



2014 First Quarter (January - March) 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 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 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 first quarter of 2014 (January to March).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio compiled in the first quarter of 2014 (January to March), 581 complaints¹ were made in total: 484 cases against television contents (83.3%), 97 cases against radio contents (16.7%).

¹ The invalid 39 cases were excluded.

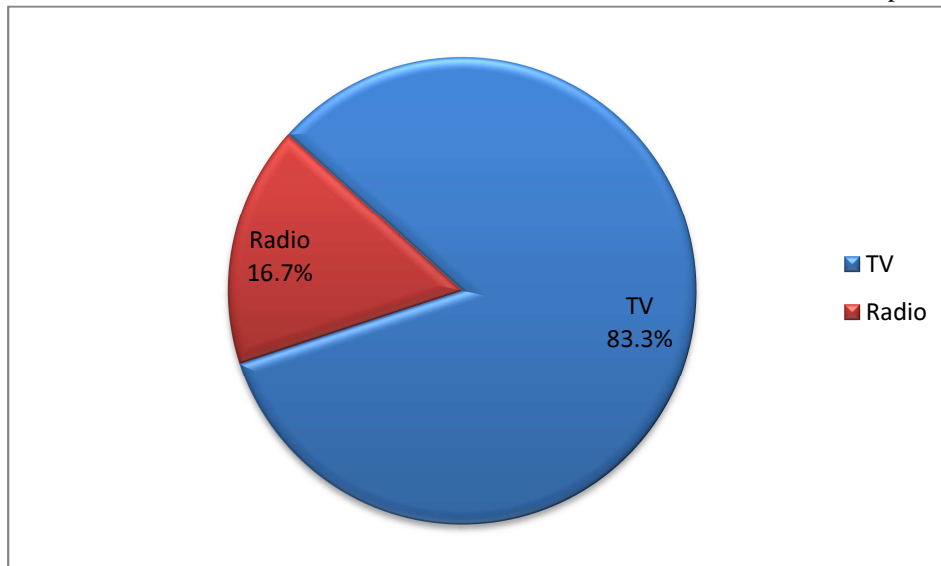


Figure 1: Complaints by Media Types (Q1 2014)

Table 1 shows that of the total 581 complaints, 284 cases (48.9%) and 167 cases (28.7%) were submitted by males and females respectively; another 129 cases (22.4%) cases were made by people not specifying their gender.

Table 1: Complaints by Gender (Q1 2014)			
	Male	Female	Unspecified
TV	234	128	122
Radio	50	39	8
Total	284	167	130
Percentage	48.9%	28.7%	22.4%

Figure 2 shows that 209 cases (36.0%) complaints were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 372 cases (64.0%) cases were through other means, such as telephone, email, and cases forwarded from other agencies.

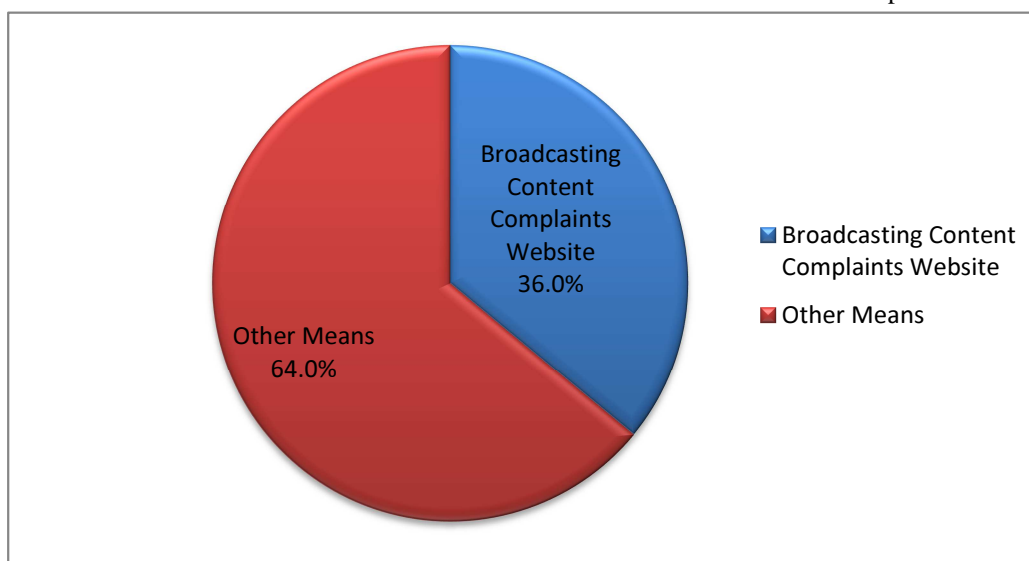


Figure 2: Means of Filing Complaints (Q4 2013)

