

Content+Future

발행인 현소환 이사장(방송콘텐츠진흥재단)
김국진 소장(미디어미래연구소)

편집인 김국진 소장(미디어미래연구소)

발행처 방송콘텐츠진흥재단 <http://www.bcpf.or.kr>
서울특별시 마포구 도화동 559번지
마포트라펠리스 B동 1811호
Tel. 02-716-7400

미디어미래연구소 <http://www.mfi.re.kr>
서울특별시 서초구 서초동 1449-10 한원빌딩 신관 4층
Tel. 02-3471-4172

등록번호 마포 바-00020

등록연월일 2010년 3월29일

발행일 2012년 12월 30일

제작 (사)미디어미래연구소(02-3471-4172)

인쇄처 서울 프로아트(02-2268-2558)

구독신청 연락처 방송콘텐츠진흥재단 Tel.02-716-7400
미디어미래연구소 Tel.02-3471-4172

발행인	()
	()
편집인	()
편집위원	()
	()
	(가)
	()
기획	()
	, ()
<Content + Future>	

〈Content + Future〉는 (재)방송콘텐츠진흥재단과 (사)미디어미래연구소가 공동으로 발간합니다. 본 간행물의 내용은 무단 전재할 수 없으며, 인용할 경우 반드시 그 출처를 명시해야 합니다

ISSUE ANALYSIS 05

ISSUE 1 국내 드라마 산업의 구조와 현황	원종원	07
ISSUE 2 드라마의 편성현황과 전망	황성연	19
ISSUE 3 한류 드라마의 진화	이문행	34

TREND ANALYSIS 55

USA 드라마 제작 과정 현황 및 주요 이슈	조대곤	57
UK 드라마 산업의 현황과 전망	최은경	73
JAPAN 시청률보다는 '화제': 파일럿 뛰어넘는 심야드라마	안창현	82
FRANCE 드라마 산업 경향 및 지원 정책	최현아	92

NEWS 104

방송콘텐츠진흥재단 소식		104
--------------	--	-----

ISSUE ANALYSIS

'r XÄC 'D 3'i

XÄCD žč — yN

à(XÄCD Ó

ISSUE
ANALYSIS

국내 드라마 산업의 구조와 현황

TM
ýLñ
(™Ñà— ©ú

ž

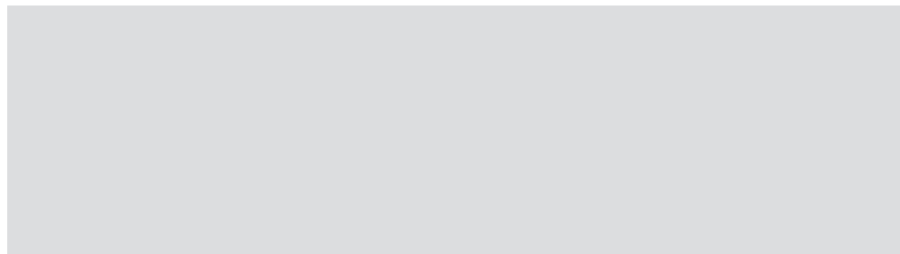
ž

ł

ł

ž

ž
l
ž
ž
/ l S"") fž
S" S" "" # S
%p&" ž
l ... †
ž
l ê



ž
/ l S" #fž
l ž
/ l S" #Sfž
l

XÄC •X úJ ŸŠ•ú

wXÄ	çúÑà ÑÔÄ %7%•XxR K " }ÄL dyà aD ²: š¿Ä x, •Ë —äk lì a í2 b0D X5ý :- wXÄD dš¿
Œ6;&mÄ	ašÄ—™ò; úJ} qPÝ } áÄK ‡Ä Ý¿a
™Ÿš¿	*Cuü™Ÿš¿PË kÖÑ™ŸQ8 >à úJ
Ñ,Žš¿	XÄC 045 XÄC x¿ 11-a8 >à úJ

&Ýù XÄC •X bD ø

³	Ÿ™éÑ	Ÿ™	Ÿ™l1
•X±S	ÑàŽ ĚÝW	ÑàŽ •XŽ ĚÝW	ÑàŽ •XŽ RāÑb_Ž
š™...	ÑàŽ±(ÑàŽ±(š‘
±Éá	ÑàŽ	•X Ñà	Ñà
	•XŽ	¹:	•X HW
	RāÑb_	ĚÝ	ĚÝ HW(L 5È
±LúJ	ŸŠ:	ŸŠ: •XÑ	ŸŠ: Ñxd‘Ä úJ Ý
±Éá	ÑàŽ	ŸŠ:	ŸŠ: xÄúJ DÄ nÄ ‘•
	•XŽ	¹:	•XúJ >úJ XÄC045ÈRúJ •XÑ a xÄúJ DÄ nÄ ‘•
	RāÑb_	yË	yË ašÄúJa

yJ ā3 |57 XÄC ‘,D úJ³‘i %}dK

ž

/ l\$"##

ž

ÑšuÑà•X³Døìr™‘y™%ŽsD ab

... †

ž

ž

l

EB5 ²

ž

l

lE? l

<KB

ž

[: C

ž

Ñšu ÑàŽD •X³‘ ø

/S" (fi

%

ž

ž

ž

ž

...

†

l

² 41\$ x`ú-x%Ž 4QFDJBM 1VSQPTF \$PNQBOZ ý² XÄC vø D ¶ú3 >ç² XÄC •X ÓÀ² Ú
•xK £>3 ÉŠ Sx •X lí l %ŽD x bØD Hz¿8 bç±Š ÑØxK Ól ‡æ y™
Kñ\l L&x5ý PaD -x8 \$ç }lx Đý,¿8 Ñæ XÄC •XÄ S⁻², à •X ý š
pÓî Á7^

± XÄC ™yŽ

%Žz	Xž	Ž,™;W	W'™;W
54(Đý ì ™yŽ	ôŽ(Ý	± 44%	(%...èK
\$+ 7;ò3 ™yŽ	‡ 2Cé	± \$+Â *Kb_	è-èK Ñž
, 7;ò3 çÖ*L™yŽ	~_ÄI_	± çÖ*L	•2%...èK
, ÄÈD aÄ ™yŽ	ÄÈDaÄ	à'Ñà•Ž ± apx·c ⁻	•2%...èK
, ¶ Èô ™yŽ	¶ Èô	± PÄ Đý ì	•2%...èK
, vç	vç	à'Ñà•Ž ± apx·c ⁻ •2HWà š	

yJ ā3
W x ™éÑ ap;

ž =4E

/ l \$" ## #% fž

ž . O

ž

řXÄC'Døivl

¼16 XÄC ;...D žb

#+)

?`W

A5@

ž 5<7~? \$"

? BB

± ¼16 XÄC ;...D `ž

ÑàŽ	;...žz	XÄC`Ú	•XXÄC
UW/	ËØBÄ XÄC	{7Á •E XÄC ‡1,8 à_éc XÄC ýT XÄC	=ùPÄ K ô1D iW ĩ-Š ".iÖX ~ D ù ýT > Ù ç ‡1P3 I ; L™Ä ÌAiW
0\$/	Ô y™;... ·XÄCÑÔ XÄC	57Ô &Ë• XÄC v; y™ XÄC	`ùŽd yøÉ 5&/ xul`hŽ çÆ ùa (DøÉ

ž fh@ A5@

ž

5<7~?

ž \$" #S *"

#+)O

+ž) . # .

ž l

ž 5<7~?

