



## **2013 Second Quarter (April ~June) NCC Report on Broadcasting Content Complaints**

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media. This report is an analysis of complaints submitted by the general public. The objective of this report is to update the general public with recent information on the supervision of broadcasting content by the NCC.

NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. With regard to the online content, currently there is no specific agency in charge of it. But in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, the NCC began coordinating with responsible competent authorities to establish a means for the public to complain/report about internet-related problems. This website is called the iWIN ([www.win.org.tw](http://www.win.org.tw)). The public may file a complaint about online content to iWIN, and monthly reports are published on the website so people can track how complaints cases are processed. Therefore, online content complaints cases are excluded from this report.

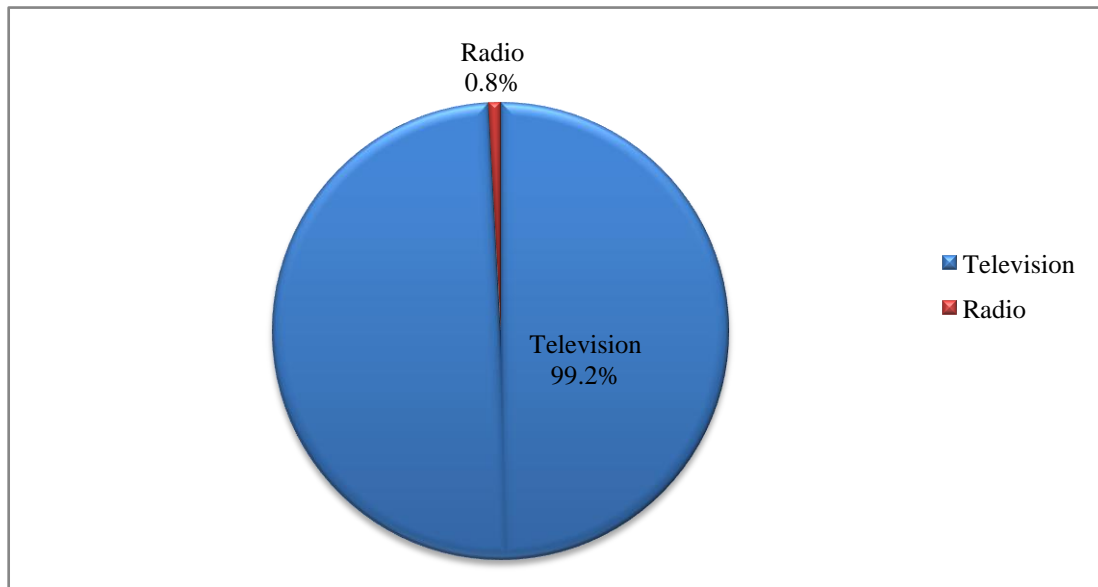
This report shows only complaints filed by the public regarding broadcasting content. As such, it does not necessarily mean that the related programs or broadcasting businesses violated relevant regulations. The following is an analysis about complaints concerning TV and radio in the second quarter of 2013 (April to June).

### **◆ Overview**

According to the data on complaints about the content of television and radio collected in the second quarter of 2013 (April to June), there were 492<sup>1</sup> complaint cases in total. Figure 1 shows that 488 of these were complaints against television content (99.2%), whereas only 4 complaints against radio (0.8%) were received.

---

<sup>1</sup> 3 cases excluded were invalid complaints.

