



2018 Third Quarter (July – September)

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 third quarter of 2018 (July to September). Complaint cases are divided into three main sections and are analyzed and reported accordingly.

◆Broadcasting Complaints Overview

According to the data on audience complaints about television and radio compiled by the NCC during the third quarter of 2018 (July to September), 361¹ complaints were made in total: 329 against television (91.1%; 47 were forwarded to television networks to handle or to use as reference), and 32 against radio (8.9%). Please see Figure 1.

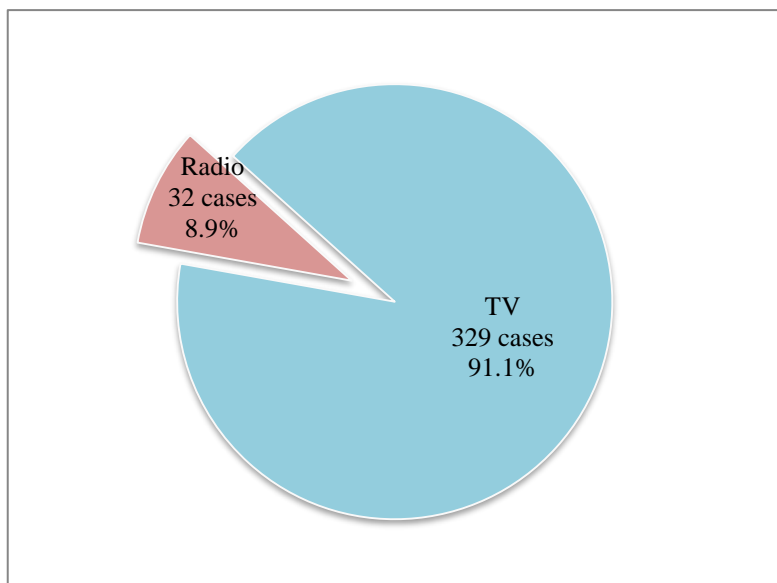


Figure 1: Complaints by Media Type (Q3 2018)

Table 1 shows that of the total 361 complaints, 177 cases (49.03%) and 89 cases (24.65%) were submitted by males and females respectively; another 95 cases (26.32%) were made by people either not specifying or unwilling to disclose their gender.

Table 1: Complaints by Gender (Q3 2018)				
	Male	Female	Unspecified	Total

¹ A total of 45 invalid cases not related to TV or radio were excluded.

TV	152	86	91	329
Radio	25	3	4	32
Total	177	89	95	361
Percentage	49.03%	24.65%	26.32%	100.0%

Figure 2 shows that 183 complaints (50.7%) were made through the NCC’s Broadcasting Content Complaints website specifically set up by NCC, while 178 cases (49.3%) were made through other means, such as telephone, email, and cases forwarded from other agencies.

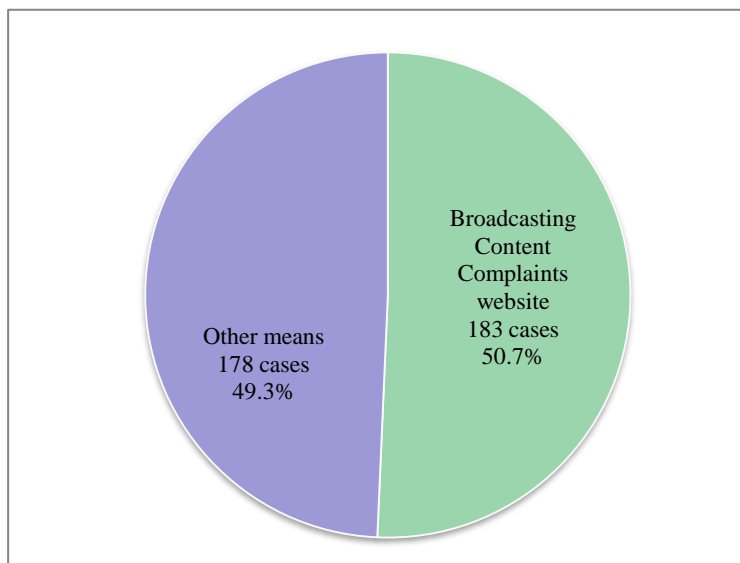


Figure 2: Means of Filing Complaints (Q3 2018)

Table 2 shows that 294 complaints (81.4%) of the 361 complaints against TV and radio pertained to inappropriate content, while 67 (18.6%) of the complaints were specific to business operations. Of the complaints pertaining to inappropriate content, the most frequent type of complaint was “comments on the contents or wording of certain channels (radios)/programs/commercials” with 59 complaints (16.3%). There were also 58 complaints (16.1%) regarding “commercial violations (including broadcasting time, length, and content),” 51 complaints (14.1%) regarding “false or unjust contents (including exaggerations in food, medicine, and cosmetics commercials),” 38 complaints (10.5%) regarding “disrupting public order or adversely affecting good social customs,” and 22 complaints (6.1%) regarding “no distinction between programs and commercials.” The total number of these top five types of complaints amounted to 228, accounting for 63.1% of all complaints. Please see Table 2 for the numbers and percentages of other types.

