



2019 Fourth Quarter (October – December) The 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 concerning 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.

The 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, the 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 directly 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. The report is divided into two sections, complaints overview, major TV complaints and is relevant to complaints concerning radio and TV media during the fourth quarter of 2019 (October – December).

◆ Broadcasting Complaints Overview

According to the data on audience complaints about television and radio compiled by the NCC during the fourth quarter of 2019 (October to December), 416¹ complaints were made in total: 391 against television (93.99%), and 25 against radio (6.01%). Please see Figure 1.

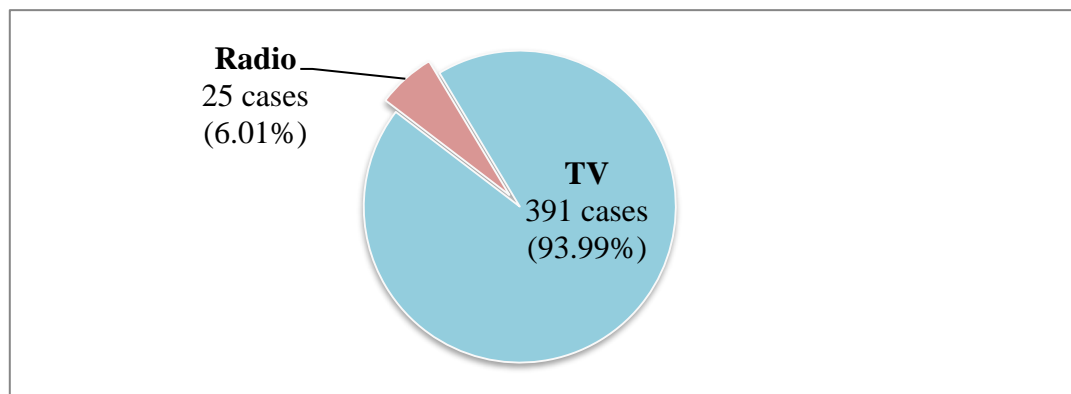


Figure 1: Public complaints by media type (Q4 2019)

Table 1 shows that of the total 416 complaints, 177 cases (42.55%) and 148 cases (35.58%) were submitted by males and females respectively; another 91 cases (21.87%) were made by people either not specifying or unwilling to disclose their gender.

Table 1: Public complaints by gender (Q4 2019)				
	Male	Female	Unspecified	Total
TV	168	143	80	391
Radio	9	5	11	25
Total	177	148	91	416
Percentage	42.55%	35.58%	21.87%	100.00%

Figure 2 shows that 217 complaints (52.16%) were made through the NCC's Broadcasting Content Complaints website, while 199 cases (47.84%) were made through other means, such as telephone, email, and cases forwarded from other agencies.

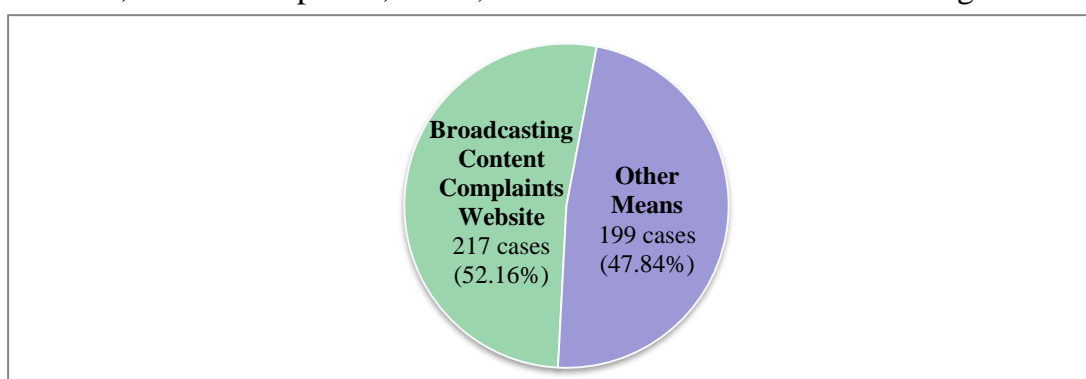


Figure 2: Public complaints filed by means of filing (Q4 2019)

¹ Excluded 110 cases unrelated to TV and radio.

