



## 2012 Second Quarter (April~June)

### NCC Broadcasting Contents Supervision Report

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 be violating 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 the data on complaints about the contents of television and radio accumulated in the second quarter of 2012 (April to June), a total of 6241 complaints were made. The following are statistics and analysis of complaint types and the sum of cases.

It is worth noting the management of incidents regarding sexual implication, consumer disputes, gambling, frauds or others on the internet falls under the responsibility of numerous competent authorities and are prosecuted as such as legally required. Although for the moment there is not any 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 ([www.win.org.tw](http://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 a relevant agency when they have concerns about Internet content and safety. The establishment of the website also ensures that complaints can be dealt

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<sup>1</sup> 4 cases of “others” include complaints not related to broadcasting contents and fall under the responsibilities of other authorities. Examples include non-complaint or non-suggestion e-mails, and spam.

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 the specific government agencies involved. In addition, 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. People can view monthly reports through the e-window website to realize how the website works. This report will not contain cases related to the internet from this quarter.

You can see from Figure 1 that television is the media type most complained about in the second quarter of 2012 with 602 cases (96.5%), followed by 22 cases on Radio (3.5%).

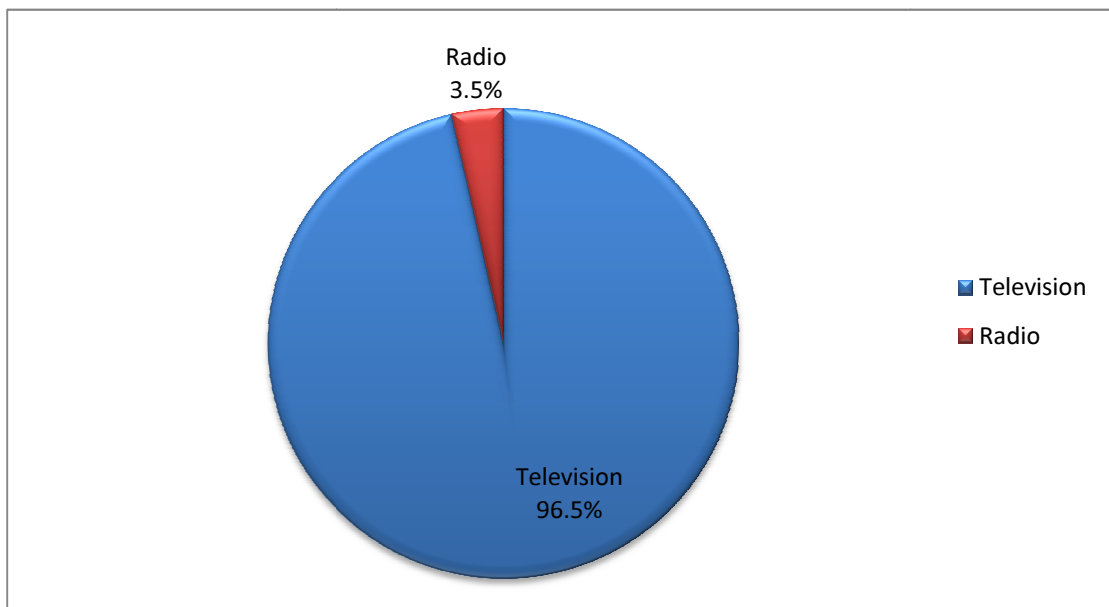


Figure 1: Complaints in the Second quarter of 2012 by Media Types

From Table 1 we can see that of all 624 complaints, 327 (54.2%) were made by male, whereas 171 (27.4%) were made by females and another 126 (20.2%) complaints made by people not specifying their gender or with an unrecognizable tick in the questionnaire.

You can note from Table 1 that of the complaints made about television programs, 316 were made by male viewers while 169 were made by female viewers. And another 117 were made by those not specifying their gender. For complaints against radio programs, 11 and 2 complaints were made by male and female listeners respectively and another 9 complaints were made

without specifying gender.

Table 1: Complaints of the second quarter 2012: by Gender			
	Male	Female	Those not specifying gender or with an unrecognizable tick
Television	316	169	117
Radio	11	2	9
Total	327	171	126
Percentage	52.4%	27.4%	20.2%

There's an obvious difference in the proportion of gender of both television and radio cases; complaints from males being significantly greater. It should be noted that the proportion of gender is based on the "number of complaints" instead of "number of people who made complaints."

