



2016 Third Quarter (July – September) 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 third quarter of 2016 (July to September).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio compiled during the third quarter of 2016 (July to September), 639¹ complaints were

¹ A total of 55 invalid cases not related to TV or radio were excluded.

made in total: 608 against television contents (95.1%), 31 against radio contents (4.9%). Please see Figure 1.

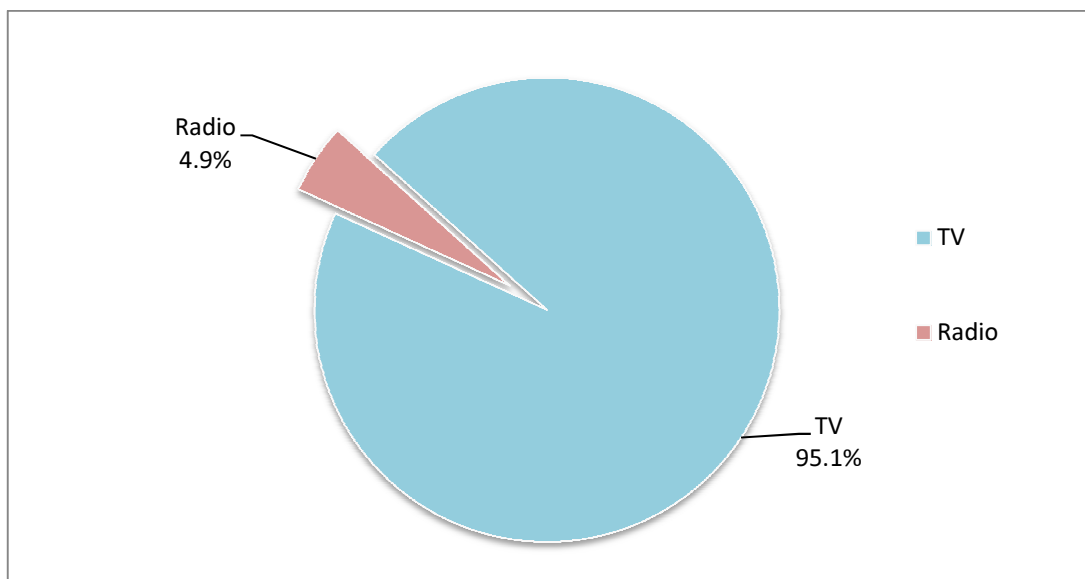


Figure 1: Complaints by Media Types (Q3 2016)

Table 1 shows that of the total 639 complaints, 314 cases (49.1%) and 185 cases (30.0%) were submitted by males and females respectively; another 140 cases (21.9%) were made by people either not specifying or unwilling to disclose their gender.

Table 1: Complaints by Gender (Q3 2016)				
	Male	Female	Unspecified	Total
TV	291	179	138	608
Radio	23	6	2	31
Total	314	185	140	639
Percentage	49.1%	30.0%	21.9%	100.0%

Figure 2 shows that 224 complaints (35.1%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC, while 415 cases (64.9%) were through other means, such as telephone, email, and cases forwarded from other agencies.

