

National Communications Commission Administration Plan 2009

1. Project of communications supervision and management policies

- (1) Promotion of mobile multimedia
 - a. Convene working group meeting of “mobile multimedia.”
 - b. Organize according to resolutions of group meetings.
 - c. Convene a public meeting.
 - d. Complete the organization of mobile multimedia.

- (2) Continue to review the control mechanism of price maximum
 - a. Convene working group meetings of “reviewing maximum of price adjustment.”
 - b. Analyze and determine investment and production value of related telecommunications business of its operators to count X value.
 - c. Announce invitations for suggestions online.
 - d. Convene hearings.
 - e. Announce X value of related business.

- (3) Conduct research of Taiwan’s video service competition under the trend of convergence
 - a. Compile information of current development of domestic video service.
 - b. Ascertain the future trend of Taiwan’s video services and digital applications.
 - c. Complete research reports of Taiwan’s video service competition under the trend of convergence.

- (4) Promote international exchanges and cooperation on communications
 - a. Organize international seminars or conferences on communications to shed light on the convergence of communications services.
 - b. Reinforce mutual visits of international communications organizations to establish long-term professional relationships.
 - c. Actively participate in meetings held by international communications organizations to safeguard rights of industries.
 - d. Organize bilateral or multilateral meetings on communications to reinforce Taiwan’s competitiveness of communications markets.
 - e. Organize delegations to attend international communications meetings and activities, and propose national stands and opinions of related issues.

- (5) Promote Internet WEB application service of e-trade services
 - a. Promote 2 e-trade services utilizing internet to offer online application services.
 - b. Promote 1 e-trade service through certificate.

- (6) Develop administrative information system of communications to respond to digital convergence
 - a. Complete installation, testing, educational training, and online function of radio stations,

- TV stations, and other systems.
- b. Integrate fee business and business of frequency utilization fees.
- c. Integrate convenience of e-websites.
- d. Integrate database systems of frequency inquiry.

2. Plans for communications supervision and management

- (1) To promote the universal service of Telecommunication and Broadcasting for reducing digital divide
 - a. Entrust neutral organizations to conduct assessment of the needs of tribes (neighboring), determine how to arrange construction of broadband internet, and informational education and equipments of administrative resources. Organize measures to promote broadband services in remote areas in the medium and long term.
 - b. According to suggestions from the entrusted research, promote policies of broadband services in tribes (neighboring), including arranging priorities of internet construction, number of tribes (neighboring) offered with services year by year, organizing educational training with cooperation from related administrations, and related measures of discount provided by operators.
 - c. Announce the acceptance of applications from cable TV operators for subsidies for the development of the cable TV industry. Encourage system operators to carry out construction in areas temporarily without services to promote the development of cable TV popularization.
 - d. Propose wireless TV broadcasting conditions and broadcasting needs of cable TV in areas with subsidies applied by cable TV operators. Conduct site visits in order to ratify construction or maintenance subsidies as soon as possible to accelerate construction progress.

- (2) Conduct entrusted questionnaire survey of satisfaction of the service quality of third generation communications businesses
 - a. Draft the plan for surveying consumer satisfaction of the third generation communications service.
 - b. Entrust institutions, organizations, consulting companies, or academic organizations as a righteous third party with experience of conducting surveys of satisfaction to conduct survey and assessment of quality of service.
 - c. Announce the result of surveys as reference for operators to improve service quality and for consumer information to review and to amend unreasonable service contracts provided by operators.

- (3) Review and amend unreasonable service contracts of telecommunications
 - a. Based on the results of the survey of quality of service, convene telecommunications operators to review contents of service contracts with disputes.
 - b. Request operators to amend unreasonable contents of service contracts as soon as possible, and announce to the public, according to regulations that safeguard consumers' rights.

(4) Conduct the auditing of telecommunications business

- a. Audit fixed and integrated network businesses, mobile communications businesses (2G), the third generation mobile communications businesses, and 1900MHZ Digital Low-power Cordless Telephone Services.
- b. Cross verify the communications accuracy through communications records among sending (transference) operators and actual calling methods.
- c. Verify the accuracy of bills through random sampling of bills from actual subscribers.
- d. Through the implementation of this plan, NCC can demand operators to rectify inaccurate charges, enhance the accuracy of charges, reduce the loss of consumers, and effectively safeguard consumers' rights.

3. Plans for communications resources

(1) Research spectrum application and supervisory and management policies of communications technologies

- a. Conduct research in 700 MHz spectrum arrangement worldwide and in international organizations.
- b. Analyze the current situation of Taiwan's 700MHz spectrum utilization.
- c. Conduct research in needs and application of 700MHz frequency for new wireless communications technologies.
- d. Conduct research in supervisory and management policies of spectrum worldwide.

(2) Enhance the efficiency of radio wave monitoring network to respond to the development of wireless broadband technologies

- a. Complete upgrading of software and hardware for two mobile monitoring stations.
- b. Complete the purchasing of materials needed by systems for normal operation.

(3) Complete the Telecommunications Number Administration System of telecommunications numbers

- a. Complete regulations for software bidding of Telecommunications Number Administration System.
- b. Complete bidding procedures of Telecommunications Number Administration System.
- c. Complete the software development of Telecommunications Number Administration System.
- d. Conduct user acceptance testing & operation and check-acceptance of Telecommunications Number Administration System.

