

境外電商111年度行業代號及同業利潤標準淨利率
2022 Standard Industrial Classification of the Republic of China & Industry Profit Standard

| | 標準代號 Code | 行業名稱 | Description | 同業利潤標準/淨利率(%) Operating Profit Margin of Industry Profit Standard(%) |
|----|--------------|------------------|---|---|
| 1 | - | 提供電子平臺服務 | Electronic platform services | 30 |
| 2 | 4510-99 | 其他商品批發經紀 | Other Merchandise Brokers | 28 |
| 3 | 5811-12 | 數位新聞出版 | Publishing of Digital Newspapers | 11 |
| 4 | 5812-12 | 數位雜誌及期刊出版 | Publishing of Digital Journals and Periodicals | 10 |
| 5 | 5813-12 | 數位書籍出版 | Digital Book Publishing | 15 |
| 6 | 5819-00 | 其他出版 | Other Publishing Activities | 15 |
| 7 | 5820-11 | 遊戲軟體出版 | Computer and Video Game Software Publishing | 16 |
| 8 | 5820-99 | 其他軟體出版 | Other Software Publishing | 16 |
| 9 | 5913-11 | 電影片代理及發行 | Motion Picture Distribution Activities | 18 |
| 10 | 5913-12 | 電視節目代理及發行 | Television Program Distribution Activities | 15 |
| 11 | 5920-11 | 流行音樂發行 | Popular Music Publishing Activities | 16 |
| 12 | 6020-11 | 無線電視頻道經營 | Over-the-air Television Broadcasting Business | 18 |
| 13 | 6020-12 | 衛星電視頻道經營 | Satellite Broadcasting Business | 18 |
| 14 | 6201-11 | 遊戲程式設計 | Game Programming Activities | 24 |
| 15 | 6201-12 | 網頁設計 | Web Page Design Services | 24 |
| 16 | 6201-99 | 其他電腦程式設計 | Other Computer Programming Activities | 24 |
| 17 | 6202-11 | 系統整合 | Computer Integration Systems Services | 30 |
| 18 | 6202-12 | 系統規劃、分析及設計 | Planning and Designing of Computer Systems Services | 30 |
| 19 | 6202-13 | 電腦設備管理及資訊技術諮詢 | Computer Facilities Management and Consultancy Services | 21 |
| 20 | 6209-00 | 其他電腦相關服務 | Other Computer and Related Service Activities | 29 |
| 21 | 6311-00 | 入口網站經營 | Web Portals | 22 |
| 22 | 6312-99 | 其他資料處理、主機及網站代管服務 | Data Processing, Hosting, and Related Activities | 21 |
| 23 | 6390-99 | 未分類其他資訊服務 | Other Information Service Activities Not Elsewhere Classified | 21 |
| 24 | 7020-11 | 財務管理顧問服務 | Financial Management Consultancy Services | 21 |
| 25 | 7020-12 | 行銷管理顧問服務 | Marketing Management Consultancy Services | 21 |
| 26 | 7020-99 | 其他管理顧問服務 | Other Management Consultancy Services | 21 |
| 27 | 7310-11 | 廣告代理商 | Advertising Agencies | 17 |
| 28 | 7310-12 | 媒體代理及買賣 | Media Representatives and Buying Agencies | 17 |

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| 29 | 7310-99 | 其他廣告服務 | Other Services Related to Advertising | 14 |
| 30 | 7320-11 | 市場研究 | Market Research | 27 |
| 31 | 7320-12 | 民意調查 | Public Opinion Polling | 27 |
| 32 | 7409-99 | 未分類其他專門設計服務 | Other Specialized Design Activities Not Elsewhere Classified | 19 |
| 33 | 7609-99 | 其他未分類專業、科學及技術服務 | Other Professional, Scientific, and Technical Activities Not Elsewhere Classified | 14 |
| 34 | 7713-12 | 電腦及其週邊設備出租 | Renting and Leasing of Computer and Peripheral Equipment | 30 |
| 35 | 8580-99 | 其他教育輔助服務 | Other Educational Support Activities | 23 |
| 36 | 8599-99 | 其他未分類教育 | Other Education Not Elsewhere Classified | 23 |