

Public Television Service Foundation Annual Report

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One Stage, Countless Stories

The imagination is a stage where along time's infinite line, plays and roles ceaselessly go on; generations upon generations, the curtain rises and falls, delineating great waves of historical drama and the complexities of human nature. On stage or in real life, players would have to take their bows, yet human drama is neverending

Moving Drama

PTS presented a roster of brilliant programs in 2003. Foremost is the highly rated and acclaimed primetime drama series *Home*. With family values and the establishment of identification as the two parallel focus, the story takes us back to 1949



when the Communists took over the mainland and begins with a depiction of life in Taiwan during that time. Images of old daily tools and instruments, which serve as reminders of past sentiments and social climate, conjure feelings of nos-talgia. An examination of these feelings and social atmosphere brings about the relevance of *Home*, which portrays distortions in human nature caused by society's transgressions. Director Li Yue-fong notes that the film aims not to defend politics or history, but to portray our collective emotions and recollections. The drama series won the 2003 Golden Bell Awards for both best actor and best supporting actor.











a young man's inner struggles, and his conflicts with his family and society. There are also introduced to several colorful characters. We follow their efforts to survive in a turbulent, pathetic, comfortless environment. We get caught up in their dreams, their regrets, their efforts, and eventually the salvation that they all seek.

Crystal Boys won Golden Bell Awards for best drama series, best director, best actress, best musical score, best cinematography, and best art direction. Apart from a large viewership during its rerun, the show has generated passionate discussions on the Internet and has enjoyed huge domestic DVD sales. It has also captured international attention. A European critic likened the film to "an opera that grinds tragedy into gold dust" as the characters make their way through family, friendship, love, struggles, regrets, and their eventual salvation and hope.

Banquet, another literary work adaptation, brings us the present and forces us to reflect on the past. The drama spans from the White Terror Era to the present and covers a love triangle among characters from different gen-





erations. With the White Terror as backdrop, the fate of a pair of lovers resulted in the husband being executed and the wife being sent to prison. The drama explores her life after she was released and married an army major, and the emotional complexities that the young go through. Director and scriptwriter Saudi Wang says, "Life is a banquet;" those invited must learn to appreciate this rare experience. The film conveys the message that life is beautiful and we need to cherish the environment. To show nature's magnificence, the film crew traveled to Taiwan's most beautiful spots to bring to audience a wonderful story and breathtaking scenes.



Outstanding Documentaries

Life is sometimes better than drama. Producer Lin Leh Chyun followed up the success of *Coup d'etat 1955: A documentary on General Sun Li Jen* in 2001 with another historical documentary, *Mme. Chiang Kai- shek.* Madame Chiang is one of the





most powerful women in Chinese history, having married the most powerful

man of his times, outlived him, and became even more resplendent. Born during the decline of the Ching dynasty, she survived the birth of the new republic, the Northern Expedition, the War of Resistance Against Japan, World War II, civil war, the Nationalist Government's relocation to Taiwan, and the shift toward Taiwan awareness. During the Xian incident, she rescued her husband, precluding the eruption of civil war. At the height of World War II, she used a combination of Asian and Western charm to sweep America off its feet; she also sat and conversed on the same level with dignitaries from all over the world. When China was in the depths of poverty and turmoil, she saw how her own kin gave in to corruption and stripped the country of its wealth. In Taiwan, she became witness to government power struggles and withdrew from politics in her later years.

Although Madame Chiang withdrew from politics, rumors persist. She chose to be silent, refused to be interviewed by the media, and did not write memoirs. PTS crew spent two years of in-depth research, retracing Ma-

dame Chiang's steps through Taiwan, the United States, Hong Kong, and the mainland and finding never-before-seen material to film the most accurate historical docudrama on the life of this legendary woman.

The documentary was first shown to overwhelming viewer response on Oct. 15. The initial telecast made headlines in the print and broadcast media and the Internet. Nine days after the initial telecast, Madame Chiang passed away at the age of 106. The coincidence raised even more interest in the documentary. During its telecast, stations in Hong Kong, South Korea, Japan, Spain, Ireland, and Austria all expressed interest to buy the rights to the English-language ver-



中國近代史最美麗 最具爭議的一章



sion, while Hong Kong's TVB and Phoenix TV; and Taiwan's Mac TV, TVBS, and CtiTV all purchased rights to the Chinese-language version.

Although a documentary pales in comparison with the spectacles of a colorful drama, it touches people's hearts because it shows what is real. Presenting facts from an independent perspective, *Point of View* is the first and only regular documentary series in Taiwan. Since its premiere in December 1999, the program has aired









regularly at 10 p.m. on Thursdays and has earned an established audience.

Through self-produced or commissioned work, the program captures a cross-section of society and continues to be inspired to document Taiwan's way of life. With the program and other documentaries in the making, PTS has become the biggest producer of documentary films in Taiwan.

In 2003, the episode *ET Taiwanese Experimental Moon Academic* featured a vivid portrayal of homesickness. Another

episode, *Dance Age* relived the emergence of Taiwan pop music and the prevailing social atmosphere in the 1930s. *Poetry in Motion* integrated animation, music, and drama to boldly show the interpretations Taiwan's modern poetry by four different directors. *Someone Else's Shinjuku East* delved into the lives of Taiwanese immigrants in Tokyo's red-light district. *My Imported Wife* described the various social and cultural issues resulting from the influx of foreign brides in Taiwan. *Taiwan Businessmen Series* explores

> the challenges faced by Taiwan businessmen and their wives on the Mainland, while *Wuciou* shows for the first time the precarious situation at the frontline island of *Wuciou* and its sovereignty issue. *How High Is the Mountain*, PTS's first ever entry to the International Public Television film festival, won for the station the prestigious Peabody Award for media excellence.



Message from the Chairman

Forging Ahead with Every Sure Step

Public Television Service (PTS) continued to move ahead in 2003 in a predetermined and positive direction. It was a year of bountiful harvest.

Although Taiwan's annual budget for public television is limited compared with advanced countries, PTS has achieved remarkable results thanks to public support and our employees' hard work. This annual report is a detailed account of our business operations in 2003. In my 500-word message I would like to summarize the following most relevant points:

1. Our programs, despite non-commercial in nature, have garnered a total of 46 awards.

2. Due to stricter internal quality control, we have significantly increased operational efficiency and minimized expenses, resulting in better quality programs.

3.In keeping with the Public Television Act, which has set many missions for PTS, we have made tangible progress in the promotion of a civil society, providing aid to the underprivileged, developing our fine culture, and increasing our worldview. Our children and youth programs have become more profound, while our influential drama series have also achieved success. All these should bring a small measure of delight to all of us.

The public expects public television to take the lead in providing excellent and wholesome entertainment; this is heavy responsibility. We have tried our best to live up to this expectation and set the standard. Long is the journey ahead, yet we will take each step purposely. With our resolve, we will be able to eventually reach our goals.

美鹭山

Frank Feng-shan Wu Chairman, PTS

Message from the President

A Touch of Multiculturalism

The year 2003 marks the fifth anniversary of PTS. We have garnered a record number of awards from both Taiwan and abroad, increasing viewership, and positive viewer response. These not only show that PTS has improved over the years, but are also testament to the quality of our work, which sets a standard of excellence.

Quality is the realization of basic values of public television, not the end goal. The ultimate mission of public television is to promote multiculturalism through its programs, touch audiences, and increase the society's capacity for compassion, so that multiculturalism becomes accepted as a part of its mainstream values.

While commercial TV stations continue to play the ratings game and abandon their social responsibilities and professional ethics, PTS is fortunate to be spared of such pressure. PTS continues to pursue multiculturalism through productions like *Crystal Boys, Wintry Night, Dana Sakura, Banquet, Home,* and other literary adaptations. With each program, an invitation was extended to the most elite production teams, whose devotion made possible the meticulous depiction of ethnic groups, their cultures, and their sentiments that give rise to qualia.

PTS has also collaborated with the top documentary filmmakers and roducers. Each documentary bears the weight of life's multi-faceted, rich, colorful, and dignified stories, all of which are poignantly told.

PTS's thrust toward multiculturalism is simply a commitment to treat every living being with sincerity, without regard to ethnicity, gender, occupation, age, wealth, or social class; to adopt the most sincere and serious attitude in the making of films, and to promote the values of mutual

understanding, concern, and respect.

Looking carefully at the present world around us, one finds the role of public television even more indispensable. Of course, the road ahead toward multiculturalism is long, and admittedly, many challenges remain.

Nevertheless, with hard work and determination, we will eventually accomplish our goal.

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Yung-te Lee President, PTS



Promoting Civil Society

Focus on Public Access

PTS understands that it must provide a forum for public affairs. *Dialogues of Citizens,* which has been on the air for three years since 2000, embodies this concept of public access, giving the general public the opportunity to be heard. In March 2003, the production traveled to Taichung, Kaoshiung, Taitung, and Hualien to facilitate participation of non-profit organizations outside of northern Taiwan. It is estimated that more than 100 such organizations have since joined the filming.

Face the Nation premiered on June 7. Although talk shows abound in other cable TV channels, the program helps viewers better understand major national issues through comprehensive analysis in a rational and informative manner. Program host Hsieh Chin-ho, publisher of Win-win Weekly business magazine, has an in-depth understanding of the field of business and economics. The program focuses on current business issues, and invites leaders from industries, government, and academia invited to dissect policies and help viewers understand issues from different perspectives. In 2003, program guests included vice-president Annette Lu, Legislative Yuan vice-president, vice premier, heads of the different ministries, mayors of Taipei and Kaohsiung, and major political and private sector personalities.

Promoting a Global Perspective

As for news programs, *On the Spot*, hosted by Institute for National Policy Research executive director Lo Jhih-Jheng, became a regular program since its launch on Feb. 17. The program dissects and analyzes current international events to help viewers better understand world issues. In conjunction with the new program, PTS organized in 2003 two seminars on international news and current events. More than 100 participants took part in the three-days, two-night event to exchange views and gain a deeper understanding of international issues.

PTS Evening News was moved to 7 p.m. starting Feb. 17, after switching time slot with *On the Spot.* In addition to in-depth and timely news coverage, the program focuses on special reports and issues relevant to the underprivileged. Emphasis was given to education and public policy debates while maintaining a specific ratio of international news, making it a "news program for the entire family." Reporter Yu Chia-jhang and photographer Chen Li-Foeng went to Israel and Palestine to film *Conflict and Peace*, which won best international news reporting during the Second Outstanding Journalism Award. Reporter Syu Heng-cih and photographer Lin



Dialogues of Citizens discusses issues on breast cancer.



Face the Nation: An interview with Taipei Mayor Ma Ying-jeou.



PTS International News has gained recognition among the viewers.



Yu Chia-jhang received an award for best international news reporting for his coverage of the Israel-Palestine conflict.

Guo-huang filed a special report *Joy in the Conviction to Help.* Reporter Lin Siao-huei and photographer Yu Rong-zong produced *Child of the Mountain*, which earned a TV new programming award at the Brighter Society Journalism Award.

