



2005 Survey on the Wireless Internet Use







(Executive Summary)

2005. 10

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I Methodology

 Fieldwork Period	2005. 9. 1 ~ 9. 30
 Sampling Size	3,063 persons
 Sample Eligibility	Mobile phone users ages 12 years and over
 Sampling Method	Multi-stage stratified sampling by Region, Sex, Age
 Sampling Error	± 1.77%p (at the 95% confidence level)
 Data Collection	Face to Face Interview

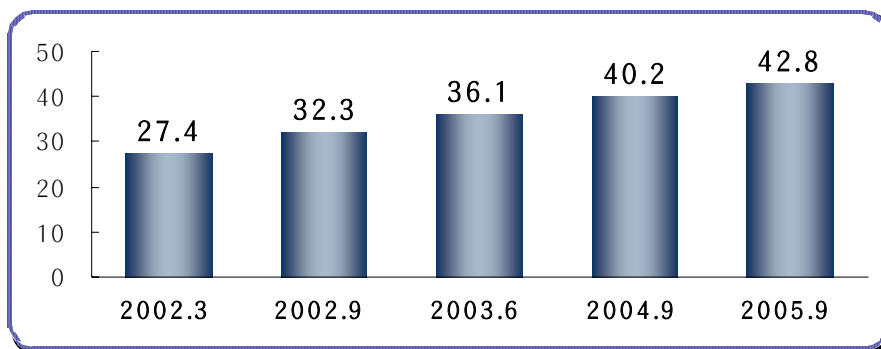


Wireless Internet Usage

1. Wireless Internet Use rate

- As of September 2005, wireless Internet use rate (the percentage of mobile phone users who use the wireless Internet at least once within the last 6 months) is 42.8%, which has increased 2.6%p since the previous year.

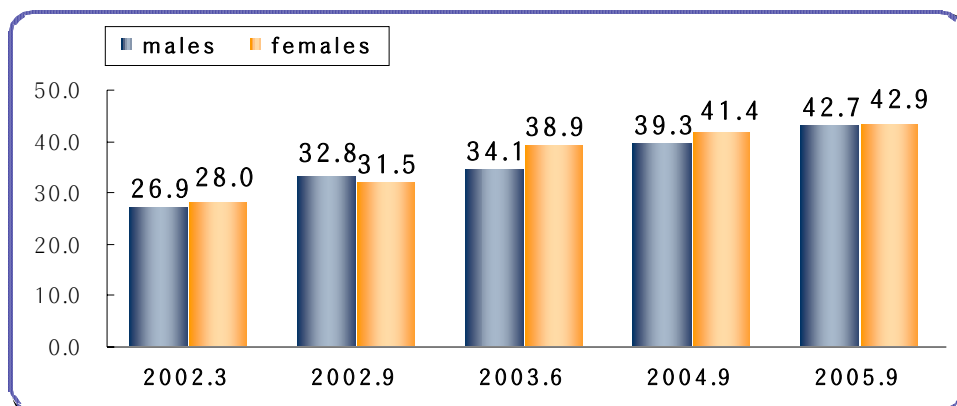
<fig1> Wireless Internet use rate (%)



2. Wireless Internet Use rate by Gender

- The percentage of wireless Internet users among females and males are 42.9% and 42.7% respectively, which shows no big difference.
- Both Wireless Internet use rates have increased by 3.4%p for males and 1.5%p for females since the previous year Sep. 2004.

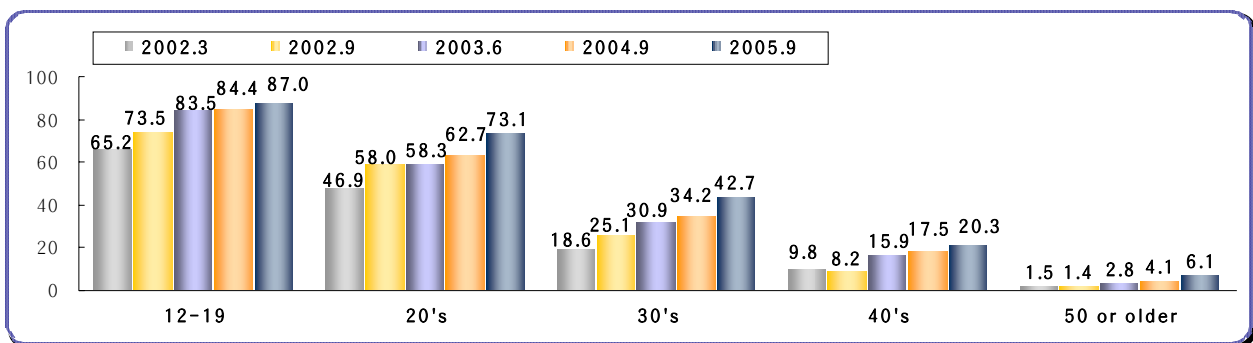
<fig2> Wireless Internet use rate by gender (%)



3. Wireless Internet Use Rate by Age

- The wireless Internet use rate of ages 12 to 19 is the highest with 87.0% followed by 73.1% for 20's and 42.7% for 30's.
- The use rate has increased by 10.4%p for 20's, 8.5%p for 30's since the previous year, which shows larger increases than any other age groups

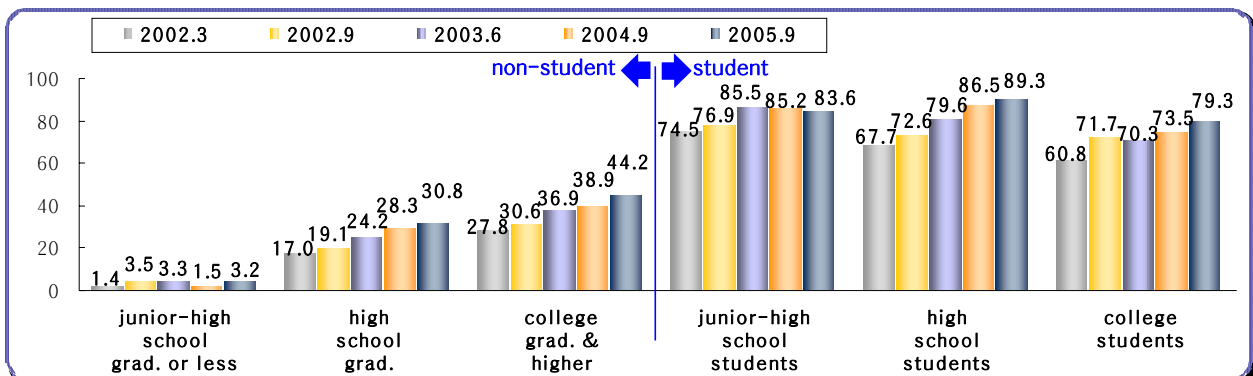
<fig3> Wireless Internet use rate by age (%)



4. Wireless Internet Use Rate by Educational level

- The wireless Internet use rate of the students is much higher than that of the non-students.
- The wireless Internet use rate of high-school students is the highest with 89.3%, followed by junior high-school students with 83.6% and college students and over with 79.3%.

