



2018 Second Quarter (April – June) NCC Report on Broadcasting Supervision

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 not only an analysis of public complaints about broadcasting content and business operation, but it is also the NCC's record of the violations of broadcasting regulations in the industry. It aims to help the public understand the status of broadcasting supervision, as well as allow participation in the supervision of radio and television media.

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 website (<https://i.win.org.tw/iWIN/>) 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.

Meanwhile, in order to create a policy-governing environment that holds the media active, self-regulatory, and accountable, the NCC enhanced the mechanism for broadcasting complaints and revolutionized the complaints processing procedure. Since December 11, 2017, certain cases are transferred to the business companies for processing. By doing so, the NCC expects the complaints website to become a platform that facilitates communication between citizens and media.

This report shows only the statistical evidence of 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 second quarter of 2018 (April to June). Complaint cases are divided into three main sections and are analyzed and reported accordingly.

◆Broadcasting Complaints Overview

According to the data on complaints about television and radio compiled during the second quarter of 2018 (April to June), 708¹ complaints were made in total: 693 against television (97.9%; 328 were forwarded to television enterprises to manage or to use as reference), and 15 against radio (2.1%). Please see Figure 1.

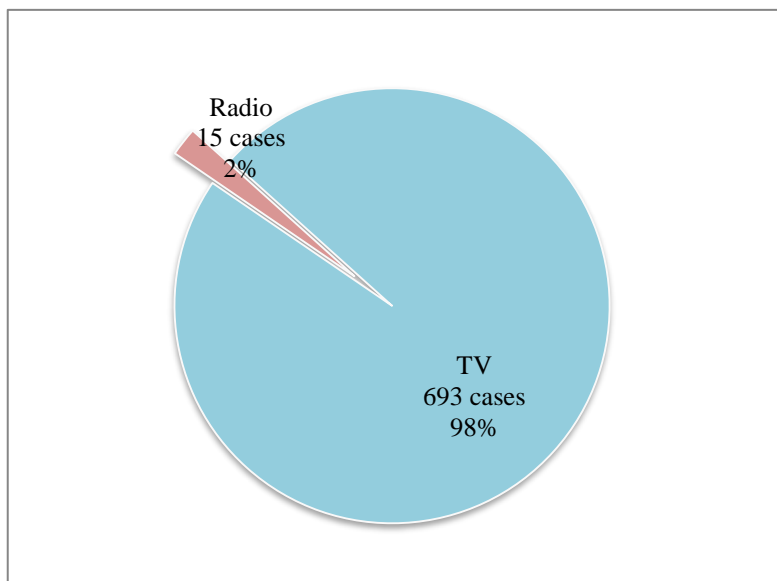


Figure 1: Complaints by Media Type (Q2 2018)

Table 1 shows that of the total 708 complaints, 255 cases (36.02%) and 274 cases (38.7%) were submitted by males and females respectively; another 179 cases (25.28%) were made by people either not specifying or willing to disclose their gender.

¹ A total of 87 invalid cases not related to TV or radio were excluded.

| Table 1: Complaints by Gender (Q2 2018) | | | | |
|---|--------|--------|-------------|--------|
| | Male | Female | Unspecified | Total |
| TV | 248 | 270 | 175 | 693 |
| Radio | 7 | 4 | 4 | 15 |
| Total | 255 | 274 | 179 | 708 |
| Percentage | 36.02% | 38.70% | 25.28% | 100.0% |

Figure 2 shows that 514 complaints (72.6%) were made through the NCC’s Broadcasting Content Complaints Website specifically set up by NCC, while 194 cases (27.4%) were made through other means, such as telephone, email, and cases forwarded from other agencies.

