HBO	SBS	MBC	m.net	KMTV
21			20	00 PGA 30 MLB	00 VJ	00
22	00	00	00		00 가	00
23		45			00	00 Club Live
24	20			30	00 가	00 Tonight Tonight
01		20	00		00	00
02	10 !		00	30 GOALS!	00 27	00 ON THE ROAD
03	00				00	00 EVERYBODY
04		00				00 Tonight Tonight
05	00	40				00 Video Flow

1)

OCN HBO , HBO 가
OCN
HBO ().

(life cycle)

가

100

2)

가 SBS 30 MBC 가
 , SBS 30
 , MBC
 . MBC
 .
 MBC
 , SBS 30 ,
 .
 SBS 30 5
 .
 MBC
 3, 4 가 SBS

3)

m.net KMTV가 . m.net 22
 , KMTV 24 .
 m.net
 . 2 .
 KMTV 6
 .
 m.net KMTV
 (power programming) .

- 6 > Life/Information

	TV	SDNTV		JEI
06	00 2001 30 TV	00		00 Challenge TOEIC 30
07	00 2001 S/S 30	00 30	00 30	00 BBC Kids E.Z 30
08	00	20 30	00 30	00 30
09	00	00 F/W 30	00 ! 20 30	00 30
10	00 30 2001-2002 F/W	00 30 1 가	00 30 50	00 30
11	10	20 F/W 50 /	00	00 BBC Kids E.Z 30
12	20 GO GO	20 50	00 30	00 30
13	00 30	20 가 TV 50 가 /	00 10 30	00 30
14	00 2001-2002 F/W 40 2001-2002 F/W	20	00 30	00 30
15	10	10 & 30	00 10 40	00 30 Sing Sing Let is Sing
16	40	00 TV 30	00 ! 20 30 50	00 BBC Kids E.Z 30 Hello Baby Hi Mom
17	10 2001 S/S	00	00 30	00 30

- 6 >

18	50	00 30 가 /	00 30	00 30
19	20	50 2001 F/W	00 30	00 30
20	30 2001-2002 FW	20 2001 가 / 50	00 Webro 20 30	00 30
21	00 FW 30 F/W	40	00 LET'S GO GAME WORLD 50 ! GAME MOVIE	00 30 BBC E.Z
22	00 TV	40	20 00 PKO	00 30
23	00	30		00 30
24	30	00 30		00 30 Challenge TOEIC
01	00	00 30 2001		00 BBC Teen E.Z 30 American Business English
02	30	00 30		
03	00 30	00 30 2001 F/W		
04	00 30	00 2001 가 / 30 2001 가 /		
05	00 Beautiful 2001 30	00		00 American Business English 30 BBC Teen E.Z

4)

TV SDN TV가 24
 20 30
 TV , 33 가 27
 81.8% SDN 40 가
 21 52.5%
 TV SDN

5)

7 11 15 , JEI
 5 2 19
 ‘ , ‘ , ‘
 , ‘
 가
 . JEI

6 'challenge TOEIC', '

JEI
가

, JEI 'challenge TOEIC', '
 ‘ , ‘ , ‘ , ‘

3.

2001 7 11 () 7 15 () .

A.C.Nielsen Korea

Average Rating Analysis

1)

< -7> 2001.7.11()

Target \ Channel				HBO	OCN
가	279	2,966	285	0	5
			9.6	0.0*(0) **	0.2(2)
15 19	65	901	10	0	0
			1.1	0.0(0)	0.0(1)
20	150	2,217	50	0	1
			2.3	0.0(0)	0.0(1)
30	190	1,907	66	0	1
			3.5	0.0(0)	0.0(1)
40	164	1,410	68	0	1
			4.8	0.0(0)	0.1(2)

1000

*TVR

(%)

**Share

(%)

HBO

0 . 27 9

가 HBO

OCN 0.2%

2%

가

HBO가

OCN

가

< -8> 2001.7.15 ()

Target \ Channel				HBO	OCN
가	275	2,966	365	0	10
			12.3	0.0*(0) **	0.3(3)
15-19	62	901	25	0	0
			2.7	0.0(0)	0.0(0)
20	150	2,217	86	0	1
			3.9	0.0(0)	0.1(2)
30	196	1,907	120	1	3
			3.5	0.0(1)	0.1(2)
40	152	1,410	104	0	1
			4.8	0.0(0)	0.1(1)

1000

*TVR

(%)

**Share

(%)

가 < -8> OCN 가 0.3%,
 3% , HBO 0 30 1% .
 OCN 30 가 0.1% 2% . 30 가
 가 30 가 가
 가
 , TV HBO OCN

가

2)

< -9> 2001.7. 11 ()

Target \ Channel				m.net	KMTV
가	279	2,966	285	1	1
			9.6	0.0*(0) **	0.0(0)
10 14	245	2,480	47	0	0
			1.9	0.0(1)	0.0(1)
15 19	65	901	10	0	1
			1.1	0.0(1)	0.0(3)
20	150	2,217	50	1	0
			3.5	0.0(2)	0.0(0)

. 1000 .
 *TVR . (%)
 **Share . (%)
 m.net KMTV

가 , 가

< -10> 2001. 7. 15()