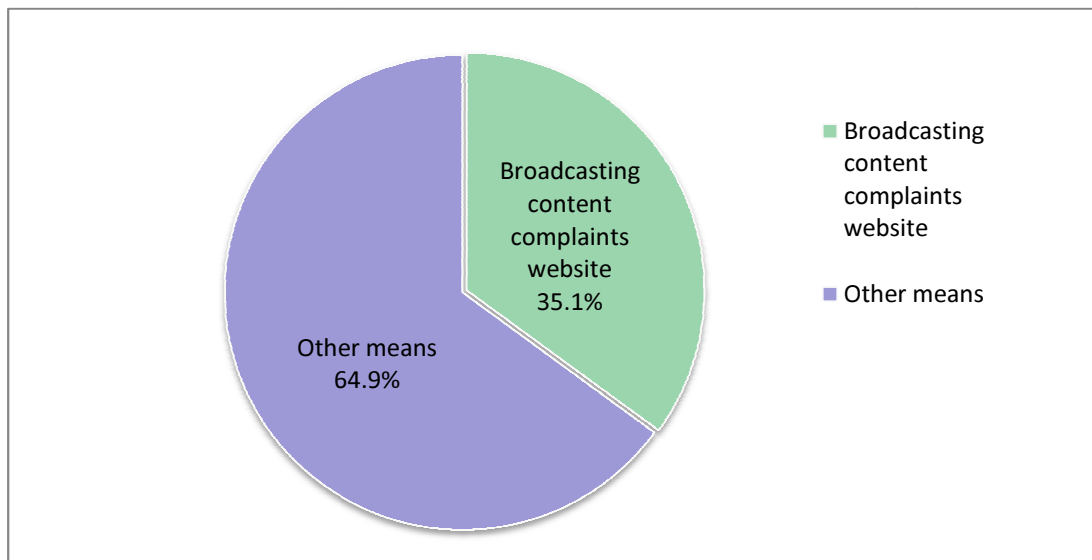


Figure 2: Means of Filing Complaints (Q3 2016)

Table 2 shows that 576 complaints (90.1%) of the 639 complaints against TV and radio pertained to inappropriate content, while 41 (6.4%) of the complaints were specific to business operations, and 22 (3.4%) complaints concerned other issues. Of the complaints against inappropriate content, 139 complaints (21.8%) were “comments on the contents or wording of certain channels (radios)/programs/commercials,” followed by 93 (14.6%) about “inappropriate contents or broadcast time of commercials,” 86 (13.5%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 71 (11.1%) were concerning “false or unjust contents,” and 48 (7.5%) about “harmful contents for children and juveniles.” The total number of these top five types of complaints amounted to 437 cases, accounting for 68.5% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q3 2016)			
Item		Cases	%
Content	Comments on the contents or wording of certain channels (radios)/programs/commercials ²	139	21.8%
	Inappropriate contents or broadcast time of commercials	93	14.6

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.

2016 Third Quarter (July – September)
NCC Report on Broadcasting Content Complaints
Dept. of Broadcasting and Content Affairs

	Suggestions on the overall broadcasting policies/regulations or NCC's administration ³	86	13.5%
	False or unjust contents	71	11.1%
	Harmful contents for children and juveniles	48	7.5%
	Disregard for professional ethics of journalism	38	5.9%
	Disrupting public order or adversely affecting good social customs	35	5.5%
	No distinction between programs and commercials	22	3.4%
	Overrunning commercials	16	2.5%
	The involvement of sexism	9	1.4%
	Overly frequent replays	6	0.9%
	Inquiries for regulations/information	4	0.6%
	Changes without prior announcement	4	0.6%
	Inappropriate program ratings	4	0.6%
	Illegal use of on-screen news flashes	1	0.2%
	Subtotal	576	90.1%
Operation	Technical problems with radio or TV reception, image quality, and sound volume	15	2.3%
	Issues regarding program planning/production/broadcasting	12	1.9%
	Issues related to license conditions	5	0.8%
	Inappropriate customer service attitude	3	0.5%
	Issues regarding property right, right of agency, or broadcasting right	2	0.3%
	Issues about the number of channels and constant frequency	2	0.3%
	Inquiries about the evaluation process of channel application and license renewal	1	0.2%
	Inquiries about the station's business operation	1	0.2%
	Subtotal	41	6.4%
Other	22	3.4%	
Total		639	100.0%

³ Suggestions include increasing programs in Taiwanese, improving the style in broadcasting disasters, reducing news stories on violent crimes, and increasing the number of cable TV channels, games and commercial management, etc.

◆Complaints – Television

Of the 608 complaints about television programs, most were against “general programs⁴,” with 153 cases (25.2%) followed by 146 (24.0%) against “commercials,” 142 (23.4%) against “news reports,” 72 (11.8%) against “political talk shows,” 46 (7.6%) against “non-specific programs,” 35 (5.8%) against “issues in operation and management,” and 14 (2.3%) against “general talk shows.” Please see Figure 3 for details.

