



2016 NCC Report on Broadcasting Supervision

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, in January 2009, the NCC established the Broadcasting Content Complaints Website. Quarterly and annual reports are published, as a means to provide the general public with recent information on broadcasting supervision, as well as enable participation in the supervision of broadcasters.

The 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 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 about/report 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 have been excluded from this report.

This report shows the statistical evidence of public complaints regarding radio and TV media. 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 radio and TV media in the year of 2016.

◆ Broadcasting Complaints Overview

During the calendar year 2016, the NCC received a total of 5,097 complaints from the public regarding radio and TV media. Compared to the 2,433 complaints received in 2015, this was an increase of 2,664 complaints. Of the complaints received in 2015 and 2016, there were 190 and 203 respective complaints unrelated to radio and TV media. After excluding those cases, the number of complaints received

in 2015 was 2,243, while that of 2016 was 4,894. In total, 4,777 complaints were made against television during 2016, which were 2,665 more than the 2,112 complaints received in 2015. In contrast, 117 complaints were made against radio during 2016, which were 14 cases fewer than the 131 complaints in 2015. The numbers of complaints against radio and TV over the past 5 years can be seen in Figure 1.

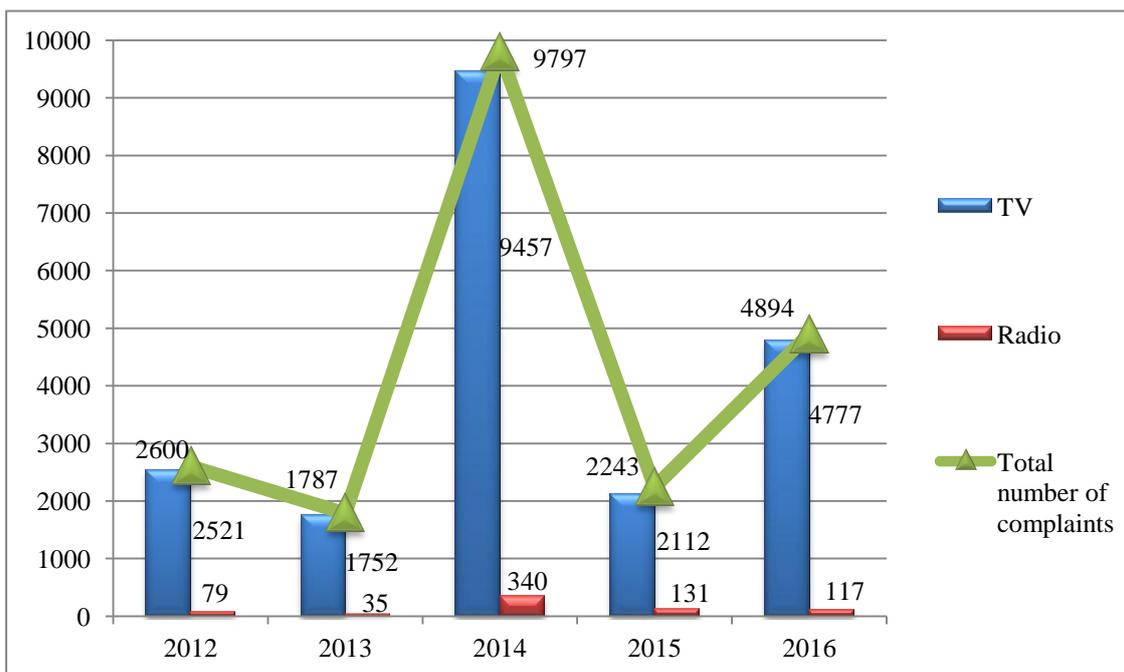


Figure 1: Complaints against radio and TV over 5 years.

A comparison between the numbers of complaints in the three years of 2014, 2015, and 2016 revealed a dramatic difference. The reason was attributed to as many as 5,980 public complaints against the inappropriate program content of CTI TV News Channel’s “News Tornado” in 2014, and 2,660 complaints against the commercial “The Happiness of the Next Generation Alliance—Call for Millions of Families on 1203” in 2016 (after deducting these special cases, the number of complaints in 2014 and 2016 were 3,817 and 2,234 cases respectively). Therefore, there were no significant differences in the numbers of complaints between 2012 and 2016. Complaints against television in 2016 accounted for over 97% of the total number of complaints. Hence, the general public’s comments concerning TV programs remained the majority.

