



2013 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 is one of its primary responsibilities. 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. Although currently there is no specific agency in charge of online incidents, in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, in 2011, 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 iWIN (www.win.org.tw). The public may file a complaint about online content to iWIN, and monthly reports are published on the website so people can track how complaints cases are processed. Therefore, online content complaints cases are excluded from this report.

This report shows only the statistical evidence of complaints regarding broadcasting contents. As such, it does not necessarily mean that the related programs or broadcasting businesses violated relevant regulations. The following is a statistical report about complaints concerning TV and radio in the third quarter of 2013 (July to September).

◆ Overview

According to the data on complaints about the contents of television and radio collected in the third quarter of 2013 (July to September), there were 336¹ complaint cases in total. Figure 1 shows that 325 of these were complaints against television contents (96.7%), whereas only 11 cases against radio (3.3%) were received.

¹ 6 cases excluded were invalid complaints.

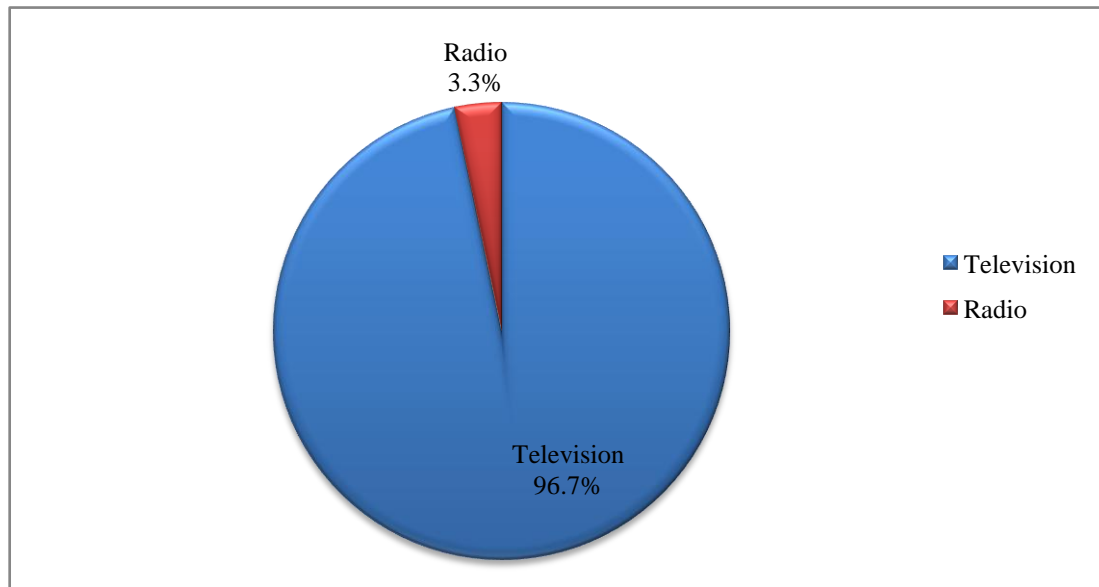


Figure 1: Complaints by Media Types (Q3 2013)

From Table 1 it can be seen that of the 336 complaints, 175 (52.1%) were made by male, whereas 86 (25.6%) cases were made by females; another 75 (22.3%) cases made by people not specifying their gender.

Table 1: Complaints by Gender (Q3 2013)			
	Male	Female	Those not specifying gender
Television	168	85	72
Radio	7	1	3
Total	175	86	75
Percentage	52.1%	25.6%	22.3%

Figure 2 shows that 177 (52.7%) complaints were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 159 (47.3%) cases were through other means, such as telephone, email, and forwarded cases from other agencies.

