



## **2016 Fourth Quarter (October – December) 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; 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 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](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 fourth quarter of 2016 (October to December).

### **◆Complaints – Overall**

According to the data on complaints about the contents of television and radio compiled during the fourth quarter of 2016 (October to December), 3,276<sup>1</sup>

---

<sup>1</sup> A total of 58 invalid cases not related to TV or radio were excluded.

complaints were made in total: 3,244 against television contents (99.0%), 32 against radio contents (1.0%). Please see Figure 1.

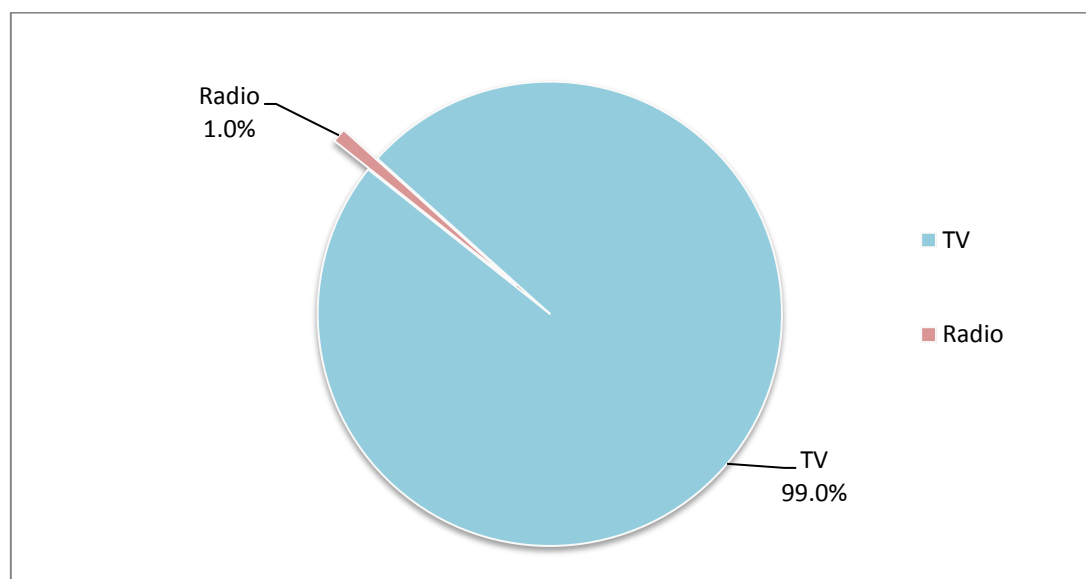


Figure 1: Complaints by Media Types (Q4 2016)

Table 1 shows that of the total 3,276 complaints, 1,524 cases (46.5%) and 1,295 cases (39.5%) were submitted by males and females respectively; another 457 cases (14.0%) were made by people either not specifying or unwilling to disclose their gender.

| Table 1: Complaints by Gender (Q4 2016) |       |        |             |        |
|---|-------|--------|-------------|--------|
|   | Male  | Female | Unspecified | Total  |
| <b>TV</b>                               | 1,508 | 1,282  | 454         | 3,244  |
| <b>Radio</b>                            | 16    | 13     | 3           | 32     |
| <b>Total</b>                            | 1,524 | 1,295  | 457         | 3,276  |
| <b>Percentage</b>                       | 46.5% | 39.5%  | 14.0%       | 100.0% |

Figure 2 shows that 2,862 complaints (87.4%) were made through the NCC's Broadcasting Content Complaints Website specifically set up by NCC, while 414 cases (12.6%) were through other means, such as telephone, email, and cases forwarded from other agencies.

