



Broadcasting Contents Dept.

2011 Third Quarter (July ~September) NCC Broadcasting Contents Supervision Report

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media; the supervision of broadcasting contents is one of its primary responsibilities. This report is an analysis of complaints of the public posted on the broadcasting content complaints website and the subsequent disciplinary measures taken when broadcasting contents were found to be in violation of television and radio regulations. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents by the NCC.

In terms of the supervision of television and radio programs, NCC acts in accordance with Radio and Television Act and Satellite Broadcasting Act. This report only shows the statistical evidence of complaints regarding broadcasting contents. It does not necessarily mean that the related programs or broadcasting businesses violated the relevant regulations.

◆ Complaints-Overall

According to the data on complaints about the contents of television, radio and the Internet accumulated in the third quarter of 2011 (July to September), there were 1,351¹ complaints in total. The following are statistics and analysis of complaint types and the sum of cases.

You can see from Figure 1 that television is the media type most complained about in the third quarter of 2011 with 1,242 cases (91.9%), followed by 47 complaints about Radio (3.5%) and 62 complaints about the Internet (4.6%). Please see Figure 1 for more information:

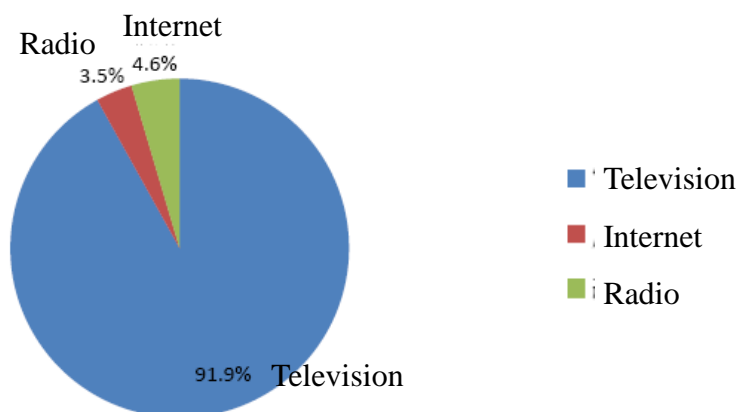


Figure 1: Complaints in the third quarter of 2011 by Media Types

¹ The 14 cases of “others” include complaints not related to broadcasting contents and those that fall under the responsibilities of other authorities.

From Table 1 we can see that of all 1,351 complaints, 994 (73.6%) were made by male, whereas 243 (18%) were made by females and another 114 (8.4%) complaints made by people not specifying their gender or with an unrecognizable tick in the questionnaire.

For the complaints about television programs, 931 were made by male viewers while 218 were made by female viewers. And another 93 were made by those not specifying their gender. For complaints against radio programs, 27 and 8 complaints were made by male and female audience respectively and another 12 complaints were made without specifying gender. For complaints against internet contents, 36 were made by male users while 17 were made by females and another 9 were made by those not specifying their gender. Please see Table 1 for more information.

However, it should be noted that the proportion of gender is based on the “number of complaints” not the “number of people who made complaints”. Among the complaints made in the third quarter, 550 complaints were from unique email addresses (registered as male), which equaled to 40.7% of the total number of complaints and 55.3% of complaints made by males.

Table 1: Complaints of the third quarter 2011: by Gender			
	Male	Female	Those not specifying gender or with an unrecognizable tick
Television	931	218	93
Radio	27	8	12
Internet	36	17	9
Total	994	243	114
Percentage	73.6%	18.0%	8.4%

Figure 2 shows 797 (59%) of complaints were made through the NCC’s website (<http://freqdbo.ncc.gov.tw/ppcs>) specifically set up by NCC while 554 (41%) complaints were through other channels such as telephone, email, and forwarded cases from other agencies.

