

TBS



Public Television Service Foundation
Annual Report TAIWAN

2007



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2007



History of PTS

1980

Premier Yun-suan Sun calls for the establishment of a public broadcasting service.

1983

The Government Information Office drafts an outline for a Center for Producing Public TV Programs.

1984

The Public TV Program Production and Broadcasting Committee is established under the Government Information Office. Time slots are requisitioned from three terrestrial TV stations to broadcast programs.

1986

Program production is given to the Public TV Program Production and Broadcasting Team under the Chinese Public Television Broadcasting Development Foundation.

1991

The Public Television Preparatory Committee is established after the Executive Yuan approves guidelines for installation. Seven specialists and scholars are enlisted to formulate draft legislation for the Public Television Act.

1993

The Public Television Act is submitted to the Legislative Yuan for approval.

1996

Activists from the cultural community form the Public Media Lobbying Alliance.

May 31, 1997

The Public Television Act passes its third reading in the Legislative Yuan.

1998

The Nomination and Review Committee of the Legislative Yuan approves 18 nominees for the 1st Board of Directors and Board of Supervisors of the Public Television Service Foundation. In its first meeting, the Board of Directors elects Feng-shan Wu as chair.

July 1, 1998

The Public Television Service Foundation is established and launches broadcasting services.

July 1, 2006

Chinese Television goes public, and the Taiwan Broadcasting System is formed.

January 1, 2007

Hakka Television, Taiwan Indigenous Television and Taiwan Macroview Television merge to the Taiwan Broadcasting System.



2007



Mission & Vision

PTS Mission

In the spirit of public service and in accordance with the mandate of the Public Television Act, the mission of the Public Television Service (PTS) is:

■ To produce and broadcast diverse and quality programs

PTS insists on providing quality programming to compensate for the deficiencies in productions of market-oriented commercial TV stations. Utilizing professional quality control, PTS produces programs that adhere to the mission of public television, meet viewer demands, and fulfill public trust.

■ To promote the development of a civil society

PTS programming philosophies include safeguarding the public's freedom of expression and right to knowledge, thereby increasing educational and cultural refinement, facilitating democratic development, and furthering public welfare.

■ To inculcate indigenous cultural values

PTS objectively, responsibly and faithfully records important historical events, including different perspectives. PTS also introduces the rich cultural diversity of Taiwan's different ethnic groups, helping viewers to better understand and appreciate their own land and cultures.

■ To broaden international cultural exchange

PTS actively participates in various international exchanges and activities, to improve public knowledge and understanding of foreign as well as indigenous cultures.

PTS Vision for 2005-2007

■ To better meet viewers' needs by becoming a valued medium that is trusted by the public

PTS takes the needs of all of Taiwan's ethnic groups very seriously, implementing innovative and lively programming formats and techniques to produce programs with mass appeal to meet viewers' needs.

PTS' goals include broadening its public influence to become Taiwan's most trusted news provider. This requires initiatives that improve the news programming environment, allocate additional time slots for domestic and international news, enhance both the quantity and quality of news content, and provide real-time and accurate coverage of major events.

PTS is also increasing its cooperation with communities and social organizations based on the concept of All-Staff Customer Services. In addition to program production and broadcasting, PTS works to provide increasingly comprehensive public services to win support and recognition from all sectors of Taiwan's society.

■ To connect to the world by becoming a public media known for its global vision

PTS put the Taiwan Broadcasting System (TBS) into action, broadening the scope of Taiwan's public media. With the economies of scale innate in TBS, PTS is better able to reach a wider audience and publicize beliefs and values of public interest. Cultivation of skills and talent as well as the construction of digital infrastructure, all necessary for digital programming, ensure TBS members a world-class platform on which to develop their exceptional capabilities.

As both a participant and a sponsor, PTS will remain an active player in international exchanges as it explores opportunities for cooperation. By producing globally competitive programming, PTS is broadening the horizons of Taiwan's viewing public and increasing the level of international recognition for Taiwan's public media. PTS not only showcases worldwide the development of Taiwan's public media, but it also establishes its unique image through international marketing and extended services.



Message from the Chairman Group Integration and Innovative Services



In 2007, the Taiwan Broadcasting System (TBS) was formed to launch innovative services.

In 2007, Taiwan Indigenous Television, Hakka Television and Taiwan Macroview Television officially joined the TBS. Under this united operation, the quality of programs broadcast overseas was improved, and the beauty of Taiwan's land and its Hakka and indigenous cultures revealed. We began working to enhance the integrity of TBS by adjusting and integrating TV channel operations. The public is now evaluating TBS on how it can transform abstract values into an objective broadcasting system. TBS takes pride in its practice of meeting and retaining the public's trust. This trend of strengthening accountability in a broadcasting system is also practiced by public television services worldwide, such as the BBC in the United Kingdom and NHK in Japan.

In 2007, PTS launched "Together We Live" to express the concerns of new immigrants to Taiwan. This included a series of activities and TV programming. Activities included a "Mother's Day Drawing Contest," "New Immigrant Family Fair," and the "Founding Our New Hometown—Outdoor Arts Workshop." TV programs included *Vietnamese Brides in Taiwan*. This featured drama series was the first to focus on immigrant brides in Taiwan and earned enormous feedback from viewers. PTS also launched documentaries on other immigration-related topics.

In 2007, PTS did not absent itself from international issues. In the midst of the current energy and global warming crises, it led the movement by holding an unplugged concert called "Cooling the Earth" and was also responsible for broadcasting in Taiwan the cross-continent concert, Live Earth. This 24-hour concert directed the attention of Taiwan's public to environmental protection issues.

In 2007, PTS launched PeoPo (People Post), the first audiovisual news platform for citizen journalists in Taiwan emphasizing civil liberty and awareness. This platform provides an excellent forum for the discussion of public issues and the sharing of thoughts and emotions. The government-commissioned "Terrestrial Digital Broadcasting Platform Plan" also began this year. Its purpose is to accelerate the speed of Taiwan's transition to full-scale digitization in 2010. These are vital duties that PTS, as a public media, must shoulder to encourage a culture of democracy within conventional broadcasting industries.

In the past nine years, PTS has accumulated a great deal of experience serving communities and TV programming. The new members of this broadcasting system are contributing vitality and enthusiasm, and PTS will continue to face many challenges as it becomes even more diverse. These perspectives are necessary as PTS begins a new decade.

Tung-Liao Cheng
Chairman

Message from the President and CEO

The Pursuit of Constant Growth



PTS was presented with many new challenges in 2007.

Followed by the merging of Chinese Television with PTS to form the Taiwan Broadcasting System (TBS) in 2006, the Taiwan Indigenous Television, Hakka Television, and Taiwan Macroview Television become members of TBS in 2007. In TBS, members shared resources and supported each other, learning from one another through creative competitions. This greatly increased the broadcasting efficiency for Taiwan's diverse cultures.

PTS programs received public praise and were great successes on Taiwan Indigenous Television and Hakka Television, including *Taiwan- A People's History*, *Music Wizard*, *The Cultural Faces of Taiwan*, *Ancient Trails of Taiwan*, *The Vision of A City*, *Horizon*, *Follow Me*, *Faces of the Century*, and *A Story of Soldiers*. High-quality programs from Taiwan Indigenous Television and Hakka Television were also aired on the PTS channel, greatly increasing the broadcasting efficiency for Taiwan's diverse cultures.

Recent years have seen new waves of immigration into Taiwan. PTS has paid close attention to this new social force. In 2007, PTS formulated the project, "Together We Live," along with a series of activities and programs emphasizing the importance of the diverse cultures brought into Taiwan by new immigrants from Southeast Asia. PTS hoped to develop a win-win situation by building platforms on which all ethnic groups could communicate to improve mutual understanding.

"Together We Live" opened in May and climaxed in July. The rich variety of programs included the in-house drama series, *Vietnamese Brides in Taiwan*, which tells the stories of four Vietnamese brides married into Taiwanese families. The Southeast Asian TV Drama Series was an initiative of Taiwan's TV broadcasting industry, and introduced dramas and films from Thailand, Indonesia and Vietnam. There were also activities, including a "Mother's Day Drawing Contest," "New Immigrant Family Fair," and the "Outdoor Arts Workshop".

As we enter the year 2008, PTS is moving into its tenth year. The goals PTS are pursuing are to further improve program quality, increase the percentage of new programs, better meet viewers' needs, and to enhance the influence of PTS in Taiwan's society. PTS will remain a caring safeguard of Taiwan's diverse cultural values and will devote more effort to educational programs for children and young people. We hope that our actions and enthusiasm will better enable PTS to bring new visions to its viewers and improve the value and support of PTS by an ever-larger audience.

Sylvia Feng
President and CEO

A handwritten signature in black ink that reads "Sylvia H. Feng". The signature is written in a cursive, flowing style.



Together We Live

– Caring for New Immigrants

Cultural diversity has always been an important topic for PTS. Diversity in population is the core issue of this topic. In 2007, PTS used the theme “Together We Live” to initiate discussion and appreciation of the diverse population issues imported with new immigrants.

Increased Ratio of New Immigrants in Taiwan’s Population

According to statistics from the Ministry of the Interior, the number of immigrant spouses in Taiwan increased by 134,787 from January 1987 to March 2007 (excluding spouses from mainland China, Hong Kong, and Macao). Of these 134,787 foreign spouses, 51,493 have acquired Taiwan citizenship. A breakdown by gender shows that 124,898 of the foreign spouses are females (92.66%). Most of the female spouses are from Vietnam (60.96%), while many are from Indonesia (20.68%), Thailand (5.14%), and the Philippines (4.59%).

The increasing number of new immigrants indicates that Taiwan is an increasingly open and diverse society. Often, these new immigrant women who married into Taiwan carry the heavy task of fertility. Therefore, the percentage of the new generation with immigrant mothers has also increased. According to the 2006 statistics, 6.6% of a total of 204,000 newborns in Taiwan have a Southeast Asian parent. When including newborns with a parent from mainland China, Hong Kong or Macao (5%), the total



▲ In 2007, PTS launches "Together We Live" series to highlight the concerns of new immigrants to Taiwan.



▲ "Founding Our New Hometown—Outdoor Arts Workshop", a part of the "Together We Live" activity series. New immigrant families participate with enthusiasm.



becomes one baby with an immigrant parent for every 8.6 newborns in Taiwan.

Transforming Concern into Action

This high percentage of immigrant spouses and their offspring deserve the consideration of Taiwanese society. The project "Together We Live" practiced this action.

This series celebrating Taiwan's cultural diversity opened in May. A great many activities were covered: programming of the drama series, *Vietnamese Brides in Taiwan*; filming of documentaries of local perspectives on new immigrants; "A Panorama of Culturally Diverse Films" featuring Southeast Asian movies and drama series; and hosting a film festival tour, symposiums, and large-scale activities.

Screening In-house & Acquired Southeast Asian Dramas

Vietnamese Brides in Taiwan is a PTS in-house drama series telling the stories of four Vietnamese brides in four Taiwanese families. The series intends to inform viewers of the needs of disadvantaged minorities. *Paradise of the Newlyweds* from the *Life Story* series focuses on two issues: abolishing schools on offshore islands and immigrant brides. *Drifter* describes the sadness immigrant brides encounter when leaving their homes to marrying into Taiwanese families. *Nyonya's Taste of Life* tells the life stories



◀◀ *Vietnamese Brides in Taiwan*



▲ *Paradise of the Newly Weds*
▶ *Drifter*



▲ *Nyonya's Taste of Life*



of Indonesian domestic helpers and Thai workers arriving Taiwan with dreams for a better life. Like “Nyonya Cuisine”, a dish of complex flavors mixing rich sourness, hot spice, and sweetness, this drama is filled with conflict, communication, and reconciliation among ethnic Chinese, Indonesians and Thais.

Within the Southeast Asian TV Drama Series, the dramas launched include: *Song of the South*, a drama adapted from Vietnamese literature featuring a little boy roaming around in search of his father; *The Princess*, a masterpiece by noted Thai actors and production team, is a story of the Thai imperial court; *Secret of the Heart* details the shift in destinies on an Indonesian tea plantation; *Alluvial Fragrance*, follows the lives of two Vietnamese sisters in a shipbuilding family.

The Voyage to Happiness is a documentary filmed across Taiwan, Japan, Vietnam and South Korea, telling the stories of over ten immigrant women: how they went through the hardship of marrying in a strange land, their homesickness, their adjustments to a new life, and their search for happiness. Other classic movies from Southeast Asia were also aired, including *Jackfruit Thorn Kiss* and *Three Seasons* (Vietnam), *Moments of Love* (Philippines), *House of Harmony* (Singapore), *Transistor Love Story* (Thailand), and *What's Up with Love* (Indonesia).

Continuous Launching of Theme Activities

In May, a “Mother’s Day Drawing Contest” was held. The topic was “My Mother’s Home Country.” Over 200 new immigrants from Vietnam, Indonesia, Malaysia, the Philippines and Thailand participated along with their children. Champions were selected to represent adults and primary school children.

In July, the “New Immigrant Family Fair” was held at the Zhongshan Soccer Stadium in Taipei. This fair featured delicious cuisine from various countries, spectacular singing and dancing performances by new immigrants; professional immigration consulting booths and fun booths. The fair attracted about 1,000 participants.

In August, PTS and Taiwanese non-profit organizations jointly held three symposiums on the problems faced by new immigrants. Topics included “understanding foreign marriages,” “adaptation problems facing new immigrants,” and “the contribution of

Major Events of 2007

01. 01

Hakka Television, Taiwan Indigenous Television and Taiwan Macroview Television officially joined the Taiwan Broadcasting System.

01. 29

Airing of the first visual masterpiece of an epic film series *Taiwan—A People's History*.

03. 24

The featured literary drama *Home Away From Home*, an exquisite, non-fiction contemporary drama filmed by the Golden Bell award-winning director Yueh-feng Lee, was launched after the completion of *Impartial Love* and *Home*.

04. 30

PeoPo (People Post) was officially launched. This is the first audiovisual news platform for citizen journalists in Taiwan, emphasizing civil liberty and awareness.

