

<Content + Future> ( ) 가 .

# Content+Future

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Tel. 02-3471-4172

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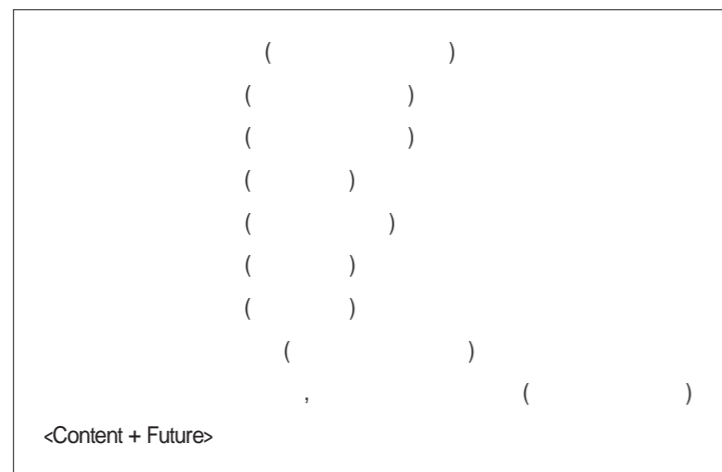
발행일 2012년 3월 30일

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인쇄처 서울프로아트(02-2268-2558)

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미디어미래연구소 Tel.02-3471-4172



<Content + Future> ( ) ( ) 가 .



# CONTENT

2012.03 | NO.9

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# ISSUE ANALYSIS

ISSUE 1

N-

ISSUE 2

가

ISSUE 3

ISSUE  
ANALYSIS

# 지상파 방송사의 N-스크린 콘텐츠 서비스 동향

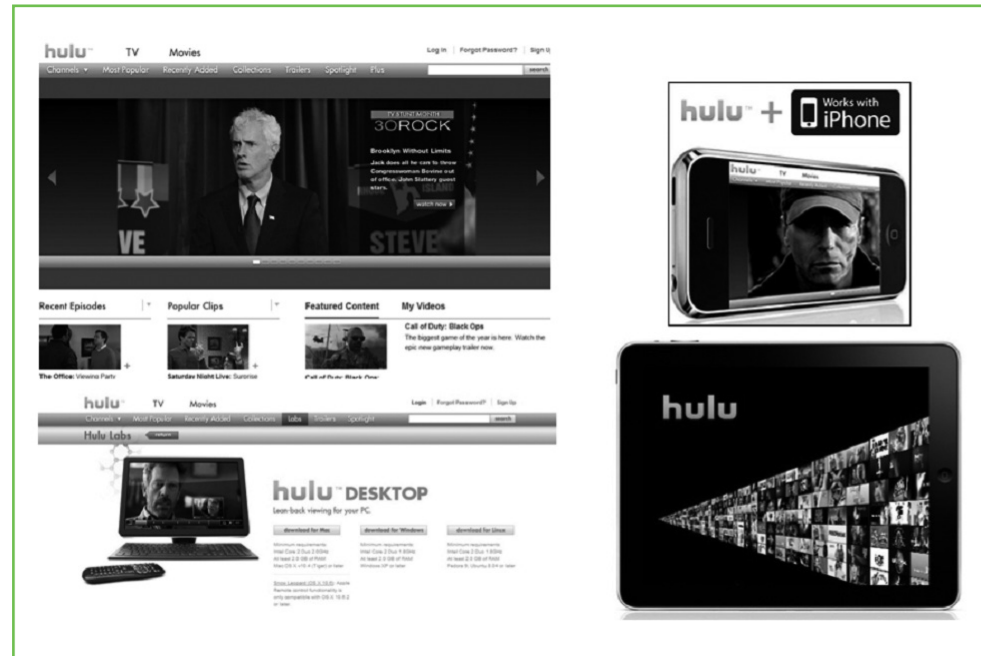
KBS

1.

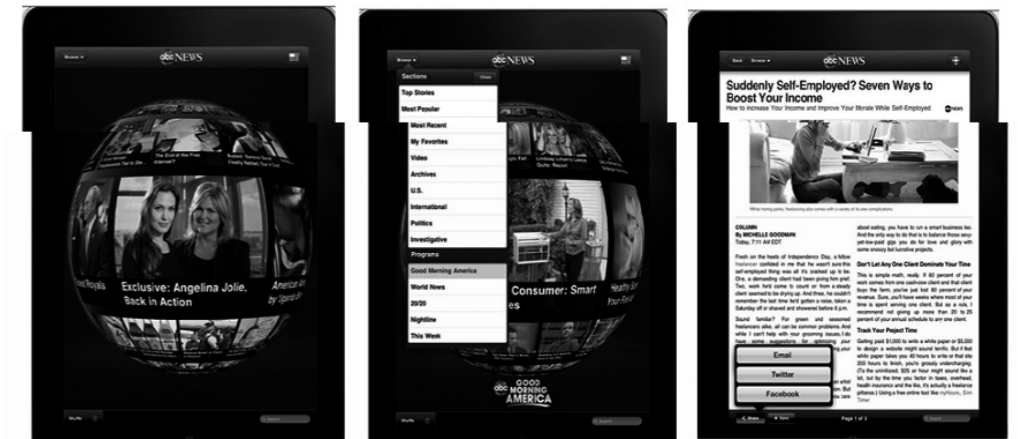
‘N-’ ,  
‘N-’  
가  
N- < 1> TV, /  
N-  
가 ,

N- , , ,  
 ,  
가  
N- 가

[ 3] 'Hulu'



[ 4] 'abc NEWS app'



BBC가

BBC World

'iPlayer'

'Hulu'

'iPlayer'

가

. NBC, News

Corp.

'Hulu'

'Hulu Plus'

\$7.99 NBC, ABC,

Fox

. 'Hulu'

TV

TV

Facebook, Myspace

, 'NewYork Times Reader', 'abc NEWS app', 'BBC NEWS app' Apple iPad

3.

N-

KBS

< 5>

N-

(TV, , )

, VOD,

, TV

OHTV(Open Hybrid TV)

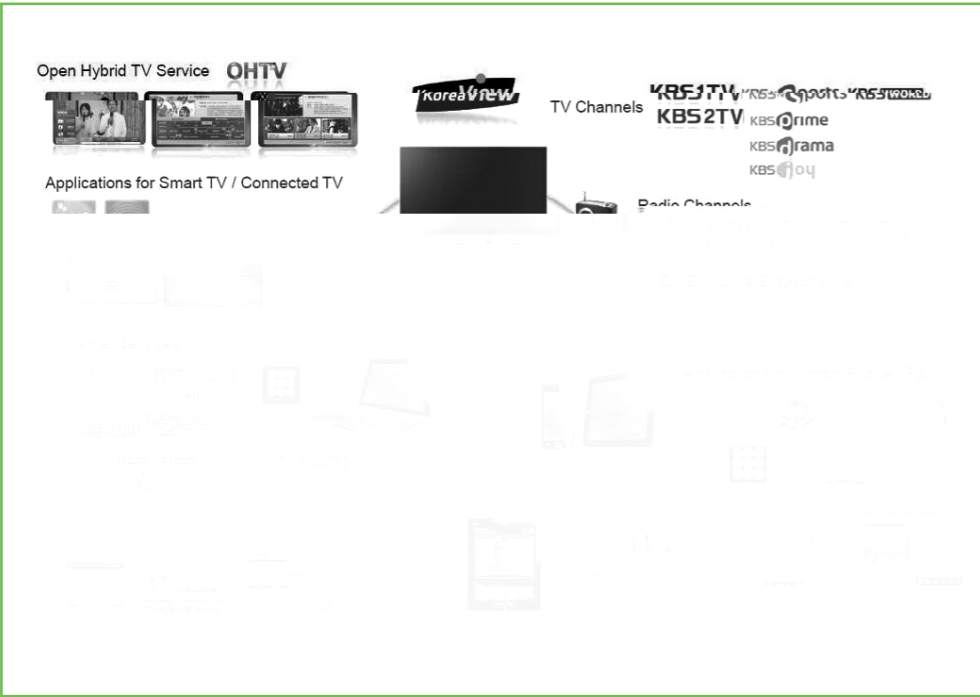
KoreaView

, 2011 9 3

'K' TV 3 (KBS1, KBS2, 24 ), 7 ( FM, FM, 1 ,

FM, 3 , , KBS World) PC, ,

[ 5] KBS N-



: KBS (sparko@kbs.co.kr)

가  
2012 1 'K'  
N-  
2010 가 가  
VOD  
가 . < 6>  
가  
N-  
3 N-

[ 6] N-



< 1> 3 N-

		KBS	MBS	SBS
	PC	k.kbs.co.kr	www.pooq.co.kr	www.sbs.co.kr
		k.kbs.co.kr smart.kbs.co.kr	m.imbc.com	
		K	pooq	Gorealra
VoD			m.imbc.com	m.sbs.co.kr
	VoD	KBS VoD ( )		(iPhone )
	PC : 1Mbps : 500Kbps	PC : 2Mbps : 1.2 ~ 1.6 Mbps		

/ iPhone, iPad



2)

N- . 가  
가 가 , 가 가 ,

API(Application Programming Interface)

가

3)

N- . 가 ,

가 ,

P2P

,  
P2P < 8>

가

P2P

가

< 9>

(가

)

