



2019 First Quarter (January – March) 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 Youths 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 Aug. 1, 2013. The public may file a complaint with respect 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 Dec. 11, 2017, certain cases have been transferred to the relevant broadcasting business 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 fourth quarter of 2019 (January to March). 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 first quarter of 2019 (January to March), 1,423¹ complaints were made in total: 1,407 against television (98.88%; 37 were forwarded to television networks to handle or to use as reference), and 16 against radio (1.12%). Please see Figure 1.

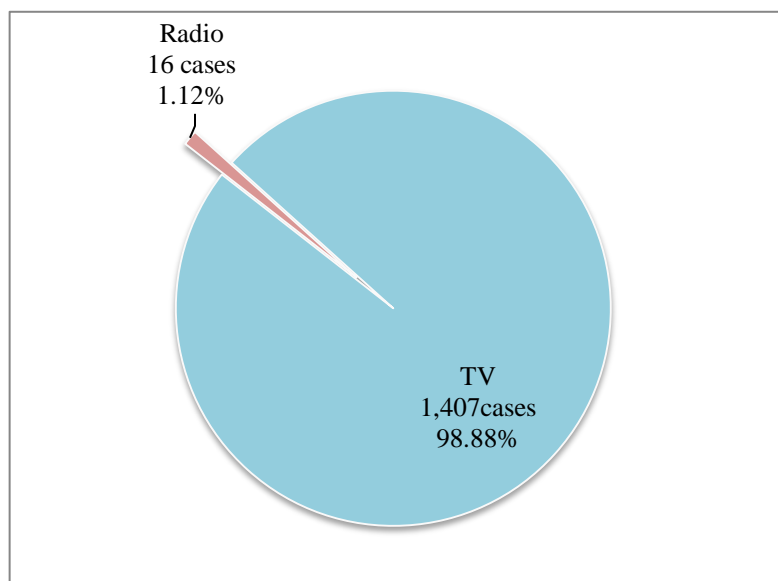


Figure 1: Complaints by Media Type (Q1 2019)

Table 1 shows that of the total 1,423 complaints, 578 cases (40.62%) and 483 cases (33.94%) were submitted by males and females respectively; another 362 cases (25.44%) were made by people either not specifying or unwilling to disclose their gender.

¹ A total of 80 invalid cases not related to TV or radio were excluded.

| Table 1: Complaints by Gender (Q1 2019) | | | | |
|---|--------|--------|-------------|--------|
| | Male | Female | Unspecified | Total |
| TV | 570 | 479 | 358 | 1,407 |
| Radio | 8 | 4 | 4 | 16 |
| Total | 578 | 483 | 362 | 1,423 |
| Percentage | 40.62% | 33.94% | 25.44% | 100.0% |

Figure 2 shows that 1,018 complaints (71.54%) were made through the NCC’s Broadcasting Content Complaints website specifically set up by NCC, while 405 cases (28.46%) were made through other means, such as telephone, email, and cases forwarded from other agencies.

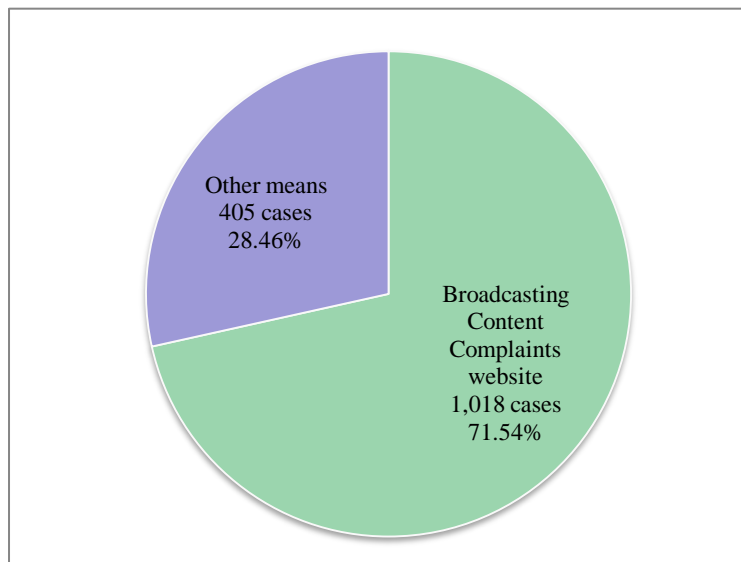


Figure 2: Means of Filing Complaints (Q1 2019)

