



SPEAKER PROFILE

Kuo-Ting Yu
Adviser, Business Weekly Media Group
Chairman, Magazine Business Association of Taipei

Yu, Kuo-Ting, the President of Business Weekly and Vice Chairman of Magazine Business Association of Taipei, was born in 1958 and holds master's degree in Technology and Innovation Management from National Chengchi University. He also served as President of Digital Weekly and was the founder of TO'GO Travel Magazine and togotravel.com.

Unlike the general stereotypes, Yu joined Business Weekly during a lackluster phase in 1991 by giving up lucrative senior position in the securities industry. With his unique marketing strategy, Yu quickly turned the company's loss into gain and helped the magazine achieve a highly respectable compound growth rate of 30% over a 10-year period. Business Weekly is currently the leading business & finance media group with the largest circulation, advertising revenue and the highest EBITDA in Taiwan.

Armed with the professional experiences in the financial services industry, Yu values figure analysis and created "Pond Theory" and "Wave Theory" as ways to maximize advertising revenue through circulation increases. His unique approaches have been adopted by many other publications ever since.

Yu regards "passion" as the critical asset contributing to success, whilst age and experience as no obstacles. A sincere person who knows how to utilize resources, who has integrity and sense of responsibility will definitely win support from coworkers and supervisors. "Always be positive, devoted and innovative" is Yu's philosophy to push him forward to success.

俞国定
《台北市杂志商业同业公会》理事长〔第五届〕
《英属盖曼群岛裔家庭传媒股份有限公司城邦分公司》顾问

1958 年出生，台湾政治大学科技管理研究所毕业。现任台北市杂志商业同业公会理事长、英属盖曼群岛裔家庭传媒股份有限公司城邦分公司顾问。俞国定曾任商业周刊社长、数字周刊社长、也是 TO'GO 旅游情报杂志 togotravel.com 创办人，全球商业经典〔Global Business Review〕负责人。

不同于一般出版人，1992 年俞国定放弃证券业高阶职位，加入当时营运不佳的商业周刊。他以独特的行销手法引领商业周刊营业额快速成长〔到 2008 年止，15 年平均复合成长率 25%〕，在商业周刊任期内，创造台湾财经杂志发行量、广告量最大和获利最高的记录。

出身金融服务业，俞国定对数值分析有独到的见解，提出池塘理论及波浪理论、零售指数...等，来协助增进发行量进而推展广告量，都是他的创见；后来也为许多刊物引用。近年，俞国定投身研究数字内容产业发展，并和台北市杂志商业同业公会共同发起推动数字内容产业在中文世界的发展。

俞国定认为：未来在传统媒体和网络媒体混搭经营上，还有很多合作、探索、创新的空间，这是我们业者努力的方向。