



2016 Second Quarter (April – June) 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 second quarter of 2016 (April to June).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio compiled in the second quarter of 2016 (April to June), 441¹ complaints were made

¹ A total of 50 invalid cases not related to TV or radio were excluded.

in total: 410 against television contents (93.0%), 31 against radio contents (7.0%).
 Please see Figure 1.

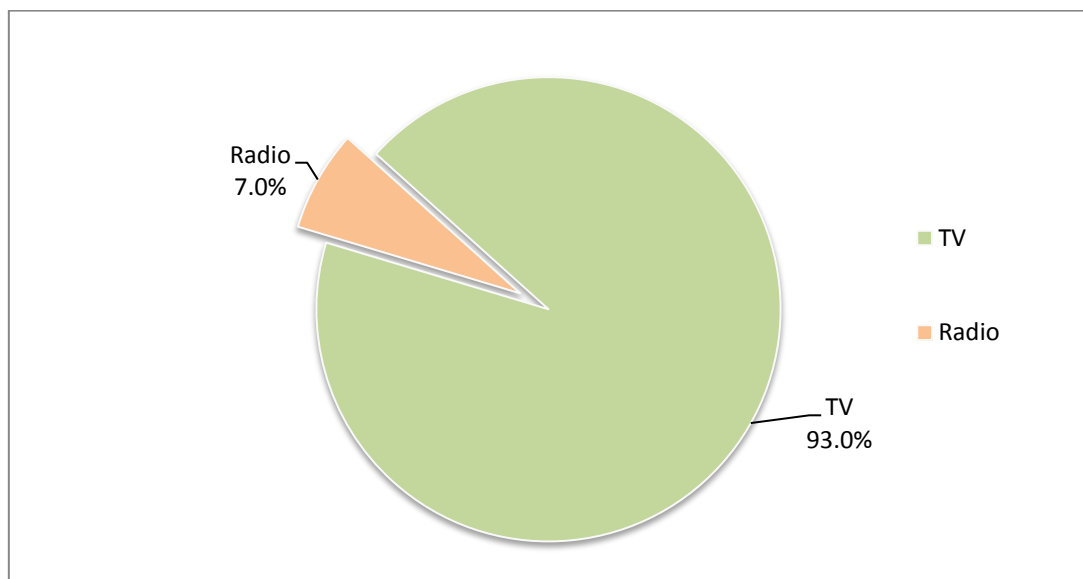


Figure 1: Complaints by Media Types (Q2 2016)

Table 1 shows that of the total 441 complaints, 227 cases (51.5%) and 130 cases (29.5%) were submitted by males and females respectively; another 84 cases (19.0%) were made by people either not specifying or unwilling to disclose their gender.

Table 1: Complaints by Gender (Q2 2016)				
	Male	Female	Unspecified	Total
TV	209	122	79	410
Radio	18	8	5	31
Total	227	130	84	441
Percentage	51.5%	29.5%	19.0%	100.0%

Figure 2 shows that 215 complaints (48.8%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC, while 226 cases (51.2%) were through other means, such as telephone, email, and cases forwarded from other agencies.

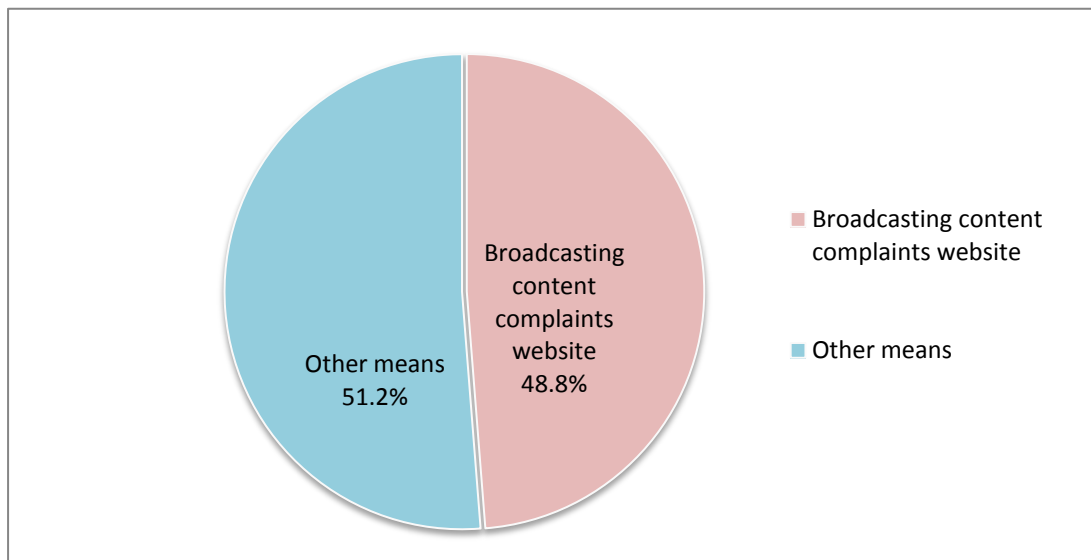


Figure 2: Means of Filing Complaints (Q2 2016)

