



2012 Fourth Quarter (October ~December) NCC Report on Broadcasting Content Complaints

The National Communications Commission (NCC) is the independent authority that supervises broadcasting media. This report is an analysis of complaints submitted by the general public. The objective of this report is to update the general public with recent information on the supervision of broadcasting contents by the NCC.

NCC supervises broadcasting media according to the Radio and Television Act, the Satellite Broadcasting Act, as well as other relative regulations. With regard to the online content, currently there is no specific agency in charge of it. But in accordance with the Article 46 of the Protection of Children and Juveniles Welfare and Rights Act, in 2011, the NCC began coordinating with responsible competent authorities to establish a means for the public to complain/report about internet-related problems. This website is called the Watch Internet Network (WIN) (www.win.org.tw). The public may file a complaint about online content to WIN, and monthly reports are published on the website so people can track how complaints cases are processed. Thus, online content complaints cases are excluded from this report.

This report only outlines the complaints filed by the public; therefore, it does not mean that the broadcasting businesses behind those programs were necessarily in violation of related regulations. The report is comprised of three parts: overview, TV content complaints, and Radio content complaints.

◆ Overview

According to the data on complaints concerning the contents of television and radio accumulated in the fourth quarter (4Q) of 2012 (October to December), there were 517¹ complaints made in total. The following are statistics and analysis of complaint types and the sum of cases.

From Figure 1 it can be seen that television contents were the media type most complained about during the fourth quarter of 2012 with 502 cases (97.1%); in contrast there were just 15 cases concerning radio contents (2.9%).

¹ 2 cases excluded are complaints not related to broadcasting contents.

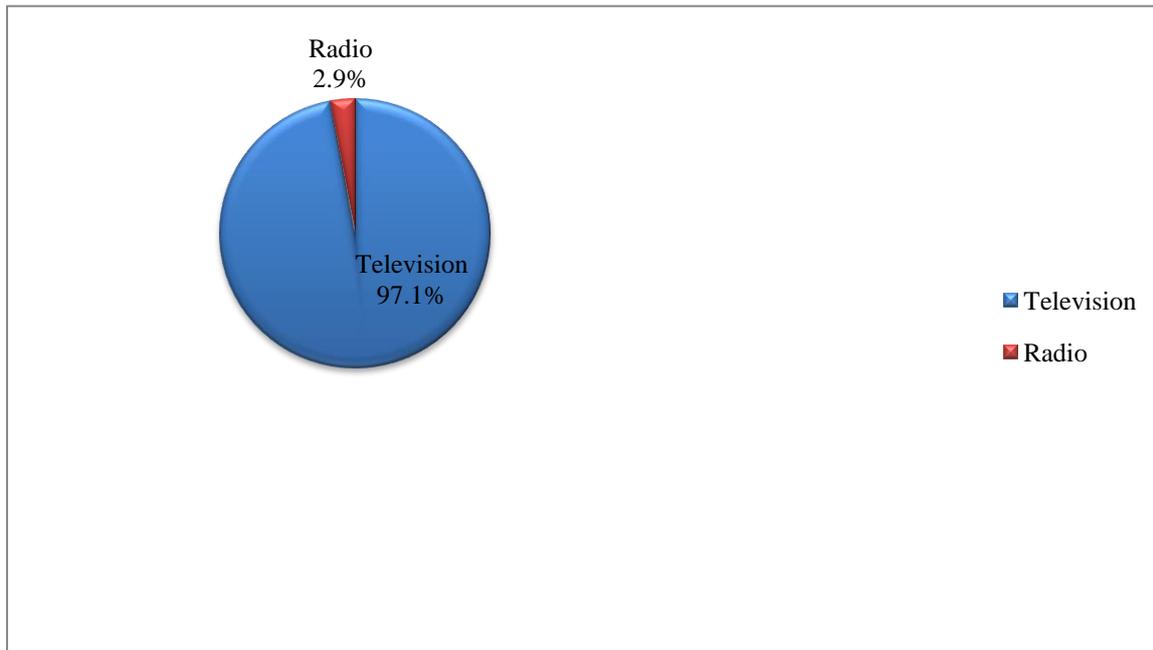


Figure 1: Complaints by Media Types (4Q 2012)

From Table 1 we can see that of all 517 complaints, 244 complaints(47.2%) were made by male, whereas 114 complaints (22.1%) were made by females, and another 159 complaints(30.7%) made by people not specifying their gender in the questionnaire.

