



2015 NCC Report on Broadcasting Content Complaints

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media. The establishment of a mechanism for the general public to file complaints plays an important role of a comprehensive supervision policy. In order to utilize public feedback to enhance the quality of broadcasting content and to protect public interests, in January 2009, the NCC established the “Broadcasting Content Complaints Website.” Quarterly and annual reports on the supervision of broadcasting content are published, as a means for the general public to understand the status of broadcasting content supervision and participate in the supervision process.

The NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. Although there is no current specific agency in charge of contents on the Internet, in accordance with the 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 the statistical evidence of public 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, as well as any subsequent action taken by the NCC against TV and radio programs in violation of relevant regulations in the year of 2015.

◆ An Overview of Complaints - 2015

During the calendar year 2015, the NCC received a total of 2,433 complaints from the public regarding broadcasting content. Compared to the 10,016 complaints

received in 2014, there were 7,583 fewer complaints during 2015. Of the complaints received in both 2014 and 2015, 219 and 190 respectively were complaints unrelated to the broadcasting media content. After excluding those cases, the number of complaints received in 2014 was 9,797, while that of 2015 was 2,243. In total, 2,112 complaints were made against television contents during 2015, which was 7,345 fewer than the 9,457 complaints of 2014. On the other hand, 131 complaints were made against radio contents during 2015, a reduction of 209 complaints compared to the 340 complaints in 2014. The numbers of complaints against radio and TV content over the past 5 years can be seen in Figure 1.

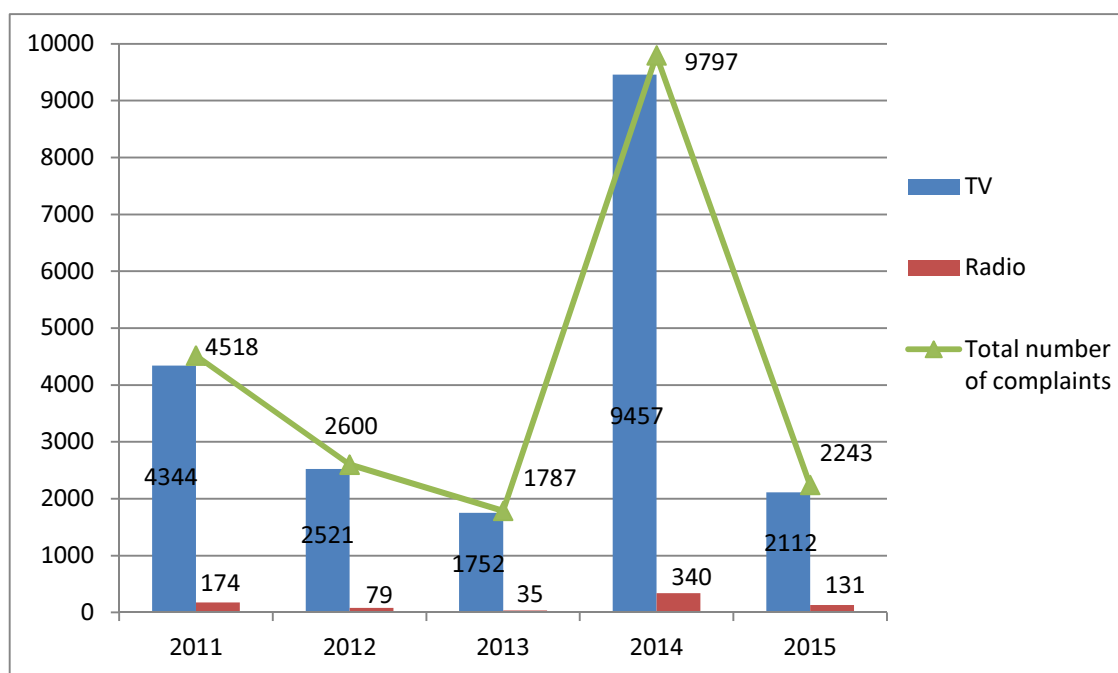


Figure 1: Complaints against radio and TV over the past 5 years.

A comparison between the numbers of complaints in 2014 and 2015 revealed a drop of 7,554 complaints in 2015, reflecting a dramatic decrease of 77.1% which was mainly due to the 5,980 public complaints toward against the inappropriate program content of CTI TV News Channel’s “News Tornado” in 2014. Therefore, after excluding the complaints for this particular case the numbers of complaints between 2011 and 2015 have remained fairly steady. Complaints against television content in 2015 accounted for over 94% of the total number of complaints. Hence the general public’s comments about TV programs remained the majority of all complaints.

In terms of the means of submitting complaints, 1,129 complaints were made by the public on the NCC’s “Broadcasting Content Complaints Website,” accounting for 50.3% of all complaints, as shown in Table 1; 1,114 complaints were made through other means (including the NCC’s telephone, email address, and cases forwarded

from other agencies), accounting for 49.7% of all complaints.