As shown by Table 2, 390 complaints (88.4%) of the 441 complaints against TV and radio pertained to inappropriate content, while 32 (7.3%) of the complaints were specific to business operations, and 19 (4.3%) complaints concerned other issues. Of the complaints against inappropriate content, 100 complaints (22.7%) were “comments on the contents or wording of certain channels (radios)/programs/commercials,” followed by 65 (14.7%) about “no distinction between programs and commercials,” 54 (12.2%) about “false or unjust contents,” 42 (9.5%) were “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 29 (6.6%) about “inappropriate contents or broadcast time of commercials.” The total number of these top five types of complaints amounted to 290 cases, accounting for 65.8% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q2 2016)			
Item		Cases	%
Content	Comments on the contents or wording of certain channels (radios)/programs/commercials ²	100	22.7%
	No distinction between programs and commercials	65	14.7%
	False or unjust contents	54	12.2%

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.

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	Suggestions on the overall broadcasting policies/regulations or NCC's administration ³	42	9.5%
	Inappropriate contents or broadcast time of commercials	29	6.6%
	Disregard for professional ethics of journalism	24	5.4%
	Disrupting public order or adversely affecting good social customs	19	4.3%
	Harmful contents for children and juveniles	18	4.1%
	Inquiries for regulations/information	10	2.3%
	Overly frequent replays	8	1.8%
	Overrunning commercials	7	1.6%
	The involvement of sexism	5	1.1%
	Changes without prior announcement	5	1.1%
	Technical problems with radio or TV reception, image quality, and sound volume	2	0.5%
	Inappropriate program ratings	1	0.2%
	Illegal use of on-screen news flashes	1	0.2%
	Subtotal	390	88.4%
Operation	Issues regarding program planning/production/broadcasting	15	3.4%
	Inappropriate customer service attitude	7	1.6%
	Technical problems with radio or TV reception, image quality, and sound volume	3	0.7%
	Others	3	0.7%
	Issues regarding property right, right of agency, or broadcasting right	2	0.5%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	1	0.2%
	Issues related to license conditions	1	0.2%
	Subtotal	32	7.3%
Other	19	4.3%	
Total		441	100.0%

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

◆ Complaints – Television

Of the 410 complaints about television programs, most were against “news reports,” with 177 cases (43.2%) followed by 91 (22.2%) against “general programs⁴,” 44 (10.7%) against “commercials,” 31 (7.6%) against “non-specific programs,” 29 (7.1%) against “issues in operation and management,” 26 (6.3%) against “political talk shows,” and 12 (2.9%) against “general talk shows.” Please see Figure 3 for details.

