



2013 Fourth Quarter (October - December) NCC Report on Broadcasting Content Complaints

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 submitted by the general public. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents by the NCC.

NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. Although currently there is no specific agency in charge of online incidents, in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, NCC began coordinating with responsible competent authorities to establish a means for the public to complain/report about internet-related problems. Consequently, iWIN (www.win.org.tw) website was established on 1 Aug 2013. The public may file a complaint with respects to online content to iWIN; reports are then published monthly on the website to enable the public to track how complaints are being processed. Therefore, online content complaints cases are excluded from this report.

This report shows only the statistical evidence of complaints regarding broadcasting contents. As such, it does not necessarily mean that the related programs or broadcasting businesses violated relevant regulations. The following is a statistical report about complaints concerning TV and radio in the fourth quarter of 2013 (October to December).

◆ Overview

According to the data on complaints about the contents of television and radio compiled in the fourth quarter of 2013 (October to December), there were 210¹ complaints made in total. Figure 1 shows that 202 of these were complaints against television contents (96.2%), whereas only 8 cases against radio (3.8%) were received.

¹ 1 case excluded was an invalid complaint

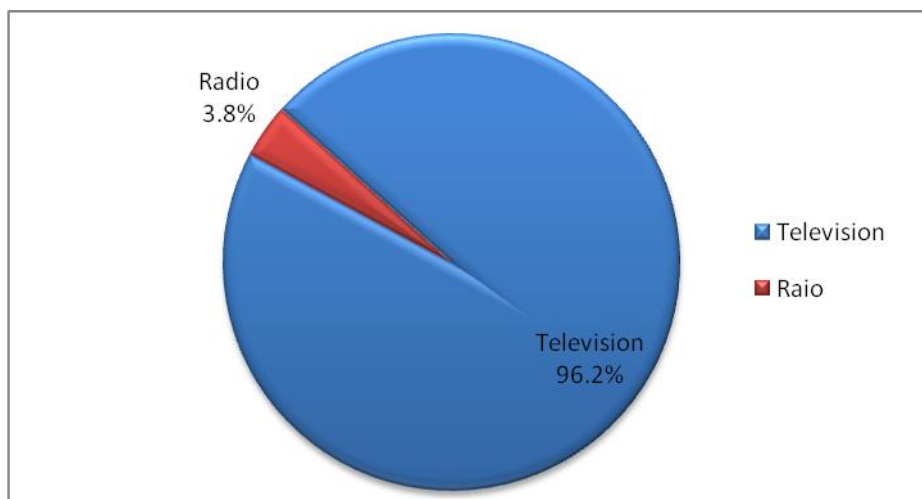


Figure 1: Complaints by Media Types (Q4 2013)

From Table 1 it can be seen that of the 210 complaints, 109 (51.9%) were made by male, whereas 55 (26.2%) cases were made by females; another 46 (21.9%) cases were made by people not specifying their gender.

Table 1: Complaints by Gender (Q4 2013)			
	Male	Female	Those not specifying gender
Television	105	53	44
Radio	4	2	2
Total	109	55	46
Percentage	51.9%	26.2%	21.9%

Figure 2 shows that 143 (68.1%) complaints were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 67 (31.9%) cases were through other means, such as telephone, email, and forwarded cases from other agencies.