Table 2 shows the 581 complaints about inappropriate contents: 137 complaints (23.6%) were “comments on the contents or wording of certain channels/programs/commercials,” followed by 127 cases (21.9%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 124 cases (21.3%) about “false or unjust contents,” 44 cases (7.6%) about “inappropriate contents or broadcasting time of commercials,” and 41 cases (7.0%) about “harmful contents for children and juveniles.” The total number of these top five types of complaints amounted to 473 cases, accounting for 81.5% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q1 2014)		
Item	Cases	%
Comments on the contents or wording of certain channels/programs/commercials ²	137	23.6%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration ³	127	21.9%
False or unjust contents	124	21.3%
Inappropriate contents or broadcast time of commercials	44	7.6%
Harmful contents for children and juveniles	41	7.1%

² EX. biased standpoints, prime-time drama programs are too long, increasing Taiwanese programs, etc.

³ EX. the proportion of the specific news is too high, overuse of Mosaics, too many on-screen news flashes etc.

No distinction between programs and commercials	35	6.0%
Disregard for professional ethics of journalism	26	4.5%
Overly frequent replays	12	2.1%
Disrupting public order or adversely affecting good social customs	12	2.1%
Inquiries for regulations/information	11	1.9%
Inappropriate program ratings	5	0.8%
Overrunning commercials	3	0.5%
Technical issues such as broadcasting reception, quality, or volume	2	0.3%
Changes without notice in advance	2	0.3%
Total	581	100.0%

◆Complaints – Television

Of the 484 complaints about television programs, most were against “news reports,” with 247 cases (51.0%) followed by 151 cases (31.2%) against “general programs,” 62 cases (12.8%) against “commercials,” 13 cases (2.7%) against “general talk shows,” and 11 cases (2.3%) against “political talk shows.” Please see Figure 3 for details.

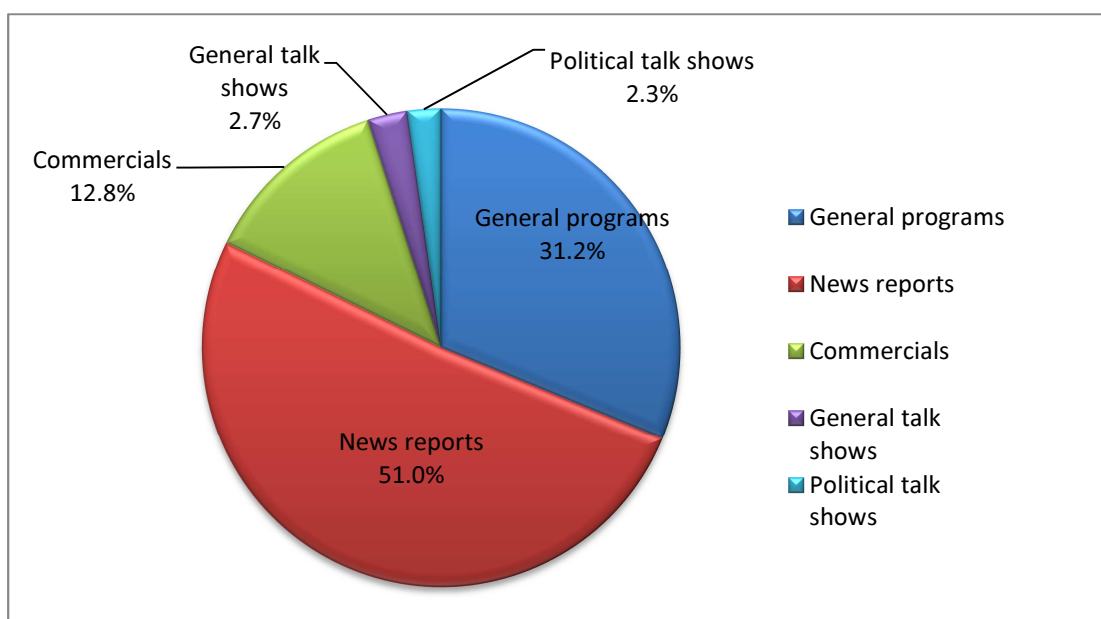


Figure 3: Complaints made against types of TV programs (Q1 2014)