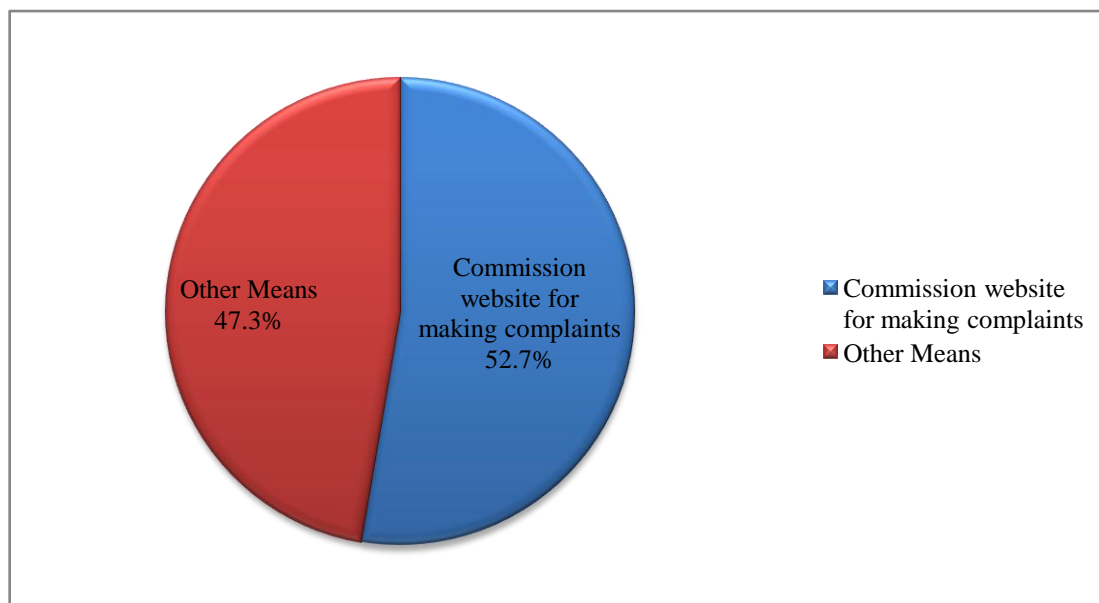


Figure 2: Means of Filing Complaints (Q3 2013)

Table 2, arranged by type of inappropriate content, shows that there were 336 complaint cases, 58 cases (17.2%) were about “harm to children and juveniles,” followed by 57 cases (17.0%) about “false or unjust contents,” 53 cases (15.8%) about “comments on the contents or wording of certain channels/programs/commercials,” 31 cases (9.2%) about “disrupting public order or adversely affecting good social customs,” and 29 cases (8.6%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” In total these five types of inappropriate content numbered 228 cases, accounting for 67.8% of all complaints. Please see Table 2 for the number and proportion of other types.

Table 2: Complaints by Type of Inappropriate Content (Q3 2013)		
Item	Cases	%
Harm to children and juveniles	58	17.2%
False or unjust contents	57	17.0%
Comments on the contents or wording of certain channels/programs/ commercials²	53	15.8%
Disrupting public order or adversely affecting good social customs	31	9.2%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration³	29	8.6%
Inappropriate commercial contents or broadcast time	19	5.6%
Disregard for professional ethics of journalism	19	5.6%

² Ex: overly long program times, objectifying females, increasing Taiwanese programs, purveying incorrect values, etc.

³ Ex: low qualities of overall programs, urging to prohibit programs of certain nations, suggesting setting up a new media supervision mechanism, etc.

Frequent reruns of programs	18	5.4%
Inappropriate program rating	13	3.9%
No distinction between program and commercial	11	3.3%
Belonging to other authorities' responsibility, not NCC	11	3.3%
Illegal use of on-screen news flashes	8	2.4%
Commercials overrunning	6	1.8%
Complaints' follow-up inquiries	1	0.3%
Changes without notice in advance	1	0.3%
Regulation/information inquiries	1	0.3%
Total	336	100.0%

◆ Complaints – Television

Figure 3 shows that of all the 325 complaint cases about television programs, 136 cases (41.8%) were concerned with news reports, followed by 131 cases (40.3%) about general programs, 31 cases (9.5%) about commercials, 19 cases (5.8%) about general talk shows and 8 cases (2.5%) about political talk shows.

