



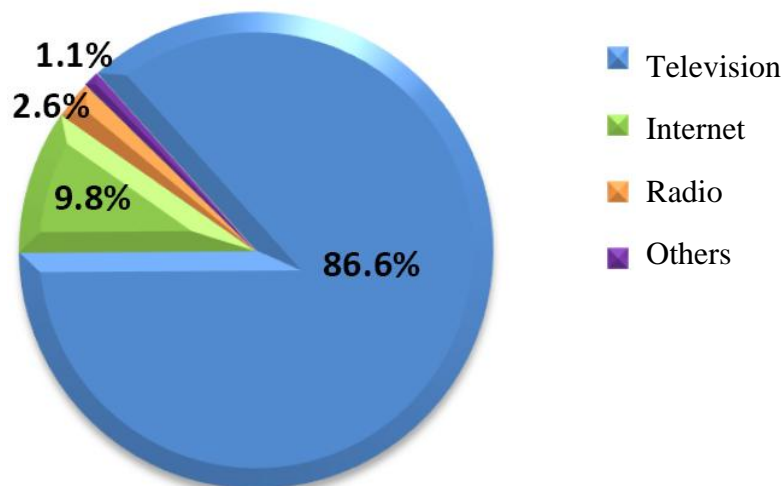
## NCC Broadcasting Contents Supervision Report – Third Quarter of 2010 (July-September)

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 posted by the general public on the Broadcasting Content Complaints Website and the subsequent disciplinary measures taken when broadcasting contents were found to violate television and radio regulations. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents by the NCC.

### ◆ Complaints – Overall

According to data on complaints about the contents of television, radio, and the Internet accumulated in the third quarter of 2010 (July-September), there were 1,116 complaints in total. By calculating and analyzing the types and number of complaints over this period, Figure 1 shows there were 966 complaints about television contents (86.6%), followed by 109 about internet contents (9.8%), 29 about radio contents (2.6%), and 12 about other contents (1.1%).<sup>1</sup>

Figure 1: Complaints in the third quarter of 2010: by media types



<sup>1</sup> These complaints are not related to broadcasting contents and fall under the responsibilities of other authorities. Examples include newspapers, films, and exhibitions.

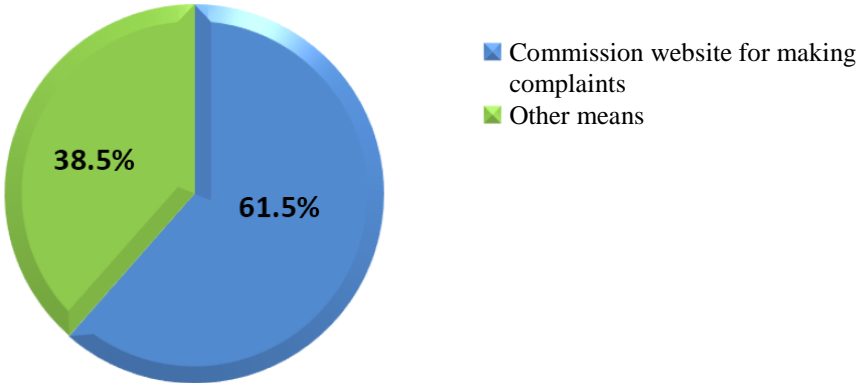
From Table 1, sorted by gender and media types, we can see that of all the 1,116 complaints, 939 (84.1%) were made by males, whereas 156 (14%) were made by females, with 21 (1.9%) complaints made by people not specifying their gender. For complaints about television programs, 835 were made by male viewers, 111 by female viewers, and 20 by people not specifying gender. For complaints about radio programs, 18 were made by male listeners, and 11 by female. For complaints about internet contents, 77 were made by males, 31 by females, and 1 by not specifying gender. For complaints about other programs, 9 were made by males, and 3 by females.

There is a significant difference between the genders of people complaining, with 84.1% complaints made by males and 14% by females. However, it should be noted that it was the “number of complaints” which were calculated rather than the “number of people”. Among the complaints made in the third quarter, 217 originated from the same mailbox (marked as male), which equaled to 19.4% of the total number of complaints and 23.1% of complaints made by males.

Table 1: Audience’s complaints in the 3rd half-year of 2010: by gender			
Gender	Male	Female	Not specified
Media type			
Television	835	111	20
Radio	18	11	0
Internet	77	31	1
Other	9	3	0
<b>Total</b>	<b>939</b>	<b>156</b>	<b>21</b>
<b>%</b>	<b>84.1%</b>	<b>14%</b>	<b>1.9%</b>

Figure 2 shows 686 complaints (61.5%) were made through the commission’s website specifically set up for this purpose, <http://freqdbo.ncc.gov.tw/ppcs>, while 430 complaints (38.5%) were made through other means such as telephoning to the commission, emailing, and forwarded cases from other agencies.

**Figure 2: Complaints in the third quarter of 2010: by means**



From Table 2, sorted by the type of inappropriate contents, one sees there were 5 major types of complaints: 149 complaints (13.4%) were about inappropriate program rating, followed by 147 complaints (13.2%) about no distinction between program and commercials, 108 complaints (9.7%) about commercials overrunning, 91 complaints (8.2%) about contents being harmful to children and youths, and 86 complaints (7.7%) about violation of good ethical and moral standards. Table 2 shows the items, number of complaints, and percentages in more detail.