Table 2 shows that 1,373 complaints (96.49%) of the 1,423 complaints against TV and radio pertained to inappropriate content, while 50 complaints (3.51%) were specific to business operations. Of the complaints pertaining to inappropriate content, the most frequent type of complaint was “false or unjust contents (including exaggerations in food, medicine, and cosmetics commercials)” with 564 complaints (39.66%). There were also 271 complaints (19.06%) about “disrupting public order or adversely affecting good social customs,” 145 complaints (10.20%) that were “comments on the contents or wording of certain channels (radios)/programs/commercials,” 112 complaints (7.88%) about “harmful content for children and youths,” and 81 (5.70%) “suggestions on the overall broadcasting policies/regulations or NCC’s administration”. The total number of these top five types of complaints amounted to 1,173, accounting for 82.43% of all complaints. Please see Table 2

for the numbers and percentages of other types.

| Table 2: Complaints by Inappropriate Content and Operations Category (Q1 2019) | | | |
|--|---|-------|--------|
| Item | | Cases | % |
| Content | False or unjust contents (including exaggerations in food, medicine, and cosmetics commercials) | 564 | 39.63% |
| | Disrupting public order or adversely affecting good social customs | 271 | 19.04% |
| | Comments on the contents or wording of certain channels (radios)/programs/commercials | 145 | 10.19% |
| | Harmful content for children and juveniles | 112 | 7.87% |
| | Suggestions on the overall broadcasting policies/regulations or NCC's administration | 81 | 5.69% |
| | Commercial violations (including broadcasting time, length, and content) | 78 | 5.48% |
| | Inappropriate program rating | 46 | 3.23% |
| | No distinction between programs and commercials | 21 | 1.48% |
| | Business operations suggestions for the NCC | 20 | 1.41% |
| | Disregard for professional ethics of journalism | 20 | 1.41% |
| | Regulations/information inquiries | 10 | 0.70% |
| | Other ² | 5 | 0.35% |
| | Subtotal | 1,373 | 96.49% |
| Operations | Issues regarding the management of radio and TV operations | 28 | 1.97% |
| | Issues regarding program planning/production/broadcasting | 14 | 0.98% |
| | Inappropriate customer service attitude | 4 | 0.28% |
| | Technical issues, including reception, image quality, and volume | 2 | 0.14% |
| | Issues regarding license requirements | 1 | 0.07% |
| | Inquiries about radio operations | 1 | 0.07% |

² Other complaints about inappropriate content included: "illegal use of interstitial captions or text," "overly frequent replays," and "sexually discriminatory content."

| | | | |
|--|----------|-------|--------|
| | Subtotal | 50 | 3.51% |
| | Total | 1,423 | 100.0% |

Of the 1,373 complaints about inappropriate radio and television content, 1,360 were against television. A further analysis of the program type showed that the majority were against “news reports” with 896 cases (65.88%), followed by “dramas” with 199 cases (14.63%), “commercials” with 112 cases (8.24%), “political talk shows” with 47 cases (3.46%), “non-specific programs” with 42 cases (3.09%), “variety shows” with 34 cases (2.50%), and “programs of other types³” with 30 cases (2.21%). Please refer to Figure 3.

