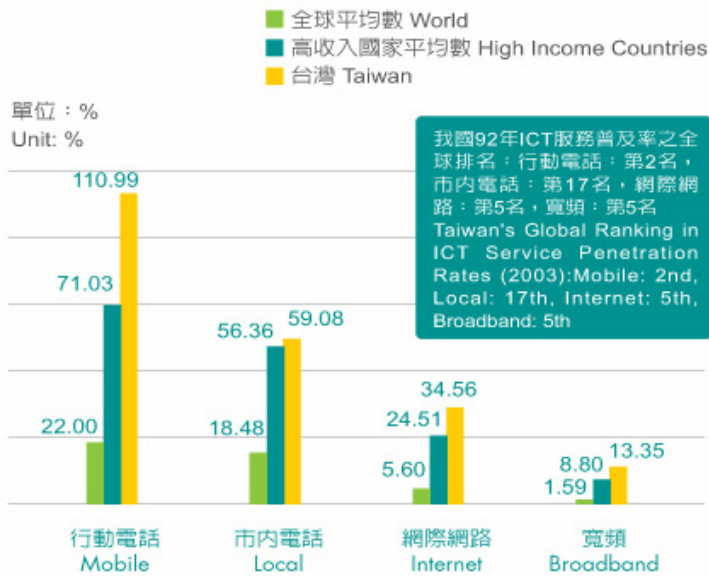


我國與全球在ICT服務普及率之比較

ICT Services Penetration in Taiwan VS. the World and the High Income Countries(2003)



資料來源：國際電信聯合會

備註：1. 我國行動電話用戶數僅指2G用戶，未含3G及PHS用戶。

2. 網際網路用戶數係指「網際網路帳號數」，非「網路使用人口數」。

3. 寬頻用戶普及率=(寬頻用戶數/人口數)*100

Source: ITU

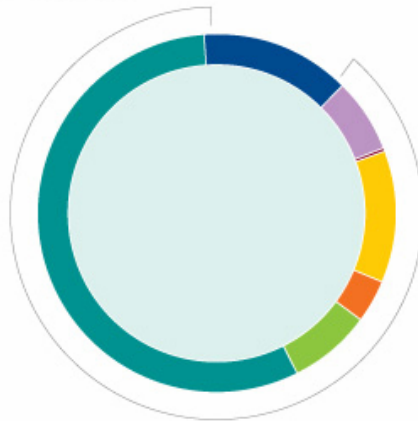
Notes: 1. Taiwan's mobile phone figure for 2G, not 3G and PHS.

