

National Communications Commission

Announcement

Date: March 26, 2019

Ref. No.: Tong-Chuan-Nei-Rong-Zi-10848007270

Subject: Announcement of 2019 subsidy program for the production and broadcasting of programs with audio description

Basis: National Communications Commission Operating Rules for Implementing Subsidy Budget

Announcement:

I. Purpose: The objectives of this subsidy program are to promote access to communications and the provision of universal services, to safeguard the interests of the physical and mentally impaired by ensuring that they have unobstructed access to contents of television programs, and to encourage radio and television enterprises to produce and broadcast programs with audio descriptions.

II. Eligible applicants:

(A) A television enterprise, satellite broadcasting program supplier or television program production enterprise established and registered according to the laws of the Republic of China that

does not fall under any of the following circumstances:

1. A government-endowed foundation
2. A television channel or enterprise that receives government endowment or subsidy.

(B) The audio description will be used in a program produced in the name of the applicant; in the case of programs that have been co-produced, the audio description shall be used in a program produced in the name of all co-producers.

III. The program for which subsidy has been applied for shall meet the following requirements:

- (A) A domestically-produced program.
- (B) The program shall be a drama, movie (including documentaries) or children's program. The type of program shall be determined in accordance with the Regulations on Terrestrial Television Business Broadcasting Domestically-Produced Programs and the Regulations on Satellite Broadcasting Program Supplier Broadcasting Domestically-Produced Programs.
- (C) The production of the aforementioned program should have been completed prior to the application being submitted.

IV. The audio description of the applicant shall meet the following conditions:

- (A) The audio description shall be dubbed in a language of Taiwan;
- (B) The audio description shall be produced domestically in the Republic of China, Taiwan (not the People's Republic of China);
- (C) The audio description shall not have been released publicly prior to December 31, 2018 and shall be publicly released the first time prior to October 31, 2019. In case of violation of the preceding condition, the NCC may reject the application or cancel the subsidy and recover the disbursed subsidy; and
- (D) The term "publicly released" refers publicly broadcast, publicly transmitted or publicly presented. "Publicly broadcast" or "publicly transmitted" shall mean the series of the program with audio description is publicly shown the first time on a domestic television channel (including Multimedia on Demand (MOD) channels or MOD of Chunghwa Telecom) or on an online video platform; "publicly presented" means the program is publicly shown for the first time to an invited audience of visually impaired group at a domestic film screening venue.

V. Subsidy amount:

- (A) Total subsidy: TWD2,873,000.
- (B) The amount of subsidy per program shall not exceed 49% of the total production costs of oral description for the program

approved by the NCC, and shall be capped at TWD100,000 per program hour and TWD600,000 per project.

(C) The actual amount of subsidy will be determined by the review board based on the request of the applicant and announced after it has been approved by the NCC Chairperson through established administrative process or by resolution of the NCC Commission Meeting.

(D) The approved subsidy shall only be used for designated purpose on projects related to the production of audio description, but shall exclude items such as recurrent personnel costs, appliance and equipment purchase expenses, administrative expenses (e.g. utilities, energy, communications expenses). The total costs of audio description production shall not include marketing expenses.

VI. Time and method of application:

(A) Time of application: From the date of announcement to May 31, 2019.

(B) Method of application:

1. The applicant shall, before the announced deadline, deliver relevant documents and materials by registered mail to the Broadcast Television Section, Department of

Broadcasting and Content, National Communications Commission at 5F, No. 50, Sec. 1, Ren-Ai Road, Zhongzheng District, Taipei City and note on the front of the envelope “2019 Application for Subsidy of Oral Description Production and Broadcasting” and the type of program applied for. Applications delivered in person shall not be accepted.

2. A program may only fall under one program type for the application purpose. For applications that do not meet the aforementioned criterion, the NCC may require the applicant in writing to confirm the program type within a specified time period. If the applicant refuses or fails to confirm the program type before the specified deadline, the application shall be rejected.
3. Submitted application documents and materials shall not be returned to the applicants regardless whether the application is accepted or whether a subsidy is granted.
4. The receipt of an application shall be evidenced by the post mark. Applications post marked after the application deadline shall not be accepted.

(C) A review of the qualification of applicants will be undertaken by

NCC. Applications that pass the qualification review will be subject to the selection process and programs that have been publicly released at the time of application shall be given priority consideration for subsidy.

(D) Application documents: Documents and an optical disk in septuplicate (7 copies) as well as a PDF file (the PDF file shall be stored in the optical disk labeled with the name of application) shall be submitted by the applicant. The documents shall be printed on A4 papers in landscape and double-sided format and bound in sequence at the left margin of the facing pages with a plastic binder. “2019 Subsidy Application for Oral Description Production for [○○○] Program” and name of applicant shall be clearly visible on the cover page of the bound volume. The documents shall include a table of contents and contain the following:

1. Application form.
2. Description of oral description production (including descriptions of applicant, audio description, story outline, audio description production period, public release of audio description and work team).
3. Description of audio description production costs.

