



2014 Fourth Quarter (October – December) NCC Report on Broadcasting Content Complaints

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media; the supervision of broadcasting contents is one of its primary responsibilities. This report is an analysis of complaints submitted by the general public, as well as a record of NCC's actions to broadcasting businesses in violation of broadcasting regulations. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents by the NCC.

NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other related regulations. Although currently there is no specific agency in charge of contents on the Internet, in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, NCC coordinated with responsible competent authorities to commission civil associations to establish a platform for the public to complain/report about Internet-related problems. Consequently, the iWIN (www.win.org.tw) website was launched on August 1, 2013. The public may file a complaint with respects to online content to iWIN; reports are then published monthly on the website to enable the public to track how complaints are being processed. Therefore, online content complaints cases have been excluded from this report.

This report shows only the statistical evidence of complaints regarding broadcasting contents. It does not necessarily mean that the related programs or broadcasting businesses mentioned in this report violated relevant regulations. The following is a statistical report about complaints concerning TV and radio, as well as any subsequent action undertaken by NCC in the case of violation of relevant regulations in the fourth quarter of 2014 (October to December).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio

compiled in the fourth quarter of 2014 (October to December), 689¹ complaints were made in total: 667 against television contents (96.8%), 22 against radio contents (3.2%). Please see Figure 1.

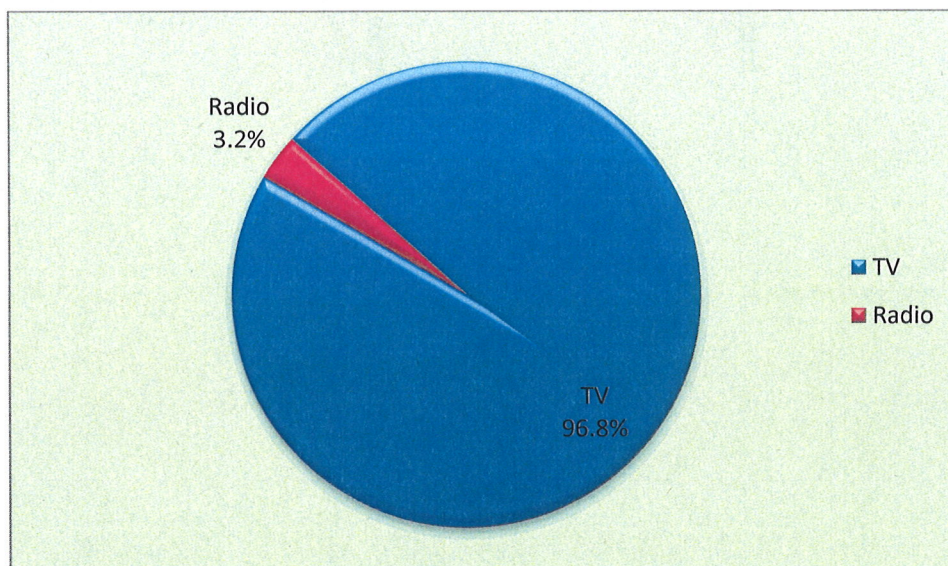


Figure 1: Complaints by Media Types (Q4 2014)

Table 1 shows that of the total 689 complaints, 305 cases (44.3%) and 228 cases (33.1%) were submitted by males and females respectively; another 156 cases (22.6%) were made by people not specifying their gender.

Table 1: Complaints by Gender (Q4 2014)			
	Male	Female	Unspecified
TV	289	225	153
Radio	16	3	3
Total	305	228	156
Percentage	44.3%	33.1%	22.6%

Figure 2 shows that 506 complaints (73.4%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 183 cases (26.6%) were through other means, such as telephone, email, and cases forwarded from other agencies.

¹ The invalid 45 cases were excluded.

