

參考文獻

- ACI-FIND. (2004a). The number of xDSL subscribers reaches over 3 millions. Retrieved April 26, 2005, from http://www.find.org.tw/0105/howmany/howmany_disp.asp?id=89
- ACI-FIND. (2004b). Taiwan's broadband status quo for household market Retrieved April 7, 2005, from http://www.find.org.tw/0105/howmany/howmany_disp.asp?id=91
- Allison, K., & Garrahan, M. (2008, January 21). Digital delivery breaks out of bit-part film role. *Financial Times*, p. 15.
- Angwin, J. (2005, June 8). AOL's plan to move content to free site is a risky reversal. *Wall Street Journal*, p. 1.
- AT&T et.al. v Iowa Utilities Board et.al. (U.S. Spreme Coiurt 1999).
- Baltas, G., & Freeman, J. (2001). Hedonic price methods and the structure of high-technology industrial markets: an empirical analysis. *Industrial Marketing Management*, 30, 599-607.
- Baranes, E., & Bourreau, M. (2005). An economist's guide to local loop unbundling. *Communications and Strategies*(57), 13-31.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychology research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology* 51(6), 1173-1182.
- Basu, A., Mazumdar, T., & Raj, S. P. (2003). Indirect network externality effects on product attributes. *Marketing Science*, 22(2), 209-221.
- Bauer, J. M. (2005). Unbundling policy in the United States. *Communications &*

- Strategies*(57), 59-82.
- Bauer, J. M. (2006). From static efficiency to innovation focus: The turnaround of U.S. unbundling policy. In P. Baake & B. Preissl (Eds.), *Local loop unbundling and bitstream access: regulatory practice in Europe and the U.S.* (pp. 150-175). Berlin: Deutsches Institute fur Wirtschaftsforschung.
- Benkard, C. L., & Bajari, P. (2005). Hedonic price indexes with unobserved product characteristics, and application to personal computer. *Journal of Business & Economic Statistics*, 23(1), 61-75.
- Berndt, E. R. (1991). The measurement of quality change: constructing a hedonic price index for computers using multiple regression methods. In *The Practice of Econometrics: Classic and Contemporary* (pp. 127-131). New York, NY: Addison-Wesley.
- Bertolucci, J. (2005). CNET editor's review for SBC Yahoo DSL. Retrieved November 15, 2005, from http://reviews-zdnet.com.com/SBC_Yahoo_DSL/4505-6539_16-31533949-2.html
- Bijl, P. W. J. d., & Peitz, M. (2005). Local loop unbundling in Europe: Experience, prospects and policy challenges. *Communications and Strategies*(57), 33-57.
- Blood, D. O., & Ngiam, K.-M. (2008). A focus on filters: latest developments in MGM v. Grokster. *Intellectual Property & Technology Law Journal*, 20(2), 7-12.
- Borg, K. (1997). Busy signal becomes new Internet anthem. *Computer Technology Review*, 17(6), 1-3.
- Boulding, W., & Purohit, D. (1996). The price of safety. *Journal of Consumer Research*, 23(1), 12-25.
- Bourreau, M., & Dogan, P. (2005). Unbundling the local loop. *European Economic Review*, 49, 173-199.

- Brynjolfsson, E., & Kemerer, C. F. (1996). Network externalities in microcomputer software: An econometric analysis of the spreadsheet market. *Management Science*, 42(12), 1627-1647.
- Carroll, S. (2003). Choices, choices ; surprisingly, given all the hype surrounding broadband, not everyone who gets it finds it worthwhile. *PC Magazine*, 22(2), 84.
- Cathey, J. M., & Wiggins, C. E. (2002). Broadband: new speeds, new risks. *Strategic Finance*, 83(9), 38-43.
- Cava-Ferreruela, I., & Alabau-Munoz, A. (2006). Broadband policy assessment: A cross-national empirical analysis. *Telecommunications Policy*, 30(8-9), 445-463.
- Cave, M. (2006). Encouraging infrastructure competition via the ladder of investment. *Telecommunications Policy*, 30(3,4), 223-237.
- Cavusoglu, H., & Raghunathan, S. (2007). Selecting a customization strategy under competition: Mass customization, targeted mass customization, and product proliferation. *IEEE Transactions on Engineering Management*, 54(1), 12-28.
- Chaffraix, K. (2005). Bye-bye dial-up: broadband ubiquity chugging right along. *TechWeb*, 1.
- Cole, R., Chen, Y. C., Barquin-Stolleman, J. A., Dulberger, E., Helvacian, N., & Hodge, J. H. (1986). Quality-adjusted price indexes for computer processors and selected peripheral equipment. *Survey of Current Business*, 66(1), 41-50.
- Collins, C. J., & Smith, K. G. (2006). Knowledge exchange and combination: The role of human resource practices in the performance of high-technology firms. *Academy of Management Journal*, 49(3), 544-580.
- Court, A. T. (1939). Hedonic price indexes with automotive example. In *The Dynamics of Automobile Demand* (pp. 99-117). Detroit, MI: General Motors.

