



## 2012 NCC Report on Broadcasting Content Complaints

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

In terms of the supervision of television and radio programs, the NCC acts in accordance with the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. Although currently there is no specific agency in charge of online content, in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, in 2011, the NCC began coordinating with responsible competent authorities to establish a contents protection authority run by a civil organization, commissioned by the NCC, with the duty of protecting the online safety of children and juveniles.

This report shows only the statistical evidence of complaints regarding broadcasting contents. As such, it does not necessarily mean that the related programs or broadcasting businesses violated relevant regulations. The following is a statistical report on complaints concerning TV, radio, and online content .

### ◆ Overview

Participation of the public plays a key role in the supervision of broadcasting contents. To improve the public's capability of enhancing the quality of radio and television and protect public rights and interests, the NCC established the Broadcasting Content Complaints Website in January 2009. Moreover, broadcasting contents supervision reports are published quarterly and annually to enable greater public participation and understanding in supervising broadcasting contents.

According to the data on complaints concerning the contents of television and radio accumulated in 2012, it can be noted that a total of 2,717 complaints were made, a decrease of 2,150 cases compared with the 4,867 cases in 2011 - a reduction of 44.2%. Nevertheless, 46 of those in 2011 and 43 in 2012 were not related to broadcasting content. Therefore, after omitting irrelevant complaints, there were 4,821 complaints in 2011 compared to the 2,674 in 2012.

Table 1 shows that 63.3% of complaints (1,693) were made through the Broadcasting Content Complaints Website, set up by the NCC, while the remaining 36.7% (981) were made through other channels (email and forwarded from other agencies).

It can also be seen from the table that in 2011 the proportion of complaints being made through the website and through other means were 50.3% and 49.7% respectively; thus the 63.3% : 36.7% ratio in 2012, shows a 13% increase in the use of the website. This is indicative of the encouragement by the NCC of those using other means to take advantage of the complaints website.

<b>Table 1: Complaints by Method Year on Year</b>				
Method \ Year	2012		2011	
	Cases	Percentage	Cases	Percentage
Broadcasting Content Complaints Website	1,693	63.3%	2,424	50.3%
Other means	981	36.7%	2,397	49.7%
<b>Total</b>	<b>2,674</b>	<b>100.0%</b>	<b>4,821</b>	<b>100.0%</b>

A total of 2,521 complaints were made concerning TV programs in 2012, a decrease of 1,823 from the previous year, or a reduction of 41.9%. This could be attributed to an added FAQ section to the Broadcasting Complaints Website, as well as other functions that could answer questions from the public and thus significantly decrease the number of complaints. It can be noted that complaints regarding TV media in 2012 accounted for over 90% of total cases; the remaining 79 complaints concerning radio has decreased 54.6% compared to the 174 cases in 2011. The remaining 74 complaints were concerning the internet in the first quarter of 2012. As mentioned, the NCC has established a means called the “Watch Internet Network (WIN) ([www.win.org.tw](http://www.win.org.tw))” for the public to complain/report about internet-related problems, run by a civil organization and commissioned by the NCC, the Ministry of the Interior (the Child Welfare Bureau and the National Police Agency), the Ministry of Economic Affairs (the Commerce Industrial Services Portal and the Industrial Development Bureau) and the Ministry of Education. Therefore, complaints regarding online content have not been listed in seasonal supervision reports since the second quarter of 2012. According to the statistics of internet complaints taken from the WIN website, there were 8,914 cases in 2012 (including the 74 of the first quarter). See Figure 1 for complaints about television and radio over the past four years.