The year 2003 was a breakthrough year in weather reporting. PTS in February entered into contract with Central Weather Bureau, which provides weather satellites and forecasts. Typhoon forecasts were added in May, with up-to-date reports after sea warnings had been issued, and on-the-hour updates after land warnings. Earthquake reports were added in September. The Central Weather Bureau sends reports to PTS three minutes upon detection, and updates in running ticker tape will be flashed on screen to provide the audience with the latest and most reliable information.



Anchor Huang Ming-ming explains the essentials of news reporting at a camp for children journalists.



Anchors Huang Ming-ming, Wang Xiaoshu, and Lo Jhih-Jheng.

Programs for Special Audiences

Providing Convenient Services

To compensate for the shortcoming of commercial TV, PTS makes it its responsibility to use the nation's resources to balance out the programming needs of special audiences.

See Hear is PTS's banner program. Program hosts Chen Lian-chiao and Wang Xiaoshu, both hearing impaired, use lively sign language to present a variety of interesting topics. The episode Sign Language Telephone was so well received that it helped raise the standard of living for the hearing impaired. Wang returned to her alma mater, National Tainan School for the Deaf, in 2003 to share her experiences and encourage students to be optimistic and courageous in the face of life's challenges. *Deaf Mosaic*,

a film produced by the world's only university for the hearing impaired, aired in July. *Sign Language News*, currently the only news program for the hearing impaired, saw consistently improving ratings; its contents have been use as teaching material for the school for the deaf. Durthe program's first year



See Hear is PTS's banner program.



Wang Xiaoshu returned to her alma mater to share her experiences. $$\operatorname{ing}$$



PTS Sign Language News is popular among the hearing-impaired viewers.

anniversary, a survey showed that 64.5% of the viewers were satisfied with the program content; 75% were impressed by the anchor's competence; and 77.5% were willing to recommend the show to others.

Battles of Life explores the issues encountered by persons with disabilities in their daily lives, work, friendships, and marriages through the casual conversations of program hosts Fan Ke-cin and Lin Mu-cing.

In 2003, *Care for Persons with Disabilities Series* aired the episode Secret of the Stars, a documentary on patients of rare diseases and their families. New episodes will be added in 2004. My Ordinary Friends and



Battles of Life explores the lives of persons with disabilities in a relaxed, causal manner.

I will document the interaction between ordinary people and persons with disabilities, while Boundless Love will explore the trying world of sufferers of depression and bipolar disorder, and how mental patients learn to function in society.

Reaching Out to All Viewers

Go Go Cha Cha Talent Competition is the country's only variety show for the elderly. Contestants are senior citizens from all over the island or organizations for the elderly. From singing, dancing, and talent contests, weekly, monthly, quarterly, and yearly champions are chosen. Entertaining and culturally related contests are the main feature of this weekly program. VCR footages of the contestants' background, local customs and traditions, activities in the organizations are often shown, with aim not only to capture the interest of the elderly but also to provide wholesome family entertainment.

Hakka News Magazine features Hakka culture and language and serves as the voice of the Hakka people. After the Council for Hakka Affairs established a Hakka channel in July, the program was expanded to include more cultural depths, with the 21-episode Hakka Art Masters profiling the diminishing Hakka traditional oral arts and crafts. To help promote the Hakka dialect in schools, PTS has worked with elementary schools in the different counties and cities to plan an



The Tung Blossom Festival on the Hakka News Magazine.

episode on Hakka nursery rhymes. Cooperation with the media has also brought tangible results. The Broadcast Corporation of China regularly introduces the news magazine in its Friday line-up. Radio Taiwan International of the Central Broadcasting System, on the other hand, broadcasts the show every Wednesday to the international community.



Face to Face with the Clans provides a forum for discussion on public issues.



Formosa Aboriginal News Magazine continues to attract viewers in its fifth year.

Formosa Aboriginal News Magazine brings news about the aborigines from their perspective. Indigenous culture, history, and tribal life are regularly featured in the program. A total of 279 shows were aired from July 4, 1998 to the end of December 2003, covering more than 2,600 news items and some 300 special reports. The program has constantly generated very high ratings among the aborigines and has thus compiled the Taiwan's largest data bank on aboriginal news, *Face to Face with the Clans* provides a forum for discussion on public issues concern-

ing the aborigines. Guests for each episode include representatives with competent authority, experts, scholars, and outstanding personalities from the local tribes. The show is sometimes shot on location, and the audience is encouraged to call in to join the discussion. A total of 221 shows were aired from July 3, 1999 to the end of December 2003. Materials from the show have been compiled and published to meet the needs for further study or discussion.

Children and Youth Programs

Award-winning Youth Programs

In 2003, PTS continued to offer locally produced, wonderfully rich youth programs. Apart from the award-winning and critically acclaimed *Fruity Pie*, PTS was successful in planning and producing shows that cater to every phase of a child's growth.

Media's influence on the viewers is often one-way and is gradual and imperceptible. The production of *Mighty Media*, Taiwan's first children's educational program, proudly entered its third year, hoping to provide the young with a better understanding of the media. The Ministry of Education listed the program as an introductory teaching material for media education. A total of 6,000 sets of supplementary CD and manual were distributed and received with much acclaim.

In 2003, *Mighty Media* featured topics close to the hearts of the youth, including relationships between the genders in movies and romance novels, Hollywood and Korean pop culture, impact of cellular phones and on-line gaming on everyday lives, smoking, dieting, and other health issues.

Follow Me, Go is tailor-made for the older grade school students. Rich in local color, the program portrays various aspects of Taiwan, its people, nature, and products, and documents interactions between students and teachers, both in school and in the community. The year 2003 saw more explorations on the arts, the humanities, sports, and experiences in the different occupations. This led to the *Science, Follow Me* series, which featured the use and recycling of water resources, solar energy, acid rain, dengue fever, waste paper recycling, PET bottle recycling, and green buildings.

Summer Vacation, Follow Me, broadcast in July and August, featured children's documentaries from all over the world. The program host and his young friends visited other countries to give Taiwan's children



Mighty Media is the first Children media literacy program of Taiwan



Fruity Pie is a long-running children's program.



Summer Vacation, Follow Me brings cultures around the world into the viewers' living room.

a glimpse of the vast world outside. *World House Episode: I Love My Home* gave children a chance to see how children of other nations live. *Observing Elementary Schools: Let's Go to School Happily* introduced the curricula of schools around the world. *The Cooking Episode: The Food in My Hometown is the Best* featured dishes from different nations. *Animal Episode: Darling Little Creatures* features endearing newborn animals. The satisfaction rating of these episodes was a high 88.1%.

Let's Learn ABC

e4kids, especially made for children starting to learn English, first aired in September and received four stars from Media Watch for program excellence. A pleasant host, puppets, animation, music, nursery rhymes, and stories make studying English fun and exciting. To narrow the learning gap between children in the urban and rural areas, the program host traveled to the country and remote islands in the Friday segment "Here We Go." The *e4 kids* website has offered teachers, students, parents, and children opportunities for further studies.



Billy teaches Barkie English in e4kids.

Hot News Weekly received the Golden Bell Awards for best children's program. The episode *Anti-Nuke Warrior* earned the Children's Jury Prize for Live-Action Television Production Certificate of Excellence at the 20th Chicago's International Children's Film Festival, outshining close to 140 entries from all over the world. To make media accessible to children and provide them with learning opportunities, *Hot News Weekly* in 2003 held a search for promising children reporters. Using the drama format, Our Class depicts the relationship between students and their teachers and the problems children encounter at home. The program compelled the youth to examine life's lessons of birth, aging, sickness, and death, and to harbor compassion and gratitude.

Dynamic Kiddie Website

PTS Educational Resources in 2003

Apart from programming, PTS likewise promotes education for the media. In line with the white paper on educating the media drafted by the Ministry of Education, PTS organized training camps for junior reporters, published *Let's talk Advertisements* in cooperation with Fubon Education Foundation, convened seminars in cooperation with Min Sheng Daily News, and jointly organized with the First 2004 Taiwan International Children's TV & Film Festival a film workshop for elementary school teachers and students. PTS was likewise invited to be the convener of the community broadcast group of the Media Education Committee of the Ministry of Education.



e4kids: Bringing fun and learning to children on the off-shore island of Lanyu.



Celebration after *Hot News Weekly* won a Golden Bell Award.

The PTS Kids Website, launched in May, integrated resources from programs for preschoolers, children, and teenagers to provide games, education, on-line film viewing, and Internet shopping and opportunities to leave messages and join on-line discussions. In July, PTS held an activity to provide the site's spokesperson with an

Contents Results **Teaching Materials** Collection of Winter Vacation Assignments A total of 4,076 applied for the manuals, while 137,000 pupils used the game book. A total of 2,000 manuals and 60,000 game books were distributed. Let's Talk Advertisements Collection of Summer Vacation Assignments A total of 1,800 applied for the manuals, while 60,000 pupils used the game book. e4kids 8,500 copies of teaching manual and 145,000 copies of game book. The Good Little Monk The National teachers' Association ordered 15,300 sets of VCDs to be included as part of the Taiwanese dialect teaching materials. Science Kaleidoscope 25.000 copies were distributed free of charge to the senior high schools and vocational schools. Education Resource Network 632 information on the PTS programs and 546 teaching plans. Activities Winter Vacation Camp for Kids 23 participating students 7 participating students Summer Camp for Kids Series of Five Symposiums on Media Education 30 participating teachers Summer Program for Children's Short Film 60 participating teachers Production and Media Training Family Media Training Symposium 50 participating teachers Community Theate 4,522 participants

interesting name. The two most popular choices were "video" and "audio." To ensure that indigenous children are given the same learning opportunity, PTS designed WaWa.net exclusively for aboriginal children. The site features indigenous school campuses, children's news, school cooperation projects, a page for indigenous children's writings, books, music, introduction to indigenous culture, and a discussion forum.



