

99 年委託研究報告

「電視使用行爲及滿意度調查」 期末報告

計畫委託機關：國家通訊傳播委員會
中華民國 99 年 12 月

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NCC-J99001

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受委託單位

全國意向顧問股份有限公司

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中華民國 99 年 12 月

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摘要

關鍵字：電視使用行為、置入性行銷、有線電視、滿意度

一、研究緣起

通訊傳播媒介不斷發展，傳統的「電視」服務，已跨越既有科技的界線，而因數位匯流而啟動的大媒體潮，復因全球化的趨勢更形劇烈。傳統上兼具經濟、產業、文化、教育、民生、育樂等意義的電視體制面對前此衝擊，閱聽人權益應如何保障暨促進，尚有賴主管機關積極擘劃。有鑑於此，貴會辦理「電視使用行為及滿意度調查」委託研究案，擬就閱聽人角度理解渠等如何在此匯流環境中使用「電視」，並從接收端反映出之「滿意度」反思合理的管制作為。

本研究根據電視廣告呈現、內容呈現、使用行為及數位化等面向之問題透過電話調查，了解不同背景的閱聽眾近用不同電視平台的使用行為及滿意度，以及對於各項匯流環境下之監理政策的理解及滿意程度，以進一步了解電視在廣告呈現、內容呈現、使用行為、數位化等面向所產生的問題，並分析可行的解套之道。

二、研究方法

主要針對年齡在 13 歲以上之「各種平台收視戶」，同時採用量化及質化研究方式調查收視戶對不同視訊媒介服務使用行為，並從收視戶的角度探討其使用行為、內容呈現、廣告呈現滿意度，藉以提供主管機關推動政策時擬定參考。

第一階段為量化研究，運用「電腦輔助電話訪問法」(computer-assisted telephone interviewing, CATI)，抽樣設計採分層隨機抽樣法，將抽樣母體依縣市分層，再依各縣市 13 歲及以上之人口比率隨機抽出所需樣本數。

本次電話訪問調查共計成功訪問 10,623 份臺閩地區民眾(包含電視收視群及非電視收視群)，其中有效樣本為 10,067 份，有效樣本定義為：「年滿 13 歲以上，且最近一個月內有收看電視節目之民眾。」在 95% 的信心水準下，全體年滿 13 歲及以上的受訪樣本(含電視收視群及非電視收視群)的抽樣誤差在 $\pm 0.97\%$ 之間；而電視收視群受訪樣本的抽樣誤差則在 $\pm 1.00\%$ 之間。

第二階段為質化研究，分別針對「一般收視戶」、「特殊收視戶」、「專家學者」舉辦「焦點團體座談會」。一般收視戶共舉辦 4 場焦點團體座談會，分別邀請北、中、南、東四區的一般閱聽人，對於內容呈現、廣告呈現與主管機關管理之相關意見等進行深入探討；特殊收視戶共舉辦 2 場焦點團體座談會，邀請身心障礙者、新移民、原住民等弱勢族群與所屬的非

營利組織，以瞭解特殊族群對於電視服務之需求與意見；最後 2 場邀請「學者專家」，分別從傳播權觀點針對「內容呈現」與「廣告呈現」提出政策建議。

三、研究結果

臺閩地區民眾有 94.8%最近一個月曾經收看過電視節目，51.1%的觀眾通常會和他人一起收看电视，36.3%的觀眾經常自己一個人收看电视，而有 44.8%是自己(受訪者本人)可以決定收看的電視節目，平日每天平均花費 2.87 個小時收看电视，假日每天平均花費 3.74 個小時收看电视節目。

81.0%的觀眾家中擁有「有線電視」收看电视節目，43.2%的觀眾家中擁有「網路」收看电视節目，33.2%的觀眾家中擁有「無線電視」收看电视節目，17.0%的觀眾家中擁有中華電信 MOD。