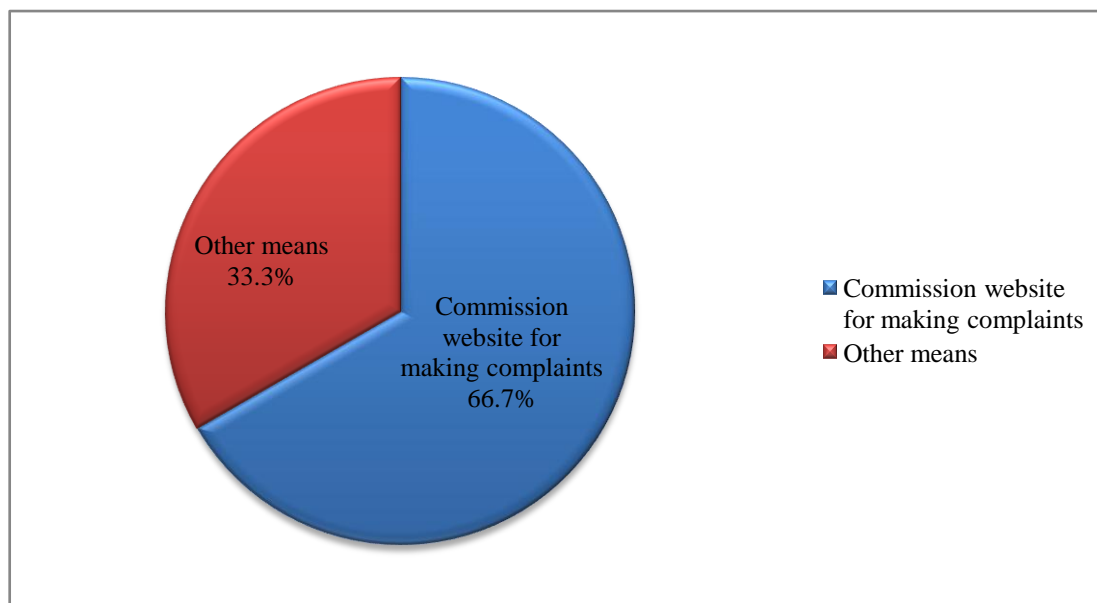


**Figure 1: Complaints by Media Types (Q2 2013)**

From Table 1 it can be seen that of the 492 complaints, 255 (51.8%) were made by male, whereas 127 (25.8%) cases were made by females; another 110 (22.4%) cases made by people not specifying their gender.

Table 1: Complaints by Gender (Q2 2013)			
	Male	Female	Those not specifying gender
<b>Television</b>	253	126	109
<b>Radio</b>	2	1	1
<b>Total</b>	255	127	110
<b>Percentage</b>	51.8%	25.8%	22.4%

Figure 2 shows that 328 (66.7%) complaints were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 164 (33.3%) cases were through other means, such as telephone, email, and forwarded cases from other agencies.



**Figure 2: Means of Filing Complaints (Q2 2013)**

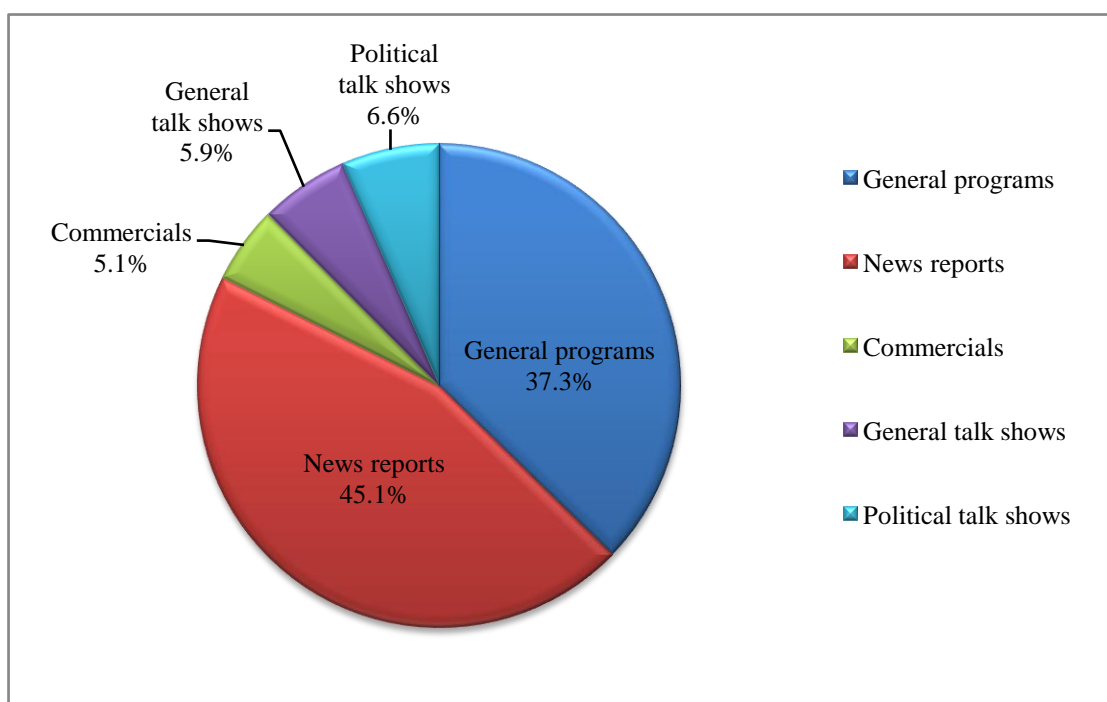
Table 2, arranged by type of inappropriate content, shows that there were 125 cases (25.4%) about “false or unjust content,” followed by 99 cases (20.2%) about “comments on the content or languages of certain channels/programs/commercials,” 48 cases (9.8%) about “no distinctions between programs and commercials,” 42 cases (8.5%) about “harm to children and juveniles,” and 39 cases (7.9%) about “disrupting public order or adversely affecting good social customs.” In total these five types of inappropriate content numbered 353 cases, accounting for 71.8% of all complaints. Please see Table 2 for the number and proportion of other types.

