



## **2015 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 and operations are its primary responsibilities. This report is an analysis of complaints submitted by the general public and a record of broadcasting violations; it 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 of 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](http://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 third quarter of 2015 (July to September).

### **◆Complaints – Overall**

According to the data on complaints about the contents of television and radio compiled in the third quarter of 2015 (July to September), 583<sup>1</sup> complaints were

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<sup>1</sup> A total of 44 invalid cases not related to TV or radio were excluded.

made in total: 533 against television contents (91.4%), 50 against radio contents (8.6%). Please see Figure 1.

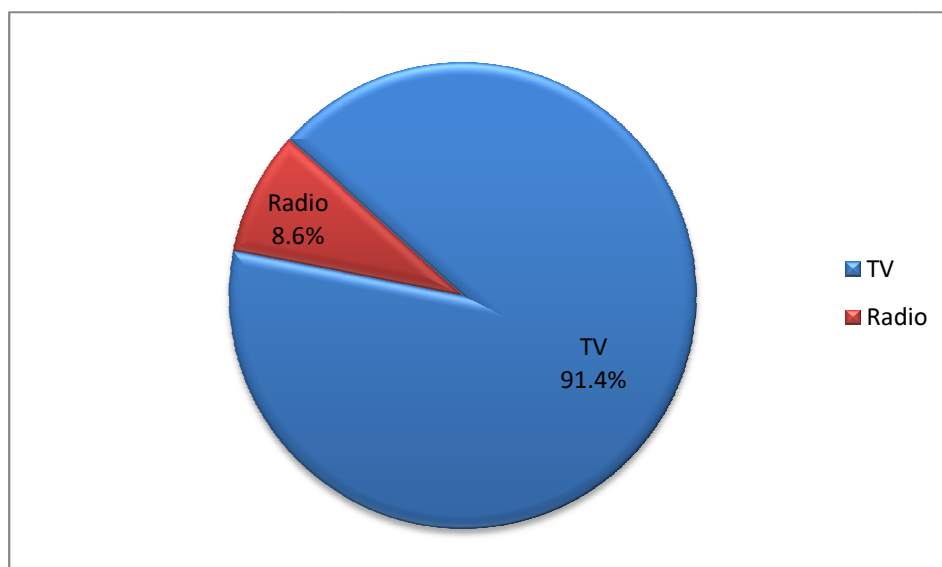


Figure 1: Complaints by Media Types (Q3 2015)

Table 1 shows that of the total 583 complaints, 298 cases (51.1%) and 178 cases (30.5%) were submitted by males and females respectively; another 107 cases (18.4%) were made by people not specifying their gender.

Table 1: Complaints by Gender (Q3 2015)			
	Male	Female	Unspecified
<b>TV</b>	269	170	94
<b>Radio</b>	29	8	13
<b>Total</b>	298	178	107
<b>Percentage</b>	51.1%	30.5%	18.4%

Figure 2 shows that 217 complaints (37.2%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC, while 366 cases (62.8%) were through other means, such as telephone, email, and cases forwarded from other agencies.