05. 01

“Mother’s Day Drawing Contest” held as a warm-up for the project “Together We Live.” This project focused attention on Taiwan’s new immigrants by showing high-quality films from Southeast Asian countries.

05.24

The government-commissioned “Terrestrial Digital Broadcasting Platform” began to accelerate the rate of Taiwan’s transition to full-scale digitization by 2010.

06. 22

Promoting energy-conservation, PTS held an unplugged concert called “Cooling the Earth” in cooperation with the Kaohsiung City Government and the Society of Wilderness.

06. 30

Mr. Jerome Clement, chairman of the Association Relative a la Television Europeenne (ARTE), visited Taiwan and signed a memorandum of understanding with PTS.

07. 01

To celebrate the 9th anniversary of PTS, a “New Immigrant Family Fair” was held at the Zhongshan Soccer Stadium, Taipei. About 1,000 people participated, including many new immigrants.

07. 01

The Southeast Asian TV Drama Series was launched. Programs in the series received good reviews, especially the Vietnamese literary dramas *Song of the South* and *Alluvial Fragrance*, the Thai imperial drama *The Princess*, and the Indonesian film *Secret of the Heart*.

07. 07

Live broadcasting throughout Taiwan of Live Earth, a 24-hour cross-continent concert.

07. 21

Airing of PTS’ special drama series in 2007: *Vietnamese Brides in Taiwan*. This was the first drama series featuring immigrant brides.

09. 03

A media press conference was held on the subject of digital video broadcasting-handheld (DVB-H), announcing a new era in mobile television in Taiwan with the testing of cell phones.

09. 09

Sunday Night Fever was produced in a high-definition television (HDTV) format to provide viewers with high-quality audiovisual enjoyment.

09. 15

The Squid Daddy's Labor Room, part of the *Point of View* series, won Best Picture and Honorable Mention for Human-Nature Interaction at the 4th Montana CINE Film Festival (United States).

10. 05

Dreams of Technology from the *Our Island* series won the Zeng Syu-Bai News Awards’ Best Journalism Award in Television.

10. 06

The screening of director Wan Jen’s encompassing history drama *The War of Betrayal 1895*.



▲ *The Princess*



▲ *Pao's Story*

new immigrants to Taiwan's politics and economy." These symposiums recommended ways for new immigrants to gain access to welfare resources.

In September and October, the New Immigrants Film Festival of PTS traveled a circuit of 12 locations in Taiwan. The purpose of these film festivals was to advance the exchange and communication between Taiwanese people and the new immigrants. The festival includes these movies: *Transistor Love Story* (Thailand), *Dear Rena* (Indonesia), *Pao's Story* and *Jackfruit Thorn Kiss* (Vietnam), and *My Imported Wife*, *Drifter*, *Paradise of the Newly Weds*, and *Nyonya's Taste of Life* (Taiwan).

Topics Attracting Attention & Receiving Good Reviews

In 2007, public events centered on the theme, "Together We Live," emphasized Taiwan's diverse cultures and the profuse creativity of new immigrants. The achievements of PTS include:

■ Implementing public services to attract public attention to the issues of new immigrants.

Through activities and TV programming, PTS successfully captured attention from all circles and stimulated discussion. During the first half of 2007, PTS initiated interac-

tion with new immigrants by holding activities. In the middle of 2007, PTS launched its in-house drama series, *Vietnamese Brides in Taiwan*, which received enthusiastic feedback. Meanwhile, Mo Ai-fang, the heroine in *Nyonya's Taste of Life*, won Best Leading Actress in the Golden Bell Awards, simultaneously increasing the news coverage of new immigrants. Near the end of 2007, PTS sponsored the release of *Nyonya's Taste of Life* and *The Voyage to Happiness* to ten of Taiwan's television stations. This sponsorship produced a great amount of positive feedback for PTS as the public expressed its appreciation.

■ **Broadening the influence by connecting new immigrant related NPOs.**

PTS cooperated with over 25 non-profit organizations (NPO) by hosting events attracting immigrants to NPO booths providing services and entertainment. This platform introduced new immigrants to services provided by NPOs as well as improving networking among organizations.

■ **Unleashing the vitality of new immigrants.**

PTS designed and hosted many activities, such as drawings, family fairs, art creation, Karaoke, a film festival tour, and symposiums, to strengthen children-parent relationships and unleash the vitality of new immigrants.

Because these activities involved many cultures (Taiwan, Indonesia, Vietnam, Thailand, and Dominica), the understanding and appreciation of Taiwan's public for new immigrants was enhanced enormously.

■ **Integration of activities with TV programs to improve new immigrants' recognition of PTS.**

All of the activities were integrated with TV programming to draw PTS and new immigrants together. Direct participation by the director and actors of *Vietnamese Brides in Taiwan* was an invaluable program advertisement.

Questionnaires showed that at the early stage, new immigrants learned about PTS events mainly through word-of-mouth. Later, the percentage of new immigrants who learned about these activities through PTS channels increased to 62%. The percentage of new immigrants watching PTS programs also increased from 66.8% to 94.3%.

■ **90% participant satisfaction.**

According to satisfaction surveys, 90% of the public expressed satisfaction with the design of the activities and behavior of PTS staff. Most of those surveyed expressed a strong willingness to participate in future PTS events.



◀ Publication of "Together We Live" handbooks for new immigrants in five languages: Chinese, English, Vietnamese, Cambodian, Thai and Indonesian. Contents include PTS activity & program schedule, public welfare information.

10. 20

The winning of five major awards in the 2007 Golden Bell Awards for Children & Youth: *Fruity Pie*, Best Preschool Children's Program; *Music Wizard*, Best Performer (including presenter and actor) and Best Planning & Screenplay; *Amigo the Bat*, Best Director; and *Follow Me*, Most Artistic Performance.

10. 28

Run, Bunun School Run in the *Follow Me* series won Honorable Mention for a Television Series—Drama in the 24th Chicago International Children's Film Festival.

10. 29

e4kids won Runner-up for Web Design in the Japan Prize, an international film festival held by NHK (Japanese Broadcasting Corporation).

11. 16

Hui-wen Wang, Li-feng Cheng, & Tsui-chin Wu in *2007 French Presidential Election: Convention & Innovation of France* from the *World News Tonight* series won the Best International Journalism Award in the 6th Excellent Journalism Award.

11. 17

PTS dominated the 2007 Golden Bell Awards by winning 13 prizes: *Dangerous Mind*, Best Drama and Best Leading Actor; *Nyonya's Taste of Life* from the *Life Story* series, Best Drama, Best Leading Actress, and Best Director in a Mini-series; *The Wall* in the *Life Story* series, Best Cinematography and Best Lighting; *Tang Mei Yuan Taiwanese Opera: Who is my bride!*, Best Traditional Drama; *Biological Researchers of A New Generation*, Educational & Cultural Contribution Award; *I Wish I Had a Gun* from *The Graduate* series, Best Leading Actor in a Mini-series; *Chiang Ching-kuo : Son of the Generalissimo*, Best Director and Best Editing in a Non-drama; *Taiwan—A People's History*, Best Artistic Design.

11. 29

Sweepstake Scams from the *Anti-Fraud Squad* series and *Game of Loneliness* from *The Graduate* series won the Best Infotainment Programme and Highly Recommended in a Single-episode Drama, respectively, at the 12th Asia Television Awards.

12. 04

The Wall from the *Life Story* series won Best Film of Asia, Africa, and Latin America, the top prize in the 38th International Film Festival of India that includes a Golden Peacock medal and one million Rupees.

12. 06

Hosted the 2007 Digital Goes to Reality—International Symposium on HDTV & Mobile TV at the Taipei International Convention Center and premiered the high-definition formatted documentary *Spirits of Orchid Island*.

12. 13

The 4th PTS Board of Directors elected Tung-liao Cheng, associate professor of National Chengchi University, as chair of the PTS Foundation.

12. 15

"Founding Our New Garden—Outdoor Arts Workshop" held in Kaohsiung. Around 100 of Taiwan's new immigrants participated in creating art that symbolizes their desire for mature and healthy families.

12. 17

The initiation of the first TV fundraiser via live evening shows. Many guests helped with the fundraising.

12. 22

PTS, four newspapers and one society cooperated to host political debates for the legislative elections. Nine political parties participated.

12. 23

The 4th Board of Directors approved Ms. Sylvia Feng as the President of PTS.

12. 24

The premier of the documentary *The Voyage to Happiness*. This documentary, together with *Nyonya's Taste of Life* from the *Life Story* series, were presented by PTS in a donation ceremony to ten TV stations to enhance media awareness and sympathy for new immigrants.

12. 28

The first PeoPo Journalism Awards was held to encourage civility in reporters.

Prelude to 2008

The 3rd Taiwan International Children's TV & Film Festival

Because PTS, as one of the most important public media in Taiwan, understands the importance of producing high-quality children programs, PTS established the Taiwan International Children's TV & Film Festival (TICTFF) in 2004. Held biennially, TICTFF is the first international film contest in Asia focusing on children. In this five-day festival, more than 100 movies from around the world are screened. Each year since 2004, the festival has attracted over 230 films and 30,000 participants.

Number of Registered Films Increased by 45%

By October 31, 2007, a record 365 films from 41 countries signed up for the TICTFF. This was a 45% increase over the previous year. Because the films taking part in the contests all had very unique content and format, the jury had great difficulty in making its decisions. Finally, by keeping to the two main principals of "films for children" and "expanding children's life experience", the jury was able to select five nominations for each award category: drama, animation, documentary, TV program, and Taiwan Awards (Best Taiwan Film and

the Best Taiwan TV Program).

The 3rd TICTFF will be held in 2008. It is one of the most important parts of the 10th anniversary of PTS celebration. The event will be hosted by the PTS International Department in coordination with the Public Service & Marketing Department. In addition to international film contests, TICTFF has invited films for screening. This time, TICTFF also raises the age level by inviting all movies and TV programs suitable for youth and children under age 15.

Magic – the Theme

The purpose of the TICTFF is to provide a platform for high-quality, creative children's programs. The design of surrounding activities emphasizes child participation, child-parent interaction, and use of visual tools to further elevate each child's media literacy and understanding of digital media. PTS also hopes to broaden the imagination and cultural vision of Taiwan's children by using TICTFF to connect to the world. Through images and activities, children learn about the brilliance and diversity of the future and enjoy a playful and creative world.

The 2008 TICTFF used "Magic" as its theme. Theme countries included five countries in Northern Europe (the previous two TICTFF featured Germany and France). Events included introductory activities, film screening and extended activities. The "Kids as Directors Workshop" was held so children could study film production.

Introductory Activities (Pre-TICTFF)

On June 20, 2007, after a spectacular prelude performance by the Taiyuan Puppet Theater, former PTS president Yuan-hui Hu held a media press conference at the Lin Liu-hsin Puppet Theatre Museum to announce the opening of the 2008 TICTFF. Invited guests included: Yi-hung Tseng, head of the Department of Broadcasting Affairs, Government Information Office; Shuen-mei Yang, Director General, Fubon Cultural & Educational Foundation; Chih-hsiang Ma, film director; Yun-chih Cheng, Jo-fei Chen, and Shu-man Cheng, supervisors of the "Kids as Directors Workshop". Follow-up activities will include media press for film nominations, theatre ticket sales, children's book exhibitions, and "Mom & Pop Tell Stories," as



▲ Press conference at the Lin Liu-hsin Puppet Theatre Museum launching the film festival.



▲ Belgian director Jean-Luc Slock demonstrates animation production for the "Kids as Directors Workshop".

well as a promotional tour on school campuses.

■ Film Screening (4 April 2008 – 8 April 2008)

Events included opening activities, the screening of selected and invited films, the Theme Hall-Focus on Nordic, the Light Studio, and the award ceremony.

■ Extended Activities (Post-TICTFF)

Events included a film festival tour of Taiwan and the broadcasting of the films on PTS.

■ Kids as Directors Workshop

The "Kids as Directors Workshop" was divided into four stages: selection of short film projects, creative imaging camps for teachers and students, production and consultation, and showcasing of the resulting short-films by the children. The workshop began by soliciting projects for short films from April 1, 2007 to May 31, 2007; teachers and students island-wide submitted many of their fun and creative thoughts. Ten groups were selected to make their projects into short films. Criteria for selection were originality, feasibility and degree of participation by children. In mid-July, the Belgian director Jean-Luc Slock was invited to the "Creative Imaging Camp" to teach skill and concept of animation through various fun games: sand painting, shadow animation and realistic animation. Later, he gave advanced lectures separately to teachers and children. Teachers were taught introductory photography, film editing, sound recording and dubbing. Children were taught planning for short films, drawing storyboards, camera operation, and filming. After the camp, all projects will be completed with the assistance of professional film workers hired by PTS and also shown in TICTFF film screening sessions.



Cooling the Earth – Concern for Global Warming

Global warming issues have been spreading like wildfire across the world. In 2007, to increase awareness for energy conservation, the Delta Electronics Foundation and the Society of Wilderness called for "Lights Off This Summer Solstice." This simultaneous event in nine of Taiwan's cities greatly impressed the public with the importance of energy conservation.

In 2007, PTS answered the call of conservation by hosting an unplugged concert called "Cooling the Earth" at the Kaohsiung Film Archive by the Love River. The purpose of the concert was to inform the public about global warming and ecological protection issues. This concert also reminded participants to practice energy-saving measures.

During this meaningful event, major buildings in Kaohsiung, including bridges, restaurants and shops along the Love River, participated by simultaneously shutting off their lights for over 10 minutes. Music groups such as the Won Fu Band performed to create an enthusiastic atmosphere in this unplugged outdoor concert. The concert was lit with energy-saving bulbs and LED lights. Nearby were exhibitions of manpowered and solar-powered vehicles. The participation of many environmental protection groups helped ensure that the concert was lively and fun.



▲ "Cooling the Earth" unplugged concert.

Programming

Diversity, Originality & Insightfulness



▲ *The Legend of Lord Bao*
▶ *The War of Betrayal 1895*



▲ *Meltdown—A Global Warming Journey*
▶ *Taiwan—A People's History*

By remaining true to its philosophies of diversity, quality and originality, PTS provided viewers with outstanding programming. In 2007, the key topics of PTS programming centered on Taiwan's new immigrants, Taiwanese history, and global warming.

