2011

Public Television Service Foundation Annual Report











2011

Public Television Service Foundation Annual Report TAIWAN



Taiwan Macroview TV

Missions and Goals		
From PTS to TBS	04	
Message from the President	04	
Message from the Chairman		
Highlights of the Year		
Tracing the Century of the ROC	80	
Developing Digital TV and Producing HD Programs	10	
Major Events of 2011	14	
Programming		
Providing Viewers with Diversified Services, Covering All the Critical Domestic	16	
2011 PTS Programming Statistics by Category	24	
Index for Viewing Ratings	25	
Domestic & International Awards	26	
Public Service		
Broadcasting Audiovisual Service for Excellent Domestic and International Films	28	
PeoPo Citizen Journalism Platform: Bringing Citizen Groups Together to Expand Citizen Influence on the News	30	
Website Providing Applications to Keep Pace with the Times	31	
Insisting on Educational Service, Receiving Acclaim for Children's Videos	32	
Meeting Demands of Viewers with Comprehensive Customer Service	34	
Extending Broadcasting Time on the HD Channel to Enrich Programming	36	
Broadcasting Infrastructure Completed as Scheduled	38	
Annual Administration		
Sharing Information and Accelerating Growth Through Domestic and Foreign Seminars	39	
Stable Support from Fundraising	41	
Organization	44	
The 4th Board of Directors & Supervisors	47	
Financial Reports		

48

Financial Statement

Missions and Goals	
Communication Platform Connecting Chinese- speaking People Worldwide	56
Highlights of the Year	
MACTV News Center Produces Newscast in Five Languages Connecting Viewers with Current Affairs of Taiwan and Global Taiwanese and Chinese Community Activities	57
Programming	58
Diverse Programming Showcasing Taiwan's Diversity and Creativity	00
Public Service	60
24-hour Satellite and Internet Transmission Covering Global Chinese-speaking Communities	50



Missions and Goals

TITV's Origins	62
Mission and Values	62
Message from the Chief Director	64
Highlights of the Year	
A Second Look at the Legend of a Century	66
Major Events of 2011	68
Programming	
A Variety of TITV Tones	70
Analysis of Program Distribution in 2011	76
International and Domestic Awards	77
Public Service	
Swift Public Communication for Viewers, Reducing the Distance with Indigenous Communities	78
Opening the Doors to Visitors	80
New Value-adding Function to the Website, Upgrading Digital Service Capacity	81
Summer Internship Project for the Incubation of Media Experts from Indigenous Communities	82

Annual Administration		Public Service	
Assumption of Duties in International Indigenous People Affairs, Developing a Platform for Exchange	83	Overseas, Local, and New Media Advance Together	128
Integrated Marketing, Closely Linking Tribes with TITV	85	Annual Administration	
Overall Improvement Through Audience Rate Studies	88	Hakka Television Budget Performance The 2nd Hakka Television Advisory Committee	133 134
KPI Attainment	93		
TITV Organizational Structure	94		
Statistical Analysis of Employee Structure	95		
Financial Reports		Chinese Television	Crystom
Financial Statement	96	Chinese Television	System
		Missions and Goals	
		Message from the President and Chair	136
Hakka TV Station		Highlights of the Year	
		Inceasing In-House Programs, Embracing Lacal Sentiments	138
Missions and Goals		Major Events of 2011	139
Message from the Chief Director	98	Programming	
Exploration, Record-keeping, Dialogue, and Passing On	100	Exercising New Media Digital Technology for Productions, Meeting the Needs of Public Values	140
Topics of the Year		and the Market	
Four Axes Stringing 365 Days	102	Public Service	
Highlights of 2011		Fight & Smile Fund-Raising Party Shows	142
Looking for Strength for the Next Century from the Past Century	103	Boundless Love and Care Annual Administration	
Major Events of 2011	108	Organizational Structure and Operational	143
Finalists Entered and Awards Received	110	Management	
Key Performance Index	113	Financial Reports	
Programming	110	Financial Statement	144
Hakka TV is 8 Years Old; Hakka Language is Unlimited	116		
Sauce & Industry: Tasting the Hakka's Mellow Lifestyle	120		
Showing Hakka Communal Values, Caring for the Disadvantaged	123		
Proportion of New Productions	126		

Program Sources

Program Categories & Ratios

Proportion of Programs in Different Accents

Missions and Goals Message from the Chairman

A More Open and Innovative PTS

Sharing is the core value of all media. PTS in particular plays a key role in social cohesion and consensus by bringing people into participation in public affairs. PTS not only provides a clear and broad vision to a rapidly moving society, but also captures the lifetime memories of a hurried generation. The year 2011 was the 100th anniversary of the Republic of China. It is especially significant to think about the role of public media from the perspectives of historical heritage and the core values of broadcasting.

Members of TBS Each Have Their Own Strengths

PTS is the operating model for TBS and is responsible for the multiple tasks of "cultural innovation, media access, public service, and the spread of knowledge." As far as programming performance this year is concerned, PTS has had great results in both satisfaction surveys and the Golden Bell Awards. The PeoPo Citizen Journalism Platform continues to play a leading role for key issues. The establishment of HD digital engineering provided the foundation for the all-digital broadcasting policy of 2012.