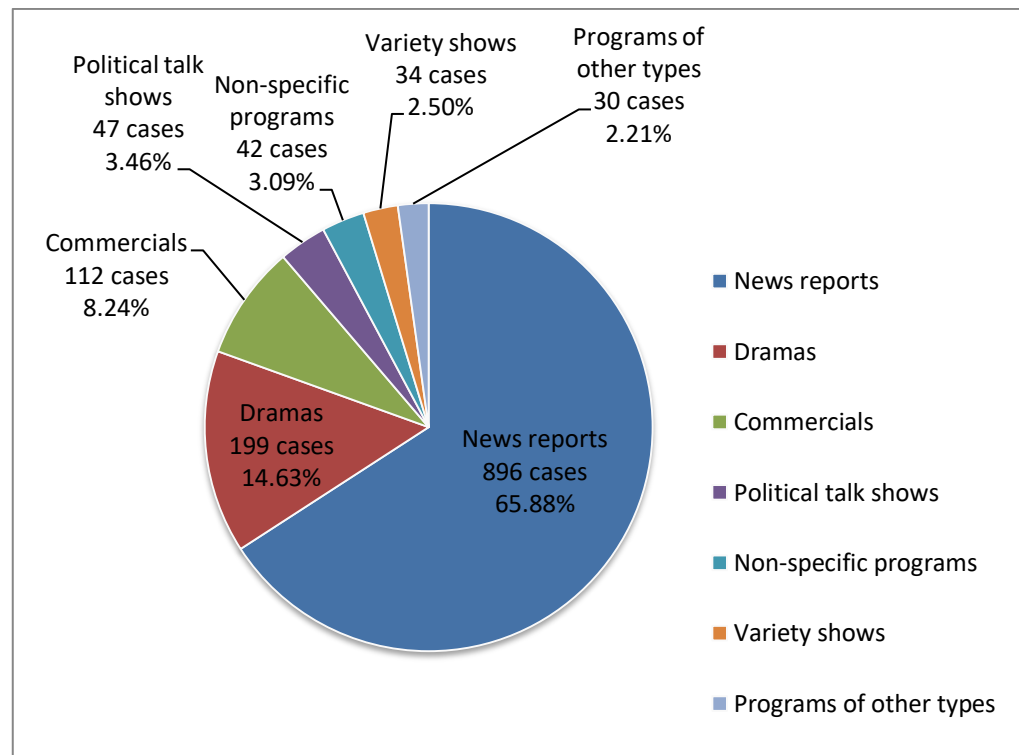


Figure 3: Complaints Against Types of TV Programs (Q1 2019)

Of the 13 complaints against radio, the majority were about “variety shows⁴” with 8 cases (61.54%). There were also 3 cases (23.08%) about “news reports and political talk shows” and 2 cases concerning “programs of other types” (15.38%). Please refer to Figure 4.

³ Programs of other types included “general talk shows” (10 cases), “infomercials” (6 cases), “children’s programs” (5 cases), “programs about finance/economics/stock market” (4 cases), “sports programs” (4 cases), and “programs about education and culture” (1 case).