Theme Programs: Caring for the People & the Land

■ Together We Live – Caring for Taiwan's New Immigrants

The project "Together We Live" focused on topic of the new immigrants to Taiwan. With in-house dramas, documentaries and the acquisition of Southeast Asian drama series and movies, new immigrants to Taiwan introduced a fresh atmosphere to PTS in 2007.

■ Tracking History, Emphasizing Taiwanese Identity

In 2007, PTS created dramas and documentaries re-

viewing Taiwan's history.

The drama *The War of Betrayal 1895* is the story of an influential family during the first Sino-Japanese war. Although it is fiction, it is set in a realistically historical background. *Home Away From Home* spotlights the fusion of populations by describing how a group of people from Southern Taiwan eventually become rooted in Taipei, their new home.

Late President Chiang Ching-kuo had an enormous influence on the modern history of Taiwan. To re-introduce this historical figure to PTS viewers, the documentary series *Chiang Ching-kuo, Son of the Generalissimo* presents new perspectives on rarely known stories of Chiang's early life.

Taiwan—A People's History is a documentary series that was five years in the making. Its eight episodes recount stories starting from the genesis of Taiwan to prehistory, glacial epochs, the Stone Age, the era of



great navigation, recent waves of immigration, culminating in the development of modern democracy in Taiwan. The result of detailed academic research, this documentary is a visual Taiwanese history as presented



▲ Chiang Ching-kuo, Son of the Generalissimo

through the perspectives of Taiwan's different ethnic groups.

■ **Stimulating Viewer Awareness of Global Warming**
Global warming may have been the hottest topic of 2007. Therefore, PTS launched the "Cooling the Earth" series of events and programs to explain the problems of global warming to the viewing public. Screened movies included acquired foreign films: *Climate in Crisis*, *Meltdown—A Global Warming Journey*, *Five Ways to Save the World*, *Global Dimming*, and *Lost Paradise: Dust Storms*. Activities included the worldwide synchronous broadcast of the concert, Live Earth.

News Programs: Addition of In-depth Talk Shows

In 2007, PTS developed a new daily program, *Citizen Forum*, and two weekly programs: *TBS in News*, focusing on special topics in-depth, and *Insight*, focusing on

financial topics.

Anchored by Ms. Hui-jung Chi, who is very active in social movements, *Citizen Forum* creates a new atmosphere for forum programs, distinguishing it from ordinary talk shows that feature endless, malicious political squabbles. The topic-oriented *Citizen Forum* listens to the voices of “the third sector” and considers the perspectives of civic-oriented citizens.

Insight is the first financially related program produced by PTS. Anchored by senior reporter Hung Wen-chin, this program focuses on economical interactions between Taiwan and the world. *Insight* invites successful entrepreneurs to share their secrets for managing businesses and adding value to their enterprises. The first session examined the unique cultures of certain businesses and evaluated the unique benefits offered by company owners to their employees. Topics also included ways to improve harmony between labor and capital, avoiding the brain drain and qualities of ethical enterprises. The other session included an interview of 27 managers of foreign companies in Taiwan to find out how foreign businessmen view Taiwan and identify the advantages and disadvantages of doing business in Taiwan. The session concluded by providing objective recommendations for what Taiwan should do to improve its competitive ability in the world market.

TBS in News was launched on 1 July 2007. Its mission was to induce a renaissance in the TV news industry. The production team comprised of news reporting professionals emphasized the importance of independence in journalism, refusing to surrender to political and financial power. The production team strictly rejected inappropriate interruptions of program content. Through independent and in-depth surveys of a rich

array of news topics, *TBS in News* broadened viewers’ vision and became a leader in news programs.

Nominated as the Best Daily News Program in the 6th Excellent Journalism Award, *See Hear* is not only the first news program in Taiwan accessible to the hearing impaired, it is also the only news program simultaneously using sign language and a hearing disabled presenter. In 2007, in cooperation with the Department of Speech Language Pathology & Audiology, Chung Shan Medical University and the Speech-Language-Hearing Association of the Republic of China, *See Hear* launched a session to explore human hearing, language and swallowing problems.

The *World News Tonight* series has a long history of examining international news for perspectives with global vision. In the *Convention and Innovation of France* session, the French presidential election and potential changes in French politics and society were covered.

PTS Evening News is concentrated on domestic news and public policy issues. It tracks in-depth day-to-day issues important to the general public over long periods of time. *People’s Voice* provides a platform for the discussion of public issues. Because it allows members of the public to directly ask about and discuss current affairs and political policies, this program is very different from other talk shows in Taiwan that present only one-way or restricted communication. The format established by *People’s Voice* has become a distinguishing feature of PTS news.

In 2007, PTS planned two TV political debates for the 2008 legislative elections: a debate featuring questions from citizens and a conventional debate. The citizens in the first debates were selected from five forums. In the second debate, representatives of the Central News Agency and four major newspapers presented questions to the candidates. Although the opposition Kuomintang and the ruling Democratic Progressive Party failed to participate, the debates gave other political parties an opportunity to explain their goals and ideals. These debates also stimulated rational thinking in civil society.

Drama Programs: Covering All Formats

In 2007, in addition to the previously mentioned *The War of Betrayal 1895* and *Home Away From Home*, PTS in-house productions also included the drama series *Wayward Kenting*. This story describes how people learn about themselves and gain confidence by interacting with nature and other people.

In 2007, PTS maintained a diverse style in its *Life*



▲ Press conference for political debates for legislative elections.

Story series. In addition to the previously mentioned *Paradise of the Newlyweds*, *Nyonya's Taste of Life*, and *Drifter*, the series also included *Under Ground*, *Fingerprints*, *Anima & Animus*, *The puff*, *The letters*, *Looking For BaLi*, and *The Wall*. Artistic and cultural programs were the highlights of 2007 as well. Huang Jun-hsiung's puppet show series *The Legend of Lord Bao* was screened as a memorial to the puppet show maestro Huang Hai-tai. These shows featured stories promoting loyalty and justice and emphasizing distinguishing right from wrong.



▲ Home Away From Home



International Co-production

Spirits of Orchid Island

PTS' First HD Documentary with Digital Dolby 5.1 Sound

The wave of digitization has swept through the global TV industry. The development of high-definition (HD) television is now the center of attention. At this crucial point in time, PTS produced *Spirits of Orchid Island*, an international HD film co-production. Through the process of this co-production, PTS established mature production procedures for HD programs, transferring foreign production techniques and cultivating local professionals. *Spirits of Orchid Island* was PTS' first film in HD format. It was also the first attempt at dubbing soundtracks into the 5.1-channel Dolby Digital format. The producer was Nick Upton, a British director with a PhD in zoology. Very experienced in wildlife documentary films, his work has won many important awards in international film festivals. Matthew Lien, a Canadian musician, applied his long-term experience working with Taiwan's indigenous musicians to successfully create convincing background music representing the oceanic culture of the Tao tribe. Syaman Rapongan, an internationally acclaimed writer, represented the Tao tribe to make this story persuasive. He has long been involved in environmental protection movements to safeguarding the Tao tribal culture of Orchid Island.

Spirits of Orchid Island thoroughly documented the lifestyle of the Tao tribe and their wisdom in sustainable survival. By successfully implementing HD technologies, this film uses astounding images to perfectly display the profuse ecosystem and spectacular natural landscapes of Orchid Island. PTS expects this high-quality film to achieve good results in film festivals and international markets.

Lifestyle & Cultural Programs: Efforts to Meet Viewers' Needs

In 2007, PTS made efforts to meet viewers' needs by offering the following entertaining programs: *Taiwan Fun Cuisine* and *Sunday Night-Fever*. *Taiwan Fun Cuisine* introduced delicious gourmet dishes in a relaxed but knowledgeable way. Through implementation of high-definition technologies, the new season of *Sunday Night-Fever* was able to replicate faithfully the atmosphere of music concerts.

Documentary Programs: Mainly In-House Productions

Documentary programs have always been the strong point of PTS. In 2007, highlighted documentaries included *YES! Taiwan Night Market*, *Seven Up*, *A History of Aboriginal Music In Taiwan*, and *In the Name of Art – The Visual Arts of Taiwan*. These documentary series were produced completely in Taiwan.

In 2007, PTS also screened high-quality foreign documentary series, including *China Inside*, *ARTE Showcase on PTS*, *Why Democracy* and *Life before Life*.

Children's & Youth Programs: Promoting Scientific & Artistic Accomplishments

In addition to the popular PTS programs *Fruity Pie*, *Follow Me*, *e4kids*, and *Our Class*, PTS launched several new programs in 2007. *Rumor Buster* uses scientific experiments to explode Internet rumors. *Journey Through the Palace Museum* is an artistic program that uses simple language to introduce children to the historical relics and cultures of different dynasties. *Super Color Pie* entertainingly reenacts stories of the great masters to introduce the history of western art.

Facts and Figures

High-quality Programs Win Numerous Awards



▲ *Dangerous Mind*

In 2007, PTS insisted on exerting great effort through high-quality programming to meet two goals: better meeting viewers' needs and connecting to the world. These efforts were rewarded by nominations and awards from various film festivals. The brilliant record for 2007 includes a total of 164 nominated entries and 32 awards.

Multiple Golden Bell Awards

PTS received 57 nominations at the 2007 Golden Bell Awards, compared with 43 nominations in 2006. PTS made a significant leap in 2007. The nominations included dramas, traditional operas, cultural and educational programs and other technical entries. Of the 57 nominations for PTS, 45 were for individuals, while 12 were for programs. Of the 34 Golden Bell Awards given in 2007, PTS received nominations for 25.

On the topic of "Together We Live," PTS produced and broadcasted programs and held activities to highlight the situation of new immigrants in Taiwan. *Nyonya's Taste of Life* rewarded PTS' choice of themes for 2007 by receiving eight nominations and three awards. PTS gathered nearly all nominations for mini-series, including Best Leading Actor, Best Leading Actress, and Best Screenplay. Even though the competition was fierce, four out of five nominations went to PTS programs.

In the drama series category, *Home Away From Home* was nominated for five entries: Best Drama, Best Leading Actor (His-kuei Chang), Best Leading Actress (Man-ning Hsi), Best Screenplay, and Best Director. *Dangerous Mind* received four nominations: Best Drama, Best Leading Actor (Ho Huang), Best Screenplay and Best Director.

The *Taiwan—A People's History* series was nominated for the Educational & Cultural Contribution Award,

Best Director, Best Cinematography, and Best Artistic Design in a Non-drama program. The *Ching-kuo Chiang, Son of the Generalissimo* series received three nominations for Best Director, Best Editing, and Best Sound Effects in a Non-drama program. *Sunday Night-Fever* was nominated for four entries: Best Singing Show, Best Host/Hostess (Yun-ling Huang, Wei-jen Yuan), Best Lighting, and Best Artistic Design.

Taking the Lead in Golden Bell Awards for Children & Youth Nominations

In 2007, PTS achieved a brilliant record by receiving a total of 19 nominations at the Golden Bell Awards for Children & Young Adults, outperforming all other TV stations. Nominated programs included *Music Wizard* (five nominations), *Fruity Pie* (four nominations), *Amigo the Bat* (two nominations), *Follow Me* (two nominations), *Catch Me If You Can* (two nominations), *Our Class* (one nomination), *Legend of The Deaf* (one nomination), *e4kids* (one nomination), and *Let's Talk in English on PTS* (one nomination). Taiwan Indigenous Television and Hakka Television received five and one nominations, respectively.

Other Awards

At the Education Film Festival, PTS' in-house productions *Curly Hair* from *The Graduate* series and *Anima & Animus* from the *Life Story* series won Best Drama and Audience Award, respectively.

PTS' news programs also achieved brilliant results in 2007. *Dream of Technology* from the *Our Island* series won the Best Journalism Award in Television at the Zeng Syu-Bai News Awards. Special topic *The 2007 French Presidential Election: Convention and Innovation in France* from the *World News Tonight* series won the Best International Journalism Award in the Excellent Journalism Award.

The South Taiwan Film & Video Festival is a film festival encouraging independent productions of Chinese language films. PTS' *An Exposure of an Affected Hospital* from the *Point of View* series and *The Wall* from the *Life Story* series accomplished extraordinary

▼ *Legend of The Deaf*
The Secret in the Satchel
Anima & Animus
Game of Loneliness from
The Graduate series



achievements at this film festival by winning the Best Documentary and Best Drama awards. *Gas Inspection Ruse* from the *PTS Evening News* won the Daily Report Award at the Consumer Rights Reporting Awards.

Shining at International Film Festivals

In 2007, PTS actively participated in international film festivals and won nine awards. *Point of View* was the most important platform for documentaries in Taiwan. This year, director Ke Chin-yuan's *The Squid Daddy's Labor Room* from the *Point of View* series successfully marched into the international ecological film festival circuit by winning Honorable Mention for Music Score in the International Wildlife Film Festival, as well as Honorable Mention for Human-Nature Interactions in the 4th Montana CINE Film Festival (United States). *The Secret in the Satchel* was a commissioned



► *Run, Bunun School Run* from the *Follow Me* series
▼ *The Squid Daddy's Labor Room* from the *Point of View* series

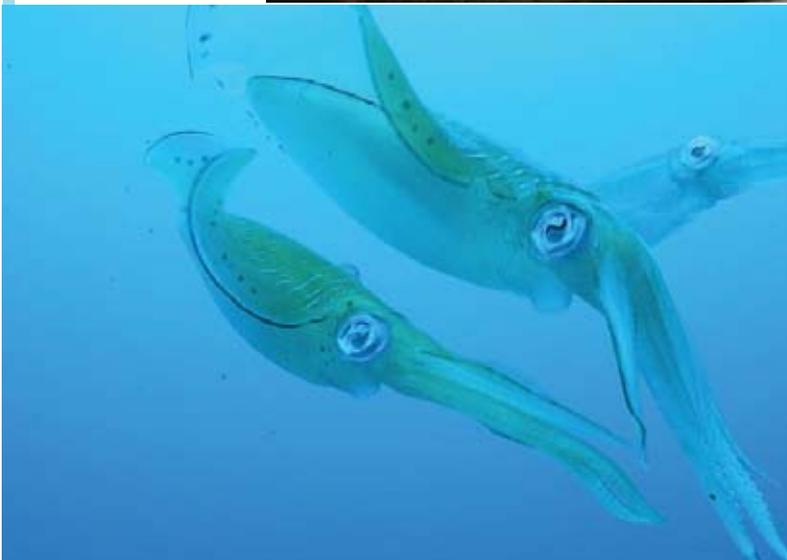


▲ *I Wish I Had a Gun* from *The Graduate* series

documentary directed by Tai-chou Lin. In this film, Lin innovatively interlaces documentary with drama, comedy, song and dance to present the bitterness of growing up as experienced by students. *The Secret in the Satchel* attracted great attention internationally and was nominated at both the International Documentary Film Festival Amsterdam, the world largest documentary film festival in the Netherlands, and the International Film Festival and Forum on Human Rights in the Switzerland.

