



2019 Third Quarter (July – September) NCC Report on Broadcasting Supervision

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media, which is one of its primary responsibilities. This report is not only an analysis of public complaints about broadcasting content and business operations, but is also a record of violations against broadcasting regulations. The aim of this report is to deepen public understanding of 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, complaints pertaining to online content 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 are transferred to the operators 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 a statistical summary 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.

Detailed below are complaints concerning radio and TV media in the third quarter of 2019 (July to September). The report is divided into three sections, complaints overview, major TV complaints, and punitive measures issued by the NCC.

◆ Broadcasting Complaints Overview

According to the data on audience complaints about television and radio compiled by the NCC during the third quarter of 2019 (July to September), 428¹ complaints were made in total: 408 against television (95.33%), and 20 against radio (4.67%). Please see Figure 1.

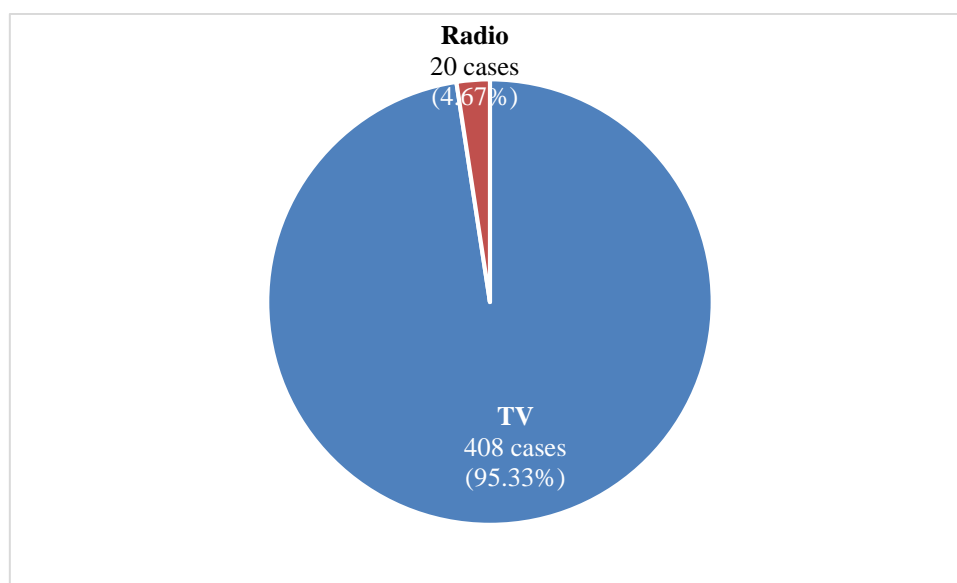


Figure 1: Public complaints by media type (Q3 2019)

Table 1 shows that of the total 428 complaints, 229 cases (53.50%) and 106 cases (24.77%) were submitted by males and females respectively; another 93 cases (21.73%) were made by people either not specifying or unwilling to disclose their gender.

Table 1: Public complaints by gender (Q3 2019)				
	Male	Female	Unspecified	Total
TV	220	101	87	408
Radio	9	5	6	20
Total	229	106	93	428
Percentage	53.50%	24.77%	21.73%	100.00%

¹ Excluded 226 cases unrelated to TV and radio.

Figure 2 shows that 279 complaints (65.19%) were made through the NCC’s Broadcasting Content Complaints website, while 149 cases (34.81%) were made through other means, such as telephone, email, and cases forwarded from other agencies.

