

# UCC

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**1. UCC**

**2. UCC**

**3. UCC**

**4.**

**5.**

**6.**

# 1. UCC



# 1. UCC

- UCC - - -

## ● UCC

UCC = “ (User - Created Content)”

UGC(User - Generated - Content)가

■ UCC “ 가

”

■ UCC , “ 2.0”

‘ ,

,

.

# 1. UCC

- UCC -

-

-

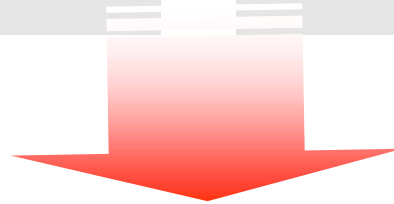
-

## UCC

“2006 SM TV  
가  
191%, 544%  
( 2007 4 12 )”

## UCC

“2006 7~10 10  
UCC  
10 16  
83.5%가  
( ) UCC’  
.”



1. UCC

2.

UCC

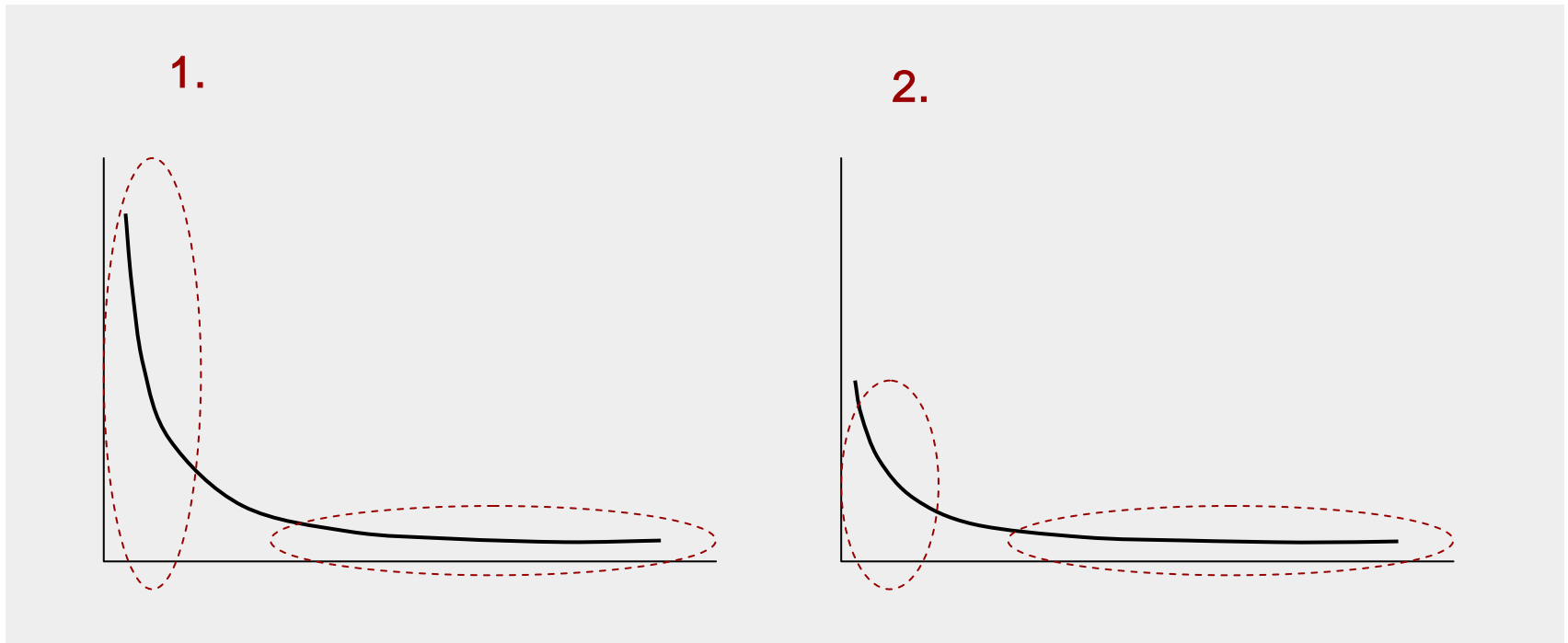
## 2. UCC



## 2. UCC

- UCC

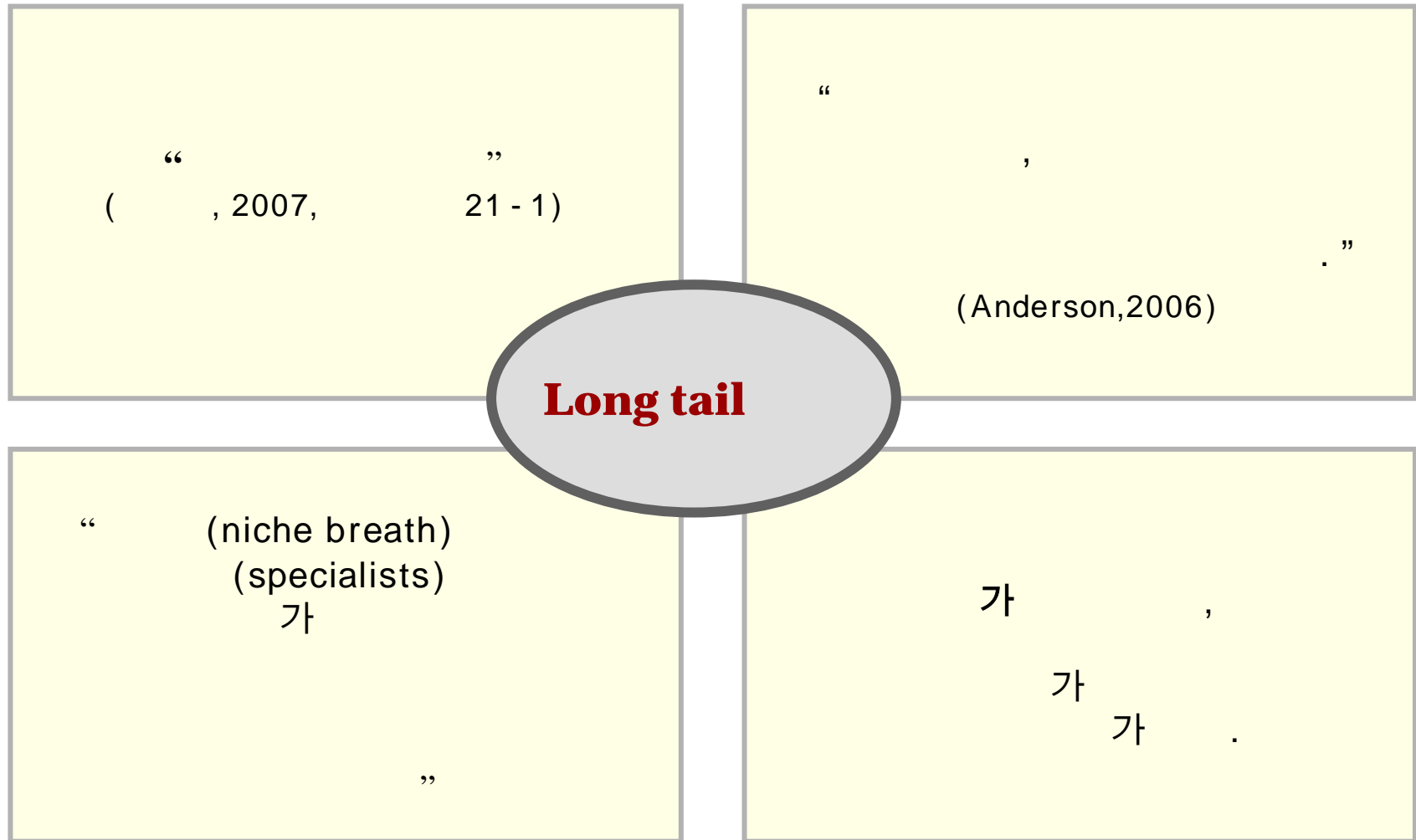
- Long tail



가

## 2. UCC

- UCC





## 2. UCC

- UCC

### ● Long tail

(80 - 20 rule )

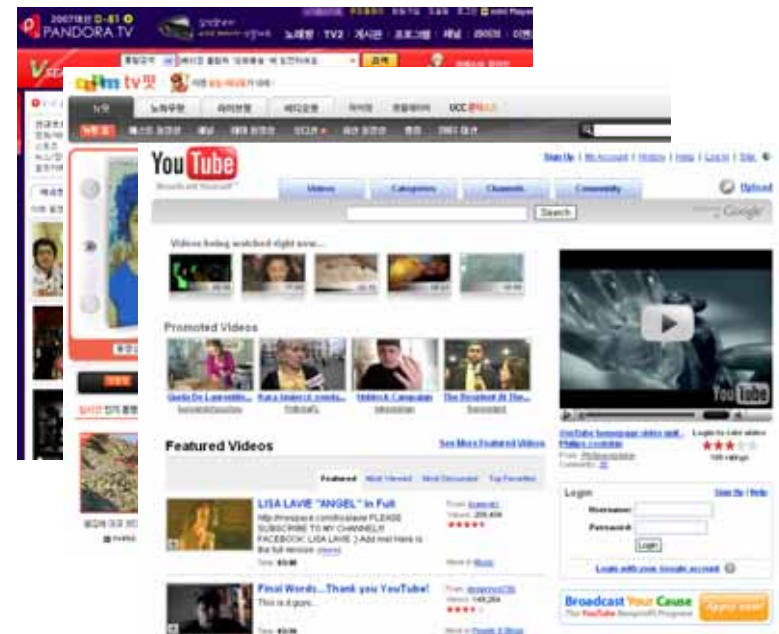
80 - 20 rule

- 20% 가 80% .
- 20% .