(4) Promote how to correctly use amateur radios

- a. Complete two educational sessions.
- b. Produce clips for broadcasting media promotion.
- c. Print educational and promotional pamphlets.

4. Supervisory and management plans of communications technologies

- (1) Promote digital HDTV
 - a. Propose experimental and trial broadcasting reports of HDTV.
 - b. Amend regulations of HDTV technologies.
 - c. Hold conferences of HDTV development and trends.
- (2) Provide correct knowledge of electromagnetic wave of base stations to the public
 - a. Set the aims and targets of electromagnetic wave education.
 - b. Organize four educational activities and print educational and promotional pamphlets.
- (3) Introduce broadband technologies for telecommunications facilities in buildings

Complete drafts of building's fiber design standards and design examples.

5. Managing plans for communications industries

- (1) Promote mechanism of children internet security
 - a. Promote and carry out content filtering and rating system to protect children's security while using the internet.
 - b. Facilitate citizens' participation in internet management.
- (2) Organize "series activities – toward a healthy communications contents and environment"
 - a. Cooperate with the "complaint website of mass media contents" to hold "Series activities - toward a healthy environment of communications content." Based on announced analysis reports of complaints, collect related opinions to draft testing-type questionnaire.
 - b. Cooperate with the "complaint website of mass media contents" to hold numerous activities to encourage reporters of "complaints website of communications contents."
 - c. Construct a communication platform for citizens, operators, non-official organizations, students in communications departments, and official administrations, to understand conditions of citizens' participation in supervising media, understand structured problems of programs produced and broadcasted by operators, and propose analysis reports and suggestions for supervisory policies.
- (3) Propose suggestions to amend related regulations on government placement marketing
 - a. Invite scholars, experts, non-official organizations, and related administrations to discuss related measures.
 - b. Propose suggestions for regulation amendment.
 - c. Convene meetings or hearings to explain related regulations on whether the government can conduct placement marketing.
- (4) Conduct research in performance, production, and broadcasting principles of gender issues of TV programs

Conduct entrusted research projects of case analysis regarding the performance of gender issues in TV programs in order to understand the methods of how Taiwan's TV media deals with related contents. Propose preliminary principles of production and broadcasting of gender

issues.

(5) Promote TV access service for the disabled

Entrust organizations to conduct research in “TV access service for the disabled under digital convergence.” The research foci are as the following:

- a. Understand experiences and the trend of policy development in other countries where TV access services are promoted after digitization.
- b. Through focus discussions or in-depth interviews, determine (1)TV viewing behavior of the disabled; (2)need and assistant equipments of TV access for the disabled; (3)Contents and items of TV access services which can be offered by TV stations after digitization.
- c. Offer policy suggestions: In response to digital convergence, propose regulation and policy suggestions, and plan to promote the schedule and measures of TV access for the disabled. These provide NCC with references for promotion.

6. Plans for regulatory business

(1) Optimize related regulations of communications convergence

- a. Clarify core issues of related regulations of communications convergence.
- b. Integrate articles needing amendment under core issues of communications convergence regulations.
- c. Propose suggestions for amendment of related regulations to communications convergence.

(2) Draft regulations of commercial SPAM and organize international cooperation

- a. In response to the need of drafting “Anti-SPAM Regulations,” continue to collect and analyze new regulations in other countries and propose suggestions of amendment to digital convergence regulations.
- b. To cope with the content of “Anti-SPAM Regulations,” draft related regulations and organize practical procedures for supporting measures for group lawsuits, investigation of facts, and the processing of personal information.
- c. Reinforce the promotion of international cooperation to address international agreements, London Action Plan, and other international anti-SPAM actions; implement international anti-SPAM matters and increase number of nations which cooperate with the construction of national anti-SPAM networks.
- d. Based on the existing regulations, continue to supervise operators’ self-protection measures and educational activities for subscribers. Actively organize cross-department anti-SPAM working teams to integrate official power to maintain the order of internet utilization.

7. Plans for local supervision and management

(1) Examine controlled radio equipment manufacturers and illegal equipment

- a. Examine operators and stores which produce, import, and sell controlled

telecommunications radio equipments.

- b. Prevent illegal production, import, and selling of controlled telecommunications radio equipments.
- c. Examine 180 stores in one year.

(2) Clamp down on illegal radio stations

- a. Improve public awareness of legal broadcasting stations and safe drug use.
- b. Educate people offering illegal broadcast stations land, houses, and power with correct common lawful knowledge.
- c. Continue the operation of clamping down on illegal broadcasting stations, to avoid interfering with aviation communications and legal radio users. Clamp down on 95 illegal broadcasting stations.

(3) Conduct administrative examination of Type II telecommunications

- a. Determine whether services offered by Type II telecommunications operators follow supervisory and management regulations of communications.
- b. Determine whether the construction of internet facilities matches business plans.
- c. Determine whether the operators of simple resell or internet telephone services should send numbers of the original calling party in traffic in order to safeguard consumers' rights.
- d. Conduct 150 cases of administrative examination of Type II telecommunications business in one year.