With the anniversary of the Republic of China and the presidential election, and through programs such as PEOPLE beyond the Centennial across the Strait and Time's Singing, PTS has etched a historical mark for this era. Through broadcast of the presidential election TV debates, PTS has helped the people in Taiwan, China, and around the world witness the great story of democracy development. The amount raised via TV fundraising and the supporting viewers are the highest in the past three years, demonstrating directly the support and recognition of PTS by the public.

CTS, as the only commercial television station in TBS, is an independent and self-financing TV station. For the past year and with the efforts of its entire staff, CTS produced the Japan earthquake fundraising party "Fight & Smile" and broadcasted the 100th anniversary party of the Republic of China. With a comprehensive operational thinking based on "channel positioning, program production and marketing process, content differentiation, manpower inventory and cost control," CTS has sought to develop a mutual integration of public value with business logic, thus creating a new orientation and position in public media.

Hakka TV is the hub of Hakka culture preservation and innovation. It has done an excellent job in preserving Hakka languages, promoting young Hakka's identification with their culture, and improving local Hakka industries. In 2011, for the first time, the Hakka TV drama Somewhere over the Sky won Best Drama and Best Screenplay at the Golden Bell Awards. This clearly shows that because of the efforts of TBS, Hakka culture is flourishing more than ever.

TITV not only assumes responsibility for the preservation and promotion of aboriginal culture, but also is the most important public affairs communication platform for Taiwan's aboriginal tribes. Viewer satisfaction with programs and news broadcasts is over 80%, demonstrating that overall performance of TITV is beloved and recognized

TBS Visual Identity Design Concept

From PTS to TBS



by aborigines. In the international community, the International Indigenous Network News Platform planned by TITV as the chair of the World Indigenous Television Broadcasters Network (WITBN) was highly appreciated by all members in the network.

MACTV is the only TV channel that connects Taiwanese and Chinese-speaking peoples from all over the world. With correspondents in 50 cities providing news, MACTV has become the most important communication platform for Taiwanese and Chinese-speaking people. Taiwan Holiday shows the beauty of Taiwan's land and community vitality. Integration of this TV channel with international airlines has led MACTV to become a driving force promoting tourism and encouraging all Chinese-



speaking people to find their cultural roots. Taiwan Outlook provides opportunities for second-generation overseas Taiwanese to rediscover Taiwan and reconstruct a cultural identity within Taiwan's multicultural environment.

Adapting to Meet the Challenges of a New Era

2011 was a special year for TBS, including the tumult caused by the inability to elect the new board of directors as scheduled and the operational difficulties generated by CTS assuming a role as being self-financing. These challenges are reflective of the differences in Taiwan when designing a public broadcasting system. These challenges also demonstrate the importance of public broadcasting system designs to have more flexible strategies for stage development. Here, we would like to thank everyone who cares about the development of TBS for your precious suggestions. We believe the dialogue formed by this process is an opportunity for TBS to adapt to new directions.

PTS has been established for more than a decade. This period has witnessed four major Internet transformations, two political party rotations, the global ascent of China, and a shift in Taiwan's population towards a community of senior citizens and immigrants. When the entire material space and public psyche encounter such dramatic changes, PTS must also adapt. Facing such reorientations of core public values, as well as the integration and challenges of new media, the next goal of PTS is to stimulate innovation with a wider vision, expanded research, and boundless energy.

Television is the microcosm of society as well as the projection of mood: whether down, excited, sad, ecstatic or lonely, TV provides you alternatives to face life and to deal with these emotions. Whether you are ready for a dedicated sprint or are facing a low tide, we sincerely hope our programs in TBS are always your most intimate and closest companion.

Chair of the Board

Yaly Chao

1984 1986 1980 1983

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

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

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.

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.

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

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

Missions and Goals Message from the President

Striving to Voice the Spirit of PTS Step by Step

The grand opening for the High Definition (HiHD) channel in central Taichung was held by PTS, the Government Information Office (GIO), and related organizations in June 2011. President Ying-jeou Ma, Premier Den-yih Wu, ministers, and legislators attended this ceremony announcing the HiHD channel now available for residents in central Taiwan. Before this ceremony, PTS had built HiHD channel transmitters in northern and southern Taiwan. Now, construction of transmitters in central Taiwan was completed. Signal coverage of north, central, and south Taiwan shows we have entered the era of high-definition terrestrial broadcasting service longed for by Taiwanese.

Entering HD Era: Hardware and Software Infrastructure Advance Side by Side

Since commissioned by GIO in 2004, PTS has worked steadily for and made solid progress towards high-definition terrestrial broadcasting to implement the high definition television (HDTV) development project. PTS was also commissioned to execute projects optimizing the infrastructure for 21 HDTV transmitters for digital TV and constructing HiHD channel main transmitters in eastern Taiwan in the second half of 2011. Digital HD terrestrial broadcasting will reach 90% of the population as soon as this construction is complete. The government stated that the analog transmission system will be discontinued in June 2012, marking the island's entry into the era of digital TV. All the staff at PTS are devoting every effort to help terrestrial broadcasting service reach this milestone in Taiwan.

In addition to constructing hardware, PTS has endeavored to produce HD programming. Other than programs such as Life Story, Straight Talk With Parents, Taiwanese Song, and Viva Music, by 2011 PTS had not only produced documentaries on ecology and national treasures (such as A Year in the Clouds, Ebb and Flow, and City of Cathay), but had also broadcast live programs (such as Berliner Philharmoniker and a dozen of other large-scale art performances). Meanwhile, PTS produced the HD program, Sunshine Ave, a panel discussion program on the performing arts. Through these efforts, PTS has attempted to head trends bringing the HD channel to viewers and improving quality in TV programming. These programs were also broadcasted overseas, winning various awards.

