

Abstract

Key words: Home Shopping, TV Shopping, informercial, T2O, big data, Omni-Channel Retailing, TV Channel Regulations, Mobile Commerce

Introduction:

TV Shopping in the new millennium stands as a complex and critical sector of business in most developed as well as emerging economies. This study employed literature review, comparison of industry status quo, and focus groups panel meetings with further market stakeholders' interviews as research approaches for addressing the situation on the development and regulatory issues of TV Shopping industry in Taiwan.

It further tries to make an analysis of found in existing literature in the UK, Japan, South Korea and China to serve as references in terms of business models and regulatory issues.

Main Findings:

TV shopping business structure, a combination of the media and retail, has been seen as non-store retail mode popular abroad . Though the domestic TV shopping industry meets the great opportunities via omni-channel retailing, it just starts the developing steps facing severe competition in convergence media market. Among the cases studied, TV Shopping industries develop well and steadily, with a view to embrace the market shares in global scape and big data as assistance. In terms of regulatory issues, the United Kingdom, Japan, and South Korea all demand of regular broadcasting TV channel licence without limitation on the number of licences . In addition, there's no extra criteria about company's funding, logistic regulation, neither with information management in application. Only China limits the number of licences by setting more severe conditions, and Japan uses scheduling advertisement

management to require TV channels broadcasting limited hours of shopping programs.

Conclusion and Suggestions:

With the rise of many platforms taking part in the competition of market share which caused consumers shopping disputes, this study recommended to strengthen consumer protection regulations, including personal data management and other relevant issues in order to maintain the market advantage of TV Shopping industry. For the medium and long term policy, the study recommended to omit some requirements which hamper the obtention of TV shopping channel licences , so as to enhance their retail ability in the market via an omni-channel competitive environment.