



2014 NCC Report on Broadcasting Content Complaints

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media. The establishment of a mechanism for the general public to file complaints plays an important role of a comprehensive supervision policy. In order to utilize public feedback to enhance the quality of broadcasting content and to protect public interests, the NCC established the Broadcasting Content Complaints Website in January 2009. The quarterly and yearly reports on the supervision of broadcasting content are published regularly, as a means for the general public to understand the status of broadcasting content supervision and participate in the supervision process.

The NCC regulates broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. Although there is no current 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 the statistical evidence of public 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 year of 2014.

◆ Overview

In 2014, the NCC received a total of 10,016 complaints regarding broadcasting content from the public. Compared to 1,807 complaints in 2013, there were 8,209 more complaints in 2014. However, 20 of the complaints received in 2013 and 219 of

those received in 2014 were unrelated to the broadcasting media content. Thus, excluding these cases, the number of complaints received in 2013 was 1,787, while 9,797 were received in 2014, an increase of 448.2%.

In terms of the means of complaints, Table 1 shows that 7,714 complaints were made through the NCC's Broadcasting Content Complaints Website, accounting for 78.7% of all complaints; 2,083 complaints were made through other means (including telephone, email, and cases forwarded from other agencies), accounting for 21.3% of all complaints.

Looking more closely we can see that the proportion of cases filed through the Broadcasting Content Complaints Website and other means was 69.9%:30.1% in 2013 and 78.7%:21.3% in 2014. The proportion of increase in using the Broadcasting Content Complaints Website equates to 8.8%. This is indicative of the efforts undertaken by the NCC in promoting the Broadcasting Content Complaints Website to users who filed complaints through other means.

Table 1: Complaints by Means Year on Year				
Year Mean	2014		2013	
	Cases	%	Cases	%
Broadcasting Content Complaints Website	7,714	78.7%	1,250	69.9%
Other means	2,083	21.3%	537	30.1%
Total	9,797	100.0%	1,787	100.0%

In 2014, 9,457 complaints were made against television contents, which was more than the number of 1,752 in 2013 by 7,705 cases. There were 340 complaints against radio contents in 2014, which was more than the number of 35 in 2013 by 305 cases. In 2014, the complaints against television contents still accounted for over 96% of the total number of complaints. The changes in the number of public complaints against radio and television contents over the recent four years are shown in Figure 1.

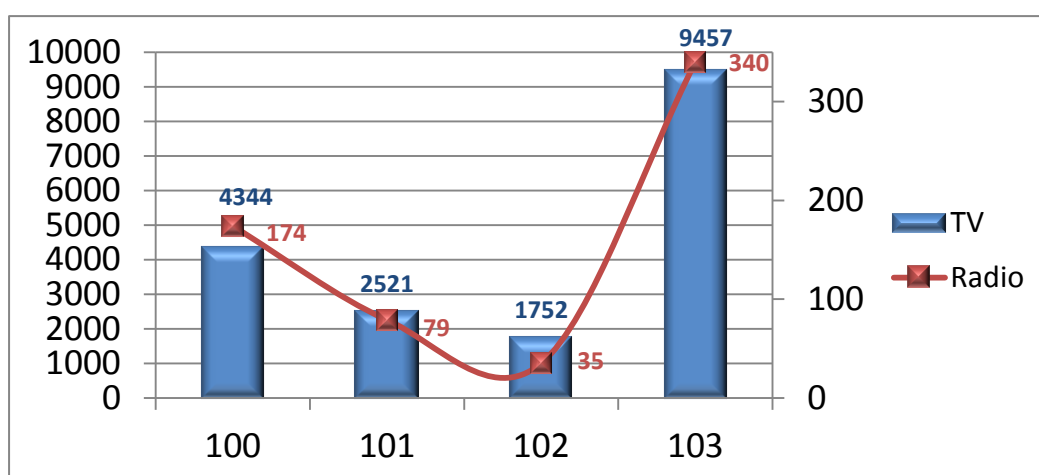


Figure 1: Complaints against Radio and Television over the Past Four Years

Complaints compiled during 2014 can be divided into the following five major categories: “disrupting public order or adversely affecting good social customs,” “disregard for professional ethics of journalism,” “false or unjust contents,” “comments on the contents or wording of certain channels/programs/commercials,” and “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” Cases in these categories accounted for 91.8% of the total number of complaints. Compared to 2013, “disrupting public order or adversely affecting good social customs” went from being the seventh on the list (103 cases) to the first on the list (4,003 cases). “Disregard for professional ethics of journalism” went from the fifth on the list in 2013 (107 cases) to the second in 2014 (2,108 cases). On the other hand, “false or unjust contents” went from being the first in 2013 (668 cases) to the third in 2014 (1,315 cases). “Comments on the contents or wording of certain channels/programs/commercials” went from being the second on the list in 2013 (280 cases) to the fourth in 2014 (1,101 cases). And “suggestions on the overall broadcasting policies/regulations or NCC’s administration” slightly moved up on the list, from being the sixth in 2013 (105 cases) to the fifth in 2014 (467 cases). Please see Table 2 and Figure 2.