<fig4> Wireless Internet use rate by education level (%)



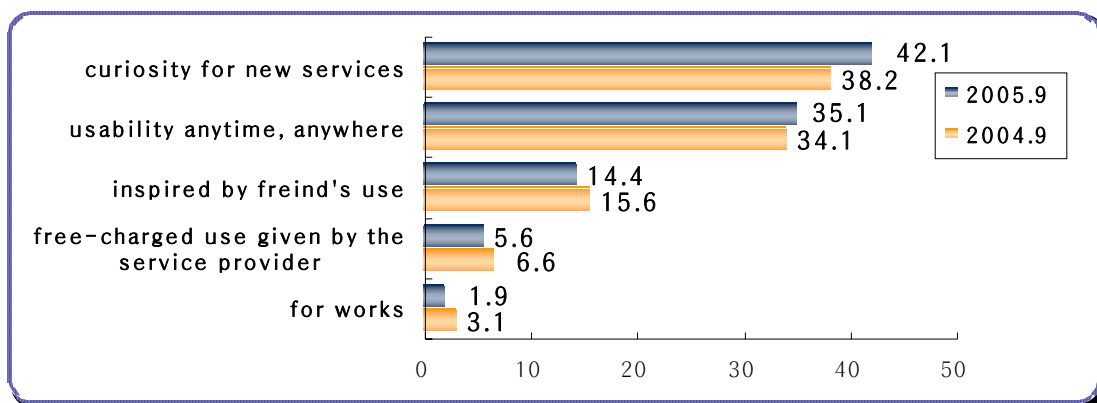


Wireless Internet Using Patterns

1. Motivation for the First Using Wireless Internet

- The primary motivations for using the wireless Internet is "the curiosity for new services"(42.1%) and "usability anytime, anywhere"(35.1%).

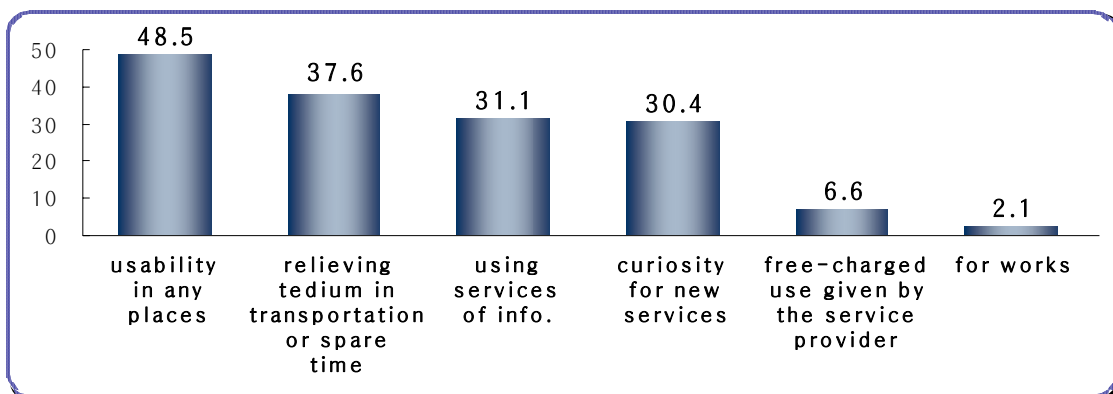
<fig5> Motivations of wireless Internet (%) – Wireless Internet users



2. Reasons for Using Wireless Internet (Multiple-Choices)

- The primary reasons for using the wireless Internet is "the Internet usability in any places with 48.5%.
- More than 30 % of wireless Internet users are using it for "relieving tedium in transportation or spare time", "using services or information", and curiosity for new services".

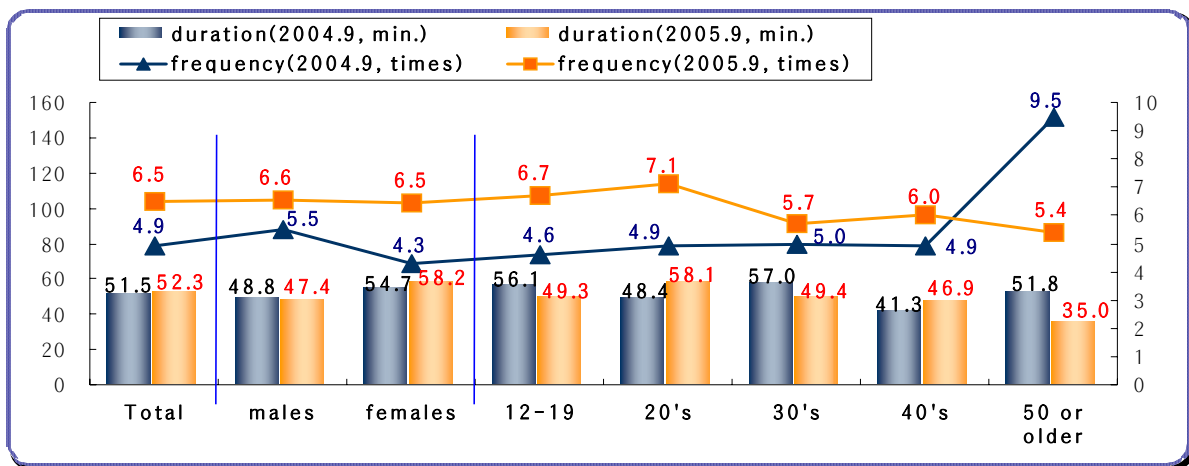
<fig6> Reasons for using wireless Internet (% , multiple-choices) – wireless Internet users



3. Frequency and Duration of Using Wireless Internet

- Wireless Internet users use the wireless Internet 6.5 times and for 52.3 minutes per week on average.
- Male users use it 6.6 times per week which is similar to females' with 6.5 times, but females use it for 58.2 minutes more than males who use it for 47.4 minutes.

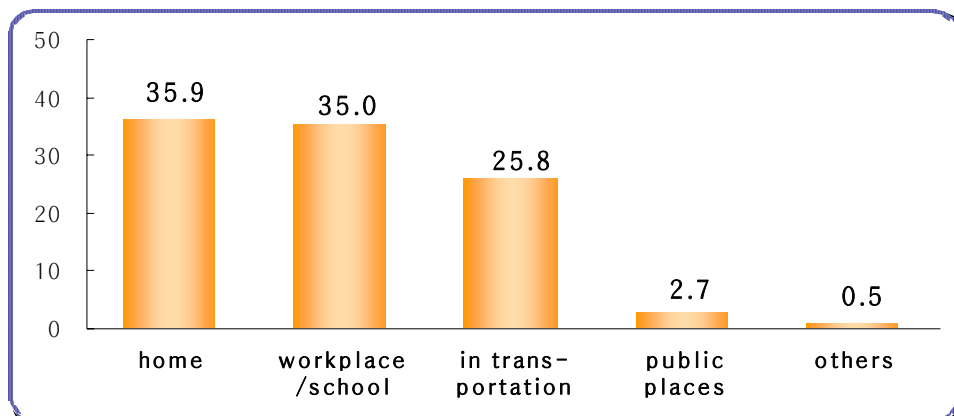
<fig7> Frequency and duration of using wireless Internet on average of a week
- Wireless Internet users



4. Places of Using Wireless Internet

- The primary places of using the wireless Internet is "home"(35.9%), followed by "workplace/school"(35.0%), "in transportation"(25.8%), "public places"(2.7%), "others"(0.5%).