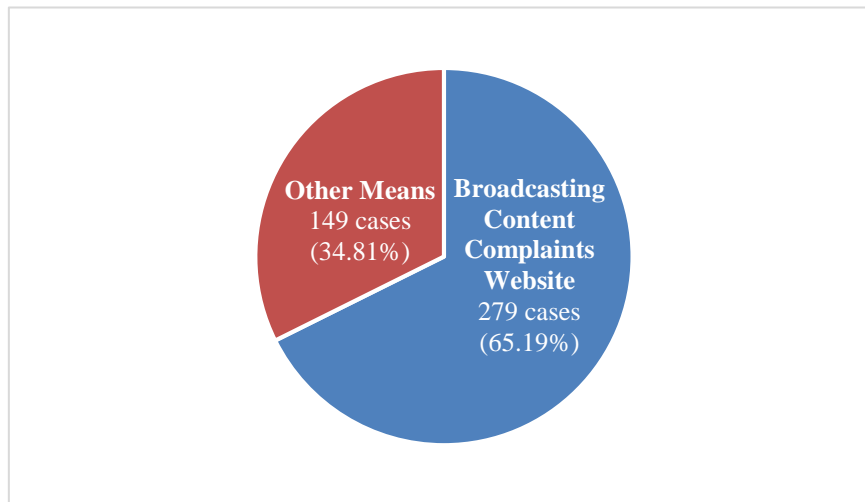


Figure 2: Public complaints filed by means of filing (Q3 2019)

Table 2 shows that 384 (89.72%) of the 428 complaints against TV and radio pertained to inappropriate content, while 44 (10.28%) were specific to business operations. Of the complaints pertaining to inappropriate content, the most frequent type of complaint was “false or biased contents (including exaggerations in commercials for food, medicine, and cosmetics)” with 91 complaints (21.26%). There were also 69 complaints (16.12%) regarding the “contents or wording of certain channels (radio stations)/programs/commercials,” 47 complaints (10.98%) about “disrupting public order or adversely affecting good social customs,” 41 complaints (9.58%) about “content harmful to the physical or psychological well-being of children and youths,” and 33 (7.71%) that were “suggestions on the overall broadcasting environment, policies/regulations, or NCC’s administration.” The total number of these top five types of complaints amounted to 281, accounting for 65.65% of all complaints. Please see Table 2 for the numbers and percentages of other complaint categories.

Table 2: Public complaints by category of inappropriate contents and operations (Q3 2019)			
Category		Cases	Percentage
Contents	False contents (including exaggerations in food, medicine, and cosmetics commercials)	91	21.26%
	Contents or wording of certain channels (radio stations), programs, or commercials	69	16.12%
	Disrupting public order or adversely affecting good social customs	47	10.98%
	Contents harmful to the physical or psychological well-being of children and youths	41	9.58%
	Suggestions on the overall broadcasting environment, policies/regulations, and NCC's administration	33	7.71%
	No clear distinction between programs and commercials	32	7.48%
	Commercial violations (time/length/content)	29	6.78%
	Suggestions on NCC's operations	14	3.27%
	Regulations/information inquiries	9	2.10%
	Disregard for professional ethics of journalism	6	1.40%
	Sexual discrimination	5	1.17%
	Inappropriate content rating	5	1.17%
	Others ²	3	0.70%
	Subtotal	384	89.72%
Operations	Issues of radio and TV operations management	19	4.44%
	Issues of programming/production/broadcasting	16	3.74%
	Suggestions on NCC's operations	2	0.47%
	Suggestions on the overall broadcasting environment, policies/regulations, and NCC's administration	2	0.47%
	Others ³	5	1.16%
	Subtotal	44	10.28%
Total		428	100.00%

² Others include excessive reruns (2 cases) and illegal use of interstitial captions or text (1 case).

³ Others include technical issues (signal/image quality/volume), inappropriate customer service attitude, inquiries on TV/radio station operations, inquiries on property/franchising/broadcasting rights, and regulations/information inquiries (1 case each).

