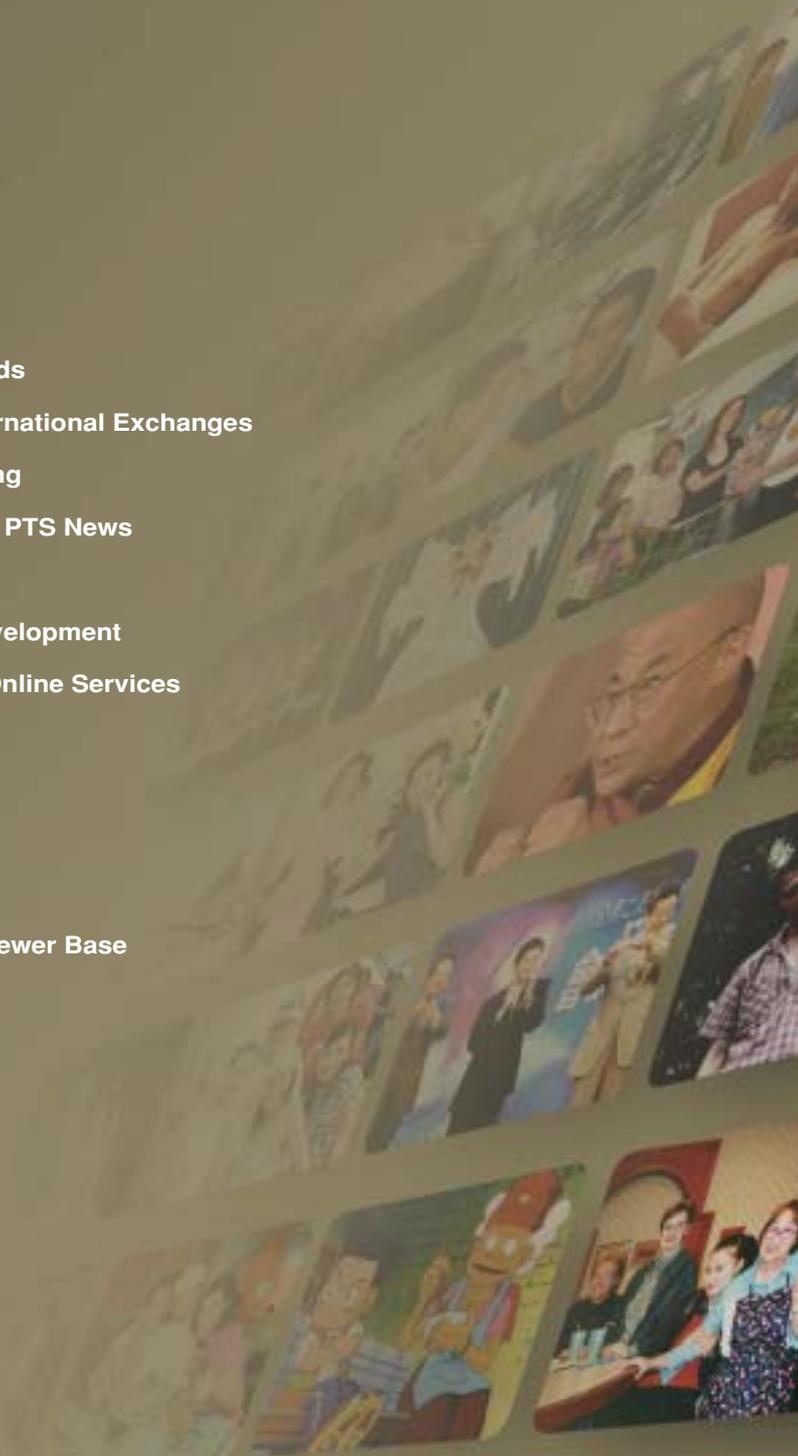


Public Television Service Foundation  
Annual Report  
Public Television Service Foundation Annual Report  
**2002**

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# 2002, A Year of Historical Reflection

In the wake of Taiwan's entry into the World Trade Organization and accelerating globalization, PTS has made a vigorous effort in 2002 to provide thought-provoking historical programs that encourage re-examination of unique Taiwanese values and reflection on contemporary issues. Through history we hope to redefine our identity and not be swallowed up by the tide of globalization.

In accordance with the aim of "enriching the content of indigenous culture" spelled out in the PTS mission, substantial resources have been poured into producing literary dramas such as *Wintry Night* and *The Sun Shines First Behind the Mountain*, as well as a wide range of documentaries, including *Legacies of 20th-Century Taiwan*, *Taiwan Sports Hall of Fame*, and *Great Chinese Composers*. These dramas and documentaries present the lives and experiences of our ancestors, furthering understanding of Taiwan's past and the people who made a difference on this island. Understanding brings deeper appreciation for our culture and traditions, and facilitates the consensus building process which will be crucial to future developments.

## Local Literature Embodied in Great Dramas

Literary drama *Wintry Night* is a co-production by PTS and the Council for Cultural Affairs. Adapted from *Wintry Night: A Trilogy* by Hakka novelist Lee Chiao, the serial depicts the courage and perseverance of the earliest Hakka settlers in the mountainous areas around Miaoli. It is the first TV drama to recount Hakka history in the Hakka dialect, and has won warm praise from Hakka audiences.

Another successful literary drama is *The Sun Shines First Behind the Mountain*, PTS' first attempt to address the 228 Incident of 1947. Adapted from the novel of the same title by Francis Wu, the serial develops against a backdrop of post-war impoverishment and conflict among different ethnic and dialect groups in eastern Taiwan in the late 1940s and 1950s. The leading character eases the conflicts with her selfless love, just as sunshine warms all terrestrial life. The serial won nominations for Best TV Serial, Best Director, Best Actor, Best Actress, Best Supporting Actress, Best Script, and Best Art for the 2002 Golden Bell Awards. It won the Best Director award.

## Writing History with the Camera

Beginning in 2000, PTS has been planning and producing *Legacies of 20th-Century Taiwan*, a documentary series that reviews those who helped shape Taiwan's history in the past century.

The selection of the historical figures to be featured in the series has been made with the utmost circumspection. Over 40 experts on Taiwanese history were invited to join the selection process. After two



Wintry Night



The Sun Shines First Behind the Mountain

rounds of initial screening, a committee of seven advisors decided on the top 30 people most central to Taiwan's development over the past century, out of over 100 candidates. This careful selection was followed by two years' extensive research into historical data, and the program has been filmed in Taiwan, mainland China and Japan. It is an enormous project eagerly anticipated in all quarters of society.

The 30 people to figure in the series include: nationalist activist, Lin Hsien-tang; Japanese colonial official, Shinpei Goto; the father of Taiwan medicine, Tu Tsungming, and the father of new Taiwan literature, Lai Ho. By the end of 2002, 16 episodes, which will begin to air in January 2003, had been completed.

*Legacies of 20th-Century Taiwan* will be the first TV program in Taiwan to portray, on a large scale, important figures in the history of the island. After years in which the call for a local focus has been heard loud and clear, there is still a marked lack of education on local history. Through these easily accessible pictures and narratives, PTS wishes to broaden knowledge and understanding of Taiwan's history and its most influential figures.



Ironman Asia, Yang Chuan-kwang



Taiwan Sports Hall of Fame - Kano Baseball Team

### On The Sports And Musical Fronts

The development of Taiwan's sports can be attributed to many unsung heroes. Thanks to their persistent passion, page after page of athletic excellence has been added to the sports history of the island. Household names such as those known as Ironman Asia (Yang Chuan-kwang) and Flying Antelope (Chi Cheng) are the pride of Taiwan. *Taiwan Sports Hall of Fame* traces the significant steps in the lives of early sports heroes in Taiwan and reflects on their philosophy of life, their thinking, memories and beliefs.

The series features, among others, Yang Chuan-kwang, Chi Cheng, Kano baseball team, Red-leaf little-league baseball team, Mulan women's football team, Guoguang and Kenan basketball teams, and Taiwan golf team.



Changing World - Palestine



Peace Trilogy - the Last Days

*Great Chinese Composers* portrays songwriters of popular works such as *Farewell, She's Always On My Mind, A Word From Zephyr, When I Open the Window of My Heart*, etc., and elaborates on their contributions to music.

From research through production, experts on musical history and vocal music, and senior media workers have been consulted to decide the list of musicians to be presented and to ensure the quality of the series. Their expertise helped to create a program that is both enjoyable and educational.

Musicians portrayed in the series include Li Shu-tung, Xiao Youmei, Zhao Yuan Ren, Xu Changhui, Ma Shui-Long and Hsiao Tyzen, among others.

### Reflection On Civilization From A Global Perspective

The Reflection on History series that began in January 2002 includes NHK's *Messages from the Past*, reviews of major wars in Asia and Europe, *Europe: the Road to Unity*, and *A Force More Powerful*. The series prompts contemplation on where we have been, where we are, and where we want to go and how. Another series, *Changing World*, probes into the 911 terrorist attack and terrorism generally, the history of the Israeli/Palestinian conflict, and other flash points around the globe including the Taiwan Strait. Included in the series are *Peace Trilogy: the Promises* (on the Israeli/Palestinian conflict), *the Last Days* (on the Holocaust), and *No Man's Land* (a movie set against the backdrop of the Bosnian/Serbian war in 1993).

PTS will continue to provide historical programs that provide new perspectives and insights on contemporary issues both at home and around the world. ✨



Peace Trilogy - the Promises

# PTS in 2002

**January 4, 2002**



Press screening for *Taiwan Sports Hall of Fame*. Distinguished guests, such as Xu Heng and Chi Cheng, stated their view that it was a very significant project that would help the public to gain a better understanding of sports and sportsmanship.

**March 4, 2002**



Primetime literary drama *Wintry Night* went on air. A co-production of PTS and the Council for Cultural Affairs and adapted from Lee Chiao's novel of the same title, *Wintry Night* is the first TV serial in the Hakka dialect. It stars Shi Jun and Liu Ruiqi, with Chen Qiuyan as producer and Li Ying as director.

**March 9, 2002**

Televised debate over investments by the semiconductor industry in mainland China. A further televised debate on a major matter of public policy, following the PTS' debate on whether or not to build the Fourth Nuclear Power Plant.

**March 16, 2002**



Co-sponsored the Adventure in Nature project with *Fruity Pie*. A Tree for Everyone was an activity that brought the children's program and its audiences together to work for a better environment.

**May 9, 2002**



Filming of *Crystal Boys*, one of PTS' prime-time literary serials, began at 228 Peace Park in Taipei. The serial is an adaptation from Pai Hsien-yung's novel, directed by Cao Ruiyuan, and is scheduled as a major drama for 2003.

**May 18, 2002**



Co-sponsored (with the Environmental Protection Agency of the Executive Yuan, and the Environmental Protection Bureau of Taipei County) the Clean Beach event at the mangrove reservation in northern Taiwan, as an effort to promote the conservation of the oceans.

**May 20, 2002**



Prime-time literary drama *The Sun Shines First Behind the Mountain* went on air. Adapted from Francis Wu's novel of the same title and directed by Lee Uei-feng, the serial stars Zhang Meiyao, Liang Xiushen, and Jiang Zuping. It is a story set in the wake of the persecution that followed the 228 Incident and focuses on peace and integration between different ethnic and dialect groups.