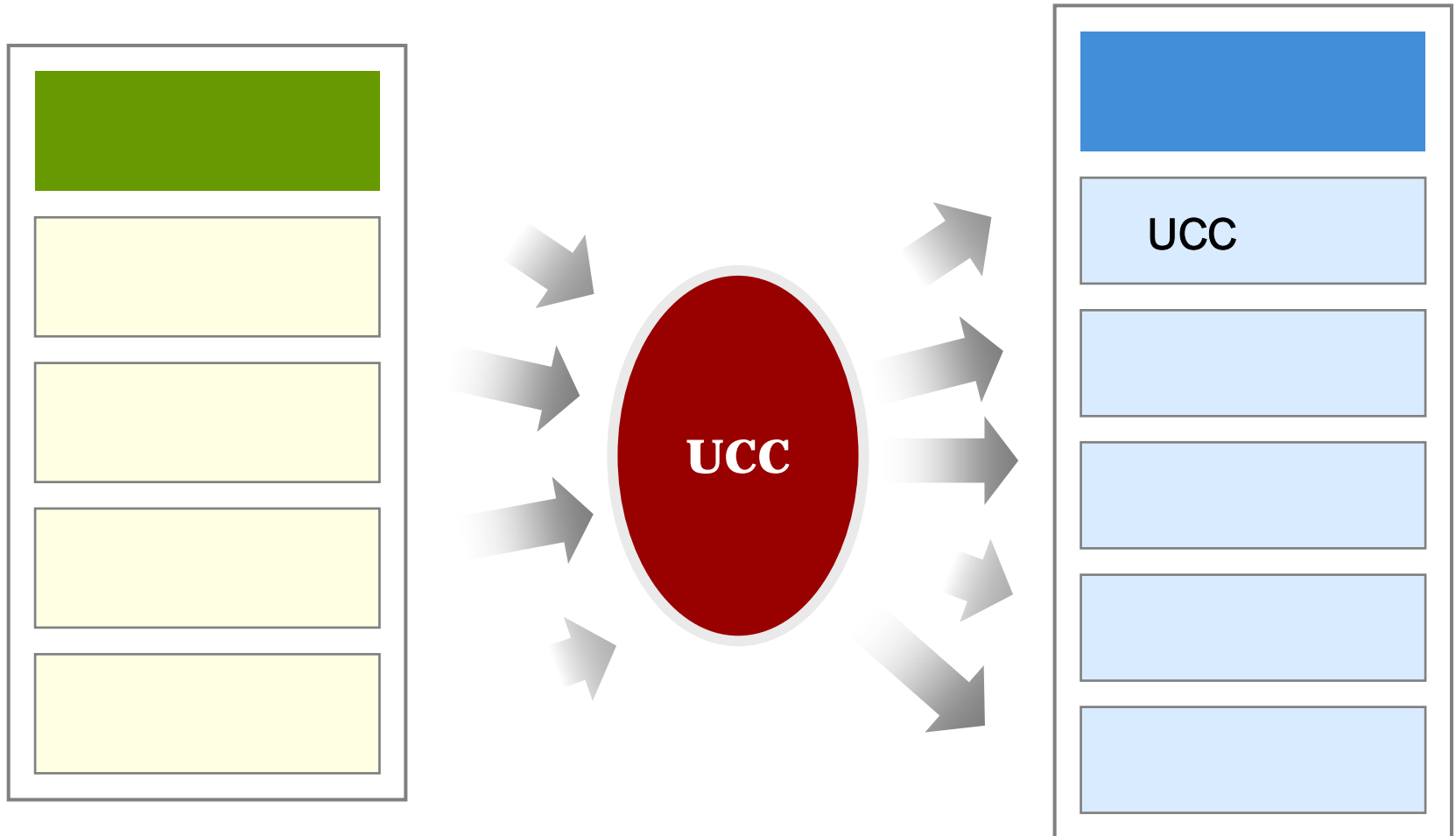
Long tail

- 가 ( ) .
- 가 .
- ( , )
- → .
- 가 .
- .
- 가 .

# 3. UCC



- **UCC**





UCC

		UCC
	가 ( , ) , 가 .	가 , 가 .
	.	.
	.	.
	.	.
가	, , , , , .	, , , , , .
	.	가 .