- Covad Co. v. FCC, No. 05-1095 (D.C. Cir. 2006).
- CSTB. (2002a). Broadband policy and regulation. In *Broadband: bring home the bits* (pp. 167-215). Washington, D.C.: National Academy Press.
- CSTB. (2002b). Technology options and economic factors. In *Broadband: bring home the bits* (pp. 120-166). Washington, D.C.: National Academy Press.
- Distaso, W., Lupi, P., & Manenti, F. M. (2006). Platform competition and broadband uptake: Theory and empirical evidence from the European Union. *Information Economics and Policy*, 18(1), 87-106.
- Dixit, A. K., & Stiglitz, J. E. (1977). Monopolistic competition and optimum product diversity. *American Economic Review*, 67, 297-308.
- Dowell, G. (2006). Product line strategies of new entrants in an established industry: Evidence from the US bicycle industry. *Strategic Management Journal*, 27(10), 959-979.
- Ein-Dor, P. (1985). Grosch's law re-revisited: CPU power and the cost of computation. *Communications of the ACM*, 28(2), 142-151.
- FCC. (1999). UNE Remand Order (Vol. 15 Fcc Rcd 3696, 3699): Federal Communications Commission.
- FCC. (2004). *Federal communications commission releases data on high-speed internet access services*. Washington, D. C.: Federal Communications Commission.
- FCC. (2005). *High-speed service for Internet access - status as December 31, 2004*. Washington, D. C.: Federal Communications Commission.
- Franzblau, A. N. (1958). *A primer of statistics for non-statisticians*. New York: Harcourt.

- Frieden, R. (2005). Lessons from broadband development in Canada, Japan, Korea and the United States. *Telecommunications Policy*, 29(8), 595-613.
- Gagnaire, M. (2003). Unbundling characteristics and alternative technologies. In *Broadband local loops for high-speed Internet access* (pp. 45-77). Norwood, MA: Artech House.
- Gallaughar, J. M., & Wang, Y.-M. (2002). Understanding network effects in software markets: evidence from web server pricing. *MIS Quarterly*, 26(4), 303-327.
- Gandal, N. (1994). Hedonic price indexes for spreadsheets and an empirical test for network externalities. *The Rand Journal of Economics*, 25(1), 160-170.
- Gaskin, J. E. (2004). *Broadband bible* (Desktop edition ed.): John Wiley & Sons.
- Gorp, A. F. v., Maitland, C. F., & Hanekop, H. (2006). The broadband Internet access market: The changing role of ISPs. *Telecommunications Policy*, 30(2), 96.
- Hair, J. F. J., Anderson, R. E., Ththam, R. L., & Black, W. C. (1998). Multiple regression analysis. In *Multivariate Data Analysis* (pp. 141-216). Upper Saddle River, NJ: Prentice-Hall.
- Hancock, B. (2000). Home PC's targeted by hackers *Computers & Security*, 19(5), 387-388.
- Hearn, T. (2004). Broadband surges. *Multichannel News*, 25(37), 40.
- Horrigan, J. B., & Rainie, L. (2004, May 30). The broadband difference: how online Americans' behavior changes with high-speed Internet connections at home. Retrieved Oct. 12, 2005, from http://www.pewinternet.org/pdfs/PIP_Broadband_Report.pdf
- Huh, S., & Kwak, S.-J. (1997). The choice of functional form and variables in the hedonic price model in Seoul. *Urban Studies*, 34(7), 989-998.