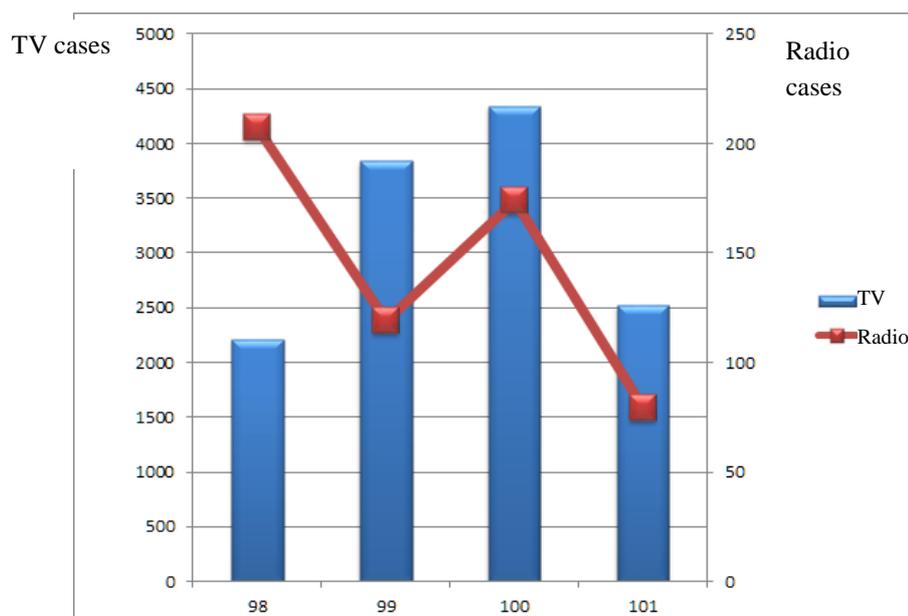


Figure 1: Complaints about television and radio over the past four years

The majority of complaints concerning broadcasting contents were categorized as follows: false or unjust contents, comments on the overall broadcasting policies/regulations, potential harm to children and juveniles, no distinction between programs and commercials, and disrupting public order or adversely affecting good social customs - these accounted for 66.6% of complaints. Compared with 2011, “false or unjust contents” remains the most common type of complaint; however, “comments on the overall broadcasting policies/regulations” jumped from the ninth most common (218 complaints) in 2011 to the second most common (439) in 2012. Complaints were usually about regulating commentators, reducing product placement marketing, press freedom, reducing negative news, etc. Nevertheless, “no distinction between programs and commercials” climbed from fifth (396) in 2011 to the fourth (272) most common complaint in 2012, whereas “disrupting public order or adversely affecting good social customs” descended from fourth (423) in 2011 to the fifth (270) most common complaint in 2012 (refer to Table 2).

Table 2: Top 5 Types of Complaints Year on Year					
2012			2011		
Item	Cases	Percentage	Item	Cases	Percentage
False or unjust contents	494	18.5%	False or unjust contents	958	20.4%
Comments on the overall broadcasting policies/regulations	439	16.4%	Commercials overrunning	746	15.5%

Harm to children and juveniles	306	11.4%	Harm to children and juveniles	465	9.6%
No distinction between programs and commercials	272	10.2%	Disrupting public order or adversely affecting good social customs	423	8.8%
Disrupting public order or adversely affecting good social customs	270	10.1%	No distinction between programs and commercials	396	8.2%
<b>Total</b>	<b>1,781</b>	<b>66.6%</b>	<b>Total</b>	<b>3,015</b>	<b>62.5%</b>

The NCC started publishing annual broadcasting contents reports in 2009 and the number of cases concerning false or unjust contents has consistently been the highest. Figure 2 shows the trend of this type of complaint over the past four years.

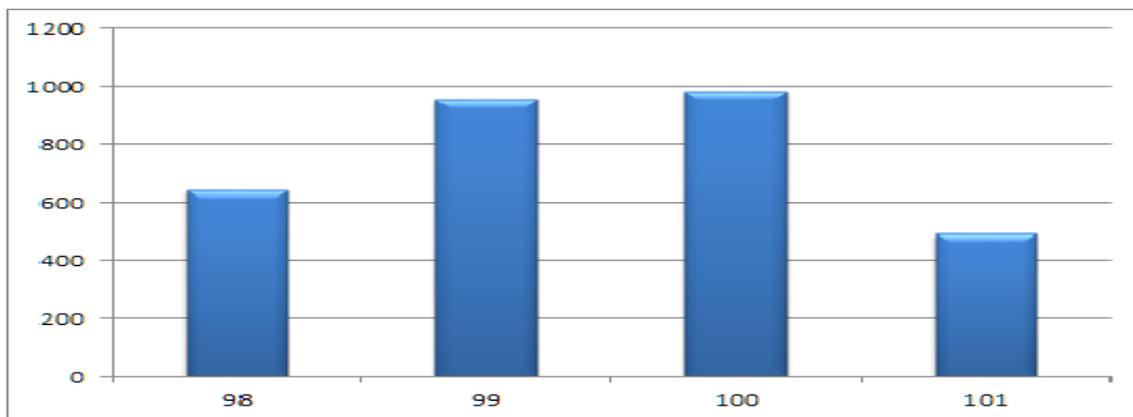


Figure 2: Complaints about false unjust contents over the past four years

From Table 3, we can see that of all complaints, 1,496 were made by males, whereas 657 were made by females; another 521 complaints were made by people not specifying their gender in the questionnaire. It can be noted that for the complaints concerning television contents, 1,394 were made by male viewers while 640 were made by female. As for internet content, 58 were made by males whereas 10 were females. And for radio, 44 and 7 complaints were made by male and female listeners respectively.