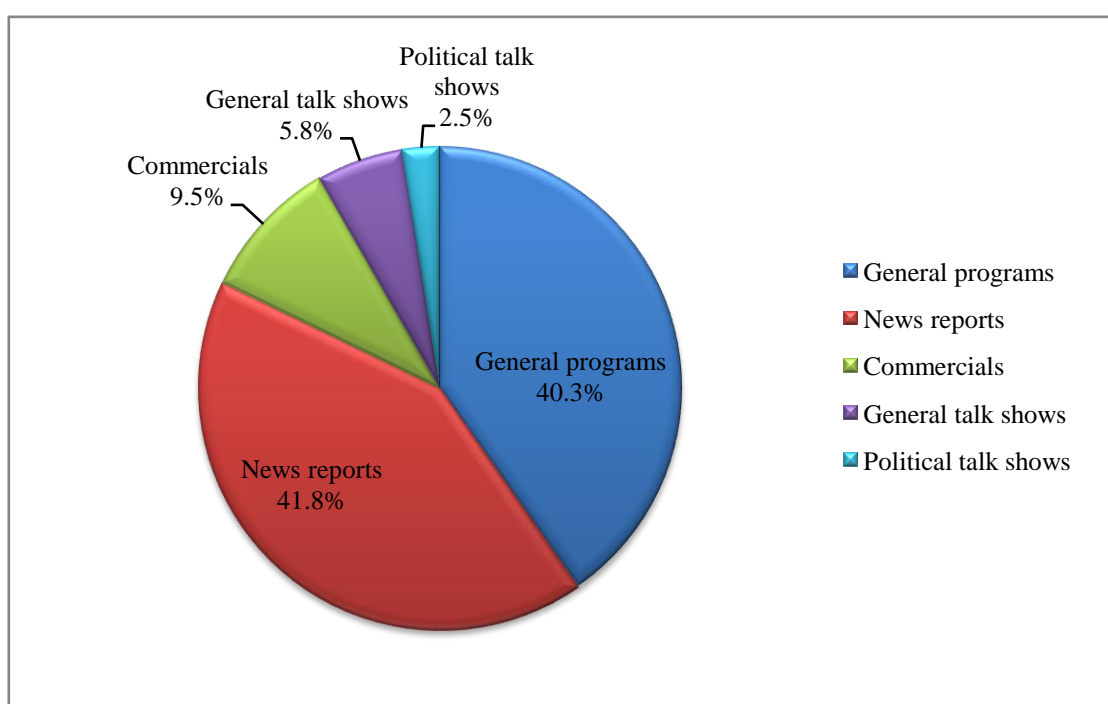


Figure 3: Complaints about Television by Program Types (Q3 2013)

As shown in Table 3, of all 136 complaint cases made about television news, 39 complaint cases (28.7%) were about “false or unjust contents,” followed by 18 cases (13.2%) about “comments on the contents and wording of certain channels/programs/commercials,” 18 cases (13.2%) about “disregard for professional ethics of journalism,” and 17 cases (12.5%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” These four most common

complaints about inappropriate content account for 67.6% of all cases.

Table 3: Complaints about Television News by type of Inappropriate Content (Q3 2013)			
Program types	Inappropriate contents	Cases	%
Television news	False or unjust contents	39	28.7%
	Harm to children and juveniles	9	6.6%
	Disrupting public order or adversely affecting good social customs	7	5.2%
	Illegal use of on-screen news flashes	7	5.2%
	No distinction between program and commercial	4	2.9%
	Inappropriate commercial contents or broadcast schedule	2	1.5%
	Others		
	Comments on the contents and wording of certain channels/programs/commercials	18	13.2%
	Disregard for professional ethics of journalism	18	13.2%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	17	12.5%
	Frequent reruns of programs	14	10.3%
	Belonging to other authorities' responsibility, not NCC	1	0.7%
Total		136	100.0%