3

4

ž

³ ØP7 fŠ XÄCx ÈB r^:@0s04&/

⁴ âç ¼16 P ‡œ LL XÄC çÆ ùa x mŠ&R+ 3 ,uPÓ5t xul`hŽ &Ë D f (mŠ 3 ,uPÓi

™ äž ĺ ;...D ab— XÄC ž ĺ
 S" #S #S # ž
 ž
 ¥45l FH l ž 3l
 ? 4@ &
 ž l
 / lS" #ž
 l ž lB6
 l 5< 7~ ?
 B6 # /
 lS" #Sž
 l "ž ĺ
 ž l l
 l

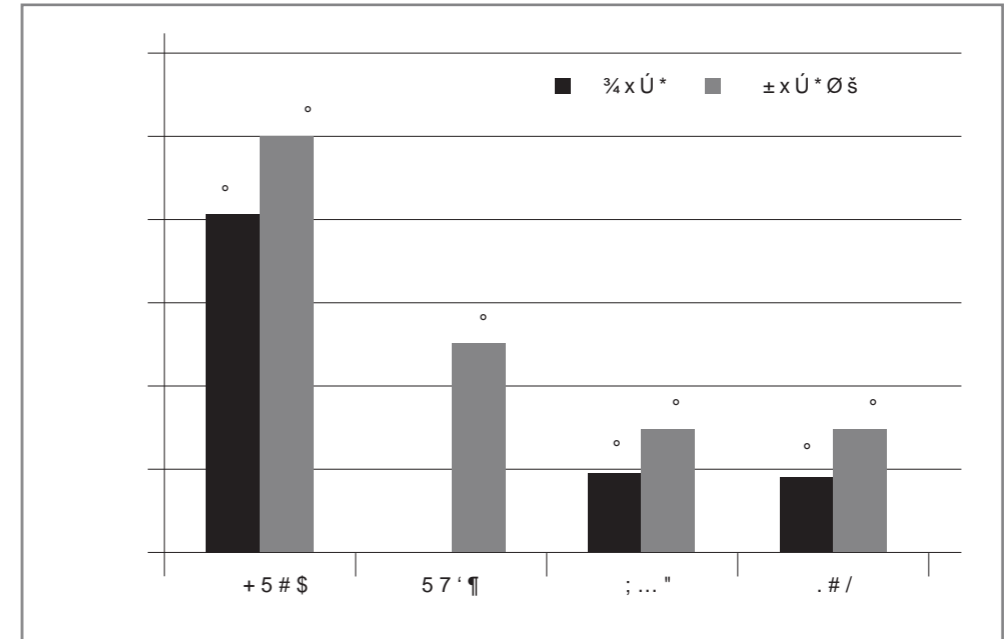
™ äž ĺ ;...D P' XÄC ĐýÒÒ

³	;..."	K5#\$	57'¶	.# /
	,pß3 b	EøEø Òi Ò—D ,bÅ2x;		ó~ó~• ýó~
û~	h?Ž ;>q	Ê,>'		xul~ †l,
±H	LšD 'Óø	Kû :	Š *†·C³bÝ	Bûp ÝÁaa òŽ,

yJ ÑàÔš',Ô²

žS" #S #S & l
 ¥45 ž? 4@
 žFH #"
 . 0
 ž 3
 ž
 ¥45 l
 ž ... † ¥45
 ž¥45 l
 l . 0 ' ĺ

<Ò? >™ äž ĺ ;... xWĪ}



yJ Ñà>(\$ % '•EŽ W 1±>äü .™³D *

l

ž

지

지

5S™ 0

(2011). •TV
 (2007). .<
 >.
 (2012.12.10).2012 TV, .• -
 (2012). • - :
 .
 (2010). • - :
 .
 (2011). •2011 - :
 .
 (2012). •2012 - :
 (2011). • - :
 .
 (2006). .• & -
 2 2 ,75-84.
 (2012.12.5). 1 , .• -
 (2012.8.17). - SMC&C ?• -
 (2012.12.9). ... †•OSEN-
 (2011). •2011 - :
 (2012.10.9). iHQ... † ... †-SM... †• -

ISSUE ANALYSIS

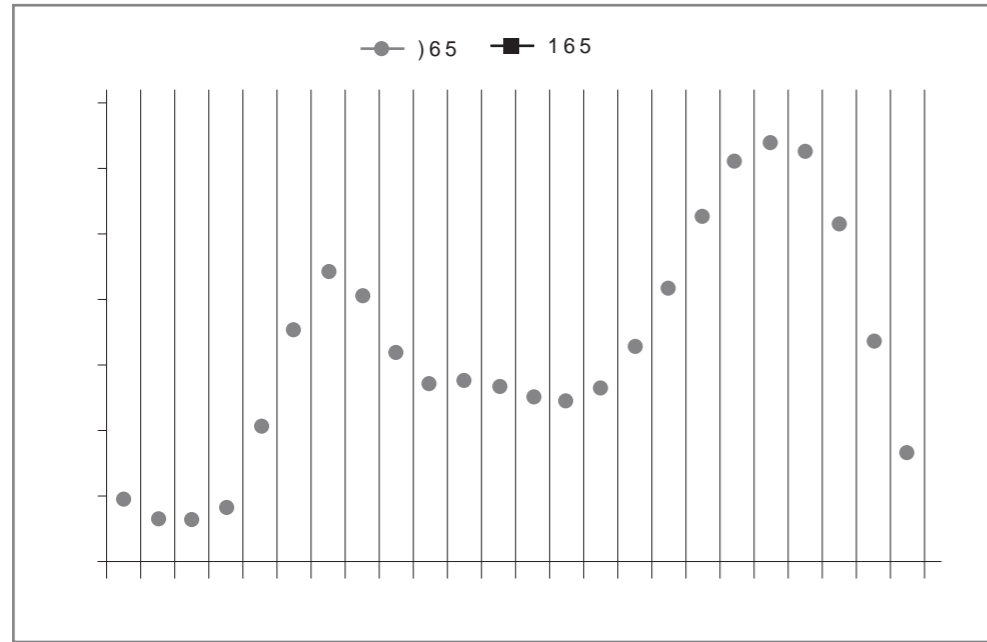
드라마의 편성현황과 전망

지
 지
 "(# 0 .c-;2-

지

지
 # *지+
 †
 지
 M #0
 * S" 지SS
 지* %
 + † S" 지SS
 †
 † S# † #
 % 지

<Ò? > &@ ù &R+ vI



)65 IPNF VTJOH UFMFWJTJPO Á &R+
 165 QFPQMF VTJOH UFMFWJTJPO PK&R+
 yJ "(#ç ·c¯;²- y' P ÑÉ }Z ÒÖ- Ý³

ÑšũÑàŽD XÁC žž

. #0 žS" (S" #S
 / fi +*l+# l E4E
 ž
 ž
 l
 ž
 ... † ž
 ž . #0 S" (pS" "*
 (Ž) ""
 / l l fi ž
 ž S" +
 ž

l ž
 l FH ž
 ž
 394
 l ž
 ž

· XÄC b0ù ÑÔžû ø

·ä&;É							
±HĚØÓ							
‡œXÄC							
LLĚØÓ							
&vÀì							
±@ĚØÓ							
ñDÓ							
`ØÓ							
hä...							

· ,#4 D XÄC (ù ÑÔ%û

·ä&;É								hä...
±HĚØÓ								
‡œXÄC								
LLĚØÓ								
&vÀì								
±@ĚØÓ								
ñDÓ								
`ØÓ								
hä...								

#ŽS

ł

ž ł

ł

ž

S" "(ŽS" "*

S" "+

ł

ł

ž

= 4E#

ł = 4ES

S" #

ł

ž

· ,#4 D XÄC (ù ÑÔ%û

´ .#\$D XÄC (ù ÑÔ%û



E4E

ł

ž

XÄCD&Rfñ

&R+ ³

ž.)O

ł

ł S" "()l" ""

*.

S" #S

%+&#

+.

ž

S" "+

ł

ž ł

ł

ž

XÄC , ù Ę(ù £Đ &R+

yS							
.ä&;É							
±HĚØÓ							
‡œXÄC							
LLĚØÓ							
&vÄIì							
±@ĚØÓ							
ñDÓ							
`ØÓ							
hã...							