Table 3: Complaints by Gender (2012)				
Media Type \ Gender	Male		Female	
	Television	1,394	93.2%	640
Radio	44	2.9%	7	1.1%
Internet	58	3.9%	10	1.5%
<b>Total</b>	<b>1,496</b>	<b>100%</b>	<b>657</b>	<b>100%</b>

Note: Those who did not mark gender have been excluded.

Table 4, arranged by the type of inappropriate contents, shows that there were 494 complaints (18.5%) regarding “false or unjust contents”, followed by 439 complaints (16.4%) about “comments on the overall broadcasting policies/regulations”, 306 complaints (11.4%) about “harm to children and juveniles”, 272 complaints (10.2%) about “no distinction between program and commercial,” and 270 complaints (10.1%) about “disrupting public order or adversely affecting good social customs.” In total, the top five types accounted for 66.6% of cases. Please see Table 4 for the number and proportion of other types.

<b>Table 4: Complaints by Type of Inappropriate Content (2012)</b>		
Item	Cases	%
<b>False or unjust contents</b>	<b>494</b>	<b>18.5%</b>
<b>Comments on the overall broadcasting policies/regulations</b>	<b>439</b>	<b>16.4%</b>
<b>Harm to children and juveniles</b>	<b>306</b>	<b>11.4%</b>
<b>No distinction between programs and commercials</b>	<b>272</b>	<b>10.2%</b>
<b>Disrupting public order or adversely affecting good social customs</b>	<b>270</b>	<b>10.1%</b>
Comments on the contents, wording and time of certain channels/programs/commercials (bloody images, inappropriate dubbing or wording, discrimination or stereotyping, mosaics, flashes interference, slander, etc.)	261	9.8%
Inappropriate commercial contents or scheduling	142	5.3%
Disregard for the professional ethics of journalism (disclosing victims/suspects, violation of human rights, overlooking public values, pornography, inappropriate values, lack of professionalism, lack of diversity in news)	134	5.0%
Inappropriate program rating	122	4.6%
Commercials overrunning	64	2.4%
Responsibility of other authorities, not the NCC	39	1.5%
Illegal use of on-screen news flashes	38	1.4%
Changes without notice in advance	30	1.1%
TV or radio signal problem	20	0.7%
Regulation/information inquiries	15	0.6%
Complaints' follow-up inquiries	10	0.4%
Suggestions about the production of the program	6	0.2%
Others	12	0.5%
<b>Total</b>	<b>2,674</b>	<b>100.0%</b>

## ◆ Complaints – Television

Figure 3 shows that of all the 2,521 complaints about television contents, most were concerned with general programs<sup>1</sup>, such as dramas, variety shows, infomercial programs and non-specific programs, accounting for 45.7% of all cases, followed by news reports (37.1%), TV commercials/shopping channels (8.0%), general talk shows (4.9%) and political talk shows (4.3%).

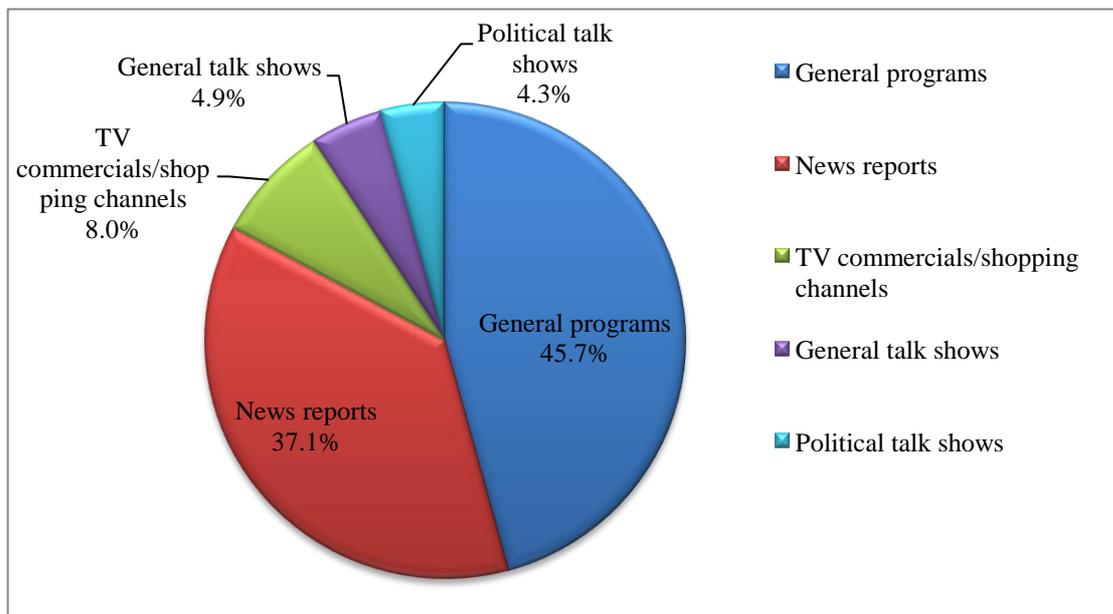


Figure 3: Complaints by Program Types (2012)