Figure 2 shows 417 (66.8%) of complaints were made through the NCC's website (freqdbo.ncc.gov.tw/ppcs) specifically set up by NCC while 207 (33.2%) complaints were through other channels such as telephone, email, and forwarded cases from other agencies.

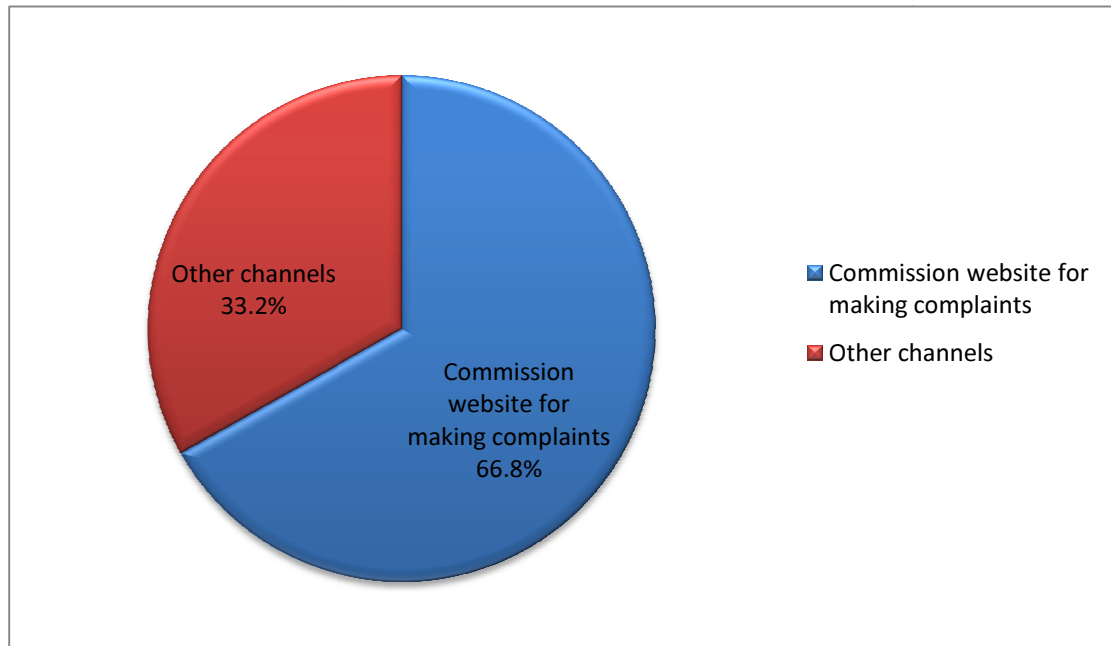


Figure 2: Complaints in the Second quarter of 2012 by Channel

Table 2 sorted by the type of inappropriate contents, shows that there were 151 complaints (24.2%) about false or unjust contents, followed by 108 complaints (17.3%) about “violation of good ethical and moral standards”, 87 complaints (14.0%) about “contents harm to juveniles and children”, 75 complaints (12.0%) about “no distinctions between programs and commercials.” In all 421 cases were regarding these four types of inappropriate content, accounting for 67.5% of all complaints. Please see Table 2 for the number and proportion of other types.

Table 2: Complaints of the second quarter 2012: by Type of Inappropriate Content		
Item	No.	%
False or unjust contents	151	24.2%
Violation of good ethical and moral standards	108	17.3%
Harm to children and juveniles	87	14.0%
No distinctions between programs and commercials	75	12.0%
Comments on the contents, languages or schedule of certain channels, programs, and commercials <sup>2</sup>	37	5.9%
Personal suggestions on the overall broadcasting management policies/regulations <sup>3</sup>	34	5.5%
Inappropriate commercial contents or broadcast time	32	5.1%
Violation of journalistic ethics and professionalism <sup>4</sup>	30	4.8%
Inappropriate program rating	25	4.0%
Commercials overrunning	19	3.1%
Changes without notice in advance	8	1.3%
Illegal use of on-screen news flashes	7	1.1%
Responsibility of other authorities, not NCC <sup>5</sup>	4	0.6%
Regulation/information inquiries	2	0.3%
Complaints' follow-up inquiries	2	0.3%
TV or radio signal problem	2	0.3%

<sup>2</sup> Includes abuse of rights by certain media, suggestions about the topics of talk shows, suggestions about how to use the word “exclusive”, suggestions about how to deal with the public’s proposals to media, lack of global perspective, and increasing native language programs.