Table 2: Complaints by Type of Inappropriate Content (Q2 2013)		
Item	Cases	%
False or unjust content	125	25.4%
Comments on the content or languages of certain channels/programs/ commercials	99	20.2%
No distinctions between programs and commercials	48	9.8%
Harm to children and juveniles	42	8.5%
Disrupting public order or adversely affecting good social customs	39	7.9%
Suggestions on the overall broadcasting policies/regulations	31	6.3%
Disregard for professional ethics of journalism	31	6.3%
Inappropriate commercial content or broadcast time	26	5.3%
Frequent reruns of programs	17	3.5%
Inappropriate program rating	8	1.6%
Commercials overrunning	6	1.2%
Changes without notice in advance	5	1.0%
Technical problems such as signals, image qualities and the volume of the broadcasting	5	1.0%
Belonging to other authorities’ responsibility, not NCC	5	1.0%

Regulation/information inquiries	3	0.6%
Illegal use of on-screen news flashes	2	0.4%
<b>Total</b>	<b>492</b>	<b>100.0%</b>

## ◆ Complaints – Television

Figure 3 shows that of all the 488 complaint cases about television content, 220 cases (45.1%) were concerned with news reports, followed by 182 cases (37.3%) about general programs, 32 cases (6.6%) about political talk shows, 29 (5.9%) cases about general talk shows, and 25 cases (5.1%) about commercials.



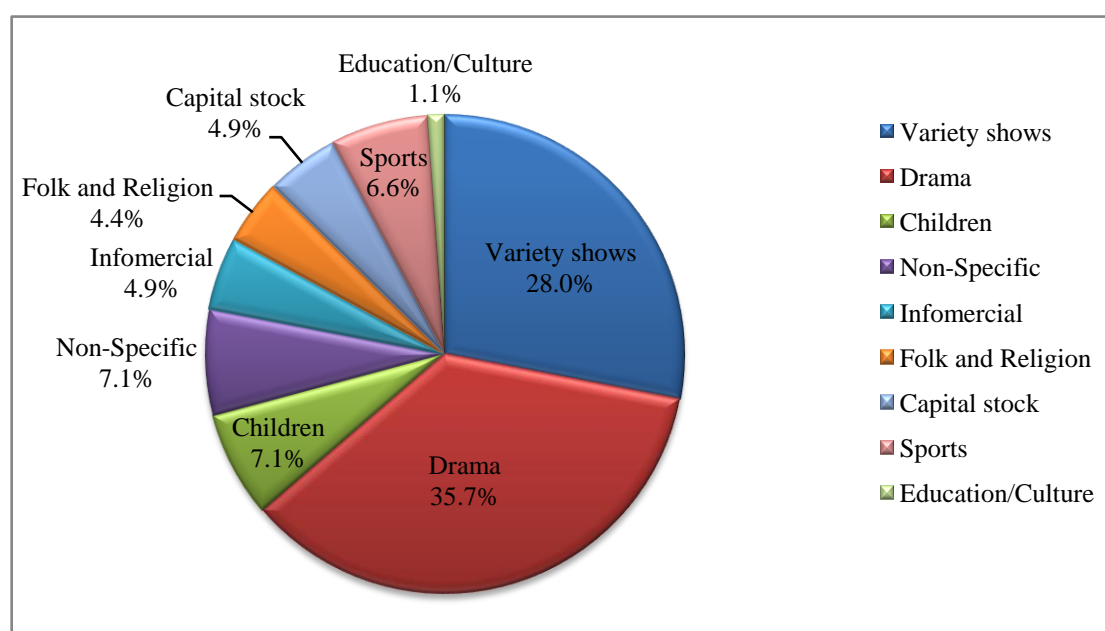
**Figure 3: Complaints about Television by Program Types (Q2 2013)**

