



2015 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 related 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 2015 (January to March).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio compiled in the first quarter of 2015 (January to March), 499¹ complaints were made in total: 480 against television contents (96.2%), 19 against radio contents (3.8%). Please see Figure 1.

¹ The invalid 35 cases were excluded.

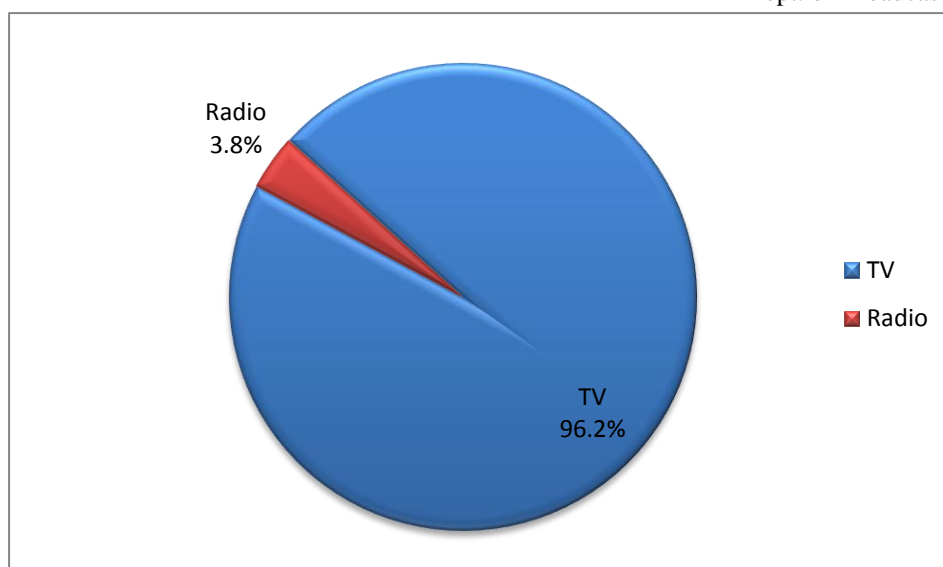


Figure 1: Complaints by Media Types (Q1 2015)

Table 1 shows that of the total 499 complaints, 259 cases (51.9%) and 145 cases (29.1%) were submitted by males and females respectively; another 95 cases (19.0%) were made by people not specifying their gender.

Table 1: Complaints by Gender (Q1 2015)			
	Male	Female	Unspecified
TV	248	139	93
Radio	11	6	2
Total	259	145	95
Percentage	51.9%	29.1%	19.0%

Figure 2 shows that 320 complaints (64.1%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC while 179 cases (35.9%) were through other means, such as telephone, email, and cases forwarded from other agencies.

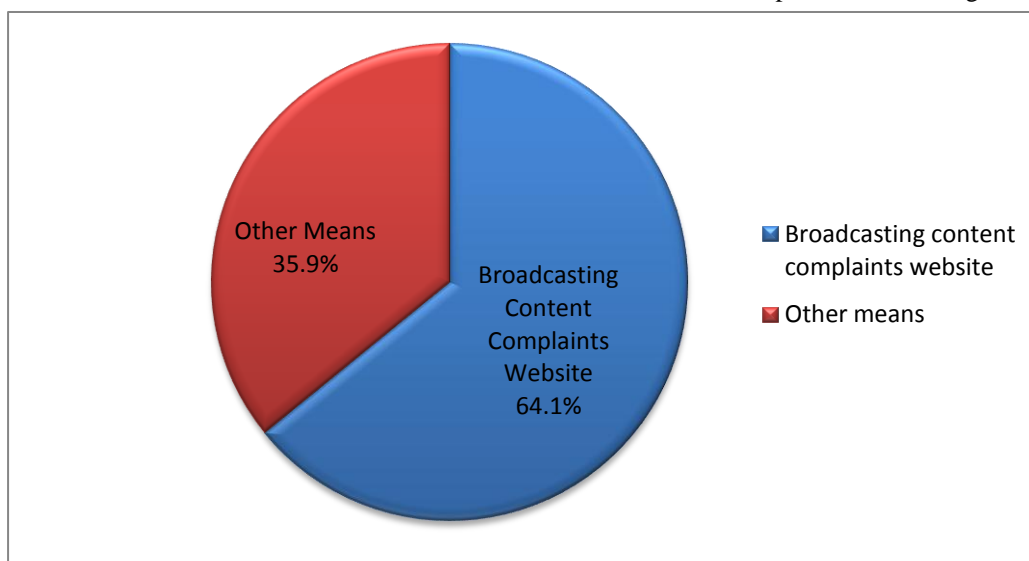


Figure 2: Means of Filing Complaints (Q1 2015)