가

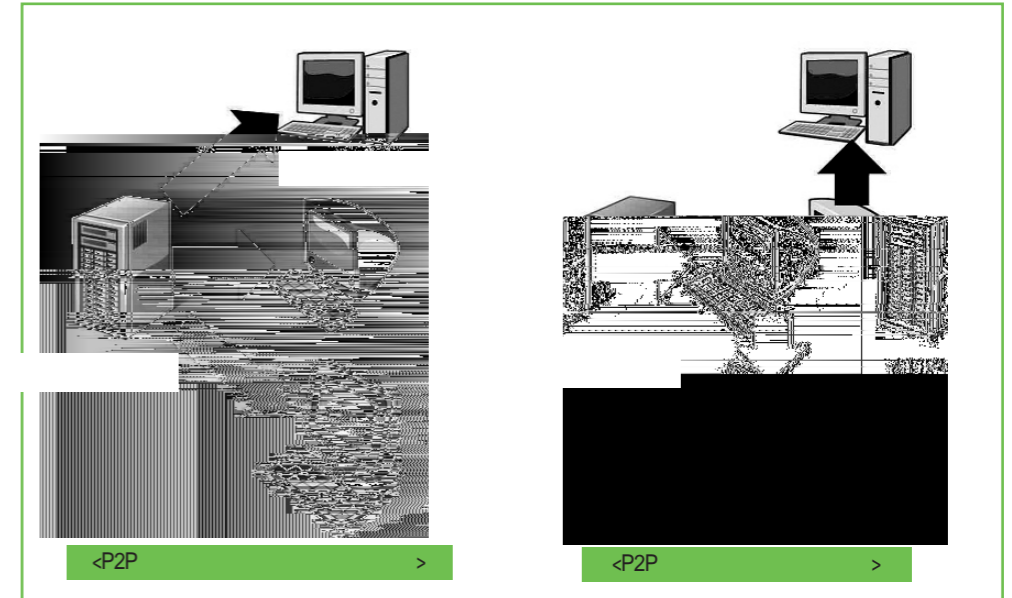
가

,

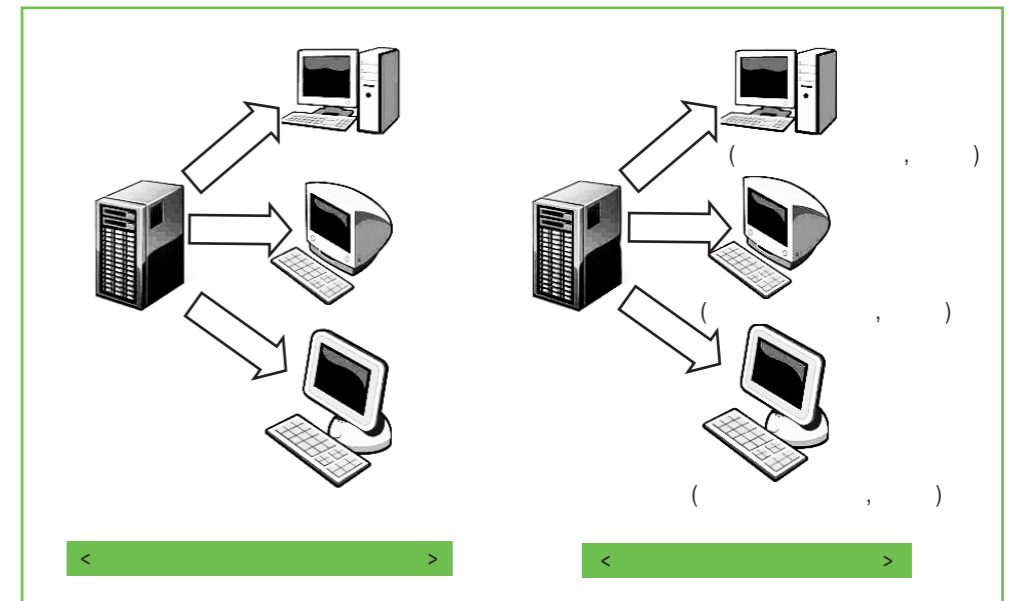
가

가

[ 8] P2P

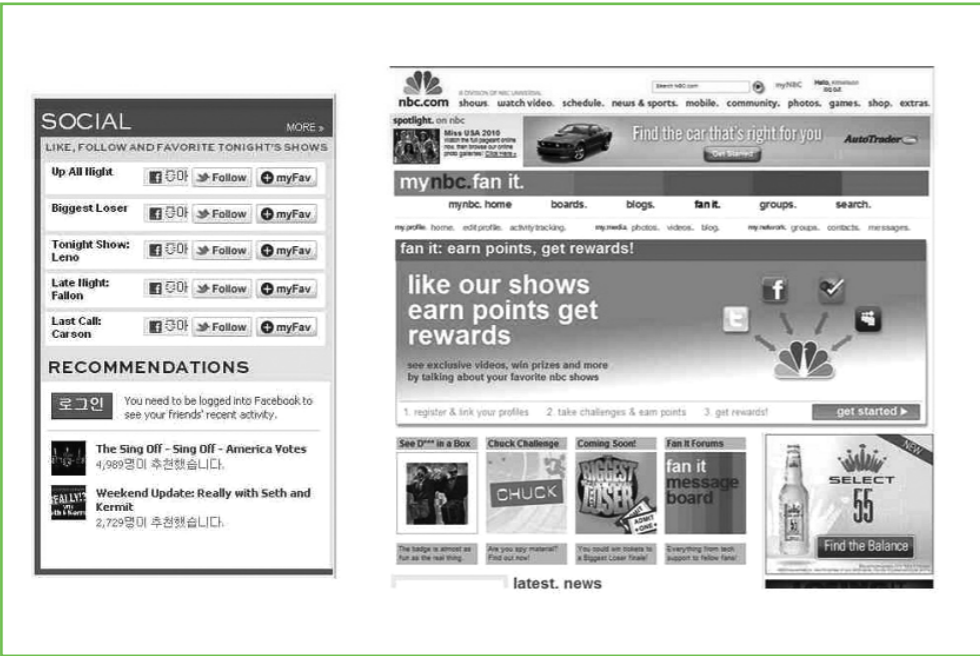


[ 9]





[ 11] SNS



< 2> N-

[ / /LG]	<ul style="list-style-type: none"><li></li><li></li></ul>	<ul style="list-style-type: none"><li></li></ul>	<ul style="list-style-type: none"><li>[ , LG] DLNA [ ]</li></ul>
[Netflix/Mediamall]	<ul style="list-style-type: none"><li></li></ul>	<ul style="list-style-type: none"><li>가</li></ul>	<ul style="list-style-type: none"><li>가</li></ul>
[kt/SK t /LGu+]	<ul style="list-style-type: none"><li>Lock - in</li><li></li></ul>	<ul style="list-style-type: none"><li>seamless uX</li></ul>	<ul style="list-style-type: none"><li>N - Screen</li><li></li></ul>
[Google / ]	<ul style="list-style-type: none"><li>가</li><li></li></ul>	<ul style="list-style-type: none"><li>PC tV</li></ul>	<ul style="list-style-type: none"><li></li><li></li></ul>
Chip [ / ]	<ul style="list-style-type: none"><li>Chip</li></ul>	<ul style="list-style-type: none"><li>CPu</li><li>N - Screen</li></ul>	<ul style="list-style-type: none"><li>(가 )</li><li></li></ul>

N- 가

( , 2009/2010). < 10>

, N- ,

N- 1) 'N-

, 2) ' , ' ,

, 3) 'iCloud'

2) SNS

4, SNS

가 5. N- SNS

, SNS TV . TV SNS

TV TV TV TV

4 [http://www.computerworld.com/s/article/9218177/Google\\_vs.\\_facebook\\_by\\_the\\_numbers](http://www.computerworld.com/s/article/9218177/Google_vs._facebook_by_the_numbers)

5 <http://www.slideshare.net/clickstone/social-recommendation>

NBC < 11>  
SNS  
SNS  
가  
. SNS  
SNS

가 . N- , N-  
가

象機 卜 -

# 유료방송사업자의 스마트미디어서비스 제공에 대한 평가와 전망

Kt

## 1. TV

TV 가  
가  
JP (2012) , TV  
2011~2015 5 25%  
(CAGR) , 2013  
34% .  
2010 가 TV  
“OS  
VOD, ,  
(UI/UX) TV” . , TV  
TV(Connected TV) . 2011 4  
< TV > “

VOD, , ,  
가 TV” , “ ,  
” . TV  
가 , 2011 TV TV , 가  
TV “ , ,  
” .  
TV CES2012 TV  
( , , ), ( ,  
, N ( ), ( , ) .  
가 HD 가  
, 가 , AP  
가 , AM-OLED LED IC  
TV ,  
, ‘ (Smart Hub)’  
, ‘Signature Service(가 )’, ‘Family Story( ,  
, ‘Fitness( )’, ‘Kids’ , SBS  
가 .  
, TV 가 (Value  
proposition) ? JP (2012) 가 ,  
TV 가 ,  
TV 가  
가 가 N 가 , TV  
가 ,  
TV 가 가 가 가 .

가 TV

.

,

,TV (Application; )

가 , 가

가 .

2. 가

, LG , TV OTT ,

,TV ( )

(LTE ) TV

가 가 .

'(TV Everywhere)'

. TV 가가

VOD 가

,DVR , ,

, DVR 가

.' , , TV', , OTT 가

가 .