In terms of the means of submitting complaints, 3,503 complaints were made by the public on NCC’s “Broadcasting Content Complaints Website,” accounting for 71.6% of all complaints, as shown in Table 1. There were 1,391 complaints made

through other means (including NCC’s telephone, email address, and cases forwarded from other agencies), accounting for 28.4% of all complaints.

Table 1. Means of Filing Complaints by Year					
Channels of Complaints	Year	2016		2015	
		Cases	%	Cases	%
Broadcasting Content Complaints Website		3,503	71.6%	1,129	50.3%
Other means		1,391	28.4%	1,114	49.7%
Total		4,894	100.0%	2,243	100.0%

Looking more closely at the changes in the means of filing complaints over time, the proportion of cases filed through the “Broadcasting Content Complaints Website” versus “other means” was “50.3%:49.7%” in 2015 and “71.6%:28.4%” in 2016. The proportion of increase in using the “Broadcasting Content Complaints Website” was 21.3%. This resulted from a sudden increase in the use of the “Broadcasting Content Complaints Website” for complaints toward a specific case in the fourth season of 2016.

In 2016, the public complaints against radio and TV media were categorized into the five main types of “false or unjust contents,” “involvement of sexism,” “comments on the contents or wording of certain channels (radio)/programs/commercials,” “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and “inappropriate contents or broadcast time of commercials.” These cases accounted for 82.5% of the total number of complaints. Compared to 2015, “false or unjust contents” was the category with the most complaints in both 2015 (678 complaints) and 2016 (2,449 complaints). The “involvement of sexism” (563 complaints) was a new category introduced in 2016, and it ranked second in the five main categories of public complaints in 2016. The category that ranked second in 2015 (301 complaints) was “comments on the contents or wording of certain channels (radio)/programs/commercials,” which declined to the third place in 2016 (513 complaints). In contrast, the category of “suggestions on the overall broadcasting policies/regulations or NCC’s administration” was ranked third in 2015 (221 complaints); it became the fourth most common type in the list in 2016 (233 complaints). The category of “inappropriate contents or broadcast time of commercials” moved up from the sixth place (166 complaints) in 2015 to the fifth place (230 complaints) in 2016. Although there have been certain variations in the public complaints against different categories over the years, the majority of

complaints still revolved around “false or unjust contents,” “comments on the contents or wording of certain channels (radio)/programs/commercials,” and “suggestions on the overall broadcasting policies/regulations or NCC’s administration.” Please refer to Table 2 for more details.

Table 2. The Five Major Categories of Public Complaints by Year					
2016			2015		
Item	Cases	%	Item	Cases	%
False or unjust contents	2,499	51.1%	False or unjust contents	678	30.2%
The involvement of sexism	563	11.5%	Comments on the contents or wording of certain channels (radio)/programs/commercials	301	13.4%
Comments on the contents or wording of certain channels (radio)/programs/commercials	513	10.5%	Suggestions on the overall broadcasting policies/ regulations or NCC’s administration	221	9.9%
Suggestions on the overall broadcasting policies/regulations or NCC’s administration	233	4.8%	No distinction between programs and commercials	202	9.0%
Inappropriate contents or broadcast time of commercials	230	4.7%	Harmful contents for children and juveniles	172	7.7%
Total	4,038	82.5%	Total	1,574	70.2%

Figure 2 shows that of the total complaints received during 2016, 2,308 cases (47.1%) were from males and 1,804 cases (36.9%) were from females. Another 782 cases (16.0%) were made by people either not specifying their gender or with unrecognizable responses.

Table 3 shows that of the 4,012 complaints against TV, 2,238 cases (55.8%) were submitted from males while 1,774 cases (44.2%) were from females - after excluding the cases with incomplete or unrecognizable gender responses. Moreover, 70 complaints (70.0%) were from males while 30 complaints (30%) were from females out of the overall 100 complaints against radio.

