



2011 Fourth Quarter (October ~December)

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.

◆ Complaints-Overall

According to the data on complaints about the contents of television, radio and the Internet accumulated in the fourth quarter of 2011 (Oct. to Dec.), there were 747 complaints in total. The following are statistics and analysis of complaint types and the sum of cases.

You can see from Figure 1 that among total 747 cases in the fourth quarter of 2011, television is the media type most complained about with 658 cases (88.1%), followed by 55 complaints about the Internet (7.4%) , 32 complaints about Radio (4.3%) and 2 cases or 0.3% of others¹.

¹ The 2 cases of "others" include complaints not related to broadcasting contents and those that fall under the responsibilities of other authorities.

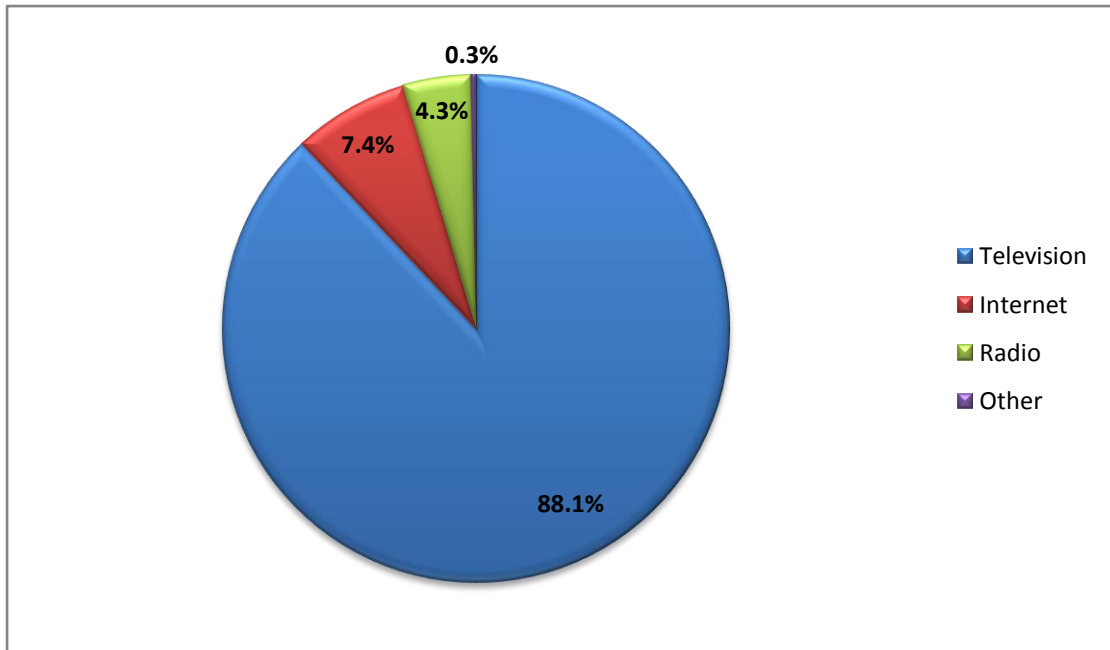


Figure 1: Complaints in the Fourth Quarter of 2011 by Media Types

From Table 1 we can see that of all 747 complaints, 420 (56.20%) were made by male, whereas 263 (35.2%) were made by females and another 64 (8.6%) complaints made by people not specifying their gender.

For the complaints about television programs, 362 were made by male viewers, 248 made by female and other 48 made without specifying gender. Among total complaints against radio programs, 17 complaints were made by male, 5 made by female and other 10 made without gender. For complaints against internet contents, 40 were made by male users while 10 were made by females and another 5 were made by those not specifying their gender.

There's a significant difference between genders. In all three types of media, complaints from males far outnumber those made by females. 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 fourth quarter of 2011, 30 complaints were received from the same email address (registered as male), which equaled to 4.0% of the total number of complaints and 7.1% of complaints made by males. There were also 68 cases received from the same female, which equaled to 9.1% of the total number of complaints and 25.9% of complaints made by female. Details please read table 1.

Table 1: Complaints of the fourth quarter 2011: by Gender

	Male	Female	Those not specifying gender
Television	362	248	48
Radio	17	5	10
Internet	40	10	5
Other	1	0	1
Total	420	263	64
Percentage	56. 2%	35. 2%	8. 6%

Figure 2 shows 300 (40.2%) of complaints were made through the NCC's website (<http://freqdbo.nccgovtw/ppcs>) specifically set up by NCC while 447 (59.8%) complaints were through other channels such as telephone, email, and forwarded cases from other agencies.