It can be noted that for the complaints concerning television contents, 239 were made by male viewers while 112 were made by female viewers. And another 151 were made by those not specifying their gender. For complaints against radio programs, 5 and 2 complaints were made by male and female listeners respectively and another 8 complaints were made without specifying gender. It should be noted that the proportion of gender is based on the number of complaints, not the number of people who made complaints. Please see Table 1 for more information.

Table 1: Complaints by Gender (4Q 2012)			
	Male	Female	Those not specifying gender or with an unrecognizable tick
Television	239	112	151
Radio	5	2	8
Total	244	114	159
Percentage	47.2%	22.1%	30.7%

Figure 2 shows 254 complaints(49.1%) were made through the NCC’s Broadcasting Content Complaints Website specifically set up by the NCC while 263 complaints(50.9%) were through other channels such as telephone, email, and forwarded cases from other agencies.

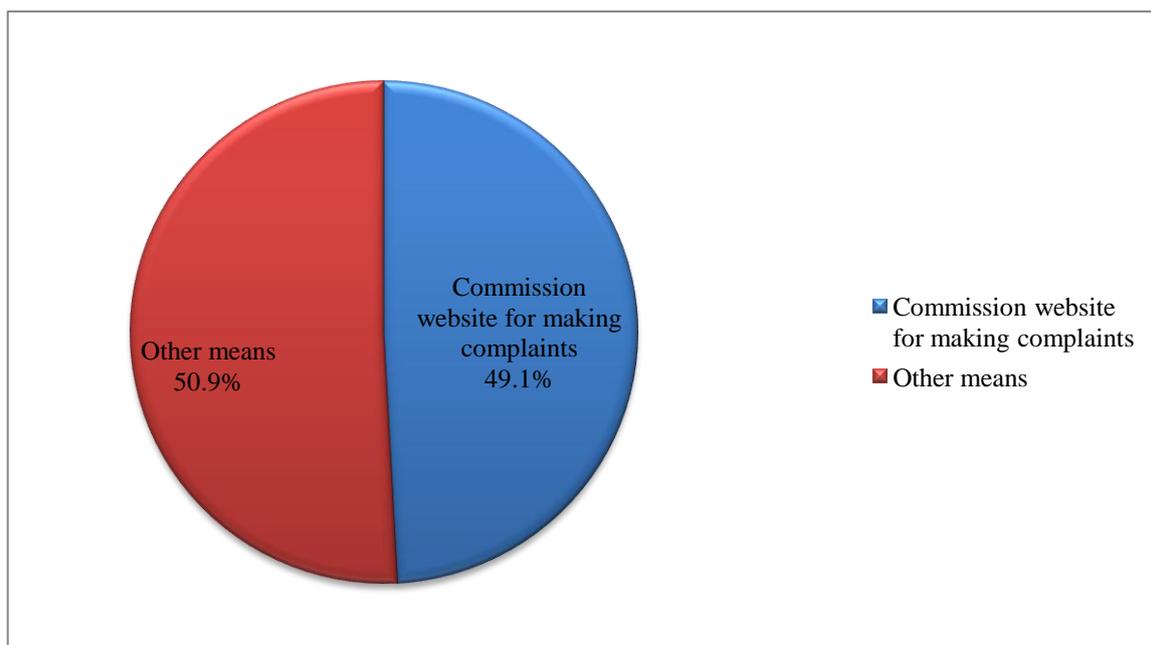


Figure 2: Means of Making Complaints (4Q 2012)

Table 2, arranged by type of inappropriate contents, shows that there were 159 complaints (30.8%) concerning personal suggestions on the overall broadcasting policies/regulations, followed by 72 complaints (14.0%) about comments on the contents, languages or schedule of certain channels, programs, and commercials, 58 complaints (11.2%) about contents harm to juveniles and children, 57 complaints (11.0%) about false or unjust contents, and 39 complaints (7.4%) about disrupting public order or adversely affecting good social customs. In total these types of inappropriate contents made up 74.4% of all complaints. Please see Table 2 for the number and proportion of other types.

