

數位文化創意產業網

數位重製與加值創意

延伸傳統藝術無限商機

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檔
案**群聚名稱：**

數位文化創意產業網

行業別：

資訊業、藝術文化業

縣市別：

高雄縣、高雄市、台北縣

群聚參與家數：

12家

主要營業項目：

文房四寶、書畫作品、數位化工具等

網址：<http://dg.webdiy.com.tw/>**e化成功工具：**

網路開店

輔導開運團：

高雄市電腦商業同業公會

文化創意產業目標，在於開拓創意領域結合經濟，來發展文化產業。要發展台灣經濟，將不再只靠工業製造，音樂、戲劇、美術設計都可以發揮經濟效益，正是文化創意產業的目標。

實際上，最有附加價值的知識經濟類型，即是以創意設計為核心的生產領域，特別是以藝術美學為內容的設計，如將音樂、戲劇、舞蹈、繪畫、雕塑、裝置藝術、傳統民俗藝術等應用在流行音樂、服裝、廣告與平面、影像與廣播製作、遊戲軟體等的設計產業。另外還可以延伸出相關的展覽設施、經營、策展專業、展演經紀、活動規劃、出版行銷、廣告企劃、流行文化包裝等，雖然這些產業多樣且分歧，也常為過去的經濟發展政策所忽略，但這類產業不僅能提升生活品質，還能增加就業人口及經濟產值，是目前各國積極推展的產業類型。

文化產業轉型加值為全球趨勢

台灣目前文化創意產業包含以核心藝術為基礎的應用藝術類型，如流行音樂、服裝設計、廣告與平面設計、影像與廣播製作、遊戲軟體設計等；或是創意支援與週邊創意產業，如展覽設施經營、策展專業、展演經紀、活動規劃、出版行銷、廣告企畫、流行文化包裝等。

傳統的文化產業，各領域皆有自主的商業模式，但獨立接案的產值及競爭力受大環境的影響日漸萎縮。微利時代更讓許多老店家只能維持基本運作，對於未來的規劃茫然無所適從，像是風行一時的書法國畫等文化藝術產業，更是受數位環境的衝擊，無力也無管道有效利用數位機會進行轉型。

近年行政院提出「文化創意產業」政策，相較過去的規劃，除擴大產業範圍，更重要的是政府以策略引導，計畫帶

Digital Duplication Skills Help Extend Traditional Arts and Create Business Opportunities

e-Community Profile

Community Name:

Digital Creative Cultural Products Online

Business Category:

Information services, artistic culture

Location:

Kaohsiung County, Kaohsiung City, Taipei County

Number of Community Members:

12

Major Business Items:

Chinese writing utensils, calligraphy, paintings

Website:

<http://dg.webdiy.com.tw>

e-Business Instrument:

On-line Shop

Assisting Team:

Kaohsiung Computer Association

The creative cultural industry is a business that seeks to combine creative thinking with production. This business has great economic potential. Music, drama and fine arts, for example, all have vast economic benefits. Taiwan must not continue to rely solely on manufacturing to grow its economy, as has been the case in the past.

In fact, the activities of the knowledge economy that have the greatest potential to add value are those where creativity plays a key role. This is especially true with artistic and aesthetic design activities. Examples of this include the application of music, drama, dance, drawing, sculpture, layout art, and folk arts to the production of pop music, fashion, advertisement, image and broadcasting, as well as to the designing of game software. Creative design can also be applied to such businesses as exhibition facilities, activity planning, publication, marketing, advertisement planning, and popular culture packaging. Cultural businesses are very diverse and have often been overlooked by authorities who draft economic policies. Yet these industries are very important to society. They not only help raise the quality of life, but can also create jobs and contribute to economic output.

The Transformation of Cultural Industries Is a Growing Trend Around the World.