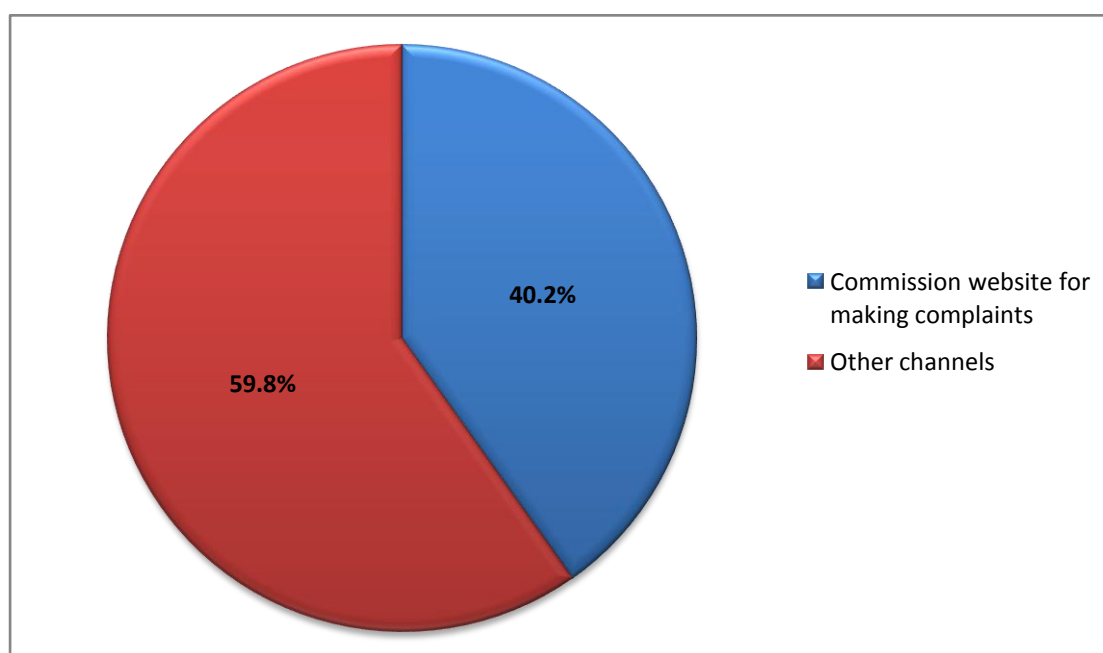
**Figure 2: Complaints in the Fourth Quarter of 2011 by Channel**

Table 2 sorted by the type of inappropriate contents, shows that 152 complaints (20.3%) about “False or unjust contents” was top, followed by 92 cases (12.3%) of “harm to children and juveniles” , and 76 cases (10.2%) of “commercials overrunning” . Please see Table 2 for the number and proportion of other types.

Table 2: Complaints of the fourth quarter 2011: by Type of Inappropriate Content

Complaint Type	No. ²	%
False or unjust contents	152	20.3%
Harm to children and juveniles	92	12.3%
Commercials overrunning	76	10.2%
No distinctions between programs and commercials	57	7.6%
Suggestions on the overall broadcasting environment, supervising policies/regulations (suggestion to add Taiwanese and English programs, enhance program quality, reduce repeats, avoid poorly spelt subtitles, increase international news report, reduce paparazzi style reporting.)	50	6.7%
Inappropriate commercial contents or broadcast time	49	6.6%
Violation of ethical and moral standards	45	6.0%
Comments on the contents, language wording or schedule of certain channels, programs, and commercials (too many repeats, missing words and wrong spelt subtitles, too many mosaics in news reports, inappropriate wording, too many political talk shows, particular content affecting personal interest, etc.)	41	5.5%
Inappropriate program rating	30	4.0%
Insufficient data or missing focus of complaints.	29	3.9%
Irrelevant to NCC affairs, been forwarded to responsible entities	25	3.3%
Violation of journalistic ethics and professionalism	17	2.3%
Illegal use of on-screen news flashes	15	2.0%
Inquiry of regulations / information	14	1.9%
Changes without notice in advance	14	1.9%
Comments on the direction of the program	10	1.3%
Too much infomercial programs / commercials that affect viewing right of consumers	7	0.9%
Request network / platform to broadcast specific channel / program	6	0.8%
Internet news commercialization	4	0.5%
Not remarked by website rating rules	4	0.5%
Exaggeration of the effects of health foods, drugs, or religious	3	0.4%

² The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type is 5 complaints about false or unjust contents, 10 about harm to children and juveniles, 1 about no distinction between programs and commercials, 6 about inappropriate commercial contents or broadcast time, 2 about violation of ethical and moral standards, 29 about commercials overrunning, and 1 about not remarked by website rating rules.

services on infomercial programs and commercials		
Management issue about pornographic channels	3	0.4%
Overwriting with local commercials	2	0.3%
Others ³	2	0.3%
Total	747 件	100%

◆ Complaints—Television

Figure 3 shows that of all the 658 complaints about television programs, most are about general programs¹, such as dramas, variety shows and infomercial programs (384 complaints, about 58.4%) followed by 177 complaints about new reports (26.9%), and 58 complaints about television commercials/ shopping channels (8.8%).