Table 2: Complaints by Type of Inappropriate Content (4Q 2012)		
Item	Cases	%
Personal suggestions on the overall broadcasting policies/regulations²	159	30.8%
Comments on the contents, languages or schedule of certain channels, programs, and commercials³	72	14.0%
Harm to children and juveniles	58	11.2%
False or unjust contents	57	11.0%
Disrupting public order or adversely affecting good social customs	39	7.4%
No distinctions between programs and commercials	36	7.0%
Inappropriate program rating	34	6.6%
Inappropriate commercial contents or broadcast time	20	3.9%

² Includes frequent reruns of programs, overwhelming negative information, over-regulation, poor program contents, and suggestions on regulation, etc.

³ Includes gender discrimination, broadcast time, inappropriate wording, too many basketball games with Jeremy Lin, media should provide more background knowledge, personal attacks, inappropriate values, inaccurate pronunciation.

Disregard for the professional ethics of journalism ⁴	13	2.5%
TV or radio signal problems	8	1.5%
Commercials overrunning	8	1.5%
Responsibility of other authorities, not the NCC ⁵	4	0.8%
Changes without notice in advance	3	0.6%
Complaints' follow-up inquiries	2	0.4%
Overwriting with local commercials	1	0.2%
Regulation/information inquiries	1	0.2%
Illegal use of on-screen news flashes	1	0.2%
Failure to meet specified quota of a certain language	1	0.2%
Total	517	100.0%

◆ Complaints – Television

Figure 3 shows that of all the 502 complaints about television contents, 348 complaints(69.3%) were concerned with general programs, followed by 94 complaints (18.7%) about news reports, 27 complaints (5.4%) about general talk shows, 20 complaints(4.0%) about commercials, and 13 complaints (2.6%) against political talk shows.