<b>Table 2: Complaints in the third quarter of 2010: by type of inappropriate contents</b>		
Item	No.	%
<b>Inappropriate program rating</b>	<b>149</b>	<b>13.4%</b>
<b>No distinction between programs and commercials</b>	<b>147</b>	<b>13.2%</b>
<b>Commercials overrunning</b>	<b>108</b>	<b>9.7%</b>
<b>Harm to children and youths</b>	<b>91</b>	<b>8.2%</b>
<b>Violation of good ethical and moral standards</b>	<b>86</b>	<b>7.7%</b>
False or unjust contents	85	7.6%
Inappropriate commercial contents or play schedule	76	6.8%
Complaints about the same case or subsequent questions	63	5.6%
Violation of journalistic ethics and professionalism (inappropriate reports, lack of professionalism, distortion of value systems, quoting sources from the internet without further investigation, lack of news diversity, violation of human rights, and frequent replays of similar news, etc.)	58	5.2%
Exaggeration of the effects of health foods, drugs, or religious services on infomercial programs and commercials	37	3.3%
Comments on the contents, languages, or schedules of certain channels, programs, commercials, and internet pages (replays of certain programs too frequently, too much narration, poor translation, plagiarism, influence of certain contents on individuals etc.)	33	3.0%
Illegal use of on-screen news flashes	29	2.6%
Involvement of other authorities*	22	2.0%
Overwriting with local commercials	20	1.8%
Comments on the direction of programs (reducing the number of Korean soap operas, which cause cultural invasion, promoting good ethical standards in the program, noticing the needs of minority groups, adding more subtitles for programs in foreign languages, maintaining local culture, etc.)	16	1.4%
Regulation inquiries and suggestions	14	1.3%
Reporting on sales of uncertified cell phones from China on the Internet	12	1.1%
Commercialization (Internet news)	10	0.9%
Suggestions on the overall broadcasting management policies/regulations	9	0.8%
Too much infomercial /commercial which violates consumers' right to listen/watch	8	0.7%
Telecom fees and consumer disputes	8	0.7%
Sales of counterfeit drugs or drugs of poor quality over radio stations, service flaws of religious charges	7	0.6%
Changes without notice in advance	6	0.5%
Requests for the system platform to broadcast a specific channel/program	5	0.4%

Failure to present the rating according to the Internet Content Rating regulations	4	0.4%
Incomplete complaints	4	0.4%
Too much spam email	4	0.4%
Adult entertainment channel management	3	0.3%
Consumer disputes (TV shopping, online shopping)	2	0.2%
<b>Total</b>	<b>1,116</b>	<b>100%</b>

\*Note: Complaints belonging to the responsibilities of other authorities in this table include 12 complaints about non broadcasting contents and 10 Internet complaints. (Please see page 16 of this report.)

### ◆ Complaints – Television

Turning first to television in more detail, Figure 3 shows that of all the 966 complaints about television programs, most complaints (up to 537 complaints, 55.6%) were about general programs<sup>2</sup> such as dramas, entertainment shows, and infomercial programs<sup>3</sup>. There were also 261 complaints (27%) about news reports, 110 complaints (11.4%) about television commercials, 39 complaints (4%) about general talk shows, and 19 complaints (2%) about political talk shows.

