



2013 First Quarter (January ~March) NCC Report on Broadcasting Content Complaints

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media. This report is an analysis of complaints submitted by the general public. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents by the NCC.

NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. With regard to the online content, currently there is no specific agency in charge of it. But in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, the NCC began coordinating with responsible competent authorities to establish a means for the public to complain/report about internet-related problems. This website is called the Watch Internet Network (WIN) (www.win.org.tw). The public may file a complaint about online content to WIN, and monthly reports are published on the website so people can track how complaints cases are processed. Thus, online content complaints cases are excluded from this report.

Complaints included this report were filed by the public; therefore, it does not mean that the broadcasting businesses behind those programs were necessarily in violation of related regulations. The report is comprised of three parts: overview, TV content complaints, and radio content complaints.

◆ Overview

According to the data on complaints about the contents of television and radio accumulated in the first quarter of 2013 (January to March), there were 749¹ complaint cases in total. Figure 1 shows there were 737 cases on television contents (98.4%), with just 12 cases on radio contents (1.6%).

¹ 10 cases excluded are not related to broadcasting contents.

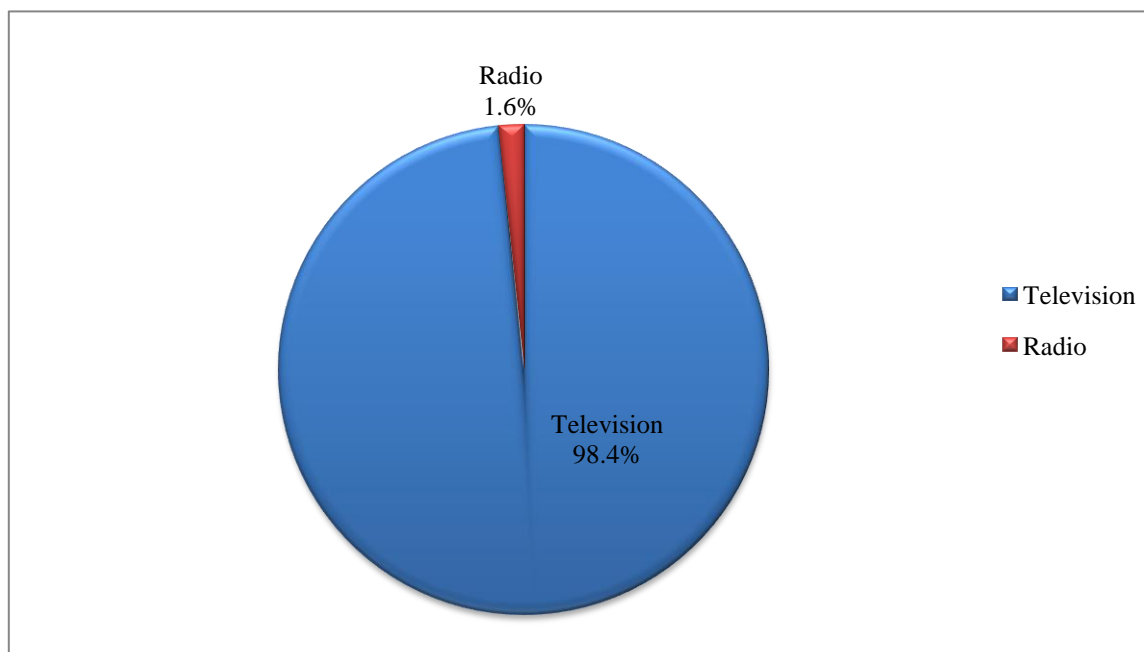


Figure 1: Complaints by Media Types (Q1 2013)

From Table 1 indicates that of all 749 complaint cases, 405 cases (54.1%) were made by male, whereas 161 cases (21.5%) were made by females and another 183 cases (24.4%) made by people not specifying their gender.

| Table 1: Complaints by Gender (Q1 2013) | | | |
|---|-------|--------|-----------------------------|
| | Male | Female | Those not specifying gender |
| Television | 397 | 159 | 181 |
| Radio | 8 | 2 | 2 |
| Total | 405 | 161 | 183 |
| Percentage | 54.1% | 21.5% | 24.4% |

Figure 2 shows 602 cases (80.4%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 147 cases (19.6%) were through other channels such as telephone, email, and forwarded cases from other agencies.

