



2015 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 and operations are its primary responsibilities. This report is an analysis of complaints submitted by the general public and a record of broadcasting violations; it also incorporates public complaints concerning broadcasting operations. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents as well as operations by the NCC.

NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other related regulations. Although currently there is no specific agency responsible for the supervision of internet content, in accordance with Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, NCC coordinated with responsible competent authorities to commission civil associations to establish a platform for the public to complain/report about internet-related problems. Consequently, the iWIN (www.win.org.tw) website was launched on August 1, 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 have been excluded from this report.

This report shows only the statistical evidence of complaints regarding broadcasting contents. It does not necessarily mean that the related programs or broadcasting businesses mentioned in this report violated relevant regulations. The following is a statistical report about complaints concerning TV and radio in the fourth quarter of 2015 (October to December).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio compiled in the fourth quarter of 2015 (October to December), 514¹ complaints were

¹ A total of 57 invalid cases not related to TV or radio were excluded.

made in total: 476 against television contents (92.6%), 38 against radio contents (7.4%). Please see Figure 1.

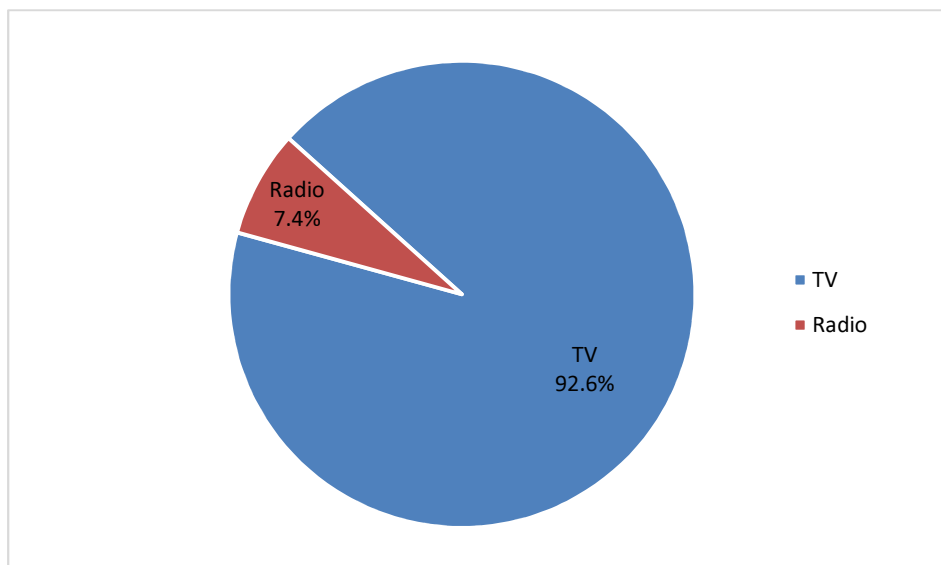


Figure 1: Complaints by Media Types (Q4 2015)

Table 1 shows that of the total 514 complaints, 232 cases (45.1%) and 186 cases (36.2%) were submitted by males and females respectively; another 96 cases (18.7%) were made by people not specifying their gender.

Table 1: Complaints by Gender (Q4 2015)			
	Male	Female	Unspecified
TV	217	176	83
Radio	15	10	13
Total	232	186	96
Percentage	45.1%	36.2%	18.7%

Figure 2 shows that 253 complaints (49.2%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC, while 261 cases (50.8%) were through other means, such as telephone, email, and cases forwarded from other agencies.