1) 가 (Lockin) '(TV Everywhere)'

2009 ' (TV Everywhere)'

. , “ 가 ”

TV PC 가

. TV 가, 가 TV (

[illegible]



4G LTE 가 가 .  
 , ‘ , OTT  
 가 OTT  
 TV OTT  
 TV OTT  
 가  
 가 PC  
 OTT  
 2) TV (Social Discovery), ‘  
 TV(SocialTV)’  
 (2010 ) , 86%가 TV  
 SNS , ( STB )  
 TV 42%가 TV , SNS ,  
 . 2011 TV  
 64%가 , 42%, 33%가 SNS( , )  
 TV  
 PC TV  
 가 TV  
 TV  
 (Cofluence)’ (Social discovery)  
 , 가 (知人) 가  
 , TV

2011 , 4 1  
 .  
 TV  
 가 TV SNS  
 . TV SNS  
 TV (FIOS TV)  
 (tweet) , (MS) x (xBox)  
 (follower) , (Fox)  
 (Tunerfish) TV  
 , ( )  
 가 TV SNS  
 TV (Single  
 Device Single Tasking)  
 TV 가 TV  
 TV(DirecTV) 2011 9 , (Check-in) TV  
 (Miso) (GetGlue) TV  
 (Chatting) (Miso) TV  
 TV  
 TV , 4S  
 TV 가  
 TV (GetGlue)  
 , 가  
 가 TV SNS  
 TV

. TV  
 SNS  
 (知人)  
 TV , ‘  
 (Social Discovery)’ . , (Microsoft)가 IPTV  
 (Middleware) “ (Mediacenter)”  
 ‘ TV(Watch Friend TV)’ . TV  
 , TV  
 . ,  
 TV .  
 가  
 (Program guide) , ‘ (Social  
 One)’ TV SNS 가  
 ( , 2011.10). TV 가 .  
 “ ” . 가  
 (Melting point) 가 ,  
 TV .  
 TV 가 SNS  
 가 , 가 (Facebook)  
 S/ a 倨 倨 識 英 / 俞 琪





Worldwide, 2010,” 15 November

Gartner (2010), “Google TV’s Platform: Good Technology Butts Heads With Business Model Issues,” 29 December

Gartner (2011), “New Television Meets Context-Aware Computing,” 22 June

J.P. Morgan (2012), Smart TV, Asia Pacific Equity Research, 21 February

IDATE (2010), Next Gen TV Watch Service

IDATE (2010), TV 2010, Markets & Trends

IDATE (2011), Future TV: 2020, Taking it to the Web

(2011), “ , ” <LG Business Insight>, 6 29

(2011), “OTT , Xbox 360 , ” , < > 23 22 , 521 , 2011. 12.1

(2012), “ , ” , <Premium Report> 2012.1.31

(2010), “IPTV : , ” KBS, < >, 22 , 1 , 173~203

(2010), “ : , ” , < >, 27 , 2 , 6

, (2010), “ TV : , ” , < > 27 12 , 12 , 35~43

(2011), “ TV , ” , <TTA Journal> No.135, 5/6 , 56~62

(2011), “ TV 가 , ” , <Digital Medians> 10 , Vol. 25

(2011), “ TV , ” < > Vol. 28, No. 12, 12

(2012), “ TV , ” 가 , < 가>, 2 , 24~27

(2011), “iCloud , ” LG , <LG Business Insight> 8 3

(2012), “ iTV, TV 2 , ” LG , <LG Business Insight> 1 4

(2011), “ TV Everywhere , ” , < >, 9

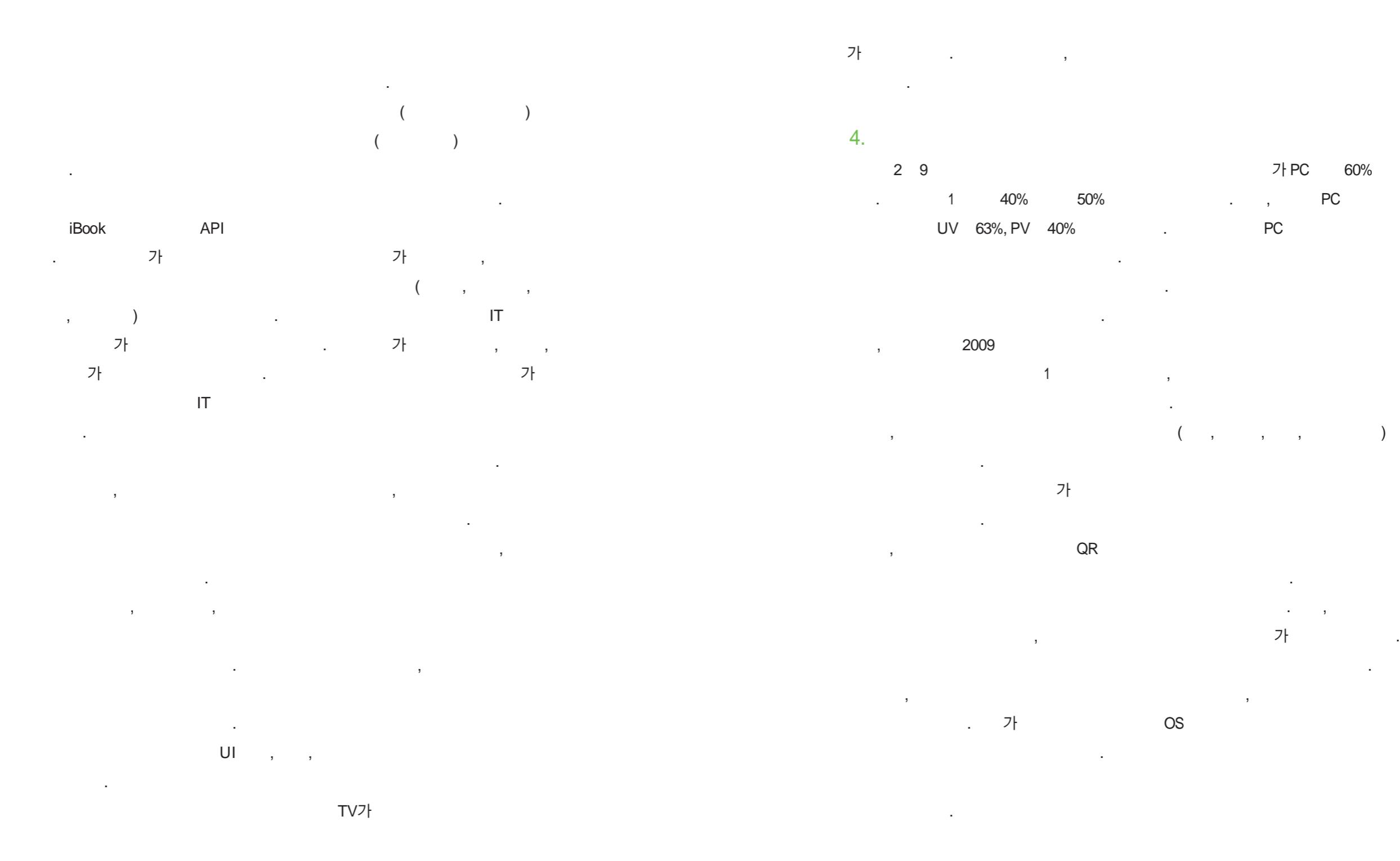
(2012), , , 24 1 523 , 1 16

(2011), VOD , , <Premium Report> 5 31

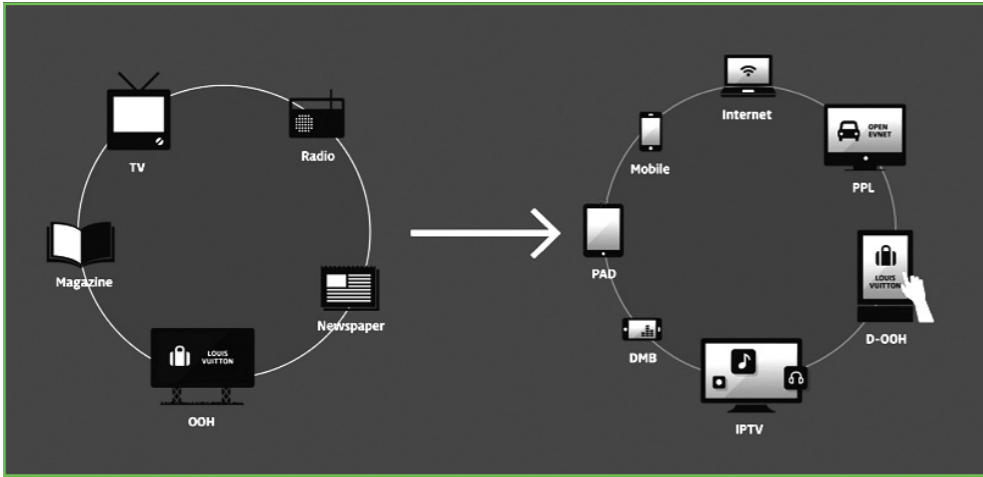
## 포털의 스마트미디어 콘텐츠 전략

1.

가 . PC  
PC . 가



[ 1]



[ 1]

	Service	Contents
PC	Search, Community, Communication, Commerce	blog, news, mini hompy
Smart Phone	SNS, LBS, Search, Communication	music, news, weather, cartoon
tablet	e -Book, Learning, youtube, hulu(netflix)	cartoon, book, magazine, video
Smart tV	VoD, uCC video, Social tV, Game	on - air, video,

HTML5 가

OS , HTML5

5.

, TV ,

가 . PC

, TV ,

가 . PC 가 , PC, TV가 .

, 4 가

, < 1> .

6.