**Figure 3: Complaints in the third quarter of 2010: by program types**

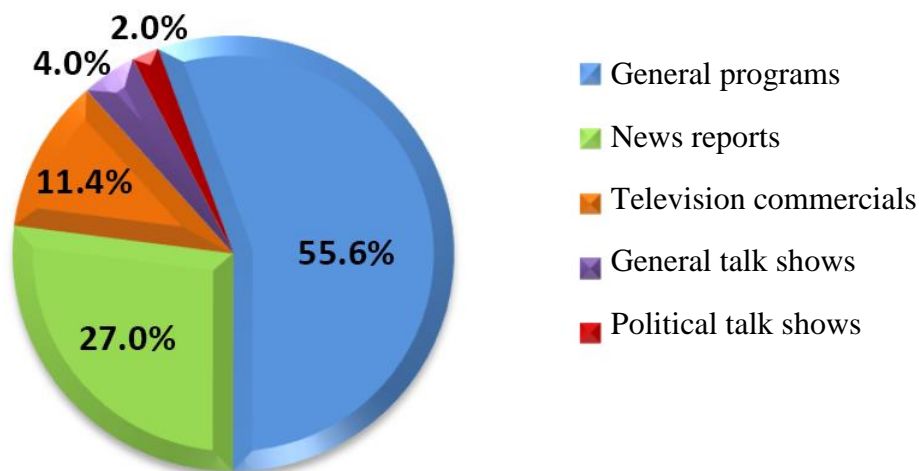


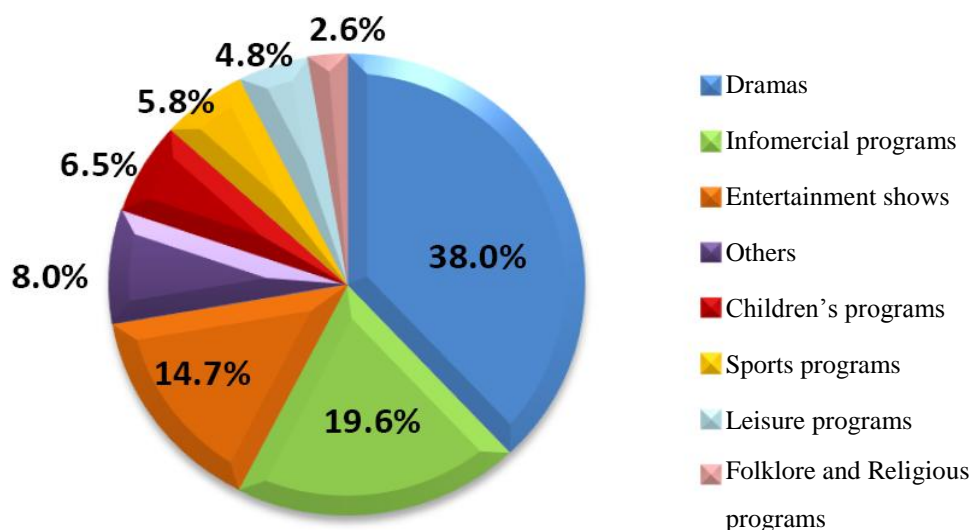
Figure 4 shows that for the 537 complaints about general programs, 204 (38%) were about “dramas”, followed by 105 (19.6%) about “infomercial programs”, and 79 (14.7%) about “entertainment shows”. Most complaints were about these three types of inappropriate contents in the general programs, accounting for 72.3%. The remaining 43 (8%) were about other non-specific programs, 35 (6.5%) of which were about children’s programs, 31 (5.8%) about sports programs, 26 (4.8%) about leisure programs, and 14 (2.6%) about folklore and

<sup>2</sup> General programs refer to programs other than “news reports” and “general talk shows”, including dramas, entertainment shows, infomercial programs, and children’s programs.

<sup>3</sup> An infomercial program refers to a program which provides information or concepts about life and consuming for the audience’s reference.

religious programs.

**Figure 4: Complaints about television in the third quarter of 2010: by program types**



As we can see from Table 3, with regards to complaints about general programs, 134 complaints (25%) were about inappropriate program rating, followed by 88 (16.4%) about no distinction between programs and commercials, 57 (10.6%) about commercials overrunning, 42 (7.8%) about violation of good ethical and moral standards, and 38 (7.1%) about harm to children and youths. Most complaints were about these five types of inappropriate contents in the general programs, accounting for 66.9%. In addition, there were 86 complaints (15.9%) in other areas which are not related to violation of good ethical and moral standards or laws.

**Table 3: Audience's complaints in the third quarter of 2010: by type of inappropriate contents**

Program types	Inappropriate contents	Number	%
General programs	<b>Inappropriate program rating</b>	<b>134</b>	<b>25.0%</b>
	<b>No distinction between programs and commercials</b>	<b>88</b>	<b>16.4%</b>
	<b>Commercials overrunning</b>	<b>57</b>	<b>10.6%</b>
	<b>Violation of good ethical and moral standards</b>	<b>42</b>	<b>7.8%</b>
	<b>Harm to children and youths</b>	<b>38</b>	<b>7.1%</b>
	Exaggeration of the effects of health foods, drugs, or religious services on infomercial programs and commercials	21	3.9%
	Overwriting with local commercials	20	3.7%
	Inappropriate commercial contents or play schedule	19	3.5%
	False or unjust contents	14	2.6%

	Illegal use of on-screen news flashes	12	2.2%	
	Changes without notice in advance	6	1.1%	
	Complaints about the same case or subsequent questions	27	5.0%	
Others	Comments on the contents, languages or schedule of certain channels, programs, commercials, and internet pages (replay of certain programs too frequently, too much narration, poor translation, plagiarism, influence of certain contents on individuals, etc.)	20	3.7%	
	Comments on the direction of the programs (reducing the number of Korean soap operas, which cause cultural invasion, promoting good ethical standards in the programs, noticing the needs of minority groups, adding more subtitles for programs in foreign languages, maintaining local culture, etc.)	15	2.8%	
	Suggestions on the overall broadcasting management policies/regulations	6	1.1%	
	Too many infomercials	6	1.1%	
	Regulation inquiries and suggestions	4	0.7%	
	Requests for the system platform to broadcast a specific channel/program	4	0.7%	
	Adult entertainment channel management	3	0.6%	
	Incomplete complaints	1	0.2%	
	<b>Subtotal for Other complaints</b>		<b>86</b>	<b>15.9%</b>
	<b>Total</b>		<b>537</b>	<b>100.0%</b>

Note: Those not violating good public order and morality, legal requirements, or bans are classified as “others”.

From Table 4 we can see the 261 complaints about television news in more detail; there were 57 complaints (21.8%) about violation of journalistic ethics and professionalism, followed by 49 complaints (18.8%) about commercials overrunning, 39 complaints (14.9%) about no distinction between programs and commercials, and 37 (14.2%) about false or unjust contents. Most complaints about television news were about these four types of inappropriate contents, accounting for 69.7%. There were 79 complaints (30.2%) categorized as “Others”.