Table 5 indicates that among the 1,153 complaints concerning general programs, dramas made up the largest proportion (40.8%), followed by variety shows (21.3%), non-specific programs (11.5%), children programs (8.0%), infomercial programs<sup>2</sup> (5.1%), education and culture programs<sup>3</sup> (4.6%), sports programs (3.4%), capital stock programs<sup>4</sup> (2.3%), and folk and religion programs (2.0%).

Complaints about dramas have been the most common in each quarter in both 2011 and 2012.

<sup>1</sup> Refers to programs other than news reports, talk shows and television shopping/commercials, including non-specific, dramas, variety shows, children programs, sports, infomercial programs, etc

<sup>2</sup> Infomercials refer to programs that offer information and ideas about living and consuming.

<sup>3</sup> Since the third quarter of 2012, “leisure programs” has been renamed “educational and cultural programs”.

<sup>4</sup> Included since the third quarter of 2012.

**Table 5: Complaints: General Programs on TV Year on Year**

2012			2011		
Program Types	Cases	Percentage	Program Types	Cases	Percentage
Dramas	471	40.8%	Dramas	1,096	46.7%
Variety shows	245	21.3%	Variety shows	399	17.0%
Non-specific	133	11.5%	Non-specific	354	15.1%
Children	93	8.1%	Children	165	7.0%
Infomercial	59	5.1%	Infomercial	123	5.2%
Education and Culture	53	4.6%	Leisure	106	4.5%
Sports	39	3.4%	Sports	66	2.8%
Capital stock	36	3.2%	Folk and religion	38	1.6%
Folk and religion	24	2.0%			
<b>Total</b>	<b>1,153</b>	<b>100.0%</b>	<b>Total</b>	<b>2,347</b>	<b>100.0%</b>

As we can see from Table 6, with regards to complaints concerned with inappropriate content of general programs, 201 complaints (17.4%) were about harm to children and juveniles, followed by 200 complaints (17.3%) about comments on the overall broadcasting policies/regulations, 147 complaints (12.7%) about disrupting public order or adversely affecting good social customs, 145 complaints (12.7%) about no distinction between programs and commercials, and 115 complaints (10.0%) about comments on the contents, wording or schedule of certain channels/programs. These 5 kinds of complaints accounted for 70.1% of cases (808 cases).

**Table 6: Complaints by Type of Inappropriate Content (2012)**

Program Types	Inappropriate Contents	Cases	%
General programs	<b>Harm to children and juveniles</b>	<b>201</b>	<b>17.4%</b>
	<b>Disrupting public order or adversely affecting good social customs</b>	<b>147</b>	<b>12.7%</b>
	<b>No distinction between programs and commercials</b>	<b>145</b>	<b>12.7%</b>
	Inappropriate program rating	100	8.7%
	False or unjust contents	67	5.8%
	Commercials overrunning	37	3.2%
	Inappropriate commercial contents or scheduling	37	3.2%
	Changes without notice in advance	28	2.4%

	Illegal use of on-screen news flashes	17	1.5%
	Overwriting with local commercials	3	0.3%
Others	<b>Suggestions on the overall broadcasting policies/regulations</b>	200	17.3%
	<b>Comments on the contents, wording or schedule of certain channels/programs</b>	115	10.0%
	Responsibility of other authorities, not the NCC	24	2.1%
	TV signal problems	13	1.1%
	Regulation/information inquiries	6	0.5%
	Disregard for the professional ethics of journalism	6	0.5%
	Suggestions about the production of the program	4	0.3%
	Complaints' follow-up inquiries	3	0.3%
<b>Total</b>		<b>1,153</b>	<b>100.0%</b>

We can see from Table 7 that of all the 936 complaints regarding television news, 290 complaints (31.0%) were about false or unjust contents; second was suggestions on the overall broadcasting policies/regulations with 201 complaints (21.5%), including lack of international news, pretrial publicity, etc., reruns of news, redundant negative news, the use of event data recorder or internet video as news material, lack of professionalism by media practitioners, frivolous news, etc. Next was disregard for the professional ethics of journalism with 108 complaints (11.6%), and finally comments on the contents, ways of expression, or schedule of certain news channels with 95 cases (10.1%). These three most common TV news complaints accounted for 64.1% of all cases.