**June 29, 2002**



As part of the celebrations for PTS' fourth anniversary, Support for Public Causes was held at the CKS Memorial Hall plaza, bringing together 43 charity and non-profit groups, including the Children Are Us Foundation, Creation Social Welfare Foundation, and the Garden of Hope Foundation.

**July 1, 2002**

Happy Birthday to PTS with Love, a live reception hosted by Granny Fruit and Uncle Soy.

**July 15, 2002**

Commencement of the 2002 Training Seminar for Aboriginal Video Reporters. Thirty aboriginals attended the program, with a view to becoming professional video journalists to report on aboriginal affairs.

**August 4, 2002**

Sponsored Father & Children Sports Meet for Father's Day. Fathers and their families spent a day full of love and laughter.

**August 14, 2002**

The Digital Television Content Development seminar at Howard International House, Taipei. Experts and representatives from the television industry both at home and abroad joined the panel discussions. Among them were Peter Olaf Looms, Senior Consultant, New Media, DR, Denmark; and Chris Rogers, Senior Vice President, New Media, SPH Media Works, Singapore.

**August 20, 2002**

A special celebration honoring directors Cheng Wen-Tang and Lin Tai Chou for their achievements at the 59th Venice International Film Festival. Cheng's *Somewhere Over the Dreamland* was nominated for Best Picture of Venice Critics Week, while Lin's *Life Story - Blue Plague* was nominated for official entry in New Territory.

**August 24, 2002**

Live televised debates beginning at 7 p.m. on constitutional reform, co-sponsored with the Taipei Society.

**September 2, 2002**

Launched Sign Language News. Hosted by hearing-impaired Wang Xiaoshu, it is the first television news in Taiwan to allow hearing-impaired viewers to track the latest news.

**September 29, 2002**

The GIO Outstanding Children's Program Awards ceremony at the Transportation Museum for Children in Taipei. PTS garnered several awards, including Best Production & Broadcasting Organization; Best Production (for *Follow Me*); and Honorable Mention, Production (for *Fruity Pie* and *Mighty Media*).

**October 4, 2002**

The 2002 Golden Bell Awards ceremony. PTS came out the biggest winner, with 55 nominations and 12 awards.

**October 25, 2002**

The third Hospital Tour by Granny Fruit began, targeting child patients. The two-week trip took Granny Fruit to six cities, as far afield as southeastern Taiwan and the offshore island of Jinmen. The tour was warmly received by the children and their families, further enhancing the popularity of Granny Fruit.

**November 5, 2002**

Launch of Hello Taichung, a cable channel for English learning, in the city of Taichung. The Taichung-based Chun-Chien Cable Television obtained rights to air 360 episodes of *Let's Talk in English on PTS* on its channel round the clock.

**November 9, 2002**

A number of media operators joined forces for the first televised debate in the 2002 Taipei mayoral election campaign. The debate was held in the Civil Service Development Institute in Taipei. PTS was responsible for all broadcasting-related activities.

**November 16, 2002**

In accordance with PTS' commitment to safeguarding the interests of minority groups,

televised debates for the election of aboriginal city councilors were held for three week-ends in a row, with the participation of aboriginal citizens in the cities of Taipei and Kaohsiung.

**November 17, 2002**

The second televised debate for the 2002 mayoral election, at PTS' 8th Studio. PTS

was responsible for all broadcasting-related activities.

**November 24, 2002**

Held and broadcast a televised campaign rally for the 2002 Kaohsiung mayoral election.

**December 15, 2002**

The final of English Ambassadors was held at PTS, with Taipei Municipal First Girls' High School coming out as the national champion.

**December 20, 2002**

Launched the first website for aboriginal children in Taiwan. WaWa.net was designed and established by PTS as a Christmas present for all aboriginal children.

**December 23, 2002**

A special celebration for PTS' awards at film festivals both at home and abroad, including: Best Original Score and Best Taiwan Film for *Somewhere Over the Dreamland*, and Best Documentary for *How High is the Mountain* and *The Story of Hsu Chin Yu* at the 39th Golden Horse Awards; Best Special Subject Award at the first Excellent Journalism Awards; Best Children's Program for *Fruity Pie*, and Best Drama Actor for Kou Shixun in *The Orange Grove* at the 2002 Asian Television Awards; also awards at the third Taiwan International Documentary Festival.

**December 27 & 28, 2002**

The two-day 2002 PTS International Animation Conference at Fubon International Conference Center in Taipei. Guest speakers Lacroix Georges (French 3D film director and founder of Fantome Animation), Amanda Blake (producer with S4C Animation from Britain), and Seong Won Jo (Korean producer of *My Beautiful Girl Mari*) shared their experiences with local animation artists, such as Yu-fu and Micho Chang, adding a global perspective to Taiwan's animation industry. ✨



# We Strive All The Harder To Catch Up

## Message from the Chairman

In 2002, PTS continued to stride along its established course toward greater success.

For public television stations around the world, ratings, though not the sole criterion by which to determine their performances, remain an important indicator. PTS is no exception. It is very encouraging, therefore, to see PTS ratings rise substantially since it started working with Broadcasters Marketing Research Co., Ltd, a new rating research agency in Taiwan that provides broader sampling than PTS' former partner, ACNielsen, did.

For public television stations around the world, winning awards, though not the goal of the operation, remains an important indicator of the quality of their programs. PTS, too, values its awards. It is very encouraging, therefore, to see PTS programs garner 98 nominations and 45 awards at home and overseas in 2002.

Recently, government and the Legislative Yuan(parliament), as well as the general public, have been calling for the establishment of a "public broadcasting group". Some people urge that either TTV or CTS be privatized, while others support the inclusion of aboriginal, Hakka and overseas Chinese channels in the proposed group. Whatever the outcome, it is encouraging to see recognition and approval for PTS throughout the debate.

As public television got off to a late start in Taiwan, we have to strive all the harder to catch up.

This annual report has been compiled under Article 35 of the Public Television Act, which stipulates transparency of PTS' operations for public scrutiny. We welcome public scrutiny, and any comments or suggestions the public may have.

Frank Feng-shan Wu  
Chairman, PTS



# A Friend The Viewers Can Count On



## Message from the President

In 2002, PTS has garnered a record number of awards at important festivals both at home and abroad, witnessed a healthy growth in its ratings, and reached its targets for private funding. This excellent track record testifies to the ever-growing quality of PTS programs, which in turn translates into professional recognition and viewer approval.

On the other hand, the deterioration of the overall environment for mass media in Taiwan has led to the most sweeping media reforms since the lifting of Martial Law in 1987, and increasing calls for the independent, public management of mass media.

Amid these developments, PTS, with everything that it has achieved since its launch, has set a benchmark for public service media to aspire to. The higher the expectations of PTS on the part of the public, the greater the challenge for everyone on the PTS staff.

But PTS realizes that positive pressure is conducive to, even necessary for, continued progress. With its solid foundation of past achievements, PTS has to pursue a broader vision and higher goals, meeting new challenges in response to public expectations.

The 21st century is already being described as a century of anxiety and uncertainty, and there is indeed anxiety across the island. PTS has an obligation to promote the core values of "education and knowledge," through a variety of strategies, to help viewers walk out of the shadow of anxiety and maintain hope for the future.

This is the challenge for PTS in its next phase of development - to be a reliable friend that its viewers can always count on, and to uphold values and hope for society. It is a great challenge and a noble obligation that we will rise to meet.

A handwritten signature in black ink, which appears to be 'Lee Yung-te'.

Yung-te Lee  
President, PTS



## A Top-quality Brand Name of World Renown:

# Awards

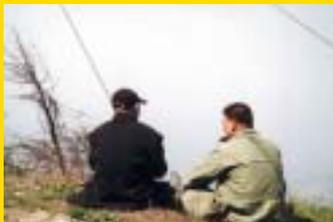
2002 has been a successful year for PTS at television and film festivals both at home and overseas. Nominations and awards exceeded the previous year's tally by a long chalk: 98 nominations, a 75% increase over the 56 of 2001; and 45 awards, a 73% increase over the 26 of 2001. When awards at home, are considered in isolation, the growth was even more impressive: 35 awards, or more than double the figure for 2001.

Heated and growing competition in the media in recent years has forced many a creative talent out of the picture, or to seek new opportunities in mainland China. As a public service broadcaster, PTS is only too well aware of its responsibility for developing native artists and providing a stage for their talent. The station has become the best possible partner for independent film producers. In 2002, PTS programs commissioned to independent producers generated impressive results. *How High Is the Mountain*, directed by Tang Shiang-chu, was a first-person narrative of the director's life, his wife's pregnancy and his father's apoplexy. *The Story of Hsu Chin Yu*, directed by Tseng Wen-chen, recounted Hsu's life as an adopted daughter, factory worker, political prisoner, and owner of a preserved-egg store. Both won the Best Documentary award at the 39th Golden Horse Awards. *Behind the Miracle*, produced by Tsai Tsung-

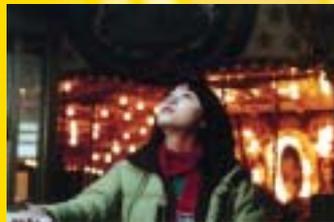
Lung and winner of Best Special Subject Award at the first Excellent Journalism Awards, looked at the health risks for employees in Taiwan's fast-growing electronic industries. Director Chou Zero(Mei-ling)'s *Poles Extremity* and *Corner's Murmuring* were winners at the Taiwan International Documentary Festival. While *Poles Extremity* compared the vastly different life stories of four people unfolding in four extreme locations on the island, *Corner's Murmuring* recorded the difficulties that homosexuals face in Taiwan's society.

On the drama front, 2002 was a fruitful year for the *Life Story* series. *Somewhere Over the Dreamland*, a story of an Atayal youth seeking his dreams in the concrete jungle of the city, won the Best Taiwan Film award at the 39th Golden Horse Awards. Then, at the 59th Venice International Film Festival, the film won the Best Picture of Venice Critics Week award, bringing director Cheng Wen-Tang international recognition. President Chen Shui-bian also enjoyed the movie in the theatre. Also in Venice, *Life Story - Blue Plague*, an urban romance directed by Lin Tai Chou, while Lin's *Life Story - Blue Plague* was nominated for Official Entry in New Territory.