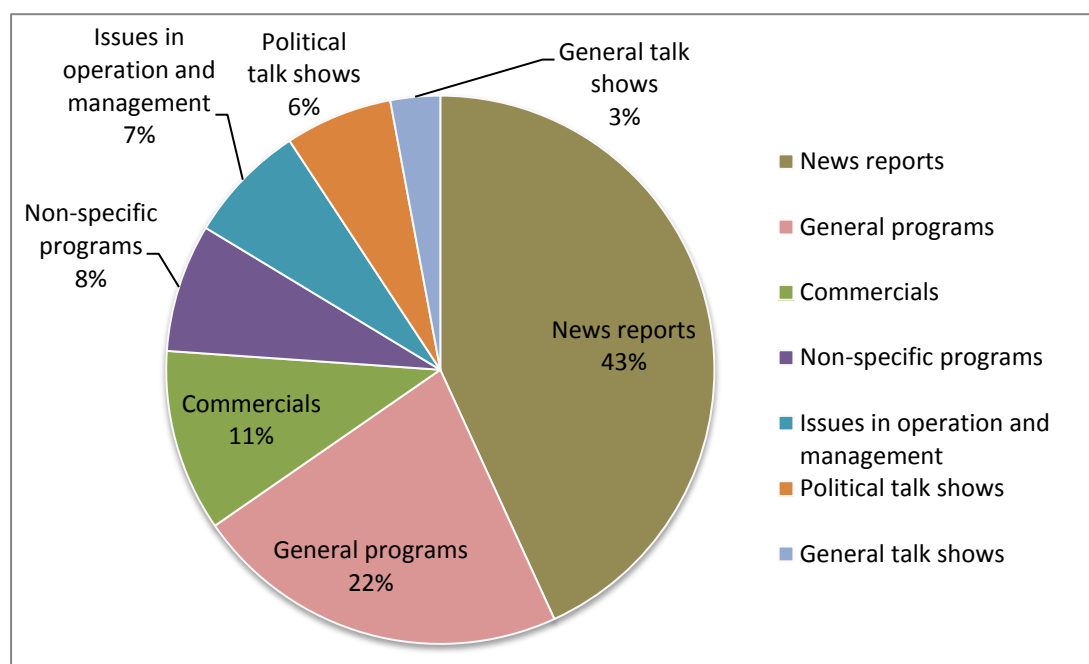


Figure 3: Complaints made against types of TV programs (Q2 2016)

It can be seen from Table 3 that amongst the 177 complaints about TV news reports, 51 complaints (28.8%) were “comments on the contents or wording of certain channels/programs/commercials,” followed by 37 (20.9%) concerning “no distinction between programs and commercials,” 31 (17.5%) concerning “false or unjust contents,” and 21 (11.9%) about “disregard for professional ethics of journalism.” The total number of these top four types of TV news report complaints amounted to 140 cases, accounting for 79.1% of all TV news report complaints. The details are listed in Table 3:

⁴ General programs include drama, variety shows, children’s programs, educational and cultural programs, and programs about infomercial information, folk religion, capital stock, and sports.

Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q2 2016)

Program type	Inappropriate content	Cases	%
News reports	Comments on the contents or wording of certain channels/programs/commercials	51	28.8%
	No distinction between programs and commercials	37	20.9%
	False or unjust contents	31	17.5%
	Disregard for professional ethics of journalism	21	11.9%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	19	10.7%
	Disrupting public order or adversely affecting good social customs	6	3.4%
	Harmful contents for children and juveniles	5	2.8%
	Overly frequent replays	3	1.7%
	Inquiries for regulations/information	2	1.1%
	Others	2	1.1%
Total		177	100.0%

Figure 4 indicates that amongst the 91 complaint cases about TV general programs, the largest proportion were the 43 cases (47.3%) about “dramas,” followed by 28 (30.8%) about “variety shows,” 6 (6.6%) about “children’s programs”, 6 (6.6%) about “sports programs,” 4 (4.4%) about “infomercial programs,” 2 (2.2%) about “capital stock programs,” 1 (1.1) about “educational and cultural programs,” and 1 (1.1%) about “folk religion.”

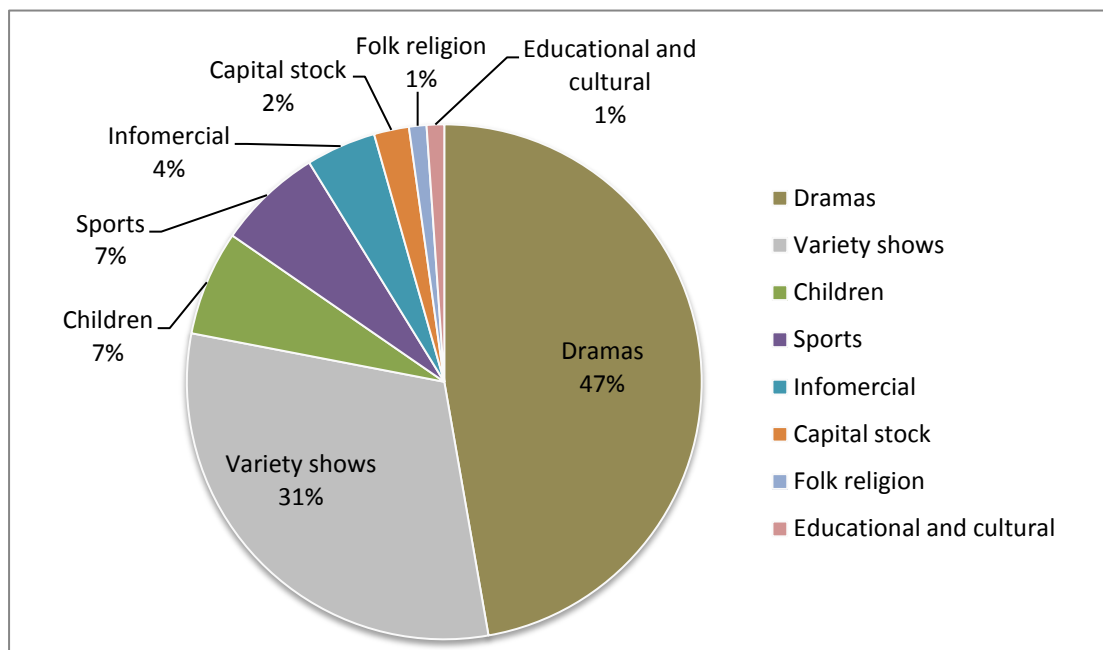


Figure 4: Complaints about Television Content: by Types of General Programs (Q2 2016)

