



2014 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, as well as a record of NCC's actions to broadcasting businesses in violation of broadcasting regulations. 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, as well as subsequent action taken by the NCC in the cases of violations of relevant regulations in the third quarter of 2014 (July to September).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio

compiled in the third quarter of 2014 (July to September), 634 complaints¹ were made in total: 589 cases against television contents (92.9%), 45 cases against radio contents (7.1%). Please see Figure 1.

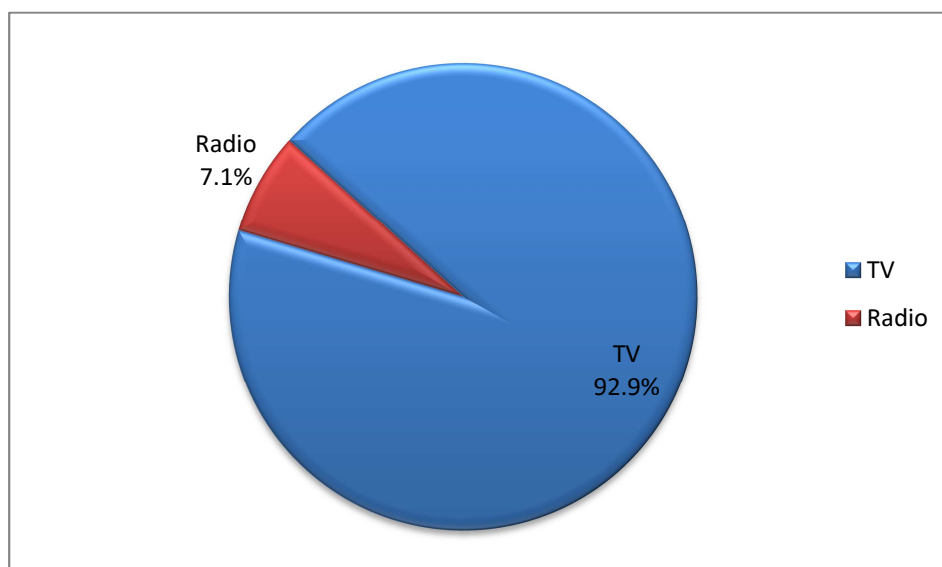


Figure 1: Complaints by Media Types (Q3 2014)

Table 1 shows that of the total 634 complaints, 343 cases (54.1%) and 192 cases (30.3%) were submitted by males and females respectively; another 99 cases (15.6%) were made by people not specifying their gender.

Table 1: Complaints by Gender (Q3 2014)			
	Male	Female	Unspecified
TV	317	180	92
Radio	26	12	7
Total	343	192	99
Percentage	54.1%	30.3%	15.6%

Figure 2 shows that 263 complaints (41.5%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 371 cases (58.5%) were through other means, such as telephone, email, and cases forwarded from other agencies.

¹ Invalid 50 cases were excluded

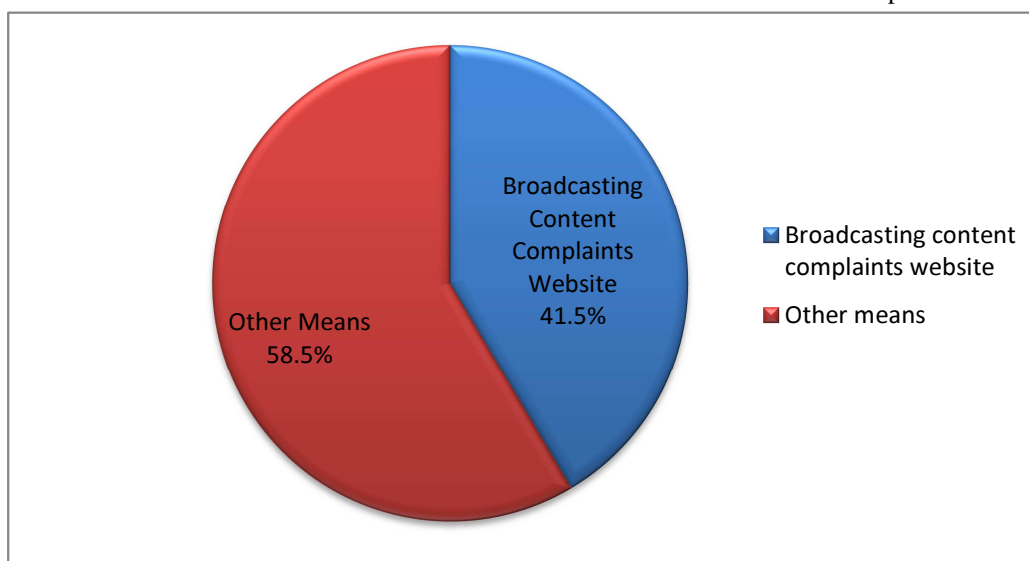


Figure 2: Means of Filing Complaints (Q3 2014)

