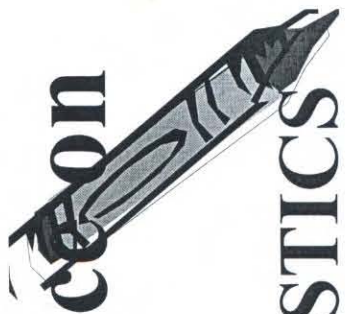


The 9th International Conference on Electronic Business



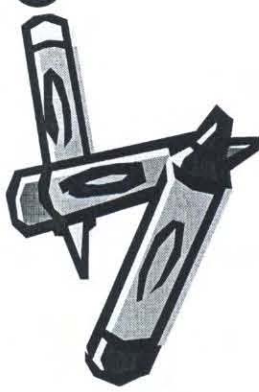
STUDY OF THE BASIC CHARACTERISTICS OF AN INTERACTIVE TV SERVICE

Agenda

- 1. Background and motivation**
- 2. Literature review**
- 3. Research method and limitations**
- 4. The basic characteristics of interactive television**
- 5. Conclusion and Suggestion**

Karl Min Ku, Director-General

**Chiung-Yu Huang, director of MIS Division,
National Central Library**



1. Background and motivation



1.1 Background

To guide the development of iTV service and to promote the evolution of other services.

- The advertising effect of TV is better than EC**
- To apply the interactive model of EC to TV service**

1.2 Motivation

- To realize new business opportunities and services.**
- To define the fundamental characteristics of iTV service**
- To effectively grasp the development of iTV service**



2.Literature review-1/3



2.1Television services

**The comparisons of three generation of broadcasting
(next 1 page)**

2.2Interactivity and interactive media

- **Characteristics:**
communicability , malleability , programmability , creativity.
- **Contribution:**
To build the new opportunity for personalization.

2.3Interactive television services

The levels of 2-way iTV services (next 2 page)



2. Literature review-2/3

The comparisons of three generation of broadcasting

Generation	First : First television	Second : Multi-channel television	Third : ITV
Service	One-way broadcasting of few video channels	One-way broadcasting of multiple video channels	Two-way delivery of multiple video channels and other services
Business model	Mass advertising and/or license fees	Mass advertising, license fees and subscriptions	Targeted advertising, subscriptions & transaction fees
Control strategies	Property rights over spectrum license	Integration of distribution and content assets	Access control and proprietary standards
Regulatory Model	Public trustee (incumbent protection)	Mix of public trustee and limited utility regulation	Yet to be defined

Source: Galperin and Bar

2.Literature review-3/3

Levels of 2-way iTV services



Level of interactivity	User operation model	Communication medium	Application
None (0)	Linear broadcast, users can change the channel and program	Telephone	Similar to pay-TV video-on-demand
Low (1)	Linear broadcast, users can talk to the host of the provided content and have the same control over programming as in the operation of a VCR	Cable TV , not in real time	Pay-TV video-on-demand
Middle (2)	Wireless broadcast, users can talk with the host of the provided content and have similar control programming as in the operation of LD	Cable TV network in real time	E- catalogues
High(3)	Wireless broadcast, users can select servers and terms of service	Cable TV network in real time	Electronic banking
Complete (4)	Wireless broadcast, users can select servers and terms of service, and can have exchanges with other users	Cable TV in real time, and can also provide real time voice and video streaming	Video conferencing and multi-player video games

Source: Yu-Li Liu

3. Research method and limitations



3.1. Research method

Qualitative research method

1. The nature of this study :

To stretch across several different directions
& social phenomena

To have a naturalistic orientation and have
an interpretive quality

2. The purpose of this study:

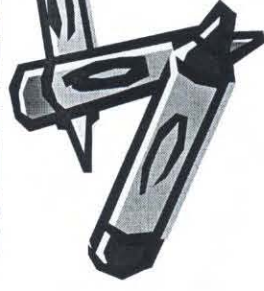
To explore a novel and uncharted system

To explore relevant factors which haven't yet been confirmed

3.2 Research limitations

1. Limited literature

2. Qualitative research limitations



4.The basic characteristics of interactive television-1/4



4.1 Chacteristic1:

Content of iTV service

1.ITV broadcasted contents:

It is relayed according to a fixed schedule and is actively transmitted via the video stream of the channel in question.

2.ITV enhanced contents:

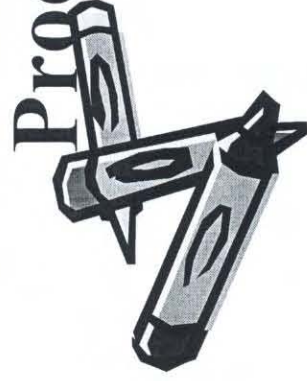
It requires users to click within interactive television content for embedded ITV enhanced contents coding

3.ITV inserted contents

It is actively displayed in marquees or other small windows from broadcasting systems or video sites to present the text strings or graphics in ITV content or ITV enhanced contents.



4.2 Chacteristic2:



Process & components of iTV service

1.Process: Figure1(next 1 page)

2.Component: Figure2(next 2 page)