<sup>3</sup> Includes the management of videos from internet and data from event data recorder appearing in news, suggestions about news topics and quality, suggestions about NCC administrative disciplinary action and supervising policies affecting industries, increasing English subtitles, and comments on broadcasting inappropriate values.

<sup>4</sup> Includes media lacking responsibility, non-neutral news perspectives, and violations of privacy

<sup>5</sup> Cases about medical treatment or cosmetics will be transferred to the Department of Health, and cases about certificates or finance and economics will be transferred to the Financial Supervisory Commission.

Overwriting with local commercials	1	0.2%
Total	624	100.0%

## ◆ Complaints-Television

Figure 3 shows that of all the 602 complaints about television programs, most are about general programs (248 complaints, 41.2%), followed by 228 complaints (37.9%) about news reports, 79 (13.1%) complaints about television commercials/ shopping channels, 37 complaints (6.1%) about general talk shows, and 10 complaints (1.7%) against political talk shows.

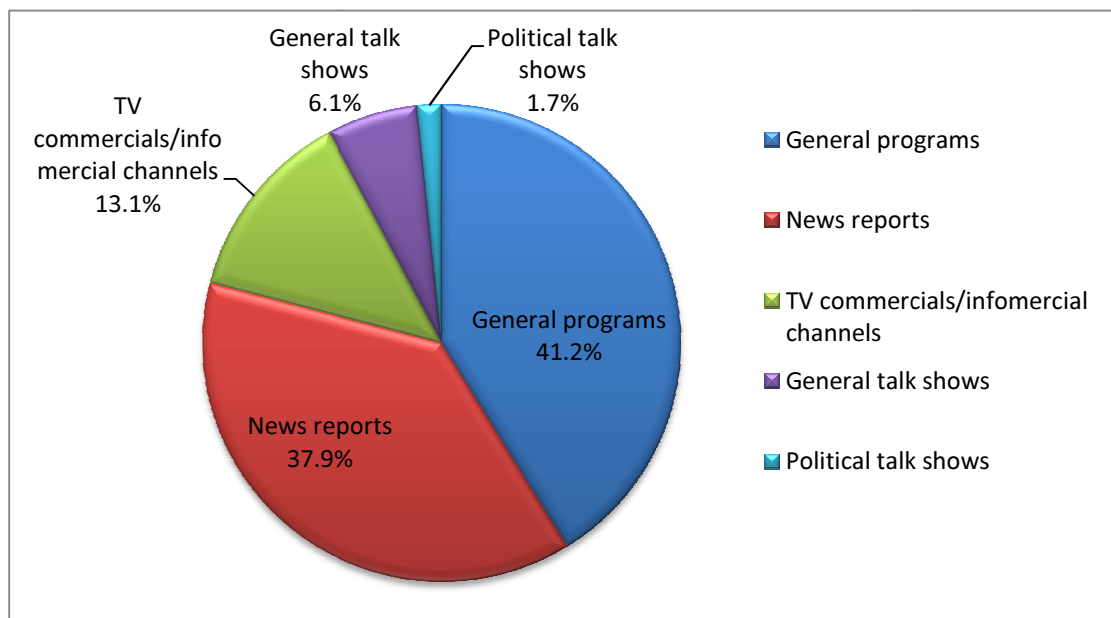


Figure 3: Complaints in the Second quarter of 2012 by Program Types

Figure 4 indicates that among the 248 complaints about general programs, 87 complaints about “variety shows” makes up for the biggest proportion (35.1%), followed by 63 complaints about “dramas” (25.4%), 32 complaints about “children shows” (12.9%). These are the three most common complaints about inappropriate contents in general programs, accounting for 73.4% of all complaints. The remaining are 16 complaints about “non-specific programs” (6.5%), 14 complaints about “infomercial programs” (5.7%), 10 complaints about “folklore /religious programs” (4.0%), 10 complaints about “capital stock programs” (4.0%), 8 complaints about “sports programs” (3.2%), and 8 complaints about “leisure programs” (3.2%).