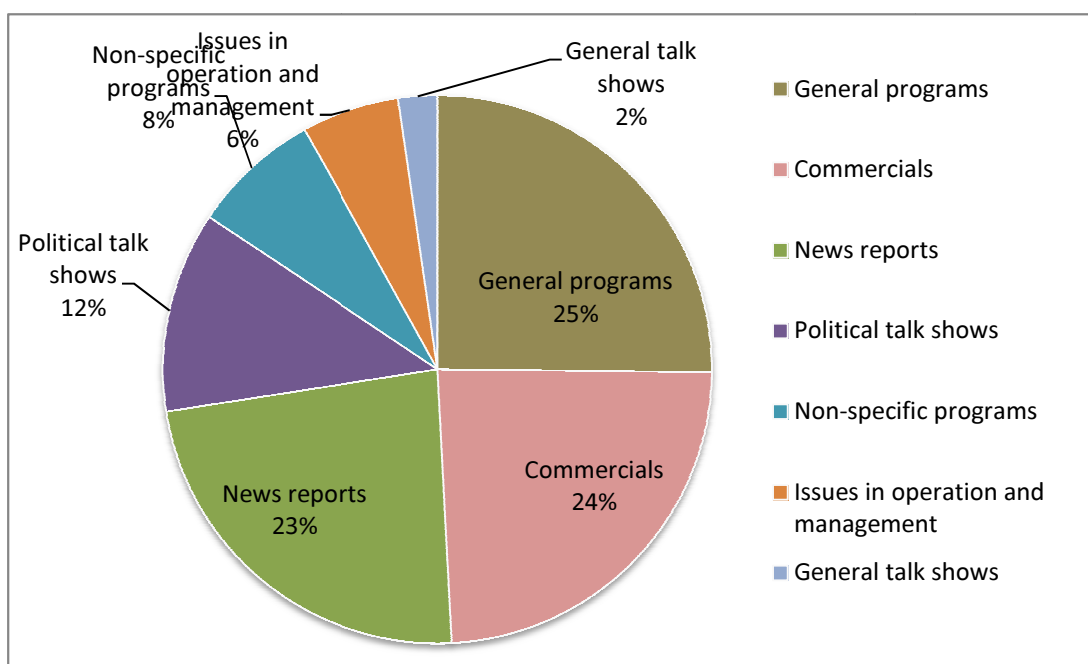


Figure 3: Complaints made against types of TV programs (Q3 2016)

Figure 4 indicates that amongst the 153 complaint cases about TV general programs, the largest proportion were the 73 cases (47.7%) about “dramas,” followed by 44 (28.8%) about “variety shows,” 22 (14.4%) about “sports programs”, 5 (3.3%) about “children’s programs,” 4 (2.6%) about “folk religion,” 3 (2.0%) about “infomercial programs,” 1 (0.7) about “capital stock programs,” and 1 (0.7%) about “educational and cultural programs.”

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.

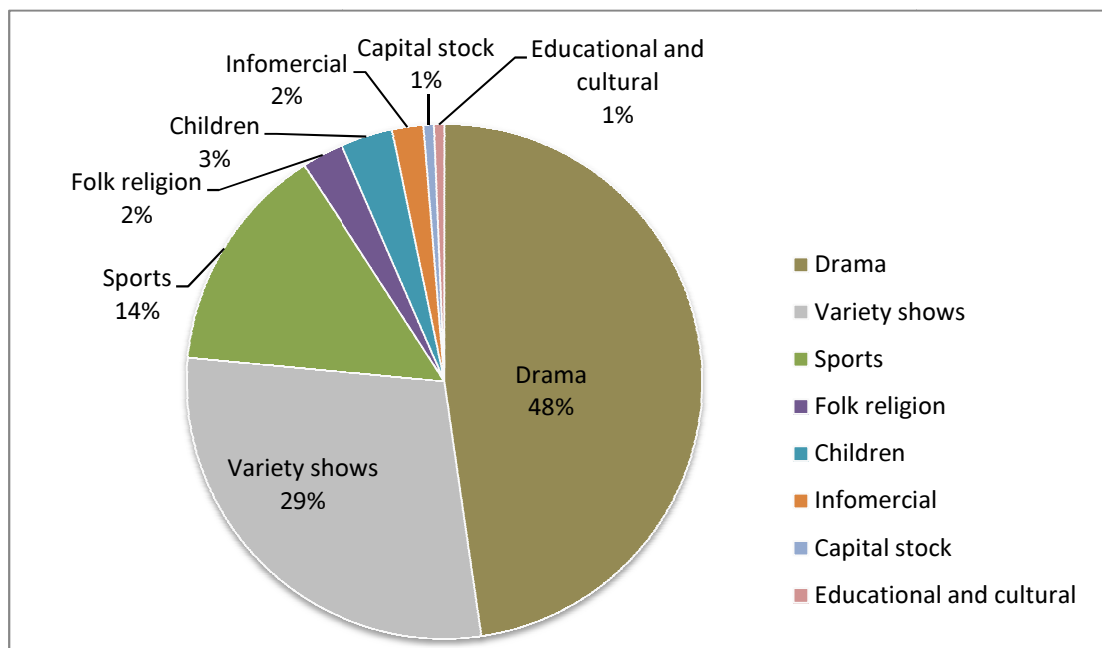


Figure 4: Complaints about TV Content: by Types of General Programs (Q3 2016)