Table 2 shows the 499 complaints about inappropriate contents: 214 complaints (42.9%) were about “false or unjust contents,” followed by 53 cases (10.6%) concerning “disregard for professional ethics of journalism,” 46 (9.2%) “comments on the contents or wording of certain channels (radios)/programs/commercials,” 44 (8.8%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 41 cases (8.2%) about “no distinction between programs and commercials.” The total number of these top five types of complaints amounted to 398 cases, accounting for 79.7% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q1 2015)		
Item	Cases	%
False or unjust contents	214	42.9%
Disregard for professional ethics of journalism	53	10.6%
Comments on the contents or wording of certain channels (radios)/programs/commercials ²	46	9.2%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration ³	44	8.8%
No distinction between programs and commercials	41	8.2%

² For example, the proportion of specific news stories was too high, the news station should set up toll-free direct phone numbers, and commercials for alcoholic beverages were too intense.

³ For example, the size of the title sponsor’s name should be regulated, all news channels were recommended to specify the date and time of the day, and movie channels repeatedly played the same films.

Harmful contents for children and juveniles	35	7.0%
Inappropriate contents or broadcast time of commercials	20	4.0%
Disrupting public order or adversely affecting good social customs	18	3.6%
Technical issues such as broadcasting reception, quality, or volume	9	1.8%
Overrunning commercials	6	1.3%
Overly frequent replays	4	0.8%
Inappropriate program ratings	4	0.8%
Inquiries for regulations/information	2	0.4%
Changes without notice in advance	2	0.4%
Inappropriate use of on-screen flashes	1	0.2%
Total	499	100.0%

◆Complaints – Television

Of the 480 complaints about television programs, most were against “news reports,” with 267 cases (55.6%) followed by 126 cases (26.3%) against “general programs,” 48 cases (10.0%) against “political talk shows,” 31 cases (6.5%) against “commercials,” and 8 cases (1.7%) against “general talk shows.” Please see Figure 3 for details.

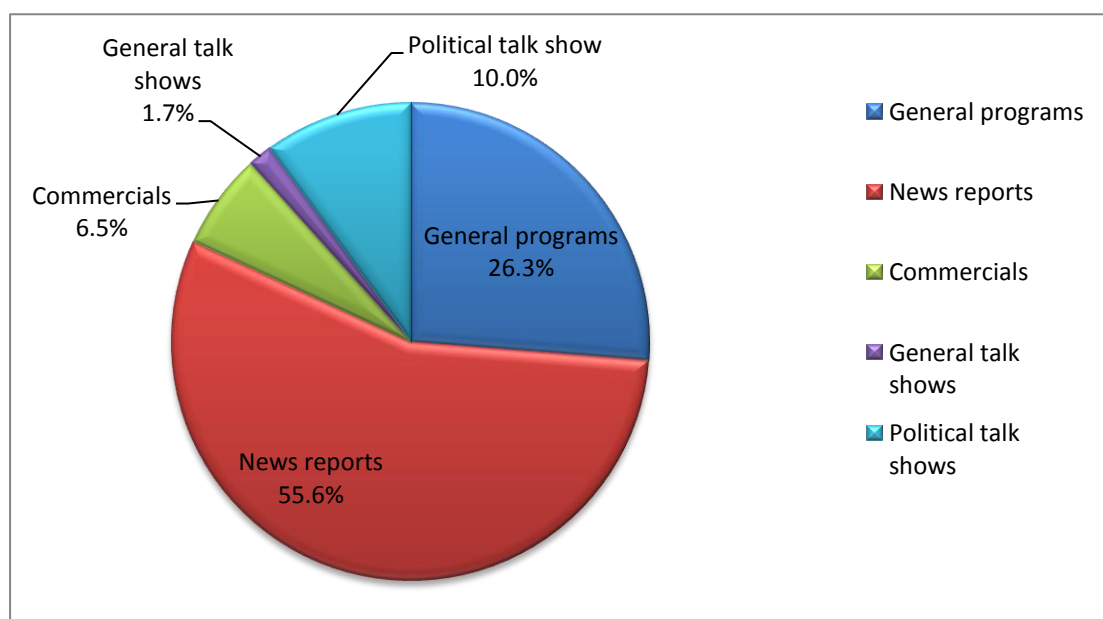


Figure 3: Complaints made against types of TV programs (Q1 2015)