In-depth Participation on Important Issues

The year 2011 was especially meaningful, because it marked the celebration of one century of the Republic of China (R.O.C.). In accordance with the theme "Flying Through the Century," PTS produced programs, including Waves of the Century, PEOPLE beyond the Centennial across the

1997	1998	1998	2003
0531 The Public Television Act passes its third reading in the Legislative Yuan.	The first Board of Directors consisted of 18 directors and supervisors based on the Public Television Act.	0701 The Public Television Service Foundation is established and launches broadcasting services.	The Legislative Yuan passed amendments to the Broadcasting and Television Act, Cable Television Act, and Satellite Broadcasting Act. These

2006

amended laws prohibit the government, political parties, party affair personnel, appointed government officials, and elected public officials from investing in the broadcasting and television industries. In addition, government and political parties must withdraw their investments within two years after implementation of these three laws.

The Legislative Yuan completed the third reading and approved the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry, facilitating a comprehensive arrangement for Taiwan Broadcasting System.

Strait, Time's Singing, and The Invaluable Treasure of 1949. By setting indepth history as the axis, these programs took viewers back into history to view influential figures and incidents from different perspectives and to understand subsequent developments and their historical influences.

The great achievements of PTS in 2011 included hosting the four televised presidential and vice presidential debates. These debates enabled candidates to present their ideas to voters more comprehensively and made Taiwan's democratic progresses witnessed globally. When the tsunami and nuclear crisis hit Japan, PTS made prompt, in-depth reports and immediately hosted a large-scale relief fundraising event. PTS exercised



the influence of media to bring aid to the disaster areas. PTS held a two-day international symposium, "Broadcasters as the Lifelines in Disasters: Lessons from Japan's 3/11," to help government, industry, and academia learn from and experience the disaster prevention and warning system of the international media.

PTS Efforts Recognized—Received Awards Worldwide

Furthermore, PTS received 14 awards in the 46th Golden Bell Awards and built its reputation in many international festivals. Days We Stared at the Sun received the Best Drama Award in the Asian Television Awards, representing programs produced by PTS that continuously win recognition at home and abroad. Mid-year and year-end fundraising in 2011 increased 30% from previous years, clearly demonstrating the public's generous support. With such encouraging achievements, PTS continues to endeavor to make progress in voicing its spirit within the competitive environment in this era of convergence in digital information.

> President Sunshine Kuang

2006	2006	2007
0116	0701	0101
Liming Foundation	The Taiwan Broadcasting	Hakka Television, Taiwan Indigenous Television
donated CTS shares	System is formed.	(TITV) and Taiwan Macroview Television (MACTV)
to the PTS Foundation		are merged under the Taiwan Broadcasting System

2009 2009

The Government Information Office transacted purchase for non-government-owned shareholdings of the Chinese Television System (CTS) under the regulation of the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry. With the price audited by a commission of the Executive Yuan, CTS finished purchase from non-government shareholders.

Indigenous People Cultural Foundation established, charged with media autonomy to plan and popularize Taiwan Indigenous Television.





Highlights of the Year

Tracing the Centenary of the R.O.C.

To celebrate the centenary of the R.O.C. in 2011, PTS produced historical programs of fine quality and quantity. These programs allow viewers to witness 100 years of in-depth history and diverse viewpoints. Series included *Waves of the Century, PEOPLE beyond the Centennial across the Strait*, and *Time's Singing*. Programs were of wide dimensions, covering historical developments, major events, people, and industries. Moreover, PTS commemorated a century of the R.O.C. by launching the drama, *The Invaluable Treasure 1949*.

Waves of the Century

Waves of the Century was hosted by the famous author Shih-ping Tsai. It was broadcast every Friday night at 10:00, premiering in April 2011. Every episode was 90 minutes, featuring a documentary for one hour and interviews for a half hour. Scholars, experts, writers, and people related to the documentary were invited to analyze the documentary in these interviews.

To identify related topics, PTS gleaned materials from not only PTS itself, but also from major international TV stations. Thus, PTS assembled a precious collection of documentaries on contemporary figures such as Sun Yat-sen, Mao Zedong, Chiang Kai-shek, Soong Mei-ling, and Sun Li-jen. Documentaries, such as *Chine Jaune Chine Bleue*, covered the main political events of this century. In addition to the facts presented in the documentaries, the guidance of invited guests helped viewers understand the different perspectives of filmmakers.

People Beyond the Centennial Across the Strait

Premiering in October 2011, *PEOPLE beyond the Centennial across the Strait* focused on the time and different facets of society to describe the changes taking place in Taiwan. The programs had six episodes covering six topics: politics, culture, society, industry, life, and education. Different hosts were invited for each topic.

Politics: To witness changes over time by filming monuments erected in the same place by different regimes.

Culture: To trace a stack of long-forgotten films from the years of Japanese rule. These films are not only the best witness for the look of Taiwan 70 to 80 years ago, but also mark the beginning of the movie industry in Taiwan.

Society: To describe how people in different areas fought against the system's shackles. It includes an introspective into five areas: farmer protests, labor protests, development of women's rights, ethnic protests, and justice reform.