Table 2: Top 5 Types of Complaints Year on Year					
2014			2013		
Item	Cases	%	Item	Cases	%
Disrupting public order or adversely affecting good social	4,003	40.9%	False or unjust contents	668	37.4%

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customs					
Disregard for professional ethics of journalism	2,108	21.5%	Comments on the contents or wording of certain channels/ programs/commercials	280	15.7%
False or unjust contents	1,315	13.4%	Harmful contents for children and juveniles	179	10.0%
Comments on the contents or wording of certain channels/ programs/commercials	1,101	11.2%	No distinction between programs and commercials	110	6.2%
Suggestions on the overall broadcasting policies/regulations or NCC's administration	467	4.8%	Disregard for professional ethics of journalism	107	6.0%
Total	8,994	91.8%	Total	1,344	75.3%

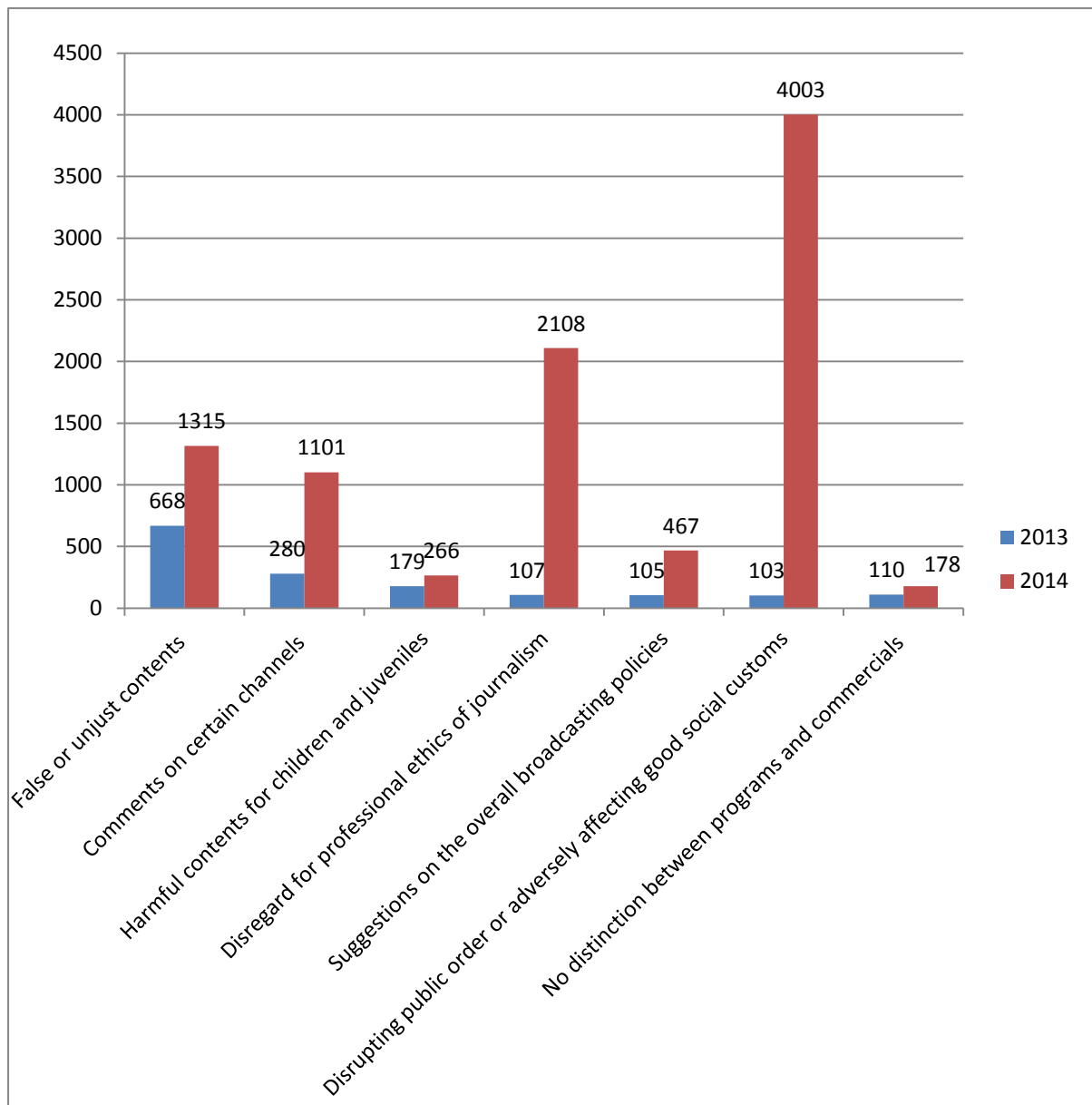


Figure 2: Top 5 Types of Complaints Year on Year

Table 3 shows the gender distribution of the people who filed complaints based on the demographic information they provided. Among the complaints received in 2014, 4,053 cases were from males and 3,624 cases were from females. Another 2,120 cases were either unidentified or unrecognizable.