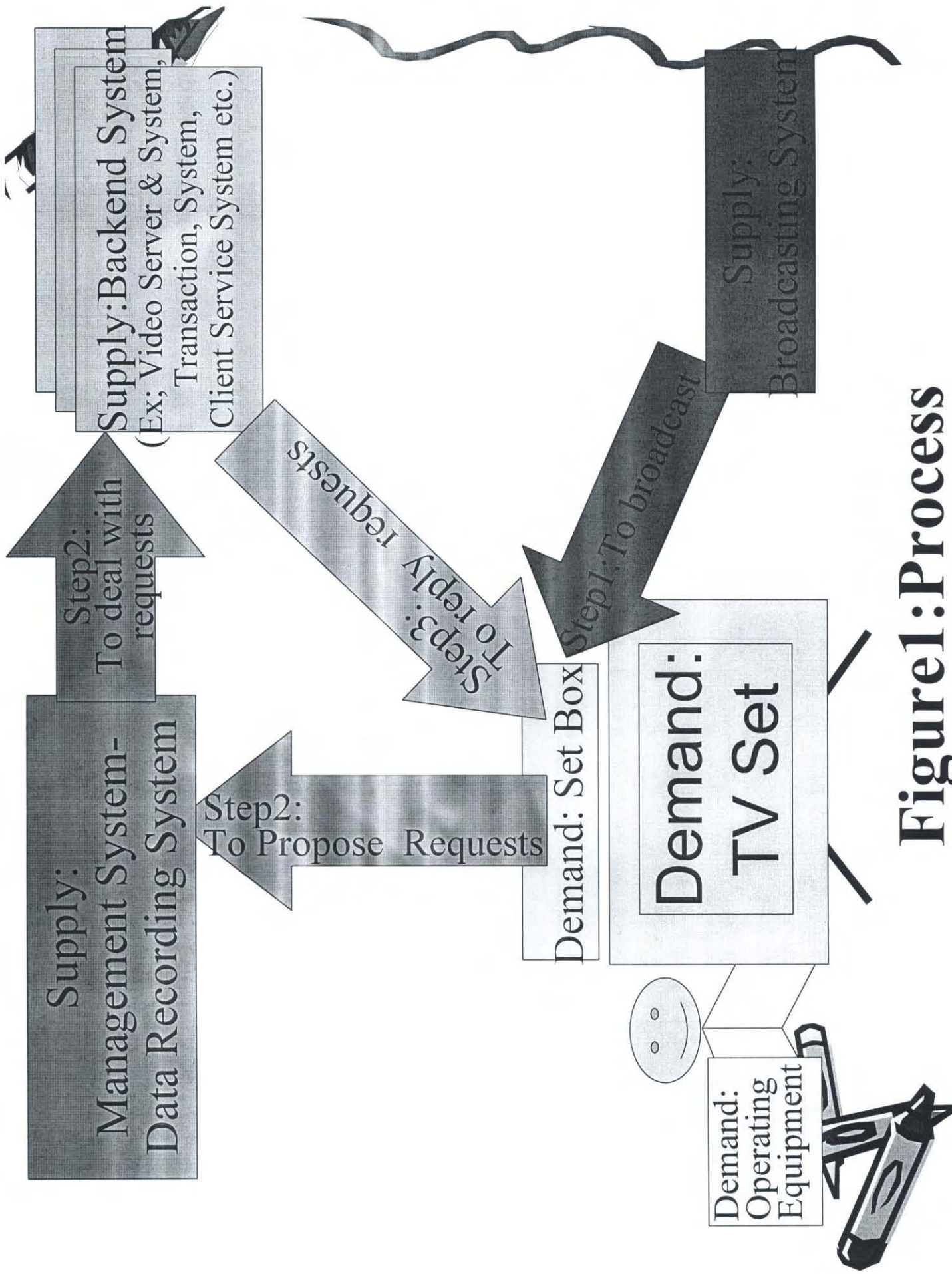


Figure 1: Process

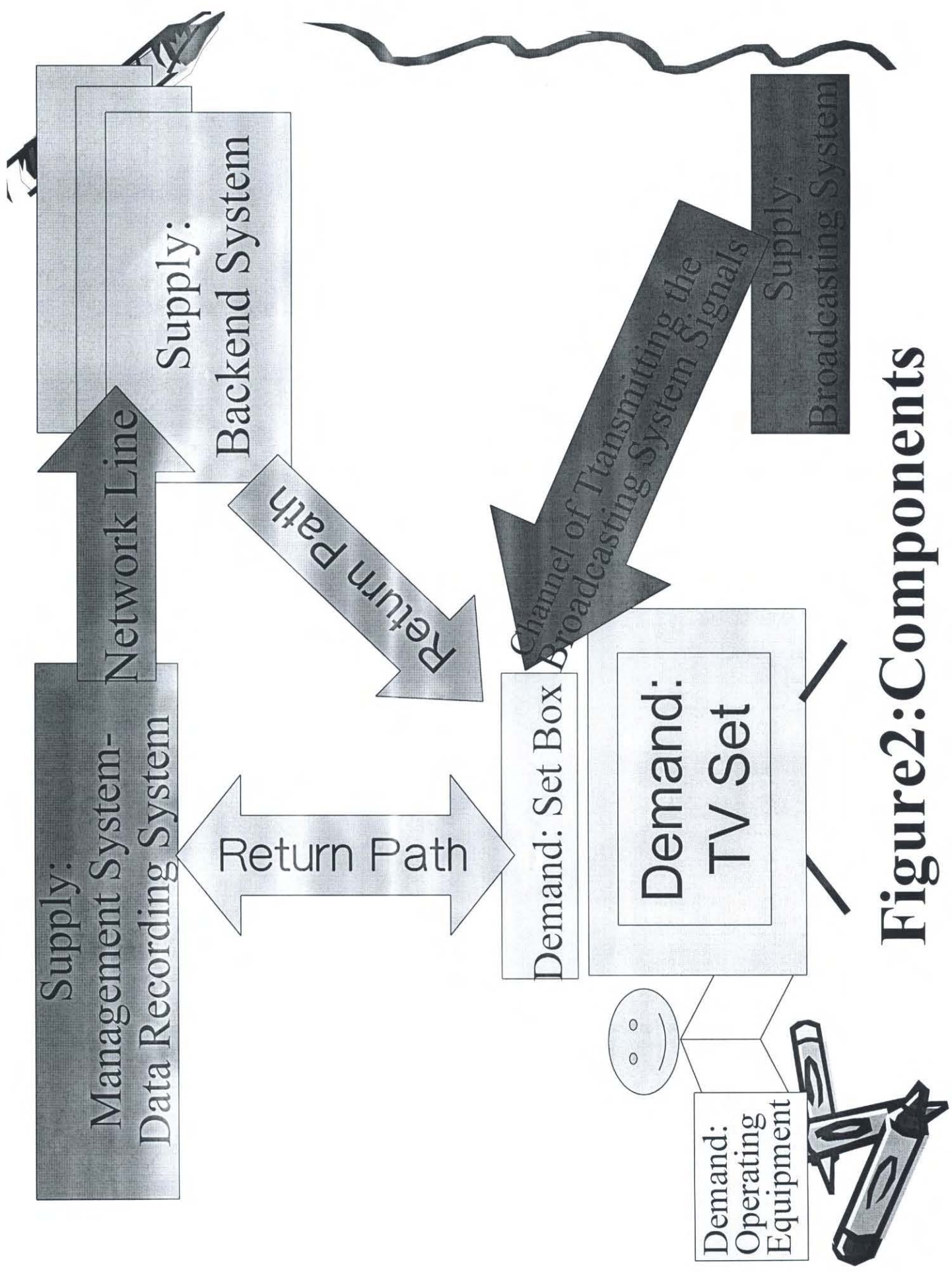


Figure 2: Components

4. The basic characteristics of interactive television-4/4



4.3 Characteristics:

Return information for iTV service

1. Source & operation:

Source: Users' response towards ITV services or content

Operation:

- Users' terminal equipments directly record the response
- Users use operational equipments to transmit their response to the operator's main & data logging systems.