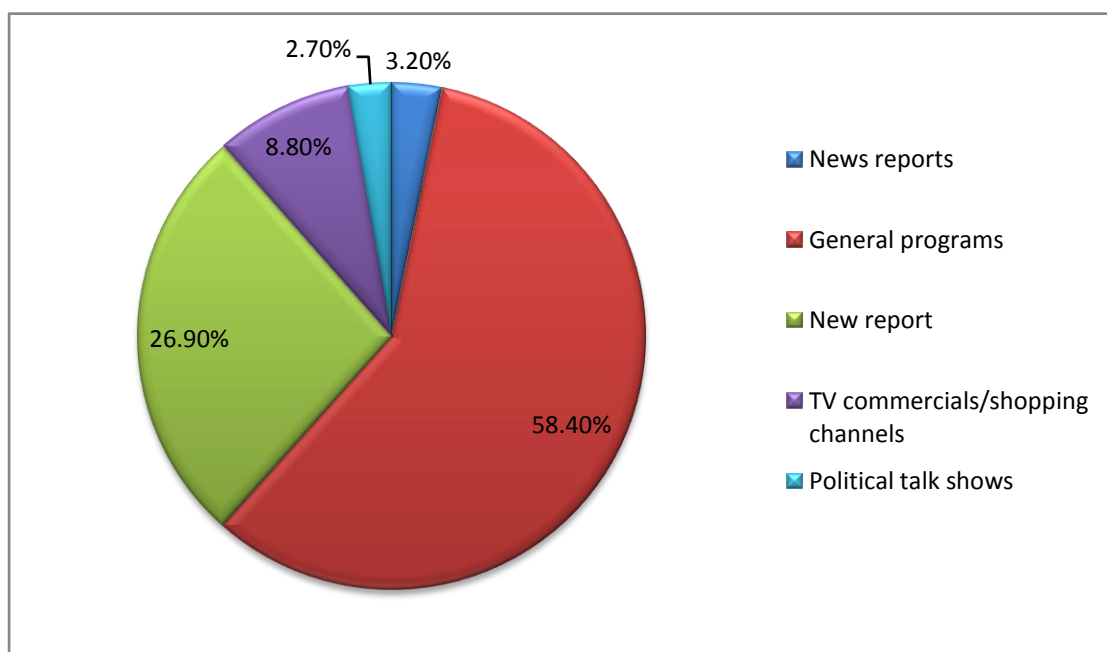


Figure 3: Complaints in the Fourth Quarter of 2011 by Program Types

Figure 4 indicates that among all 384 complaints about general programs, 134 complaints about “drama” makes up for the biggest proportion (34.9%), followed by 110 complaints about “non-specific programs” (28.6%), 46 cases of children shows (12.0%) and 43 complaints about variety shows (11.2%). These are the four most common complaints about inappropriate contents in general programs, accounting for 86.7% of all complaints.

³ Includes comments for political balance.

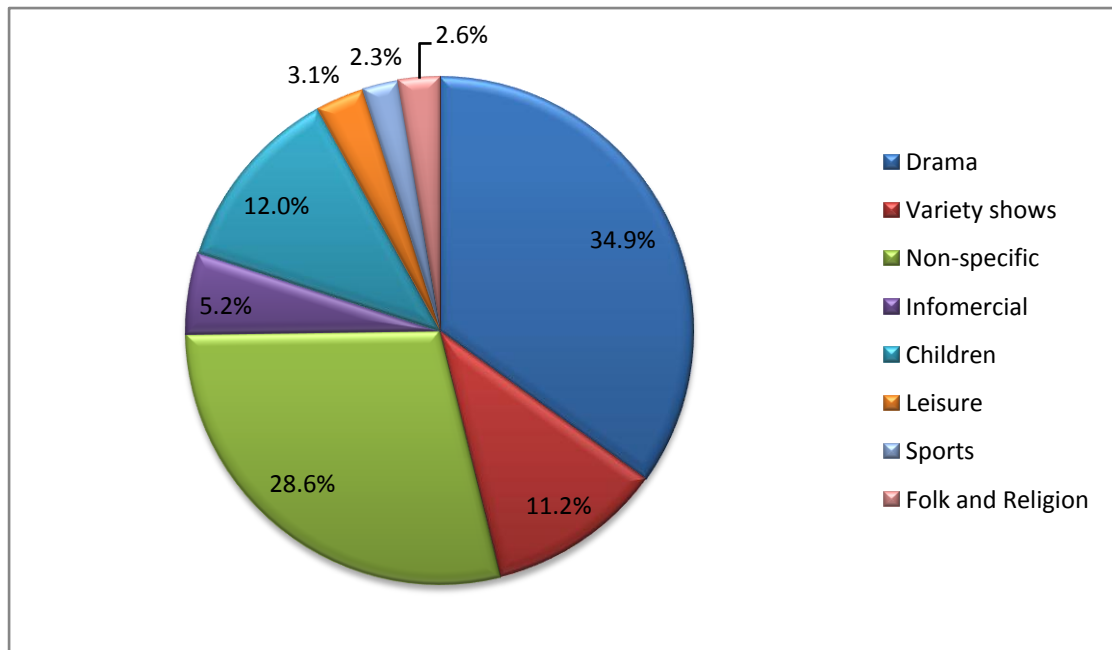


Figure 4: Complaints about Television in the Fourth Quarter of 2011 by Program Types