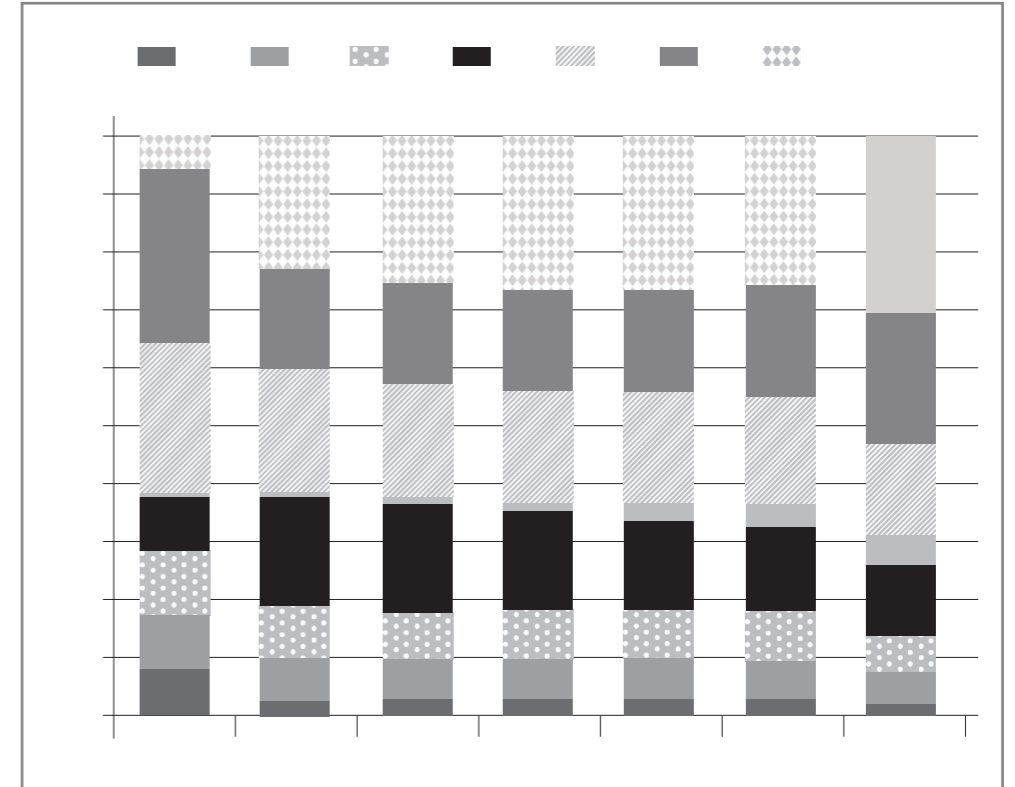
l S" "(*
 ž
 ž
 l S" #S +
 ž
 ž
 l S" "(
 ž

XÄC &R• 3

S" "(S" #S ##

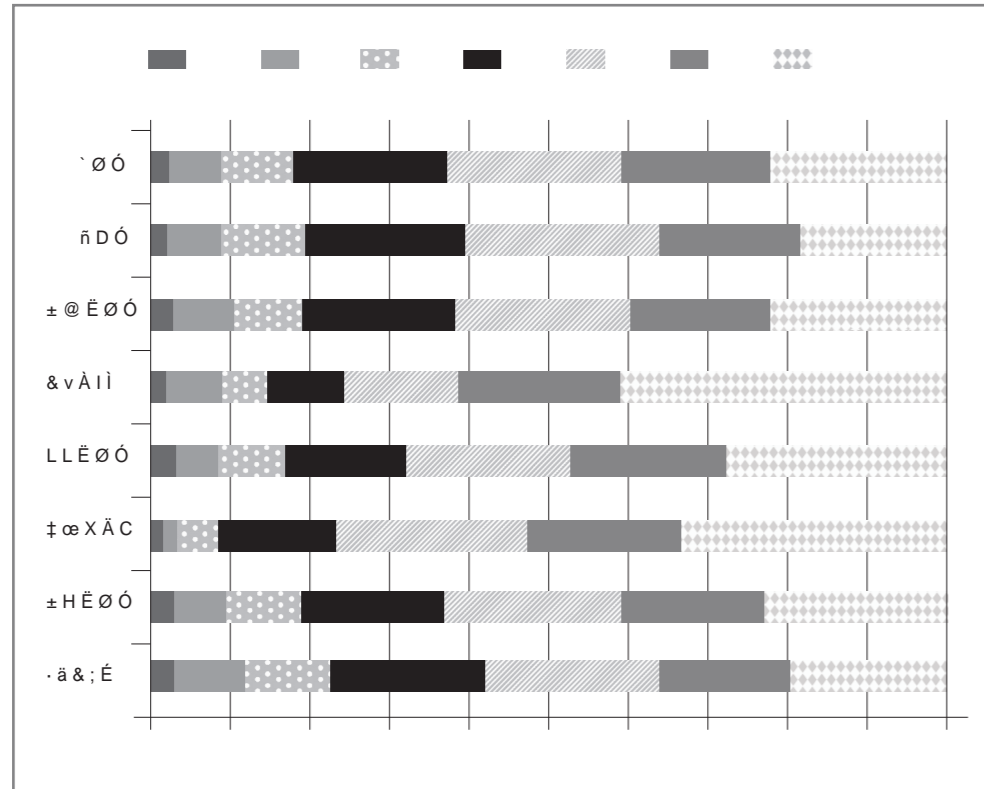
ž
 ž l
 ž
 S" "(%Ž&" &#
 ž
 S" #S 'Ž(" &#
 ' S_c ž
 (" S" "(#_c S" #S %_c

<Ò? > &@ ù &R+ vI

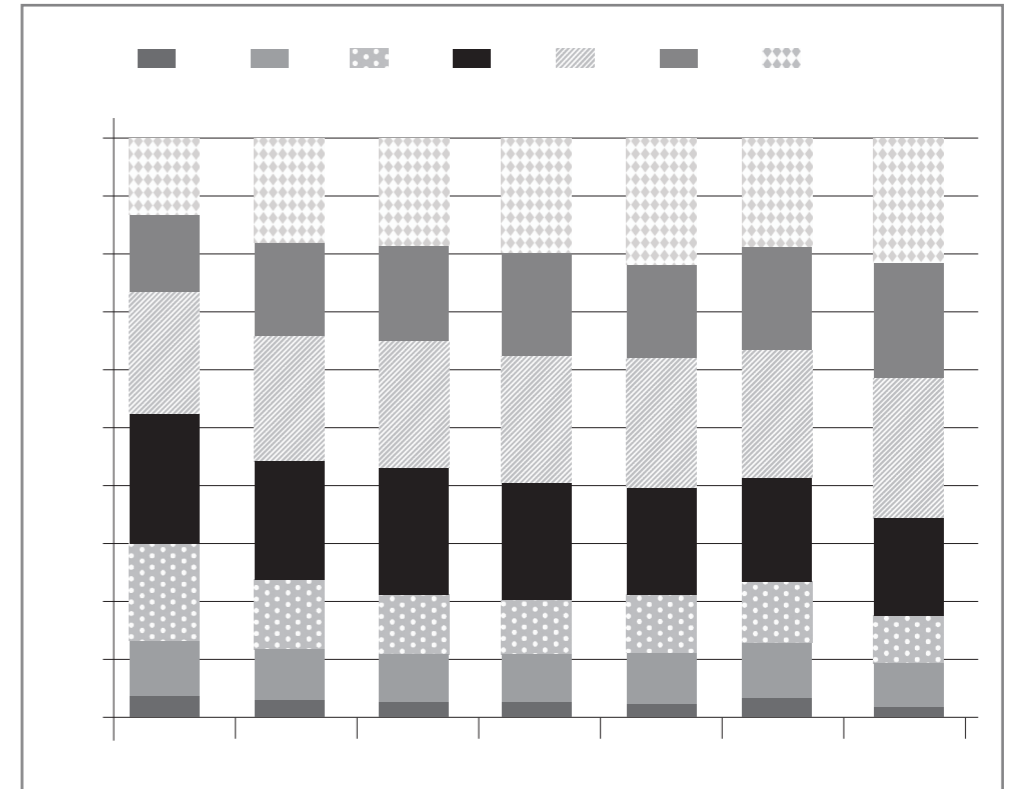


ž S" "(%Ž&" &"
 l % S" "+ l S" #S
 #S_c ž
 S" S" "(#S_c S" #S
 (. ž S"
 ž # #
 ž
 l S" "+ SŽ%
 HA6/BFHí FH
 ž