Meanwhile, at the 2002 Golden Bell Awards, the most important award for radio and television stations in Taiwan, PTS remained the biggest winner with 55 nominations and 12 awards. At the Asian Television Awards, *Fruity Pie* won the Best Children's Program award, and the *Orange Grove*, Best Drama Actor for Kou Shixun. In mainland China, *Life Story - Blue Plague*, *Faces of the Century: The Lost Honor of Mountains*, and *Natural Parks* were highly acclaimed at the Shanghai Television Festival and Beijing International Scientific Film Festival. 🌸



How High Is the Mountain



Somewhere Over the Dreamland



The Story of Hsu Chin Yu



Blue Plague



Fruity Pie



The Moonlight



Behind the Miracle



Mighty Media



18th January, 2002	New York Film Festival Gold Medal, Animated Children's Program	The Animated Tales of the World - Aunt Tiger	
18th January, 2002	2nd Radio and Television Golden Engineering Awards	Honorable mention, Group award	
18th January, 2002	2nd Radio and Television Golden Engineering Awards	Satellite TV Station Engineering	
3rd May, 2002	Shanghai Television Festival, Selected for viewing	Point of View - A Talk with Whales	
26th July, 2002	Asian Television Technical and Creative Awards, Best Cinematography	Life Story - Blue Plague	
4th August, 2002	The 25th Golden Harvest Awards Honorable Mention, Short Film	Point of View - How High is the Mountain	
4th August, 2002	The 25th Golden Harvest Awards, Best Documentary	Point of View - The Story of Hsu Chin Yu	
4th August, 2002	The 25th Golden Harvest Awards, Best Documentary	Point of View - Poles Extremity	
4th August, 2002	The 25th Golden Harvest Awards, Best Documentary	Point of View - Floating Woman	
8th September, 2002	The 59th Venice International Film Festival, Official Entry in New Territory	Life Story - Blue Plague	
	The 59th Venice International Film Festival, Best Picture of Venice Critics Week	Life Story - Somewhere Over the Dreamland	
30th September, 2002	Media Watch Quality Programming 5 Star Awards	Follow Me Fruity Pie Let's Talk in English on PTS The Animated Tales of the World The Fairy Tales of Taiwan	
30th September, 2002	GIO Outstanding Children's Program Awards, Best Production	Follow Me	
	GIO Outstanding Children's Program Awards, Honorable Mention, Production	Mighty Media	
	GIO Outstanding Children's Program Awards, Honorable Mention, Production	Fruity Pie	
	GIO Outstanding Children's Program Awards, Best Production and Broadcasting Organization	PTS	
4th October, 2002	Golden Bell Awards	Best Single-Episode Drama	Life Story - A Lease to Paradise
		Best Children's Program	Mighty Media
		Best Leading Actor in Single-Episode Drama	Dai Li-zen, Life Story - The Moonlight
		Best Leading Actress in Single-Episode Drama	Xie San-jiao, Life Story - A Lease to Paradise
		Best Supporting Actress in Single-Episode Drama	Huang Shu-Ying, Life Story - The Moon
		Best Director of Single-Episode Drama	Yang Yae-Zhe, Life Story - A Lease to Paradise
		Best Scriptwriter of Single-Episode Drama	Yang Yae-Zhe, Life Story - A Lease to Paradise
		Best Director of Drama Series	Lee Uei-feng, The Sun Shines First Behind the Mountain
		Best Children's Program Host	Shen Chun-hua, Mighty Media
		Best Sound Effects	Chou Cheng, Tsao Uei-feng, Liu Fu-yuan, Life Story-Blue Plague
		Best Lighting	Tsao Jun-jing, Wintry Night
		Best Art Director	Zhuang Ming-shen, Yang Cheng-Yee, The Moon is Gone
9th November, 2002	Chinese Scriptwriter Society Excellence	Life Story - A Lease to Paradise	
13th November, 2002	Nantes Three Continents Festival Screening	Life Story - Somewhere Over the Dreamland	
16th November, 2002	The 1st Excellent Journalism Awards, Best Special Subject Award	Behind the Miracle	
16th November, 2002	39th Golden Horse Awards, Best Documentary	How High is the Mountain	
	Best Documentary	The Story of Hsu Chin Yu	
	Best Taiwan Film	Life Story - Somewhere Over the Dreamland	
	Best Original Score	Life Story - Somewhere Over the Dreamland	
4th December, 2002	7th Asian Television Awards, Best Drama Performance by an Actor	Kou Shi Xun - The Orange Grove	
	Best Children's Program	Fruity Pie	
14th December, 2002	2002 Taiwan International Documentary Festival, Highly Commended by the Jury	Poles Extremity	
	Highly Commended by the Jury	How High is the Mountain	
	Jury's Special Award	Corner's Murmuring	
	Taiwan Award	The Story of Hsu Chin Yu	

## Closer Ties with the International Community:

# International Exchanges

PTS achieved a great deal in 2002 in relation to international exchanges. At the end of August, the board of directors and supervisors traveled abroad, for the first time, on a fact-finding tour. They visited public broadcasters in South Korea and Japan to see how the broadcasters were responding to growing competition and digitization, in terms of organization, management and operations. Led by Chairman Wu Frank Feng-shan, the 12-member team, including President Lee Yung-te, and some of the directors and supervisors, visited five broadcasters: Korean public service broadcaster, KBS; semi-public broadcaster MBC, and overseas channel Arirang TV; Japanese public broadcaster, NHK, and commercial station Fuji TV. The trip was a great success; not only were high-quality PTS programs introduced to those countries, but friendly ties and exchange mechanisms were also established with the broadcasters.

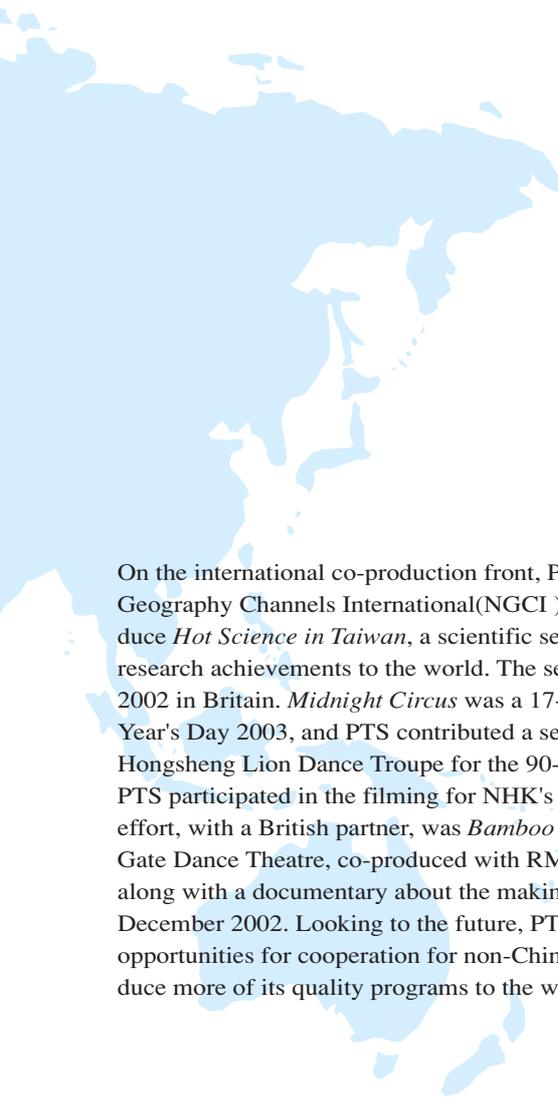
As far as international broadcasting organizations are concerned, PTS joined the Commonwealth Broadcasting Association (CBA) in May 2002. The functions of CBA, an organization of public service broadcasters around the world, include training broadcasting organizations, promoting public service broadcasting, and providing a venue for discourse among its members. Also in May, PTS entered International Public Television (INPUT) and was designated a "national coordinator" in Taiwan. INPUT enables television professionals around the world to maintain valuable contacts and share their experiences. As an INPUT member, PTS will make vigorous efforts to enter into more program screenings and exchanges with other members. In September, PTS attended the International Broadcasting Convention in Amsterdam to learn more of the experiences of new media in other countries. In November, PTS attended the annual conference of Public Broadcasters International in Hong Kong. Together, the members decided to participate in the World Summit on the Information Society in 2003 and 2005, and vowed to establish closer ties among member public service television stations in Asia. Also in November, PTS participated in the China Digital TV Summit 2002 in Beijing, China, on the latest developments in digital television around the world. In December, Jessie Y. W. Shih, Section Chief of Programming, the Planning Department, was invited to be one of the panel hosts at the Asian Television Forum in Singapore. Lin Leh-Chyun, Director of the News Department, was also invited to be a judge for documentaries at the 2002 Asian Television Awards. All these experiences provided invaluable opportunities for PTS to interact with broadcasters around the world, and paved the way for further international cooperation.



The board of directors and supervisors visited Korean public broadcaster, KBS.



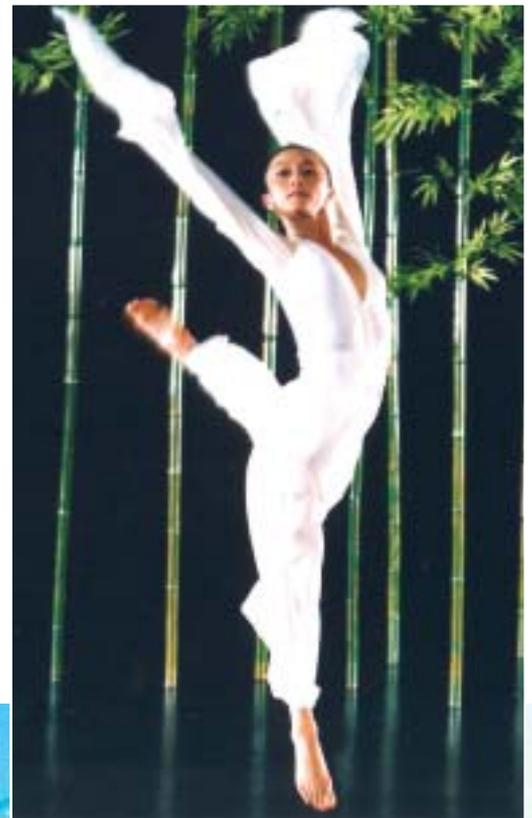
The board of directors and supervisors visited Japanese public broadcaster, NHK. Fifth from right is Katsuji Ebisawa, the president of NHK.



On the international co-production front, PTS partnered National Geography Channels International(NGCI )from the United States to produce *Hot Science in Taiwan*, a scientific series that introduced Taiwan's research achievements to the world. The series went on air in September 2002 in Britain. *Midnight Circus* was a 17-nation co-production for New Year's Day 2003, and PTS contributed a segment of lion dances by Hongsheng Lion Dance Troupe for the 90-minute program. In December, PTS participated in the filming for NHK's *Asia Who's Who*. Another joint effort, with a British partner, was *Bamboo Dream*, a performance by Cloud Gate Dance Theatre, co-produced with RM Associates. The performance, along with a documentary about the making of the program, was aired in December 2002. Looking to the future, PTS will focus on securing new opportunities for cooperation for non-Chinese speaking markets to introduce more of its quality programs to the world. ✨



Cloud Gate Dance Theatre - *Bamboo Dream*  
(photographed by Liu Chen-Hsiang)



Cloud Gate Dance Theatre - *Bamboo Dream*  
(photographed by William Laxton)

# International

## Meeting the Needs of All Viewers:

# PTS Programming

### Fun & Quality Programming for Children

06:00-10:00 and 16:00-19:00 Monday through Friday were the children and youth slots on PTS. The morning slot was designated for young children's programming, as well as *Let's Talk in English on PTS*, which targeted student audiences. The afternoon slot encompassed *Thumb Bear*, *Teletubbies*, and *Fruity Pie*, among others. *Fruity Pie* was an in-house production that won many awards at home and abroad, including the Golden Bell Awards and the Asian Television Awards. *Follow Me*, between 18:00 and 18:30, was an educational program tied in with the new Nine-Year Integrated Curriculum in Taiwan's primary schools and junior high schools. The popular series,



Fruity Pie



Follow me

with its three hosts, took school children on adventures and missions of exploration around the island, addressing a wide range of topics that brought a better understanding of their land. From 18:30 to 19:00, *Our Class* examined the concerns of teenagers at school and at home. The drama, with a cast of junior high school amateurs, was highly acclaimed and won recognition at the Golden Bell Awards.