電視新聞的滿意度方面，38.5%滿意電視新聞處理社會新聞，27.8%滿意電視新聞保障隱私權的表現，48.5%滿意電視新聞處理不雅鏡頭的方式，33.4%滿意電視新聞播出前的查證工作。50.0%的電視觀眾知道電視新聞的「置入性行銷」現象，58.3%可以接受「政府」花錢買新聞，53.5%可以接受「廠商」花錢買新聞。

電視新聞馬賽克處理方面，61.7%接受電視新聞中侵犯到當事人隱私權鏡頭的馬賽克處理方式，59.7%接受電視新聞中「血腥/色情/暴力」鏡頭的馬賽克處理方式，56.8%接受電視新聞中「產品/商標」鏡頭的馬賽克處理方式。另外，71.2%滿意電視新聞處理「子母畫面切割」的方式；68.0%滿意電視新聞「跑馬燈」的處理，而電視新聞畫面上「獨家新聞」標示，僅 22.2%認為重要。

如果電視報導造成個人或所屬公司行號的名譽損失，有 40.2%的觀眾表示會「上法院控告」或是「直接要求電視台更正/說明/道歉/賠償」(28.0%)；如果對電視節目內容不滿意時，有 64.7%觀眾會「轉台」。

61.1%的觀眾知道電視節目有「置入性行銷」的現象；對於政府花錢買節目來達到政策宣傳的目的，有 68.5%可以接受；對於廠商花錢買節目來推銷自己的產品或品牌，有 64.6%可以接受。此外，對於廠商花錢買節目來推銷自己的產品或品牌，在節目開始之前、或者播出的時候、或者結束之後，打上字幕讓觀眾知道贊助廠商，這種做法有 79.3%可以接受。

電視節目處理性別平權議題方面，有 62.5%對電視節目處理或關懷特定性別的方式感到滿意；23.8%對電視節目以性別特徵作為廣告或節目賣點的方式感到滿意；僅 10.0%對電視新聞或節目以偷拍、嘲笑口吻或有色眼光看待同性戀與中性打扮的行為與外表方式感到滿

意。

觀眾對電視購物頻道數量的看法，有 79.6%認為購物頻道太多；80.0%認為需要把電視購物頻道區塊化，對於資訊型節目有 8.3%表示喜歡。此外，55.5%贊成於資訊型節目上標示「廣告」；60.3%贊成於資訊型節目上標示「廠商贊助」。

四、主要建議事項

(一) 有線電視系統業者管理

有線電視數位化政策推展至今，業者依舊抱持觀望態度，建議政府相關部門推展該政策時，準確擬訂時程表，以利系統業者與民眾對於有線電視數位化有一定程度的時程概念，以及清楚知道政府推廣數位化的動作。

建議透過修法要求各線電視系統台編列一定比例的年度預算，作為各線系統台的地方自製節目與推廣公用頻道之專款，以強化有線電視系統做為社區媒體的角色與功能。

(二) 無線電視系統業者管理

無線電視現行頻道數增加至 15 台，政府部門可再增設頻道以及鼓勵系統業者製作優質節目內容共同刺激民眾的收視動機，讓無線電視與有線電視經營的電視服市場良性競爭，藉以改善台灣電視收視市場被單一方壟斷的局面。

(三) 對電視管制政策建議

1、節目品質管理建議

- (1) 新聞節目應該重視民眾個人隱私權、保護兒童與青少年，例如避免過度腥、羶、色報導，如有違規或過度報導之頻道商與節目，NCC 應予以處罰，例如：罰款、停播、撤照，並繼續維持懲戒辦法。
- (2) 對於電視不當內容，建議主管機關繼續嚴管，特別是暴力、煽腥色與妨害個人隱私部分，執行罰款、停播、撤照等處份，並考慮課以累進罰款，且擴大處份對象，包括產製者（內容提供者）及播出者（頻道業者）。
- (3) 調查結果顯示，公廣集團所屬之頻道業者收視情況不佳，建議相關頻道需加強營運管理與節目品質，政府部門應在能提供夠充足營運經費前提下，透過健全其董監事會組織及經營管理團隊，將公廣集團的節目目標與管理加以強化，以符合集團設立之宗旨，並期許公廣集團所屬的頻道能製作出叫好又叫座的節目。