<0? > XÄCD , ù &R• ³¿



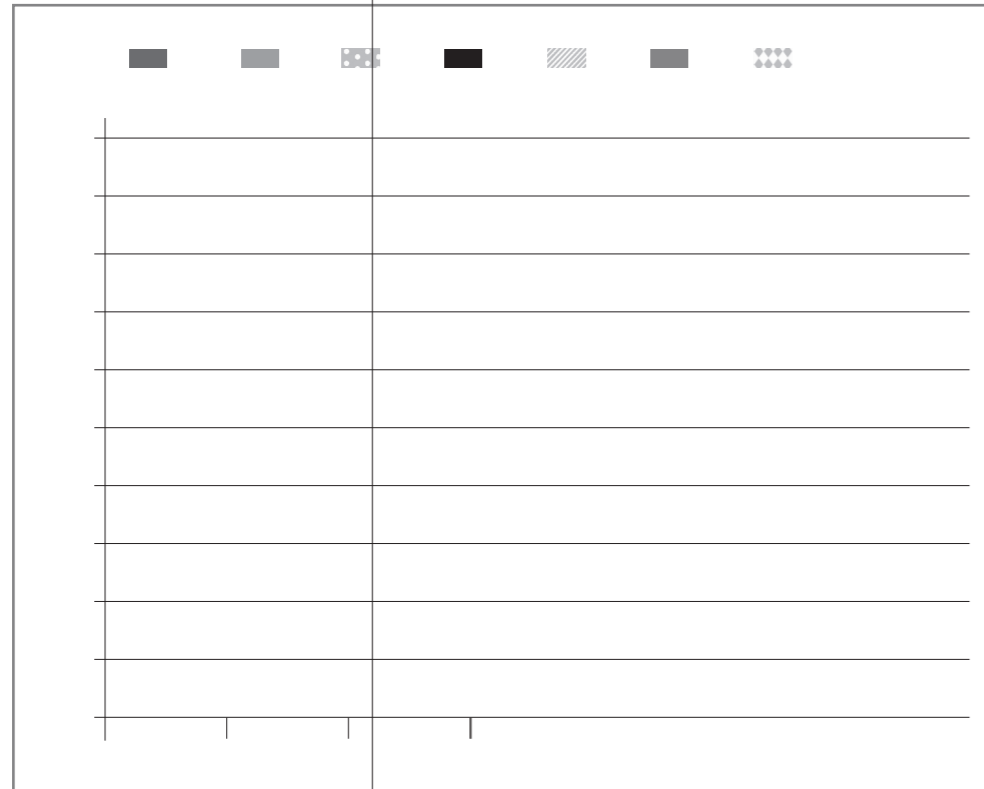
<0? > ·ä&;ÉD Ë(ù &R• ³¿



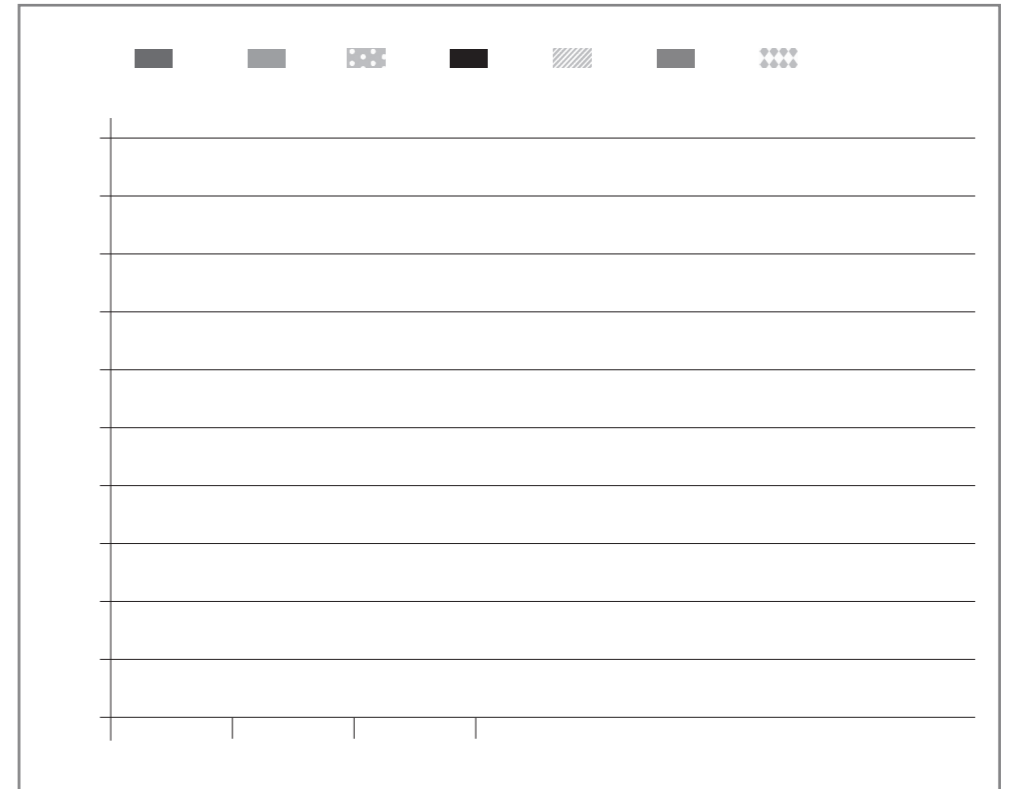
ž 'Ž(" S" "(% S" #S ' " ž
 M 'O \$Ž% ž
 † " ž 'Ž(" ž
 S" #S (" ž
 = 4ES † ? 45 † E4E † ¥45

ž 'Ž(" S" "(% S" #S ' " ž
 M 'O \$Ž% ž
 † " ž 'Ž(" ž
 S" #S (" ž
 = 4ES † ? 45 † E4E † ¥45

<Ò? > ±H ÆØÓD Æ(ù &R•³¿



<Ò? > LL ÆØÓD Æ(ù &R•³¿



TM ĩ
ú ß©
±ÿ• ß— ©ú

ž

S#

ž

ł ł ł

ł

ž

ž

ł

ł = ŽBAB

ž

S!

ł

ž

!

' Á... %57 xR &b yN ñ\$ ÔE óP

3									
Ry~									

W %JTQMBZ4FBSDI 5FDIO%MPHTZBPSFDSHUBSU

l B5 3 ž l ž l ž l l FHH ž l B5 @Ž E@E ž l !HAGLE@El LE@El LE@El LE@E ž LE@El LE@E ž ž ž

³ K "À Ē~:x C_ ñHÝ 1\$ 6A C_a x yÁ...x5ý r ™ ° s ™ ° > xR< j5ý yN:Š Si *%\$ ~à C_57x r ™ LE Á² r ™ ° E > xR:~ yS57 &bD 3 0 Ñá j5ý rí î %JTQMBZ 4FBSDI

⁴ K " XÄC Ä Ô QSPTVNFSD 9X Ñ,Ž Đ×4Ä4H I //) / r Lzªs E z Í î: r Eªs E aD 2 K³> Đ>îî

⁵ · ÑšũÑàŽ Ēäd áÄK 2Ôš ²:)VMVx 1\$ J1PE J1IPOF J1BE Ç Ä a8 >ç ,- 2Ôš Ñ,Ž3 •• °À S5t ´r %I6 .4 0 pý:yD 57JOH(1\$ C_a 6A 1\$ a8 ✕à ü= ² : 3 ••PŠ Si

y ž l % l ž l ;5F Ž ž l E@E ž l / l l fi l l ž ž ž =ŽBAB =ŽBAB E4E . O ž

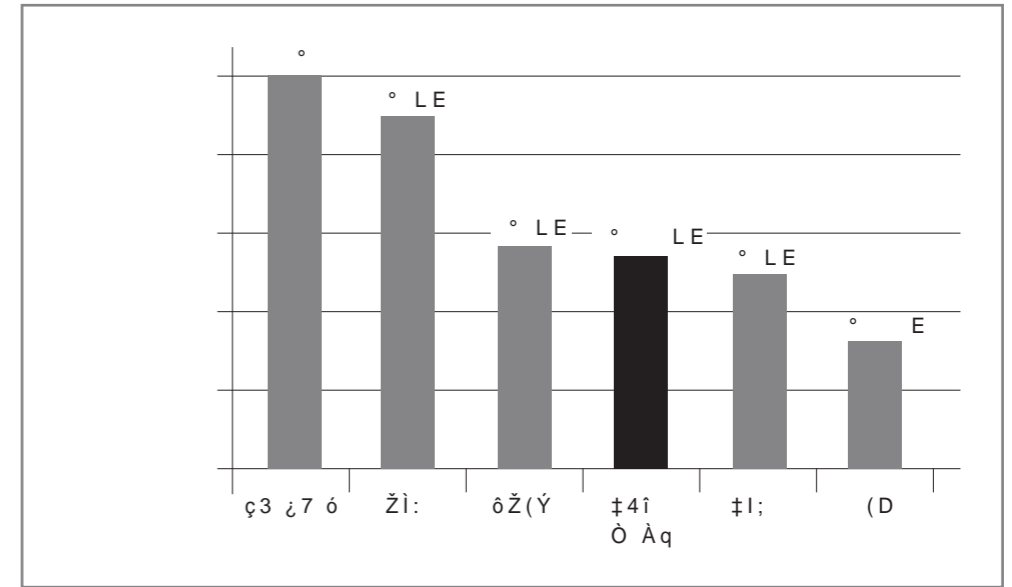
, 101I|Kpx à(XÄCD □

⁶ ™ 11ûx h P)@•XŽx P Ñà>(3ä ,-¶Ñ,Ž Ž,Wx P s ™ ´r œ PÉ Wx j E z5ý v•;î

⁷ —Ò7 }ÄL œ8 >ç ³x ûJD 3 UIJSE QBSUZ PÉWÀq Ó ³Ö7 Ñ,Ž •XWÀq E óP3 Ñ P x ĐýÒÔ Ē´ a ñx šªD □ ...3 ³wiî

