

## 附 錄

台灣電視廣告量統計表。轉引自陳明輝(2003: 80)<sup>1</sup>。

單位：萬元

年代	*有效廣告量	*佔有率	成長率
1962	136	0.50%	
1963	706	2.30%	419.12%
1964	2,400	6.16%	239.94%
1965	5,200	9.70%	116%
1966	8719	13.30%	67%
1967	12,159	15.70%	39.45%
1968	16,300	17.60%	34%
1969	30,500	26.40%	87%
1970	46,820	32.32%	53%
1971	50,434	33.64%	7.72%
1972	74,109	44.07%	46.90%
1973	75,311	32.65%	1.62%
1974	98,507	34.11%	30.80%
1975	966,946	30.11%	-1.87%
1976	132,000	31.49%	31.08%
1977	159,500	31.35%	20.83%
1978	203,000	31.81%	27.27%
1979	248,850	30.87%	22.59%
1980	295,380	28.66%	18.70%
1981	373,527	29.39%	18.63%
1982	430,632	30.05%	11.53%
1983	510,863	29.52%	18.63%)
1984	621,061	31.18%	21.57%
1985	722,063	35.33%	16.26%

<sup>1</sup> 陳整理自中華民國電視年鑑(1962-1975);《二十五年來台灣廣告量研究》(顏伯勤, 1986); 廣告雜誌, 1993、1995、1998; 潤利有效廣告量 1992-2003。

1986	774,722	33.89%	7.29%
1987	895,498	30.50%	15.59%
1988	1,135,447	30.30%	26.79%
1989	1,413,989	29.45%	24.53%
1990	1,587,879	31.86%	12.30%
1991	1,790,030	32.75%	12.73%
1992	2,268,162	41.41%	26.71%
1993	2,498,379	42.70%	10.15%
1994	2,906,247	44.90%	16.33%
1995	2,894,776	37.94%	-0.39%
1996	1,827,543	44.47%	-36.87%
1997	1,887,189	38.84%	3.26%
1998	2,213,509	35.77%	17.29%
1999	1,767,606	30.91%	-20.14%
2000	1,300,171	22.96%	-26.44%
2001	1,155,954	22.83%	-11.09%
2002	981,600	18.35%	-15.09%