Table 1. Means of Filing Complaints by Year				
Channels of Complaints \ Year	2015		2014	
	Cases	%	Cases	%
Broadcasting Content Complaints Website	1,129	50.3%	7,714	78.7%
Other means	1,114	49.7%	2,083	21.3%
Total	2,243	100.0%	9,797	100.0%

Looking closely at the changes in the means of filing complaints over time, the proportion of cases filed through the “Broadcasting Content Complaints Website” to “other means” was “78.7%:21.3%” in 2014 and “50.3%:49.7%” in 2015. The proportion of increase in using “other means” was 28.4%. Consequently, the NCC will enhance the promotion of using the “Broadcasting Content Complaints Website” to users, in order to establish a common contact window.

In 2015, the public complaints against inappropriate media content were categorized into the five main types of “false or unjust contents,” “comments on the contents or wording of certain channels/programs/commercials,” “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” “no distinction between programs and commercials,” and “harmful contents for children and juveniles.” These cases accounted for 70.2% of the total number of complaints. Compared to 2014, “false or unjust contents” became the category with the most complaints in 2015 (678 complaints) as opposed to ranking third most common in 2014 (1,315 complaints). The category that ranked fourth in 2014 (1,101 complaints) was “comments on the contents or wording of certain channels/programs/commercials,” which rose to second most common complaint in 2015 (301 complaints).” In contrast, the category of “suggestions on the overall broadcasting policies/regulations or NCC’s administration” was ranked fifth in 2014 (467 complaints); it became the third most common type the list in 2015 (221 complaints). The category “no distinction between programs and commercials” moved from eighth in 2014 (178 complaints) to fourth in 2015 (202 complaints). The rank of “harmful contents for children and juveniles” rose slightly, from the sixth in 2014 (266 complaints) to fifth in 2015 (172 complaints). Although the examination of public

complaints against different types of inappropriate content over the years revealed some changes in specific items, the majority of the complaints still revolved around “false or unjust contents,” “comments on the contents or wording of certain channels/programs/commercials,” and “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” Please refer to Table 2 and Figure 2 for more details.

Table 2. The Five Major Categories of Public Complaints by Year					
2015			2014		
Item	Cases	%	Item	Cases	%
False or unjust contents	678	30.2%	Disrupting public order or adversely affecting good social customs	4,003	40.9%
Comments on the contents or wording of certain channels/ programs/commercials	301	13.4%	Disregard for professional ethics of journalism	2,108	21.5%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration	221	9.9%	False or unjust contents	1,315	13.4%
No distinction between programs and commercials	202	9.0%	Comments on the contents or wording of certain channels/ programs/commercials	1,101	11.2%
Harmful contents for children and juveniles	172	7.7%	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	467	4.8%
Total	1,574	70.2%	Total	8,994	91.8%

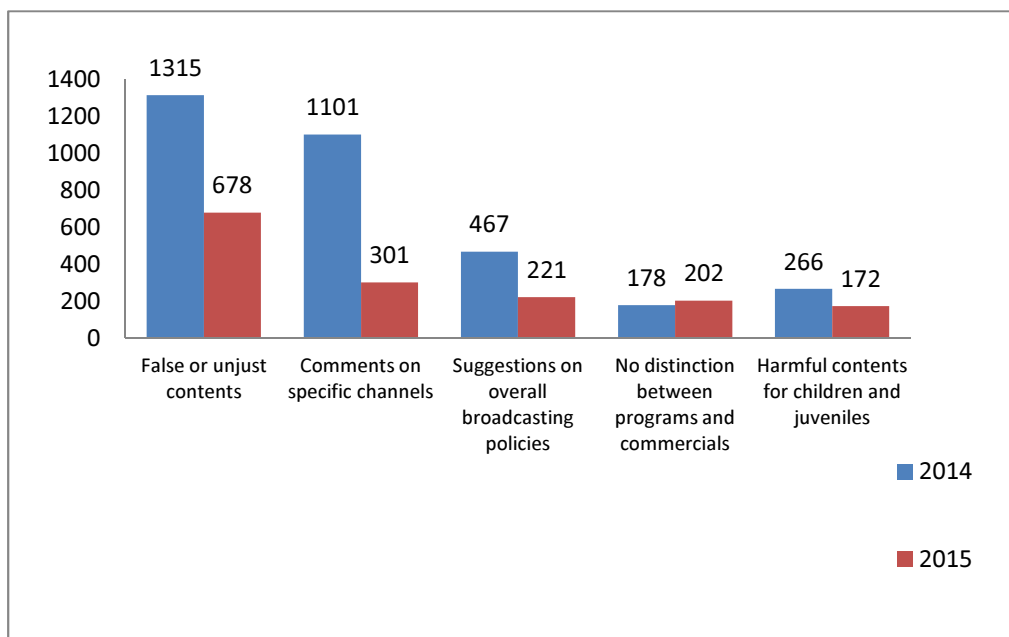


Figure 2: The Five Major Categories of Public Complaints by Year

Table 3 shows that of the total complaints received during 2015, 1,116 cases (49.7%) were from males and 708 cases (31.6%) were from females. Another 419 cases (18.7%) were made by people not specifying their gender.

In respect to the complaints against television content, 1,041 cases were from males and 683 cases were from females while 75 complaints against radio content were from males and 25 from females.

Table 3. Complaints by Gender (2015)				
Media Type \ Gender	Male		Female	
	TV	1,041	93.3%	683
Radio	75	6.7%	25	3.5%
Total	1,116	100%	708	100%

Note: Complaints from people who did not identify their gender were excluded.

