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Abstract
When the assets of the culture become one kind of the enterprises, and the enterprises expand and tangle with the culture, the so-called cultural creative industries were produced and developed worldwide. It is urgent and competitive for the government in Taiwan to encourage the relevant medium to invest on it. Therefore the Executive Yuan proposes the "Challenges 2008: The national development plan", in which the cultural creative industries are the main parts wit 13 kinds of media categories. The television media already becomes the most popular mass media in the world now, the television industry in Taiwan is not exceptional. The serial TV drama of the SETTV (三立電視台), which were manufactured the recent years, not only is the play content but also has the peripheral commercial effect and the economic efficiency.

The aims of the research are to study the way the SETTV media produces its self-made trendy drama by analyzing the strategy; and the multiple-chain application by using the product placement; and in the end found the questions which prevails at the domestic trendy drama and the cultural creative industries in Taiwan. The research result may discover the trendy drama links management pattern the cultural creativity industry utilization.

This research uses the case study method, conducts the research by case study by deep interview secondary data analysis", this research carries on from 2003 in November to 2004 in June. Nine top-rank public figures of the SETTV who link the units, two media executives, with two university scholars who expert in the media management, altogether 13 people were interviewed. A model was proposed in which the SETTV uses modularity management strategies includes three sets added with the divisions of labor management and the content adds the value of the placement products. The research analyses induction reorganization, the play content product management and the domestic movie and television culture creative industries links.

The first findings about the SETTV managements strategies are: (1) group management: linking the media industry longitudinally and horizontally, and creating the relevant industries to have amass synthesis effect; (2) to produce the local cultural and popular drama massively, establishes the Chinese brand image ? to facilitate the domestic market; (3) striving to act as the main character of the content provider of the culture creative industries and to have alliance with the other content providers, in the direction of digital production; (4) to spread to the oversea market, to set as the

model for the output culture creative industries.

Secondly, content product management strategies are: (1) to expand the self-made program overseas, to establish the sales network (2) to make many marketing combination and intensively working on the public relations, to promote the dramas; (3) to have the value-added plan, to creation "the star kingdom" enterprise . Through the audience who admire the idol in the play, the SETTV can link the cultural creativity industries with others and create the benefits considerably, also the one which the government proposed -"the potential of creating wealth and the employment opportunity".

This research discovers the difficult position the industries face: (1) the dramas in Taiwan have not yet develop their own patterns (2) the talented writers are lacking and the esthetics of the people is poor (3) "just slogan, no policy" . The necessary policies matching to the whole environment are insufficient. Therefore this research puts forward three proposals regarding the media management strategy: (1) positively applies the modularity strategy and multiple-linking applications to add the market value (2) to unite the content industries and the esthetics union and to make more innovation; (3) to write the play theme in tune with the national development.

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