Table 2 shows that 385 (92.55%) of the 416 complaints against TV and radio pertained to inappropriate content, while 31 (7.45%) 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 142 complaints (34.13%). There were also 63 complaints (15.14%) regarding “no clear distinction between programs and commercials,” 54 (12.98%) about the “contents or wording of certain channels (radio stations)/programs/ commercials,” 44 (10.58%) about “disrupting public order or adversely affecting good social customs,” and 29 (6.97%) regarding “commercial violations (time/length/content).” The total number of these top five types of complaints amounted to 332, accounting for 79.81% 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 (Q4 2019)			
Category		Cases	Percentage
Contents	False contents (including exaggerations in food, medicine, and cosmetics commercials)	142	34.13%
	No clear distinction between programs and commercials	63	15.14%
	Contents or wording of certain channels (radio stations), programs, or commercials	54	12.98%
	Disrupting public order or adversely affecting good social customs	44	10.58%
	Commercial violations (time/length/content)	29	6.97%
	Disregard for professional ethics of journalism	16	3.85%
	Contents harmful to the physical or psychological well-being of children and youths	13	3.13%
	Suggestions on the overall broadcasting environment, policies, regulations, and the NCC’s administration	11	2.64%
	Others ²	13	3.13%
	Subtotal	385	92.55%
Operations	Issues of radio and TV operations management	15	3.61%
	Issues of programming/production/broadcasting	4	0.96%
	Suggestions on the NCC’s operations	4	0.96%
	Suggestions on the overall broadcasting environment, policies, regulations, and the NCC’s administration	3	0.72%
	Others ³	5	1.20%
	Subtotal	31	7.45%
Total		416	100.00%

² Others include inappropriate content ratings (4 cases), suggestions on the NCC’s operations (3 cases), excessive reruns (3 cases), regulations/information inquiries (2 cases), and sexual discrimination (1 case).

³ Others include “suggestions on the NCC’s operations,” “inappropriate customer service attitude,” “inquiries on TV/radio station operations,” “contents or wording of certain channels (radio stations), programs, or commercials,” and “regulations/information inquiries” (1 case each).

Of the 385 complaints about inappropriate radio and television content, 370 complaints were made against television. A further analysis of the program type revealed that the majority were against “news reports” with 239 cases (64.59%), followed by “commercials” with 42 cases (11.35%), “political talk shows” with 26 cases (7.03%), “dramas” with 21 cases (5.68%), “variety programs” with 11 cases (2.97%), “infomercials” with 10 cases (2.70%), and “programs of other genres⁴” with 21 cases (5.68%). Please refer to Figure 3.

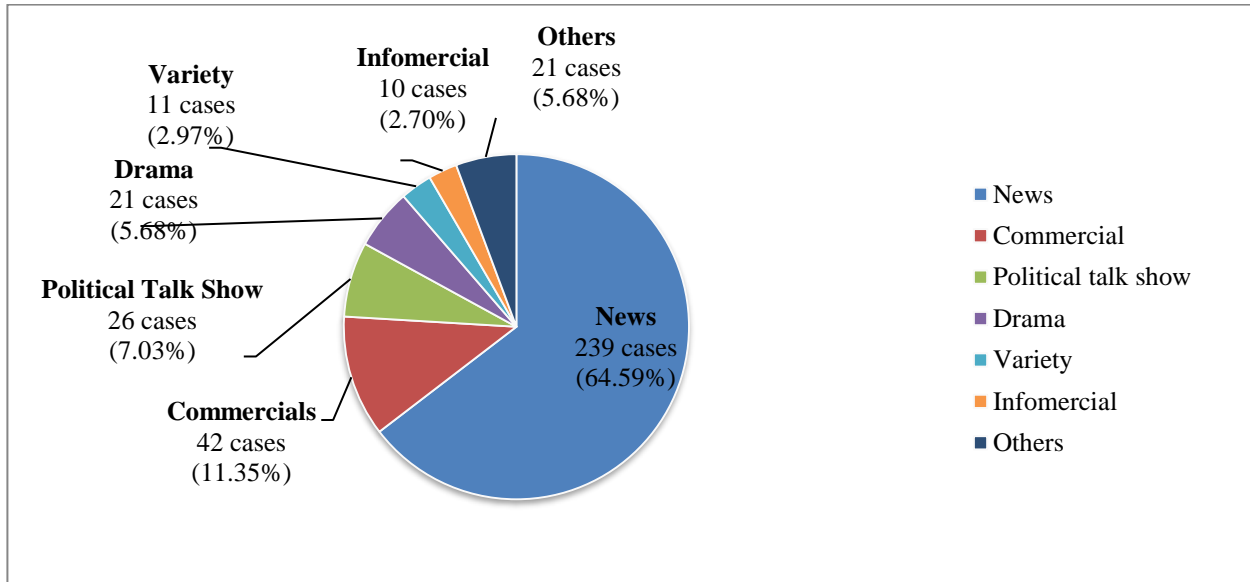


Figure 3: TV complaints by program types (Q4 2019)

Of the 15 complaints against radio, the majority were about “variety programs⁵” with 10 cases (66.67%). There were also 4 cases (26.67%) on “news reports and political talk shows” and 1 case (6.67%) on “music programs.” Please refer to Figure 4.