UCC

		UCC
		.
	.	.
	, , .	.
	.	.
가	, , , , .	.
	.	가 .

● 1.0 2.0

	1.0	2.0
	<div>▪ (Portal)</div> <div>▪</div>	<div>▪ (Platform)</div> <div>▪</div>
	<div>▪ TV</div> <div>▪ /</div>	<div>▪ ,</div> <div>▪ 가</div>
/	<div>▪ /</div>	<div>▪ / /</div>
가	<div>▪</div> <div>▪</div>	<div>▪ , ,</div> <div>▪</div>
	<div>▪ Explore</div> <div>▪</div>	<div>▪ Firefox, RSS reader</div> <div>▪ 가</div>
	<div>▪ 가, ,</div>	<div>▪</div>
	<div>▪</div> <div>▪ Mp3.com, Britannica Online, Publishing Stickiness( )</div>	<div>▪ Wikipedia, YouTube, cyworld, Naver , Participating Syndication( )</div>

● **UCC**

“  
UCC  
(HHI, Lorenz curve, Gini Coefficient )”

< TV 50 >

	1	2	3	4	
HHI	320.57	250.63	265.70	483.23	330.03
10%	27.71	22.01	23.83	36.92	27.62
10%	42.80	36.93	38.28	52.77	42.70
10%	72.00	68.31	69.13	76.66	71.53
Gini	0.3	0.24	0.26	0.41	0.30

\* tv. 2006.10.8~10.14(1 ), 10.15~10.21(2 ), 10.22~10.28(3 ), 10.29  
~11.04(4 )  
TV ”. < > 21 - 1 . (2007). “ UCC :

## ● UCC

- .
- UCC .
- .
- , .
- 가 .
- ( , ).
- , → UCC → .



# 3.

- UCC -

[ ] UCC

UCC			
TV	TV ( ( ) )	1999.2.	- , , , - SK , KTF MSN ,
	(U-Media Corp.)	2006.3.9	- , , - RMC(Ready Made Content) UCC : UCC ( ) UMC(User Modified Content) , PPL - SBS DMB "Welcome to UCC" .
tv		2006.02 ( )	- 2006 10 , (allblog.net)
	NHN	2006.05 ( )	- 2006 5 , SBSi , (2006 8 , )

# 3.

- UCC -

UCC			
KT	KT	2005.12.	- 2006 9 , UCC
	YAHOO	2006.05 ( )	- TU , YTN , Mnet ( - 19) ,
	SM ( : )	2004.12 ( )	- 2005 , , , - 2006 4 , - 2006 12 , SM 가
	( ) ( )KTH ,	2000.02	- TV , - ,
	( )	2004.03	- , (www.paran.com) , ‘
Q		2006.05 ( )	- SK June Q , KBS DMB

(2007). “ UCC

”. <

> 2007 1 .

## [ ] UCC

UCC			
(youtube.com)	Google	2005.02	- , 45%, . 2006 10
(video.yahoo.com)	YAHOO	2006.04 ( )	- Yahoo! Go for TV' TV , (www.flickr.co.kr) , 'Yahoo! Go for Mobile' . - TV .
AOL (video.aol.com)	AOL	2006.08 ( )	- 45 . VOD UCC
(soapbox.msn.com)	(MS)	2006.09 ( )	- MSN UCC
(www.metacafe.com)		2003	- UCC .
(www.break.com)		1998	- UCC

4.



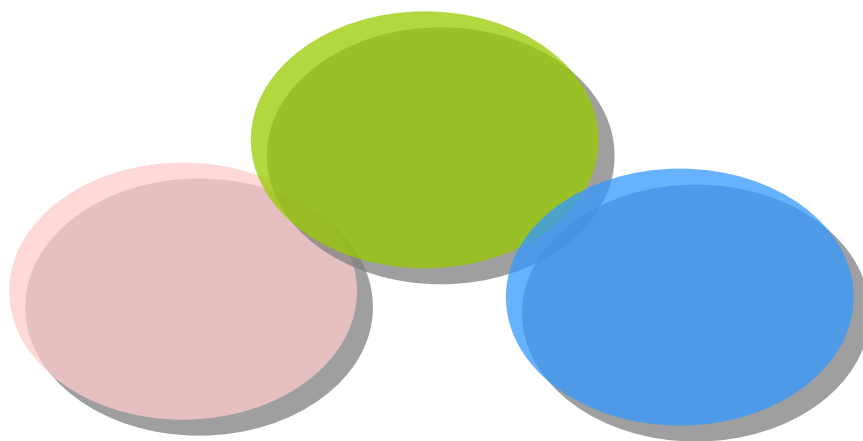
## UCC

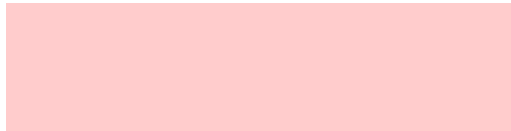
2007.04.22	3 UCC 10
2007.03.21	- , - tv, 5
2007.02.20	P2P 3 38 KBSi, iMBC, SBSi , (2 )
2006.10.30	KBSi, iMBC, SBSi 64 UCC (1 )
2006.11.09	"7~10 6 UCC 10 UCC 83.5%가 ."