As we can see from Table 3, with regards to complaints about general programs, 63 complaints (16.4%) about “commercials overrunning” top the list, followed by 56 complaints (14.6%) about “harm to children and juveniles”, 38 cases or 9.9% of “False or unjust content”, 34 cases or 8.9% of “no distinction between program and commercial”, as well as 29 cases or 7.6% of “Personal comments on the overall broadcasting, supervising policies/regulations”. These 5 kinds of complaints account for 57.3%, of the complaints made about general programs.

Table 3: Complaints in the first quarter 2012: by Type of Inappropriate Content			
Program Types	Inappropriate Contents	Number	%
General programs	Commercials overrunning	63	16.4%
	Harm to children and juveniles	56	14.6%
	False or unjust contents	38	9.9%
	No distinction between program s and commercials	34	8.9%
	Inappropriate program rating	28	7.3%
	Violation of ethical and moral standards	18	4.7%
	Changes without notice in advance	14	3.6%
	Inappropriate commercial contents or play schedule	14	3.6%

	Illegal use of on-screen news flashes	6	1. 6%
	Overwriting with local commercials	1	0. 3%
	Others		
	Personal comments on the overall broadcasting, supervising policies/regulations (suggestion to increase Taiwanese and English programs, improve program quality, anchor of show must be certified, enhance publicity of Taiwanese media, etc.)	29	7. 6%
	Insufficient data / missing focus of complaints	28	7. 3%
	Personal comments on the contents, language and wording of certain channels / programs (dub and sub-title poorly synchronized, prolonged broadcasting time, awful translation, particular content affects personal interests, etc.)	16	4. 2%
	Comments on the direction of the program	10	2. 6%
	Too many infomercial / commercials that hamper viewing right of consumers.	7	1. 8%
	Irrelevant to NCC affairs, to be forwarded to responsible entities.	7	1. 8%
	Regulation / information inquiries	6	1. 6%
	Network / platform required to broadcast specific channels / programs	6	1. 6%
	Management of "adult" channels	3	0. 7%
	All Others Subtotal	112	29. 2%
Total		384	100%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 25 about "commercials overrunning", 8 about harm to children and juveniles, 3 about false or unjust contents, 2 about violation of ethical and moral standards, and 4 about inappropriate commercial contents or schedule.

We can see from Table 4 that of all the complaints made about television news, 74 complaints (41.8%) were about "False or unjust contents", followed by 16 complaints (9.0%) about "violation of journalistic ethics and professionalism", 15 cases or 8.5% of "comments on the overall broadcasting, supervising policies/regulations", and 13 complaints or 7.3% of "no

distinction between programs and commercials” .

Table 4: Complaints about TV News in the fourth quarter 2011: by Type of Inappropriate Content

Program Types	Inappropriate Contents	Number	%
TV News	False or unjust contents	74	41.8%
	No distinction between program and commercial	13	7.3%
	Violation of ethical and moral standards	10	5.6%
	Commercials overrunning	9	5.1%
	Illegal use of on-screen news flashes	9	5.1%
	Harm to children and juveniles	7	4.0%
	Inappropriate commercial contents or play schedule	2	1.1%
	Inappropriate program rating	1	0.6%
	Others		
	Violation of journalistic ethics and professionalism	16	9.0%
	Comments on the overall broadcasting, supervising policies/regulations (suggestion to increase Taiwanese and English news reports, reduce recurring broadcast of news, avoid wrong spelling, put on more international news, fair reporting of election news, never call countries with European debt “Euro-Pig”, and curb paparazzi, etc.)	15	8.5%
	Personal comments on the contents, way of presentation and schedule of certain channels / programs	10	5.6%
	Falling under the responsibility of other authorities – not relevant to NCC	6	3.4%
	Regulation / information inquiries	2	1.1%
	Insufficient data / missing focus of complaint	1	0.6%
	Intend to know more about political views.	1	0.6%
	Comments on public servant	1	0.6%
	All Others Subtotal	52	29.4%
Total		177	100%

Note: The sum of complaints includes repeated complaints and complaints tracking.

The individual case number for each complaint type: 4 about commercials overrunning, and 1 about no distinction between programs and commercials.