가 PC

TV , ( )

, N ,

TV

PC 가 TV

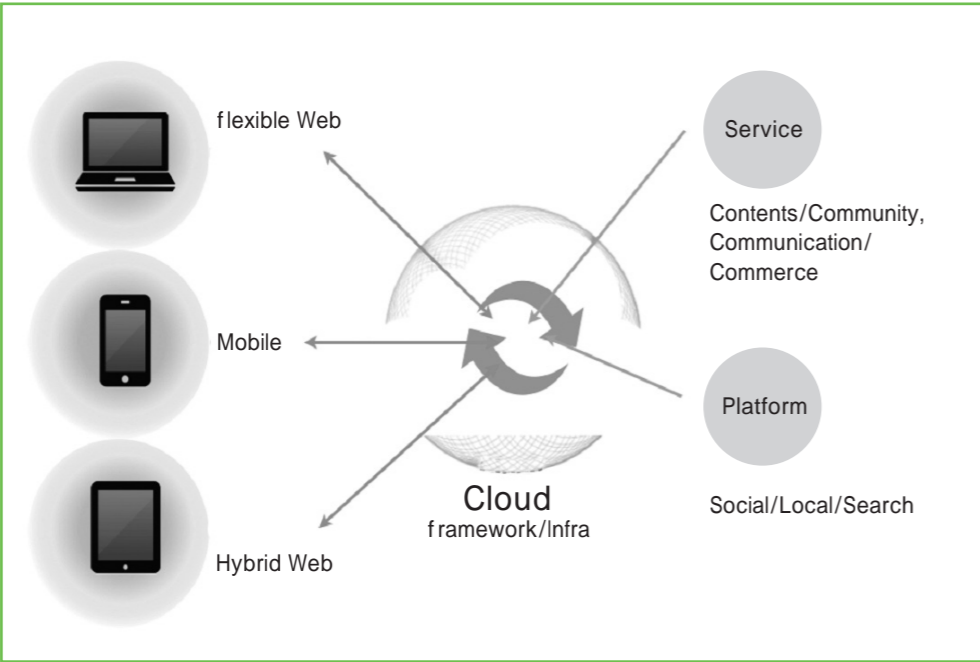
4 - Screen

PC

가 가 ,

TV , 2~3

[ 2]                      SoLoSe



70                      30                      100  
500  
PC                      200  
100                      PC                      Post PC                      TV                      12  
PC                      가                      10                      40                      TV

HTML5                      . 4  
UI                      ,                      N  
가                      .  
SoLoSe                      ,                      ,  
Social                      , Local                      , Search  
PC                      ,  
iBook                      ,  
PC  
TV                      OS                      TV                      (                      TV)  
OS                      TV  
TV OS                      가                      , PC                      OS  
TV                      PC                      TV                      TV  
TV                      (                      )가                      ,                      가                      TV  
TV                      ,                      TV  
TV                      TV  
TV                      .TV                      가                      가                      TV                      가

TV

TV 가

7.

1990

1

가

1

2

가

가 PC

.3

4

SNS

SNS 가

5

가

TV 100 가

UCC (TV , )

가

# TREND ANALYSIS

USA

JAPAN

FRANCE

CANADA

2012

N-

( )

1.

(Google)

(Facebook)

가

(Amazon)

1994 가

9

가

JP (JP Morgan) 가

가 , 2011

(The Wall Street Journal) D9 (Eric Schmidt)

가

(Credit Suisse) 가 ,

5 10%

?

가 ,

가

2.

(Amazon Prime)

79

가

700

(Lock - in)

가

1 5,000

가

, 2011 480

37%

[ 1]



가

가

,

,

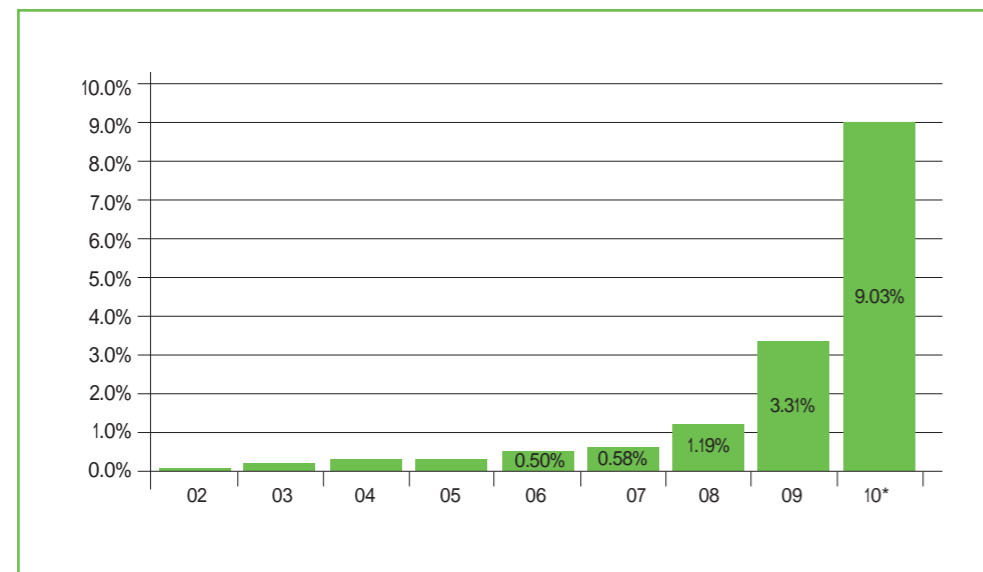
.

(Forrester Research) < 1>

2011

# 3 峇.象 琪 庇 斗.象 리Δ曼 3 耆 孿 奇) ' 鎔 奇) 豈5

[ 3]



## 58 CoNteNt + future

(iTunes)가 70% 가  
가 , MP3 2008 1 4.0%  
2010 1 11.6%  
2  
MP3  
DVD  
2010 48% 2015  
68% , CD 가 MP3  
DVD  
가 , 가  
IPTV TV, PC  
DVD  
2011 2 ,  
TV  
(Instant video service) 가  
, 1  
ABC, NBC, CBS, Fox  
, (Disney), (Warner  
, 6  
5  
가 가  
3.99 가 TV  
2011 4  
2  
TV

가 300%

가

4.

가 2011 (Kindle Fire) 가 PC

가 PC

2011 4 500 가 2012 2,000

가 1 2012

가 가 가

가

JP 2012 가

가 2012 50 2013 80 가

2012 10 , 2013 26 (Barclays

Capital)

2014 41 ,

9 1,000 , 24 ,

4 4,000 가

RBC (RBC Capital)

가 20 , 12 68 가

17

가

5

,3 130 가

HP RIM

가 PC

, 가

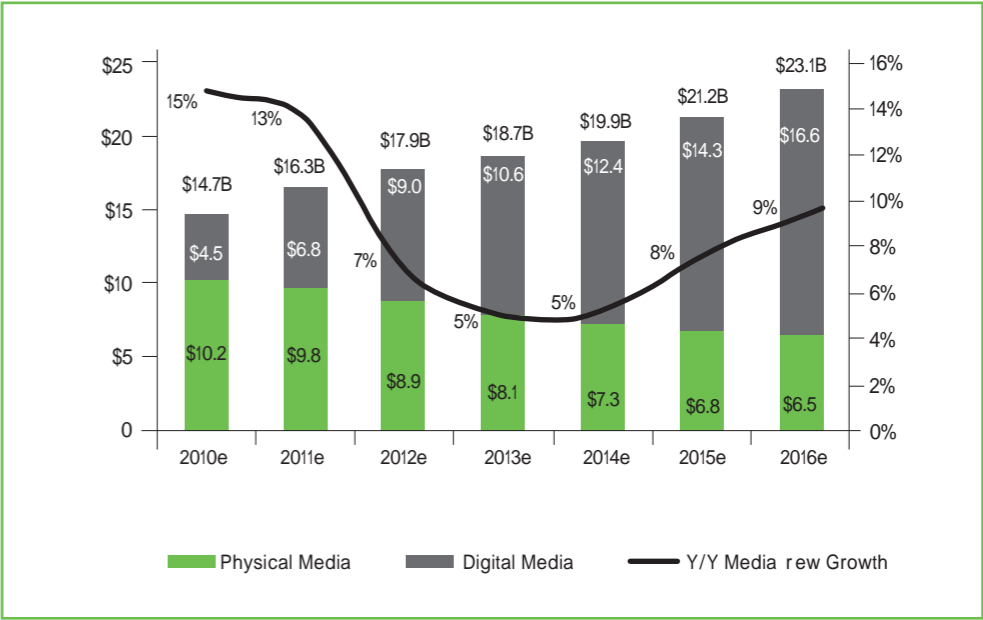
가가

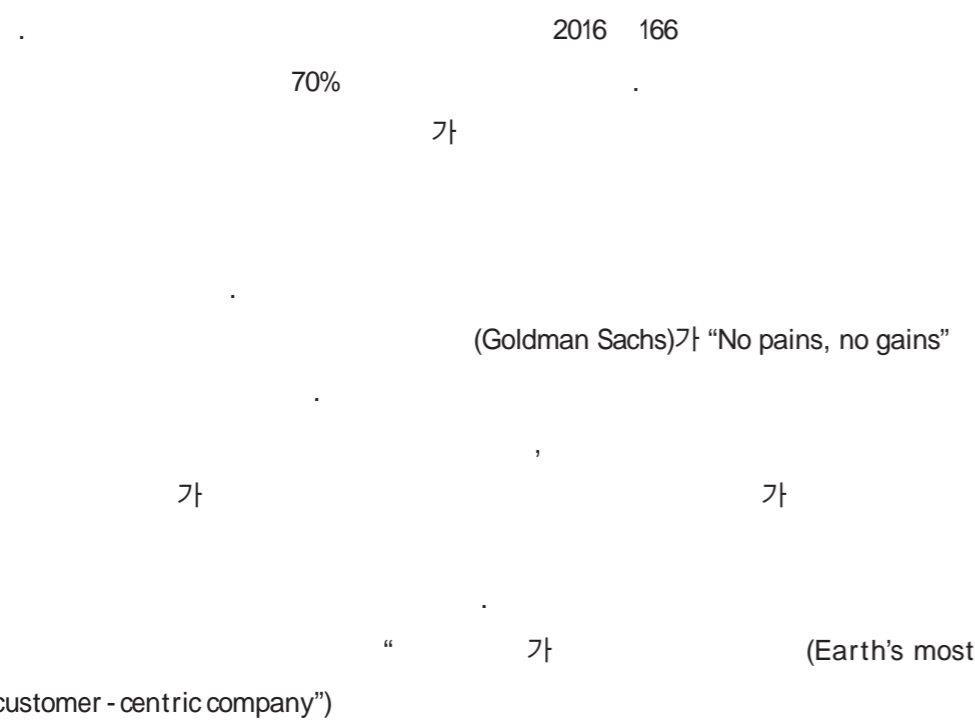
5.