Table 2 shows the 634 complaints about inappropriate contents: 148 complaints (23.3%) were “comments on the contents or wording of certain channels (radios)/programs/commercials,” followed by 103 cases (16.3%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 92 cases (14.5%) about “false or unjust contents,” 64 cases (10.1%) about “disregard for professional ethics of journalism,” 52 cases (8.2%) about “disrupting public order or adversely affecting good social customs,” and 52 cases (8.2%) about “harmful contents for children and juveniles.” The total number of these top six types of complaints amounted to 511 cases, accounting for 80.6% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q3 2014)		
Item	Cases	%
Comments on the contents or wording of certain channels (radios)/programs/commercials	148	23.3%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration	103	16.3%
False or unjust contents	92	14.5%
Disregard for professional ethics of journalism	64	10.1%
Disrupting public order or adversely affecting good social customs	52	8.2%
Harmful contents for children and juveniles	52	8.2%
Inappropriate contents or broadcast time of commercials	50	7.9%

No distinction between programs and commercials	28	4.4%
Overly frequent replays	17	2.7%
Inappropriate program ratings	8	1.3%
Changes without notice in advance	6	0.9%
Overrunning commercials	6	0.9%
Inquiries for regulations/information	5	0.8%
Inappropriate use of on-screen flashes	3	0.5%
Total	634	100.0%

◆Complaints – Television

Of the 589 complaints about television programs, most were against “news reports,” with 275 cases (46.7%) followed by 208 cases (35.3%) against “general programs,” 73 cases (12.4%) against “commercials,” 17 cases (2.9%) against “general talk shows,” and 16 cases (2.7%) against “political talk shows.” Please see Figure 3 for details.

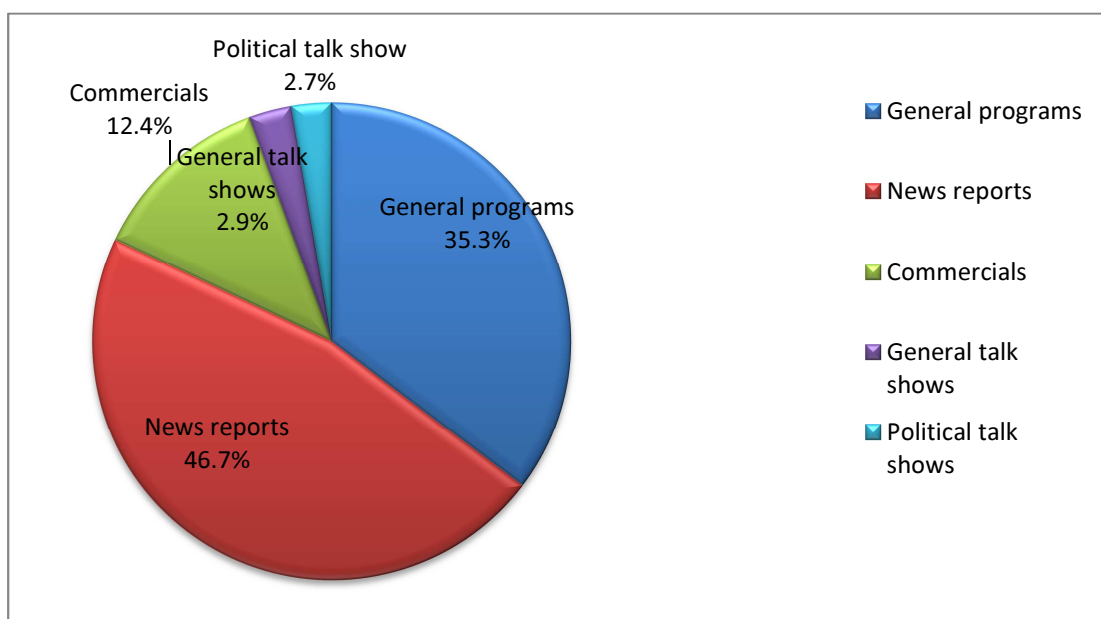


Figure 3: Complaints made against types of TV programs (Q3 2014)

It can be seen from Table 3 that amongst the 275 complaints about TV news reports, 69 cases (25.1%) were about “false or unjust contents,” followed by 62 cases (22.5%) “disregard for professional ethics of journalism” and 51 cases (18.5%) “comments on the contents or wording of certain channels/programs/commercials.”

