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[\[Information Industrial\] Taiwan's Telecom Operators and Government Look to Profit Off Growing APP Sector](#)
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([Chinese Version](#))

The China Post (2011/12/26) The top three telecom operators in Taiwan said December 24 that they are keeping a close eye on the app sector, aiming to explore the fast-growing market after the government pledged to develop the app industry to boost the country's innovation capability.

In late October, the Ministry of Economic Affairs announced that it will invest between NT\$1 billion (US\$33 million) and NT\$2 billion to set up an app development park in Taiwan with the goal of making the island one of the world's app hubs to tap the booming mobile communications market.

According to the ministry, global app downloads reached 8 billion and brought in about US\$10 billion (NT\$303 billion) in revenue last year. The ministry added that annual sales in the app market are expected to reach US\$50 billion over the next five years.

The market even expects app downloads in 2011 to grow to 18.1 billion, experts predicted.

Encouraged by this stunning growth, Chuanghwa Telecom Co. Ltd., one of the three largest telecom carriers in Taiwan, said it is determined to transform Hami Apps, the company's app store, into the country's top app brand by stocking renowned apps.

So far, the store has more than 3,300 apps, with more than 500,000 subscribers as of the end of November, the telecom operator said.

In the second half of this year, its app downloads doubled from the first half of the year and the accumulated app downloads have reached 2 million, it added.

Reference:

[The China Post 2011/12/26](#)

[National Science Council International Cooperation Sci-Tech Newsbrief](#)

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