



NCC Broadcasting Contents Supervision Report – Fourth Quarter 2009 (October ~ December)

NCC is an independent supervision agency for radio and television media. The supervision of contents of broadcasting is one of its primary administrative duties. The objective of this report is to provide data analysis of public complaints, records of NCC for the approval of punishments on violations of broadcasting-related regulations, and to bring increased awareness to the public of the recent efforts of the NCC in the supervision of broadcasting contents.

Public Complaints

Compiled from datum provided by the Complaints about Broadcasting Contents website (<http://freqdbo.ncc.gov.tw/PPCS/index.aspx>), created by NCC, statistics show a total of 748 public complaints about the broadcasting content of radio, television and the internet during the fourth quarter of 2009. The following is a categorized summary of the complaints made:

Table 1 illustrates that of the 748 public complaints about media contents in Q4 2009 (Oct - Dec), the greatest amount, 631, were about television (84.4%), followed by 89 complaints about internet content (11.9%) and 28 about radio content (3.7%).

Table 1: Public Complaints about Media in Q4 2009		
Media Type	No.	%
TV	631	84.4
Internet	89	11.9
Radio	28	3.7
Total	748	100.0

Table 2 shows that in Q4 2009, of the 631 complaints the public made about television content contents, 299 were about the content in television programs such as dramas, entertainment programs and infomercials (47.4%), followed by 243 complaints about news (38.5%), 48 about commercials/shopping channels (7.7%), 15 about general talk shows (2.4%), 13 about political talk shows (2.0%) and another 13 complaints regarding the jurisdiction of other government agencies (2.0%). It is apparent that the general public is most concerned about the broadcasting content of dramas, entertainment, infomercials, children’s programs, and news reports.

Table 2: Public Complaints about Television by Types in Q4 2009				
Show type		No.	%	
General programs ¹		299	<u>47.4</u>	
News		243	38.5	
Commercials/Shopping channels		48	7.7	
Talk shows	General	15	28	2.4
	Political	13		2.0
Complaints concerning other agencies		13	2.0	
Total		631	100.0	

There were 618 public complaints within the jurisdiction of NCC. If broken down by program types (as shown in Table 3), “news ” account for the most (39.3%), followed by “dramas” and “infomercials” (14.9% and 9.7%, respectively.) The program types mentioned above are those which the most complaints are about, accounting for more than 60%.

¹Refers to programs other than “news reports” and “talk shows” (dramas, entertainment, infomercials,, children’s programs, etc)

Table 3: Public Complaints about Television by Program Types in Q4 2009			
TV Program Types		No.	%
News		243	<u>39.3</u>
Dramas		92	14.9
Infomercials ²		60	9.7
Children's programs		53	8.6
Entertainments		45	7.3
Talk shows	General	15	2.4
	Political	13	2.1
Casual and recreational shows		9	1.4
Sports		3	0.5
Folklore and religious shows		3	0.5
Commercial/Shopping channels		48	7.8
Others		34	5.5
Total		618	100.0

Table 4 shows that in Q4 2009, there were 28 public complaints about radio: 21 about general programs (75.0%), followed by 3 complaints made for both news and political talk shows (10.7% each), and 1 about a show of other type (3.6%).

² Infomercial refers to a television program that is an extended advertisement including information or concept regarding life and consumption for viewers to choose or refer to.

The most common kinds of complaints were about the broadcasting time or language indicating specific programs, program content violating good social practice, and food advertisements promoting medicinal effects.

Table 4: Public Complaints about Radio by Types in Q4 2009		
Radio Types	No.	%
General programs ³	21	<u>75.0</u>
Musical programs	3	10.7
News and political talk shows	3	10.7
Programs of other types	1	3.6
Total	28	100.0

Table 5 shows that in Q4 2009, 89 complaints were made against internet contents; out of those 89 cases, 57 were against internet news, accounting for the most (64.0%), followed by 29 against non-news texts, video clips, and images (32.6%), 2 concerning the jurisdiction of other government agencies (2.3%), and 1 against IPTV and MOD content (1.1%).

The major public complaint about non-internet news texts, video clips and images was the animated contents of Dong Xin Wen (動新聞, or Mobile News), provided by Apple Daily, are harmful and not suitable for children and youngsters. Despite the term “News” being used, the contents of the internet “news” show clear intention and behavior of product placement marketing, causing users to feel deceived and violated.