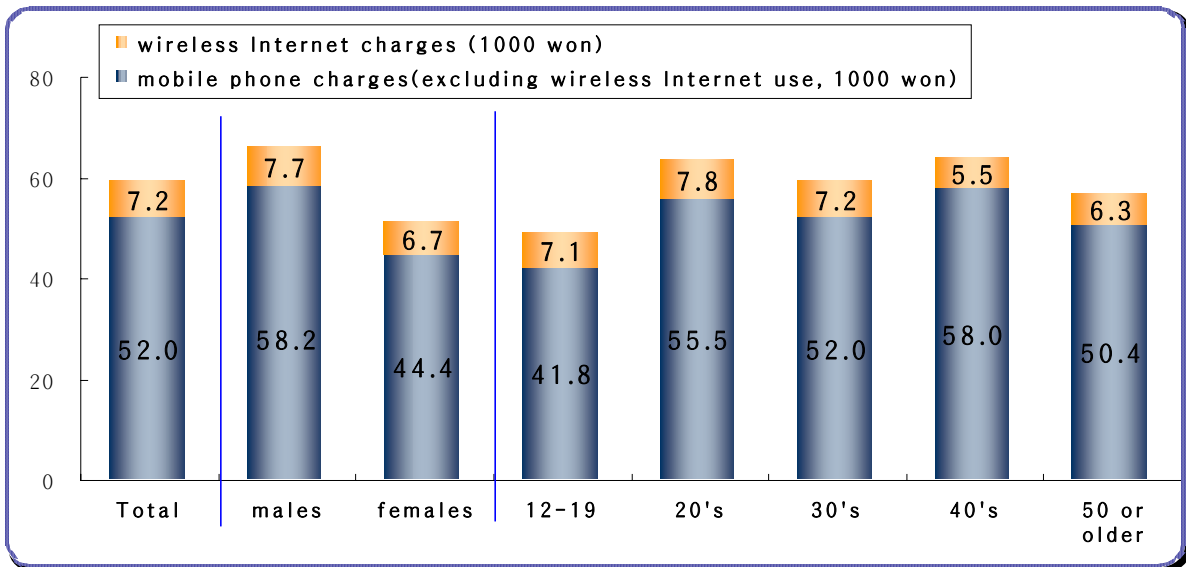
<fig8> Places of using wireless Internet(%) - Wireless Internet users



5. Monthly Charge for Using Wireless Internet

- Wireless Internet users spend 7200 won on using the wireless Internet on the average monthly basis, and spend 52000 won on using the mobile phone excluding the wireless Internet charges
- The group of males by gender who spend 7700 won on using it, the group of 20's who spend 7800 won and 30's who spend 7200 won by age are those who spend charges relatively more than any other groups.

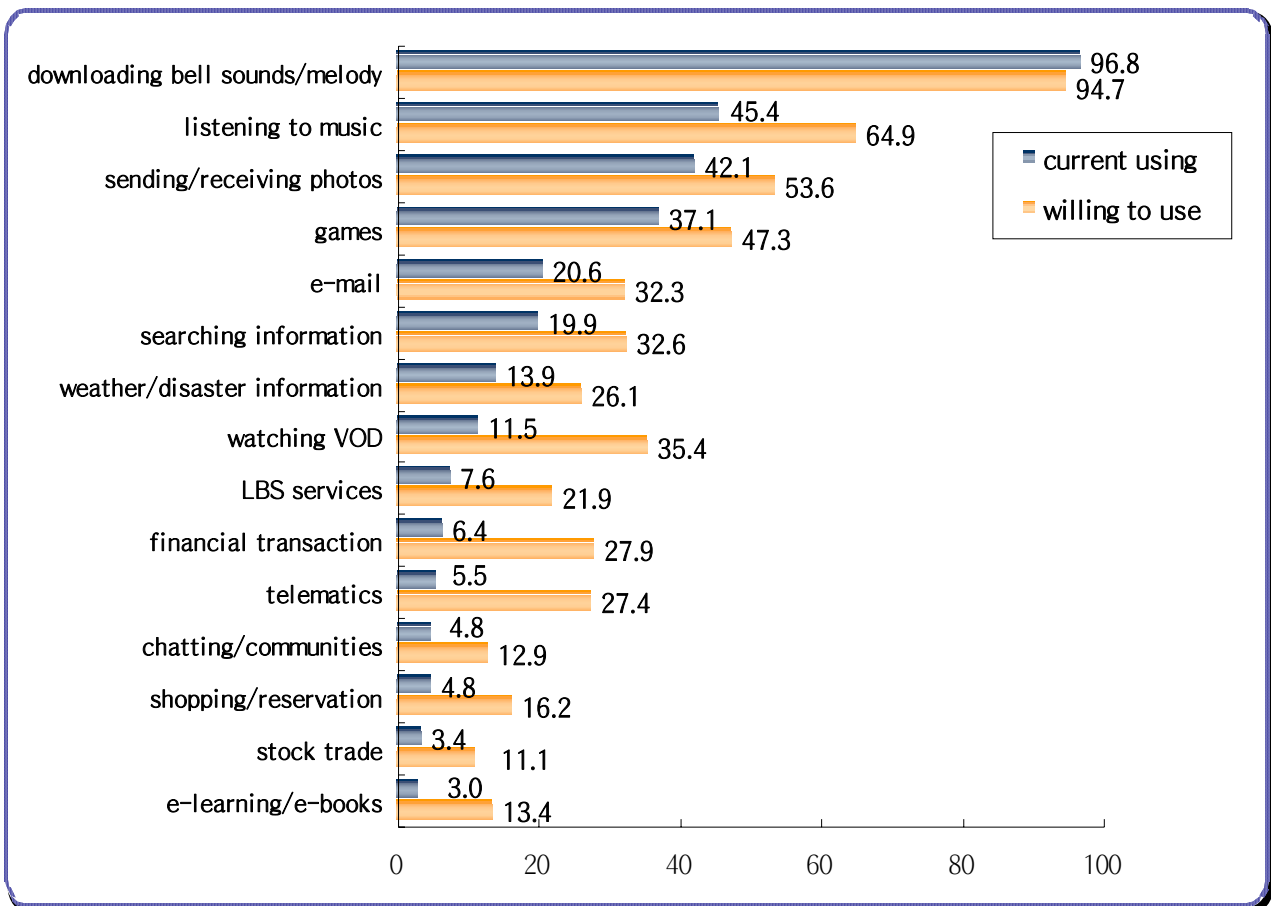
<fig9> Monthly charges for using wireless Internet(%) – Wireless Internet users



6. Experiences and Prospect of Using Wireless Internet Contents

- The most popular wireless Internet contents used by wireless Internet users are "downloading bell sounds/melody"(96.8%), followed by "Listening to music"(45.4%) and "e-books"(42.1%).
- The contents which wireless Internet users are likely to use in the future are "downloading bell sounds/melody"(94.7%), followed by "Listening to music"(64.9%), "e-books"(53.6%) and "game"(47.3%).