Target \ Channel				m.net	KMTV
가	275	2,966	365	1	2
			12.3	0.0*(0) **	0.1(0)
10 14	238	2,480	81	1	1
			3.3	0.0(1)	0.0(1)
15 19	62	901	25	1	0
			2.7	0.1(2)	0.0(0)
20	150	2,217	86	1	0
			3.9	0.0(1)	0.0(0)

. 1000 .
 *TVR . (%)
 **Share . (%)

TV 107

KMTV m.net 10 20

TV
가

3)

< - 11> 2001. 7. 11 ()

Channel \ Target						EBS 1
가	279	2966	285	5	2	0
			9.6	0.2*(2) **	0.1(1)	0.0(0)
10 14	245	2480	47	3	1	0
			1.9	0.1(7)	0.0(1)	0.0(0)
15 19	65	901	10	0	1	0
			1.1	0.0(0)	0.1(6)	0.0(0)
20	150	2217	50	1	1	0
			2.3	0.0(1)	0.0(2)	0.0(0)

1000

*TVR (%)

** Share (%)

EBS 1

가 0.2%, 2%

10 14

EBS

< - 12> 2001. 7. 15 ()

Target Channel						EBS 1
가	279	2966	365	10	1	2
			12.3	03*(3)**	0.0(0)	0.1(0)
10 14	238	2480	81	7	0	0
			3.3	0.3(8)	0.0(0)	0.0(1)
15 19	62	901	25	0	0	0
			2.7	0.0(0)	0.0(0)	0.0(0)
20	150	2217	86	2	1	0
			3.9	0.1(2)	0.0(1)	0.0(0)

· 1000 ·
 *TVR (%)
 * *Share (%)

0.3%, 3% 가 .
 10 14 0.3%, 8% .
 EBS 1 0.1% .
 , EBS .
 3 ,
 EBS 1

4)

< - 13> 2001. 7.11()

Target Channel				TV	SDN
가	279	2966	285	1	0
			9.6	0.0*(0)**	0.0(0)
	935	9630	343	1	0
			3.6	0.0(0)	0.0(0)
	458	4809	214	0	0
			4.4	0.0(0)	0.0(0)
15 19	65	901	10	0	0
			1.1	0.0(0)	0.0(0)
20	150	2217	50	0	0
			2.3	0.0(0)	0.0(0)
30	190	1907	66	0	0
			3.5	0.0(0)	0.0(0)
40	164	1410	68	0	0
			4.8	0.0(0)	0.0(0)

1000

*TVR (%)

**Share (%)

< - 14> 2001. 7. 15()

Target Channel				TV	SDN
가	275	2966	365	1	1
			12.3	0.0*(0)* *	0.0(0)
	923	9630	520	1	1
			5.4	0.0(0)	0.0(0)
	452	4809	264	0	1
			5.5	0.0(0)	0.0(0)
15 19	62	901	25	0	1
			2.7	0.0(0)	0.1(3)
20	150	2217	86	0	0
			3.9	0.0(0)	0.0(0)
30	196	1907	120	0	0
			6.3	0.0(0)	0.0(0)
40	162	1410	104	0	0
			7.4	0.0(0)	0.0(0)

· 1000 ·
 *TVR (%)
 * * Share (%)

가 가 SDN
 가 10 /

(want)

TV

가

가

가

가

/

(need programming)

가

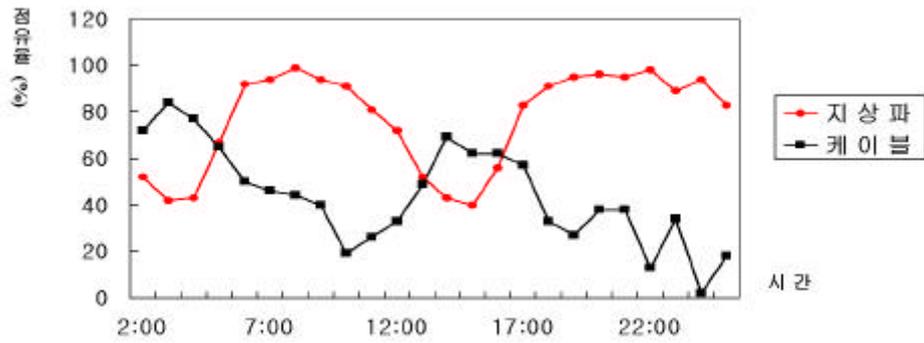
(want programming)

4.