PTS' programs for youth and children also achieved impressive success in 2007. The youth drama *Game of Loneliness* won Highly Recommended Single-episode Drama in the Asia Television Awards. *Run, Bunun School Run* from the *Follow Me* series won the Certificate of Excellence in Live-action Television Program at the largest film festival in North America, the Chicago International Children's Film Festival. The children's English-learning program *e4kids* won Runner-up for Web Design in the Japan Prize held annually by NHK (Japan Broadcasting Corporation).

Produced in an innovative new format, the PTS in-house program *Anti-Fraud Squad* also received international attention. In addition to being screened and discussed at the 2007 International Public Television Screening Conference (INPUT), *Anti Fraud Squad* won the Best Infotainment Programme at the Asian Television Awards. The drama *Real on Line* from the *Life Story* series was nominated in the 2007 INPUT. *The Wall*, from the same series, won Best Film at the 38th International Film Festival of India.



Record of Domestic Awards

Golden Bell Awards

Best Traditional Drama: *Tang Mei Yuan Taiwanese Opera: Who is my bridge!*

Best Mini-Series: *Nyonya's Taste of Life* from the *Life Story* series

Educational & Cultural Contribution Award: *Biological Researchers of a New Generation*

Best Drama Series: *Dangerous Mind*

Best Leading Actor in Drama Series: Ho Huang in *Dangerous Mind*

Best Leading Actor in Mini-series Drama: Shu-hao Chang in *I Wish I Had a Gun* from *The Graduate* series

Best Leading Actress in Mini-series Drama: Ai-fang Mo in *Nyonya's Taste of Life* from the *Life Story* series

Best Director in Mini-series Drama: Chih-yi Wen in *Nyonya's Taste of Life* from the *Life Story* series

Best Director in Non-drama Series: Hsiang-chu Tang in the *Chiang Ching-kuo, Son of the Generalissimo* series

Best Editing: Ching-sung Liao & Ju-kuan Hsiao in the *Chiang Ching-kuo, Son of the Generalissimo* series

Best Cinematography: Hsien-chung Tseng & Yun-hou Liu in *The Wall* from the *Life Story* series

Best Lighting: Tsan-kun Kao & Yu-hao Hu in *The Wall* from the *Life Story* series

Best Artistic Design: Kuo-hsiang Liang, Liang-tsu Li, Chia-chia Cheng, & Tsung-jen Hsu in *Taiwan—A People's History*

Golden Bell Awards for Children & Youth

Best Preschool Children's Program: *Fruity Pie*

Best Performer (including presenter & actors): Huang Yun-ling in *Music Wizard*

Best Planning & Screenplay: Cheng Chia-hua in *Music Wizard*

Best Director: Sung Chien-chung, Wang Wen-ling, & Yang Cheng-chieh in *Amigo the Bat*

Most Artistic Performance: Chu Chieh-jen, Liang Yung-kung, Hsieh Cheng-feng, Tsai Wu-che, Kao Yu-feng, Liang Chun-hung, Wang Chao, & Chao Yu in *Follow Me*

Education Film Festival

Best Drama: *Curly Hair* from *The Graduate* series

Audience Award: *Anima & Animus* from the *Life Story* series

South Taiwan Film & Video Festival

Best Documentary: *An Exposure of Affected Hospital* from the *Point of View* series

Best Drama: *The Wall* from the *Life Story* series

Excellent Journalism Award

Best International Journalism Award: Hui-wen Wang, Li-feng Cheng & Tsui-chin Wu in *2007 French Presidential Election: Convention & Innovation in France* from the *World News Tonight* series

Zeng Syu-Bai News Awards

Best Journalism Award in Television: Chia-hsun Chen, Chen-chung Yeh, Kuang-tsung Chang & Li-ping Yu in *Dream of Technology* from the *Our Island* series

Consumer Rights Reporting Awards

Daily Report Award: Chen Hsiao-ching & Chen Li-feng in *Gas Inspection Ruse* from the PTS Evening News

Record of International Awards

International Public Television Screening Conference

Nomination: *Sweepstake Scams* from the *Anti-Fraud Squad* series

Nomination: *Real on Line* from the *Life Story* series

Asia Television Awards

Highly Recommended for a Single-episode Drama: *Game of Loneliness* from *The Graduate* series

Best Infotainment Programme: *Sweepstake Scams* from the *Anti-Fraud Squad* series

International Wildlife Film Festival

Honorable Mention for Music Score: *The Squid Daddy's Labor Room* from the *Point of View* series

Montana CINE Film Festival

Best Picture & Honorable Mention for Human-Nature Interactions: *The Squid Daddy's Labor Room* from the *Point of View* series

Chicago International Children's Film Festival

Certificate of Excellence in Live-action Television Program: *Run, Bun School Run* from the *Follow Me* series

International Documentary Film Festival Amsterdam

Nomination: *The Secret in the Satchel*

International Film Festival and Forum on Human Rights in the Switzerland

Nomination: *The Secret in the Satchel*

Japan Prize

Runner-up for Web Design: *e4kids*

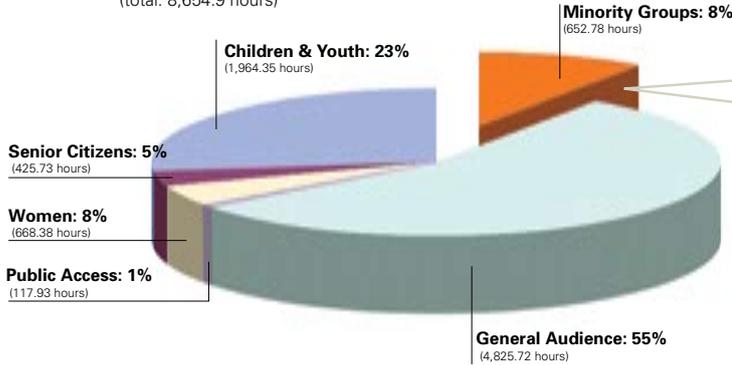
International Film Festival of India

Best Film: *The Wall*

Proportions of PTS Programs in 2007

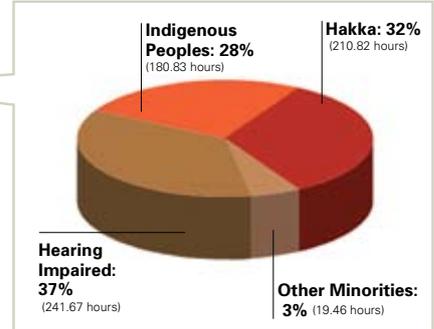
Breakdown by Target Audience

(total: 8,654.9 hours)



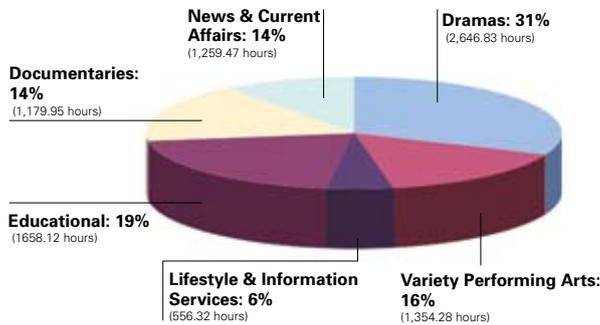
Breakdown by Minority Groups

(total: 652.78 hours)



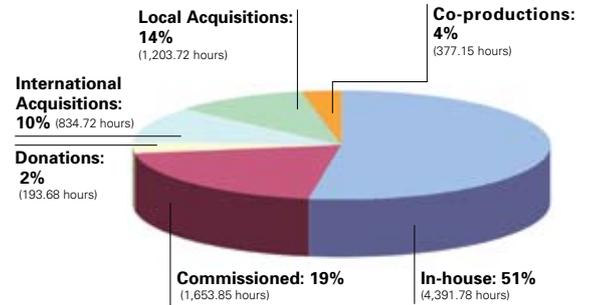
Breakdown by Content

(total: 8,654.9 hours)



Breakdown by Program Source

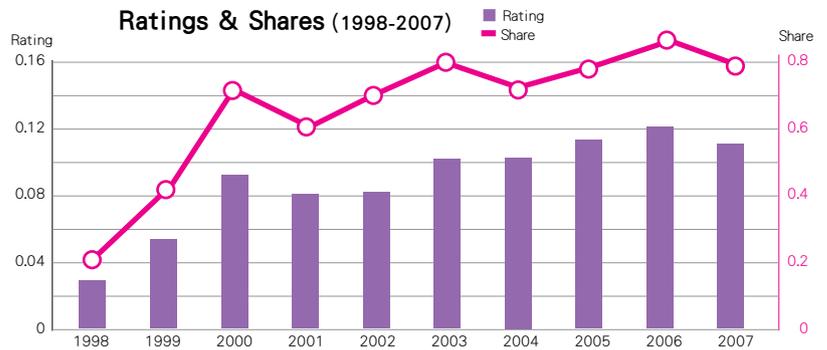
(total: 8,654.9 hours)



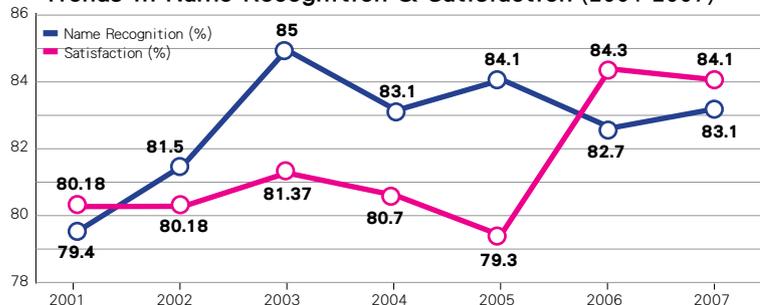
Periodic Quality Assessment

PTS commissioned a market research company to conduct bi-monthly assessments of viewing quality. A reading report was compiled every three months to permit monitoring of the brand recognition, preference, and satisfaction for PTS and its programs. Assessments were made via island-wide telephone interviews with 250 members of the public that were both older than 10 years old and had watched PTS programs in the previous two months.

Ratings & Shares (1998-2007)



Trends in Name Recognition & Satisfaction (2001-2007)



Website Revamp

– Diversity, Rapidity & Expediency

Thanks to well-planned management, the average number of hits each month in 2007 to the PTS website was 1,630,000. This outperformed the monthly average of 1,500,000 hits in 2006. Since every visit to the PTS website lasted an average of 16 minutes and 13 seconds, it is clear that the PTS website has become an important channel through which viewers obtain information and interact with PTS.

In 2007, the PTS website improved its role in TV programming advertisement. In addition to crowding into the limited advertising time slots on TV channels, pub-

lic service announcements and program trailers were also broadcast on the PTS website 24 hours a day in network TV format. This resulted in greater efficiency in advertisement of PTS programs and events.

To achieve multi-channel services within the Taiwan Broadcasting System (TBS), the PTS website required improvements to allow viewers better access to TBS programming information. Therefore, in 2007, website interfaces were integrated and simplified to ensure compatibility with future services.

In October 2007, PTS cooperated with Google to establish a dedicated audiovisual platform on YouTube. Through the use of YouTube, PTS was quickly able to advertise its films and programs. YouTube maintains videos embedded directly into corresponding PTS web pages. Not only did this improve site content, it also resulted in increased cost efficiency for Internet bandwidth. PTS actively implemented website improvements, including enriched web services and faster, easier access for better accuracy and efficiency. With this new foundation, PTS will be able to improve its website functionality for two-way interaction and increase the diversity of the high-quality content already provided.



▲ Front page of PTS website

▶ Dedicated PTS audiovisual platform on YouTube



PeoPo Citizen Journalism Platform – Creating a New Service for the Public Domain

PeoPo (People Post) is a new service created by the PTS New Media Department as a result of careful study, active promotion and a well-planned management strategy. Through this platform, public issues and local voices are now able to be heard. Regardless of the cacophony of the media in Taiwan, PeoPo is a place where citizens are able to stand up and voice their own concerns and opinions.

1,300 citizen reporters have signed up to use this platform. Participants include over 70 non-profit and non-government organizations. So far, the PeoPo website has posted 7,000 news features and received an average of 320,000 visitors each month. Editors of other media have begun to pay attention to PeoPo and are increasingly citing news bulletins by PeoPo's reporters.

In 2007, PTS hosted 100 workshops and two summer camps for citizen reporters. In cooperation with the Foundation for Excellent Journalism Award, PTS also hosted the 1st PeoPo Journalism Awards to encourage citizen news reporting. This competition was met with enthusiasm, and a total of 107 news pieces were submitted.

PeoPo is the first professional news platform constructed for use by Taiwan's citizens. Internationally, there are very few similar platforms. In Taiwan, PeoPo has become a pronoun representing civil news. PTS has received very positive reviews internationally because of

PeoPo's contribution to PTS' active efforts to reform the media and promote a civil society. In 2007, Public Broadcaster International and the Commonwealth Broadcasters Association invited PTS to make special reports on PeoPo. Since these reports stimulated enthusiastic feedback, these achievements have increased PTS' international exchanges and advanced exposure to new levels.

