



2015 Second Quarter (April – June) NCC Report on Broadcasting Content Complaints

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media; the supervision of broadcasting contents and operations are its primary responsibilities. This report is an analysis of complaints submitted by the general public and a record of broadcasting violations and for the first time also incorporates public complaints concerning broadcasting operations. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents as well as operations 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 responsible for the supervision of internet content, in accordance with 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 second quarter of 2015 (April to June).

◆Complaints – Overall

According to the data on complaints about the contents of television and radio compiled in the second quarter of 2015 (April to June), 647¹ complaints were made

¹ A total of 54 invalid cases not related to TV or radio were excluded.

in total: 623 against television contents (96.3%), 24 against radio contents (3.7%).
 Please see Figure 1.

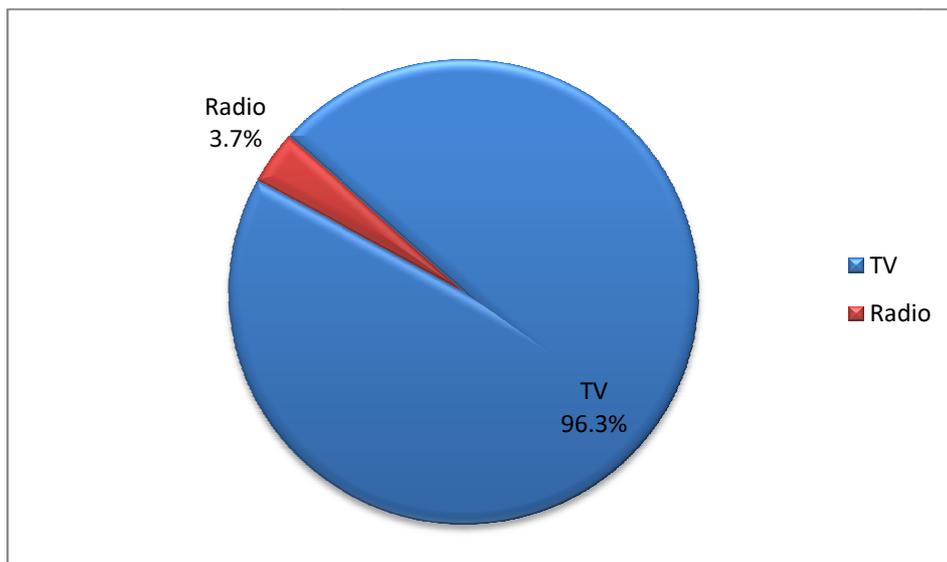


Figure 1: Complaints by Media Types (Q2 2015)

Table 1 shows that of the total 647 complaints, 327 cases (50.5%) and 199 cases (30.8%) were submitted by males and females respectively; another 121 cases (18.7%) were made by people not specifying their gender.

Table 1: Complaints by Gender (Q2 2015)			
	Male	Female	Unspecified
TV	307	198	118
Radio	20	1	3
Total	327	199	121
Percentage	50.5%	30.8%	18.7%

Figure 2 shows that 339 complaints (52.4%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC, while 308 cases (47.6%) were through other means, such as telephone, email, and cases forwarded from other agencies.

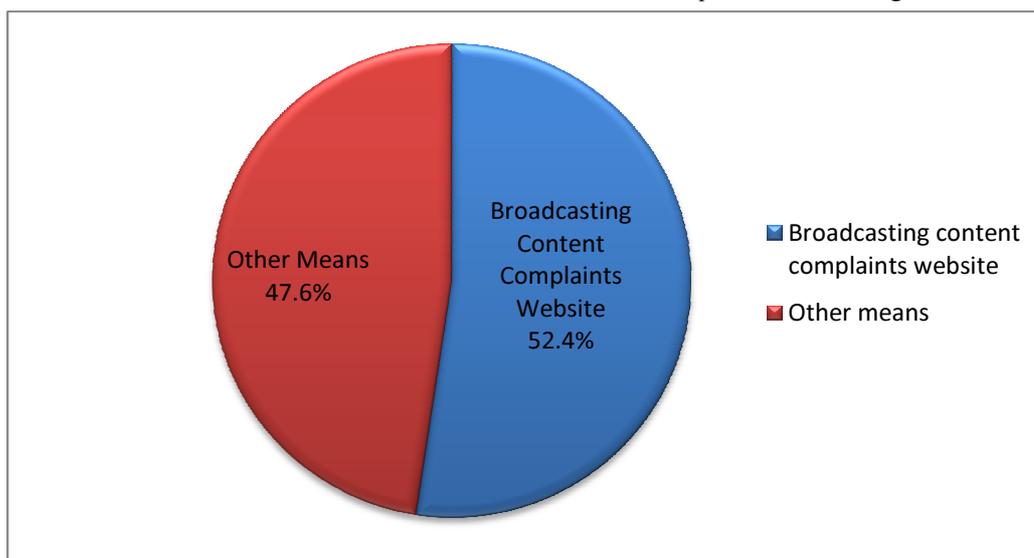


Figure 2: Means of Filing Complaints (Q2 2015)

