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Abstract
This study is to explore the marketing strategies of online music business and users' demand in Taiwan. With the support of fee-paying members, and P2P users, this industry is growing rapidly and dramatically. This thesis also tries to compare two big enterprises (ezPeer+ and KKBOX) in Taiwan in order to improve the online music marketing strategies.
The research method has two dimensions. Firstly, the P2P users' behavior of downloading Chinese songs questionnaires was designed. 220 P2P users' (88 are the females, 132 are the males) were randomly selected and carried out. The age ranges from 18 to 31 years old. Secondly, the in-depth interview with the marketing manager KKBOX(Skysoft Co., LTD) on 27th March, 2007, following by interviewing 10 members(6 are females, 4 are the males) of users according to investigate online music industry's marketing strategies by marketing 8P and 4C theory. The youngest member is 19 and the oldest is 30 years old.
The major findings are:
1. The number of songs, including main stream and no-main stream music is the key to success.
2. Youths are the main consumer markets.
3. To make an attractive package focusing on a new popular song constantly are the points on online music industry.
4. To make special and independent partition of every music types is convenient to members.
5. That the businesses develop the exclusive DRM MP3-PLAYER is one of a tendency on mobile music industries.
6. Adding the function of instant messenger on online music communities can improves members' usage rate.
7. To focus on the software's personalized developments, supplying members' own pages and intelligent song lists.
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