Our Class

### Lifestyle Tied in with Information

*Lifestyles in Taiwan* at 11:00 Monday through Friday was an all-embracing guide that explored local and foreign cuisines, DIY handicrafts and gardening, travel tips and information, health and exercise, the needs of housewives and the elderly, etc.



See Hear

At 14:00 viewers, especially the elderly, enjoyed traditional opera including Taiwanese opera, Kun opera, Huang-mei opera, Sichuan opera, hand-puppet shows, and Hakka opera. The most popular of these was Taiwanese opera, starring Tang Meiyun, Huang Xianglien and other famous performers.

### Informative News And Great Drama

World news was broadcast at 19:00. The first half-hour covered important happenings around the world, followed by in-depth discussions of international situations with political scholar Liu Bih-rong. Prime-time drama serials began at 20:00. In 2002 PTS offered two historical dramas, which were highly successful: *Wintry Night*, the first ever drama in Hakka dialect, depicting the hardships of early Hakka settlers; and *The Sun Shines First Behind the Mountain*, a story of the integration of different ethnic and dialect groups in the wake of the 228 Incident. *The Sun* serial recorded the highest ratings since the launch of PTS. *PTS Evening News* at 21:00 included a 15-minute sign language segment with hearing-impaired anchor, Wang Xiaoshu. For the first time in Taiwan, hearing-impaired viewers enjoyed access to news on television.

### Information on a New Horizon

The 22:00 slot was information and learning, with different topics Monday through Friday. New series in 2002 included *No More Reading on Tuesday*, *Perspective 360*, and *Taiwan Horizons*. *No More Reading on Tuesday* was hosted by Kevin Tsai, who discussed popular books in his humorous, witty and



The Sun Shines First Behind the Mountain



Wintry Night

unconventional way with today's busy, fast-paced readers. *Perspective 360* featured panel discussions on significant issues for people in Taiwan and abroad, such as homosexual families, women suicide bombers in Palestine, alternative views on the 911 terrorist attack, and the secrets of the Great Pyramid of Khufu. The series was thought-provoking and often inspired popular discussion. *Taiwan Horizons* was a fine documentary focusing on the history and traditions of Formosa. It was highly popular with viewers.

### A Station for Minority Groups

The weekend was designated for minority groups and public access programming. *Public Forum*, at 11:00 on Sundays,

allowed viewers to voice their opinions on public issues, and was followed by *Dialogues of Citizens* in which non-governmental organizations joined in debate over issues of importance to the public. At 18:30 on Sunday evenings, *Mighty Media* tried to develop "media literacy" for young viewers by analyzing how the media packaged and sold popular trends, idols and topics of discussion. Two slots were designated for aborigines: *Formosa Aboriginal News Magazine* at 21:00, Saturday, and *Face to Face with the Clans* at 19:00, Sunday. PTS has trained aboriginal reporters to produce in-depth coverage on tribal affairs, and provided aborigines with a public channel to give voice to their opinions. The *Hakka News Magazine* at 21:00 Sunday focused on Hakka people and their interests, winning widespread approval among Hakka people.



Let's Talk in English on PTS



Mighty Media



Hakka News Magazine



Lifestyles in Taiwan



No More Reading on Tuesday

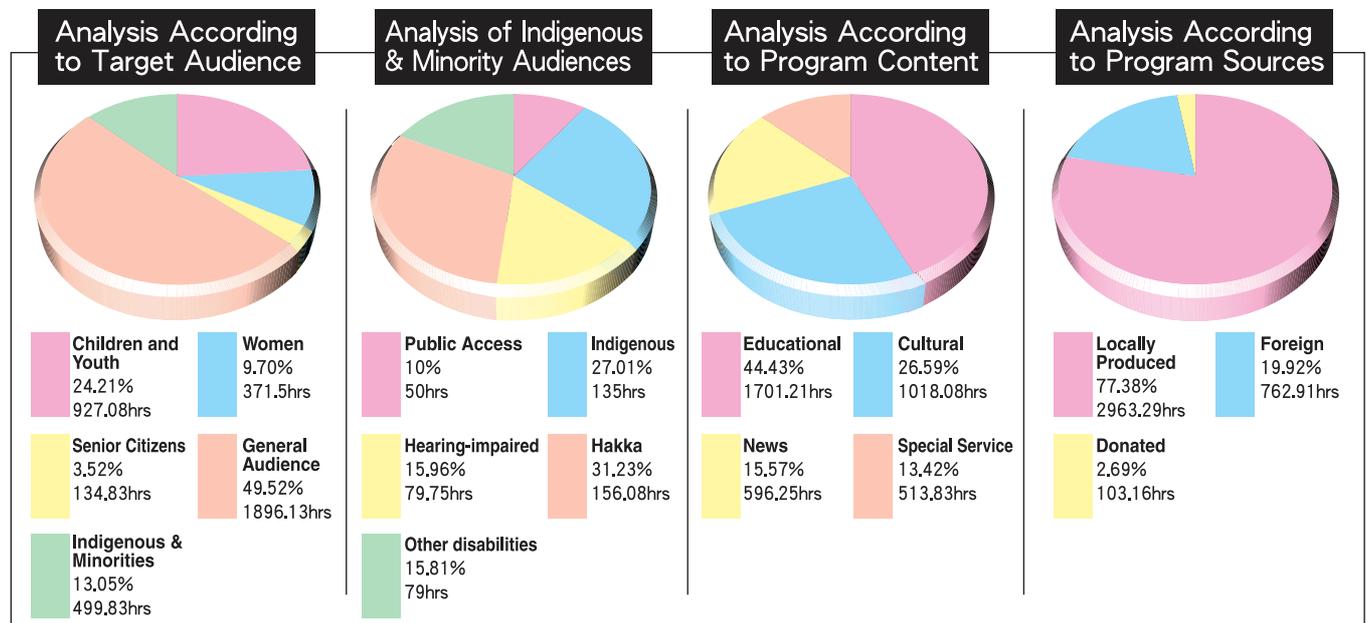


Hot News Weekly

And there was programming on the weekend for people with disabilities: *Secrets of the Stars* introduced rare diseases; there was an audio version of the *Life Story* series for the seeing-impaired, and *See Hear* for the hearing impaired. Also includ-

ed were renowned foreign productions on disabilities such as *Sound And Fury*, *A Patch of Blue Sky*, and *Breathing Lessons: the Life And Work of Mark O'brien*. 🌟

## Program Analysis Charts



### Note:

1. For the chart showing the percentage of total hours broadcast in each program category, the calculation is based on the program's first broadcast. In 2002, PTS broadcast a total of 3,829.37 hours.
2. Indigenous and minority programs include programs for public access, indigenous peoples, the Hakka community, the hearing-impaired and those with other disabilities.
3. Educational programs include programs for children and young people, as well as programs on parental education, developments in technology, the environment, medicine and health care.
4. Cultural programs include music, literary dramas, and traditional operas.
5. The figures relate to the period January 1 to December 31, 2002.

A New Choice amid a Multitude of News Channels:

# PTS News

PTS news comprised news magazines and daily news. Many of the programs were unique in Taiwan and widely acclaimed. *Point of View*, for example, yielded impressive results after four years of commitment and quality work, winning more than 20 nominations and awards in 2002. And, with the ban on producing daily news for the first four years after its launch lifted in 2002, PTS began to offer *PTS Evening News* in July.

As for news magazines, *Our Island* continued its emphasis on environmental and ecological themes in 2002, including "Precious Oceans", "Temple of Taiwan Cypresses", "Theft of Cypress Warts", etc. The "Theft of Cypress Warts" series investigated the illegal harvesting of cypress warts in the virgin cypress forests in northern Taiwan, raising public awareness of the problem. The results of the investigation were often cited by both the print and electronic media.

*Formosa Aboriginal News Magazine* and *Face to Face with the Clans* were both produced by the aboriginal team under the News Department. In 2002 the team was also responsible for the third training project for aboriginal video reporters, producing televised debates of aboriginal



Temple of Taiwan Cypresses



Theft of Cypress Warts

candidates for city council elections in Taipei and Kaohsiung, and promoting the website for aboriginal children. Future focuses include coordination of aboriginal elementary schools to create an online learning mechanism that facilitates English and aboriginal language learning.

Beginning in March 2002, the *Hakka News Magazine* was aired at the "Macroview TV" channel of Overseas Chinese Affairs Commission. A month later, it was broadcast to Hakka listeners around the world every Wednesday through the Central Broadcasting System. Efforts to serve the Hakka communities extended to cross-media cooperation, for example with BCC's Hakka channel and Zhonghua Educational Radio Station.

As for daily news, *PTS In-depth Report* was replaced with *PTS Evening News* from July 1, providing the only comprehensive, professional television news reporting free from commercial and political influences. Amid increasing popularization and commercialization of television news, PTS has become a refreshing new choice.

The sign language news was yet another milestone for PTS news in 2002. For the first time in Taiwan, a hearing-impaired anchor read the news.



Hakka News Magazine

Spot shooting of news programs



Televised debate in the 2002 Taipei mayoral election campaign

*A Look At the World*, which was most popular with opinion leaders, was transformed into *On the Spot* and *The Latest Around the world*. *On the Spot* maintained the in-depth analysis of international events but with a clearer focus, while *The Latest Around the world* provided information on world news.

As part of PTS' commitment to public services, two televised debates were held for the 2002 Taipei mayoral election. Amid heated competition for campaign news, the two candidates, Ma Ying-jeou of the KMT and Lee Ying-yuan of the DPP, were able to give rational elaborations of their political platforms.

On December 7, PTS produced a five-hour special report to provide real-time updates of vote counting and analysis of its implications. Renowned election sampling expert Hung Yung-tai, from National Taiwan University's Department of Political Science participated in the report to offer his forecasts of the election results. It was the first attempt of its kind, and the forecasting proved accurate.

Looking to 2003, keen competition is likely to force commercial stations into even greater populism and commercialism. Amid this disheartening development, PTS news, based solely on professionalism, will become ever more significant and essential to civil society. In the years to come, PTS news will not only give the audiences another choice, but will become the choice for news and information. ❀



On the Spot



Hakka News Magazine



Formosa Aboriginal News Magazine



Sign Language News

## Equating Learning with Fun:

# Educational Services

"If the Classroom Were A Movie House: A Lesson Demonstration", etc., were of great help in informing teachers how to make the best use of PTS' materials. Also in 2002, PTS Educational Resources Online was launched. Specific teaching plans were developed with focused themes and issues. The resources were wonderful supplements to the new Nine-Year Integrated Curriculum in Taiwan's primary schools and junior high schools, and could be searched by keywords or categories.

