



T A I W A N
CREATIVE CONTENT AGENCY

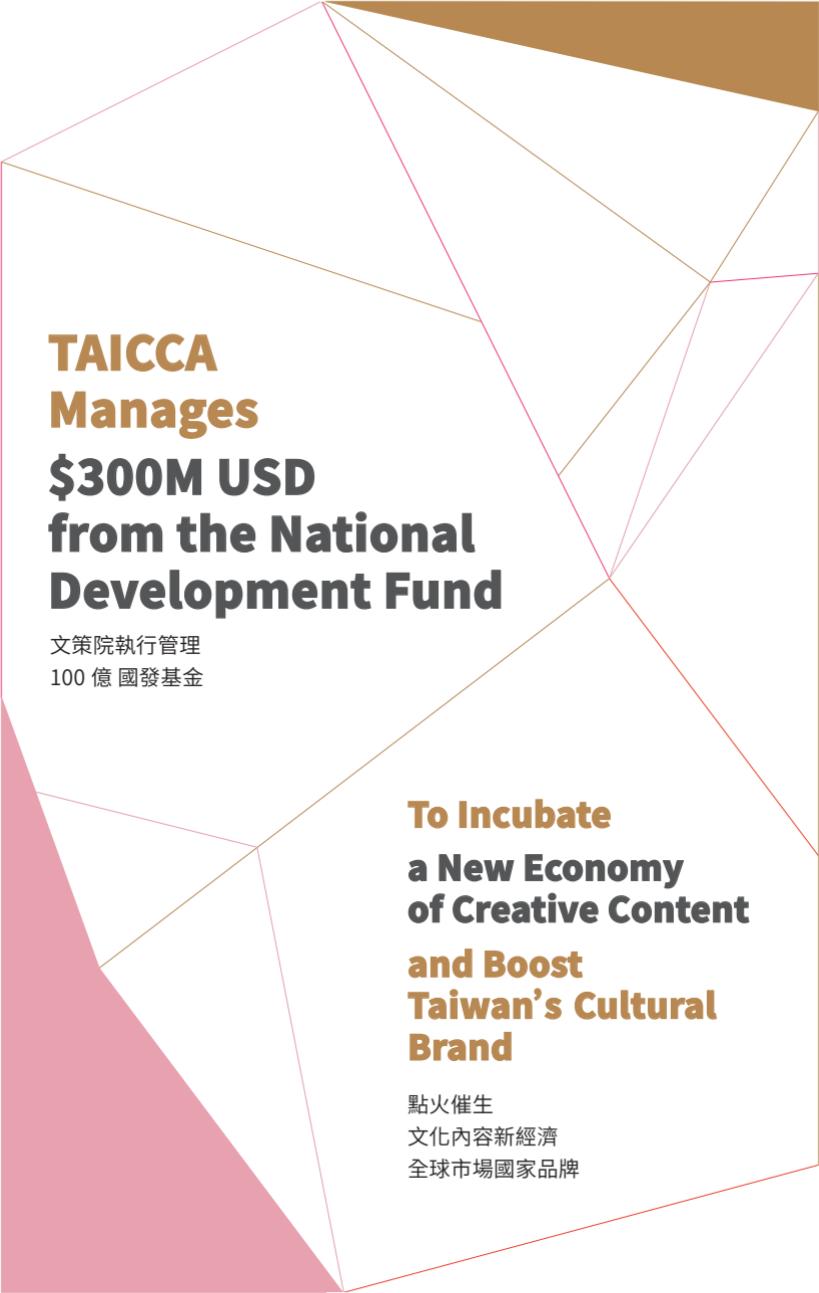
文 化 內 容 策 進 院

文 策 院
簡介手冊

2019

Introduction to
TAICCA





**TAICCA
Manages
\$300M USD
from the National
Development Fund**

文策院執行管理
100 億 國發基金

**To Incubate
a New Economy
of Creative Content
and Boost
Taiwan's Cultural
Brand**

點火催生
文化內容新經濟
全球市場國家品牌

About TAICCA

文化內容策進院（簡稱文策院）

於 2019 年六月成立，是由文化部監督，為了提升內容產業發展的專業中介組織，我們具有民間跨領域的專業人才，以及來自政府跨部會系統支持的雙重優勢，期待成為內容產業的最佳夥伴。