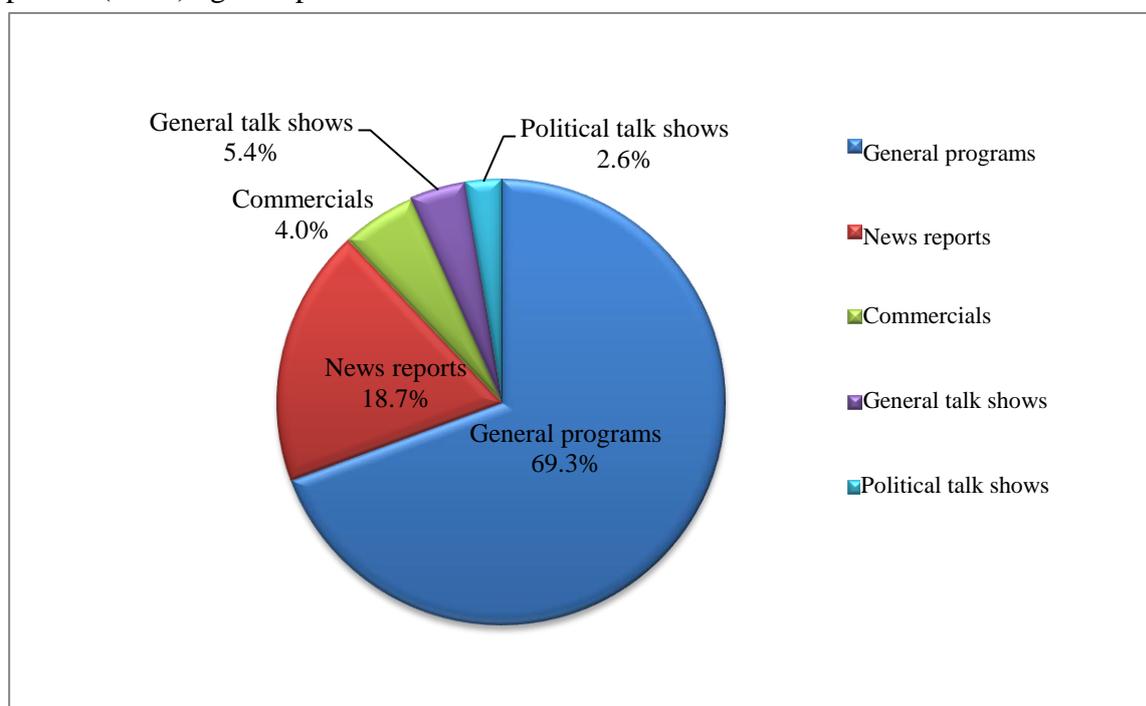


Figure 3: Complaints by Program Types (4Q 2012)

Figure 4 indicates that among the 348 complaints about general programs, the largest proportion (74.1%) were the 258 complaints about dramas, followed by 28 complaints about variety shows (8.0%),

⁴ Includes invasion of privacy, lack of the responsibility

⁵ Cases about medical treatment or cosmetics will be transferred to the Department of Health; cases about certificates or finance will be transferred to the Financial Supervisory Commission.

15 complaints about non-specific programs (4.3%), 14 complaints about financial investment programs (4.0%), 11 complaints about education and culture programs (3.2%), 10 complaints about infomercial programs (2.9%), 6 complaints about sports programs (1.7%), 5 complaints about children programs (1.4%), and 1 complaint about folklore/religious programs (0.3%).

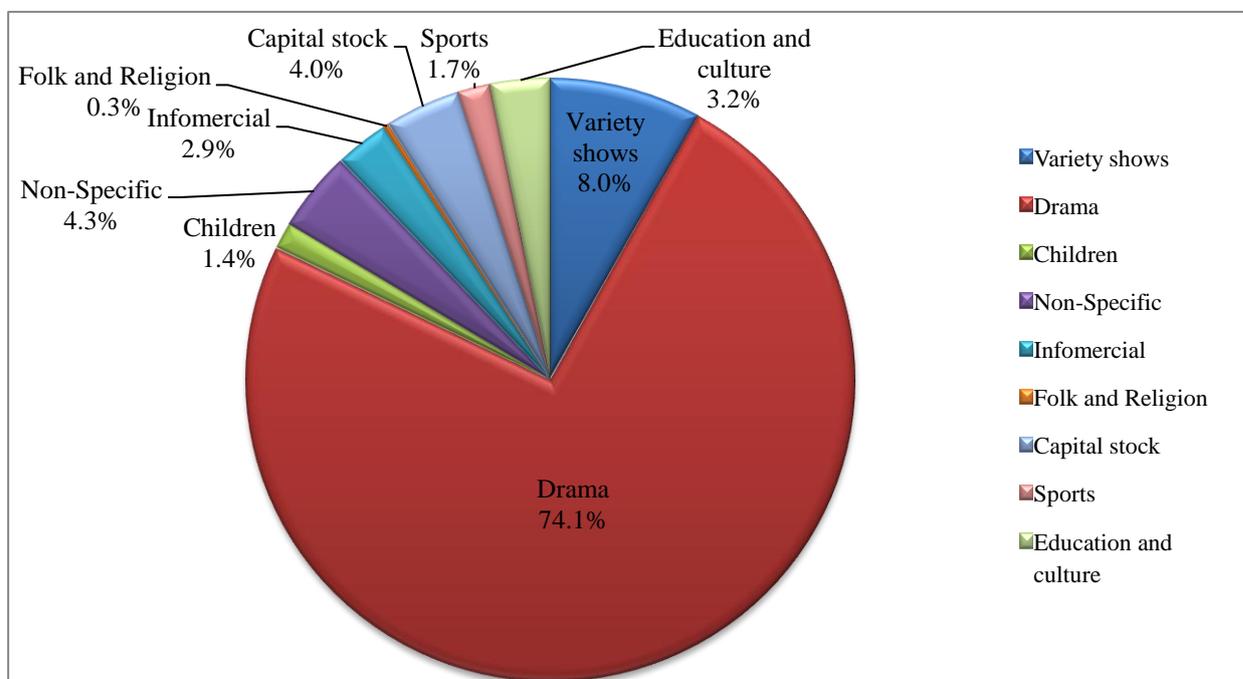


Figure 4: Complaints by Program Types: General Programs (4Q 2012)

As we can see from Table 3, with regards to complaints concerning general programs, 142 complaints (40.8%) were about suggestions on the overall broadcasting policies/regulations, followed by 50 complaints (14.4%) about harm to children and juveniles, 44 complaints about (12.6%) comments on the contents, wording and time of certain channels/programs/commercials. These three kinds of complaints accounted for 67.8% of the complaints made about general programs.