**Table 4: Complaints about television news in the third quarter of 2010: by type of inappropriate contents**

Program types	Inappropriate contents	Number	%
Television news	<b>Commercials overrunning</b>	<b>49</b>	<b>18.8%</b>
	<b>No distinction between programs and commercials</b>	<b>39</b>	<b>14.9%</b>

	<b>False or unjust contents</b>	<b>37</b>	<b>14.2%</b>
	Harm to children and youths	14	5.4%
	Illegal use of on-screen news flashes	14	5.4%
	Violation of good ethical and moral standards	12	4.6%
	Inappropriate program rating	11	4.2%
	Inappropriate commercial contents or play schedule	6	2.3%
Others	Violation of journalistic ethics and professionalism (inappropriate reports, distortion of value systems, lack of professionalism, quoting sources from the internet without further investigation, lack of diversity in news, violation of human rights, frequent replays of similar news, and too many reports on damage caused by typhoons, etc.)	57	21.8%
	Complaints about the same case or subsequent questions	16	6.1%
	Regulation inquiries and suggestions	3	1.1%
	Suggestions on the overall broadcasting management policies/regulations	2	0.8%
	Incomplete complaints	1	0.4%
	<b>Subtotal for Other complaints</b>	<b>79</b>	<b>30.2%</b>
<b>Total</b>		<b>261</b>	<b>100%</b>

Note: Those not violating good public order and morality, legal requirements, or bans are categorized as “others”.

From Table 5, we can see that of all the 110 complaints about television commercials, 45 (40.9%) were about inappropriate contents or schedule, followed by 22 complaints (20%) about harm to children and youths, and 15 (13.6%) about exaggeration of the effects of health foods, drugs, or religious services. There were 11 complaints (9.9%) in the “others” category.

In further analysis of complaints about individual commercials, the commercial for the Ghost House in Janfusun Fancy World received 24 complaints, followed by 8 for Kymco Racing motorbikes. In addition, 8 complaints were about the inappropriate contents of trailers for horror movies.

Most complaints about the commercial for the Ghost House in Janfusun Fancy World mentioned “over-horrifying contents, terrifying and disturbing snapshots, and the adverse influence on children and youths”. In accordance with administrative procedure, the commission will propose the commercial to be discussed at the relevant consultation meeting of radio and television programs and commercials. The commission has forwarded related documents to the advertiser Janfusun Fancy World Co. Ltd. for future improvement. The commission has also asked the Association of Terrestrial Television Networks, Taiwan, R.O.C. and the Satellite Television Broadcasting Association R.O.C. to inform their members to activate self-discipline mechanism. The members are advised to determine with care what

commercials are to be broadcast between 9pm and 6am.

Table 5: Complaints about television commercials in the third quarter of 2010: by type of inappropriate contents				
Program types	Inappropriate contents	Number	%	
Television commercials/ infomercial programs	<b>Inappropriate commercial contents or play schedule</b>	<b>45</b>	<b>40.9%</b>	
	<b>Harm to children and youths</b>	<b>22</b>	<b>20.0%</b>	
	<b>Exaggeration of the effects of health foods, drugs, or religious services on infomercial programs and commercials</b>	<b>15</b>	<b>13.6%</b>	
	Violation of good ethical and moral standards	11	10.0%	
	False contents	6	5.5%	
	Others	Comments on certain commercials (plagiarism, inappropriate language, and annoying contents, etc.)	5	4.5%
		Regulation inquiries and suggestions	3	2.7%
		Complaints about the same case or subsequent questions	2	1.8%
		Consuming disputes	1	0.9%
	<b>Subtotal for Other complaints</b>		<b>11</b>	<b>9.9%</b>
<b>Total</b>		<b>110</b>	<b>100.0%</b>	

Note: Those not violating good public order and morality, legal requirements, or bans are categorized as “others”.

From Table 6 we can see that of all the 58 complaints about television talk shows, 17 (29.3%) complaints were about no distinction between programs and commercials. These complaints mentioned that the programs were suspected of promoting and marketing certain products. In addition, there were 15 (25.9%) about false or unjust contents, with 12 among them claiming that the contents in political talk shows were false or unjust. The third most common complaint was about violation of good ethical and moral standards, with 8 complaints (13.8%) falling into this category.

Table 6: Complaints about television talk shows in the third quarter of 2010: by type of inappropriate contents			
Program types	Inappropriate contents	Number	%
Talk shows	<b>No distinction between programs and commercials</b>	<b>17</b>	<b>29.3%</b>
	<b>False or unjust contents</b>	<b>15</b>	<b>25.9%</b>



	<b>Violation of good ethical and moral standards</b>	<b>8</b>	<b>13.8%</b>
	Inappropriate program rating	4	6.9%
	Illegal use of on-screen news flashes	3	5.2%
	Commercials overrunning	1	1.7%
	Harm to children and youths	1	1.7%
	Others		
	Complaints about the same case or subsequent questions	5	8.6%
	Comments on certain commercials (inappropriate language, and encouragement for continuation of certain programs, etc.)	3	5.2%
	Suggestions on the overall broadcasting management policies/regulations	1	1.7%
	<b>Subtotal for Other complaints</b>	<b>9</b>	<b>15.5%</b>
<b>Total</b>		<b>58</b>	<b>100.0%</b>

Note: Those not violating good public order and morality, legal requirements, or bans are categorized as “others”.