Figure 4 indicates that among the 131 complaint cases about general programs, 60 cases (45.8%) about “dramas” makes up for the biggest proportion, followed by 21 cases about “variety shows” (16.0%), 20 cases (15.3%) about “children programs,” 17 cases (13.0%) about “non-specific programs,” 6 cases (4.6%) about “capital stock programs,” 3 cases (2.3%) about “sports programs,” 2 cases (1.5%) about “folklore/religious programs,” 1 case (0.8%) about “infomercial programs,” and 1 case (0.8%) about “education/culture programs.”

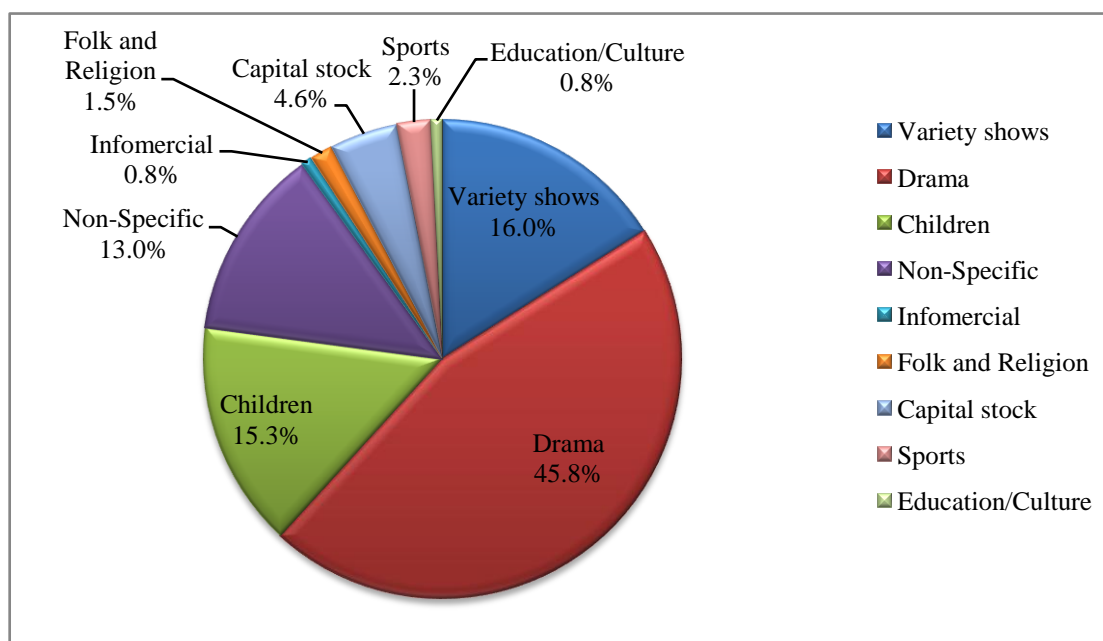


Figure 4: Complaints about Television by Program Types (Q3 2013)

Table 4 illustrates complaints concerning general programs, 33 of which were about “harm to children and juveniles” (25.1%), followed by 19 about “disrupting public order or adversely affecting good social customs” (14.5%), and 23 about “comments on the contents and wording of certain channels/programs/commercials” (17.6%). These 3 kinds of complaints make up for 57.2% (75 cases) of the complaint cases made about general programs.

