



2012 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 posted by the general public on the Broadcasting Content Complaints Website and the subsequent punitive measures taken when broadcasting contents were found to be violating 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 - Overview

According to the data on complaints concerning the contents of television, radio and the Internet accumulated in the third quarter (3Q) of 2012 (July to September), there were 513¹ complaints in total. The following are statistics and analysis of complaint types and the sum of cases.

It is worth noting the management of incidents regarding sexual implication, consumer disputes, gambling, frauds or others on the internet falls under the responsibility of numerous competent authorities and are prosecuted as such as legally required. 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. The website is called the "Watch Internet Network (WIN) (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 WIN 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 the specific government agencies involved. In addition, 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. People can view monthly reports through the WIN website to realize how the website works.

From Figure 1 it can be seen that television was most complained about media type during the third quarter of 2012 with 503 cases (98.1%); in contrast, there were just 10 complaints about radio (1.9%).

¹ 6 cases of "others" include complaints not related to broadcasting contents and fall under the responsibilities of other authorities. Examples include non-complaint or non-suggestion e-mails, and spam.

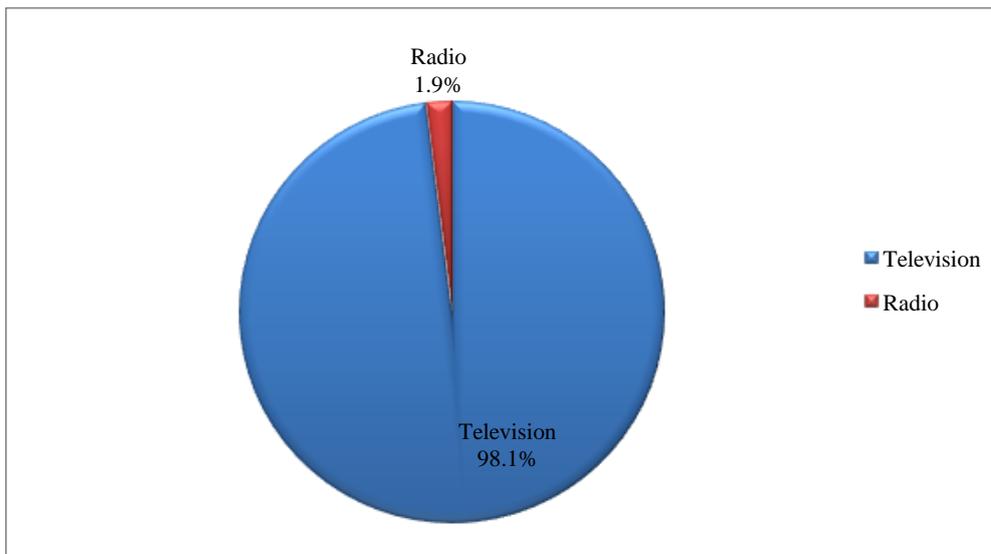


Figure 1: Complaints by Media Types (3Q 2012)

From Table 1 we can see that of all 513 complaints, 293 (57.1%) were made by male, whereas 111 (21.6%) were made by females and another 109 (21.3%) complaints made by people not specifying their gender in the questionnaire.

It can be noted that for the complaints about television programs, 287 were made by male viewers while 110 were made by female. And another 106 were made by those not specifying their gender. As for complaints against radio programs, 6 were from males and 1 from a female listener, and another 3 complaints were made without specifying gender. Please see Table 1 for more information.

Table 1: Complaints by Gender (3Q 2012)			
	Male	Female	Those not specifying gender or with an unrecognizable tick
Television	287	110	106
Radio	6	1	3
Total	293	111	109
Percentage	57.1%	21.6%	21.3%

There’s an obvious difference in the proportion of gender of both television and radio cases; complaints from males being significantly greater. It should be noted that the proportion of gender is based on the “number of complaints” instead of “number of people who made complaints.”

Figure 2 shows 406 (79.1%) of complaints were made through the NCC’s Broadcasting Content Complains Website specifically set up by NCC while 107 (20.9%) complaints were through other channels such as telephone, email, and forwarded cases from other agencies.