In respect to the complaints against television content, 3,877 cases were from males and 3,485 cases were from females. In regard to the complaints against radio content, 176 cases were from males and 139 cases were from females.

Table 3: Complaints by Gender (2014)				
Media Type \ Gender	Male		Female	
TV	3,877	95.7%	3,485	96.2%
Radio	176	4.3%	139	3.8%
Total	4,053	100%	3,624	100%

Note: Complaints from people who did not identify their gender were excluded.

Table 4 shows the complaints about inappropriate contents: topping the list were the 4,003 (40.9%) complaints concerned with “disrupting public order or adversely affecting good social customs,” followed by 2,108 (21.5%) about “disregard for professional ethics of journalism,” 1,315 (13.4%) about “false or unjust contents,” 1,101 (11.2%) “comments on the contents or wording of certain channels/programs/commercials,” 467 (4.8%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these top five types of complaints accounted for 91.8% of all complaints. Please see Table 4 for the numbers and percentages of other types.

Table 4: Complaints by Types of Inappropriate Content (2014)		
Item	Cases	%
Disrupting public order or adversely affecting good social customs	4,003	40.9%
Disregard for professional ethics of journalism (continuously playing victim families’ emotional scenes, invasion of privacy, reporting unconfirmed information, placement marketing, etc.)	2,108	21.5%
False or unjust contents	1,315	13.4%
Comments on the contents or wording of certain channels /programs/commercials (hosts and guests used inappropriate language, content was over exaggerated in creating panic, too much coverage on modus operandi etc.)	1,101	11.2%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration (increased broadcast of Taiwanese shows and news, insufficient coverage on international news, too much coverage on major headline stories, critics made irresponsible comments on TV etc.)	467	4.8%

Harmful contents for children and juveniles	266	2.7%
Inappropriate contents or broadcast time of commercials	183	1.9%
No distinction between programs and commercials	178	1.8%
Overly frequent replays	51	0.5%
Inquiries for regulations/information	38	0.4%
Inappropriate program ratings	29	0.3%
Overrunning commercials	21	0.2%
Changes without notice in advance	21	0.2%
Illegal use of on-screen news flashes	8	0.1%
Others	8	0.1%
Total	9,797	100.0%

◆ Complaints – Television

Of the 9,457 complaints about television programs, most were against “political talk shows,” with 6,102 cases (64.5%) followed by 2,361 (25.0%) against “news reports,” 693 (7.3%) against “general programs¹,” which included “drama, entertainment, consumer information, and non-specific” programs, 258 (2.7%) against “commercials,” and 43 (0.5%) against “general talk shows.” Please see Figure 3 for details.

¹ Refers to programs other than “news reports,” “talk shows,” and “commercials” (including non-specific programs and dramas, entertainment programs, children’s programs, sports programs, and infomercial programs).

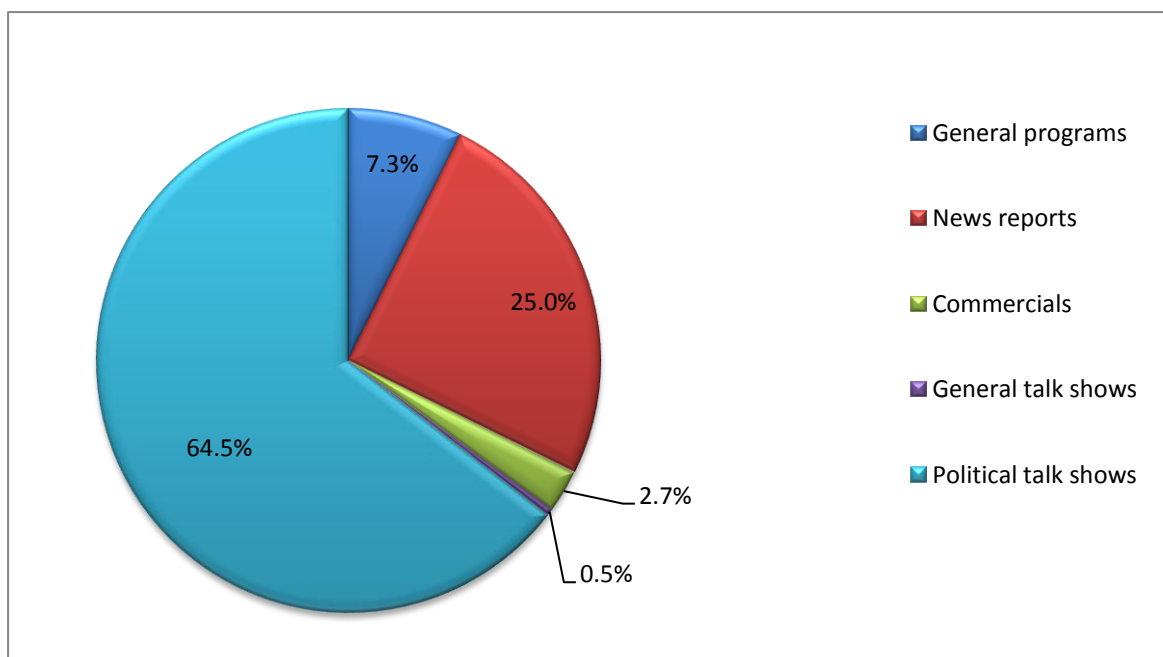


Figure 3: Complaints about Television by Program Types (2014)