Children's' Program Awards from 1999 to 2003

Date	Program Name	Name of Event	Awards
Feb. 1999	Fruity Pie	GIO Outstanding Children's Program Awards	Honorable Mention, Production
Feb. 1999	Painting 101	GIO Outstanding Children's Program Awards	Honorable Mention, Production
Feb. 1999	Beloved Theater	GIO Outstanding Children's Program Awards	Honorable Mention, Production
March 1999	Fruity Pie	Golden Bell Awards	Children´s Program Host
Nov. 1999	The Lad Gemalan	Golden Horse Awards	Best Animation
Dec. 1999	Fruity Pie	Asian Television Awards	Best Children's Program
Feb. 2000	Fruity Pie	GIO Outstanding Children's Program Awards	Best Production
Feb. 2000	Painting 101	GIO Outstanding Children's Program Awards	Honorable Mention, Production
Feb. 2000	The Legend of Kola	GIO Outstanding Children's Program Awards	Honorable Mention, Production
Feb. 2000	Public Television Service Foundation	GIO Outstanding Children's Program Awards	Best Production and Broadcasting Organization
June 15, 2000	Children's Tales From Taiwan	Golden Deer Awards	Special Awards of Excellence in Children's Programming
June 15, 2000	Children's Tales From Taiwan	Golden Deer Awards	Honorable Mention, Director
Oct. 6, 2000	Fruity Pie	Golden Bell Awards	Children's Program Host
Oct. 6, 2000	Charting the Depths of the Universe	Golden Bell Awards	Education/Science/Cultural Program Host
Oct. 20, 2000	The Animated Tales of the World:	17th Chicago International Children's	Special Jury Selection For Best Television Animation
	Aunt Tiger	Film Festival	
June 11, 2001	The Animated Tales of the World:	22nd Banff Film Festival	International Student Jury Awards
	Aunt Tiger		for Best Animation Program
July 14, 2001	Piano, My Friend	GIO Outstanding Children's Program Awards	Honorable Mention, Production
July 14, 2001	Our Future Is Not A Dream	GIO Outstanding Children's Program Awards	Honorable Mention, Production
July 14, 2001	Public Television Service Foundation	GIO Outstanding Children's Program Awards	Best Production and Broadcasting Organization
July 14, 2001	Children's Tales From Taiwan	2001 Taipei International Children's	Most Popular Production
		Film and Video Festival	
July 14, 2001	The Animated Tales of the World:	2001 Taipei International Children's	Most Recommended Production
	Aunt Tiger	Film and Video Festival	
July 14, 2001	The Boss and the Carpenter	2001 Taiwan International Children's	Most Memorable Production
		Film and Video Festival	
July 14, 2001	The Golden Apple Tree	2001 Taipei International Children's	Most Recommended Production
		Film and Video Festival	
July 30, 2001	The Animated Tales of the World:	9th International Animation Festival of Brazil	Best Animation For Children
	Aunt Tiger		
Sept. 28, 2001	Fruity Pie	Golden Bell Awards	Best Children´s Program
Dec. 4, 2001	Mighty Media	Sixth Asian Television Awards	Best Children´s Program
Dec. 5, 2001	The Animated Tales of the World:	6th Bafta Children's Film	Best Animation
	Aunt Tiger	and Television Awards	
Dec. 30, 2001	Mighty Media	Media Watch	Quality Programming Five Star Awards
Jan. 18, 2002	The Animated Tales of the World:	2001 New York Film Festival	Gold Medal, Animated Children's Program
	Aunt Tiger		
Sept. 30, 2002	Follow Me, Go	Media Watch	Quality Programming Five Star Awards
Sept. 30, 2002	Fruity Pie	Media Watch	Quality Programming Five Star Awards
Sept. 30, 2002	Let's Talk in English on PTS	Media Watch	Quality Programming Five Star Awards
Sept. 30, 2002	The Animated Tales of the World	Media Watch	Quality Programming Five Star Awards
Sept. 30, 2002	Children's Tales From Taiwan	Media Watch	Quality Programming Five Star Awards
Sept. 30, 2002	Fo ll ow Me, Go	GIO Outstanding Children's Program Awards	Special Honorable Mention, Production
Sept. 30, 2002	Mighty Media	GIO Outstanding Children's Program Awards	Honorable Mention, Production
Sept. 30, 2002	Fruity Pie	GIO Outstanding Children's Program Awards	Honorable Mention, Production
Sept. 30, 2002	Public Television Service Foundation	GIO Outstanding Children's Program Awards	Best Production and Broadcasting Organization
Oct. 4, 2002	Mighty Media	Golden Bell Awards	Best Children's Program
Oct. 4, 2002	Mighty Media	Golden Bell Awards	Best Children's Program Host
Oct. 4, 2002	The Moon is Gone	Golden Bell Awards	Best Art Director
Dec. 4, 2002	Fruity Pie	7th Asian Television Awards	Best Children's Program
Jan. 18, 2003	Children's Tales From Taiwan	2002 New York Festivals	Bronze World Medal, Animation for Children's Program
June 9, 2003	Open A Door	Museum of Television and Radio, New York	Kept as part of the museum collection
Nov. 4, 2003	Hot News Weekly	Chicago International Children's Film Festival	Certificate of Excellence, Live-action Television Production
Nov. 6, 2003	Hot News Weekly	Golden Bell Awards	Best Children's Program
Nov. 8, 2003	Teletubbies	Media Watch	Quality Programming Five Star Awards
Nov. 8, 2003	Anne of Green Gables	Media Watch	Quality Programming Five Star Awards

Fine Arts and Culture



Pick Your Choice: Classical or Pop

PTS continues to provide exquisite cultural and art programs with its long-running PTS Performance Hall and PTS Music Hall. Since 1998, PTS has produced and broadcast the finest in cultural and art shows. From 1999 to 2003, PTS invited world-renowned cellist Yo Yo Ma to perform in Taiwan and brought the celebrated artist closer to the pubic with each broadcast. PTS brought to viewers the Taiwan performances of international artists and orchestras such as Placido Domingo, Jose Carreras, Tan Dun, Lin cho-liang, Hu Nai-yuan, the Philadelphia Philharmonic Orchestra, the Royal Philharmonic Orchestra, the New York Philharmonic Orchestra, the Lincoln Center Jazz Orchestra, and the Kirov Orchestra. On the local front, PTS has broadcasted performances of the National Symphony Orchestra, the Taipei Philharmonic, and the Taipei Symphony Orchestra, as well as the music of local composer Tyzen Hsiao. During the same period, PTS likewise broadcasted the first ever Taiwan International Piano Competition.

In addition to classical music, PTS expanded its program to include the latest in pop music, increasing its appeal to the younger audience. The *Tibet Freedom Music Festival, Li Tian-hsiang*

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Teresa Teng Forever.



Ocean Musical Offering.

Thanksgiving Concert, Ocean Musical Offering, and *Summer Music Summit* were presented together with Teresa Teng Forever to give more mass appeal to the musical arts.



Li Tian-hsiang Thanksgiving Concert



Pop diva A-mei at the *Summer Music Summit.*



Chinmokuza by mime Yass Hakoshima.







Cursive, a Cloud Gate Dance Theatre 30th anniversary presentation.

Actor wa Guo-sing in Show Angust

Other performance arts features include:

- Taiwan Opera: Tang Mei Yun Taiwanese Opera Company's major presentation for the year *Desert Rouge*.
- Peking Opera: The National Chinese Guoguang Opera's annual public performance

• Play: An adaptation of Nobel laureate Gao Xingjian's *Snow in August; The Love Eterne; @ Dream* by Image in Motion Theater Company; *Chinmokuza* by world-famous mime Yass Hakoshima; and Cursive, a Cloud Gate Dance Theatre 30th anniversary presentation

Broadcasts of classic musicals such as Cats, Oklahoma, Maria Page's & La Tirana Flamenco, Andrea Bocelli: Cieli Di Toscana, and Duetto: The Concert at the Roman Coliseum allowed viewers to enjoy world-class performances in the comforts of their living rooms.

Come Read with Us

Producing a reading program in Taiwan used to be deemed a very futile pursuit. Yet through perseverance and hard work, *No More Reading Today* was able to establish a name for itself among other reading shows. Program host Cai Kang-yong uses his own trademark style to lead the audience to browse through literary works in a scholarly yet witty fashion. Cai leaps down from the proverbial ivory tower to meet the audience at their level.

Topics discussed in the program include the social impact of narcotics over the years, the seven scholars of the Chin dynasty, Nobel chemistry laureates, pop music and literature, and the disturbing world of drug addiction.

A bestseller based on the program has sold 200,000 copies. Based on Taiwan's population, one out of every 100 persons bought the book, yet bestsellers in Taiwan are hardly ever noticed. *No More Reading Today* likewise explored this unique phenomenon in Taiwan. Last Christmas, the program took the audience on an excursion, leading a tour of appreciation for Christmas related religious paintings.



No More Reading Today

Enrichment of Local Culture

In 2003, PTS continued to showcase Taiwan history, geography, people, and culture through dramas and documentaries. The programs help viewers better understand Taiwan's past and present through the depiction of common experiences and memories.



A Tribute to Local Heroes

Wintry Night: on location.

The literary drama *Wintry Night*, adapted from *Wintry Night: A Trilogy* by Hakka novelist Li Chiao, tells stories of the split in the Taiwan cultural society and farmers' resistance against the Japanese during the Japanese colonial period, as well as the thousands who fought and died in Southeast Asia during the war in the Pacific. Although the film recounts Hakka history, it is in essence not only a story of the Hakka people, but also the story of all people in Taiwan. A detailed and faithful reconstruction of the Japanese occupation has made *Wintry Night* into a movie of epic proportions.

A wave of interest in Taiwan history research has recently swept through the island. Vast collection of historical data has surfaced while related studies are on-going; as a result, research has become more diverse. Plans for the filming of the eight-episode *History of the People of Taiwan* documentary began in 2002. Historians, scholars, and senior journalists were invited to become members of the production committee and the script was drafted after several meetings in 2003. Senior documentary filmmaker Li Dao-ming and his team started shooting in 2004.

Legacies of 20th-Century Taiwan was the first TV program in Taiwan to portray, on a large scale, important

figures in the history of the island. The program aired in 2003 after more than two years of research and filming. A total of 16 episodes, which featured nationalist activist Lin Hsien-tang, Jiang Wei-shuei, Dr. George Leslie Mackay, Japanese colonial official Shinpei Goto, Atayal tribesman Mona Rudao, and Lai Ho, were aired. 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 wished to broaden the knowledge and understanding of Taiwan's history and its most influential figures. This program received the 2003 Golden Bell Award for best educational and informative show.



Legacies of 20th-Century Taiwan: Dr. Lai ho and members of the Taiwan Cultural Association

Enriching Lives with Classic Performances

Tyzen Hsiao, regarded as Taiwan's Rachmaninov, is a pianist, conductor, and composer all in one. His music not only touches the hearts of local fans but also moves the international music scene. In November, Hsiao's hometown Kaohsiung City organized the *Tyzen Hsiao Music Festival*, which was aired on PTS and featured prominent musicians from all over Taiwan who interpreted his outstanding works. In addition, PTS invited musical historians, vocalists, and prominent journalists to collaborate on the documentary *Great Chinese Composers.* The documentary, which is currently filming, will feature Tyzen Shiao, Chiang Wen-yeh, Lu Chuan-sheng, Kuo Chih-yuan, Hwang You-ti, Sicong Ma, Shin Wei-liang, Kuo Tzu-chiu, Hsu Tsang-houei, and Ma Shuilong.

Archbishop Stanislaus Lokuang, Uno Sei-ichi, Liou Jhen, Chen Ci-lu, Lyu Cyuansheng, Yu Ying-shih, Lyu Fo-ting, Hwang You-di, Li Lin-can, Shih Jheng-yan, Shen Mu-yu, Bo Yang – in the hearts of the people of Taiwan, they are representative of the conscience of society and are respected in their fields. Using artistic imagery, *Cultural Masters: Passing on the Torch* offers a revealing look into their lives, their characters, and the total commitment they have toward their chosen vocations.