In Taiwan, traditional cultural businesses all have their established ways of operating. One area that is worthy of attention concerns the many independent operators who



開運團與群聚成員說明網站建置方式，數位與藝術將產生火花。

動文化產業轉型加值。並且不只從文化藝術的角度切入該產業，而是將文化直接轉換成產業部門，把文化和設計、創意發展加入國家發展政策之中。從世界各國文化發展來看，延伸文化藝術成為能夠產生更多經濟效益的「文化創意產業」，的確是當今趨勢。

同時台灣的資訊業也面對到一波轉型潮流，由於過去以硬體為主導的市場，受到微利時代影響，政府開始轉而鼓勵以智慧財產取勝的軟體產業。而觀察南台灣的軟體業者，大都屬於中小型企業，員工人數也不多，卻都精專於不同的領域，並順利轉型由資訊軟體服務跨入數位內容服務。

數位內容服務已小的成果 唯缺乏整合

目前已有少數廠家在數位產業中的表現不錯，如哈瑪星科技以數位學習聞名南台灣，觀心影像

創意公司以原創設計、電腦動漫畫、數位應用教材為翹楚，有方資訊則是經營社群網站、電子商務套裝軟體及網路開店等業務建立名號，智凰科技以旅遊平台及線上訂房稱霸。雖然有佳績，但是對照於南部地區約有2千5百多家的資訊相關業者，仍有絕大部份的企業受限於研發及內訓的經費不足，無法及時跟上腳步，只能維持舊有的規模與利潤，面對國際化的競爭，原有的優勢恐將一點一滴的流失。

而高雄市電腦開運團內，今（95）年著手媒合傳統內容業者與數位研發業者進行異業結盟，創新突破，共創商機。預期將傳統藝術的領域藉由數位的載具，進行加值應用，於是數位文化創意產業網群聚的計劃也同時應運而生。

結合文化與資訊 誕生數位文化創意網

「進入數位文化創意產業網，乍看之下可能會



perform on a case-by-case basis. These operators have been suffering a decline in both business volume and competitiveness in the current environment. Many old stores cannot do enough business to make a profit and are uncertain about how to overcome their difficulties. Some cultural businesses like calligraphy and painting, which were once quite popular with customers, are now buffeted by the arrival of digital technology. They want to use digital technology to upgrade their operations, but have neither the resources nor anyone they can turn to for help.

The plight of the cultural industry, however, is not lost on the government. The Executive Yuan (the Cabinet) has adopted a policy for the development of creative cultural businesses. This policy attempts to assist companies in transforming their operations that would allow them to raise profits, so it is not just a plan to promote culture and the arts. More importantly, it aims to convert culture and art into manufacturing businesses by applying designing and creative thinking to cultural industries. Foreign experience shows that turning cultural activities into productive businesses can generate additional economic opportunities and benefits.

Meanwhile, the information industry in Taiwan is undergoing a wave of transformation, driven by the need to be more profitable. In the past, local companies used to concentrate on the production of hardware. In view of increasingly marginal profits, this policy must be changed. To meet this need, the government has begun to encourage companies to switch to developing and producing software



為達群聚網站整合之綜效，成員彼此學習與討論網路的操作。

「一頭霧水，無法理出個頭緒，這個群聚的主題到底是什麼？」高雄市電腦公會開運團說。其實這個群聚網站便是將文化內容與數位工具整合的平台。

高雄市電腦公會表示，過去已形成由智冠等遊戲軟體領導廠商為首，結合其他相關各型廠商維繫共生的數位內容產業生態，高雄的數位影音動畫與網路服務內容的廠商也漸成氣候，研發技術與代工能力十分成熟，只是尚未顯現群聚效應。所以高雄市電腦公會認為，唯有加緊各領域企業之間密切合作，整合更多廠商接案的分工，才能形成數位內容產業鏈。

此外，高雄市電腦公會也強調：「我們可以清楚的發現，雖然南部地區資訊業者已略具發展基礎，但都屬於單打獨鬥型態，如何協調更多的企業作進一步的資源整合，包括南部地區資訊廠商與傳統文化創意產業的互補，強化南部地區數位