本院支持台灣文化內容產業的發展，包括影視、流行音樂、圖文出版、數位出版、ACG、時尚設計、藝術產業及文化科技應用等。

台灣是成熟又充滿活力的經濟體，文策院將善用所執行管理的國發基金、實力堅強的台灣資訊技術、新興的 5G 與 AI 未來科技等優勢，整合運用在台灣原生 IP 開發、高階文化科技育成、及新創事業的發展，布局國際通路，協助將台灣文化品牌行銷國際。

文策院，以協助台灣文化內容產業升級，為台灣品牌增值為目標。隨著科技普及，全球文化力不斷躍升，文化已成為世界上最具生產力的龍頭產業之一，無汙染、高產值，各國無不視為新世紀經濟發展的重要指標。

The Taiwan Creative Content Agency (TAICCA), established in June 2019, under supervision of Ministry of Culture, is a professional intermediary organization working to promote the development of Taiwan's content industries. TAICCA gains its double advantages from a board of directors comprising professionals from various disciplines in the private and non-governmental sectors combined with strong governmental interdepartmental support. TAICCA pledges to be the strongest partner for the content industries.

TAICCA supports the development of Taiwan's cultural content industries, including film and television, pop music, graphic publishing, digital publishing, ACG, fashion design, supports for art production and culture technology.

Taiwan is a mature yet dynamic economy. As such, TAICCA aims to leverage its management of the National Development Fund while utilising Taiwan's advanced information and communication technology plus emergent fields such as 5G and AI to develop Taiwan's intellectual property (IP) and advanced culture technology as well as to assist start-ups in financing. Through building and securing international distribution channels, TAICCA strives to promote Taiwan's cultural brand in the world.

TAICCA aims to upgrade Taiwan's cultural content industries and to create new value for Taiwan's national brand. With the advancement of science and technology, every nation in the world now seeks to strengthen the soft power. Today, cultural content production has become one of the most important industries in the world. Lucrative and eco-friendly, the creative industries are now regarded as a crucial indicator of a nation's economic development in the modern era.

Taiwan,

the Ideal Business Partner of Cultural Content Industries

台灣，好山水，好人才，好故事



獨特多元的人文歷史，是發展故事題材的豐富寶庫。

An all-embracing culture boasting a uniquely diverse history and invaluable treasures for creators to explore various subject matters.



高山大海環繞，生態多樣，自然景觀豐富。

Islands consisting of spectacular landscapes, diverse ecosystems, and complex terrain, all of which are easily accessible within a day.



自由開放的創作環境。
A free, open and liberal environment for creators.



具創意活力與競爭力的專業人才與優質的後勤支援系統。

Innovative, competent professionals plus a high-quality logistics system.



網路科技普及，工商業發達，普世價值接軌國際。

Solid, stable nationwide internet infrastructure as well as flourishing industries and businesses in close contact with the globe.



Optimize Cultural Content Ecosystem

健全文化內容產業生態系

文策院支持文化內容產業發展，從產製、通路、品牌、異業結盟等四個面向，進行產業投資布局，接軌國際，帶動市場。促進產業生態系健全發展，為產業界提供堅實的後盾與支援，媒合多元資金點火市場動能，透過台灣豐富的内容讓世界更精彩。



Publishing
出版



Film & Television
影視



Music
流行音樂

TAICCA supports cultural content industry and its development. From production, distribution, branding, to strategic alliance, we deploy investments, connect worldwide, and facilitate market developments. With consolidated supports and infrastructure, we ensure balanced progresses in the ecosystem. We introduce diverse funding sources increase market momentum, and enrich the world with fascinating contents from Taiwan.



Games
遊戲



Comics
漫畫



Fashion
時尚設計



Animation
動畫

文化內容為文化創意產業之核心，在地素材或題材透過符號、文字、圖像、色彩、聲音、形象與影像等表現形式，不斷衍生創作與累積價值，進而造就龐大內容商機，並帶動周邊產業發展。

Content lies at the very heart of the cultural and creative industries. Through the use of symbols, texts, images, colours, sounds, figures and pictures, native materials and local subject matters will generate new works and accumulate value, and in turn will open up huge business opportunities and propel the development of the industries.



Future Content
and Culture Technology
未來內容體驗經濟



Supports for Art Production
藝術產業

Our Services

我們的服務

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01 Capital Matchmaking

媒合資金

媒合產業友善資金和商業諮詢支持系統

TAICCA facilitates business matchmaking and establishes a reliable consulting system.



需求方

Demand



文策院

TAICCA



資金

Funding

投資 Investment

導入國發基金與民間資金共同投資，催生市場動能

With the financial support from the National Development Fund, TAICCA co-invests with the private sector to generate momentum and enthusiasm in the market.