2、廣告管理建議

- (4) 對於資訊性廣告(節目)，主管機關應該立法規定資訊性廣告應在播出鏡面打上「廣告」二字，以保障消費權益，並嚴格管制其銷售商品之類型，與推薦用語等節目內容；並且在節目播出前應嚴格審查，包括商品檢驗證明確認、事先審查節目播出內容，並結合衛生藥物管理單位，以及消保會、消基會等，以確保商品的安全無疑。
- (5) 現行每小時廣告秒數的規定可做適度調整，調整方向可更具彈性。例如：黃金時段之廣告秒數維持現行比例限制(六分之一或15%)，但其餘時間區段則可有其彈性；其次大型運動賽事禁止廣告插播，廠商廣告可調整在中場休息與比賽結束後播放；或者限制每小時節目之廣告破口數，以避免觀眾因廣告破口過多而誤認廣告量過多。

3、置入性行銷管理建議

- (6) 本研究電訪結果得知，雖然民眾沒有強烈的反對節目置入性行銷，但表示可以接受在節目開始與節目結束時，標示廠商名稱與產品品牌，因此如何針對節目廣告化相關的置入性行銷疑慮作更具體的規範，實有待主管機關在此調查結果前提下繼續努力。
- (7) 資訊性節目播出時應在節目前後，利用插播卡方式，明白標示此為資訊性節目，並標明廣告出資廠商的名稱，且說明此節目由該廠商提供節目製播經費。此外同前述廣告管理建議，建議主管機關應將現行資訊性節目正名為資訊性廣告，在修法前排除其播出時間計入廣告總秒數，以維持其播出權益。
- (8) 民眾與專家學者一致希望可以將購物頻道調整至同一區塊中，以便民眾收視品質與官方管理。
- (9) 有主管機關應該監控購物頻道節目播出內容，包括購物專家常用誇張的說法及內容，引導民眾去購買，因此應該規範他們的銷售行為，如果購物台銷售之商品發生問題，不僅要罰製造商，連代理商、播出頻道都要一起連帶重罰，比較有嚇阻作用。

4、數位化政策建議

- (10) 建議政府應明訂電視數位化進程，對於各項與數位化有關的決策，都應有

其明確時間表，例如無線數位平台營運、家戶機上盒規範、有線頻道分組付費、無線電視與有線系統業者數位化建置時程等等。

5、傳播公民權保障建議

- (11) 弱勢團體收視權益部分，政府部門應規範頻道業者打上字幕或同步手語翻譯服務，維護弱勢族群收視權益。
- (12) 對於扶植觀眾他律以強化媒體自律，建議主管機關設置讓民眾得以隨時向 NCC 反映意見或檢舉不當節目及內容的管道，並簡化舉報流程，例如建議 NCC 應該設立像 1999 那樣的專線，讓全國民眾可以對電視內容隨時提供監督與舉發。
- (13) 透過法律強化自律，並透過法律協助他律，以健全三律共管的機制。

Summary

I. Origin and purpose of the research

Communications media is developed continuously. The traditional “television” service has crossed over the existing boundary of science and technology; therefore, digital convergence has activated the big media wave and the trend of globalization has it worsened. Television system that traditionally contains the meanings of economy, industry, culture, education, people’s livelihood, and recreation faces the said impact. The competent authorities are expected to progressively plan for the protection and improvement of TV viewer’s interest. Therefore, this research is initiated to understand how “television” is used in the converged environment from the viewpoint of the viewers; also, reasonable management is formed from the “satisfaction” of the viewers.

