Business Models for New Internet Economy

Submitted by: Chunghwa Telecom
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Technology Transformation

Technological Innovations Drive Economy Revolution

- AMPS cellular service
- Shockley Transistor
- Telephone
- Steam Power
- Textile Machine
- Automobile
- Railway
- AMPS cellular service
- Internet
- Web 2.0
- Blog blooming
- Cloud Computing

Year

1764
1781
1829
1876
1908
1947
1966
1977
1994
1999
2004
2006
2007
Strong Contribution for Economy Growth

- M-Government
- e-Education
- Government
- Agency
- Online Ordering
- Network Dining Map
- Fashion News
- Smart Clothing
- Intelligent Building
- Home Security
- Internet Banking
- Internet Securities
- e-Commerce
- Internet
- Marketeering
- e-Resume
- Clothes
- Fashion News
- Smart Clothing
- Network Dining Map
- Dining
- Online Ordering
- Digital Map
- GPS Navigation
- Home Security
- Residences
- Transportation
- Transport
- Digital Map
- LBS Tour Guide
- Telemedicine
- Electronic Medical Records
- Distance Learning
- eBook/Digital Archives
- Education
- Distance Learning
- eBook/Digital Archives
- Entertainment
- MP3/IPTV
- LBS Tour Guide
- Agriculture
- Agency
- Agri-
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Business Models for New Internet Economy

- Sarnoff’s law
  Value of Broadcast Network $\sim N$

- Metcalfe’s law
  Value of Communication Network $\sim N^2$

- Reed’s law
  Value of Society Network $\sim 2^N$

- Make the world flat and borderless
- Revitalize the industry via global novel sales channel and efficiency powered by ICT technologies
- Boost the business diversity and Innovation

Developments of Internet Economy in Chinese Taipei

- Cultural Industry
  Market Value: NTD 1 tn
  Employment: 290,000
  (till 2014)

- Smart Car
  Market Value: NTD 120 bn
  Employment: 24,000
  (till 2016)

- Cloud Computing
  Market Value: NTD 10 tn
  (till 2020)

- Green Building
  Market Value: NTD 27 bn
  Reduce CO2: 2.31 GT

- BioTech
  Market Value: NTD 550 bn

- Agriculture
  Market Value: NTD 134.9 bn
  Employment: 53,000
  (till 2012)

- Healthcare
  Market Value: NTD 346.4 bn
  Employment: 310,000
  (till 2012)

- Green Energy
  Market Value: NTD 1.1 tn
  Employment: 115,800
  (till 2015)

- IPQ
  Market Value: NTD 260 bn

- Tourism
  Market Value: NTD 260 bn
  Employment: 400,000

- Promoting the development of service industries
  - Six emerging service industries
  - Four intelligent service industries

- Enhancing the international competitiveness of Chinese Taipei’s service industries
  - Nominal GDP to reach NT$11 trillion (~USD 360 billion) in 2012
  - An average of 120,000 new service sector jobs to be created each year up to 2012
  - Service exports to constitute 1.2% of global services trade
Suggestions

- Promoting ICT services to improve economic performance and social well-being
- Promoting green services (iEN and Green IDC) to support the energy conservation
- Promoting cloud computing to strengthen Internet Economy

Electronic Bill

Energy Saving & Management

Reduction of CO₂ Emission

Intelligent Telematics Service

Thank You