From Table 5, we can see that of all the complaints about television commercials, 29 cases (50%) about “inappropriate commercial contents or broadcasting schedule” top the list, followed by 11 complaints (19%) about “false or unjust content” and 4 cases of “Violation of ethical and moral standards” (6.9%). The 4 types of inappropriate content account for approx. 88%, the lion share of all complaints about television commercials.

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

Program Types	Inappropriate Contents	Number	%
Television commercials/ infomercial programs	Inappropriate commercial contents or broadcast schedule	29	50.0%
	False or unjust contents	11	19.0%
	Harm to children and juveniles	7	12.1%
	Violation of ethical and moral standards	4	6.9%
	Overwriting with local commercials	1	1.7%
	Commercials overrunning	1	1.7%
	No distinction between programs and commercial	1	1.7%
	Others		
	Personal comments on specific commercial (harsh noise, frequent recurrence of broadcast)	2	3.4%
	Regulation inquiries	1	1.7%
	Falling under the responsibility of other authorities – not relevant to NCC	1	1.7%
	All Others Subtotal	4	6.9%
Total		58	100%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 2 complaints about false or unjust contents and 2 about inappropriate commercial contents or schedule.

We can see that of all the 39 complaints about television talk shows, 9 cases respectively for “false or unjust contents” and “comments on specific talk shows” account for the lion’s share,

followed by 6 cases or 15.4% about “harm to children and juveniles” . Please see table 6 for details.

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

Program Types	Inappropriate Contents	Number	%
Talk Shows	False or unjust contents	9	23.1%
	Harm to children and juveniles	6	15.4%
	No distinction between program and commercial	4	10.3%
	Violation of ethical and moral standards	4	10.3%
	Commercials overrunning	2	5.1%
	Inappropriate program rating	1	2.6%
	Other		
	Comments on specific talk shows (program time too long, overflowed with fortune-telling programs, program quality ought to be improved, etc.)	9	23.0%
	Falling under the responsibility of other authorities – not relevant to NCC	1	2.6%
	Personal comments on the overall broadcasting supervising policies/regulations (too many political talk shows)	3	7.7%
	All Others Subtotal	13	33.3%
Total		39	100%

Each of the following programs in the fourth quarter of 2011 (Oct. to Dec.) received more than 10 complaints: SET’ s “Harmonious Family for Prosperity” and CTV’ s “Inu Yasha” . Details please check table 7.

Table 7: Complaints about television programs in the fourth quarter of 2011

Name of Program/Commercial	Channel	Type	Number
Harmonious Family for Prosperity	SET	Drama	32
Inu Yasha	CTV	Drama	13

1. Harmonious Family for Prosperity: 32 complaints

Complaints: The plot is outrageously absurd, featuring scenes of forcing a pregnant woman to take pills, framing an innocent person, murder, provoking mob to lynch, etc, such plots adversely affect public order and hamper physical and mental development of children and teenagers.

Action of NCC: NCC respects the professionalism and freedom of media, and does not interfere if no violation has taken place. However in the wake of preventing partial plots of drama programs from adverse effect and impact to the general public, NCC forwarded complaints on Oct. 21 and Dec. 12, 2011 to the network operator and requested an explanation relating to temporary change of broadcasting schedule on Nov. 29, 2011. NCC also requested the TV network staff to strengthen internal control. NCC will continue to observe the program and will deal with any issues in accordance with administration procedures.

“Inu Yasha” of CTV: 13 complaints
Complaints: Too much violence and bloodshed, and inappropriate wording used by broadcasted content that adversely affects public order and hamper physical and mental development of children and teenagers.

Action of NCC: NCC respects the professionalism and freedom of media, and does not interfere if no violation has taken place. However in order to keep children from being affected by inappropriate programs and in the meantime offer audience a reference of viewing choice, NCC reviewed current rating system and forwarded viewers’ complaints to the network operator. NCC will continue to observe the program and will deal with any issues in accordance with administration procedures.

◆ Punishment Records – Television

There were 27 incidents of imposed punishments on television businesses in the fourth quarter of 2011 (Oct. to Dec.), with fines amounting to NT\$2,920,000. Looking at the number of violations, 9 were for “no distinction between program and commercial”, 5 for “commercials overrunning for 3 minutes, or camouflaged as normal program without labeling of “Ad”, 4 about “programs or commercials failed to broadcast in designated schedule or method”, 3 for “commercials broadcast without prior approval by competent authority”, 3 about “violations of legally compulsory requirements or bans” (related to Financial Supervision Commission), 2 are about “Violations of legally compulsory requirements or bans” (Statute for Control of Cosmetic Hygiene) and 1 about “commercials overrunning”. Details please see table 8.