Table 5: Public Complaints about Internet Contents by Types in Q4 2009		
Internet Content Types	No.	%
Internet news	57	<u>64.0</u>

³ A general program refers to a program that contains a wide spectrum of content, or does not receive any complaints from the public.

Non-news texts, video clips and images	29	32.6
Jurisdiction of other agencies	2	2.3
IPTV and MOD contents	1	1.1
Total	89	100.0

By summarizing the above, sorted by “types of public complaints,” there were 748 complaints in Q4 2009. Table 6 shows the types of complaints, numbers, and the percentage of each type of complaint.

Table 6: Public Complaint Types				
	Public Complaints	Items	No.	%
TV	General programs	No distinguishing program from advertisement	72	9.7
		Harm to children and youngsters	43	5.8
		Offense of good social practices	39	5.2
		Poor classification of programs	16	2.1
		Incorrect contents	12	1.6
		Changes without notice	4	0.5
		Local commercial overriding	5	0.7
		Inappropriate contents or arrangement of broadcasting of commercials	3	0.4
		Illegal use of caption inserts	2	0.3
		Commercial overtime	2	0.3
	Unjust contents	1	0.1	

		Others	100	13.4
	Subtotal		299	40.1
	General talk shows	Offense of good social practices	1	0.1
		Harm to children and youngsters	1	0.1
		No distinguishing program from advertisement	11	1.6
		Changes without notice	1	0.1
		Others	1	0.1
	Subtotal		15	2.0
	Political talk shows	Offense of good social practices	2	0.3
		Incorrect contents	4	0.5
		Unjust contents	3	0.4
		Others	4	0.5
	Subtotal		13	1.7
	News reports	Incorrect contents	140	18.7
		Others	55	7.4
		No distinguishing program from advertisement	26	3.5
		Unjust contents	8	1.0
		Offense of good social practices	6	0.8
		Harm to children and youngsters	5	0.7
		Poor classification of programs	2	0.3

		Changes without notice	1	0.1
	Subtotal		243	32.5
	Commercials	Inappropriate contents or arrangement of broadcasting of commercials	25	3.4
		Others	6	0.8
		Harm to children and youngsters	4	0.5
		Local commercial overriding	4	0.5
		Offense of good social practices	3	0.4
		Commercial overtime	3	0.4
		Unjust contents	2	0.3
		Illegal use of caption inserts	1	0.1
	Subtotal		48	6.4
	Jurisdiction of other agencies	Jurisdiction of other agencies	13	1.7
	Subtotal		13	1.7
	Total		631	84.4
Radio	General radio programs	Harm to children and youngsters	2	0.3
		Incorrect contents	1	0.1
		Commercial overtime	1	0.1
		Others	17	2.4
	Subtotal		21	2.9
	Musical programs	Offense of good social practices	1	0.1

		Incorrect contents	1	0.1
		Others	1	0.1
	Subtotal		3	0.3
	News and political talk shows	Harm to children and youngsters	2	0.3
		Others	1	0.1
	Subtotal		3	0.4
	Other types (religious programs, fortune telling shows, etc.)	Others	1	0.1
		Subtotal		1
	Total		28	3.7
Internet	Internet news	Offense of good social practices	6	0.8
		Harm to children and youngsters	10	1.3
		Incorrect contents	5	0.7
		Unjust contents	3	0.4
		Others	12	1.6
		Commercialization	21	2.9
	Subtotal		57	7.7
	Non-news texts, video clips and images	Offense of good social practices	5	0.7
Harm to children and youngsters		10	1.3	

		Incorrect contents	1	0.1
		Labeling not according to the Measure Governing the Rating System of Internet Content	1	0.1
		Others	12	1.6
	Subtotal		29	3.8
	IPTV and MOD contents	Others	1	0.1
	Subtotal		1	0.1
	Jurisdiction of other agencies	Jurisdiction of other agencies	2	0.3
	Subtotal		2	0.3
	Total		89	11.9
Grand total			748	100

Note 1: If the editing/scripts/music/songs/program hosts/guests/candidates and performance of a program has no violation of good social practices or legal requirements, the program is categorized as “others.”

Note 2: The following are some of the examples of “others”:

- TV programs (others): a complaint that replays of a certain program is excessively frequent; there is too much narration; the dubbing is off; the host or guest speaks or behaves inappropriately; the program is suggesting the broadcasting time and language of a certain show; etc.
- TV news and political talk shows (others): a complaint that the anchorman or reporter speaks inappropriately; the title of news is off; a host or guest expresses his/her political point of view or what he/she thinks about the news; etc.
- TV commercials/shopping channels (others): a complaint that the broadcasting of a certain commercial is excessively frequent; the spokesperson of a certain commercial is expressing his/her opinions; etc.
- Internet (others): a complaint that a website is expressing personal notes about the contents (of, for example, a piece of news); the access of brochure for website categorization system; etc.