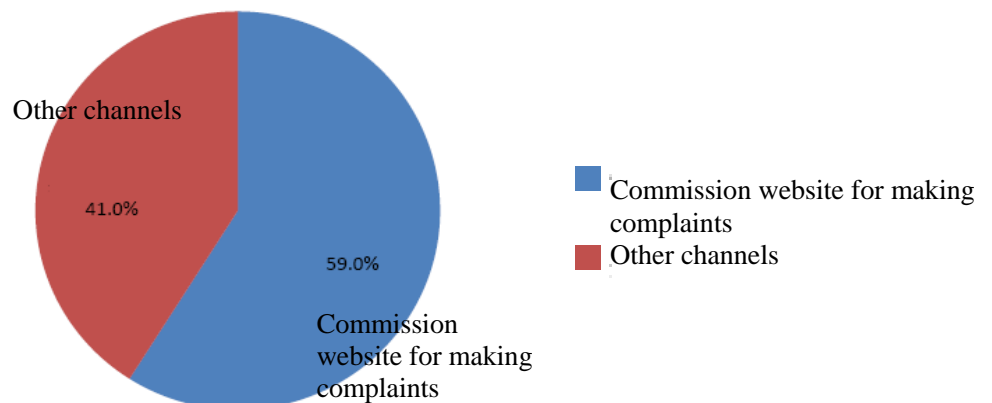


Figure 2: Complaints in the third quarter of 2011 by Channel

Table 2 sorted by the type of inappropriate contents, shows that there were 359 complaints (26.6%) about “commercials overrunning”, followed by 196 complaints (14.7%) about “false or unjust contents”, 140 complaints (10.4%) about “no distinction between programs and commercials”, 129 complaints (9.5%) about “inappropriate program rating” and 94 complaints (7.0%) about “harm to juveniles and children” In total, the 5 most common types almost account for 68.2% of cases (921 complaints). Further analysis indicates that 335 complaints about “commercials overrunning” of TV programs were from same email address in the third quarter of 2011, accounting for more than 90% of “commercials overrunning” complaints. Please see Table 2 for the number and proportion of other types.

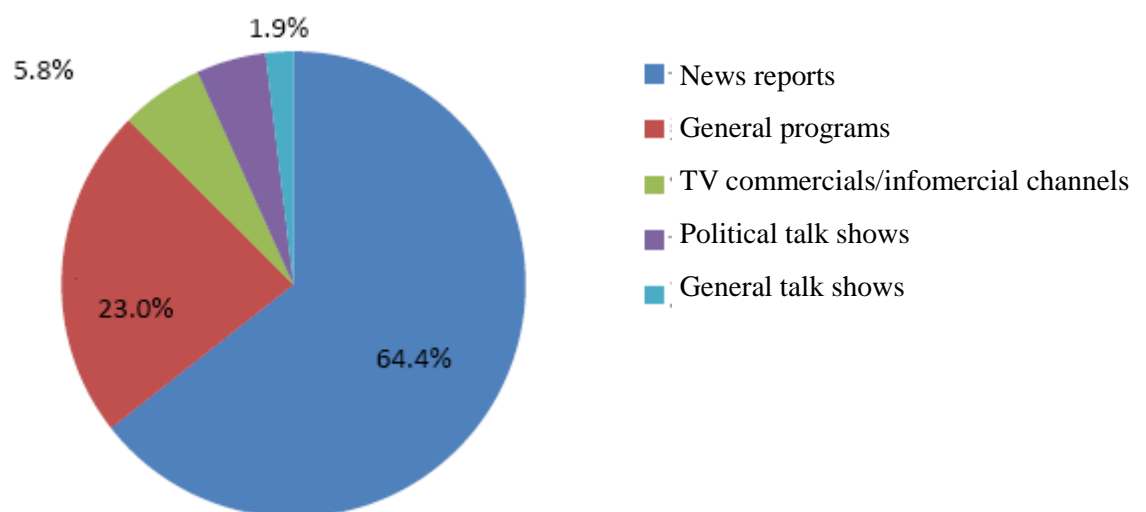
Table 2: Complaints of the third quarter 2011: by Type of Inappropriate Content		
Item	No.	%
Commercials overrunning	359	26.6%
False or unjust contents	199	14.7%
No distinctions between programs and commercials	140	10.4%
Inappropriate program rating	129	9.5%
Harm to children and juveniles	94	7.0%
Violation of ethical and moral standards	89	6.6%
Inappropriate commercial contents or play schedule	68	5.0%
Suggestions on the overall broadcasting management policies/regulations (reducing placement marketing, news liberty, too many channels and TV stations, increasing Taiwanese programs, withdrawing political parties from media, decreasing negative news, overwhelming Korean programs, etc.)	64	4.7%
Violation of journalistic ethics and professionalism (inappropriate wording from hosts, inappropriate dubbing, decreasing mosaic, female objectification, etc.)	49	3.6%
Comments on the contents, languages or schedule of certain channels, programs, commercials and web pages (repeating certain programs too frequently, broadcasting time, inappropriate dubbing or wording, inappropriate broadcasting time or duration, unsuitable hosts or guests, influence of certain contents on individuals, etc.)	41	3.0%
Changes without notice in advance	21	1.6%
Illegal use of on-screen news flashes	20	1.5%
Incomplete complaints	19	1.4%
Belonging to other authorities' responsibility, not NCC	17	1.3%
Regulation/information inquiries	11	0.8%
Suggestions on the complaint procedure	7	0.5%
Comments on the direction of the program (increasing Taiwanese programs, promoting ethical standards in the program, increasing multiple language learning programs, noticing the needs of minority groups, encouraging creativity,	7	0.5%

etc.)		
Overwriting with local commercials	5	0.4%
Others ¹	12	0.9%
Total	1,351	100%

1. Includes radio stations selling fake medicine, disputes over religious service charges, internet contents commercialization, violation of internet rights, violation of the internet rating system, exaggeration of the effects of health foods, drugs, or religious services.
2. The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 130 about commercials overrunning, 26 about personal suggestions on the overall broadcasting management policies/regulations, 13 about false or unjust contents, 12 incomplete complaints, 11 about no distinctions between programs and commercials, 9 about inappropriate program rating, 6 about violation of ethical and moral standard, 3 about inappropriate commercial contents or broadcast time, 3 about comments on the direction of the program, 2 about harm to youth and children, 1 about regulation/information inquiries, 1 falling under the responsibility of other authorities, 1 about suggestions on the complaint procedure, 1 about violation of journalistic ethics and professionalism, and 1 about illegal use of on-screen news flashes.