It can be seen from Table 5 that amongst the 6,145 complaints about TV talk shows², 3,800 complaints (61.8%) were about “disrupting public order or adversely affecting good social customs,” followed by 1,929 (31.4%) “disregard for professional ethics of journalism,” 212 (3.5%) “false or unjust contents,” 96 (1.6%) “harmful contents for children and juveniles,” and 89 (1.4%) “comments on the contents and wording of certain talk shows.” The total number of these top five types of TV talk show complaints accounted for 99.7% of all complaints.

Table 5: Complaints about TV Talk Shows by Type of Inappropriate Content (2014)			
Program type	Inappropriate content	Cases	%
Talk shows	Disrupting public order or adversely affecting good social customs	3,800	61.8%
	Disregard for professional ethics of journalism	1,929	31.4%
	False or unjust contents	212	3.5%
	Harmful contents for children and juveniles	96	1.6%
	Comments on the contents and wording of certain talk shows	89	1.4%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	8	0.1%
	Inappropriate program ratings	6	0.1%

² Including general talk shows and political talk shows.

	Changes without notice in advance	2	0.04%
	No distinction between programs and commercials	1	0.02%
	Inappropriate contents or broadcast time of commercials	1	0.02%
	Inquiries for regulations/information	1	0.02%
Total		6,145	100.0%

Table 6 indicates that amongst the 2,361 complaint cases about TV news reports, the largest proportion were the 1,023 cases (43.3%) about “false or unjust contents,” followed by 681 (28.8%) about “comments on the contents and wording of certain news channels/programs/commercials,” 179 (7.6%) about “disregard for professional ethics of journalism,” 176 (7.5%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 100 (4.2%) about “no distinction between programs and commercials.” The total number of these top five types of TV news report complaints accounted for 91.4% of all complaints.

Table 6: Complaints about TV News Reports by Type of Inappropriate Content (2014)

Program type	Inappropriate content	Cases	%
News Reports	False or unjust contents	1,023	43.3%
	Comments on the contents or wording of certain channels /programs/commercials	681	28.8%
	Disregard for professional ethics of journalism	179	7.6%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	176	7.5%
	No distinction between programs and commercials	100	4.2%
	Disrupting public order or adversely affecting good social customs	98	4.2%
	Harmful contents for children and juveniles	49	2.1%
	Overly frequent replays	29	1.2%
	Inquiries for regulations/information	10	0.4%
	Inappropriate contents or broadcast time of commercials	4	0.2%
	Illegal use of on-screen news flashes	3	0.1%

	Inappropriate program ratings	3	0.1%
	Others	3	0.1%
	Overrunning commercials	2	0.1%
	Changes without notice in advance	1	0.1%
Total		2,361	100.0%

Table 7 indicates that amongst the 693 complaint cases about general programs in 2014, the largest proportion were the 290 cases (41.8%) about “dramas,” followed by 115 (16.6%) about “variety shows,” 110 (15.9%) about “non-specific programs,” 62 (8.9%) about “children’s programs,” 38 (5.5%) about “infomercial programs,” 30 (4.3%) about “capital stock,” 18 (2.6%) about “sports programs,” 16 (2.3%) about “education and culture,” and 14 (2.0%) about “folk religion programs.”

Since 2011, the public’s complaints against general programs were mainly comprised of cases concerning “dramas.”

Table 7: Complaints about General TV Programs Year on Year					
2014			2013		
Program Type	Cases	%	Program Type	Cases	%
Drama	290	41.8%	Drama	212	40.0%
Variety shows	115	16.6%	Variety shows	111	20.9%
Non-specific programs	110	15.9%	Children’s programs	61	11.5%
Children’s programs	62	8.9%	Non-specific programs	52	9.8%
Infomercial programs	38	5.5%	Capital stock	34	6.4%
Capital stock	30	4.3%	Sports programs	26	4.9%
Sports programs	18	2.6%	Infomercial programs	16	3.0%
Education and culture	16	2.3%	Folk religion programs	15	2.9%
Folk religion programs	14	2.0%	Education and culture	3	0.6%
Total	693	100.0%	Total	530	100.0%

Table 8 indicates that amongst the complaint cases about general programs, the largest proportion were the 184 cases (26.6%) about “comments on the contents or wording of certain channels/programs/commercials,” followed by 121 (17.5%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 76 (11.0%) about “disrupting public order or adversely affecting good social customs,” 73 (10.5%) about “no distinction between programs and commercials,” 71 (10.2%) about “harmful contents for children and juveniles.” The total number of these top five types of general program complaints amounted to 525 cases, accounting for 75.8% of all complaints.