## UCC

2007.04.17	, 'Claim Your Content'
2007.04.16	NBC/NewsCorp Comcast
2007.04.16	Jalipo.com UCC : BBC, , France24
2007.04.12	CBS
2007.04.07	Unbox : - CBS, MTV, Fox
2007.03.27	NBC, NewsCorp UCC - Fox.com NBC.com
2007.03.22	NBC 'TV 360' - / 가 , 가
2007.03.13	, - 10
2007.03.07	- (C-SPAN),
2006.10.20	NHK, (JASRAC) , 3 /
2006.05.30	NHK < > / cf.

**5.**





- NHK, YouTube  
(2006.6)
- NHK,  
23 가 Youtube  
→ Youtube, 2 9  
(2006.10)
- 'Claim Your Content'



- MX TV,  
YouTube
- 2006 1 16 , CBS  
CEO Les Moonves  
Youtube



- Sky, Current TV  
/TV  
(2006.10.06)
- NBC+ Fox,  
AOL, MSN, Myspace, Yahoo
- Jalipo  
TV





(2006.3~2007.5)



- 3 UCC  
(2007.4)

- (2007.3)  
TV, ‘

- 3  
, 38, P2P  
,  
(2007.2)

- 3  
, UCC  
(2006.10)



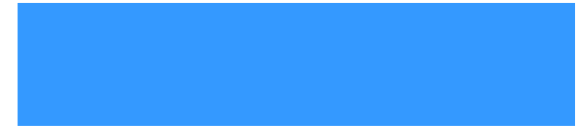
- KBS DMB Q  
(2006 )

- SBS DMB UCC  
(2007.3)

- SKT (June)  
, TV, Q  
,  
UCC

- KTF (Fimm)  
TV,

- , SBSi  
(2006.5)



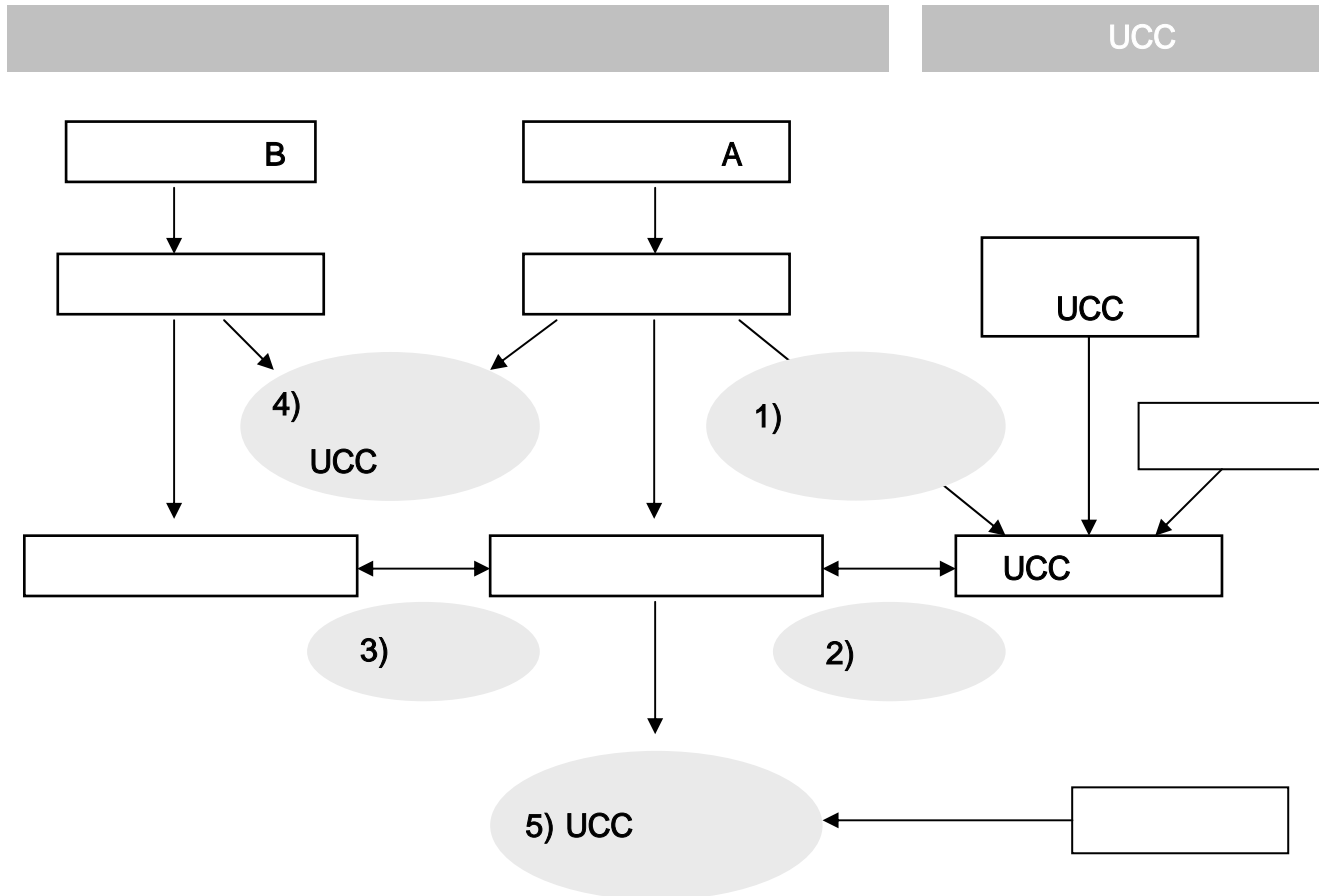
- ‘ ,  
(2007.4)