Table 4 shows the complaints about inappropriate contents: 678 (30.2%) complaints about “false or unjust contents” topped the list, followed by 301 (13.4%) “Comments on the contents or wording of certain channels/programs/commercials,” 221 (9.9%) “Suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 202 (9.0%) regards to “no distinction between programs and

commercials,” and 172 (7.7%) about “harmful contents for children and juveniles.” The total number of these top five types of complaints accounted for 70.2% of all complaints. In addition, the NCC has incorporated public complaints against radio broadcast and operations into analyses¹ since 2015: the total number of public complaints against radio broadcast and operations in 2015 was 64, which accounted for 2.9% of all complaints. Please see Table 4 for the numbers and percentages of other types of complaints.

Table 4. Complaints by Types of Inappropriate Content (2015)			
	Item	Cases	%
Content	False or unjust contents	678	30.2%
	Comments on the contents or wording of certain channels /programs/commercials (hosts and guests used inappropriate language, content was over exaggerated in creating panic, too much coverage on modus operandi etc.)	301	13.4%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration (increased broadcast of Taiwanese shows and news, insufficient coverage on international news, too much coverage on major headline stories, critics made irresponsible comments, etc.)	221	9.9%
	No distinction between programs and commercials	202	9.0%
	Harmful contents for children and juveniles	172	7.7%
	Inappropriate contents or broadcast time of commercials	166	7.4%
	Disregard for professional ethics of journalism	147	6.6%

¹ The types of complaints against inappropriate broadcasting operations included “issues regarding program planning/production/broadcasting,” “increasing the proportion of Taiwan’s locally-produced programs,” “issues related to license conditions,” “inappropriate customer service attitude,” “issues regarding property right, right of agency, or broadcasting right,” “issues related to live satellites,” “insufficient proportion of new HD programs,” “inquiries for operations about broadcasting stations,” “inquiries for local/foreign channels,” “issues regarding the number of channels or fixed frequency,” “counseling and assessment for channel renewal applications,” etc.

	(continuously playing victim families' emotional scenes, invasion of privacy, reporting unconfirmed information, placement marketing, etc.)		
	Disrupting public order or adversely affecting good social customs	136	6.1%
	Overly frequent replays	40	1.8%
	Overrunning commercials	28	1.2%
	Inappropriate program ratings	25	1.1%
	Technical problems with radio or TV reception, image quality, and sound volume	24	1.1%
	Changes without notices in advance	17	0.8%
	Inquiries for regulations/information	14	0.6%
	Illegal use of on-screen news flashes	8	0.4%
Operation	Issues regarding program planning/production /broadcasting	33	1.5%
	Inappropriate customer service attitude	25	1.1%
	Issues regarding property right, right of agency, or broadcasting right	3	0.1%
	Inquiries for operations about broadcasting stations	1	0.0%
	Inquiries for local/foreign channels	1	0.0%
	Issues related to license conditions	1	0.0%
Total		2,243	100.0%

◆ Complaints – Television

Turning to public complaints against TV programs, Figure 3 shows that out of the 2,112 complaints about television programs, most were against “news reports,” with 953 cases (45.1%), followed by 605 (28.6%) against “general programs²,” 273 (12.9%) against “commercials,” 108 (5.1%) against “political talk shows,” 98 (4.6%) against “general talk shows,” and 75 (3.6%) against “others.”

² Refers to programs other than news reports, talk shows, and commercials, such as non-specific programs and dramas, entertainment programs, children’s programs, sports programs, and infomercial programs.

