

摘 要

1993 年以來，政府陸續開放廣播電台，除原有 29 家廣播事業，第一至第八梯次開放申設取得籌設資格的 118 家電台陸續完成籌設加入市場。而在第九及第十梯次廣播頻率陸續開放的情形之下，各電台從申請頻道到投入市場，競爭日益激烈，也影響整體廣播市場及生態的改變，各家電台也不斷調整其定位及經營策略，以競逐有限的廣播市場大餅。

本研究基於媒介多樣化的觀點，對照電波開放政策前後，以「節目類型」、「互動程度」、「語言」進行分析，結果發現電波開放後，整體多樣化提高，聽眾選擇增加。本研究建議未來在業者方面，可積極發展找尋沒有被服務、具開發潛力的族群；在政府部門方面，在開放電台執照申請、換照審核、政策規劃時，應考慮各地區既有電台的產業情形，進行有效的管理策略，如此雙管齊下，方能達到政府、電台經營者、閱聽眾三贏的局面。

關鍵字：媒介多樣化、廣播產業、電波開放政策、節目類型、垂直多樣化



ABSTRACT

Since 1993, the government has consistently opened the market of the radio broadcasting. After eight batches of examination, there are in total 118 radio stations approved and joined the broadcasting market. With more broadcasters entering the market, competition from license application to operation is becoming more and more vigorous. The government's policy to open the marketplace has affected the entire radio broadcasting industry and its environment. Every station seeks to fine-tune its target market and business strategies in order to compete for the limited market share of radio broadcasting.

The purpose of this study is to analyze the diversity of the radio broadcasting industry and to analyze the "program type", "the degree of interaction" and "the use of language", by comparing and contrasting the government policy with some related studies. The result shows that with the opening of airwaves for commercial usage, the variety of the program type increases, and the program choice multiplies.

The study suggests that the broadcasters should explore more actively for those market sectors with great potential but under-served. Meanwhile, the government should resort to more effective administrative strategies in aspects such as license approval, renewal, and policy planning. With efforts from both private and public sectors, a win-win situation can be created for the government, the radio broadcasters, and the audience.

Key words: media diversity, radio industry, airwaves deregulation policy, program type, vertical diversity