



**Asia-Pacific  
Economic Cooperation**

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2010/TELMIN/TPD/001

## **Business Models for New Internet Economy**

Submitted by: Chunghwa Telecom



**JAPAN 2010**

**8<sup>th</sup> Ministerial Meeting on Telecommunications  
and Information Industry - Three Party Dialogue  
Okinawa, Japan  
29 October, 2010**

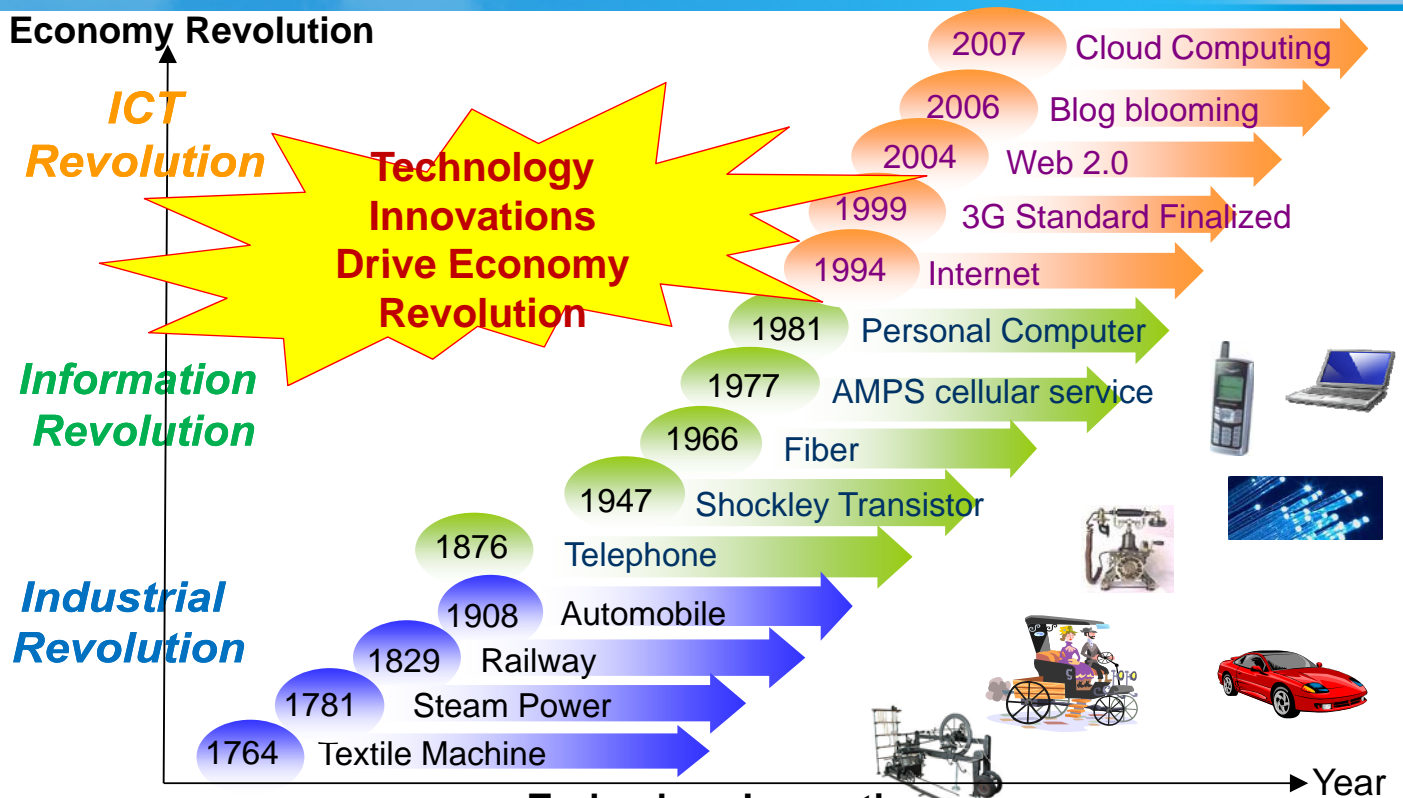
## 2010 APEC TELMIN8 – Three Party Dialogue

# Business Models for New Internet Economy

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29 Oct. 2010



## Technology Transformation



# Strong Contribution for Economy Growth



# Value of Internet Economy

## Paradigm Shift

- Transform the business model
- Novel channel for global market
- Global competition

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## Speed-up and Revitalization

- Revitalize the industries
- Improve economic performance
- Boost innovation and diversity

Internet Economy



## Simplicity and Conservation

- Support Green Earth
- Intelligent Telematics
- Better life and quality

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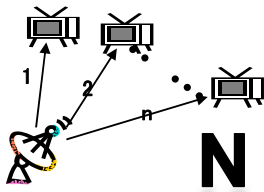


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## Support of Economy Growth

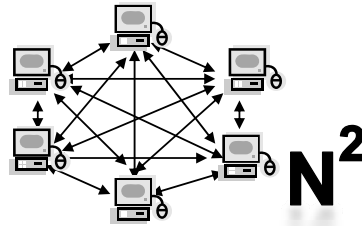
- Increase employment opportunity
- Bandwidth is the new "Black Gold"
- 40% contribution rate of growth in Chinese Taipei case (as of 2009)

# Business Models for New Internet Economy



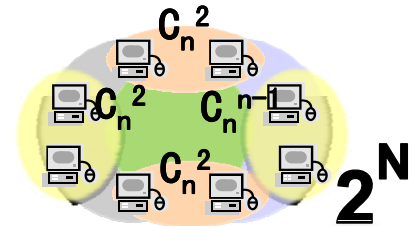
Sarnoff's law

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



- 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**



Paperless Life Style

**iEN Service  
Green IDC**  
Energy Saving &  
Management



Reduction of  
CO<sub>2</sub> Emission

**Intelligent Telematics Service**

**hicloud**  
CaaS StaaS



- CHT Proprietary- 7

# Thank You



# WELCOME TO TAIPEI