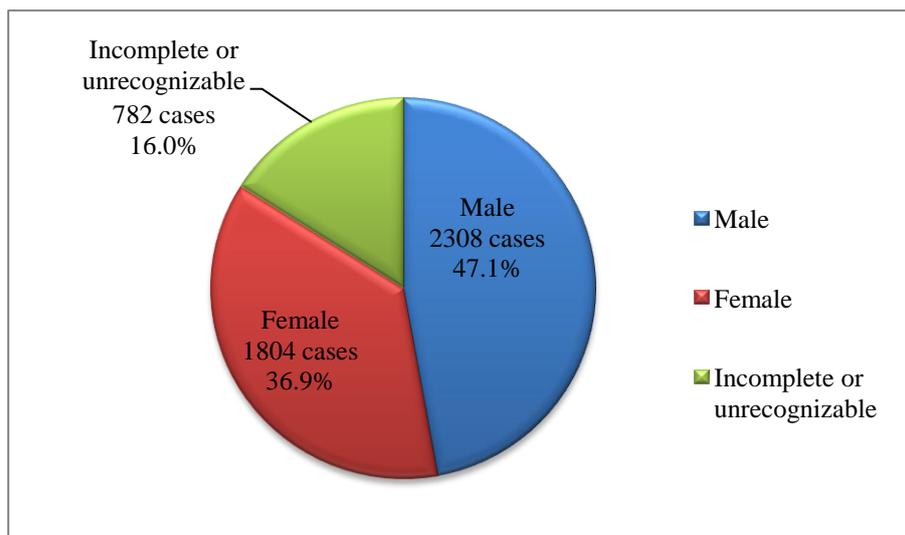


Figure 2: Public Complaints in 2016: By Gender

Table 3. Complaints by Gender (2016)					
Gender	Media Type	TV		Radio	
	Male		2,238	55.8%	70
Female		1,774	44.2%	30	30.0%
Total		4,012	100.0%	100	100.0%

Note: Complaints from people with incomplete or unrecognizable gender responses were excluded.

Concerning the complaints about inappropriate categories: 2,499 (51.1%) complaints about “false or unjust contents” topped the list, followed by 563 (11.5%) about the “involvement of sexism,” 513 (10.5%) “comments on the contents or wording of certain channels (radio)/programs/commercials,” 233 (4.8%) in regards to “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 230 (4.7%) about “inappropriate contents or broadcast time of commercials.” The total number of these top five types of complaints accounted for 82.5% of all complaints. In addition, since 2015, the NCC has incorporated public complaints against inappropriate broadcasting operations into analyses¹: the total

¹ The types of complaints against inappropriate broadcasting operations included “issues regarding program planning/production/broadcasting,” “issues related to license conditions,” “inappropriate customer service attitude,” “issues regarding property right, right of agency, or broadcasting right,” “issues related to live satellites,” “inquiries about operations of broadcasting stations,” “inquiries for local/foreign channels,” “issues regarding the number of channels or fixed frequency,” “counseling and assessment for channel renewal applications,” etc.

number of public complaints against inappropriate broadcasting operations in 2016 was 130, which accounted for 2.7% of all complaints. Please see Table 4 for the numbers and percentages of other types of complaints.

Table 4. Complaints by Inappropriate Category (2016)			
	Item	Cases	%
Content	False or unjust contents	2,499	51.1%
	The involvement of sexism	563	11.5%
	Comments on the contents or wording of certain channels (radio) /programs/ commercials (financial and stock programs influencing the market, program content involving the supernatural, broadcast of old Japanese dramas during prime time, program content conveyed distorted values, etc.)	513	10.5%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration (too much news coverage on violent crimes, provide more terrestrial TV channels, limited broadcast of local animations on TV, too many video game commercials, etc.)	233	4.8%
	Inappropriate contents or broadcast time of commercials	230	4.7%
	No distinction between programs and commercials	169	3.5%
	Harmful contents for children and juveniles	139	2.8%
	Disregard for professional ethics of journalism	127	2.6%
	Disrupting public order or adversely affecting good social customs	107	2.2%
	Others ²	184	3.6%
	Subtotal	4,764	97.3%
Operation	Issues regarding program planning/production /broadcasting	43	0.9%
	Inappropriate customer service attitude	25	0.6%

² Other inappropriate content includes "frequent replays," "overrunning commercials," "inquiries for regulations/information," "changes without prior announcement," "inappropriate program ratings," and "illegal use of on-screen news flashes."