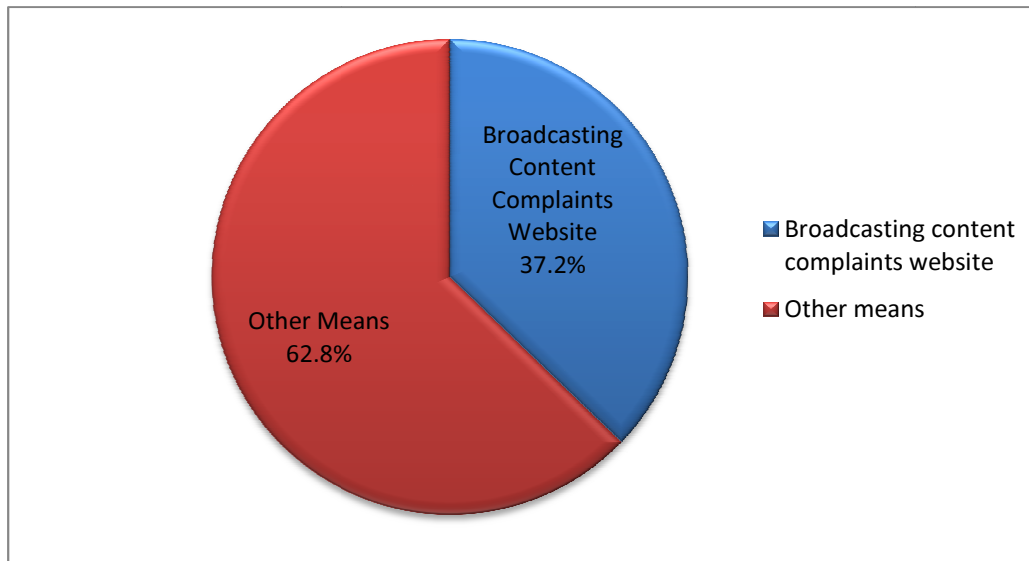


Figure 2: Means of Filing Complaints (Q3 2015)

Table 2 shows the 583 complaints about inappropriate contents: 151 complaints (25.9%) were concerning “false or unjust contents,” followed by 73 (12.5%) “comments on the contents or wording of certain channels (radios)/programs/commercials,” 72 (12.3%) were “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” 69 (11.8%) about “harmful contents for children and juveniles,” and 57 (9.8%) about “inappropriate contents or broadcast time of commercials.” The total number of these top five types of complaints amounted to 422 cases, accounting for 72.3% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Inappropriate Content Complaints by Type (Q3 2015)			
	Item	Cases	%
Content	False or unjust contents	151	25.9%
	Comments on the contents or wording of certain channels (radios)/programs/commercials <sup>2</sup>	73	12.5%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration <sup>3</sup>	72	12.3%
	Harmful contents for children and juveniles	69	11.8%

<sup>2</sup> For example, hosts or guests express inappropriate opinions, inappropriate news content, financial and stock programs influence the market, program content involves supernatural or miraculous events, etc.

<sup>3</sup> For example, more locally produced programs, the style of broadcasting catastrophic news stories, too many news stories on violent crimes, more cable TV channels, games, and commercial management, etc.

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	Inappropriate contents or broadcast time of commercials	57	9.8%
	No distinction between programs and commercials	36	6.2%
	Disrupting public order or adversely affecting good social customs	34	5.8%
	Disregard for professional ethics of journalism	23	3.9%
	Overly frequent replays	11	1.9%
	Inappropriate program ratings	10	1.7%
	Overrunning commercials	7	1.2%
	Changes without notice in advance	2	0.3%
	Inquiries for regulations/information	2	0.3%
	Violates the use of news tickers	2	0.3%
	Technical problems with radio or TV reception, image quality, or volume	1	0.2%
Operation	Inappropriate customer service attitude	16	2.7%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	8	1.4%
	Comments on the contents or wording of certain channels (radios)/programs/commercials	5	0.9%
	Issues regarding program planning/production/broadcasting	4	0.7%
	Total	583	100.0%

## ◆Complaints – Television

Of the 533 complaints about television programs, most were against “news reports,” with 224 cases (42.0%) followed by 121 (22.7%) against “general programs,” 119 (22.3%) against “commercials,” 23 (4.3%) against “general talk shows,” 16 (3.0%) against “political talk shows,” and 30 (5.6%) against “issues in operation and management.” Please see Figure 3 for details.