Industries: To observe changes in Taiwanese businessmen in China from earning lucrative profits to being forced to leave.

Life: To show the century's changes among Taiwan's people, land, and environment by delving into health education, environment pollution, and ecological conservation.





Education: To collate educational development in Taiwan from different political periods; Japanese rule, Kuomintang rule, and the current alternation of parties.

Time's Singing

PTS cooperated with Rock Records for eight years to produce Time's Singing, a documentary of Taiwan's pop music industry in six episodes. To produce this detail-oriented program, more than 150 music workers were interviewed and permission to use 1,450 precious, copyrighted materials was granted. By watching this program, viewers come to understand the development of Taiwan's pop music industry over the past 100 years. This program was premiered 16-18 November and shown from 10:00PM to 12:00AM. At audience request, it has been rerun many times.

The Invaluable Treasure 1949

The drama series The Invaluable Treasure 1949 was launched in May. The plot focused on five decades of hatred induced by one long-necked Ding ware vase with incised flowers produced in the Northern Song dynasty. The war over this treasure was from 1949 until 1999 and featured social upheaval; relationship decisions in love, family, and friendship along with the ramifications of these choices.

The story is set mainly in Yingge Ceramics Museum, New Taipei City. For the first time, the National Palace Museum agreed to permit filming within the museum. Therefore, both the

artistic drama and the National Palace Museum's treasured artifacts were combined to present a feast for the eyes.

The drama entered as a finalist in five entries: Best Drama, Best Leading Actor, Best Leading Actress, Best Sound Effects Technician, and Best Artistic Design. It received Best Sound Effects Technician and Best Artistic Design in the 46th Golden Bell Awards.

Regular Programming for the Centenary

Besides historical programs, regular programs chose topics to celebrate the centenary of the R.O.C.. The children's and youth program, Follow Me, featured topics on century-old schools and businesses to introduce to children places a history of more than a century: the Hukou Elementary School in Hsinchu County, the Meinong Elementary School in Kaohsiung, and other historical sites, such as century-old tile kilns. Guess Who?, a program bringing celebrities to dine with ordinary people, gave best wishes to over 1,300 centenarians in Taiwan by introducing the country to the story of centenarian Sanmei Lin-Gu. Furthermore, PTS exercised HD techniques to transmit the musical Dreamer and the concert "I Dreamed a Dream 100 Concert," two important music events featuring the R.O.C. centennial celebration and hosted by the Council for Cultural Affairs in Taichung and Kaohsiung.





Highlights of the Year

Developing Digital TV and Producing HD Programs

In 2011, the GIO proclaimed that for terrestrial TV in Taiwan all analog telecasting signals would be shut down and fully replaced by the digital format after 30 June 2012. This schedule is under the policy of national comprehensive allocation and development of the wireless spectrum. In fact, preparations for digitalization were begun long ago. PTS has been part of this project from the beginning.



Construction of HDTV Signal Transmitters

PTS was commissioned by the GIO in 2004 to launch the HDTV development project. One goal of the project was to construct transmitters for HDTV and produce HD programs. By the end of 2011, PTS completed the task of building programming facilities nationwide.

PTS launched the HiHD trial channel in May 2008 and completed the HD transmission system in northern and southern Taiwan. The HD transmission system in central Taiwan was completed in June 2011. Currently, viewers can watch high-quality HD programs free of monthly charge through a set-top box (STB) or built-in digital TV receiver. PTS held a grand opening for the HiHD channel in Taichung in the National Taiwan Museum of Fine Arts to announce the coming era of HDTV to central Taiwan residents.

Coverage of HiHD channel signals currently includes northern, central, and southern Taiwan. The HDTV fixed reception rate will reach 91.64% of Taiwan's population in 2012.

In addition to following a schedule to complete construction of commissioned hardware, PTS endeavored to advance software quality and purchase high-quality HD programs. Programs on ecology and art were especially fruitful.





HD Ecology Programs are Spectacular

PTS spared no efforts in the production of programs concerning ecology and the environment. By catching up with trends in digitalization and HD filming techniques, PTS now vividly presents to viewers the beauty of ecology and the environment.

A Year in the Clouds

After completing Bird without Borders--Black-Faced Spoonbills in 2009, PTS launched A Year in the Clouds, an international-coproduced HD documentary on sustainable ecology and culture. A Year in the Clouds took 15 months to record the unique lifestyle of how people in the Smangus tribe in Jianshi Township, Hsinchu County, live with nature. The team used HD filming techniques and cable-cam aerial technology to clearly present huge trees and thriving ecology over four seasons as well as the tears and laughter of the Smangus tribe. These tribal people strictly follow traditions of sharing to cooperate with each other and Mother Nature.

After the broadcast, this program received enthusiastic feedback throughout Taiwan. In November, it was entered as a finalist in three entries at the Asian Television Awards: Best Documentary, Best Cinematography, and Best Director. In the exhibition, it was the most successful media from Taiwan. Moreover, it also received Best Indigenous and Native Peoples Documentary in the Montana CINE International Film Festival and Best Documentary of People & Places in the CINE Golden Eagle.

Ebb and Flow

In 2011, PTS senior ecology documentary director Jin-Yuan Ke released his latest work Ebb and Flow. The message in this documentary is to tell viewers that we can feel the beat and tolerance of the island by listening to the ebb and flow in Fangyuan, Changhua, a land-water interface in central Taiwan.