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

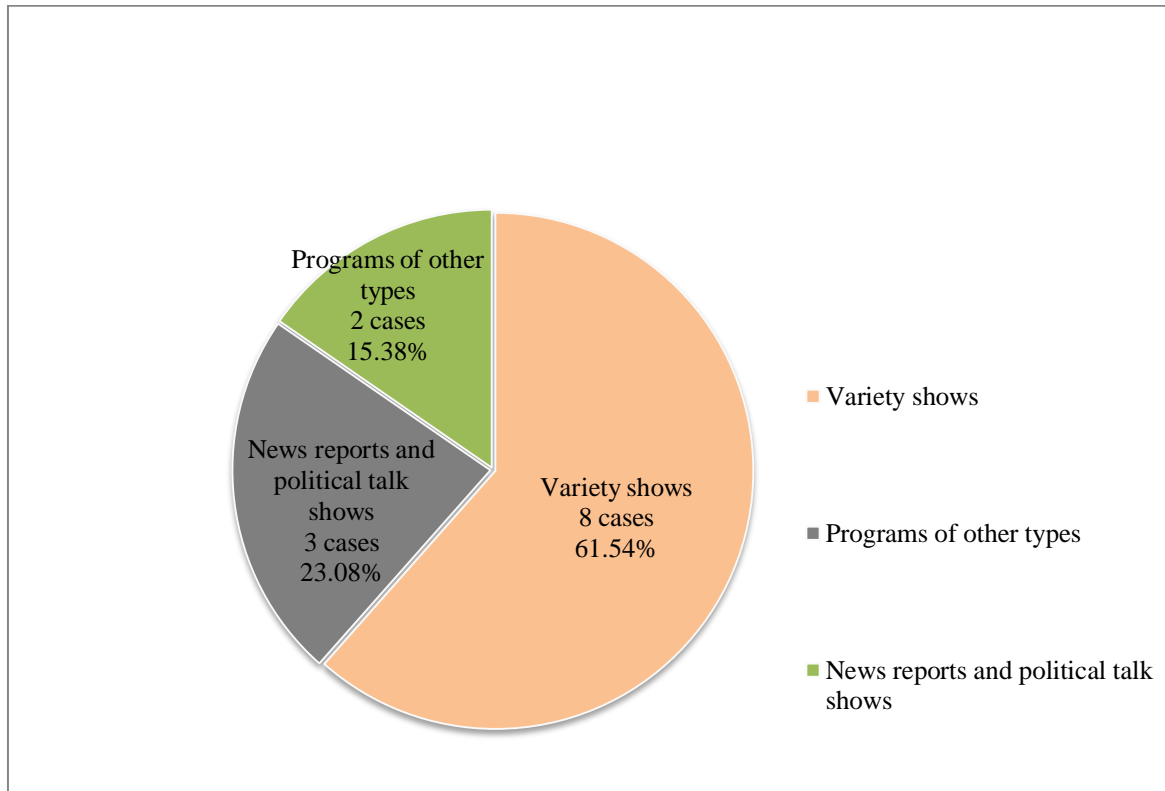


Figure 4: Complaints Against Types of Radio Programs (Q1 2019)

◆ Complaints against Television

The majority of the television content-related complaints in the first quarter of 2019 were in the categories of “news reports” and “dramas.” Amongst the 896 news report-related complaints, the majority pertained to “false or unjust contents,” with 528 cases (58.93%), followed by 145 cases (16.18%) pertaining to “disrupting public order or adversely affecting good social customs,” and 112 (12.50%) “comments on the contents or wording of certain channels/programs/commercials.” The total number of these three most common types of complaints concerning inappropriate content amounted to 785, accounting for 87.61% of all TV news report-related complaints. Please see Table 3 for more details.

Table 3: Complaints about TV News Reports by Inappropriate Content Category (Q1 2019)

| Television program type (including commercials) | Inappropriate content category | Cases | % |
|---|--------------------------------|-------|--------|
| News reports | False or unjust contents | 528 | 58.93% |

| | | | |
|-------|--|-----|--------|
| | Disrupting public order or adversely affecting good social customs | 145 | 16.18% |
| | Comments on the contents or wording of certain channels/programs/commercials | 112 | 12.50% |
| | Suggestions on the overall broadcasting policies/regulations or NCC's administration | 53 | 5.92% |
| | Commercial violations (including broadcasting time, length, and content) | 18 | 2.01% |
| | Disregard for the professional ethics of journalism | 17 | 1.90% |
| | Business operations suggestions for the NCC | 13 | 1.45% |
| | Harmful content for children and juveniles | 5 | 0.56% |
| | Illegal use of interstitial captions or text | 3 | 0.33% |
| | Regulations/information inquiries | 2 | 0.22% |
| Total | | 896 | 100.0% |

An analysis of the 199 complaints about inappropriate content of dramas in the first quarter shows that “disrupting public order or adversely affecting good social customs” was the most common type of complaint with 88 cases (44.22%). It was followed by 61 cases (30.65%) pertaining to “harmful content for children and juveniles” and 43 cases (21.61%) that were complaints about “inappropriate program rating.” The total number of these top three types of inappropriate content complaints amounted to 192, accounting for 96.48% of all complaints against dramas. Please see Table 4 for more details.

| Table 4: Complaints About Dramas by Inappropriate Content Category (Q1 2019) | | | |
|--|--|-------|--------|
| Television program type (including commercials) | Inappropriate content category | Cases | % |
| Dramas | Disrupting public order or adversely affecting good social customs | 88 | 44.22% |
| | Harmful content for children and juveniles | 61 | 30.65% |
| | Inappropriate program rating | 43 | 21.61% |

| | | | |
|-------|---|-----|--------|
| | Comments on the contents and wording of certain channels/programs/commercials | 6 | 3.02% |
| | Commercial violations (including broadcasting time, length, and content) | 1 | 0.50% |
| Total | | 199 | 100.0% |

During the first quarter of 2019 (January to March), the following programs, news reports, and commercials received more than 10 complaints: the program “Great Times” (Formosa Television); the program “The Sound of Happiness” (SET Taiwan); the program “New Taiwan Refueling” (SET News); the news report “Anime Fest – Minors Have Unrestricted Access to Adult Manga” (TVBS News); the news report “An Auspicious Event? Three City Mayors Get Together, ‘Phoenix Spreads Its Wings’ Cloud Appears” (CTi News); the news report “Raising Pandas a Waste of Money and Bad for Tourism? Tourists Say They Really Want to See Pandas” (CTi News); commercials for the mobile phone games “Mabinogi: Fantasy Life” and “Fate/Grand Order” (multiple channels); and a commercial for “DK Breathable Air Shoes” (multiple channels). Please see Table 5 for more information.