In conclusion, the purposes of this research are:

1. Review the existing literatures. Propose appropriate and feasible recognition structure from the viewpoints of communications rights including “commercials presentation,” “content presentation,” “usage behavior,” and “digitalization.”
2. Conduct telephone survey of TV viewers in Taiwan. Base on similar research to understand the TV usage behavior and satisfaction of viewers who are over thirteen years old in accordance with the quantitative method.
3. Conduct focus group discussion with general viewers, special populations, entrepreneurs, officials, and scholars. Propose supervision policy recommendations from the viewpoints of viewers on “commercials presentation,” “content presentation,” “usage behavior,” and “digitalization”

before and after the convergence.

4. Promote civil right of dissemination and upgrade the media literacy of the public by sharing academic research.

II. Research methods and process

Apply the “Computer-Assisted Telephone Interviewing (CATI)” in stage one. Sampling design is based on the “stratified random sampling method,” in which, sample matrix is stratified in accordance with the counties and cities and then the number of samples required is sampled randomly from the sample population of individuals who are over thirteen years old. There are 10,623 viewers in Taiwan and Fujian (including TV viewers and non-TV viewers) telephone interviewed successfully, in which, 10,067 effective samples are collected. The definition of effective samples is “individuals who are over thirteen years old and have watched TV program in the month.” At 95% confidence level, sampling error of the general viewers who are over thirteen years old is $\pm 0.97\%$; also, sampling error of the TV viewers interviewed is $\pm 1.00\%$.

Arrange the “focus groups forum” for general viewers, special populations, and specialists and scholars in stage two. Arrange four “focus groups forum” for general viewers in the north, center, south, and east region to discuss in depth regarding content presentation, commercials presentation, and the management of the competent authorities. Arrange two “focus groups forum” for special populations who are disadvantaged groups and the non-profit organizations they belong to including disabilities, new immigrants, and indigenes to understand their needs and opinions on TV service. “Scholars and specialists” are invited to attend the last two “focus groups forum” to propose policy recommendations on “content presentation” and “commercials presentation” from the viewpoint of communication rights.

III. Research results

A. TV viewing behavior of viewers in Taiwan and Fujian analysis

There are 94.8% of the residents in Taiwan and Fujian watched TV program in the month; however, 5.2% of the residents have not watched TV program in the month because they “have no time / do not wish to waste time (38.9%)” and the “TV program is not popular (17.1%).” The residents who are not a TV viewer relies their information sources on Internet (55.7%), newspaper (29.5%), and radio broadcasting (13.1%).

There are 51.1% of the viewers usually watching TV with others while 36.3% of the viewers watching TV on their own. There are 44.8% of the viewers deciding on their own (the interviewees) which TV program to watch. The prime time TV programs on the weekdays are aired during the hours of “19:00-21:59” and viewers watch 2.87 hours of TV programs a day in average. The prime time TV programs on the weekend are during the hours of “19:00-21:59” and viewers watch 3.74 hours of TV programs a day in average.

B. Various types of video media usage behavior analysis

1、Ownership and usage of video media

In terms of video media ownership, for viewers (TV viewers) who have watched TV programs in the month, 81.0% of them have watched “Cable TV” including without (67.8%) and with (13.2%) digital set-top-box (STB) installed. Secondly, 43.2% of the viewers watch TV programs with their “PC” including Internet (34.5%) and TV card or digital set top box (8.7%). Thirdly, 33.2% of the viewers watch TV programs with “wireless TV” including five wireless TV stations (7.6%) and fifteen wireless digital TV stations (25.6%). Video media also includes Chunghwa Telecom MOD (Multimedia on Demand) (17.0%), car TV (9.4%), mobile

TV (6.6%), and direct broadcast satellite TV (1.6%). According to the participants of the focus forum, in terms of TV platform, cable TV is the main TV platform while PC comes in second.