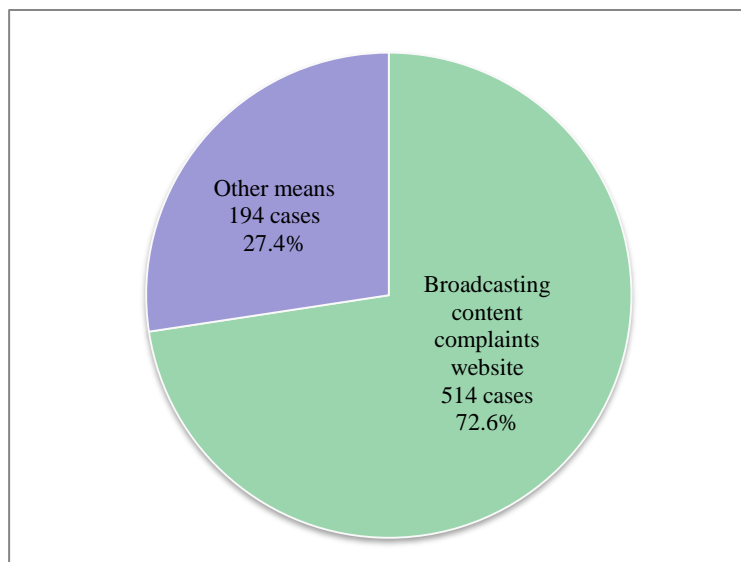


Figure 2: Means of Filing Complaints (Q2 2018)

Table 2 shows that 623 complaints (88%) of the 708 complaints against TV and radio pertained to inappropriate content, while 85 (12%) of the complaints were specific to business operations. Of the complaints, there were 158 complaints (22.3%) regarding “disrupting public order or adversely affecting good social customs” and 123 complaints (17.4%) regarding “harmful content for children and juveniles.” These were the two most common types of complaints. There were also 114 complaints (16.1%) regarding “commercial violations (including broadcasting time, length, and content),” 65 complaints (9.2%) regarding “false or unjust contents (including exaggerations in food, medicine, and cosmetics commercials),” and 63 complaints (8.9%) that were “comments on the contents or wording of certain channels (radios)/programs/commercials.” The total number of these top five types of complaints amounted to 523 cases, accounting for 73.9% of all complaints.

Please see Table 2 for the numbers and percentages of other types.

| Table 2: Complaints by Inappropriate Content (Q2 2018) | | | |
|---|---|--------------|--------------|
| Item | | Cases | % |
| Content | Disrupting public order or adversely affecting good social customs | 158 | 22.3% |
| | Harmful content for children and juveniles | 123 | 17.4% |
| | Commercial violations (including broadcasting time, length, and content) | 114 | 16.1% |
| | False or unjust contents (including exaggerations in food, medicine, and cosmetics commercials) | 65 | 9.2% |
| | Comments on the contents or wording of certain channels (radios)/programs/commercials | 63 | 8.9% |
| | No distinction between programs and commercials | 34 | 4.8% |
| | Disregard for professional ethics of journalism | 23 | 3.2% |
| | Business operations suggestions for NCC | 16 | 2.3% |
| | Regulations/information inquiries | 11 | 1.6% |
| | Inappropriate program rating | 6 | 0.8% |
| | Sexually discriminatory content | 5 | 0.7% |
| | Other ² | 5 | 0.7% |
| | Subtotal | 623 | 88.0% |
| Operations | Suggestions on overall broadcasting policies/regulations or NCC's administration | 36 | 5.1% |
| | Issues regarding program planning/production/broadcasting | 18 | 2.5% |
| | Issues regarding the management of radio and TV operations | 13 | 1.8% |
| | Inappropriate customer service attitude | 9 | 1.3% |
| | Technical issues, including reception, image quality, and volume | 4 | 0.6% |

² Other complaints about inappropriate content included: "program rescheduling without prior notice," "illegal use of interstitial subtitles," "overly frequent replays," "overrunning commercials," and "comments on the contents or wording of certain channels (radios)/programs/commercials."

| | | | |
|--|---|------------|---------------|
| | Property rights, distribution rights, or broadcasting rights issues | 4 | 0.6% |
| | Inquiries for information about broadcasting station operations | 1 | 0.1% |
| | Subtotal | 85 | 12.0% |
| | Total | 708 | 100.0% |

Of the 623 complaints about inappropriate radio and television content, there were 616 complaints against television. A further analysis of the program type showed that the majority were against “commercials” with 346 cases (56.2%), followed by “news reports” with 156 cases (25.3%), “general programs³” with 70 cases (11.4%), “general talk shows” with 16 cases (2.6%), “political talks shows” with 14 cases (2.3%), “non-specific programs” with 13 cases (2.1%), and “educational and cultural programs” with 1 case (0.2%). Please see Figure 3 for details.