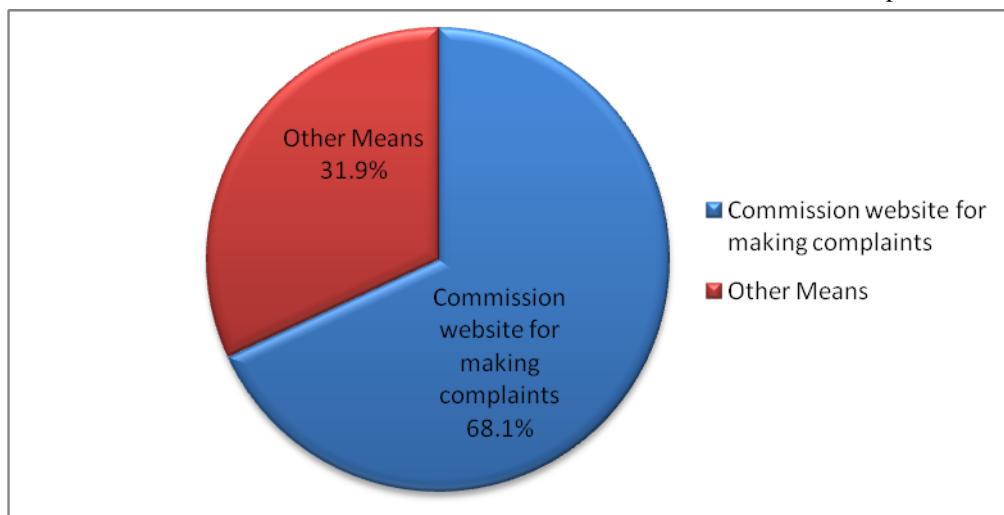


Figure 2: Means of Filing Complaints (Q4 2013)

Table 2, arranged by type of inappropriate content, shows that 42 (20%) complaints were “Comments on the contents or wording of certain channels/ programs/ commercials,” followed by 41 (19.5%) about “false or unjust contents,” 36 (17.1%) about “harm to children and juveniles,” 27 (12.9%) about “no distinction between program and commercial,” and 12 (5.7%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” In total these five types of complaints about inappropriate content numbered 158, accounting for 75.2% of all complaints. Please see Table 2 for the number and proportion of other types.

Table 2: Complaints by Type of Inappropriate Content (Q4 2013)		
Item	Cases	%
Comments on the contents or wording of certain channels/ programs/ commercials ²	42	20.0%
False or unjust contents	41	19.5%
Harm to children and juveniles	36	17.1%
No distinction between program and commercial	27	12.9%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration ³	12	5.7%
Disrupting public order or adversely affecting good social customs	11	5.2%
Disregard for professional ethics of journalism	9	4.3%
Belonging to other authorities’ responsibility, not NCC	9	4.3%
Inappropriate commercial contents or broadcast time	8	3.8%

² Ex: overly long program times, objectifying females, increasing Taiwanese programs, purveying incorrect values, etc.

³ Ex: general low quality of programs, requests to prohibit programs of certain nations, suggesting setting up a new media supervision mechanism, etc.

Inappropriate program rating	8	3.8%
Commercials overrunning	4	1.9%
Complaints' follow-up inquiries	1	0.5%
Changes without notice in advance	1	0.5%
Regulation/information inquiries	1	0.5%
Total	210	100.0%

◆ Complaints – Television

Figure 3 shows that of all the 202 complaint cases about television programs, 91 (45%) were concerned with general programs, followed by 71 (35.1%) about news reports, 20 (9.9%) about general talk shows, 10 (5 %) about commercials and 10 (5%) about political talk shows.

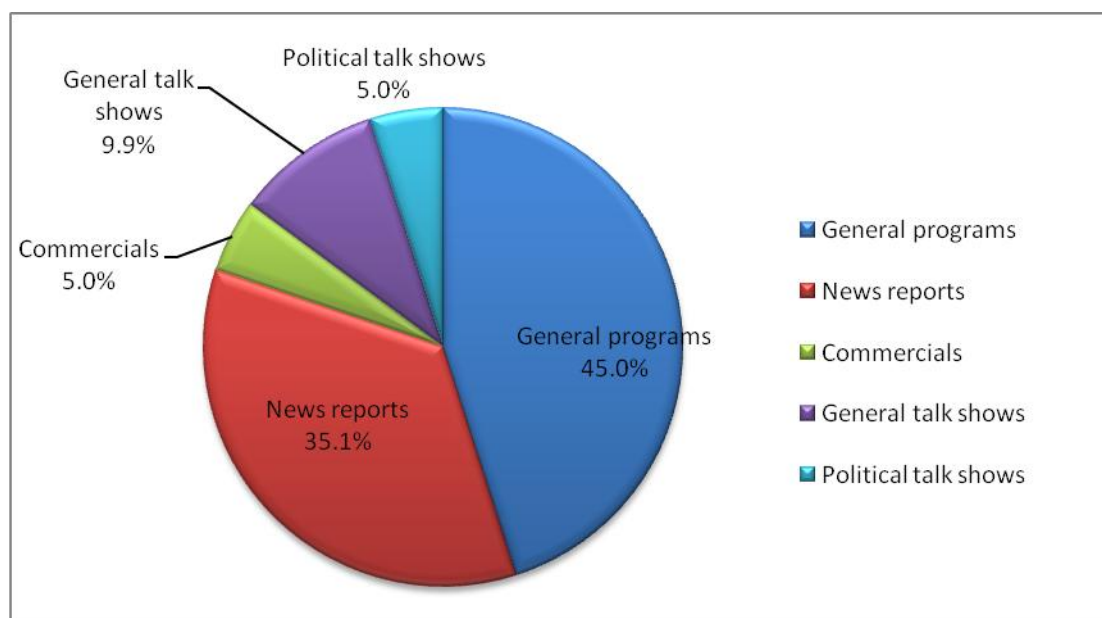


Figure 3: Complaints about Television by Program Types (Q4 2013)