The total number of these top three types of TV talk show complaints amounted to 182 cases; details are listed in Table 3:

Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q3 2014)			
Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	69	25.1%
	Disregard for professional ethics of journalism	62	22.5%
	Comments on the contents and wording of certain channels/ programs/commercials	51	18.5%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	42	15.3%
	Disrupting public order or adversely affecting good social customs	17	6.2%
	No distinction between programs and commercials	17	6.2%
	Harmful contents for children and juveniles	7	2.5%
	Overly frequent replays	7	2.5%
	Inappropriate program ratings	1	0.4%
	Inappropriate use of on-screen flashes	1	0.4%
	Inquiries for regulations/information	1	0.4%
Total		275	100.0%

Figure 4 indicates that amongst the 208 complaint cases about general programs, the largest proportion were the 99 cases (47.6%) about “dramas,” followed by 29 cases (13.9%) about “children’s programs,” 29 cases (13.9%) about “variety shows”, 25 cases (12%) about “non-specific programs,” 12 cases (5.8%) about “capital stock programs,” 6 cases (2.9%) about “sports programs,” 4 cases (1.9%) about “folk religion programs,” 2 cases (1.0%) about “infomercial programs,” and 2 cases (1.0%) about “education and culture.”

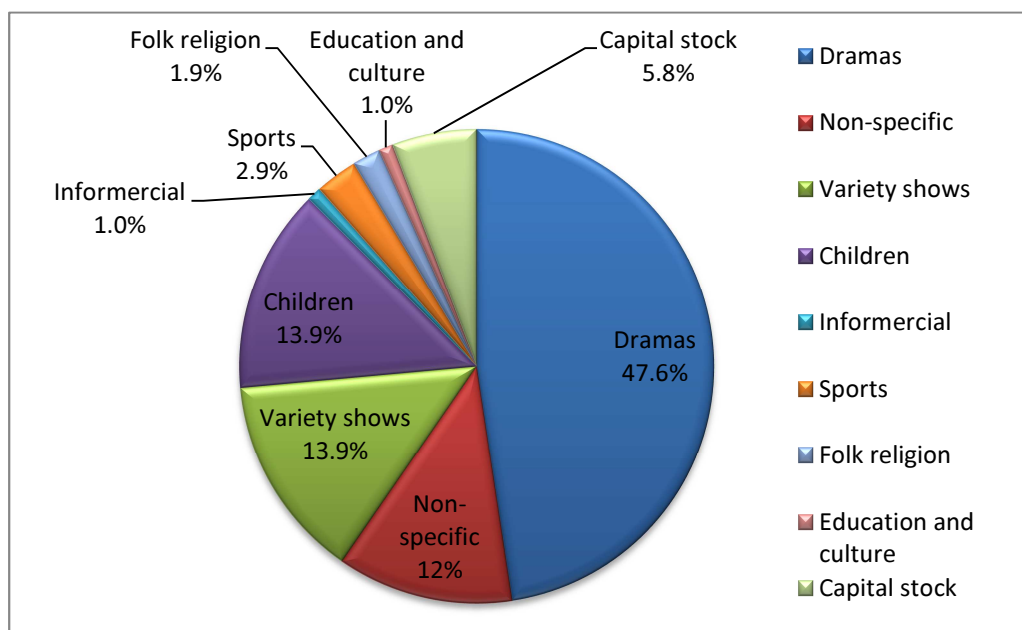


Figure 4: Complaints about Television by Program Types (Q3 2014)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that 61 complaints (29.3%) were “comments on the contents and wording of certain channels/programs/commercials,” followed by 37 cases (17.8%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 27 cases (13.0%) about “harmful contents for children and juveniles.” The total number of these top three types of complaints amounted to 125 cases. Please see Table 4 for more details:

Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q3 2014)			
Program type	Inappropriate content	Cases	%
General programs	Comments on the contents and wording of certain channels/programs/commercials	61	29.3%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	37	17.8%
	Harmful contents for children and juveniles	27	13.0%
	Disrupting public order or adversely affecting good social customs	26	12.5%