In terms of video media usage, the ratio of viewers who have watched TV programs by cable TV mainly (78.0%) is equivalent to the equipment ownership (81.0%). In terms of Internet, the ratio of viewers who have watched TV programs by cable TV mainly is 2.8% only while the ratio of the viewers who have watched TV programs by Internet secondly is 19.3%, which is quite different from the equipment ownership (43.2%). In terms of wireless TV, the ratio of viewers who have watched TV programs by wireless TV mainly is 13.9% while the ratio of the viewers who have watched TV programs by wireless TV secondly is 2.6% only, which is quite different from the equipment ownership (33.2%).

2 · Usage of cable TV platform

The programs preferred by cable TV viewers are “News” and “movies.” According to the participants of the focus forum, they do watch news programs, financial programs, movies, and dramas. TV viewers do believe that current TV programs are diversified; however, some of the program types are short of selections.

There are 44.2% of the cable TV viewers believed that too much commercials (coverage) are aired by the TV system operators; 84.8% of the cable TV viewers are happy with the screen resolution; also, 23.1% of the cable TV viewers are “aware of” the public TV station. Upon the completion of cable TV digitalization, a total of 79.7% of the cable TV viewers are willing to pay NT\$600 monthly or less to watch cable TV channels (including basic channel fee). If the system operators provide one or two Set-Top-Box free of charge, the third Set-Top-Box and up must be charged. There are 22.5% of the cable TV viewers willing to pay for the installation fee while

29.9% of the cable TV viewers prefer to have the Set-Top-Box installed on a loan as a value-added service from the system operators; also, 29.0% of the cable TV viewers prefer to have the Set-Top-Box rented with monthly payment and security deposits made while 22.7% of the cable TV viewers prefer to have the deposits refunded upon the return of the unit.

According to the participants of the focus forum, cable TV system operators must inform viewers the benefits of digitalized TV once it is converted in accordance with the administrative policy in order to convince consumers going for the conversion. For example, upon the completion of TV digitalization, programs quality and picture quality will be upgraded. TV will no longer just for TV programs but also as family digital control center, such as, remote-controlled home appliance and interactive games.

3 · Wireless TV platform usage behavior analysis

The reasons why wireless TV viewers and wireless digital TV viewers watch wireless TV programs only is that “they seldom watch TV programs,” “save money,” and “is enough to them.” Moreover, the government officials expect to complete the project of recalling analog signals before the year of 2012; therefore, five wireless TV stations will be cancelled thereafter, which is known to 18.0% of the cable TV viewers.

According to the participants of the focus forum, wireless digital TV is not known to them; therefore, it is important to explain the trend and advantages of TV digitalization with timetable scheduled in the sense of policy aspect, or, with an institute setup to promote industrial development similar to the role played by Institute for Information Industry (III) or Industrial Technology Research Institute (ITRI).

4、 Chunghwa Telecom MOD (Multimedia on Demand) usage behavior analysis

TV viewers have chosen Chunghwa Telecom MOD (Multimedia on Demand) for the reasons of “low rate (37.6%),” “good programs (19.1%),” “family factor (16.6%),” and “promotions of Chunghwa Telecom (13.5%).” According to the participants of the focus forum, government officials have invited carriers to help promote TV digitalization for the integrated development of TV/Internet/telecommunications.

5、 PC platform TV usage behavior analysis

TV viewers have chosen PC for the reasons of “convenience (63.6%)” and “multiple choices (21.0%).” Viewers are aware of and know what to do with the protective measures including “network rating measures” and “buying internet filtering software if there are any programs not suitable for the viewing of children or youth.

6、 ”V-chip” usage behavior analysis

There are 91.6% of TV viewers never using V-chip while 8.1% of TV viewers did. There are 77.9% of TV viewers who have used V-chip before with good experience in use. Also, 44.6% of TV viewers who have no experience in using V-chip are willing to try after learning about the function of V-chip.