Director Ke said, "Every time I sit quietly on the beach, I find all creatures are patiently waiting for the ebb, including fishermen and migratory birds. The wide tidal flat after the ebb is a life stage for all creatures to take what they need under Nature's law. They must be satisfied and leave before the tide begins to flow. I admire the coordination, offering, and tolerance of the natural world." In hopes of preserving these delightful memories and images for future generations, this film used HD cameras to faithfully present the story of fishing villagers and this remote beach as well as the possibilities and challenges of sustaining this environment.

Human Planet

Since HD filming techniques were introduced to the market, PTS has acquired high-cost international ecological documentaries. Human Planet, produced by BBC, presents dramatic scenes to viewers by filming with surprising angles. Human Planet collected 80 breath-taking stories divided into eight episodes. Each episode focuses on a different living environment: oceans, deserts,



polar regions, forests, mountains, grasslands, rivers, and cities. Some scenes were revealed to viewers for the first time. The program was filmed using new angles to show how the wisdom and creativity of humans to become the ultimate survivors. *Human Planet* received enthusiastic feedback after the broadcast.



Senior photographer Olivier Petitjean takes a HD close-up shot of the painting "Along the River During the Qingming Festival."

Exquisite Art and Culture Programs

In addition to ecology programs, HD filming techniques are applied to art. Better than the naked eye, HD vividly presents works of art for the appreciation of viewers. As a broadcasting performance art, HD techniques enable viewers to feel as though they are on the spot.

City of Cathay

PTS cooperated with the National Palace Museum and ARTE (Association Relative à la Télévision Européenne) to launch the art documentary *City of Cathay.* This was the first time for HD to be used for a close-up shoot of "Along the River During the Qingming Festival," a treasure of the National Palace Museum. This was an unprecedented initiative for both PTS and the National Palace Museum. With the interpretation of the French chief documentary director, dubbed by senior entertainer Chen-nan Tsai, and Eastern music created by French sound specialists, viewers could gain a whole new understanding of this world-renowned masterpiece that took eight years to paint.

Berliner Philharmoniker

PTS also sent HD broadcast vehicles to bring viewers the best quality of sound and images from traditional opera to musicals and from Chinese orchestra to symphonies. Among these, PTS's HD





broadcast of Opening Concert and The Lord of the Orchestras by the Berliner Philharmoniker created a moving musical performance.

Chief conductor Simon Rattle praised PTS's broadcasting techniques. The orchestra toured Taipei, Taichung, Hualien, and Hsinchu. At each concert, PTS provided simultaneous broadcast to over 100,000 viewers around Taiwan. Furthermore, PTS provided online HD live broadcast at the Berlin Philharmonic Digital Concert Hall, enabling fans around the world to enjoy the concerts via satellite signals. This program was broadcast on the PTS channel in January 2012.

Sunshine Ave

To promote the arts, in June PTS and the HiHD channel launched Sunshine Ave, a new paneldiscussion program bringing art and culture into viewers' homes and lives. Art and culture should not be limited to the stage; they should become part of our thinking patterns, daily habits, and lifestyle.

This program is hosted by Bowie Tseng and introduces important cultural activities and artists in Taiwan. Performing art, visual art, new media, new technology, architecture, film, design, and fashion are covered in this program, combining the immediacy of news of cultural activities and depth of interviews with artists. This program helps make artists friends of viewers and helps viewers understand the stories behind different artworks.

Throughout 2011, PTS gradually applied HD techniques to not only ecology and art programs, but also to other types of programs, such as those for children and youths, drama, and life and leisure. Different viewing groups can now enjoy the visual experience of HD technology.





Highlights of the Year

Major Events of 2011

0112 -

PTS acting president Ching Swen attended the "Digital Television and Digital Convergence" meeting held by the financial and economic consulting panel of the Presidential Office. She also called for an amendment to the Public Television Act as soon as possible to increase financial contributions to PTS so that the government and PTS can pull together to catch up with digitalization trends.

0214

PTS produced and broadcasted programs celebrating the centenary of the R.O.C., including news, documentaries, and dramas. Premier broadcast of Golden Bell Award-winning program Legacies of 20th-Century Taiwan.

0312

After a devastating earthquake hit Miyagi, Japan, on March 11th, PTS launched a series of programs on disaster prevention including a special report on the Japan earthquake in the noon and evening news as well as the documentary Why Can't We Predict Farthquakes? Our Island and In News examined the safety of nuclear power in Taiwan as well. Follow Me discussed earthquake-related topics and showed video clips of earthquake preparedness education.

0119

Held a year-end tea party for *Life Story.*

0125

Led by Chair Sheng-fu Chen, TBS announced the direction of programs to be produced in 2011, including historical retrospection, societal issues, digital upgrades, and international connections.

- **02**12

The PTS Foundation announced details to select new president.

0226

The 9th meeting of the 4th Board of Directors was held, in which a resolution was passed to appoint Sunshine Kuang as president.

- **03**18

TBS, the Red Cross Society of the Republic of China, and the Want Want China Times Group co-hosted a four-hour TV fundraising party "Fight & Smile: Fund-raising Party for Quake-hit Japan" to mobilize all sections of Taiwan's society to help earthquake victims in Japan.