It can be seen from Table 3 that amongst the 247 complaints about TV news reports 97 complaints (37.7%) were about “false or unjust contents,” followed by 56 cases (22.7%) “comments on the contents and wording of certain channels/programs/commercials” and 31 cases (12.6%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these top three types of TV news complaints amounted to 180 cases; details are listed in Table 3:

Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q1 2014)

Program type	Inappropriate content	Cases	%
	False or unjust contents	93	37.7%
	No distinction between programs and commercials	20	8.1%
	Harmful contents for children and juveniles	10	4.0%
	Disrupting public order or adversely affecting good social customs	4	1.6%
	Inappropriate program rating	1	0.4%
	Others		
	Comments on the contents and wording of certain channels/programs/commercials	56	22.7%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	31	12.6%
	Disregard for professional ethics of journalism	24	9.7%
	Overly frequent replays	7	2.8%
	Regulation/information inquiries	1	0.4%
Total		247	100.0%

Figure 4 indicates that amongst the 151 complaint cases about general programs, the largest proportion were the 68 cases (45.0%) about “dramas,” followed by 23 cases (15.2%) about “non-specific programs”, 21 cases (13.9%) about “variety shows,” 12 cases (7.9%) about “children’s programs,” 12 cases (7.9%) about “infomercial programs,” 5 cases (3.3%) about “capital stock programs,” 4 cases (2.6%) about “sports programs,” 3 cases (2.0%) about “folk religion programs,” and 3 cases (2.0%) about “education and culture.”

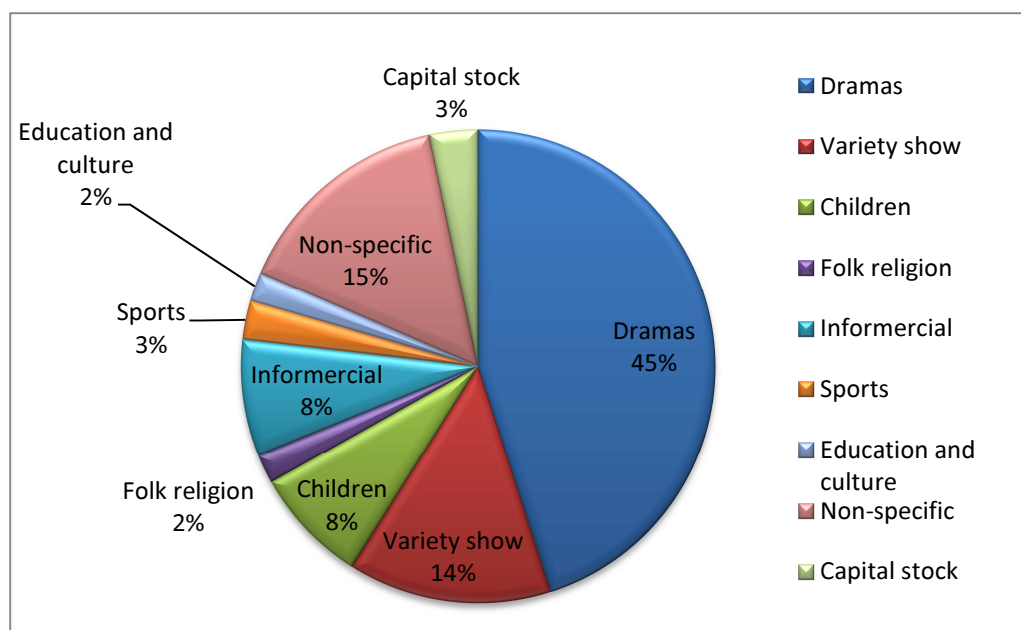


Figure 4: Complaints about Television by Program Types (Q1 2014)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that 37 complaints (24.5%) were “comments on the contents and wording of certain channels/programs/commercials, followed by 36 cases (23.8%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 19 cases (12.6%) about “harmful contents for children and juveniles.” The total number of these top three types of complaints amounted to 92 cases. Please see Table 4 more details:

Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q1 2014)