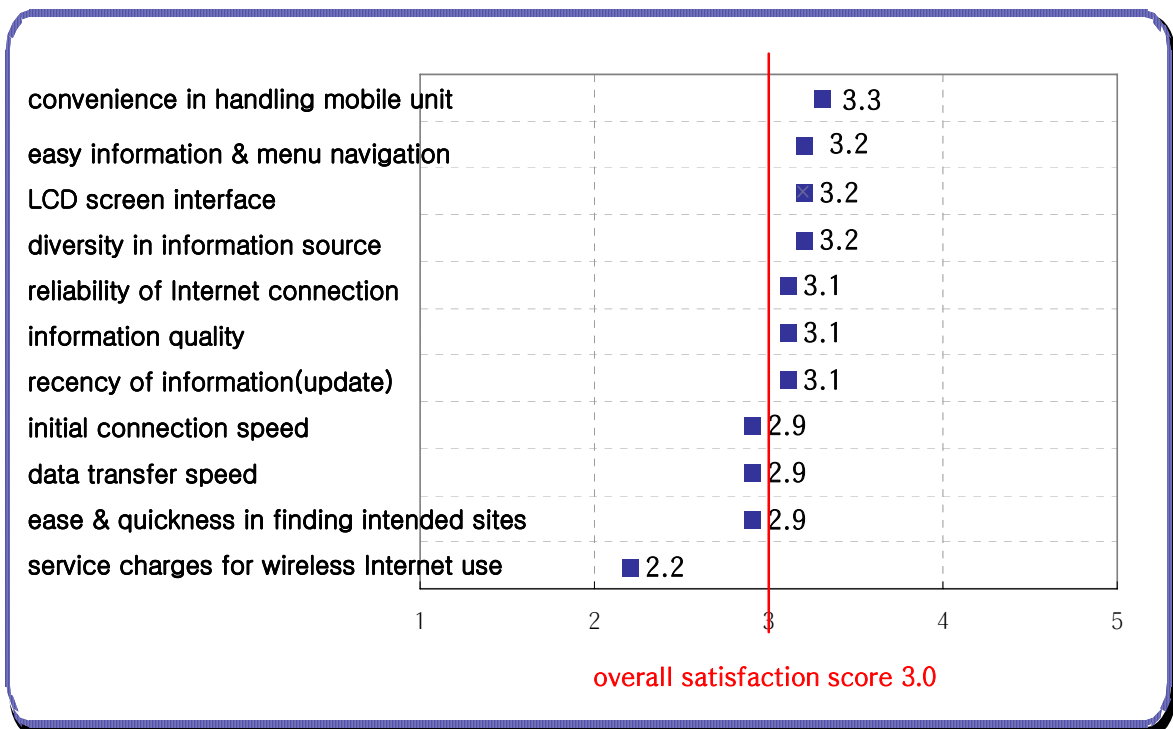
<fig10> Experiences and prospect of using wireless Internet contents (% , multiple-choices)
- Wireless Internet users



7. Scores for how Satisfied with Using Wireless Internet

- Wireless Internet users give the highest scores with 3.3 to "the convenience of handling a mobile unit."
- They are less satisfied with "initial connection speed", "data transfer speed", "easy information search and menu navigation", and "services charges for using" with less than 3.0, particularly scoring the lowest with 2.2 for "services charges for using".
- The average score for how satisfied users are with using the wireless Internet turns out to be normal with 3.0.

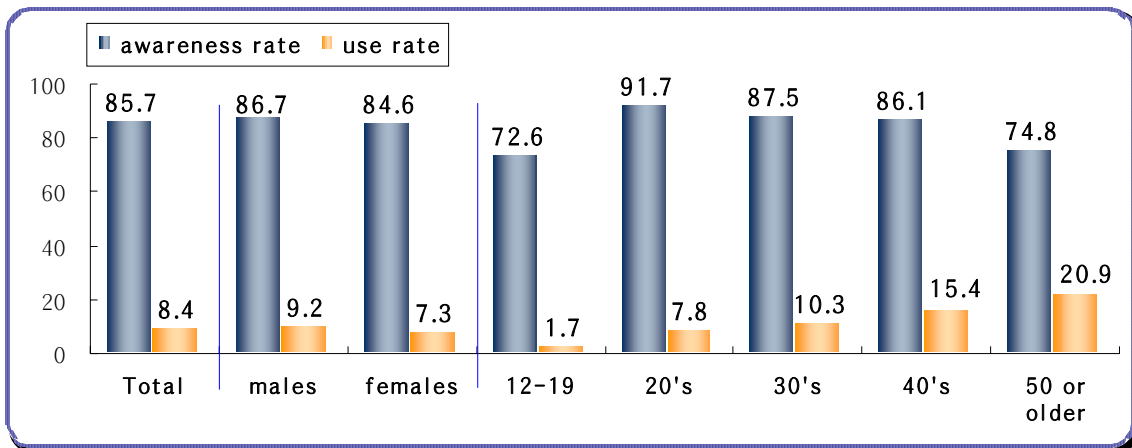
<fig11> Satisfied scores for using wireless Internet – Wireless Internet users



8. Mobile Banking Usage and Prospect

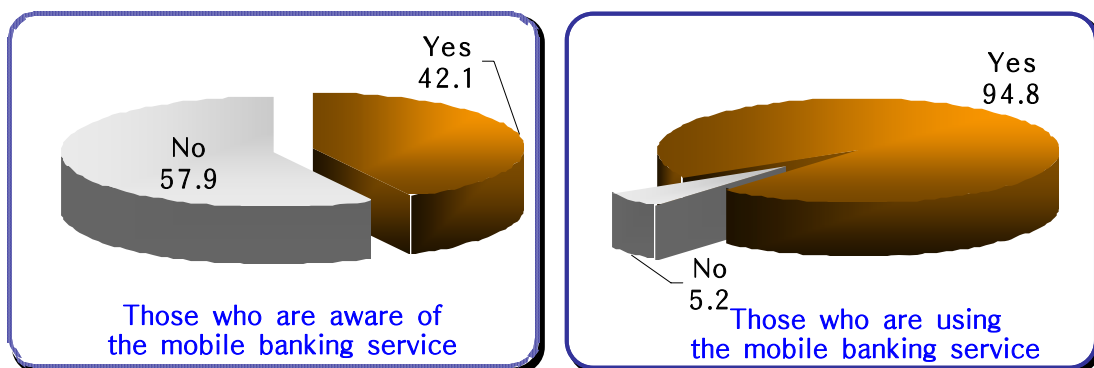
- 85.7% of mobile phone users aged 12 years and over are aware of the mobile banking, while only 8.4% of those have used it.
- The aged 20's are aware of the mobile banking more than any other group, while the older groups' age are, the higher the mobile banking use rate is.