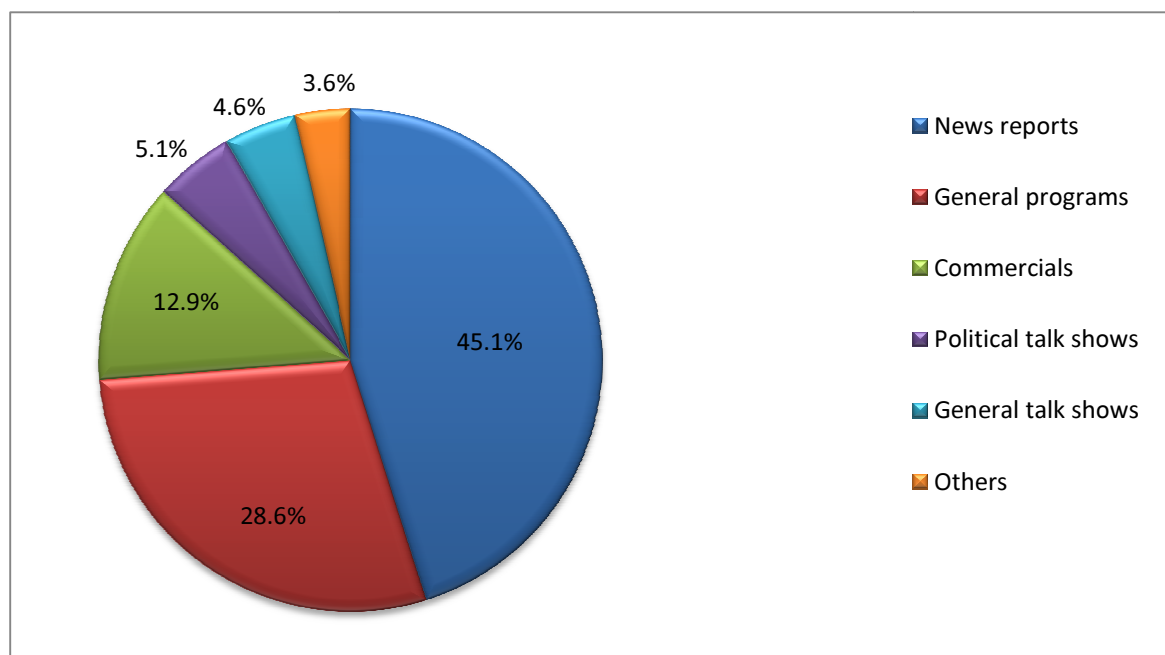


Figure 3: Complaints against types of TV programs (2015)

It can be seen from Table 5 that amongst the 953 complaints about news reports, “False or unjust contents” topped the list with 522 complaints (54.8%), followed by 116 (12.2%) “Disregard for professional ethics of journalism,” 89 (9.3%) “Suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 85 (8.9%) “Comments on the contents and wording of certain news reports,” and 57 (6.0%) about “no distinction between programs and commercials.” The total number of these top five types of complaints against news reports accounted for 91.2% of all complaints.

Table 5. Complaints about TV News Reports by Type of Inappropriate Content (2015)

Program type	Inappropriate content	Cases	%
Talk shows	False or unjust contents	522	54.8%
	Disregard for professional ethics of journalism	116	12.2%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	89	9.3%
	Comments on the contents and wording of certain news reports	85	8.9%
	No distinction between programs and commercials	57	6.0%

Harmful contents for children and juveniles	29	3.0%
Disrupting public order or adversely affecting good social customs	25	2.6%
Overly frequent replays	12	1.3%
Illegal use of on-screen news flashes	5	0.5%
Overrunning commercials	4	0.4%
Inappropriate program ratings	3	0.3%
Inquiries for regulations/information	2	0.2%
Inappropriate contents or broadcast time of commercials	1	0.1%
Issues regarding program planning/production /broadcasting	1	0.1%
Technical problems with radio or TV reception, image quality, and sound volume	1	0.1%
Changes without notice in advance	1	0.1%
Total	953	100.0%

Table 6 indicates that amongst the 605 complaint cases about general TV programs, the largest proportion were the 245 cases (40.5%) about “drama,” followed by 126 (20.8%) about “variety shows,” 118 (19.5%) about “non-specific programs,” 33 (5.5%) about “infomercial programs,” 28 (4.6%) about “capital stock programs,” 24 (4.0%) about “children’s programs,” 17 (2.8%) about “folk religion,” 7 (1.2%) about “education and culture, 6 (1.0%) about “sports programs,” and 1 (0.2%) about “others.”

Since 2010, public complaints against “drama” have been the most common category about general programs.

Table 6. Complaints about General TV Programs by Year

2015		2014	
Program Type	Cases	Program Type	Cases
Drama	245	Drama	290
Variety shows	126	Variety shows	115
Non-specific programs	118	Non-specific programs	110
Infomercial programs	33	Children’s programs	62

Capital stock	28	4.6%	Infomercial programs	38	5.5%
Children's programs	24	4.0%	Capital stock	30	4.3%
Folk religion programs	17	2.8%	Sports programs	18	2.6%
Education and culture	7	1.2%	Education and culture	16	2.3%
Sports programs	6	1.0%	Folk religion programs	14	2.0%
Others	1	0.2%			
Total	605	100.0%	Total	693	100.0%

Table 7 indicates that amongst the 605 complaints about cases inappropriate content of general TV programs, the largest proportion were the 122 cases (20.2%) about “no distinction between programs and commercials,” followed by 98 (16.2%) about “comments on the contents or wording of certain channels/programs/commercials,” 76 (12.6%) about “disrupting public order or adversely affecting good social customs,” 65 (10.7%) “Suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 64 (10.6%) about “false or unjust contents,” and 64 (10.6%) about “harmful contents for children and juveniles.” The total number of these top six types of general program complaints accounted for 80.8% of all complaints.

Table 7. Complaints about General TV Programs by Types of Inappropriate Content (2015)			
Program Type	Inappropriate content	Cases	%
General programs	No distinction between programs and commercials	122	20.2%
	Comments on the contents or wording of certain channels/programs/commercials	98	16.2%
	Disrupting public order or adversely affecting good social customs	76	12.6%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	65	10.7%
	False or unjust contents	64	10.6%

	Harmful contents for children and juveniles	64	10.6%
	Overly frequent replays	21	3.5%
	Inappropriate program ratings	21	3.5%
	Technical problems with radio or TV reception, image quality, and sound volume	17	2.8%
	Issues regarding program planning/production /broadcasting	13	2.1%
	Changes without notice in advance	13	2.1%
	Overrunning commercials	12	2.0%
	Inquiries for regulations/information	8	1.3%
	Inappropriate contents or broadcast time of commercials	7	1.2%
	Illegal use of on-screen news flashes	3	0.5%
	Disregard for professional ethics of journalism (continuously playing victim families' emotional scenes, invasion of privacy, reporting unconfirmed information, placement marketing, etc.)	1	0.2%
Total		605	100.0%

Table 8 shows that amongst the complaint cases about inappropriate TV commercials, the largest proportion were the 147 cases (53.8%) about “inappropriate contents or broadcast time of commercials,” followed by 65 (23.8%) about “harmful contents for children and juveniles,” 13 (4.8%) about “false or unjust contents,” 13 (4.8%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 12 (4.4%) about “comments on the contents or wording of certain commercials.” The total number of these five types of complaints amounted to 250 cases, which accounted for 91.6% of all complaints.