	Technical problems with radio or TV reception, image quality, and sound volume	25	0.5%
	Others ³	37	0.7%
	Subtotal	130	2.7%
Total		4,894	100.0%

Turning to public complaints against TV, Figure 3 shows that out of the 4,777 complaints in total, most were against “commercials,” with 2,499 cases (52.3%), followed by 1,304 (27.3%) against “news reports,” and 495 cases (10.4%) about “general programs⁴,” 169 (3.5%) against “non-specific programs,” 148 (3.1%) against “political talk shows,” 101 (2.1%) against “issues in operation and management,” and 61 (1.3%) against “general talk shows.”

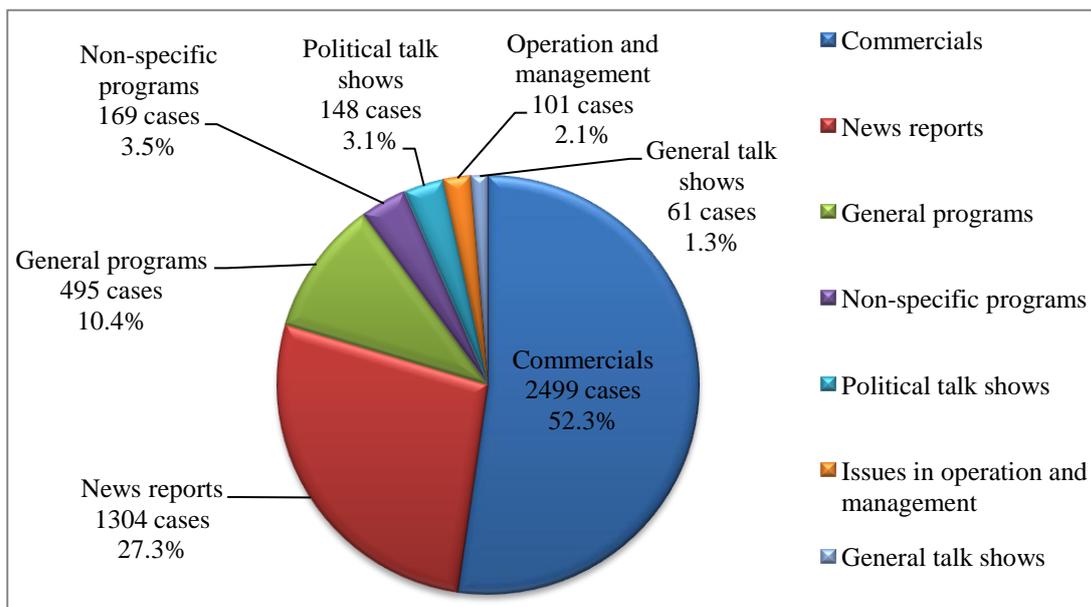


Figure 3: Complaints against TV in 2016

3 Other inappropriate operations included “Issues regarding property right, right of agency, or broadcasting right,” “issues related to license conditions,” “issues about the number of channels and constant frequency,” and “inquiries about station operation.”

4 Refers to programs other than news reports, talk shows, and commercials, such as non-specific programs and dramas, entertainment programs, children’s programs, sports programs, and infomercial programs.

Figure 4 shows that amongst the 117 complaints concerning radio in 2016, 70 (59.8%) were regarding “variety shows⁵,” followed by 18 (15.4%) about “news reports and political talk shows,” 13 (11.1%) about “issues in operations and management,” 11 (9.4%) about “programs of other types⁶,” and 5 (4.3%) about “musical programs.”