融資 Financing

協助業者排除融資障礙，建立版權及無形資產資金融通機制

Helps the industries to remove barriers to financing while establishing a mechanism for intangible assets such as copyright.

一站式服務 One-Stop Service

多元資金 Diversified Funding

鼓勵企業以贊助、異業結盟方式，媒合內容產業多元化資金，實踐支持文化發展的企業社會責任

Encouraging companies to integrate diverse capital sources and to commit to corporate social responsibility by donation and forming cross-disciplinary alliances.

產業諮詢 Consultation

單一窗口提供業者創業和營運相關諮詢，包括財務、法務、版權、經營

A one-stop service providing business entrepreneurship and operational-related consulting covering finance, legal, copyright, and management issues.

附註：詳細投資計畫申請流程請參考文策院網站 taicca.tw

Note: For more detailed information of our investment plans and the application process, please refer to our website taicca.tw

02 Global Strategy

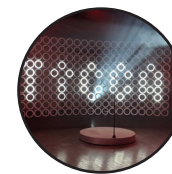
布局全球

協助產業深化國際布局，形塑品牌行銷國際

TAICCA assists the industries in branding and overseas marketing.



2019 上海國際品牌授權展徵展
TAICCA recruited content creators under the banner of Fresh Taiwan.



威尼斯影展台灣 VR 內容國際見面會
Taiwan Immersive Line-Up Party at
the Venice International Film Festival



Stronger Connection to the World

升級國際展會

- 國家隊策展
Establishing a Taiwan brand identity at international exhibitions
- 促進國際合製
Promoting international co-production
- IP 異業結盟
Establishing cross-industries IP partnerships
- 布建跨國策略連結
Building strategies for cross-border links

Grey world map
Designed by Layerace - Freepik.com

Smarter Branding and Marketing

深化通路與品牌

- 形塑品牌行銷國際，擴大海外合作推介
Strengthening international branding and marketing initiatives; expanding cooperation for overseas promotion
- 參與全球論壇或媒合交流，布建國際合作網絡，掌握最新產業動態
Participating in global forums and matchmaking events; maintaining an international cooperation network; keeping on top of the latest industries trends

03 IP Development

開發內容發展產業

支持文本開發與商轉，培育產業所需原生內容

TAICCA supports content development and commercialization while continues to collect local materials and nurture content creators.

善用有形無形之台灣文化資產及文史資料，提煉創作素材發展故事包，以協助原生文本開發，發展越在地越國際之品牌優勢

Leveraging Taiwan's tangible and intangible cultural assets as well as historical data to extract usable native materials for IP development; promoting Taiwan in the world by telling our amazing local stories.

文化元素提煉 Mining Cultural Materials



加速內容創作之產業化，對接國際市場的產製規格

Accelerating the industrialization of content development to reach the standards required within the international market.



媒合製作 Matchmaking in Production



內容文本開發 Content Development

推動改編和創作協力計畫，催生原生內容文本以及系統性開發方法

Launching collaborative projects for content adaptations, incubating original IP and devising systematic development models.



製作委員會 Production Committee System

協調資源建立專案管理模式，媒合業者投入形成異業結盟產業鏈

Coordinating resources to establish a project management system; attracting investment from business of various industries to achieve horizontal and vertical integration.

04 策略研究

Strategy & Research

協助產業人才培育，提供產業趨勢分析與洞察

TAICCA assists in the cultivation of industrial talents while providing analysis of industry trends.



關鍵人才培育課程 Key Talent Training

培育產業橫向能力人才，強化 IP 開發、中介經紀、統籌規劃、財務調配能力

Cultivating industries-level talents; strengthening IP development, intermediary agents, project management, and expertise in financial allocation.

產業調研 Industries Research

產業數據研究分析，提供業者市場發展，以及開發之規劃評估的依據

Conducting data analysis to provide the content industries with hard evidence of market trends and prospects for planning and evaluation.



產業資料庫

Industries Database

建置與盤點產業人才、IP 資料庫，便利內容產製與跨國合製

Establishing an inventory of industries talents and an IP database to facilitate seamless content production and cross-border cooperation.