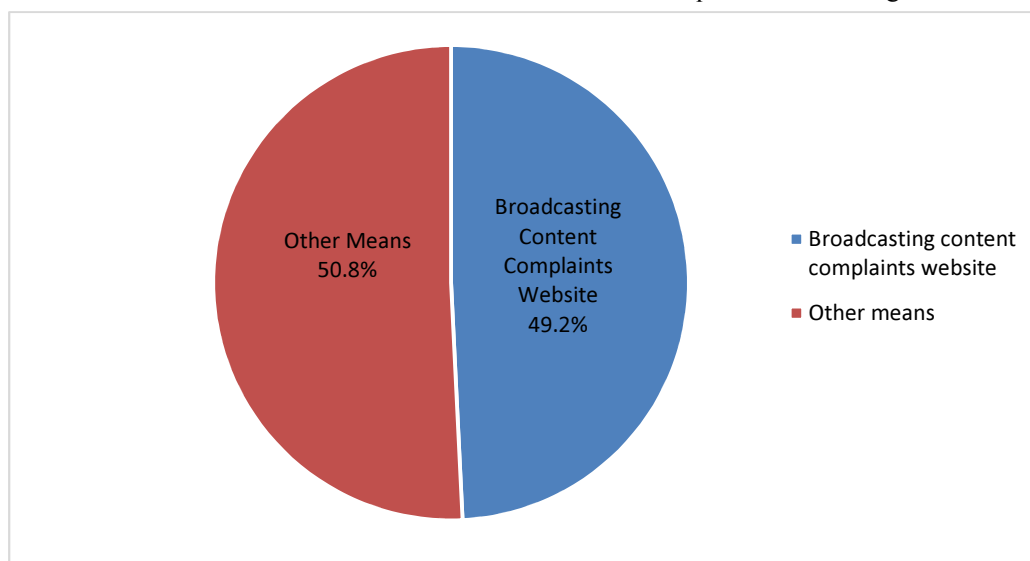


Figure 2: Means of Filing Complaints (Q4 2015)

Table 2 shows the 514 complaints about inappropriate contents: 107 complaints (20.8%) were “comments on the contents or wording of certain channels (radios)/programs/commercials,” followed by 83 (16.1%) about “false or unjust contents,” 60 (11.7%) were “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 52 (10.1%) about “no distinction between programs and commercials,” 44 (8.6%) about “disrupting public order or adversely affecting good social customs.” The total number of these top five types of complaints amounted to 346 cases, accounting for 67.3% of all complaints. Please see Table 2 for the numbers and percentages of other types.

	Item	Cases	%
Content	Comments on the contents or wording of certain channels (radios)/programs/commercials ²	107	20.8%
	False or unjust contents	83	16.1%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration ³	60	11.7%
	No distinction between programs and commercials	52	10.1%

² For example, hosts or guests express inappropriate opinions, inappropriate content of news broadcast, financial and stock programs influence the market, program content involves supernatural or miraculous events, etc.

³ Suggestions include increase programs in Taiwanese, improve the style of broadcasting, reduce news stories on violent crimes, and increase the number of cable TV channels, games and commercial management, etc.

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	Disrupting public order or adversely affecting good social customs	44	8.6%
	Disregard for professional ethics of journalism	33	6.4%
	Inappropriate contents or broadcast time of commercials	32	6.2%
	Harmful contents for children and juveniles	28	5.4%
	Overrunning commercials	11	2.1%
	Technical problems with radio or TV reception, image quality, or volume	11	2.1%
	Inappropriate program ratings	5	1.0%
	Violates the use of news tickers	5	1.0%
	Changes without notice in advance	5	1.0%
	Inquiries for regulations/information	4	0.8%
	Overly frequent replays	4	0.8%
Operation	Issues regarding program planning/production/broadcasting	14	2.7%
	Inappropriate customer service attitude	5	1.0%
	Comments on the contents or wording of certain channels (radios)/programs/commercials	4	0.8%
	Issues regarding property right, right of agency, or broadcasting right	3	0.6%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	0.6%
	Issues related to license conditions	1	0.2%
	Total	514	100.0%

◆ Complaints – Television

Of the 476 complaints about television programs, most were against “general programs,” with 173 cases (36.3%) followed by 170 (35.7%) against “news reports,” 56 (11.8%) against “commercials,” 37 (7.8%) against “issues in operation and management,” 27 (5.7%) against “general talk shows,” and 13 (2.7%) against “political talk shows.” Please see Figure 3 for details.