The programs/commercials that received 10 or more complaints in Q4 2009 were *Parents of the World* (天下父母心) of SETTV Taiwan Channel, *One Piece* (航海王) of TTV, and *Wife's Home* (娘家) of Formosa TV (see Table 7):

1. A total of 56 complaints were about the program *Parents of the World* of SETTV Taiwan Channel. Most of them were complaints that the program may be adversely influential to children and youngsters, and not suitable for broadcasting for the whole family at 8:00pm. NCC has been monitoring this drama series, and found no violation of any applicable law. However, there are suspicions that the script of the drama is far removed from social reality. Punishment will be considered should there be any violation of applicable laws in the future.
2. In all, 38 complaints were made about the animation series *One Piece* of TTV, most about how the broadcaster dealt with smoking scenes in the animation. In principle, NCC respects the self-disciplinary actions taken by broadcasters based on autonomous editing for individual cases. However, all TV service providers are advised to deal with this situation in such a manner that it does not hinder the public rights of TV service, such as adding warnings, as an effort to avoid harmful influences to children and youngsters' mental health.
3. 12 complaints were about the drama series *Wife's Home* of FTV; major complaints were that the series contains product placement marketing; the contents are too violent and exaggerating, and against good social practices; the series is not suitable for broadcasting at 8:00pm. After the first radio and TV commercial consultant meeting of 2010 and the 342nd commission meeting, NCC found that the program *Wife's Home* violated paragraph 1, Article 33 of Radio and Television Act [there shall be clear distinguishing between program and commercial] on Nov 12 2009. A fine of NT\$ 420,000 will be placed according to subparagraph 1, Paragraph 4, Article 44 of the same act.

Table 7: Programs/Commercials that received 10 complaints or more in Q4 2009

Name of Program/Commercial	Name of TV Channel	Contents	No.
<i>Parents of the World</i>	SETTV Taiwan Channel	Drama	56
<i>One Piece</i>	TTV	Children	38
<i>Wife's Home</i>	Formosa TV	Drama	12

Approved Punishment for Broadcasting Content Violations

NCC has approved the punishments according to Radio and Television Act and Satellite Radio and Television Act in Q4 2009 (Oct - Dec) as follows:

◆ Radio

27 punishments were approved for radio services IN Q4 2009. The punishments consist of 9 warnings and 18 fines. In all, 19 violations were cases of no clear distinguishing between programs and commercials, 5 cases of commercial overtime, 2 cases of broadcasting unapproved by competent agency of public health, and 1 case of violation of applicable law (Pharmaceutical Affairs Act). The total amount of fines was NT\$531,000.

**Table 8: Radio Stations Approved for Punishments in Q4 2009
(By Type of Violation)**

Name of radio station	Radio frequency	Name of program	Violation	Fine (Amount)	No. of punishments in 2 years (regardless types)
Yunchia FM933	FM93.3	Health Bank Club (健康銀行俱樂部)	No distinguishing program from advertisement	150,000	5
Fuchen	FM91.1	24 Hours Everyday (天天24點)	No distinguishing program from advertisement	24,000	3
Cheng Sheng (Yunlin)	AM675	Miao Shou Hui Chuen (妙手回春)	No distinguishing program from advertisement	18,000	4
Sneg Nong Broadcasting	FM99.5	Health Gas Station (健康加油站)	No distinguishing program from advertisement	18,000	3
Jing Xi	AM1368	Huan Si You Le Ding (歡喜有樂町)	No distinguishing program from advertisement	18,000	3
Jing Sheng	FM92.1	Music Talk (音樂春秋)	No distinguishing program from advertisement	18,000	3
Da Chien Super 991	FM99.1	Super talk	No distinguishing program from advertisement	18,000	2
Dong Fang	FM99.5	Audience Club (聽友俱樂部)	No distinguishing program from advertisement	18,000	2
Jing Ma	FM99.3	Shen Tong Miao Fa Duan Yi Yang (神通妙法斷陰陽)	No distinguishing program from advertisement	18,000	2
Sky 969	FM96.9	Yu-Zhen Club	No distinguishing	13,500	3