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 48 complaints (31.4%), followed by 19 complaints (12.4%) about “disrupting public order or adversely affecting good social customs, and 19 complaints (12.4%) concerning “harmful contents for children and juveniles.” The total number of these top three types of complaints amounted to 86 cases, accounting for 56.2% of all complaints against TV general programs. Please see Table 3 for more details:

Table 3: Complaints about TV General Programs by Type of Inappropriate Content (Q3 2016)			
Program type	Inappropriate content	Cases	%
General programs	Comments on the contents and wording of certain channels/programs/commercials	48	31.4%
	Disrupting public order or adversely affecting good social customs	19	12.4%
	Harmful contents for children and juveniles	19	12.4%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	17	11.1%

	No distinction between programs and commercials	14	9.2%
	Overrunning commercials	9	5.9%
	False or unjust contents	7	4.6%
	Inappropriate contents or broadcast time of commercials	6	3.9%
	Changes without prior announcement	4	2.6%
	Inappropriate program ratings	4	2.6%
	The involvement of sexism	3	2.0%
	Inquiries for regulations/information	1	0.7%
	Overly frequent replays	1	0.7%
	Others	1	0.7%
Total		153	100.0%

Amongst the 146 complaints about TV commercials, the largest proportion were the 85 cases (58.2%) about “inappropriate contents or broadcast time of commercials,” followed by 22 (15.1%) “comments on the contents of certain commercials,” and 20 (13.7%) concerning “harmful contents for children and juveniles.” The total number of these three types of complaints amounted to 127 cases, accounting for 87.0% of all complaints against commercials. Please see Table 4 for details.

Table 4: Complaints about Television Commercials by Type of Inappropriate Content (Q3 2016)

Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	85	58.2%
	Comments on the contents of certain commercials	22	15.1%
	Harmful contents for children and juveniles	20	13.7%
	Disrupting public order or adversely affecting good social customs administration	10	6.8%
	Overrunning commercials	4	2.7%
	Overly frequent replays	2	1.4%
	False or unjust contents	1	0.7%
	The involvement of sexism	1	0.7%

	No distinction between programs and commercials	1	0.7%
Total		146	100.0%

It can be seen from Table 5 that amongst the 142 complaints about TV news reports, 36 complaints (25.4%) were about “false or unjust contents,” followed by 35 (24.6%) “comments on the contents or wording of certain channels/programs/commercials,” and 34 (23.9%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these top three types of TV news report complaints amounted to 105 cases, accounting for 73.9% of all TV news report complaints. The details are listed in Table 5:

Table 5: Complaints about TV News Reports by Type of Inappropriate Content (Q3 2016)			
Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	36	25.4%
	Comments on the contents or wording of certain channels/programs/commercials	35	24.6%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	34	23.9%
	Disregard for professional ethics of journalism	16	11.3%
	Harmful contents for children and juveniles	7	4.9%
	Disrupting public order or adversely affecting good social customs	4	2.8%
	The involvement of sexism	4	2.8%
	Inquiries for regulations/information	2	1.4%
	Overly frequent replays	2	1.4%
	No distinction between programs and commercials	1	0.7%
	Others	1	0.7%
Total		142	100.0%

Table 6 shows that of the 86 complaints about TV talk shows⁵, the largest

⁵ Includes both general and political talk shows.

proportion were the 27 (31.4%) “comments on the contents and wording of certain channels/programs/commercials,” followed by 22 (25.6%) about “disregard for professional ethics of journalism,” and 20 (23.3%) about “false or unjust contents.” The total number of these three types of complaints amounted to 69 cases, accounting for 80.3% 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 (Q3 2016)

Program type	Inappropriate content	Cases	%
TV talk shows	Comments on the contents and wording of certain channels/programs/commercials	27	31.4%
	Disregard for professional ethics of journalism	22	25.6%
	False or unjust contents	20	23.3%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	7	8.1%
	No distinction between programs and commercials	3	3.5%
	Disrupting public order or adversely affecting good social customs	2	2.3%
	Harmful contents for children and juveniles	2	2.3%
	Inquiries for regulations/information	1	1.2%
	The involvement of sexism	1	1.2%
	Overrunning commercials	1	1.2%
Total		86	100.0%

