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Abstract
Media industries today are facing new challenges under the rapid emergence of media emergence. Among them, it is wireless digital television that draws public attentions and stands out as new technology with new technological essences and dilemma.
This thesis is therefore a study of wireless television industry in Taiwan today from the point of view of diffusion of innovation. The author aims to provide a multi-method discourse of this new technology’s managers and early users, and eventually gives suggestions and solutions.
The main findings in this paper include managers are wrongly profiling users and therefore mistakenly applying business approaches. The author concludes that new technology industry should redefine new technologies and rethink business managements.
The value of this study is to provide a large picture of wireless digital television industry for the first time in Taiwan history. This thesis further becomes a blue print of new technology development within media convergence and a test of diffusion of innovation in Taiwan today.
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