**Table 7: Complaints about Television News by Type of Inappropriate Content (2012)**

Program types	Inappropriate contents	Cases	%
Television news	<b>False or unjust contents</b>	<b>290</b>	<b>31.0%</b>
	No distinction between programs and commercials	93	9.9%
	Harm to children and juveniles	40	4.3%
	Disrupting public order or adversely affecting good social customs	32	3.4%
	Inappropriate commercial contents or scheduling	15	1.6%
	Illegal use of on-screen news flashes	20	2.2%
	Inappropriate program rating	12	1.3%
	Commercials overrunning	8	0.9%
	Changes without notice in advance	1	0.1%

	Others	<b>Suggestions on the overall broadcasting policies/regulations (lack of international news, redundant negative/criminal news, etc.)</b>	<b>201</b>	<b>21.5%</b>
		<b>Disregard for the professional ethics of journalism</b>	<b>108</b>	<b>11.6%</b>
		Comments on the contents, ways of expression, or schedule of certain news channels (biased standpoints of news broadcasting stations, etc.)	95	10.1%
		Complaints' follow-up inquiries	6	0.6%
		Responsibility of other authorities, not the NCC	6	0.6%
		Regulation/information inquiries	4	0.4%
		TV signal problems	3	0.3%
		Suggestions about the production of the program	2	0.2%
<b>Total</b>			<b>936</b>	<b>100.0%</b>

From Table 8, we can see that of all the 201 complaints made about television commercials/shopping channels, 84 (41.8%) were about inappropriate commercial contents or scheduling, followed by 46 (22.9%) about false contents, and 28 (13.9%) about harm to children and juveniles. These three most common complaints accounted for 78.6% of all complaints against inappropriate TV commercials/shopping channels in 2012.

**Table 8: Complaints about Television Commercials by Type of Inappropriate Content (2012)**

Program Types	Inappropriate Contents	Cases	%	
Television commercials/ shopping channels	<b>Inappropriate commercial contents or scheduling</b>	<b>84</b>	<b>41.8%</b>	
	<b>False contents</b>	<b>46</b>	<b>22.9%</b>	
	<b>Harm to children and juveniles</b>	<b>28</b>	<b>13.9%</b>	
	Commercials overrunning	13	6.4%	
	Disrupting public order or adversely affecting good social customs	8	4.0%	
	No distinction between programs and commercials	5	2.5%	
	Inappropriate program rating	2	1.0%	
	Overwriting with local commercials	1	0.5%	
	Others	Suggestions on the overall broadcasting policies/regulations (restricting commercial duration, overwhelming commercials of online games)	5	2.5%
		Regulation/information inquiries	3	1.5%

	Comments on certain commercials (undisguised contents, etc.)	2	1.0%
	Responsibility of other authorities, not NCC	2	1.0%
<b>Total</b>		<b>201</b>	<b>100.0%</b>

It can be seen from Table 9 that of all the 231 complaints about television talk shows, 66 (28.6%) were about false or unjust contents. The second most common complaint was disrupting public order or adversely affecting good social customs with 57 cases (24.7%). The third was comments on certain talk shows, which registered 30 cases (13.0%). The public were primarily concerned with the appropriateness of program guests and topics, and contents about slander or exaggeration, etc.

<b>Table 9: Complaints about Television Talk Shows by Type of Inappropriate Content (2012)</b>				
Program Types	Inappropriate Contents	Cases	%	
Talk Shows	<b>False or unjust contents</b>	<b>66</b>	<b>28.6%</b>	
	<b>Disrupting public order or adversely affecting good social customs</b>	<b>57</b>	<b>24.7%</b>	
	Harm to children and juveniles	16	6.9%	
	No distinction between programs and commercials	13	5.6%	
	Inappropriate program rating	7	3.0%	
	Inappropriate commercial contents or scheduling	2	0.9%	
	Propaganda of certain candidates during election campaigns	2	0.9%	
	Commercials overrunning	1	0.4%	
	Others	<b>Comments on certain talk shows (appropriateness of program guests, personal attack, appropriateness of topics, exaggeration, etc.)</b>	<b>30</b>	<b>13.0%</b>
		Comments on the overall broadcasting policies/regulations (over regulation, continually repeating the same topics, commentators discussing details of police investigations, rumor mongering, etc.)	22	9.5%
Disregard for the professional ethics of journalism		11	4.8%	
Responsibility of other authorities, not the NCC		2	0.9%	
Complaints' follow-up inquiries		1	0.4%	
TV or radio signal problems		1	0.4%	
<b>Total</b>		<b>231</b>	<b>100.0%</b>	

The NCC respects media professionalism and editorial independence. Nonetheless, the NCC deals with violations according to law.