It can be seen from Table 3 that amongst the 267 complaints about TV news reports, 172 complaints (64.4%) were about “false or unjust contents,” followed by 39 cases (14.6%) on “disregard for professional ethics of journalism” and 16 (6.0%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these top three types of TV talk show complaints amounted to 227 cases; details are listed in Table 3:

Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q1 2015)			
Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	172	64.4%
	No distinction between programs and commercials	10	3.7%
	Disrupting public order or adversely affecting good social customs	5	1.9%
	Harmful contents for children and juveniles	5	1.9%
	Overrunning commercials	2	0.7%
	Inappropriate program ratings	1	0.4%
	Inappropriate use of on-screen flashes	1	0.4%
	Inappropriate contents or broadcast time of commercials	1	0.4%
	Other		
	Disregard for professional ethics of journalism	39	14.6%
Other	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	16	6.0%
	Comments on the contents and wording of certain channels/ programs/commercials	14	5.2%
	Inquiries for regulations/information	1	0.4%
Total		267	100.0%

Figure 4 indicates that amongst the 126 complaint cases about general programs, the largest proportion were the 51 cases (40.5%) about “dramas,” followed by 24 cases (19.0%) about “non-specific programs,” 19 cases (15.1%) about “variety shows,” 12 cases (9.5%) about “children’s programs,” 6 cases (4.8%) about “capital stock programs,” 6 cases (4.8%) about “education and culture,” 4 cases (3.2%) about

“folk religion,” 3 cases (2.4%) about “infomercial programs,” and 1 case (0.7%) about “sports programs.”

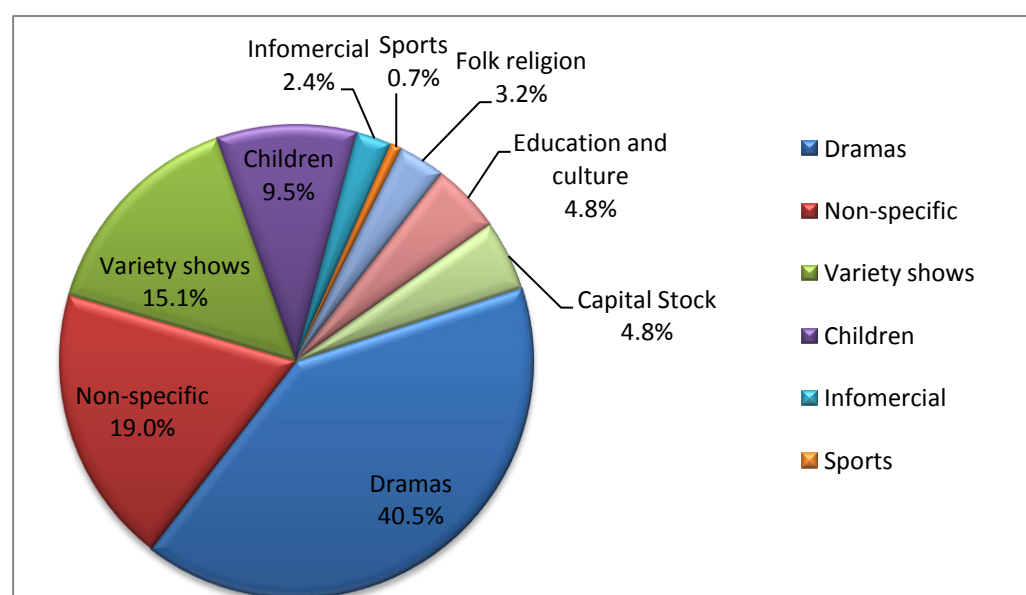


Figure 4: Complaints about Television by Program Types (Q1 2015)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that 26 complaints (20.6%) were about “no distinction between programs and commercials,” followed by 21 cases (16.7%) “harmful contents for children and juveniles,” and 20 cases (15.9%) about “false or unjust contents.” The total number of these top three types of complaints amounted to 67 cases. Please see Table 4 for more details:

Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q1 2015)			
Program type	Inappropriate content	Cases	%
General programs	No distinction between programs and commercials	26	20.6%
	Harmful contents for children and juveniles	21	16.7%
	False or unjust contents	20	15.9%
	Disrupting public order or adversely affecting good social customs administration	18	14.3%
	Inappropriate program rating	3	2.4%