PTS is determined to continue promoting digital services and developing new media. Therefore, the New Media Department of PTS plans to expand the PeoPo platform by broadening its scope of public services and its influence in media reformation.



Digital Infrastructure to be Completed in 2008

According to the "Terrestrial Digital Broadcasting Platform" plan, the construction of nine transmission stations and 30 improvement stations was to be completed in 2007. Upon completion, digital signals were to reach over 85% of Taiwan's population. As a result of a 50% budget cut, however, only nine improvement stations were completed. By the end of 2007, coverage included only 78% of the population. Construction of improvement stations continues. Currently, the budget for 13 improvement stations has been approved: Green Island, Kinmen, Matsu, Wujhih Mountain in Hsinchu County, Qingshui in Taichung County, National Cheng Kung University in Tainan City, Dahu in Miaoli County, Diaoshen Mountain in Taichung County, Shou Mountain in Kaohsiung City, Nan-ao in Yilan County, Meilong Mountain in Kaohsiung County, Shihding in Taipei County, and Siding in Chiayi County. Construction of these 13 stations will improve coverage by 2%. Completion is scheduled for 2008.

After negotiations with the GIO, PTS revised its plan for implementing high-definition digital television. PTS will build six experimental stations and 18 base stations in southern and northern Taiwan, and concentrate on ensuring the stability of high-definition signals from these stations before realizing comprehensive construction island-wide. The single-frequency network in northern Taiwan will consist of three stations: Jhuzih Mountain and Nangang Mountain in Taipei City and Longtan in Taoyuan County. This will cover a service area from Taipei to northern Hsinchu. For the service area including southern Chiayi all the way to northern Pingtung, the southern single-frequency network will be comprised of three stations: Zhentou Mountain in Tainan County and Zhongliao and Shou Mountain in Kaohsiung. Because of revisions in the project, construction will not be completed until the 4th quarter of 2008.

Taiwan Macroview TV

– World Wide Service



◀ *Taiwan Holiday* explores Taiwan's distinguishing features.

Founded on March 1, 2000, Taiwan Macroview TV (MACTV) is a global satellite variety channel in Chinese, operated by Overseas Compatriot Affairs Commission, R.O.C. (Taiwan). Under the movement of media independence, the parliament of Taiwan passed an act to transfer the operation of MACTV to PTS, beginning in January 2007. PTS has since devoted its resources to operate MACTV as a professional global broadcaster, which serves as Taiwan's window to the world.

Bridging Taiwan and Chinese Speaking Audience Worldwide

MACTV is a non-encrypted channel broadcasts 24 hours a day through eight satellites and Internet. Its signals reach Asia, Africa, America, Europe, New Zealand and Australia. Its programming serves the needs of Chinese speaking viewers of different age and ethnic group, located in different parts of the world.

The unique service of MACTV is achieved by a team of dedicated professional staff within the International Department of PTS, as well as over five dozen contracted correspondents reporting news from Chinese communities around the world on daily basis.

Daily News program in Five Languages

MACTV's round-the-clock daily programming includes news of Taiwan in Mandarin, Taiwanese, Hakka, Cantonese and English. *Compatriot News*, as reported by contracted correspondents, has become a platform to exchange and communicate among Chinese communities in different corners of the world. In addition, drama, documentaries, entertainment and variety

shows, children's programs, current affairs and cultural magazines are well received by viewers worldwide. Among all MACTV programs, 74% are acquisitions from other Taiwanese TV channels, while 26% are in-house productions.

Five in-house produced magazine programs include *Weekly News Review of Taiwan*; *Taiwan Outlook*, an English-language current affairs program; *Art Profile*, focuses on Taiwan's cultural activities; *Fortune Code* takes an in-depth look at successful entrepreneurs of Taiwan; *Taiwan Holiday* is a travel program tailored for overseas audiences.

High Efficiency Digital Operation

As a result of recent rapid growth of digital technology in broadcasting industry, MACTV is able to break away from analog environment and move into digital era. From digital programming, customer service, to filming, editing and post production, MACTV is operated with a small staff of 40 people with high efficiency.

In addition to broadcast programs via satellites and Internet, MACTV also introduces its in-house productions on member channels of Taiwan Broadcasting Systems, public access channels on cable television, DiMo (digital mobile TV), IPTV, DVB-H and YouTube.

In accordance with the production guideline of PTS, MACTV will continue to acquire quality and diverse programs, to produce news program with professionalism and independence. MACTV will strive itself to be the best Chinese speaking global satellite channel in the world.

Diverse Educational Services Meeting Public Needs

For years, PTS has actively provided resources to meet educational needs. Through educational services such as publications, symposiums and community activities, PTS has had a positive influence on Taiwan's educational environment. Teachers and students alike have enthusiastically welcomed the addition of PTS' resources and services.

In 2007, PTS hosted many educational activities, including the production of teaching materials such as Kiss newspaper, the publishing of winter and summer exercise books, the collection of creative works by students, and the collection of award-winning creative teaching projects, teaching CDs, audiovisual teaching materials, and the educational resource network. PTS has also hosted training camps and workshops, such as the "Kids as Director Workshop", workshops for teachers, seed teacher training camps and various learning camps such as teachers' imaging camps, "little reporter" camps and animation camps. In addition to these events, PTS also launched activities inviting in-depth participation by the public. These activities included the traveling exhibition of educational films, traveling lectures and projects collecting books for remote junior high schools. During the whole of 2007, PTS published nearly 200,000 copies of teaching materials and had 1,470,000 interactions with people for educational purposes.

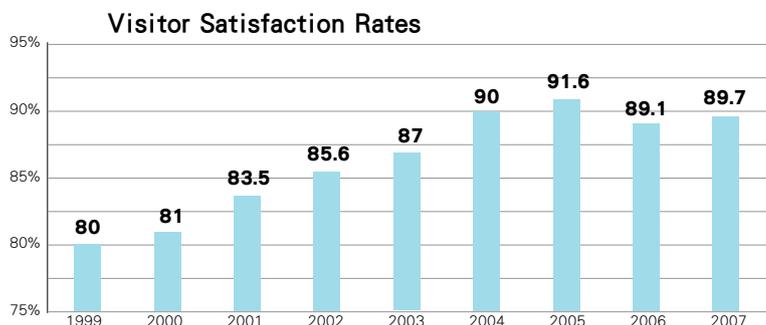
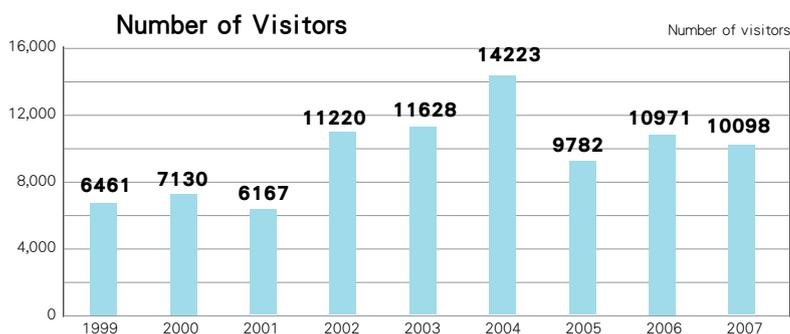


▲ PTS hosts diverse camps and workshops on an irregular basis, garnering enthusiastic participation and approval.

Nearly 90% Visitor Satisfaction

To help directly improve public appreciation of PTS services, PTS professionals began giving tours in 1999. These services included guiding visitors through TV programming procedures and facilities. By the end of 2007, 87,680 people had visited PTS. Most of the visitors were teachers and children from primary schools.

PTS took action to help ensure that the public understands the value of PTS services. The public responded positively to this effort by enthusiastically attending the tours. In 2007, PTS achieved a visitor satisfaction rating of 89.7, indicating that these professional tours are one of the most important points of interaction between PTS and the public.



Educational Service Achievements for 2007

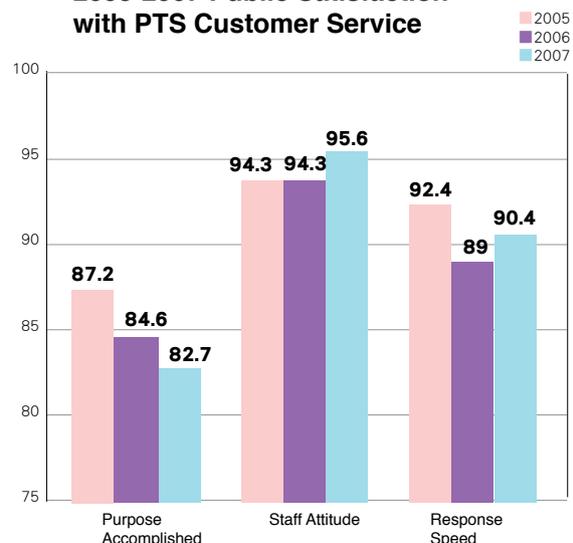
Item	Achievements
Kiss newspaper	A monthly children's publication issuing 53,450 copies in 2007.
Exercise books for the winter vacation activity series: "a vacation of appreciation"	Distribution of 76,000 copies of exercise books for school kids, including 300 free copies for schools with limited access to public resources. Hosting of students' creation contest and Internet voting. The 569 students participating in the contest received 2,288 votes. Work produced by winners was collected into a publication given to participating students and their tutors.
Exercise books for the summer vacation activity series: "a vacation of science & arts"	Distribution of 100,000 copies of exercise books for school kids, including 300 free copies for schools with limited access to public resources. Hosting of students' creative contest and Internet voting. The 572 students participating in the contest received 2,152 votes. Work produced by winners was collected into a publication given to participating students and their tutors.
"Appreciation" teaching material: video & game CD	A teaching project featuring short films in the "Appreciation" series promoting public welfare. 10,000 CDs were given to teachers and schools applying for exercise books for the winter vacation.
"New Immigrants" teaching material: video CD	Distribution of 2,500 copies of teaching materials(CD) for the "New Immigrants" series for the purpose of donation to the Children's Bureau, Ministry of the Interior promotion on new immigrant-related activities.
The 5th contest for projects integrating information with creative teaching: "Fight Global Warming, Cherish the Earth"	Award-winning productions of 42 contestants were compiled and given to participants and applicants.
Publication of audiovisual teaching materials for PTS programs	Production of 18,000 copies of customized teaching materials for the educational purposes of the National Teacher's Association.
Educational Resource Network	Children & youth programs of PTS were compiled into digital teaching materials and posted for distribution on the PTS website. Along with other teaching material produced by PTS, these resources were made available to parents, teachers and students and attracted 340,000 viewers in 2007.
"Kids as Directors Workshop", activities initiating the 2008 Taiwan International Children's TV & Film Festival	Activities included solicitation and selection of short film projects and a press conference. A three-day workshop was held for 50 teachers and students. Participants included 10 new teams as well as teams from previous years.
Teachers' workshops for application of the "Follow Me" audiovisual database	Hosting of three teachers' workshops on the application of the "Follow Me" audiovisual database. A total of 124 teachers from Taipei City's primary schools and junior high schools participated.
Children's summer camps: Little PTS Reporters and Indigenous TV Animation Camp	PTS Kids Reporters was a five-day camp with 36 participating school kids. The Indigenous TV Animation Camp lasted three days, with a total of 20 indigenous children attending.
Teachers' summer workshop: Imaging Camp	A five-day camp with 40 teachers of primary schools and junior high schools attending.
Seed teacher cultivation camps	Hosting of four camps to train seed teachers, with 118 teachers participating.
2007 Education Film Festival	Hosting of educational symposiums as the film festival toured around Taiwan, screening 726 movies to 31,176 viewers and attracting 462 participants in an essay contest.
"Traveling with Books" workshops	Hosting of four workshops attracting a total of 285 participants.
Project to collect books for remote junior high schools	Establishment of an Internet event to collect books for students at remote junior high schools.

Online Services Launched, Service Efficiency Improved

In 2007, the number of contacts requesting PTS services totaled 66,886, including 60,755 call-ins, 3,119 call-outs, 1,533 instances of service to the vision-impaired, and the sending of 1,459 facsimiles in response to requests for program schedules. Customer requests originally handled via e-mail were upgraded to Internet online service in 2007. Because customers with Internet access were able to submit questions directly through the PTS website, the efficiency of PTS services was substantially improved. In 2007, 3,245 customer requests were handled through PTS' online service.

According to a customer satisfaction survey conducted by Shih Hsin University at the end of 2007, over 90% of those surveyed were satisfied with the speed with which PTS customer service responded to questions. Nearly 83% said that the assistance of PTS customer service staff was helpful in fulfilling the purpose of their calls. Of the different services offered by PTS, "customer service staff attitude" received the most favorable reviews: a 95.6% satisfaction rate that outperformed that of 2006.

2005-2007 Public Satisfaction with PTS Customer Service



The 4th Board Assumes Office

In mid-November 2007, Taiwan's Legislative Yuan reviewed and approved the 4th Board of Directors and Supervisors of PTS Foundation. At the end of the year, the 4th Board of Directors, Board of Supervisors, the chair and the president assumed office. 2007 also marks the beginning of a new performance review system and many management assessments.