2. The term "Internet" refers to Internet subscribers per 100 inhabitants, not Internet users per 100 inhabitants.

3. Broadband penetration = Broadband Subscribers per 100 Inhabitants.

93年電信服務營收比分析

Proportion of Telecom Service Revenue in 2004

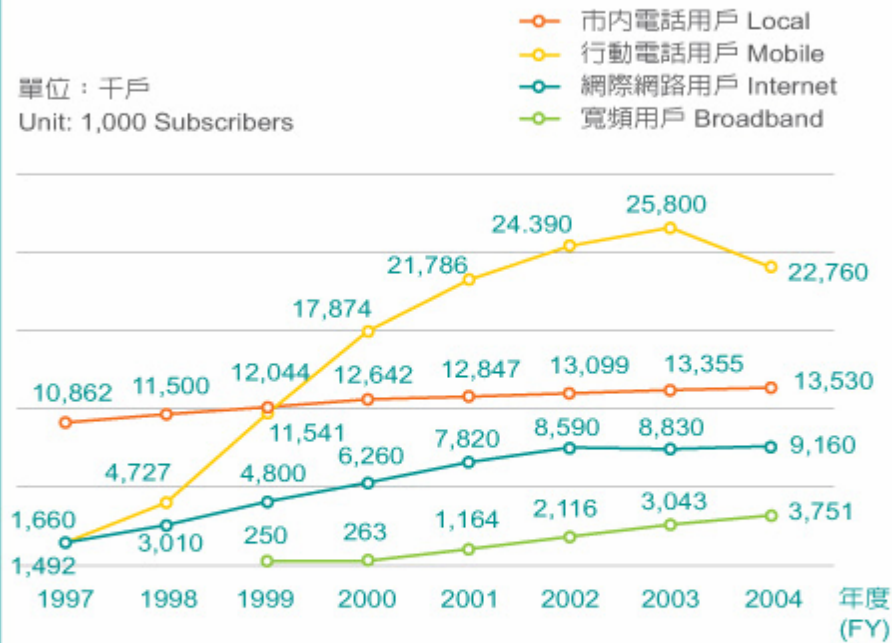


註：我國93年電信市場總營收達新台幣3,690億元

Note: Total telecom revenue in Taiwan in 2004 was NT\$369 billion

主要電信服務用戶數趨勢分析 Number of Telecom Subscribers

單位：千戶
Unit: 1,000 Subscribers



資料來源：FIND 及電信總局

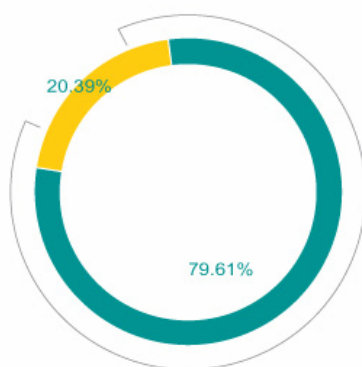
備註：行動電話用戶含2G, 3G及PHS用戶

Source: FIND & DGT

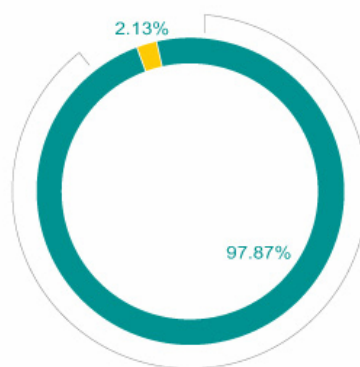
Note: Mobile figure includes 2G, 3G & PHS subscribers

中華電信與民營固網業者市場競爭概況 Status of Competition between Chunghwa Telecom (CHT) and Private Operators in Fixed Network Services

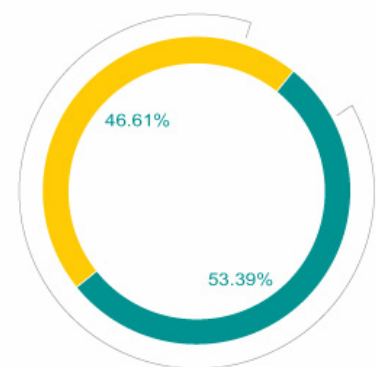
■ 民營固網業者 Private Operators
■ 中華電信 CHT



長話業務(以營收數計)
Long Distance Telephone Service
(By Revenue)



市話業務(以用戶數計)
Local Telephone Service
(By Subscribers)