As shown in Table 3, of all 220 complaint cases made about television news, 80 (36.4%) were about “false or unjust content,” followed by 49 (22.3%) about “comments on the content and wording of certain channels/programs/commercials,” and 26 (11.8%) about “no distinction between program and commercial”. These three most common complaints about inappropriate content account for 70.5% of all cases.

Table 3: Complaints about Television News by type of Inappropriate Content (Q2 2013)			
Program types	Inappropriate content	Cases	%
Television news	False or unjust content	80	36.4%
	No distinction between program and commercial	26	11.8%
	Harm to children and juveniles	9	4.1%
	Disrupting public order or adversely affecting good social customs	6	2.6%

		Dept. of Content Analysis		
	Inappropriate commercial content or play schedule		3	1.4%
	Others	Comments on the content and wording of certain channels/programs/commercials	49	22.3%
		Disregard for professional ethics of journalism	23	10.5%
		Suggestions on the overall broadcasting policies/regulations	16	7.3%
		Frequent reruns of programs	6	2.6%
		Regulation/information inquiries	1	0.5%
		Technical problems such as signals, image qualities and the volume of the broadcasting	1	0.5%
Total			220	100%

Figure 4 indicates that among the 182 complaint cases about general programs, the 65 cases (35.7%) about “dramas” makes made up for the biggest proportion, followed by 51 cases about “variety shows” (28.0%), 13 cases (7.1%) about “non-specific programs,” 13 cases (7.1%) about “children programs,” 12 cases (6.6%) about “sports programs,” 9 cases (4.9%) about “capital stock programs,” 9 cases (4.9%) about “infomercial programs,” 8 cases (4.4%) about “folklore/religious programs,” and 2 case (1.1%) about “education/culture programs.”.



**Figure 4: Complaints about Television by Program Types (Q2 2013)**

Table 4 illustrates complaints concerned with general programs, 28 of which were about “disrupting public order or adversely affecting good social customs” and “comments on the content and wording of certain channels/programs /commercials” (15.4%), followed by 24 about “harm to children and juveniles” (13.2%), 20 about “no distinction between program and commercial” (11.0%). These 4 kinds of complaints make up for 55.0% (100 cases) of the complaint cases made about general programs.

**Table 4: Complaints by Type of Inappropriate Content (Q2 2013)**

Program Types	Inappropriate Content	Cases	%
	Disrupting public order or adversely affecting good social customs	28	15.4%
	Harm to children and juveniles	24	13.2%
	No distinction between program and commercial	20	11.0%
	False or unjust content	17	9.3%
	Inappropriate commercial content or play schedule	13	7.1%
	Inappropriate program rating	7	3.8%
	Changes without notice in advance	5	2.7%
	Commercials overrunning	4	2.2%
	Illegal use of on-screen news flashes	2	1.1%
	Others		
	Comments on the content and wording of certain channels/ programs/commercials	28	15.4%
	Suggestions on the overall broadcasting management policies/ regulations	11	6.1%
	Frequent reruns of programs	11	6.1%
	Belonging to other authorities' responsibility, not NCC	4	2.2%
	Disregard for professional ethics of journalism	4	2.2%
	Technical problems such as signals, image qualities and the volume of the broadcasting	2	1.1%
	Regulation/information inquiries	2	1.1%
<b>Total</b>		182	100.0%

From Table 5, it can be seen that of all 25 complaint cases about television commercials, 9 (36.0%) were about “inappropriate commercial content or broadcasting schedule,” followed by 4 (16.0%) about “harm to children and juveniles” and 4 (16.0%) were about “comments on the content and wording of certain channels /programs/commercials.” These three most common cases about inappropriate content account for 68.0% of all the complaints received about television commercials.

