

- -

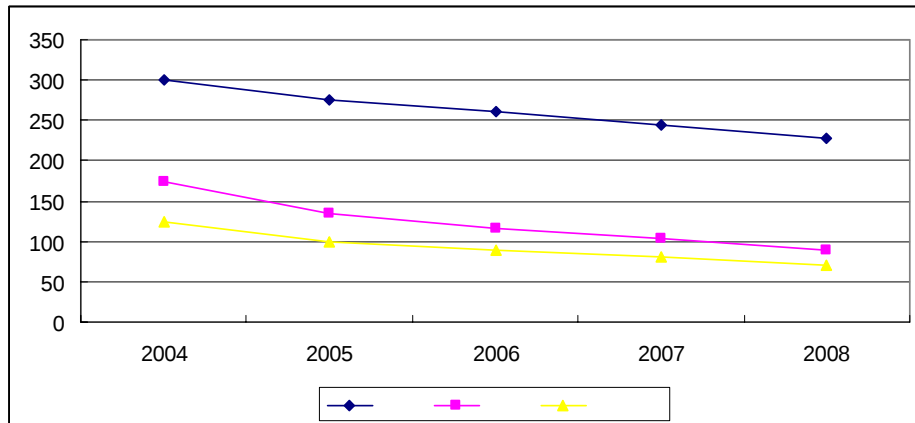
1.	IP	3
가.	IP	 3
.	IP	가 4
.	PVR (Personal Video Recorder)	 5
2.	IP	7
가.	Scientific Atlanta	 7
.	Motorola	 7
.	2Wire	 7
.	Bast	 8
.	Entone	 8
3.		9
가.		 9
.	SWOT	11
.	가:	 12
.		 15

IP

. IP 가

IP 가
가 , IP 가 가

< 3> IP 가 (:)

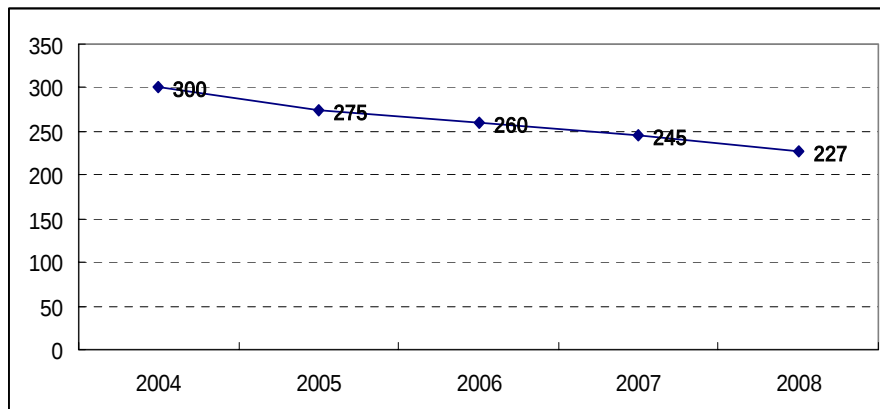


[: InStat/MDR]

가

가

< 4> IP 가 (:)

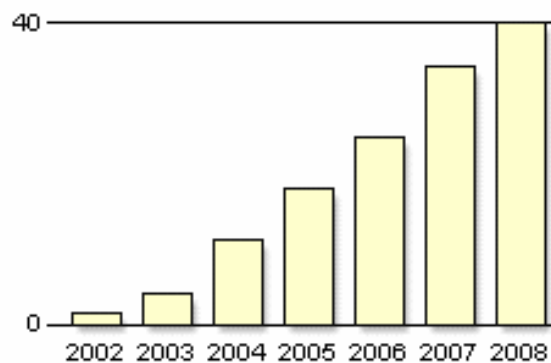


[: InStat/MDR]

. PVR (Personal Video Recorder)

PVR 2002 150 2008 4,000

< 5> PVR (:)



[: In-Stat/MDR]

2004 DVD-PVR PVR
가 PVR 80%

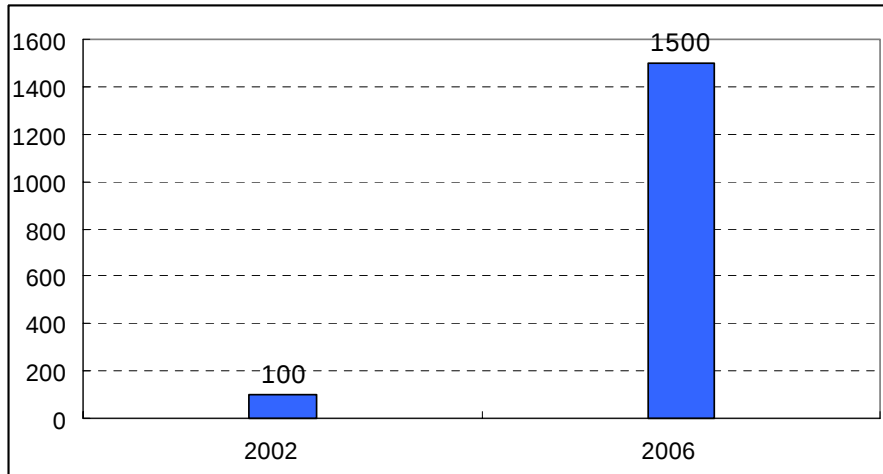
PVR TV 가

PVR 가 88%

2002 100 PVR 2006 1,500
Screen Digest

< 6> PVR

(:)



[: Screen Digest]

2. IP

가. Scientific Atlanta

Scientific Atlanta

Time Warner Cable, SBC, Cabletelevision

IP
DVR

IP

. Motorola

1 Motorola

SBC Verizon IP

가

2005

Motorola

Ucentric Whole Home Media Platform

Motorola

가

DVR

. 2Wire

SBC IP

2Wire /IP

Media Portal

SBC

HomeNet

Media Portal IP

TV

, HD DVR ,

,

. Bast

Bast	IPTV, VOD,	TV	IP
	가		
IP		Bast	Scott County
Citizens			Citizens Telephone
Cooperative	Bast	MPEG-2	VC-1 VOD

. Entone

Entone	VOD, nPVR	TV
	IP	
Siemens	Entone	IP
가		Surpass Home Entertainment

3.

