

## **What's Next to Digitizing? Global Licensing!**

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Taiwan government (2003) has announced that digital content industry is the featured policy of Taiwan. National Palace Museum (NPM) is considered as one of the greatest museum around the world and has more than 650,000 artifacts which covering 7,000 years in Chinese history. Since 2003 NPM have started several important core digital projects, such as digital archives, digital museum, and e-learning. Moreover, NPM keeps update related art and literature knowledge, which are embedded in the digital archives and digital museum programs from year to year. Although, the digital projects of NPM, offers the public opportunity to understand Chinese arts and culture virtually, and even to learn the related knowledge about the collections online. However, due to the limited budgets of museum, how to turn those digital assets as value-added business model will be the most important issue for museum. This paper reveals the key issues of how NPM plans and runs those business models and how this successful model can be apply to other museums.