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	Inappropriate contents or broadcast time of commercials		3	2.4%
	Changes without notice in advance		2	1.6%
	Overrunning commercials		2	1.6%
	Other	Comments on the contents and wording of certain channels/programs/commercials	9	7.1%
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	9	7.1%
		Technical issues such as broadcasting reception, quality, or volume	9	7.1%
		Overly frequent replays	3	2.4%
		Inquiries for regulations/information	1	0.8%
Total		126	100.0%	

Table 5 shows that of the 56 complaints about TV talk shows⁴, the largest proportion were the 28 cases (50.0%) about “false or unjust contents,” followed by 14 cases (25.0%) “disregard for professional ethics of journalism.” The total number of these two types of complaints amounted to 42 cases.

Table 5: Complaints about TV Talk Shows by Type of Inappropriate Content (Q1 2015)

Program type	Inappropriate content		Cases	%
TV talk shows	False or unjust contents		28	50.0%
	No distinction between programs and commercials		4	7.1%
	Harmful contents for children and juveniles		2	3.6%
	Disrupting public order or adversely affecting good social customs		1	1.8%
	Other	Disregard for professional ethics of journalism	14	25.0%

⁴ Includes both general talk shows and political talk shows.

		Comments on the contents and wording of certain channels/programs/commercials	4	7.1%
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	5.4%
Total			56	100.0%

Amongst the 31 complaints about TV commercials, the largest proportion were the 14 cases (45.2%) about “inappropriate contents or broadcast time of commercials,” followed by 6 cases (19.4%) about “harmful contents for children and juveniles.” The total number of these two types of complaints amounted to 20 cases. Please see Table 6 for details.

Table 6: Complaints about Television Commercials by Type of Inappropriate Content (Q1 2015)

Program type	Inappropriate content		Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials		14	45.2%
	Harmful contents for children and juveniles		6	19.4%
	Overrunning commercials		2	6.4%
	False or unjust contents		1	3.2%
	Disrupting public order or adversely affecting good social customs		1	3.2%
	Other	Comments on the contents and wording of certain channels/programs/commercials	3	9.7%
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	9.7%
		Overly frequent replays	1	3.2%
Total			31	100.0%

Each of the following programs in the first quarter of 2015 (January to March) received 10 complaints or more: “1200 CTI News at Noon” of CTI TV, “Jeng Chin Talk” of Next TV, and “Ordinary Love” of SET Taiwan. Please see Table 7 for more information.

Table 7: Complaints about TV programs (Q1 2015)			
Name of Program	Channel	Type	Cases
1200 CTI News at Noon	CTI TV	News report	134
Jeng Chin Talk	Next TV	Political talk shows	22
Ordinary Love	SET Taiwan	Drama	10

(1) “1200 CTI News at Noon” of CTI TV received a total of 134 complaints.

Complaints: The news reports on the TransAsia Airways’ plane crash in Nangang around 12:40pm on February 4, 2015 were inaccurate by using the casualty list in the Magong accident.

Action of the NCC: The NCC immediately called CTI TV and requested for a prompt correction notice as soon as the error was reported. CTI TV issued a correction and apology at 13:05 that day. In addition to fully reminding all the other news channels to pay attention to the accuracy of their materials for broadcast, the NCC also forwarded the public complaints to CTI TV. In order to prevent similar incidents from happening again, the NCC hosted a forum that investigated media production and broadcasting of social news content on April 20, 2015 to remind all news channels to attend to the production and broadcast of related news stories.

(2) “Jeng Chin Talk” of Next TV received a total of 22 complaints.

Complaints: The program’s on-screen flashes were involved in discriminating against specific religious groups. In addition, the program’s hosts and guests’ opinions were not consistent with reality; they may have misled the audience without prior validation.

Action of the NCC: After gathering and compiling all the public complaints, the NCC immediately forwarded a copy of the record to Next TV Broadcasting Limited. Next TV was asked to submit the case for discussion at their institutional review board, forward the

meeting record to the NCC, and announce the outcomes of this process on the Internet.

(3) “Ordinary Love” of SET Taiwan received a total of 10 complaints.

Complaints: The program contains too many episodes. As the program’s dramatic plot never ceases to end, it has demonstrated too much revenge- and crime-related behavior that are harmful for children and juveniles’ well-being, such as filling up gasoline barrels with cement. Moreover, the program was suspected of using Katoon cell phones as product placement, as well as giving undue prominence to Lolinya corsets in the program title.