가.

ICA 2004

가

2004

가

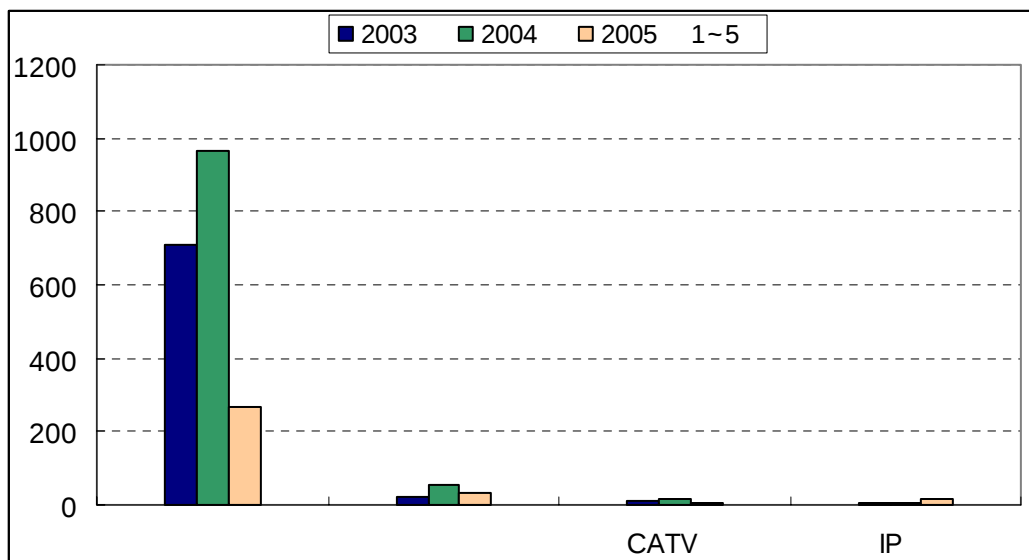
70%

가

. , IP,

< 7>

(:)



[: IITA]

2000 6

Cross Digital

2004 7 PVR Tivo
 PVR 2005 12 PC
 Dell 32 , 37 LCD TV
 ODM () 7-8

2 (MSO)
 (HD) 1 5
 2006 1 ~3

LG 가 DIRECTV MPEG4
 HD

PVR, ,
 IP
 , LG,

. SWOT

< 1>

SWOT

Strength	Weakness
가	
Opportunity	Threats
TV IPTV PVR MSO	Motorola SA,

[: MABP]

가:

:

가

가

가

가

가

,

,

,

가

, 가

1

.

5

, 1 가

, 5가 가

.

가

5(

)

1(

)

,

가 3

< 2>

	가		가
	0.3	4	1.2
	0.3	4	1.2
	0.2	3	0.6
	0.2	2	0.4
	1.0	-	3.4

[: MBAP]

가
 , , 가 , IP
 4

가 , 가
 1 . 5 , 1 가 , 5가 가 .
 가 5() 1() ,
 가 3

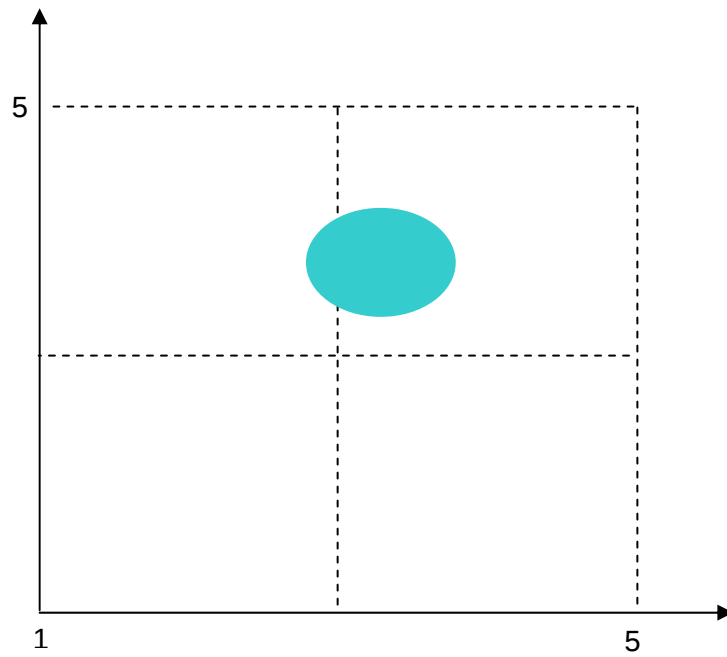
< 3>

	가		가
	0.3	2	0.6
	0.3	4	1.2
가	0.2	3	0.6
	0.2	4	0.8
	1.0	-	3.2

[: MBAP]

3.4 3.2
 가 가

< 8> IP 가



[: MBAP]

·

■

가 , PVR DVR
가

가 가

■ OEM

OEM 가
가

,

OEM

■

가

,
(open market) 가