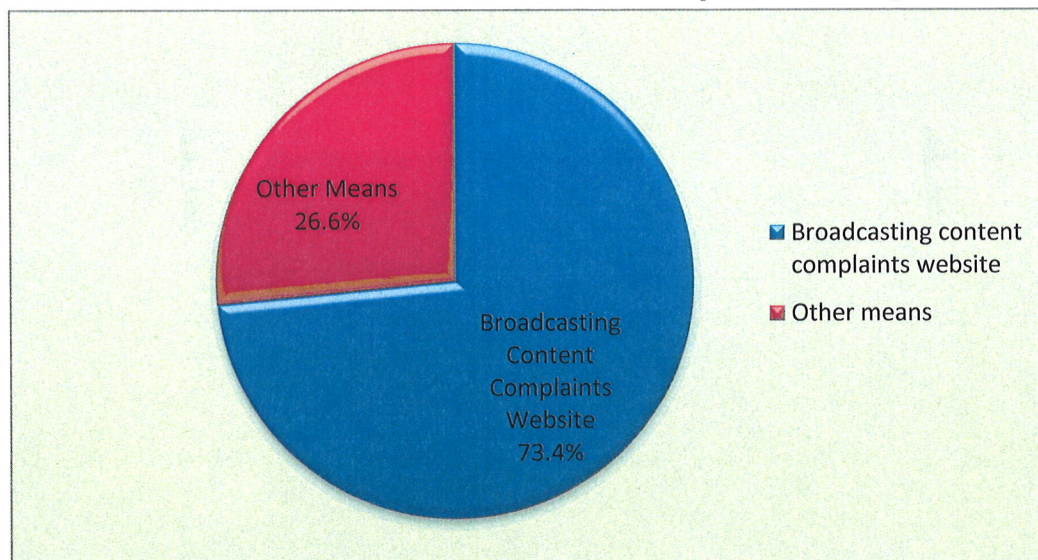


Figure 2: Means of Filing Complaints (Q4 2014)

Table 2 shows the 689 complaints about inappropriate contents: 360 complaints (52.2%) were “false or unjust contents,” followed by 77 cases (11.2%) “no distinction between programs and commercials,” 64 cases (9.3%) “comments on the contents or wording of certain channels (radios)/programs/commercials,” 38 cases (5.5%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 34 cases (4.9%) about “inappropriate contents or broadcast time of commercials.” The total number of these top five types of complaints amounted to 573 cases, accounting for 83.1% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q4 2014)		
Item	Cases	%
False or unjust contents	360	52.2%
No distinction between programs and commercials	77	11.2%
Comments on the contents or wording of certain channels (radios)/programs/commercials	64	9.3%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration	38	5.5%
Inappropriate contents or broadcast time of commercials	34	4.9%
Disrupting public order or adversely affecting good social customs	33	4.8%
Harmful contents for children and juveniles	28	4.1%
Disregard for professional ethics of journalism	25	3.6%

Overly frequent replays	7	1.0%
Inquiries for regulations/information	6	0.9%
Others	6	0.9%
Overrunning commercials	4	0.6%
Changes without notice in advance	3	0.4%
Inappropriate program ratings	2	0.3%
Inappropriate use of on-screen flashes	2	0.3%
Total	689	100.0%

◆Complaints – Television

Of the 667 complaints about television programs, most were against “news reports,” with 430 cases (64.5%) followed by 132 cases (19.8%) against “general programs,” 53 cases (7.9%) against “commercials,” 48 cases (7.2%) against “political talk shows,” and 4 cases (0.6%) against “general talk shows.” Please see Figure 3 for details.