Table 8: Complaints about General Programs on TV by Type of Inappropriate Content (2014)			
Program Type	Inappropriate content	Cases	%
General programs	Comments on the contents or wording of certain channels/programs/commercials	184	26.6%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	121	17.5%
	Disrupting public order or adversely affecting good social customs	76	11.0%
	No distinction between programs and commercials	73	10.5%
	Harmful contents for children and juveniles	71	10.2%
	False or unjust contents	52	7.5%
	Inquiries for regulations/information	26	3.8%
	Inappropriate contents or broadcast time of commercials	21	3.0%
	Inappropriate program ratings	20	2.9%
	Changes without notice in advance	18	2.6%
	Overly frequent replays	12	1.7%
	Overrunning commercials	9	1.3%
	Illegal use of on-screen news flashes	5	0.7%
	Others	5	0.7%
Total		693	100.0%

Amongst the 258 complaint cases about TV commercials, the largest proportion were the 145 cases (56.2%) about “inappropriate contents or broadcast time of

commercials,” followed by 45 (17.4%) about “harmful contents for children and juveniles,” 20 (7.7%) about “comments on the contents or wording of certain commercials,” 14 (5.4%) about “false or unjust contents,” 11 (4.3%) about “disrupting public order or adversely affecting good social customs.” The total number of these five types of complaints accounted for 91.0% of all complaints. Please see Table 9 for details.

Table 9: Complaints about TV Commercials by Type of Inappropriate Content (2014)			
Program Type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	145	56.2%
	Harmful contents for children and juveniles	45	17.4%
	Comments on the contents or wording of certain commercials	20	7.7%
	False or unjust contents	14	5.4%
	Disrupting public order or adversely affecting good social customs	11	4.3%
	Overly frequent replays	9	3.5%
	Overrunning commercials	9	3.5%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	2	0.8%
	No distinction between programs and commercials	2	0.8%
	Inquiries for regulations/information	1	0.4%
Total		258	100.0%

In 2014, each of the following programs received more than 10 complaints: “News Tornado” of CTI TV News Channel, “News at Noon and 13:00” of TVBS News Channel, “2300 CTI Global Live” of CTI TV, 16 programs on the “costs of repairing the Legislative Yuan” of CTI TV News Channel, and 3 commercials. Please see Table 10 for more information.

Table 10: Complaints about TV Programs/Commercials (2014)			
Name of Program	Channel	Type	Cases
News Tornado	CTI TV News Channel	Political talk show	5,980
News at Noon and	TVBS News Channel	News report	425

13:00			
2300 CTI Global Live	CTI TV News Channel	News report	268
Reports on the costs of repairing the Legislative Yuan	CTI TV News Channel	News report	230
1600 News	TVBS News Channel	News report	99
Ordinary Love	SET Taiwan	Drama	81
1300 Afternoon News	CTI TV News Channel	News report	71
Female-objectifying reports on police expelling protesters	NextTV News Channel	News report	56
This Is It	ETTV	Political talk shows	34
1800 Evening News	CTI TV News Channel	News report	23
Evening news – False reports on the costs of repairing the Legislative Yuan	CTS (main channel)	News report	19
Feng Shui Family	FTV (main channel)	Drama	18
Mei-Zi Online	Unspecified channel	Commercial	15
PX Mart's commercial: Sadako's repayment for the Hungry Ghost Festival	Unspecified channels	Commercial	15
Sword Art Online	CTV	Drama	14
Dragon Dance	FTV (main channel)	Drama	14
Doraemon	CTS	Cartoon	14
54 New Viewpoint	SET News	Political talk show	10
The commercial for the online game of "Launch It! Tough Guy"	Unspecified channels	Commercial	10

(1) "News Tornado" of CTI TV News Channel received a total of 5,980 complaints.

Complaints: The program contained inappropriate objectification of women through language and gestures of the hosts and their guests' discussion concerning the participation of

women at the student movement. Also, the program exaggerated and twisted the facts without validation in discussing topics related to the Cross-Strait Service Trade Agreement and student movement. The content of the program was out of context and discredited; it generated rumors and even made reference to unauthorized images.

Action of the NCC: The objectification of women that discriminated against women's participation in civic and political activities broadcasted by News Tornado from 9pm to 11pm on April 4, 2014, was reviewed in the "Consultation Meeting of Radio, Television Programs, and Commercials of NCC" on April 15, 2014. As decided at the 587th Committee Meeting on April 16, News Tornado was subjected to immediate correction as well as a fine of TWD500,000 on record, in its violation of the third item of Article 17 of the Satellite Broadcasting Act. The complaints about false contents in the program were directed to the CTI TV for reference in writing. The program was told to adhere to Article 30 of the Satellite Broadcasting Act for making reference to unauthorized images.