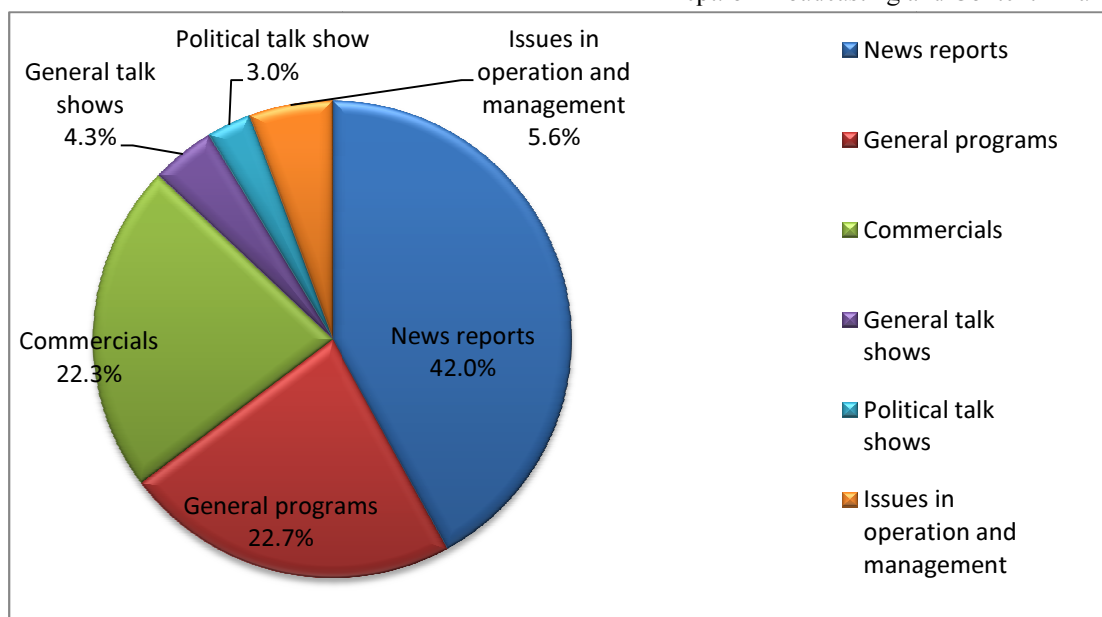


Figure 3: Complaints made against types of TV programs (Q3 2015)

It can be seen from Table 3 that amongst the 224 complaints about TV news reports, 108 complaints (48.2%) were about “false or unjust contents,” followed by 35 cases (15.6%) concerning “suggestions on the overall broadcasting policies/regulations or NCC’s administration” and 22 (9.8%) 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 165 cases; details are listed in Table 3:

**Table 3: Complaints about TV News Reports by Type of Inappropriate Content (Q3 2015)**

Program type	Inappropriate content	Cases	%
News reports	False or unjust contents	108	48.2%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	35	15.6%
	Comments on the contents or wording of certain channels/programs/commercials	22	9.8%
	Disregard for professional ethics of journalism	21	9.4%
	No distinction between programs and commercials	11	4.9%
	Harmful contents for children and juveniles	11	4.9%
	Disrupting public order or adversely affecting good social customs	8	3.6%

	Overly frequent replays	4	1.8%
	Violates the use of news tickers	2	0.9%
	Overrunning commercials	1	0.4%
	Inappropriate program ratings	1	0.4%
Total		224	100.0%

Figure 4 indicates that amongst the 121 complaint cases about general programs, the largest proportion were the 46 cases (38.0%) about “dramas,” followed by 30 (24.8%) about “non-specific programs,” 27 (22.3%) about “variety shows,” 7 (5.8%) about “capital stock programs,” 4 (3.3%) about “infomercial programs,” 4 (3.3%) about “folk religion,” another 2 cases (1.7%) about “children’s programs,” and 1 (0.8%) about “sports programs.”