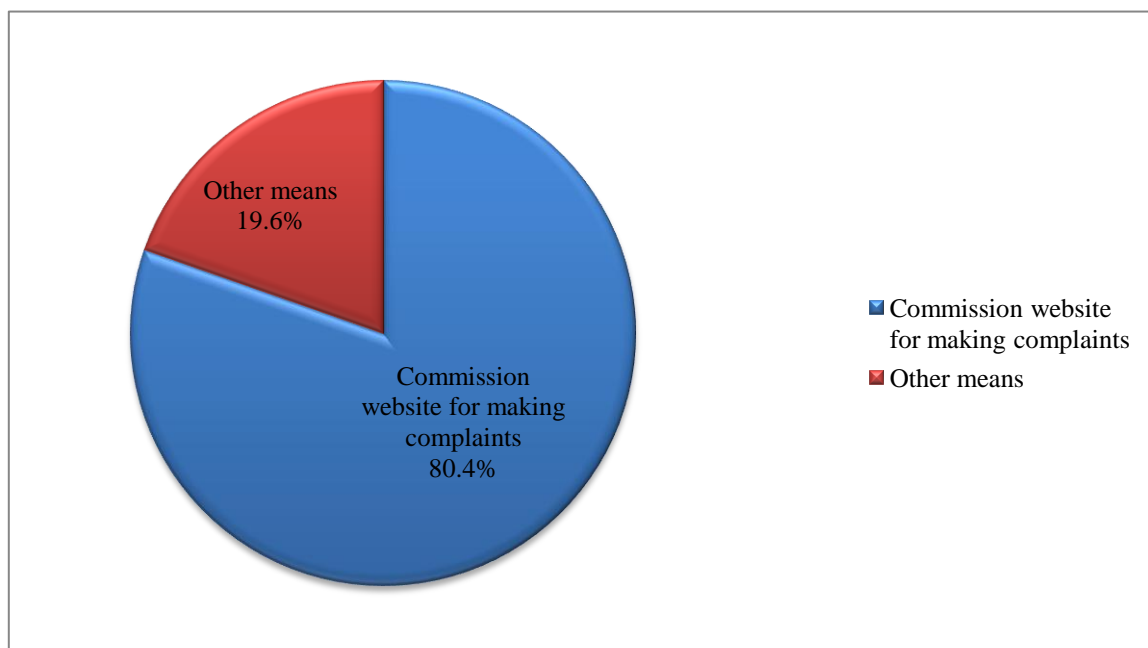


Figure 2: Means of Filing Complaints (Q1 2013)

Table 2, arranged by type of inappropriate contents, shows that there were 445 cases (59.4%) about “false or unjust contents,” followed by 86 cases (11.5%) about “comments on the contents, languages or schedule of certain channels, programs, and commercials,” 48 cases (6.4%) about “disregard for professional ethics of journalism,” 43 cases (5.7%) about “harm to juveniles and children,” 33 cases (4.4%) about “suggestions on the overall broadcasting policies/regulations.” In total these types of inappropriate contents numbered, accounting for 87.4% of 749 all complaint cases. Please see Table 2 for the number and proportion of other types.

| Table 2: Complaints by Type of Inappropriate Content (Q1 2013) | | |
|---|-------|-------|
| Item | Cases | % |
| False or unjust contents | 445 | 59.4% |
| Comments on the contents, languages or schedule of certain channels, programs, and commercials ² | 86 | 11.5% |
| Disregard for professional ethics of journalism ³ | 48 | 6.4% |
| Harm to children and juveniles | 43 | 5.7% |
| Suggestions on the overall broadcasting policies/regulations ⁴ | 33 | 4.4% |
| No distinctions between programs and commercials | 23 | 3.1% |
| Disrupting public order or adversely affecting good social customs | 22 | 2.9% |

² Includes incorrect wrong pronunciations and vulgar speech by program hosts and dramas filled with negativity, superstitious programs, etc.