		(余蔘俱樂部)	program from advertisement		
Bao Dao	FM99.3	53 Club (五三俱樂部)	No distinguishing program from advertisement	13,500	6
Dongshan River	FM105.5	Happy Early Train (快樂早班車)	No distinguishing program from advertisement	13,500	3
Voice of Tainan	FM92.7	Forever Young Club (不老俱樂部)	No distinguishing program from advertisement	13,500	2
Chung Hwa Broadcasting	AM1350	Voice of Taipei (台北之聲)	No distinguishing program from advertisement	Warning	4
Voice of Chiayi	FM91.3	Challenging Noble Medical Price (挑戰諾貝爾醫學獎)	No distinguishing program from advertisement	Warning	3
Da Bao San	FM92.5	Easy Train (輕鬆列車)	No distinguishing program from advertisement	Warning	3
Tian Nan	AM999	Youth Ridge (青春嶺)	No distinguishing program from advertisement	Warning	1
AsiaFM	FM92.7	More Fashion! (流行多一點)	No distinguishing program from advertisement	Warning	1
Mao Li	FM90.9	Fong-Shen Time (鳳仙時間)	No distinguishing program from advertisement	Warning	1
Da Xi	FM91.1	Dragon in the Sky (飛龍在天)	Commercial overtime	30,000	5
Voice of Taiwan	FM97.7	New Taiwan Life (台灣新生活)	Commercial overtime	30,000	5
Taiwan Chuen Min	FM98.1	World in Your Hand (世界一把抓)	Commercial overtime	Warning	4
Cheng Sheng (Taichung)	AM990	Folk Songs of Taiwan (台灣民謠)	Commercial overtime	Warning	3
Cheng Sheng (Taitung)	AM1269	Life Philosophy (人生哲學)	Commercial overtime	Warning	3
Pacific Radio	FM91.5	Jun Ping Club (峻平俱樂部)	Commercial not approved by competent agency of health	13,500	5

Sakura Radio	FM98.7	Jun Ping Club (峻平俱樂部)	Commercial not approved by competent agency of health	13,500	3
HSRadio	AM1152	A-Kun Club (阿昆俱樂部)	Violation of applicable law (Pharmaceutical Affairs Act)	90,000	3

◆ Television

In Q4 2009 (Oct - Dec), 89 punishments were approved for wireless television and satellite television broadcasting violations, including 4 warnings and 85 fines. In all, 41 were cases of no clear distinguishing between programs and commercials, 32 cases of violation of compulsory prohibition requirements (Cosmetics Sanitary Control Law), 10 cases of broadcasting content unapproved by competent agency of public health, 5 cases of violation of Regulations Governing the Classification of Television Programs, and 1 case of program or commercial broadcasting at the time or in the way that is not designated. The total amount of fines was NT\$ 24.5 million.

In Q4 2009 (Oct - Dec), 15 punishments were approved for non-wireless television and non-satellite television broadcasting violations, including 6 warnings and 9 fines. In all, 7 were for commercials played without the contents approved by the competent authority, 5 were for no clear distinguishing between programs and commercials, 2 cases were commercial overtime, and 1 case of violation of Regulations Governing the Classification of Television Programs. The total amount of fines was NT\$ 1.5 million.

**Table 9: Television Services Approved for Punishments in Q4 2009
(By Type of Violation)**

Wireless Television Channels			
Name of Channel	Violation	Fine (Amount)	No. of punishments in 2 years (regardless types)
Main channel, FTV	No distinguishing program from advertisement	2 840,000	26 6,870,000
Main Channel, CTV	No distinguishing program from advertisement	2 450,000	15 2,505,000

Main Channel, CTS	No distinguishing program from advertisement	1 150,000	2 165,000
Health and Recreation Channel, CTS	No distinguishing program from advertisement	1 (Warning)	1 0
Health and Entertainment Channel, TTV	No distinguishing program from advertisement	2 225,000	4 300,000
Main Channel, FTV	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	3 270,000	26 6,870,000
Main Channel, CTV	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	1 90,000	15 2,505,000
Main Channel, CTV	Regulations Governing the Classification of Television Programs	1 420,000	15 2,505,000
Main Channel, FTV	Regulations Governing the Classification of Television Programs	1 210,000	26 6,870,000
Main Channel, FTV	Broadcasting of commercial without the approval of competent agency	1 15,000	26 6,870,000
Main Channel, CTS	Broadcasting of commercial without the approval of competent agency	1 15,000	2 165,000
Main Channel, FTV	Broadcasting of program or commercial at the time or in the way that is not designated	1 15,000	26 6,870,000
Satellite Television Channels			
Name of Channel	Violation	Fine (Amount)	No. of punishments in 2 years (regardless types)
Azio TV	No distinguishing program from advertisement	4 3,200,000	24 12,700,000
Era Much TV	No distinguishing program from advertisement	4 3,200,000	21 7,900,000