To promote PTS on campus, 576 U-frequency antennas were given to 379 schools at the secondary and tertiary levels, making it more convenient for teachers to use PTS resources in the classroom. The antennas were also available for NT\$ 100 each



My Beautiful Girl Mari

In 2001 PTS succeeded in developing program-based learning kits for elementary schools. The workbooks and teaching plans proved to be wonderful materials for students during their summer and winter breaks. This effort was repeated in 2002, with development of more program-based teaching materials and workbooks. Furthermore, PTS raised funding to make a VCD version of the *Animated Tales of the World* for the seeing-impaired, and a Braille version of the series' workbook. About 1600 copies of the Braille workbook were given to seeing-impaired students from elementary to high schools. Sponsorship by the Ministry of the Interior and Rotary International Taipei made the project a reality, which allowed seeing impaired audiences to better appreciate animation from around the world. An accompanying guidebook ensured the best learning results from the materials.

## Learning in Multiple Ways

Teachers, of course, are central to education, and a number of seminars were held for teachers in 2002 to familiarize them with the teaching resources PTS had to offer. "Precious Oceans: A Teachers' Seminar," "Seminar on Quality Media,"

for the general public. (2575 antennas were distributed in this way in 2002.)

As an extension of in-class supplementary materials, PTS organized summer and winter camps that made learning exciting and fun, such as the Yilan Explorer Camp in February, and the Television & Drama Camp and Television Animation Camp in the summer. ✨



Television & Drama Camp



Television & Drama Camp



Windows on the Animated Tales of the World

## Moving Toward Media Digitization:

# Research & Development

Mass media today are operating in a digital era with rapid and constant changes. To maintain a sound grip on developments within the television and media environments both at home and abroad, including those of digital television, PTS conducts regular research and holds relevant seminars. The results of these research efforts provide valuable information for PTS operations; they are also published in print or online for sharing with outside researchers, the media industry and the public. In addition to regular research publications, the most significant R&D achievements for PTS in 2002 included the establishment of the Digital Video Laboratory, and two successful international conferences: the Digital Television Content Development seminar, and the 2002 PTS International Animation Conference.

### Digital Video Laboratory

To better understand the developments within the digital environment, PTS joined forces with key players in the mass media, telecommunications, and IT industries to establish the Digital Video Laboratory, an experiment to monitor long-term operation patterns of various platforms, program contents, and the development of digital technologies. It is expected that the data that this will enable PTS to gather will provide insights that will inform PTS' digital investments in the future, as well as training opportunities for PTS professionals.

Completed in December 2002, the laboratory now monitors the digital satellite signals of: BS Digital, Japan; Intelligent Digital Television, Taiwan; Taiwan's experimental digital broadcasting of terrestrial television; PC Radio, Taiwan; digital channels, Eastern Multimedia Group, Taiwan; Multimedia on Demand, provided by Chunghua Telecom; and the "4In TV" network TV card which enables computer users to watch TV on their computers. It also serves as an illustration for anyone interested in developments across different digital platforms.



Digital Video Laboratory



Digital Video Laboratory

### International Conferences

Government has made it a matter of policy to switch off terrestrial analog television at the beginning of 2006. As part of its preparations, an international seminar was held in August 2002 that focused on the production and management of interactive television. Peter Olaf Looms, Senior Consultant, New Media, DR, Denmark, and Chris Rogers, Senior Vice President, New Media, SPH Media Works, Singapore, were invited to speak at the Digital Television Content Development seminar, the first conference on digital television content in Taiwan. The seminar was a great success, as its full attendance, lively discussions, and subsequent positive responses testified.

The 2002 PTS International Animation Conference was held in December 2002 along with an exhibition, *Let's See Some*



2002 PTS International Animation Conference

Animation, and a teaching workshop, *If the Classroom Were A Movie House*. Over 400 people attended the events, and many others without a reservation braved the cold spell and the rain to queue for standby seats.

The seminar brought many outstanding professionals together, such as French 3D film director Georges Lacroix, S4C animation producer Amanda Blake, and Korean animation producer Seong Won Jo. Local animation artists, including Yu-fu, Micho Chang, and Hung-chun Huang also shared their experiences in animation production and marketing. The closing ceremony was followed by a viewing of Korean animation movie *My Beautiful Girl Mari*, a work recognized as a watershed in Korean animation history between contract manufacturing and original creation. Up to 300 people stayed on for the viewing, and post-seminar surveys showed that 80% of attendants considered the event a success.



2002 PTS International Animation Conference: Seong Won Jo, Amanda Blake, Georges Lacroix (from left)



Keynote speaker of the Digital Television Content Development seminar: Chris Rogers



PTS crew and keynote speakers of the Digital Television Content Development seminar: Peter Olaf Looms (second from left), Chris Rogers (right)

## Research Reports

For a young television station like PTS, the systems and operational experiences of public service broadcasting in other countries, including the development of their digital television, provide valuable information. PTS conducts regular studies in these fields, and investigates the issues that PTS itself and media in Taiwan are faced with. Twelve reports from large-scale studies were published in print or online in 2002, in addition to a large number of shorter essays on the audio/visual industries, public service broadcasting, and media reviews, available at both PTS' R&D web pages and its intranet. These reports provide important reference data for PTS staff, media experts and college/university students, and are frequently cited in academic papers. It is gratifying to know that PTS has played a role in furthering academic development in related fields. 🌟



Watching TV on a computer using a TV card

## Large-scale Research Reports:

Title	Date
Understanding the Teenagers and Television: A Case Study of Public Television Service Program "Campus News"	April 2002
An Analysis On The Markets for Chinese-speaking Programs	May 2002
The Perspective on Research and Development of Taiwan Communications Industry: An example of collaboration among PTS and worldwide public service broadcasting	May 18, 2002 Presented in the "New Developments in Mass Media Research" seminar
Project Report On PTS' Mighty Media	June 2002 Research leader: Prof. Wu Zhixian
A Service-led Channel Operator Model Proposal For Digital Broadcasting Regulation	June 2002 A commissioned research for GIO on the revision of Integrative Broadcasting & Telecom Law
A Study Report On Worldcasting	July 2002
A Digital Vision on Education-Related Programming of Public Service Broadcasting	September 2002
On-Site Investigation Report On Public Broadcasting In Japan And South Korea	September 2002
A Study On Danish Digital Television And The Way To Become A Public Endeavor	October 2002
A Study On Professional Guidelines For Television News Reporting	October 2002
The Making of Taiwan Broadcasting System: A Television Policy Analysis, 1954-2002 and beyond	October 31 to November 1, 2002 Presented in the "40th Anniversary of Television in Taiwan" seminar.
A Report On China Digital TV Summit 2002	December 2002

Embracing the Cyber-World in an Electronic Era:

# Online Services

As a result of effective promotion, the monthly average number of visits to the PTS website in 2002 exceeded 830,000, twice as many as in the previous year. Peak traffic amounted to over 992,000 visits a month, with 9.35 million pages browsed. For viewers, the PTS website has become an important source of information on, and interaction with, the station.

As new and better technologies and applications become available, the PTS website continues to evolve. Its framework and layout have been modified, the better to conform with future trends. More web pages of program information have been added, overall website performance further enhanced, the home-page re-designed for the fourth time, and the automation management interface greatly improved, providing faster, better, and more user-friendly online services, as well as optimizing the effectiveness and efficiency of website management.

With respect to interactive services, the recently deployed Online Membership system allows viewers to customize their program schedule and reminder mechanism for their favorite shows. PTS is the first television station in Taiwan to provide such services, and has attracted over 110,000 members.

To integrate PTS website resources on children and youth programming, the Children & Youth Studio has been launched as an entrance for easier and more efficient browsing, while the WaWa.net has been designed exclusively for aboriginal children.

The PTS website also features an English version for non-Chinese speaking viewers, and its content and quality is being improved constantly. Another new resource is the Educational Service site launched in 2002, providing a wealth of information on program-related teaching plans, teaching topics, and learning and growth.

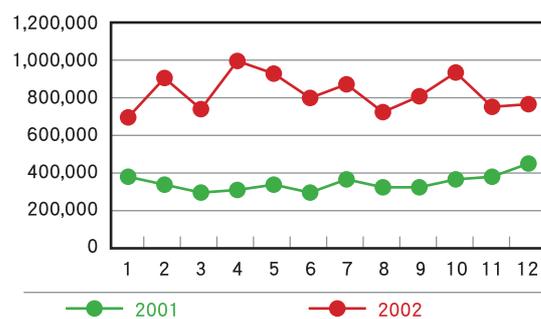
Looking to the future, the PTS website will build on current functions and content to strengthen its services, particularly in data archiving, management automation, and diversification. ✨



PTS Website Traffic:

Average number of visits to the website	830,000/month
Average number of pages browsed	8,410,000/month
Average length of visit	12 minutes 37 seconds

PTS Website Traffic in 2002 versus 2001



# Mission & Vision

The Public Television Act is the legislative regulatory base on which PTS functions. It is extensive in its contents, with lofty ideals that seek to meet the long-term needs of society. In November 1999, the first Board of Directors consulted the Act and mapped out the guiding principles for PTS' operations. Four critical missions have been spelled out for PTS' sustainable development.

## The PTS Mission

### 1. To produce a wide range of top quality programs

PTS' insistence on program quality before any commercial interests offsets the extreme market orientation of commercial stations. In this age of competition, PTS is committed to producing quality programs, based on professionalism and sound quality control mechanisms, that befit our mission and meet the needs of the audience. This is how we maintain our edge, and our obligation to the general public.

### 2. To promote the development of a civil society

PTS programming aims to foster freedom of speech and the right to know, to advance public education and cultural standards, to promote democratic development in society, and to further public welfare. PTS is committed to promoting diversity, understanding and tolerance, by providing a full range of programs and top-quality services.

### 3. To enrich the content of indigenous culture

PTS strives to keep accurate records, with an objective and responsible attitude, of major events and viewpoints in society and in history; to introduce the

rich cultures of various ethnic and dialect groups, especially to families and schools, and to bring about a better understanding of this land and its cultures; and to advance cultural developments by providing the public with a channel for folk and artistic creation and performance.

### 4. To further international cultural exchanges

PTS will participate in international events and activities, and take the initiative to further cultural exchanges and understanding between Taiwan and other cultures through rich and diverse programs and other high-tech channels, while at the same time developing people's global perspectives to help to build a global village.

## The PTS Vision

PTS' vision for its programming is twofold: to become the leader in both public service, and in educational and cultural programming.