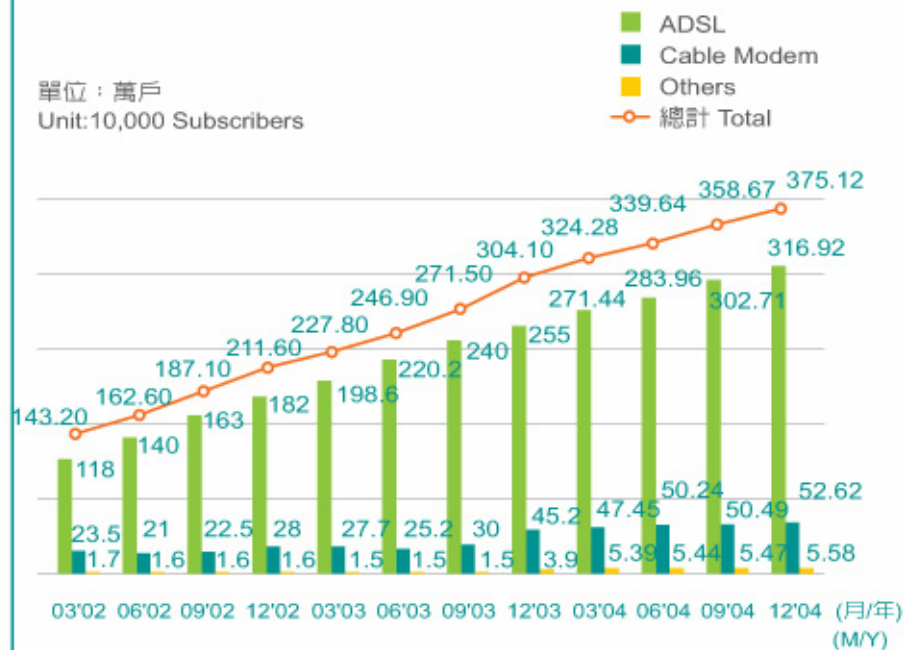


國際電話業務(以營收數計)
International Telephone Service
(By Revenue)

資料來源：電信總局，93年12月
Source: DGT, Dec. 2004

寬頻服務發展現況

Growth in the Number of Broadband Subscribers



資料來源：電信總局

備註：“其他”係指專線，PWLAN

Source: DGT

Note: The term "Others" refers to Leased Line and PWLAN subscribers.

全球寬頻普及率排名

Top 15 of Broadband Subscribers per 100 Inhabitants

單位：%

Unit: %



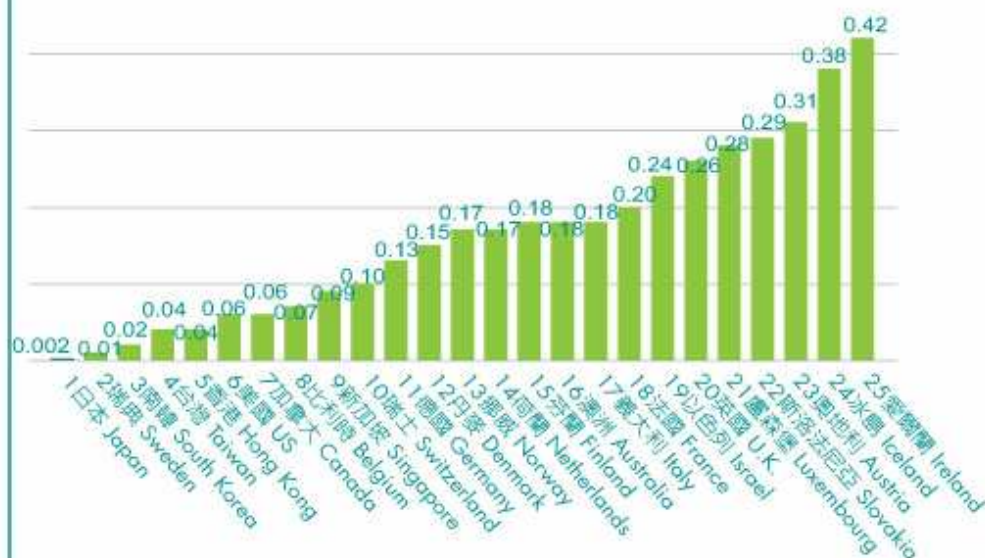
資料來源：國際電信聯合會

備註：資料統計時間為92年底

Source: ITU

Note: Figures as of the end of 2003

每月每100Kbps寬頻費用佔平均月收入比之排名 Top 25 of Broadband Prices per 100 kbit/s as Percentage of Monthly Income