Each of the following programs in Table 10 received more than ten complaints in 2012: LS TIME Movie Channel’s “The Silent Thrush”, Cti TV’s “University”, CTS’s “CTS Noon News”, iSET Taiwan Channel’s “Hand in Hand”, FTV’s “Feng Shui Family”, TVBS’s “2100 People Talks”, Cti News Channel’s “News Tornado”, FTV’s “Father and Son”, TVBS’s “News Night Club”, and STAR Chinese Channel’s “Gossip Queen.”.

**Table 10: Complaints about Television Programs (2012)**

Name of Program/Commercial	Channel	Type	Cases
The Silent Thrush	LS TIME Movie Channel	Drama	130
University	Cti TV	Variety show	76
CTS Noon News	CTS	News Report	65
Hand in Hand	iSET Taiwan Channel	Drama	58
Feng Shui Family	FTV	Drama	25
2100 People Talks	TVBS	Political talk shows	22
News Tornado	Cti News Channel	Political talk shows	19
Father and Son	FTV	Drama	18
News Night Club	TVBS	Political talk shows	17
Gossip Queen	STAR Chinese Channel	General talk shows	15

1. “The Silent Thrush” of LS TIME Movie Channel – 130 complaints

Complaints: The program showed close-up shots of women french kissing, expressing an implication of homosexuality, etc.

Decision of the NCC: The program violated the Regulations Governing the Classification of Television Programs, and LS TIME Movie Channel was fined NT\$300,000 by the NCC. The Commission was asked to explain the criteria behind the judgment and whether that meant that the NCC was discriminatory toward homosexuality. It was determined that certain content of the program violated regulation concerning the General Audiences Category: women wearing bikinis and sexual gestures on stage, a close-up shot of French kisses, caressing naked breasts, caressing buttocks, stripping, sexual acts, etc. Through inviting representatives of civil groups, experts and scholars, and broadcasters to attend the Radio and Television Contents Counseling Meetings, it was determined the program violated Regulations Governing the Classification of Television Programs, and was fined NT\$300,000 according to the decision of the Commission Meeting 507 on October 3, 2012. Punitive measures were undertaken because the program contained content of “inappropriate wording and actions” and “involving sexual intercourse, sexual desire or

implication of sex” during the time designated for General Audiences Category, not because of content homosexual in nature; the NCC respects diverse cultures. However, every program should be in accordance with relevant acts and regulations.

2. “University”– of Cti TV – 76 complaints

**Complaints:** On January 5, 2012, a university student described the experience of seeking medical advice, and criticized nursing staff without any supporting evidence, misleading the public perception of nursing staff. On April 16, 2012, jokes from guests seemed to prejudice aborigines and women, causing stereotyping.

**Decision of the NCC:** On January 19, 2012, the NCC forwarded the public complaints regarding the discriminatory remarks made by program guest to Cti TV in order that it should become more responsible for its contents and should avoid group labels or wrong stereotypes, which has a negative effect on society. Moreover, according to the Radio and Television Contents Counseling Meeting held on May 14, 2012, and the Commission Meeting 488 on June 6, 2012, the program was fined NT\$200,000 for violating Subparagraph 3, Article 17 and Subparagraph 5, Article 36 of Satellite Broadcasting Act because on April 16, 2012, “University” broadcast discrimination against gender and race and universally insulted aborigines and gender, affecting social harmony, disrupting public order or adversely affecting good social customs.

3. “CTS Noon News” of CTS – 65 complaints

**Complaints:** Inaccurate reporting about the Apr. 28 peace assembly activity in Malaysia. The contents were quoted out of context and were not verified. Moreover, the report did not present a full picture concerning the event, which was not a protest parade; consequently, it seriously misled viewers.

**Decision of the NCC:** After receiving numerous complaints, the NCC forwarded a letter to CTS for consultation and investigation. CTS reviewed the report, regretted the controversy, and issued a public apology on its website stating that it should respect people’s different political standpoints.

4. “Hand in Hand” of iSET Taiwan Channel – 58 complaints

**Complaints:** The drama contained exaggerated plots and violence to seek self-

gain, and potentially adversely affected good social customs. It may confuse ethical values and adversely affect children. It is not suitable for the General Audiences rating.

Decision of the NCC: According to the public opinion above, since some plots may adversely affect children, juveniles, and society, the NCC, on April 18 and October 31, 2012, asked iSET to present an explanation. It replied: “We’ve examined plots misleading audiences’ social values. From now on, we shall produce drama programs more carefully rewarding good ethical and moral behavior; we shall make sure the drama is in accordance with relevant acts and regulations, and provide entertainment and educational contents for audiences.” Moreover, the NCC forwarded the comments from the audience to the TV station 10 times to urge it to improve its self-regulation. the NCC will continue to pay attention to the situation and communicate with the TV station.