- Hurlimann, A., & Suter, P. (2005). *The Arthur D. Little global broadband report 2005*. Zurich: Arthur D. Little.
- InfoCom. (2007, May 4). The UK still lags behind regarding local loop unbundling. Retrieved May 7, 2007, from http://www.infocom-de.com/pressarchives/press_040507.html
- Iowa Utilities Board v. FCC (8th Cir. 1997).
- Johnson, B. (2005, March 31). Online: Making up for lost time: The race to revolutionise Britain's broadband services has finally begun, which means better deals for customers. *The Guardian*, p. 24.
- Kang, Y. M. (1989). Computer hardware performance: Production and cost function analyses. *Communications of the ACM*, 32(5), 586-593.
- Kang, Y. M., & Ein-Dor, P. (1989). Comments on "Attributes of the performance of central processing units: A relative performance prediction model"--comment/reply. *Communications of the ACM*, 32(2), 256-259.
- Klapper, D. (2005). An econometric analysis of product variety impact on competitive market conduct in consumer goods markets. *OR Spectrum*, 27(4), 583-601.
- Lafrance, R., & Schembri, L. (2002). Purchasing-power parity: Definition, measurement, and interpretation. *Bank of Canada Review*, 27-33.
- Lancaster, K. (1990). The economics of product variety: A survey. *Marketing Science*, 9(3), 189-206.
- Lynch, B. D., Raghav, H., & Lin, W. T. (1990). Economic analysis of micorcomputer hardware. *Communications of the ACM*, 33(10), 119-129.
- Massey, D., & Jackson, B. (2005). Welcome to the bell system memorial. Retrieved January 1, 2006, from <http://www.bellsystemmemorial.com/index2.html>

- McGinity, M. (2002). Broadband to go. *Communications of the ACM*, 45(6), 21-24.
- Megbolugbe, I. F. (1989). A hedonic index model: the housing market of Jos, Nigeria. *Urban Studies*, 26, 486-494.
- Metz, C. (2004). ISPs; when it comes to broadband Internet service providers, familiarity is clearly breeding contempt. *PC Magazine*, 23(23), 118.
- Mueller, K., & Johnson, T. (2005a). *UK broadband market monitor: Point Topic*.
- Mueller, K., & Johnson, T. (2005b, September 20). World broadband statistics Q2 2005. Retrieved October 27, 2005, from <http://www.point-topic.com/contentDownload/dslanalysis/world%20broadband%20statistics%20q2%202005.pdf>
- Mueller, K., & Johnson, T. (2005c). World broadband statistics Q3 2005. Retrieved December 27, 2005, from <http://www.point-topic.com/contentDownload/dslanalysis/world%20broadband%20statistics%20q3%202005.pdf>
- Nerlove, M. (1995). Hedonic price functions and the measurement of preferences: The case of swedish wine consumers. *European Economic Review*, 39, 1697-1716.
- OECD. (2006). OECD broadband statistics to June 2006. Retrieved September 21, 2007, from http://www.oecd.org/document/9/0,2340,en_2649_34223_37529673_1_1_1_1,00.html#Data2005
- Ofcom. (2004a). *The communications market 2004*. London: Ofcom.
- Ofcom. (2004b, April 28). Strategic review of telecommunications - phase 1 consultation document. Retrieved April 9, 2007, from http://www.ofcom.org.uk/consult/condocs/telecoms_review1/telecoms_review/tcoms_rev.pdf
- Oh, S., Ahn, J., & Kim, B. (2003). Adoption of broadband Internet in Korea: The role of experience in building attitudes. *Journal of Information Technology*, 18(4),

267.

Openreach. (2006, December 18). Shared MPF. Retrieved April 26, 2007, from http://www.openreach.co.uk/orpg/pricing/llu/downloads/ORPL_LLU_Smpf.htm

Openreach. (2007, February 9). Full MPF. Retrieved April 26, 2007, from http://www.openreach.co.uk/orpg/pricing/llu/downloads/ORPL_LLU_Mpf.htm

Orlikowski, W. J., & Iacono, C. S. (2001). Research commentary: Desperately seeking the "IT" in IT research--A call to theorizing the IT artifact. *Information Systems Research*, 12(2), 121-134.

OTA. (2007). *Telecommunications adjudicator update for February 2007*. London: OTA.

Parkin, M. (2003). Utility and demand. In *Economics* (pp. 149-166): Pearson Education.

Point-topic. (2005). *DSL worldwide directory (11th Edition)*. London: Point Topic.

Point-topic. (2006a). *DSL worldwide directory (12th Edition)*. London: Point Topic.

Point-topic. (2006b, December 13). IPTV. Retrieved September 16, 2007, from <http://point-topic.com/content/bmm/profiles/bmmiptv061212.htm>

Point-topic. (2007a). *Broadband worldwide directory (13th Edition)*. London: Point Topic.

