



Unit 49

Subscription Models Gain Popularity

A EXERCISE • 實戰演練

Subscription-based businesses are thriving across industries, offering consumers convenience and personalized experiences. From streaming services to meal kits, recurring revenue models ensure customer retention. Businesses benefit from predictable income and deeper customer insights. The challenge lies in maintaining value and minimizing churn rates. Success requires understanding customer needs and consistently delivering quality.

B LANGUAGE FOCUS • 學習焦點

■ The challenge lies in + V-ing (動名詞) (挑戰在於……)

[說明] 此句型表示「挑戰在於……」，用於說明某事成功的難點或困難之處。

- *The challenge lies in maintaining value and minimizing churn rates.*

(挑戰在於保持價值並減少用戶流失率。)

- *The challenge lies in balancing innovation with cost efficiency.*

(挑戰在於在創新與成本效益間取得平衡。)

C WORDS & PHRASES • 詞彙片語

1.	subscription-based	[səb'skrɪpʃən-best]	(adj.) 訂閱制的；基於訂閱的
2.	thrive	[θraɪv]	(v.) 興旺；茁壯成長
3.	industry	['ɪndəstri]	(n.) 行業；工業
4.	personalized	['pɜːsənəlaɪzd]	(adj.) 個人化的；定制化的
5.	streaming	['strɪmɪŋ]	(n.) 線上收聽（或收看）
6.	recurring	[rɪ'kɜːrɪŋ]	(adj.) 循環的；反覆發生的
7.	revenue	['revənu]	(n.) （政府）稅收；（公司）收益
8.	ensure	[ɪn'ʃʊə]	(v.) 確保；保證
9.	retention	[rɪ'tenʃən]	(n.) 保留；保持
10.	predictable	[prɪ'dɪktəbəl]	(adj.) 可預測的；預料之中的
11.	insight	['ɪnsaɪt]	(n.) 洞察；見解
12.	minimize	['mɪnə,maɪz]	(v.) 最小化；減到最少
13.	churn rate	[tʃɜːn ret]	(n.) 流失率；退訂率
14.	require	[rɪ'kwaɪə]	(v.) 需要；要求，規定
15.	consistently	[kən'sɪstəntli]	(adv.) 一致性地；一貫地