Taiwan sustained heavy losses during the earthquake of Sept. 21, 1999. *Our Home-town, Our Story,* a document on the reconstruction effort in the quake-stricken areas, is a realistic account of the victims' strong will to survive and their laudable efforts to rebuild broken lives, a tribute to the spirit and value of renewal.

Ecology Awareness Programs

To show concern for ecology and the environment, PTS began showing *Our Island* on Nov. 1, 1998. By Dec. 2003, a total of 235 episodes were aired, making the program PTS's longest running series and Taiwan's longest running environmental program. In 2003, Media Watch on several occasions strongly recommended the program to the youth.

Major episodes aired in 2003 include:

- 1. *The Facts of Shipwreck Amorgos:* An underwater exploration of the damages to the Kenting seabed resulting from the Amorgos Armies oil spill, and the apathy of the authorities.
- 2. *The Scorched Land*: An in-depth look into the U.S.-Iraqi conflict and the consequent damage to life and the environment
- 3. *No-Nuke Land:* An exploration into the many disputes arising from Taiwan's decade-long anti-nuclear sentiments.
- 4. *EVA and Referendum:* An analysis of the flaws in the current environmental assessment system following the resignation of the head of Environmental Protection Administration and the lack of public participation in environmental issues
- 5. *The Age of New Energy:* An introduction to different clean sources of energy and transportation and a look into the post-fossil fuel new century.
- 6. *Hermit Crabs in Plastic House*: A call for respect and concern for the lives of hermit crabs and the need to return them to nature.Since June 2003, digital filming technology and non-linear editing techniques have been used on *Our Island*, the only completely digitally produced environment news magazine program in Taiwan.



Tyzen Hsiao Music Festival.



The scholar - Ying-Shih Yu.



Our Hometown, Our Story: Tribal elders at Sun-mey Village.



Our Island: on location

Awards of Documentaries Since 1994

Year	Program Name	Content	Area	Event	Award
1994	The Eternal Tribe	Home of the Cloud Leopard People	Taiwan	The 5th CCA Golden Tape Awards	Excellence Reportorial Film
1996	Formosa: World of Birds		Abroad	International Wildlife Film Festival	Honorable mention
1997	Taiwan's Rare Plants and Animals Bir	dwing Butterflies	Abroad	International Wildlife Film Festival	Honorable mention
1997	Beloved Theater	King Turtledove	Abroad	International Wildlife Film Festival	Honorable mention
1997	The Eternal Tribe	Between the Rise and Fall of the Waves	Abroad	International Wildlife Film Festival	Honorable mention
1997	Formosa Aboriginal News Magazine	The Exhortation of the Hunters	Abroad	International Wildlife Film Festival	Honorable mention
1997	Formosa Aboriginal News Magazine	Wildlife Protection Law vs. Old Customs	Abroad	International Wildlife Film Festival	Honorable mention
1997	Formosa Aboriginal News Magazine	Who has Killed the Wildlife?	Abroad	International Wildlife Film Festival	Honorable mention
1997	View of Taiwan	Discover Fort Anping	Taiwan	Outstanding Local Culture Documentary Film Award	Honorable mention
1997	Formosa	Trip to the Rugged Hills	Taiwan	Outstanding Local Culture Documentary Film Award	Honorable mention
1998	Water	Sinking Land	Abroad	Earth Vision (Tokyo Global Environmental Film Festival)	Honorable mention
1998 1999	Water Formosa Aboriginal News Magazine	Sinking Land Dear Rice Wine, You Lose	Taiwan Taiwan	Taiwan Forever Awards	First Place Honorable mention
1999	Ordinary People		Taiwan	Outstanding Local Culture Documentary Film Awards	Honorable mention
			laman	Outstanding Local Culture Documentary Film Awards	
1999	Our Island	Fishing Season Comes No More	Taiwan	Taiwan Forever Awards	Second Place
1999	The Eternal Tribe		Taiwan	GIO Awards	Social Contribution Award
1999	Our Island	The Passing Water	Taiwan	2nd Ecological Literature and Journa	
2000	Our Island	National Bandits, A Beautiful Mistake	Taiwan	Outstanding Local Culture Documentary Film Awards	Honorable mention
2000	Our Island	The Restless Earth	Taiwan	Outstanding Local Culture Documentary Film Awards	Honorable mention
2000	A Tale of Two Cities, 1999 Dirge of the Fire God		Taiwan Taiwan	Outstanding Local Culture Documentary Film Awards Radio and Television Social	Honorable mention Outstanding program
2000	Challenging Fate		Taiwan	Contribution Awards Radio and Television Social	Outstanding program
				Contribution Awards	
2000	Our Island	The Restless Earth Taiwan	Taiwan	Forever Awards	First Place, Reportorial Film
2000	Faces of the Century	The Lost Honor of Mountain	Taiwan	2nd Taiwan International Documentary Film Biennial Taiwan Awards	Jury's special recommendation
2000	Writer's Shadow Series	Eternal Man of Taipei, Pai Hsien-yung	Taiwan	Golden Bell Award	Nominated, Educational/ Science/Cultural programs
2000	Charting the Depths of the Universe S		Taiwan	Golden Bell Award	Educational/Science/Cultural program host
2001	Floating Island	Floating Island	Abroad	13th Festival du Film Documentaire, Marseilles	New Director Award
2001	Point of View	The Silent Triangle	Taiwan	Golden Harvest Award	Best Experimental Short Film
2001	Point of View	Hsi Yu Ping	Taiwan	Golden Harvest Award	Best Short Documentary
2001	Point of View	Formosa Homicide Chronicle	Taiwan	Golden Harvest Award	Best Documentary Video
2001	Point of View	Farewell Banquet	Taiwan	Golden Harvest Award	Honorable mention, Best video award
2001 2001	Point of View	The Head Hunting Festival Liu Sung (winner)	Taiwan	Golden Harvest Award Golden Bell Award	Best experimental short film Best director of a non-drama program
2001	The Vision of the City Point of View	Spring: The Story of Hsu Chin-yu	Taiwan Taiwan	Golden Harvest Award	Best Documentary Video
2002	Point of View	Poles Extremity	Taiwan	Golden Harvest Award	Best Documentary Video
2002	Point of View	Floating Women	Taiwan	Golden Harvest Award	Best Documentary Video
2002	Behind the Miracle		Taiwan	Outstanding Journalism Award	Best Special Report
2002	Point of View	How High is the Mountain	Taiwan	Golden Horse Award	Best Documentary
2002	Point of View	Spring: The Story of Hsu Chin-yu	Taiwan	Golden Horse Award	Best Documentary
2002	Point of View	How High is the Mountain	Taiwan	Taiwan International Documentary Festival	Highly Commended by the Jury
2002	Point of View	Poles Extremity	Taiwan	Taiwan International Documentary Festival	Highly Commended by the Jury
2002	Point of View	Spring: The Story of Hsu Chin-yu	Taiwan	Taiwan International Documentary Festival	Taiwan Award
2002	Point of View	Corner's Murmuring	Taiwan	Taiwan International Documentary Festival	Jury's Special Award
2003	Our Island		Taiwan	Media Watch	Quality Programming Five Star Award
2003	Avant Grade Liberation		Taiwan	Taishin Arts Award	Best Visual Arts
2003	Point of View	How High is the Mountain	Abroad	The George Foster Peabody Awards	3
2003	Legacies of 20th-Century Taiwan		Taiwan	Golden Bell Award	Cultural/Educational/Information Program
2003	Point of View	Someone Else's Shinjuku (Yang Li-chou, Chu Shih-chien)	Taiwan	Golden Bell Award	Best director of a non-drama program
2003	Point of View	The Dance Age	Taiwan	Golden Horse Award	Best Documentary

Approval From Every Sectors

Award Winning Programs of 2003

Winner	Program Name	Area	Event	Award	Category
Follow Me, Go	CONTRACTOR OF	Taiwan	Media <mark>Watch</mark>	Quality Programming Five Star Award	2003/1/12
Our Island		Taiwan	Media Watch	Quality Programming Five Star Award	2003/1/12
Children's Tales From Taiwan	The Lazy Boy and The Monkeys	Abroad	2002 New York Film Festival	Bronze Medal for Children's Animation	2003/1/18
Blac <mark>k</mark> Tide <mark>: A Trilog</mark> y		Abroad	New York Film Festival	Best Environmental Program	2003/1/30
Wintry Ni <mark>ght</mark>		Abroad	2002 Mo <mark>bius Advertising Awards</mark>	VCD Best Package Design	2003/1/30
The Sun Shines First Behind th	e Mountain	Abroad	2002 Mobius Advertising Awards	VCD Design Award, First Runner-up	2003/1/30
Avant Grade Liberation		Taiwan	Taishin Art <mark>s Awa</mark> rd	Best Visual Arts	2003/3/24
Point of View	How High Is the Mountain	Abroad	T <mark>he G</mark> eorg <mark>e Foste</mark> r Peabody Awards		2003/4/2
Voice of Waves	Contraction of the second	A <mark>bro</mark> ad	Ind <mark>ia International Video Festival</mark>	Award for Best Short Film	2 <mark>003/6/12</mark>
PTS Evening News	Joy in the Conviction to Help	Taiwan	Brig <mark>hter Society Jo</mark> urnalism Award	Best TV News Reporting	2 <mark>003/8/18</mark>
PTS Evening News	Ch <mark>il</mark> d of the Mountain	Taiwan	Brig <mark>hter Society Jo</mark> urnalism Award	Best TV News Reporting	2 <mark>003/8/18</mark>
PTS Evening News	Joy in the Conviction to Help	Taiwan	Brighter Society Journalism Award	Best TV News Reporting	2003/8/18
PTS Evening News	Child of the Mountain	Taiwan	Brighter Society Journalism Award	Best TV News Reporting	2003/8/18
Hot News Weekly	The Anti-Nuke Warrior	Abroad	Chica <mark>go's International Children's Film Festival</mark>	Children's Jury Prize for Live-Action Television Production	2003/11/4
Hot News Weekly		Taiwan	Golden Bell Award	Best Children's Program	2003/11/6
Leg <mark>acies of</mark> 20th-Century Taiw	van	Taiwan	Golden Bell Award	Best Cultural and Information Program	2003/11/6
Listen	أسرخها ا	Taiwan	Golden Bell Award	Best Program Host, Cultural and Information Program	2003/11/6
Po <mark>int of View</mark>	Someone Else's Shinjuku East	Taiwan	Golden Bell Award	Best Director, Non-drama	2003/11/6
Life Story	Breathe Hard	Taiwan	Golden Bell Award	Best Single-episode Drama	2003/11/6
Life Story	Breathe Hard	Taiwan	Golden Bell Award	Best Actress, Single-episode Drama	2003/11/6
Life Story	Breathe Hard	Taiwan	Golden Bell Award	Best Director, Single-episode Drama	2003/11/6
Life Story	Princess in Wonder	Taiwan	Golden Bell Award	Best Supporting Actor, Single-episode Drama	003/11/6
Life Story	The Bee	Taiwan	Golden Bell Award	Best cinematography	2003/11/6
Life Story	There's No Tomorrow	Taiwan	Go <mark>lden Bell Award</mark>	Best Editing	2003/11/6
Crystal Boys		Taiwan	Go <mark>lden Bell Award</mark>	Best Director, Drama Series	2003/11/6
Crystal Boys	and the second se	Taiwan	Go <mark>lden Bell Award</mark>	Best Drama Series	2003/11/6
Crystal Boys	and the second se	Taiwan	Gol <mark>den Bell Award</mark>	Best Sound	2003/11/6
Crystal Boys	and the second second	Taiwan	Gol <mark>den Bell Award</mark>	Best Lighting	2003/11/6
Crystal Boys		Taiwan	Gol <mark>den Bell Award</mark>	Art Direction	2003/11/6
Crystal Boys	100 m 100 m	Taiwan	Gold <mark>en Bell Award</mark>	Best Actress, Drama Series	2003/11/6
Home	and the second se	Taiwan	Golden Bell Award	Best Supporting Actor, Drama Series	2003/11/6
Home		Taiwan	Golden Bell Award	Best Actor, Drama Series	2003/11/6
Teletubbies		Taiwan	Media Watch	Five Star Award for Quality Youth Program	2003/11/8
Anne of Green Gables	and the second	Taiwan	Media W <mark>atch</mark>	Five Star Award for Quality Youth Program	2003/11/8
International News	Conflict and Peace	Taiwan	Outstand <mark>ing Journalism Award</mark>	Internal News Reporting	2003/11/26
Point of View	The Dance Age	Taiwan	Golden Horse Award	Best Documentary	2003/12/14
PTS		Taiwan	Radio and Television Golden Engineering Award	Satellite TV Station Engineering	2003/12/26
Chen Jui-ya		Taiwan	Radio and Television Golden Engineering Award	Satellite TV Station Engineer	2003/12/26