Each of the following programs during the third quarter of 2016 (July to September) received 10 complaints or more: The TV programs included the drama “Taste of Life” of SET Taiwan, “Face News” of Era News, “Formosa TV Watching” of FTV News, “University” of CTI Variety, “Prince of Wolf” of SET Metro. Each of the following commercials during the third quarter of 2016 (July to September) received 10 complaints or more: commercials for mobile games “E04 Online,” “The Heaven Sword and Dragon Saber,” “Heroes of Chaos,” “Sword.” Please see Table 7 for more information.

Table 7: Complaints about TV programs (Q3 2016)

Program Name /	Channel	Type	Cases
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	Story Theme			
Program	Taste of Life	SET Taiwan	Drama	27
	Face News	Era News	Political talk show	23
	University	CTI Variety	Variety show	13
	Formosa TV Watching	FTV News	Political talk show	10
	Prince of Wolf	SET Metro	Drama	10
Commercial	E04 Online	Non-specific channel	Commercial	30
	The Heaven Sword and Dragon Saber	Non-specific channel	Commercial	25
	Heroes of Chaos	Non-specific channel	Commercial	12
	Swords	Non-specific channel	Commercial	11

(1) “Taste of Life” of SET Taiwan received a total of 27 complaints.

Complaints: The program plot is exaggerated and full of violence, extramarital affairs, instigated murders, and contention for properties. The program plagiarized the content of Japanese (Korean) dramas, and contained scenes of a parliament speaker forcing police to administer drugs. Such content does not have any educational values and should not be broadcasted during prime time for families. They are harmful for children and juveniles, as well as adversely affect good social customs. As it has been in the air for about 300 episodes, it is time to conclude and go off air.

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 regulations. Regarding the public complaints about the program plot containing the content of violence, instigated murders, contention for property, and extramarital affairs, the NCC did not find the plot and image processing to violate any regulations. These were determined to be within the realm of plot development.

The NCC will continue to monitor the program, and it has forwarded the public complaints to SET Taiwan as a reference. In respect to the complaints about a parliament speaker forcing police to administer drugs (a total of 12 cases), the NCC did not find the content or images to clearly violate related regulations either. However, since the demonstration of the program's connotations may potentially bring negative influences to society, the NCC has asked SET to submit an explanation within 7 days of receiving the notice. This will help NCC process the follow-up according to its administrative procedures.

(2) “Face News” of ERA News received a total of 23 complaints.

Complaints: Complaints were made against the program “Face News” of ERA News for violating the principle of “self-regulation” for news. The program invited Professor Ling-Ching Hsia of Fu Jen Catholic University to go on the show, whose claim for innocence guided controversial public trials and judgments.

Action of the NCC: As the program content pertained to the Sexual Assault Crime Prevention Act, the NCC has submitted information such as a side recording of the program to the Ministry of Health and Welfare for authorized determination. The NCC will process subsequent administrative operations based on the results of the determination. In response to complaints about self-regulation, the NCC has written to the Satellite Television Broadcasting Association and asked them to initiate the self-regulation mechanism. It also asked ERA TV to call for a review by its internal self-regulation committee. The meeting minutes and progress updates are required to be reported to the NCC, in addition to being posted in a public announcement on the ERA website.

(3) “University” of CTI Variety received a total of 13 complaints.

Complaints: The program recorded female underwear in an inappropriate way. Moreover, it embarrassed and bullied the guests, discriminated and maliciously attacked them, and objectified

females.

Action of the NCC: The content of the program was determined not to have violated any laws. The public opinion has been forwarded to the network for its reference.

(4) “Formosa TV Watching” of FTV News received a total of 10 complaints.

Complaints: Comments in the program were biased and false; the topics selected were unfair.

Action of the NCC: The NCC respects the media’s professional autonomy and editorial freedom; it takes action according to laws if the program content clearly violated regulations. However, an inspection of related complaints found the program to be within the realm of the freedom of speech. Based on the position of maintaining media’s professional autonomy, the NCC will respect the network station’s editorial freedom in topic selection, program performance, and time arrangement. In the past, the NCC has categorized public complaints against TV and radio into items for media regulation or legal regulation based on public intentions, case type, and the level of legal involvement. After which the complaints were forwarded to respective media for their reference or reply. In the future, the NCC will continue to perfect the current process of complaint management. Assuming that personal information is protected, it should be possible to make media’s processing of public complaints transparent through supporting measures such as open information. This can facilitate a sufficient interchange between the media and their audiences.