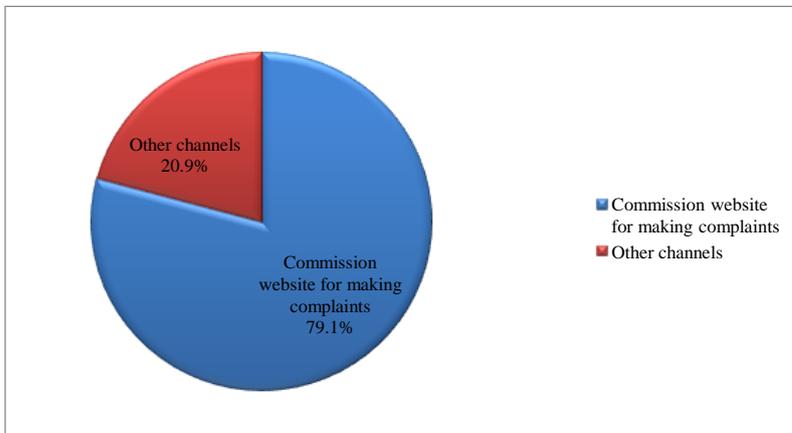


Figure 2: Complaints by Channel (3Q 2012)

Table 2 sorted by the type of inappropriate contents, shows that there were 99 complaints (19.3%) about “false or unjust contents,” followed by 79 complaints (15.4%) about “no distinctions between programs and commercials,” 63 complaints (12.3%) about “comments on the contents, languages or schedule of certain channels, programs, and commercials,” 58 complaints (11.3%) about “violation of journalistic ethics and professionalism,” 54 complaints (10.5%) about “contents harm to juveniles and children.” In all, there were 353 cases regarding these five types of inappropriate content, accounting for 68.8% of all complaints. Please see Table 2 for the number and proportion of other types.

Table 2: Complaints by Type of Inappropriate Content (3Q 2012)		
Item	No.	%
False or unjust contents	99	19.3%
No distinctions between programs and commercials	79	15.4%
Comments on the contents, languages or schedule of certain channels, programs, and commercials²	63	12.3%
Violation of journalistic ethics and professionalism³	62	12.1%
Harm to children and juveniles	54	10.5%
Inappropriate commercial contents or broadcast time	39	7.6%

² Includes news reports conveying improper values, too many repeats, lack of values and global perspective, sourcing too many program from the outside, using media to advance personal ends, suggestions about talk shows’ topic, suggestions about how to use the word “exclusive” to media, suggestions about how to deal with people’s proposals to media, and increasing native language programs.

³ Includes failures to verify information, non-neutral news standpoints, and violation of privacy.

Personal suggestions on the overall broadcasting management policies/regulations ⁴	27	5.3%
Violation of good ethical and moral standards	26	5.1%
Inappropriate program rating	16	3.1%
Commercials overrunning	12	2.3%
TV or radio signal problem	10	1.9%
Changes without notice in advance	6	1.2%
Illegal use of on-screen news flashes	6	1.2%
Regulation/information inquiries	6	1.2%
Responsibility of other authorities, not NCC ⁵	5	1.0%
Complaints' follow-up inquiries	2	0.4%
Overwriting with local commercials	1	0.2%
Total	513	100.0%

◆ Complaints – Television

Figure 3 shows that of all the 503 complaints about television programs, most are about news reports (235 complaints, 46.7%), followed by 212 complaints (42.1%) about general programs, 29 (5.8%) complaints about television commercials/ shopping channels, 14 complaints (2.8%) about general talk shows, and 13 complaints (2.6%) against political talk shows.

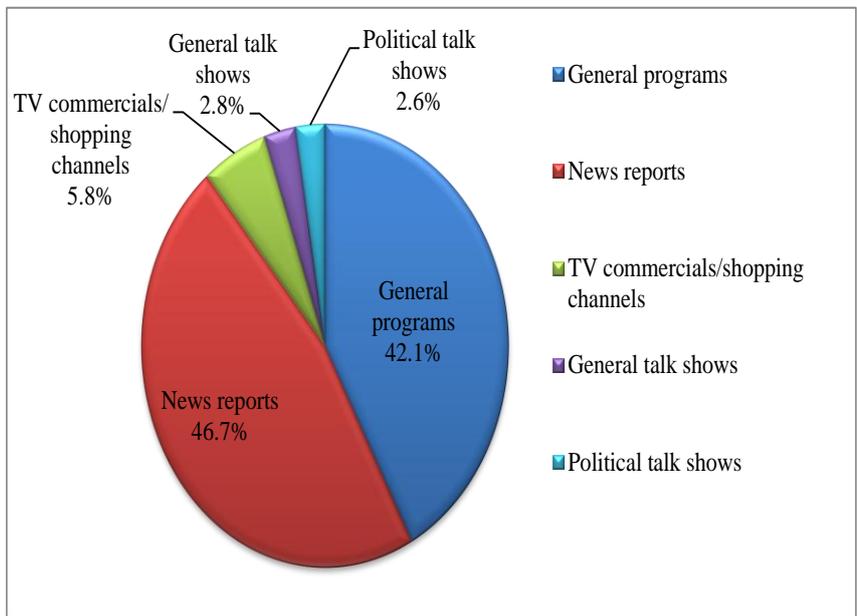


Figure 3: Complaints by Program Types (3Q 2012)