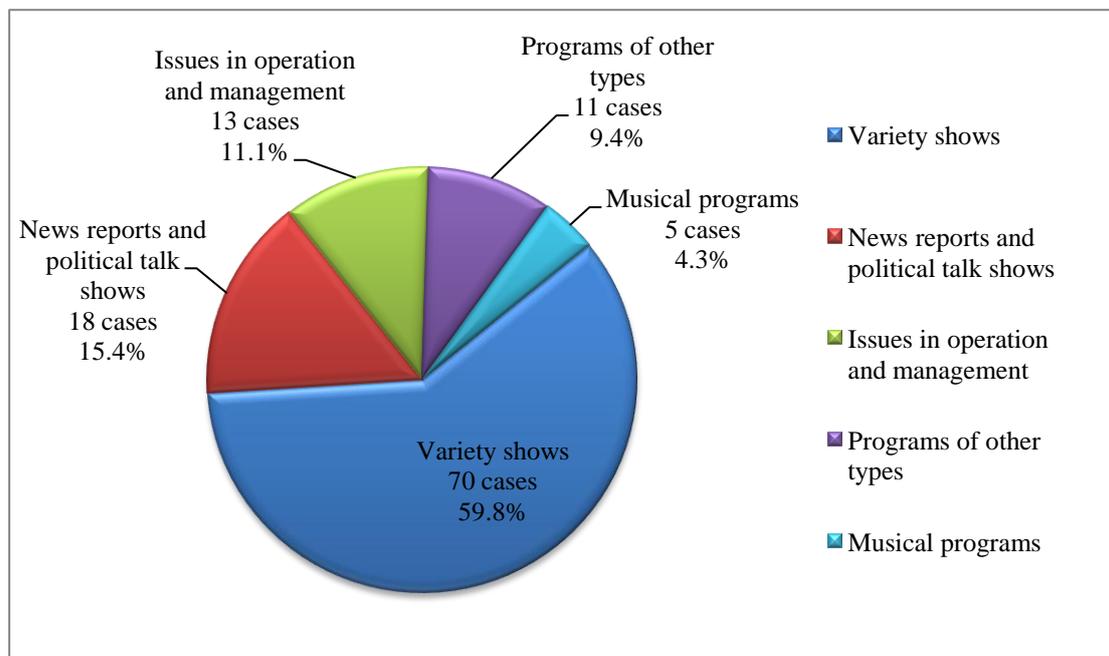


Figure 4: Complaints against Radio in 2016

◆ Major Complaints against Television

Most of the public complaints about TV in 2016 were against “commercials” and “news reports.” It can be seen from Table 5 that “false or unjust contents” topped the list with 1,657 complaints (66.3%), followed by 500 (20.0%) concerning the “involvement of sexism,” 183 (7.3%) “inappropriate contents or broadcast time of commercials,” 55 (2.2%) “comments on the contents or wording of certain commercials,” and 38 (1.5%) about “harmful contents for children and juveniles.” The total number of these top five types of complaints against TV commercials added to 2,433 cases, accounting for 97.4% of all complaints.

⁵ Variety shows refer to programs with diverse content.

⁶ The public has not filed a complaint against a specific program.

Table 5. Complaints about TV Commercials by Inappropriate Category (2016)			
Type	Inappropriate category	Cases	%
Commercials	False or unjust contents	1,657	66.3%
	The involvement of sexism	500	20.0%
	Inappropriate contents or broadcast time of commercials	183	7.3%
	Comments on the contents or wording of certain commercials	55	2.2%
	Harmful contents for children and juveniles	38	1.5%
	Disrupting public order or adversely affecting good social customs	29	1.2%
	Suggestions on the overall broadcasting policies/regulations or NCC's administration	14	0.6%
	Others ⁷	23	0.9%
Total		2,499	100.0%

Table 6 indicates that amongst the 1,304 complaint cases about TV news reports, the largest proportion were the 694 cases (53.2%) about “false or unjust content,” followed by 184 (14.1%) “comments on the contents or wording of certain news reports,” 100 (7.7%) concerning “disregard for professional ethics of journalism,” 99 (7.6%) about “suggestions on the overall broadcasting policies/regulations or NCC’s administration,” and 84 (6.4%) about “no distinction between programs and commercials.” The total number of these top five types of complaints against news reports accounted for 89.0% of all complaints.

Table 6. Complaints about TV News Reports by Inappropriate Category (2016)			
Type	Inappropriate category	Cases	%
News reports	False or unjust contents	694	53.2%
	Comments on the contents or wording of certain news reports	184	14.1%
	Disregard for professional ethics of journalism	100	7.7%
	Suggestions on the overall broadcasting	99	7.6%

⁷ Other complaints about inappropriate commercials included: “overrunning commercials,” “frequent replays,” “no distinction between programs and commercials,” “inquiries for regulation/information,” “technical problems with radio or TV reception, image quality, and sound volume,” “disregard for professional ethics of journalism,” “inappropriate program ratings,” etc.

	policies/regulations or NCC's administration		
	No distinction between programs and commercials	84	6.4%
	The involvement of sexism	40	3.1%
	Harmful contents for children and juveniles	31	2.4%
	Disrupting public order or adversely affecting good social customs	20	1.5%
	Others ⁸	52	4.0%
Total		1,304	100.0%