### 1. To be a leading brand-name in public services

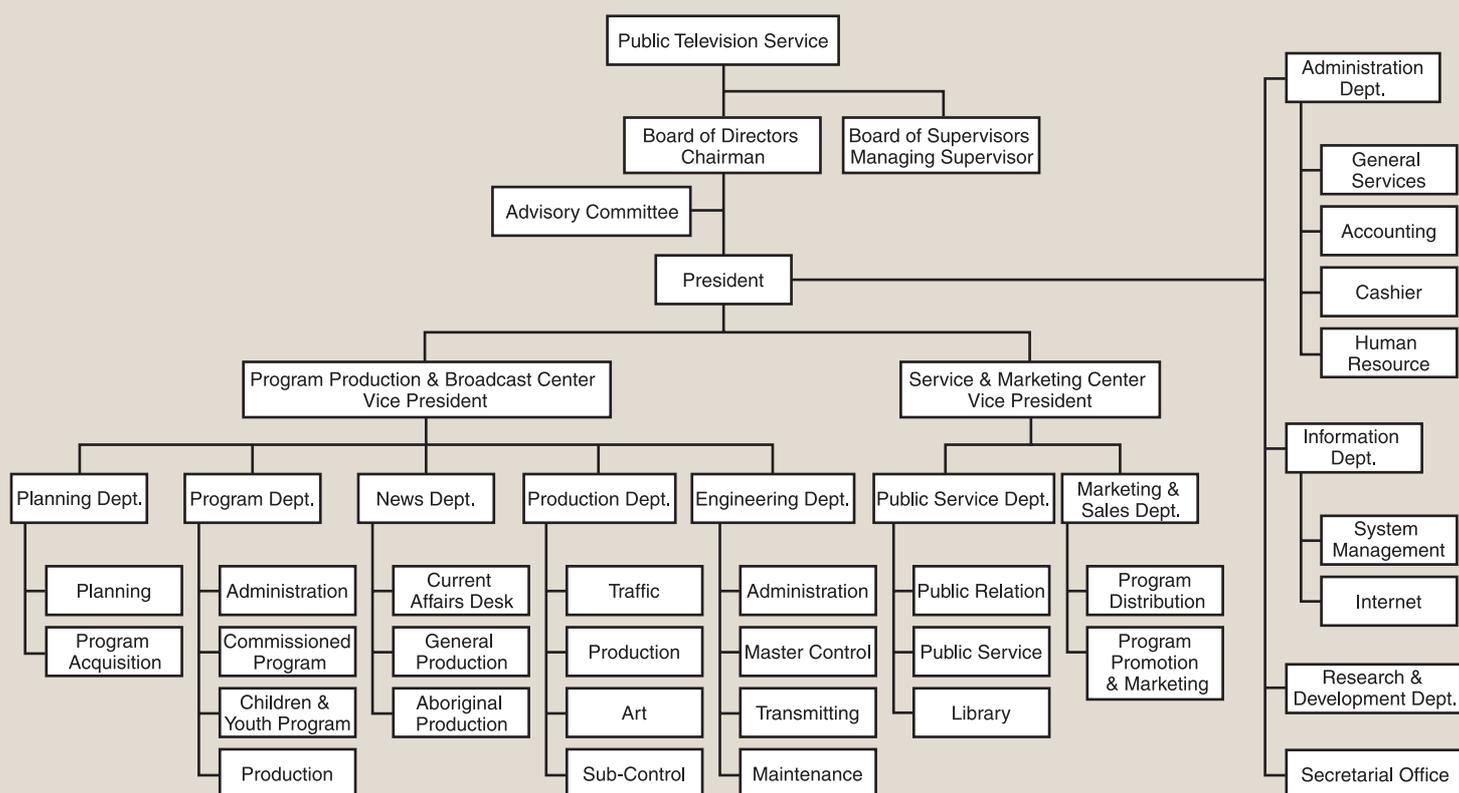
PTS aspires to become a leader in the field of public service by providing a venue for free, open, rational and diverse public discourse; producing quality news and public-service programs; actively participating in events and activities involving public causes; integrating social resources; and safeguarding public interests and delivering its promise of public service.

### 2. To be a leading brand-name in educational/cultural programs

PTS aspires to become a top choice for educational and cultural programs for the public: when audiences in any age group seek new knowledge and learning, they will turn to PTS. PTS is the channel in Taiwan that provides the best services tailored to the needs of individuals at every learning stage, and is committed to advancing national education and culture by producing world-class educational and cultural programs that embrace diversity, variety and professionalism. ✨



# The PTS Family



Under the Public Television Act and the Public Television Fund-Raising Guidelines, Public Television Service Foundation (PTS) is run by its board of directors with a chairman, and a board of supervisors with an executive supervisor. The Board of Directors is entrusted with directing PTS' development, while the Board of Supervisors ensures the integrity of all PTS financial activities and business operations. The Board of Directors is authorized to form ad hoc committees, when necessary, to further PTS' development.

## PTS Departments & Responsibilities

PTS' operations are led by its president, who reports to the Board of Directors. The president is assisted by two vice presidents: one in charge of the Production & Broadcasting Center, and the other the Services & Marketing Center.

The Production & Broadcasting Center comprises five departments: Planning, Programming, News, Production, and Engineering. The Planning Department is responsible for program scheduling and acquisition. The Programming Department is responsible for the planning and production of children's and general programs. The News Department plans, reports and produces local/interna-



tional news, aboriginal and Hakka news, as well as other programs on current affairs. The Production Department is responsible for the production, directing, post-production, effect/set designs, etc. for all programs. The Engineering Department is involved mainly in the transmission of programs and maintenance of equipment/facilities.

The Service and Marketing Center comprises two departments: Public Services, and Marketing. The responsibilities of the Public Services department include promotion of PTS programs and events, as well as provision of public services and educational activities. The Marketing department is responsible for the marketing of PTS audio/visual products, and organization of fund-raising campaigns.

Directly under the supervision of the president are Administration, Research & Development, Information, and the Secretarial Office. The Administration department is involved in administrative responsibilities such as human resources, accounting and billing. The R&D department is responsible for drawing up operation and management strategies, studying organizational/structural changes, collecting academic materials from public service broadcasters around the world, and handling international exchanges. The system-management section and the Internet section under the Information department manage and maintain all PTS information systems, including the planning, maintenance and promotion of the PTS website. The Secretarial Office handles relations with the Legislative Yuan and government; organizes board meetings and department head briefings and presentations; deals with general affairs of the consulting committees; and carries out secretarial responsibilities. ❖

## Board of Directors

### Frank, Feng-Shan Wu

Chairman of the Public Television Service Foundation

### Po-Ho Chuang

Vice-Executive Director of the Chinese Folk-Arts Foundation

Director of the Taiwan Provincial Endowment of Culture

### Stanley C. Yen

President of the The Landis Taipei Hotel

Chairman of the Taiwan Visitors Association

### Shieu- Chi Weng

Dean of the College of Communication, National Cheng-Chi University

Professor at the Department of Journalism, National Cheng-Chi University

### Charles, Tung-tai Lin

Professor at the Graduate Institute of Mass Communication, National Taiwan Normal University

Chairman of the Chinese Association for Public Opinion Research (CAPOR)

Vice Chairman of the Association of Education for Mass Communication, R.O.C

### Shu-Li Chen

Actress

Volunteer social worker

### Robert C.Y. Wu

President of the The EsLite Corporation

Director of the Taiwan Provincial Endowment of Culture

Director of the Foundation for Excellent Journalism Award

Supervisor of the National Cultural Association

### Guang-Sheng Bai

Minister of the Yanping Presbyterian Church

President & CEO of the Bu-nong Cultural Foundation

### Chien-ling Su

Chairperson of the Taiwan Gender Equity Education Association

Supervisor of the Awakening Foundation

Instructor of the Ming-Chuan University

Member of the Gender Equity Education Committee, Ministry of Education

### Ka-shiang Liu

Secondary Chief of the Literature Supplement in Chinatimes

Nature Science teacher

### Yang-sun Chou

Director & Professor of the Sun Yat-sen Graduate Institute, Chinese Culture University

### Irene Chen

Executive Director of the Fubon Cultural & Educational Foundation

## Board of Supervisors

### Yun Lin

Administrative Supervisor of the Public Television Service Foundation

Professor at the Department of Finance, National Taiwan University

### Yi-Rong Young

Professor at the Department of Adult and Continuing Education, National Taiwan Normal University

Deputy Director of the United Daily News

### Ju-Hsuan Wang

Partner of the Evergreen International Law Offices

Consultant of the Gender/Sexuality Rights Association

# Fund-raising

Although funding from the government and the Cable Radio and Television Development Fund accounts for the majority of its operating revenue, PTS is responsible for generating the rest of the requisite funding. Income from fund-raising includes donations (from public and private institutions, and group and individual contributions), rentals (from office facilities, relay stations, studios, and production equipment), sales (from audio/visual products and program rights), and other income (such as bank interest, proceeds of activities, production fees from program contracts, etc).

## Income from Fund-raising: 2000 to 2002

Unit: NT\$

Source of Income	2000	2001	2002	increase%
Donations	34,387,753	51,431,868	65,323,783	27.01%
Rentals	71,455,671	87,408,438	96,574,427	10.49%
Sales	57,856,325	100,290,809	110,803,905	10.48%
Other	82,396,877	63,128,858	66,135,369	4.76%
<b>Total</b>	<b>246,096,626</b>	<b>302,259,973</b>	<b>338,837,484</b>	<b>12.10%</b>

### Donations:

Donations come mainly from corporate sponsorship and small contributions from organizations and individuals. Most individual contributors are members of the Friends of PTS.

Donations in 2002 totaled NT\$ 65,323,783, an increase of 27.01% from the NT\$ 51,431,868 of 2001.

### Rentals:

To make maximum use of its resources and increase income, PTS rents out part of its studios, equipment, office facilities and relay stations, generating NT\$ 96,574,427 in 2002, or an increase of 10.49% from NT\$ 87,408,438 in 2001.

### Sales:

Revenue from sales reached NT\$ 110,803,905 in 2002, including NT\$ 50,591,454 from program royalties, and NT\$ 60,212,451 from audio/visual products. That is a 10.48% growth over the NT\$ 100,290,809 of 2001. Program royalties recorded a 16.66% rise year-on-year because of increased sales to mainland China and mass transportation operators in Taiwan. As for audio/visual products, increased public interest in studying English boosted the popularity of *Let's Talk in English on PTS* and made the program a best seller. Total sales of audio/visual products rose by 5.86%.

### Top-Ten Sellers Of Audio/visual Products In 2002

Unit: NT\$

Program	Revenue	Program	Revenue
1.Let's Talk in English on PTS	10,418,794	6.Fruity Pie Series	2,105,380
2.The Sun Shines First Behind the Mountain	3,827,891	7.The Animated Tales of the World	2,069,799
3.The Vision of the City	2,814,206	8.Teletubbies	1,157,211
4.Discoverer	2,800,000	9.Follow Me	785,645
5.Wintry Night	2,308,454	10.New Horizon for the Sexes	625,728

### Other Income

Other income includes bank interest, proceeds of activities, and production fees from program contracts, among others, totaling NT\$ 66,135,369 in 2002, or an increase of 4.76% over the previous year. This is attributed mainly to the 38.39% increase from program production contracts.