³ Includes unjust and partial reporting, graphic images of disasters, incorrect translations, and the omission or distorting the truth, etc

⁴ Includes lack of Taiwanese, Haknese and indigenous languages programs produced and broadcasted by TV stations, as well as the lack of reporting on socially-disadvantaged groups and grass roots, etc.

| | | |
|---|------------|---------------|
| Inappropriate commercial contents or broadcast time | 12 | 1.6% |
| Frequent reruns of programs | 9 | 1.2% |
| Inappropriate program rating | 6 | 0.8% |
| Commercials overrunning | 6 | 0.8% |
| Changes without notice in advance | 5 | 0.7% |
| Regulation/information inquiries | 3 | 0.4% |
| Belonging to other authorities' responsibility, not NCC | 3 | 0.4% |
| Illegal use of on-screen news flashes | 2 | 0.3% |
| Signal problems | 2 | 0.3% |
| Complaints' follow-up inquiries | 1 | 0.1% |
| Total | 749 | 100.0% |

◆ Complaints – Television

Figure 3 shows that of all the 737 complaints about television contents, 558 cases (75.7%) were concerned with news reports, followed by 126 cases (17.1%) about general programs, 27 cases (3.7%) about commercials, 17 cases (2.3%) about general talk shows, and 9 cases (1.2%) about political talk shows.