Interaction with the Public

Increasing Visitors to Our Website

PTS is dedicated to improve customer service. To ensure a more efficient feedback system, PTS in 2003 introduced the "2633-2000"24-hour service hotline and the "2633-8000"answering service from 9 a.m. to 10 p.m. Including website and e-mail services, annual customer services cases totaled 162,188, up 157 percent



Customer service department: Hello, can I help you?

compared with 2002 (Figure). The new on-line customer service system enables customer service personnel to quickly gather data, log viewers' comments, and complete service in one transaction. PTS also uses regular weekly and monthly customer service reports to compile feedbacks that serve as important reference for internal policymaking.



Customer Service (2002 and 2003)



PTS website.

There was an average of 1.16 million monthly visits to the PTS Web site in 2003, up 330,000 compared to the 2002 average. The highest single-month record was 1.45 million hits, with 1,219 total number of pages browsed. It is thus evident that the PTS Web site is an important means to obtain relevant information, and for two-way interaction between PTS and the public. To provide the latest in program and event information, PTS changed its weekly electronic program guide into a daily electronic newsletter; there are currently close to 120,000 subscribers to the service.

2003 PTS website page view

Average number of visits	1.16/momth
Average number of pages browsed	10.7/momth
Average duration of visit	12minutes 43 secondes



monthly Websity Traffic from 2000 to 2003



Steady Increase in Small Donations

Steady Increase in Small Donations

Small donations are a good indicator of public perception. Since PTS started broadcasting five years ago, small donations from the public have increased steadily at an average of 136 percent annually (Graph). In 2003, PTS launched an Internet donation system that received favorable responses. Internet donations accounted for one-fourth (about NT\$5 million) of total annual donations. Donors who became Friends of PTS receive member publications. In addition, PTS gives away tickets to cultural exhibits and tour guides, and organizes informative tours and gathering of celebrity fans.

PTS likewise focuses to integrate viewer interaction into programs. *Let's Talk in English on PTS*, which has aired a record 1,000 episodes and counting, started filming in school campuses in 2003. The program, which garnered Five Star Award

for Quality Programming from Media Watch, likewise filmed short conversational scripts in the U.S. to help viewers blend into the Eng-

> lish-speaking environment. In addition to students, viewers of the program include office workers, housewives, and senior citizens. To serve viewers and narrow the learning gap between the cities and townships, PTS started in April to include in the program a 0800 tollfree number where volunteer teachers answer viewer questions pertaining to the week's lessons.



Let's Talk in English on PTS.



Media education seminar.



Happy children at camp.

Vo 55

eache

No 60

Helping the Fight Against SARS

The SARS outbreak caused widespread panic and was the biggest crisis in Taiwan in 2003. *SARS Hotline*, which was aired during prime time at the height of the outbreak, invited health experts and government officials to shed light on phone-in questions and alleviate public fears and worries. A total of 28 episodes was aired from April 28 to May 30, Mondays to Fridays, at 8 p.m. *Post-SARS Special*, aired as the outbreak came under control, discussed the medical system from a humanistic perspective in the hope of generating awareness on disease prevention and cure. *Point of View* featured the documentary , which investigated the truth behind the uncontrolled spread of SARS. In addition to self-produced programs, PTS likewise presented the latest in research findings about the deadly disease to the concerned public.



To disseminate information on disease prevention,



Fighting SARS: A Concert Without Audience.

PTS produced CDs and pamphlets for distribution to the different agencies. In addition, PTS likewise produced and aired 12 shorts on SARS prevention, and was able to deliver timely public service during times of emergency.

Inside Stories from a Once SARS-affected Area.

Programs Aired During the SARS Outbreak

The following programs were aired in May and June during the height of the SARS outbreak.

Name	Time	Program Source
SARS Hotline	Starting May 5	Self-produced
Future Plagues	Starting May 17	BBC
SARS: The Killer Bugs	Starting May 6	U.K. CH4
Body Invaders: Cold and Flu	Starting May 21	Discovery
SARS: The Killer Virus	Starting April 25	BBC
The Unseen Enemy	Starting May 23	ARTE
Fact or Myth, Part II	Starting May 28	Singapore
SARS: Frontline Heroes	Starting May 28	Singapore
SARS: Deadly Pneumonia Virus	Starting May 23	Short film from Germany
SARS: New Deadly Virus	Starting May 23	Short film from Germany
SARS: Home Quarantine Guidelines	Starting May 17	Self-produced
Hong Kong SARS Update	June 17	Hong Kong
Inside Stories from a Once SARS-affected Area	June 18	Self-produced
SARS: Through the Eyes of Science	June 23	DISCOVERY
SARS: The Killer Virus	June 20	BBC
Return of the Plagues	June 19	U.K. Explore

Developing International Perspectives

One of the PTS missions is to foster international cultural exchange. To learn from major foreign public television stations and widen its international perspective, PTS carries out frequent exchanges with foreign TV stations and participates in activities of international organizations. PTS remained active in the international circle in 2003.

Host of input 2006

In January, PTS representatives attended the Asian Regional Conference for the World Summit on the Information Society, the first time Taiwan representatives attended the conference as a non-government organization. Despite heavy protest from the Beijing authorities, Taiwan's participation was supported by the international community through a special arrangement. Taiwan supported the proposal to establish an Asian broadcast alliance and incorporate the value of public broadcasting into the conference declaration

PTS and other digital television organizations visited Europe in September. PTS visited Finland to study common antenna tower and multiplex operations and observed the business model of multimedia home platform (MHP) of public television services. The group subsequently visited annual meetings of international broadcast and television services in Germany, the U.K., and the Netherlands to understand their digital wireless multi-channel business models and new technologies in digital television.

Hosting the International Public Television Conference (IN-PUT) had been PTS's objective since 2001. After two years of planning and preparation, PTS representatives arrived in San Francisco in September to seek Taiwan's hosting of INPUT international conference of directors. All 18 directors approved the recommendation, and in December, INPUT sent a written confirmation of Taiwan's hosting of the conference.

In November, PTS representatives attended the annual meeting of Public Broadcasters International. PTS became a member and engaged in close exchanges with peers from Europe, Asia, and Africa.

Developing International Cooperation

December was a fruitful period in international cooperation. French 3D animation director Georges Lacroix, who assisted



The regional conference of the World Summit on the Information Society opens in Tokyo.



A visit to the public television station in Finland.



PTS representatives pause for a picture with Carl Otto Dethlefsen, INPUT Conference Chairman.



The International Public Television Conference.

in the international funding of *Mouse Wedding*, arrived in Taiwan. The PTS staff and Lacroix completed the prebible and began to raise funds internationally.

In December, PTS and former BBC producer Dr. Nick Upton agreed to jointly film the *Eye of the Storm: Made in Taiwan*, a documentary that focuses on Taiwan wildlife animals and ecology. PTS provided footage and partial capital to obtain all broadcast rights in Taiwan and was credited as a co-producer.

Renowned German filmmaker Monika Treut, who would direct the documentary *Three Women in Taiwan*, arrived in Taiwan in December to discuss collaboration of an international joint project. Three Women in Taiwan explores the changing roles of women in Taiwan using old, middle-aged, and young Taiwan-born females as the main characters. By providing part of the capital and participation in the production, PTS obtained all broadcast and exhibition rights in Taiwan, and was credited as a co-producer.

PTS produced and aired 2004 Midnight Circus on New Years' Eve to welcome 2004. This performance arts program was first conceptualized to transcend regional restrictions and show that culture has no national barriers. The program hoped to encourage participation by international television stations to feature cultures of different countries and foster cultural exchange.





French 3D animation director Georges Lacroix holds a discussion with the PTS staff.

Three Women in Taiwan explores changing roles of women in Taiwan.



Animated characters in the Mouse Wedding.

Improving Production and Broadcast Environments

Although broadcasting and television technology are ever changing, professional guidelines and ethics in program and news production remain constant. PTS upholds the two principles of change and unchanging to continue improving the quality of its production and broadcast.

In response to advancements in production and broadcast technology, PTS completed construction of its digital television transmitter system in Hualien and Taitung and began trial transmissions in March. PTS likewise assisted the GIO to implement a common platform for digital wireless broadcast and was responsible for integrating the requirements of the five terrestrial broadcast stations in Taiwan.

The GIO program used as its sites Jhongliao Township in Kaohsiung County and Jhentou Shan in Tainan County. PTS, Chinese Television System (CTS), and Formosa Television (FTV) shared a common antenna tower,



Digital broadcast transmitter.

The SNG crew at work.

while China Television Co. (CTV) and Taiwan Television (TTV) shared another common antenna tower. PTS and CTS were responsible for the construction of the Jhongliao station, FTV and TTV the Jhentou Shan station, and CTS the multi-channel broadcasting in the northern district. Upon their completion, the main stations in southern Taiwan will cover most of the residents in Taiwan, and digital television broadcast will start in 2004.

In addition to fixed-point reception, PTS has likewise worked on mobile reception, and has launched DIMO TV in public transportations (cars and ferries) jointly with the Kaohsiung City Government. PTS constructed a 3-Kilowatt gap filler on the 85-storey high Tuntex Tower to boost reception in the greater Kaohsiung metropolitan area. In addition, a dedicated channel to satisfy commuters' needs would become operational in 2004.