Of the 384 complaints about inappropriate radio and television content, there were 369 complaints against television contents. A further analysis of the program type revealed that the majority were against “news reports” with 167 cases (45.26%), followed by “commercials” with 56 cases (15.18%), “programs with unspecified genres” with 33 cases (8.94%), “dramas” with 30 cases (8.13%), “political talk shows” with 29 cases (7.86%), “variety programs” with 21 cases (5.69%), “infomercials” with 17 cases (4.61%), and “programs of other genres⁴” with 16 cases (4.33%). Please refer to Figure 3

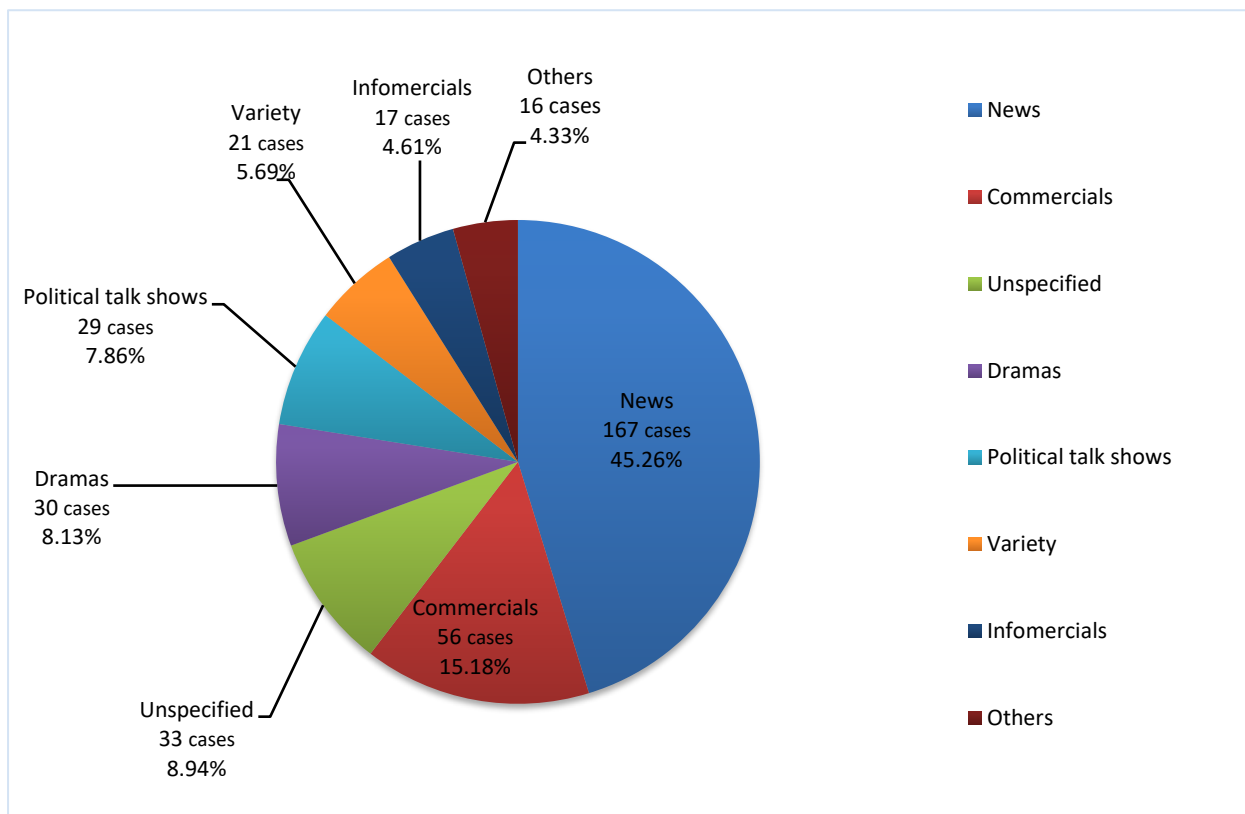


Figure 3: TV complaints by program types (Q3 2019)

Of the 15 complaints against radio, the majority were about “variety programs⁵” with 12 cases (80.00%). There were also 2 cases (13.33%) on “music programs” and 1 case (6.67%) on “news reports and political talk shows.” Please refer to Figure 4.

⁴ Other program types include non-political talk shows (9 cases), children’s programs (4 cases), religious programs (2 cases), and programs about finance, economics, and stock markets (1 case).

