

數位自主：台灣數位內容產業政策檢視

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摘要

近年來，電信、電腦、娛樂產業因數位匯流逐步整合，資訊產業政策開始將數位文化產製納入推動範圍。本研究檢視台灣的數位內容產業政策，觀察其形成的動機、內涵、以及政經脈絡，藉此了解亞洲新興工業國追求數位自主的過程中，是否受到經濟發展的思維所制約，以致數位內容應用朝單一的商業和娛樂方向發展，限制了後續多元化發展的可能性？

研究發現台灣的資訊產業政策態度—尋求經濟自主—影響政府的數位內容定位，進而窄化政策的選擇性。數位內容產業政策結合文化因子和數位科技，卻不紮根於本土，一味追求數位商品化，反而失去了過去維護文化獨立性的決心。

關鍵詞：工業政策、數位內容、電腦動畫、線上遊戲、國際分工、寬頻網路。

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Digital Autonomy : Examining the Digital Content Policy in Taiwan

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Abstract

The convergence of computer, telecommunication, and entertainment industries has a greater impact on the decisions of industrial policy in recent years. This study examines Taiwan's policy on digital contents to see to what extent economic factors have dominated the mode of cultural production.

The policy on cultural digitalization is critical because of its potential to promote further economic growth. As one of the developmental states, Taiwan's government aggressively implements broadband technology, encourages a large amount of public and private investments, and even tries to coordinate an international value chain for native digital contents. When the economic goal may be satisfied, the cultural future of digital contents is in doubt. This study takes a critical position to challenge the hitherto policy orientation by examining a comprehensive policy to digital contents.

Keywords: Industrial Policy, Digital Content, Computer Animation, Online Gaming, International Division of Labor, Broadband Network