PTS has comprehensive internal control to ensure quality in production and broadcast. All programs, from concepts to the end product, must abide by the company's program production flowchart (http://www.pts.org.tw/%7Epubfile/1.guides/index.htm). To maintain independence in program production, there are basic guidelines on the acceptance of contributions to program (http://www.pts.org.tw/%7Epubfile/1.guides/index.htm). To ensure objectivity and fairness in news programs, PTS has a contract for news production and broadcast, which stipulates that the board of directors, president, and managers shall not violate professionalism in news reporting and interfere with news professionalism and self-regulation (http://www.pts.org.tw/%7Epubfile/1.guides/index.htm). In addition, the news department likewise has self-regulation guidelines (http://www.pts.org.tw/%7Epubfile/1.guides/index.htm).



Digital broadcast laboratory.



Digital broadcast transmitter.



Gap filler at the Tuntex Building in Kaohsiung.

Improving the Quality of Human Resource

PTS continues to improve the quality of its human resources, and advancements in digital technology have made on-the-job learning essential. PTS organizes regular seminars, inviting experts from the industry and academia to provide new ideas and inspirations to all its employees. Through licensing and approval from the speakers, PTS created an e-learning Web site to allow employees to learn at their convenience.

In line with the requirements of digital broadcast, PTS organized training courses from July to August that included basic engineering theories, development of digital broadcast and programs in other countries, industry trend analysis, and Multimedia Home Platform (MHP). In February and August, workshops were organized for the Level I and Level II managers to review and facilitate communication within the organization.

Gender Equality in the Workplace

Gender equality at the PTS workplace is apparent from the proportion of employees and managers of both genders. In 2003, there was an equal distribution of employees between

the genders (Figure), and more than 30 percent of the number of Level II managers or above was female. Among the Level I managers, 43 percent were female, which was a higher percentage compared with those of other public and private organizations.



The audience is all ears at a speech by IT entrepreneur and writer Sayling Wen.



A speech by director Wu Nien-chen.

Employee Gender and Percentages of Male and Female Managers

Category	Male	Female	Total	Male Percentage	Female Percentage
Employee	316	285	601	53%	47%
Level II managers and above	28	14	42	67%	33%
Level I managers and above	8	6	14	57%	43%



The PTS Union meeting

As a judicial person, PTS values employee rights and benefits. The PTS Labor Union established in accordance with law, safeguards employees' interests at work and provides a mechanism for communication and dialog between employees and management. In 2003, company regulations governing salaries, employee promotion and transfer, and year-end performance evaluation were amended through negotiations between employees and management.

To improve the quality of financial management, PTS commissioned Deloitte & Touche to carry out internal auditing services beginning 2003. The audit included trusts management, revenue

and expenses management, income management, general affairs and purchasing, program production management, salary management, accounting management, contract management, adherence to rules and regulations, assets protection, identification and prevention of anomalies, general computer management, and application systems management.



Camp for Level I managers.



Camp for Level II managers.

Computerized Management for Efficiency

In marketing management, PTS in 2003 completed the development of audio/visual product sales management system. The system, which linked processes from the front end (manufacturer) to the back end (customer), allows processes from purchase orders to sales invoice issuance to be

completed in a single transaction, so as to effectively manage purchases, inventory, and delivery. Logistics companies are commissioned to handle warehouse management and deliveries to provide better services and lower costs. The PTS Shopping Online offers on-line credit card transactions, allowing Friends of PTS to make small contributions or purchase visual products through the Internet. The website became an essential source of income and increased PTS' revenue by nearly NT\$9.7 million in one year.

Computerization of personnel management in 2003 achieved the following results:

1. Computerization of work attendance records: Computerized the traditional paper application forms for leave and overtime work. All applications, approvals, and records are now computerized.



The PTS sport meet in 2003

PTS was essential. The number was higher than the 84 percent for commercial television stations, and similar to that of the U.S. Public Broadcasting Service. Viewer approval rating was 74.2 percent, higher than the 55.1 percent of commercial television stations; the trend was similar to those of NHK Japan and BBC in the U.K. As in the case with NHK, approval rating among the 20 to 29-years-old age bracket was lower than those of commercial television. Regular viewers believed that PTS was similar to the Discovery channel. Main impressions were: high quality, suits viewers' preference, continually growing, and helpful.

2. Computerization of reimbursement process: Computerized the reimbursement process for immediate checking and verification of receipts and approval. The system instantly provides statistics of projects (departments and programs) and accounting items.

To better understand its public image, PTS commissioned Caliper Human Strategies to carry out a brand image survey for better brand positioning. The survey showed that 91 percent of respondents believed

Viewer Approvalratings (PTS's compares with other conntries)



The Governors and Organigation Chart

Board of Directors and Supervisors

Frank, Feng-Shan Wu

Public Television Service Foundation /Chairman

Po-Ho Chuang

Chinese Folk-Arts Foundation / Vice-Executive Director

Taiwan Provincial Endowment of Culture / Director

Stanley C. Yen The Landis Taipei Hotel / President Taiwan Visitors Association / Honorary Chairman

Shieu- Chi Weng

College of Communication, National Cheng-Chi University / Professor & Dean

Charles, Tung-tai Lin

Prof., Graduate Institute of Mass Comm. National Taiwan Normal University Chinese Association for Public Opinion Research (CAPOR) / Chairman The Association of Education for Mass Communication, ROC / Vice Chairman

Shu-Li Chen

Actor Volunteer social worker

Robert C.Y. Wu The Eslite Corporation / President Taiwan Provincial Endowment of Culture Foundation for Excellent Journalism Award /

Director National Cultural Association / Supervisor

Guang-Sheng Bai

Yanping Presbyterian Church / Minister Bu-nong Cultural Foundation / President And CEO

Chien-ling Su

Awakening Foundation / Supervisor Ming-Chuan University /Associate professor Executive Yuan Woman's Rights Promotion Committee/member

Ka-shiang Liu

Literature Supplement in Chinatimes / Secondary Chief Nature teacher

Yang-sun Chou

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

Irene Chen

Fubon Cultural & Educational Foundation / Executive Director

Yun Lin

National Taiwan University Dep.of Finance/ Professor Administrative Supervisor

Yi-Rong Young

National Taiwan Normal University / Professor Editorial Department, United Daily News / Deputy Director

Ju-Hsuan Wang

Evergreen International Law Offices / Partner Gender / Sexuality Rights Association / Consultant



Mission and Vision Statement

Formulated in accordance with the spirit of public service and the responsibility derived from the of Public Television Law

Mission Statement

(I) To produce a variety of quality programs

PTS is dedicated to program quality and fill the void left by commercial TV. Strict quality control ensures that PTS programs totally fulfill the expectations of the viewing public.

(II) To promote the development a civil society

The program policy at PTS aims to safeguard freedom of expression and the public's right to know, increase the standards of public education and culture, foster the development of a democratic society, and promote public welfare.

(III) To enrich local culture

PTS documents significant historical events and view in an objective and responsible manner. By introducing Taiwan's rich cultural treasures, PTS gives its viewers a better understanding and appreciation of their land and culture.

(IV) To expand international cultural exchanges

PTS actively participates in international exchanges to enable the public to gain a better understanding of their own and other cultures as well.

The PTS Vision

(I) To establish leadership in the field of public service

PTS is dedicated to becoming the leader in public service. It aims to provide liberal, open, rational, and diverse public services by producing news and public service programs that integrate social resources, safeguard public interest, and fulfill its public service commitment.

(II)To establish leadership in education and cultural programming

PTS is dedicated to becoming the leader in education and cultural programming by providing services that meet the needs of every level of learning. PTS uses the most professional approaches and skills to produce world-class programs that will help raise the public's educational and cultural standards.



Financial Statement

2003 General Financial Information

Financial Review

- I. PTS received a NT\$100 million donation from the Government Information Office (GIO) during its establishment. 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. 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\$1,126,276,682 and bringing the total capital to NT\$1,226,276,682. In 2001, the GIO donated Administration Building A with a value of NT\$1,071,098,397. As of Oct. 22, 2002, the total balance of PTS funds stood at NT\$2,302,299,013, which PTS re-registered as its total capital.
- II. The PTS financial report in 2003 was audited and certified by KPMG.
 - (I) Assets and Liabilities: Total assets stood at NT\$2,757,688,868, including current assets of NT\$708,792,008, fixed assets of NT\$1,603,377,141, and other assets of NT\$445,519,719. Liabilities and equity totaled NT\$2,757,688,868, including current liabilities of NT\$164,005,269, other liabilities of NT\$163,316,279, and equity of NT\$2,430,367,320.
 - (II) Revenues and Expenses: Revenues in 2003 reached NT\$1,453,680,280, including NT\$900,000,000 from government funding, NT\$97,742,281 from the Cable Radio and Television Development Fund, and NT\$455,937,999 from fund-raising. Total expenses amounted to NT\$128,068,307, including program and project costs of NT\$1,384,709,569 and other expenses of NT\$287,982. Cash balance for the period was NT\$68,682,729, and as of Dec. 31, 2003, the cumulated cash balance stood at NT\$128,068,307. As stipulated in the agreement, NT\$68,682,729 was set aside in 2003; this together with the fund retention of NT\$20,477,147 from previous years to be executed in 2004.
 - (III) Cash Flow: Net cash flow for operations in 2003 amounted to NT\$352,395,063. Net cash flow for investments was NT\$219,123,478. Net cash flow from funding was NT\$1,991,544. The net cash and cash equivalents increased by NT\$135,263,129 in 2003.

Revenue Breakdown

Total income of NT\$1,453,680,280 in 2003 came primarily from donations, bank interest, rentals, product sales, and other revenues. Donations included government appropriation, grants from Cable Radio and Television Development Fund, and corporate and individual contributions.

The government appropriation of NT\$900 million accounted for 61.91 percent of the annual income. Initially, the government appropriation was subject to a 10 percent annual decrease, but due to amendments to the Public Television Act in 2001, decrease in government appropriation was discontinued in the third fiscal year. Thus the amount has remained at NT\$900 million a year since 2002.

The Cable Radio and Television Development Fund donated NT\$97,742,281, which accounted for 6.72 percent of the total annual income. The Cable Radio and Television Development Fund was set up by the central government in accordance with Article 53 of the Cable Radio and Television Law, which requires that commercial cable operators contribute one percent of their annual operating revenues to promote the radio and television industries. Thirty percent of the annual contributions are set-aside for PTS.

Income from fund-raising, totaling NT\$455,937,999, included corporate and individual contributions, rental, product sales (audio/visual products and program royalties), bank interest, proceeds from activities, production, and other miscellaneous incomes. The income accounted for 31.37 percent of the total annual income. Please refer to the chart on revenue break-down.

Breakdown of Expenses

Total expenses in 2003 reached NT\$1,384,997,551 with 67.1 percent going into program production, which included news program at 13.03 percent, general program production at 31.51, program acquisition at 5.82, and program production and broadcast at 16.74 percent. This is comparable to the 66.7 percent for program production in 2002.