0417

PTS and Gala Television (GTV) co-produced *Taiwanese Song*, the first HD music variety program resulting from the cooperation between cable TV and terrestrial TV.

0420

Launched "Treasure Our Ocean Week" (from April 20 to 30).

0426

Upgraded Straight Talk with Parents to HD and completed million- NT dollars improvements to the film set.

0503

Premiered the HD documentary Ebb and Flow.

0506 -

The documentary Ferrying Across--The Tamsui River won for best film at the 19th Earth Vision Awards.

0518

Launched *The Art of Aging*, a series of clips on the care of senior citizens.

0612 -

PTS, the GIO, and the National Taiwan Museum of Fine Arts co-hosted the inauguration of the HiHD channel in central Taiwan. President Ying-jeou Ma, PTS Director Ya-ly Chao, and PTS President Sunshine Kuang announced that the HiHD channel now is available for residents in central Taiwan.

0423

Launched PTS Holiday Cinema (which ended in November). Over 1,300 films were broadcasted and 15 postscreening discussions held.

0428

PTS and the Kaohsiung Film Archive hosted the "Digital Seminar in Southern Taiwan Symposium" to analyze new trends resulting from the convergence in digital media.

0504

PTS won first place among Taiwa's Most Admired Companies in the media and communication industry sector in a survey conducted by the magazine Business Next on digital service.

0507

Premiered The *Invaluable Treasure 1949*.

0604

Premiered the interview program *Sunshine Ave* on PTS and the HiHD channel.

0618 -

PTS launched World News Tonight, helping viewers to catch up with current events and international affairs.

0630

Official premier of A Year in the Clouds to the general public on the PTS channel.

Mid-year TV fundraising began, ending by July 13.

Official premier of City of Cathay to the general public on the PTS channel.

0801 -

Premiered a summer-term program for children: Summer Vacation. This was co-produced by PTS, Hakka TV, and TITV.

0902 -

Follow Me entered as a finalist in the Children & Youth programs section of the NHK Japan Prize, Animations Kitchen Wars and Hide and Seek were selected for the Chicago International Children's Films Festival (CICFF).

0923 -

Celebrated the tenth anniversary of Follow Me, which had produced over 1,280 episodes. Senior host of the program, Cheil-hui Hsu, was selected a children's guardian angel because of this program.

Sneak preview of A Year in the Clouds, the premier at the highest elevation in Taiwan.

0706

Sneak preview of documentary City of Cathay. National Palace Museum Director Kung-shin Chou, PTS President Sunshine Kuang, and FIT (Institut Français de Taipei) Director M. Patrick Bonneville attended the

0731

PTS, DiMo, and HiHD channels cooperated to broadcast the 33rd William Jones Cup International Basketball Tournament

0814

Broadcast Viva Music: Tsai Chin's TV Concert, the first music TV program recorded by Chin Tsai after a hiatus of more than ten years.

0912

Our Island sent a crew to tsunami-affected areas in Japan, including Sendai, Miyagi Prefecture, as well as Fukushima and Souma, Fukushima Prefecture. The purpose was to understand the lives of victims after this tsunami and nuclear disaster.

1003

Launched the documentary PEOPLE beyond the Centennial across the Strait to explore the remarkable history, life, and stories of people in this century.

TBS received twenty awards in the 46th Golden Bell Awards. The biggest winner was Days We Stared at the Sun, which was entered as a finalist for eight awards and received five awards

1117 -

Follow Me-Mayan Culture: Follow Me to Guatemala explored the Maya civilization in Central America. The TV team was the first of Taiwan's media to climb the local pyramids. An eight-day TV fundraising began, ending on November 24.

1126

Thief of Innovation Story received Best Short Film in the 48th Taipei Golden Horse Film Festival.

1203 -

The first round of the 2012 televised presidential debates. The vice presidential debate was held on December 10. The second round of the presidential debates was on December 17. All debates were co-hosted by PTS, the Central News Agency (CNA), and four of Taiwan's major newspapers.

1223 -

Award ceremony for the 5th PeoPo Citizen Journalism Awards

- **11**16

Premiered Time's Singing, the first documentary on the pop music industry in Taiwan.

1125

Held the international symposium "Broadcasters as Lifelines in Disasters-Lessons from Japan's 3/11." The symposium lasted until November 26.

1202

Began "Best of INPUT 2011" in Kaohsiung City and Taipei City, held until December 18. The theme was "Truth Behind Secrets."

1209

Days We Stared at the Sun received Best Drama Series in the 16th Asian TV Awards. This was the first time in twelve years that PTS won a drama prize. Summer Adventure received Highly Recommended Award for Best Children's Programme.





Programming

Providing Viewers with Diversified Services Covering All the Critical Domestic and International Issues

At home in Taiwan, 2011 was the centenary of the R.O.C., the year to select a new president, and the year of entry into the era of TV digitalization from an analog transmission system. Abroad, it was the year that humans were forced to deal with earthquake, tsunami, and nuclear disasters.

PTS never missed any of these important issues. Remembering its core value of serving the public, PTS developed special topics on earthquakes and nuclear disaster, broadcast the presidential and vice presidential debates, and produced HD programs. PTS continued to produce high-quality and in-depth programs to satisfy diverse viewer groups.



World News Tonight—In Depth

News Programs

Broadcasting News Promptly and Broadening International Horizons

PTS news programs maintained a wide focus on diverse social issues, maintaining an international perspective from a local point of view.

