

Abstract

“TV media industry” explored in this thesis includes terrestrial TV industry, cable TV industry, satellite TV industry, and digital TV industry. The concept of “concentration” is contrast with “pluralism”. Pluralism of TV media industry is divided into two parts. One is diversity of ownership; the other is diversity of output content. The diversity of output content is chiefly focused in the thesis. According to high competition in the industry, the TV media ownership influences the diversity of output content ; the correlation of them is opposite to each other. The concentration of TV media industry is kind of obstacle to the freedom of broadcasting and the accomplishment of democracy. Additionally, the market failures, convergence, and globalization increase the concentration of the TV media industry. Thus, this thesis analyzes the current and future situations, and the increasing tendency of concentration in Taiwan TV media industry. The thesis also states the necessary regulation on the concentration of Taiwan TV media industry. The outlines of the thesis are: the relation of broadcasting freedom and concentration of TV media industry both in Taiwan and U.S.A. markets, the nature of democracy in TV media industry, the market failures of TV media industry, the effects of convergence and globalization, the justification of necessary regulation on TV media industry, the current and future broadcasting laws, the current competition law in Taiwan, and the related laws in U.S.A. ,U.K. , Germany and European Union.