2. Detailed types:

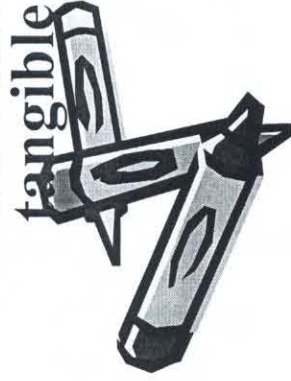
- Situational details (responses)
- Opinion details (replies)

3. Importance

- To derive the positive and negative aspects of the broadcast or provided content and make improvements.
- To offer or sell the first-hand return information and obtain tangible or intangible benefits.

4. Attention:

Law requirements, privacy, humanity, adjustment for psychological resistance.



5. Conclusion and Suggestion



5.1 Conclusion

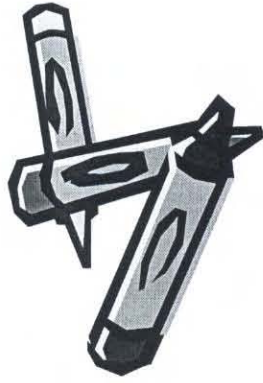
The fundamental characteristics of iTV service:

1. Contents: iTV broadcasted, enhanced, inserted contents
2. Process & components:
demand- subscribers and supply-cable television system operators
3. Return information: situations (responses) & opinions (replies)

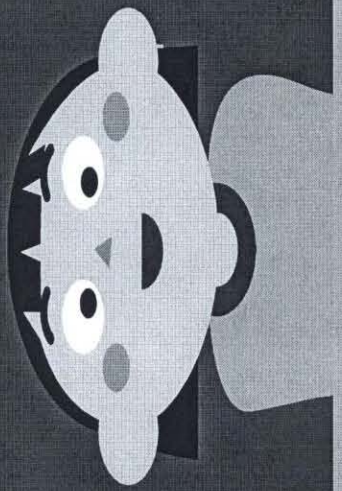
5.2 Suggestion

To apply ITV services in National Central Library.

Such as flashback query services (for television news),
(multi-channel) meaning comparison search services
and video-on-demand services.

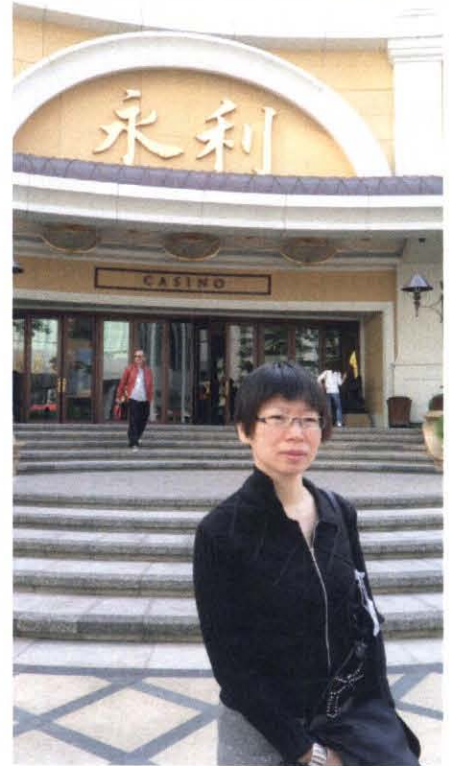


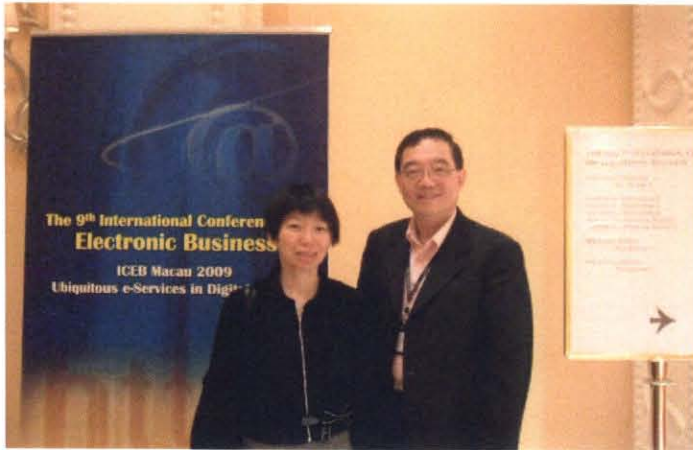
Thanks Q & A



(三) 發表論文相片

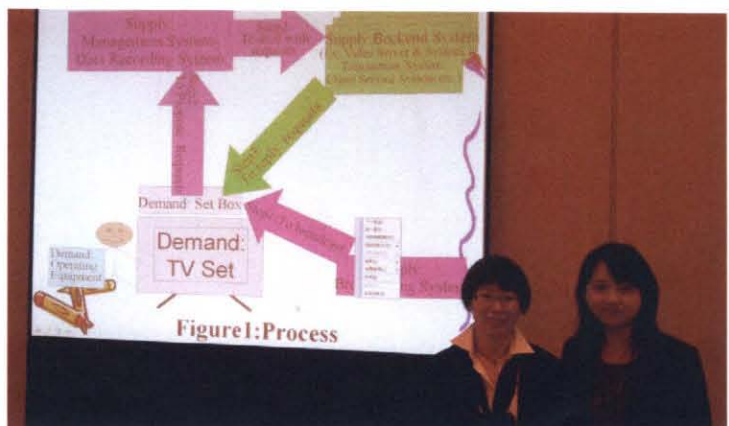
附錄：研討會相片





Low (1)	Linear broadcast, users can talk to the host of the provided content and have the same control over programming as in the operation of a VCR	Cable
Middle (2)	Wireless broadcast, users can talk with the host of the provided content and have similar control programming as in the operation of LD	Cable
High (3)	Wireless broadcast, users can select servers and terms of service	Cable
High (4)	Wireless broadcast, users can select servers and terms of service, and can have exchanges with other users	Cable

Source: Yu-Li Liu



(四) 香港中央圖書館資料

香港中央圖書館線上參考資源

Online Reference Resources at the Hong Kong Central Library

電子書 Electronic Books

中文 Chinese

方正數字圖書 **Apabi eBook**

遠景繁體中文電子書 **Vista E-Book in Traditional Chinese**

英文 English

NetLibrary

Safari Business Books Online

Safari Tech Books Online

資料庫 Databases

ABI/INFORM Global (ProQuest 5000)

It covers nearly 2,800 leading business and management publications, including over 350 English-language titles from outside the U.S. ABI/INFORM Global provides fast, easy access to information on 60,000 companies, with coverage from 1971 forward. This database covers more than 1,100 current sources. From ABI/INFORM Global, you also get complete articles for more than 1,800 of the most popular and important sources in full text, page image, or Text+Graphics format.