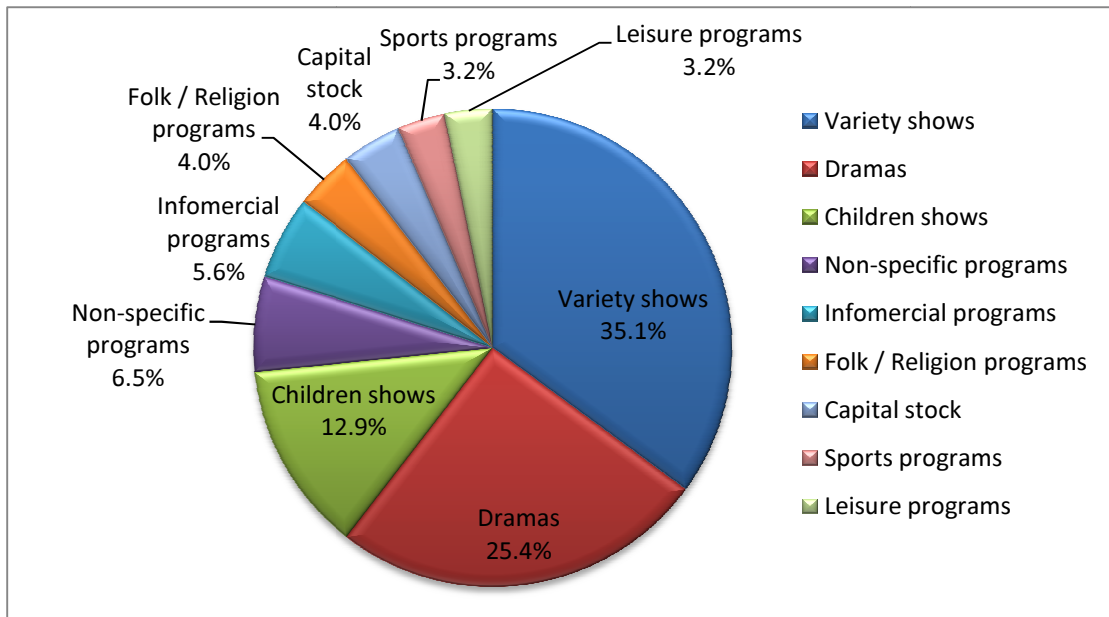


Figure 4: Complaints about Television in the Second quarter of 2012 by Program Types

As we can see from Table 3, with regards to complaints about general programs, 74 complaints (29.9%) were about “violation of good ethical and moral standards”, followed by 61 complaints (24.7%) about “harm to children and juveniles”, 35 complaints about (14.1%) “no distinction between program and commercial.” These 3 kinds of complaints make up for 68.7% of the complaints made about general programs.

Program Types	Inappropriate Contents	Number	%
General programs	Violation of good ethical and moral standards	74	29.9%
	Harm to children and juveniles	61	24.7%
	No distinction between program and commercial	35	14.1%
	Inappropriate program rating	20	8.1%
	False or unjust contents	11	4.4%
	Changes without notice in advance	6	2.4%
	Commercials overrunning	5	2.0%
	Inappropriate commercial contents or play schedule	4	1.6%
	Illegal use of on-screen news flashes	2	0.8%
	Others	Suggestions on the overall broadcasting	11

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	management policies/regulations		
	Comments on the contents, languages of certain channels and programs	11	4.4%
	Responsibility of other authorities, not NCC	4	1.6%
	Violation of journalistic ethics and professionalism	2	0.8%
	TV signal problems	1	0.4%
	Overwriting with local commercials	1	0.4%
<b>Total</b>		<b>248</b>	<b>100.0%</b>

We can see from Table 4 that of all the complaints made about television news, 105 complaints (46.0%) were about “false or unjust contents” followed by 29 complaints (12.7%) about “no distinction between programs and commercials”, and 25 complaints (11.0%) about “violation of journalistic ethics and professionalism.” These three most common complaints about inappropriate content account for 69.7% of all cases.