資料來源：「國際電信聯合會(ITU)2004年寬頻價格調查」

備註：資料統計時間為 93年6月

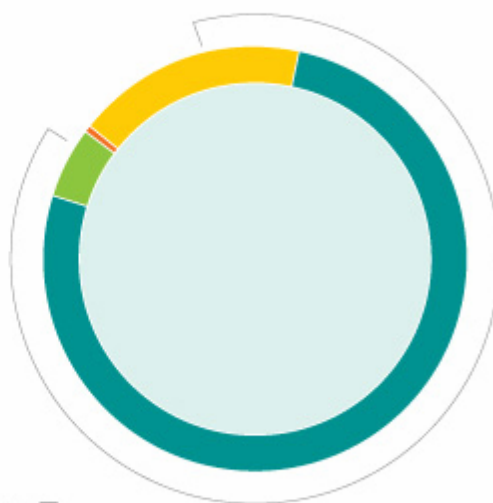
Source: "ITU 2004 Broadband Price Survey"

Note: Data as of the end of June 2004

行動電話用戶分析

Subscribers Analysis of Mobile Phone Service

- WAP 0.52%
- GPRS 17.56%
- Voice 76.51%
- 其他 Other 5.41%



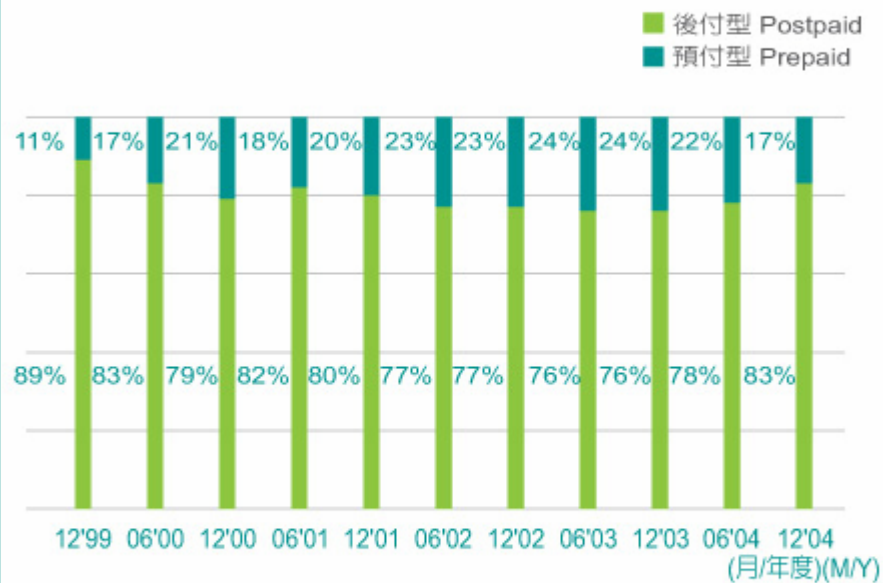
資料來源：電信總局，93年12月

備註：「其他」用戶為3G及PHS之用戶。

Source: DGT, Dec. 2004

Note: The term "Other" refers to 3G and PHS subscribers.