Academic Research Library (ProQuest 5000)

It provides access to complete information from journals across a wide range of subject areas, including the arts, humanities, law, military, women's issues, and children's interest.

16/11/2009

AccessScience

Features the McGraw Hill Encyclopedia of Science Technology and weekly late-breaking news articles. Covers all areas of science and technology plus full-text features of biographies, news, learning resources, study guides and many other related sites.

Accounting & Tax (ProQuest 5000)

Accounting & Tax is international in scope. Coverage includes accounting policies and standards, state and national tax legislation, corporate and individual taxation, compensation and pension plans, and corporate financial management. The database also offers hundreds of profiles of accounting firms, CPAs, and management consulting firms. The database combines abstracts of articles published in nearly 2,200 accounting and tax publications with official releases from the AICPA and FASB and selective indexing of tax-related information in thousands of business journals.

ARTbibliographies Modern

Provides abstracts of journal articles, books, essay, exhibition catalog, PhD dissertations, and exhibition reviews on all forms of modern and contemporary art.

Asia-Studies Full-text Online

Asia-Studies Full-text Online is the database for the study of modern Asia-Pacific from the region's most prestigious research institutions. The database brings together thousands of full-text reports covering 53 countries on a multitude of business, government, economic, and social issues.

Banking Information Source (ProQuest 5000)

Banking Information Source is a database covering more than 430 of the most important publications that provide information on the financial services industry. The coverage includes not only leading journals and newspapers such as American Banker but also such sources as industry newsletters, School of Bank Marketing Papers, Stonier theses, and the Bank Marketing Associations Golden Coin Awards competition entries.

Biography Resource Center

An in-depth biographical full-text database profiling the lives and accomplishments of over 1 million past and present noteworthy figures.

BookData Online

It is an online bibliographic database which enables users to search for titles published in U.K., U.S. and South Africa (including forthcoming titles and out of print records.) Full bibliographic data and enhanced descriptive content are provided.

Business Monitor Online *

It covers 175 countries and also includes 16 industry sectors for each country. Each industry sector service features daily news and analysis covering major industry and company developments; quarterly country surveys with 4-year forecasts for all headline indicators; comprehensive company profiles and competitive intelligence.

請向櫃台職員查詢及安排使用此資料庫。 Please make appointment with counter staff for using this database.

Business Source Premier via EBSCOhost

A scholarly business database covering over 9,000 full-text journals and periodicals on marketing, management, economics, finance, accounting and other business subjects. It offers indexing and abstracts for the 350 most important scholarly journals back to 1965 or the first published issue.

Career and Technical Education (ProQuest 5000)

ProQuest Career and Technical Education is a source of vocational information for community colleges, two-year institutions, public libraries, and high schools offering technical courses. The database covers more than 540 publications, and ASCII full-text articles, some dating back to 1991, are available from more than 470 of them.

中國期刊全文數據庫 China Academic Journals Full-text Database (CAJ)*

收錄由 1994 年至今中國國內超過八千多種核心與專業特色中英文期刊的全文。覆蓋範圍：數理科學、化學化工、工程技術、農業、醫藥衛生、文史哲、政治軍事與法律、教育與社會科學綜合、電子技術與資訊科學、經濟與管理等十個專輯。

It offers full-text and full-image access to over 8,000 serials published in China in the fields of science and engineering, agriculture, medicine and hygiene, humanities, economics, politics and law, education and social sciences, electronics and information science. Articles are mainly written in Chinese and only some of them are English articles.

香港中央圖書館提供所有專輯，大會堂公共圖書館只提供「經濟與管理」及「政治軍事與法律」兩個專輯，九龍公共圖書館及沙田公共圖書館則提供「教育與社會科學綜合」專輯。

Hong Kong Central Library provides all 10 series. City Hall Public Library provides the 2 series on Economy & Management, and Politics/Military Affairs/Law. Kowloon Public Library and Sha Tin Public Library provide the series on Education and Social Sciences only.

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

中國博士學位論文全文數據庫 China Doctor Dissertations Full-text Database*

本數據庫收錄由 1999 年至今中國國內 600 家博士培養單位的優秀博士論文超過 90,000 篇。數據庫根據論文的學科分為十個專輯，香港公共圖書館訂購了當中四個專輯：

文史哲專輯 (在香港中央圖書館內使用)、教育與社會科學綜合專輯 (可在香港中央圖書館、九龍公共圖書館或沙田公共圖書館內使用)、經濟與管理及政治軍事與法律專輯(可在香港中央圖書館或大會堂公共圖書館內使用)。

It offers full-image access to over 90,000 dissertations from 600 academic institutions in China starting from 1999 onwards. The database is divided into 10 series according to the subjects of the dissertations and the Hong Kong Public Libraries has subscribed to 4 of them:

Humanities (available at Hong Kong Central Library), **Education and Social Sciences** (available at Hong Kong Central Library, Kowloon Public Library and Sha Tin Public Library), **Economy and Management**, and **Politics/Military Affairs/Law** (available at Hong Kong Central Library and City Hall Public Library).

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

中國優秀碩士學位論文全文數據庫 China Master Theses Full-text Database*

本資料庫收錄由 1999 年至今中國國內 600 家碩士培養單位的優秀碩士論文近 68 萬篇。數據庫根據論文的學科分為十個專輯，香港公共圖書館訂購了當中四個專輯：

文史哲專輯（在香港中央圖書館內使用）、**教育與社會科學綜合專輯**（可在香港中央圖書館、九龍公共圖書館或沙田公共圖書館內使用）、**經濟與管理**及**政治軍事與法律專輯**（可在香港中央圖書館或大會堂公共圖書館內使用）。

It offers full-image access to nearly 680,000 theses from 600 academic institutions in China starting from 1999 onwards. The database is divided into 10 categories according to the subjects of the dissertations and the Hong Kong Public Libraries has subscribed to 4 of them:

Humanities (available at Hong Kong Central Library), **Education and Social Sciences** (available at Hong Kong Central Library, Kowloon Public Library and Sha Tin Public Library), **Economy and Management**, and **Politics/Military Affairs/Law** (available at Hong Kong Central Library and City Hall Public Library).

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

中國資訊行 ChinaInfoBank

中國資訊行線上資料庫服務提供一系列關於中國的商業資訊，包括經濟新聞、中國法律及法規、統計數據、上市公司資料、金融數據、企業資訊、中國對外經濟貿易部發布的文告及政府機構資料等。

Provides up-to-minute information on business, biographies, law and regulation, news and marketing information of China.