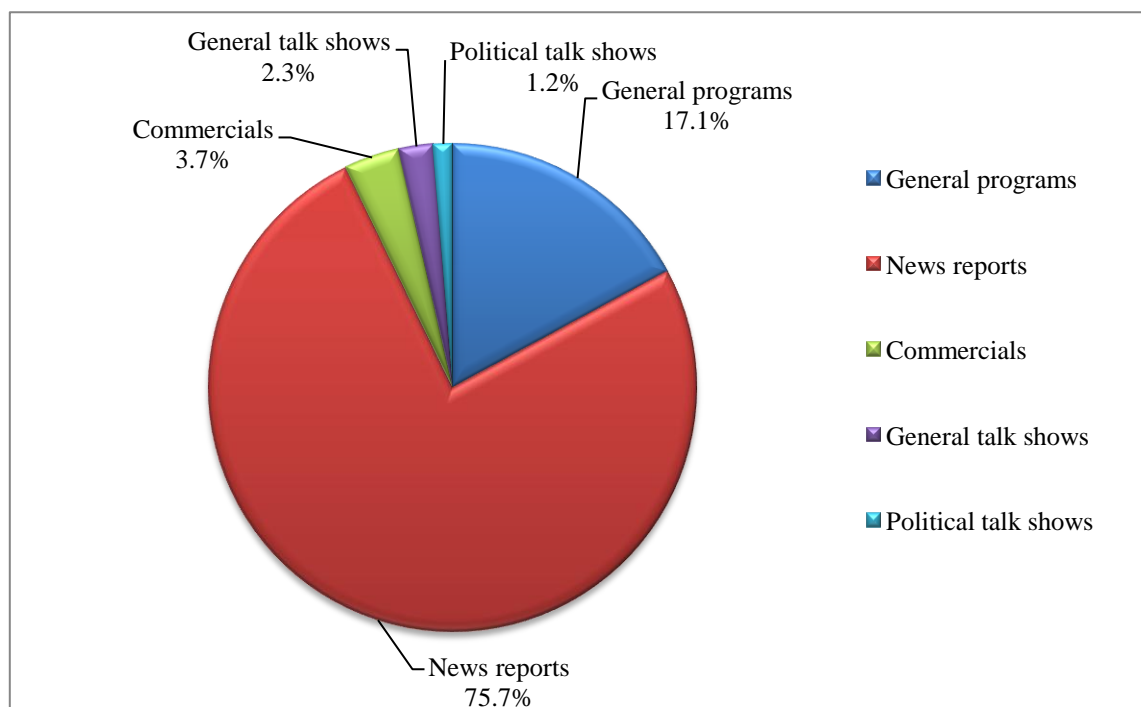


Figure 3: Complaints about TV by Program Types (Q1 2013)

As shown in Table 3, of all 558 complaint cases made about television news, 425 complaint cases (76.2%) were about “false or unjust contents” followed by 41 cases (7.3%) about “disregard

for professional ethics of journalism,” and 38 cases (6.8%) about “comments on the contents and wording of certain channels, programs and commercials.” These three most common complaints about inappropriate content account for 90.3% of all cases.

| Table 3: Complaints about Television News by type of Inappropriate Content (Q1 2013) | | | |
|--|---|------------|-------------|
| Program types | Inappropriate contents | Cases | % |
| Television news | False or unjust contents | 425 | 76.2% |
| | Harm to children and juveniles | 14 | 2.5% |
| | No distinction between program and commercial | 7 | 1.3% |
| | Disrupting public order or adversely affecting good social customs | 6 | 1.1% |
| | Inappropriate program rating | 1 | 0.2% |
| | Inappropriate commercial contents or play schedule | 1 | 0.2% |
| | Commercials overrunning | 1 | 0.2% |
| | Others | | |
| | Disregard for professional ethics of journalism | 41 | 7.3% |
| | Comments on the contents and wording of certain channels/programs/commercials | 38 | 6.8% |
| | Suggestions on the overall broadcasting policies/regulations | 17 | 2.9% |
| | Frequent reruns of programs | 6 | 1.1% |
| | Regulation/information inquiries | 1 | 0.2% |
| Total | | 558 | 100% |

Figure 4 indicates that among the 126 complaint cases about general programs, 50 cases were about “dramas” (39.7%), followed by 24 cases about “variety shows” (19.0%), 17 cases about “non-specific programs” (13.5%), 14 cases about “children programs” (11.1%), 12 cases about “capital stock programs” (9.5%), 4 cases about “folklore/religious programs” (3.2%), 4 cases about “sports programs” (3.2%), and 1 case about “infomercial programs” (0.8%).