Table 8: Television Punishment Records in the Fourth Quarter of 2011 by Channel

Network Television Channels			
Channel	Violation	Number	Amount
FTV	Programs or commercials failed to broadcast in designated schedule or method	1	75,000
CTV	Programs or commercials failed to broadcast in designated schedule or method	1	15,000
TTV	Programs or commercials failed to broadcast in designated schedule or method	1	15,000
CTV News	Commercials broadcasted without prior approval by competent authority	1	15,000
Satellite Television Channels			
Channel	Violation	Number	Amount
TITV Financial	No distinction between programs and commercials	3	600,000
CSTV Group	No distinction between programs and commercials	2	400,000
Taiwan Music	No distinction between programs and commercials	1	600,000
EFTV	No distinction between programs and commercials	1	100,000
TVBS News	No distinction between programs and commercials	1 (incl. warning)	0
Pili TV	No distinction between programs	1 (incl.	0

	and commercials	warning)	
GTV Drama	Commercials overrunning for 3 minutes, or camouflaged as a normal program without labeling of “Ad”	1(incl. warning)	0
GTV Channel 1	Commercials overrunning for 3 minutes, or camouflaged as a normal program without labeling of “Ad”	1(incl. warning)	0
GTV Entertainment K	Commercials overrunning for 3 minutes, or camouflaged as a normal program without labeling of “Ad”	1(incl. warning)	0
Pili TV	Commercials overrunning for 3 minutes, or camouflaged as a normal program without labeling of “Ad”	1(incl. warning)	0
Top TV	Commercials overrunning for 3 minutes, or camouflaged as a normal program without labeling of “Ad”	1(incl. warning)	0
CSTV	Violations of legally compulsory requirements or bans (related to Financial Supervision Commission)	2	300,000
SBN	Violations of legally compulsory requirements or bans (related to Financial Supervision Commission)	1	200,000
MUCH TV	Violations of legally compulsory requirements or bans” (Statute for Control of Cosmetic Hygiene)	1	200,000
AXN	Violations of legally compulsory requirements or bans” (Statute for Control of Cosmetic Hygiene)	1	100,000
Number One TV	Commercial not approved by the competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)	1	100,000
Videoland Drama	Commercial not approved by the competent authority (Paragraph 1 of Article 22, Satellite Broadcasting Act)	1	100,000
Pili TV	Commercials overrunning	1(incl. warning)	0
ESPN	Programs or commercials failed to broadcast in designated schedule or method	1	100,000
Non-Satellite Television Channels			
Channel	Violation	Number	Amount
TLTV	Violations of legally compulsory requirements or bans” (Statute for Control of Cosmetic Hygiene)	1	200,000

◆ Complaints - Radio

Turning next to radio, we can see from figure 5 that among all 32 complaints, there were 23 complaints about general programs/commercials (71.9%), followed by 6 complaints against news and political talk shows (18.8%), 1 complaint about general talk shows (3.1%), 1 complaint about musical programs (3.1%), and 1 complaint about other program types (3.1%).

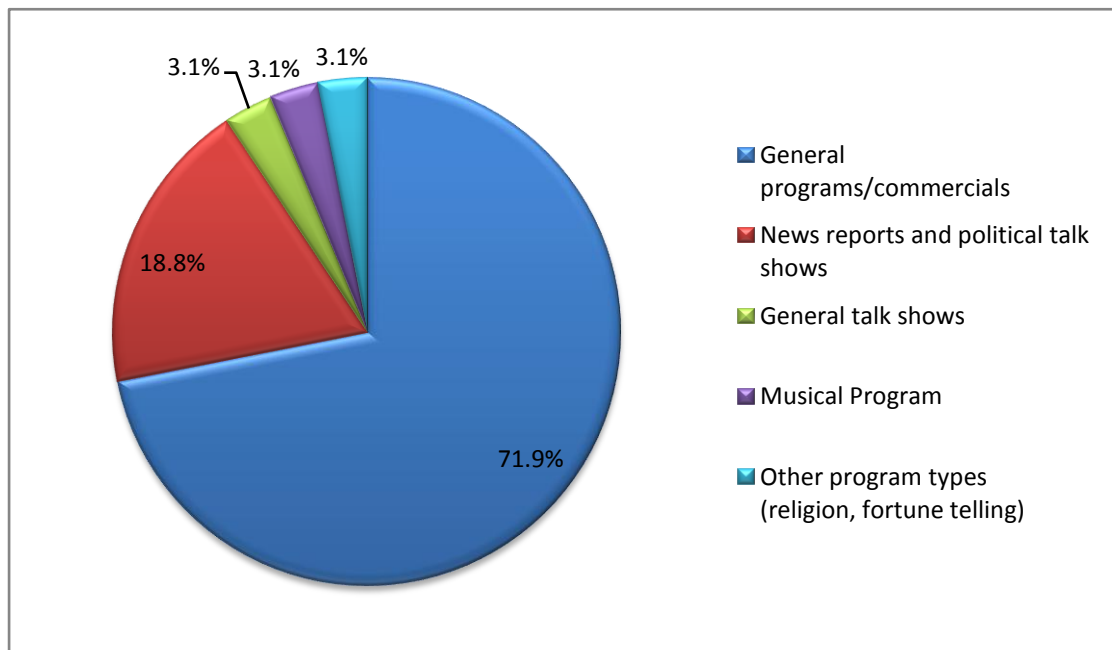


Figure 5: Complaints about Radio in the Fourth Quarter of 2011 by Program Types

Further analysis shows complaints about type of inappropriate content of radio programs / commercials, as indicated by table 9 below: 7 cases about “false or unjust contents” (21.9%), followed by 5 complaints (15.6%) against “Violation of ethical and moral standards” and 4 complaints (12.6%) about “No distinction between program and commercial”.