(Evercore group) 2007 92 7 , 2009

128 28

[ 4]





Nomura Equity Research (2011.11.10) Flick, Clicks and a Ton of Bricks.

RBC Capital Markets (2011.6.16) The New E-Commerce Era: Mobile, Digital, Social.

RBC Capital Markets (2011.6.16) Amazon.com, Strongest Company in Global e-commerce.

RBC Capital Markets (2012.1.18) Kindle Fire May Be More Profitable Than Expected.

RBC Capital Markets (2012.2.23) CommTech: The Next 10 years, Monetizing Our Tech Predictions.

Wells Fargo Securities (2012.1.30) 2012 Internet Themes and Company Outlooks.

Bank of America Merrill Lynch (2012.1.26) Kindle good, but more margin pressure.

Barclay Capitals (2012.2.23) Revisiting Kindle Estimates.

Credit Suisse (2010.12.6) An Amazon Prime(r).

Evercore Partners (2011.1.7) Amazon.com Inc. Accelerating Earnings Growth Expected.

Goldman Sachs (2011.12.13) Amazon.com, No pain, no gain.

J.P. Morgan (2011.7.13) Internet Sector Initiation.

J.P. Morgan (2012.1.6) US Internet: 2012 Amazon and Priceline Our Best Ideas.

TREND ANALYSIS

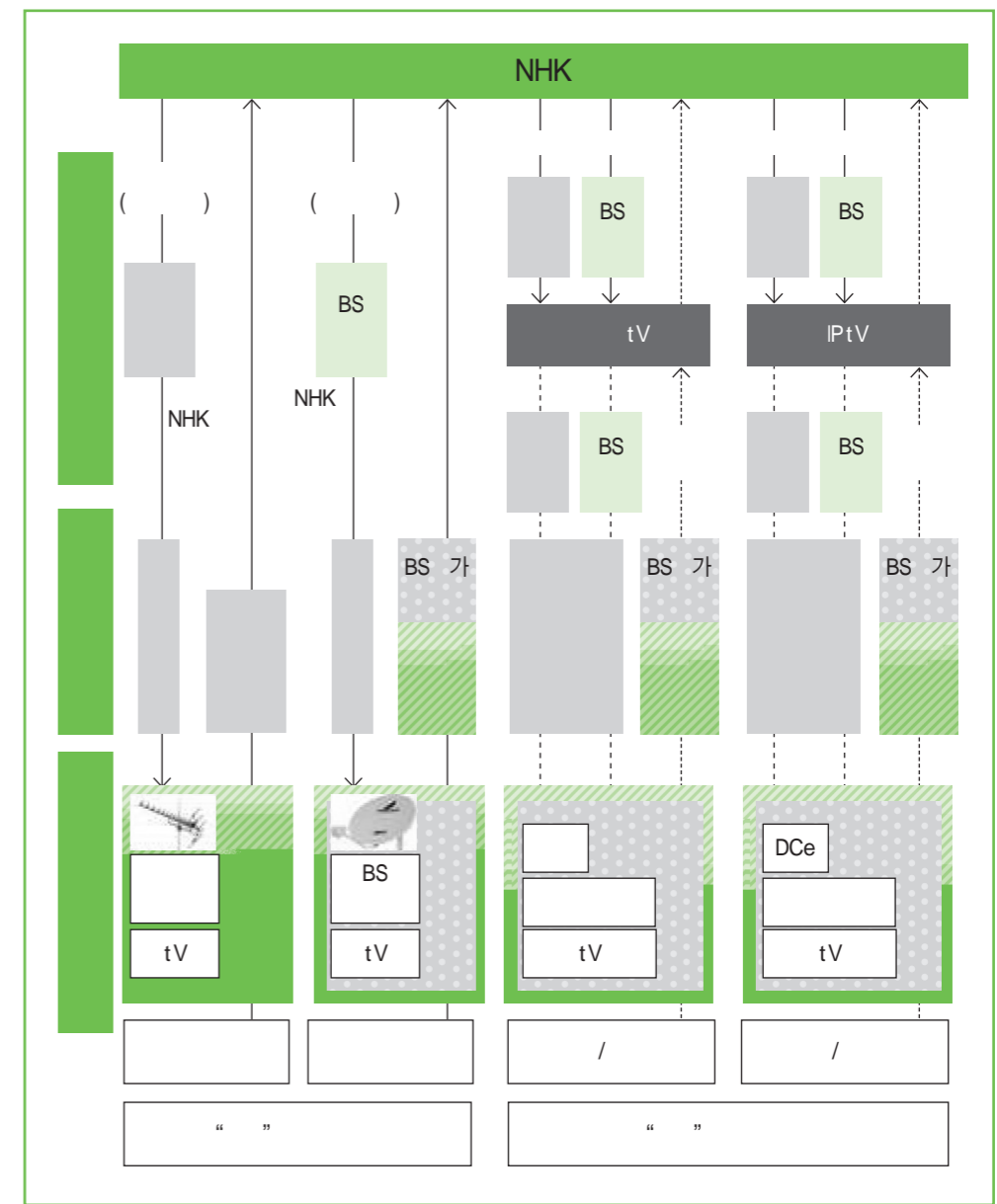
# 일본의 스마트 미디어 서비스 평가: NOD와 BeeTV의 비교를 중심으로

JAPAN

JAPAN

1. ‘ ’ 가  
( ) 가?  
가  
NHK NHK  
(NHKオンデマンド, NOD) NTT (NTTドコモ)  
BeeTV 가  
NHK 3- NOD 2008 12  
2009 5  
VOD BeeTV가  
가 1 2011  
TV, , IPTV TV, PC

[ 1] NHK



\*DCe(Data Circuit-terminating equipment):  
\*\* tV, IPtV  
\*\*\*BS: Broadcasting Satellite.  
: NHK(2011). NHK受信料制度等専門調査会報告書 , p.7; (2011)

3. NHK

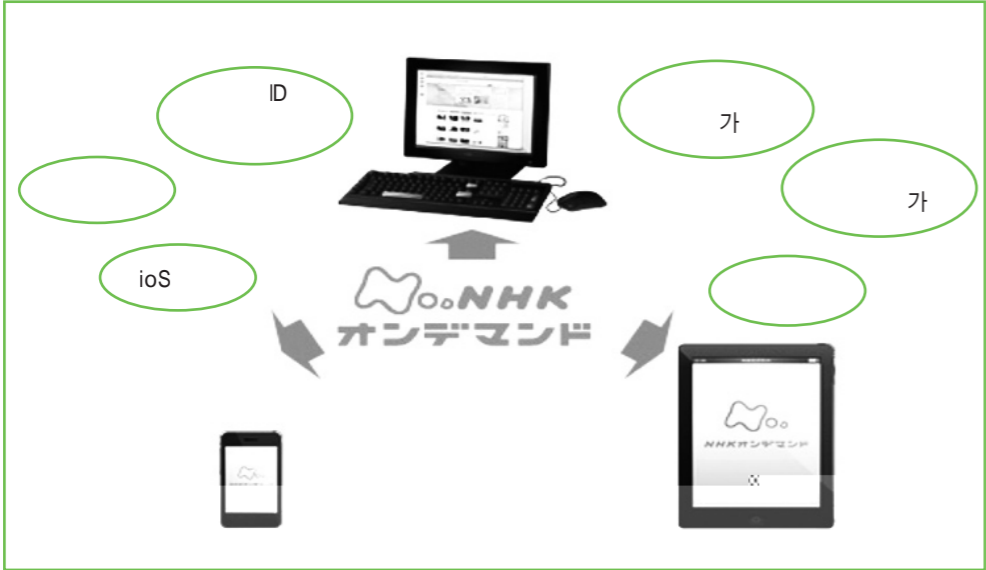
1)  
2007 12  
( 20 2 2). ,  
( 73 2 ).  
.  
3가 . ‘ , 14 , ,  
, 가 . 600 , ,  
945 . 가 가 105~315 . ‘ ,  
가 3 . ,  
, <NHK (NHKスペシャル)> . 300  
, 가 105~315 . ‘ , 가

< 1>NOD

3 . 3,500 945 .  
가 .  
PC TV . PC  
, 2010 4 (Flash Video)  
,  
. TV TV IPTV . HD  
, 'Yahoo! (Yahoo!ウォレット)'  
. IPTV .

