

VoIP用戶端設備之市場潛力研究

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摘要

由於資訊科技的不斷創新，加上網際網路成本大幅降低，網路電話(VoIP)已掀起一波取代傳統市話的熱潮，然而網路電話是否對其他產業造成程度不等的影響，其產業市場潛力將值得被研究，本研究將以自我迴歸移動平均整合模式(auto regressive- integrated-moving average, ARMA)，對VoIP相關聯之產業做分析，最後就其所得之數據做闡述，希冀以學術全覽的角度，對台灣VoIP、網通相關設備廠商提出市場未來展望的建議，使VoIP廠商在四項用戶端設備生產比重上能有所依據，藉以創造更多利潤。

關鍵詞：網路電話；自我迴歸移動平均整合模式

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