4. The benefits of audio description for enhancing the viewing experience of the visually impaired, marketing plan and feedback plan.
5. A 3 ~ 5 minutes version of the edited program with audio description (exempt if audio description for the program is not yet completed at the time of application).
6. Proof documents.
7. Declaration.
8. Letter of consent signed by the contact person for this application regarding the provision of personal information.
9. Letter of copyright authorization.

VII. Review operation:

(A) Qualification review: The NCC business unit will carry out qualification review. Should an applicant's documents be deemed incomplete or that corrections or supplements are necessary, the applicant shall be notified in writing one time only to submit the necessary corrections or supplements within 7 days. If the applicant fails to do so by the given time or the application is still deemed to be incomplete after

correction, the application shall be rejected.

(B) Selection: For applications that are not yet publicly released at the time of subsidy application, selection will be undertaken as follows:

1. A 5-member selection board consisting of NCC representatives, scholars, experts and representatives of the physically disabled shall be formed.
2. The selection board will evaluate the applicant's documents and requested subsidy.
3. The evaluation will take into consideration the following items:
 - (1) Whether the program with audio description will aid viewing of the physically disabled.
 - (2) Whether the contents are creative, sound and whether the subject of the program can resonate with the audience.
 - (3) Previous actions of the applicant and team in the production of programs with audio description and their ability of execution.
 - (4) Description of funds for the project and whether the allocation of funds is reasonable and evenly

distributed.

(5) Whether the program feedback plan is feasible and reasonable.

4. Selection board members who may fall under the situations stipulated in Article 32 or 33 of the Administrative Procedure Act shall recuse themselves from the selection process.

5. When conducting evaluation, selection board members may, if necessary, invite the applicant to give a briefing on his/her project.

(C) The NCC will publish the list of subsidy recipients and notify them in writing to sign an agreement.

VIII. Disbursement:

(A) A subsidy recipient shall enter into a contract with the NCC. The project execution, disbursement of funds, expense reimbursement and the rights and obligations of the parties will be carried out in accordance with the signed agreement.

(B) A subsidy recipient may not seek additional subsidy if the project funds become insufficient during the project execution period.

(C) If there is any surplus remaining after the project has been

completed, part of the surplus shall be deducted and disbursed accordingly by NCC based on the proportion of subsidy in the proposed budget.

(D) The approved subsidy shall only be used for designated purpose; the recipient of subsidy may not change the use purpose at his or her own discretion. If it is deemed necessary to change the use purpose of the approved subsidy, the recipient may do so once only after obtaining approval of the NCC. If a project cannot be executed as proposed, the recipient shall return the subsidy in its entirety to the NCC.

(E) Disbursement of subsidy:

1. For programs with audio description that have not been publicly released prior to the contract with NCC, subsidies shall be disbursed in the following manner:

- (1) The recipient shall, within 30 days from the date of signing the agreement, apply to the NCC for disbursement of 30% of the approved subsidy by submitting relevant documents.

- (2) The recipient shall, no later than 30 days after completing the public release of the program with audio description, apply to the NCC for

disbursement of the remaining 70% or the undisbursed portion of the approved subsidy.

2. For programs with audio description that have completed the first public release, the recipient shall, within 30 days from the date of contract commencing, apply to the NCC for full amount of the approved subsidy by submitting relevant documents.
3. When applying for disbursement of subsidy, the following documents shall be submitted, and the NCC will disburse the funds after the documents have passed the NCC review:
 - (1) Invoices or receipts.
 - (2) The DVD of program's audio description. The outer case of the DVD shall be noted in text and braille the program name, type of program, length of program, program director and main actors. The recipient will provide a number of DVDs based on the actual need of the NCC.
 - (3) A 3 - 5 minutes version of the edited program with audio description.
 - (4) Project report:

- a. Proof of public release of program with audio description.
 - b. A testing report on the viewing of the program with audio description by an audience comprising at least 2 visually impaired persons and 1 non-visually-impaired person with eyes blindfolded. The viewers participating in the test shall match the planned target audience of the subsidize program with audio description.
 - c. Description of viewership of the program with audio description in public broadcast, public transmission or public presentation.
 - d. Description of execution of feedback plan for the program with audio description (exempted if no feedback plan is provided at the time of application).
- (5) A schedule of actual expenditures and funds allocation sheet in septuplicate (7 copies each). The recipient should tabulate the objects of expenditure (drawn from the subsidy), total actual spending and actual subsidy (donation) received in each period.

IX. Matters not stipulated in this announcement shall be governed by the National Communications Commission Operating Rules for Implementing Subsidy (Donation) Budget and other relevant rules and regulations. Questions arising out of this announcement or other unspecified matters shall be interpreted by the NCC.