- A9 , UCC  
/ (2007.3)

- imbc, ‘  
(2007.2)

- KBS, ‘  
(2007.2)

- SBS, ‘ TV’  
(2006.4)





## - UCC

UCC

- 2.0
- 
- 

가

UCC

- UCC

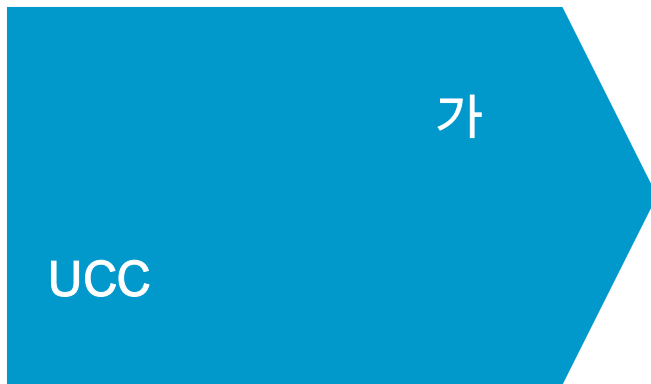
,

- 

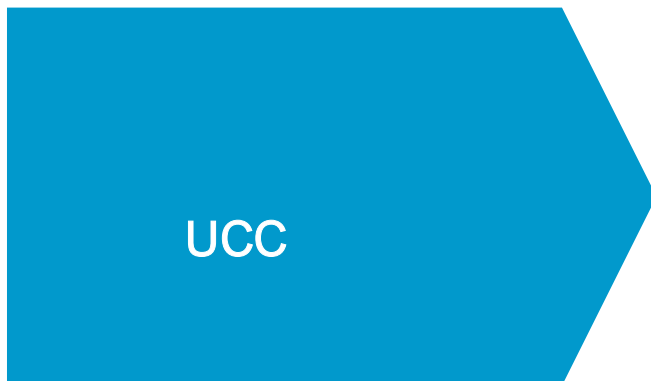
가



## - UCC



- UCC ,
- UCC ,



- , UCC 가
- 가

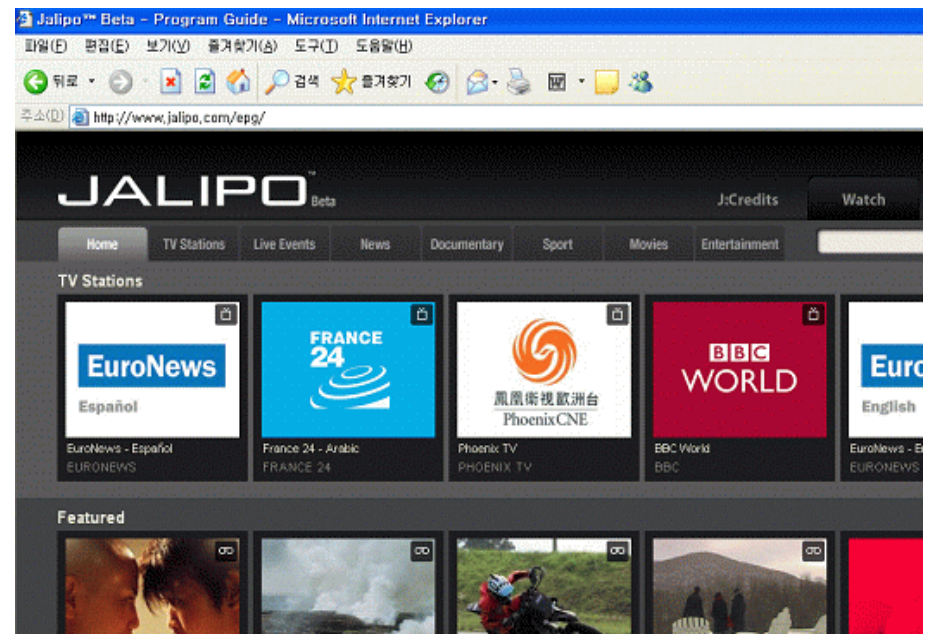
**6.**



## (1) UCC

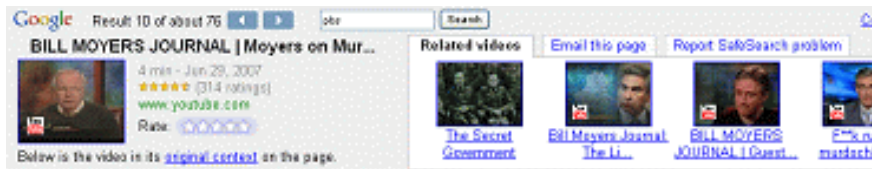


&lt;Youtube CBS &gt;



&lt;JALIPO&gt;

