



무선 인터넷 시장 동향과 전망

- ,
- PDA ,
가 가 가 , mobile-commerce
- e-mail CRM,

		·	, , , ,
		·	, , , , ,
		· · ·	, , , ,
		· ·	email, SMS, , MIM
	B2C	· B2C	CRM ,
		· ·	SCM, WASP , ,

: Booz Allen & Hamilton¹⁾

1) MS = unified messaging service. MIM = mobile instant messaging.
 SCM = supply chain management. ISP = internet service provider.
 WASP = wireless application service provider.

- 가 ISP, , WASP 가
- , 가 ,
- , 가 ,
- PC ASP ASP, WASP 가
- () 가 가, .가 . , 가 (Ubiquity, Immediacy), (Convenience), PC 가 (Security), 가가 (Localization), 가 가 (Personalisation)
- 가 가, (2 14.4Kbps, 2.5 64Kbps, 3 2Mbps) 가
- ,
- 가 ,

- () , TCO(Total Cost of Ownership),

· WAP(Wireless Application Protocol) ME(Mobile Explorer)

· PC

· () . PKI(Public Key Infrastructure)

- 가 2000 가 60%

· ARC 가 가
2000 10% 2004 60%

가 : (, %)					
	2000	2001	2002	2003	2004
	13.4(14%)	26.8	46.6	83.6	126.3(71%)
	8.7(16%)	19.9	31.8	55.5	82.4(79%)
/	11.7(9%)	22.0	42.8	98.4	163.2(43%)
	23.0(14%)	50.7	108.6	181.1	254.4(79%)
	8.2(9%)	18.7	41.5	76.4	124.4(50%)
	65.0(12%)	138.1	271.3	495.0	750.2(61%)
가 (%)	105.0	112.5	96.5	82.5	51.6

: ARC Group, 1999

: () 가 (%)

2005 2,100 , Forrester Research 2005 2,000

Mobile- Commerce :						
	2000	2001	2002	2003	2004	2005
	15.45	59.75	134.53	280.94	465.38	672.69
	7.84	38.15	87.60	192.22	324.08	468.91
	11.59	47.68	136.07	288.26	488.57	736.18
	0.24	2.55	8.90	29.21	56.5	104.11
	0.41	3.51	11.64	35.21	68.05	125.94
	35.53	151.64	378.74	825.84	1,402.58	2,107.83
가 (%)	-	326.8	149.8	118.0	69.8	50.3

: Ovum, 2000

2000 5,000 2005 6 (e-bizgroup, 2000)

SMS

가

2000

: (,)						
	2000	2001	2002	2003	2004	2005
가 ()	26,816	27,610	28,782	29,729	30,201	30,679
가 ()	15,785	17,947	20,147	22,297	23,557	24,543
	5,023	15,092	33,914	43,131	51,247	58,652
가 (%)	-	164.2	100.2	14.9	12.5	9.8

: e-bizgroup, 2001

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