### Overall Results

PTS makes a vigorous effort to increase private funding, so as to provide more quality programs and services. Income from fund-raising has been growing steadily since its launch, with a total of NT\$ 338,837,484 in 2002, or an increase of 12.10% year-on-year. As in 2001, sales of audio/visual products and program royalties remained the main source of self-funding, testimony to the public's approval of PTS' quality programs. ✨

# Financial Statements

## Balance Sheets

December 31, 2002 and 2001

Unit: NT\$

Assets	2002		2001		Liabilities and Equity	2002		2001	
	Amount	%	Amount	%		Amount	%	Amount	%
<b>Current assets</b>					<b>Current liabilities</b>				
Cash and cash equivalents	363,208,922	14	516,161,594	20	Notes payable and accounts payable	7,245,631	-	538,843	-
Notes receivable	6,540,704	-	20,108,170	1	Accrued expenses	117,822,431	5	123,428,103	5
Accounts receivable	41,891,081	2	52,717,954	2	Other accrued expenses	10,389,594	-	15,253,712	1
Prepaid expenses	103,280,931	4	119,008,356	5	Other current liabilities	30,158,236	1	33,996,710	1
Other current assets	76,506,502	3	65,568,363	2	Total current liabilities	165,615,892	6	173,217,368	7
Total current assets	591,428,140	23	773,564,437	30					
<b>Fixed assets</b>					<b>Other liabilities</b>				
Land	26,448,371	1	26,448,371	1	Guarantee deposits	24,759,469	1	22,067,300	1
Buildings	1,243,972,882	49	1,239,519,634	48	Total liabilities	190,375,361	7	195,284,668	8
Machinery equipment	190,723,035	7	148,242,899	6					
Transportation equipment	751,302,805	30	619,915,206	24	<b>Equity</b>				
Miscellaneous equipment	298,461,777	12	294,261,455	11	Fund	2,302,299,013	91	2,300,766,474	88
Construction in progress	3,221,694	-	-	-	Accumulated surplus(deficit)	59,385,578	2	108,250,521	4
Prepaid equipment	23,598,704	1	-	-	Total equity	2,361,684,591	93	2,409,016,995	92
Less:Accumulated depreciation	(752,542,805)	(30)	(607,048,287)	(24)					
Total fixed assets	1,785,186,463	70	1,721,339,278	66					
<b>Other assets</b>									
Leased assets	89,336,735	4	103,616,561	4					
Refundable deposits	1,413,725	-	1,700,450	-					
Deferred charges	14,694,889	-	4,080,937	-					
Restricted assets	70,000,000	3	-	-					
Total other assets	175,445,349	7	109,397,948	4					
<b>Total assets</b>	<b>2,552,059,952</b>	<b>100</b>	<b>2,604,301,663</b>	<b>100</b>	<b>Total liabilities and equity</b>	<b>2,552,059,952</b>	<b>100</b>	<b>2,604,301,663</b>	<b>100</b>

## Statements of revenues, expenses and changes in Fund Balance

For the years ended December 31, 2002 and 2001

	Unit: NT\$	
	2002	2001
<b>Revenues</b>		
Donation	1,034,706,256	971,651,868
Interest	13,705,046	25,930,339
Rental	96,574,427	87,408,438
Sales(net)	110,803,905	100,290,809
Other revenues	52,430,323	37,198,519
<b>Total revenues</b>	<b>1,308,219,957</b>	<b>1,222,479,973</b>
<b>Expenses</b>		
Administration	131,257,139	115,731,746
Promotion of public affairs	56,276,081	53,856,768
News program	184,517,482	171,581,381
General program	384,632,684	322,729,105
Program acquisition	75,969,944	93,545,656
Program production and broadcast	259,000,875	261,375,535
Engineering and maintenance	158,378,131	179,987,035
Research and development	24,645,817	20,255,535
Marketing and sales promotion	79,468,296	55,008,466
Other expenses	1,405,912	6,991,853
<b>Total expenses</b>	<b>1,355,552,361</b>	<b>1,281,063,080</b>
<b>Excess of expenses over revenues</b>	<b>(47,332,404)</b>	<b>(58,583,107)</b>
Income tax	-	-
<b>Net deficit</b>	<b>(47,332,404)</b>	<b>(58,583,107)</b>

## Statements of Changes in Equity

For the years ended December 31, 2002 and 2001

	Unit: NT\$		
	Fund	Accumulated surplus(deficit)	Total
<b>Balance 1 January 2001</b>	1,226,276,682	170,225,023	1,396,501,705
Donated assets	1,071,098,397	-	1,071,098,397
Accumulated surplus(deficit) transferred to registered fund	3,391,395	(3,391,395)	-
Net deficit	-	(58,583,107)	(58,583,107)
<b>Balance 31 December 2001</b>	<b>2,300,766,474</b>	<b>108,250,521</b>	<b>2,409,016,995</b>
<b>Balance 1 January 2002</b>	2,300,766,474	108,250,521	2,409,016,995
Accumulated surplus(deficit) transferred to registered fund	1,532,539	(1,532,539)	-
Net deficit	-	(47,332,404)	(47,332,404)
<b>Balance 31 December 2002</b>	<b>2,302,299,013</b>	<b>59,385,578</b>	<b>2,361,684,591</b>

## Statements of Cash Flows

For the years ended December 31, 2002 and 2001

	Unit: NT\$	
	2002	2001
<b>Cash flows from operating activities:</b>		
Net deficit	(47,332,404)	(58,583,107)
Adjustments to reconcile net deficit to net cash flows from operating activities:		
Depreciation and amortization	175,751,117	174,442,048
Loss on disposal of fixed assets	1,381,246	6,982,837
Changes in assets and liabilities accounts		
Notes receivable	13,567,466	(20,108,170)
Accounts receivable	10,826,873	(35,698,378)
Prepayments	15,727,425	(60,265,926)
Other current assets	(10,938,139)	(20,803,262)
Notes payable and accounts payable	6,706,788	538,843
Other accounts payable	720,582	2,343,020
Accrued expenses	(5,605,672)	49,088,598
Other current liabilities	(3,838,474)	28,465,445
Net cash provided by operating activities	156,966,808	66,401,948
<b>Cash flows from investing activities:</b>		
Purchase of fixed assets	(228,456,634)	(101,068,865)
Increase in restricted assets	(70,000,000)	-
Decrease in refundable deposits	286,725	-
Increase in deferred expenses	(14,441,740)	(2,226,988)
Net cash used for investing activities	(312,611,649)	(103,295,853)
<b>Cash flows from financing activities:</b>		
Guarantee deposits	2,692,169	6,470,831
<b>Net cash provided by financing activities</b>	<b>2,692,169</b>	<b>6,470,831</b>
<b>Net decreases in cash and cash equivalents</b>	<b>(152,952,672)</b>	<b>(30,423,074)</b>
<b>Cash and cash equivalents at beginning of year</b>	<b>516,161,594</b>	<b>546,584,668</b>
<b>Cash and cash equivalents at end of year</b>	<b>363,208,922</b>	<b>516,161,594</b>
<b>Cash paid for purchase of fixed assets:</b>		
Fixed assets	222,871,934	111,320,107
Add: Other accounts payable at beginning of year	12,910,692	2,659,450
Less: Other accounts payable at end of year	(7,325,992)	(12,910,692)
Cash paid	228,456,634	101,068,865

## Financial Review:

- I. At its launch, PTS received a cash donation of NT\$ 100,000,000 from the Government Information Office (GIO) under the Executive Yuan. This, along with fixed assets purchased with annual government budgets and valued at NT\$ 1,898,742,064.5, added up to a total of NT\$ 1,998,742,064.5, which PTS registered as its total capital. Then, on April 26, 2001, the GIO gave its approval for inherited fixed assets to include asset depreciation, which was NT\$ 772,465,382.5, thus reducing the total value of PTS' fixed assets to NT\$ 1,226,276,682 and bringing the total capital to NT\$ 1,226,276,682. In 2001, the GIO donated Administrative Building A with a value of NT\$ 1,071,098,397, along with accumulated surplus transferred to registered fund NT\$3,391,395 in 2001 and NT\$ 1,532,539 in 2002. The total balance of PTS funds stood at NT\$ 2,302,299,013 at the end of 2002, which PTS re-registered as its total capital.
- II. PTS' 2002 financial report has been audited by KPMG accountants.
  1. Assets & liabilities: Total assets stood at NT\$ 2,552,059,952, including current assets of NT\$ 591,428,140, fixed assets of NT\$ 1,785,186,463, and other assets of NT\$ 175,445,349. Liabilities & equity totaled NT\$ 2,552,059,952, including current liabilities of NT\$ 165,615,892, other liabilities of NT\$ 24,759,469, and equity of NT\$ 2,361,684,591.
  2. Revenues & expenses: revenues in 2002 reached NT\$ 1,308,219,957, including NT\$ 900,000,000 from government funding, NT\$ 69,382,473 from the Cable Radio and Television Development Fund, and NT\$ 338,837,484 from fund-raising. Total expenses amounted to NT\$ 1,355,552,361, including program & project costs of NT\$ 1,354,146,449, and other expenses of NT\$ 1,405,912. On balance, 2002 recorded a deficit of NT\$ 47,332,404, which was offset by expenses balance. As of December 31, 2002, the cumulated cash balance stood at NT\$ 59,385,578, plus fund retention of NT\$ 58,704,803 from previous years, to be executed in 2003.
  3. Cash flows: Net cash inflow for operations amounted to NT\$ 156,966,808 in 2002; net cash outflow for investment, NT\$ 312,611,649; and net cash inflow from financing, NT\$ 2,692,169. Overall, net cash and cash equivalents decreased by NT\$ 152,952,672 in 2002, primarily due to replacement of outdated equipment and purchase of DTV facilities.

## Revenues Breakdown by Sources

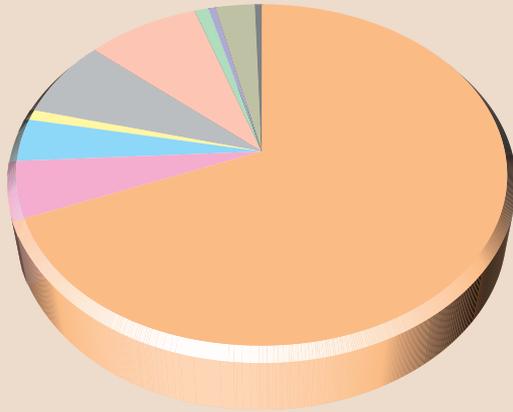
The total income of NT\$ 1,308,219,957 in 2002 came primarily from donations, bank interest, rentals, product sales, and other revenues. Donations included government appropriation, a grant from the Cable Radio and Television Development Fund, as well as corporate and individual contributions.

Government appropriation of NT\$ 900,000,000 accounted for 68.8% of the annual income. Before the passage of an amendment to the Public Television Act, government funding was subject to a 10% annual decrease, but the amendment stipulated that the decrease be stopped in the third accounting year, i.e. 2001. Beginning in 2002, therefore, government appropriation remains at NT\$ 900,000,000 a year.

A grant of NT\$ 69,382,473 from the Cable Radio and Television Development Fund accounted for 5.3% of PTS' annual income. The Fund has been set up by the central government under Article 53 of the Cable Radio and Television Law, which demands that commercial cable operators contribute 1% of their annual operating revenues to the Fund to promote the radio/television industry. 30% of the annual contributions is set aside for PTS.