Figure 4 indicates that among the 91 complaint cases about general programs, 37 (40.6%) about “dramas” makes up for the biggest proportion, followed by 15(16.5%) about “variety shows”, 14 (15.4%) about “children programs,” 7 (7.7%) about “capital stock programs,” 7 (7.7%) about “sports programs,” 5 (5.5%) about “non-specific programs,” 5 (5.5%) about “infomercial programs” and 1 (1.1%) about “folklore/religious programs.”:

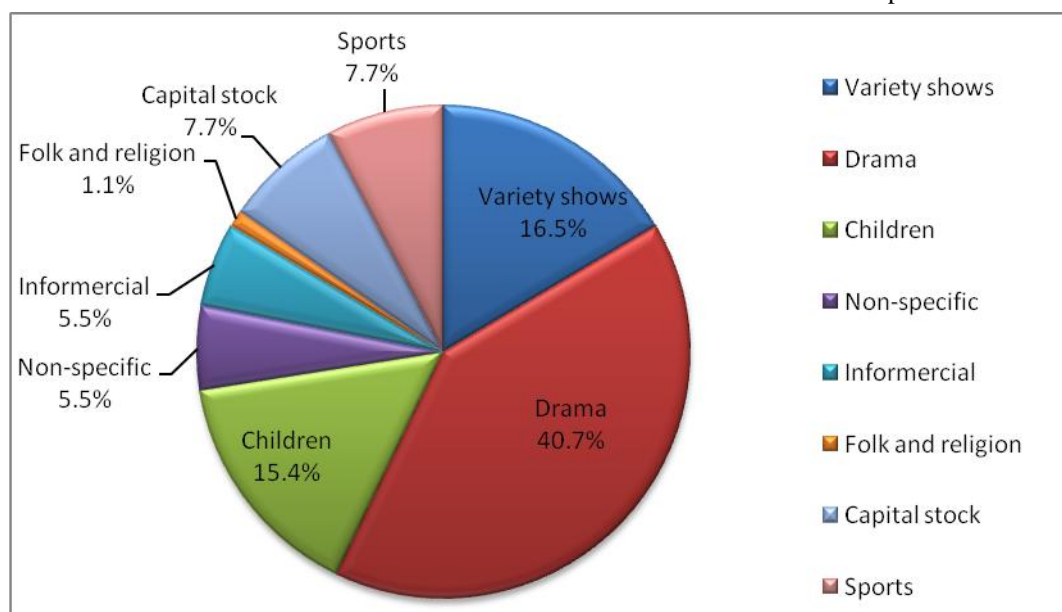


Figure 4: Complaints about Television by Program Types (Q4 2013)

Table 3, arranged by type of inappropriate contents, shows that 22 complaints (24.2%) were about “harm to children and juveniles,” followed by 19 (20.9%) about “comments on the contents and wording of certain channels/programs/commercials” and 12 (13.2%) about “no distinction between program and commercial.” In total these three types of inappropriate content numbered 53 cases, accounting for 58.2% of all complaints. Please see Table 3 for the number and proportion of other types.

Table 3: Complaints by Type of Inappropriate Content (Q4 2013)			
Program types	Inappropriate contents	Cases	%
	Harm to children and juveniles	22	24.2%
	No distinction between program and commercial	12	13.2%
	Disrupting public order or adversely affecting good social customs	7	7.7%
	Inappropriate program rating	6	6.6%
	False or unjust contents	6	6.6%
	Commercials overrunning	3	3.3%
	Inappropriate program and commercial contents or broadcast time	3	3.3%
	Changes without notice in advance	1	1.1%
	Others		
	Comments on the contents and wording of certain channels/programs/commercials	19	20.9%
	Belonging to other authorities' responsibility, not NCC	6	6.6%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	5	5.4%
	Regulation/information inquiries	1	1.1%
Total		91	100.0%

As shown in Table 4, of the 71 complaints made about television news, 21 (29.6%) were about “false or unjust contents,” followed by 13 (18.3%) about “comments on the contents and wording of certain channels/programs/commercials” and 11 (15.5%) about “no distinction between program and commercial.” These three most common complaints about inappropriate content of television news account for 63.4% of all cases.