<fig12> Mobile banking usage (%) – Wireless Internet users



- 42.1% of those who are aware of mobile banking, and 94.8% of those who have used it are willing to use the mobile banking service in the near future.

<fig13> Prospect of using mobile banking (%) – Wireless Internet users



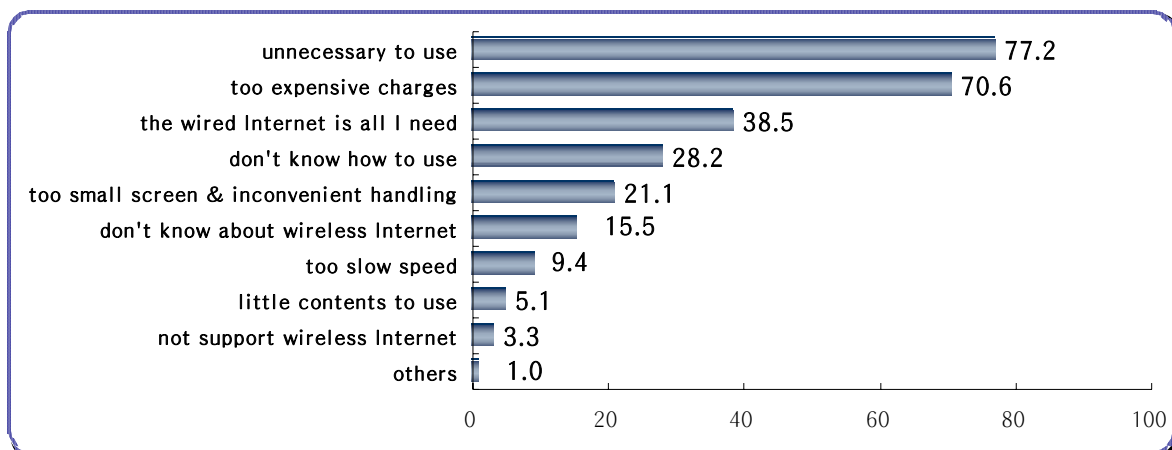
IV

Prospect of Wireless Internet Usage

1. Reasons for Not Using Wireless Internet(multiple responses)

- The primary reason for not using the wireless Internet is "unnecessary to use"(77.2%).
- The following reason is "too expensive charges" with 70.6%, which indicates that "motivate them to use" and "reasonable charges" takes precedence over all others in order to increase wireless Internet users.

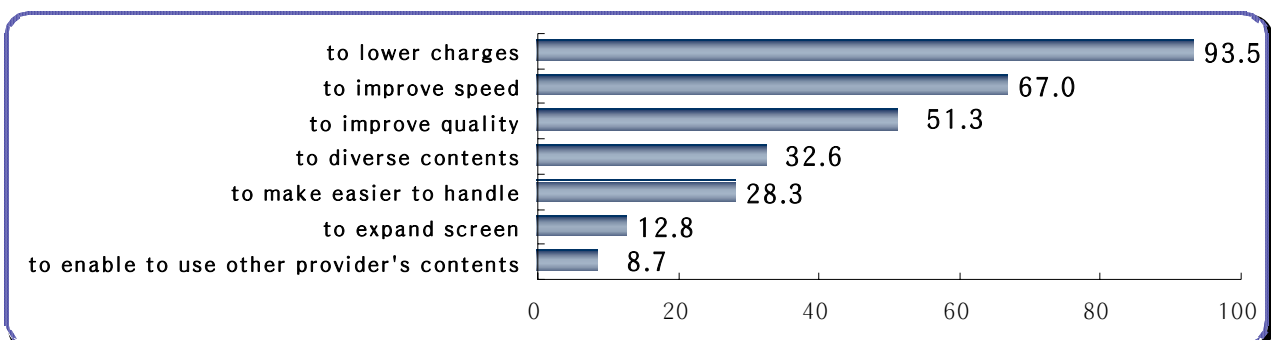
<fig14> Reasons for not using wireless Internet (% , multiple-choices)
- Wireless Internet non-users



2. Conditions to Expand Wireless Internet Use (Multiple-choices)

- 93.5% of wireless Internet users respond that "to lower charges for using contents" is the most essential to expand wireless Internet use

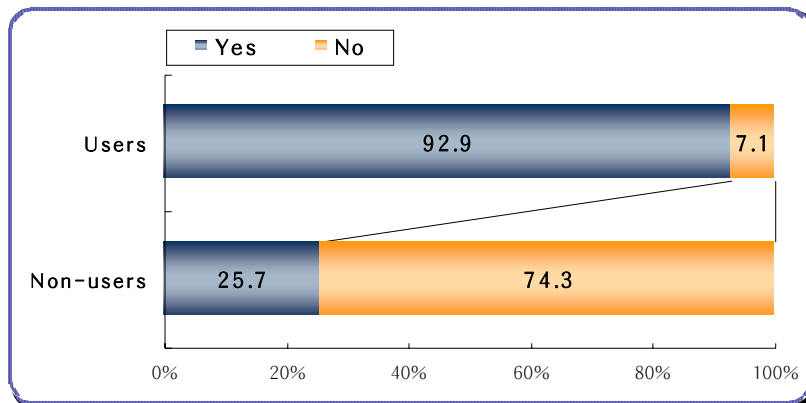
<fig15> Conditions to expand wireless Internet use (% , multiple-choices) – Wireless Internet users



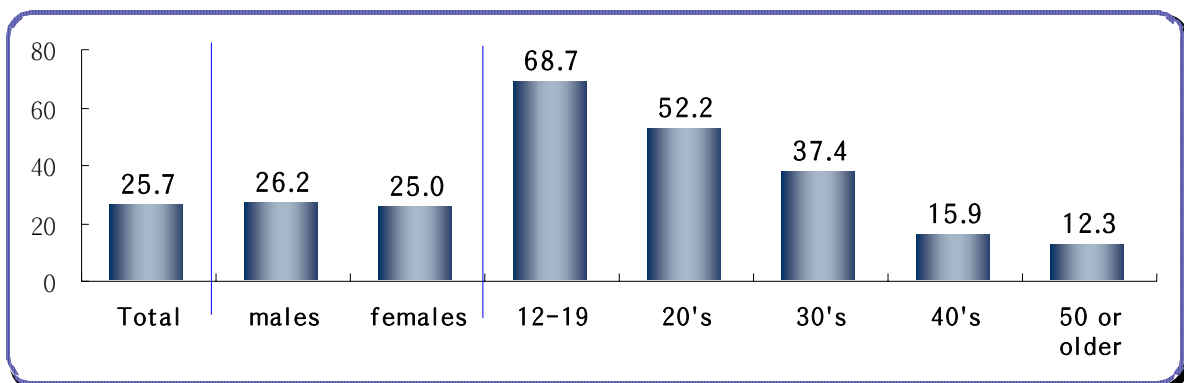
3. Prospect of Using Wireless Internet

- 92.9% of wireless Internet users are willing to use the wireless Internet continuously.
- 25.7% of wireless Internet non-users are willing to use the wireless Internet in the near future. The group of ages 12 to 19 by age are the most willing to use it with 68.7% followed by 20's with 52.2% and 30's 37.4%.