2) : 2012 4  
NHK NOD ,  
. 4 ,

[ 2]>NOD (2012 4 )



: NHKオンデマンド室(2012). 新サービスを一気に展開: NHKオンデマンド 2012年 4 月の取り組み(2012年2月15日) <http://www.nhk.or.jp/pr/keiei/otherpress/pdf/20120215.pdf>

< 2> NOD 2012 4

	14	
	600	4,000

: NHKオンデマンド室(2012). 新サービスを一気に展開: NHKオンデマンド 2012年 4 月の取り組み(2012年2月15日) <http://www.nhk.or.jp/pr/keiei/otherpress/pdf/20120215.pdf>

HLS(HTTP Live Streaming) 가 .

Android2.2 . PC,  
가 ,

3가 가 ‘ , ‘ ,  
, 14 , 600 .  
945 , 가 . ‘ , 4,000 .  
, . NTT  
,

4. NOD 가: BeeTV

1)  
NOD NHK BS  
. ,  
14 가 , . 14

600 4,000

BeeTV

1.

9 50

가 , TV NTV

3~8 10

가 . 2010 <

(女たちは二度遊ぶ)> 가 1,000

가

< ×kiss× (キス×

kiss×キス)>가

2)

NOD 가 가 . PC NOD

1 2010 1 35 4,204 , 2011 1 54 9,478 . 3

2012 1 79 201

. 2010 , 2011 3

PC 62 1,874 . 가 ‘

1 9,952 , ‘ 1 1,781 , .

36 8,111 , 557 8,000 .<sup>2</sup>

IPTV TV ‘ 가 1 1,462 , ‘

가 4,354 , 39 573

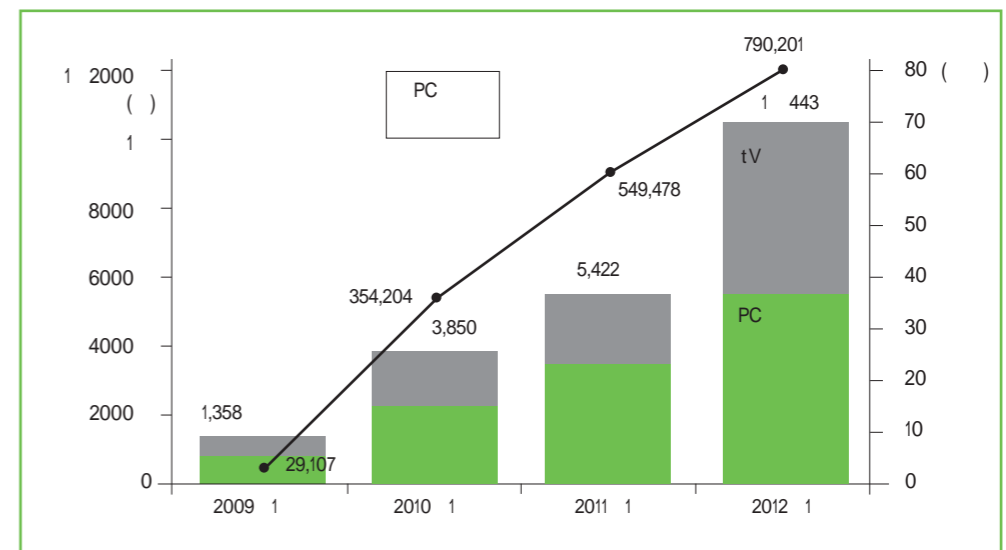
<sup>1</sup> BeetV Ntt (エイベックス通信放送)

VoD 2009 5 315

<sup>2</sup> 가 ‘ 가 342 7,000 가 , ‘ 가 180 8,000 , 가

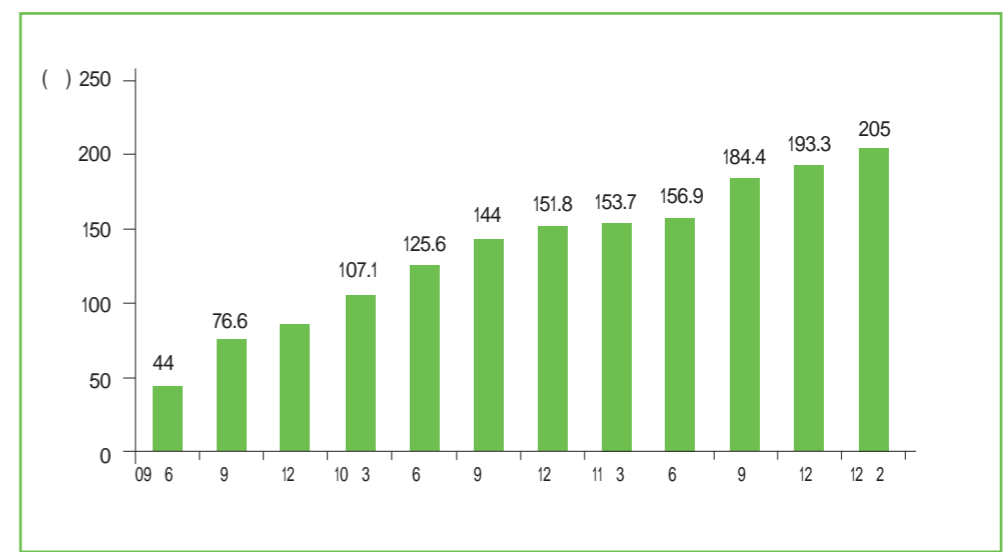
34 3,000 .

[ 3] NOD ( )



: MarkeZine(2012). NHKオンデマンド, 単月売上1億円達成(2012年 2月 23日)  
<http://markezine.jp/article/detail/15239>

[ 4] BeeTV 가

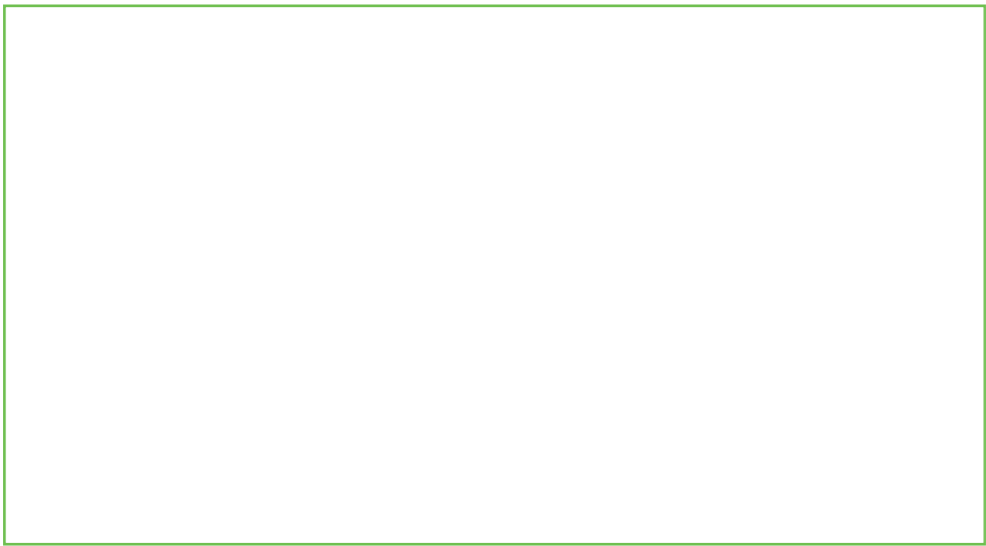


:: Avex

BeeTV 가 . 1 가 가 30 , 2  
50 . 1 77 , 5 .  
2010 3 100 , 12 150 , 2012 2 205  
가 . 2011 3 가 . BeeTV  
가 NTT VOD 가 .

3) 가 NOD . 2010  
12 6 , 24  
가 18 . 2011 . 4 6,300  
9 9,000 12 9,500 . 1  
2012 1 . 1 3 2

[ 5] NHK 2011 ( : )

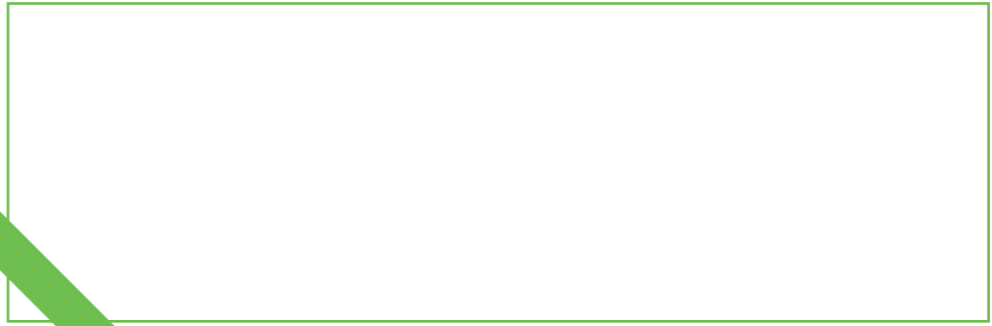


: NHK(2012). 2011年度第3四半期業務報告, p.10.

. 2011 4 2012 1 8 3,125 .  
BeeTV . 2009 26 .  
( 8 ) 2010 . 2011 .  
2013 3 가 350 , 150 ,  
31%, 22% .