中國標準文獻數據庫 China Standards Document Database*

收錄了超過 66,400 多篇由國家發布的標準全文，分為國家標準、行業標準、地方標準和企業標準四級。資料可藉英文主題、中英文主題詞、發布單位、專業分類等方法搜尋；亦可按《中國標準文獻分類法》或者《標準的國際分類法》檢索。

It consists of over 66,400 full text documents of those Standards promulgated by the related governing bodies of China. Documents are categorized in 4 levels, they are National Standards, Industry Standards, Regional Standards and Enterprises Standards. The standards are indexed and searchable with different criteria in the database, such as titles, main theme in both Chinese and English, promulgating bodies, professional classification, etc. They can also be searched by Chinese Classification for Standards (CCS) or International Classification for Standards (ICS).

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

中國企業、公司及產品數據庫 (CECDB)*

始建於 1988 年，現收錄 96 個行業近 20 萬家登記資本超過 5 百萬人民幣的國內企業的資料。資料包括企業簡介、產品信息、注冊資金、員工數目、聯絡資料及網址等，是國內外工商界了解中國市場的一條捷徑。圖書館現訂購了繁體版及英文版供讀者檢索。

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

Chinese Companies and Products Database (ECECDB)*

It was first developed in 1988 and contains information on around 200,000 enterprises in 96 different fields whose registered capitals are over RMB 5 millions. Information provided including company business, products, registered capital, number of employees, contact details, web sites, etc. It is a shortcut for domestic and overseas business circles to get to know about the China market. Library has subscribed to the Traditional Chinese version and the English version for reader access.

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

中文圖書資訊學文獻摘要資料庫 Chinese Library and Information Science Abstracts (CLISA)

本資料庫收錄自 1955 至今在中國及台灣出版的中英文圖書資訊學相關文獻之摘要；包括：期刊論文、學位論文、圖書、會議記錄、研究報告等書目。

The database includes abstracts of English and Chinese publications on Library and Information Science published in China and Taiwan from 1955 to the present. It covers journal articles, dissertations, books, conference proceedings and research reports.

《古今圖書集成》全文資料庫 Complete Classics Collection of Ancient China (Gu Jin Tu Shu Ji Cheng)

《古今圖書集成》是今存中國最大的類書，採錄自上古至清初歷代典籍，內容廣及天文地理、人事物類、政治經濟、思想學術、軍事法律、文化藝術、醫農百工等各方面，為中國古籍集大成的百科全書。《古今圖書集成》全文資料庫將此一萬多卷經史子集的典籍「縷析條分」、「隨類相從」，融合為一的文獻彙編，具有由分類及主題檢索的索引功能，圖文並茂，方便讀者全文檢索，尋找中國古文豐富的内容。

It is an online collection of classics of Chinese literature and culture, from ancient China through the Qing Dynasty. It covers works on astronomy, geography, history, philosophy, literature, politics, economics, art, education, agriculture, medicine, and more. The Online Database Includes full-text and images of Chinese classics and it is searchable by keywords and subjects.

Design and Applied Arts Index

It currently contains over 130,000 annotated references from more than 500 design and craft journals published since 1973, and data on over 55,000 designers, craftspeople, studios, workshops, firms etc., making the largest database of its kind in the world.

EIU CountryData (Asia-Pacific)

Covers 19 Asia-Pacific countries on economic and statistical data and provides analytical data on economic indicators and forecasts.

Factiva.com*

It provides global news and business information through Dow Jones Interactive and Reuters Business Briefing. Same-day and archival coverage of the world's most influential newspapers is included, and over 20,000 profiles of companies from around the world are provided. Over 6,500 general magazines and industry publications are also provided online.

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

Global Books In Print

Contains bibliographic descriptions and ordering information for more than 2.5 million books.

Grolier Online

Grolier Online comprises of 5 databases: Encyclopedia Americana, Grolier Multimedia Encyclopedia, The New Book of Knowledge, The New Book of Popular Science, Lands and People. It includes the fields of arts, social sciences, geography, history, philosophy, religious, sports and entertainment, science and technology etc.

International Index to Music Periodicals (IIMP) Full Text

A full-text online database which provides information on music from the most important musical journals for music researchers.

International Index to the Performing Arts (IIPA) Full Text

A full-text online database which covers a wide variety of journals and provides information on various disciplines on performing arts.

中華法律網 IsinoLaw.com

中華法律網可讓使用者快捷簡易地查閱中國法律法規以及其他具實用價值的相關法律資料。該網站提供全面的中國法律法規文本以及有關法制信息，亦提供中國法律英文譯本及中英對照功能。

Isinolaw.com provides easy and spontaneous access to Laws and regulations, Court Judgements, Arbitration Awards as well as up-to-date legal news and other legal information relating to the PRC. English translation of statutes, judicial interpretations, cases, arbitration awards and other legal matters are provided in the databases, with bilingual display function.

Library and Information Science Abstracts (LISA)

It provides accesses to past, present, and ongoing developments in librarianship, information science, online retrieval, new information technologies, and publishing. It currently abstracts over 440 periodicals from more than 68 countries and in more than 20 different languages.

Music In Print Series

Contains bibliographic citations and order information for music scores; includes the Music-In-Print volumes on Sacred Choral, Classical Vocal, Orchestral, String, Classical Guitar, Woodwind, and Piano Music In Print. A new feature is a collection entitled Miscellaneous Music In Print which includes several important categories coming soon to The Music-In-Print Series: Band, Brass, Handbell, Percussion, Harp, among others.

Naxos Music Library

It is an online collection of recorded music in streaming audio. It includes the complete Naxos, Marco Polo and Dacapo catalogues of over 85,000 tracks, including Classical music, Jazz, World, Folk and Chinese music. Whilst listening, users can read notes on the works being played as well as biographical information on composers or artists.

Naxos Spoken Word Library

It is an online collection of classic audiobook materials, largely on literary classics and educational themes. The collection covers more than 410 titles on classic novels, plays and poetry from medieval times to the 20th century. The full text of many titles can be followed on screen as it is being read. Whilst listening, users can also access informative notes about the work and the recording.

OneSource (Global Business Browser)*

OneSource provides company profiles, news, business and trade articles, research reports, executive profiles, industry reports and financial health data from over 30 providers, representing 2,500 separate information sources for business professionals and skilled researchers. Covering 17 million global companies and 21 million executives, OneSource offers an unparalleled resource of integrated business information under four regional content sets covering Asia Pacific, North America, Europe and the United Kingdom.