Program type	Inappropriate content	Cases	%
	Harmful contents for children and juveniles	19	12.6%
	False or unjust contents	18	11.9%
	No distinction between programs and commercials	13	8.6%
	Inappropriate contents or broadcast time of commercials	8	5.3%
	Disrupting public order or adversely affecting good social customs	4	2.6%
	Changes without notice in advance	2	1.3%
	Inappropriate program rating	2	1.3%

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	Overrunning commercials		1	0.8%
	Other	Comments on the contents and wording of certain channels/programs/commercials	37	24.5%
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	36	23.8%
		Regulation/information inquiries	9	6.0%
		Technical issues such as broadcasting reception, quality, or volume	2	1.3%
Total		151	100.0%	

Table 5 shows that of the 62 complaints about TV commercials, 35 cases (56.5%) were for “inappropriate contents or broadcast time of commercials,” followed by 9 cases (14.5%) about “harmful contents for children and juveniles,” and 7 cases (11.3%) “comments on the contents and wording of certain channels/programs/commercials.”

Table 5: Complaints about Television Commercials by Type of Inappropriate Content (Q1 2014)

Program type	Inappropriate content		Cases	%
	Inappropriate contents or broadcast time of commercials		35	56.5%
	Harmful contents for children and juveniles		9	14.5%
	False or unjust contents		2	3.2%
	No distinction between programs and commercials		2	3.2%
	Overrunning commercials		1	1.6%
	Others	Comments on the contents and wording of certain channels/programs/commercials	7	11.3%
		Overly frequent replays	5	8.1%
		Regulation/information inquiries	1	1.6%
Total		62	100.0%	

Table 6 shows that of the 24 complaints filed against television talk shows⁴, 7 cases (29.2%) were “comments on the contents and wording of certain channels/programs/commercials,” followed by 6 cases (25.0%) about “false or unjust contents.” Details are listed in Table 6.

Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q1 2014)

Program type	Inappropriate content	Cases	%
TV talk shows	False or unjust contents	6	25.0%
	Harmful contents for children and juveniles	3	12.6%
	Disrupting public order or adversely affecting good social customs	2	8.3%
	Inappropriate rating	2	8.3%
	Other		
	Comments on the contents and wording of certain channels/programs/commercials	7	29.2%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	2	8.3%
	Disregard for professional ethics of journalism	2	8.3%
Total		24	100.0%

Each of the following programs in the first quarter of 2014 (January to March) received more than 10 complaints: “Feng Shui Family” of FTV (main channel), the commercial of “Mei-Zi Online,” and “Sword Art Online” of CTV (please see Table 7 for more information):

Table 7: Complaints about TV programs/commercials (Q1 2014)

Name of Program	Channel	Type	Cases
Feng Shui Family	FTV (main channel)	Drama	18
Mei-Zi Online	Unspecified channel	Commercial	15
Sword Art Online	CTV	Drama	14

⁴Includes both general and political talk shows.

(1) “Feng Shui Family” of FTV (main channel) received a total of 18 complaints.

Complaints: The show is too lengthy. Recent inappropriate contents include self-incineration and the threatening of others with a knife, which violates the general rating. In addition, the drama obviously contains specific merchandise and involves brand placements.

Action of the NCC: As there are no broadcast regulations stipulating the length of programs, we forwarded the viewers’ opinions to the channel for its reference. With regards to the self-incineration and the threatening of others with a knife, it was noted that these fit in with the plot. However, the theme of the drama should be adjusted. As for the brand placements, we have asked the channel to submit a reply for further evaluation by the NCC.

(2) The commercial of “Mei-Zi Online” received a total of 15 complaints.

Complaints: The commercial is full of sensation. The game is R rated, but the commercial is broadcasted at all times. Even if mosaics are applied, the implication, representation, and lines have a negative influence on the physical and mental health of children and juveniles. The commercial is not suitable for all broadcasting intervals, and the gaming company should more cautiously determine time slots for the commercial to be broadcast .

Action of the NCC: After inspection it was determined that the commercial does not obviously violate regulations. However, to protect the physical and mental health of children and juveniles, the NCC has asked the Satellite Television Broadcasting Association to inform its subordinating channel members who continue to broadcast the commercial to self-regulate and act with more discretion.

(3) CTV’s “Sword Art Online” received a total of 14 complaints.