Table 8. Complaints about TV Commercials by Types of Inappropriate Content (2015)			
Program Type	Inappropriate content	Cases	%
Commercials	Inappropriate contents or broadcast time of commercials	147	53.8%
	Harmful contents for children and juveniles	65	23.8%
	False or unjust contents	13	4.8%

	Suggestions on the overall broadcasting policies/regulations or NCC's administration	13	4.8%
	Comments on the contents or wording of certain commercials	12	4.4%
	Disrupting public order or adversely affecting good social customs	9	3.3%
	Overrunning commercials	7	2.6%
	Overly frequent replays	5	1.8%
	Inquiries for regulations/information	2	0.7%
Total		273	100.0%

It can be seen from Table 9 that amongst the 206 complaints about TV talk shows³, 69 complaints (33.5%) about “false or unjust contents” topped the list, followed by 43 (20.9%) “comments on the contents or wording of certain channels/programs/commercials,” 30 (14.6%) about “disregard for professional ethics of journalism,” 25 (12.1%) about “disrupting public order or adversely affecting good social customs,” and 12 (5.8%) “Suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these top five types of TV talk show complaints accounted for 86.9% of all complaints.

Table 9. Complaints about TV Talk Shows by Type of Inappropriate Content (2015)

Program type	Inappropriate content	Cases	%
Talk shows	False or unjust contents	69	33.5%
	Comments on the contents or wording of certain channels/programs/commercials	43	20.9%
	Disregard for professional ethics of journalism	30	14.6%
	Disrupting public order or adversely affecting good social customs	25	12.1%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	12	5.8%
	No distinction between programs and commercials	11	5.3%

³ Includes general talk shows and political talk shows

	Harmful contents for children and juveniles	10	4.9%
	Issues regarding program planning/production /broadcasting	2	1.0%
	Overly frequent replays	1	0.5%
	Inappropriate program ratings	1	0.5%
	Inquiries for regulations/information	1	0.5%
	Inappropriate contents or broadcast time of commercials	1	0.5%
Total		206	100.0%

In 2015, there were 13 programs and 2 commercials that received more than 10 complaints, including “1200 CTI News at Noon” of CTI TV News Channel, “Taste of Life” of SET Taiwan, and “Taiwan Headlines” of SETN. The complaints are outlined below in Table 10.

Table 10. Complaints about TV Programs (2015)			
Name of Program	Channel	Type	Cases
1200 CTI News at Noon	CTI TV	News report	134
Taste of Life	SET Taiwan	Drama	54
Taiwan Headlines	SETN	News report	34
Oxcart—It’s Adak again	No specific channels	Commercial	32
Dowry	FTV	Drama	29
E-Cigarettes are more harmful than cigarettes—it is impossible to quit smoking!	CTS	News report	26
Ordinary Love	SET Taiwan	Drama	26
Jeng Chin Talk	Next TV	Political talk shows	22
Smoking in Taipei Municipal Nei-Hu Senior High School	SETN	News report	21
SearchHome TV	USTV	Variety show	20
The Grand Duelist	No specific channels	Commercial	15

A-gii News Critiques	Azio TV	General talk show	12
Life's Big Surprises	CTS	Infomercial program	11
Formosa Fun Coast explosion	SETN	News report	11
Loss of Brake! Truck Exceeded 100 km/hour on Freeway	TVBS News	News report	10

(1) “1200 CTI News at Noon” of CTI TV received a total of 134 complaints.

Complaints: The news story on the list of casualties for TransAsia Airways’ “plane crash in Nangang” around 12:40pm on February 4, 2015 incorrectly used the list of casualties for TransAsia Airways’ “plane crash in Magong.”

Action of the NCC: The NCC immediately called CTI TV and requested for a prompt correction notice as soon as the error was reported. CTI TV issued a correction and apology at 13:05 that day. In addition to fully reminding all the other news channels to pay attention to the accuracy of their materials for broadcast, the NCC also forwarded the public complaints to CTI TV. In order to prevent similar incidents from happening again, the NCC held the “forum that investigated the media production and broadcast of social news content” on April 20, 2015 to remind all news channels to attend to the production and broadcast of related news stories.