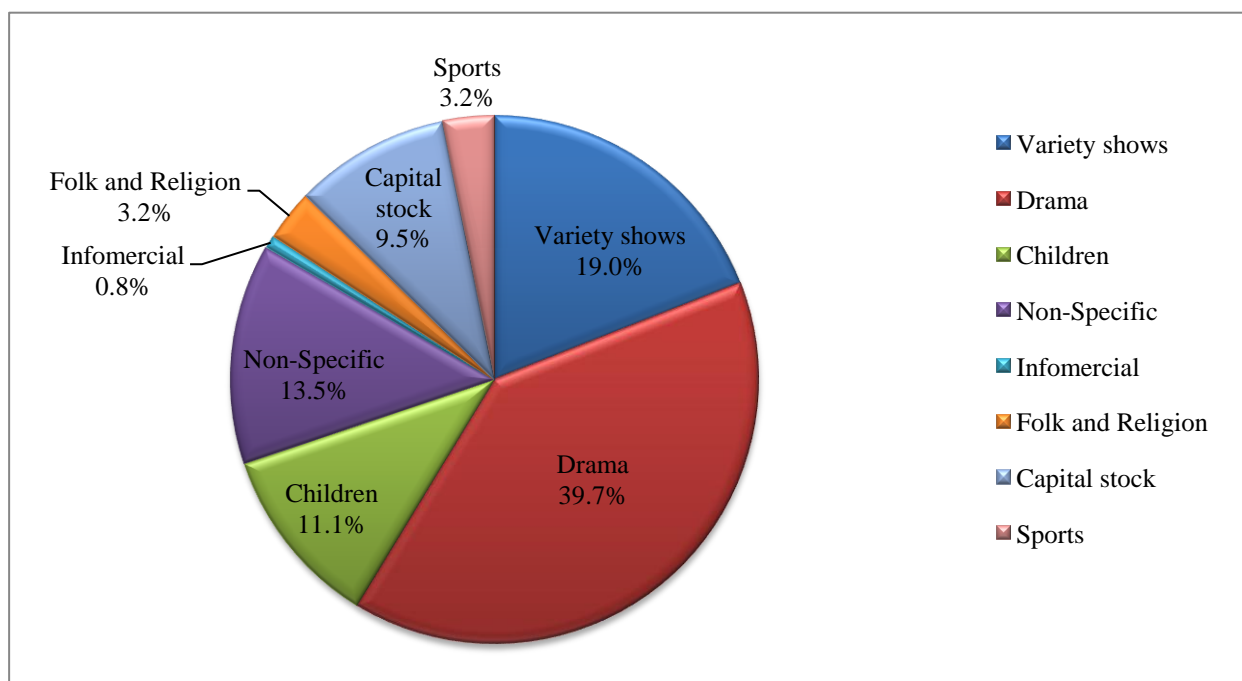


Figure 4: Complaints about Television by Program Types (Q1 2013)

Table 4 illustrates complaints about general programs, 34 complaint cases were about “comments on the contents and wording of certain channels/programs /commercials” (27.0%), followed by 21 cases about “harm to children and juveniles” (16.8%), 15 cases about “no distinction between program and commercial” (9.5%). These three kinds of complaints account for 53.3% of the 126 complaint cases made about general programs.

| Table 4: Complaints about General Programs by Type of Inappropriate Content (Q1 2013) | | | |
|---|--|-------|-------|
| Program Types | Inappropriate Contents | Cases | % |
| | Harm to children and juveniles | 21 | 16.8% |
| | No distinction between program and commercial | 15 | 9.5% |
| | False or unjust contents | 9 | 7.2% |
| | Disrupting public order or adversely affecting good social customs | 8 | 6.4% |
| | Inappropriate program rating | 5 | 4.0% |
| | Changes without notice in advance | 5 | 4.0% |
| | Inappropriate commercial contents or play schedule | 4 | 3.2% |
| | Commercials overrunning | 3 | 2.4% |
| | Illegal use of on-screen news flashes | 2 | 1.6% |
| | Others | | |
| | Comments on the contents and wording of certain channels/ | 34 | 27.0% |

| | | | | |
|--------------|--|--|-----|--------|
| | | programs/commercials | | |
| | | Suggestions on the overall broadcasting management policies/ regulations | 10 | 7.9% |
| | | Frequent reruns of programs | 3 | 2.4% |
| | | TV signal problems | 2 | 1.6% |
| | | Belonging to other authorities' responsibility, not NCC | 2 | 1.6% |
| | | Complaints' follow-up inquiries | 1 | 0.8% |
| | | Disregard for professional ethics of journalism | 1 | 0.8% |
| | | Regulation/information inquiries | 1 | 0.8% |
| Total | | | 126 | 100.0% |

From Table 5, it can be seen that of all 27 complaint cases about television commercials, 7 cases (25.9%) were about “inappropriate commercial contents or broadcasting schedule,” followed by 6 cases (22.3%) about “harm to children and juveniles,” 4 cases (14.8%) were “false or unjust contents,” 4 cases (14.8%) about “disrupting public order or adversely affecting good social customs.” These four most common cases about inappropriate content account for 77.8% of all 27 complaint cases about television commercials.

