

Discussing the Modes of Creating Value of Taiwanese Press News Web Sites: From the Perspective of Information Value Chain Theory

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Abstract

Influenced by the digital convergence technology, Taiwan media industry is able to repeatedly copy and transmit the content of various media through systematically reorganized and value-added approaches. Particularly, since the newspaper has been digitalized, its content is able to be used on news web sites and thus creates the value of information content. In this research, case study method is conducted to explore most popular news web sites in Taiwan. By examining how these news web sites organize and integrate content from various media to create innovative value-added website content, therefore, to discuss how to enhance the overall competitiveness of news web sites.

Keywords: information value chain, news web sites, digital value-added