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

Complaints: The program broadcast ran overtime; the plot of love affairs and bathing scenes in the drama may be harmful and detrimental to children and juveniles. Moreover, the broadcasted content of cats being soaked in the rain is suspected to involve cat abuse and 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 overtime broadcast, the NCC has forwarded the public complaints to SET for reference, since the current Satellite Broadcasting Act does not contain related regulations. An assessment of the plot and images did not determine that the love affairs and bathing scenes clearly violated any regulations; they were determined to be within the realm of plot development. However, in order to prevent the drama connotations from exerting negative influences 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 Animal Protection Act violation for the program broadcast of cats being soaked in the rain 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 seminars concerning animal life awareness.

(3) "Taiwan Headlines" of SETN received a total of 34 complaints.

Complaints: The news report that "TriWonder International Co., Ltd." was involved in frauds and the content about its member recruitment did not conform to the facts.

Action of the NCC: The NCC forwarded the audience complaints to SETN in writing, asking them to please comply with Article 30⁴ of the

⁴ In response to the amendment of the Radio and Television Act, Cable Radio and Television Act, and Satellite Broadcasting Act on January 6, 2016, Article 30 of the Satellite Broadcasting Act has been moved to Article 44: in cases where stakeholders perceive the TV programs or radio broadcasted via satellite as inaccurate, they may request for corrections within twenty days since the day of broadcast. The satellite broadcasting business should make a correction during the program or commercial at the same hour within twenty days of receiving the request. The satellite broadcasting business should make

Satellite Broadcasting Act. The NCC also explained to the complainants that stakeholders may proceed as abovementioned if they feel the report was inaccurate or harmful to their rights and interests. The NCC may inflict a penalty on the media if they fail to respond promptly as outlined above. Moreover, if the report involves the party's right of privacy or right of fame, the assertion of rights would need to follow the judicial approach. For the present case, SETN has made a reply within the requested period according to the regulations and informed the NCC.

(4) The commercial of "Pxmart—It's Sadako again" of SETN received a total of 32 complaints.

Complaints: The commercial features Sadako, a long-hair female ghost, which does not only frighten both adults and children, but also has a drastic influence on children's physical and mental health.

Action of the NCC: The NCC examined the commercial "Pxmart—It's Sadako again," and determined that its content has not yet clearly violated the regulations. In order to prevent it from bringing negative impacts to children or juvenile's physical and mental health, the NCC has asked satellite broadcasting businesses to form the "Satellite Television Broadcasting Association" (referred to the Satellite Association below). The respective TV network members were notified to activate self-regulatory mechanisms and handle the commercial carefully. The Satellite Association also asked the members to broadcast this commercial during appropriate hours and avoid broadcasting it during cartoons or children's programs. This was done to prevent the commercial from affecting children or juvenile's physical and mental health.

(5) "Dowry" of FTV received a total of 29 complaints.

Complaints: Excessive names of sponsors, too much placement marketing, overly exaggerated placement of different products on a daily

a written reply to those who make the request with proper rationale if they think the program or commercial is actually accurate.

basis, unreasonable plot, and overly frequent appearance of gang violence scenes.

Action of the NCC: In response to excessive sponsors names, the NCC has invited TV businesses to attend seminar meetings in May 2015. After the meeting, the Association of Terrestrial Television Networks and Satellite Television Broadcasting Association composed of broadcast TV stations and satellite channel businesses, devised self-regulatory standards regarding the size, position, and style of sponsors names in June and August 2015 respectively. Regarding concerns about placement marketing, the NCC has written a letter that states the complaints and review comments to respective companies. In respect to the appearance of gang violence scenes and unreasonable plot, the NCC has forwarded letters to the company for their reference and administrative guidance accordingly to different plots.

(6) “E-Cigarettes are more harmful than cigarettes—it is impossible to quit smoking!” of CTS received a total of 26 complaints.

Complaints: The content of the news report was not based on solid evidence. It distorted the video content of e-cigarette experiments without any investigations, which misled public opinions and gave wrong impressions about e-cigarettes and their users.

Action of the NCC: The NCC requested CTS to respond to the public in writing and keep the NCC updated. The response from CTS is as follows: (1) the original video clip from abroad compared e-cigarettes and cigarettes. The flies that were placed with e-cigarettes on the left were able to fly away in the end, despite a drop in activity level. In contrast, the flies immersed in cigarettes on the right were unconscious. Prior to the broadcast, CTS asked the doctor to determine whether the finding meant that e-cigarettes have a smaller negative impact. The doctor did not agree because the composition of e-cigarettes is quite diverse; the influences of different brands of products can be different too. Thus, the production of this news story did not emphasize on the comparison. Instead, the story extracted images from the video clip that illustrate how

e-cigarettes can reduce the flies' activity levels. (2) After conducting internal reviews, CTS determined that it would have been better to broadcast the full video rather than extracting parts of it. Moreover, while the flies on the left once expressed lower levels of activity, the reporters overly exaggerated their observation by reporting that the flies appeared lifeless after 2 to 3 minutes. CTS will review the report and make necessary improvements.”

(7) “Ordinary Love” of SET Taiwan received a total of 26 complaints.

Complaints: The program contained too many episodes. The plot was unrealistically ridiculous; it illustrated criminal behaviors and repeatedly broadcasted violent scenes. The broadcast of this drama during 8pm primetime may exert negative influences on children and teenagers' physical and psychological well-being, disrupt public order and good social customs, and violate the regulations for program ratings. Moreover, the program was suspected of placing Katoon cell phones in it as well as using the program name as a means to promote the corset made by Lolinya.