◆ Complaints – Television

Figure 3 shows that of all the 1,242 complaints about television programs, most are about general programs² such as dramas, variety shows, infomercial programs, occupying 64.4% (800) of all cases, followed by 286 complaints about news reports (23%), 72 complaints about television commercials/ shopping channels (5.8%), 60 complaints about general talk shows (4.8%) and 24 complaints about political talk shows (1.9%).



² Refers to programs other than news reports, talk shows and television shopping/commercials, including non-specific, dramas, variety shows, children, sports, infomercial programs, etc

Figure 3: Complaints in the third quarter of 2011 by Program Types

Figure 4 indicates that among the 800 complaints about general programs, 343 complaints about “dramas” makes up for the biggest proportion (42.9%), followed by 157 complaints about variety shows (19.6%), 129 complaints about “non-specific programs” (16.1%). These are the three most common complaints about inappropriate contents in general programs, accounting almost 80.0% of all complaints (78.6%). The remaining are 51 complaints about children shows (6.4%), 48 about leisure programs (6%), 34 about “infomercial programs”³ (4.3%), 25 about sports programs (3.1%) and 13 about folklore /religious programs (1.6%). Please see Figure 4 for more information.

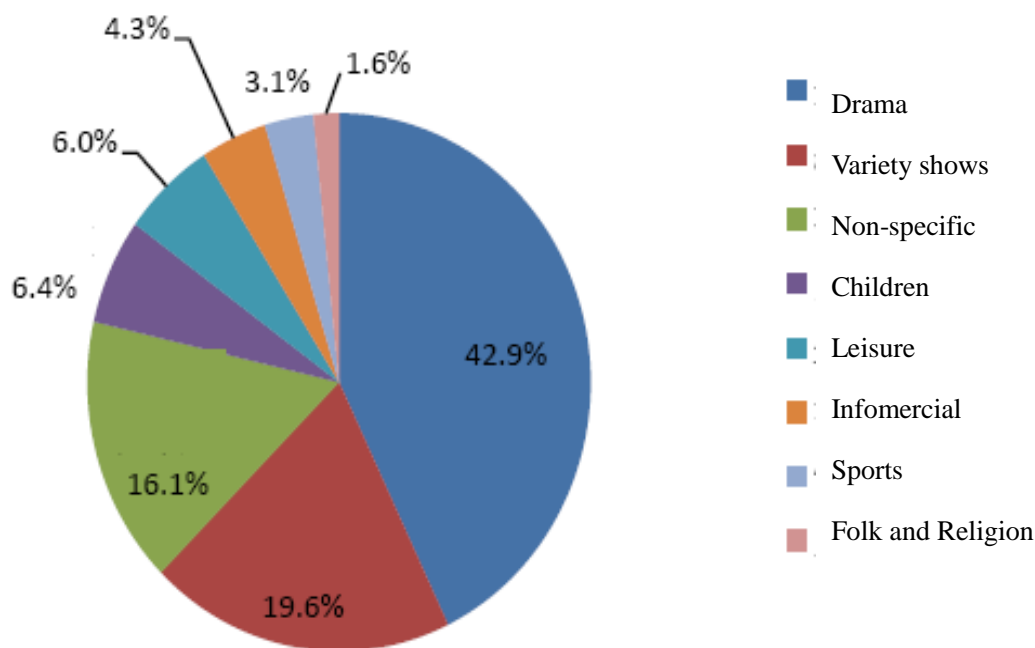


Figure 4: Complaints about Television in the third quarter of 2011 by Program Types

As we can see from Table 3, with regards to complaints about general programs, there were 317 complaints about “commercial overturning” (36.9%), followed by 112 complaints (14%) about “inappropriate program rating”, 63 complaints (7.9%) about “no distinction between programs and commercials”, 61 complaints (7.6%) about “false or unjust contents”. These 4 kinds of complaints make up for 69.1% of the complaints made about general programs. Please see Table 3 for more information.

Table 3: Complaints in the third quarter 2011: by Type of Inappropriate Content			
Program Types	Inappropriate Contents	Number	%
General programs	Commercials overrunning	317	39.6%
	Inappropriate program rating	112	14.0%

³ Infomercial programs refer to television programs offering information or ideas regarding daily life, shopping.