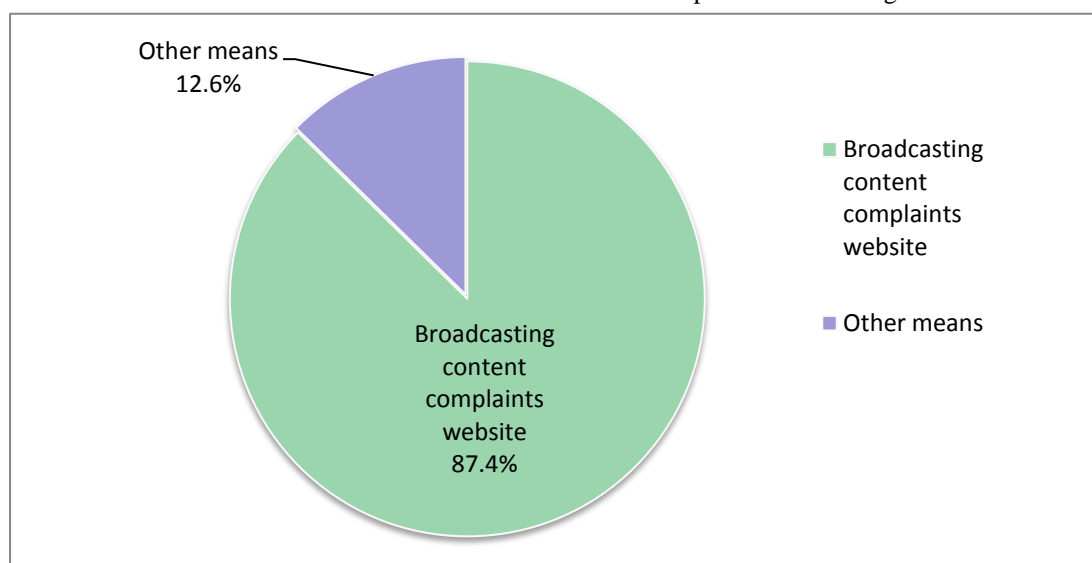


Figure 2: Means of Filing Complaints (Q4 2016)

Table 2 shows that 3,252 complaints (99.3%) of the 3,276 complaints against TV and radio pertained to inappropriate content, while 24 (0.7%) of the complaints were specific to business operations. Of the complaints against inappropriate content, 2,291 complaints (69.9%) were “false or unjust contents,” followed by 549 (16.8%) about “the involvement of sexism,” 140 (4.3%) were “comments on the contents or wording of certain channels (radios)/programs/commercials,” 80 (2.4%) concerning “inappropriate contents or broadcast time of commercials,” and 52 (1.6%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” The total number of these top five types of complaints amounted to 3,112 cases, accounting for 95.0% of all complaints. Please see Table 2 for the numbers and percentages of other types.

| Table 2: Inappropriate Content Complaints by Type (Q4 2016) |  |       |       |
|---|--|-------|-------|
| Item  |  | Cases | %     |
| Content   | False or unjust contents   | 2,291 | 69.9% |
|   | The involvement of sexism  | 549   | 16.8% |
|   | Comments on the contents or wording of certain channels (radios)/programs/commercials <sup>2</sup> | 140   | 4.3%  |
|   | Inappropriate contents or broadcast time of commercials  | 80    | 2.4%  |

<sup>2</sup>The broadcast of old Japanese dramas during prime time, sale of illegal drugs on pirate radio, communist ideology of program hosts, distorted values in program content, etc.

|                  |   |              |               |
|------------------|---|--------------|---------------|
|                  | Suggestions on the overall broadcasting policies/regulations or NCC's administration <sup>3</sup> | 52           | 1.6%          |
|                  | No distinction between programs and commercials   | 35           | 1.1%          |
|                  | Harmful contents for children and juveniles   | 31           | 0.9%          |
|                  | Disregard for professional ethics of journalism   | 26           | 0.8%          |
|                  | Disrupting public order or adversely affecting good social customs                                | 25           | 0.8%          |
|                  | Overrunning commercials   | 10           | 0.3%          |
|                  | Inquiries for regulations/information   | 4            | 0.1%          |
|                  | Overly frequent replays   | 3            | 0.1%          |
|                  | Changes without prior announcement  | 3            | 0.1%          |
|                  | Inappropriate program ratings   | 3            | 0.1%          |
|                  | <b>Subtotal</b>   | <b>3,252</b> | <b>99.3%</b>  |
| <b>Operation</b> | Issues regarding property right, right of agency, or broadcasting right                           | 11           | 0.3%          |
|                  | Inappropriate customer service attitude   | 6            | 0.2%          |
|                  | Technical problems with radio or TV reception, image quality, and sound volume                    | 2            | 0.1%          |
|                  | Issues related to license conditions  | 2            | 0.1%          |
|                  | Issues regarding program planning/production/broadcasting   | 1            | 0.0%          |
|                  | Issues about the number of channels and constant frequency  | 1            | 0.0%          |
|                  | Inquiries about the evaluation process of channel application and license renewal                 | 1            | 0.0%          |
|                  | <b>Subtotal</b>   | <b>24</b>    | <b>0.7%</b>   |
| <b>Total</b>     |   | <b>3276</b>  | <b>100.0%</b> |

## ◆Complaints – Television

Of the 3,244 complaints about television programs, most were against “commercials,” with 2,278 cases (70.2%) followed by 720 (22.2%) against “news reports,” 137 (4.2%) against “general programs<sup>4</sup>,” 61 (1.9%) against “non-specific

<sup>3</sup> Overly strict regulations on warning messages for tobacco and alcohol, rare appearance of locally produced cartoons and animations on TV, too much video game commercials, etc.