Table 3: Complaints in the fourth quarter 2012: by Type of Inappropriate Content			
Program Types	Inappropriate Contents	Cases	%
	Harm to children and juveniles	50	14.4%
	Inappropriate program rating	32	9.1%
	Disrupting public order or adversely affecting good social customs	25	7.2%
	No distinction between program and commercial	18	5.2%
	False or unjust contents	11	3.2%
	Commercials overrunning	5	1.4%
	Inappropriate commercial contents or	5	1.4%

	scheduling		
	Changes without notice in advance	3	0.9%
	Illegal use of on-screen news flashes	1	0.3%
Others	Suggestions on the overall broadcasting policies/ regulations	142	40.8%
	Comments on the contents, wording and time of certain channels/ programs/commercials	44	12.6%
	TV signal problems	6	1.7%
	Responsibility of other authorities, not the NCC	2	0.6%
	Complaints' follow-up inquiries	2	0.6%
	Regulation/information inquiries	1	0.3%
	Overwriting with local commercials	1	0.3%
	Total		348

We can see from Table 4 that of all the complaints made about television news, 24 complaints (25.5%) were about false or unjust contents followed by 16 complaints (17.0%) about comments on the contents, wording and time of certain channels, programs and commercials, and 16 complaints (17.0%) about suggestions on the overall broadcasting policies/regulations. These three most common complaints about inappropriate content account for 59.5% of all cases.

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

Program types	Inappropriate contents	Cases	%	
Television news	False or unjust contents	24	25.5%	
	No distinction between program and commercial	12	12.8%	
	Harm to children and juveniles	3	3.2%	
	Disrupting public order or adversely affecting good social customs	7	7.4%	
	Inappropriate program rating	2	2.1%	
	Inappropriate commercial contents or scheduling	1	1.1%	
	Others	Comments on the contents, wording and time of certain channels/programs/commercials	16	17.0%
		Suggestions on the overall broadcasting policies/regulations	16	17.0%
		Disregard for the professional ethics of journalism	11	11.7%
		TV signal problems	1	1.1%
	Responsibility of other authorities, not the NCC	1	1.1%	
Total		94	100.0%	

From Table 5, we can see that of all complaints about television commercials, 10 complaints (50.0%) were about inappropriate commercial contents or broadcasting schedule, followed by 4 complaints (20.0%) about false or unjust contents. These two most common complaints about inappropriate content account for 70.0% of all complaints about television commercials.

Table 5: Complaints about Television Commercials /Infomercial Programs by Type of Inappropriate Content (4Q 2012)				
Program Types	Inappropriate Contents	Cases	%	
Television commercials/ infomercial programs	Inappropriate commercial contents or broadcast schedule	10	50.0%	
	False or unjust contents	4	20.0%	
	Harm to children and juveniles	3	15.0%	
	No distinction between program and commercial	1	5.0%	
	Others	TV or radio signal problems	1	5.0%
		Comments on the contents, wording and time of certain channels/programs/commercials	1	5.0%
Total		20	100.0%	

We can see from Table 6 that of all the 40 complaints about television talk shows⁶, 17 (42.5%) complaints were about false or unjust contents, followed by 8 complaints (20.0%) about comments on the contents, wording and time of certain channels/programs/commercials, and 6 complaints (15.0%) about disrupting public order or adversely affecting good social customs.