Income from fund-raising included corporate and individual contributions, rentals, sales (audio/visual products and program rights), bank interest, proceeds from activities, revenues from program production contracts, etc, totaling NT\$ 338,837,484, or 25.9% of annual income. For details, see the breakdown chart below.

Unit: NT\$



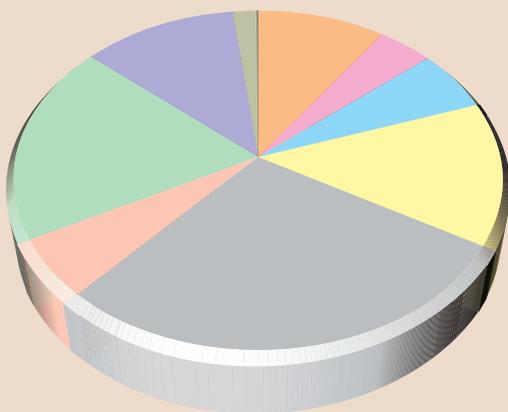
Government Funding	68.80%	900,000,000
Grant from Cable Radio and Television Development Fund	5.30%	69,382,473
Corporate Underwriting	4.01%	52,489,214
Membership	0.98%	12,834,569
Rental Income	7.38%	96,574,427
Program Sales Income	8.47%	110,803,905
Interest	1.05%	13,705,046
Event Income	0.53%	6,989,059
Production Income	2.97%	38,869,317
Other Income	0.50%	6,571,947

### Expenses Breakdown by Categories

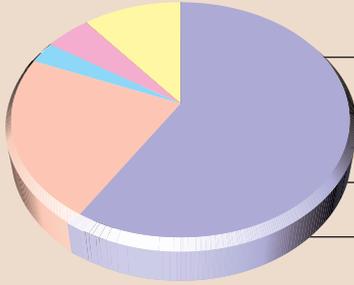
Total expenses for 2002 reached NT\$ 1,355,552,361, with 66.7% going into program production that included news program (13.61%), general program (28.37%), program acquisition (5.60%), and program production and broadcast (19.11%). This is comparable to the 66.4% for program production in 2001.

Administration costs accounted for 9.68% of annual spending. Sales & services costs, including public affairs & promotion campaigns, rose to 10.02% from 8.50% a year before. R&D spending saw a slight rise from 1.6% to 1.82%. Other expenses amounted to NT\$ 1,405,912, an impressive decrease from NT\$ 5,585,941 in 2001 because of improved efficiency of facilities and equipment, and hence reduced asset write-off. For details, see the breakdown chart below.

Unit: NT\$



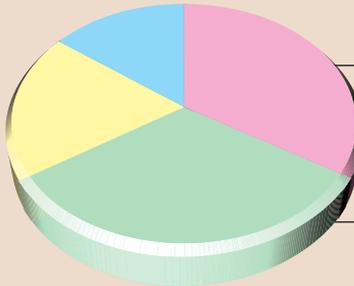
Administration	9.68%	131,257,139
Promotion of Public Affairs	4.15%	56,276,081
Marketing & Sales Promotion	5.87%	79,468,296
News Program	13.61%	184,517,482
General Program	28.37%	384,632,684
Program Acquisition	5.60%	75,969,944
Program Production & Broadcast	19.11%	259,000,875
Engineering & Maintenance	11.69%	158,378,131
Research & Development	1.82%	24,645,817
Other Expenses	0.10%	1,405,912



### Analysis According to Target Audience

Unit: NT\$

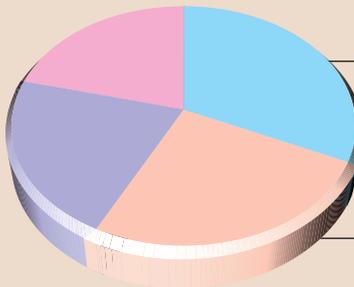
Audience	General Audience	Children and Youth	Senior Citizens	Women	Indigenous & Minorities	Total
Percentage	58.90%	22.44%	2.93%	4.98%	10.75%	100.00%
Expenditure	237,452,527	90,459,146	11,795,185	20,081,818	43,331,322	403,119,998
Average Expenditure Per Hour	142,909	142,505	91,462	105,660	163,127	



### Analysis According to Program Content

Unit: NT\$

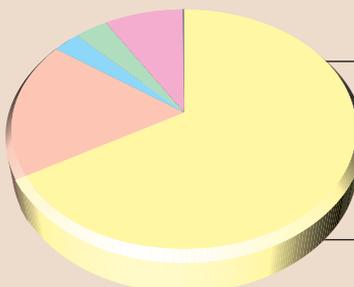
Program Content	Cultural	Educational	News	Special Service	Total
Percentage	33.82%	32.01%	19.52%	14.66%	100.00%
Expenditure	136,320,999	129,027,060	78,673,967	59,097,972	403,119,998
Average Expenditure Per Hour	170,772	121,030	120,944	161,402	



### Analysis of Special Service Program

Unit: NT\$

Audience	Indigenous	Hakka	Special Social Group	Public Access	Total
Percentage	31.93%	25.51%	21.55%	21.01%	100.00%
Expenditure	17,515,102	13,996,131	11,820,089	11,527,777	54,859,099
Average Expenditure Per Hour	163,789	150,865	179,310	135,031	



### Analysis According to Program Source

Unit: NT\$

Sources	In-house Production	Commission	Domestic Purchase	Co-production	Foreign (New)	Donated	Total
Percentage	66.63%	18.31%	2.88%	3.57%	8.43%	0.19%	100.00%
Expenditure	268,582,560	73,807,402	11,624,450	14,392,461	33,965,505	747,620	403,119,998
Average Expenditure Per Hour	141,575	808,697	67,979	328,981	70,946	3,755	

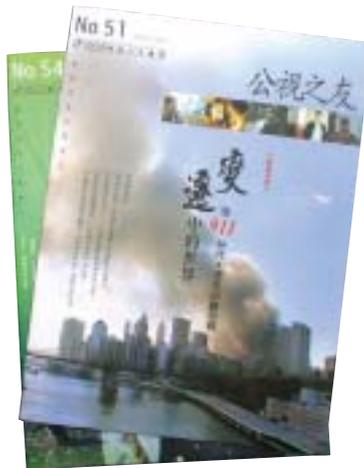
## Friends of PTS:

# Greater Support From A Broader Viewer Base

Friends of PTS unites viewers who put their love and support for PTS into action by making financial contributions. Since its launch in 1998, PTS has received more than 36,000 donations—a significant indicator of public support for the station.

After four years' efforts, Friends of PTS witnessed dramatic growth in 2002.

Donations totaled NT\$ 15,556,606, a 52% increase over the figure for 2001. Year-on-year, the monthly average grew by 60% except for January and February, while contributions in November and December soared by over 150%. The results have come primarily from a successful strategy of headcount before donations, which led to an increased number of potential donators and paved the way for growth. A second factor is the success of the viewership segmentation strategy.



## The Strategy of Viewership Segmentation

To expand its membership base, PTS focused on the educational community, which has long been a strong supporter of PTS' children's programs. Children's Membership was launched with *PTS Kiss*, an informative and educational monthly targeting young viewers, while Teachers' Membership offers premium services and discounts. This segmentation strategy has led to marked growth for Friends of PTS. Now children account for 18% of PTS members, and teachers 12%.

In addition, members of Rotary International were invited to visit the station, and persuaded to put aside part of their PR budgets for a good cause. The visits allowed them to



become more familiar with broadcasting, and their donations helped support a quality station at a time of economic downturn. The campaigns succeeded in bringing social groups closer to PTS, with visits by some 500 members of 18 clubs. Their contributions totaled NT\$ 1.2 million, or 8% of small donations in 2002.

## Focused Promotion

In 2002, PTS engaged in more focused membership campaigns. During the summer break in July and August, donation schemes targeted children and students, with *Follow Me* attracting 173 new members and *Summertime Mini-Series 528*. In November and December, Honorary Membership and Permanent Membership were launched, with an added tax-reduction incentive. Fifty-seven people joined as Honorary Members, bringing in NT\$ 1,204,800, and 13 Permanent Members contributed NT\$ 1,300,000. Thanks to the tax-reduction incentive, fund-raising soared in November and December.

## Participation and Privilege: A Way to Win Sustained Loyalty

In return for their generous contributions, Friends of PTS have priority access to PTS activities and enjoy discounts on PTS products. The privileges were further expanded in 2002 to include discounts for products and services from PTS alliance businesses. Over 20 dealers and establishments have entered into an alliance with PTS, such as Godot Theatre Company, If Kids Theatre Group, Shoes Children's Theatre, Red Playhouse, Wind Records, Taipei Sinfonietta & Philharmonic Orchestra, Locus Publishing, and Shung Ye Museum of Formosan Aborigines, and the number is increasing steadily.



the Clean Beach event

Friends of PTS also participated in volunteer activities such as the Clean Beach and the Taiwan Environmental event. Many volunteers came to PTS on weekdays to provide their services. Altogether, 158 volunteers rendered 901.5 hours of service in 2002. Friends of PTS not only helps PTS to elicit more contributions to make more quality programs, it is also a wonderful way for the public to get to know the station better and participate in arts-and-entertainment as well as public-cause activities. ♪

# PTS Ambassadors

To bring PTS programs closer to the viewers, six PTS Ambassadors have been invited to introduce its six program categories: educational, arts, drama, public causes, folk arts, and children. Lee Yuan Tseh, president of the Academia Sinica, endorses the educational programs; Lin Hwai-min, dancer and choreographer, represents the artistic worlds' expectations of PTS; Huang Chun-ming, novelist and playwright, recommends the dramas; Sun Yueh, social-welfare activist, promotes programs on public causes; Sun Tsui Feng, prominent Taiwanese-opera singer, champions folk arts; and Chao Tzu Chiang, popular TV entertainer and host of Fruity Pie, stresses PTS' commitment to making good children programs. Not only do these ambassadors urge support for PTS, but they also reflect the voices of the viewing public and the expectations of PTS itself.



**Huang Chun-ming:**

Good dramas entertain as well as educate. For good dramas, turn to PTS.

**Uncle Sun Yueh:**

I can depend on PTS when I need assurance as I depend on the cane in my hand.

**Lin Hwai-min:**

I like to watch reports on PTS news on hard-working people around us, reports that give us encouragement and hope.

**Lee Yuan Tseh:**

Let's hope that PTS news will set an example of fair, reliable and in-depth news coverage.

**Sun Tsui Feng:**

A broadcaster that's committed to passing on our cultural assets and offering information and insights-XPTS.

**Granny Fruit:**

PTS produces quality children's programs that everyone will love.

## We welcome you to contact us.

Ms. Lolina Chou, International Communications, Planning Dept, PTS.

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## Uf, ^su^g †

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News & Current Affairs	886-2-2633-8039	886-2-2633-8022 886-2-2630-1044	<a href="mailto:rnd50386@mail.pts.org.tw">rnd50386@mail.pts.org.tw</a>
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