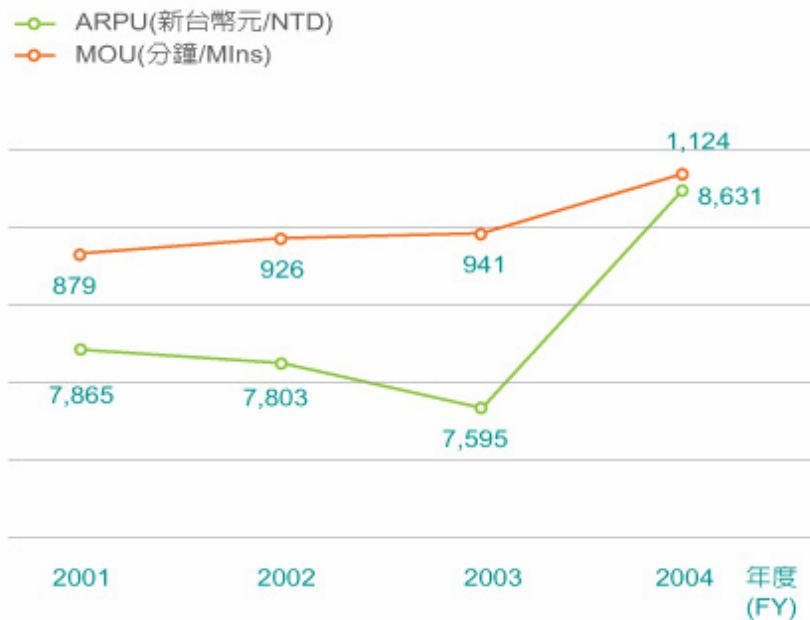
行動電話預付卡比率分析 Proportion of Prepaid Card



資料來源：電信總局

Source: DGT

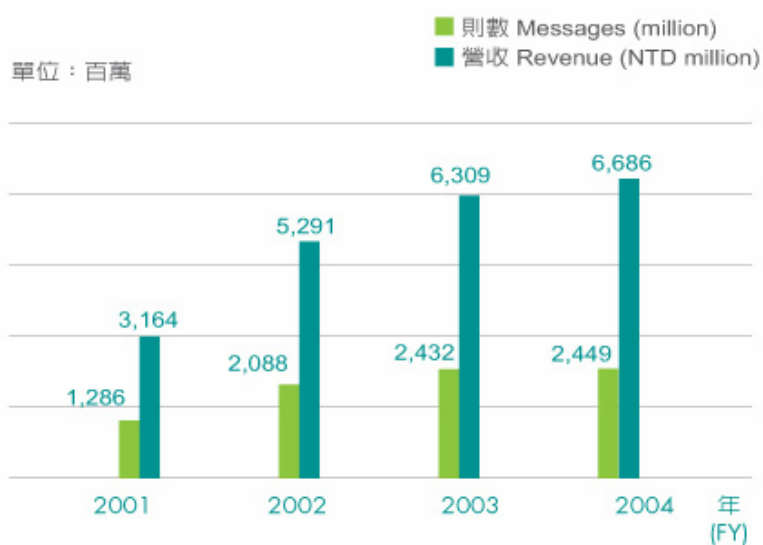
行動電話的用戶貢獻度(ARPU)與平均通話分鐘數(MOU) ARPU and MOU of Mobile Service



備註：行動電話用戶含2G, 3G及PHS用戶

Note: Mobile figure include 2G, 3G and PHS subscribers.

簡訊服務(SMS)通信量與營收 Short Message Service (SMS) Volume and Revenue



資料來源：電信總局
Source: DGT

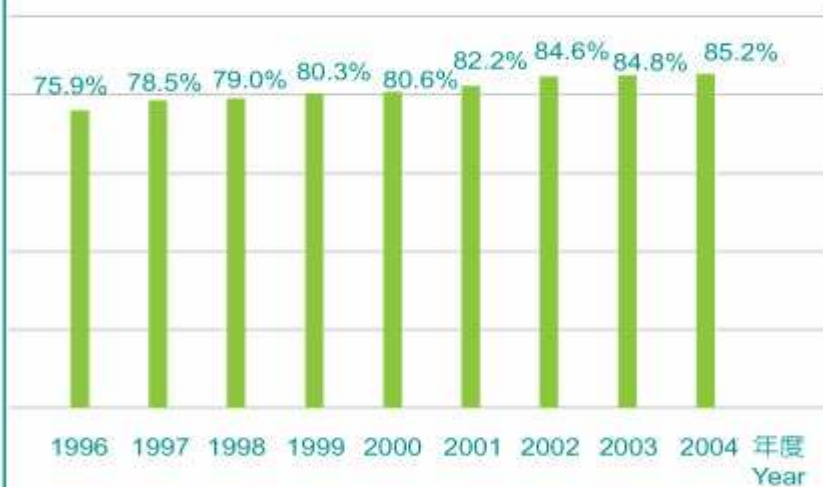
數據通信收入比例 Ratio of Telecom Revenue from Data Services



註：數據通信收入包括行動通信數據、網際網路與其它加值服務及電路出租業務等收入

Note: Data service figure includes revenue from mobile, Internet, other value-added services and leased circuit services

有線電視普及率 Cable TV Penetration Rate



資料來源：尼爾森行銷研究顧問公司媒體大調查
Source: AC Nielsen Co.