

媒體的數據思維

James Huang

數位時代

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巨思文化媒體集團



The collage includes:

- A white Business Next magazine cover titled "數位時代" (Digital Era) with a red and white geometric logo.
- A red Meet Taipei event banner with the text "Leading the Future for Startups."
- A white Meet Taipei event photo showing a white Tesla Model S car with a "FUTURE COMMERCE" logo on its front grille.
- A white Shopping Design magazine cover featuring a large yellow "SC" logo and the text "引領電商新時代" (Leading the New Era of E-commerce).
- A white Manager Today magazine cover featuring a large yellow "SC" logo and the text "勇氣心理學" (Psychology of Courage).
- A white Manager Today magazine cover featuring a large yellow "SC" logo and the text "被討厭的勇氣" (The Courage to Be Hated).
- A white Shopping Design magazine cover featuring a large yellow "SC" logo and the text "夢想中的咖啡館" (Café of Dreams).
- A white Shopping Design magazine cover featuring a large yellow "SC" logo and the text "94" (issue number).
- A white Shopping Design magazine cover featuring a large yellow "SC" logo and the text "Dedicated Experience in All Creative Fields".

Abstract

- 在這個分享裡，我將首先為各位簡介我們（是的，是巨思文化的執行策略思考）心目中的媒體。根據前述定義，我們制訂出商業策略、設計組成團隊、研議工作機制、呈現出我們的產品與服務、換取可持續性的收益。
- 無論是策略、團隊、機制，無一不以數據思維環繞佐證，來輔助我們的思考、調整、研究。數位時代下的媒體，得隨時透過資料科學方法進行工作評估，調整產品，面對市場；這，就是變動中的數位時代！