Complaints: “Sword Art Online” includes scenes of rape and has been subject to heavy fines by the NCC. However, for other local dramas or idol dramas that contain similar scenes, the NCC seems to adopt a tolerant approach. This shows that the NCC has double standards.

Action of the NCC: “Sword Art Online” was broadcast at 6pm on December 14, 2013, on CTV and was rated G. However, intensified sexual implications and violence might have influenced the values of children and juveniles and should not have been broadcasted during intervals allotted for General programs. Thus, CTV violated Regulations for the Rating of TV Content And has been subject to a fine of TWD210,000 in accordance with regulation.

◆Complaints - Radio

Figure 5 shows that amongst the 97 complaints concerning radio, 60 cases (61.9%) were about “music programs,” followed by 23 cases (23.7%) about “comprehensive programs⁵,” 10 cases (10.3%) about “programs of other types,” and 4 cases (4.1%) about “news reports and political talk shows:”

⁵Comprehensive programs consist of diverse program contents, or the audience did not complain about specific program.

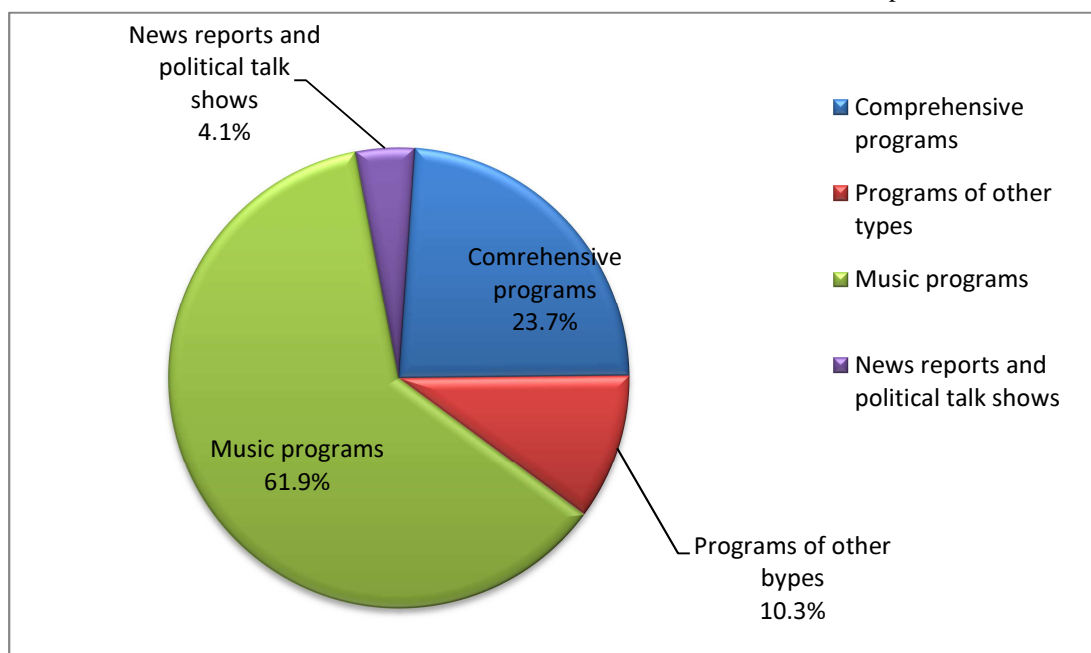


Figure 5: Complaints about Radio by Program Types (Q1 2014)

Amongst the inappropriate types of radio programs/commercials, “suggestions on the overall broadcasting policies/regulations or NCC’s administration” topped the list with 54 complaints (55.7%), followed by 34 cases (35.1%) “comments on the contents or wording of certain channels/programs/commercials.” The total number of these two types of complaints amounted to 88 cases, accounting for 90.8% of all complaints about radio programs/commercials. Please see Table 9 for more information:

Table 9: Complaints: General radio Programs/Commercials by type of inappropriate content (Q1 2014)

Complaint type	Inappropriate content	Cases	%
	False or unjust contents	5	5.1%
	Disrupting public order or adversely affecting good social customs	2	2.1%
	Inappropriate contents or broadcast time of commercials	1	1.0%
	Overrunning commercials	1	1.0%
	Others		
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	54	55.7%
	Comments on the contents or	34	35.1%

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		wording of certain channels/programs/commercials		
Total			97	100.0%