

虛擬通路商之商業模式

在數位內容產業應用之研究

—以點對點技術為基礎架構

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摘要

由於網際網路的盛行，許多產品或服務可以開始考慮由網路進行派送。特別是一些可以用 0 與 1 位元方式進行編碼的資訊或資料尤為適合。基於在這樣的大環境之下，本論文將著重於兩個部份的研究：第一部份將設計一個新的商業模式，可以當作數位內容的發行商或通路商；第二部份將進一步闡述該商業模式在數位內容產業的應用模式。

本論文研究產生了幾個重要與有趣的研究發現。首先，虛擬通路商將會在未來數位內容的流通與發行上，扮演一個重要的角色。其次，虛擬通路商必須在“四流”（金流、物流、資訊流與商流）上扮演積極的角色，將有更大的機會可以勝出。再者，類似像點對點這樣的資訊科技將會非常適合用來應用在數位流通的議題之上，這些資訊科技也有助於提供虛擬通路商和其他競爭者間的差異化。最後，版權管理機制、智慧財產權管理、代收代付服務、會員募集與清算中心等服務，都是一個虛擬通路商可能應該關注的課題與建構成為核心能力的主要服務。

關鍵字

虛擬通路商，數位內容，智慧財產，數位版權管理，點對點

The Business Model Research of Virtual Distributor in Digital Content Industry – Based on Peer to Peer Architecture

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Abstract

Due to the high penetration rate of Internet, a lot of products and services could try to deliver on net; especially for those data or information could be transferred into the bits 0 and 1. Under this kind of circumstance, this research will focus on two parts: the first part is proposing a new business model of digital content distributor based on Gary Hamel's theory; the second part is further elaborating the application of the business model in digital content industry based on the field studies.

The research results in several important implications and discoveries on this topic. First of all, the virtual distributors will play an important role in the publishing of digital content; Secondly, the virtual distributors have to take care of "Four Key Flows", including money flow, information flow, goods flow and Internet traffic, to enhance her services. Thirdly, some new IT technologies, like P2P technology, is very appropriate to apply into the business model of virtual distributors and it will be helpful to differentiate her services to those potential competitors. Finally, DRM service, Intellectual property management, Payment service, Member collection and Clearing house service are the major tasks that a virtual distributor should focus, but member collection and clearing service for consumers and digital content developers will be the first priority.

Keywords

Virtual distributor, Digital content, Intellectual property, DRM, Peer to peer