Table 4: Complaints about Television News in the Second quarter 2012: by type of Inappropriate Content				
Program types	Inappropriate contents	Number	%	
Television news	False or unjust contents	105	46.0%	
	No distinction between program and commercial	29	12.7%	
	Harm to children and juveniles	12	5.3%	
	Commercials overrunning	6	2.6%	
	Illegal use of on-screen news flashes	4	1.8%	
	Violation of good ethical and moral standards	4	1.8%	
	Inappropriate program rating	2	0.9%	
	Inappropriate commercial contents or play schedule	1	0.4%	
	Others	Violation of journalistic ethics and professionalism	25	11.0%
		Suggestions on the overall broadcasting management policies/regulations	20	8.8%

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	Comments on the contents of certain channels/programs	16	7.0%
	Regulation/information inquiries	2	0.9%
	Changes without notice in advance	1	0.4%
	Complaints' follow-up inquiries	1	0.4%
<b>Total</b>		<b>228</b>	<b>100.0%</b>

From Table 5, we can see that of all complaints about television commercials, 28 complaints (35.4%) were about “false or unjust contents”, 26 complaints (32.9%) were about “inappropriate commercial contents or broadcasting schedule”, 9 complaints (11.4%) about “harm to children and juveniles.” These three most common complaints about inappropriate content account for 79.7% of all complaints about television commercials.

Table 5: Complaints about Television Commercials /Infomercial Programs in the Second quarter of 2012: by Type of Inappropriate Content					
Program Types	Inappropriate Contents		Number	%	
Television commercials/ infomercial programs	False or unjust contents		28	35.4%	
	Inappropriate commercial contents or broadcast schedule		26	32.9%	
	Harm to children and juveniles		9	11.4%	
	Commercials overrunning		7	8.9%	
	Violation of good ethical and moral standards		4	5.0%	
	No distinctions between programs and commercials		2	2.5%	
	Others	Suggestions on the overall broadcasting management policies/regulations		1	1.3%
		Comments on the contents of certain channels/programs		1	1.3%
		Illegal use of on-screen news flashes		1	1.3%
<b>Total</b>			<b>79</b>	<b>100.0%</b>	

We can see from Table 6 that of all the 47 complaints about television talk shows , 19 (40.4%) complaints were about “violation of good ethical and



moral standards”, followed by 7 complaints (14.9%) were about “comments on the contents of certain channels/programs”, and 5 complaints (10.6%) were about “false or unjust contents.”

Table 6: Complaints about Television Talk Shows in the Second quarter of 2012: by Type of Inappropriate Content				
Program Types	Inappropriate Contents	Number	%	
Talk Shows	Violation of good ethical and moral standards	19	40.4%	
	False or unjust contents	5	10.6%	
	Harm to children and juveniles	4	8.5%	
	No distinction between program and commercial	4	8.5%	
	Inappropriate program rating	2	4.3%	
	Complaints’ follow-up inquiries	1	2.1%	
	Others	Comments on the contents of certain channels/programs	7	14.9%
		Violation of journalistic ethics and professionalism	3	6.4%
		Suggestions on the overall broadcasting management policies/regulations	2	4.3%
Total		47	100.0%	

NCC basically respects the professionalism and liberty of media. NCC shall deal with violations according to law; still, NCC does not interfere with programs’ content and broadcasting times if there’s no violation. However, if the public suspect content to be inappropriate or involving immoral values, the media should improve program quality by means of self-regulation and the public’s supervision.

Each of the following programs in the second quarter of 2012 (April to June) received more than 10 complaints, including “CTS Noon News” of CTS, “University” of Cti TV and “Hand in Hand” of iSET Taiwan Channel (please see Table 7 for more information):

Table 7: Complaints about television programs in the second quarter of 2012

Name of Program/Commercial	Channel	Type	Number
CTS Noon News	CTS	News Report	64
University Students	Cti TV	Variety show	55
Hand in Hand	iSET Taiwan Channel	Drama	12

1. “CTS Noon News” of CTS – 64 complaints

Complaints: The program reported incorrectly regarding the 428 peace assembling activity in Malaysia. The contents were quoted out of context and were unverified. The report about the conflict was unbalanced between the people and the police. And the activity was not a protest parade. It seriously misled viewers.

Action of the NCC: NCC requested by letter an explanation and course of action (broadcast number 10100207980) on May 8, 2012. CTS explained that they have reviewed actively, regretted the controversy, and had published an apology on their website. NCC asked CTS to reply to the complaints directly.