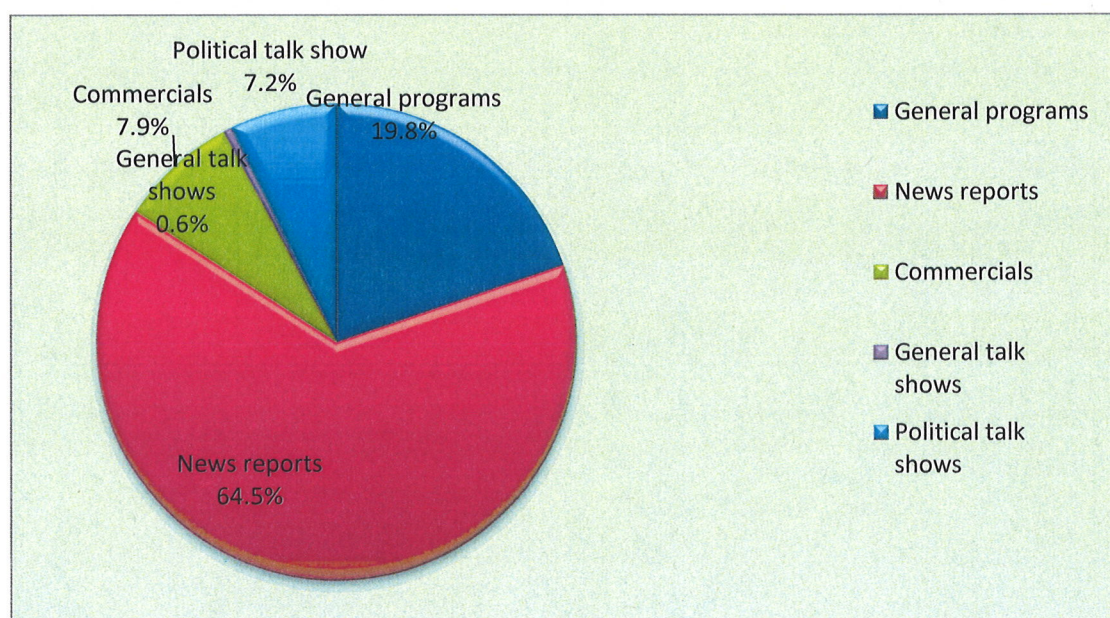


Figure 3: Complaints made against types of TV programs (Q4 2014)

It can be seen from Table 3 that amongst the 430 complaints about TV news reports, 303 complaints (70.5%) were about “false or unjust contents,” followed by 41 cases (9.5%) on “no distinction between programs and commercials” and 26 cases (6.1%) “comments on the contents or wording of certain

channels/programs/commercials.” The total number of these top three types of TV talk show complaints amounted to 370 cases; details are listed in Table 3:

Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q4 2014)			
Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	303	70.5%
	No distinction between programs and commercials	41	9.5%
	Comments on the contents and wording of certain channels/ programs/commercials	26	6.1%
	Disregard for professional ethics of journalism	23	5.3%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	15	3.5%
	Harmful contents for children and juveniles	8	1.9%
	Inquiries for regulations/information	3	0.7%
	Overly frequent replays	3	0.7%
	Others	3	0.7%
	Overrunning commercials	2	0.5%
	Changes without notice in advance	1	0.2%
	Inappropriate use of on-screen flashes	1	0.2%
	Disrupting public order or adversely affecting good social customs	1	0.2%
	Total	430	100.0%

Figure 4 indicates that amongst the 132 complaint cases about general programs, the largest proportion were the 51 cases (38.6%) about “dramas,” followed by 29 cases (22.0%) about “variety shows,” 15 cases (11.4%) about “infomercial programs,” 13 cases (9.8%) about “non-specific programs,” 12 cases (9.1%) about “capital stock programs,” 5 cases (3.8%) about “children’s programs,” 5 cases (3.8%) about “education and culture,” 1 case (0.8%) about “sports programs,” and 1 case (0.8%) about “folk religion programs.”