⁴ Includes suggestions about news topics and quality, suggestions about NCC administrative disciplinary action and supervising policies affecting industries, increasing English subtitles, and comments on broadcasting inappropriate values.

⁵ Cases about medical treatment or cosmetics are forwarded to the Department of Health, and cases about certificates or finance and economics are forwarded to the Financial Supervisory Commission.

Figure 4 indicates that among the 212 complaints concerning general programs, 66 complaints about “dramas” makes up for the biggest proportion (31.1%), followed by 55 complaints about “variety shows” (25.9%), and 25 complaints about “infomercial programs” (11.8%). These account for the three most common complaints about inappropriate contents in general programs, accounting for 68.8% of the total complaints. The remaining include 17 complaints about “sports programs” (8.0%), 14 complaints about “education and culture programs” (6.6%), 14 complaints about “children shows” (6.6%), 7 complaints about “capital stock programs” (5.7%), 7 complaints about “non-specific programs” (3.3%), and 2 complaints about “folklore/religious programs” (0.9%).

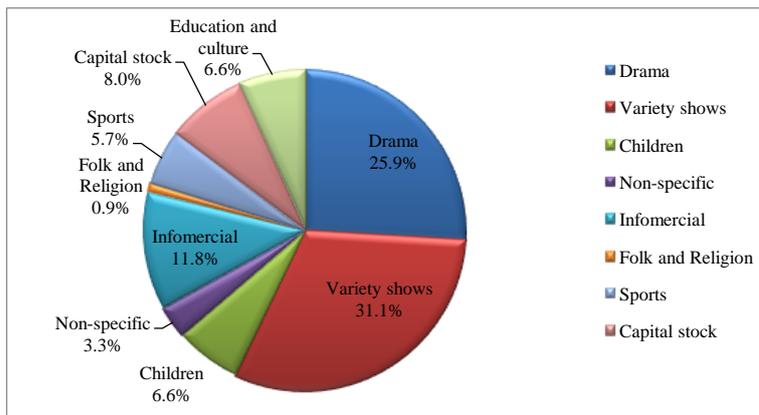


Figure 4: Complaints by Television Program Types (3Q 2012)

As we can see from Table 3, with regards to complaints about general programs, 48 complaints (22.6%) were about “no distinction between program and commercial,” followed by 32 complaints (15.0%) about “harm to children and juveniles,” 28 complaints about (13.2%) “comments on the contents or language of certain channels and programs.” These 3 kinds of complaints make up for 50.8% of the complaints made about general programs.

Program Types	Inappropriate Contents	Number	%
General programs	No distinction between program and commercial	48	22.6%
	Harm to children and juveniles	32	15.1%
	Inappropriate commercial contents or play schedule	21	9.9%
	False or unjust contents	18	8.5%
	Inappropriate program rating	15	7.1%
	Violation of good ethical and moral	13	6.1%

	standards		
	Commercials overrunning	8	3.8%
	Changes without notice in advance	6	2.8%
	Illegal use of on-screen news flashes	3	1.4%
Others	Comments on the contents, languages of certain channels and programs	28	13.2%
	Suggestions on the overall broadcasting management policies/regulations	8	3.8%
	TV signal problems	6	2.8%
	Regulation/information inquiries	3	1.4%
	Violation of journalistic ethics and professionalism	1	0.5%
	Responsibility of other authorities, not NCC	1	0.5%
	Overwriting with local commercials	1	0.5%
	Total		212

We can see from Table 4 that of all the complaints made about television news, 70 complaints (29.7%) were about “false or unjust contents” followed by 56 complaints (23.8%) about “violation of journalistic ethics and professionalism,” and 32 complaints (13.6%) about “comments on the contents of certain channels/programs.” These three most common complaints about inappropriate content account for 65.4% of all cases.