#### 5. “Feng Shui Family” of FTV – 25 complaints

Complaints: The program broadcast content harming juveniles and children and easily misleads children: extramarital relations, a councilor abusing his power and bullying others, hostage taking, gang murder and fighting, a minor drinking alcoholic beverages, and a drunk falling. In addition, there was too much product placement.

Decision of the NCC: After examining relevant content, the NCC deemed there was no violation of acts and regulations. The NCC has forwarded the comments from the audience to the TV station to improve and enhance its self-regulation. Owing to the complaints about product placement made on September 20, 2012, according to the Radio and Television Contents Counseling Meeting on November 27, 2012, and the Commission Meeting, the program was punished for violating Paragraph 1, Article 33 of Satellite Broadcasting Act, no distinction between programs and commercials.

#### 6. “2100 People Talks” of TVBS–22 complaints

Complaints: The program interviewed one of defendants involved in the “Makiyo incident”, Tomoyori Takateru. Interview questions were done like interrogations; besides, interview contents were also biased. The case was in judicial proceedings, which should not have been overstepped by the media.

Decision of the NCC: After the incident, some thought the media had responsibility for discovering the truth; on the other hand, many people complained that it gave undue coverage the incident and that the contents, such as the live interview with the defendant, were not appropriate. On March 1 and 5, 2012 the NCC forwarded the comments from the audience to the TV station for consultation, and invited people in charge to the commission to understand production procedure, procedures for invitation, topic choices, methods of expression (including news titles), self-regulation by news outlets and others internal control mechanism. The NCC asked TVBS to discuss how to decide broadcast time and presentation style, and how to implement self-regulation mechanism to maintain media professionalism and audiences' rights with its self-regulation committee.

7. "News Tornado" of Cti News Channel–19 complaints

Complaints: The host and guests' standpoints were biased. Guests were not from relevant professional backgrounds. Talks were alarmist with unreliable sources taken from the Internet. Broadcasting exaggeration and untruthful contents without any evidence misled the public.

Decision of the NCC: After examining relevant recording materials, the NCC determined the program did not violate acts and regulations. The NCC has forwarded the comments from the audience to the TV station, urging it to enhance its self-regulation.

8. "Father and Son" of FTV–18 complaints

Complaints: Sensationalist plots including violence, immorality, drugged-rape, voyeurism, inciting others to kill, and suicide were harmful to public order and social customs. These were bad examples that might mislead children and juveniles. It's not appropriate to broadcast as General Audiences Category.

Decision of the NCC: To prevent children from being adversely affected, the NCC examined the present classification, and forwarded the comments from the audience to the TV station to enhance its self-regulation.

9. "News Night Club" of TVBS–17 complaints

Complaints: Inviting the prime suspect Tsai of "sex party on the train" to appear on the program lacked morality and professionalism. The comments of the participants were not objective or just; statements

were also untrue. This leads to distorted values of the public, especially those of juveniles.

Decision of the NCC: On March 5, 2012, the NCC arranged talks with TVBS's general manager, program host, and production personnel to understand the company's production and broadcast standards. Also, NCC compiled principles of "social news" self-regulation and explanation, precedents and punishment records about moral standards and privacy in developed countries to serve as future reference.

#### 10. "Gossip Queen" of STAR Chinese Channel—15 complaints

Complaints: Topics concerning breast feeding and non-staple foods imparted inaccurate knowledge without verification. Female guests are usually scantily-clad, sexual innuendo in discussions; contents adversely affected the minds of children and juveniles.

Decision of the NCC: The NCC not only forwarded above comments from the audience to the TV station 7 times to improve and enhance its supervision, but also requested STAR Chinese Channel to present an explanation by letters on February 21, September 3 and October 31, 2012. In reply, the TV station stated that they had become more cautious with their production. With regards to breast feeding and non-staple foods, the NCC verified that the company's reaction on people's opinions at first was replying to those on its Facebook page and website. In addition, to ensure professional objectivity, the company invited Dr. Zhou-Huei Chen of Breastfeeding Association to supplement breastfeeding ideas on March 5 due to the previous discussion. Dr. Chen also explained that such ideas were neither right nor wrong.

### ◆ Complaints - Radio

Turning next to radio, we can see from figure 4 that there were 79 complaints about radio contents in 2012. Most of them were concerning general programs/commercials<sup>5</sup> (58.2%), followed by news and political talk shows (21.5%), other program types (11.4), and music programs (8.9%).