意見交流 Knowledge Exchange

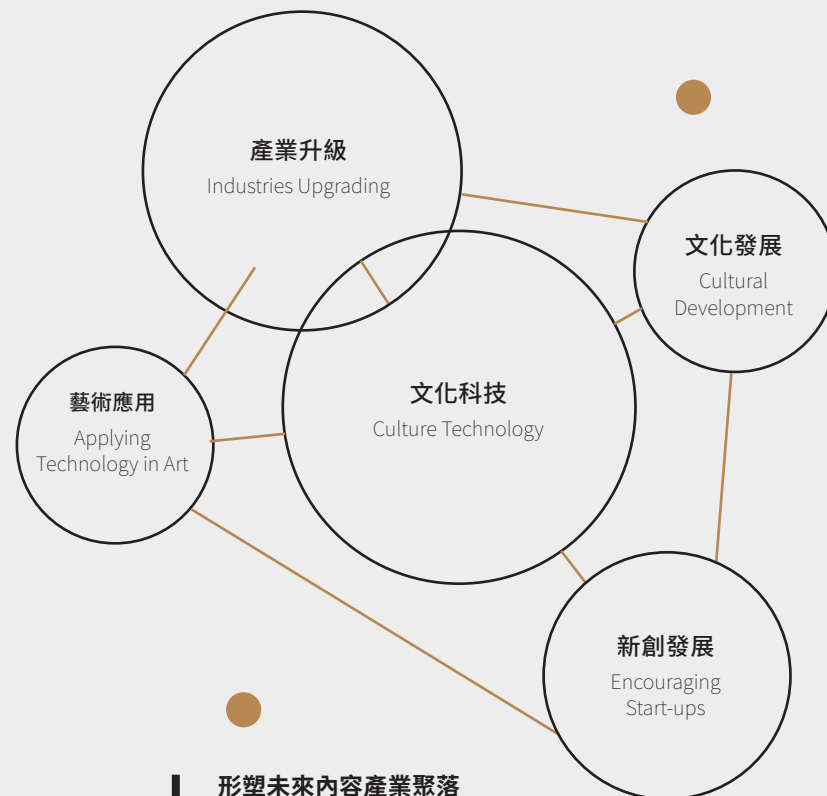
建立產業交流聯絡網，定期諮詢，了解業界需求，協助提供解決方案，達成雙向溝通的社會參與

To maintain regular two-way communication and increase effective social participation, TAICCA establishes a network with the industries to help find solutions to their needs.

05 未來內容 Future Content

加速文化科技應用，催生未來內容產業商業模式

Enhancing the application of culture technology; exploring new business models for future content



形塑未來內容產業聚落

Shaping the industrial cluster of future content.

- 加速 5G 時代的新型態內容開發
Accelerating the development of future content in the 5G era
- 軟硬整合、跨域合作
Integrating software and hardware; cross-disciplinary collaboration
- 未來內容場域和商業模式試煉
Expanding future content and experimenting new business models
- 國際合作策略聯盟
Forming strategic international alliances

◦ VR 動畫《星際大騙局》獲「威尼斯創投」國際資源
The VR film, "Great Hoax: The Moon Landing," chosen at The 2019 Venice Production Bridge, is seeking international partners.

TAICCA

Builds an Ecosystem for Taiwan Creative Industries

催生全球熱愛的文化內容

播種
Sow



台灣 IP 開發
Developing Taiwan IP

內容產業支持系統
Creating a support system
for content industries



灌溉
Nurture

文化內容產業升級
Upgrading
the cultural content
industries

內容產製質與量提升
Improving
the quantity and quality
of content

豐收
Harvest

全球熱愛的文化商品
Presenting
cultural content
that fascinates
the world

- 布局國際市場
Planning for
international marketing
- 內容品牌國際化
Globalizing
Taiwan brand



Taiwan

**Cultivates
the Cultural Content
that Fascinates
the World**

— >
用文化內容產業打造世界新台流



歡迎與我們聯絡洽詢，瞭解更多

If you would like to know more, please contact us!



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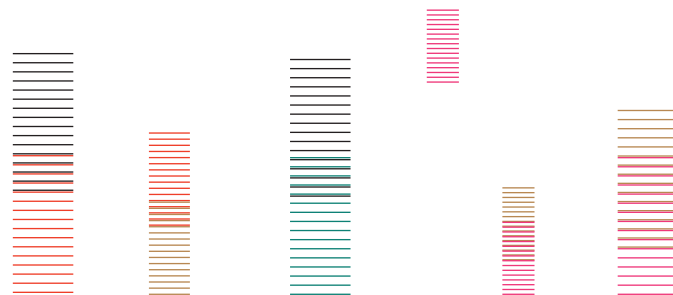
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