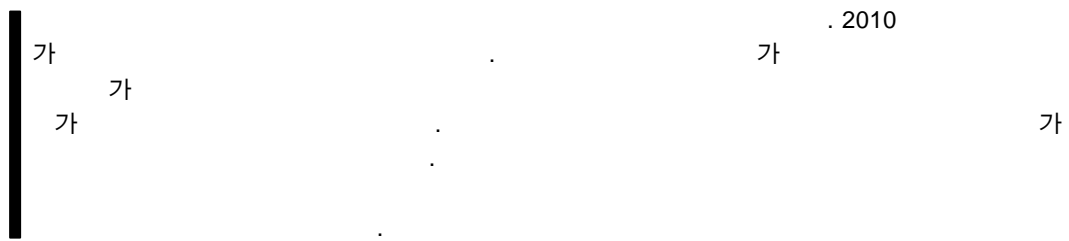


An Analysis of China Broadband Market: Oasis or Mirage?

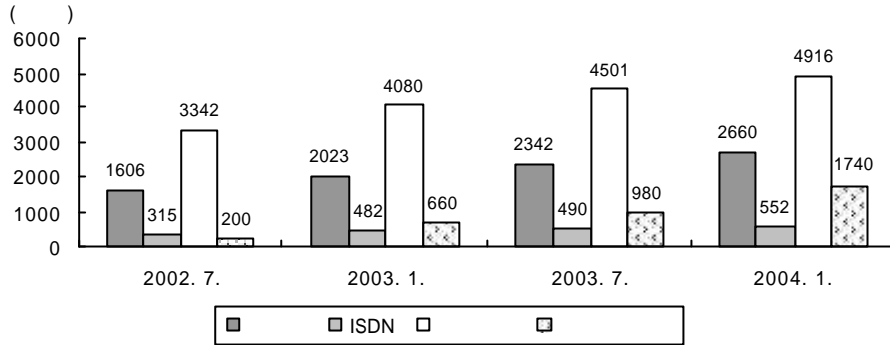
(B.S. Park) 가
 (K.S. Oh) 가
 (J.S. Chang) 가



I.

DSL 가
 . Gartner(2004.3)
 , 2003 DSL 가 820
 256% , 2008 3,320
 2003 3
 [3].
 34.5%
 2003 12 7,950 [1].
 가
 2003 12 1,740
 가 163%

. eMar- 가
 keter 가 가 2007
 5,450
 (CAGR) (20.6%), II.
 (27.5%) 가 가
 2010 1.
 1 가 가
 [2]. 2004 1 CNNIC
 7,950 , 가 2,660



< >: CNNIC, 2004. 1.

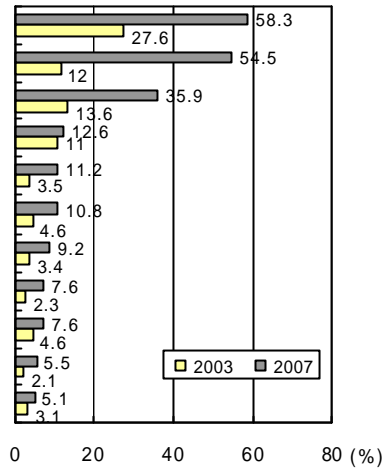
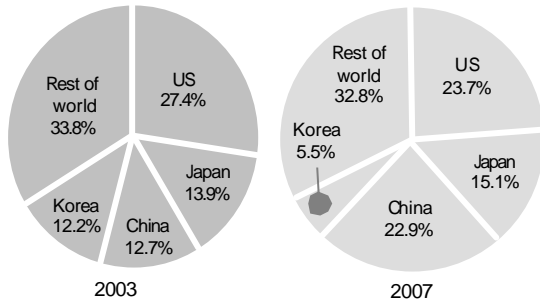
(1)

가 , 가 4,916 가 , ISDN 163.6%가 . 가
 가 552 가 , 가 1,740 ,
 가 ((1)). 3,089 ISDN
 가 595 , 가 1,945 ,
 가 549 2.

2003

. 2003 12 2004 4 eMarketer가
 가 7,950 , 가 5,450 가 2007
 31 2 , (CAGR) (20.6%),
 1,740 가 .
 가 (27.5%) 가
 가 ((2)).
 2004 1 2,660
 6 318 가
 13.6% , 2003 31.5% . 2003 ,
 . 2004 1 3 12.7%
 4,916 6 415 . 27.4%
 가 9.2% , 2003 , 2007 22.9% 23.7%
 20.5%가 . 2004 1 ISDN 2 , 2010
 552 6 1 가 가
 62 가 12.7% , 2003 ((3)).
 27.8% . 2004 1 DSL
 1,740 6 760 가
 가 77.6% 2003 . Gartner , 2003 DSL

Distribution of Broadband Households by Leading Broadband Countries, 2003 & 2007



< >: eMarketer, 2004. 4.