Table 2: Complaints by Inappropriate Content (Q3 2018)

		Item	Cases	%
Content		Comments on the contents or wording of certain channels (radios)/programs/commercials	59	16.3%
		Commercial violations (including broadcasting time, length, and content)	58	16.1%
		False or unjust contents (including exaggerations in food, medicine, and cosmetics commercials)	51	14.1%
		Disrupting public order or adversely affecting good social customs	38	10.5%
		No distinction between programs and commercials	22	6.1%
		Illegal use of interstitial captions or text	11	3.0%
		Regulations/information inquiries	9	2.5%
		Disregard for professional ethics of journalism	9	2.5%
		Business operations suggestions for the NCC	9	2.5%
		Overly frequent replays	9	2.5%
		Harmful content for children and juveniles	8	2.2%
		Other ²	11	3.0%
		Subtotal	294	81.4%
Operations		Suggestions on overall broadcasting policies/regulations or NCC's administration	42	11.6%
		Inappropriate customer service attitude	11	3.0%
		Issues regarding program planning/production/broadcasting	7	1.9%
		Issues regarding the management of radio and TV operations	3	0.8%
		Technical issues, including reception, image quality, and volume	2	0.6%
		Property rights, distribution rights, or broadcasting rights issues	2	0.6%
		Subtotal	67	18.6%

² Other complaints about inappropriate content included: "inappropriate program rating" (6 complaints), "inappropriate commercial content or broadcasting" (4 complaints), and "sexually discriminatory content" (1 complaint).

Total	361	100.0%
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Of the 294 complaints about inappropriate radio and television content, there were 272 complaints against television. A further analysis of the program type showed that the majority were against “news reports” with 82 cases (30.1%), followed by “commercials” with 76 cases (27.9%), “general programs³” with 69 cases (25.4%), “political talk shows” with 21 cases (7.7%), “non-specific programs” with 15 cases (5.5%), and “general talk shows” with 9 cases (3.3%). Please refer to Figure 3.

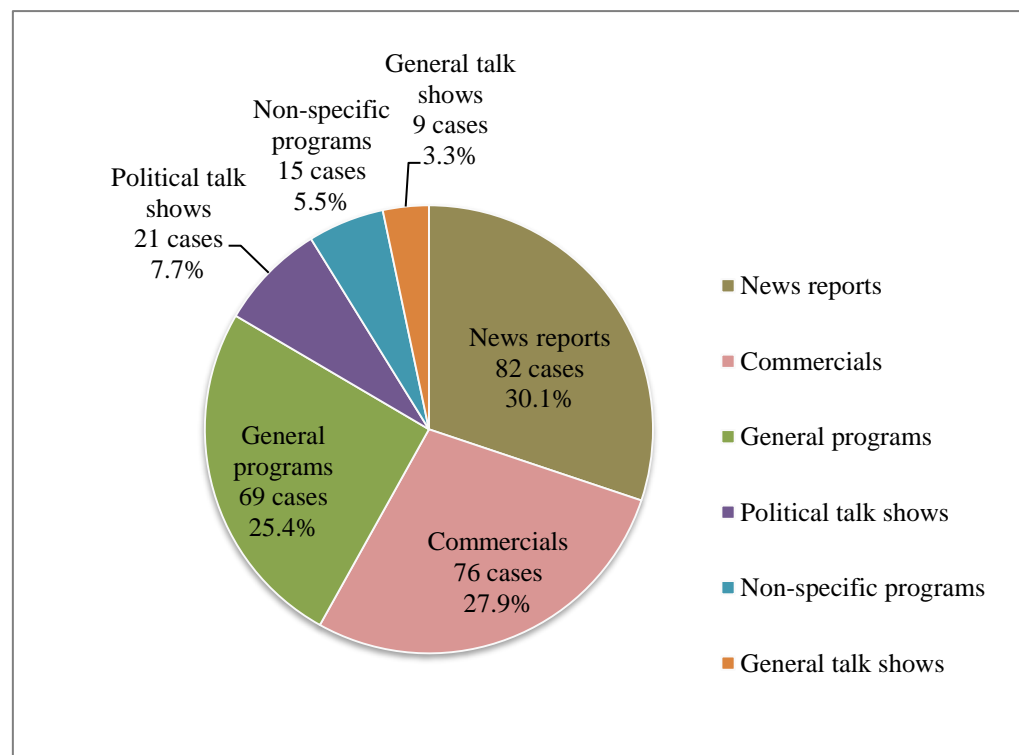


Figure 3: Complaints Received Against Types of TV Programs (Q3 2018)