| Table 5: Complaints About Programs, News Reports, and Commercials on Terrestrial/Satellite Television (Q1 2019) | | | |
|---|--------------------|------------------------------|-------|
| Program/News Report/Commercial Name | Channel | Content Type | Cases |
| Great Times | Formosa Television | Drama | 178 |
| Mabinogi: Fantasy Life | Multiple channels | Mobile phone game commercial | 61 |
| “Anime Fest – Minors Have Unrestricted Access to Adult Manga” news report | TVBS News | News report | 54 |
| DK Breathable Air Shoes | Multiple channels | Commercial | 31 |
| “Raising Pandas a Waste of Money and Bad for Tourism? Tourists Say They Really Want to See Pandas” news report | CTi News | News report | 23 |

| | | | |
|--|----------------------|---------------------------------|----|
| “An Auspicious Event? Three City Mayors Get Together, ‘Phoenix Spreads Its Wings’ Cloud Appears” news report | CTi News | News report | 22 |
| The Sound of Happiness | SET Taiwan | Drama | 14 |
| New Taiwan Refueling | SET News | Political talk show | 13 |
| Fate/Grand Order | Multiple channels | Mobile phone game commercial | 10 |

1. The program “Great Times” received a total of 178 complaints.

Complaints:

Complaints submitted by the public were regarding the atmosphere of violence in particular a scene where a man attempted to suffocate a female character, dragged her into a bathroom, and slammed her head. There were also complaints about the uneasiness created by a scene involving a vision about being followed in a dark alley and beaten.

Actions of the NCC:

The case was reported during the second “Broadcasting Programs and Advertisements Consulting Meeting” of 2019 and the 848th Commission Meeting, and a decision was made to send a letter to the television company requesting improvements and requiring television program rating regulations be kept so as to avert violations and subsequent punitive measures.

2. A commercial for the mobile phone game “Mabinogi: Fantasy Life” received a total of 61 complaints.

Complaints:

Complaints were in response to the phrase “lactation suppression” shouted out in the commercial accompanied by images of a woman’s chest bouncing stating that the content had a detrimental effect on children and youths and objectified women.

Actions of the NCC:

According to the minutes of the 848th Commission Meeting, (1)

Taiwan Television, China Television, ANIMAX, TVBS, TVBS News, SET Metro, EBC Variety, EBC Movie, EBC Foreign Movie, CTi Entertainment, and CTi News were fined NT\$200,000 for broadcasting the “Mabinogi: Fantasy Life – Nao No. 10” commercial. (2) The channels that broadcast the “Mabinogi: Fantasy Life – Amended Nao No. 10” commercial – Star Chinese Channel, FOX Movies, STAR Chinese Movies, Videoland Sports, Videoland Japan, and Videoland Movie – were sent letters requesting immediate improvements to avert violations and subsequent punitive measures.

3. The “Anime Fest – Minors Have Unrestricted Access to Adult Manga” news report aired by TVBS News received a total of 54 complaints.

Complaints:

In the “Anime Fest – Minors Have Unrestricted Access to Adult Manga” news report, it was reported that the failure to properly classify and display adult publications inside the exhibition venue allowed minors to read them. The complaints were regarding the clear inconsistencies between this report and the actual circumstances inside the exhibition venue.

Actions of the NCC:

The aforementioned news report was reviewed, and it was determined that relevant broadcast content did violate any regulations. However, on Feb. 18, certain stakeholders admitted to the NCC that the news report contained mistakes. On Feb. 19, the NCC sent a letter asking the television channel for an explanation. It also informed stakeholders via letter on Feb. 19 that they may request a correction or response in accordance with Article 44 and Article 45 of the Satellite Broadcasting Act. In addition, the NCC responded to the public complaints via its complaint website to explain how the situation was handled.

4. A commercial for “DK Breathable Air Shoes” received a total of 31 complaints.

Complaints:

Complaints submitted by the public were regarding the appearance in the commercial of a zombie that was intending to scare.

Actions of the NCC:

With regards to the appearance of the zombie, the NCC required the “Satellite Television Broadcasting Association R.O.C.” to inform its television channel members to launch their self-regulatory mechanisms, and prudently deal with this commercial by selecting appropriate times to broadcast it. The NCC also forwarded the complaints to the advertiser, Dr. Kao International Company, for its reference.