Table 4: Complaints by Type of Inappropriate Content (Q3 2013)			
Program Types	Inappropriate Contents	Cases	%
	Harm to children and juveniles	33	25.1%
	Disrupting public order or adversely affecting good social customs	19	14.5%
	False or unjust contents	10	7.6%
	Inappropriate program rating	9	6.9%
	No distinction between program and commercial	7	5.3%
	Inappropriate commercial contents or broadcast schedule	4	3.1%
	Commercials overrunning	4	3.1%
	Changes without notice in advance	1	0.8%
	Others		
	Comments on the contents and wording of certain channels/programs/commercials	23	17.6%
	Suggestions on the overall broadcasting management policies/regulations or NCC’s administration	10	7.6%
	Belonging to other authorities’ responsibility, not NCC	5	3.8%

		Frequent reruns of programs	4	3.1%
		Complaints' follow-up inquiries	1	0.8%
		Regulation/information inquiries	1	0.8%
Total			131	100.0%

From Table 5, it can be seen that of all 31 complaint cases about television commercials, 10 (32.3%) were about “harm to children and juveniles,” followed by 9 (29.0%) about “inappropriate commercial contents or broadcast schedule” and 5 (16.1%) were about “belonging to other authorities’ responsibility, not NCC”. These three most common cases about inappropriate content account for 77.4% of all the complaints received about television commercials.

Table 5: Complaints about Television Commercials /Infomercial Programs by Type of Inappropriate Content (Q3 2013)				
Program Types	Inappropriate Contents		Cases	%
Television commercials/ infomercial programs	Harm to children and juveniles		10	32.3%
	Inappropriate commercial contents or broadcast schedule		9	29.0%
	Disrupting public order or adversely affecting good social customs		2	6.5%
	Commercials overrunning		1	3.2%
	False or unjust contents		1	3.2%
	No distinction between program and commercial		1	3.2%
	Others	Belonging to other authorities' responsibility, not NCC	5	16.1%
		Comments on the contents and wording of certain channels /programs/commercials	2	6.5%
Total			31	100.0%

Table 6 shows that of all 27 complaint cases about television talk shows⁴, 8 (19.6%) cases were about “comments on the contents and wording of certain channels/programs/commercials,” followed by 6 cases (22.3%) about “harm to children and juveniles” and 8 cases (18%) about “false or unjust contents.”

Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q3 2013)			
Program Types	Inappropriate Contents	Cases	%
Talk Shows	Harm to children and juveniles	6	22.3%
	False or unjust contents	5	18.5%
	Inappropriate program rating	4	14.8%
	Inappropriate commercial contents or broadcast schedule	1	3.7%

⁴ Includes general talk shows and political talk shows.

			Dept. of Content Affairs	
	Commercials overrunning		1	3.7%
	Others	Comments on the contents and wording of certain channels/programs/commercials	8	29.6%
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	1	3.7%
		Disregard for professional ethics of journalism	1	3.7%
Total			27	100.0%

Each of the following programs in the third quarter of 2013 (July to September) received more than 10 complaint cases, including “The Heart of Woman” of iSET Taiwan Channel and “Feng Shui Family” of FTV (please see Table 7 for more information):

Table 7: Complaints about television programs (Q3 2013)			
Name of Program/Commercial	Channel	Type	Number
The Heart of Woman	iSET Taiwan Channel	Drama	14
Feng Shui Family	FTV (main channel)	Drama	11

1. “The Heart of Woman” of iSET Taiwan Channel – 14 complaint cases

Complaints: The drama with exaggerated plots and crime simulations turned into bad examples for imitation. Moreover, there were excessive violent and criminal details that negatively affected the physical and mental health of children and juveniles, seriously misled values, and adversely affected good social customs.

Action of the NCC: NCC fundamentally respects the professionalism and liberty of media, and does not intervene with editing, performance, and scheduling if it is deemed that there was no violation. Punitive measures are undertaken in cases of any violation. However, NCC will continually monitor the program and investigate following the administrative proceedings if any possible violation occurred. Additionally, in order to mitigate the negative effects that may be caused by the exaggerated plots, NCC forwarded the above mentioned complaints, despite no obvious violation, to the TV station for reference and improvement. This was intended to urge the station to reinforce its internal controls and make appropriate content adjustments.

2. “Feng Shui Family” of FTV (main channel) – 11 complaint cases

Complaints: The relationships between characters were too complicated. Some of them committed the wrongdoings repeatedly but never took legal responsibility. Furthermore, the drama, which portrayed the practice of

loan sharking and forced prostitution etc, adversely affected good social customs.