	No distinction between programs and commercials		63	7.9%
	False or unjust contents		61	7.6 %
	Harm to children and juveniles		52	6.5 %
	Violation of ethical and moral standards		36	4.5 %
	Inappropriate commercial contents or play schedule		25	3.1 %
	Changes without notice in advance		19	2.4%
	Illegal use of on-screen news flashes		12	1.5 %
	Overwriting with local commercials		4	0.5%
	other	Suggestions on the overall broadcasting management policies/regulations (withdrawing political parties from media, increasing homemade programs, too many channels and TV stations, reducing product placements, increasing Taiwanese and English programs, overwhelming Korean programs, etc.)	46	5.8 %
		Comments on the contents, languages or schedule of certain channels/programs (inappropriate subtitles of programs, adding environmental consciousness into programs, inappropriate dubbing or wording, repeating certain programs too frequently, inappropriate broadcasting time or duration, etc.)	22	2.8%
		Incomplete complaints	8	1.0 %
		Regulation/information inquiries	7	0.9 %
		Falling under the responsibility of other authorities – irrelevant to the NCC	7	0.9 %
		Suggestions on the complaint procedure	6	0.8 %
		Comments on the direction of the program	3	0.4 %
Subtotal for other complaints		99	12.4%	
Total		800	100.0%	

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 125 about commercial overturning, 9 about inappropriate program rating, 9 about no distinction between programs and commercials, 9 about false or unjust contents, 1 about harm to children and youth, 4 about violation of ethical and moral standards, 3 about changes without notice in advance, 1 about illegal use of on-screen news flashes, 1 about regulation/information inquiries, 1 falling under the responsibility of other authorities, 1 about suggestions on the complaint procedure, 26 about suggestions on the overall broadcasting management policies/regulations.

We can see from Table 4 that of all the complaints made about television news, 90 complaints (31.5%) were about “false or unjust contents”, followed by 47 complaints (16.4%) about “no distinction between programs and commercials” and 20 complaints (7.0%) about “commercials overrunning”. These three most common complaints about inappropriate content account for 54.9% of all cases. Please see Table 4 for more information.

Table 4: Complaints about Television News in the third quarter 2011: by type of Inappropriate Content			
Program types	Inappropriate contents	Number	%
Television news	False or unjust contents	90	31.5%
	No distinction between programs and commercials	47	16.4%
	Commercials overrunning	20	7.0%
	Harm to children and juveniles	19	6.6%
	Violation of ethical and moral standards	16	5.6%
	Inappropriate program rating	15	5.2%
	Illegal use of on-screen news flashes	7	2.4 %
	Inappropriate commercial contents or play schedule	3	1.0%
	Changes without notice in advance	2	0.7%
	Others		
	Violation of journalistic ethics and professionalism (inappropriate news frames, wrong demonstration, disclosing victims/suspects, citing information without agreements, wrong pronunciation, inciting crimes, replaying certain news too frequently, etc.)	43	15.0%
	Incomplete complaints	8	2.8%
	Suggestions on the overall broadcasting management policies/regulations (little percentage of international news, too many negative/criminal reports, etc.)	8	2.8%
	Comments on the contents, ways of expression, or schedule of certain news channels (too many remake from internet, biased standpoints of news broadcasting stations, etc.)	4	1.4%
	Comments on the direction of the program (suggestions on disaster news, increasing positive news)	2	0.7%
	Regulation/information inquiries	1	0.3%
	Falling under the responsibility of other authorities – irrelevant to the NCC	1	0.3%
	Subtotal for other complaints	67	23.4%
Total		286	100%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 7 complaints about false and unjust contents, 2 about commercials overrunning, 2 about inappropriate program rating, and 6 incomplete complaints.

From Table 5, we can see that of all the complaints about television commercials, 36 (50.0%) were about “inappropriate commercial contents or broadcasting schedule”, followed by 10 complaints (13.9%) about “harm to children and juveniles”. The top 2 types account for 63.9% of cases. Please see Table 5 for the number and proportion of other types.

Table 5: Complaints about Television Commercials /Infomercial Programs in the third quarter of 2011: by Type of Inappropriate Content

Program Types	Inappropriate Contents	Number	%
Television commercials/ infomercial programs	Inappropriate commercial contents or broadcast schedule	36	50.0%
	Harm to children and juveniles	10	13.9%
	Violation of ethical and moral standards	6	8.3%
	Commercial overrunning	6	8.3%
	False or unjust contents	5	6.9%
	No distinctions between programs and commercials	1	1.4%
	Overwriting with local commercials	1	1.4%
	Others		
	Suggestions on the overall broadcasting management policies/regulations (limiting commercials time, too many online game commercials)	2	2.8%
	Incomplete complaints	2	2.8%
	Regulation/information inquiries	1	1.4%
	Falling under the responsibility of other authorities – irrelevant to the NCC	1	1.4%
	Exaggeration of the effects of health foods, drugs, or religious services on infomercial programs and commercial	1	1.4%
	Subtotal for other complaints	7	9.7%
Total		72	100.0%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 about inappropriate commercial contents or broadcast schedule, and 1 about harm to children and juveniles.

We can see from Table 6 that of all the 84 complaints about television talk shows, 29 (34.5%) complaints were about “false or unjust contents”, followed by 14 complaints (16.7%) about “commercial overrunning”.