(5) “Prince of Wolf” of SET Metro received a total of 10 complaints.

Complaints: The program contained scenes of the male protagonist running and turning around while grabbing a rabbit by its ears. The crew was also suspected of abusing rabbits and abandoning them during and after the program shooting. This has violated regulations related to the Animal Protection Act. Moreover,

the program showed the male protagonist feeding a Husky with chocolates, which is also related to animal abuse.

Action of the NCC: The complaints about animal abuse and the plot of grabbing rabbits in the drama have not violated regulations related to the Satellite Broadcasting Act. Hence the NCC has forwarded the public opinion to SET TV for its reference. This case was also forwarded to the Council of Agriculture of Executive Yuan to determine if there is a violation of the Animal Protection Act.

(6) The Commercial “E04 Online” received a total of 30 complaints.

Complaints: The commercial for the mobile game “E04 Online” used a homophone that sounds similar to a Taiwanese swear word. The content of the commercial was sexually disturbing; it objectified females and used an extremely inappropriate language. As the commercial conveys incorrect messages to children, it should not be broadcasted.

Action of the NCC: Regarding the controversy surrounding the commercial for mobile game E04 Online, the NCC has reviewed the commercial and indeed found it to contain misleading connotations of swear words. Since it may be potentially harmful to the physical and psychological well-being of children and juveniles, the NCC has forwarded the concerns to the Association of Terrestrial Television Networks Taiwan and the Satellite Television Broadcasting Association. The NCC asked for their respective TV network members to initiate the self-regulation mechanism and choose an appropriate time to broadcast the commercial. The network companies were recommended to broadcast the commercial between 11pm and 6am on the next day.

(7) The Commercial “The Heaven Sword and Dragon Saber” received a total of 25 complaints.

Complaints: The commercial for the mobile game “The Heaven Sword and Dragon Saber” continued to feature words that sound like

swear words. This can obviously mislead children as it may be easy for children to learn by imitation, which is very inappropriate.

Action of the NCC: Regarding the controversy about the commercial for mobile game “The Heaven Sword and Dragon Saber—One on One,” the NCC has reviewed and found the commercial to be in Taiwanese for its entire duration. The dialogue about “wanted (loved) you to win” is suspected to sound like a swear word. Although it is still hard to determine whether the program has violated any laws, the NCC has forwarded the public complaints (petitioners’ information are kept confidential by law) to the mobile game company (Iwplay World Interactive Entertainment Technology Co., Ltd.), the Association of Terrestrial Television Networks Taiwan, and the Satellite Television Broadcasting Association for their reference, regarding the commercial’s risk of misleading other people. Also, the NCC found that the mobile game commercial has not been broadcasted since July 8. The NCC will continue to monitor the broadcast of this commercial and the feedbacks from the audience.

(8) The Commercial “Heroes of Chaos” received a total of 12 complaints.

Complaints: The commercial contained scenes of females slowly taking their clothes off in front of the camera. It is inappropriate for children and also severely objectified females. It is often broadcasted during prime time for children and teenagers. The commercial content is extremely vulgar and it contains sexually arousing cues that affect the psychological well-being of young children. It is strongly suggested to restrict the time of broadcast for this commercial.

Action of the NCC: The controversial commercial for mobile game “Heroes of Chaos” has 6 versions, of which the NCC found 3 versions—the “Guarana,” “Beach,” and “Room”—may potentially affect children and juveniles’ physical and psychological well-being. Hence the NCC has forwarded the complaints to the Association of Terrestrial Television Networks Taiwan and the

Satellite Television Broadcasting Association, and asked them to notify their TV network members to initiate the self-regulation mechanism and choose an appropriate time for this commercial's broadcast. The NCC has suggested the network companies to broadcast this commercial between 11pm and 6am on the next day.

(9) The Commercial “Swords” received a total of 11 complaints.

Complaints: The commercial includes mentions of a dark society and violent behaviors. The commercial labeled kids with an image of the Eight Infernal Generals as bad kids and encouraged gang members to support each other. The commercial contained scenes of gang negotiations, flipping tables, and fighting with knives and swords. It serves as a negative social example that severely affects the physical and psychological well-being of children at home.