In the third quarter (July-September) of 2010, the programs receiving more than 10 complaints were “The Parents (天下父母心)” of Sanli Taiwan Channel and “Life of Night Market (夜市人生)” of FTV (see Table 7):

<b>Table 7: Complaints about television programs/commercials in the third quarter of 2010:</b>			
Name of program/commercial	Channel	Type	Number
Life of Night Market	FTV	Drama	32
The Parents	Sanlih Taiwan Channel	Drama	24

1. “Life in Night Market” of FTV - 32 complaints

Complaints: The content of this program was exaggerated and illogical; for instance, scenes which included the torturing of others by plotting and scheming against them, intervening in another person’s marriage, and fighting and harming people with guns and thick sticks, etc. Viewers expressed concerns that such scenes would violate the good ethical and moral standards of the society, and that the program is not suitable for the entire family or for prime time broadcasting (8pm).

Action of the NCC: The NCC has given a copy of the viewer’s comments to FTV and communicated with FTV staff to offer administration guidelines. FTV was asked to reinforce its internal control and take care that its program does not detrimentally affect the society. For any further violations of the Radio and Television Act, the law will be

swiftly enforced.

2. “The Parents” of Sanlih Taiwan Channel -24 complaints

Complaints: The contents of this program involved revenging, instigation, scheming, abetting murder, kidnapping, and fighting, etc. This may lead to the anti-social behavior of children and youngsters. It should not be played for the entire family to watch at 8 o'clock prime time.

Action of the NCC: The NCC has given a copy of the viewer’s comments to FTV and communicated with FTV staff to offer administration guidelines. FTV was asked to reinforce its internal control and take care that its program does not detrimentally affect the society. For any further violations of the Satellite Broadcasting Act, the law will be swiftly enforced.

**◆ Punishment – Television**

In the third quarter of 2010 (July – September) there were 105 incidents of imposed punishments on television businesses (television, satellite and non-television non-satellite channels), including 7 warnings (5 cases of no distinction between programs and commercials; 2 cases of inappropriate program rating) and 98 fines totaling NT\$40,280,000. When arranged by type of violations, we can see that 75 were due to no distinction between programs and commercials, 8 were violations of the Regulations Governing the Classification of Television Programs, 8 were for commercials overrunning, 7 were for commercials played without the contents approved by the competent authority, 5 were violations of legally compulsory requirements or bans (violations of the Futures Trading Act and the Children and Youth Welfare Act), and 2 were violations of good public order and morality (see Table 8).

Table 8: Television punishment records in the third quarter of 2010 by channel			
Television channels			
Channel	Violation	Number	Amount
FTV	No distinction between programs and commercials	4	2,160,000
TTV	No distinction between programs and commercials	3	1,200,000
CTS	No distinction between programs and commercials	3	1,140,000
TTV	No distinction between programs and commercials	3	600,000
CTV	No distinction between programs and commercials	3	375,000
CTS	No distinction between programs and commercials	3	225,000
CTV	No distinction between programs and commercials	2	600,000
FTV	Violation of the Regulations Governing the Classification of Television Programs	1	300,000

FTV	Commercials played without the contents approved by the competent authority (Article 33, Radio and Television Act)	1	150,000
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Satellite television channels			
Channel	Violation	Number	Amount
Cti TV	No distinction between programs and commercials	5	3,400,000
ETTV	No distinction between programs and commercials	4	2,800,000
Star TV Chinese	No distinction between programs and commercials	4	2,600,000
Champion TV	No distinction between programs and commercials	4	800,000
AZIO	No distinction between programs and commercials	3	2,600,000
JET	No distinction between programs and commercials	3	2,200,000
Super TV	No distinction between programs and commercials	3	2,000,000
Videoland Entertainment Channel	No distinction between programs and commercials	3 (including 1 warning)	800,000
Gold Sun TV	No distinction between programs and commercials	3 (including 2 warning)	600,000
Videoland	No distinction between programs and commercials	3 (including 1 warning)	200,000
ET V	No distinction between programs and commercials	2	1,200,000
Cti Entertainment	No distinction between programs and commercials	2	1,000,000
GTV Channel 1	No distinction between programs and commercials	2	1,000,000
Hollywood Movie Channel	No distinction between programs and commercials	2	900,000
AXN	No distinction between programs and commercials	2	800,000
Taiwan TV	No distinction between programs and commercials	2	800,000
Videoland	No distinction between programs and commercials	2	400,000
Pili TV	No distinction between programs and commercials	2 (including 1 warning)	100,000
World TV	No distinction between programs and commercials	1	400,000
TITV Financial	No distinction between programs and commercials	1	200,000
Cti News	No distinction between programs and commercials	1	1,000,000
FTV News	Commercials overrunning	3	1,500,000
TVBS News	Commercials overrunning	2	1,000,000
World TV	Commercials overrunning	1	600,000
MUCH TV	Commercials overrunning	1	400,000
ETTV News	Commercials overrunning	1	300,000
Star Movies	Violation of the Regulations Governing the Classification of Television Programs	3	900,000
Sanli Taiwan Channel	Violation of the Regulations Governing the Classification of Television Programs	1	600,000
FLTV	Violation of the Regulations Governing the Classification of Television Programs	1	400,000
GTV Channel 1	Violation of the Regulations Governing the Classification of Television Programs	1	Warning
Champion TV	Violation of the Regulations Governing the Classification of	1	Warning