(2) "News at Noon and 13:00" of TVBS News Channel received a total of 425 complaints.

Complaints: The news report of "Chieh Cheng's special appetite for spicy goose heart" on May 24, 2014 was overly exaggerated and suspected of creating panic.

Action of the NCC: The complaints to this news report were directed to Liann Ye Production Co., Ltd. in writing on June 3, 2014, for review in its own committee of media self-regulation. The results of the review were requested to be released online. On September 19, 2014, Liann Ye Production Co., Ltd. submitted the discussion of its consultant meeting, and the meeting record is available online.

(3) "2300 CTI Global Live" of CTI TV received a total of 268 complaints.

Complaints: The channel reported that the protest for electoral reform in

Hong Kong with the headline of “The Occupy Central movement did not end at midnight. The crowd spent the night to welcome China’s National Day.” As the movement was not about celebrating China’s National Day, this news headline clearly distributed false information and distorted the protest for electoral reform in Hong Kong. The appellants requested the NCC to take the necessary legal actions.

Action of the NCC: Upon an inspection of the news footage, the NCC has not found the case to have violated any explicit laws. The audience complaints have been forwarded to CTI TV for their references.

- (4) “Reports on the costs of repairing the Legislative Yuan” of CTI TV News Channel received a total of 230 complaints.

Complaints: The news reported that the costs of repairing the Legislative Yuan would exceed TWD100 million, while the estimated cost for repair was TWD2.85 million by the Legislative Yuan. The news channel failed to validate the information before broadcast. The content was exaggerated, false, and misleading to the general public. The appellants requested the CTI Company to make a correction.

Action of the NCC: When the appellant is a party or stakeholder directly involved in the news story, he/she may request for a media correction or reply in writing according to law. Also, the NCC has directed the comments from the general public to the CTI Company for its reference, and asked it to release the subsequent updates on the company website.

- (5) “1600 News” of TVBS News Channel received a total of 99 complaints.

Complaints: On April 30, 2014, the report of “Change in Ting-Kuei Tsay’s appeal from freeing Shui-Bian Chen to supporting Yi-Hsiung Lin” was potentially false. The reporter took advantage over his/her right of speech during the interview. The story was out of context and filled with the reporter’s

personal subjective interpretation in attempt to “exploit the media.” The story expressed the reporter’s presumption and his/her intention to “create news,” which potentially leads to false conclusions.

Action of the NCC: On May 9, 2014, the NCC directed the complaints to Liann Ye Production Co., Ltd., and asked the company to reply with an explanation. The explanation from Liann Ye is as follows: (1) the case numbers of these complaints were in consecutive order; we are skeptical whether such repeated messages in close sequence came from “different individuals who are representative” of most viewers. (2) Please direct future cases of similar complaints to us and close the cases as usual.

(6) “Ordinary Love” of SET Taiwan received a total of 81 complaints.

Complaints: The program contains negative examples that disrupt good social customs, demonstrate criminal behaviors, present false medical information. The plot is also unrealistic in comparison to the laws in reality. The program may inappropriately influence children, juveniles, and the general public. In addition, the plot is comprised of countless errors and the broadcast time was too lengthy. This impaired the benefits of the audience. Moreover, a part of the content was related to violating the regulations of placement marketing.

Action of the NCC: The NCC has recorded the program’s violation against laws (such as program ratings and distinction between the program and commercials). In respect to the complaints on the program’s false medical behaviors and knowledge, the NCC has forwarded them to the Ministry of Health and Welfare, and asked them to process it according to their authority. The actions that disrupt public order and good social customs in the plot, and those that are potentially harmful to children and juveniles were considered to be within an acceptable realm of dramatic components. The NCC has compiled and forwarded the complaints to SET Taiwan for their reference and improvements. On the other hand, the NCC has also forwarded the complaints about

“lengthy program broadcast,” “overly exaggerated content,” and “false or misleading information” to SET Taiwan for their reference and enhancement within internal control.

- (7) “1300 Afternoon News” of CTI TV News Channel received a total of 71 complaints.

Complaints: On May 22, 2014, the report entitled, “Suspect Chieh Cheng, an obsessed video game player, wore a Yu-Gi-Oh card on his neck during the arrest” tried to convey Cheng’s obsession with violence. The content description was over-exaggerated and suspected of creating public panic.

Action of the NCC: The NCC directed the complaints to CTI TV News for reference, and asked them to post their progress on dealing with these complaints on their company website.

- (8) “Female-objectifying reports on police expelling protesters” of NextTV News Channel received a total of 56 complaints.

Complaints: During the news report of police using water cannons to expel protesters, one woman’s private body area was accidentally exposed under the water cannon. However, NextTV repeatedly played the accidental exposure in close-up during its news program.

Action of the NCC: After evaluating the relevant recordings, the NCC decided that the news content did not meet the criteria for a violation. However, the complaints were compiled and directed to Next TV Broadcasting Limited for reference. The complaints were assigned for review in its ethics committee; more careful editorial and evaluation measures shall be taken in future reports of similar cases.