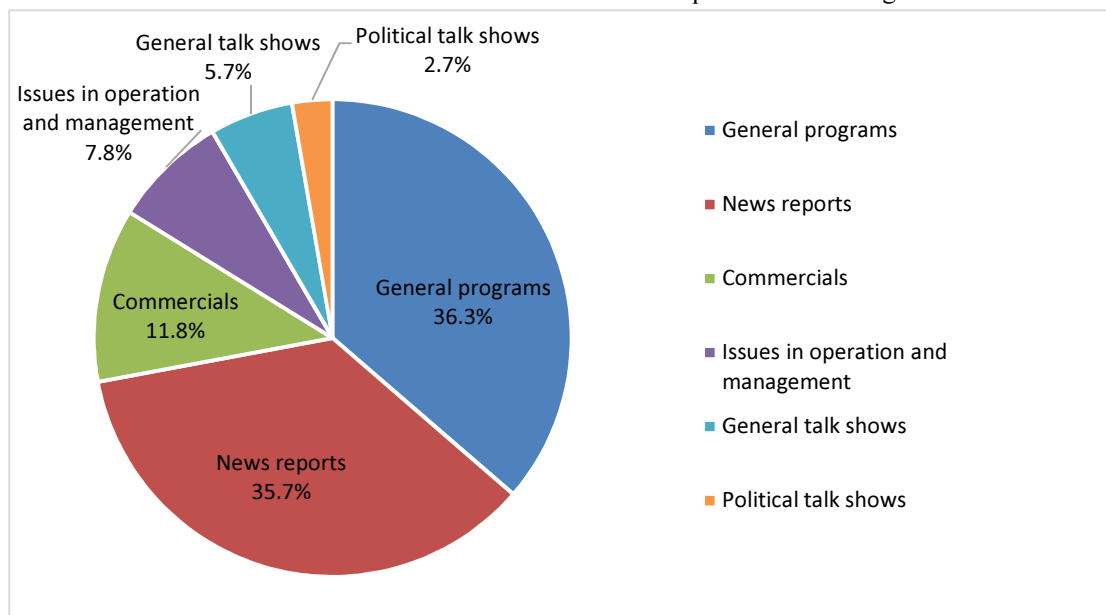


Figure 3: Complaints made against types of TV programs (Q4 2015)

Figure 4 indicates that amongst the 173 complaint cases about general programs, the largest proportion were the 91 cases (52.6%) about “dramas,” followed by 25 (14.5%) about “variety shows,” 25 (14.5%) about “non-specific programs”, 21 (12.1%) about “infomercial programs,” 4 (2.3%) about “folk religion,” 3 (1.7%) about “children’s programs,” another 3 cases (1.7%) about “capital stock programs,” and 1 (0.6%) about “educational culture programs.”