Television Programs			
Top TV	Commercials not approved by the competent authority (Article 22, Satellite Broadcasting Act)	1	200,000
Cti Entertainment	Commercials not approved by the competent authority (Article 22, Satellite Broadcasting Act)	1	100,000
Z Channel	Commercials not approved by the competent authority (Article 22, Satellite Broadcasting Act)	1	100,000
Cti TV	Commercials not approved by the competent authority (Article 22, Satellite Broadcasting Act)	1	100,000
ETTV	Commercials not approved by the competent authority (Article 22, Satellite Broadcasting Act)	1	100,000
Gold Sun TV	Commercials not approved by the competent authority (Article 22, Satellite Broadcasting Act)	1	100,000
CSTV	Violation of legally compulsory requirements or bans (Futures Trading Act )	2	400,000
Net TV	Violation of legally compulsory requirements or bans (Futures Trading Act )	1	300,000
Heng-sheng Financial News	Violation of legally compulsory requirements or bans (Futures Trading Act )	1	200,000
CSTV	Violations of good public order and morality	1	200,000
ETTV Financial News	Violations of good public order and morality	1	200,000
Era news	Violation of legally compulsory requirements or bans (Children and Youth Welfare Act)	1	30,000
Channels other than regular or satellite channels			
Channel	Violation	Number	Amount
Shi Xin TV Channel 1 (世新綜合1台 )	Commercialization of programs	1	Warning
Tung Fang Ching TV (東方青綜合台)	Commercialization of programs	1	Warning

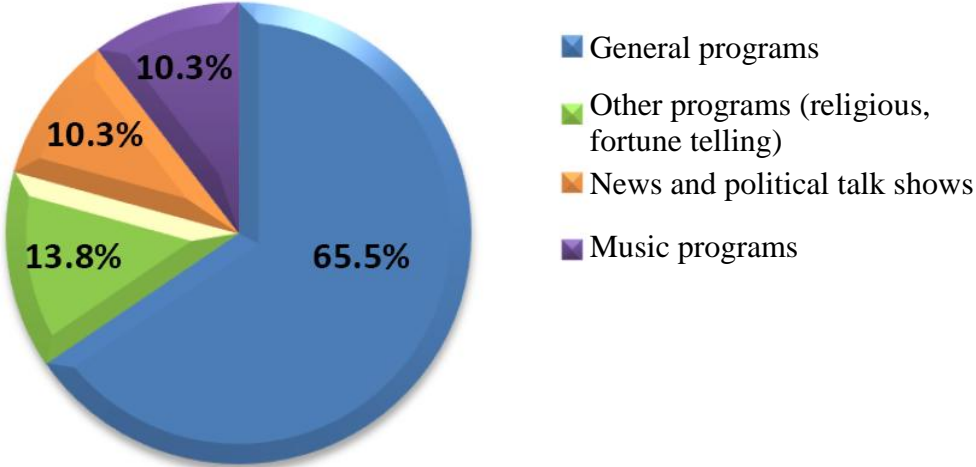
## ◆ Complaints - Radio

Turning next to radio, from Figure 5 we can see there were 29 complaints about radio programs. Most of them were about general programs<sup>4</sup>/commercials (19 complaints, 65.5%), followed by 4 (13.8%) about other types of programs (religious, fortune telling), 3 (10.3%)

<sup>4</sup> "General program" refers to programs with various types of contents, or the complaints that were not about a specific program.

about news and political talk shows and 3 (10.3%) about music programs.

**Figure 5: Complaints about radio in the third quarter of 2010 by program types**



For further analysis, Table 9 shows that there were 8 complaints (27.6%) about the sales of counterfeit drugs or drugs of poor quality over radio stations and service flaws of religious charges. This is followed by 4 (13.8%) complaints about the violation of good public order. There were 3 (10.3%) each about inappropriate commercial contents or play schedule and no distinction between programs and commercials. In addition, there were 4 complaints (13.8%) about the same case or subsequent questions and 8 (27.5%) in the “others” category.

**Table 9: Complaints about general radio programs in the third quarter of 2010: by type of inappropriate contents**

Program types	Inappropriate contents	Number	%	
General programs/ commercials	<b>Sales of counterfeit drugs or drugs of poor quality over radio stations and service flaws of religious charges</b>	<b>8</b>	<b>27.6%</b>	
	<b>Violation of good public order</b>	<b>4</b>	<b>13.8%</b>	
	Inappropriate commercial contents or play schedule	3	10.3%	
	No distinction between programs and commercials	3	10.3%	
	False or unjust contents	2	6.9%	
	Commercials overrunning	1	3.4%	
	Others	Complaints about the same case or subsequent questions	4	13.8%
		Regulation inquiries and suggestions	2	6.9%
		Comments on the direction of the program (spreading local culture)	1	3.4%
		Expression of personal comments on certain program hosts	1	3.4%
<b>Subtotal for Other complaints</b>		<b>8</b>	<b>27.5%</b>	
<b>Total</b>		<b>29</b>	<b>100.0%</b>	

Note: Those not violating good public order and morality, legal requirements, or bans are categorized as “others”.