<sup>4</sup> General programs include drama, variety shows, children's programs, educational and cultural programs, and programs about infomercial information, folk religion, capital stock, and sports.

programs,” 24 (0.7%) against “political talk shows,” 17 (0.5%) against “general talk shows,” and 7 (0.2%) against “issues in operation and management.” Please see Figure 3 for details.

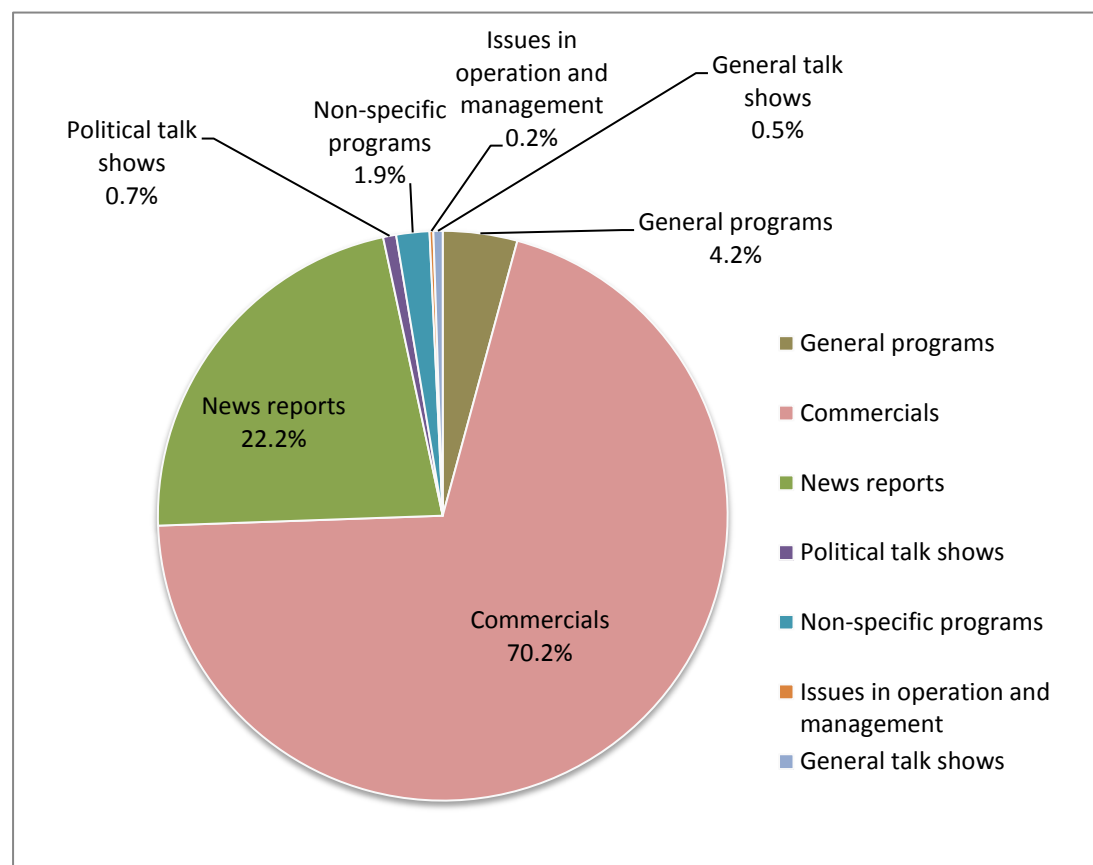


Figure 3: Complaints made against types of TV programs (Q4 2016)

Amongst the 2,278 complaints about TV commercials, the largest proportion were the 1,654 cases (72.6%) about “false or unjust contents,” followed by 499 (21.9%) about “the involvement of sexism,” and 55 (2.4%) concerning “inappropriate contents or broadcast time of commercials.” The total number of these three types of complaints amounted to 2,208 cases, accounting for 96.9% of all complaints against commercials. Please see Table 3 for details.