2. “University”– of Cti TV – 55 complaints

Complaints: Jokes from guests seemed to prejudice aborigine and females, misleading the people and causing wrong stereotype.

Action of the NCC: According to the sixth “Broadcast Television Programs/Commercials Meeting” on May 14, 2012, and the committee 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” showed discrimination against gender and race which causes wrong stereotypes and insults aborigine’s full name and gender, affecting social harmony, violating of good

ethical and moral standards.

### 3. “Hand in Hand” of iSET Taiwan Channel – 12 complaints

**Complaints:** The program confused ethical values. Content included threats, setting fire and numerous other violations in its plot, which is detrimental to the psychology and behavior of juveniles. It’s unsuitable for the general rating standard.

**Action of the NCC:** To avoid the drama being over sensational and contrary to common sense, which is detrimental to society, NCC asked the company to present an explanation and requested improvements in quality (letter number 10100169830) on April 18, 2012. Since then, NCC has continually compiled the public’s comments and have forwarded them to the TV station in order to improve and enhance its supervision.

## ◆ Punitive Measures-Television

There were 47 incidents of imposed punitive measures on television businesses (Television Channels, Satellite Television Channels) in the second quarter of 2012 (April to June), including 16 warnings (6 cases about “no distinction between programs and commercials”, 4 cases about “violation of the regulations governing the classification of television programs”, 3 cases about “commercials played without the contents approved by the competent authority”, 2 cases about “commercials overrunning”, 1 case about “without showing the word ‘commercial’ on commercials which were more than 3 minutes or were presented like programs”) and 31 fines, amounting to NT\$11,795,000. Looking at the number of violations, 15 are for “no distinctions between programs and commercials/ program commercialization”, 8 are for “harm to children and juveniles”, 6 are for “commercials played without the contents approved by the competent authority”, 1 is for “violations of legally compulsory requirements or bans” (Statute for Control of Cosmetic Hygiene), and 1 is for “violations of legally compulsory requirements or bans” (Medical Law).

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Table 8: Television Punishment Records in the Second quarter of 2012 by Channel			
Channel	Violation	Number	Amount
Television Channels			
TTV	No distinction between program and commercial	1	600,000
CTS	No distinction between program and commercial	2	450,000
CTV	No distinction between program and commercial	1	420,000
CTS Recreation Channel	No distinction between program and commercial	1	75,000
CTV	Violation of the Regulations Governing the Classification of Television Programs	3	Warning
CTS	Violation of the Regulations Governing the Classification of Television Programs	1	Warning
FTV	Commercials played without the contents approved by the competent authority	1	150,000
CTS	Commercials played without the contents approved by the competent authority	1	Warning
CTV	Commercials played without the contents approved by the competent authority	1	Warning
FTV	Commercials played without the contents approved by the competent authority	1	Warning
Satellite Television Channels			
CSTV Finance Channel	No distinction between program and commercial	2	1,600,000
Cti General Channel	No distinction between program and commercial	2 (including 1 Warning)	1,000,000
Videoland	No distinction between program and commercial	2	1,000,000

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General Channel	commercial		
No.1 TV	No distinction between program and commercial	1	800,000
ETTV General Channel	No distinction between program and commercial	1	800,000
Era TV General Channel	No distinction between program and commercial	1	600,000
TACT TV	No distinction between program and commercial	1	400,000
Hollywood Movies	No distinction between program and commercial	1	300,000
iSet News Channel	No distinction between program and commercial	1	Warning
K-Asia TV General Channel	No distinction between program and commercial	1	Warning
Taiwan Yam TV	No distinction between program and commercial	1	Warning
ETTV News Channel	No distinction between program and commercial	1	Warning
USTV News Channel	No distinction between program and commercial	1	Warning
Hollywood Movies	Harm to children and juveniles	2	400,000
AXN	Harm to children and juveniles	1	300,000
TVBS News Channel	Harm to children and juveniles	1	300,000
GTV General Channel	Harm to children and juveniles	1	300,000
ETTV News Channel	Harm to children and juveniles	1	300,000
Videoland General Channel	Harm to children and juveniles	1	200,000
Star Movies	Harm to children and juveniles	1	200,000
No.1 TV	Commercial overrunning	1	Warning
ETTV Movie Channel	Commercial overrunning	1	Warning
World Satellite TV	Commercial not approved by the	1	400,000