▲ The 4th Board of Directors and Supervisors

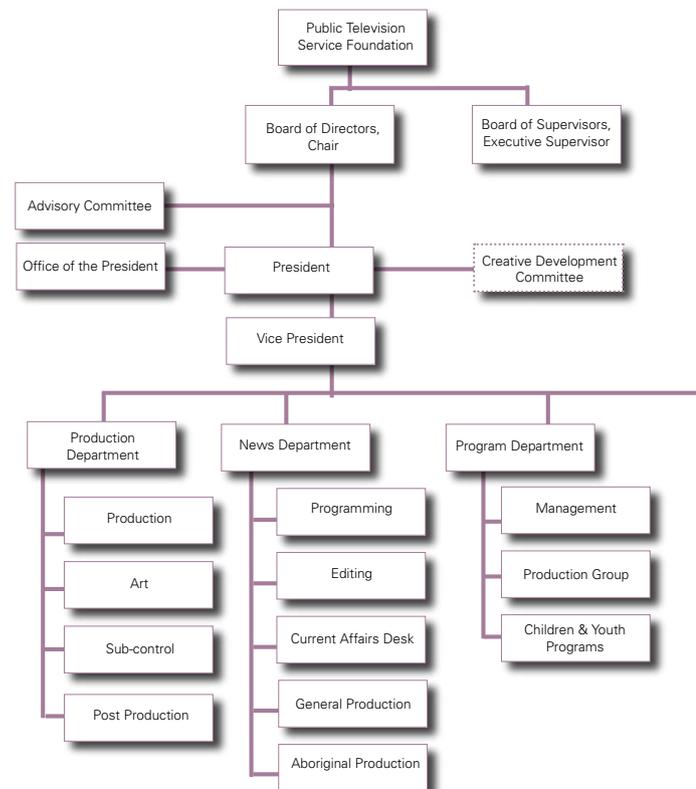
The 4th Board of Directors

Chairman	Tung-Liao Cheng	Chairman of the PTS Foundation
Director	Kang-ping Yu	Filmmaker
Director	Tai-hsiang Chu	Principal of the Forest School Executive Director of The Humanistic Education Foundation
Director	Ting-peng Liang	Dean of the College of Management, National Sun Yat-sen University
Director	Ta-chuan Sun	Associate Professor of the Graduate Institute of Taiwanese Literature, National Chengchi University Chair of The Formosa Indigenous Dance Foundation of Culture & Arts
Director	Mingchuan Huang	Chairman of National Culture and Arts Foundation Photographer, Filmmaker, Scriptwriter
Director	Su Chien-ling	Associate Professor of General Education Center, Ming Chuan University Supervisor of Awakening Foundation Supervisor of Taiwan Gender Equity Education Association
Director	Pang-chen Chen	Director of the Community Empowering Society, Taiwan R.O.C.
Director	Dennis Weng-Jeng Peng	Chair & Associate Professor of The Graduate Institute of Journalism, National Taiwan University Director of The Multimedia Production Center, National Taiwan University
Director	A-wu Liglav <i>(resigned on March 12, 2008)</i>	Lecturer of the Department of Taiwanese Literature, Providence University Writer
Director	Dung-sheng Chen <i>(resigned on December 23, 2007)</i>	Professor of the Department of Sociology, National Taiwan University

The 4th Board of Supervisors

Managing Supervisor	Yun Lin	Professor of the Department of Finance, National Taiwan University
Supervisor	Shih-hsin Huang	Professor of the Department of Public Finance, National Taipei University
Supervisor	Ping-Hung Chen	Professor of the Graduate Institute of Mass Communication, National Taiwan Normal University

2007 Organization of the PTS Foundation



Strengthening Corporate Democracy through Management

The PTS Foundation carefully follows the Public Television Act and the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry in its management of PTS, Hakka Television, Taiwan Indigenous Television and Taiwan Macroview Television. Limited overheads are considered when deploying measures in human resource management to achieve a balance in revenue and expenditures. The framework of all administration is specialization. To strengthen corporate democracy, PTS Foundation continued to research and adjust its structure and regulations, including equity improvement in salary and promotion, realization of objective-oriented management, and enforcement of the incentive achievement review system.

In 2007, the PTS Foundation deployed these important projects for staff and corporate management:

Promulgation & Enforcement of the Rules regarding the Supervision of Related Legal Entities

To fulfill PTS' responsibility to supervise affiliated corporations and efficiently implement internal audit to control the overall risks of corporate management, the 3rd Board of Directors approved the Rules regarding the Supervision of Related Legal Entities on November 12, 2007.

Promulgation & Enforcement of the Implementation Rules regarding the Executive Committee of Taiwan Broadcasting System

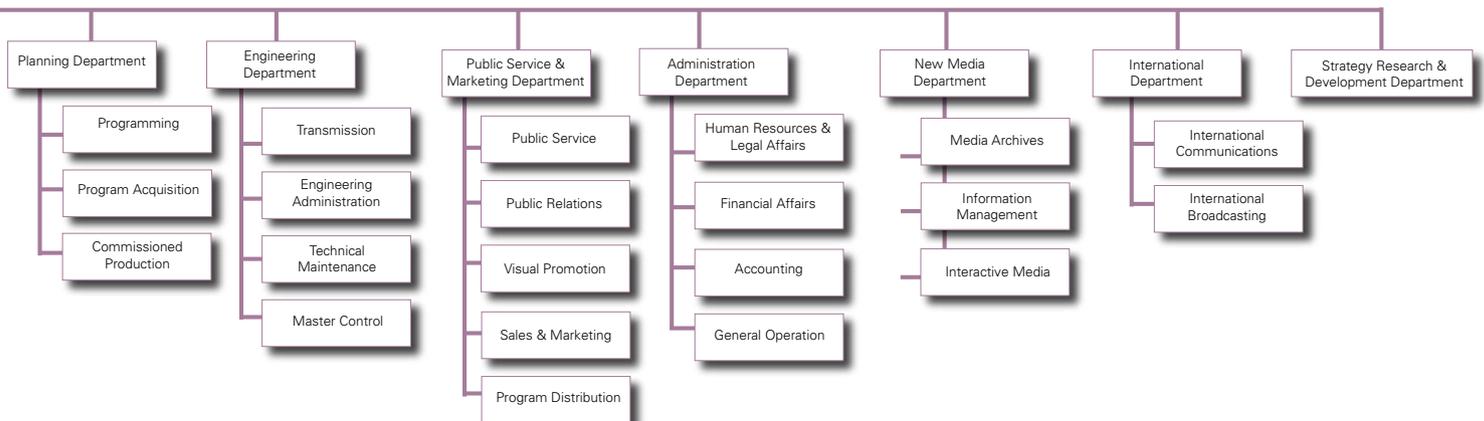
To continue the achievements of publicizing broadcasting media, the 3rd Board of Directors approved the Implementation Rules regarding the Executive Committee of Taiwan Broadcasting System on October 15, 2007. The goals of these guidelines are: assuming stronger power and responsibility to govern and oversee broadcasting television stations and affiliated businesses, and establishing a management system that integrates resources and boosts operating efficiency.

Online Performance Review

On July 16, 2007, the 3rd Board of Directors approved the Guidelines for Employee Annual Performance Review. In addition to the original electronic evaluation system and to achieve diverse and comprehensive results, colleagues were invited to participate in performance reviews. To encourage feedback from the employees, this system was expanded to include reverse evaluations. Employees are now asked to complete performance sheets evaluating their supervisors. Managers and department heads include these performance sheets in their evaluation process.

Objective-oriented Management

To instill the concept of objective-oriented management and to increase work quality and quantity, PTS continued to apply an incentive system in 2007 in which the amount of the bonus granted to employees was determined by growth and achievement rates in annual performance indicators. By connecting this system with corporate growth objectives and overall performance, we expected to stimulate vitality and productivity throughout the organization.



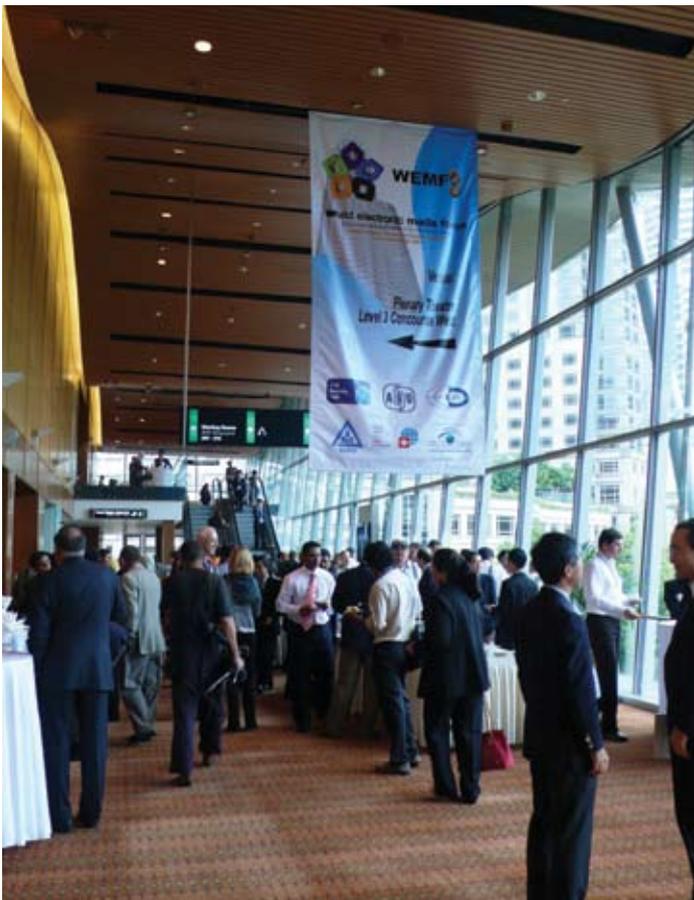
Strategy and Creativity

Emphasizing Four Orientations, Increasing the Value of Public Broadcasting

Strategy, research and development are the keys to the growth of PTS. In 2007, PTS' strategies emphasized four orientations: enhancing system structure, highlighting PTS values, furthering digital development and strengthening international exchanges. The results achieved by following these strategies were marvelous.

■ Enhancing System Structure

In September of 2007, the Government Information Office (GIO) of the Executive Yuan called a meeting to designate an abandoned factory of the Taiwan Aluminum Company in Kaohsiung as the location for the PTS station in Southern Taiwan. PTS immediately submitted to the GIO a proposal for the construction of this TV station and new channels. If approved and budgeted by the government, the project will be launched in 2009.



▲ PTS participates in the World Electronic Media Forum 3

At the end of 2006, a legal team was established at PTS to compile 19 opinions as important references for governmental departments to use in future legal revisions of the Public Television Act.

Because of the convergence of telecommunications, broadcasting and information technologies is increasingly evident, the National Communications Commission (NCC) began public hearings for the drafting of the Telecommunications Act. During these hearings, the Strategy Research and Development Department of PTS expressed its opinions on draft revisions and the orientation of the role of public service media in the digital era.

In July of 2007, based on the Fundamental Communications Act, PTS submitted suggestions on "The most suitable scale for the digital channels of public media organizations" to the Executive Yuan, as an important reference for the future distribution of radio frequencies.

■ Highlighting PTS Values

To implement the "Public Value Assessment System" system, a research team was formed in June 2006 to conduct two studies: "Research on public values and quality evaluation systems of every country's public electronic media and Analysis of second-hand data over the years". Using the Delphi method, the studies targeted professionals from relevant industries and academies. By summarizing these two studies and after many meetings containing in-depth discussions between the Board of Directors and various PTS departments, PTS established 25 assessment indicators and five strategy concepts: reach, quality, influence, public service, and financial and operation efficiency. It took 1.5 years to assemble this system.

To celebrate the 9th anniversary of PTS, the Strategy Research and Development Department published a book, "Public Service Broadcasting." This book introduces 40 public broadcasting institutes from 28 countries. PTS expects this book to become an important reference to the public as well as students interested in the development of public media. The book is also a part of PTS' efforts to inculcate media literacy in the public.

■ Furthering Digital Development

In 2006, the "Terrestrial Digital Broadcasting Platform" plan passed the third reading in the Legislative Yuan. In this project, PTS was in charge with executing the budget to popularize digital television and drive

development of digital industries. Unfortunately, half of the budget was blocked at an early stage of project implementation. In November of 2007, the Legislative Yuan released the remaining budget. To accelerate the progress of the project, PTS immediately submitted a revised contract to the GIO containing adjustments in construction plans and timetables.

In 2007, PTS joined a team of telecommunication companies, including Chunghwa Telecom, Taiwan Mobile and Far EasTone, cell phone manufacturers BenQ and Motorola, and software developer CyberLink to conduct an experimental project testing the engineering and technologies of mobile television. The experiment involved 340 users, and by the end of the project, the team presented draft policies and enactments for the operation of mobile television to the NCC.

On December 6-7, 2007, PTS hosted the annual International Symposium on HDTV & Mobile TV, inviting professionals from around the world to make presentations. Topics included the current status of high-definition television (HDTV), HDTV programming, marketing and business operation, the development of Digital Video Broadcasting—Handheld (DVB-H), the development of reception terminals, business opportunities in the 2008 Olympics, and issues concerning regulating overseas HDTV. The two-day symposium attracted almost 600 attendees from many governments, industries and academic institutions.

■ Strengthening International Exchange

In the beginning of 2007, the Commonwealth Broadcasting Association (CBA) included PTS in their invitation of public broadcasters from six Asian countries to attend their annual training courses. Producers from PTS graduated from the program with top achievements. In April of 2007, PTS was invited to apply for CBA-sponsored awards in the International Broadcasting Convention. PTS represented Taiwan to become one of the three winning countries.

In mid-September of 2007, PTS staff from the Department of Strategy Research and Development and the Department of New Media visited two transmission companies: Télédiffusion de France and Arqiva in the United Kingdom, to exchange business and financial experiences of operating a transmission company in addition to exploring ways of developing new media. These visits were valuable for the future establishment of transmission companies in Taiwan.

For a long time, PTS has made efforts to form extensive alliances with public media around the world and be recognized by these media. In December of 2007, PTS was able to attend the World Electronic Media Forum 3. This was the one of the first times Taiwan was able to sidestep international political interference and participate in a forum such as this under an appropriate identity. During the forum, PTS proposed recommen-

dations to seven major issues affecting the future development of the broadcasting industry. Taiwan's identity was distinctly noticed, as witnessed by representatives from all countries attending the forum.



▲ Creative Proposals encourage PTS employees to compete for Most Favorable Idea.

Creative Development Committee Creating Varied & Lively Ideas

Beginning from 2006, many advanced countries proposed the use of a “creative future” to orient future media development. In August of 2006, according to the resolution reached by the 3rd Board of Directors, PTS modulated its structure and created the Creative Development Committee. This committee was directly under the president. Since its creation, this committee has become the source of PTS' creativeness. The first mission of the committee was stimulating imagination in programming and marketing.