Table 5: Complaints about Television Commercials /Infomercial Programs by Type of Inappropriate Content (Q1 2013)

| Program Types | Inappropriate Contents | Cases | % |
|---|--|--------------|----------|
| Television commercials/ infomercial programs | Inappropriate commercial contents or broadcast schedule | 7 | 25.9% |
| | Harm to children and juveniles | 6 | 22.3% |
| | False or unjust contents | 4 | 14.8% |
| | Disrupting public order or adversely affecting good social customs | 4 | 14.8% |
| | Commercials overrunning | 1 | 3.7% |
| | Others | | |
| | Comments on the contents and wording of certain channels /programs/commercials | 3 | 11.1% |
| | Belonging to other authorities' responsibility, not NCC | 1 | 3.7% |
| | Suggestions on the overall broadcasting management policies/ regulations | 1 | 3.7% |
| Total | | 27 | 100.0% |

Table 6 shows that of all 26 complaint cases about television talk shows⁵, 10 cases (38.5%) were about “comments on the contents and wording of certain channels/programs /commercials,” followed by 7 cases (26.9%) about “false or unjust contents” and 6 cases (23.1%) about “disregard for professional ethics of journalism”.

| Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q1 2013) | | | |
|--|---|-------|--------|
| Program Types | Inappropriate Contents | Cases | % |
| Talk Shows | False or unjust contents | 7 | 26.9% |
| | Disrupting public order or adversely affecting good social customs | 1 | 3.8% |
| | Others | | |
| | Comments on the contents and wording of certain channels/programs/commercials | 10 | 38.5% |
| | Disregard for professional ethics of journalism | 6 | 23.1% |
| | Suggestions on the overall broadcasting policies/regulations | 2 | 7.7% |
| Total | | 26 | 100.0% |

Both of the following programs in the first quarter of 2013 (January to March) received more than 10 complaints: 1700 Evening News of Cti News and Feng Shui Family of FTV (please see Table 7 for more information):

| Table 7: Complaints about television programs (Q1 2013) | | | |
|---|------------------|-------------|-------|
| Name of Program/Commercial | Channel | Type | Cases |
| 1700 Evening News | Cti News Channel | News report | 414 |
| Feng Shui Family | FTV | Drama | 19 |

1. “1700 Evening News” of Cti News Channel – 414 complaint cases

Complaints: On February 2, 2013, Cti News Channel broadcasted the report, “Chomsky: If I had known the truth, I wouldn’t have raised the plate and posed for the picture”. Nevertheless, the channel didn’t translate Prof. Chomsky’s speech correctly and neglected some translation that was harmful to him. The false report seriously misled the public.

Action of the NCC: NCC fundamentally respects the professionalism and liberty of media, and does not intervene if it is deemed that there was no violation. Punitive measures are undertaken in cases

⁵ Includes general talk shows and political talk shows.

of any violation. On February 6, 2013, NCC forwarded the letter numbered 1020005751 to the company, asked it to present relevant explanation that will be a reference for evaluating Cti News Channel's license renewal.

2. "Feng Shui Family" of FTV – 19 complaint cases

Complaints: The program broadcast content harming juveniles and children: sexual innuendo, adverse moral standards, violent scenes, blind faith in Feng Shui, rape and gang violence, drug abuse, overrunning, and product placement, violating the Personal Information Protection Act, etc.

Action of the NCC: After examining relevant recording materials, NCC judged it didn't violate acts and regulations, but the media outlet needs to take further consideration when displaying such contents. NCC has forwarded 14 letters about the comments from the audience to the TV station to improve since January to March, 2013.

◆ Complaints - Radio

Figure 5 suggests that among all 12 complaint cases, there were seven cases about "other types programs (religion, fortune-telling)" (58.3%), followed by three cases about "news and political talk shows" (25.0%), 2 cases about "general programs/commercials⁶" (16.7%).