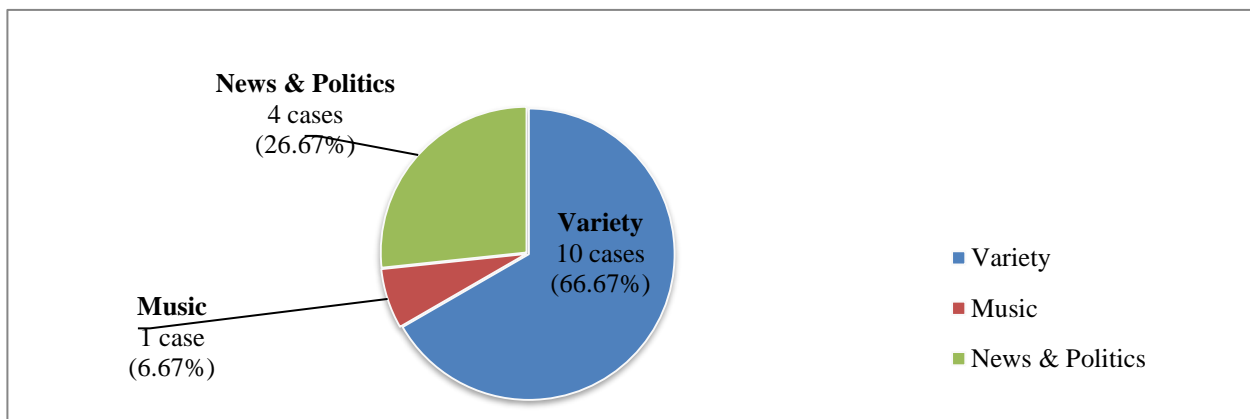


Figure 4: Radio complaints by program types (Q4 2019)

⁴ Other program types include non-political talk shows (8 cases), programs with unspecified genres (7 cases), religious programs (4 cases), programs about finance, economics, and stock markets (1 case), and children’s programs (1 case).

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

◆ Major Television Complaints

The majority of the TV (and TV commercial) content-related complaints during Q4 2019 were in the categories of “news reports” and “commercials.” Among the 239 news report-related complaints, the majority pertained to “false or biased contents” with 116 cases (48.54%), followed by 41 (17.15%) regarding “lack of distinction between programs and commercials” and 29 (12.13%) 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 186, accounting for 77.82% of all TV news report-related complaints. Please see Table 3 for more details.

Table 3: Public complaints about TV news by content category (Q4 2019)

Genre	Inappropriate content category	Cases	Percentage
News	False or biased contents	116	48.54%
	Lack of distinction between programs and commercials	41	17.15%
	Disrupting public order or adversely affecting good social customs	29	12.13%
	Contents or wording of certain channels/programs/commercials	18	7.53%
	Disregard for the professional ethics of journalism	15	6.28%
	Contents harmful to the physical or psychological well-being of children and youths	8	3.35%
	Suggestions on the overall broadcasting environment, policies, regulations, and NCC’s administration	6	2.51%
	Suggestions on NCC’s operations	2	0.84%
	Inappropriate content ratings	2	0.84%
	Commercial violations (time/length/content)	2	0.84%
Total		239	100%

An analysis of the 42 complaints about inappropriate content in commercials shows that “commercial violations (time/length/content)” was the most common with 23 cases (54.76%), followed by 10 (23.81%) on “contents or wording of certain channels/programs/commercials” and 3 (7.14%) on “false or biased contents.” The total number of these top three types of inappropriate content complaints amounted to 36, accounting for 85.71% of all complaints against commercials. See Table 4 for more details. No single program or commercial received more than 10 complaints during the fourth quarter (October to December) of 2019.

Table 4: Public complaints about commercials by content category (Q4 2019)

Genre	Inappropriate content category	Cases	Percentage
Commercials	Commercial violations (time/length/content)	23	54.76%
	Contents or wording of certain channels/programs/commercials	10	23.81%
	False or biased contents	3	7.14%
	Suggestions on the overall broadcasting environment, policies, regulations, and NCC’s administration	2	4.76%
	Others ⁶	4	9.53%
Total		42	100%

⁶ Others include contents harmful to the physical or psychological well-being of children and youths, regulations/information inquiries, sexual discrimination, and no distinction between programs and commercials (1 case each).