S" #S # & • / fi
 ž l XJfi l l
 ' žš /S" #Sž' ž' &394 fi
 #p S" ž
 • -
 ž
 #
 l ... † • S-
 (žš /S" #Sž' ž' 394 fi ž
 ž
 #S 63FH S& / S)S&" fi
 &% ' *"' /#(fi ž
 ... † ... †
 % ž E4E... †
 ž

<Ò? > ™ 'r XÄC L xÂ...j %ü >z



yJ ž²

ž
 l l l l
 l l
 %S ž ž
 l... †
 ž

⁸ ' • ÝW ~ r†Ò s r(Ds w'à &R+À(L À Š> úy :~7 • "ž² IUUQ OFXT TQPSUTTFPVM DPN SFBE FOUFSUBJO IUN

⁹ ÔÑ7 ÝW ~r†Ò s ™Ô r†Ò s> iß j >Ñ• "ž² IUUQ TQPSUT DIPTVO DPN OFXT OUZQF IUN JE

XÄC ;klü , ù bÐ ,

	´r bÐ	ùQ	ùy	ä...
XÄC ^a XÄC				
XÄC ^a Ô				
XÄC ^a -Ñ, ĚÓ				
XÄC ^a yx				

yJ |™ĩ

~ÿ

S" #S = ŽBAB

ž

... ž FH ž ĺ
 † #S ĺ
 ž
 ĺ
 & /*ž, fi ĺ ...
 † ž
 . 0 S" ## . Q
 Q. Q. 0 ž.
 0 7Taa] ž
 ĺ... †
 ž

TREND
ANALYSIS

드라마 제작 과정 현황 및 주요 이슈

· c · ð Ē ³ x
· ' > (
Ž Ÿ n ŷ ß © Å Ž
— •

l > ²

S" ## # @45
FH ... /9d _ fi
/4dfZWe9d _ fi
/@[U 4gd] ZScMfi

ž

S" "

@45 l
S" ## @45
ž
& /345l 54El @45l 8AJ fi
' "' ž

•XÓÔD E— :./x z0À à™••Ý

ž

S"") ## FH /I d[W]e9g[VaX3_ W]USh I 93fi

... /FZWA[X]UMI .S&† ž

ž

ž

ž

ž

l

ž

...

/HsdWkft

...

/TgefWb[afff

S" "* \$

l

ž l

ž

l S" "+ ... /FZVG` gegS`ef S" # ... /? k9WWSf[a` ff

ž

345

ž

/@aSZ: Si Wfi

ž

54E

...

l

/FZWA[Y4S` YFZW]ckft

L ž

¾ †

4

ž

...