Of the 22 complaints against radio, the majority were about “variety shows⁴” with 12 cases (54.5%). There were also 4 (18.2%) about “news reports and political talk shows” and 6 (27.3%) concerning “programs of other types.” Please refer to Figure 4.

³ General programs include dramas, variety shows, infomercials, children’s programs, and programs about sports or finance, economics, and the stock market.

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

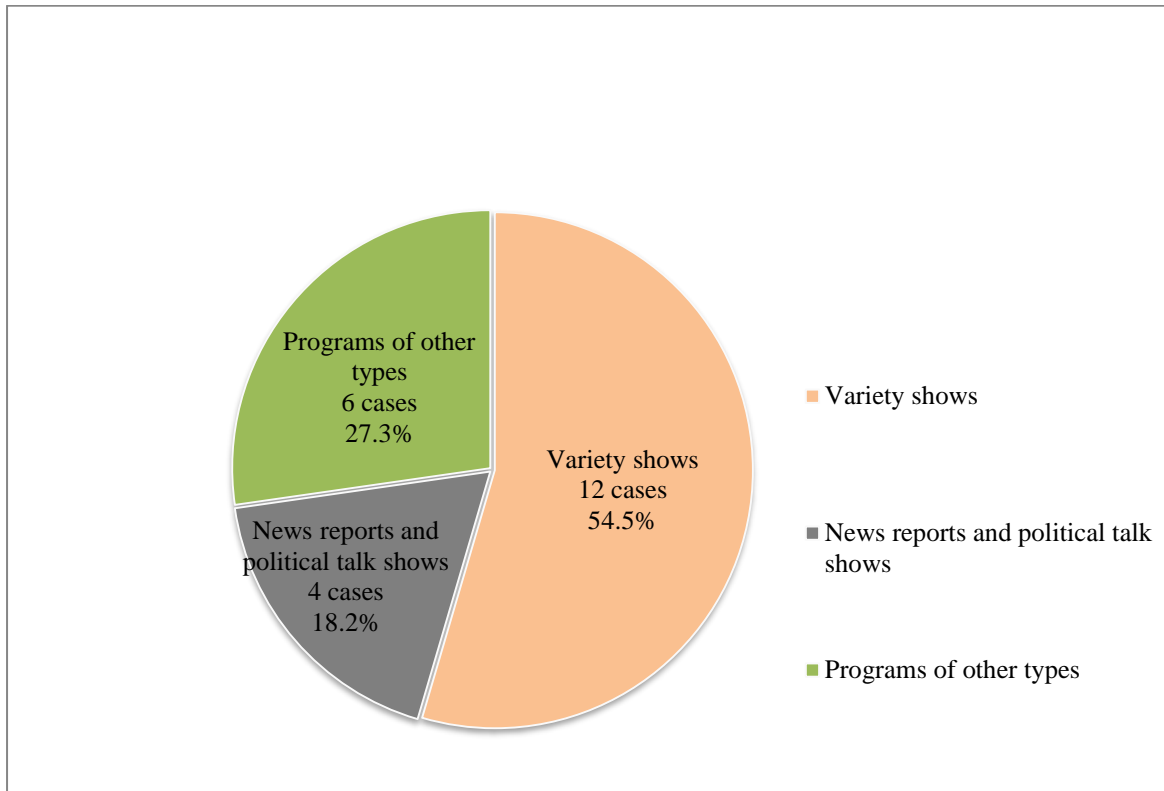


Figure 4: Complaints Received Against Types of Radio Programs (Q3 2018)

◆ Major Complaints against Television

The majority of the television content-related complaints in the third quarter of 2018 were in the categories of “news reports” and “commercials.” Amongst the 82 news report-related complaints, the majority pertained to “false or unjust contents,” with 34 cases (41.5%), followed by 18 (22.0%) “comments on the contents or wording of certain channels/programs/commercials”, and “disrupting public order or adversely affecting good social customs” with 10 cases (12.2%). The total number of these three most common complaints concerning types of inappropriate content amounted to 62, accounting for 75.7% of all TV news report-related complaints. Please see Table 3 for more details.