Star TV, Chinese Channel	No distinguishing program from advertisement	3 800,000	8 1,500,000
Top TV	No distinguishing program from advertisement	2 1,600,000	13 8,800,000
Super Television	No distinguishing program from advertisement	2 1,400,000	13 8,000,000
CtiTV, News Channel	No distinguishing program from advertisement	2 1,200,000	7 3,000,000
ETTV News Channel	No distinguishing program from advertisement	2 800,000	8 2,350,000
CtiTV	No distinguishing program from advertisement	2 400,000	6 600,000
Gala TV, Ch27	No distinguishing program from advertisement	2 400,000	4 500,000
ETtoday	No distinguishing program from advertisement	1 800,000	11 7,000,000
Hollywood Movies	No distinguishing program from advertisement	1 800,000	10 7,000,000
News Channel, FTV	No distinguishing program from advertisement	1 600,000	10 3,150,000
JET	No distinguishing program from advertisement	1 600,000	15 7,200,000
CtiTV, Entertainment Channel	No distinguishing program from advertisement	1 400,000	8 900,000
Gala TV, Ch28	No distinguishing program from advertisement	1 200,000	2 200,000
Era news	No distinguishing program from advertisement	1 200,000	10 2,050,000
Taiwan TV (台灣綜合台)	No distinguishing program from advertisement	1 200,000	3 200,000

WTV	No distinguishing program from advertisement	1 (Warning)	7 800,000
Videoland General Channel	No distinguishing program from advertisement	1 (Warning)	1 0
SETTV Taiwan	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	7 700,000	13 2,100,000
Era Much TV	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	4 500,000	21 7,900,000
Azio TV	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	4 400,000	24 12,700,000
Star TV, Chinese Channel	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	3 300,000	8 1,500,000
News Channel, FTV	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)分	2 400,000	10 3,150,000
ETtoday	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	2 200,000	11 7,000,000
Gala TV, Ch41	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	2 200,000	2 200,000
MUCH TV	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	2 200,000	19 9,900,000
Gala TV, Ch27	Violation of compulsory or prohibitive requirement (Cosmetics Sanitary Control Law)	1 100,000	4 500,000
SETTV Metropolitan	Violation of compulsory or prohibitive requirement(Cosmetics Sanitary Control Law)	1 100,000	1 100,000

Animax	Commercial not approved by the competent authority	1 100,000	1 100,000
TACT TV	Commercial not approved by the competent authority	1 100,000	9 4,700,000
WTV	Commercial not approved by the competent authority	1 100,000	7 800,000
Top TV	Commercial not approved by the competent authority	1 100,000	13 8,800,000
JET	Commercial not approved by the competent authority	1 100,000	15 7,200,000
Pili TV Taiwan	Commercial not approved by the competent authority	1 100,000	1 100,000
Super Television	Commercial not approved by the competent authority	1 100,000	13 8,000,000
AXN	Commercial not approved by the competent authority	1 100,000	3 100,000
SETTV Taiwan	Regulations Governing the Classification of Television Programs	1 800,000	13 2,100,000
CtiTV, Entertainment Channel	Regulations Governing the Classification of Television Programs	1 300,000	8 900,000
Star Movies	Regulations Governing the Classification of Television Programs	1 (Warning)	2 0

**Non-wireless or Satellite Channels
(by Type of Violation)**

Name of Channel	Violation	Fine (Amount)	No. of punishments in 1 year (regardless types)
FubonMultimedia (Momo) (富邦媒體科技股份有限公司)	Commercial not approved by the competent authority	7 700,000	44 4,400,000

Tian Liang Life TV (天良生活綜合台)	No distinguishing program from advertisement	2 (Warning)	3 Warning
Shan Li Shan TV (山立山電視台)	No distinguishing program from advertisement	1 (Warning)	2 Warning
SJ TV (信吉電視台)	No distinguishing program from advertisement	2 800,000	7 800,000
Xin Da TV (信大電視台)	Commercial overtime	1 (Warning)	1 Warning
Tian Liang Life TV (天良生活綜合台)	Commercial overtime	1 (Warning)	3 Warning
ELTA General	Regulations Governing the Classification of Television Programs	1 (Warning)	1 Warning