Table 6: Complaints about Television Talk Shows in the third quarter of 2011: by Type of Inappropriate Content

Program Types	Inappropriate Contents	Number	%
Talk Shows	False or unjust contents	29	34.5%
	Commercials overrunning	14	16.7%
	No distinction between programs and commercials	16	19.0%
	Violation of ethical and moral standards	11	13.1%
	Harm to children and juveniles	1	1.2%
	Inappropriate program rating	1	1.2%
	Illegal use of on-screen news flashes	1	1.2%
	Others		
	Incomplete complaints	1	1.2%

	Complaints on certain talk shows (inappropriate titles, inappropriate wording from guests, doubts about topics, etc.)	6	7.1%
	Suggestions on the overall broadcasting management policies/regulations	3	3.6%
	Violation of journalistic ethics and professionalism	1	1.2
	Subtotal for other complaints	11	13.1%
Total		84	100.0%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 about false or unjust contents, 1 about commercials overrunning, and 1 about no distinction between programs and commercials

Each of the following programs in the third quarter of 2011 (July to September) received more than 10 complaints, including “Harmonious Family for Prosperity” of iSET, “University Student” of Cti TV Entertainment, “The Dog Whisperer” of NGC, and “First-Class Entertainment” of MTV. Please see Table 7 for more information:

Table 7: Complaints about television programs in the third quarter of 2011			
Name of Program/Commercial	Channel	Type	Number
Harmonious Family for Prosperity	iSET	Drama	52
University Student	Cti TV	Variety shows	29
The Dog Whisperer	NGC	Leisure	13
First-Class Entertainment	MTV	Variety shows	10

1. “Harmonious Family for Prosperity” of iSET – 52 complaints

Complaints: The plots were harmful to children and included scenes such as children bullying, extramarital relations, premeditated murder, achieving goals unscrupulously, which gives the impression that it is ok to be immoral if they have money. Therefore, it’s not suitable for prime time viewing, harms children and juveniles, and corrupts society.

Action of the NCC: NCC respects the professionalism and freedom of media, and does not interfere if no violation has taken place. NCC gave a copy of the viewer’s comments to iSET on July 1, August 8 and September 26. NCC has directed the administration of iSet to reinforce its internal administration and be cautious of bad effect and influence on society. NCC will continue to observe the program and will deal with any issues in accordance with administration procedures.

2. “University Student” of Cti TV– 29 complaints

Complaints: The program compared the personalities of women in southern and northern Taiwan; the hosts and guests spoke inappropriately, and showed discrimination against southern people and biased

concepts.

Action of the NCC: NCC respects the professionalism and freedom of media, and does not interfere if no violation has taken place. NCC has given a copy of the viewer's comments to Cti TV on July 20, 2011, and asked it to avoid "group labels" or "stereotype impression", which adversely affects society. Cti TV apologized both on its Facebook page and official website and stated that they will deliberate more carefully on programs' content to be responsible for society. The hosts also expressed regret and said that students should be responsible for their personal actions and speech; the program had its responsibility for society, and requested that people gave students and the program a chance to reflect.

3. "The Dog Whisperer" of NGC – 13 complaints

Complaints: NGC did not inform the public of the broadcast time. Also, scenes included wrong examples of dog handling, including kicking, beating and tightly strapping dogs – all of which could result in cruelty to dogs in Taiwan. It also caused disputes while broadcast in the US. Therefore, it should be banned.

Action of the NCC: NCC basically respects the freedom of media, and only asked NGC to reinforce its internal administration of program production. NCC gave a copy of the viewer's comments to NGC on July 27, 2011, and asked it to reinforce its internal administration and be cautious of reaction from society. NGC replied on August 1 to claim that it had had a formal declaration on July 29 to explain that the production standard was in accordance with regulations. NGC also delivered a DVD and explanation to NCC. After investigating the program, NCC determined there was no violation.

4. "First-Class Entertainment" of MTV – 10 complaints

Complaints: This program discussed false contents about 2 Korean singers without verification, and seriously harmed their reputation.

Action of the NCC: NCC respects the professionalism and freedom of media, and does not interfere if no violation has taken place. NCC will continue to observe the program and will deal with any issues in accordance with administration procedures: according to "Article 30 of Satellite Broadcasting Act detailed rules", if a violation has taken place, the competent authority shall ask it to be corrected within 20 days from the broadcasting day, and the satellite broadcasting TV business should correct it at the same program or commercial's

time in 20 days after they're asked to do so; if the broadcaster wishes to contest the violation, they should reply in writing. Also, according to "Article 31" of the same rule, if a satellite broadcasting TV business's program involves other people, authorities, or groups, it shall not refuse an opportunity for them to plead their case. Therefore, if stakeholders think the program affects their rights, they should act in accordance with these rules.