請向櫃台職員查詢及安排使用此資料庫。Please make appointment with counter staff for using this database.

OmniFile Full Text Mega

Omnifile Full Text, Mega Edition combines wide-ranging content from 11 Wilson databases and it contains full text of articles from over 2,230 publications as far back as 1994. It also contains abstracts and indexing from nearly 3,600 publications as far back as 1982. The subjects covered include business, humanities, general science, education, social science, art, applied science and library and information science, etc.

Opposing Viewpoints Resource Center

The database draws on the acclaimed social issues series published by Greenhaven Press, as well as core reference content from other Thomson Gale and Macmillan Reference USA sources to provide a complete one-stop source for information on social issues. It provides access to viewpoint articles, topic overviews, statistics, primary documents, links to websites and full-text magazine and newspaper articles.

Passport GMID

An integrated database providing key business intelligence on countries, markets, companies and consumers. Hundreds of market reports, strategy reports, statistical compilations, marketing handbooks and business reference products are included.

《人民日報》資料庫 People's Daily Database

《人民日報》資料庫包涵《人民日報》創刊至今每日的中國及國際新聞，每天更新。《人民日報》自 1946 年創刊至今，一直是中國最具影響力和權威性的報紙，為中國政府向中國及世界民眾發佈中央政府和中國共產黨的政策法規、政治動向、經濟資訊等的官方媒體。

People's Daily Database covers daily mainland China news and international news. The database covers the first issue of the newspaper to present, and on a daily updated basis. With publication since 1946, "People's Daily" is the most influence and authoritative newspaper in the China. It provides the single location where the central government and the Communist Party of China announce their respective policies and disseminate governmental, political, and economic messages to the public and the world.

Pharmaceutical News Index (ProQuest 5000)

Pharmaceutical News Index covers the most important industry newsletters worldwide. It is a database of pharmacological news, research, and regulatory information. The source publications cover not only pharmaceuticals but also related industries such as cosmetics, biotechnology, and medical devices.

ProQuest 5000

ProQuest 5000 contains nearly 10,000 titles, some 5,400 in full text. It combines international, national and regional newspapers and periodicals to make an integral collection of databases in business, general reference, arts, humanities, sciences, career and technical education, computing, religion and social sciences.

ProQuest Asian Business and Reference (ProQuest 5000)

It offers detailed information on companies, economies, markets, and overall business conditions throughout the Eastern Hemisphere. A great deal of information on international trade is available as well. The database comprises full-text articles from more than 75 key publications, including such titles as Asiaweek and Far Eastern Economic Review.

ProQuest Computing (ProQuest 5000)

It is a resource for students, instructors, IT professionals, and consumers who need information on virtually any computing topic, including software, hardware, e-commerce, Web site development, intranets and extranets, systems design, databases, and technology management. The database also contains thousands of product reviews. Almost 240 of the publications are available in the searchable ASCII full-text format. For many of the sources, full-text coverage dates from 1991.

ProQuest Education Journals (ProQuest 5000)

It covers more than 750 leading titles in the field. The database includes all the content from the Education PlusText database (i.e., indexing and abstracts for the hundreds of publications cited in H.W. Wilson's Education Abstracts database) as well as additional titles in the full-text and full-image formats. Overall, ASCII full-text articles are available from more than 360 publications.

ProQuest European Business (ProQuest 5000)

It provides in-depth profiles of the continent's companies, business leaders, and products. The database also is an excellent source of information on specific economic and market conditions in countries and regions throughout Europe. Full-text, fully searchable articles are available from more than 110 leading titles, including The Economist, Fortune, and European Business Journal.

ProQuest Health & Medical Complete (ProQuest 5000)

It is designed to serve a wide range of people who need health information--from hospital administrators to medical professionals to consumers. The database covers more than 380 leading health journals and includes thousands of complete articles.

ProQuest Newspapers (ProQuest 5000)

Full text coverage on New York Times; New York Times Book Review; New York Times Magazine; Sunday Times; and The Times.

ProQuest Religion (ProQuest 5000)

The database is a source of religious news and commentary, details on doctrines and philosophies, and reports on religious history and related archeology. ProQuest Religion also covers formal theological studies and commentary on topics of general interest from the perspectives of specific religions. This is the resource for anyone researching religious issues and perspectives.

ProQuest Research Library (ProQuest 5000)

It is a full collection of journals, magazines and newspapers for information on a broad range of general reference subjects.

ProQuest Science Journals (ProQuest 5000)

It provides access to about 360 leading periodicals in science and technology, half of them are in full-text. It is previously called Applied Science and Technology Plus and General Science Plus.

ProQuest Social Science Journals (ProQuest 5000)

Social Sciences PlusText combines abstracts and indexing from H.W. Wilson's Social Sciences Index with full-text and/or full-image articles from over 200 of the source publications. This is a collection of information on topics in such fields as addiction studies, gerontology, economics, international relations, minority studies, urban studies, and hundreds of others.

ProQuest Telecommunications (ProQuest 5000)

With coverage of nearly 100 top telecommunications journals--and full-text articles from 80 of them--ProQuest Telecommunications is a resource for anyone researching the industry or its technology, and is a resource for comprehensive coverage of telecommunications technologies, companies, people, products, and market conditions worldwide.

Safari Business Books Online

Safari Business Books Online provides access to business related eBook. The topics include business and finance, accounting, human resource, management, customer service and employee performance etc.

Safari Tech Books Online

Safari Tech Books Online provides access to new Information Technology books from publishers such as O'Reilly, Que, Sam's Addison-Wesley, Prentice Hall and Peachpit Press, etc. The topics include computing, databases, networking, operating systems, programming, software engineering, .NET, Cisco products, Web design, Java, XML and more. The books are full text and fully searchable.

Science Resource Center

"Science Resource Center" is a curriculum-oriented science database that provides a resource for science related needs. Subjects covered include Earth Science, Environmental Science, History of Science, Life Sciences, Physical Science, Science and Technology, Science as Inquiry and Space Science etc. The database contains more than 300 full-text periodicals ranging from general-audience magazines to scholarly academic journals; and contains more than 15,000 multimedia images and audio and video clips. The database also links to more than 500 authoritative web sites.

"Science Resource Center" includes spotlight articles that highlight interesting science news and biographies. In addition, the database includes 49 reference titles with the online edition of Gale Encyclopedia of Science, Macmillan Library Reference and U · X · L Encyclopedia of Science etc.