⁵ Programs feature diverse contents that do not fit into any particular genre.

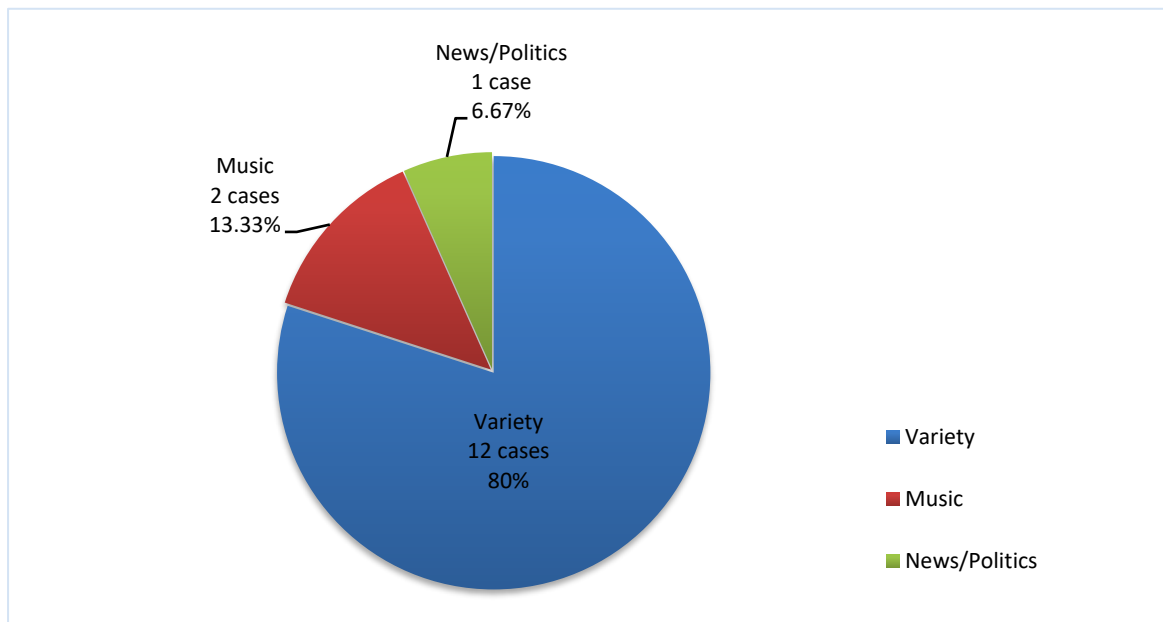


Figure 4: Radio complaints by program types (Q3 2019)

◆ Major Television Complaints

The majority of the television (and TV commercials) content-related complaints in the third quarter of 2019 were in the categories of “news reports” and “commercials.” Amongst the 167 news report-related complaints, the majority pertained to “false or biased contents” with 72 cases (43.11%), followed by 31 complaints regarding (18.56%) “contents or wording of certain channels (radio stations), programs, or commercials” and 21 cases (12.58%) pertaining to “disrupting public order or adversely affecting good social customs.” The total number of these three most common types of complaints concerning inappropriate content amounted to 124, accounting for 74.25% of all TV news report-related complaints. Please see Table 3 for more details.

Table 3: Public complaints about TV news by content category (Q3 2019)			
Genre	Inappropriate content category	Cases	Percentage
News	False or biased contents	72	43.11%
	Contents or wording of certain channels/programs/commercials	31	18.56%
	Disrupting public order or adversely affecting good social customs	21	12.58%
	Suggestions on the overall broadcasting environment, policies/regulations, and NCC's administration	12	7.19%
	Suggestions on NCC's operations	8	4.79%
	Contents harmful to the physical or psychological well-being of children and youths	8	4.79%
	Lack of distinction between programs and commercials	7	4.19%
	Disregard for the professional ethics of journalism	6	3.59%
	Regulations/information inquiries	2	1.20%
Total		167	100.00%

An analysis of the 56 complaints about inappropriate content in commercials in the third quarter shows that “commercial violations (time/length/content)” was the most common type of complaint with 21 cases (37.50%), followed by 19 cases (33.93%) pertaining to “contents harmful to the physical or psychological well-being of children and youths” and 5 complaints about (8.93%) “contents or wording of certain channels/programs/commercials.” The total number of these top three types of inappropriate content complaints amounted to 109, accounting for 92.38% of all complaints against commercials. Please see Table 4 for more details.