4) 가  
가 가? ‘ NHK 가 (視聴  
者視点によるNHK評価委員会, NHK 가 )’ 가 <sup>3</sup>. NOD  
‘ ’ 가 가 ‘ ,  
가 가 . 2010 가 5 3.9 . 2009  
3.5 . , TV, PC,

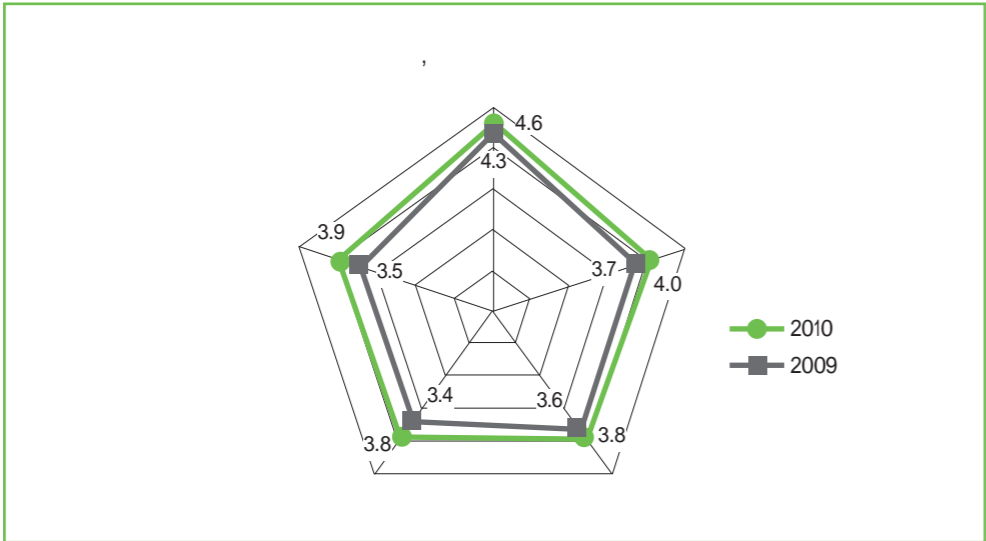
[ 6] NHK N-



: NHK <視聴者視点によるNHK評価2010年度報告書>, p.62.

<sup>3</sup> NHK 가 8가 가 가 . 가  
가 가 ‘ . 1 , 75% 3 , 100% 5  
가 가 . 3 ( ), 4 ( , 5 ( )

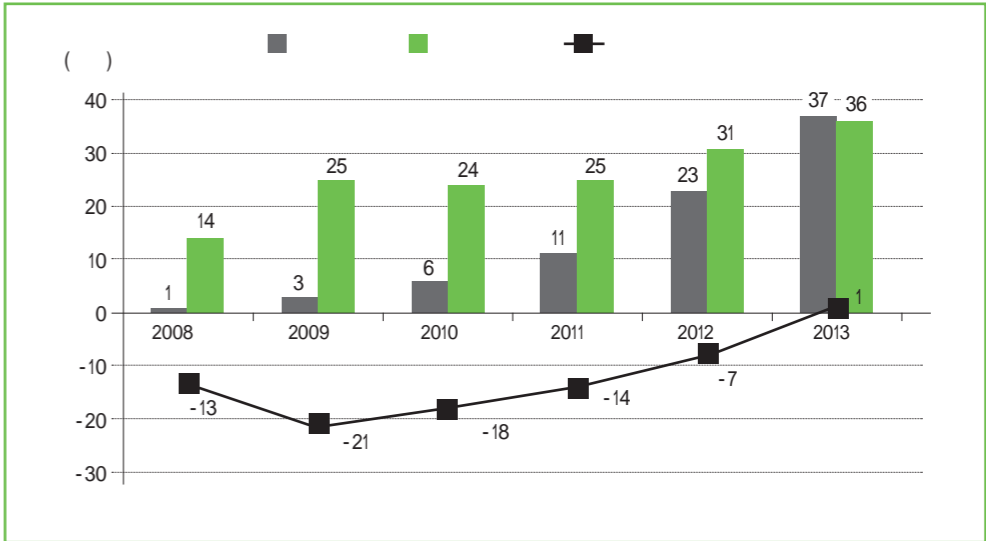
[ 7]NHK 가 가



: NHK(2012). 2012年度 収支予算, 事業計画及び資金計画. p.43.

가?’ 87.3%가 ‘  
5 4.0 NHK 가 가가  
0.1 가 , NOD -0.2  
3.9  
NOD 가 가 ,  
가 .  
5. : NOD  
NOD 가 .  
NOD

[ 8]NOD

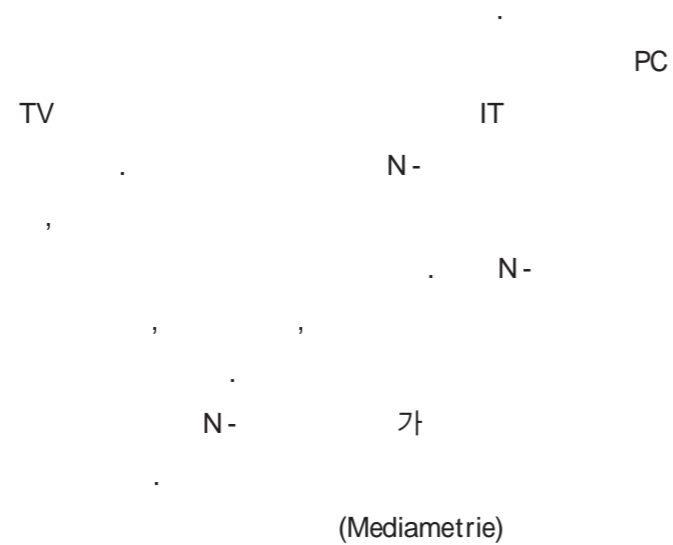


( ) 2010  
: NHK(2012). 2012年度 収支予算, 事業計画及び資金計画. p.43.

BBC (iPlayer) BeeTV 4  
NOTTV( 420 ) 2 가  
4 . , , ,  
가 .  
NOD 가  
BeeTV 가 가 가 2011 3  
가 .  
NHK가  
4 NOD  
4 NHK



## 프랑스 통신사들의 N-스크린 전략



(2) TV, 가 TV  
SFR TV, 가 TV  
(Canal+) 50, 1, W9, MCM Top, Trace TV, Motors TV, Rai sport 1, Sport Italia  
TV TV, 1,000, TV

(3) (Cloud Computing)  
SSL(Flexible SSL)  
, 3G, DSL  
2012  
2) SFR N- ; TV  
(1) SFR (neufbox)  
TV(neufbox TV)  
(iOS) (Android) 가 SFR neufbox TV  
3G (Wifi) 가  
130  
SFR (Meteo France), TV  
TV(l'Equipe TV), (Dailymotion), (Page Jaunes),  
(Allocine), TV (TV Immo)  
TV  
(WizTiVi)

(2) TV, 가 TV  
SFR TV, 가 TV  
SFR TV 2011 .가 1 4  
TV VOD 10  
가  
(3) SFR 2010 . HP  
SFR ' SI (Infrastructure SI a la demande)  
, 6  
SFR 500  
SFR 가 , 2,800 5 , 1  
100 가 , , 3가  
가 120 460  
3) (Bouygues Telecom) -  
6 HD  
(Celeno) N -

Bbox 가 N- (Thales), (Dassault Systemes) 3 2011 8  
.  
.  
2012 1 ADSL TV  
(Bbox Sensation) 3G+(hotspot mobile  
3G+)가 3G+  
Intel Atom CE 4200, 1 GO , 320 Go , e - Sata,  
(Wi Fi OptimizAir)  
(Playcast) 가  
가  
(cloud gaming)

2. (Cloud computing)<sup>1</sup>

1) 가 -  
가  
? 가 가 . 2009  
IBM, HP, 가  
IT 가 가  
가  
(Caisse des Depots) / ,

<sup>1</sup>

(Thales), (Dassault Systemes) 3 2011 8  
(Andromede)  
, , ,  
11  
6,000 26,7%  
3,000 13.3% 1 3,500  
33.3% 가  
2011 9  
가  
(Bernard Charles)  
가  
2  
2)  
vs. SFR  
2012 2 SFR  
400  
3 1 가 , 3 1  
SFR, 가  
8,500 , 가 1 3,500 2

<sup>2</sup> Zdnet, 2012 2 8

3)

가 .  
(nuage, )'  
(Association pour le Developpement de l'Economie Numerique, ADEN)  
1.000 50%  
(UnivCloud)' 14 ,

3.

N -  
, SFR, TV  
N - 3  
가  
SFR TV, 가 TV  
SFR  
IT 가  
N 가 가  
가

DSLValley(2011,06,03), Bouygues Telecom Tv : bientôt du multi-écran par WiFi

<http://www.dslvalley.com/bouygues+telecom+tv+bientot+du+multiecran+par+wifi-03-06-2011.html>

Journal du net(2011,12,14), Le mobile, un écran porteur...

<http://www.journaldunet.com/ebusiness/internet-mobile/multi-screen/le-mobile-un-ecran-porteur.shtml>

Journal du net(2011 ) L'Etat, Orange, Dassault et Thales s'unissent pour un grand Cloud

<http://www.journaldunet.com/solutions/ssii/actualite-informatique-ete-2011/un-grand-cloud-francais.shtml>

Regardtv(2010,11,04) Orange TV désormais disponible en multi-écran

<http://www.regardtv.net/t3487-orange-tv-desormais-disponible-en-multi-ecran>

Silicon.fr(2011,09.21) Andromède au secours du cloud computing européen

<http://www.silicon.fr/andromede-au-secours-du-cloud-computing-europeen-61346.html>

Zdnet(2012 2 8 ), Cloud computing français : SFR se lance avec Dassault Systèmes, face à Orange et Thalès

<http://www.zdnet.fr/blogs/infra-net/cloud-computing-francais-sfr-se-lance-avec-dassault-systemes-face-a-orange-et-thales-39768390.htm>

(Bell Canada, ),  
(Rogers Communications, ), (Telus),  
(Shaw Communications, )

SPRING 2012 **87**

4 , 가 3)

가 , 12 31 4 2,000  
2011 14 8,000 13 2,000 7% .

3 .