Eight programs and five commercials received more than 10 complaints during 2016 – some of which include “The Happiness of the Next Generation Alliance—Call for Millions of Families on 1203,” “Rong Guang Church,” “Taste of Life” of SET Taiwan. Table 7 describes each of these by order of the number of complaints:

Table 7. Major Complaints against TV Program/Ad (2016)			
Program/Ad Name	Channel Name	Type	Cases
The Happiness of the Next Generation Alliance—Call for Millions of Families on 1203	Non-specific channel	Commercial	2,660
Rong Guang Church	Non-specific channel	News report	254
Taste of Life	SET Taiwan	Drama	56
E04 Online	Non-specific channel	Commercial	30
The Heaven Sword and Dragon Saber	Non-specific channel	Commercial	25
Face News	Era News	Political talk show	23
Formosa TV Watching	FTV News	Political talk show	22
University	CTI Variety	Variety show	13
Heroes of Chaos	Non-specific channel	Commercial	12
Spring Flower	FTV (main channel)	Drama	12
Swords	Non-specific channel	Commercial	11
Dropping Out of Grade 8 for Korea's Dark Entertainment	ERA News	News report	10

⁸ Other complaints about inappropriate news reports included: “inappropriate contents or broadcast time of commercials,” “frequent replays,” “inquiries for regulation/information,” “inappropriate customer service attitude,” “overrunning commercials,” “changes without prior announcement,” “issues regarding property right, right of agency, or broadcasting right,” etc.

Industry—Tzuyu Chou’s Journey to Stardom			
Prince of Wolf	SET Metro	Drama	10

(1) 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: As this case involved issues such as the freedom of speech, diverse values, and gender equality, the NCC consulted with the Department of Gender Equality, the Ministry of Justice, the Ministry of the Interior, and the Ministry of Education. Referring to the replies from these related agencies, the controversies in this commercial did not clearly violate corresponding regulations; hence, it was not possible to determine that the commercial had violated related laws and regulations. Moreover, those that supported punitive measures did not reach a majority at the “Consultation Meeting for Programs and the Advertisements on Radio and Television.” Therefore, during the 752th committee conference on June 14, 2017, the NCC decided not to administer any penalties.

(2) 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,” after reviewing related information, the NCC did not find any legal violations. The NCC replied to the public’s questions and also informed stakeholders or people with violated rights 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.

(3) “Taste of Life” of SET Taiwan received a total of 56 complaints.

Complaints: The broadcast ran overtime. The plot is exaggerated and full of violence, extramarital affairs, instigated murders, and contention for properties. The program plagiarized the content of Japanese (Korean) dramas, and contained scenes of a parliament speaker forcing police to administer drugs. Such content does not have any educational values and should not be broadcast during prime time for families. They are harmful for children and juveniles, as well as adversely affect good social customs. As it has been on the air for approximately 300 episodes, it is time to conclude and go off air. Moreover, placement marketing such as the images of beer appearing for a long period was too obvious.

Action of the NCC: While the NCC respects the media’s professional autonomy and editorial freedom, it does take action according to the laws if the program content clearly violated regulations. Regarding the public complaint about running overtime, the NCC has forwarded the public complaints to SET for reference, since the current Satellite Broadcasting Act does not contain related regulations. Regarding the complaints about the program plot containing the content of violence, instigated murders, contention for property, and extramarital affairs, the NCC did not find the plot and image processing to violate any regulations. These were determined to be within the realm of plot development. The NCC will continue to monitor the program, and it has forwarded the public complaints to SET Taiwan as a reference (a total of 27 times). With respect to the complaints about a parliament speaker forcing police to administer drugs, the NCC, on October 12, 2016, requested SET to submit an explanation and forwarded the 15 complaints to them as a reference (personal information was kept confidential in accordance with laws). SET replied on October 18, 2016, claiming that the part of the broadcast of “Taste of Life” on September 29, 2016 referenced in the complaints was a part of plot development and dramatic

effects. It did not intend to emphasize or exploit related plots. In response to the public's direct feelings about the program plot and in consideration of the company's influences of positive social values, SET has incorporated the public complaints into the reference for program production. It will continue to monitor the program producers, playwrights, and related personnel to pay attention and follow these guidelines. In response to the comment about placement marketing (giving undue prominence to beer products), the NCC did not find it to violate related regulations. As there are rooms for improving the image presentation, the NCC has forwarded the complaints to SET and asked them to review more strictly and work on improvement to avoid penalties.

