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Abstract [Abstract]

The prosperous development of broadband network has made the appearances of digital media more diverse. The new media provide several pluses that push the traditional publisher to change. This case study via industry economic and innovation management tries to analyze the factors of digital magazine－iGal and Smart, and the digital interactive magazine industry development in Taiwan. The purpose of this research is to investigate the advantages and limitations of digital publish industry.

This study finds four main trend of digital magazines, it now contains more centralization, differentiation of publications, digitization of publish and strategy alliance. Some bottlenecks have also been found in this industry the structure of digital magazine industry has been changed. In the dimension of innovation there is more presentation of the new soft reader technology and the new digital content in digital magazine.

Although two cases of this study do not earn profits yet, it their reasons are the brand and to keep their users. Major inferences derived from the study include the characteristics of digital magazine which contains high cost of digitization, needed trial basis, easy to copy, low cost of business transaction. When others would like to develop digital magazine, they need some elements such as having to own match-up soft reader, large storage ability and compatibility.
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