In 2011, two international news programs were launched on Saturday and Sunday nights: World News-In Depth and World News-Global Wide. These programs analyzed international events on the spot to report cultural trends as well as international news.

World News--In Depth covered messages from around the world to bring diversified and balanced reports to viewers. The position of Taiwan in the global economic development was presented by emphasizing the dynamics of international finance and economics. This program selected a person of the week and analyzed how he or she influenced the world. World News--Global Wide brought knowledge and entertainment to viewers by covering soft news, such as fashion, art exhibitions, music concerts, science, health, and medicine.

An earthquake hit Miyagi, Japan, in March of 2011, causing a tsunami and nuclear disaster. PTS immediately increased news reporting time,





produced special topics, and provided prompt information, demonstrating the value of public media. Discussion-based programs, such as Live Talk PTS, In News, and Our Island, talked about the Japan earthquake and its possible effects on Taiwan. The ability of Taiwan to respond to nuclear disaster was examined within these programs in the hopes of providing responsible public service by presenting viewers with diversified information on earthquake precautions.

Our Island, a program concerned about the issues of land, sent a team to the tsunami disaster area in Miyagi, Japan, at the end of July. The purpose was to document victims' lives in the disaster area six months after tusnami and nuclear catastrophe hit Japan. Three subsequent episodes of "Fukushima" were produced.

In 2011, PTS produced the special series PEOPLE beyond the Centennial across the Strait. This six-hour program covers thirty topics in politics, culture, society, industry, life, and education. Over 100 families and people were interviewed, giving both remarkable figures in history and common people opportunities to share their centennial stories (details presented in "Highlights of the Year").

In 2011, PTS held two presidential debates and one vice presidential debate on December 3, 10, and 17 to help the public prepare for the coming 2012 presidential election. This was the third time PTS shouldered the task. PTS hosted the first televised presidential debate in 2004. Here are some of the breakthroughs made by PTS:

1. For the first time, three candidates participated in the debates. Justice was always the perspective of PTS as a host of these televised debates. Politics were more complicated since there were three candidates running for the 2012 presidential elections. As a public media, PTS meticulously performed in every aspect its duty to be fair and righteous, from the initial negotiations to stage design to debate schedule.

2. The vice-presidential debate was held for the first time. As the second highest executive official in the country playing more than a supporting role, a vice president's ability and image are considered by voters. Holding the vice presidential debate was a milestone in the presidential election debates.

3. The amount of media served by PTS hit a historic high, for PTS not only provided live broadcast of debates free of charge to domestic media, it also assisted reporters from China, Japan, and the U.S. by providing press releases. The number of journalists attending these debates hit a historic high: over 300 journalists attended each debate on average.

4.PTS broadcasted the debates to the world via the Internet by cooperating with Google. By using the platform provided by Google, viewers could watch debates via mobile devices, YouTube, and embedded systems. Even viewers in China (see comment in above paragraph) could watch the debates: a tangible demonstration of democracy in Taiwan.





Dramas

Strengthening the Power of Creativity and **Increasing Quality and Quantity**

In 2011, PTS launched drama The Invaluable Treasure 1949, a story about two generations entwined by a historical artifact. Scenes were taken not only in China, but also in the National Palace Museum. The collection in the National Palace Museum was displayed and filmed for the first time, adding an artistic touch to this drama, which was entered as a finalist in five entries at the Golden Bell Awards.

Tong Flowers Love filmed scenes in Sanyi, Miaoli, including famous tour spots, such as the Longteng Bridge remains, Shenxing Station, and Sanyi Wood Sculpture Museum. Filming was during the paulownia ("Tong") blossom season, so the local beautiful scenery and products were presented to viewers naturally.

As for mini-dramas, Life Story, launched 19 single episodes in 2011, eleven of which were filmed in HD technology. Topics included "Crossing," "Father," and "The Most Unforgettable Story."

The topic on "Crossing" focused on the numerous tangible and intangible gaps and obstacles in life. The ways people overcome these obstacles are always touching. Six films were made under this topic: The Perfect Past of If, Where are You?, A Fantastic Voyage, Taipei Jungle, Pa Pa Viagra and Papaya Love. The

Perfect Past of If entered as a finalist for Best Cinematography in the 2011 Golden Bell Awards and Best Film in the 2012 Golden Harvest Awards.

VIP Bus, focusing on the topic of "Father," entered as a finalist for Best Film in the Golden Harvest Awards. The Cambrian, presents love through the contradictions between a mother and a daughter.

"The Most Unforgettable Story" features accidents, surprises, and touching experiences in the long journey of life. Under this topic, eleven minidramas were filmed in HD technology: Ranger, Bottom of the Sixth Inning, One Step is Enough, Lazy Eye Years, Seventeen, Five Inches to Happiness, Runaway Three, Echoes of Time, The Warm Sadness, My Little Grandpa, and So Long, Lonesome. Ranger entered as finalist for Best Narrative Feature and Pong-fong Wu won Best Actor in the 2011 Taipei Film Festival. Bottom of the Sixth Inning, One Step is Enough, Lazy Eye Years, Seventeen, and Five Inches to Happiness entered as finalists for various awards. The quality of Life Story continues to increase.