Table 4: Complaints about Television News by type of Inappropriate Content (Q4 2013)				
Program types	Inappropriate contents	Cases	%	
Television news	False or unjust contents	21	29.6%	
	No distinction between program and commercial	11	15.5%	
	Harm to children and juveniles	8	11.3%	
	Disrupting public order or adversely affecting good social customs	2	2.8%	
	Inappropriate program and commercial contents or broadcast time	1	1.4%	
	Commercials overrunning	1	1.4%	
	Inappropriate program rating	1	1.4%	
	Others	Comments on the contents and wording of certain channels/programs/commercials	13	18.3%
		Disregard for professional ethics of journalism	8	11.3%
		Suggestions on the overall broadcasting policies/regulations or NCC’s administration	5	7.0%
Total		71	100.0%	

From Table 5, it can be seen that of the 10 complaints about television commercials, 3 (30%) were about “inappropriate commercial contents or broadcast time,” followed by 2 (20%) about “false or unjust contents” and 2 (20%) “belonging to other authorities’ responsibility, not NCC.”

Table 5: Complaints about Television Commercials /Infomercial Programs by Type of Inappropriate Content (Q4 2013)				
Program types	Inappropriate contents	Cases	%	
	Inappropriate commercial contents or broadcast time	3	30.0%	
	False or unjust contents	2	20.0%	
	Disrupting public order or adversely affecting good social customs	1	10.0%	
	No distinction between program and commercial	1	10.0%	
	Others	Belonging to other authorities’ responsibility, not NCC	2	20.0%
		Complaints’ follow-up inquiries	1	10.0%
Total		10	100.0%	

Table 6 shows that all of 30 complaints made about television talk shows⁴, 10 (33.3%) were about “false or unjust contents,” followed by 9 (30.1%) about “comments on the contents and wording of certain channels/programs/commercials” and 4 (13.4%) about “harm to children and juveniles.”

Program types	Inappropriate contents	Cases	%	
Talk shows	False or unjust contents	10	33.3%	
	Harm to children and juveniles	4	13.4%	
	Inappropriate program rating	1	3.3%	
	Inappropriate commercial contents or broadcast time	1	3.3%	
	No distinction between program and commercial	1	3.3%	
	Others	Comments on the contents and wording of certain channels/programs/commercials	9	30.1%
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	2	6.7%
		Disregard for professional ethics of journalism	1	3.3%
Belonging to other authorities' responsibility, not NCC		1	3.3%	
Total		30	100.0%	

Each of the following programs in the fourth quarter of 2013 (October to December) received more than 10 complaints: “Feng Shui Family” of FTV and “Moment of Truth” of ETTV (please see Table 7 for more information):

Name of Program	Channel	Type	Number
Feng Shui Family	FTV (main Channel)	Drama	11
Moment of Truth	ETTV	General talk shows	10

1. “Feng Shui Family” of FTV (main channel) – 11 complaint cases

Complaints: The drama contains unnaturally represented brand placements of an insurance company and other inappropriate contents that are not suitable for family viewing time, such as torture, murder, rape, beating, hostage-taking, forcible drug-taking and lynching.

Action of the NCC: Regarding the complaints about over-emphasis of commercial services, NCC, based on a resolution of the 1st Consultation Meeting for Programs and Advertisements on Radio and Television held in 2014, issued an official letter in which the channel is urged to

⁴Includes both general talk shows and political talk shows

enhance self-regulation. As for the inappropriate contents, such as rape, beating, hostage-taking, forcible drug-taking and lynching, broadcasted on 21 and 25 November 2013, the Consultation Meeting decided that the channel violated the provisions of the Radio and Television Act and respective punitive measures should be undertaken. The cases have been submitted to the Commission for final decisions.