Table 9: Complaints: General radio programs/commercials in the first quarter of 2012: by type of inappropriate content			
Program types	Inappropriate contents	Number	%
General programs/commercials	False or unjust contents	7	21.9%
	Violation of ethical and moral standards.	5	15.6%
	No distinction between program and commercial	4	12.6%

	Harm to children and juveniles	3	9.3%
	Sales of counterfeit drugs or drugs of poor quality over radio stations and service flaws of religious charges	3	9.3%
	Inappropriate commercial contents or play schedule	2	6.30%
	Commercial overrunning	1	3.1%
Others	Personal comments on overall broadcasting, supervising policy / regulations	2	6.3%
	personal comment on the content of channel / program / commercials	2	6.3%
	Irrelevant to NCC affairs, to be forwarded to responsible entities.	2	6.30%
	Violation of journalistic ethics and professionalism	1	3.10%
	All Others Subtotal	7	21.9%
Total		32	100.0%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 complaint about harm to children and juveniles.

◆ Punishment Records – Radio

All in all, 35 punishments were imposed on radio stations in the fourth quarter of 2011, including 1 warning and 34 fines. In terms of the number of cases, 15 were for “no distinction between programs and commercials”, 1 for commercial overrunning, 3 for “commercials played without the contents approved by the hygiene authorities”, 9 for “violation of government regulations”, and 4 for “violation of ethical and moral standards”. Total punishment amounted to NT\$2,490,000. (More details on Table 10)

Table 10: Punishments for Radio Station Violations in the Fourth Quarter of 2011: the Facts of Violation

Radio station	Frequency	Violation Fact	Number	Amount
Super FM98.5	FM98.5	No distinction between programs and	1	120,000

		commercials		
Zhengsheng (Taipei)	FM104.1	No distinction between programs and commercials	1	30,000
Best Radio	FM90.3	No distinction between programs and commercials	2	18,000
Kamalan Radio	FM97.9	No distinction between programs and commercials	1	15,000
Voice of Hsin Ying	FM90.3	No distinction between programs and commercials	1	15,000
Zhengsheng (Yi-Lan)	AM1062	No distinction between programs and commercials	1	15,000
CF	FM90.5	No distinction between programs and commercials	1	15,000
Hong Sheng	FM102.3	No distinction between programs and commercials	1	12,000
Super FM99.1	FM99.1	No distinction between programs and commercials	1	9,000
Victory Radio	AM1188	No distinction between programs and commercials	1	9,000
Voice of Tsao Ling	FM98.7	No distinction between programs and commercials	1	9,000
Zengwun River	FM89.9	No distinction between programs and commercials	1	9,000
Kuo Sheng	AM810	No distinction between programs and commercials	1	9,000
Dien Sheng	AM1071	No distinction between programs and commercials	1	9,000
Taiwan Radio (Hsin Chu)	AM1206	Commercials overrunning	1	warning
BCC (Taipei)	FM103.3	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	15,000

New Hakka	FM93.5	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	12,000
Voice of Hsin Ying	FM90.3	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	9,000
Formosa Hakka	FM93.7	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
Sinnon 891	FM89.1	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
FM889	FM88.9	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
TaiwanFM905	FM90.5	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
Ming Li	AM1062	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
Taiwan Radio (Taichung)	AM774	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
Zhengsheng (Taichung)	AM990	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
Voice of Ming Sheng	FM89.7	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for	1	90,000

		Control of Cosmetic Hygiene)		
Victory	AM1188	Commercials played without the contents approved by the hygiene authorities (Paragraph 2, Article 24, Statute for Control of Cosmetic Hygiene)	1	90,000
Voice of Pindung	FM92.5	Harm to physical and mental health of children	1	510,000
Voice of Tsao Chao	FM90.9	Harm to physical and mental health of children	1	390,000
Smile Radio	FM90.3	Harm to physical and mental health of children	1	390,000
Voice of Hsin Ying	FM90.3	Violation of ethical and moral standards	2	30,000
TaiwanFM905	FM90.5	Violation of ethical and moral standards	2	30,000

◆ 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 55 complaints in the fourth quarter of 2011 in terms of internet contents. Among them, there were 36 complaints (65.5%) about “texts, video clips and pictures of non-internet news”, and the remaining 19 complaints (34.5%) were about “internet news”.