| Table 3: Complaints about Television Commercials by Type of Inappropriate Content (Q4 2016) |   |       |       |
|---|---|-------|-------|
| Program type  | Inappropriate content                                   | Cases | %     |
| TV Commercials  | False or unjust contents                                | 1,654 | 72.6% |
|   | The involvement of sexism                               | 499   | 21.9% |
|   | Inappropriate contents or broadcast time of commercials | 55    | 2.4%  |

|       |  |       |        |
|-------|--|-------|--------|
|       | Comments on the contents or wording of certain channels/programs/commercials         | 25    | 1.1%   |
|       | Disrupting public order or adversely affecting good social customs administration    | 16    | 0.7%   |
|       | Harmful contents for children and juveniles  | 11    | 0.5%   |
|       | Suggestions on the overall broadcasting policies/regulations or NCC's administration | 10    | 0.4%   |
|       | Inquiries for regulations/information  | 2     | 0.1%   |
|       | Overrunning commercials  | 1     | 0.0%   |
|       | Disregard for professional ethics of journalism                                      | 1     | 0.0%   |
|       | Technical problems with radio or TV reception, image quality, and sound volume       | 1     | 0.0%   |
|       | No distinction between programs and commercials                                      | 1     | 0.0%   |
|       | Overly frequent replays  | 1     | 0.0%   |
|       | Inappropriate program ratings  | 1     | 0.0%   |
| Total |  | 2,278 | 100.0% |

It can be seen from Table 4 that amongst the 720 complaints about TV news reports, 573 complaints (79.6%) were about “false or unjust contents,” followed by 36 (5.0%) about “the involvement of sexism,” and 34 (4.7%) were “comments on the contents or wording of certain channels/programs/commercials.” The total number of these top three types of TV news report complaints amounted to 643 cases, accounting for 89.3% of all TV news report complaints. The details are listed in Table 4:

**Table 4: Complaints about TV News Reports by Type of Inappropriate Content (Q4 2016)**

| Program type | Inappropriate content                  | Cases | %     |
|--------------|--|-------|-------|
| News reports | False or unjust contents               | 573   | 79.6% |
|              | The involvement of sexism              | 36    | 5.0%  |
|              | Comments on the contents or wording of | 34    | 4.7%  |

|       |  |     |        |
|-------|--|-----|--------|
|       | certain channels/programs/commercials  |     |        |
|       | Disregard for professional ethics of journalism                                      | 25  | 3.5%   |
|       | No distinction between programs and commercials                                      | 18  | 2.5%   |
|       | Inappropriate contents or broadcast time of commercials                              | 15  | 2.1%   |
|       | Suggestions on the overall broadcasting policies/regulations or NCC's administration | 8   | 1.1%   |
|       | Harmful contents for children and juveniles  | 5   | 0.7%   |
|       | Inappropriate customer service attitude  | 2   | 0.3%   |
|       | Disrupting public order or adversely affecting good social customs                   | 1   | 0.1%   |
|       | Issues regarding property right, right of agency, or broadcasting right              | 1   | 0.1%   |
|       | Inquiries for regulations/information  | 1   | 0.1%   |
|       | Changes without prior announcement   | 1   | 0.1%   |
| Total |  | 720 | 100.0% |

Figure 4 indicates that amongst the 137 complaint cases about TV general programs, the largest proportion were the 75 cases (54.7%) about “dramas,” followed by 43 (31.4%) about “variety shows,” 6 (4.4%) about “children’s programs”, 5 (3.6%) about “sports programs,” 5 (3.6%) about “infomercial programs,” 2 (1.5%) about “educational and cultural programs,” and 1 (0.7) about “capital stock programs.”