5. The “Raising Pandas a Waste of Money and Bad for Tourism? Tourists Say They Really Want to See Pandas” news report aired by CTi News received a total of 23 complaints.

Complaints:

Complaints stated that although in reality there have been many incidents of pandas attacking humans, the news report did not conduct checks of facts, potentially misleading the public.

Actions of the NCC:

The NCC sent a letter to the television channel requiring it asking it to release a statement as well as submit the case to its ethics and self-regulatory committees for inspection. The NCC also submitted the case in accordance with administrative procedures to the fourth “Broadcasting Programs and Advertisements Consulting Meeting” of 2019 and the 850th Commission Meeting on April 10, 2019 for discussion. The commission decided to require the television channel via writing to improve on the following issues: (1) The news report content communicated erroneous information on wild animals and wildlife conservation, misleading the public and affecting the public’s understanding of wildlife conservation. Newsgathering should strive to be comprehensive, diversified, impartial, complete, true, and without misrepresentations; make good use of judgment capabilities of news autonomy and rational interpretation; and adhere strictly to a fair and transcendent standpoint. Moreover, news and commentary should be clearly segmented. (2) The television channel was required to strengthen its internal self-regulatory mechanism, and ensure its news operations are professional, fair, and unbiased as determined by expert and independent assessments.

6. The “An Auspicious Event? Three City Mayors Get Together, ‘Phoenix Spreads Its Wings’ Cloud Appears” news report aired by CTi News

received a total of 22 complaints.

Complaints:

Complaints submitted by the public were regarding the content of the news report regarding supernatural phenomena and its use of fanciful and spiritistic wording to influence the election. The news report also used theatrical, non-objective, and biased language and tones to link certain politicians with religion in an attempt to mislead the audience. The content was unverified, and encouraged the public to link certain politicians with supernatural deeds. Supernatural content was used as news, even though it has little grounding in fact and unclear, and the functions of news stations were completely lost.

Actions of the NCC:

The NCC sent a letter to the television channel requesting a statement of opinion and the submission of the case to its ethics and self-regulatory committees for inspection. The NCC also submitted the case in accordance with administrative procedures to the third “Broadcasting Programs and Advertisements Consulting Meeting” of 2019 and the 848th Commission Meeting on March 27, 2019 for discussion. The commission decided to issue a fine of NT\$400,000 in accordance with Article 53-2 of the Satellite Broadcasting Act for violations of the provisions of Article 27-3-3 and Article 27-3-4 of said act.

7. The program “The Sound of Happiness” received a total of 14 complaints.

Complaints:

Complaints submitted by the public were regarding inappropriate content in the storyline such as elder abuse, disrupting public order and adversely affecting good social customs as well as the physical and mental health of children.

Actions of the NCC:

The NCC reviewed the program’s storyline and footage, and determined there were no constituents that clearly violated laws and could be perceived to be part of the plot. It asked the television channel to remain alert, and forwarded the complaints of the public for its reference. It also requested that the company be stricter in its copy editing, and

produce content in accordance with the Television Programs Classification Handling Regulations and related regulations.

8. The program “New Taiwan Refueling” aired by SET News received a total of 13 complaints.

Complaints:

The public complaints were regarding unfair and untrue content; a failure to verify facts; and imparting untruths..

Actions of the NCC:

Stakeholders were requested to assert their rights and interests in accordance with the provisions of Article 44 and Article 45 of the Satellite Broadcasting Act. The NCC also sent a letter to SET News requesting a statement of opinion, and submitted this case to the “Broadcasting Programs and Advertisements Consulting Meeting” for discussion.

9. A commercial for the mobile phone game “Fate/Grand Order” received a total of 10 complaints.

Complaints:

The public complaints were regarding the exposed cleavage of a female anime character in the commercial.

Actions of the NCC:

With regards to the complaints about the exposed cleavage of a female anime character in a commercial for the mobile phone game “Fate/Grand Order,” the NCC reviewed the commercial and determined there were no violations of its regulations. In order to respect the opinions of audiences, the NCC shall forward these opinions to the advertiser “GameTopia Co., Ltd.,” the Association of Terrestrial Television Networks, and the Satellite Television Broadcasting Association R.O.C. for their reference.