◆ Punishment Records– Television

There were 37 incidents of imposed punishments on television businesses in the third quarter of 2011 (July to September) with fines amounting to NT\$10,095,000. Looking at the number of violations, 12 were for "violations of legally compulsory requirements or bans" (Statute for Control of Cosmetic Hygiene), 10 for "no distinctions between programs and commercials", 8 for "commercials overrunning", 3 for "violation of Television Programs Rating Regulation", 2 are "violation of ethical and moral standards", 1 for "commercials played without the contents approved by the competent authority", and 1 for "programs' change not approved by the competent authority". Please see Table 8 for more information.

Table 8: Television Punishment Records in the third quarter of 2011 by Channel

Television Channels			
Channel	Violation	Number	Amount
FTV	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	2	300,000
FTV	Violation of Television Programs Rating Regulation	1	420,000
CTV	Programs' change not approved by the competent authority	1	60,000
Satellite Television Channels			
Channel	Violation	Number	Amount
CSTV Finance Channel	No distinction between programs and commercials	2	1,000,000
TACT TV	No distinction between programs and commercials	2	200,000
Pili TV Taiwan Channel	No distinction between programs and commercials	1	400,000
TVBS News Channel	No distinction between programs and commercials	1	200,000
TVBS Entertainment Channel	No distinction between programs and commercials	1	200,000
iSET News Channel	No distinction between programs and commercials	1	200,000
TAIWAN YAM TV	No distinction between programs and commercials	1	100,000
Penglai General Channel	No distinction between programs and commercials	1	100,000

Super TV	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	2	400,000
Cti General Channel	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	2	200,000
Gala TV Channel 1	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	400,000
Top TV	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	400,000
MUCH TV	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	200,000
MTV General Channel	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	100,000
TVBS Entertainment Channel	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	100,000
Cti TV Entertainment Channel	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	100,000
Cti TV News Channel	Commercial overrunning	2	1,000,000
MTV General Channel	Commercial overrunning	1	600,000
AXN	Commercial overrunning	1	500,000
Pili TV Taiwan Channel	Commercial overrunning	1	500,000
Videoland Movie Channel	Commercial overrunning	1	400,000
Star Movies	Commercial overrunning	1	400,000
Discovery Travel & Living	Commercial overrunning	1	Warning
Star Movies	Violation of Television Programs Rating Regulation	1	800,000
Z Channel	Violation of Television Programs Rating Regulation	1	200,000
TAIWAN YAM TV	Violation of ethical and moral standards	1	200,000
Penglai General Channel	Violation of ethical and moral standards	1	200,000
WTV	Commercial not approved by the competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)	1	200,000

◆ Complaints - Radio

Turning next to radio, we can see from figure 5 that among all 47 complaints, there were 37 complaints about general programs⁴/commercials (78.7%), followed by 4 complaints about news

⁴ General programs refer to the program with diverse topics or the complaints not made against a specific program.

and political talk shows (8.5%), 2 complaints about musical programs (4.3%), 2 complaints about other types (religion, fortune-telling) (4.3%), 1 complaint about variety shows (2.1%), and 1 about commercials (2.1%).

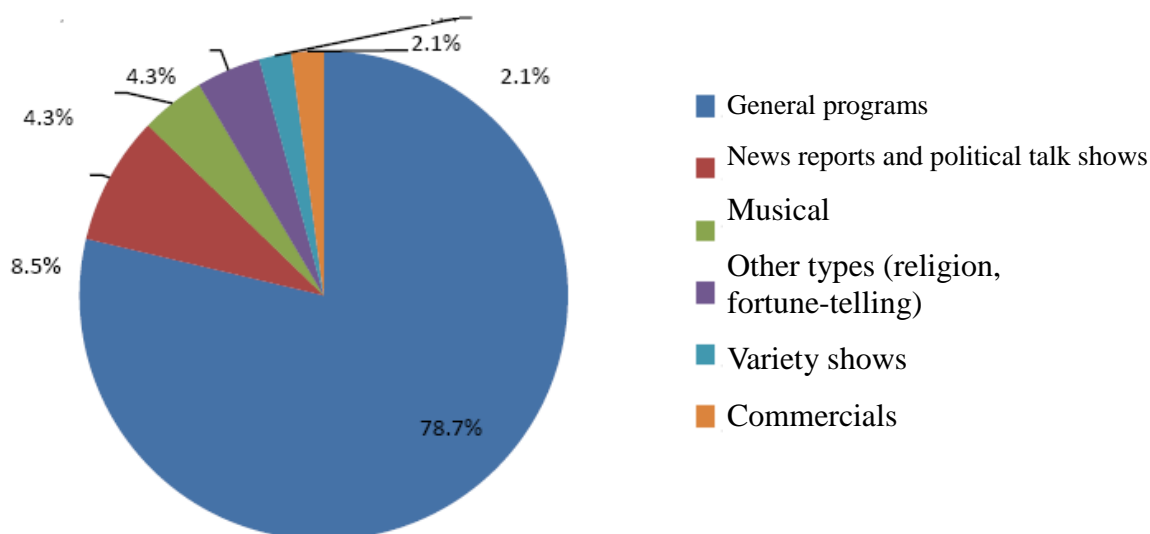


Figure 5: Complaints about Radio in the third quarter of 2011 by Program Types

Table 9 shows that there were 13 complaints (27.7%) about “no distinction between programs and commercials”, followed by 12 complaints (25.5%) about “false or unjust contents”, 7 complaints (14.3%) about “violation of ethical and moral standards”. Please see Table 9 for more information:

Table 9: Complaints: General radio programs/commercials in the third quarter of 2011: by type of inappropriate content			
Program types	Inappropriate contents	Number	%
General programs/commercials	No distinction between programs and commercials	13	27.7%
	Violation of ethical and moral standards	6	12.8%
	False or unjust contents	6	12.8%
	Inappropriate commercial contents or play schedule	4	8.5%
	Commercials overrunning	2	4.3%
	Others		
	Comments on the overall broadcasting management policies/regulations (inappropriate wording of hosts)	5	10.6%
	Comments on the contents, ways of expression, or schedule of certain news channels (business owner reacting the restriction is too strict, people thinking contents are inappropriate, etc.)	3	6.4%
	Comments on the direction of the program	2	4.3%
	Sales of counterfeit drugs or drugs of poor	4	8.5%

		quality over radio stations and service flaws of religious charges		
		Regulation/information inquiries	1	2.1%
		Belonging to other authorities' responsibility, not NCC	1	2.1%
		Subtotal for other complaints	16	34.0%
Total			47	100.0%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 complaint about no distinction between programs and commercials and 1 about comments on the overall broadcasting management policies/regulations.

◆ Punishment Records– Radio

All in all, 24 punishments were imposed on radio stations in the third quarter of 2011 (July to September), including 3 warning and 21 fines, totaling NT\$387,000. In terms of the number of cases, 15 are for “no distinction between programs and commercials”, 6 against commercial overrunning, 2 for commercials played without the contents approved by the hygiene authorities and 1 for inciting crimes. Please see Table 10 for more information.

Table 10: Punishments for Radio Station Violations in the third quarter of 2011: by the Facts of Violation				
Radio station	Frequency	Violation	Number	Amount
BCC (Taipei)	FM105.9	No distinction between programs and commercials	1	150,000
Voice of Chiayi	FM91.3	No distinction between programs and commercials	1	12,000
Sunshine	FM99.1	No distinction between programs and commercials	1	12,000
Zhengsheng (Taipei)	AM819	No distinction between programs and commercials	1	12,000
Zi Nan	FM106.5	No distinction between programs and commercials	1	12,000
Dan Shui He	FM89.7	No distinction between programs and commercials	1	9,000
Tian Sheng	AM1215	No distinction between programs and commercials	1	9,000
Voice of Lan Tan	FM90.9	No distinction between programs and commercials	1	9,000
Beautiful Voice	FM91.5	No distinction between programs and commercials	1	9,000
HC Labor	FM89.9	No distinction between programs and commercials	1	9,000
Youth Voice of Best Radio	FM90.3	No distinction between programs and commercials	1	9,000
Chia Yun Broadcast	FM88.9	No distinction between programs and commercials	1	9,000
Hope 905	FM90.5	No distinction between programs and commercials	1	9,000
Taiwan Chuen Min	FM98.1	No distinction between programs and commercials	1	9,000
Voice of Hakka	FM97.1	No distinction between programs and commercials	1	Warning

Cheng Sheng (Taitung)	AM1269	Commercials overrunning	1	30,000
Da Wu Shan	FM91.3	Commercials overrunning	1	24,000
Chung Hwa Broadcasting	AM1026	Commercials overrunning	1	15,000
Cheng Sheng (Taipei)	FM104.1	Commercials overrunning	1	15,000
Zeng Gang	FM98.9	Commercials overrunning	1	Warning
Apple Line	FM98.7	Commercials overrunning	1	Warning
Tian Sheng	AM1215	Commercials played without the contents approved by the hygiene authorities	1	9,000
Cheng Sheng (Taitung)	AM1269	Commercials played without the contents approved by the hygiene authorities	1	9,000
Voice of New Yunlin	FM89.3	Inciting crimes	1	9,000

◆ Complaints – Internet

Turning last to the Internet, similar to problems in the real society, different areas fall under the responsibility of different authorities.

According to Paragraph 5, Article 3 of the National Communications Commission Organization Act, NCC is responsible for matters of the rating system for communication and broadcasting contents and other related regulations, the “establishment and promotion of Internet rating system,” and the protection of children and juveniles from exposure to inappropriate internet contents. For the management of incidents of sexual implication, consumer disputes, gambling, frauds or others, the responsible competent authorities are to prosecute as legally required. For example, the Bureau of Industrial Development is in charge of the rating of online game contents; while the Child Welfare Bureau of the Ministry of the Interior oversees contents related to violation of the Children and Youth Welfare Act; and for violations of the Criminal Code, the Criminal Investigation Bureau shall step in for investigation.