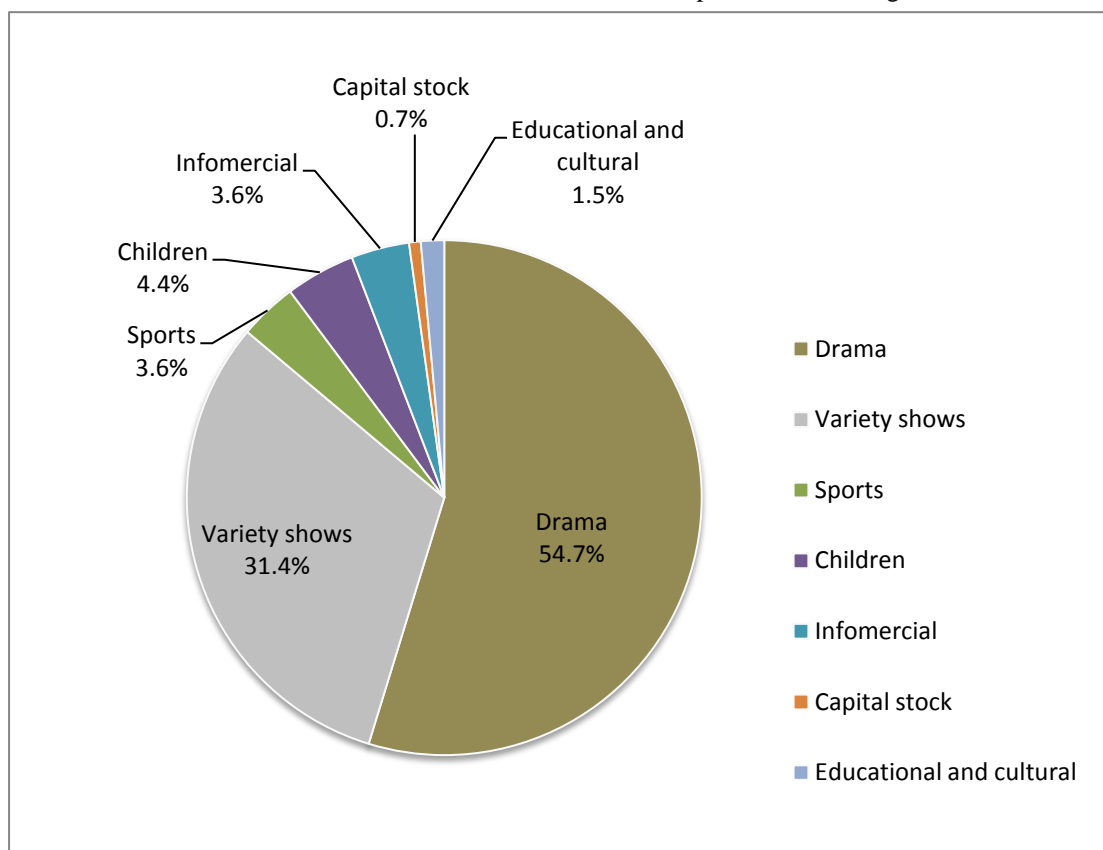


Figure 4: Complaints about TV Content: by Types of General Programs (Q4 2016)

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” topped the list with 44 complaints (32.1%), followed by 30 complaints (21.9%) about “false or unjust contents,” and 14 complaints (10.2%) concerning “harmful contents for children and juveniles.” The total number of these top three types of complaints amounted to 88 cases, accounting for 64.2% of all complaints against TV general programs. Please see Table 5 for more details:

| Table 5: Complaints about TV General Programs by Type of Inappropriate Content (Q4 2016) |   |       |       |
|--|---|-------|-------|
| Program type   | Inappropriate content   | Cases | %     |
| General programs   | Comments on the contents and wording of certain channels/programs/commercials | 44    | 32.1% |
|  | False or unjust contents  | 30    | 21.9% |
|  | Harmful contents for children and juveniles                                   | 14    | 10.2% |



|       |  |     |        |
|-------|--|-----|--------|
|       | No distinction between programs and commercials                                      | 10  | 7.3%   |
|       | Inappropriate contents or broadcast time of commercials                              | 7   | 5.1%   |
|       | Disrupting public order or adversely affecting good social customs                   | 7   | 5.1%   |
|       | The involvement of sexism  | 7   | 5.1%   |
|       | Suggestions on the overall broadcasting policies/regulations or NCC's administration | 5   | 3.6%   |
|       | Inappropriate customer service attitude  | 2   | 1.5%   |
|       | Inappropriate program ratings  | 2   | 1.5%   |
|       | Overrunning commercials  | 2   | 1.5%   |
|       | Changes without prior announcement   | 2   | 1.5%   |
|       | Overly frequent replays  | 2   | 1.5%   |
|       | Issues related to license conditions   | 1   | 0.7%   |
|       | Inquiries about the evaluation process of channel application and license renewal    | 1   | 0.7%   |
|       | Technical problems with radio or TV reception, image quality, and sound volume       | 1   | 0.7%   |
| Total |  | 137 | 100.0% |