Table 2 shows the 647 complaints about inappropriate contents: 230 complaints (35.5%) were concerning “false or unjust contents,” followed by 73 (11.3%) about “no distinction between programs and commercials,” 66 (10.2%) were “comments on the contents or wording of certain channels (radios)/programs/commercials,” 57 (8.8%) about “inappropriate contents or broadcast time of commercials,” 40 (6.2%) about “disrupting public order or adversely affecting good social customs,” and another 40 (6.2%) about “harmful contents for children and juveniles.” The total number of these top six types of complaints amounted to 506 cases, accounting for 78.2% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q2 2015)			
	Item	Cases	%
Content	False or unjust contents	230	35.5%
	No distinction between programs and commercials	73	11.3%
	Comments on the contents or wording of certain channels (radios)/programs/commercials ²	66	10.2%
	Inappropriate contents or broadcast time of commercials	57	8.8%

² For example, hosts or guests express inappropriate opinions, behaviors, or attires during their performance, inappropriate content of prime time (8pm) dramas, contents about female objectification, overly frequent commercials for online games, etc.

³ For example, programs in Taiwanese should increase in number, overly frequent political and social news stories, violent news content, controversial news headlines, political talk shows management.

	Disrupting public order or adversely affecting good social customs	40	6.2%
	Harmful contents for children and juveniles	40	6.2%
	Disregard for professional ethics of journalism	38	5.9%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration ³	33	5.1%
	Overly frequent replays	21	3.2%
	Issues regarding program planning/production/broadcasting	15	2.3%
	Changes without notice in advance	8	1.2%
	Inappropriate program ratings	6	0.9%
	Inquiries for regulations/information	5	0.8%
	Overrunning commercials	4	0.6%
	Technical problems with radio or TV reception, image quality, or volume	1	0.2%
Operation	Inappropriate customer service attitude	4	0.6%
	Technical problems with radio or TV reception, image quality, or volume	2	0.3%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	1	0.2%
	Inquiries for regulations/information	1	0.2%
	Inquiries for information about radio station operations	1	0.2%
	Inquiries for local and foreign channels	1	0.2%
	Total	647	100.0%

◆Complaints – Television

Of the 623 complaints about television programs, most were against “news reports,” with 292 cases (46.9%) followed by 185 (29.7%) against “general programs,” 67 (10.8%) against “commercials,” 40 (6.4%) against “general talk shows,” 31 (5.0%) against “political talk shows,” and 8 (1.3%) against “issues in operation and management.” Please see Figure 3 for details.