- (9) “This Is It” of ETTV received a total of 34 complaints.

Complaints: The program discussion about products such as Wei Chuan’s “high quality eggs” “high quality milk” and “Daily C juice” was clearly inconsistent with the facts. In pursuit of high TV ratings, the program was broadcasted without verification. It

has damaged the company's corporate image by citing false information and misleading the audience. The NCC is requested to investigate the case according to laws and regulations.

Action of the NCC: The NCC requested ETTV to comment on the complaints. The company replied: "The content of the program discussion was based on evidence rather than false information as stated in the complaints. The ETTV respects and appreciates the criticism and feedbacks from viewers, and will use the comments from these complaints as references for program production."

(10) "1800 Evening News" of CTI TV News Channel received a total of 23 complaints.

Complaints: Before reporting female model Ili Cheng's story of taking off her underwear for a fundraiser on April 20, 2014, the news anchor commented that Ili Cheng's behavior was a negative example in the eyes of relationship experts. However, Ili Cheng did not actually expose her body at the fundraiser event; neither did relationship experts mention "negative example" about Ili Cheng's actions during the interview. CTI TV News reported out of context, misled the audience, and violated the philosophy of gender equality and human rights according to the "Convention on the Elimination of All Forms of Discrimination against Women," and "International Covenant on Civil and Political Rights."

Action of the NCC: The appellant was informed that if he/she is a party or stakeholder directly involved in the news story, he/she may request for a media correction or reply in writing according to law. Upon examination, the above mentioned scenario was not the case; hence the case was closed after a reply has been made to the appellants.

(11) "Evening news – False reports on the costs of repairing the Legislative Yuan" of CTS (main channel) received a total of 19 complaints.

Complaints: On April 10, 2014, the CTS reported that “public donations are not enough to pay off the TWD100 million costs for the repair of the Legislative Yuan.” CTS reported that the loss of the Legislative Yuan exceeded TWD100 million without validation. As it turned out, this amount greatly deviated from the cost of TWD2.85 million as estimated by the Legislative Yuan. The news story was suspected of intentionally misleading the public audience to accept false information. It has violated the principle of realism and balance of media self-regulation.

Action of the NCC: Upon an evaluation of related recordings, the content of this news story was not intended to mislead the audience or violate the regulations of the Radio and Television Act. The complaints were directed to CTS for future improvement and timely replies to appellants. Regarding comments about applying the first item of Article 23 of the Radio and Television Act to this case to make error corrections; the NCC has also informed stakeholders to request the CTS to make corrections according to the first item of Article 23 and 24 of the Ratio and Television Act as mentioned above.

(12) “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, and the complaints from the audience were forwarded to the production company for their reference. Concerning the broadcast on January 7, 2014, the plot of “Feng Shui Family” was accused of being

over-commercialized. The program was subjected to a penalty of TWD150,000 by the NCC committee. The episode broadcasted on January 10, 2014 was reviewed by the NCC committee, which asked the program to make improvements. The program was reminded of the regulation that commercials should be clearly distinguished from TV programs.

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

Complaints: The commercial is full of eroticism. 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.

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

Complaints: The images of a long-haired girl dancing on TV in white clothes without showing her face are frightening to children. The commercial is even broadcasted rather frequently. Please ask the company to stop its broadcast.

Action of the NCC: Upon inspection, the content of the commercial has not explicitly violated related regulations. The complaints from the audience were compiled and forwarded to PX Mart for their reference.

(15) 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 program was categorized as an animation and not a cartoon. This shows that the NCC obviously 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. Whether cartoons, animations, local dramas or idol dramas, the NCC's program management evaluates each case, adopts the same regulations, and processes each case in accordance with the laws.

(16) "Dragon Dance" of FTV (main channel) received a total of 14 complaints.

Complaints: The actors' hairstyles are inappropriate for the Qing Dynasty; their makeup and lipsticks are too thick. The show is too lengthy, and contains plots that are inappropriate for the prime time, such as self-mutilation and drug-facilitated rape.

Action of the NCC: The complaints about actors' hairstyles and makeup belong to the producers' realm of creation and editing. The concern about the show being too lengthy has been forwarded to the FTV for their reference. The complaints about plots of self-mutilation and drug-facilitated rape are still considered to be acceptable components of drama; hence they do not constitute a violation of the Radio and Television Act. The plot design has room for improvement though; the NCC has directed the complaints to the FTV in writing.

(17) 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 Nobu 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 the CTS to remove “Doraemon” from the air. Moreover, the CTS has actively inserted warning messages during the broadcast of “Doraemon” to reduce the audience’s doubts and anxiety.

(18) “54 New Viewpoint” of SET News received a total of 10 complaints.

Complaints: Before the criminal case of the unfortunate attack on Taipei Metro entered into trial, the guests on the program claimed the killer to be a person with Asperger’s syndrome. This has violated Article 74 of the People with Disabilities Rights Protection Act, Article 23 of the Mental Health Act, and Article 17 of the Satellite Broadcasting Act. Other complaints to the program included making reference to unauthorized images and presenting false content.