Table 4: Complaints about Television News by type of Inappropriate Content (3Q 2012)

Program types	Inappropriate contents	Number	%	
Television news	False or unjust contents	70	29.8%	
	No distinction between program and commercial	29	12.3%	
	Harm to children and juveniles	11	4.7%	
	Inappropriate commercial contents or play schedule	5	2.1%	
	Violation of good ethical and moral standards	4	1.7%	
	Illegal use of on-screen news flashes	3	1.3%	
	Commercials overrunning	2	0.9%	
	Inappropriate program rating	1	0.4%	
	Others	Violation of journalistic ethics and professionalism	56	23.8%
		Comments on the contents of certain channels/programs	32	13.6%
		Suggestions on the overall broadcasting manage	15	6.4%
		Responsibility of other authorities,	3	1.3%

	not NCC		
	TV signal problem	2	0.9%
	Complaints' follow-up inquiries	2	0.9%
Total		235	100%

From Table 5, we can see that of all complaints about television commercials, 12 complaints (41.3%) were about “inappropriate commercial contents or broadcasting schedule,” 9 complaints (31.0%) were about “harm to children and juveniles.” These two most common complaints about inappropriate content account for 72.3% of all complaints about television commercials.

Table 5: Complaints about Television Commercials /Shopping Channels by Type of Inappropriate Content (3Q 2012)				
Program Types	Inappropriate Contents	Number	%	
Television commercials/ shopping channels	Inappropriate commercial contents or broadcast schedule	12	41.4%	
	Harm to children and juveniles	9	31.0%	
	Commercials overrunning	2	6.9%	
	Violation of good ethical and moral standards	2	6.9%	
	False or unjust contents	1	3.4%	
	Others	Regulation/information inquiries	2	6.9%
		Suggestions on the overall broadcasting management policies/regulations	1	3.4%
Total		29	100.0%	

We can see from Table 6 that of all the 27 complaints about television talk shows⁶, 9 (33.3%) complaints were about “false or unjust contents,” followed by 5 complaints (18.5%) were about “violation of good ethical and moral standards,” and 5 complaints (18.5%) were about “violation of journalistic ethics and professionalism.”

Table 6: Complaints about Television Talk Shows by Type of Inappropriate Content (3Q 2012)				
Program Types	Inappropriate Contents	Number	%	
Talk Shows	False or unjust contents	9	33.3%	
	Violation of good ethical and moral standards	5	18.5%	
	Harm to children and juveniles	2	7.4%	
	No distinction between program and commercial	1	3.7%	
	Inappropriate commercial contents or broadcast time	1	3.7%	
	Others	Violation of journalistic ethics and professionalism	5	18.5%
		Suggestions on the overall broadcasting management policies/regulations	2	7.4%

⁶ Includes general talk shows and political talk shows

	TV or radio signal problem	1	3.7%
	Comments on the contents of certain channels/programs	1	3.7%
Total		27	100.0%

NCC fundamentally respects the professionalism and liberty of media. Nonetheless, NCC shall deal with violations according to law; still, NCC does not interfere with programs’ content and broadcasting times if there’s no violation. However, if the public suspect content to be inappropriate or involving immoral values, the media should improve program quality by means of self-regulation and the public’s supervision.

The following programs both received more than 10 complaints each during 3Q 2012: “SearchHome” of USTV News Channel and “Hand in Hand” of iSET Taiwan Channel (please see Table 7 for more information):

Table 7: Complaints about television programs (3Q 2012)			
Name of Program/Commercial	Channel	Type	Number
Searchhome	USTV News Channel	Education and Culture	12
Hand in Hand	iSET Taiwan Channel	Drama	11

1. “Searchhome” of USTV News Channel – 12 complaints

Complaints: The program advertised a specific home-design website, illustrated awards rewarded to its designers, and showed brand names, the website, etc in order to commercialize the program. Besides, a search engine picture with relative information appears at the end of episodes and program.

Action of the NCC: NCC administers Satellite TV according to the Satellite Broadcasting Act. If the program advertised products or services that resulted in no distinction between program and commercial, it shall be punished according to Article 19 of Satellite Broadcasting Act. After investigating the program, NCC did not determine that violation had reached the limit. Therefore, NCC has forwarded the comments from the audience to the TV station for its reference and also noted it. The station will be punished in case of future violation.

2. “Hand in Hand” of iSET Taiwan Channel – 11 complaints

Complaints: The program misled the youth’s ethical values and encouraged people to misbehave due to its plots consisting of suspects on the run, complicated relationships between men and women, and deception and robbery for money and status.