<fig16> Intention of using wireless Internet in the future (%)



<fig17> Willingness of using wireless Internet by gender/age (%)
- Wireless Internet non-users



V

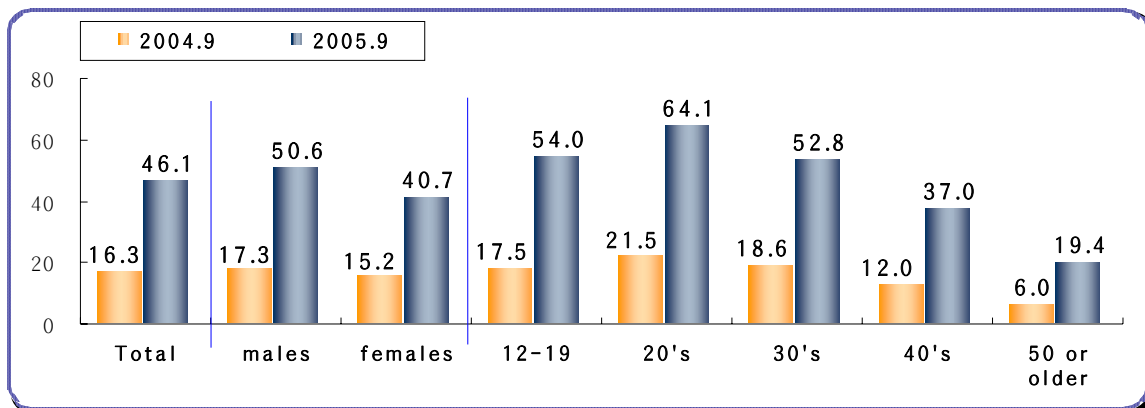
Prospect of Next Generation Services Usage

1. DMB Service

A. Awareness of DMB Service

- As of Sep. 2005, 46.1% of mobile phone users aged 12 years and over are aware of DMB service, which has increased much more than the previous year with 16.3% due to starting DMB service.
- 20's are aware of it better than any other groups with 64.1% followed by for ages 12 to 19 with 54.0%, for 30's with 52.8%.

<fig18> DMB service awareness rate (%)



B. DMB Service Usage

- As of September 2005, 1.4% of mobile phone users are currently using the DMB service, and 3.0% of those who are aware of the service are using it.

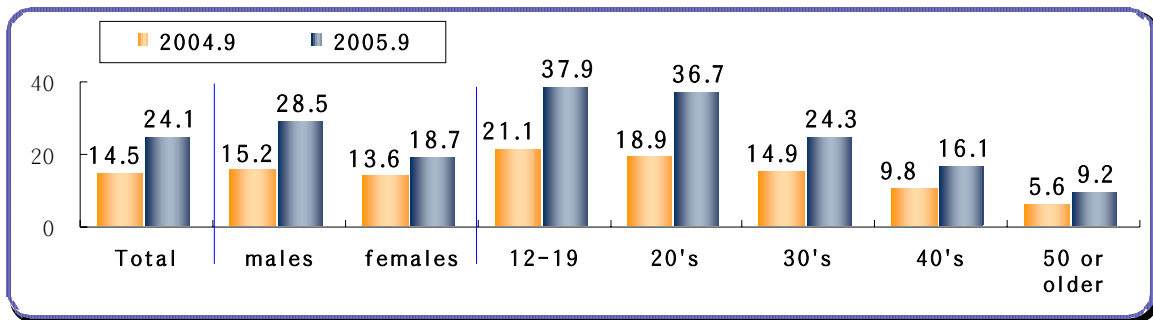
<table1> DMB service usage (%)

	Currently using	Not using
Mobile phone users	1.4	98.6
Those who are aware of DMB service	3.0	97.0

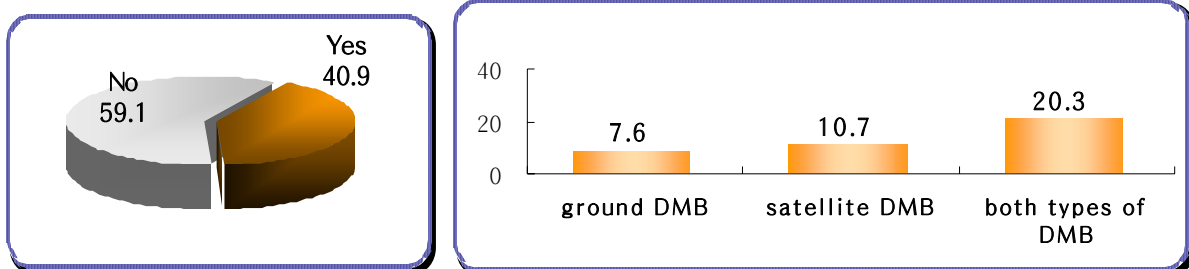
C. Prospect of Using DMB Service

- 24.1% of mobile phone users aged 12 years and over are willing to use DMB service in the future, males(28.5%) are more likely to use it than females(18.7%) by gender
- By age, ages 12 to 19(37.9%) and 20's(36.7%) are more willing to use the DMB service than any other age groups.
- 40.9% of those who are aware of DMB service are willing to use it in the future, and 20.3% of mobile phone users aged 12 years and over are willing to use both ground and satellite DMB services.