(4) The Commercial "E04 Online" received a total of 30 complaints.

Complaints: The commercial for the mobile game "E04 Online" used a homophone that sounds similar to a Taiwanese swear word. The content of the commercial was sexually disturbing; it objectified females and used an extremely inappropriate language. As the commercial conveys incorrect messages to children, it should not be broadcast.

Action of the NCC: Regarding the controversy surrounding the commercial for mobile game E04 Online, the NCC has reviewed the commercial and indeed found it to contain misleading connotations of swear words. Since it may be potentially harmful to the physical and psychological well-being of children and juveniles, the NCC has forwarded the concerns to the Association of Terrestrial Television Networks Taiwan and the Satellite Television Broadcasting Association. The NCC asked for their respective TV network members to initiate the self-regulation mechanism and choose an appropriate time to broadcast the commercial. The network companies were recommended to broadcast the commercial between 11pm and 6am on the next day.

(5) The Commercial “The Heaven Sword and Dragon Saber” received a total of 25 complaints.

Complaints: The commercial for the mobile game “The Heaven Sword and Dragon Saber” continued to feature words that sounded like swear words. This can obviously mislead children as it may be easy for children to learn by imitation, which is inappropriate.

Action of the NCC: Regarding the controversy about the commercial for mobile game “The Heaven Sword and Dragon Saber—One on One,” the NCC has reviewed and found the commercial to be in Taiwanese for its entire duration. The dialogue “wanted (loved) you to win” is suspected to sound like a swear word. Although it is hard to determine whether the program has violated any laws, the NCC has forwarded the public complaints (petitioners’ information is kept confidential by law) to the mobile game company (Iwplay World Interactive Entertainment Technology Co., Ltd.), the Association of Terrestrial Television Networks Taiwan, and the Satellite Television Broadcasting Association for their reference, regarding the commercial’s risk of misleading other people. Also, the NCC found that the mobile game commercial has not been broadcast since July 8, 2016. The NCC will continue to monitor the broadcast of this commercial and relevant audience feedback.

(6) “Face News” of ERA News received a total of 23 complaints.

Complaints: Complaints were made against the program “Face News” of ERA News for violating the principle of “self-regulation” for news. The program invited Professor Ling-Ching Hsia of Fu Jen Catholic University to go on the show, whose claim for innocence of offenders caused public controversy.

Action of the NCC: After the broadcast, the NCC immediately notified the Satellite Television Broadcasting Association and requested that the association activates its self-regulatory mechanism.

The NCC also asked the member news channels to follow the self-regulatory guidelines and asked ERA to remove related video and audio information. After consulting the Ministry of Health and Welfare, the NCC called for Consultation Meeting for Programs and the Advertisements on Radio and Television and the 729th committee conference review on December 13 and December 21, 2016 respectively. As the disclosure of victim information was sufficient to let others (especially the victim's relatives, friends, and peers) identify their identities, this has violated Item 1, Article 13 of the Sexual Assault Crime Prevention Act. A penalty of NTD 60,000 was issued on January 3, 2017.

(6) "Formosa TV Watching" of FTV News received a total of 22 complaints.

Complaints: Comments in the program were biased and false; the topics selected were unfair. However some audience appraised the program in a positive way and believed it was not appropriate for the NCC to forward the complaints to FTV News.

Action of the NCC: The NCC respects the media's professional autonomy and editorial freedom such as topic selection, program performance, and time arrangement. In the past, the NCC would classify public complaints into media's self-regulation and legal regulation, based on public interests, case type, and legal involvement. It would notify the media for their acknowledgement or reply, and work to ensure that similar events are handled in the same way, with no special treatments for particular comments, media, or programs. The NCC continues to perfect the current process of complaints. Under the assumption of confidential personal information, the public complaints will not only be available to everyone on the "Broadcasting Content Complaints," but the NCC also plans to use automated equipment and communication technology to establish corresponding electronic government systems. With transparent information, the media should be able to process public complaints in a transparent manner, and facilitate a sufficient interchange between the media and their audiences.