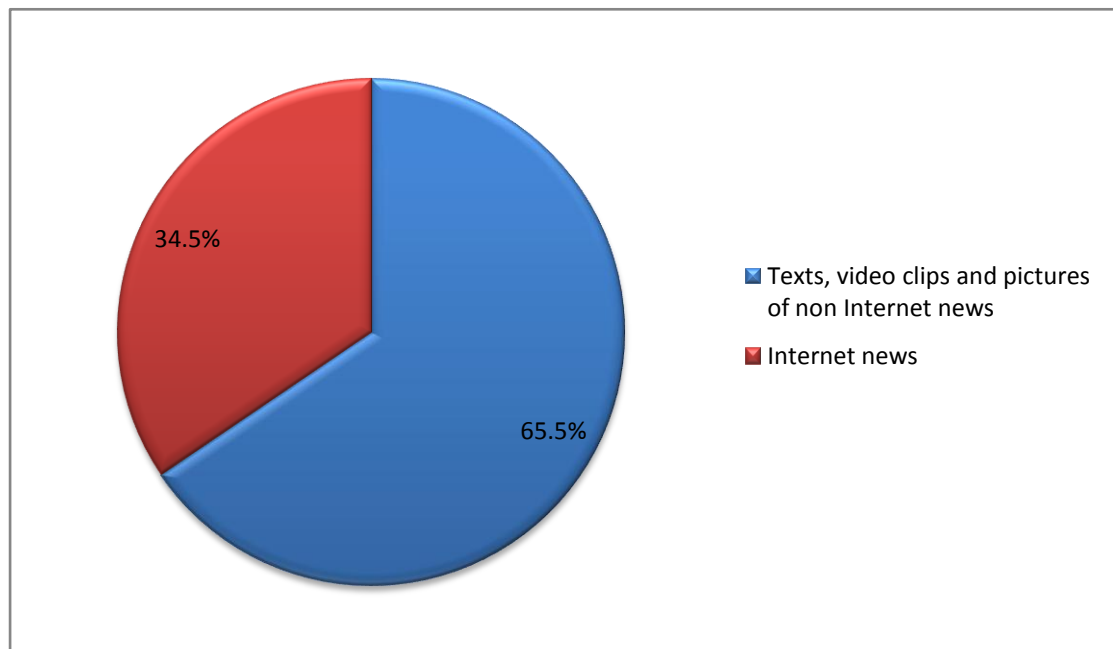


Figure 6: Complaints about the Internet in the Fourth Quarter of 2011 by Types

Table 11 shows that among all the complaints about “texts, video clips and pictures of non-Internet news”, 9 (25%) about “harm to physical and mental health of children and juveniles” tops the list, followed by 5 or 13.9% about “false or unjust contents”.

Table 11: Complaints about texts, video clips and pictures of non-Internet news in the fourth quarter of 2011: by type of inappropriate contents

Complaints	Items	Number	%
Complaints	Harm to physical and mental health of children and	9	25. 0%

about the texts, video clips and pictures of non-Internet news	juveniles			
	False or unjust contents		5	13. 9%
	Violation of public order and morality		3	8. 3%
	Not remarked by website rating rules		3	8. 3%
	Commercialization of internet content		3	8. 3%
	Inappropriate content or scheduling of commercials		2	2. 8%
	Other	Regulation inquiries	5	13. 9%
		Comments on the overall broadcasting, supervising policies/regulations	1	2. 8%
		Falling under the responsibility of other authorities – irrelevant to NCC	5	13. 9%
All Others Subtotal		11	30. 6%	
Total			36	100%

Note: The sum of complaints includes repeated complaints and complaints tracking. The individual case number for each complaint type: 1 about not remarked by website rating rules.

From Table 12, it can be seen that among the complaints about internet news, 8 (42.1%) complaints were about “false or unjust contents”, followed by 4 or 21.1% about “harm to physical and mental health of children and juveniles” and 2 (10.5%) about “comments on contents of program / commercials / website”. These three types account for 73.7%. Details please see table 12.

Table 12: Complaints about Internet News in the fourth quarter of 2011: by Type of Inappropriate Content

Complaints	Items		Number	%
Internet news	False or unjust contents		8	42. 1%
	Harm to physical and mental health of children and juveniles		4	21. 1%
	Violation of public order and morality		1	5. 3%
	No distinction between programs and commercials		2	10. 6%
	Commercialization of internet content		1	5. 3%
	Others	Personal comments on specific Internet news.	2	10. 5%
		Falling under the responsibility of	1	5. 3%

	other authorities – irrelevant to NCC		
	All Others Subtotal	3	15.8%
Total		19	100%

Note: The sum of complaints includes repeated complaints and complaints tracking.
The individual case number for each complaint type: 1 about harm to physical and mental health of children and juveniles.