Action of the NCC: The commercial “Swords—Knives and Swords Companion” has two versions in 30sec or 60sec respectively. A review of the commercial content did not find any violations of NCC's related regulations. However, there is still room for improvement with its depiction of gang negotiations, flipping tables, and fighting scenes for creativity purposes. The 60 sec version was found to have only been broadcasted during the 4 days between September 14 and September 17, while the 30 sec version was only broadcasted during the 6 days between September 15 and September 20. As they have not been broadcasted since then, the NCC will continue to monitor whether these two versions of commercials will return to the air.

◆Complaints - Radio

Figure 5 shows that amongst the 31 complaints concerning radio, 17 cases (54.8%) were about “comprehensive programs⁶,” followed by 6 (19.4%) about “issues

⁶ Comprehensive programs consist of diverse program contents; otherwise viewers did not complain

in operation and management;” the remaining complaints were 4 (12.9%) about “news reports and political talk shows,” 2 (6.5%) about “music programs,” and 2 (6.5%) about “programs of other types.” Please see Figure 5 for more details:

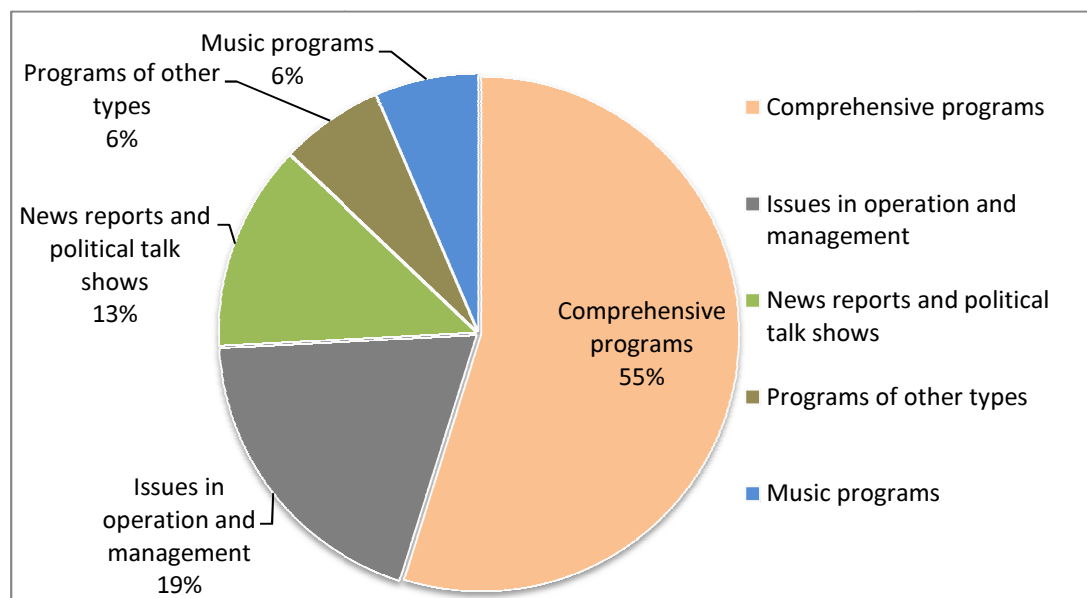


Figure 5: Complaints about Radio by Program Types (Q3 2016)

Amongst the complaints about inappropriate content from the general public, Table 8 shows that there were 7 complaints (22.6%) for both of “false contents” and “comments on the contents and wording of certain channels/programs/commercials.” The total number of these two types of complaints amounted to 14 cases, accounting for 45.2% 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 (Q3 2016)			
Inappropriate content		Cases	%
Content	False contents (including overly exaggerated commercials for food, drugs, and cosmetics)	7	22.6%
	Comments on the contents and wording of certain channels/programs/commercials	7	22.6%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	4	12.9%
	No distinction between programs and commercials	3	9.7%

about a specific program.

2016 Third Quarter (July – September)
NCC Report on Broadcasting Content Complaints
Dept. of Broadcasting and Content Affairs

	Inappropriate contents or broadcast time of commercials	2	6.5%
	Overrunning commercials	2	6.5%
Operation	Issues related to license conditions	4	12.9%
	Issues regarding property right, right of agency, or broadcasting right	1	3.2%
	Inquiries about the station's business operation	1	3.2%
Total		31	100.0%