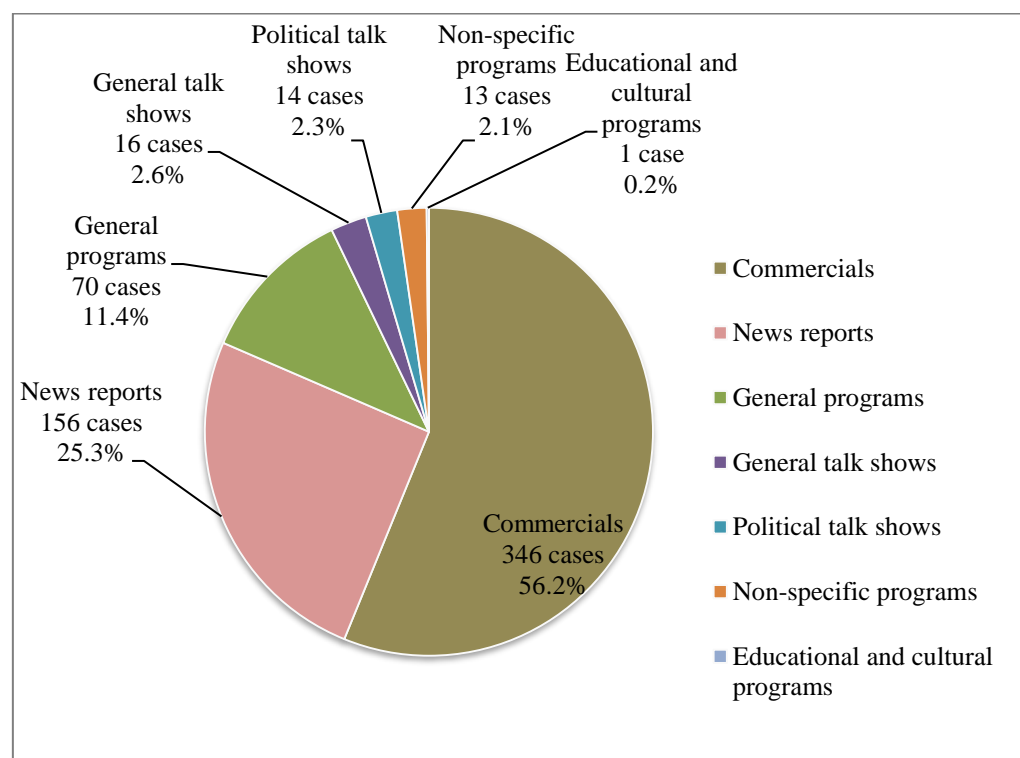


Figure 3: Complaints Received against Types of TV Programs (Q2 2018)

Of the 7 complaints against radio, most were about “variety shows⁴” with

³ General programs include dramas, variety shows, children’s programs, and programs about infomercial information, folk religion, capital stock, or sports.

⁴ Variety shows either refer to highly diverse program content or when the public did not specify a specific program.

4 cases (57.1%), followed by 2 (28.6%) about “programs of other types,” and 1 (14.3%) concerning “commercials.” Please see Figure 4 for more information.