Administration costs accounted for 9.32 percent of annual spending. Marketing expenses, including public affairs, marketing, and sales, accounted for 9.99 percent of annual spending, comparable to the 10.01 percent in 2002. Research and development spending accounted for 1.22 percent, a decrease by 1.82 percent as compared to 2002. Other expenses for the year amounted to NT\$287,982, a decrease of NT\$1,405,912 as compared to 2002 due to improved efficiency of facilities and equipment; hence, the reduced asset write-off. Please refer to the chart on the breakdown of expenses.

Income from Fund-raising

In addition to government appropriation and grants from the Cable Radio and Television Development Fund, PTS generates income from fund-raising. The main sources of income were donations, rentals, sales, and others. Donations include those from public and private institutions, organizations, or individuals. Income from rentals includes those from the lease of office buildings, broadcast center, filming studio, and equipment. Sales income includes sale of audio/visual products and program royalties. Other income includes bank interest, proceeds from activities, revenues from program production contracts, and other miscellaneous incomes. Relative to government appropriation, which had decreased steadily until 2001 when it was pegged at NT\$900 million, income from fund-raising has increased steadily (refer to the figure and chart). The different sources of income are described as follows:

Donations

Income from donations came primarily from corporate contribution and small private donations. Individual donations were mainly from the Friends of PTS. Donations in 2003 totaled NT\$119,104,358, up 82.33 percent as compared to NT\$65,323,783 in 2002. The increase was more than 80 percent.

Rentals

To maximize asset utilization and increase income, PTS rented out parts of its studio, equipment, and building. Relay stations were also rented out and utilized. Income from 2003 rentals totaled NT\$117,254,864, up 21.41 percent as compared to NT\$96,574,427 in 2002.

Sales

Sale of audio/visual products and program royalties in 2003 totaled to NT\$130,634,961, up 17.9 percent compared to NT\$110,803,905 in 2002. Sale of audio/visual products totaled NT\$78,425,485, up 30.25% as compared to 2002. The Public Television Service Shopping Online went on-line in June, which boosted sales of audio/visual products. Majority of the program royalty sales came from the Chinese-language market. In 2003, there were 32 transactions totaling 2,307 hours from 15 countries and regions.

Other Income

Other incomes include bank interest, proceeds from activities, and revenues from program production contracts, among others. In 2003, the other income totaled to NT\$88,943,816, up 34.49 percent as compared to NT\$66,135,369 in 2002, mainly due to the 61.89 percent increase in income from revenues from program production contracts.

PTS has endeavored to augment its income from fund-raising, and income has grown annually over the last five years. Although local industries were seriously affected by the SARS epidemic from February to June 2003, the staff at PTS worked hard in face of adversity. Annual income from fund-raising totaled NT\$455,937,999, up 34.56 percent compared with 2002. The largest fund-raising incomes came from product sales (audio/visual products and program royalties) and private donations, accounting for 28.65 percent and 26.12 percent, respectively.

Public Television Service Foundation Statement of Assets & Liabilities

Unit: NT\$ 2002 2002 2003 2003 Assets Amount % Amount % Liabilities and Equity % % Amount Amount Current assets Current liabilities Cash and cash equivalent \$ 498,472,051 18 363,208,922 Notes payable \$ 242,226 _ 7,240,411 14 Notes receivable 2,314,892 6,540,704 Accounts payable 4,414,913 5,220 -_ Accounts receivable 2 5 45,212,953 41,891,081 2 Accrued expenses 101,460,658 4 117,822,431 Deposits & prepayments 78,389,672 3 103,280,931 4 Other payables 23,816,227 1 8,181,996 Other current assets Other current liabilities 84,402,440 3 76,506,502 3 34,071,245 32,365,834 1 1 Sub-total 708,792,008 26 591,428,140 23 164,005,269 6 165,615,892 6 Fixed assets Other liabilities Land 26,448,371 1 26,448,371 1 Deferred income from government funding Building and improvements 961,499,212 35 991,704,410 39 136,565,266 5 Deposits received Machinery and equiptment 199,054,019 7 7 190,723,035 26,751,013 1 24,759,469 1 Transportation & transport facilities 788,911,506 29 751,302,805 30 163,316,279 6 24,759,469 1 Misc. facilities Total liabilities 12 7 253,400,789 9 298,461,777 12 327,321,548 190,375,361 Unfinished construction 3,221,694 Prepayment on purchases of equipment 179,785,227 6 23,598,704 Funds and deficits 1 Minus:accumulated depreciation (29) Funds (805,721,983) (29) (748,282,342) 2,302,299,013 83 2,302,299,013 91 Sub-total Cumulated deficits 1,603,377,141 58 1,537,178,454 61 128,068,307 5 59,385,578 2 Total funds & deficits 2,430,367,320 Other assets 88 2,361,684,591 93 Leased assets (net amount) 383,098,792 14 337,344,744 13 Contingent & commitment Refundable deposits 833,150 1,413,725 --Deferred debit 11,587,777 -14,694,889 _ **Restricted** assets 2 3 50,000,000 70,000,000 Sub-total 445,519,719 16 423,453,358 16

100

2,552,059,952

100

\$

2,757,688,868

Grand total of assets

Grand total of liabilities, funds, and deficits

\$2,757,688,868 100

2,552,059,952

100

2003 and Dec. 31, 2002

Public Television Service Foundation Income Statement

2003 and Jan. 1 to Dec. 31, 2002

		Unit: NT\$
	2003	2002
Revenues		
Donations	\$ 1,116,846,639	1,034,706,256
Bank interest	6,167,143	13,705,046
Rental	117,254,864	96,574,427
Product sales (net)	130,634,961	110,803,905
Others	82,776,673	52,430,323
	1,453,680,280	1,308,219,957
Expenses		
Administration	129,131,840	131,257,139
Promotion of pubic affairs	61,391,168	56,276,081
Marketing & sales promotion	76,974,372	79,468,296
News program	180,448,208	184,517,482
General program	436,333,504	384,632,684
Program acquisition	80,624,778	75,969,944
Program production & broadcast	231,891,198	259,000,875
Engineering & maintenance	151,953,975	158,378,131
Research & development	16,880,561	24,645,817
IT development	19,079,965	-
Others	287,982	1,405,912
	1,384,997,551	1,355,552,361
Earnings (deficits)	68,682,729	(47,332,404)
Taxes	-	-
Earnings (deficits) for the period	\$ 68,682,729	(47,332,404)

Public Television Service Foundation Statement of Funds and Deficits

2003 and Jan. 1 to Dec. 31, 2002

			Unit: NT\$
	Fund	Accumulated surplus(deficit)	Total
Balance as of Jan. 1, 2002	\$ 2,300,766,474	108,250,521	2,409,016,995
Accumulated surplus (deficit) transferred to registered fund	1,532,539	(1,532,539)	-
Total deficit in 2002	-	(47,332,404)	(47,332,404)
Balance as of Dec. 31, 2002	\$ 2,302,299,013	59,385,578	2,361,684,591
Balance as of Jan. 1, 2003	\$2,302,299,013	59,385,578	2,361,684,591
Total balance in 2003	-	68,682,729	68,682,729
Balance as of Dec. 31, 2003	\$ 2,302,299,013	128,068,307	2,430,367,320

Public Television Service Foundation Statement of Cash Flows

2003 and Jan. 1 to Dec. 31, 2002

		Unit: NT\$
	2003	2002
Cash flows from operating activities:		
Income (loss)	\$68,682,729	(47,332,404)
Adjustments		
Fixed assets donations	993,377	-
Depreciation & amortization	146,598,938	175,751,117
Loss (earning) from sale of fixed assets	(287,780)	1,381,246
Changes in assets and liabilities		
Notes receivable	4,225,812	13,567,466
Accounts receivable	(3,321,872)	10,826,873
Prepaid accounts	24,891,259	15,727,425
Other current assets	(7,895,938)	(10,938,139)
Notes payable	(6,998,185)	6,708,341
Accounts payable	4,409,693	(1,553)
Other payables	(811,874)	720,582
Accrued expenses	(16,361,773)	(5,605,672)
Other current liabilities	1,705,411	(3,838,474)
Income from deferred government funding	136,565,266	
Net cash flow from oeprating activites	352,395,063	56,966,808
New cash flow from investments:		
Purchase of fixed assets	(237,528,386)	(228,456,634)
Cash from sale of fixed assets	575,762	
Decrease (increase) in restricted assets	20,000,000	(70,000,000)
Decrease in refundable deposits	580,575	286,725
Increase in deferred loans	(2,751,429)	(14,441,740)
Net cash flow out from investments	(219,123,478)	(312,611,649)
Cash flow from financing activities:		
Refundable deposits	1,991,544	2,692,169
Net cash flow in from financing	1,991,544	2,692,169
Increase (decrease) of cash and cash equivalent this period	135,263,129	(152,952,672)
Cash and cash equivalent balances at start fo period	363,208,922	516,161,594
Balances of cash and cash equivalent at end of period	\$ 498,472,051	363,208,922
Cash payment and other payments in exchange for fixed assets:		
Fixed assets	\$253,974,491	222,871,934
Plus: Other payables at start of period	7,325,992	12,910,692
Minus: Other payables at end of period	-23,772,097	-7,325,992
Cash payment	\$ 237,528,386	228,456,634

Financial Statements for 1999 to 2003

					Unit: NT\$
Item	1999	2000	2001	2002	2003
Donations	42,769,458	51,581,630	51,431,868	65,323,783	119,104,358
Rental	119,748,229	107,183,507	87,408,438	96,574,427	117,254,864
Product sales	29,753,980	86,784,487	100,290,809	110,803,905	130,634,961
Others	29,594,594	123,595,315	63,128,858	66,135,369	88,943,816
Total income from fund-raising	221,866,261	369,144,939	302,259,973	338,837,484	455,937,999
Government funding	1,200,000,000	1,560,000,000	900,000,000	900,000,000	900,000,000
Grant from Cable Radio and			20,220,000	69,382,473	97,742,281
Television Development Fund					
Total income	1,421,866,261	1,929,144,939	1,222,479,973	1,308,219,957	1,453,680,280
Fixed maintenance	396,678,234	511,909,927	300,620,842	290,581,502	300,344,454
Marketing services	59,150,104	114,568,315	108,880,933	135,767,281	138,365,540
Program production	708,446,873	1,357,179,492	851,297,114	904,557,761	929,406,996
Research & development	11,544,395	21,298,837	20,264,191	24,645,817	16,880,561
Total spending	1,175,819,606	2,004,956,571	1,281,063,080	1,355,552,361	1,384,997,551
Income (loss)	246,046,655	(75,811,632)	(58,583,107)	(47,332,404)	68,682,729

Note: The annual statements are based on figures provided in the annual reports. To conform to the government's fiscal year adjustment, total amounts for 2000 were calculated based on 18 months.