가 (comScore)

40%가 .

가 4  
가 930 740 ,

730 .

가 , ,

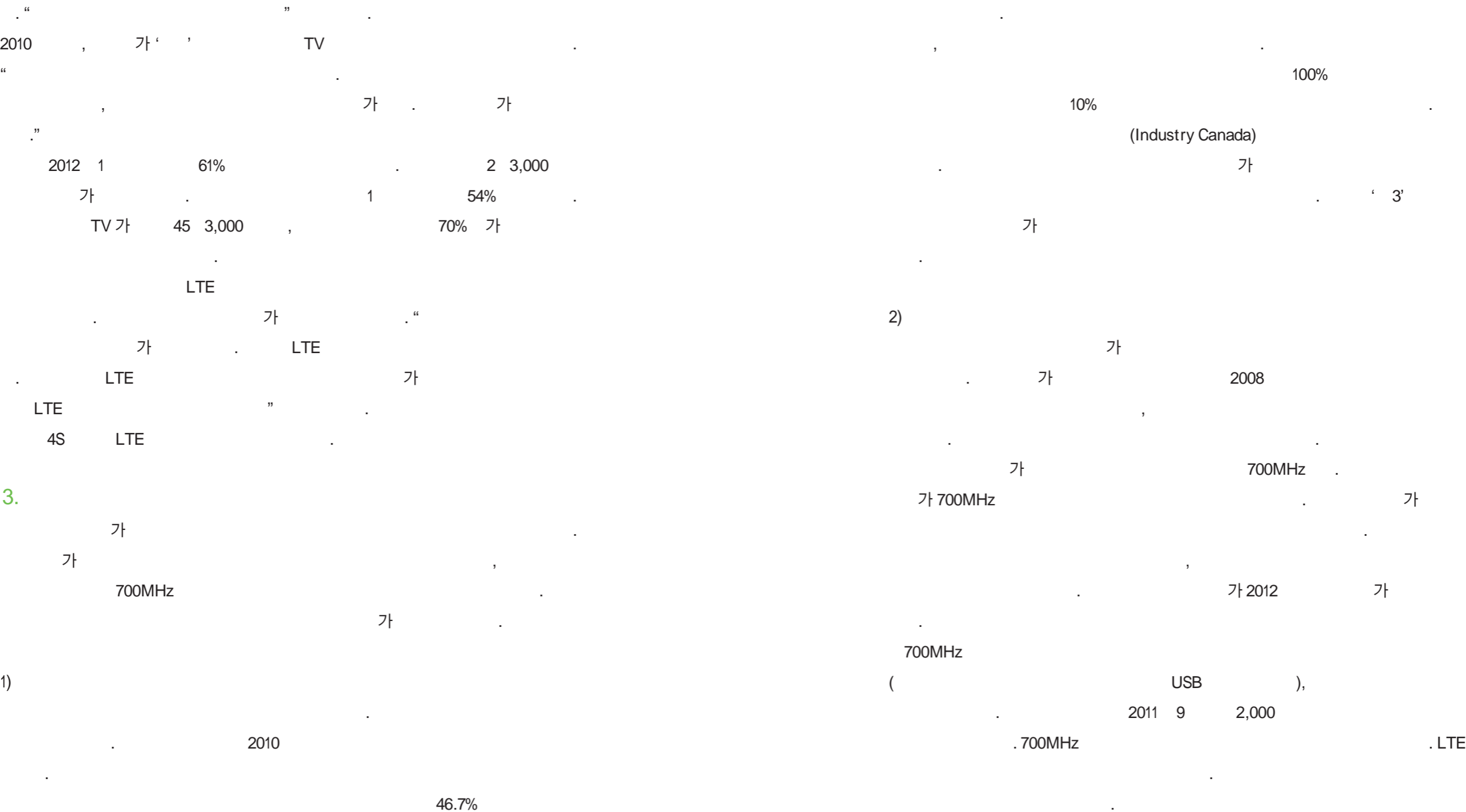
40% .

2)

2011 9 가 LTE . LTE 가  
10 LTE

LTE .

75Mbps( ) , 12~25 Mbps . LTE



700MHz ( 6 ~8 ).

700MHz , LTE

3) ‘ ’ . 가 .

‘ ’ .

LTE , 가 , ,

“ 가 가 가

” .

가 .

가 700MHz . 가 가 .

4. . 가 .

, , , . CRTC,

‘ ’ ,

, , ,

LTE

. LTE , ,

700MHz ,

.

2012 Canadian TMT Predictions.(2012, January 17th). In Deloitte Canada. Retrieved February 25th, 2012 from [http://insights.deloitte.ca/wp-content/uploads/2012/01/11-2577-TMT-Top-10-Predictions-2012\\_EN-final-QR-web.pdf](http://insights.deloitte.ca/wp-content/uploads/2012/01/11-2577-TMT-Top-10-Predictions-2012_EN-final-QR-web.pdf)

CRTC Communications Monitoring Report.(2011, July). In Canadian Radio-television and Telecommunications Commission. Retrieved February 25th, 2012 from <http://www.crtc.gc.ca/eng/publications/reports/PolicyMonitoring/2011/cmr.htm>

Navigating Convergence II: Charting Canadian Communications Change and Regulatory Implications: Convergence Policy, Policy Development and Research.(2011, August). In <http://www.crtc.gc.ca/eng/publications/reports/rp1108.htm>

Rogers lagging rivals in competition for smartphone customers.(2012, February 22). In the Globe and Mail. Retrieved February 25th, 2012 from <http://www.theglobeandmail.com/report-on-business/rogers-boosts-its-dividend-11/article2345952/>

Telecom firms under pressure to keep up with smartphone obsession.(2012, January 25th). In the Globe and Mail. Retrieved February 24th, 2012 from <http://www.theglobeandmail.com/globe-investor/investment-ideas/features/2012-market-outlook/telecom-firms-under-pressure-to-keep-up-with-smartphone-obsession/article2287872/>

Telus, Shaw roll out new networks>(2012, February 9th). In Edmonton Journal. Retrieved February 24th, 201 from <http://www.canada.com/technology/Telus+Shaw+roll+networks/6129205/story.html#ixzz1nR5zDZNC>

# BCPF

- 1. ,
- 2. 가. : 250,000,000
- : ,  
: 가  
: 가  
: 80% ( 5 )
- ( ) 가.
- 5
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- /500
- ( )
- ( )
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- , 5

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			, ,
	5 ( / )	60 5	
	( )	, ,	, ,
	50,000,000	200,000,000	가

- 
- 3 ~10 ( 4 )
- 1 : 3/1 ~ 4/16 5/10( )
- 2 ~4 : 2~3 ( )
- 
- : 3 ( , 가 )
- ( 1 )
- ( 2 )
- , ,
- ( 3 )
- 1 ( )
- 5set ( )
- :
- : 2012. 4. 16 17:00
- : 1
- (121-784) 559 B 1811
- : 1 / t. 02-716-7401
- (www.bcpf.or.kr)

# BCPF

BCPF, 2005  
2011 6 11 가 .  
가 ,  
BCPf  
, 가 가 ,  
.

I.  
: . . , , , 가 ,  
:  
(  
: (1 2 ): 3 , 30 - (2 3 ): . , 6  
가 : ( , , )/ 1 ( 가 1 50,000 )  
:  
163-2 BCPf  
:

II. 가  
가 ‘ 가 ’  
(http://www.contentschool.net)  
:( )bcpf\_cs@bcpf.or.kr ( )041-549-7404  
: 070-4369-5871~2

III. (1 2 )

<1 >	/	10:30 – 11:20	, ,	
		11:20 – 11:30		
	&	11:30 – 12:20		
	/	12:30 – 13:20	/	
	/	13:30 – 14:20		
	/	14:30 – 15:20		
	/	15:30 – 17:20	, ,	
	&	17:30 – 18:30		
<2 >		18:30 – 19:20		
		07:00 – 08:00		
		08:00 – 08:50		
	/	09:00 – 09:50		
	/	10:00 – 11:50	I	
		12:00 – 13:00		
	/	13:00 – 13:50	II	
	/	14:00 – 15:20		
		15:30 – 16:20		
		16:30		

2010 3 (10-01 1 )	<b>ISSUE ANALYSIS</b> 3D / <b>TREND ANALYSIS</b> 3D / 3D , /
2010 6 (10-02 2 )	<b>ISSUE ANALYSIS</b>  <b>TREND ANALYSIS</b> tV / / / /
2010 9 (10-03 3 )	<b>ISSUE ANALYSIS</b>  <b>TREND ANALYSIS</b> CtV / (Vivendi) / <b>SPECIAL ISSUE</b> / /
2010 12 (10-04 4 )	<b>ISSUE ANALYSIS</b> PP / PP 가 / <b>TREND ANALYSIS</b> PP / PP / PP /

2011 3 (11-05 5 )	<b>ISSUE ANALYSIS</b> tV : , , (3S) /  <b>TREND ANALYSIS</b> tV , PC / / /
2011 6 (11-06 6 )	<b>ISSUE ANALYSIS</b>  <b>TREND ANALYSIS</b> 가 / / /
2011 9 (11-07 7 )	<b>ISSUE ANALYSIS</b>  <b>TREND ANALYSIS</b> : / /
2011 12 (11-08 8 )	<b>ISSUE ANALYSIS</b> 가 /  <b>TREND ANALYSIS</b> / / /

2012 3 (11-09 9 )	<p><b>ISSUE ANALYSIS</b></p> <p>N- / 가 /</p> <p>/</p> <p><b>TREND ANALYSIS</b></p> <p>, N- / /</p> <p>2012 /</p>