

The Preliminary Study on the Market Analysis of News Web Sites in Taiwan: Comparative Analysis of Udn.com, Chinatimes.com, and ETtoday.com

Abstract

The purpose of this paper is to explore the market scope and competition of news web sites in Taiwan. Market competition in this master thesis is divided into two segments for analysis. One is about "news competition in the information market", and the other is on "revenue competition in the business market". In each segment, the "intra-media" competition and "inter-media" competition are discussed. The first segment refers to the competition between news web sites and its traditional parent-media, such as TV, radio, and newspaper; whereas the latter refers to competition between news web sites and other internet content providers, such as portals. To understand the news web sites market in Taiwan, three online news companies, udn.com, chinatimes.com and ettoday.com, are selected as samples in this comparative analysis. The study also conducts in-depth interviews in order to gain practical insights from online professionals.

This research has three research findings. First, the global market of news web sites is segmented by "language", so Chinese market is different from English market. However, due to several cultural and political disturbances in a single language market, regarding the distribution advertisements and business work as a real market scope is more practical. Second, in the information market, the inter-media relationship between news web sites and its parent-media, such as newspaper or TV is competitive-oriented; on the other hand, the intra-media relationship between news web sites and portals is cooperative-oriented. Third, in the business market, news web sites gain very small market share whether in inter-media competition with traditional media or in intra-media competition with portals. There are five main revenue models of news web sites, including advertising, license fee of news content, subscriptions, electronic commerce and integrated marketing. In Taiwan, advertising is the most important revenue; the revenue stream from license fee of news content is stable; electronic commerce and integrated marketing are developing; subscriptions doesn't work because of the lack of popularity in marketing strategy at the present time.