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<sup>5</sup> General programs refer to programming with diverse contents or complaints not against a specific program

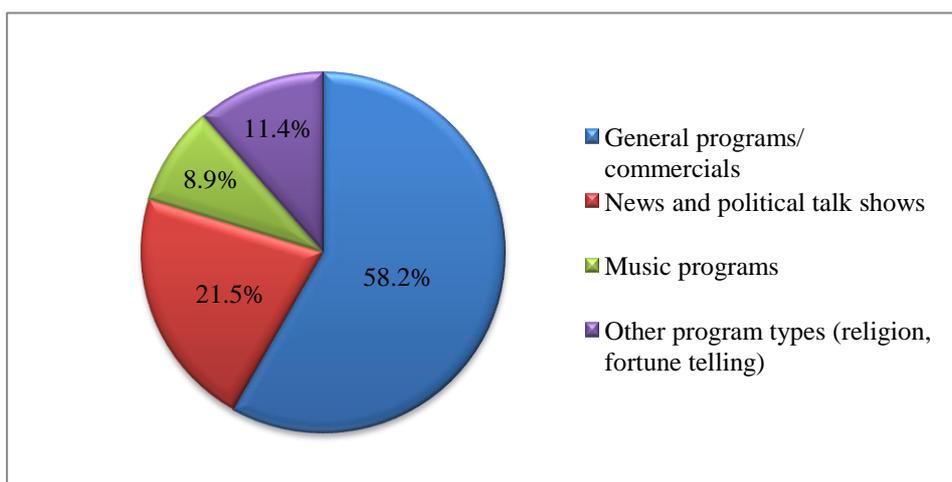


Figure 4: Complaints about Radio by Program Types (2012)

Further analysis of complaints concerning radio contents shows that most complaints were about comments on the contents, wording and time of certain radio channels/programs, with 19 complaints (24.1%), including inciting racial conflict, involving discrimination, politicians' inappropriateness to be radio hosts, insufficient professional backgrounds of hosts, reruns. This is followed by 16 complaints about no distinction between programs and commercials (20.2%), and 14 complaints about disrupting public order or adversely affecting good social customs (17.7%). These three common complaints account 62.0% in total.

**Table 10: Complaints: General radio programs/commercials in 2012: by type of inappropriate content**

Program types	Inappropriate contents	Cases	%
General radio programs/commercials	<b>No distinction between programs and commercials</b>	<b>16</b>	<b>20.2%</b>
	<b>Disrupting public order or adversely affecting good social customs</b>	<b>14</b>	<b>17.7%</b>
	False or unjust contents	9	11.4%
	Commercials overrunning	5	6.3%
	Inappropriate commercial contents or scheduling	4	5.0%
	Harm to children and juveniles	3	3.8%
	Inappropriate program rating	1	1.3%
	<b>Comments on the contents, wording and time of certain radio channels/programs (inciting races conflict, politicians not appropriate to be radio hosts, insufficient profession of hosts, etc.)</b>	<b>19</b>	<b>24.1%</b>
	Comments on the overall broadcasting policies/regulations (radio stations opening up, etc.)	2	2.5%
	Radio signal problems	2	2.5%
Regulation/information inquiries	1	1.3%	

		Responsibility of other authorities, not the NCC	1	1.3%
		Changes without notice in advance	1	1.3%
		Failure to meet specified quota of a certain language	1	1.3%
<b>Total</b>			<b>79</b>	<b>100.0%</b>

## ◆ Complaints - Internet

Turning last to the Internet, similar to problems in the real society, different areas fall under the responsibility of different authorities. The responsible competent authorities are to prosecute as legally required. For example, the Bureau of Industrial Development is in charge of the rating of online game contents; the Child Welfare Bureau of the Ministry of the Interior oversees contents related to violation of The Protection of Children and Juveniles Welfare and Rights Act; and for violations of the Criminal Code, the Criminal Investigation Bureau is responsible for investigation.

Although the NCC is not the competent authority in this regard, in order to prevent the public from being perplexed by which government department to complain to when they have questions about internet contents, the NCC, along with the Ministry of the Interior (the Child Welfare Bureau and the National Police Agency), the Ministry of Economic Affairs (the Commerce Industrial Services Portal and the Industrial Development Bureau) and the Ministry of Education coordinated to establish a means for the public to submit complaints about internet-related problems. Consequently, on August 2, 2010, the WIN portal ([www.win.org.tw](http://www.win.org.tw)), which is run by a civil organization, began operations.

According to the statistics compiled from the WIN portal, there were 8,914 complaints in 2012; online pornography accounted for 58.6% of all cases, higher than other type cases. In terms of IP addresses, 67% IP addresses were from abroad; although those are not within the jurisdiction, the WIN portal requested relevant parties abroad to remove pornography from the internet or advised them to undertake preventative measures. Moreover, the average time for dealing with each case was within 3 days; the total cases since the establishment of the WIN website until the end of 2012 amounted to 18,096.

People can also inquire on monthly reports through the WIN portal to see how the website functions.