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Abstract
Due to the popularization of computer networks, digital music has become a major device that most of consumers approach music today. Nowadays, the scale ofdigital music market becomes huge. The form of music products is carried out anddramatically changed from physical media platform to service provision in terms of listening and experience over digital platform. More and more music corporations are shifting their profit gains from producing actual music products to providing digitalmusic enjoyment and service. Since music industry paradigm is shifting from traditional market platform to a whole digital platform, how to promote to benefit from the major marketplace of digital music becomes an important issue.

This research mainly takes shapes in terms of conducting case studies andquestionnaire surveys through viewpoints of the provider and consumer, respectively.Strategies on how to promote the digital music service market are analyzed and concluded using the STP (i.e., segmentation, targeting, and positioning) strategy and the Marketing Mix by product, price, place, and promotion (abbreviated by 4P). First, the thesis chooses two digital music companies, i.e., KURO and KKBOX,as investigation targets, and concentrates on their marketing strategies. Information is collected by means of questionnaires and conducting interviews. Then, the thesis brings up findings about how different consumers with various characteristics and behaviors respond to the value at marketing mix. Finally, analyzing two parts of comparison to carry out the marketing strategies compounded with consumer-preference, the thesis highlights marketing factors to be neglected by music industry and addresses concrete suggestions on marketing strategies concrete for developing digital music service.

According to the various needs of consumers and concluding the result form ourresearch and case studies, our suggestions for the overall marketing strategies are as follows. KURO should appropriately and occasionally adjust their marketing mix in order to meet those needs. KKBOX should also consider the demographic variables while doing the market segmentation to look for a more precise marketplace and to promote their valid marketing mix effectively. According to the result of the analysis mentioned above, five concrete promotion strategy suggestions related to engaged marketplace of digital music are made as follows：1) providing variety of products composed of popular and alterative product categories to increase the product marketplace, 2) providing diverse pricing strategies to meet with various needs of consumers, 3)adopting the multi-segmentation marketing strategy, 4)building up brand and image trust-worthy with high quality, 5) doing cooperation in alliance of marketing promotion.

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