數位文化群聚代表-觀心影像創意-黃麗萍經理

內容專業人才供需機制，並透過產業群聚的效應，蒐集產業的發展趨勢及所需技術，整合大多數業者所需，藉由政府的協助與產業公協會的推動，讓企業用最少的成本，改善經營體質，擴大業務行銷面向，建立產業之行銷特色與轉型所需技術。這是刻不容緩的重要工作，也是業者所殷盼期待的。」

products. Such production activity can put companies in a more competitive position, since they can enjoy intellectual property rights protection for their products. This in turn can allow them to command higher prices and hence better profits.

A Proliferation of Software Companies

As with northern Taiwan, the south of the island has also seen a proliferation of software companies in the last few years. For the most part, they are small and medium sized companies with a limited number of workers. They each specialize in a certain field. And they have successfully undergone transformation, from providing information software services to the rendering of digital content services. Still, these small companies need to consolidate their operations, if they are to operate competitively.

Currently, there are several companies in the southern Taiwan digital industry which are performing quite well. They include Hamahsing Technology, which is known for providing digital learning services; Imagery, which is a leader in original design, computer-based comics and digital teaching materials; Yufang Information, which is known for offering services for social group websites, e-commerce, and Internet shops; and Chihhuang Technology, which makes programs for tourism and booking reservations online.

In comparison, the vast majority of the some 2,500 firms in the industry in southern Taiwan, handicapped by insufficient funds and talent shortages, are unable to enlarge their operations and catch up with the others. So they are in danger of losing business in the face of growing competition from home and abroad.

To give a helping hand, in early 2006 the Kaohsiung Commuter Industry Association for the first time gathered traditional content providers and digital technology developers together and encouraged them to enter into an alliance in the hope that they would pool their resources in order to develop creative ideas and create business opportunities. The goal was to apply traditional arts to businesses that can produce added value by utilizing digital expertise. Aided by the Kaohsiung Commuter Industry Association, a plan for the development of creative cultural businesses by a Community of related companies was thus born.

A Combination of Culture and Information

"When a Net surfer first visits the digital creative cultural business website, he may feel confused about the main theme of this Community station or about what it is intending to present," says an official at the industry association. "In fact, it's nothing more than a Net platform that combines cultural contents and digital instruments," he explains.

The official points out that the last few years have already seen the formation of an informal busi-

群聚帶來嶄新的數位內容商機

數位內容的範圍可以很廣，開運團隊事前先整理參與此次縮減產業數位落差的企業，是否有屬性相關的業別，而這些企業透過開運團的輔導，導入電子商務後，運作與營運情形是否屬於正面積極，電腦公會開運團也透過電話訪查，詢問需求與使用情形，經匯整問題與需求後，連絡主要的專案經銷商進行建立群聚的共識會議，確定群聚目標與主軸後，接著舉辦群聚整合研討會，邀請企業參與群聚合作，會中各企業針對群聚的合作共識、實施方法，技術分享，社群經營等議題進各企業產品以差異性大的項目為主要群聚推動目標，以避免流於削價的惡性競爭。在多次研討與溝通後，群聚成員與電腦公會整合出相關產品間合作營運的最佳方案，在群聚網站內提供客戶一次性的解決方案與優惠措施，吸引消費者對於群聚網的依賴，更針對數位內容產品的創新服務與產品建置，開拓新的商業模式擴大產品的適用面，以增加新客源。