### ◆ Punishment - Radio

All in all, there were 35 punishments imposed on radio stations, 4 warnings and 31 fines, in the third quarter (July-September) of 2010, totaling NT\$ 1,126,500. Among them, there were 16 cases of no distinction between programs and commercials, 11 cases of commercials overrunning, 6 cases of commercials played without the contents approved by the hygiene authorities, and 2 violations of government regulations (the Pharmaceutical Affairs Act and the Statute for Control of Cosmetic Hygiene) (see Table 10).

**Table 10: Punishments for radio station violations in the third quarter of 2010: by the facts of violation**

Radio station	Frequency	Violation	Number	Amount
Shiyang Radio	FM90.5	No distinction between programs and commercials	1	360,000
Voice of Taiwan	FM97.7	No distinction between programs and commercials	1	120,000
Tungshan River Radio	FM105.5	No distinction between programs and commercials	1	18,000
Sunny 891	FM89.1	No distinction between programs and commercials	1	18,000
Xiansheng Radio	AM774	No distinction between programs and commercials	1	18,000
Voice of Fucheng (Tainan)	FM91.1	No distinction between programs and commercials	1	15,000
Voice of Chiayi	FM91.3	No distinction between programs and commercials	1	13,500
Danshui River	FM89.7	No distinction between programs and commercials	1	12,000
Voice of Tainan	FM92.7	No distinction between programs and commercials	1	12,000
Cheng Sheng Radio(Taitung)	AM1269	No distinction between programs and commercials	1	12,000
Xiangtu Radio	FM91.7	No distinction between programs and commercials	1	12,000
BCC (Kaohsiung)	AM1124	No distinction between programs and commercials	1	12,000
BCC (Tainan)	AM891	No distinction between programs and commercials	1	12,000
Nanfang (The South) Radio	FM89.3	No distinction between programs and commercials	1	9,000
Beautiful Voice	FM91.5	No distinction between programs and commercials	1	Warning
Voice of the Pacific	FM91.5	No distinction between programs and commercials	1	Warning
Huanyu Radio	FM96.7	Commercials overrunning	2	33,000
BCC (Hualian)	AM1188	Commercials overrunning	1	30,000

Shin Sheng Radio	FM99.3	Commercials overrunning	1	30,000
Renren Radio	FM98.9	Commercials overrunning	1	24,000
Zhuqian Radio	FM90.3	Commercials overrunning	1	24,000
Voice of the Pacific	FM91.5	Commercials overrunning	1	24,000
Chuoshui River Radio	FM90.1	Commercials overrunning	1	24,000
BCC (Tainan)	AM891	Commercials overrunning	1	18,000
Dashuxia (Under the Big Tree) Radio	FM90.5	Commercials overrunning	1	Warning
Lianhua (Lotus) Radio	FM93.5	Commercials overrunning	1	Warning
BCC (Taipei)	FM105.9	Commercials not approved by the competent authority (Article 34, Radio and Television Act)	1	30,000
Huanxi (Joy) Radio	FM105.5	Commercials not approved by the competent authority (Article 34, Radio and Television Act)	1	18,000
Xiagang Radio	FM90.5	Commercials not approved by the competent authority (Article 34, Radio and Television Act)	1	13,500
Chiayi and Yunlin Commercial Radio	FM88.9	Commercials not approved by the competent authority (Article 34, Radio and Television Act)	1	13,500
BCC (Chiayi)	AM1035	Commercials not approved by the competent authority (Article 34, Radio and Television Act)	1	12,000
Nanfang (The South) Radio	FM89.3	Commercials not approved by the competent authority (Article 34, Radio and Television Act)	1	9,000
Hwa Sheng Radio	AM1152	Violation of government regulations (Article 69, Pharmaceutical Affairs Act)	1	90,000
Taiwan Radio (Taipei)	AM621	Violation of government regulations (Paragraph 1, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000

### ◆ Complaints – Internet

Turning last to the Internet, similar to problems in the real society, different areas fall under the responsibility of different authorities. Although for the moment there is no specific agency in charge of problems related to the Internet, the NCC has officially established a means for the public to complain/report about internet-related problems. This window is called the “WIN online e-window (網路贏家單e 窗口<https://www.win.org.tw>)”, and has been run by a private organization, commissioned by the NCC, since August 2, 2010. The website enables the public to report to an irrelevant agency when they have concerns about Internet content and safety. The establishment of the website also ensures that complaints can be dealt with as soon as possible. The online professional staff preliminarily identifies and responds to the comments of the public regarding internet contents after consulting with service providers or government agencies involved. Also, the staff ensures any content that is considered harmful to children is removed immediately. Any controversial content is referred

to the judgment of the evaluation team.