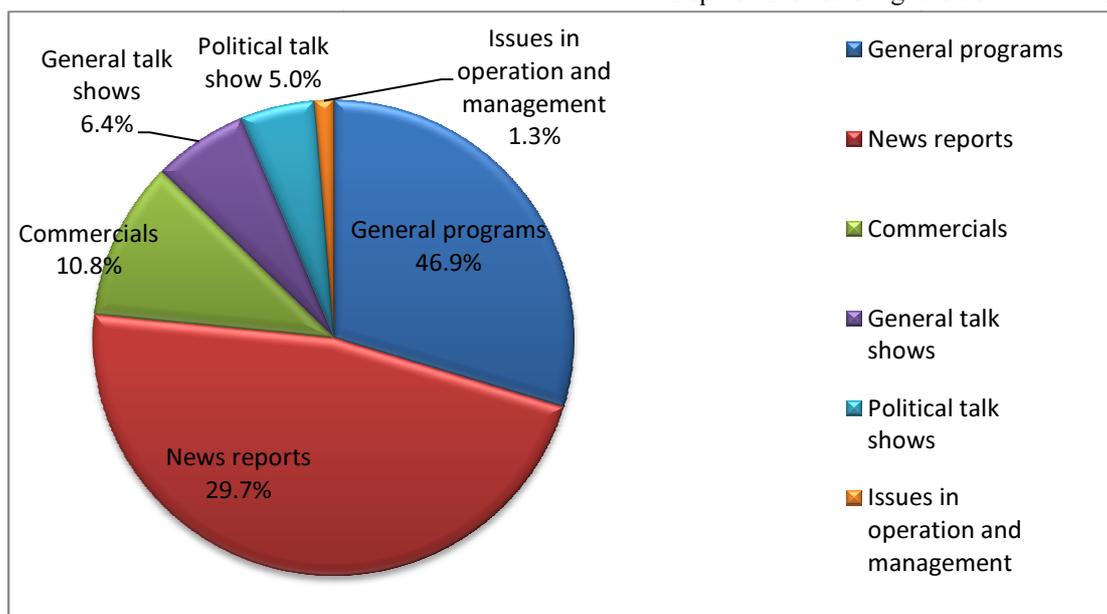


Figure 3: Complaints made against types of TV programs (Q2 2015)

It can be seen from Table 3 that amongst the 292 complaints about TV news reports, 185 complaints (63.4%) were about “false or unjust contents,” followed by 29 cases (9.9%) concerning “disregard for professional ethics of journalism” and 22 (7.5%) were “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 236 cases; details are listed in Table 3:

Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q2 2015)

Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	185	63.4%
	Disregard for professional ethics of journalism	29	9.9%
	Comments on the contents or wording of certain channels/programs/commercials	22	7.5%
	No distinction between programs and commercials	21	7.2%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	10	3.4%
	Disrupting public order or adversely affecting good social customs	8	2.8%
	Harmful contents for children and juveniles	8	2.8%
	Overly frequent replays	6	2.1%

	Overrunning commercials	1	0.3%
	Inquiries for regulations/information	1	0.3%
	Issues regarding program planning/production/broadcasting	1	0.3%
Total		292	100.0%

Figure 4 indicates that amongst the 185 complaint cases about general programs, the largest proportion were the 57 cases (30.8%) about “dramas,” followed by 55 (29.7%) about “variety shows,” 39 (21.1%) about “non-specific programs,” 12 (6.5%) about “capital stock programs,” 7 (3.8%) about “children’s programs,” 5 (2.7%) about “folk religion,” another 5 cases (2.7%) about “infomercial programs,” 4 (2.1%) about “sports programs,” and 1 case (0.5%) about “other programs.”

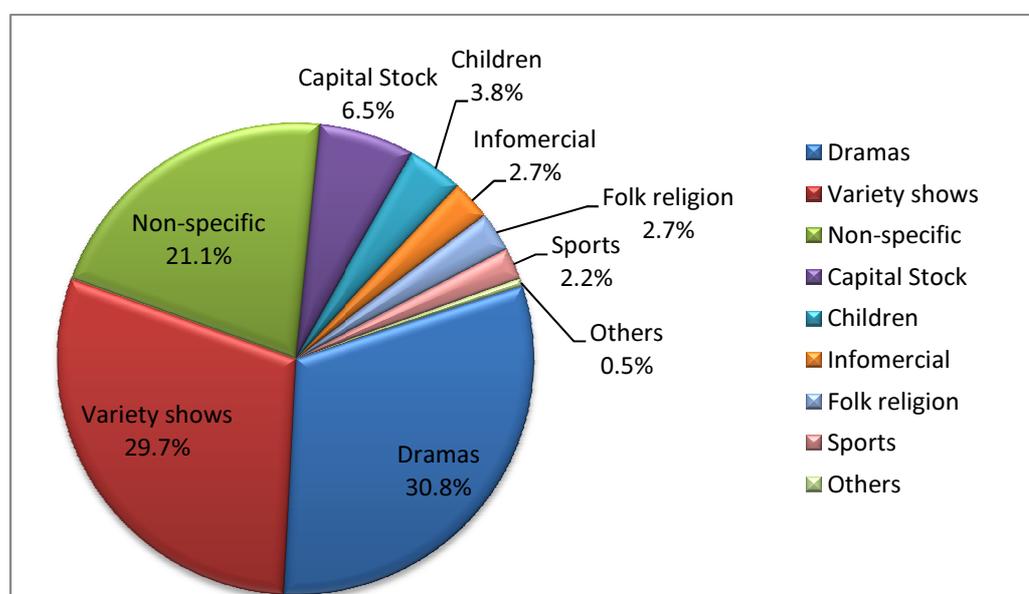


Figure 4: Complaints about Television by Program Types (Q2 2015)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that 45 complaints (24.3%) were about “no distinction between programs and commercials,” followed by 27 (14.6%) concerning “false or unjust contents,” and 19 (10.3%) were “comments on the contents and wording of certain channels/programs/commercials.” The total number of these top three types of complaints amounted to 91 cases. Please see Table 4 for more details:

Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q2 2015)

Program	Inappropriate content	Cases	%
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type			
General programs	No distinction between programs and commercials	45	24.3%
	False or unjust contents	27	14.6%
	Comments on the contents and wording of certain channels/programs/commercials	19	10.3%
	Harmful contents for children and juveniles	17	9.2%
	Disrupting public order or adversely affecting good social customs administration	15	8.1%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	14	7.6%
	Overly frequent replays	13	7.0%
	Issues regarding program planning/production/broadcasting	13	7.0%
	Changes without notice in advance	8	4.3%
	Inappropriate program rating	6	3.2%
	Inappropriate contents or broadcast time of commercials	4	2.1%
	Inquiries for regulations/information	2	1.1%
	Technical problems with radio or TV reception, image quality, or volume	1	0.6%
	Overrunning commercials	1	0.6%
Total	185	100.0%	

Table 5 shows that of the 71 complaints about TV talk shows⁴, the largest proportion were the 18 (25.3%) “comments on the contents and wording of certain channels/programs/commercials,” followed by 14 (19.7%) about “disrupting public order or adversely affecting good social customs.” The total number of these two types of complaints amounted to 32 cases.

⁴ Includes both general and political talk shows.

Table 5: Complaints about TV Talk Shows by Type of Inappropriate Content (Q2 2015)

Program type	Inappropriate content	Cases	%
TV talk shows	Comments on the contents and wording of certain channels/programs/commercials	18	25.3%
	Disrupting public order or adversely affecting good social customs	14	19.7%
	False or unjust contents	13	18.3%
	Disregard for professional ethics of journalism	9	12.7%
	Harmful contents for children and juveniles	6	8.5%
	No distinction between programs and commercials	6	8.5%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	2	2.8%
	Inappropriate contents or broadcast time of commercials	1	1.4%
	Issues regarding program planning/production/broadcasting	1	1.4%
	Inquiries for regulations/information	1	1.4%
Total		71	100.0%

Amongst the 67 complaints about TV commercials, the largest proportion were the 48 cases (71.6%) about “inappropriate contents or broadcast time of commercials,” followed by 9 (13.4%) about “harmful contents for children and juveniles.” The total number of these two types of complaints amounted to 57 cases. Please see Table 6 for details.

Table 6: Complaints about Television Commercials by Type of Inappropriate Content (Q2 2015)

Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	48	71.6%
	Harmful contents for children and juveniles	9	13.4%
	False or unjust contents	4	6.0%
	Comments on the contents and wording of certain channels/programs/commercials	2	3.0%
	Overly frequent replays	2	3.0%

	Overrunning commercials	1	1.5%
	Inquiries for regulations/information	1	1.5%
Total		67	100.0%

Each of the following programs in the second quarter of 2015 (April to June) received 10 complaints or more: the news story “E-Cigarettes are more harmful than cigarettes—it is impossible to quit smoking!” of CTS, the news story “smoking in Taipei Municipal Nei-Hu Senior High School” of SETN, “SearchHome TV” of USTV, “Ordinary Love” of SET Taiwan, “A-gii News Critiques” of Azio TV, and the news story “Formosa Fun Coast explosion” of SETN. Please see Table 7 for more information.

Table 7: Complaints about TV programs (Q2 2015)			
Name of Program	Channel	Type	Cases
E-Cigarettes are more harmful than cigarettes—it is impossible to quit smoking!	CTS	News report	26
Smoking in Taipei Municipal Nei-Hu Senior High School	SETN	News report	21
SearchHome TV	USTV	Variety show	20
Ordinary Love	SET Taiwan	Drama	16
A-gii News Critiques	Azio TV	General talk show	12
Formosa Fun Coast explosion	SETN	News report	11

(1) “E-Cigarettes are more harmful than cigarettes—it is impossible to quit smoking!” of CTS received a total of 26 complaints.

Complaints: The content of the news report was not based on solid evidence. It distorted the video content of e-cigarette experiments without any investigations, which misled public opinions and gave wrong impressions about e-cigarettes and their users.