Action of the NCC: NCC fundamentally respects the professionalism and liberty of media, and does not intervene with editing, performance, and scheduling if it is deemed that there was no violation. Punitive measures are undertaken in cases of any violation. Nonetheless, if the case breaches the laws of other authority's jurisdiction, NCC will forward it to the relevant competent authority accordingly.

◆ Complaints - Radio

Figure 5 shows that among all 11 complaint cases, 8 cases were (72.7%) about “general programs/commercials,”⁵ followed by 3 cases (27.3%) about “news reports & political talk shows.”

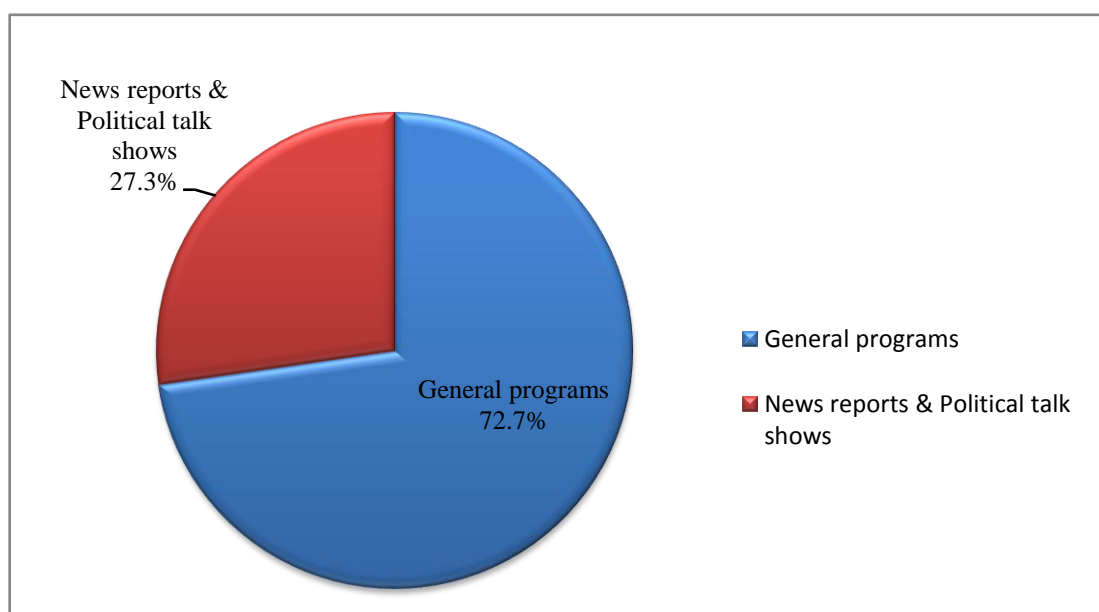


Figure 5: Complaints about Radio by Program Types (Q3 2013)

Table 8 shows 3 cases (27.2%) each about “disrupting public order or adversely affecting good social customs” and “inappropriate commercial contents or broadcast schedule” topped the complaints list, followed by 2 cases (18.2%) about “false or unjust contents” and “comments on the contents and wording of certain channels/programs/commercials” individually. Please see Table 8 for more information.

Table 8: Complaints: General radio programs/commercials by type of inappropriate content (Q3

⁵ General programs refer to the program with diverse topics or complaints not made against a specific program.

2013 Third Quarter (July ~September)
NCC Report on Broadcasting Content Complaints
Dept. of Content Affairs

2013)			
Program types	Inappropriate contents	Cases	%
	Disrupting public order or adversely affecting good social customs	3	27.2%
	Inappropriate commercial contents or broadcast schedule	3	27.2%
	False or unjust contents	2	18.2%
	Others	2	18.2%
	Comments on the contents and wording of certain channels/programs/commercials	2	18.2%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	1	9.2%
Total		11	100.0%