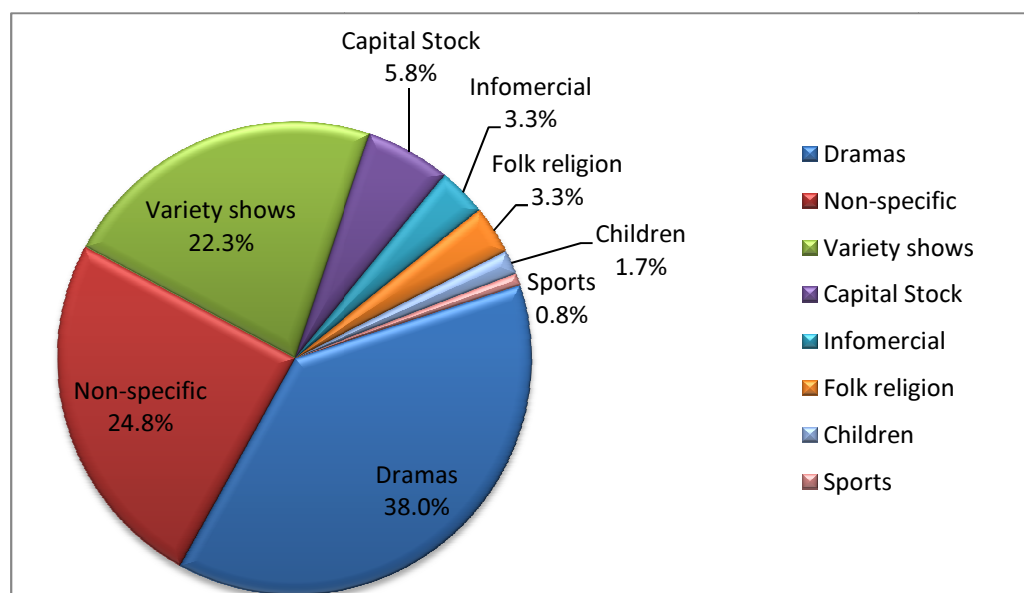


Figure 4: Complaints about Television by Program Types (Q3 2015)

Furthermore, an analysis on the types of inappropriate contents of general programs shows that “comments on the contents and wording of certain channels/programs/commercials” and “suggestions on the overall broadcasting policies/regulations or NCC’s administration” topped the list with 23 complaints (19.0%) each, followed by 19 (15.7%) concerning “no distinction between programs and commercials.” The total number of these top three types of complaints amounted to 65 cases. Please see Table 4 for more details:

**Table 4: Complaints about TV General Programs by Type of Inappropriate Content (Q3 2015)**

<b>Program type</b>	<b>Inappropriate content</b>	<b>Cases</b>	<b>%</b>
General programs	Comments on the contents and wording of certain channels/programs/commercials	23	19.0%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	23	19.0%
	No distinction between programs and commercials	19	15.7%
	Disrupting public order or adversely affecting good social customs administration	16	13.2%
	Harmful contents for children and juveniles	11	9.1%
	False or unjust contents	10	8.3%
	Inappropriate program rating	8	6.6%
	Overly frequent replays	4	3.3%
	Overrunning commercials	3	2.5%
	Changes without notice in advance	2	1.7%
	Inquiries for regulations/information	1	0.8%
	Technical problems with radio or TV reception, image quality, or volume	1	0.8%
<b>Total</b>		<b>121</b>	<b>100.0%</b>

Table 5 shows that of the 39 complaints about TV talk shows<sup>4</sup>, the largest proportion were the 16 (41.0%) about “false or unjust contents,” followed by 12 (30.8%) “comments on the contents and wording of certain channels/programs/commercials.” The total number of these two types of complaints amounted to 28 cases.

**Table 5: Complaints about TV Talk Shows by Type of Inappropriate Content (Q3 2015)**

<b>Program type</b>	<b>Inappropriate content</b>	<b>Cases</b>	<b>%</b>
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<sup>4</sup> Includes both general and political talk shows.

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TV talk shows	False or unjust contents	16	41.0%
	Comments on the contents and wording of certain channels/programs/commercials	12	30.8%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	7.7%
	Disrupting public order or adversely affecting good social customs	2	5.1%
	Disregard for professional ethics of journalism	2	5.1%
	Harmful contents for children and juveniles	2	5.1%
	Inappropriate program rating	1	2.6%
	Overly frequent replays	1	2.6%
Total		39	100.0%

Amongst the 119 complaints about TV commercials, the largest proportion were the 53 cases (44.5%) about “inappropriate contents or broadcast time of commercials,” followed by 43 (36.1%) about “harmful contents for children and juveniles.” The total number of these two types of complaints amounted to 96 cases. Please see Table 6 for details.