⁶ General programs refer to the programs with diverse topics or the complaints not made against a specific program.

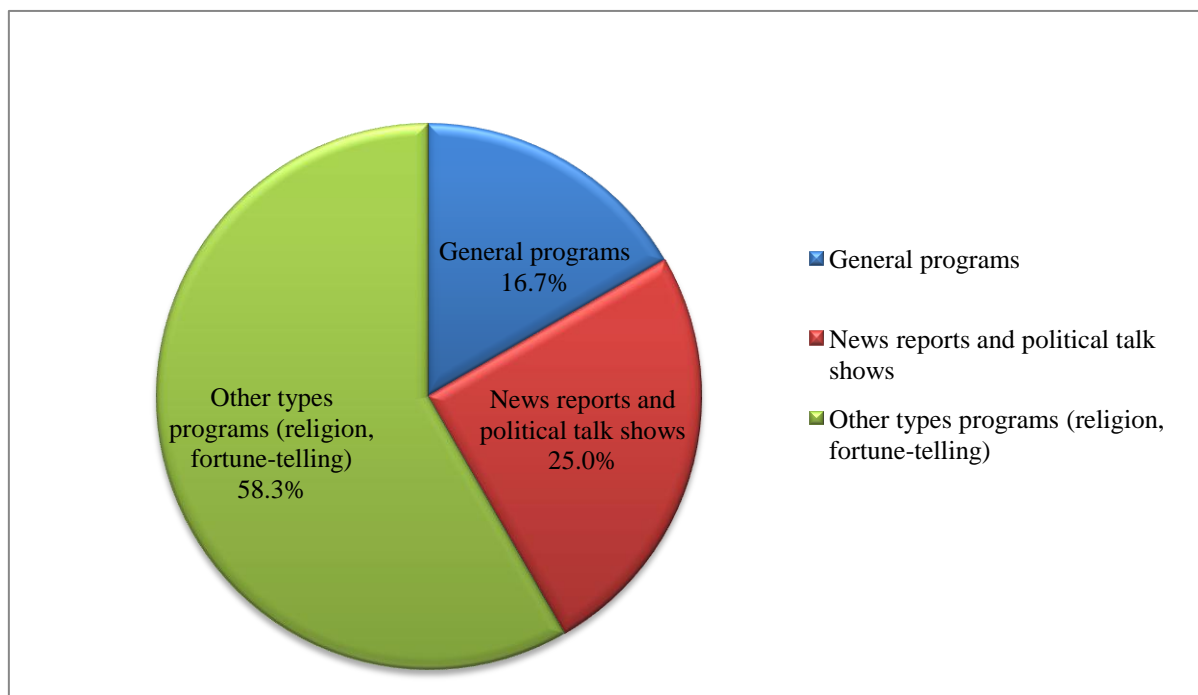


Figure 5: Complaints about Radio by Program Types (Q1 2013)

In further analysis, Table 8 shows there were three cases (25.0%) about “disrupting public order or adversely affecting good social customs” and “suggestions on the overall broadcasting policies/regulations,” and two cases (16.8%) about “harm to children and juveniles.” Please see Table 8 for more information.

| Table 8: Complaints: General radio programs/commercials by type of inappropriate content (Q1 2013) | | | |
|--|---|-----------|---------------|
| Program types | Inappropriate contents | Cases | % |
| | Disrupting public order or adversely affecting good social customs | 3 | 25.0% |
| | Harm to children and juveniles | 2 | 16.8% |
| | Commercials overrunning | 1 | 8.3% |
| | No distinction between program and commercial | 1 | 8.3% |
| | Others | | |
| | Suggestions on the overall broadcasting policies/regulations | 3 | 25.0% |
| | Comments on the contents and wording of certain channels/programs/commercials | 1 | 8.3% |
| | Regulation/information inquiries | 1 | 8.3% |
| Total | | 12 | 100.0% |