**Table 5: Complaints about Television Commercials /Infomercial Programs by Type of Inappropriate Content (Q2 2013)**

Program Types	Inappropriate Content	Cases	%
Television commercials/ infomercial programs	Inappropriate commercial content or broadcast schedule	9	36.0%
	Harm to children and juveniles	4	16.0%
	Commercials overrunning	2	8.0%
	False or unjust content	1	4.0%
	Inappropriate program rating	1	4.0%
	Others		
	Comments on the content and wording of certain channels	4	16.0%

		/programs/commercials		
		Suggestions on the overall broadcasting management policies/regulations	2	8.0%
		Belonging to other authorities' responsibility, not NCC	1	4.0%
		Technical problems such as signals, image qualities and the volume of the broadcasting	1	4.0%
<b>Total</b>			<b>25</b>	<b>100.0%</b>

Table 6 shows that of all 61 complaints about television talk shows<sup>2</sup>, 27 (44.2%) were about “false or unjust content,” followed by 16 (26.5%) about “comments on the content and wording of certain channels/programs /commercials.”

Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q2 2013)					
Program Types		Inappropriate Content		Cases	%
Talk Shows	False or unjust content		27	44.2%	
	Harm to children and juveniles		5	8.2%	
	Disrupting public order or adversely affecting good social customs		4	6.6%	
	No distinction between program and commercial		2	3.3%	
	Inappropriate commercial content or play schedule		1	1.6%	
	Others	Comments on the content and wording of certain channels/programs/commercials	16	26.5%	
		Disregard for professional ethics of journalism	4	6.6%	
		Suggestions on the overall broadcasting policies/regulations	2	3.3%	
Total			61	100.0%	

Each of the following programs in the second quarter of 2013 (April to June) received more than 10 complaints: “News Tornado” of Cti News Channel, “Report of the final of I am a singer” of ETTV New Channel and “Feng Shui Family” of FTV (please see Table 7 for more information):

Table 7: Complaints about television programs (Q2 2013)			
Name of Program/Commercial	Channel	Type	Cases
News Tornado	Cti News Channel	Political talk shows	50
Report of the final of I am a singer	ETTV New Channel	News report	21
Feng Shui Family	FTV (main channel)	Drama	13

## 1. “News Tornado” of Cti News Channel – 50 complaint cases

<sup>2</sup> Includes both general talk shows and political talk shows

- Complaints: On June 13, 2013, their broadcasting content disregarded professional ethics of journalism. Participants discussed a Japanese animation, “Attack on Titan”; however, they misinterpreted the author’s original opinion and made groundless statements that were insinuations of offending Japanese. The videos used in the program were not authorized, either. Moreover, false and unverified content of the program mislead audiences.
- Action of the NCC: TV and radio are important media through which people communicate their thoughts and opinions, so media should enjoy the maximum amount of freedom possible. NCC respects the professionalism and freedom of media if it is deemed that there was no violation. On June 26, 2013, NCC forwarded information about the complaint to Cti and later received the following explanation: The controversy caused by this animation should be open to discussion. After understanding the publics’ opinions, we have already responded through the program webpage and customer service e-mail, etc. As to the copyright, news media can reasonably cite works related to the topics; as to the citation of video, we had already contacted the copyright owner to explain our usage.

## **2. “Report of the final of I am a singer” of ETTV News Channel – 21 complaint cases**

- Complaints: ETTV News Channel broadcasted the Mainland China entertainment program “I am a singer” that crowded out other news. The program broadcasted live without the content approved by the competent authority and was not authorized by Hunan TV, which violates the purpose of news channels. Also, the program frequently blatantly showed specific sponsor names in the broadcast content and advertising for specific companies. In addition to showing the names of Mainland China merchandise a lot, most content were about entertainment shows and gossip, etc., which disregarded the professionalism of news channels and related regulations.
- Action of the NCC: NCC administers satellite TV programs’ content according to the Satellite Broadcasting Act and related regulations. NCC fundamentally respects the professionalism, freedom of media, and liberty of compilation, such as program productions and play schedule, etc. NCC will intervene in accordance with the above regulations if it is deemed that there was any violation. As for public comments regarding product placement marketing, according to Paragraph 2, Article 5 of “Regulation for TV programs engaging in commercial placement marketing” legislated by NCC, the merchandise, logos, and commercial services shown in programs but which offer no direct interest to the broadcaster, due to the fact of the content originating overseas, shall not be deemed as commercial placement



marketing.