/gbXa` f b[W]WfSf[a` ff

l+

%Z&

ž

ž

S" ## 54E ... /: ai fa 4W\$ 9Wf`W] S` ff

/6Sh[V: ad eTkfi

/@8>fi

ž

l

l

l

ž

l

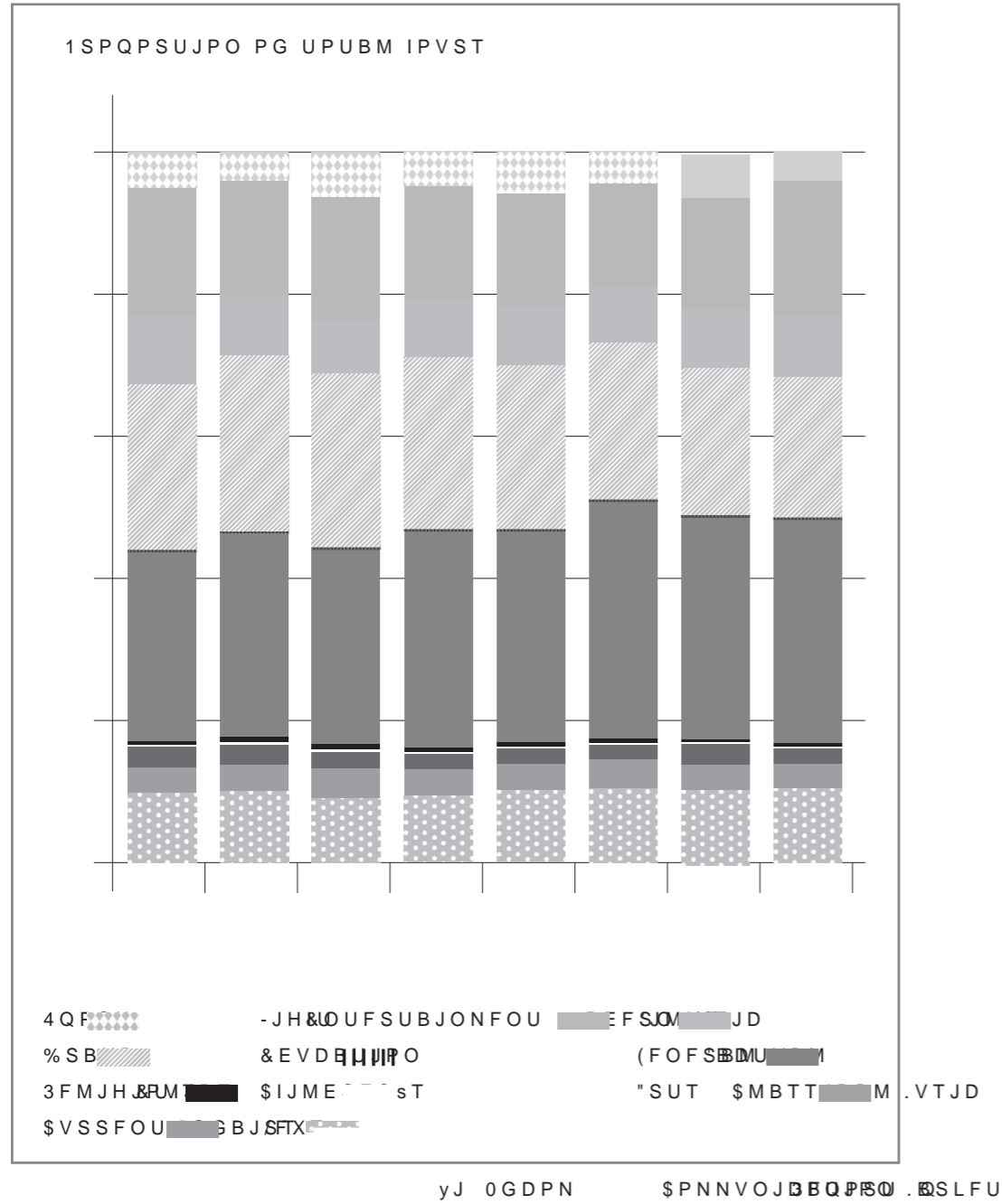
/6Sh[V: ad eTkfi

ž

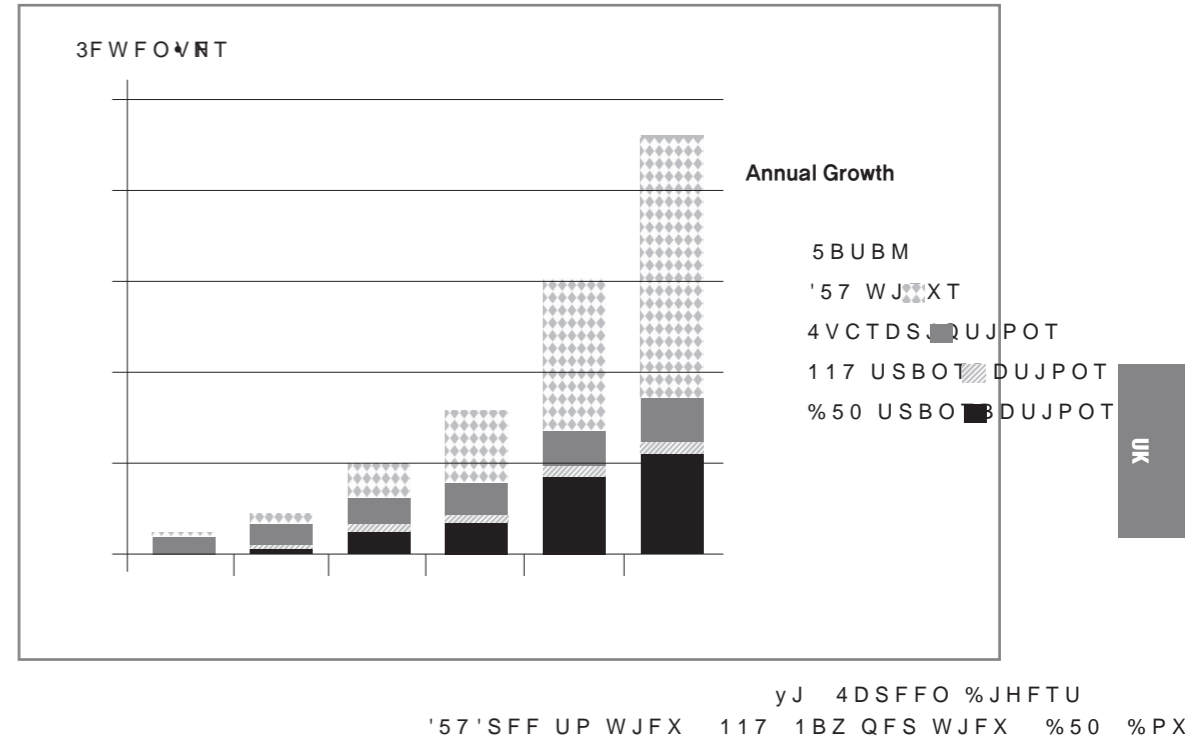
l

ž

<0? > 14# ;...D Öü P b0ù &@ _ TM



<0? > áÄK 57 úQ



445 445 ... /<Si eft S%"
 445 16H6 #*#
 #*# ... /5ada`Sfa`EfdMf S"'" 1#*(
 #*# ... /7Se7`Wef %"'" 1

% 43D4 žS" " " 4ž

l l

ž

... /445 A` V... /;FH #f

... /6ai `fa` 3TIVd ;FH #f

/445 @W d \$" #Sž #SSfž

M #O S" "& /BE4fí /

fi l ž

S" "& S" ## l

ž

S" #S

l ž

l l l žM SO

FH l S" "+ ž

... †8dM[W, .Kagh[W † fi

l ž

Ô'D Ñà f— XÁC &bD`Ú

#*"

ž #+ " S" " *

y ž

#*"

445 ;FH ž

/; ŽZageW d a VgUf[a` fi l

ž

#) "

5ž 445# 445\$l

;FH & l l

ž 445 ;FH ž

/3` `S` fi

... †AbW 4caSVUSeſ[Y 3gfZadſkl A43fi

žA43 445 ;FH l

² ' -ä%lìè7 14# 1VCMJD 4FSWJDF #SPBEDBTUJOH 3 •ÔÑà— š,x •ÔÑàžK Ñšu Ñàž • XŽ\ É ##\$57 \$IOOBM \$IBGD'FJMFd(†œÑà ú±•X \8 >ŸpŠ Sî

³ ##\$x ™ a &RW\l W(\l p x Ñà Ñ,ž3 "QQMFŽD †l[5VfOT Ñ'Jâ ±•a q î ýXç Ô³x5ý x bá û Sx œý , cÑ# 7` %JHJUBM 4UPSF ²: rÄ0Äýa #BSDFMPOB s Đý ,_3 É'îi Ä0Äýa Đý, _x PÉŽK î ýX îJD l48 p j5ý ...&%Å n0v Ô´D &R W\7 wôà >zÀ "ÖD ##\$ Ñà Ñ,ž3 cÑ# † l33 >ç q ³RbÈ x bá û Sx %50%PXOMP BœOUÑ'5ý l l >þþî É %5& —b %7%a 7)4 :cß 7 #B/Zý `• Ñ à Ñ,ž3 ³Rb x j— M7 Éá8 cÑ#ý þq þx j5ý œþþx ĐýÔÔ8 Ô d x,h ™þq ; îx b|8 >ÑŠ Sî

⁴ ##\$ É& ™ Ñà...&8 >ç Ùøþx Ñà ĩ·c` fÀ Oq î& Ý † l3 ±™ š X x ²: 3 J ç àix •Ô Ñà5ý²D œý žç•<8 É'â Ä Sî ##\$ 5SVTU

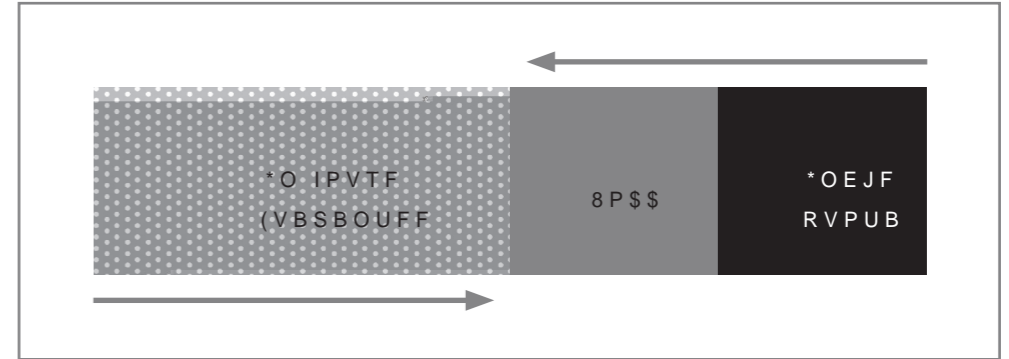
⁵ ™ ~ÖĐ Š²•3 ...Ýý øþq :»î ü& Š²À n0v ##\$i 57x ĐýÔÔD 3 ú À² ' óá j8 ÁiŠ l x •• ™— ##\$À x xl» J• D Jñà DÑ> ÈÔ; j5ý Š Sî þÑE •-x šl1 ~' ##\$i * 57x ú±•X :/7 ý n~Ñx z}‰l ; 9i

' ##\$D XÄC b0 '3•X: TM d n\$ u X •

3	, ù '3•X:	, z
n &@ wØ' XÄC	XÄC • éÑ	##\$ D n &@ D bÝ&É •XWx ##\$ Ä á û Sx WØ8 m ÞÝ \$ç (xK Ýÿ— ÝËà †lc-3 Ž ā œý dÞ8 É•ÞŠ ÿb& û Sx Ý% ••
	XÄC • _.	##\$ D % 7 % lÞD &É ##\$ D Öü P D bÝ&É a
°@ Ø' XÄC	XÄC • _.	>IŠ «7 ú³D Át8 ÞÑ ‹x &;Éa ÆØÓL f
	XÄC • _.	,zà Ó 3 ~ tÞba ý%lìl F7 f
ŠØ' XÄC	XÄC • _.	yËÓ "_ çû ý%a & Ó Átl Ù á x ĩ }D yËÓl Ù à f
	XÄC • _.	î`à ÑÉÁ²D ý%lì & Ó a ~ t \$(*a `ù ,-3 Ž à f
Đ;.. XÄC	XÄC • lš	`ùà f •KL lí_a `Ø a

yJ ~à`XÄCD •X* Á P¶Ñ%• äd. ² TM S-™ÝÑà>(\$ % dK

<Ò? > ##\$D 8P\$\$



Ô'D Ñà XÄC ← ##\$D r9'xfID 9 8P\$\$ s

! ... †agf aX
>a`Va` efdSfWkfi l

ž

ž

445

ž 445

l

...