群聚成員觀心影像是一家專門經營肖像授權與動畫開發等的公司，經理黃麗萍指出，過去他們在業務開發上都是單打獨鬥，現在參與數位文化創意產業網，開始與數位內容業界上下游的公司更多凝聚合作，未來在社群內也彼此可以分享討論。工藝科技專責此群聚建立的李榮富則說，有這個群聚幫助非常大，這個平台就像是挖了一個池子，大家進到裡面可說是魚幫水水幫魚；像工藝科技的產品本身是做公仔，但現在有了數位化的幫忙，可以用更快的速度來製作，也可以放大縮小，重製應用等等。在群聚內，應用交流每家業者不同的技術資源，讓數位內容的經濟價值更提高了。

此外，群聚成員也發展數位文化創意的經營特色和多元的服務內容，提供數位內容與文化創意

的融合，也針對年輕族群的喜好，將客製化的數位藝術導入日常生活的加值應用。此外開運團也建立群聚品牌，透過群聚整合的資源，建置出類似入口網的經營模式，長期經營後口碑的累積，將可提高客戶回購率。而群聚品牌也由於僅此一家別無分號，減少客戶多逛幾家比價的問題。

創意與知識經濟是相輔相成的，具有高度的整合性，其基礎是源於資訊產業已經發展成熟的應用平台，只要配合創意及多媒體專業人員的知識提昇，加上既有的文化應用加值，將更容易轉型成創意、多媒體、應用平台匯整的數位內容產業。其中需要補強的只是內容創意及設計人員的教育訓練，及整合數位內容各領域上下游的共同行銷，以最低的成本，深化原有職能，並擴大企業的營運面向，便成為這個數位內容產業群聚的基礎。

頭家經營 小秘笈

面對文化產業以傳統行銷溝通方式，愈來愈難接觸到廣大的群眾，加入數位工具幫助文化產業轉型後，以群聚的社群共同經營，頭家們看到文化內容可以建立出範圍更廣的客源，使得原本是單一產品的客戶，透過社群的互動衍生其它數位內容產品的需求，讓數位文化創意產業網群聚也能產生如同百貨公司的購物吸引力。而經由資訊與數位內容的共同呈現，也讓消費者在數位文化創業產業網中，取得文化藝術與數位內容供應鏈的各項產品，不論網友想要買真跡、複製品、數位工具、藝術週邊延伸商品，都可在此得到滿足。

開運團 輔導心得

文化創意目前仍是被定位為傳統藝術，行銷方式無法脫離傳統的行銷模式，畫國畫、寫書法，若還是以傳統方式，不易從點到面做行銷。尤其

ness group in Kaohsiung that consists of game program writers and related companies. In addition, the southern Taiwan city's audio and visual business and Internet content services have already come of age. Another significant development is that its research capabilities and made-to-order production capacity have matured considerably in recent years. The only weak point of these companies is that they have yet to Community together, which is necessary for them to operate more efficiently. That is why the Kaohsiung Computer Industry Association is calling for operators in all related fields to step up their cooperation and arrange a division of labor in receiving and fulfilling contracts. Only by doing so, it says, will it be possible for them to build a powerful manufacturing chain.

Corporate Efforts to Complement Each Other

Since the scope of digital content is very broad, an association-formed assisting team had previously conducted a detailed interview with companies wanting to participate in the "Bridging the Digital Divide" project to identify the exact nature of each company and find out whether, or how, they could complement each other. After the companies undertook e-commerce with the assistance of the assisting team, another interview was held with these participants to understand their attitude towards the project and what else needed to be done. The views so obtained were brought together as subjects of discussion by relevant companies at meetings held subsequently.

At such meetings, consensuses on industry-wide cooperation were reached. Major conclusions included common objectives to be attained, technology-sharing, mutual support and measures to avoid cut-throat competition. Meanwhile, agreements were arrived at to post products and services on their shared website, accompanied by preferential measures to attract customers.

A recent random survey found that the Community plan has proved to be quite helpful. For example, more upstream and downstream companies have entered into cooperation with each other as a result of the association-organized effort to promote collaboration among cultural content providers and digital instruments makers. Many corporate executives say that they have benefited from the newly created technology-sharing and mutual-support programs, marked by an increase in efficiency and improvement of profits.