C. Viewer rating analysis

1、 TV News rating analysis

There are four indicators for the assessment of satisfaction with television news including “the way to deal with social news,” “performance of privacy safeguards,” “the way of dealing with indecent pictures,” and “performance of news verification

work.” There are 38.5% of TV viewers happy with “the way to deal with social news;” 27.8% of TV viewers happy with the “performance of privacy safeguards;” 48.5% of TV viewers happy with “the way of dealing with indecent pictures;” and 33.4% of TV viewers happy with the “performance of news verification work.”

According to the participants of the focus forum, there are too many negative coverage in news, too much blood and violence in news that affect children and youth negatively; moreover, news are aired repeatedly with very little coverage of international news. The focus should be on classical news since “entertainment news” and “food news” is infomercials; therefore, non-news programs must be distinguished from “news” programs.

2 · TV News picture processing rating analysis

There are three indicators for the assessment of mosaic treatment with television news including “invasion of privacy picture,” “blood/pornography/violence scene,” and “product/trademark scene.” Regarding the mosaic treatment for the invasion of privacy of “sexual assault, sexual harassment, and witness protection” in TV news, 61.7% of viewers believe it has been handled properly. Regarding the mosaic treatment for the “blood/pornography/violence scene” in TV news, 59.7% of viewers believe it has been handled properly. Regarding the mosaic treatment for the “product/trademark scene” in TV news, 56.8% of viewers believe it has been handled properly. There are 71.2% of viewers happy with the way the “PIP WIPS” in news is handled; also, 68.0% of viewers are happy with the “marquee” is handled. Moreover, 22.2% of viewers consider it is important to have the “scoop” marked on the TV news screen.

According to the participants of the focus forum, the mosaic treatment for the violent or bloody scene or for the protection of privacy is necessary. The violent and

bloody scene of TV programs must be regulated or processed with mosaic treatment. Some of the participants have chosen to ignore marquee, mosaic treatment, and PIP; however, the other participants of the forum do notice the content of the marquee providing more information.

3 · TV Programs rating analysis

If TV broadcasting causes any loss of reputation to an individual or a business entity, 40.2% of the viewers say they will “sue in the court of law” and 28.0% of the viewers say they will “directly demand the TV station for correction/explanation/apology/compensation.” For any dissatisfaction with the TV programs, 64.7% of the viewers say they will “change to other channel,” 20.5% of the viewers say they will “turn off TV,” and 15.5% of the viewers say they will “ignore it.” According to the participants of the focus forum, while face the TV broadcasting that causes loss of reputation to an individual or a business entity, they value the ratio of “the rights to reply.” Viewers suggest to modify the provisions regarding “the rights to reply” in the Cable Radio and Television Law, Radio and Television Law, and Satellite Broadcasting Act for refinement and feasibility.

4 · TV program “issue of gender equality” rating analysis

There are three indicators for the assessment of satisfaction with the issue of gender equality processed in TV programs including “treatment or care for specific gender,” “gender or trait as a campaign or selling point,” and “treating homosexual and neutral-dress behavior and appearance with secretly photographed, scorn, and/or prejudice.” There are 62.5% of TV viewers happy with the “treatment or care for specific gender” in TV programs; 23.8% of TV viewers happy with the “gender or trait as a campaign or selling point” in TV programs; and only 10.0% of TV viewers happy with the “treating homosexual and neutral-dress behavior and appearance with

secretly photographed, scorn, and/or prejudice” in TV news or programs.

5 · TV Commercials presentation rating analysis

In terms of the number of TV shopping channels, 79.6% of the viewers believe that there are too many channels in service. In terms of having all TV shopping channels placed in the same block, 80.0% of the viewers believe it is necessary to do so. In terms of the infomercials for specific products (informative programs), only 8.3% of the viewers are happy with it. For the informative programs labeled as “paid programs,” 55.5% of the viewers are for it. For the informative programs labeled as “sponsored by manufacturers,” 60.3% of the viewers are for it.