Action of the NCC: The NCC requested CTS to respond to the public in writing

and has retained an internal copy for its reference. The response from CTS is as follows:

“The original video clip from abroad compared e-cigarettes and cigarettes. The flies that were placed with e-cigarettes on the left were able to fly away in the end, despite a drop in activity level. In contrast, the flies immersed in cigarettes on the right were unconscious. Prior to the broadcast, CTS asked the doctor to determine whether the finding meant that e-cigarettes have a smaller negative impact. The doctor did not agree due to the composition of e-cigarettes being quite diverse; the influences of different brands of products can be different too. Thus, the production of this news story did not emphasize on the comparison. Instead, the story extracted images from the video clip that illustrate how e-cigarettes can reduce the flies’ activity levels. 2) Upon internal reviews, we determined it would have been better for CTS to broadcast the full video rather than extracting parts of it. Moreover, while the flies on the left once expressed lower levels of activity, the reporters overly exaggerated their observation by reporting that the flies appeared lifeless after 2 to 3 minutes. CTS will review the report and make necessary improvements.”

(2) “Smoking in Taipei Municipal Nei-Hu Senior High School” of SETN received a total of 21 complaints.

Complaints: The news content was broadcasted without prior investigations. It was unclear whether the descriptions of pulling up collars, hitting the head with thermos bottles, being forced to blow on carbon monoxide detectors, and claiming that teachers overreacted were true. The news report failed to describe the incident from a fair and objective perspective and could have caused misunderstandings and biased opinions that mislead the public, as well as damage teachers’ and schools’ reputations.

Action of the NCC: The NCC forwarded the complaint to SETN for their reference, and asked SETN to respond to the public who had agreed to receive a reply, with a copy also to be retained by the NCC. To those who did not agree for a direct response, NCC also asked SETN to provide related information in order

to respond.

(3) “SearchHome TV” of USTV received a total of 20 complaints.

Complaints: The program showcased Chanson Water and Wonderfuldesign Studio’s products and images. The continued broadcast of systems cabinets as the theme for 4 consecutive weeks was suspected to be deliberate placement marketing. Moreover, the appearance of the company name, X-Line Design, in the program and the information about the awards earned by the designer were suspected to cause a lack of distinction between programs and commercials.

Action of the NCC: While the program generally did not violate any laws, there remain rooms for improvement in terms of certain parts of the content expression and theme design. The NCC has forwarded the public opinions to the news station for future reference and improvement. The NCC will continue to monitor the program broadcast; any violations of law will be processed according to administrative procedures.

(4) “Ordinary Love” of SET Taiwan received a total of 16 complaints.

Complaints: The program contains too many episodes. The plot is unrealistically ridiculous; its illustration of criminal behaviors and repeated broadcast of violent scenes have negative influences on children and teenagers. The broadcast of this drama during 8pm prime time poses potential threats to children and juveniles’ well-being, and disrupts public order and good social customs. The program may have also violated the regulations for program ratings.

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. The program plot involving drug poisoning, pushing people off the mountain for money, repeated broadcast of violent scenes, and depicting ALS patients did not fulfill the criteria for law violations. Rather, the contents were still considered to be within the realm of plot

development. However, as there remains room for improving the program themes and connotations to minimize its negative impacts on society, the NCC has forwarded the public complaints to the station for its reference. The public complaints (from a total of 11 people) were forwarded to the station on June 22, 2015. The episodes from prime time hours were also delivered to the program's self-governing committee for discussion.

(5) "A-gii News Critiques" of Azio TV received a total of 12 complaints.

Complaints: The host publicly persuaded the public to throw rocks at stray dogs and encouraged animal abuse. The host also criticized Animal Protection Groups for protecting stray animals by comparing them to how Taiwan Alliance to End the Death Penalty protects Chieh Cheng, the suspect of killing an 8-year old girl. The content has not only disrupted public order and good social customs, but it has also violated the Animal Protection Act.

Action of the NCC: Upon inspection, the program was rated PG. The related content came from the host A-gii's report on the case of "an eight-year old girl who was murdered in Beitou." The host used terms like stray dogs and trash dogs to imply people who support ending death penalty. The opinion, language, and style of expression were obviously inappropriate. On June 10, 2015, the NCC compiled the public opinions and forwarded them to ERA Communications, who delivered it to Azio TV's program counseling committee for discussion. The meeting record was mailed to the NCC, and this case is currently at the stage of the company's internal discussion.

(6) "Formosa Fun Coast explosion" of SETN received a total of 11 complaints.