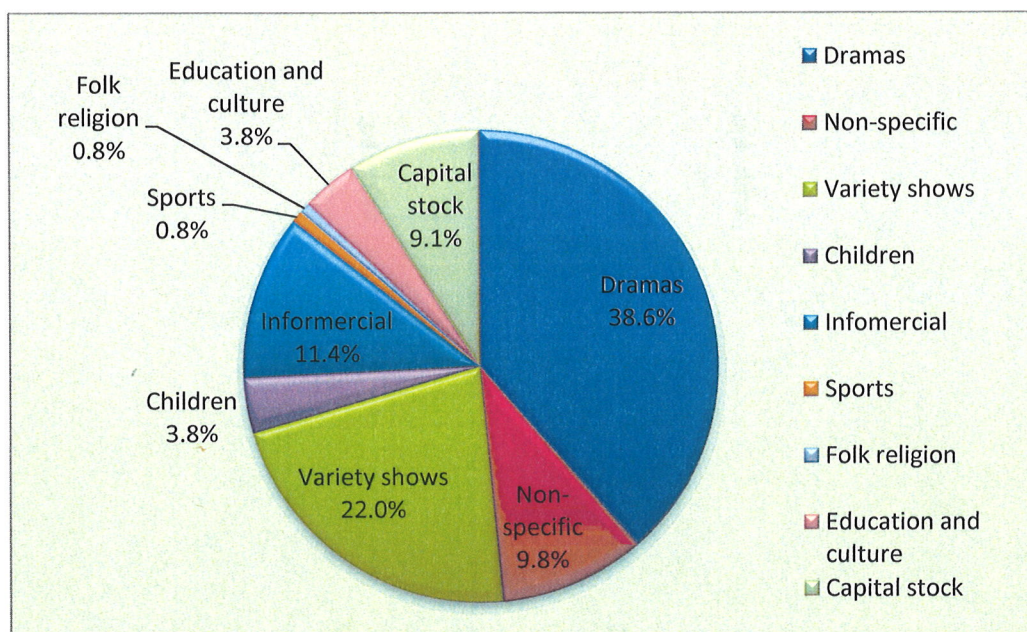


Figure 4: Complaints about Television by Program Types (Q4 2014)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that 36 complaints (27.3%) were about “no distinction between programs and commercials,” followed by 27 cases (20.5%) “comments on the contents and wording of certain channels/programs/commercials,” and 20 cases (15.2%) about “disrupting public order or adversely affecting good social customs.” The total number of these top three types of complaints amounted to 83 cases. Please see Table 4 for more details:

Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q4 2014)			
Program type	Inappropriate content	Cases	%
General programs	No distinction between programs and commercials	36	27.3%
	Comments on the contents and wording of certain channels/programs/commercials	27	20.5%
	Disrupting public order or adversely affecting good social customs	20	15.2%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	17	12.9%

	Harmful contents for children and juveniles	9	6.8%
	False or unjust contents	9	6.8%
	Inappropriate contents or broadcast time of commercials	4	3.0%
	Inquiries for regulations/information	3	2.3%
	Others	3	2.3%
	Inappropriate program rating	2	1.5%
	Changes without notice in advance	1	0.7%
	Violates the use of news tickers	1	0.7%
Total		132	100.0%

Table 5 shows that of the 52 complaints about TV talk shows², the largest proportion were the 44 cases (84.6%) about “false or unjust contents,” followed by 3 cases (5.8%) “comments on the contents and wording of certain channels/programs/commercials,” and 2 cases (3.9%) about “disregard for professional ethics of journalism.” The total number of these three types of complaints amounted to 49 cases.

Table 5: Complaints about TV Talk Shows by Type of Inappropriate Content (Q4 2014)

Program type	Inappropriate content	Cases	%
TV talk shows	False or unjust contents	44	84.6%
	Comments on the contents and wording of certain channels/programs/commercials	3	5.8%
	Disregard for professional ethics of journalism	2	3.9%
	No distinction between programs and commercials	1	1.9%
	Changes without notice in advance	1	1.9%
	Disrupting public order or adversely affecting good social customs	1	1.9%
Total		52	100.0%

²Include general talk shows and political talk shows.