2. “Moment of Truth” of ETTV – 10 complaint cases

Complaints:

The talk show discussed Hyponatremia that caused the death of the baby girl Xian Xian on 28 November 2013. The show misled the audience by talking about how the intake of salt can be harmful to the human body. The guest said that, once sodium dissolved in water in our bodies, it turned into the strongest corrosive sodium hydroxide (NaOH) and could cause the explosion of human cells. However, the chemical properties of sodium and sodium-ion are completely different. Reactions by mixing water and sodium might be strong but not sodium-ion. The salt is composed of sodium-ion instead of sodium. Moreover, the show gave the examples of “pickled radish,” “sprinkling salt on the bok choy” and “rubbing salt in wounds and exposing to the sun” to explain what damage salt can do to our bodies. Nonetheless, the baby girl Xian Xian died from over-consuming salt instead of being soaked in salty water or rubbing salt on her wounds. Such false information could potentially create panic in society. Furthermore, ETTV did not fulfill its responsibility by reviewing or editing the false information before broadcast, nor did ETTV make corrections after the broadcast. The audience also made complaints to the channel but never received any response.

Action of the NCC:

On 9 and 20 December 2013, NCC issued official letters to ETTV to request for explanations. The company replied on 20 December 2013 and 15 January 2014: the dispute was caused by the fact that the guests did not deliver their ideas in a consistent and organized way nor did they provide in-depth elaboration. NCC reviewed the replies and requested, on 28 January, the case to be submitted to the ETTV Ethics Committee for discussion with all the meeting minutes being forwarded to NCC afterward. In addition, all of the explanations provided by ETTV regarding the case will be taken into account for its future evaluation and re-licensing.

◆ **Complaints - Radio**

Figure 5 shows that among the 8 complaints concerning radio, 4 (50%) were about “general programs,”⁵ followed by 3 (37.5%) about “other programs (religious, fortuneteller)” and 1 (12.5%) about “music programs”:

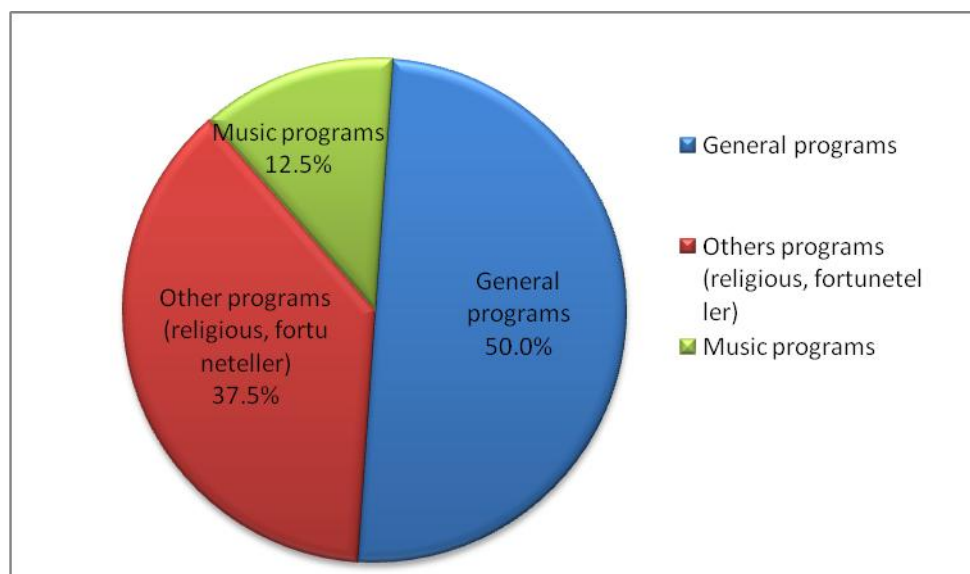


Figure 5: Complaints about Radio by Program Types (Q4 2013)

Table 9 shows “False or unjust contents,” “No distinction between program and commercial” and “Harm to children and juveniles” all received 2 complaints (25% each), followed by “disrupting public order or adversely affecting good social customs” and “comments on the contents and wording of certain channels/programs/commercials” with 1 case each (12.5%).

Program Types	Inappropriate contents	Cases	%
	False or unjust contents	2	25.0%
	No distinction between program and commercial	2	25.0%
	Harm to children and juveniles	2	25.0%
	Disrupting public order or adversely affecting good social customs	1	12.5%
	Others Comments on the contents and wording of certain channels/programs/commercials	1	12.5%
Total		8	100.00%

⁵ General programs refer to the program with diverse topics or complaints not made against a specific program.