<fig19> Prospect of using DMB service (%)



<fig20> Willingness of DMB service (%) – Those who are aware of DMB service

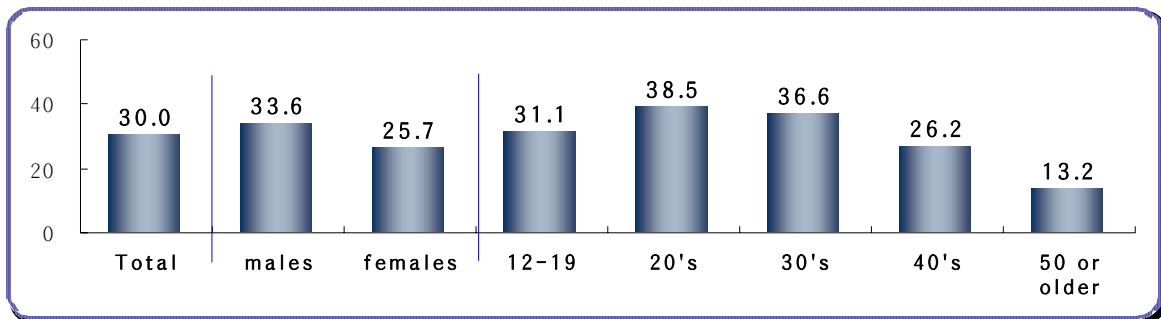


2. Telematics Service

A. Awareness of Telematics Service

- 30.0% of mobile phone users aged 12 years and over are aware of telematics service, males(33.6%) are aware of it more than females(25.7%), and 20's(38.5%) and 30's(36.6%) are aware of it more than any other age groups.

<fig21> Telematics service awareness rate (%)



B. Telematics Service Usage

- 2.6% of mobile phone users aged 12 years and over and 8.5% of those who are aware of the service are currently using the DMB service.

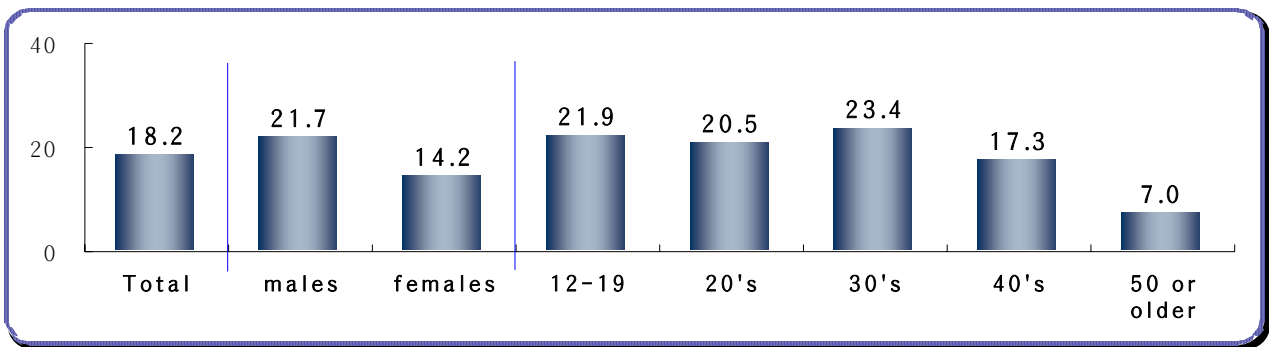
<table2> Telematics service usage(%)

	Currently using	Not using
Mobile phone users	2.6	97.4
Those who are aware of telematics service	8.5	91.5

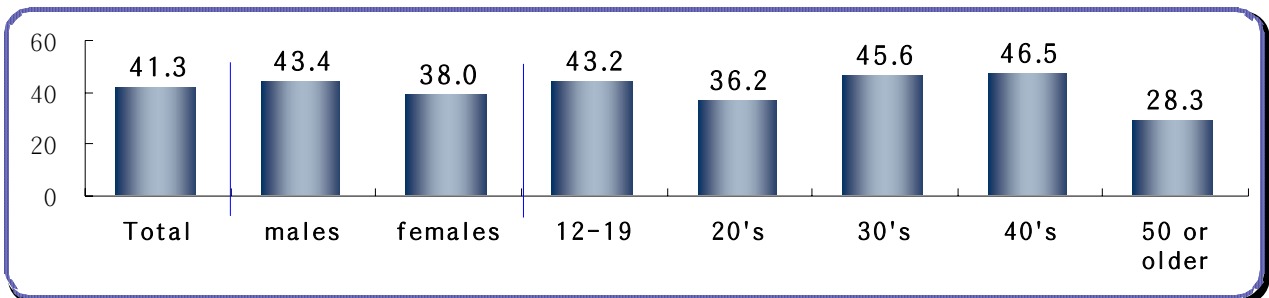
C. Prospect of Using Telematics Service

- 18.2% of mobile phone users aged 12 years and over are willing to use telematics service in the future, males(21.7%) are more likely to use it than females. By age, 30's(23.4%) are more willing to use the telematics service than any other age groups.
- 41.3% of those who are aware of telematics service and 36.2% of mobile phone users are willing to use it in the future, and 35.2% of mobile phone users are willing to use it by another modes except for a mobile phone.

<fig22> Willingness of telematics service usage(%)



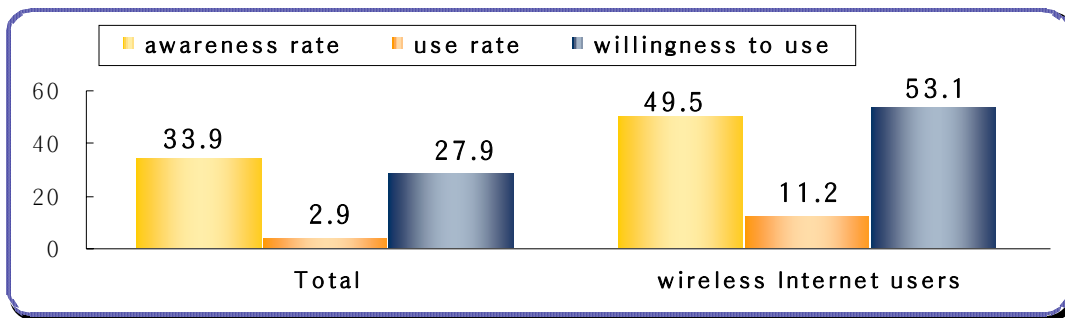
<fig23> Willingness of telematics service usage (%)
- Those who are aware of telematics service



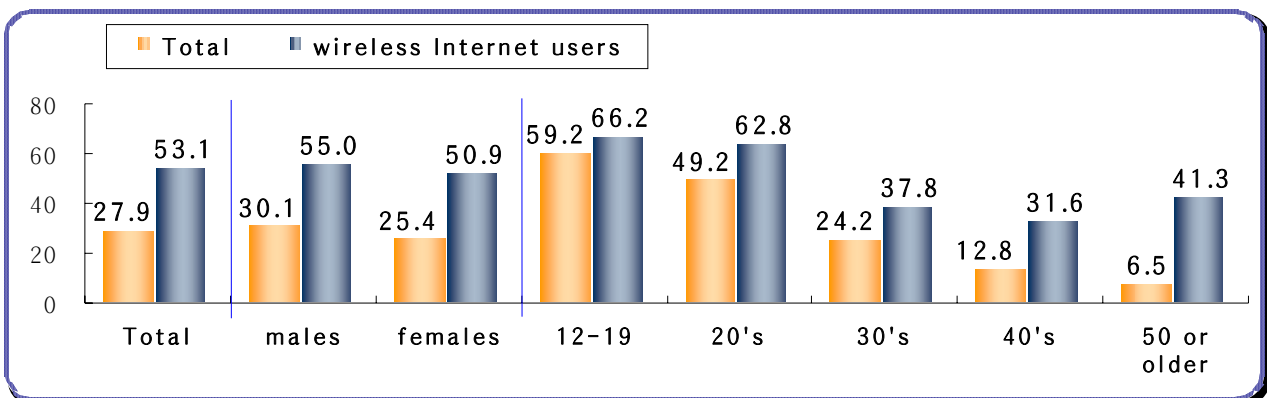
3. Prospect of WINC Service Usage

- 33.9% of mobile phone users aged 12 years and over and 49.5% of wireless Internet users are aware of WINC service. 2.9% of mobile phone users and 11.2% of wireless Internet users have used WINC service before.
- 53.1 of wireless Internet users are willing to use WINC service in the near future, particularly the group of ages 12 to 19 and 20's show high intention to use it with more than 60%.