TV

TV

TV가



[-]

TV

TV

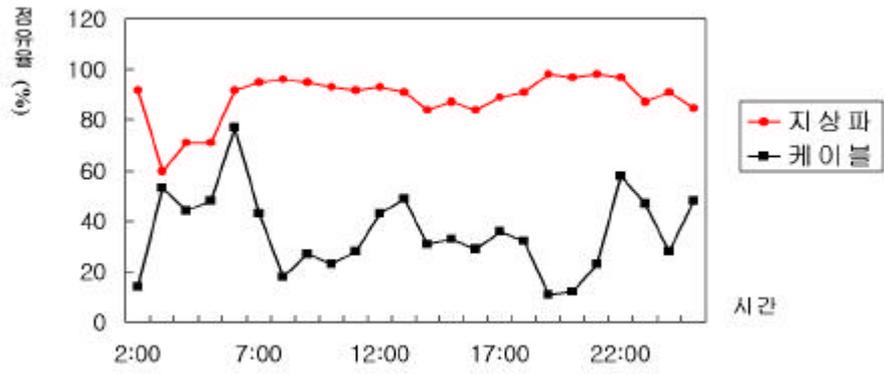
(2001. 7. 11)

7 12

가

12

가



[-2] TV TV (2001. 7. 15)

7

(zapping)

(2001),

7)

가

TV가

가

5. TV

가

TV SDN TV

TV

81.8%

, SDN TV

52.5%

‘ ’

7)

가

가

,

,

TV

가

가

가

가

가

가

가

가

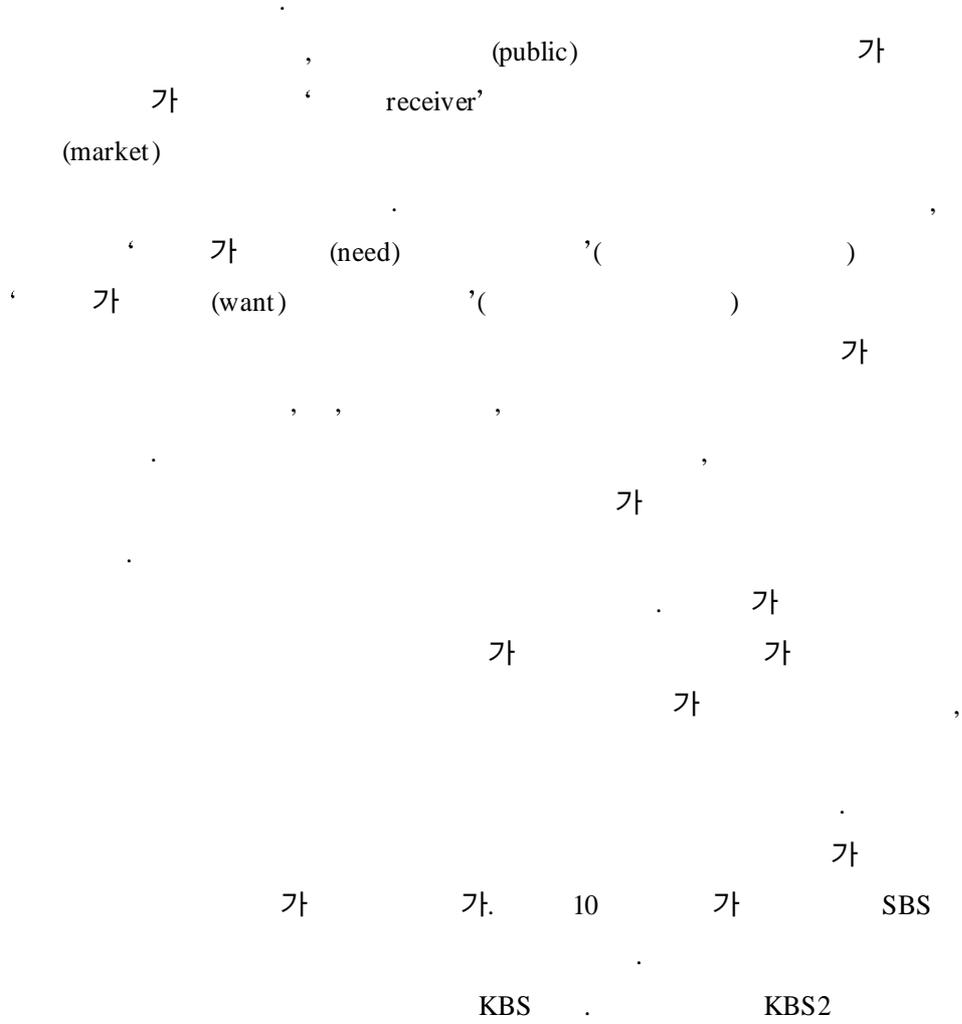
가

가.

가

•

(Hellman, 1999)



BBC1 BBC2 BBC 가
 . BBC1 ‘
 가
 , BBC2 BBC1
 . BBC1
 , BBC2 가
 . BBC2
 (Hellman, 1999).
 ‘ , ‘ (dual strategy)
 BBC KBS
 2000
 , 가
 KBS
 가
 KBS ,
 , KBS1 KBS2
 , KBS1
 , KBS2 가
 ‘ , ‘ ,
 , KBS1
 , KBS2 , ,

, 가
가

, MBC SBS , .

. , MBC .

, SBS

가

, MBC SBS가

. , SBS

, MBC

, 가 가
가 가 .

, SBS

가

. , MBC

. , KBS1

가

, KBS2 SBS

, MBC

가

·
,
가 가 (scheduling),

·
·
·
·
· (main news)
·
·

· ,
, 2000 가 가

· , , 가 가
· , 가

,
,
· 가

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 ‘ , , , ’
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