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	competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)		
TACT TV	Commercial not approved by the competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)	1	200,000
TL TV General Channel	Commercial not approved by the competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)	2	400,000
SJ TV	Commercial not approved by the competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)	1	100,000
ETTV General Channel	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	400,000
K-Asia TV General Channel	Violation of legally compulsory requirements or bans (Medical Law )	1	100,000
ETTV General Channel	Without showing the word 'commercial' on commercials which were more than 3 minutes or were presented like a program	1	Warning

## ◆ Complaints-Radio

Turning next to radio, we can see from figure 5 that among all the 22 complaints, there were 13 complaints about general programs/commercials (59.1%), followed by 4 complaints against news and political talk shows (18.2%), 4 complaints against musical programs (18.2%), and 1 complaint against other types programs (religion, fortune-telling) (4.5%).

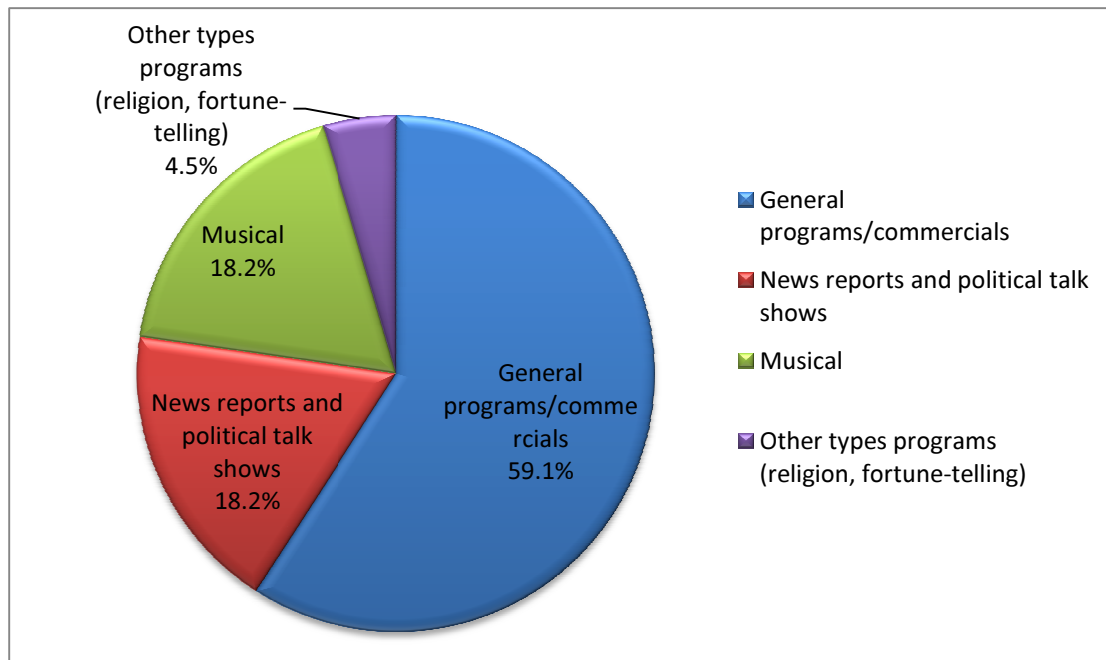


Figure 5: Complaints about Radio in the Second quarter of 2012 by Program Types

Table 9 shows that there are 7 cases (31.8%) about “violation of good ethical and moral standards”, followed by 5 cases (22.8) about “no distinction between program and commercial.”

Program types	Inappropriate contents	No.	%
General programs/commercials	Violation of good ethical and moral standards	7	31.8%
	No distinction between program and commercial	5	22.8%
	False or unjust contents	2	9.2%
	Harm to children and juveniles	1	4.5%
	Inappropriate program rating	1	4.5%
	Commercial overrunning	1	4.5%
	Inappropriate commercial contents or broadcast schedule	1	4.5%
	Signal problems	1	4.5%
	Others	Comments on the contents of certain channels/programs/commercials	2