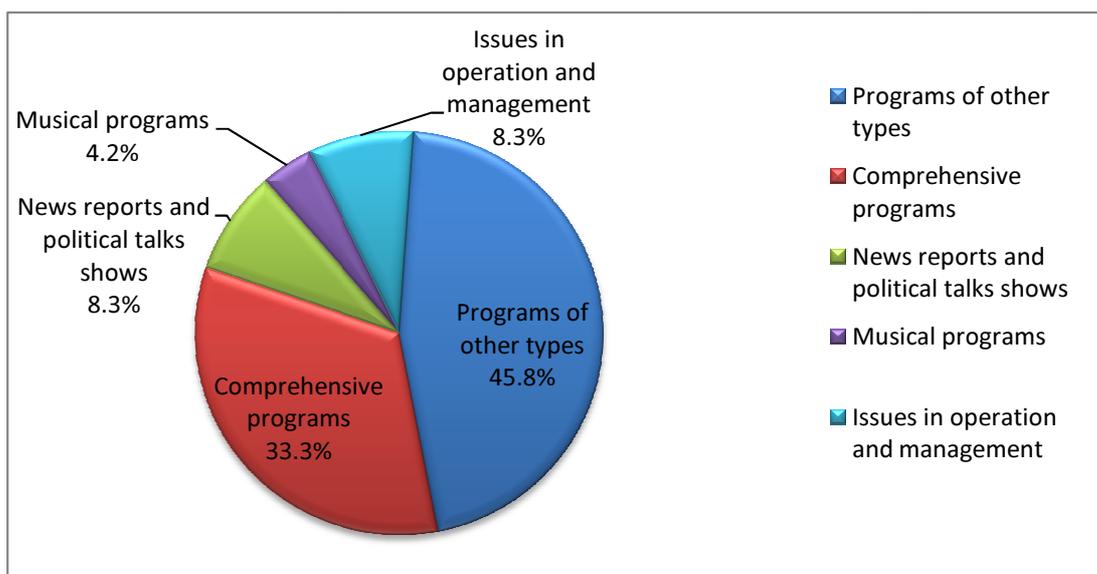
Complaints: The station repeatedly reported and emphasized that the transfer of patient Lee to En Chu Kong Hospital in Taichung was the result of medical negligence where the medical staff did not provide any treatments to the client. Such reports can easily trigger conflicts between physicians and patients.

Action of the NCC: The NCC has forwarded the complaints to Satellite Television Broadcasting Association (referred to as Satellite

Association below) and SETN. The Satellite Association was asked to increase members' awareness to follow regulations such as the Satellite Broadcasting Act, Regulations Governing the Classification of TV Programs, The Protection of Children and Youths Welfare and Rights Act, and Personal Information Protection Act, as well as the Satellite Association's self-regulatory mechanisms. Scenes that involved blood, injury, family bereavement, social conflicts, and vital interests related to the subject or surrounding family and friends' personal information privacy should be handled carefully to avoid violations. Furthermore, the Satellite Association and SETN have respectively called for the news counseling committee, self-regulatory committee, and the company's internal news self-regulatory committee.

◆Complaints - Radio

Figure 5 shows that amongst the 24 complaints concerning radio, 11 cases (45.8%) were about “programs of other types,” followed by 8 (33.3%) about “comprehensive programs⁵,” the remaining complaints were 2 (8.3%) about “news reports and political talk shows,” another 2 cases (8.3%) about “issues in operation and management,” and 1 case (4.2%) about “musical programs.”



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

Figure 5: Complaints about Radio by Program Types (Q2 2015)

Amongst the inappropriate types of radio programs/commercials, “suggestions on the overall broadcasting policies/regulations or NCC’s administration” topped the list with 7 complaints (29.2%), followed by 5 (20.8%) “comments on the contents and wording of certain channels/programs/commercials,” and 4 (16.6%) concerning “inappropriate contents or broadcast time of commercials.” The total number of these three types of complaints amounted to 16 cases, accounting for 66.6% of all complaints about radio programs/commercials. Please see Table 8 for more information:

Table 8: Complaints: General radio programs by type of inappropriate content (Q2 2015)			
Complaint type	Inappropriate content	Cases	%
Content	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	7	29.2%
	Comments on the contents and wording of certain channels/programs/commercials	5	20.8%
	Inappropriate contents or broadcast time of commercials	4	16.6%
	Disrupting public order or adversely affecting good social customs	3	12.5%
	False or unjust contents	2	10.5%
	Harmful contents for children and juveniles	1	4.2%
	No distinction between programs and commercials	1	4.2%
	Overrunning commercials	1	4.2%
Operation	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	1	4.2%
	Inappropriate customer service attitude	1	4.2%
Total		24	100.0%