Action of the NCC: NCC fundamentally respects the professionalism and liberty of media, and does not interfere with programs’ content and broadcasting time if there’s no violation. However, NCC shall keep tracking the program and the station will be punished in case of future violation. To avoid some plots of drama programs being over exaggerated, which detrimentally affect children, juveniles, and society, NCC has forwarded the comments from the audience to the TV station 3 times to improve and enhance its own supervision.

◆ Punitive Measures– Television

There were 19 incidents of imposed punitive measures on television businesses (Television Channels, Satellite Television Channels) in the third quarter of 2012 (July to September), including 1 warning (violation of the Regulations Governing the Classification of Television Programs) and 18 fines, with fines amounting to NT\$4,800,000. Looking at the number of violations, 4 were for “no distinctions between programs and commercials/program commercialization,” 4 for “violation of legally compulsory requirements or bans” (Financial Supervisory Commission), 4 for “violation of Sexual Assault Crime Prevention Act,” 3 for “harm to children and juveniles,” 2 “violation of legally compulsory requirements or bans” (Statute for Control of Cosmetic Hygiene), 1 for “violation of good ethical and moral standards,” and 1 for “violation of the Regulations Governing the Classification of Television Programs.”

Table 8: Punitive Measures by TV Channel (3Q 2012)			
Channel	Violation	Number	Amount
Television Channels			
FTV	Violation of Sexual Assault Crime Prevention Act	1	180,000
Satellite Television Channels			
Cti Entertainment Channel	No distinction between program and commercial	1	800,000
CSTV Finance Channel	No distinction between program and commercial	1	600,000
CSTV Business Channel	No distinction between program and commercial	1	600,000
TVBS Entertainment Channel	No distinction between program and commercial	1	200,000
CSTV Business Channel	Violation of legally compulsory requirements or bans (Financial Supervisory Commission)	3	600,000

CSTV Finance Channel	Violation of legally compulsory requirements or bans (Financial Supervisory Commission)	1	200,000
iSet News Channel	Violation of Sexual Assault Crime Prevention Act	1	180,000
FTV News Channel	Violation of Sexual Assault Crime Prevention Act	1	180,000
Cti News Channel	Violation of Sexual Assault Crime Prevention Act	1	60,000
National Geographic Channel	Harm to children and juveniles	1	300,000
Star Movies	Harm to children and juveniles	1	200,000
Star Chinese Movies	Harm to children and juveniles	1	200,000
No.1 TV	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	200,000
TVBS Entertainment Channel	Violation of legally compulsory requirements or bans (Statute for Control of Cosmetic Hygiene)	1	100,000
Cti General Channel	Violation of good ethical and moral standards	1	200,000
Super TV	Violation of the regulations governing the classification of television programs	1	Warning

◆ Complaints - Radio

Turning next to radio, we can see from Figure 5 that among the 10 complaints, 4 were about general programs/commercials⁷ (40%), followed by 3 complaints against news and political talk shows (30%), and 3 complaints against other types programs (religion, fortune-telling) (30%).

⁷ General programs refer to programs with diverse topics or the complaints not made against a specific program.

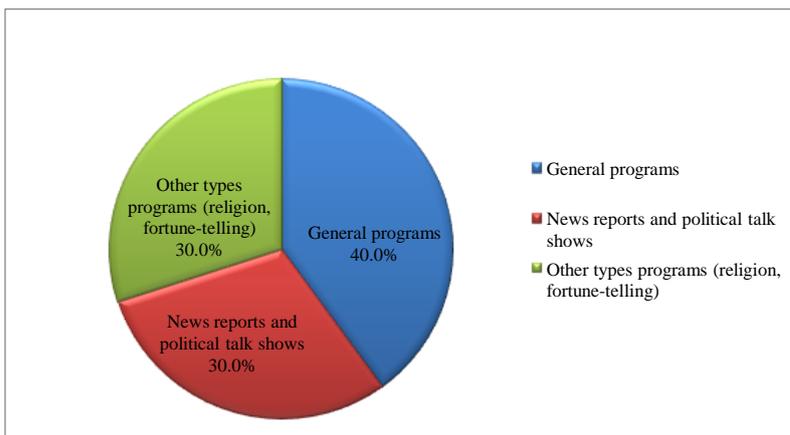


Figure 5: Complaints by Types of Radio Program (3Q 2012)

Table 9 shows that there were 2 cases (20%) for both “violation of good ethical and moral standards” and “comments on the contents of certain channels/programs/commercials.”