According to the participants of the focus forum, the way informative programs is aired is confusing to the viewers; therefore, the programs must be regulated strictly with the wordings of “above comments do not represent the position of the station” and “paid program.” The content of the informative programs is the responsibility of the sponsor, TV system, and channel operator. TV shopping channels and informative programs must be blocked in the future. The timing of commercials broadcasting should be flexible. The commercials aired in the prime time should be regulated for the best interest of the viewers. The commercials aired outside the prime time should be regulated in accordance with the market mechanism; moreover, advertisement airing should not affect program airing quality. It is suggested to entrust commercials with the naming right for increasing source of income and refining program quality.

6 · Infomercials cognition and acceptance

There are 50% of the viewers aware of the “infomercials” phenomenon in TV news. In terms of the infomercials in TV news paid by the “government,” 58.3% of the TV viewers agree to it; also, if it is paid for by “manufacturers,” 53.5% of the TV

viewers agree to it.

For the infomercials in TV programs paid by the government or manufacturers, 61.1% of the TV viewers are aware of it. In terms of the infomercials in TV programs paid by the “government,” 68.5% of the TV viewers agree to it; also, if it is paid for by “manufacturers” to promote their products or brand name, 64.6% of the TV viewers agree to it. Moreover, for the infomercials in TV programs paid by “manufacturers” to promote their products or brand name with their identity disclosed before, during, or after the program, 79.3% of the TV viewers agree to it.

Most of the participants at the focus forum accept infomercials passively. The way of broadcasting product information in TV news is acceptable to the viewers. The way of broadcasting product information in TV programs adequately without exaggerations is acceptable to the viewers. News channel should be free of infomercials since a professional, true, and objective broadcasting is expected. Children are impressionable; therefore, children programs should be free of infomercials too. Infomercials in TV programs should be identified with caption so the viewers are reminded of the commercial attempt.

D. Viewing rights of special populations

Tentative plan is not made available in media for the disabilities. Sign language is seldom provided by TV stations; therefore, viewers with impaired hearing tend to watch the programs with subtitles provided. Viewers with impaired hearing tend to watch drama-based programs and they can understand the plots by body language. Viewers with impaired vision wish to watch the programs that are for the general public, for example, programs with sign language or dictation, especially in major events. The needs of the disabilities in TV programs should be included for consideration from now on. Include the concept of accessibility in the main-stream

programs for the best viewing interest of the disabilities.

In terms of policy, provide job opportunities in media to the disabilities with a Disabilities Committee organized to train them. The individuals with impaired vision can be trained for the job responsibility of dictation. The individuals with impaired hearing can be trained for the job responsibility of sign language for the best interest of the disabilities in accessing to information. Provide narration for the best interest of the viewers who are visually impaired; also, provide sign language and subtitles for the best interest of the viewers who are with impaired hearing.

New immigrants usually base their TV watching on the viewing habit of their families or the immigrant-related programs. Invite immigrants to attend the talk show discussing cultural differences. Immigrants prefer to watch more news or dramas of their mother nations, mother-tongue teaching programs, and home culture exchange programs in order to access to the information of home culture.

Indigenous TV Stations have many good programs or local culture-based programs produced. Many indigenes have absorbed new knowledge from watching TV programs. Therefore, the idea is to announce the information of new regulatory policies, applying for aids, and preventing frauds by TV propaganda. Program producers are suggested to invite indigenes to produce TV programs together. The program produced by ones of their own is with background culture introduced in depth and the truly needed program content aired.

IV. Government administration and policy recommendations

A. Cable TV system operators management

Cable TV system operators hold a wait-and-see attitude towards the cable TV digitalization policy since its initiation. The competent government agencies are suggested to have a timetable scheduled for the enforcement of the said policy for

the obedience of the system operators and the public regarding the TV digitalization enforced by the government. Demand cable TV system operators to have an annual budget planned for locally produced programs and promoting public channels by amending the law in order to enhance the role-play and function of cable TV system as community media.

B. Wireless TV system operators management

There are fifteen wireless TV stations in service now. Government departments may stimulate TV rating by increasing the number of TV channels and encouraging the system operators to produce good programs. The idea is to stimulate healthy competition in market between wireless TV and cable TV for the remedy of TV monopoly in Taiwan.