■ Creating the Insight 100 Network

In May of 2007, PTS launched an Intranet platform for creativity, the “Insight 100 Network.” PTS staff members were encouraged to share their ideas on this platform. Many good ideas resulted from the virtual promotion system of the network.

■ Publishing Insight 100 e-Weekly

The weekly electronic newspaper presented fresh information to all PTS staff. “Insight 100 e-Weekly” made it possible to digest the most useful information, including up-to-date news about technology and books, within 100 seconds.

■ Hosting “Monthly Highlights” Workshop

Every month, PTS invited professionals from inside or outside PTS to share and exchange experience in certain topics.

■ Launching Creative Proposals

In 2007, the Creative Development Committee hosted contests for creative proposals. The topic was “2008 & PTS.” In the primary election for the “Most Favorable Idea”, 63 proposals were submitted, three times as many as in 2006. The finalists were decided by Intranet voting in which a total of 397 (2/3) PTS employees cast votes. Cheerleading squads from each department were formed for the final announcements, making the atmosphere energetic and lively.

■ Initiating “Pretty Corner, Shiny Mood” Contest

Creativity begins with daily life! To encourage originality within the PTS staff, PTS Intranet voting was launched in the creative desk area. A total of 31 employees participated in the contest, with 383 employees casting votes.

Program Sales

In 2007, the PTS Program Distribution division under the Public Service and Marketing Department was mainly responsible for the sales of program royalties, audiovisual products (including home-use and public-use versions), as well as the planning and development of new products.

Educational Reform Series Presenting PTS Capability through Educational Topics

PTS has published 10 documentaries each year since 2005. In 2007, because of the experience in educational issues accumulated over these years, PTS published 10 episodes of *Educational Reforms* for the *Point of View* series. This elevated the *Point of View* series to the number one position in the 2007's top-10 sellers of audiovisual products.

In 2007, many schools and institutes purchased *Taiwan—A People's History* for use as teaching material in history classes. This visual history of Taiwan generated a far-reaching influence on campuses.

Substantially Increased Royalty Sales

In 2007, although PTS was challenged by recession and competition from programs produced by other television companies, the sales volume of program royalty sales increased by 47% compared to 2006. Although drama programs have traditionally been PTS' top sellers, PTS actively expanded its markets by providing channels overseas and authorizing new media. Now, PTS' Digital Mobile TV channel can be watched in Japan, North America, New Zealand, Australia, and on new media platforms such as network televisions and mobile phones. All of these efforts have improved the overseas visibility of PTS programs.



▲ Vietnamese Brides in Taiwan series DVDs

Top 10 Audiovisual Products in 2007

Rank	Program Title
1	Point of View Series
2	Let's Talk in English on PTS
3	Follow Me
4	Music Wizard
5	Our Island
6	Taiwan—A People's History
7	e4kids
8	Life Story Series
9	Fruity Pie series
10	Mme. Chiang Kai-Shek

Top 10 Programs for Licensing Royalties in 2007

Rank	Program Title
1	Let's Talk in English on PTS
2	Vietnamese Brides in Taiwan
3	Dangerous Mind
4	A Spy's Tale
5	Mico, Go!
6	Young Interns In Big Hospital
7	Home Away From Home
8	Sons & Daughters of Salt Ponds
9	Main dans la mai
10	Coffee in Taiwan: Past and Present



▲ Educational Reforms from the Point of View series attracts much attention.

Sponsorship

PTS fundraisers were highly coordinated in 2007. They included many new approaches, such as planning sponsorship projects, bidding contracts and hosting the first TV fundraiser in Taiwan.

In 2007, sponsorship by enterprises and institutions totaled NT\$92,995,537. When combined with the income from commissioned programming and activities, it totaled NT\$150,600,620.

Attracting Sponsorship with PTS Values & Creativity

To highlight public welfare issues in 2007, PTS marked out two projects, “Caring for New Immigrants” and “Global Warming.” These two projects included program production, large promotional activities, symposiums, film screening and short film productions. Related products were carefully packaged and intensively advertised to enhance results.

■ “Caring for New Immigrants” Generates NT\$12,905,335

Income included NT\$10,180,350 sponsoring *Vietnamese Brides in Taiwan* drama series; NT\$1,144,985

sponsoring “Together We Live” activities; NT\$400,000 sponsoring “New Taiwan, New Hopes” teaching materials; and NT\$1,180,000 sponsoring the documentary series *The Voyage to Happiness* and related symposiums.

■ “Global Warming” Generates NT\$4,080,000

In 2007, 10 public and private owned organizations cooperated in production of the “Global Warming” project. The organizations were the Environmental Protection Administration, Taiwan Power Company, China Steel, China Petrol Company, Kaohsiung City Government, Kaohsiung Rapid Transit Corporation, Swire Coca-Cola Taiwan, Shell Taiwan, Taiwan Responsible Care Association, and the Chi Mei Culture Foundation.

Another important task for PTS was to maintain services for existent customers, encouraging them to maintain their sponsorship of PTS. In 2007, 36 of PTS’ existing customers continued to sponsor PTS by expressing their support of PTS activities. The Formosa Petrochemical Corporation sponsored NT\$3,500,000 for *The War of Betrayal 1895* drama series. Motech Industries sponsored NT\$2,500,000 for *PTS Performance Hall*.



▲ Enterprises sponsor the documentary series *The Voyage to Happiness* and relevant symposiums.

PTS also carefully selected, contacted and persuaded other large Taiwanese enterprises and foundations to sponsor PTS. In 2007, PTS convinced 28 new sponsors of the importance of PTS' motivations and new ideas. The new sponsors included the Cathay Life Charity Foundation, which sponsored NT\$1,180,000 for the documentary *The Voyage to Happiness* and relevant symposiums, and the Taiwan Semiconductor Manufacturing Company Education and Culture Foundation, which sponsored NT\$3,500,000 for the programming of *Journey Through the Palace Museum*.

Expanded Services Empowering PTS Competence

Expanded PTS services led to significant growth in income in 2007: commissioned programming and commissioned activities. Professional production teams, public praise for high-quality programs, and vast experience hosting activities define the advantages of PTS. With these advantages, PTS aggressively placed bids on governmental filming and activity projects, winning over 70% of bids placed. The 2007 Education Film Festival sponsored by National Education Radio and hosted by PTS, for example, was a project of 15 million NT dollars. Expanded PTS services not only increased income for PTS, but also empowered PTS to broaden its scope of influence.

Creative Efforts Garner Cash Donations

In 2007, PTS encouraged small cash donations by publicizing its program values and corporate philosophy. By including these values in the promotions of various fundraising projects, PTS successfully attracted enthusiastic participation and extensive feedback from viewers of all classes. The "Appreciation" project, in which PTS resources were delivered to remote schools, was

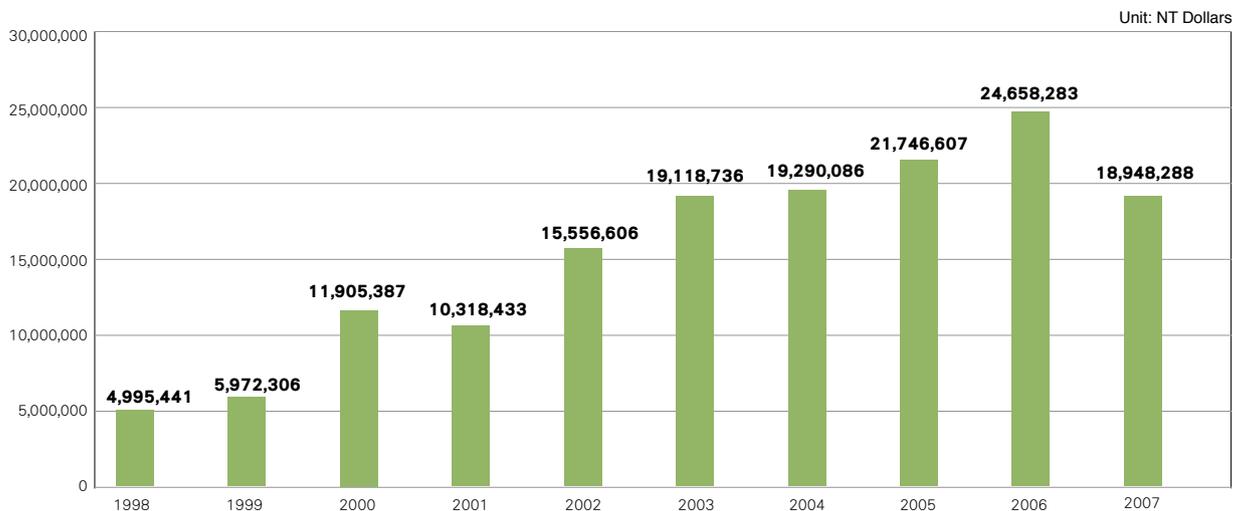


▲ PTS hosts the first TV fundraiser. Actors & volunteers cooperate in this great event.

one of many PTS' innovative attempts in integrating fundraising with public welfare services.

In 2007, PTS emulated American public television by hosting the "2007 Year-end Fundraiser," the first TV fundraising program for both PTS and Taiwan, to broadcast corporate philosophy and announce funding needs. On December 17-23 2007, from 6 pm to 10 pm (or 8:30 pm to 10:30 pm on the weekend), all PTS departments worked together by inviting actors, actresses, public figures and PTS members to demonstrate their appreciation of PTS. PTS also recruited six organizations, PTS members and many viewers to volunteer as telephone operators, promoting the involvement of PTS viewers. During the event, members of the public expressed their appreciation and encouragement to PTS by making enthusiastic donations via phone, fax and online credit card payment, as well as through deposits into PTS' postal saving account. A total of NT\$2,609,299 was raised in this fundraiser. Cash donations from "Friends of PTS" totaled NT\$18,948,288 in 2007.

1998-2007 Cash donations from "Friends of PTS"



Financial Statements

PTS was launched as a registered legal entity based on two assets totaling NT\$1,998,742,064.5: a grant of NT\$100 million from the Government Information Office (GIO) of the Executive Yuan, and fixed assets purchased through annual government allocations (valued at NT\$1,898,742,064.5). On April 26, 2001, the GIO permitted PTS to include an asset depreciation of NT\$772,465,382.5 in inherited fixed assets, resulting in a reduced total value of PTS fixed assets to NT\$1,126,276,682 and a recalculated total capital of NT\$1,226,276,682. In 2001, the GIO donated to PTS Administrative Building A, valued at

NT\$1,071,098,397. By October 22, 2002, the total balance of the re-registered capital for PTS stood at NT\$2,302,299,013. In accordance with the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry, PTS received a donation of 140,722,244 Chinese Television System (CTS) shares valued at NT\$4,327,722,168.

Financial Review

This 2007 PTS financial report was reviewed and audited by accountants of KPMG International.

2003-2007 Financial Statements

Unit: NT Dollars

Item	2003	2004	2005	2006	2007
Donations	119,104,358	104,421,461	175,019,980	182,204,046	194,528,059
Rentals	117,254,864	115,143,875	118,770,611	78,268,252	42,674,274
Product Sales	130,634,961	114,679,664	104,992,366	103,674,764	89,692,239
Commissioned Programming	62,923,889	41,492,347	102,864,086	80,601,161	934,129,732
Other Income	26,019,927	44,590,019	45,920,103	55,873,468	50,191,996
Total Fundraising	455,937,999	420,327,366	547,567,146	500,621,691	1,311,216,300
Government Funding	900,000,000	900,000,000	900,000,000	900,000,000	900,000,000
Grants from the Cable Radio & Television Development Fund	97,742,281	86,161,293	90,225,286	94,621,604	97,988,777
Total Revenue	1,453,680,280	1,406,488,659	1,537,792,432	1,495,243,295	2,309,205,077
Fixed Maintenance Expenses	300,344,454	301,812,024	350,361,830	370,980,629	472,328,892
Marketing & Services	138,365,540	151,621,891	152,913,715	163,270,488	214,039,526
Program Production	929,406,996	885,113,134	989,570,799	980,640,972	1,597,028,064
Research & Development	16,880,561	26,528,752	35,635,946	22,101,982	26,955,005
Total Expenditures	1,384,997,551	1,365,075,801	1,528,482,290	1,536,994,071	2,310,351,487
Balance	68,682,729	41,412,858	9,310,142	(41,750,776)	(1,146,410)

1. Results are based on annual reports of the Public Television Service.

2. The 2006 and 2007 expenditures do not include the NT\$799,577,147 and NT\$362,293,752, respectively, in investment losses from CTS shares according to the equity method.