Table 4: Public complaints about commercials by content category (Q3 2019)			
Genre	Inappropriate content category	Cases	Percentage
Commercials	Commercial violations (time/length/content)	21	37.50%
	Contents harmful to the physical or psychological well-being of children and youths	19	33.93%
	Contents or wording of certain channels/programs/commercials	5	8.93%
	Sexual discrimination	3	5.36%
	Regulations/information inquiries	2	3.57%
	Suggestions on the overall broadcasting environment, policies/regulations, and NCC's administration	2	3.57%
	Others ⁶	4	7.14%
Total		56	100.00%

⁶ Others include false or biased contents, disrupting public order or adversely affecting good social customs, excessive reruns, and no clear distinction between programs and commercials (1 case each).

During the third quarter (July to September) of 2019, the following programs and commercials received more than 10 complaints: “The Sound of Happiness” (program, SET Taiwan & SET Drama), “DK Breathable Airy Shoes” (commercial), and “Emperor and Beauties mobile game” (commercial). Please see Table 5 for more information.

Table 5: Most common complaints about programs, news reports, and commercials on terrestrial/satellite television (Q3 2019)			
Title of the Program/News Report/Commercial	Channel	Content Type	Cases
The Sound of Happiness	SET Taiwan SET Drama	Drama	22
DK Breathable Airy Shoes	Unspecified	Commercial	14
Emperor and Beauties (mobile game)	Unspecified	Commercial	11

1. The program “The Sound of Happiness” received 22 complaints.

Complaints: The plot involve immoral acts, unethical values and various criminal activities (including violence, intimidation, and kidnapping) that are detrimental to the society, harmful for children’s and youths’ physical and psychological well-being, disruptive to public order, adversely affecting good social customs, and unsuitable for family viewing.

Actions by the NCC: The NCC respects the media’s professional and editorial independence. However, contents constituting apparent unlawful acts shall be processed in accordance with the law. The following plot narratives drew complaints from the audience: unethical values (instigating a hostile takeover of family estates and leaving direct blood relatives in peril) and various types of criminal activities murderous acts (a kidnapping of own child to demand divorce between the husband and wife, a husband forcing his pregnant wife to take abortion pills and shooting her and the unborn child with a bullet, and a descendant kidnapping and murdering family members in order to take sole ownership of the family estate). Several complaints also cited violation of the Satellite Broadcasting Act and the Television Programs Classification Handling Regulations. The NCC has issued an official letter requiring Sanlih E-Television (SET) Corporation’s content self-regulation committee to review the program and the public’s complaints. The NCC will follow up on relevant administrative procedures once SET submits the results of its internal investigation.

2. The “DK Breathable Airy Shoes” commercial received 14 complaints.

Complaints: The commercial depicts a zombie attack, which is detrimental to children’s and youths’ physical and psychological well-being.

Actions by the NCC: The NCC has issued an official letter requiring TV channels airing the commercial to respond with a statement of opinion, the results of which will be forwarded to the Broadcasting Programs and Advertisements Consulting Meeting for further review.

3. The “Emperor and Beauties” commercial received 11 complaints.

Complaints: The title and the contents of the mobile game commercial are sexually discriminatory, spreading misconceptions among children and youths and therefore detrimental to their physical and psychological well-being.

Actions by the NCC: The NCC has asked the Association of Terrestrial Television Networks of the Republic of China and the Satellite Television Broadcasting Association of the Republic of China to notify their member TV stations to implement self-regulation mechanisms with due care and attention, ensuring that the commercial is only broadcast during suitable time periods.