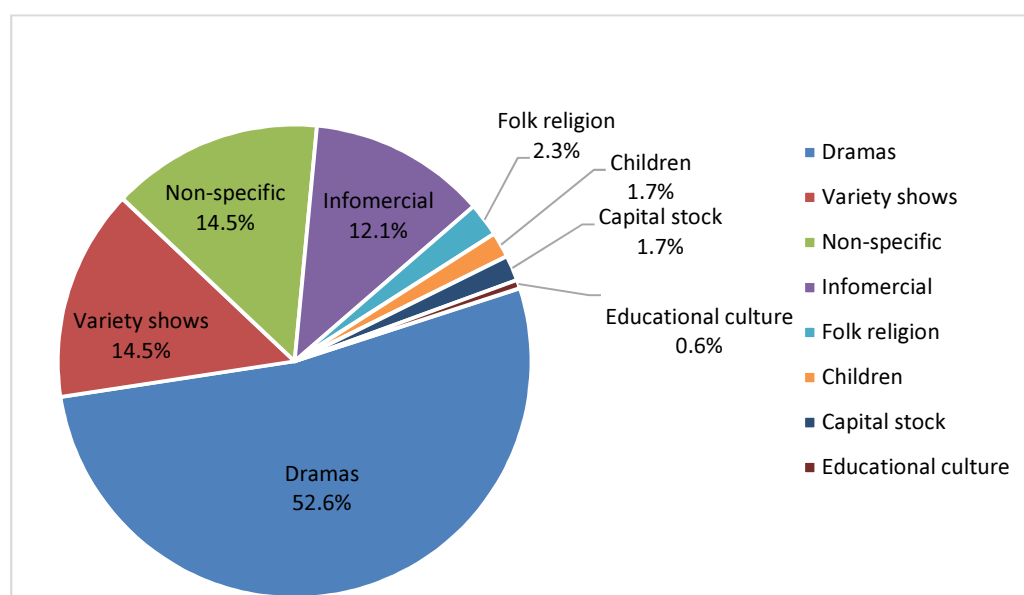


Figure 4: Complaints about Television by Program Types (Q4 2015)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that “comments on the contents and wording of certain channels/programs/commercials” topped the list with 47 complaints (27.2%), followed by 32 complaints (18.5%) about “no distinction between programs and commercials,” and 27 complaints (15.6%) concerning “disrupting public order or adversely affecting good social customs.” The total number of these top three types of complaints amounted to 106 cases. Please see Table 3 for more details:

Program type	Inappropriate content	Cases	%
General programs	Comments on the contents and wording of certain channels/programs/commercials	47	27.2%
	No distinction between programs and commercials	32	18.5%
	Disrupting public order or adversely affecting good social customs administration	27	15.6%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	19	11.0%
	Harmful contents for children and juveniles	15	8.7%
	False or unjust contents	7	4.0%
	Overrunning commercials	6	3.5%
	Technical problems with radio or TV reception, image quality, or volume	6	3.5%
	Inquiries for regulations/information	4	2.3%
	Inappropriate program ratings	4	2.3%
	Violates the use of news tickers	3	1.7%
	Overly frequent replays	1	0.6%
	Changes without prior announcement	1	0.6%
	Disregard for professional ethics of journalism	1	0.6%
Total		173	100.0%

It can be seen from Table 4 that amongst the 170 complaints about TV news reports, 57 complaints (33.5%) were about “false or unjust contents,” followed by 28 (16.5%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 27 (15.9%) “comments on the contents or wording of certain channels/programs/commercials,” and 27 (15.9%) about “disregard for professional ethics of journalism.” The total number of these top four types of TV news report complaints amounted to 139 cases; details are listed in Table 4:

Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	57	33.5%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	28	16.5%
	Comments on the contents or wording of certain channels/programs/commercials	27	15.9%
	Disregard for professional ethics of journalism	27	15.9%
	No distinction between programs and commercials	15	8.8%
	Harmful contents for children and juveniles	5	2.9%
	Disrupting public order or adversely affecting good social customs	4	2.4%
	Overly frequent replays	2	1.2%
	Violates the use of news tickers	2	1.2%
	Changes without notice in advance	1	0.6%
	Inappropriate program ratings	1	0.6%
	Technical problems with radio or TV reception, image quality, or volume	1	0.6%
Total		170	100.0%

Amongst the 56 complaints about TV commercials, the largest proportion were the 32 cases (57.1%) about “inappropriate contents or broadcast time of commercials,” followed by 7 (12.5%) about “harmful contents for children and juveniles,” and 7 (12.5%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these three types of complaints amounted to 46 cases. Please see Table 5 for details.

Table 5: Complaints about Television Commercials by Type of Inappropriate Content (Q4 2015)

Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	32	57.1%
	Harmful contents for children and juveniles	7	12.5%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	7	12.5%
	Comments on the contents and wording of certain channels/programs/commercials	5	8.9%
	False or unjust contents	2	3.6%
	Overrunning commercials	2	3.6%
	Disrupting public order or adversely affecting good social customs administration	1	1.8%
Total		56	100.0%

Table 6 shows that of the 40 complaints about TV talk shows⁴, the largest proportion were the 12 (30.0%) concerning “false or unjust contents,” followed by 9 (22.5%) “comments on the contents and wording of certain channels/programs/commercials.” The total number of these two types of complaints amounted to 21 cases.

Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q4 2015)

Program type	Inappropriate content	Cases	%
TV talk shows	False or unjust contents	12	30.0%
	Comments on the contents and wording of certain channels/programs/commercials	9	22.5%
	Disrupting public order or adversely affecting good social customs	8	20.0%
	Disregard for professional ethics of journalism	5	12.5%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	4	10.0%
	Issues regarding program	1	2.5%

⁴ Includes both general and political talk shows.

	planning/production/broadcasting		
	No distinction between programs and commercials	1	2.5%
Total		40	100.0%

Each of the following programs in the fourth quarter of 2015 (October to December) received 10 complaints or more: the drama “Taste of Life” of SET Taiwan, the drama “Dowry” of FTV, the infomercial program “Life’s Big Surprises” of CTS, and the news report “Loss of Brake! Truck Exceeded 100 km/hour on Freeway” of TVBS News. Please see Table 7 for more information.

Table 7: Complaints about TV programs (Q4 2015)			
Name of Program	Channel	Type	Cases
Taste of Life	SET Taiwan	Drama	54
Dowry	FTV	Drama	11
Life’s Big Surprises	CTS	Infomercial program	11
Loss of Brake! Truck Exceeded 100 km/hour on Freeway	TVBS News	News report	10

(1) “Taste of Life” of SET Taiwan received a total of 54 complaints.

Complaints: The program broadcast ran overtime; the plot of extramarital affairs and bathing scenes in the drama may be harmful for children and juveniles. Moreover, the broadcasted content of cats being soaked in the rain is suspected to be cat abuse and be in violation of the Animal Protection Act.

Action of the NCC: While the NCC respects the media’s professional autonomy and editorial freedom, it takes action according to law if the program content clearly violated legal regulations. Regarding the public complaint about running overtime, the NCC has forwarded the public complaints to SET for reference, since the current Satellite Broadcasting Act does not contain related regulations. An examination of the drama plot and scenes did not find the extramarital affairs and bathing scenes to clearly violate any regulations; they were determined to be within the

realm of plot development. However, in order to prevent the drama connotations from exerting a negative influence on society, the NCC not only forwarded the public complaints to SET for their reference, but also asked them to conduct more rigorous reviews and work on improvements to avoid penalties.

Regarding the complaint about suspected cat abuse and violation of the Animal Protection Act during the program broadcast on December 14, 2015, the NCC has forwarded the public complaints (from a total of 46 people) to SET for reference. In addition, the NCC also forwarded the complaints to Executive Yuan's Council of Agriculture on December 25, 2015 for legal investigation. The reply from Taipei City Animal Protection Office on January 8, 2016 indicated that this case of animal harassment in the drama was determined to be true after contacting related crew members for clarification. According to Item 3, Article 33-1 of the Animal Protection Act, an official document will require the crew to attend educational seminars on this matter.

(2) “Dowry” of FTV received a total of 11 complaints.

Complaints: The show included product placement marketing, an overly exaggerated and unreasonable plot, which has a negative effect on society and may affect children and juveniles' mental and physical health.

Action of the NCC: In response to placement marketing, the NCC sent letters to the network outlining the complaints and evaluations according to administrative procedures. Regarding the exaggerated or unreasonable plot, the NCC also forwarded the various complaints to the network for their reference or administrative guidance.

(3) The infomercial program “Life's Big Surprises” of CTS received a total of 11 complaints.

Complaints: No distinction between the program and a commercial and excessive placement marketing.

Action of the NCC: The NCC sent letters to the network to describe the

complaints and evaluations according to administrative procedures.

(4) The news report “Loss of Brake! Truck Exceeded 100 km/hour on Freeway” of TVBS News received a total of 10 complaints.

Complaints: The news reporter for the TVBS News story “Loss of Brake! Truck Exceeded 100 km/hour on Freeway—Police Risked Lives to Clear the Way” on December 9, 2015 erroneously described the ramp angle as 30°. This was not only overly exaggerated and untrue, but also lacked professionalism without the verification.