†l [Vai aX5dMf[hW5a_bW[f[a` l

I a55fi

¹³ž

445

I a55

¹³ 9'x fID 9 8JOEPX PG \$\$SFBUJWF \$PNQFUJUJPO 7 ĩ D)@™ é À ç v> D •X8 rú3
™ÞŠ }Z l\Àq ÞÑÞwix †lc-À ÝËÞŠ Sĭ mx ¶Á² WS•X :/8 ,Ñā5ýD
•X™l Jà ##\$D ••x flñ8 ,ÑÞwix ³š ~à lÞà ...&D à w8 ³ž ÞŠ Sĭ l x
DrÞÑÑ sÀ² WS•X™l a û±•X)@•X™l l ßýÑ r9'ž DSFBUJWJUJ s ÞaE8 -Š flā
5ýD ##\$
& •ùà Ý%3 ••ÞÝ \$äl»i

1

2

5S™ 0

1 1

(2gVMP)

TREND ANALYSIS

시청률보다는 '화제': 파일럿 뛰어넘는 심야드라마

%9
·c·D E³x
Q E³
(á B@ ÅŽ—•

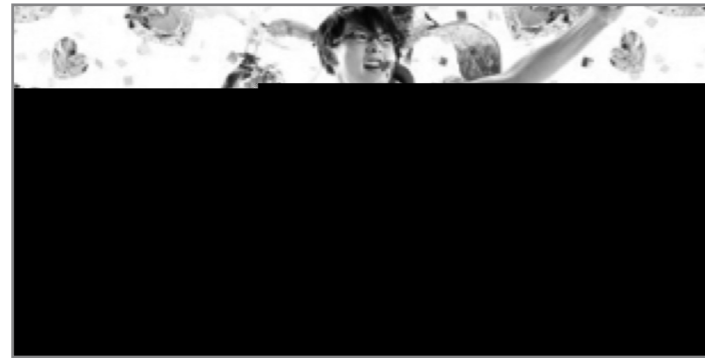
2±

FH ž
' & FH ž
FH @FH # ž
/& p(fi FH / (pS&
fi /# pSS fi /# pS% fi
S/S% p# fi & # ž
/& p+ fi # l
S ž#
ž
FH 1
ž l žS""

57(á , XÄCý cmÖÖ-yÚ 3Ž

v FH S" " # ... S&† %
ž FH žFH
ž
ž
... S&† S % ž
O
fi 3= 4&* /

l S" # ' S # ž& ž
FH žS" "(. SO S#
ž . %O S" # #ž ž
6H6l AEF l žFH . O .
O ž
l ž
FH . O踊る大捜査線fi l. O
ž
O FH S" %)
l O' fi ž
O l l
ž # #ž' l S" " # S
#ž# l S") # % #ž% žS" " * #S
l &ž žS" " + #
ž% ž +ž% S" ž
ž. O . O ž
žS" " + #S .
O ž



cm, À ĺ•à }*

/ fi ž % %* l %ž+

l) S" ž SSŽS

ž. O

ž l S" "

ž <ŽBAB l Fi [ffWd

<ŽBAB ž S" p%

ž #

ž . O

ž / fi

ž l

ž HA6 /4Eł 5Efi

ž

ž FH

@FH FH ž

l ž

S" #) # . O' fi ž

ž l <ŽBAB

ž

Sp& l S" ##) 4E l S" #S %) 5E

ž 6H6 l S" ## + ž

/ fi / fi

l . O' fi

ž FH /FA: Af / fi

,&@ œý XÄC fl &@ ý

FH FH ž

@FH # & l&

ž@FH HA6

ž ž

ž l

l ž

žS" ## # .CBO

.FWWUgdFO ž

F4E & ... @7A† ž .

⁵ \$ ĺ Ñà7 Ž Þx \$ ĺ Ä nÄ #4 #SPBEDBTUJOH 4BUFMMJUF ì \$4 \$PNNVOJDBUJPO 4BUFMMJUF ý aĒî ÑàèÄ² x yW3 \$ ĺ Ý@Ñà5ý 1Wx LĒÑà5ý Ī•àî

⁶ ™ \rûQ ý\$ L Ô x Īâ;Ī ± Ä² ‚Ī,C]› > ° Ā5ý \$Óî \$x "Ä€ ° Ā \$x gÓ ^† %Ē²|#"œ ° Ā Óî }* x \$Óî

JAPAN

JAPAN

~±

ž

1

@FH F4Eł

FH

ł

ž

ž

FH

FH

žFH

ł FH

ž

FH

FH

Sp%

ž

ž

#""

'l'''

ž

ž

ž

ł

ł

ł

ž

ł

ž

O' fi ž ł
 ł ł ž FH S ... †
 ž . O' fi ž
 ž FH ##
 ł)
 @: = # ł ## ... , † , fi ž
 ... # † S ž
 ž... # † & p* ł... , † *
 ž #
 . O'シングルマザーズfi ł
 ##
 O恋するハエ女fi ž ž
 . O)
 ł . O & ž @: =
 ł ł ž
 ž ž +
 . O赤と黒fi ž ##
 . O ž



Đì XÄC ‘

Đì XÄC ™(

/série téléviséefi /fWw^ fi ž

/série boucléefi

/8Wg[^W` fi ž /S #S fi ž

@ShSdafi #+*+ŽS" ") Q . /<g^W>WUSgffi #+SŽ 0

ž /téléfilmfi ž

W, fi

ž

XÄC Ñà b0 Â •X `Ú

ž l . @5;EQ . 5a^VUSeW . 84;0

ž

l . Q .

Q . /8W_ Wwafi \$" "ŽS" "+ 0 ž l

ž .

/@5;EO . D;Ei \$" " (Ž 0 ž

ž. />[` ef[fi#++%ŽS" "' Q .

/>ag[e `S 4daUS` fW #+*Ž Q . /<aeWZ[` WS` YW

YSd[Wfi #+)Ž 0 ž

l ž

l ž8d` UW% .

/B`ge TWWS h[VQ \$" " & l

+ l \$" # /S& fi # ž

ž F8# #+S . 0

ž S# +* /

**Ž+% fi ž # ž l

XÄC •X HW:

/5WfdW Sf[a` S`WUj` W SfaYdSbZ[cgWw [SYW

S` [Ww 5@5fi \$" ## \$" ##))%

\$" # 'ž ž \$" ##)

'lS% ## ž . #0 l

ž \$" ## ' .

%(*")ž .

ž l \$" "%

žS" ## %(("

ž %&'

&& ž

ž

™ Ñš u ; ... Ä² Ðì XÄC \i ĵ •
 S" ## ž5@5 S" ##
 # ") (ž S" #)
 ž) S l
 & ž S" ##
 /6aU? Sd[fD l S" ##
 /4[WhWgWSg]
 7VW VēfD l /<aeWZ[WS` YWScM[WfD #
 ž F8# ž
 ž F8# /? Wfs`effi
 # & fD /6d ZageW+ " fD /7ebdf Ud [Wēf+&
 fD /6aU? Sd[fi+# fD ž 8dS` UW
 \$ ž.
 /8S[e bSe U X[e bSe USfi * " fi S" ") Ž l.
 /wBwfe? Wfdw VBSfZS 5ZdefWd' & fi S" "+Ž 0
 ž 8dS` UW% ž S" ## *
 /B'ge TWWS h[M(S" fi S" "&Ž
 0 & ž8dS` UW%
 ? (
 ž? (/EUWVW WSYwfi " fi S" "+Ž
 0 @5;E0 ž

Ðì XÄC &b Öyå Â yÚ

Ðì XÄCD úy Ó

ž5@5
 S" ## S" # ##
 #+# ž /7` YdWSYwfi S" "' Ž
 0 ž
 l l l
 ž
 '*ž ĵ ## ĵ
 ## ĵ l +ž ĵ %ž ĵ ž
 ž

çû ÄI` \D Ðì XÄC™, Ð>

Ðì XÄC £

ž
 /5S` S^Lfi
 /4dScgafis" "+Ž Q. /? SXaeSfi S" "(Ž Q.
 /? S[ea` UaeM S" # Ž Q. /7` YdWSYwfi
 ž)" ž
 /Eage` Wēa` Wfi #++(Ž S" "* 0
 /ES[f FcabWfD @Wj HA6 ž
 ž F8#
 /<aeWZ[WS` YWScM[WfD & l
 ž

3 —ßûŽ /\$*4 x™ . ; ... Ä² >b &R+l œ7 · XÄC &;ÉIi

FRANCE

FRANCE

l /EaXUSfi 5@5 ž

ž

Ò}x Ñ

Ñ ±S

/5@5fi #&(ž5@5

ž5@5 #*(/>WUa_ bfWWWeagf[W S ħ

[Vgefd[WWWbcaYcS_ _ WsGv[ah[egWl 5AE;Bfi

ž

\$04*1 ÝØ

5AE;B ž /

Š_ fi / 'ž_ fi

5AE;B ž %_ l (& l

*' _ l #_ žS"")

