

數位匯流發展策略

Developing Strategies for Digital Convergence

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許婉琪*

Wan-Chi Jackie Hsu

蔡明宏**

Ming-Hone Tsai

林明杰***

Ming-Ji James Lin

* 國立中央大學企業管理系博士班研究生(聯絡作者)
PHD Student, Department of Business Administration, National Central University. (correspondence author)

** 國立中央大學企業管理系副教授
Associate Professor, Department of Business Administration, National Central University.

*** 國立中央大學企業管理系教授
Professor, Department of Business Administration, National Central University.

摘要

現今，科技發展再次令人們感到興奮。當世界一直開發新的產品(如智慧手機、平板電腦等)，人們了解到數位匯流真正在發生，長期預測，但從來沒有意識到，匯流是一種世界結合了娛樂、電腦和通信將其走向數位化的理念，他們可以結合起來，創造令人興奮的新產品、服務和商業機會。當世界發展如此之快，政府必須展現出能深入了解市場趨勢，並制定出適當的策略。本研究透過專家學者決策群體的意見，確立研究架構與各項評估因子，接續再進行模糊層級分析法專家問卷，以運算各構面與衡量指標的權重關係。結果顯示，建構我國數位匯流發展的策略，以發展高速網路建構新興視訊對於數位匯流發展策略最具重要性。而「推動次世代網路建設」的重要性排序，位居所有發展策略的主要目標評估要素中的第一位。

關鍵字：數位匯流、電信與廣播、模糊層級分析法

ABSTRACT

Today, technology was about to get exciting again. As the world developed new materials, people realized that digital convergence was really happening, Long predicted but never realized, convergence is the idea that as the worlds of entertainment, computing, and communication go digital, they can be combined to create exciting new products, services, and business opportunities. When the world developed so fast, the government must demonstrate thorough understanding of market trends and establish appropriate strategies. For this research, opinions and comments from experts and scholars were compiled with the objective of establishing the most effective research structure and means of evaluation, collected from experts were conducted to ascertain the weighed relationship between various dimensions and weighed indices. During the second phase, sixteen fuzzy hierarchic analyses questionnaires were distributed to experts in government, academia and industry with fourteen responses, and it will be the limitation of this research. Subsequently, the results show that the development of high-speed broadband network infrastructure is top criteria expedite of Taiwan's digital convergence.

Keywords: Digital convergence, Telecommunications and broadcasting, Fuzzy Analytic Hierarchy Procedure