

gustav / March 23, 2009 03:44PM

[\[資訊網路\] 台灣行動上網逐年成長 行動服務百花齊放](#)

手機行動上網市場擴大，據市調機構comScore調查顯示，美國上網人數裡已有三分之一的人使用手機上網。而根據台灣國家通訊傳播委員會（NCC）的公布資料，2008年第四季手機開通行動上網功能的用戶數達到1530萬戶，比上一季成長7.3%，甚至行動上網的用戶占整體行動通信用戶的比例提升至60.2%，這表示在所有手機門號裡，已經有六成的門號開始使用行動加值服務。

根據NCC數據顯示，去年第四季台灣的3G門號數持續成長，達到1129萬戶，比第三季成長11.4%，而2G手機門號數則比第三季下降，減少了77萬個用戶。而且手機業者從2007年到2008年間也大力推出3G手機，從原本2007年的四成成長到2008年第四季的六成。

過去，台灣在行動上網部分的使用率比較薄弱，不過，NCC此次所公布2008年第四季我國行動上網觀測顯示，台灣行動上網近一年來有明顯的成長。而且根據行動通信業者所公布的戶營收貢獻度（Average revenue per user, ARPU），一年下來約提昇2%的營收貢獻，資策會Find就認為這也顯示用戶在使用行動上網比重逐年增加與穩定的趨勢。

目前也有越來越多的網路業者，從原本的將PC上的網路服務轉而進攻到手機上的行動服務，像是原本在PC上的網路記帳網站「家庭理財網」，就在今年初推手機記帳的功能；另外，也有業者推出手機上的折扣優惠服務，使用者只要登入「Vpon.com網站」，並下載軟體安裝在手機上，就可以透過手機就可以隨時隨地得到各種折扣訊息。

資訊來源：

[Yahoo!奇摩新聞2009/03/23](#)

[Info-tech & Internet] Taiwan Mobile Internet Market Grows

Global mobile internet market grows larger. According to the marketing research company comScore, one third of American internet users use mobile internet devices to surf the net. According to Taiwan National Communications Commission, NCC, the number of mobile phone internet users reaches 15.3 million in the fourth quarter of 2008, 7.3% of growing rate than the preceding quarter. The customers of mobile internet service even reaches 60.2% of all the mobile communication customers, which means among all the mobile phone numbers are already about 60% start to use mobile value-added new services.

According to NCC's data, 3G mobile phone numbers keeps growing in the fourth quarter last year, reaching 11.29 million with 11.4 % growing rate than its preceding quarter, while 2G numbers decreases than the third quarter, lost 0.77 million. Mobile phone manufacturers presents plenty models of 3G phones between 2007 and 2008, 40% growing rate in 2007 to 60% growing rate in 2008.

In the past, the penetration rate of mobile internet in Taiwan is relatively low. However in the NCC's announcement of the observation on the mobile internet marketing in the fourth quarter of 2008, Taiwan's mobile internet penetration rate grows obviously. Besides, according to the mobile communication companies' average revenue per user, ARPU, mobile internet market contributes 2 % within one year, in accordance with which Institute for Information Industry believes mobile internet market share will keep growing stably year by year.

At present, more and more internet service providers turn their focus on mobile phone internet services, such as homel.com, which mainly provided family online accountant service on PC while now presents its mobile service. Also a service provider offers E-Coupon service via mobile phones: as long as the user download a software, they can sign in Vpon.com via mobile phone and get various information about discounting.

Reference:

[Yahoo!tw News 2009/03/23](#) (in Chinese)

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