搜數網 SOSHOO.COM

搜數網為一檢索中國內地的統計和市場調查的數據網站，收集數據的類型包括國家綜合統計數據、行業統計數據、省市統計數據，省市行業統計數據等等。

Soshoo.com website offers yearly and monthly statistical data of China. The information and data are mainly from national and provincial statistical yearbooks, industrial yearbooks etc.

SourceOECD

It provides the full text (in PDF format) of all journals and books published by the Organization for Economic Co-operation and Development (OECD) since 1998. It provides in-depth coverage of public policy, socio-economics, trade, environment, agriculture, technology, education, taxation, and more on OECD countries. Statistics are provided for many topics.

Ulrich's Web

Provides bibliographic, subject classification, and ordering information for approximately 160,000 selected periodicals and serials published in the United States and 188 other countries.

U.S. National Newspaper Abstracts (ProQuest 5000)

It includes abstracts and indexing for New York Times, USA Today and Wall Street Journal, included with a subscription to Academic Research Library.

What Do I Read Next?

It provides reviews, critics and recommendations for readers to find the best works of internationally known fictions and non-fictions.

慧科電子剪報 WiseNews

WiseNews 電子剪報每天輯錄香港、中國、台灣及澳門超過一百份報章及期刊的內容，供讀者在網站上閱覽及尋找資料，當中包括南華早報線上版及 The Standard 的英文內容。

An electronic news database for retrieving Chinese news articles from over 100 local , PRC, Taiwan and Macau newspapers. It also includes English articles from The Standard and SCMP Online.

*

Password required for the databases with an asterisk. Please contact library staff for the access of these databases.

地點： 中央參考圖書館
香港銅鑼灣高士威道 66 號
香港中央圖書館八樓至九樓

Location: Central Reference Library
8/F-9/F, Hong Kong Central Library
66 Causeway Road, Causeway Bay, Hong Kong

16/11/2009

(五) 澳門中央圖書館資料

望廈圖書館

望廈圖書館開設於1988年，座落於望廈新邨內，樓高三層，總面積為306平方米，共提供96個閱覽座位，底層是兒童閱覽室，二樓為報刊、雜誌閱覽室，三樓除陳列外借圖書外，還提供寬頻上網及多媒體視聽服務。

該館藏有豐富的兒童書刊及親子教育類書籍，方便附近學校的中、小學生及家長借閱。藏書量約22,000冊，各地報紙46種，各類雜誌223種。

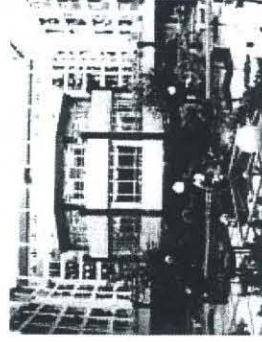
望廈圖書館主要提供讀者證辦理、圖書借閱、資料影印、查閱《澳門特別行政區政府公報》、報刊雜誌閱覽、寬頻上網及檢索網上電子數據庫等服務。

地址：望廈新邨(望廈體育館側)

(853) 28 317 288

開放時間：星期一至六 13:00 - 19:00 (公眾假期除外)

(853) 28 481 963



流動圖書館

流動圖書館的服務開始於1986年10月，首輛圖書車當時固定停泊於白鴿巢公園前地，為澳門居民服務，1988年11月，第二輛圖書車投入服務，兩車開始輪流停泊於人口稠密的街道，很受讀者歡迎。從1990年8月開始，流動圖書館的書庫及圖書車，全部遷往青洲區的河邊馬路現址。

隨着兩輛流動圖書車相繼退役，新書車於2005年11月投入服務。新書車是由一部貨車改裝而成，安裝了空調、廣播器、獨立發電機、街外電站接駁器、閉路電視攝影器等設備。全車共31層書架，藏書量約為6,500冊。車上藏書以大眾讀物、園藝、家政、醫藥書籍及小說為主。

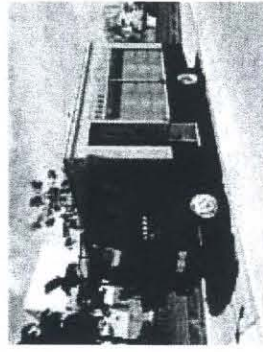
此外，為了讓居民能更多地使用流動圖書館的服務，新圖書車還調整了停泊地點及延長服務時間，目前的服務時間是星期一至六(9:00-14:00; 15:00-20:00)，巡迴停泊在四個服務點分別是板樟堂前地、氹仔哥英布拉街、黑沙環新街、巴波沙大馬路。

書庫地址：青洲河邊馬路美樂花園1002號地下

開放時間：星期一至六 9:00 - 14:00; 15:00 - 20:00 (公眾假期除外)

(853) 28 225 783

(853) 28 225 474



民政總署大樓圖書館

民政總署大樓圖書館座落於亞美打利庇盧大馬路(新馬路)民政總署大樓內，以葡國瑪弗拉修道院的圖書館(Biblioteca do Convento de Mafra)為設計藍本，裝潢和傢具陳設具有濃厚的古典氣息。1929年啟用，是澳門中央圖書館的前身，也是服務時間最長和館藏價值較高的圖書館之一，目前專門收藏17世紀至20世紀中葉的外文古籍，特別是葡萄牙在非洲及遠東的歷史文獻，其中不乏珍品。此外，該館還有19世紀末和20世紀初期葡萄牙文報紙，包括外國人在中國境內創辦的第一份報紙，也是澳門有史以來第一份創刊的葡文《蜜蜂華報》(A Abelha da China)。館內所藏古籍需要特別保存，只供館內閱覽。

《澳門新聞》(Notícias de Macau)先後在1949年及1951年轉載《南華早報》(South China Morning Post)和發表評論文章，讚揚這間圖書館的設計，並稱讚該館是當時東方最豪華的圖書館之一。

民政總署大樓圖書館總面積為454.9平方米，閱覽座位約12個，其館藏特色以外文古籍、葡萄牙在非洲及遠東的歷史文獻為主，目前收藏書籍約20,000冊、現期報紙21種、已裝訂逾期報刊95種。提供辦理讀者證、報刊閱覽、查閱縮微資料、外文古籍資料及逾期外文報刊資料，寬頻上網等服務。

地址：亞美打利庇盧大馬路(新馬路)163號民政總署大樓

開放時間：星期一至六 13:00 - 19:00 (公眾假期除外)

(853) 28 572 233

(853) 28 312 772



路環圖書館

路環圖書館設立於一座建於1911年的古樸優雅的葡式建築物內，座落於路環十月初五馬路，前身為路環公局市立學校，是當時離島三間小學之一，後來幾易用途，直至1983年被改建為圖書館。