Amongst the 53 complaints about TV commercials, the largest proportion were the 25 cases (47.2%) about “inappropriate contents or broadcast time of commercials,” followed by 10 cases (18.9%) about “harmful contents for children and juveniles.” The total number of these two types of complaints amounted to 35 cases. Please see Table 6 for details.

Table 6: Complaints about Television Commercials by Type of Inappropriate Content (Q4 2014)			
Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	25	47.2%
	Harmful contents for children and juveniles	10	18.9%
	Disrupting public order or adversely affecting good social customs	7	13.2%
	Overly frequent replays	4	7.5%
	False or unjust contents	2	3.8%
	Comments on the contents and wording of certain channels/programs/commercials	2	3.8%
	Overrunning commercials	2	3.8%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	1	1.8%
Total		53	100.0%

Each of the following programs in the fourth quarter of 2014 (October to December) received 10 complaints or more: “2300 CTI Global Live” of CTiTV, “This Is It” of ETTV, “Ordinary Love” of SET Taiwan, and the commercial for the online game of “Launch It! Tough Guy.” Please see Table 7 for more information.

Table 7: Complaints about TV programs/commercials (Q4 2014)			
Name of Program	Channel	Type	Cases
2300 CTI Global Live	CTiTV	News report	268
This Is It	ETTV	Political talk shows	34

Ordinary Love	SET Taiwan	Drama	19
The commercial for the online game of “Launch It! Tough Guy”	No specific channels	Commercial	10

(1) “2300 CTI Global Live” of CTiTV received a total of 268 complaints.

Complaints: The news reports of 2300 CTI Global Live broadcasted on the protests for electoral reform in Hong Kong with the headline “The Occupy Central movement did not end at midnight. The crowd spent the night to welcome China’s National Day.” As the movement was clearly not celebrating China’s National Day, this news headline clearly distributed false information and distorted the protest for electoral reform in Hong Kong. Please take the necessary legal actions.

Action of the NCC: Upon an inspection of the news footage, the NCC has found the case not violating any explicit laws. The audience complaints have been forwarded to CTiTV for their references.

(2) “This Is It” of ETTV received a total of 34 complaints.

Complaints: The program discussion about products such as Wei Chuan’s “high quality eggs” “high quality milk” and “Daily C juice” was clearly inconsistent with the facts. In pursuit of high TV ratings, the program was broadcasted without verification. It has damaged the company’s corporate image by citing false information and misleading the audience. The NCC is requested to investigate the case according to laws and regulations.

Action of the NCC: The NCC has requested the ETTV to comment on the complaints. In reply, the company stated, “The content of the program discussion are based on evidence rather than false information as stated in the complaints. The ETTV respects and appreciates the criticism and feedbacks from the audience,

and will use the comments from these complaints as references for program production.”

(3) “Ordinary Love” of SET Taiwan received a total of 19 complaints.

Complaints: The program contains plots of incest and murders, which not only disrupt public order and good social customs, but also serve as negative examples that are seriously harmful for children and juveniles’ physical and mental health. The program should not be shown during family viewing hours. Moreover, the duration of one episode is too long as it severely affects the viewing population’s daily routines as well as their rights and interests.

Action of the NCC: In response to the complaints about the long duration of one episode, the current Satellite Broadcasting Act does not regulate the duration of one episode. The NCC has directed the audience complaints to Sanlih Entertainment Television for their reference. The over exaggerated plots about coercion and acts of murder were considered to be within the realm of plot development. The NCC has forwarded the complaints to SET for their reference (a total of seven times).

(4) The commercial for the online game of “Launch It! Tough Guy” received a total of 10 complaints.

Complaints: The female role in the commercial wears provocative clothing and says puns like “launch it” and “hard enough to play once.” The content is clearly explicit and sexually suggestive. Please take the necessary legal actions.