## (2) UCC

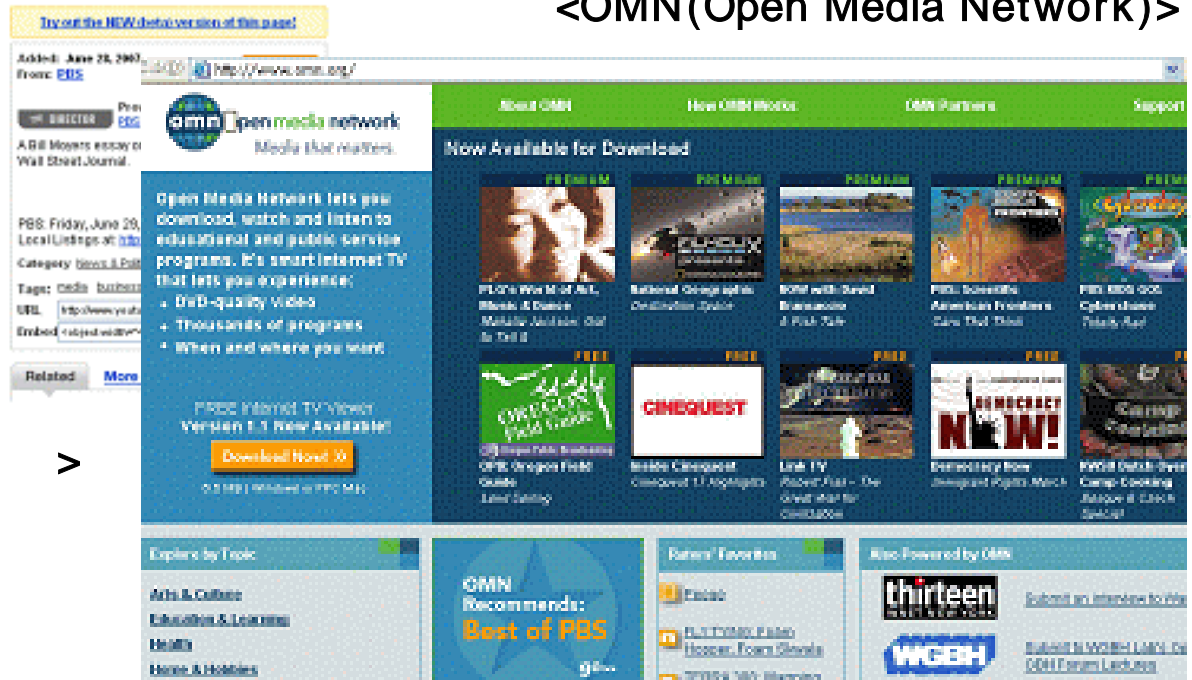


**BILL MOYERS JOURNAL | Moyers on Murdoch | PBS**

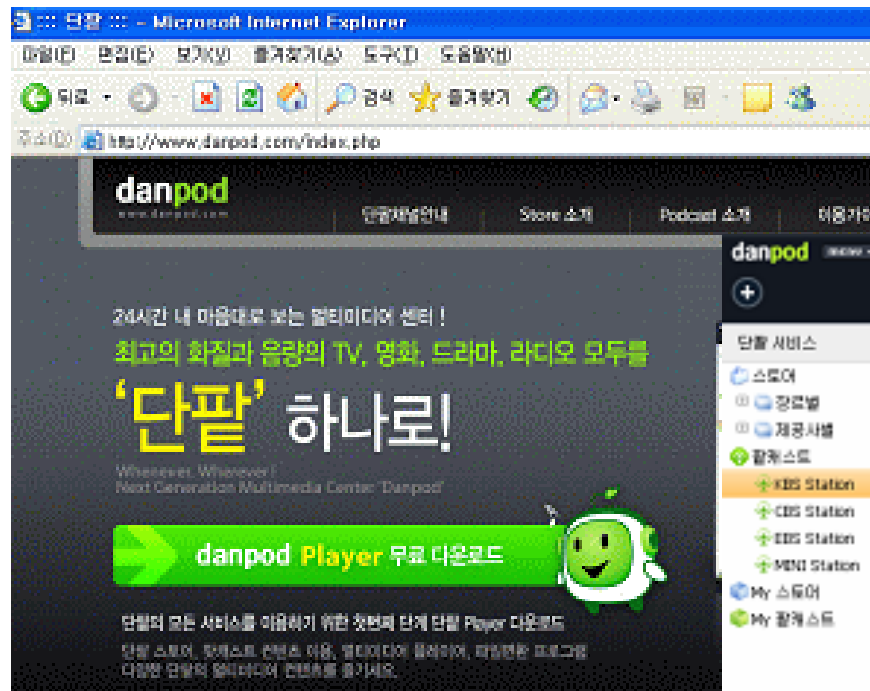


<Youtube    PBS    >

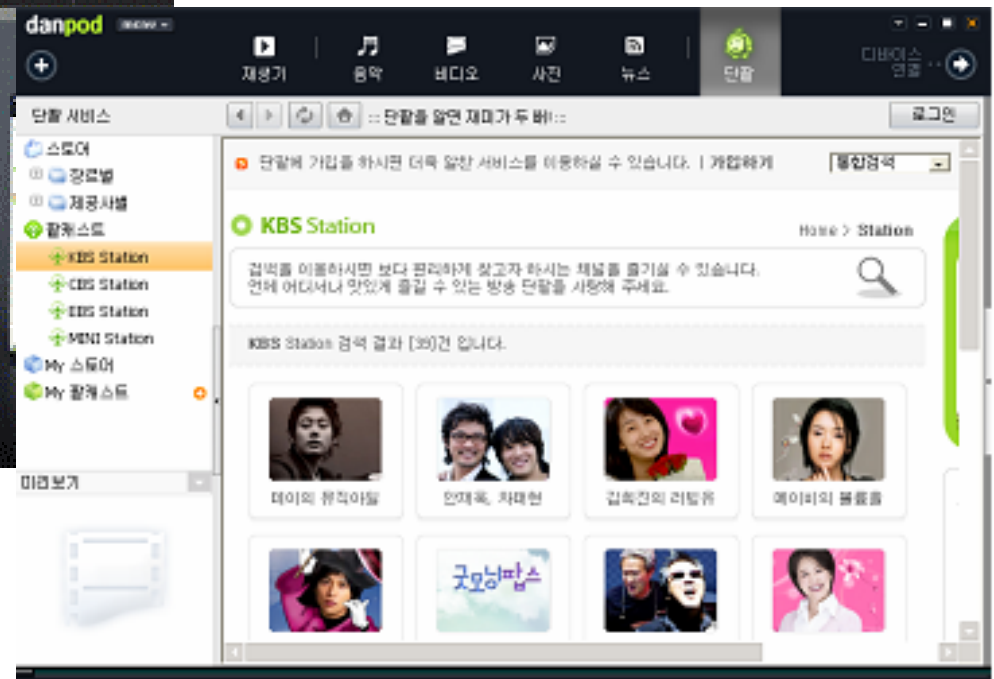
## <OMN(Open Media Network)>



### (3) UCC



< (donpod) & >





(4)

&lt; BBC iPlayer &gt;



&lt;SBS NeTV&gt;



&lt;MBC

&gt;



&lt;KBS NECON&gt;

## ● UCC

			- TV, , TV
		,	- Youtube.com, TV
	( )	, (Revver) 가	- - UCC , 3 5 , 100 , 가
	( )		- Brightcove , tool - , 가
	DMB	DMB, IPTV	- TV - Q, SKT June
PPL	PPL(Product Placement)	PPL	- ‘2006 , 가



가/ 가 UCC

- UCC 가 , UCC  
가/ 가

UCC가 가  
UCC가 가

UCC  
가

2.0

- UCC  
가

UCC

UCC  
Long tail

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UCC ( ,

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( , )

가

UCC

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Why? –

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2007.10.

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whotalks@swu.ac.kr