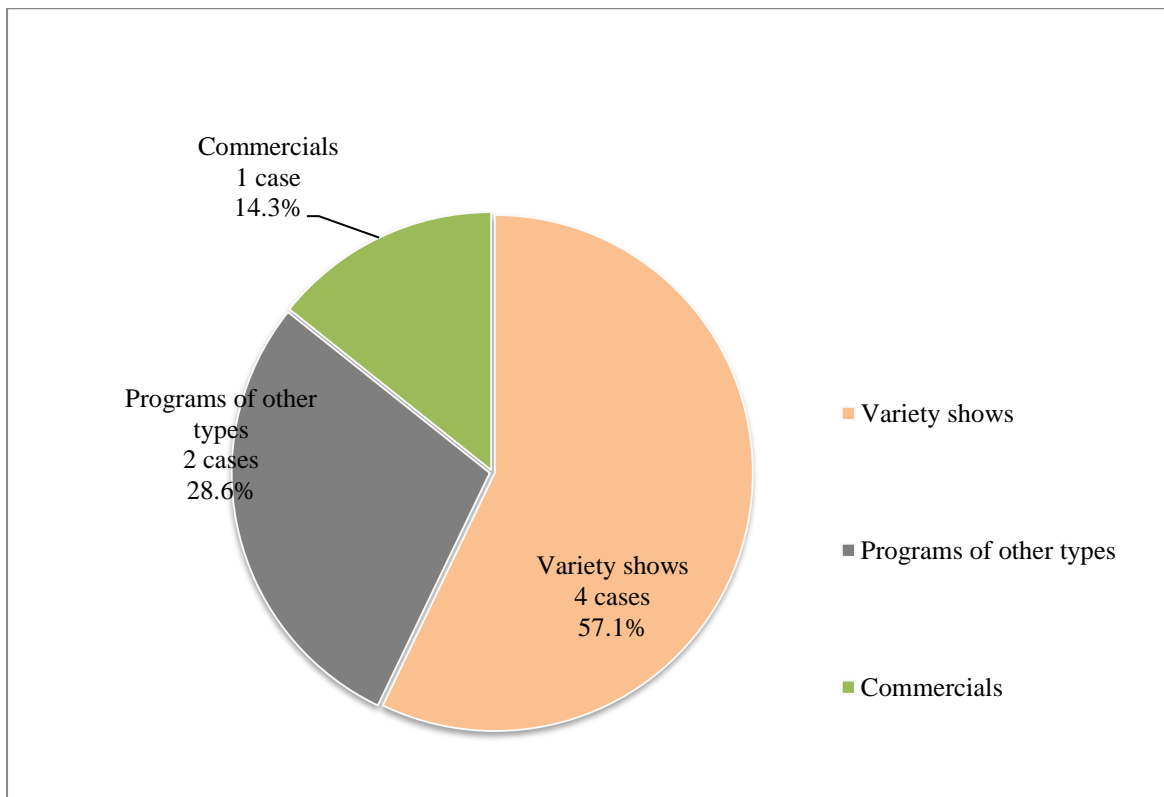


Figure 4: Complaints Received against Types of Radio Programs (Q2 2018)

◆Major Complaints against Television

The majority of the content-related complaints against television in the second quarter of 2018 were in the categories of “commercials” and “news reports.” Amongst the 346 complaints about commercials, the majority were about “disrupting public order or adversely affecting good social customs” with 127 cases (36.7%). This was followed by “commercial violations (including broadcasting time, length, and content)” with 109 cases (31.5%) and “harmful contents for children and juveniles” with 99 cases (28.6%). The total number of these top three types of TV inappropriate content complaints amounted to 335 cases, accounting for 96.8% of all commercial-related complaints. The details are listed in Table 3.

Table 3: Complaints about TV Commercials by Inappropriate Category (Q2 2018)

| Television program type (including | Inappropriate category | Cases | % |
|------------------------------------|------------------------|-------|---|
|------------------------------------|------------------------|-------|---|

| commercials) | | | |
|--------------------|--|-----|--------|
| Commercials | Disrupting public order or adversely affecting good social customs | 127 | 36.7% |
| | Commercial violations (including broadcasting time, length, and content) | 109 | 31.5% |
| | Harmful contents for children and juveniles | 99 | 28.6% |
| | Comments on the contents or wording of certain channels/programs/commercials | 7 | 2.0% |
| | Sexually discriminatory content | 2 | 0.6% |
| | Regulations/information inquiries | 1 | 0.3% |
| | No distinction between programs and commercials | 1 | 0.3% |
| Total | | 346 | 100.0% |

Furthermore, an analysis of the types of inappropriate content of news reports show that “false or unjust contents” topped the list with 56 complaints (35.9%). It was followed by “comments on the contents and wording of certain channels/programs/commercials” with 32 complaints (20.5%) and “disregard for professional ethics of journalism” with 21 complaints (13.5%). The total number of these top three types of complaints amounted to 109 cases, accounting for 69.9% of all complaints against TV news reports. Please see Table 4 for more details.