Point-topic. (2007b). *Broadband worldwide directory (14th Edition)*. London: Point Topic.

Polykalas, S. E., & Vlachos, K. G. (2006). Broadband penetration and broadband competition: evidence and analysis in the EU market. *Info : the Journal of*

- Policy, Regulation and Strategy for Telecommunications, Information and Media*, 8(6), 15-31.
- Rao, H. R., & Lynch, B. D. (1993). Hedonic price analysis of workstation attributes. *Communications of the ACM*, 36(12), 95-102.
- Richardson, T. (2004, June 29). BT's DSL market share carries on falling. Retrieved July 31, 2007, from http://www.theregister.co.uk/2004/06/29/bt_dsl_share/
- Richtel, M., & Belson, K. (2005a, April 4). Increasingly, the Bells see their future on a screen. *New York Times*, p. C.4.
- Richtel, M., & Belson, K. (2005b, October 31). To battle the telephone giants, small Internet providers choose Wi-Fi as a weapon. *New York Times*, p. C.4.
- Riddel, M. (2001). A dynamic approach to estimating hedonic prices for environmental goods: an application to open space purchase. *Land Economics*, 77(4), 494-512.
- Robert, W. C., & Leonard, W. (2006). The failure of competitive entry into fixed-line telecommunications: Who is at fault? *Journal of Competition Law & Economics*, 2(1), 113-148.
- Sarrel, M. D. (2005). Network; many households that have multiple PCs and a single broadband connection already have home networks. *PC Magazine*, 24(1), 122.
- Sarrell, M. D. (2003). Networking ; if you have just one broadband connection for multiple PCs, why not network them? *PC Magazine*, 22(2), 84.
- Shin, D. H. (2007). Socio-technical analysis of IPTV: A case study of Korean IPTV. *Info: the Journal of Policy, Regulation and Strategy for Telecommunications, Information and Media*, 9(1), 65-79.
- Skouras, T., Avlonitis, G. J., & Indounas, K. A. (2005). Economics and marketing on pricing: How and why do they differ? *Journal of Product and Brand*

- Management*, 14(6), 362-374.
- Song, J.-A. (2004). South Korea top for online gaming. *Financial Times*, p. 19.
- Sonus. (2006). Local loop unbundling: White paper. Retrieved June 1, 2007, from http://www.sonusnet.com/contents/brochures/Local_Loop_Whitepaper.pdf
- Speta, J. B. (2000). Handicapping the race for the last mile: a critique of open access rules for open access rules for broadband platforms. *Yale Journal on Regulation*, 17(1), 39-91.
- Triplett, J. E. (1986). The economic interpretation of hedonic methods. *Survey of Current Business*, 66(1), 36-40.
- United States Telecom Association v. FCC (D.C. Cir. 2002).
- Uzumeri, M., & Sanderson, S. (1995). A framework for model and product family competition. *Research Policy*, 24, 583-607.
- Vanier, F. (2008). *Broadband tariff benchmark report: Q4 2007*. London: Point Topic.
- Waterman, D. (2007). The effects of technological change on the quality and variety of information products. *Economics of Innovation and New Technology*, 16(8), 587-594.
- Waugh, F. V. (1928). Quality factors influencing vegetable prices. *Journal of Farm Economics*, 10(2), 185-196.
- WEF. (2005). Global competitiveness report 2005-2006. Retrieved December 26, 2005, from http://www.weforum.org/pdf/Global_Competitiveness_Reports/Reports/GCR_05_06/Composition_of_the_Growth_Competitiveness_Index
- Whalley, J. (2006). Local loop unbundling and the strategic review of telecommunications in the United Kingdom. In P. Baake & B. Preissl (Eds.),

Local loop unbundling and bitstream access: regulatory practice in Europe and the U.S. (pp. 122-149). Berlin: Deutsches Institute für Wirtschaftsforschung.

Wieland, K. (2005). Naked ambitions. *Telecommunications International*, 39(9), 34.

Wray, R. (2004, November 19). BT to play fair or face break-up. *The Guardian*, p. 25.

Wu, I. (2004). Canada, South Korea, Netherlands and Sweden: Regulatory implications of the convergence of telecommunications, broadcasting and Internet services. *Telecommunications Policy*, 28(1), 79-96.

Zhang, M., & Tseng, M. M. (2007). A product and process modeling based approach to study cost implications of product variety in mass customization. *IEEE Transactions on Engineering Management*, 54(1), 130-144.