**Table 6: Complaints about Television Commercials by Type of Inappropriate Content (Q3 2015)**

Program type	Inappropriate content	Cases	%
TV Commercials	Inappropriate contents or broadcast time of commercials	53	44.5%
	Harmful contents for children and juveniles	43	36.1%
	Disrupting public order or adversely affecting good social customs administration	7	5.9%
	False or unjust contents	6	5.0%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	3	2.5%
	Comments on the contents and wording of certain channels/programs/commercials	2	1.7%
	Overly frequent replays	2	1.7%
	Overrunning commercials	2	1.7%
	Inquiries for regulations/information	1	0.8%
Total		119	100.0%

Each of the following programs in the third quarter of 2015 (July to September) received 10 complaints or more: the news reports on “Taiwan Headlines” of SETN, the commercial “Pxmart—It’s Sadako again,” the drama “Dowry” of FTV, and the commercial “The Grand Duelist.” Please see Table 7 for more information.

Table 7: Complaints about TV programs (Q3 2015)			
Name of Program	Channel	Type	Cases
Taiwan Headlines	SETN	News report	34
Pxmart—It’s Sadako again	No specific channels	Commercial	32
Dowry	FTV	Drama	18
The Grand Duelist	No specific channels	Commercial	15

(1) “Taiwan Headlines” of SETN received a total of 34 complaints.

Complaints: The news report that “TriWonder International Co., Ltd.” was involved in fraud and the report regarding its member recruitment was not factual.

Action of the NCC: The NCC forwarded the audience complaints to SETN in writing, asking them to comply with Article 30 of Satellite Broadcasting Act (If an involved party considers a satellite broadcasting program or advertisement to be erroneous, the said party may request a correction within 20 days of its broadcast. The satellite broadcasting business shall make the correction in the same program or advertisement in the same time slot, within 20 days of receiving the request. If the satellite broadcasting business considers that there has been no error in the program or advertisement, it shall state its reasons in a written response to the said party). The NCC also explained to the complainants that the involved parties may proceed as abovementioned if they consider the report was erroneous or harmful to their rights and interests. The NCC may inflict a penalty on the media if they fail to respond promptly as outlined above. Moreover, if the report involves the party’s right of privacy or right of fame, the assertion of

rights would need to follow the judicial approach. For the present case, SETN has made a reply within the requested period according to the regulations and informed the NCC.

(2) The commercial of “Pxmart—It’s Sadako again” of SETN received a total of 32 complaints.

Complaints: The commercial features Sadako, a long-hair female ghost, which frightens both adults and children, and affects children’s physical and mental health.

Action of the NCC: The NCC examined the commercial “Pxmart—It’s Sadako again,” and determined that its content has not yet clearly violated regulations. In order to prevent it from imparting a negative effect on children or juvenile’s physical and mental health, the NCC has asked the “Satellite Television Broadcasting Association” (referred to the Satellite Association below) composed of satellite broadcasters to notify its members to activate self-regulatory mechanisms and handle the commercial carefully. The Satellite Association also asked the members to broadcast this commercial during appropriate hours or avoid broadcasting it during cartoons or children’s programs. This was done to prevent the commercial from affecting children or juvenile’s physical and mental health.

(3) “Dowry” of FTV received a total of 18 complaints.

Complaints: Excessive sponsor names, too much placement marketing, overly exaggerated placement of different products on a daily basis, unreasonable plot, and overly frequent appearance of violent scenes.

Action of the NCC: In response to excessive sponsor names, the NCC has invited TV broadcasters to devise self-regulatory standards regarding the size, position, and style of sponsor names, as a reference for future discussion and amendment of related regulations. For the concerns about placement marketing, the NCC has respectively notified the company to state opinions and inflicted penalties on it according to the administrative

procedures. In respect to the appearance of violent scenes and unreasonable plot, the NCC has forwarded complaints to the company for their reference or given administrative guidance to it accordingly to different plots.

(4) The commercial of “The Grand Duelist” received a total of 15 complaints.

Complaints: The commercial contains scenes of females shaking their breasts, which intend to evoke sexual images, was inappropriate. Moreover, the broadcast of this commercial during family prime time objectifies females and negatively affects children and juvenile’s mental development.