Action of the NCC: In response to the complaints about too many episodes, the current Satellite Broadcasting Act does not have related regulations for the issue. The NCC has directed the audience complaints to Sanlih Entertainment Television for their reference. The repeated broadcast of violent scenes was considered to be within the realm of plot development and has not violated obvious laws and regulations. However, as there remains room for improving the program themes and connotations to minimize its negative impacts on society, the NCC has forwarded the public complaints to the station for its reference and improvement. The public complaints (from a total of 11 people) were forwarded to the station on June 22, 2015, requesting the company to discuss these concerns in its self-governing committee meetings. Finally, NCC determined that the use of Katoon cell phones was a part of the plot's natural presentation. In addition, the sponsor name of Lolinya's corset did not violate any of NCC's regulations

related to the sponsorship of TV programs.

(8) “Jeng Chin Talk” of Next TV received a total of 22 complaints.

Complaints: The program’s on-screen flashes were involved in discrimination against specific religious groups. In addition, the program hosts and guests’ opinions were not consistent with the reality; they may mislead the audience without prior validation.

Action of the NCC: After gathering and compiling all the public complaints, the NCC immediately forwarded a copy of the record to Next TV Broadcasting Limited. Next TV was asked to submit the case for discussion at their institutional review board, forward the meeting record to the NCC, and announce the outcomes of this process on the Internet.

(9) “Smoking in Taipei Municipal Nei-Hu Senior High School” of SETN received a total of 21 complaints.

Complaints: The news content was broadcasted without prior investigations. It was unclear whether the descriptions of pulling up collars, hitting the head with thermos bottles, being forced to blow on carbon monoxide detectors, and claiming that teachers overreacted were true. The news report failed to describe the incident from a fair and objective perspective and could have caused misunderstandings and biased opinions that mislead the public, as well as damage teachers’ and schools’ reputations.

Action of the NCC: The NCC forwarded the complaint to SETN for their reference, and asked SETN to respond to the public who had agreed to receive a reply, with a copy also to be retained by the NCC. To those who did not agree for a direct response, NCC also asked SETN to provide related information in order to respond.

(10) “SearchHome TV” of USTV received a total of 20 complaints.

Complaints: The program showcased Chanson Water and Wonderfuldesign Studio’s products and images. The continued broadcast of systems cabinets as the theme for 4 consecutive weeks was

suspected to be deliberate placement marketing. Moreover, the appearance of the company name, X-Line Design, in the program and the information about the awards earned by the designer were suspected to cause a lack of distinction between programs and commercials.

Action of the NCC: While the program generally did not violate any laws, there remain room for improvement in terms of certain parts of the content expression and theme design. The NCC has forwarded the public opinions to the news station for future reference and improvement. The NCC will continue to monitor the program broadcast; any violations of law will be processed according to administrative procedures.

(11) The commercial of “The Grand Duelist” received a total of 15 complaints.

Complaints: The commercial contains scenes of females shaking their breasts, which intend to evoke sexual images. The direct portrayal of breast shaking was disgusting. Moreover, the broadcast of this commercial during family prime time may potentially objectify females and negatively influence children and juvenile’s physical and mental development.

Action of the NCC: The NCC has written to the Association of Terrestrial Television Networks and the Satellite Association, notifying the respective TV network members to activate self-regulatory mechanisms and broadcast the commercial during appropriate hours (the recommended time is between 11pm and 6am on the next day). The measure was taken to prevent the commercial from influencing children and juvenile’s physical and mental health.

(12) “A-gii News Critiques” of Azio TV received a total of 12 complaints.

Complaints: The host publicly persuaded the public to throw rocks at stray dogs and encouraged animal abuse. The host also criticized Animal Protection Groups for protecting stray animals by comparing them to how Taiwan Alliance to End the Death Penalty protects Chieh Cheng and the suspect of killing an 8-year old girl. The content has not only disrupted public order and good social customs, but it has also violated the Animal Protection

Act.

Action of the NCC: Upon inspection, the program was rated PG. The related content came from the host A-gii's report on the case of "an eight-year old girl who was murdered in Beitou." The host used terms like stray dogs and trash dogs to imply people who support ending the death penalty. The opinion, language, and style of expression were obviously inappropriate. On June 10, 2015, the NCC compiled the public opinions and forwarded them to ERA Communications, who delivered it to Azio TV's program counseling committee for discussion. After the discussion of the abovementioned program content, the committee's internal and external members admitted that the content was inappropriate and should be actively improved. Hence, the company not only requested the program department's editors and reviewers to strengthen the process of program reviews, but also forwarded the comments from the public and committee members to the program's production team for improvement.

(13) The infomercial program "Life's Big Surprises" of CTS received a total of 11 complaints.

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

Action of the NCC: After reviewing the program recordings, the NCC sent out letters to the network to describe the complaints, and will continue to conduct evaluations according to administrative procedures.

(14) "Formosa Fun Coast explosion" of SETN received a total of 11 complaints.

Complaints: The station repeatedly reported and emphasized that the transfer of patient Lee to En Chu Kong Hospital in Taichung was the result of medical negligence where the medical staff did not provide any treatments to the client. Such reports can easily trigger conflicts between physicians and patients.