Action of the NCC: An examination of the recorded data did not conclude the news content violated regulations. The NCC forwarded the public complaints to the network for their action and reply. However, the new amendment of the Satellite Broadcasting Act has incorporated fact checking and fairness principles. With regards to the network’s self-regulatory policy, please refer to Satellite Television Broadcasting Association’s “Outline of Self-Regulatory Implementation for News” for related principles on production and broadcasting.

◆Complaints - Radio

Figure 5 shows that amongst the 38 complaints concerning radio, 12 cases (31.6%) were about “musical programs,” followed by 11 (28.9%) about “programs of other types;” the remaining complaints were 8 (21.1%) about “news reports and political talk shows,” and 7 cases (18.4%) about “comprehensive programs⁵.”

⁵ Comprehensive programs consist of diverse program contents; otherwise viewers did not complain about a specific program.

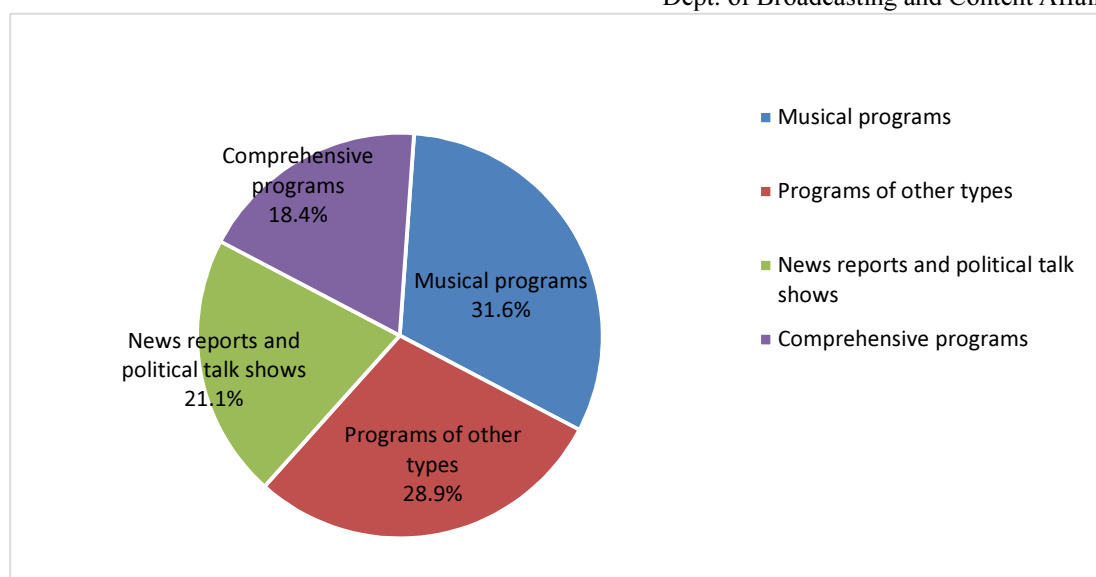


Figure 5: Complaints about Radio by Program Types (Q4 2015)

Amongst the inappropriate types of radio programs/commercials, “comments on the contents and wording of certain channels/programs/commercials” topped the list with 19 complaints (50.0%), followed by 5 (13.2%) about “false or unjust contents,” 4 (10.5%) concerning “disrupting public order or adversely affecting good social customs,” and 4 (10.5%) about “no distinction between programs and commercials.” The total number of these four types of complaints amounted to 32 cases, accounting for 84.2% of all complaints about radio programs/commercials. Please see Table 8 for more information:

Complaint type	Inappropriate content	Cases	%
Content	Comments on the contents and wording of certain channels/programs/commercials	19	50.0%
	False or unjust contents	5	13.2%
	Disrupting public order or adversely affecting good social customs	4	10.5%
	No distinction between programs and commercials	4	10.5%
	Overrunning commercials	3	7.9%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	2	5.3%
	Harmful contents for children and juveniles	1	2.6%

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Total	38	100.0%
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