Action of the NCC: The NCC has written to the Association of Terrestrial Television Networks and the Satellite Association, notifying the respective TV network members to activate self-regulatory mechanisms and broadcast the commercial during appropriate hours (the recommended time is between 11pm and 6am on the next day). The measure was taken to prevent the commercial from influencing children and juvenile’s physical and mental health.

## ◆Complaints - Radio

Figure 5 shows that amongst the 50 complaints concerning radio, 24 cases (48.0%) were about “comprehensive programs<sup>5</sup>,” followed by 9 (18.0%) about “programs of other types;” the remaining complaints were 7 (14.0%) about “musical programs,” another 6 cases (12.0%) about “news reports and political talk shows,” 3 cases (6.0%) about “issues in operation and management,” and 1 case (2.0%) about “commercials.”

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

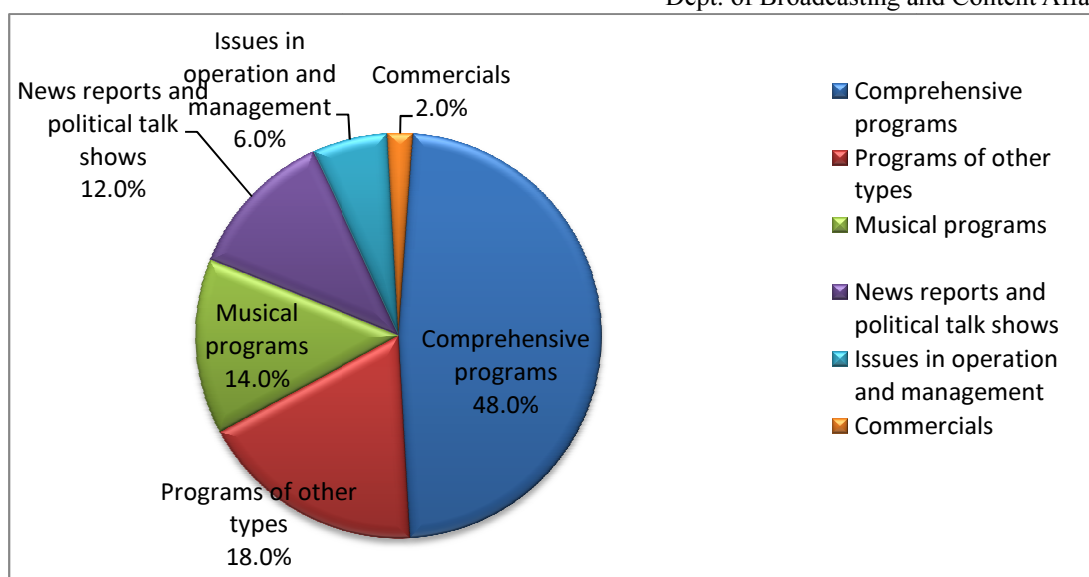


Figure 5: Complaints about Radio by Program Types (Q3 2015)

Amongst the inappropriate types of radio programs/commercials, “comments on the contents and wording of certain channels/programs/commercials” topped the list with 14 complaints (28.0%), followed by 11 (22.0%) about “false or unjust contents,” and 8 (16.0%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these three types of complaints amounted to 33 cases, accounting for 66.0% 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 (Q3 2015)**

Complaint type	Inappropriate content	Cases	%
Content	Comments on the contents and wording of certain channels/programs/commercials	14	28.0%
	False or unjust contents	11	22.0%
	Suggestions on the overall broadcasting policies/regulations or NCC’s administration	8	16.0%
	No distinction between programs and commercials	6	12.0%
	Inappropriate contents or broadcast time of commercials	4	8.0%
	Harmful contents for children and juveniles	2	4.0%
	Disrupting public order or adversely affecting good social customs	1	2.0%

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	Overrunning commercials	1	2.0%
Operation	Comments on the contents and wording of certain channels/programs/commercials	2	4.0%
	Inappropriate customer service attitude	1	2.0%
Total		50	100.0%