Action of the NCC: The NCC has forwarded the complaints to Satellite Television Broadcasting Association (referred to as Satellite Association below) and SETN. The Satellite Association was

asked to increase members' awareness to follow regulations such as the Satellite Broadcasting Act, Regulations Governing the Classification of TV Programs, The Protection of Children and Youths Welfare and Rights Act, and Personal Information Protection Act, as well as the Satellite Association's self-regulatory mechanisms. Scenes that involved blood, injury, family bereavement, social conflicts, and vital interests related to the subject or surrounding family and friends' personal information privacy should be handled carefully to avoid violations. Furthermore, the Satellite Association and SETN have respectively called for the news counseling committee in response to the public comments mentioned above.

(15) 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 and the spirit of verification.

Action of the NCC: An examination of the recorded data did not find the news content to violate the NCC's regulations. The NCC forwarded the public complaints to the network for their action and reply since the content was within the realm of the news media's professionalism and self-regulation. For the network's self-regulatory policy, please refer to Satellite Television Broadcasting Association R.O.C.'s "Outline of Self-Regulatory Implementation for News" for related principles on production and broadcasting. In order to prevent any damage to public interests that result from news from being partially extracted, overly sentimental, exaggerated, or biased without proper verification, news production and criticism are being regulated according to the new amendment of the Satellite Broadcasting Act. The emphasis should be placed on fact checking and principles of fairness in order to fulfill news media's social responsibility. Personnel in the

news industry are also expected to watch out for news reports’ potential negative effects and influences on the overall society.

◆ Complaints - Radio

Figure 4 shows that amongst the 131 complaints concerning radio in 2015, 49 (37.4%) were regarding “variety shows⁵,” followed by 36 (27.5%) about “programs of other types,” 21 (16.0%) about “musical programs,” 19 (14.5%) about “news reports and political talk shows,” 5 (3.8%) about “others⁶,” as well as 1 (0.8%) about “commercials.”

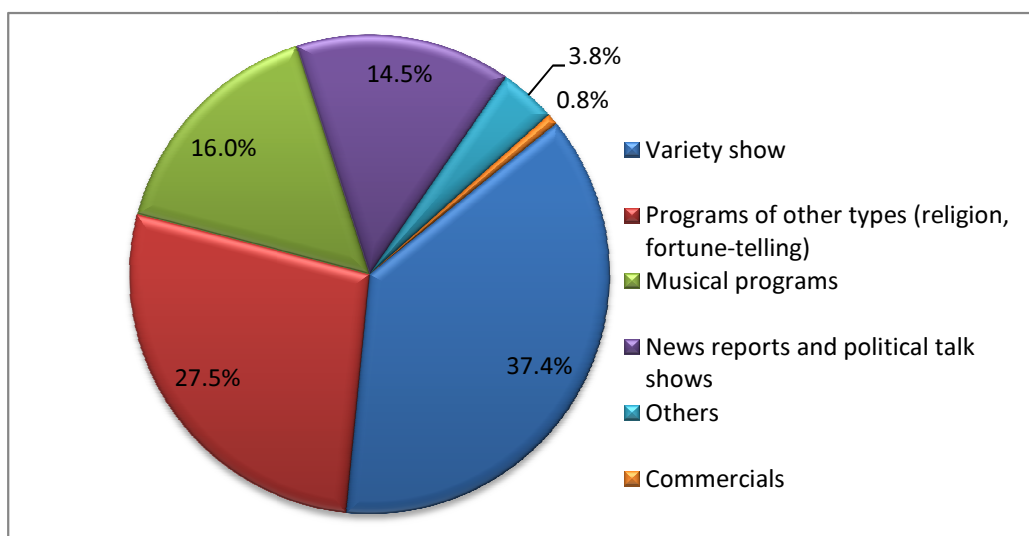


Figure 4: Complaints about Radio by Program Types (2015)

Amongst the inappropriate types of radio programs/commercials, “comments on the contents and wording of certain channels/programs/commercials” topped the list with 45 complaints (34.4%), followed by 22 (16.8%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 21 (16.0%) about “false or unjust contents,” 12 (9.2%) about “no distinction between programs and commercials,” 10 (7.6%) about “disrupting public order or adversely affecting good social customs,” and 10 (7.6%) about “inappropriate contents or broadcast time.” The total number of these six types of complaints accounted for 91.6 % of all complaints. Please see Table 11 for more information:

⁵ Variety shows refer to programs with diverse content.

⁶ The public has not filed a complaint against a specific program.

Table 11. Complaints about General Radio Programs/Commercials by Type of Inappropriate Content (2015)

Complaint Type	Item	Cases	%
Radio programs/commercials	Comments on the contents and wording of certain channels/programs/commercials	45	34.4%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	22	16.8
	False or unjust contents	21	16.0%
	No distinction between programs and commercials	12	9.2%
	Disrupting public order or adversely affecting good social customs	10	7.6%
	Inappropriate contents or broadcast time	10	7.6%
	Overrunning commercials	5	3.8%
	Harmful contents for children and juveniles	4	3.1%
Operations	Inappropriate customer service attitude	2	1.5%
Total		131	100.0%