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Abstract
In the global competition environment, the enterprise knowledge is the hardest to gain and the characteristics of difference. It brings the consumers not only the satisfaction of substance but also exalt the level of spirit and the pursue of the quality of service by the economic era of knowledge. Digital music industry arises in the new era and the new industry is emphasized in all of the music business. However, how to attract the consumers by the music platform proprietor and the service will be taken into the important consideration. As a result, the research will be the aspect of creative content in economic knowledge, the extension of the original thought and implant the creative concept in the digital music business for seeking the possibilities of different service. And then, the researcher used the questionnaires to understand whether the current service and the future of the digital music platform are fitting to the consumers' needs or not. And the researcher will use the method to see if the consumers towards the need and expect in the future and see if it is more closer to the needs of the market through the group method.

The finding in the questionnaires, there are more fifty percent consumers continue to use the free music platform. The main features are "music type" and "the reasonable price for downloading." The consumers put emphasis on the "music file quality," "the function of music file," "reasonable price," "the update of the music website with the foreign album," "the promotion of the singers," and "the image of the music website."

In the interview, the researcher found that the consumers put emphasis on the content and quality of music applying from the digital music platform. Some consumers thought that they have some less expect in the music content and quality from the music platform. Another aspect is the music portability. Most consumers thought that the function is the most important nowadays. As to the price, the consumers considered that the price is a little higher than they thought. However, some consumers thought that the price is reasonable compared with the CD price.

To sum up, the researcher found that the consumers still have some difference in the use and expects from the digital music platform. Further more, the users of the digital music platform have to be taken into consideration in the different gender, ages, and occupations.
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