Table 6 shows that of the 41 complaints about TV talk shows<sup>5</sup>, the largest proportion were the 18 (43.9%) “false or unjust contents,” followed by 16 (39.0%) “comments on the contents and wording of certain channels/programs/commercials,” and 4 (9.8%) about “the involvement of sexism.” The total number of these three types of complaints amounted to 38 cases, accounting for 92.7% of all complaints against TV talk shows. Please see Table 6 for details:

**Table 6: Complaints about TV Talk Shows by Type of Inappropriate Content (Q4 2016)**

| Program type  | Inappropriate content                   | Cases | %     |
|---------------|---|-------|-------|
| TV talk shows | False or unjust contents                | 18    | 43.9% |
|               | Comments on the contents and wording of | 16    | 39.0% |

<sup>5</sup> Includes both general and political talk shows

|       |  |    |        |
|-------|--|----|--------|
|       | certain channels/programs/commercials                              |    |        |
|       | The involvement of sexism  | 4  | 9.8%   |
|       | Inappropriate contents or broadcast time of commercials            | 2  | 4.9%   |
|       | Disrupting public order or adversely affecting good social customs | 1  | 2.4%   |
| Total |  | 41 | 100.0% |

Each of the following programs or commercials during the fourth quarter of 2016 (October to December) received 10 complaints or more: The news report on “Rong Guang Church,” the drama “Spring Flower” of FTV (main channel), and the commercial “The Happiness of the Next Generation Alliance—Call for Millions of Families on 1203.” Please see Table 7 for more information.

| Table 7: Complaints about TV programs (Q4 2016) |   |                      |             |       |
|---|---|----------------------|-------------|-------|
|   | Program Name / Story Theme  | Channel              | Type        | Cases |
| Program   | Rong Guang Church   | Non-specific channel | News report | 254   |
|   | Spring Flower   | FTV (main channel)   | Drama       | 12    |
| Commercial                                      | The Happiness of the Next Generation Alliance—Call for Millions of Families on 1203 | Non-specific channel | Commercial  | 2,660 |

**(1) The news report on “Rong Guang Church” received a total of 254 complaints.**

Complaints: The public complained that news reports on “Rong Guang Church” were false.

Action of the NCC: Regarding the case of public complaints about “Rong Guang Church,” the NCC did not find any legal violations after reviewing related information. The NCC replied to the public based on their questions. For stakeholders or people with violated rights, the NCC also asked the public to request

for correction or seek protection through law within statutory period accordingly to Article 23 of the Radio and Television Act or Article 44 and 45 of the Satellite Broadcasting Act.

**(2) “Spring Flower” of FTV received a total of 12 complaints.**

Complaints: The program contains too many product placements. The unreasonable plot sets a negative example and its violent content impairs the physical and psychological well-beings of children and juveniles. The props are not consistent with the story setting and background. For example, iPhones actually appeared in the portrayal of Taiwan in the period between the 1960s and 1980s.

Action of the NCC: The NCC respects for the media’s editorial freedom. Therefore, it never interferes with the editing, scheduling or content creating of the broadcasting programs. However, the NCC would take action according to relevant laws and regulations in the event of violations. In response to complaints about too many product placements and violence, the NCC retrieved related programs for review and followed administrative procedures to impose penalties or deliver letters to the networks for improvement. While the absurdity of plots or props does not fall under regulations, the NCC has forwarded the complaints to the networks as a reference in an effort to ensure that the viewers’ comments were heard and to improve program quality.

**(3) The commercial “The Happiness of the Next Generation Alliance—Call for Millions of Families on 1203” received a total of 2,660 complaints.**

Complaints: The content of the commercial involved sexism and the spread of false information.

Action of the NCC: The government undertakes law-based administration, respects the media’s editorial freedom, and protects the citizens’ right to freedom of speech on media. For the sake of prudence, the NCC has submitted the case to the Consultation Meeting for Programs and Advertisements on Radio and

Television for discussion. Consequently, it is expected that solutions or points on social diversity may be raised through democratic dialogues. The NCC has also sent letters to the Ministry of the Interior, Department of Gender Equality, the Ministry of Justice, and the Ministry of Education so as to determine whether content violated corresponding laws and regulations.