Table 6: Complaints about Television Talk Shows in the Fourth quarter of 2012: by Type of Inappropriate Content				
Program Types	Inappropriate Contents	Cases	%	
Talk Shows	False or unjust contents	17	42.5%	
	Disrupting public order or adversely affecting good social customs	6	15.0%	
	Harm to children and juveniles	2	5.0%	
	No distinction between program and commercial	1	2.5%	
	Inappropriate commercial contents or broadcast time	1	2.5%	
	Commercials overrunning	1	2.5%	
	Others	Comments on the contents, wording and time of certain channels/programs/commercials	8	20.0%
		Disregard for the professional ethics of journalism	2	5.0%
		Suggestions on the overall broadcasting policies/regulations	1	2.5%

⁶ Includes general talk shows and political talk shows.

	Belonging to other authorities' responsibility, not the NCC	1	2.5%
Total		40	100.0%

The NCC respects media professionalism and editorial independence. Nonetheless, the NCC shall deal with violations according to law. 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.

Each of the following programs received more than 10 complaints during the fourth quarter: "The Silent Thrush" of LS TIME Movie Channel, "Hand in Hand" of iSET Taiwan Channel and "Feng Shui Family" of FTV (please see Table 7 for more information):

Table 7: Complaints about television programs in the fourth quarter of 2012			
Name of Program/Commercial	Channel	Type	Cases
The Silent Thrush	LS TIME Movie Channel	Drama	129
Hand in Hand	iSET Taiwan Channel	Drama	24
Feng Shui Family	FTV	Drama	17

1. "The Silent Thrush" of LS TIME Movie Channel – 129 complaints

Complaints: The program showed close-up shots of women french kissing, expressing an implication of homosexuality, etc.

Decision of the NCC: The program violated the Regulations Governing the Classification of Television Programs, and LS TIME Movie Channel was fined NT\$300,000 by the NCC. The commission was asked to explain the criteria behind the judgment and whether that meant that the NCC was discriminatory toward homosexuality. It was determined that certain content of the program violated regulation concerning the General Audiences Category: women wearing bikinis and sexual gestures on stage, a close-up shot of French kisses, caressing naked breasts, caressing buttocks, stripping, sexual acts, etc. Through inviting representatives of civil groups, experts and scholars, and broadcasters to attend the Radio and Television Contents Counseling Meetings, it was determined the program violated Regulations Governing the Classification of Television Programs, and was fined NT\$300,000 according to the decision of the Commission Meeting 507 on October 3, 2012. Punitive measures were undertaken because the program broadcast content of "inappropriate wording and actions" and "involving sexual intercourse, sexual desire or implication of sex" during the time designated for General Audiences Category, not

because of content homosexual in nature; the NCC respects diverse cultures. However, every program should be in accordance with relevant acts and regulations.

2. “Hand in Hand” of iSET Taiwan Channel – 24 complaints

Complaints: It was rated as the General Audiences Category program, but broadcast content disrupted public order or adversely affected good social customs and was harmful to juveniles and children: extramarital relations, poisoning for material greed, instigating gangsters to inflict physical harm, forcing an expectant mother to take abortion medicine, gangsters forcing a man to watch his girlfriend being raped, someone killing his own mother for money, etc.

Decision of the NCC: The NCC respects the media professionalism and editorial independence, and does not intervene if it is deemed that there was no violation. Punitive measures are undertaken in cases of any violation. According to public opinions, since certain content may have negatively affected children, juveniles, and society, the NCC, on October 31, 2012, asked iSET to present an explanation. In reply on November 6, 2012: ISET stated, “We’ve examined plots misleading audiences’ social values. From now on, we shall produce drama programs more carefully rewarding good ethical and moral behavior; we shall make sure the drama is in accordance with relevant acts and regulations, and provide entertainment and educational contents for audiences.” The NCC will continue to pay attention to the situation communicate with the TV station personnel to urge it to enhance its self-regulation.

3. “Feng Shui Family” of FTV – 17 complaints

Complaints: The program broadcast content harming juveniles and children: extramarital relations, a councilor abusing his power and bullying others, hostage taking, gang murder and fighting, a minor accidentally drinking cocktails, and a drunk falling. In addition, there was too much product placement marketing.