Although for the moment there is not any specific agency in charge of problems related to the internet, the NCC has officially established a means for the public to complain/report about internet-related problems. This window is called the “WIN online e-window (<https://www.win.org.tw>)”, and has been run by a private organization, commissioned by the NCC, since August 2, 2010. The website enables the public to report to a relevant agency when they have concerns about Internet content and safety. The establishment of the website also ensures that complaints can be dealt with as soon as possible. The online professional staff preliminarily identifies and responds to the comments of the public regarding internet contents after consulting with service providers or government agencies involved. Also, the staff ensures any content that is considered harmful to children is removed immediately. Any controversial content is referred to the judgment of the evaluation team.

From Figure 6, we can see there were a total of 62 complaints in the third quarter of 2011 in terms of internet contents⁵. Among them, there were 41 complaints (66.1%) about “texts, video clips and pictures of non-internet news”, and the remaining 21 complaints (33.9%) were about “internet news”.

⁵ The complaints in this report include complaints filed through the commission’s website, telephone, and email, or cases forwarded to the NCC by other agencies. However, they do not include complaints made through the WIN online e-window.

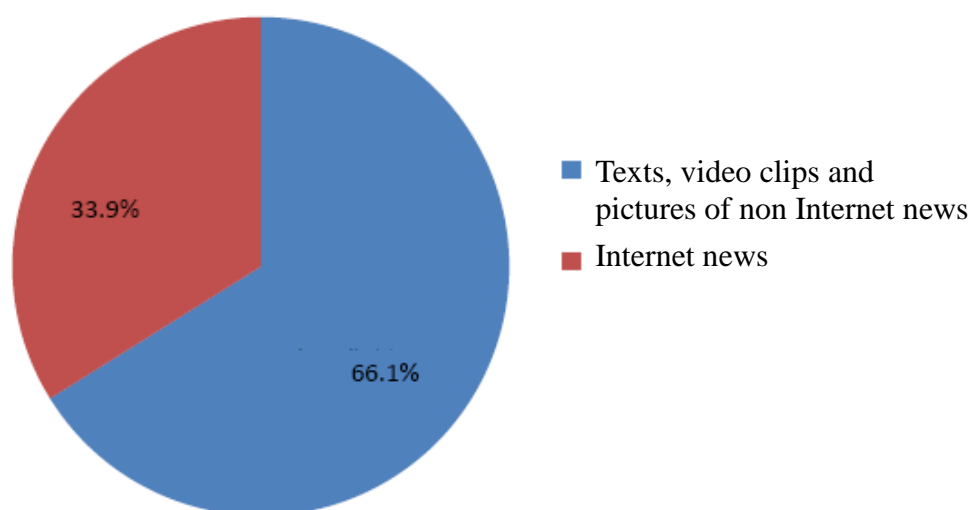


Figure 6: Complaints about the Internet in the third quarter of 2011 by Types

Table 11 shows that among all the complaints about “texts, video clips and pictures of non-Internet news”, 11 (26.8%) were about “violation of public order and morality”, 9 were (22.0%) about “harm to children and juveniles”. These two common complaints make up for 48.8% of all complaints. Please see Table 11 for more information:

Table 11: Complaints about texts, video clips and pictures of non-Internet news in the third quarter of 2011: by type of inappropriate contents			
Complaints	Items	Number	%
Complaints about the texts, video clips and pictures of non-Internet news	Violation of public order and morality	11	26.8%
	Harm to children and juveniles	9	22.0%
	False or unjust contents	4	9.8%
	Violation of Internet rating system	2	4.9%
	Internet contents commercialization	2	4.9%
	Belonging to other authorities' responsibility, not NCC	6	14.6%
	Expression of personal comments on certain Internet news	3	4.2%
	Internet right violation (private information, intellectual property rights, etc.)	2	4.9%
	Suggestions on the complaint procedure	1	2.4%
	Regulation/information inquiries	1	2.4%
Subtotal for others		13	31.7%
Total		41	100%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 about violation of public order and morality.

From Table 12, it can be seen that among the complaints about internet news, 5 (23.8%) complaints were about “violation of journalistic ethics”, followed by 4 (19.0%) complaints about “false or unjust contents”, and 3 (14.3%) complaints about “violation of ethical and moral standards”. These three common complaints make up for 57.1% of all complaints. Please see Table 12 for the number and percentage of other cases.

Table 12: Complaints about Internet News in the third quarter of 2011: by Type of Inappropriate Content				
Complaints	Items		Number	%
Internet news	Violation of journalistic ethics		5	23.8%
	False or unjust contents		4	19.0%
	Violation of ethical and moral standards		3	14.3%
	Harm to children and juveniles		3	14.3%
	Commercialization		2	9.5%
	Other	Expression of personal comments on certain Internet news	3	14.3%
		Falling under the responsibility of other authorities – irrelevant to the NCC	1	4.8%
		Subtotal for others	4	19.0%
Total			21	100.0%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 complaint about violation of journalistic ethics.