## ◆Complaints - Radio

Figure 5 shows that amongst the 32 complaints concerning radio, 25 cases (78.1%) were about “comprehensive programs<sup>6</sup>,” followed by 3 (9.4%) about “news reports and political talk shows;” the remaining complaints were 2 (6.3%) about “issues in operation and management,” and 2 (6.3%) about “programs of other types.” Please see Figure 5 for more details:

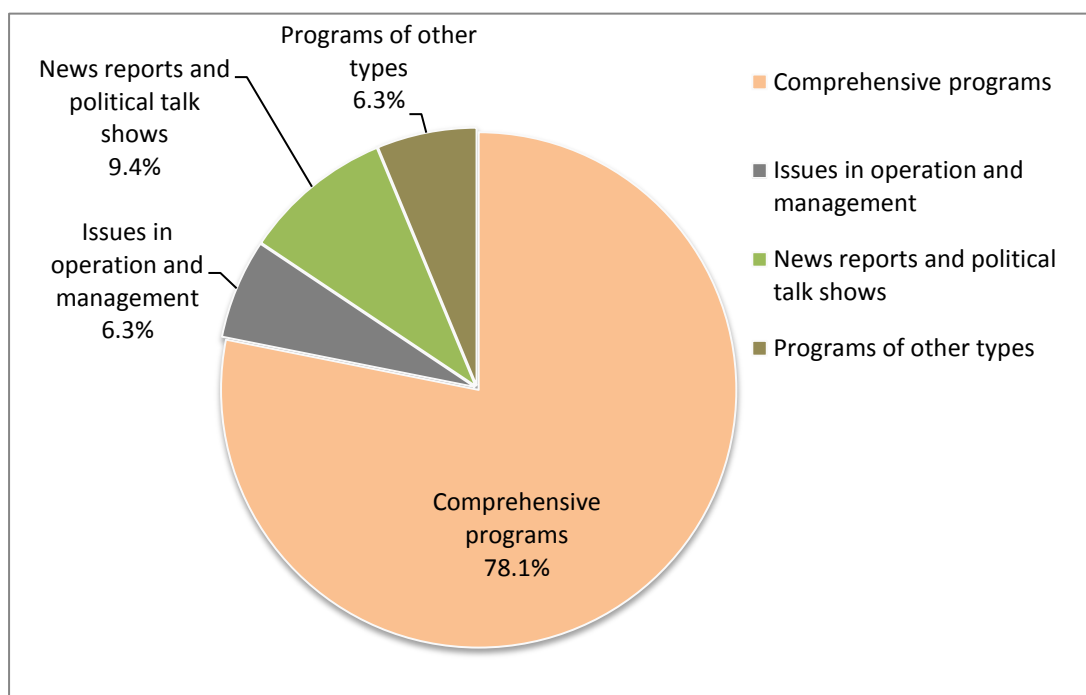


Figure 5: Complaints about Radio by Program Types (Q4 2016)

Amongst the complaints about inappropriate content from the general public, Table 8 shows that there were 13 (40.6%) “comments on the contents and wording of certain channels/programs/commercials,” followed by 7 complaints (21.9%) for

<sup>6</sup> Comprehensive programs consist of diverse program contents; otherwise viewers did not complain about a specific program.

“overrunning commercials.” The total number of these two types of complaints amounted to 20 cases, accounting for 62.5% of all complaints about radio programs. Please see Table 8 for more information:

| <b>Table 8: Complaints: General radio programs by type of inappropriate content and operation projects (Q4 2016)</b> |  |              |               |
|--|--|--------------|---------------|
| <b>Inappropriate content</b>   |  | <b>Cases</b> | <b>%</b>      |
| <b>Content</b>   | Comments on the contents and wording of certain channels/programs/commercials            | 13           | 40.6%         |
|  | Overrunning commercials  | 7            | 21.9%         |
|  | Suggestions on the overall broadcasting policies/regulations or NCC’s administration     | 5            | 15.6%         |
|  | False contents (including overly exaggerated commercials for food, drugs, and cosmetics) | 2            | 6.3%          |
|  | No distinction between programs and commercials  | 2            | 6.3%          |
|  | The involvement of sexism  | 1            | 3.1%          |
|  | Inappropriate contents or broadcast time of commercials                                  | 1            | 3.1%          |
| <b>Operation</b>   | Issues regarding program planning/production/broadcasting                                | 1            | 3.1%          |
| <b>Total</b>   |  | <b>32</b>    | <b>100.0%</b> |