Table 3: Complaints about TV News Reports by Inappropriate Content (Q3 2018)

Television program type (including commercials)	Inappropriate category	Cases	%
News reports	False or unjust contents	34	41.5%

	Comments on the contents or wording of certain channels/programs/commercials	18	22.0%
	Disrupting public order or adversely affecting good social customs	10	12.2%
	No distinction between programs and commercials	8	9.8%
	Disregard for professional ethics of journalism	6	7.3%
	Business operations suggestions for NCC	2	2.4%
	Harmful content for children and juveniles	1	1.2%
	Illegal use of interstitial subtitles	1	1.2%
	Commercial violations (including broadcasting time, length, and content)	1	1.2%
	Regulations/information inquiries	1	1.2%
Total		82	100.0%

An analysis of the 76 complaints about the inappropriate content of TV commercials shows that “commercial violations (including broadcasting time, length, and content)” was the most common type of complaint with 54 cases (71.1%). It was followed by 9 (11.8%) “comments on the contents and wording of certain channels/programs/commercials,” and “disrupting public order or adversely affecting good social customs” and “regulations/information inquiries,” with 3 complaints (3.9%) each. The total number of these top four types of inappropriate content complaints amounted to 69, accounting for 90.7% of all complaints against TV commercials. Please see Table 4 for more details.

Table 4: Complaints About TV Commercials by Inappropriate Content (Q3 2018)			
Television program type (including commercials)	Inappropriate category	Cases	%
Commercials	Commercial violations (including broadcasting time, length, and content)	54	71.1%

	Comments on the contents and wording of certain channels/programs/commercials	9	11.8%
	Disrupting public order or adversely affecting good social customs	3	3.9%
	Regulations/information inquiries	3	3.9%
	Harmful content for children and juveniles	2	2.6%
	Business operations suggestions for NCC	2	2.6%
	Other ⁵	3	3.9%
Total		76	100.0%

During the third quarter of 2018 (July to September), the following programs or commercials received more than 10 complaints: commercials for mobile game “Mafia City” and the TV program “100% Wife.” Please see Table 5 for more information.

Table 5: Complaints bout TV Programs (Q3 2018)			
Program Name	Channel	Type	Cases
Mafia City	Multiple channels	Mobile game commercial	15
100% Wife	SET Taiwan	Drama	11

1. Commercials advertising the mobile game “Mafia City” received a total of 15 complaints.

Complaints:

Between July 2 and 16, commercials for the mobile game “Mafia City” aired on multiple channels. Public complaints were concerned with violent content, in particular, scenes showing a gun pressed against a man’s head and the action of using a knife to slit a throat.

Actions of the NCC:

In response to the public’s complaints concerning graphic violence in

⁵ Other complaints about the inappropriate content of commercials included “false or unjust contents (including exaggerations in food, medicine, and cosmetics commercials)” (1 case), “overly frequent replays” (1 case), and “inappropriate program rating” (1 case).

commercials for the mobile game “Mafia City,” the NCC immediately asked the Association of Terrestrial Television Networks and the Satellite Television Broadcasting Association to launch their self-regulation mechanisms. It also recommended that the commercials be aired between 11 p.m. and 6 a.m.

2. The TV program “100% Wife” received a total of 11 complaints.

Complaints:

The public complaints were regarding: the plot where the main protagonists mutually swapped souls; deviations from secular order; supernatural phenomena; potential stigmatization of practitioners of related religions; derogatively impacting society; violation of good social customs; inappropriate airing during family viewing time; and blatantly obvious product placements.

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 in accordance with the law. With regards to public complaints about the broadcasting of the main protagonists swapping souls and other supernatural phenomena, the NCC examined the storyline and footage of the program. Although there were no constituents that clearly violated laws and they belonged to the category of storyline narration, the elements implied in the drama program could still have a negative impact on society. The complaints of the public were thus forwarded to the television company for its reference. Regarding the complaints about blatantly obvious product placement to the point where it became unnatural, the NCC has already sent a written notification to the company asking it to ensure that future product placement complies with the resolutions reached during its program self-regulatory committee meeting on May 31, 2018; edit related contents of the show more strictly; and produce and broadcast the show in accordance with the provisions of the Satellite Broadcasting Act and other related laws to avert violations of law and subsequent penalties.