<fig24> Prospect of WINC service usage (%)



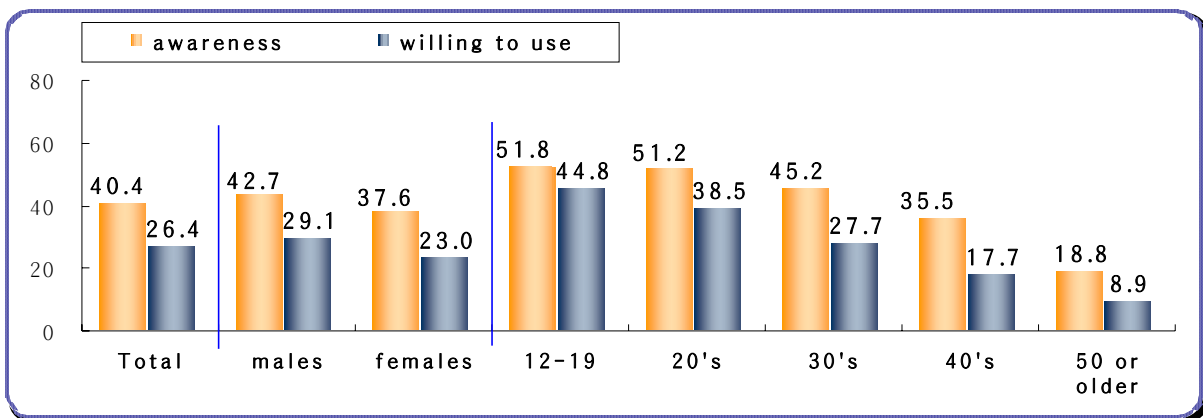
<fig25> Willingness of using WINC Service (%)



4. Prospect of Portable Internet Service Usage

- 40.4% of mobile phone users aged 12 years and over are aware of the portable Internet service, and 26.4% of them are willing to use it when the service is available.
- As by age, the group of ages 12 to 19 shows the highest awareness of the service and also willingness to use it with 51.8% and 44.8% respectively.

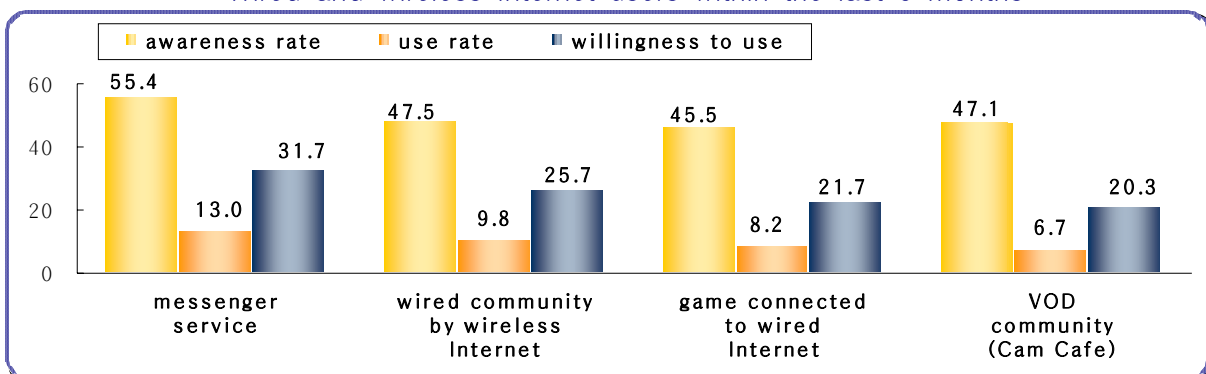
<fig26> Prospect of portable Internet service usage (%)



5. Prospect of Connected Wired & Wireless Internet Service Usage

- Among connected wired and wireless Internet services, it is "messenger service by a mobile phone" that the most mobile phone users are aware of(55.4%), have used(13.0%) and are willing to use(31.7%).
- 25.7% of mobile phone users aged 12 years and over are willing to use wired communities by the wireless Internet, followed by games connected to the wired Internet, with 21.7% and VOD communities with 20.3%.

<fig27> Prospect of connected wired and wireless service usage(%)
- Wired and wireless Internet users within the last 6 months

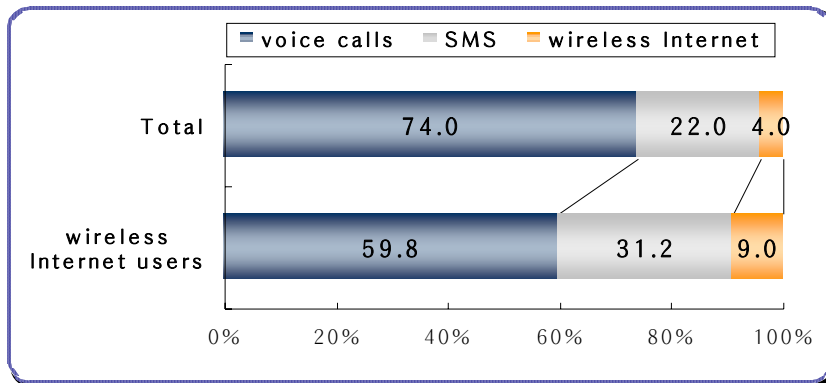


VI Mobile Phone Usage

1. Mobile Phone Using Patterns

- Mobile phone users aged 12 years and over are using the mobile phone services in the ratio of 70% for voice calls, 22.0% for SMS, 4.0% for the wireless Internet, which totals to 100%.
- The ratio of mobile phone usage of wireless Internet users is 59.8% for voice calls, 31.2% for SMS, 9.0% for the wireless Internet.

<fig28> The ratio of mobile phone usage (%)



2. Motives of choosing a mobile phone(multiple-choices)

- Mobile phone users who aged 12 year and over consider "price of a mobile phone" the most(73.0%) when they buy it, followed by "design"(56.1%) and "quality of telephone call"(45.5%).

<fig29> Motives of choosing a mobile phone (% , multiple-choices)