According to Paragraph 5, Article 3 of the National Communications Commission Organization Act, NCC is responsible for matters of the rating system for communication and broadcasting contents and other related regulations, the “establishment and promotion of Internet rating system,” and the protection of children and youths from exposure to inappropriate internet contents. For the management of incidents of sexual implication, consumer disputes, gambling, frauds or others, 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; while the Child Welfare Bureau of the Ministry of the Interior oversees contents related to violation of the Children and Youth Welfare Act; and for violations of the Criminal Code, the Criminal Investigation Bureau shall step in for investigation.

From Figure 6, we can see there were a total of 109 complaints in the third quarter of 2010: 72 (66.1%) were about the texts, video clips and pictures of non-internet news, followed by 27 (24.8%) about internet news and 10 (9.2%) involving other agencies<sup>5</sup>.

**Figure 6: Complaints about radio in the third quarter of 2010: by program types**

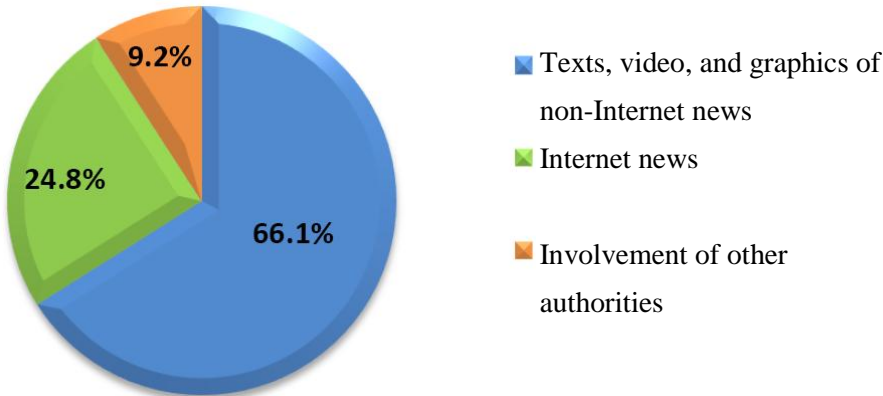


Table 11 shows that among all the complaints about the text, video, and graphics of non-Internet news, 13 (18.1%) were about harm to children and youths, followed by 12 (16.7%) about sales of uncertified cell phones on from China, and 8 (11.1%) each about violation of good public order and morality and telecom fees and consumer disputes. These four types of complaints accounted for approximately 57% of the complaints about the texts, video clips and pictures of non-internet news.

<sup>5</sup> The agencies may include local county or city governments, the Financial Supervisory Commission, Executive Yuan, the Industrial Development Bureau, Ministry of Economic Affairs, and the Fair Trade Commission, Executive Yuan.



**Table 11: Complaints about texts, video clips and pictures of non-internet news in the third quarter of 2010: by type of inappropriate contents**

Complaints	Items	Number	%	
Complaints about the texts, video and graphics of non-internet news	<b>Harm to children and youths</b>	<b>13</b>	<b>18.1%</b>	
	<b>Violation of good public order and morality</b>	<b>8</b>	<b>11.1%</b>	
	False or unjust contents	5	6.9%	
	Failure to follow the Internet content rating Regulation	4	5.6%	
	Inappropriate commercials contents or play schedule	2	2.8%	
	Others	<b>Reporting on sales of uncertified cell phones from China</b>	<b>12</b>	<b>16.7%</b>
		<b>Telecom services or consumer disputes</b>	<b>8</b>	<b>11.1%</b>
		Complaints about the same case or subsequent questions	6	8.3%
		Regulation inquiries and suggestions	5	6.9%
		Too much spam email	4	5.6%
		Expression of personal comments on certain web pages	3	4.2%
Incomplete complaints		1	1.4%	
	Consumer disputes	1	1.4%	
	<b>Subtotal for Other complaints</b>	<b>40</b>	<b>55.6%</b>	
<b>Total</b>		<b>72</b>	<b>100.0%</b>	

Note: Those not violating good public order and morality, legal requirements, or bans are categorized as “others”.

From Table 12 we can see there that regarding complaints about internet news, 9 (33.3%) were about commercialization, followed by 7 (25.9%) about false or unjust contents, and 3 (11.1%) about harm to children and youths. As for cases in the “others” category, there were 15 (55.6%). For the number of other cases and percentages, please see Table 12.

**Table 12: Complaints about Internet news in the third quarter of 2010: by type of inappropriate contents**

Complaints	Items	Number	%	
Internet news	<b>False or unjust contents</b>	<b>7</b>	<b>25.9%</b>	
	<b>Harm to children and youths</b>	<b>3</b>	<b>11.1%</b>	
	Violation of good public order and morality	1	3.7%	
	Inappropriate commercial contents or play Schedule	1	3.7%	
	Others	<b>Commercialization</b>	<b>9</b>	<b>33.3%</b>
		Complaints about the same case or subsequent questions	3	11.1%
Violation of journalistic ethics (too many reports about bloody/violent news )		1	3.7%	

		Expression of personal comments on certain Internet news	1	3.7%
		Incomplete complaints	1	3.7%
		<b>Subtotal for Other complaints</b>	<b>15</b>	<b>55.5%</b>
<b>Total</b>			<b>27</b>	<b>100.0%</b>

Note: Those not violating good public order and morality, legal requirements, or bans are categorized as “others”.