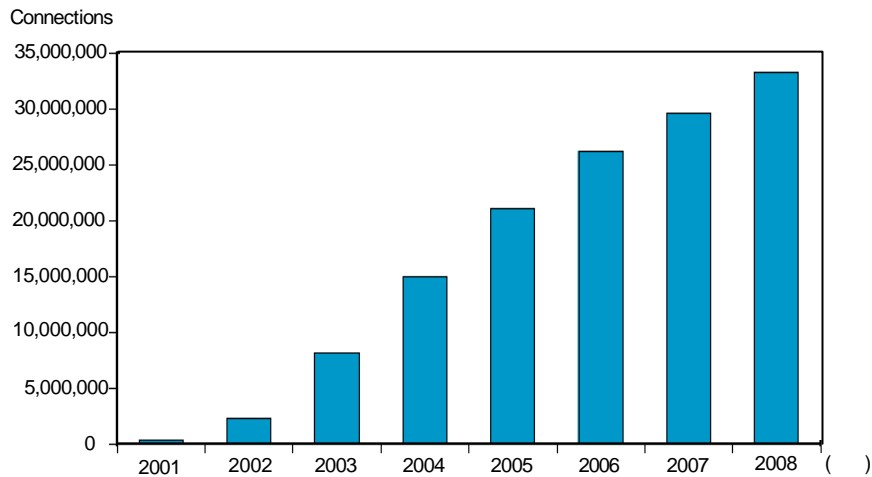
(2)

가

< >: eMarketer, 2004. 4.

(3)

가



< >: Gartner, 2004. 3.

(4) DSL

가 820 2002 256%
 , 2008 3,320 2003
 3 ((
 4)).

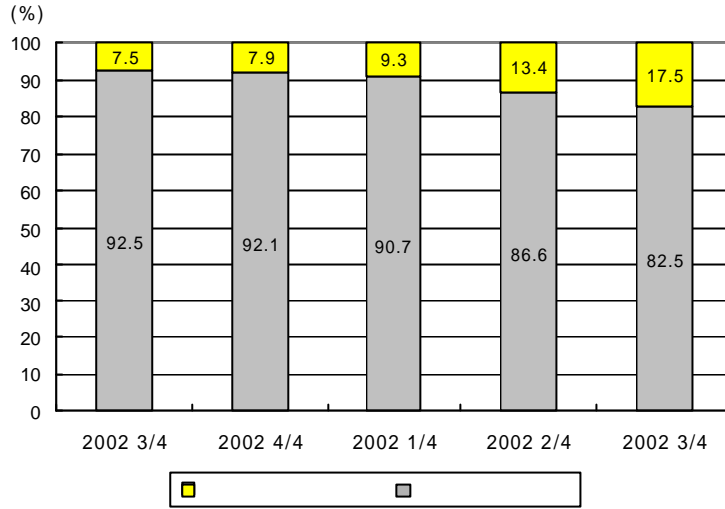
가 가
 가
 가

III.

가.

1.

2



< >: CCID, 2003. 10.

(5) 2002 2003 3/4

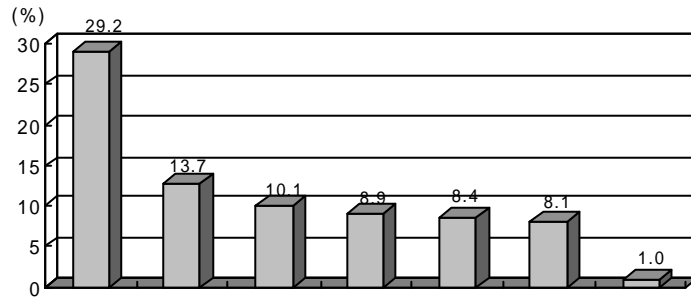
1,000 가

2003 가 SP (China Telecom), (China Unicom), (China Net-Com) (greatwall broadband network) ISP

1,000 가 , 8,000 TV 1 가 2 ((5)). 2002 2003 speedy broadband trip 2 10 1,500 가 2003 9 13.2 2002 187.6% 1,380 63.8%가 가 17.7% 가 가

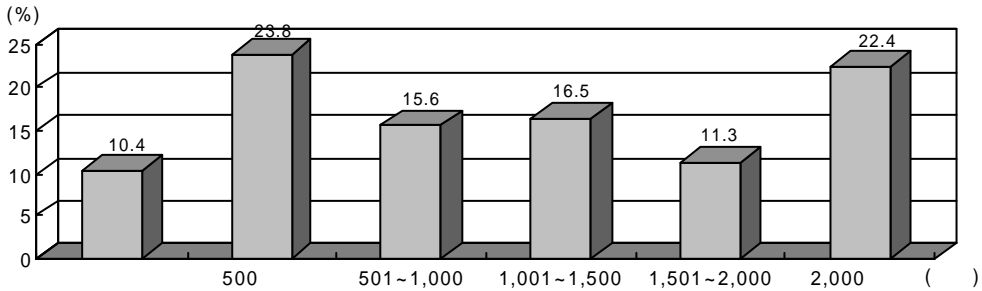
가 5% 2004 1 CNNIC
 . VOD, 500 ()
 34.2% 가 1,001~1,500
 CP 501~1,000 16.5%, 15.6%
 가 1,501~2,000
 11.3% , 2,000
 22.4%

2004 1 CNNIC
 가 29.2% 가
 2 13.7% 가
 (10.1%) ,
 (8.9%),
 (8.4%), (8.1%)
 1% ((7)).



< >: CNNIC, 2004. 1.

(7) 2003



< >: CNNIC, 2004. 1.

(8)

가 ,

TV

가

“ ”

2000 9

20 “ ”

가

가

25%

3 14

35%

2006 1 1

49%

가

가

2000 10 11

가

15 5

10 5

“ ”

“3 1” “3

가

1999

82

가

2000

9 21 “ ”

가

가

가

4 “ ”

가

가

ICP

WTO 가

“ ”

“ ”

ICP

, 2003 1 1

, 2005 1 1

, 2001 1 1

, 2002 1 1)

50%

가

[4].

MAN

(Metro Area Network)

Lycos Asia가 2000 8

가

ICP가