	No distinction between programs and commercials	11	5.3%
	False or unjust contents	9	4.3%
	Overly frequent replays	9	4.3%
	Inappropriate program rating	7	3.4%
	Changes without notice in advance	6	2.9%
	Overrunning commercials	5	2.4%
	Inappropriate contents or broadcast time of commercials	4	1.9%
	Inquiries for regulations/information	4	1.9%
	Inappropriate use of on-screen flashes	2	1.0%
Total		208	100.0%

Table 5 shows that of the 33 complaints about TV talk shows², the largest proportion were the 17 cases (51.5%) about “comments on the contents and wording of certain channels/programs/commercials,” followed by 9 cases (27.3%) about “false or unjust contents,” and 3 cases (9.1%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these three types of complaints amounted to 29 cases.

Table 5: Complaints about TV Talk Shows by Type of Inappropriate Content (Q3 2014)

Program type	Inappropriate content	Cases	%
TV talk shows	Comments on the contents and wording of certain channels/programs/commercials	17	51.5%
	False or unjust contents	9	27.3%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	3	9.1%
	Disregard for professional ethics of journalism	2	6.1%
	Harmful contents for children and juveniles	1	3.0%
	Disrupting public order or adversely	1	3.0%

²Include general talk shows and political talk shows.

	affecting good social customs		
Total		33	100.0%

Amongst the 73 complaint cases about TV commercials, the largest proportion were the 41 cases (56.2%) about “inappropriate contents or broadcast time of commercials,” followed by 17 cases (23.3%) about “harmful contents for children and juveniles.” The total number of these two types of complaints amounted to 58 cases. Please see Table 6 for details.

Table 6: Complaints about Television Commercials by Type of Inappropriate Content (Q3 2014)

Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	41	56.2%
	Harmful contents for children and juveniles	17	23.3%
	Comments on the contents and wording of certain channels/programs/commercials	8	10.9%
	Disrupting public order or adversely affecting good social customs	3	4.1%
	False or unjust contents	2	2.7%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	1	1.4%
	Overrunning commercials	1	1.4%
Total		73	100.0%

Each of the following programs in the third quarter of 2014 (July to September) received more than 10 complaints: “Ordinary Love” of SET Taiwan, the “commercial about Sadako’s repayment for the Hungry Ghost Festival” of PX Mart, and the “Doraemon” cartoon of CTS (please see Table 7 for more information):

Table 7: Complaints about TV Programs/Commercials (Q3 2014)

Name of Program	Channel	Type	Cases
Ordinary Love	SET Taiwan	Drama	44

PX Mart's commercial: Sadako's repayment for the Hungry Ghost Festival	No specific channels	Commercial	15
Doraemon	CTS	Cartoon	14

(1) “Ordinary Love” of SET Taiwan received a total of 44 complaints.

Complaints: The program is too lengthy and full of plots that disrupt public order and good social customs, such as incest, affairs, murder, and robbery. Moreover, it contains overly exaggerated contents like sniffing on perfume for instantaneous rejuvenation. These plots are harmful to children's physical and mental health; in addition to setting negative examples for them, other complaints were about the drama's unauthorized use of characters from the Japanese animation “Sailor Moon,” in violation of copyright acts.

Action of the NCC: As there are no broadcast regulations stipulating the length of programs, we forwarded the viewers' opinions to Sanlih Entertainment for its reference. The scenes about blackmailing, perfume-induced instantaneous rejuvenation, and characters from the Japanese animation “Sailor Moon” are considered to be within the realm of plot development. However, the plot has room for improvement; hence the NCC has forwarded the complaints to SET for their reference. Other scenes that involve violence and threats, such as kidnapping, may induce children to imitate such harmful behaviors. As they are clearly in violation of the program ratings, the NCC has issued warnings to SET according to relevant regulations.

(2) PX Mart's commercial: “Sadako's repayment for the Hungry Ghost Festival” received a total of 15 complaints.

Complaints: The images of a ghostly long-haired girl concealing her face while dancing in white clothes are frightening to children. The commercial was even broadcasted rather frequently. Please

request the broadcaster to stop broadcasting.

Action of the NCC: Upon inspection, the content of the commercial has not violated related regulations. The NCC will respect the advertiser's creativity and make arrangements for the time of its broadcast. The complaints from the audience were compiled and forwarded to PX Mart for their reference.

(3)The "Doraemon" cartoon of CTS received a total of 14 complaints.