EA BB ž

5AE;B ž

ž

Ñ ™(

l l ž

Ý W2Ñ

5@5 / fi

ž ž 5@5

l l ž

5@5 ž

ž

Þ ¶ Ñ

ž l

ž

> Ð; Ðý ì ñ... Ñ ÐýÒÓ\

°

ž

&' _) (% ž

ž l \$

ž

ž

°

S" # ## # ž

l ž

l S(l 'S ž

5AE;B 5@5 &' _ ž

°

Ž ž

FRANCE

FRANCE

ž

ah ä((8 \$eÑ Ñ

/^W8a` VeV\$[W\$ ^t` `ahSf[a` SgVah[egWW 83;3fi

ž l l

ž

“제4회 드라마극본공모전 시상식” 네번째 사막의 별뿔별 주인공 찾기

제4회 드라마극본 공모전 시상식
 일시: 2012년 12월 28일(금) 오후 2시
 장소: 방송콘텐츠진흥재단 대강당

제4회 드라마극본 공모전 "사막의 별뿔별 찾기" 시상식
 대상 ₩20,000,000
 우수상 ₩10,000,000



제4회 드라마극본 공모전 "사막의 별뿔별 찾기" 시상식
 대상 ₩20,000,000
 우수상 ₩10,000,000

방송콘텐츠진흥재단

5S™ 6

CNC, www.cnc.fr
 CNC Bilan 2011, www.cnc.fr
 Francetvinfo(2012,07,08) Séries télé : les Français ont-ils enfin trouvé la recette du succès ? http://www.francetvinfo.fr/series-tele-les-francais-ont-ils-enfin-trouve-la-recette-du-succes_116195.html

과월호 색인

Á	r
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ †lª— Ñ*Ž &bD ø P•ú ◦ % Ñ,ŽD •X— d ‘, Á •Đ•< Ñ% Áš^ <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ C_ª Ñ,Ž Ž 2ñ— Ž,W yÚ 2ñ Id³ ◦ Ðì D †lª &b 2ñ Š m † ◦ ° ‘ % Ñ,Ž ‘, Êy Id¹ ◦ °aiD % Ýyñ— à... Ò;Š yN āš
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ ‘r Ñà Ñ,Ž ‘, Óñ— Êy Ñ% •.f ◦ ‘r }ÄL Ñ,Ž ‘, Óñ— Êy Ñ% yçú ◦ ‘r ÝŠ Ñ,Ž ‘, Óñ— Êy Ñ% lûç <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ .‘D áÄK 57 — Ž,Wù `Ú Id³ ◦ Ðì D 3ä Ñ,Ž m † ◦ °aiD 3ä Ñ,Ž āš ◦ °‘D 3ä Ñ,Ž Id¹
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ ÖyáÑ,Ž Ý,Á à yÚx }Ö— Ñ Ñ% •.f ◦ &bPÑÁ :à ‘r .c- Ý,D Öyá yÚ ā™Ē ◦ Ñà Ñ,Ž Ý,D Êy yÚ Á9’ ◦ ‘r .c- Ý,D ‘.fIñ Ñ% ²b <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ \$57 Öy3.c- Ý,D Á Ñ,Ž yÚ āš ◦ ° ‘ Öyá .c- Ý,D Á Ñ,Ž yÚ Id¹ ◦ :Ñc 7JWFOEJ Ò D Á Ñ,Ž yÚ m † <p>SPECIAL ISSUE</p> <ul style="list-style-type: none"> ◦ Ñà>(\$ % Ñ,Ž •< ß ú ◦ ™ S-™ Ý Ñ,Ž •< āM¹
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ 11 ‘,D *— fIñ •Š Ñ% ç2Ī ◦ 11 î”ç ™ ò Ī• •<D £> P•ú <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ .‘D 11 Ī• •< ÁiÝ ◦ Ô ‘ ÑàÑ,ŽD Öyá yÚ Áç ◦ °aiD 11 Ī• •< āš ◦ °aiD Ñ,Ž wXÁ l āš ◦ Ðì D 11 Ī• •< m †

과월호 색인

Á	r
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ .Đ .c- ‘Ñ C_ xí xĐ_ 4 ,š¹ ◦ C_ 57 &bçbD è,l i ‘r ‘,yÚ Ññ ā™³ ◦ C_ª ...i Ñ,Ž Ó fyD î øšĪ <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ .‘ C_ .c- cÄl 6A 1\$D — yN ‘ Ć ◦ Ô ‘ xí 57ý Ó Þx C_ .c- i xí Ž_ ü Áç ◦ Ðì D C_ .c- mÔ 2ñ m † ◦ °aiD C_ .c- — yN āš
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ çúÖy Ñ,ŽD iø Jz ◦ à(D çb— à... Á9’ ◦ mÔ :‘D ø ý à(D çb— à... 12ô <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ à ‘ XÄCD .‘ Öy 2ñ— >Þç ‘ Ć ◦ (à(,iÄ² b0ý %9 ◦ à(Ñ,Ž ° ‘ Öy áÝ ◦ Ô ‘Ä²D à(Ñ,Ž — Ô ‘ Ñ,Ž &b Áç
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ çú .c- Ý,D ‘r ,Q Á Öñ yçú ◦ çú ÑàÑ,ŽD ‘r ,Q Á Öñ ÓÓ† ◦ çú ÑàÑ,Ž “XD ‘r ,Q Á Öñ Ò;Š —• 02Ô <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ .‘D Ñ‘d’ ØĪ J •< r — f— ‘ Ć ◦ L D W ‘ ÑàÑ,Ž •< r sà(š8 xdý %9 ◦ Ðì D W ‘ Ñ,Ž •< m † ◦ r°ai ‘ Ñ,Žs Ī•D — yN āš
TM >Á	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ ™ äžç;...D P ‘ žç £> •Kü ◦ ™ äžç;...D ÝŠ lûç ◦ ™ äžç;... (Q l1 Ī D ø mÔd <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ C_ .c- çbÄ n2 }ÄL ÝŠ &b ø i yN ‘ Ć ◦ L ÝŠ&b Ñšu •W; \$çhK ” jÓ %9 ◦ Ðì cÑ# -è:y (Q 1 ÝŠ &b ø m † ◦ °ai }ÄL ÝŠ &bD ø Á yN āš

Â	r
<p>TM</p> <p>>Â</p>	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ Ñšu ÑàŽD / ü= Ñ, Ž 2: 2ñ •ý^ ◦ , ÑàŽ, WD C_-c^-2: ••Â à £>i yN à'• ◦ "#D C_-c^-Ñ, Ž yÚ āÑ <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ ‡C"D cÑ# .c^- yÚ— ' Œ ◦ L ŸŠ&b Ñšu •W; \$¿hK " iÓ Á¿ ◦ Ðì >(Ž\D / ü= yÚ m ‡ ◦ "aîD TM }ÄL &b yN āš
<p>TM</p> <p>>Â</p>	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ ÑàÑ, Ž çû, >Á² &D ' , x D .i •<x āD P •û ◦ ' • ÔšÑ, Ž &D — Óñ •.f ◦ ' • ÑàÔšÑ, Ž çûŽù 7 • <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ . ' Ñà Ñ, Ž & / " 51&3 °, 5ý ' Œ ◦ L rá•—s— Ñ, Ž & yÚ %9 ◦ ° ' Ñà Ôš & Ī;; ◦ Ðì D Ôš & m ‡
<p>TM</p> <p>>Â</p>	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ à â?x— "Ž ÑàÂ • ³ ◦ 'r "Ž;... Â ³ ā • ◦ ' "Ž Ñ, Ži ŸŠ ā} <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ Ô'D â?x— "Ž °...Â . ¶ ◦ . 'D "Ž°... 6Ñ‡ Ī•8 Dp4 l — ' Œ ◦ L D â?x°... x r ðÑ, ŽsK> %9 ◦ "aîD "Ž Ñà °... * i l āš
<p>TM</p> <p>>Â</p>	<p>ISSUE ANALYSIS</p> <ul style="list-style-type: none"> ◦ 'r XÄC ' , D ³i TM ◦ XÄCD ž¿ — yN ¿Ë ◦ à(XÄCD Ó lTMĭ <p>TREND ANALYSIS</p> <ul style="list-style-type: none"> ◦ . 'D XÄC •X —• Â ± l ' Œ ◦ Ô'D XÄC ' , D — yN m7f ◦ L D &R+ îx r •s uLä a^-^x , XÄC %9 ◦ Ðì D XÄC ' , fñ Â Ñ •< m ‡