Action of the NCC: In response to the complaints about too many episodes, the current Satellite Broadcasting Act does not have related regulations for the issue. The NCC has directed the audience complaints to Sanlih Entertainment Television for their reference. Upon inspection of the program plot and image processing, crime-related content such as filling gasoline barrels with cement did not constitute obvious violations. It was still considered to be within the realm of plot development. However, it was determined that there is room for improving the program themes, the NCC has forwarded the public complaints to the company (for a total of 3 times respectively) for their reference. Finally, the use of Katoon cell phones was a part of the plot’s natural presentation. In addition, the presence of the title sponsor’s product name (Lolinya corsets) did not violate any of NCC’s regulations related to the sponsorship of TV programs.

◆Complaints - Radio

Figure 5 shows that amongst the 19 complaints concerning radio, 10 cases (52.6%) were about “comprehensive programs,”⁵ followed by 5 cases (26.3%) about

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

“programs of other types;” the remaining complaints were 3 cases (15.8%) about “news reports and political talk shows,” and 1 case (5.3%) about “musical programs.”

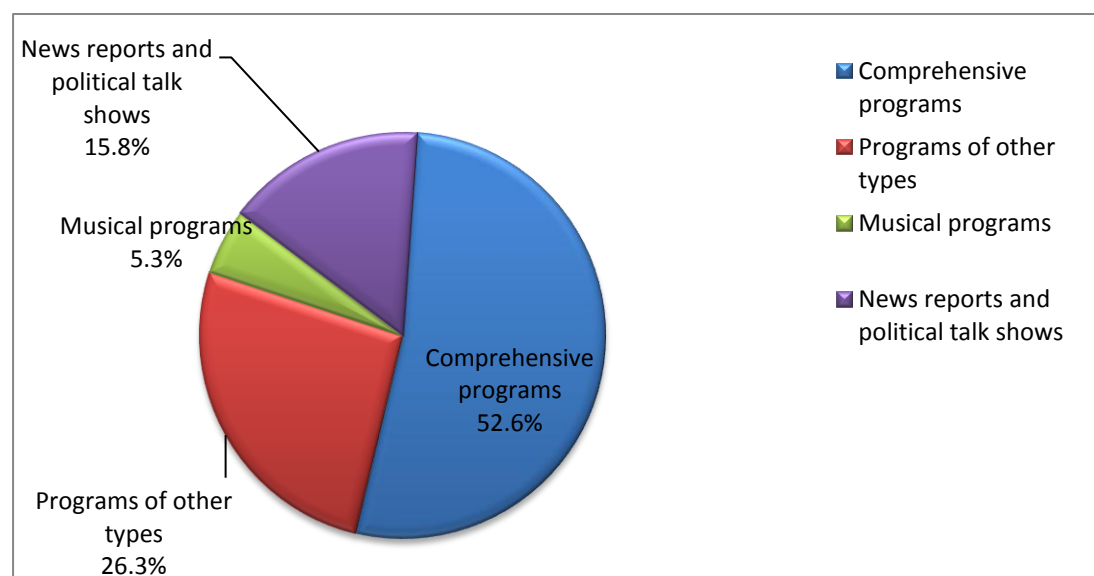


Figure 5: Complaints about Radio by Program Types (Q1 2015)

Amongst the inappropriate types of radio programs/commercials, “comments on the contents and wording of certain channels/programs/commercials” topped the list with 5 complaints (26.3%), followed by 4 cases (21.05%) “false or unjust contents,” 4 (21.05%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these three types of complaints amounted to 13 cases, accounting for 68.4% of all complaints about radio programs/commercials. Please see Table 8 for more information:

Table 8: Complaints about General radio programs/commercials by type of inappropriate content (Q1 2015)			
Complaint type	Inappropriate content	Cases	%
Radio programs/commercials	False or unjust contents	4	21.05%
	Disrupting public order or adversely affecting good social customs	2	10.5%
	Inappropriate contents or broadcast time of commercials	2	10.5%
	Harmful contents for children and juveniles	1	5.3%
	No distinction between programs and commercials	1	5.3%
	Other Comments on the contents and wording of certain	5	26.3%

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		channels/programs/commercials		
		Suggestions on the overall broadcasting policies/regulations or NCC's administration	4	21.05%
Total			19	100.0%