C. TV management policy recommendations

1. TV programs quality management recommendations

- (1) News program must be produced with the protection of privacy and children and youth in mind, for example, avoid reporting news with excessive violence and pornography. Any channel or program with the said violation committed will be punished by the NCC, such as, fine, off air, license revocation, and will be disciplined continuously.
- (2) The competent authorities are suggested to monitor inadequate TV programs; especially, the ones with excessive violence, pornography, and invasion of privacy involved. The punishment of fine, off air, and license revocation is rendered with the possibility of accumulative fines and broader action objects including producer (content provider) and broadcaster (channel operator).

(3) The channels of the public broadcasting group are with poor ratings; therefore, they are suggested to enhance business management and program quality. Government departments must help enhance the program objective and management of the public broadcasting group through comprehensive organization of the board of directors and supervisors and the management under the precondition of providing sufficient operating funds in order to fulfill the mission of the group and to produce popular and good programs by the channels of the group.

2、Commercials management recommendations

(4) For informative commercials (programs), the competent authorities should have legislation made to demand the informative commercials (programs) identified with the “paid program” marked for the protection of the viewers. The types of merchandises for sales and the wordings of recommendation must be regulated. Moreover, the prior censorship must be exercised on the programs including commodity inspection certificate confirmation and reviewing the programs in advance; also, work with health and drug administration, Consumer Protection Commission, Executive Yuan, Taiwan, and Consumer’s Foundation, Chinese Taipei to verify product safety.

(5) The existing provisions regarding commercial seconds per hour should be adjusted with flexibility, for example, the ratio of commercial seconds per hours in the prime time shall remain (1/6 or 15%) while other time slots can be arranged with flexibility. Also, major sport events must be aired without commercials spots; therefore, sponsors may have commercials aired in the intermission and at the end of the tournament, or, the commercial break per hour must be regulated so the viewers won’t

mistake excessive commercial breaks as excessive advertising.

3 ․ Infomercials management recommendations

- (6) According to the telephone survey of this research, the general public does not oppose infomercials strongly and do accept having the identity of the manufacturers and brand names aired at the beginning and the end of the programs. Therefore, the matter of regulating infomercials in TV programs should be handled by the competent authorities in accordance with the research result.
- (7) Informative programs should be aired before and after the TV programs by the way of an insertion card and marked as so with the identity of the sponsor disclosed. As the commercials management stated above, recommend the competent authorities to have the informative programs renamed as informative commercials. Rule out the broadcast time before amending the law and then include it in the total commercial seconds for the protection of broadcast right.
- (8) The public and specialists and scholars wish to have the shopping channels switched to the same block for the viewing quality of the public and the official management.
- (9) The competent authorities are to monitor the content of the shopping channels including the misleading expression given by the shopping specialists to the general public. Therefore, their behavior of sales must be regulated. For any quality issue of the product sold by the shopping channels, the manufacturers, agents, and the channel operators will all be fined as a punitive clause.

4 ․ Digitalization policy recommendations

(10) Suggest the government to have the schedule of TV digitalization planned, for example, the construction of wireless digital platform operation, Set-Top-Box specifications, cable TV channels grouping and payment, and wireless TV and cable TV system digitalization.

5、Civil right of dissemination protection recommendations

(11) In terms of minority viewing right, government departments must demand the channel operators providing subtitles and/or synchronous sign language service for the viewing interest of the minority.

(12) Strengthen media self-regulation by fostering self-discipline viewers. The competent authorities are suggested to have channels setup for the public to reflect their opinions and report inappropriate programs to the NCC with the reporting procedure simplified. For example, recommend the NCC to have a hot line setup similar to the hot line 1999 for the viewers nationwide monitoring and reporting the content of TV programs.

(13) Strengthen self-regulation and discipline by law for substantiating the three-law-in-one mechanism.