| Table 4: Complaints about TV News Reports by Inappropriate Category (Q2 2018) | | | |
|---|---|-------|-------|
| Television program type (including commercials) | Inappropriate category | Cases | % |
| News reports | False or unjust contents | 56 | 35.9% |
| | Comments on the contents and wording of certain channels/programs/commercials | 32 | 20.5% |
| | Disregard for professional ethics of journalism | 21 | 13.5% |
| | Disrupting public order or adversely affecting good social | 20 | 12.8% |

| | | | |
|-------|---|-----|--------|
| | customs | | |
| | No distinction between programs and commercials | 9 | 5.8% |
| | Harmful contents for children and juveniles | 8 | 5.1% |
| | Other ⁵ | 10 | 6.4% |
| Total | | 156 | 100.0% |

During the second quarter of 2018 (April to June), the following programs (including commercials) received more than 10 complaints: commercials for mobile game “Dynasty Legends,” and the TV program “100% Wife.” Please see Table 5 for more information.

| Table 5: Complaints about TV Programs (Q2 2018) | | | |
|---|-------------------|------------|-------|
| Program Name | Channel | Type | Cases |
| Dynasty Legends | Multiple channels | Commercial | 268 |
| 100% Wife | SET Taiwan | Drama | 12 |

1. Commercials advertising the mobile game “Dynasty Legends” received a total of 268 complaints.

Complaints:

Between April 20 and 22, commercials for the mobile game “Dynasty Legends” were broadcast on multiple channels. Complaints regarding sexual discrimination and the objectification of women were received regarding the action of a woman’s head pushing towards a man’s abdomen, and a phrase in Taiwanese that translates to “Let me help you win” in the commercials.

Actions of the NCC:

In response to the gender-related complaints about commercials for the mobile game “Dynasty Legends,” the NCC immediately asked the Association of Terrestrial Television Networks and the Satellite Television

⁵ Other complaints about the inappropriate content of news reports included “business operations suggestions for NCC,” “regulations/information inquiries,” “commercial violations (including broadcasting time, length, and content),” and “illegal use of interstitial subtitles.”

Broadcasting Association to notify their television channel members to undertake self-regulatory measures to prudently handle this case. This case was also submitted to the NCC's "Broadcast Television Program Commercials Consultation Meeting" for discussion. At the NCC's 805th commission meeting, a resolution was passed to send administrative guidelines to all television channels that aired the commercials to allow them to make improvements and avert breaking the law and receiving penalties.

2. The TV program "100% Wife" received a total of 12 complaints.

Complaints:

Complaints were received expressing concerns that the storyline had deviated from the title of the show, a mistress was bullying the legal wife, kidnapping, violence, disregard for the law, attempts to damage the image of public functionaries, gravely affecting social impressions, inappropriate program rating, inappropriate airing during family viewing time, violating good social customs, and excessive product placement involving inappropriate content.

Actions of the NCC:

The NCC respects the autonomy and editorial independence of the media. If program content clearly contains illegal elements, then it is handled according to the law. With regards to public complaints about the broadcasting of kidnappings, violence, and attempts to damage the reputation of public functionaries, the NCC examined the storyline of the program and footage. Although there were no constituents that clearly violated laws and such content generally fell into the storyline and were only implied in the drama program, they could still have a negative impact on society. The complaints of the public were thus forwarded to the television company for its reference, and the company was asked to edit the show more strictly and make improvements to avert breaking the law and receiving penalties.

Regarding inappropriate content complaints about excessive product placement, the NCC has already asked the television company to create a presentation on the drama's product placement, incorporate public complaints and footage from corresponding time intervals, and send it to the company's program self-discipline committee for review. The company convened its program self-discipline committee on May 31, 2018 to discuss

this issue. On June 7, the company responded to the NCC and also sent the minutes and related resolutions from the meeting. It said it would henceforth abide by the following procedures when handling product placement in programs:

- (1) When the business unit and program producers negotiate, they should discuss more thoroughly to ensure that scenes with product placements appear more naturally and integrated into the program's storyline, thereby reducing discontinuity experienced by viewers.
- (2) Multiple shot techniques can be used or the conversation and interaction between characters can be increased in the storyline and dialogue, and adjustments can be made for the natural integration of products into storylines.
- (3) For scripts and editing, product placements should conform to the provisions of the "Regulations for the Distinction between Television Programs and Advertisements, Product Placement Marketing, and Sponsorships." Product placement in program storylines should appear natural and conform to laws. By doing so, the target customers of the placed products will be satisfied, creating a win-win situation.