		Changes without notice in advance	1	4.5%
Total			22	100.0%

### ◆ Punitive Measures– Radio

Table 10 shows that all in all, 40 punitive measures were imposed on radio stations in the second quarter (April~June) of 2012. These included 24 warnings (5 cases about “commercials overrunning”, 19 cases about “no distinction between program and commercial”) and 16 fines, totaling NT\$666,000. In terms of the number of cases, 2 cases are about “violation of government regulations (Paragraph 1, Article 24, Statute for Control of Cosmetic Hygiene)”, 1 case is about “violation of government regulations (Article 84, Medical Law)”, 1 case is about “commercials played without the contents approved by the competent authority (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)”, 1 case is about “commercials played without the contents approved by the competent authority (Paragraph 2, Article 85, Medical Law)”, 1 case is about “commercials overrunning”, and 10 cases are about “no distinction between program and commercial.”

**Table 10: Punishments for Radio Station Violations in the Second quarter of 2012: by the Facts of Violation**

Radio station	Frequency	Violation	Number	Amount
BCC (Taipei)	AM 963	Violation of government regulations (Paragraph 1, Article 24, Statute for Control of Cosmetic Hygiene)	1	150,000
Zhengsheng (Kaohsiung)	AM 1008	Violation of government regulations (Paragraph 1, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
BCC (Taipei)	FM 103.3	Violation of government regulations (Article 84, Medical Law)	1	120,000
BCC	FM 105.9	Commercials played	1	15,000



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(Taipei)		without the contents approved by the competent authority (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)		
Keelung	AM 972	Commercials played without the contents approved by the competent authority (Paragraph 2, Article 85, Medical Law)	1	9,000
Da Wu Shan	FM 91.3	Commercials overrunning	1	30,000
Voice of Xing Ying	FM 90.3	Commercials overrunning	1	Warning
Chiayi Universe	FM 107.1	Commercials overrunning	1	Warning
Kuo Sheng	AM 810	Commercials overrunning	1	Warning
BCC (Kaohsiung)	AM 1224	Commercials overrunning	1	Warning
Da Di	FM 93.9	Commercials overrunning	1	Warning
Zhengsheng (Taipei)	AM 819	No distinction between program and commercial	1	120,000
Da Di	FM 93.9	No distinction between program and commercial	1	18,000
Beautiful Voice	FM 91.5	No distinction between program and commercial	1	18,000
Zhengsheng (Taipei FM)	FM 104.1	No distinction between program and commercial	1	18,000
Zhengsheng (Chiayi)	AM 855	No distinction between program and commercial	1	18,000
Zhengsheng (Yunlin)	AM 675	No distinction between program and commercial	1	15,000
Da Chien Super 991	FM 99.1	No distinction between program and commercial	1	12,000
Chung Hwa Broadcasting	AM 1026	No distinction between program and commercial	1	12,000
Voice of Chiayi	FM 91.3	No distinction between	1	12,000

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		program and commercial		
FM North	FM 88.9	No distinction between program and commercial	1	9,000
Min Li	AM 1062	No distinction between program and commercial	1	Warning
Boss	FM 96.9	No distinction between program and commercial	1	Warning
Chiayi Universe	FM 107.1	No distinction between program and commercial	1	Warning
Kai Xiuan	FM 97.9	No distinction between program and commercial	1	Warning
Tiantian	FM 96.9	No distinction between program and commercial	1	Warning
Local People	FM 91.9	No distinction between program and commercial	1	Warning
Nan Du	FM 89.1	No distinction between program and commercial	1	Warning
FM North	FM 88.9	No distinction between program and commercial	1	Warning
Zhengsheng (Taitung)	AM 1269	No distinction between program and commercial	1	Warning
Happiness	FM 98.3	No distinction between program and commercial	1	Warning
Sin Non	FM 89.1	No distinction between program and commercial	1	Warning
Sin Sheng	FM 99.3	No distinction between program and commercial	1	Warning
South	FM 89.3	No distinction between program and commercial	1	Warning
Yishih	AM 1404	No distinction between program and commercial	1	Warning
Pacific Radio	FM 91.5	No distinction between program and commercial	1	Warning
Taiwan Radio	FM 90.5	No distinction between program and commercial	1	Warning
M-Radio	FM 106.1	No distinction between program and commercial	1	Warning

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Sin Non	FM 89 .1	No distinction between program and commercial	1	Warning
FM Midland	FM 91.9	No distinction between program and commercial	1	Warning