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 25 complaints (27.5%), followed by 16 complaints (17.6%) about “no distinction between programs and commercials,” and 7 complaints (7.7%) concerning “false or unjust contents.” The total number of these top three types of complaints amounted to 48 cases, accounting for 52.7% of all complaints against TV general programs. Please see Table 4 for more details:

Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q2 2016)			
Program type	Inappropriate content	Cases	%
General programs	Comments on the contents and wording of certain channels/programs/commercials	25	27.5%
	No distinction between programs and commercials	16	17.6%
	False or unjust contents	7	7.7%
	Disrupting public order or adversely affecting good social customs	6	6.6%
	Harmful contents for children and	5	5.5%

	juveniles		
	Others	5	5.5%
	The involvement of sexism	5	5.5%
	Changes without prior announcement	5	5.5%
	Overly frequent replays	4	4.4%
	Overrunning commercials	4	4.4%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	3.3%
	Disregard for professional ethics of journalism	2	2.2%
	Inquiries for regulations/information	1	1.1%
	Inappropriate program ratings	1	1.1%
	Illegal use of on-screen news flashes	1	1.1%
	Inappropriate contents or broadcast time of commercials	1	1.1%
	Total	91	100.0%

Amongst the 44 complaints about TV commercials, the largest proportion were the 22 cases (50.0%) about “inappropriate contents or broadcast time of commercials,” followed by 7 (15.9%) about “harmful contents for children and juveniles,” and 5 (11.4%) “comments on the contents of certain commercials.” The total number of these three types of complaints amounted to 34 cases, accounting for 77.3% of all complaints against commercials. Please see Table 5 for details.

Table 5: Complaints about Television Commercials by Type of Inappropriate Content (Q2 2016)

Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	22	50.0%
	Harmful contents for children and juveniles	7	15.9%
	Comments on the contents of certain commercials	5	11.4%
	Disrupting public order or adversely affecting good social customs administration	2	4.5%

	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	2	4.5%
	No distinction between programs and commercials	2	4.5%
	Overrunning commercials	2	4.5%
	False or unjust contents	1	2.3%
	Inquiries for regulations/information	1	2.3%
Total		44	100.0%

Table 6 shows that of the 38 complaints about TV talk shows⁵, the largest proportion were the 12 (31.6%) “comments on the contents and wording of certain channels/programs/ commercials,” followed by 11 (28.9%) about “false or unjust contents.” The total number of these two types of complaints amounted to 23 cases, accounting for 60.5% of all complaints against TV talk shows. Please see Table 6 for details:

Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q2 2016)

Program type	Inappropriate content	Cases	%
TV talk shows	Comments on the contents and wording of certain channels/programs/commercials	12	31.6%
	False or unjust contents	11	28.9%
	Disrupting public order or adversely affecting good social customs	4	10.5%
	Inquiries for regulations/information	4	10.5%
	No distinction between programs and commercials	3	7.9%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	2	5.3%
	Disregard for professional ethics of journalism	1	2.6%
	Overrunning commercials	1	2.6%
Total		38	100.0%

⁵ Includes both general and political talk shows.

Each of the following programs in the second quarter of 2016 (April to June) received 10 complaints or more: the drama “Taste of Life” of SET Taiwan. Please see Table 7 for more information.

Table 7: Complaints about TV programs (Q2 2016)			
Name of Program	Channel	Type	Cases
Taste of Life	SET Taiwan	Drama	16

(1) “Taste of Life” of SET Taiwan received a total of 16 complaints.

Complaints: The program has a ridiculous plot, which includes the appearance of a parliament speaker committing bad deeds, forged pregnancy check-up results, and struggle for power and money. These are detrimental and inappropriate for family viewing during prime time broadcast. They not only bring negative influences to children and juveniles, but also adversely affect good social customs. Moreover, there was too much product placement in the program; the appearance of beer images was very obvious and take up too much time.