**Year-end Balance
Dec. 31, 2007 & Dec. 31, 2006**

Unit: NT Dollars

Assets	Dec. 31, 2007		Dec. 31, 2006	
	Amount	%	Amount	%
Current Assets				
Cash & cash equivalents	476,020,381	7	534,461,761	8
Notes receivable	4,710,189	0	5,808,762	0
Accounts receivable	219,850,036	4	32,591,891	1
Other accounts receivable	16,621,192	0	52,230,260	1
Advance payments	74,781,804	1	92,157,537	1
Other current assets	23,674,191	1	30,348,399	0
Subtotal	815,657,793	13	747,598,610	11
Funds & Investments				
Long-term investments	3,165,851,269	49	3,528,145,021	52
Other financial assets (non-current)	2,511,448	0	2,869,257	0
Fixed Assets				
Land	26,448,371	0	26,448,371	0
Buildings	1,239,457,956	19	1,249,156,927	19
Machinery & facilities	322,052,454	5	290,361,714	4
Transportation & communication equipment	1,619,106,105	26	1,453,839,448	22
Miscellaneous facilities	139,941,785	2	141,950,499	2
	3,347,006,671	52	3,161,756,959	47
Less: accumulated depreciation	(1,026,123,325)	(17)	(848,986,768)	(13)
Advance payments	0	0	30,995,300	1
Subtotal	2,320,883,346	35	2,343,765,491	35
Other Assets				
Assets leased to others	70,547,962	1	60,162,572	1
Pledged certificates of deposit	99,865,450	2	85,000,000	1
Deferred debits	7,363,411	0	4,254,729	0
Subtotal	177,776,823	3	149,417,301	2
Total Assets	6,482,680,679	100	6,771,795,680	100
Liabilities				
Current Liabilities				
Notes payable	1,135,773	0	9,764,039	0
Accounts payable	2,582,350	0	2,755,029	0
Accrued expenses	240,648,050	4	108,512,354	2
Other accrued expenses	8,251,183	0	51,845,765	1
Other current liabilities	27,708,605	0	28,062,875	0
Subtotal	280,325,961	4	200,940,062	3
Other financial liabilities (non-current)	18,300,866	0	27,411,271	0
Other liabilities				
Deferred government funding	580,009,449	9	575,959,782	9
Total Liabilities	878,636,276	13	804,311,115	12
Funds & Equity				
Funds	2,302,299,013	36	2,302,299,013	34
Capital reserve from donated assets	4,327,722,168	67	4,327,722,168	64
Accumulated equity	(1,025,976,778)	(16)	(662,536,616)	(10)
Total Funds & Equity	5,604,044,403	87	5,967,484,565	88
Total Liabilities, Funds & Equity	6,482,680,679	100	6,771,795,680	100

Revenues & Expenditures Jan. 1 to Dec. 31, 2007 & 2006

Unit: NT Dollars

Item	2007		2006	
	Amount	%	Amount	%
Revenues				
Donations	1,192,516,836	52	1,176,825,650	79
Bank interest	11,255,622	0	11,617,721	1
Rentals	42,674,274	2	78,268,252	5
Product sales (net)	89,692,239	4	103,674,764	7
Commissioned programming	934,129,732	40	80,601,161	5
Other income	38,936,374	2	44,255,747	3
Subtotal	2,309,205,077	100	1,495,243,295	100
Expenditures				
Administration	186,485,424	7	127,743,392	5
Public services & marketing	213,991,456	8	161,438,307	7
News production & acquisitions	328,758,851	12	259,830,558	11
General program production & acquisitions	761,405,745	28	396,449,536	17
Programming & acquisitions	178,401,467	7	81,005,311	4
Productions & broadcasting	295,803,751	11	243,153,654	10
Engineering & maintenance	234,890,952	9	203,237,595	9
Research & development	26,955,005	1	22,101,982	1
Information system management	50,649,864	2	39,720,875	2
International affairs	25,985,790	1	0	0
Investment loss	362,293,752	14	799,577,147	34
Other expenditures	7,023,182	0	2,312,861	0
Subtotal	2,672,645,239	100	2,336,571,218	100
Balance	(363,440,162)		(841,327,923)	
Income Tax	0		0	
Current Balance	(363,440,162)		(841,327,923)	

Statement of Changes in Equity Jan. 1 to Dec. 31, 2007 & 2006

Unit: NT Dollars

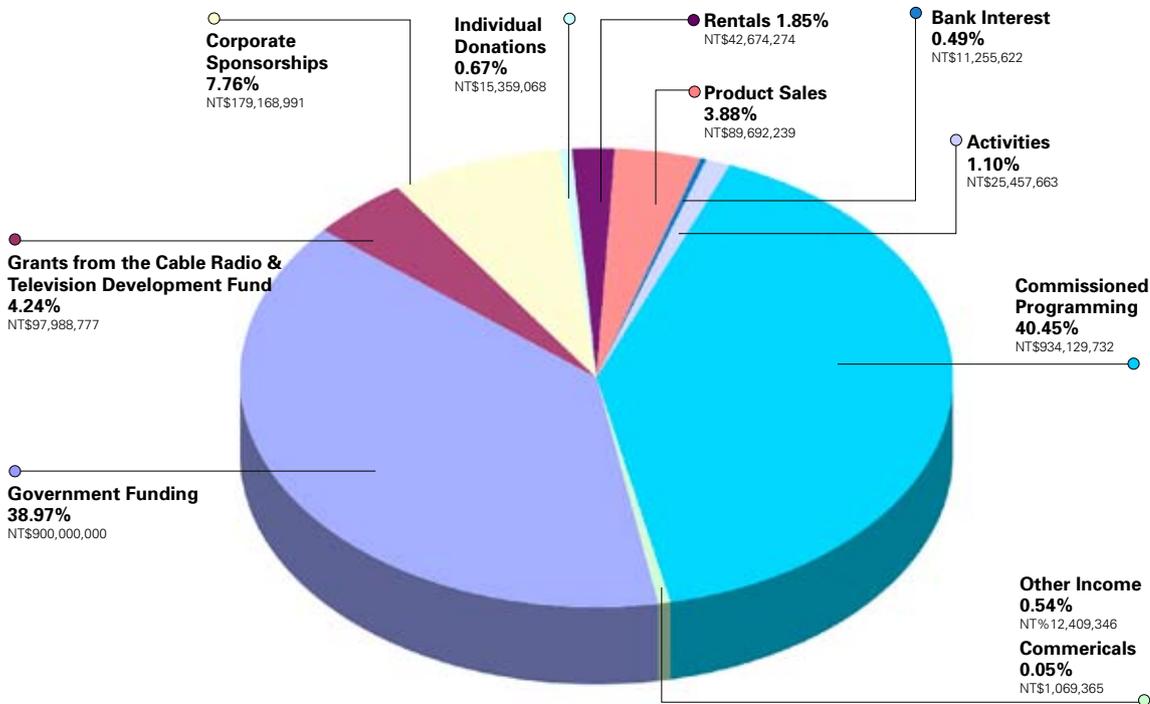
	Fund	Capital Reserve	Accumulated Equity	Total
Balance on Jan. 1, 2006	2,302,299,013	0	178,791,307	2,481,090,320
Capital reserve from donated assets	-	4,327,722,168	-	4,327,722,168
Balance in 2006			(841,327,923)	(841,327,923)
Balance on Dec. 31, 2006	2,302,299,013	4,327,722,168	(662,536,616)	5,967,484,565
Balance in 2007	0	0	(363,440,162)	(363,440,162)
Balance on Dec. 31, 2007	2,302,299,013	4,327,722,168	(1,025,976,778)	5,604,044,403

Cash Flow Statement Jan. 1 to Dec. 31, 2007 & 2006

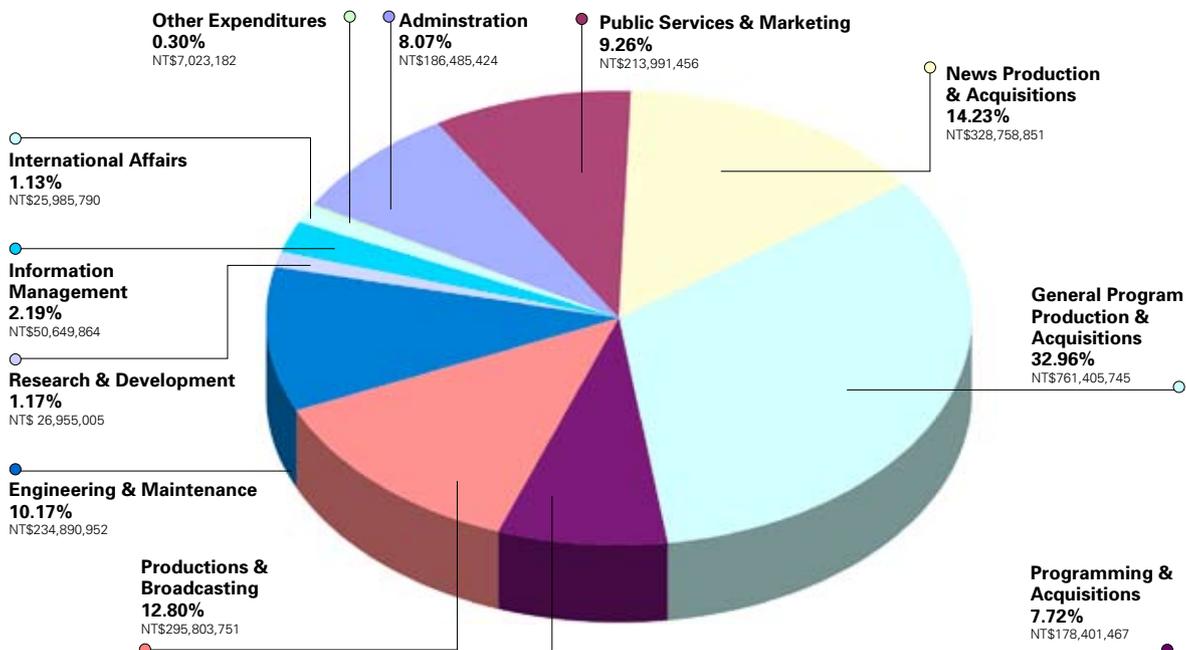
Unit: NT Dollars

	2007	2006
Cash Flow from Operations		
Current Balance	(363,440,162)	(841,327,923)
Adjustments		
Depreciation & ammortization	245,779,866	214,051,532
Allowance for doubtful accounts	6,292,573	
Net loss (gain) on disposal of property, plant, & equipment	681,342	490,861
Investment loss	362,293,752	799,577,147
Changes in assets & liabilities		
Notes receivable	1,098,573	(187,235)
Accounts receivable	(187,258,145)	58,050,110
Other accounts receivable	29,316,495	(18,833,207)
Advance payments	17,375,733	10,099,682
Other current assets	6,674,208	(9,611,906)
Notes payable	(8,628,266)	9,032,685
Accounts payable	(172,679)	(2,024,927)
Other accrued expenses	(5,193,701)	5,730,730
Accrued expenses	132,135,696	(46,028,424)
Other current liabilities	(354,270)	(32,164,785)
Deferred government funding	4,049,667	29,849,191
Net Cash inflow from Operations	240,650,682	176,703,531
Net Cash Flow from Investments		
Purchase of fixed assets	(267,686,511)	(184,624,273)
Increase in other financial assets (non-current)	357,809	4,726,968
Increase in deferred debits	(7,787,505)	(2,445,476)
Increase in restricted assets	(14,865,450)	(35,000,000)
Net Cash Outflow from Investments	(289,981,657)	(217,342,781)
Net Cash Flow from Financing		
Increase (decrease) in other financial liabilities (non-current)	(9,110,405)	(568,866)
Net Cash Inflow (Outflow) from Financial Liabilities	(9,110,405)	(568,866)
Increase (Decrease) in Current Cash & Cash Equivalents	(58,441,380)	(41,208,116)
Balance of Cash & Cash Equivalents at Year Start	534,461,761	575,669,877
Balance of Cash & Cash Equivalents at Year End	476,020,381	534,461,761
Cash Payments & Other Accrued Expenses		
Fixed assets	229,285,630	212,368,527
Plus: other accrued expenses at year start	45,940,354	18,196,100
Minus: other accrued expenses at year end	(7,539,473)	(45,940,354)
Cash payments	267,686,511	184,624,273

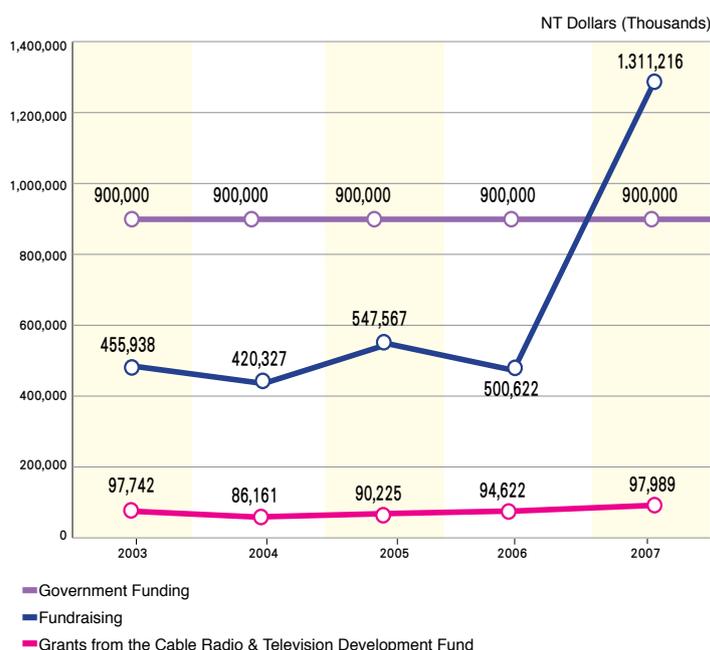
Breakdown of PTS Revenue in 2007



Breakdown of PTS Expenditures in 2007



2003-2007 PTS Funding Trends



Fundraising

In addition to government contribution and grants from the Cable Radio & Television Development Fund, PTS relies on fundraising to augment its income. Raised funds include donations (from public and private institutions as well as from group and individual contributions), rentals (from buildings, broadcasting stations, studios and other facilities), product sales (from audiovisual products and program royalties), and other income (bank interest, proceeds from activities, commissioned programming, commercials and miscellaneous income).

In 2007, income from commissioned programming was NT\$934,129,732, a 1,058.95% increase compared to 2006 (NT\$80,601,161). This income mainly originated from program productions for Hakka Television, Taiwan Ingenious Television and Taiwan Macroview television, as stated in the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry, Article 14.

2003-2007 Income from Fundraising

Unit: NT Dollars

Source	2003	2004	2005	2006	2007	
					Amount	Annual Growth
Donations	119,104,358	104,421,461	175,019,980	182,204,046	194,528,059	6.76%
Rentals	117,254,864	115,143,875	118,770,611	78,268,252	42,674,274	-45.48%
Product Sales	130,634,961	114,679,664	104,992,366	103,674,764	89,692,239	-13.49%
Commissioned Programming	62,923,889	41,492,347	102,864,086	80,601,161	934,129,732	1058.95%
Other Income	26,019,927	44,590,019	45,920,103	55,873,468	50,191,996	-10.17%
Total	455,937,999	420,327,366	547,567,146	500,621,691	1,311,216,300	161.92%

*Results are based on annual reports of the Public Television Service.

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Public Service & Marketing Dept.

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Library

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Audiovisual Product Enquiry

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Indigenous TV

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Hakka TV

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Taiwan Macroview TV

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