

Abstract

This research is for the purpose of discussing Nonfiction Entertainment channel –Discovery, its management achievements, the history of localization of programming, the characteristic of arrangement of program telecast, and how the channel cooperate with locally produce production teams.

This research adopts the globalize vision, to analyze and inspect the characteristic of the 12 years on the foreign own channel –Discovery.

This study shows that the Discovery channel's Taiwan's management achievements are related to the channel's strategy on global localization. The strategy not only affects the channel's penetration rate and steady growth of advertisement income, this strategy also affect in programming and business practice. The whole says,

Discovery's localization is under the pattern development of "global management, international vision, and local viewpoint."

Its program characteristic is mostly base on traveling program taking from the headquarters supply. Program of subjects about Americas region and Asian region are equal. There are three types of Taiwanese subject programs; they are provided by cooperate, joint venture or outside production. Joint venture productions are growing rapidly, almost match the number of cooperate provide programs.

The research also discovered that, the Discovery channel's evolution of localize program productions are achieved gradually. In the produces system, manufacture management, the program quality, the narrative way, and the image style must conform to its program formula. Although the local responses are intense, it also has its gain after adjustment.

Keywords : Globalization, Glocalization, Media Conglomerate, Nonfiction Entertainment channel, Discovery Communications Inc