路環圖書館總面積為170平方米，提供21個閱覽座位，館藏書籍以兒童讀物及通俗小說為主，藏書量約9,400冊，向讀者提供各地報紙16種，各類雜誌57種。

地址：路環十月初五馬路

(853) 28 882 254

開放時間：星期一至六 13:00 - 19:00 (公眾假期除外)

(853) 28 882 254



澳門中央圖書館介紹

澳門中央圖書館(總館)

澳門中央圖書館(總館)前身為澳門國立圖書館，該館成立於1895年，初期附屬於利宵中學，館址設於聖奧古斯定修道院。總館的發展歷程艱辛，曾於1917年至1929年間先後搬遷至聖約瑟修院、峰景酒店大樓、塔石殘疾人收容所及前市政廳大樓，然後經歷了一段較長時間，及至1983年，遷至荷蘭園大馬路現址，遂後發展壯大至今。總館雖然經過多次的搬遷和更名，其組織形態、藏書結構以至服務對象也逐漸改變，但是她擔負促進人類精神文明和培育人才的任务卻始終如一。

現在澳門中央圖書館(總館)的服務已趨多元化，除了提供基本的服務如讀者證辦理、資料影印、查閱《澳門特別行政區政府公報》、圖書資料借閱及報刊閱覽外，還增加了微縮資料查閱、澳門資料參考諮詢、逾期報刊閱覽、寬頻上網、電子化新聞資訊、電子資源數據庫、銷售文化局出版物等服務。

為儘量滿足讀者的需求，澳門中央圖書館(總館)於2007年初進行了圖書館內部改善工程，擴大讀者使用空間及座位數量、重整傢俱及增加閱覽設施等。目前總館面積為1,371平方米，閱覽座位約255個，藏書量約108,169冊(包括澳門資料館藏約19,886冊)，整體上，總館館藏特色以資訊科技類圖書、英語書籍、澳門資料及葡萄牙在遠東的歷史文獻為主，另外，總館於2007年度向讀者提供世界各地的報紙110種，各類雜誌858種。

地址：荷蘭園大馬路89號A-B
☎(853) 28 567 576, 28 558 049

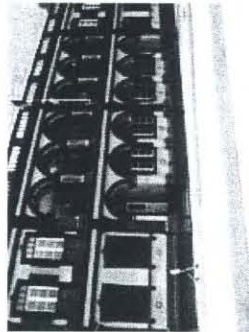
開放時間：星期一至日 10:00 - 20:00 (公眾假期除外)
☎(853) 28 318 756

何東圖書館

何東圖書館大樓建於1894年(清光緒二十年)以前，原主人為官也夫人(Carolina Antónia da Cunha)。其後數易其主，輾轉由香港富紳何東爵士於1918年購入。何東爵士逝世後，其後人遵照遺囑把位於崗頂前地三號的故居贈與澳門政府，並捐贈25,000港元購置中文圖書，建立一所收藏中文書籍的公共圖書館。

1958年8月1日何東圖書館正式對外開放，藏書約三千冊，是當時澳門最具規模的中文公共圖書館，也是港澳地區唯一的園林式圖書館。

何東圖書館服務市民近半個世紀後，澳門特區政府文



化局從保存歷史建築和發揮現代化公共圖書館功能上考慮，斥資千萬澳門元，在何東圖書館後花園側興建了新大樓，新大樓於2006年11月13日投入服務。

目前何東圖書館新舊大樓的建築面積合共為3,195平方米，花園面積1,583平方米，閱覽座位約544個，藏書量可達十萬冊，集資訊、學習、人文、休憩於一身，是全澳最大的公共圖書館，也是本澳第一座園林式圖書館。設有藏書樓、多功能廳、室內和戶外閱覽區、兒童閱覽區、多媒體視聽區、休憩區、自修室、平台花園、書庫、行政區、ISBN中心等不同的功能區，提供借還圖書和視聽資料、期刊閱覽、寬頻上網、音樂和電影欣賞、參考諮詢、展覽、講座、辦理 ISBN、代辦 ISSN 和 ISRC 等服務。

何東藏書樓收藏中文古籍約五千冊，當中有明嘉靖年間的中國文史典籍。最為珍貴的館藏是近代著名藏書家劉承幹“嘉業堂”舊藏典籍十六種，包括翁方綱的《四庫全書提要稿》、查繼佐的《罪惟錄》稿本、李昉等撰的《太平御覽》(明鈔本)、張星曜編的《通鑑紀事本末補後編》稿本、何景明的《雍大記》、李祖陶輯並評點的《資治通鑑大事錄》稿本等。

整體上，何東圖書館的館藏特色以古籍；文、史、哲、藝術、建築類書籍及多媒體視聽資料為主。其中古籍約5,000冊、一般書籍約93,311冊、多媒體資料約5,022件、各地報紙53種、雜誌665種、已裝訂逾期報紙32種。

地址：崗頂前地3號
☎(853) 28 377 117, 28 930 077, 28 930 966
☎(853) 28 314 456

星期一至六 10:00 - 19:00 星期日 11:00 - 19:00 (公眾假期除外)

青洲圖書館

青洲圖書館位於青洲美居廣場四樓，開設於1995年，是當時首家採用圖書防盜系統的澳門公共圖書館，開館後即成為該區民眾的文化、教育、資訊與休閒中心。該館總面積為482平方米，閱覽座位約82個，整個圖書館在一個平面上，分為開架書籍借閱區、報刊雜誌閱覽區、兒童閱覽區與多媒體視聽室等部分。

為配合社區發展需要，該館館藏以視聽資料、兒童、醫療及保健類書籍為主，藏書量約34,000冊，多媒體資料約3,122件，各地報紙59種，各類雜誌425種。

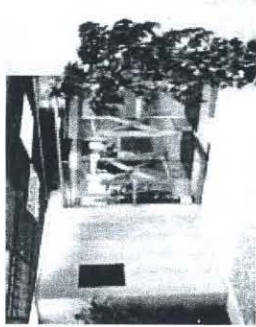
青洲圖書館主要提供讀者證辦理、圖書及多媒體視聽資料借閱、資料影印、查閱《澳門特別行政區政府公報》、報刊雜誌閱覽、寬頻上網及檢索網上電子數據庫等服務。

地址：青洲和樂坊大馬路281號美居廣場第2期四樓

開放時間：星期一至六 10:00 - 20:00 星期日 12:00 - 20:00 (公眾假期除外)

☎(853) 28 225 783, 28 381 767

☎(853) 28 225 474



(六) 參訪相關照片

附錄：參訪相片