Still, according to the Kaohsiung Computer Industry Association, more needs to be done. First, more resources must be invested in the creation of new ideas. Also, design personnel need to be well trained. And thirdly, it is necessary to arrive at agreement among digital content providers in all related fields, upstream and downstream, to jointly market their products and services.

Business Tips

As experience shows, it has become increasingly difficult for cultural businesses to attract customers using conventional marketing methods. Yet it will be a different story after companies undergo

光環通常在知名藝術家身上，好的作品若缺乏好的行銷，還是只能沒沒無聞。

但透過文化業與資訊業整合，進行數位重製後，這些藝術品有加值的空間，不但真品得以保留，複製品可以廣泛授權應用，這些藝術家的作品可說是更富有生命力，更活過來！在數位文化創意產業網，看到數位典藏的上下游整合，甚至

國外愛好藝術的網友，想要買個複製品裝飾家裡，現在也只要一封E-mail往來，不需要任何運送包裝，數位化的藝術品就可以送到國外買主的手中；傳統古典藝術品也因為數位化，經過權製作成很多的週邊商品，不論是燈罩、馬克杯、窗簾，都讓藝術品產生更多的附加價值。

數位文化創意產業網群聚成員

網址：<http://dg.webdiy.com.tw/>

群聚成員	網址
瑋特擬真科技股份有限公司	http://vimtek.webdiy.com.tw/
觀心影像創意有限公司	http://imagery.webdiy.com.tw/
光點資訊有限公司	http://radiant.webdiy.com.tw/
樂世界多媒體股份有限公司	http://musicworld.webdiy.com.tw/
儒墨堂文化事業有限公司	http://rumotan.webdiy.com.tw/
高毅文件科技有限公司	http://kaoyi.webdiy.com.tw/
奇銳科技股份有限公司	http://mirax.webdiy.com.tw/
士藝科技股份有限公司	http://coolbee.webdiy.com.tw/
汶采有限公司	http://art.webdiy.com.tw/
捷澄科技有限公司	http://itarea.webdiy.com.tw/
久泰資訊有限公司	http://titech.webdiy.com.tw/
熹田廣告攝影社	http://v360.webdiy.com.tw/

transformation by bringing in digital instruments and by running their businesses in a collective manner. These new marketing methods will allow customers to find a variety of products and more supply sources in one stop, just like walking into a department store. Net visitors who want to buy antiques—originals or replicas—or digital instruments or artwork peripherals can find them all on the cultural product website.

Comment of the Assisting Team

Creative cultural products are still being viewed as traditional arts, making it difficult for companies to break with conventional sales methods. Even paintings and works of calligraphy created by famous artists, for example, still have trouble finding buyers due to the lack of proper promotion.

Such art works can be more easily sold, with their value increased, if they can be duplicated by cultural and information companies with the aid of modern digital techniques. Moreover, there are other advantages. The artists can still keep their original copies, while having the right to authorize wider duplication of their works. Additionally, anyone wanting to buy such digitized art works can receive them through e-mail, eliminating the need for packaging and shipment.

List of Digital and Cultural Website Community Members

Website : <http://dg.webdiy.com.tw/>

Member	Website
Vimtek	http://vimtek.webdiy.com.tw/
Imagery	http://imagery.webdiy.com.tw/
/Radiant	http://radiant.webdiy.com.tw/
Musicworld	http://musicworld.webdiy.com.tw/
Rumotan Culture Enterprise Co.	http://rumotan.webdiy.com.tw/
Kaoyi	http://kaoyi.webdiy.com.tw/
Mirax	http://mirax.webdiy.com.tw/
Coolbee	http://coolbee.webdiy.com.tw/
Art	http://art.webdiy.com.tw/
Itarea	http://itarea.webdiy.com.tw/
Titech	http://titech.webdiy.com.tw/
V360	http://v360.webdiy.com.tw/