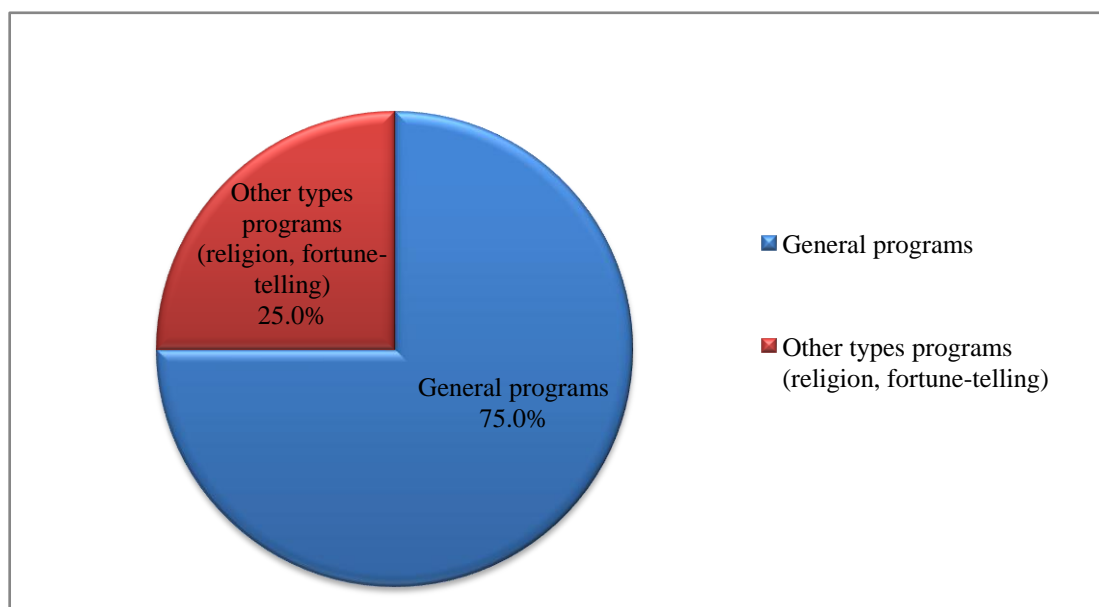
Therefore, showing the names of Mainland China merchandise was not deemed as commercial placement marketing, therefore constituting no obvious violation of the regulation about distinction between programs and commercials. Furthermore, NCC forwarded the letter about relative complaints to ETTV on April 18, 2013 for their reference.

### 3. “Feng Shui Family” of FTV (main channel) – 13 complaint cases

Complaints:	The program broadcast content harming juveniles and children and adversely affected good social customs. For instance, scenes showing a gangster attack on a woman, wanton disobedience to parents, violent debt collectors, plots violating the Animal Protection Act, etc. Moreover, some expressed the opinion that there were too many episodes of the drama being shown.
Action of the NCC:	NCC respects the professionalism and freedom of media, and does not intervene if it is deemed that there was no violation. If the violation belongs to other authorities' responsibility (ex: violation of Animal Protection Act), NCC will forward the case to the relevant competent authority.

### ◆ Complaints - Radio

Figure 5 shows that among the 4 complaints, 3 (75.0%) were about “general programs/commercial,<sup>3</sup>” followed by 1 (25.0%) about “other types programs (religion, fortune-telling).”



<sup>3</sup> General programs refer to programs with diverse topics or complaints not made against a specific program.

**Figure 5: Complaints about Radio by Program Types (Q2 2013)**

Table 8 shows 2 cases (50.0%) about “comments on the content and wording of certain channels/programs/commercials, 1 case (25%) about “disrupting public order or adversely affecting good social customs” and one more concerning “technical problems, such as signals, image qualities and the volume of the broadcasting”. Please see Table 8 for more information.

Table 8: Complaints: General radio programs/commercials by type of inappropriate content (Q2 2013)				
Program types	Inappropriate content		Cases	%
	Disrupting public order or adversely affecting good social customs		1	25.0%
	Others	Comments on the content and wording of certain channels/programs/commercials	2	50.0%
		Technical problems such as signals, image qualities and the volume of the broadcasting	1	25.0%
Total			4	100.0%