Decision of the NCC: The NCC respects media professionalism and editorial independence, and does not intervene if it is deemed that there was no violation. After examining relevant content, the NCC deemed there was no violation of acts and

regulations.

◆ Complaints - Radio

Turning next to radio, we can see from figure 5 that among the 15 complaints, there were 7 complaints made about general programs/commercials⁷ (46.7%), followed by 4 complaints against other types programs (religion, fortune-telling) (26.7%), 3 complaints against news and political talk shows (20%), and 1 complaint against musical programs.

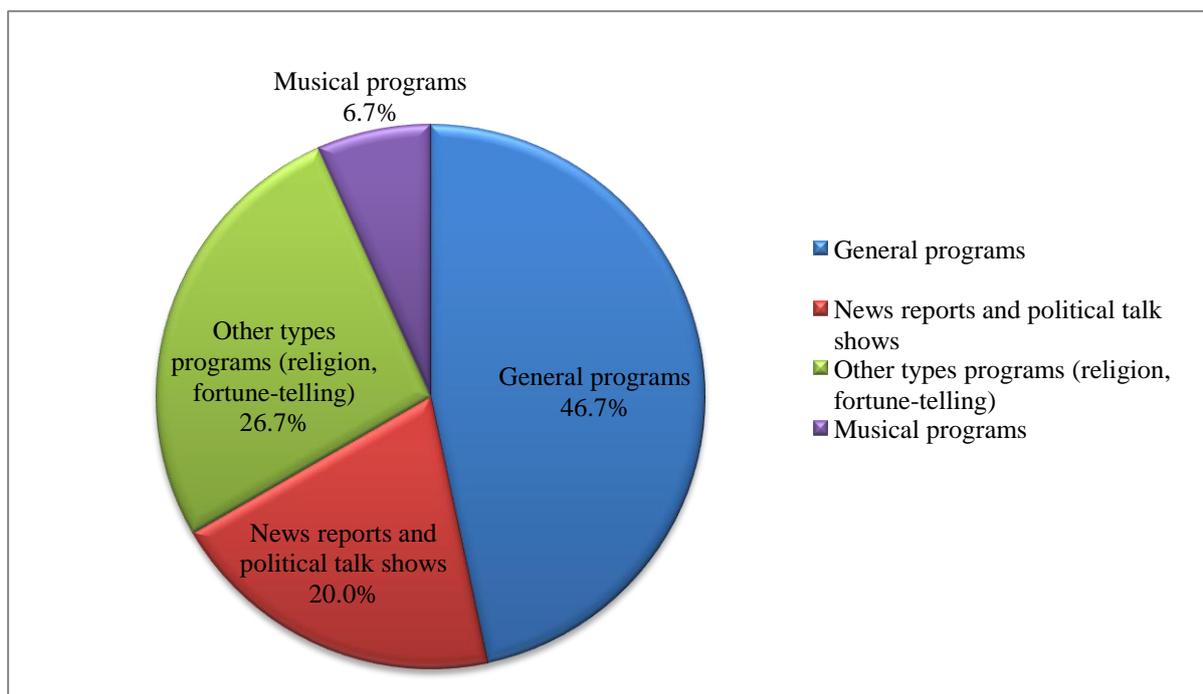


Figure 5: Complaints about Radio in the Fourth quarter of 2012 by Program Types

And Table 9 shows there were 4 cases (26.6%) about no distinction between program and commercial, and there 3 cases(20.0%) about inappropriate commercial contents or broadcast time and comments on the contents, wording and time of certain channels/programs/commercials separately. Please see Table 9 for more information.

Table 8: Complaints: General radio programs/commercials by type of inappropriate content (4Q 2012)

Program types	Inappropriate contents	Cases	%
	No distinction between program and commercial	4	26.6%
	Inappropriate commercial contents or broadcast time	3	20.0%

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

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	Commercials overrunning	2	13.3%
	Disrupting public order or adversely affecting good social customs	1	6.7%
	False or unjust contents	1	6.7%
	Language proportion in designate purpose radio not meet regulations	1	6.7%
	Others Comments on the contents, wording and time of certain channels/programs/commercials	3	20.0%
Total		15	100.0%