Table 9: Complaints: General radio programs/commercials by type of inappropriate content (3Q 2012)				
Program types	Inappropriate contents	Number	%	
General programs/ commercials	Violation of good ethical and moral standards	2	20%	
	No distinction between program and commercial	1	10%	
	False or unjust contents	1	10%	
	Signal problems	1	10%	
	Others	Comments on the contents of certain channels/programs/commercials	2	20%
		Suggestions on the overall broadcasting management policies/regulations	1	10%
		Regulation/information inquiries	1	10%
		Responsibility of other authorities, not NCC	1	10%
Total		10	100.0%	

◆ Punitive Measures– Radio

All in all, 38 punishments were imposed on radio stations in the third quarter of 2012,

including 18 warnings and 20 fines, amounting to NT\$729,000. In terms of the number of cases, 13 cases were about “no distinction between program and commercial,” 13 cases for “Commercials overrunning,” 1 for “violation of government regulations,” 2 for “violation of good ethical and moral standards,” and 9 cases for “harm to children and juveniles.”

Table 10: Punitive Measure for Radio Stations by Violation (3Q 2012)

Radio station	Frequency	Violation	Amount	Number
Bao Dao	FM 98.5	No distinction between program and commercial	12,000	1
Dian Sheng	AM 1071	No distinction between program and commercial	12,000	1
Zeng Wun River	FM 89.9	No distinction between program and commercial	9,000	1
HC Labor	FM 89.9	No distinction between program and commercial	9,000	1
Shan Cheng	FM 90.7	No distinction between program and commercial	Warning	1
Cheng Sheng (Taichung)	AM 990	No distinction between program and commercial	Warning	1
Taichung	FM 100.7	No distinction between program and commercial	Warning	1
UFO Radio	FM 92.1	No distinction between program and commercial	Warning	1
Taitung Zhiben	FM 91.3	No distinction between program and commercial	Warning	1
Voice of Taroko	FM 91.3	No distinction between program and commercial	Warning	1
Zhen Shan Mei	FM 89.9	No distinction between program and commercial	Warning	1
Jhonggang River	FM 91.3	No distinction between program and commercial	Warning	1
North Yilan Industry	FM 89.9	No distinction between program and commercial	Warning	1
Da Wu Shan	FM 91.3	Commercials overrunning	360,000	1
Chiayi Universe	FM 107.1	Commercials overrunning	24,000	1
Da Di	FM 93.9	Commercials overrunning	24,000	1
Zi Nan	FM 106.5	Commercials overrunning	24,000	1
Sheng Du	FM 93.7	Commercials overrunning	Warning	1
Dong Fang	FM 99.5	Commercials overrunning	Warning	1
Sunshine	FM 99.1	Commercials overrunning	Warning	1
Victory	AM 1188	Commercials overrunning	Warning	1
Kai Xiuan	FM 97.9	Commercials overrunning	Warning	1
Voice of Chao Zhou	FM 90.9	Commercials overrunning	Warning	1
Voice of Pingtung	FM 92.5	Commercials overrunning	Warning	1
Xia Gang	FM 90.5	Commercials overrunning	Warning	1
Happy	FM 105.5	Commercials overrunning	Warning	1
BCC (Taipei)	FM 105.9	Violation of government regulations (Paragraph 1, Article 24, Statute for Control of Cosmetic Hygiene)	150,000	1

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Chia Yun Broadcast	FM 88.9	Violation of good ethical and moral standards	15,000	1
Local People	FM 91.9	Violation of good ethical and moral standards	9,000	1
UFO Radio	FM 92.1	Harm to children and juveniles	9,000	1
Taitung Zhiben	FM 91.3	Harm to children and juveniles	9,000	1
Voice of Taroko	FM 91.3	Harm to children and juveniles	9,000	1
Zhen Shan Mei	FM 89.9	Harm to children and juveniles	9,000	1
Jhonggang River	FM 91.3	Harm to children and juveniles	9,000	1
North Yilan Industry	FM 89.9	Harm to children and juveniles	9,000	1
Penghu Community	FM 89.7	Harm to children and juveniles	9,000	1
Voice of South Taiwan	FM 103.9	Harm to children and juveniles	9,000	1
People's Livelihood Prospection	FM 90.5	Harm to children and juveniles	9,000	1