Action of the NCC: While the NCC respects the media’s professional autonomy and editorial freedom, it will take action according to the laws if the program content clearly violated legal regulations. Regarding the public complaints about the program’s ridiculous plot and content of a parliament speaker committing bad deeds, forged pregnancy check-up results, and struggle for power and money, the NCC did not find the plot and image processing to clearly violate any regulations. These were determined to be within the realm of plot development. However, considering the drama connotations may bring negative influences to society, the NCC has forwarded the public complaints to SET for their reference (a total of 7 times). In respect to the complaints about product placement (obvious appearance of beer images in the program for too much time), the NCC did not find the program to

violate related regulations. However, as there is still room for improvement in program quality, the NCC has forwarded the public complaints to SET and asked them to conduct more rigorous reviews and work on improvements to avoid penalties.

◆ Complaints - Radio

Figure 5 shows that amongst the 31 complaints concerning radio, 19 cases (61.3%) were about “comprehensive programs⁶,” followed by 8 (25.8%) about “news reports and political talk shows;” the remaining complaints were 3 (9.7%) about “issues in operation and management,” and 1 (3.2%) about “programs of other types.” Please see Figure 5 for more details:

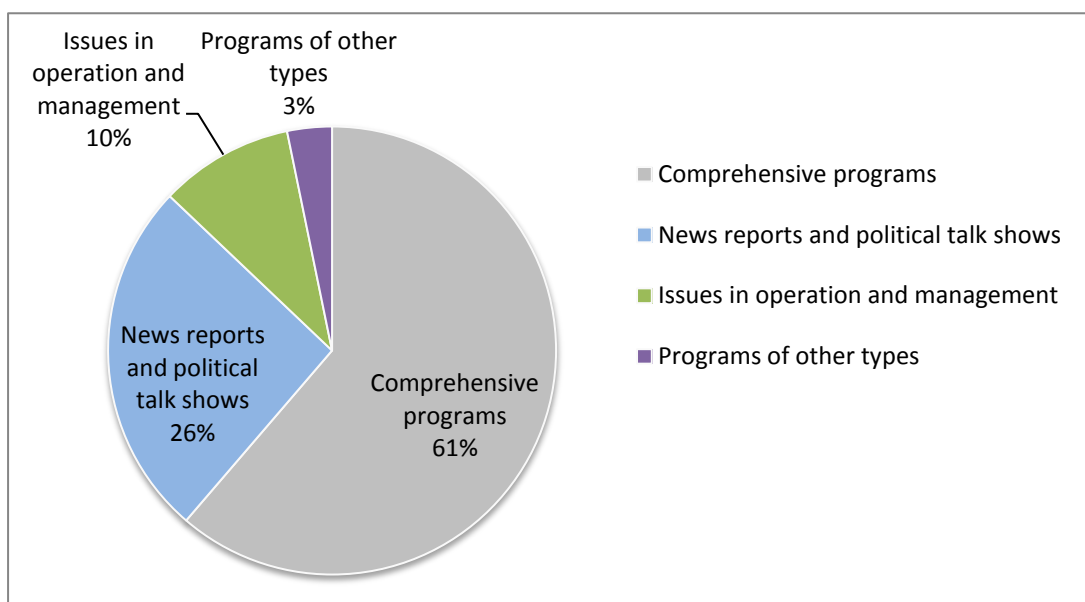


Figure 5: Complaints about Radio by Program Types (Q2 2016)

Amongst the complaints about inappropriate content from the general public, Table 8 shows that there were 6 complaints (19.4%) for each of the following categories: “comments on the contents and wording of certain channels/programs/commercials,” “no distinction between programs and commercials,” and “inappropriate contents or broadcast time of commercials.” The total number of these three types of complaints amounted to 18 cases, accounting for

⁶ Comprehensive programs consist of diverse program contents; otherwise viewers did not complain about a specific program.

58.1% of all complaints about radio programs. Please see Table 8 for more information:

Table 8: Complaints: General radio programs by type of inappropriate content and operation projects (Q2 2016)			
Inappropriate content		Cases	%
Content	Comments on the contents and wording of certain channels/programs/commercials	6	19.4%
	No distinction between programs and commercials	6	19.4%
	Inappropriate contents or broadcast time of commercials	6	19.4%
	False contents (including overly exaggerated commercials for food, drugs, and cosmetics)	3	9.7%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	9.7%
	Others	2	6.5%
	Disrupting public order or adversely affecting good social customs	1	3.2%
	Harmful contents for children and juveniles	1	3.2%
Operation	Suggestions on the overall broadcasting policies/regulations or NCC's administration	1	3.2%
	Issues related to license conditions	1	3.2%
	Technical problems with radio or TV reception, image quality, and sound volume	1	3.2%
Total		31	100.0%