Comparison of Income from Fund-raising from 1999 to 2003

Unit: NT\$

Sources of Inco	ome 1999	2000	2001	2002	2003	
					Amount	Comparison with 2002 in increased or decreased percentage
Donations	42,769,458	51,581,630	51,431,868	65,323,783	119,104,358	82.33%
Rental	119,748,229	107,183,507	87,408,438	96,574,427	117,254,864	21.41%
Product sales	29,753,980	86,784,487	100,290,809	110,803,905	130,634,961	17.90%
Others	29,594,594	123,595,315	63,128,858	66,135,369	88,943,816	34.49%
Total	221,866,261	369,144,939	302,259,973	338,837,484	455,937,999	34.56%

Note: There is a significant increase in the figures for the year 2000 due to the fiscal year adjustment; total amounts for 18 months are displayed in the table. When converted to single-month average, the figures were higher than those of 1999. Likewise, figures for 2001 were higher than those of 2000.

The 1999 to 2003 Graph Showing Increase in Income from Fund Raising and Decline of Income from Subsidies



Incime Chart



Government funding	61.91%	NT\$900,000,000
Grant from Cable Radio and	6.72%	NT\$97,742,281
Television Development Fund		
Corporate contributions	6.99%	NT\$101,547,516
Individual contributions	1.21%	NT\$17,556,842
Rental	8.07%	NT\$117,254,864
Product sales	8.99%	NT\$130,634,961
Bank interest	0.42%	NT\$6,167,143
Proceeds froma activities	0.56%	NT\$8,143,612
Program production contracts	4.33%	NT\$62,923,889
Advertisements	0.23%	NT\$3,284,268
Other incomes	0.57%	NT\$8,424,904

Expenditure Chart



Administration	9.32%	NT\$129,131,840
Promotion of public affairs	4.43%	NT\$61,391,168
Marketing & sales promotion	5.56%	NT\$76,974,372
News program	13.03%	NT\$180,448,208
General program	31.51%	NT\$436,333,504
Program acquisition	5.82%	NT\$80,624,778
Program production & broadcast	16.74%	NT\$231,891,198
Engineering & maintenance	10.97%	NT\$151,953,975
Research & development	1.22%	NT\$16,880,561
Information management	1.38%	NT\$19,079,965
Other expenses	0.02%	NT\$287,982

2003 Milestones

Jan. 1

Joint telecast of the *Midnight Circus* in 17 countries in cooperation with ABC and EBU. PTS represented Taiwan and featured the Hong Sheng Lion Dancing Troupe.

Jan. 4



Telecast of the play *Snow in August*, an adaptation the novel by Nobel laureate Gao Xingjian. Gao arrived in Taiwan to promote the program.

Jan. 17

Children's Tales From Taiwan won the bronze medal for children's animation at the New York Festivals Television Programming and Promotion Competition.

Initial telecast of the play *The Love Eterne* received enthusiastic viewer response.February

Feb. 17

Wintry Night and The Sun Shines First Behind the Mountain took top awards for Package Design in the Mobius Advertising Awards.

Feb. 17



Premier of *Crystal Boys*, a classical novel adaptation.

Feb. 17

Entered into an agreement with the Central Weather Bureau, where CWB would provide daily weather satellites and forecasts. Typhoon forecasts were added in May to provide on-the-hour typhoon updates. Earthquake reports were added in September. Upon detection of earthquakes, the CWB would send reports to PTS within three minutes. March 1

Literary symposium on the *Crystal Boys* was held at the International Conference Hall of the National Central Library. The symposium was jointly organized by the Asian Culture Publishing and United Daily, and co-organized by PTS. The author Pai Hsien-yung, Yu Kan-ping, John Weistein, Chi Pang-yuan, Li Kueisyue, Nan Fang-su, Chang Hsiao-hung, Ke Ching-ming, Peng Ching-hsi were in attendance.



March 1

Trial broadcast of the digital television transmitter systems in Hualien and Taitung, planned and constructed by PTS, began.

March 10

PTS news forged a strategic alliance with Kiss Radio, where the broadcast network would broadcast three minutes of PTS news headlines every 7 p.m. Monday to Friday.



March 19

Premier showing of *Black Tide: A Trilogy*, the three-hour documentary filmed jointly with Barbet Company. The film records the ecological and cultural impact on islands affected by the black tide, including Taiwan, Japan, and the Philippines. March 26

Convened a series of five symposiums on media education jointly with the Min Sheng Daily News, with faculty members of junior and senior high schools in attendance.

March 29

Teresa Teng Forever aired to warm reception from the viewers.

April 3

Point of View: How High Is the Mountain



garnered the George Foster Peabody Award.

April 11

To better serve the viewers, *Let's Talk in English on PTS* started the Teacher-V program involving volunteer English-language teachers.

April 22

Aired a series of environment protection documentaries from International Earth Day, *Our Water* and *My Home the Green Earth*.

April 27

Aired the timely *SAR The Killer Bugs* and *SARS Hotline* in the midst of the SARS crisis.

May 1

In the wake of the SARS epidemic around the island, PTS produced volumes of CDs of the documentaries Inside Stories from a *Once SARS-affected Area, SAR:The Killer Bugs,* and *Fact or Myth, Part II* to distribute without charge to hospitals and schools around the island.

May 5

The Legislative Yuan passed a NT\$434 million budget for the promotion of digital broadcast. It is estimated that hardware and software of digital broadcast would be completed in five years, and PTS was responsible for the implementation of a common platform for digital wireless broadcast.

May 19



Premier of *Home*, a classical novel adaptation.

May 30

Dana Sakura, the first ever prime-time drama series to feature the Wushe Incident, starting filming in Wushe. The film depicts the story of Mona Rudao of the Sedeq tribe and his fight against the Japanese. June 1 Formal launch of PTS Shopping Online. June 9



Open a Door in Taiwan, produced jointly with Ragdoll Productions (UK) Ltd., took part in the Twelfth International Children's Television Festival of the Museum and Television and Radio in New York.

June 12



Life Story: Voice of Waves won the best short film at a short film festival in India.

June 14

Joint telecast of the International Handicap Documentary Festival with the Kuang Ching Foundation.

July 7

Premier showing of the literary adaptation *Banquet*, a film by Saudi Wang, along with other drama series: *The Interns*; *Yu Rang, the Disfigured Assassin; Zhuan Zhu, the Herculean Assassin; The Year I was Nine; Taiwan Jade; Lost; Love Caught in Between; Today No Tofu Dessert in Taipei*, and *An Atayal's Holiday in Taipei*.

Aug. 1

Launch of the public service information system to provide timely response to viewer calls. Services for incoming calls were completed at one time more than 90% of the time.

Aug. 8

Awarding ceremony for the animation film competition for students jointly organized by PTS and the Council for Indigenous Peoples.

Aug. 18

One week of dance extravaganza from Cloud Gate Dance Theatre featuring the documentary 30 Years of Cloud Gate, *Songs of the Wanderers, Moon Water,* and *Bamboo Dream.*

Aug. 20

Reporter Syu Heng-cih and photographer Lin Guo-huang filed a special report *Joy in the Conviction to Help.* Reporter Lin Siao-huei and photographer



Yu Rong-zong produced *Child of the Mountain*, which earned a TV new programming award at the Brighter Society Journalism Award.

Sept. 14



Summer Music Summit Oct. 4-5 Telecast of the First Taiwan International Piano Competition.

Oct. 15



Initial telecast of the documentary *Mme. Chiang Kai- shek.* Madame Chiang passed away nine days after the initial telecast at the age of 106.

Oct. 28

Broadcast of Yo Yo Ma: Brazil Live in Concert for five consecutive weeks.

The Wintry Night DVD won the best packaging design in the entertainment/ music category at the London International Advertising and Design Awards. The Crystal Boys DVD was a finalist at the awards.

Nov. 4



The episode *Anti-Nuke Warrior* earned the Children's Jury Prize for Live-Action Television Production Certificate of Excellence at the 20th Chicago's International Children's Film Festival.

Nov. 5

Crystal Boys received 13 nominations at the Golden Bell Award and won for best drama series, director, actress, sound effects, lighting, and art direction. *Legacies of 20th-Century Taiwan, Hot News Weekly*, and *PTS's Playhouse: Breathe Hard* were winners for best cultural and information program, best children's program, and best feature program, respectively. PTS received the most number of awards during the event, winning 18 awards from a total of 67 nominations.

Nov. 5

Someone Else's Shinjuku East premiered at the San Francisco International Film Festival.

Dec. 3



Reporter Yu Chia-jhang and photographer Chen Li-Foeng went to Israel and Palestine to film *Conflict and Peace*, which won best international news reporting during the Second Outstanding Journalism Award.

Dec. 4

Tuo Chung-hua won the best drama performance by an actor for his role in *Crystal Boys*.

Dec. 13



The movie version of *Point of View: The Dance Age* won the best documentary film at the Golden Horse Award. Dec. 15



Initial telecast of the literary drama *Wintry Night*, adapted from Wintry Night: A Trilogy by Hakka novelist Li Chiao. It is the first television series filmed using HDTV format.

Customer Service and Department Contact Information

Please feel free to contact use for your comments and suggestions.

Services	Telephone	Fax	E-mail
Viewer Service Voice Line	(02)2633-2000	(02)2633-8124	Pub@mail.pts.org.tw
Customer Service	(02)2633-8000	(02)2633-8124 (02)2630-1842	Pub@mail.pts.org.tw
Service Line for Ordering Audio / Visual Products	(02)2633-9922	(02)2634-1155 (02)2634-6584	Shopping@mail.pts.org.tw
PTS Case Inquiry	(02)2633-8126	(02)2630-1197	lib@mail.pts.org.tw
Academic Exchange	(02)2633-8178	(02)2630-1193	rnd6155@mail.pts.org.tw
Web Services	(02)2630-1191	(02)2631-8730	Web@mail.pts.org.tw

Contact Us:

Department	Telephone	Fax
Operator	(02)2632-9533	
Chairman of the Board	(02)2633-8007	(02)2633-8176
President	(02)2633-8188	(02)2633-8176
Vice President	(02)2633-8189	(02)2633-8176
Secretarial Office	(02)2633-8187	(02)2633-8176
Research and Development	(02)2633-8178	(02)2630-1193
Finance and Human Resources	(02)2630-1189	(02)2633-8100
Engineering	(02)2633-8101	(02)2633-8110
Public Service	(02)2633-8000 (02) 2633-2000	(02)2633-8124 (02)2630-1842
Programming	(02)2633-8071	(02)2633-8050
Planning	(02)2633-8121	(02)2633-8050
Production	(02)2630-8085	(02)2633-8089
News and Current Affairs	(02)2633-8039	(02)2633-8022 (02)2630-1044
Marketing	(02)2633-8114	(02)2634-6584 (02)2634-1155
Information	(02)2630-1181	(02)2631-8730
Library	(02)2633-8126	(02)2630-1197

Publisher Editorial Committee

r Frank Feng-shan Wu

Convenor

Publ

r Chien-ling Su

Committee Members Working Group Photographs Date of Publication

Yang-sun Chou × Yi-Rong Young × Ka-shiang Liu Yung-te Lee × I-wen Li × Fu-Hai Chang × Eve Chiu Courtesy of the different PTS departments May 2004

Address: No.50, Lane 75, Sec. 3, Kang Ning Road, Taipei, Taiwan, R.O.C. Web site: http://www.pts.org.tw Postal Account: 19213335