Complaints: It was rumored that the NCC is considering asking the CTS to stop broadcasting Doraemon, as social groups and internet bloggers fear that the plot of Big G bullying Nobi in the cartoon may increase the incidence of school bullying in reality. However, currently there is no evidence suggesting any links between the cartoon and school bullying behaviors, hence the NCC should not be overly cautious in this case.

Action of the NCC: The rumor about "Doraemon" going off the air originated from internet bloggers and several social groups for child protection, who expressed their concerns about the bullying-related contents of Doraemon, which led to media reports. The NCC respects the comments from the audience and related groups, thus we accepted the case and followed the standard procedures to collect related image data, as well as observe the program broadcast. During this process, the NCC remains neutral; we have never asked CTS to remove "Doraemon" from the air. Moreover, CTS has actively inserted warning messages during the broadcast of "Doraemon" to reduce the audience's doubts and anxiety.

◆Complaints - Radio

Figure 5 shows that amongst the 45 complaints concerning radio, 18 cases

(40.0%) were about “comprehensive programs³,” followed by 15 cases (33.3%) about “programs of other types;” the remaining complaints included 8 cases (17.8%) about “new reports and political talk shows,” 3 cases (6.7%) about “commercials,” and 1 case (2.2%) about “music programs.”

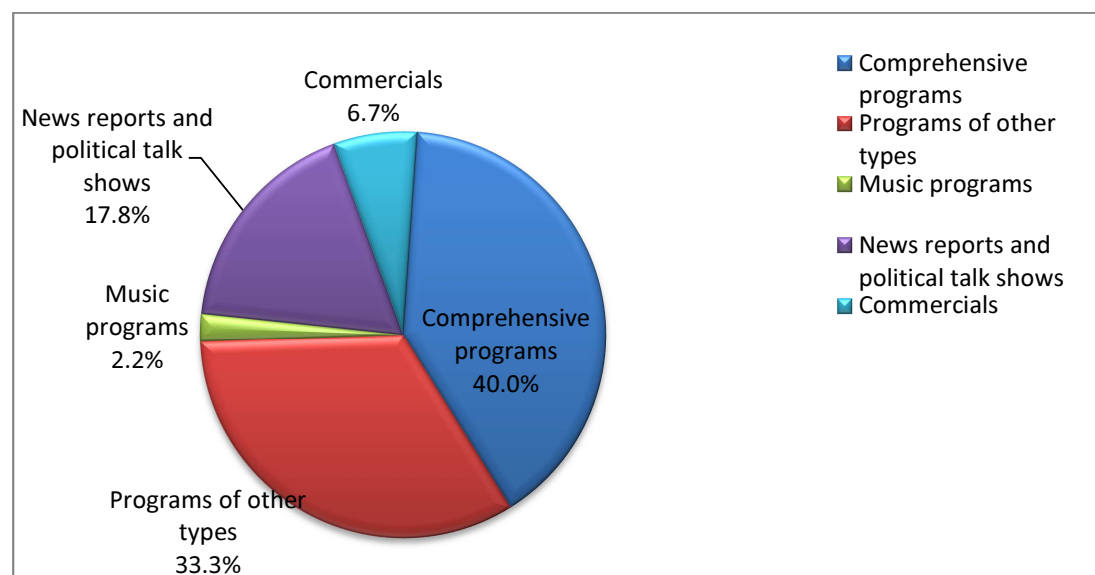


Figure 5: Complaints about Radio by Program Types (Q3 2014)

Amongst the inappropriate types of radio programs/commercials, “suggestions on the overall broadcasting policies/regulations or NCC’s administration” topped the list with 20 complaints (44.4%), followed by 11 cases (24.5%) “comments on the contents and wording of certain channels/programs/commercials.” The total number of these two types of complaints amounted to 31 cases, accounting for 68.9% of all complaints about radio programs/commercials. Please see Table 8 for more information:

Table 8: Complaints: General radio Programs/Commercials by Type of Inappropriate Content (Q3 2014)			
Complaint type	Inappropriate content	Cases	%
Radio programs/commercials	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	20	44.4%
	Comments on the contents and wording of certain channels/programs/commercials	11	24.5%
	Disrupting public order or adversely	5	11.1%

³Comprehensive programs consist of diverse program contents, or the audience did not complain about specific program.

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	affecting good social customs		
	Inappropriate contents or broadcast time of commercials	5	11.1%
	False or unjust contents	3	6.7%
	Overly frequent replays	1	2.2%
Total		45	100.0%