

有線電視產業水平與垂直整合、市場結構 與經營效率

Horizontal and Vertical Integration, Market Structure and the Efficiency of Taiwan's Cable Television Industry

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摘要

依據台灣有線電視 2006-2008 年系統業者的資料，本文利用三階段 DEA 法評估系統業者經營效率，並探討水平、垂直整合與市場結構對其之影響。第二階段迴歸估計結果顯示，人口密度與獨占市場結構對業者在固定設備費用的經營效率具正向影響；但對業者在節目版權、勞動與其他費用的經營效率卻有負向影響。董監事規模與集權程度對業者在所有要素的經營效率具負向影響。第三階段 DEA 評估結果顯示，若欲正確評估業者經營效率，外在與隨機干擾因素的排除確有其必要性，業者的經營效率仍有很大改善空間，而無效率之主因來自經營規模未達最適水準。水平與垂直整合有助於系統業者經營效率的提昇；獨占系統業者的技術效率優於雙占系統業者的。

關鍵詞：水平整合、垂直整合、市場結構、經營效率、三階段資料包絡分析法

Abstract

Based on the 2006-2008 data of Taiwan's cable system operators, this paper utilizes the three-stage DEA technique to investigate the impacts of horizontal, vertical integration and market structure on the efficiency of cable system operators. The SFA regression results at the second stage show that the population density and monopolistic market structure have positive impacts on the efficiency of fixed assets; but have negative impacts on that of program copyright, human resources and other inputs. The scale of board members and supervisors and the degree of centralization have negative impacts on the efficiency of all inputs. The DEA evaluation results at the third stage show that the exogenous and statistical noise factors have to be excluded in order to evaluate the efficiency of cable system operators accurately. Taiwan's cable system operators still have an ample space to improve their overall and scale efficiency. The horizontal and vertical integration have positive impacts on the efficiency of cable system operators. The efficiency of monopolistic cable system operators is higher than that of duopolistic cable system operators.

Keywords: Horizontal integration, Vertical integration, Market structure, Efficiency, Three-stage DEA