

2002 1

2002 1 202%, 21%

414 .

63 , 314 ,

37 .

68%

4% 63 .

가 314 269%,

18% .

2001 , ,

가

37 .

가 가 가 가

212% 가, 17% 가 365

12.2%

4% 가 33 17 , 4%

122%

가 17

( EPS) 131 (EBITDA) 51

27 83%, 31 66% 가 .

[ ]

	2002 1	2001 1	2001 4
	41,391,229	13,727,588	34,073,954
	6,288,235	3,748,220	6,041,745
	31,382,495	8,515,465	26,554,744
	3,720,499	-	-
	-	1,463,903	1,477,465
가	36,317,672	11,631,939	31,069,896

	5,073,557	2,095,649	3,004,058
	3,331,672	1,502,227	3,212,790
	1,741,885	593,421	-198,734

2002 1

(2002 3 , 2001 12 )

32,500,000	367,350,000	18,660,000
1.5%	5.6%	3.1%

	( )	(%)	( )		( )
	19,725	90.4	14,708,195	14.5	307.9
	17,957	84.2	3,263,166	9.1	97.1
NHN	17,886	83.9	2,334,986	9.3	76.3

( : 2002 3 )

		52.5	27.8
		51.8	20.5
	가	47.8	19.0

( , 2002 3 )

2002 3 (90.4%)

(307.9 )

90%

70%

(Active User) 가  
가 가 , B2C

[ARPU(Average Revenues Per User) ]

( : , )

	1Q 2001	2Q 2001	3Q 2001	4Q 2001	1Q 2002
	13,200,000	15,000,000	16,289,000	18,092,000	18,660,000
	13,727,587,611	20,762,658,869	22,387,572,563	34,083,953,774	41,391,228,843
1	1,040	1,384	1,374	1,884	2,218
B2C	8,753,788,000	16,620,311,000	16,896,384,097	27,604,546,653	35,102,993,728
1 B2C	663	1,108	1,037	1,526	1,881

가

가 가

(Daum Cash)

. 2001

2002 3

50

(Daum Cash)

12

, 9

7~8

가

가

가

1 F15 가

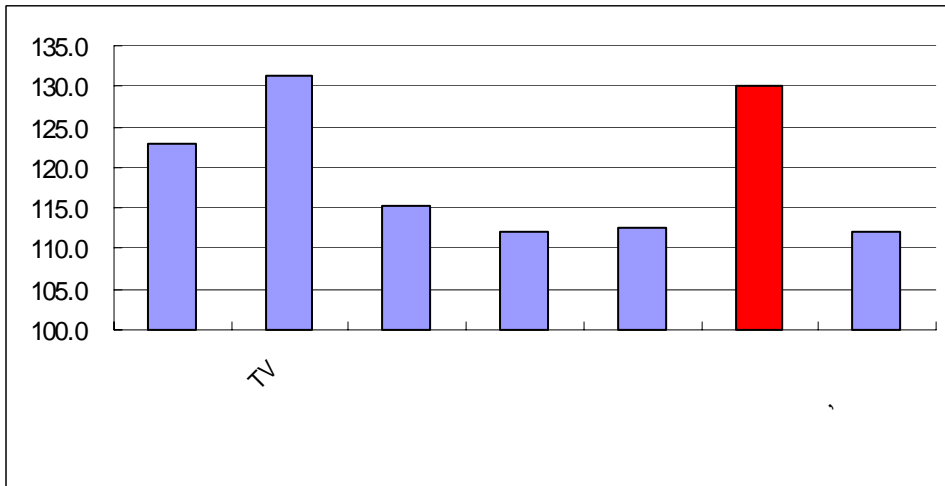
1,200 40 (CP)

2002 1 ( )  
( )'가 2002 2  
(Wedding)

2002 4 1  
6,300 2,000 ~3,000  
1/4 가,

ASI( ) 2002 4 ASI  
3 111.2 4 130.0 TV  
ASI(131.4)  
(ASI가 100 가 )  
100 )

[ (4 ) ]



( , 2002 4 )

2002 1 2001

1

1-2

2002

2002 1

1

4 345

13.3% 가

89.8%가

B2C

3 5 73

11.5%

107.7%가

[ ]

	2001 1Q	2001 2Q	2001 3Q	2001 4Q	2002 1Q
	1,918,293	3,099,553	4,457,227	4,982,600	6,494,229

	302,340	469,836	551,647	579,467	731,649
	47,210	100,719	114,135	163,332	199,040
	36,173	72,374	71,364	92,330	106,568
가( )	56,936	43,747	41,318	41,815	44,642
	104	121	182	188	222
	187,835	141,111	133,806	149,775	151,357
	8.0%	9.2%	10.2%	8.5%	9.0%

(2002 3 222 )

가가

2002 3

150

ASP

가 9%

2001

가

가

1

37

3

3

8

가

1

가

가

가

, , , , / , , , VOD,

가

20 (Wedding) 가

2002 2

2002 1 가 가 가

. 1 47

13 가 34

4 39% , 200

150 가 가 가

	2001 1Q	2Q	3Q	4Q	2002 1Q
	137.2	207.6	223.9	340.7	413.9
	74.5	68.4	91.4	56.1	34.4
/	1.87	3.03	2.45	6.08	12.0

2002 2 가

2001 15% 1

가 2

가

/

30.6 (EBITDA) 1 66% 51

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. 1 340  
(EBITDA) 2