Action of the NCC: The complaints about the program’s discussion of Chieh Cheng in stigmatizing people with Asperger’s syndrome were directed to SET News in writing on May 29, 2014. The company was told to adhere to Article 30 of the Satellite Broadcasting Act. The complaints about the program’s

violation of the Mental Health Act and the People with Disabilities Rights Protection Act were forwarded to the Ministry of Health and Welfare on May 29 for their determination. On June 12, the NCC received a letter of determination from the Taipei City Government via the Ministry of Health and Welfare, which indicated that the program has not yet violated the regulations pertaining to the Mental Health Act. Finally, the complaints about false reports were also forwarded to SET News for future reference.

(19) The commercial for the online game of “Launch It! Tough Guy” received a total of 10 complaints.

Complaints: The female role in the commercial wears provocative clothing and says puns like “launch it” and “hard enough to play once.” The content is clearly explicit and sexually suggestive. Please take the necessary legal actions.

Action of the NCC: According to NCC’s investigation, a total of nine different versions of this commercial were broadcasted from November 19 to December 1, 2014. The NCC has forwarded the feedbacks from the audience to related public associations for their reference and attention. The advertiser has also adjusted the content of the commercial in the subsequent versions that were broadcasted later. It is still difficult to determine whether the commercial has violated any explicit laws.

◆ Complaints - Radio

Figure 4 shows that amongst the 340 complaints concerning radio in 2014, 178 (52.4%) were about “musical programs,” followed by 80 (23.5%) about “variety shows³,” 55 (16.2%) about “programs of other types,” 24 (7.1%) about “news reports and political talk shows,” and 3 (0.9%) about “commercials.”

³ Refer to programs with diverse content, or those to which the public has not filed a complaint against specific programs.

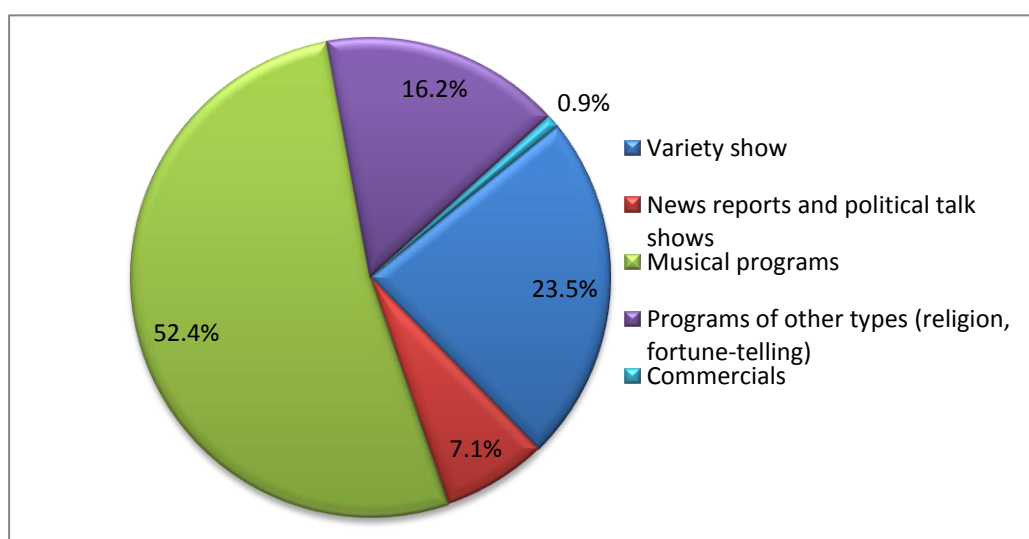


Figure 4: Complaints about Radio by Program Types (2014)

Amongst the inappropriate types of radio programs/commercials, “suggestions on the overall broadcasting policies/regulations or NCC’s administration” topped the list with 156 complaints (45.9%), followed by 131 (38.5%) “comments on the contents and wording of certain channels/programs/commercials,” 18 (5.3%) “disrupting public order or adversely affecting good social customs,” 14 (4.1%) “false or unjust contents,” and 11 (3.2%) “inappropriate contents or broadcast time.” The total number of these five types of complaints accounted for 97.0% of all complaints about radio programs/commercials. Please see Table 11 for more information:

Table 11: Complaints about General Radio Programs/Commercials by Type of Inappropriate Content (2014)			
Complaint Type	Item	Cases	%
Radio programs/commercials	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	156	45.9%
	Comments on the contents and wording of certain channels/programs/commercials	131	38.5%
	Disrupting public order or adversely affecting good social customs	18	5.3%
	False or unjust contents	14	4.1%
	Inappropriate contents or broadcast time	11	3.2%
	Harmful contents for children and juveniles	5	1.5%
	No distinction between programs and commercials	3	0.9%
	Overrunning commercials	1	0.3%

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	Overly frequent replays	1	0.3%
Total		340	100.0%