Action of the NCC: According to NCC’s investigation, a total of nine different versions of this commercial were broadcasted from November 19 to December 1, 2014. The NCC has forwarded the feedback from the audience to related public associations for their reference and attention. The advertiser has also adjusted the content of the commercial in the subsequent versions that were later broadcasted. It is found that the commercial has not violated any explicit laws.

◆ Complaints - Radio

Figure 5 shows that amongst the 22 complaints concerning radio, 12 cases (54.5%) were about “comprehensive programs”³, followed by 6 cases (27.3%) about “programs of other types;” the remaining complaints were 4 cases (18.2%) about “new reports and political talk shows.”

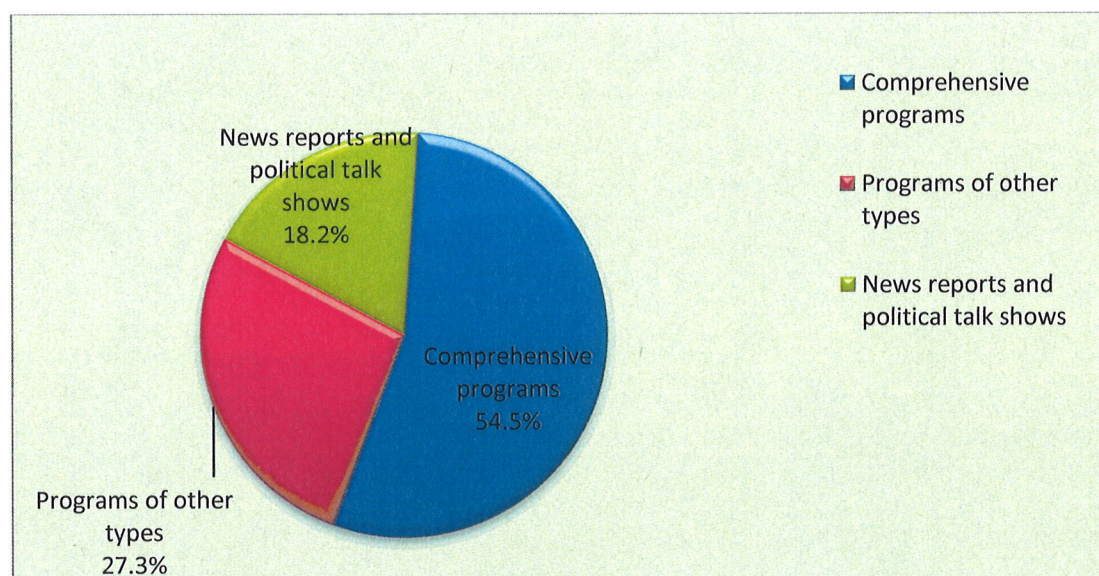


Figure 5: Complaints about Radio by Program Types (Q4 2014)

Amongst the inappropriate types of radio programs/commercials, “comments on the contents and wording of certain channels/programs/commercials” topped the list with 6 complaints (27.3%), followed by 5 cases (22.7%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these two types of complaints amounted to 11 cases, accounting for 50.0% of all complaints about radio programs/commercials. Please see Table 8 for more information:

Table 8: Complaints: General radio programs/commercials by type of inappropriate content (Q4 2014)			
Complaint type	Inappropriate content	Cases	%
Radio programs/commercials	Comments on the contents and wording of certain channels/programs/commercials	6	27.3%
	Suggestions on the overall broadcasting	5	22.7%

³Comprehensive programs consist of diverse program contents, or the audience did not complain about specific program.

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	policies/regulations or NCC's administration		
	Disrupting public order or adversely affecting good social customs	4	18.2%
	Inappropriate contents or broadcast time of commercials	4	18.2%
	False or unjust contents	2	9.1%
	Harmful contents for children and juveniles	1	4.5%
Total		22	100.0%