(8) “University” of CTI Variety received a total of 13 complaints.

Complaints: The program recorded female underwear in an inappropriate way. Moreover, it embarrassed and bullied the guests, discriminated and maliciously attacked them, and objectified females.

Action of the NCC: The content of the program was determined not to have violated any laws. The public opinion has been forwarded to the network for its reference.

(9) The Commercial “Heroes of Chaos” received a total of 12 complaints.

Complaints: The commercial contained scenes of females slowly taking their clothes off in front of the camera. It is inappropriate for children and also severely objectified females. It is often broadcast during prime time for children and teenagers. The commercial content is extremely vulgar and it contains sexually arousing cues that affect the psychological well-being of young children. It is strongly suggested to restrict the time of broadcast for this commercial.

Action of the NCC: The controversial commercial for mobile game “Heroes of Chaos” has 6 versions, of which the NCC found 3 versions—the “Guarana,” “Beach,” and “Room”—may potentially affect children and juveniles’ physical and psychological well-being. Hence the NCC has forwarded the complaints to the Association of Terrestrial Television Networks Taiwan and the Satellite Television Broadcasting Association, and asked them to notify their TV network members to initiate the self-regulation mechanism and choose an appropriate time for this commercial’s broadcast.

(10) “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. As such, it does not interfere with the editing, scheduling or content presentation 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 dispatch notifications 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.

(11) The Commercial "Swords" received a total of 11 complaints.

Complaints: The commercial mentions a dark society and violent behaviors. The commercial labeled kids with an image of the Eight Infernal Generals as bad kids and encouraged gang members to support each other. The commercial contained scenes of gang negotiations, flipping tables, and fighting with knives and swords. It serves as a negative social example that severely affects the physical and psychological well-being of children at home.

Action of the NCC: The commercial "Swords—Knives and Swords Companion" has two versions in 30sec or 60sec respectively. A review of the commercial content did not find any violations of NCC's related regulations. However, there is still room for improvement with its depiction of gang negotiations, flipping tables, and fighting scenes for creativity purposes. The 60 sec version was found to have only been broadcast during the 4 days between September 14 and September 17, while the 30

sec version was only broadcast during the 6 days between September 15 and September 20. As they have not been broadcast since then, the NCC will continue to monitor whether these two versions of commercials will return to the air.

(12) The news report “Dropping Out of Grade 8 for Korea’s Dark Entertainment Industry—Tzuyu Chou’s Journey to Stardom” of ERA News received a total of 10 complaints.

Complaints: The news report contained inappropriate use of language as it used words such as “bully” and “gang” to smear Tzuyu Chou.

Action of the NCC: In addition to replying the petitioners about the litigant’s rights to make corrections and defend as outlined in the Satellite Broadcasting Act, the NCC also forwarded the complaints to ERA Communications Inc. for their consideration. As the company replied to petitioners in writing and – with a copy to the NCC, the news report was quoted from the most recent issue of Next Magazine. The headline was written with positive, optimistic wording and the company had no intention to smear Tzuyu Chou’s image.

(13) “Prince of Wolf” of SET Metro received a total of 10 complaints.

Complaints: The program contained scenes of the male protagonist running and turning around while grabbing a rabbit by its ears. The crew was also suspected of abusing rabbits and abandoning them during and after the program shooting. This has violated regulations related to the Animal Protection Act. Moreover, the program showed the male protagonist feeding a Husky with chocolates, which is also related to animal abuse.

Action of the NCC: The complaints about animal abuse and the plot of grabbing rabbits in the drama have not violated regulations related to the Satellite Broadcasting Act. Hence the NCC has forwarded the public opinion to SET TV for its reference. This case was also forwarded to the Council of Agriculture of

Executive Yuan to determine if there is a violation of the Animal Protection Act. The Council of Agriculture of Executive Yuan forwarded this case of animal abuse to the Taipei City Animal Protection Office on August 18, 2016, asking them to investigate the case and keep the NCC on copy. On August 29, 2016, the Taipei City Animal Protection Office replied the Council of Agriculture and NCC that because the case took place in New Taipei City's Gong Liao District, the responsible authority should be New Taipei City. Hence the information related to this case was then transferred to the New Taipei City Government Animal Protection and Health Inspection Office for further processing.