Life Story-The Perfect Past of If





By encouraging students to create films, the Life Story short films were formally revised into Innovation Stories in 2011, offering a platform for undergraduate students. To promote *Innovation* Stories and cultivate local talents, PTS asked reputable directors to visit campuses to share and exchange their experiences. PTS held nearly twenty post-screening discussions with over 5,000 participants.

Innovation Stories launched 13 new films: The Calling, True School, After Dark, Golden Ore, My Transformed Family, The Current in the Village, The Deliverer, Rain, Thief, Hunting, An An Summer, No Way Home and The Fate of the Gun. Among these films, Thief and True School won many awards.

True School received Best Asian Student Film in the 2011 International Student Film and Video Festival at the Beijing Film Academy and entered as a finalist for Best Sound in the 2011 Golden Bell Awards. Thief received Best Short Film in the 2011 Golden Horse Awards, received Special Jury for Short Film Competitions in the 2011 Kaohsiung Film Festival, entered as a finalist for Best Short Film in the 2011 Taipei Film Festival, and entered as a finalist for Muhr Asia Africa Short in the 2011 Dubai International Film Festival.

In addition, The Current in the Village received Best Short Film in the 2011Taipei Film Festival. My Transformed Family entered as finalist for Best Narrative Feature in the 2011 Taipei Film Festival. The Calling entered as a finalist for Best Short Film in the 2011Taipei Film Festival. All these performances show that the creative power in

student groups is strengthening with time.

Performance of Mini-Dramas at the 2011 **Golden Bell Awards**

The Perfect Past of If entered as a finalist for Best Cinematography.

Ranger entered as a finalist for Best Television Mini-Series, Best Leading Actor, and Best Supporting Actress in a Mini-Series/ TV movie.

Bottom of the Sixth Inning entered as finalist for Best Television Mini-Series, Best Leading Actor, Best Supporting Actress, Best Supporting Actor and Best Writing.

One Step is Enough entered as finalist for Best Television Mini-Series and Best Film Editing.

Lazy Eye Years entered as a finalist for Best Television Mini-Series and Best Supporting Actor.

Seventeen entered as a finalist for Best Television Mini-Series and Best Leading Actor.

Five Inches to Happiness entered as a finalist for Best Television Mini-Series, Best Supporting Actress, Best Supporting Actor, Best Directing, Best Film Editing, Best Sound, and Best Art and Design.

True School entered as a finalist for Best Sound.





Lifestyle and Arts

Focusing on Families to Deliver Knowledge **Through Entertainment**

Family is the main topic of our culture and education program broadcast at 9 PM. Straight Talk With Parents helps family members interact and communicate with each other by focusing on unusual topics from Monday to Thursday. Guess Who? breaks down boundaries between celebrities and viewers by inviting them to have dinner together every Friday. This program is deeply touching to viewers because it features the family stories of different groups and working classes.

In addition to improving the existing music variety program, Viva Music, PTS continued its core value of producing quality music program by launching Taiwanese Song. This new singing program is entirely in Taiwanese (Southern Min dialect).



Taiwanese Song

Taiwanese Song, an HD singing program customized for the Taiwanese language and culture, is co-produced by PTS and GTV. It is hosted by music worker Chang-te Hsu and singer Monique Lin.

In the performing arts, PTS Performance Hall selected outstanding domestic performances for HD broadcast to viewers. Through cooperation between PTS and the National Culture and Arts Foundation, Lights up on Taiwan Theaters provided a stage for performing art groups, enabling viewers to learn about the stories and ideas of the artists. Sunshine Ave gleaned information on important domestic cultural and artistic activities, building a bridge between art and the viewing public.

In 2011, PTS launched the health program, *Health*. This program introduces easy and complicated health issues to viewers by inviting influential doctors and experts to the studio as well as recording the process of treatment through patient interviews. To precisely explain human tissues and pathological changes, 3D animation is also used.

In 2011, PTS also recommended a special education program Justice: What's the Right Thing to Do? This program was originally a course offered by Harvard University professor Michael Sandel, in which he discusses the philosophy behind questions of politics and law. PTS not only broadcast these open courses recorded by the Public Broadcasting Service (PBS), but also helped viewers understand Taiwanese perspectives of the content by producing a program hosted by Lucifer Chu.





Documentaries

Recording the Epoch through Time Travel

PTS planned several historical programs to celebrate the centenary of the R.O.C., including Waves of the Century, Time's Singing, and PEOPLE beyond the Centennial across the Strait. In-depth coverage with modern viewpoints helped these programs receive enthusiastic feedback from viewers.

Waves of the Century was broadcast for an entire year. Experts and scholars guided viewers deep into the contents of each episode. Theme Night was successfully launched at the end of 2011. It not only attracted viewer attention, but it also increased the depth and breadth by extending the model of combining documentary and discussion.

View Point is a platform provided by PTS for documentary makers in Taiwan. As a regular and original documentary program, it encourages the local and diverse creativity of Taiwan by producing in-house and commissioned documentaries as well as purchasing documentaries. The main inhouse documentary in 2011 was Ebb and Flow from Chin-yuan Ke. In a muddy inter-tidal zone in Changhua, Taiwan, this documentary records a story between people and the land.

Of the commissioned documentaries, PTS successfully examined and broadcast films for a project by cooperating with the National Culture and Arts Foundation, Documentaries include Reprise, about judicial human rights and forgiveness, and Unlucky Number, about animal protection. Acquired documentaries included E. SHA Age and Children from the Distant Planet. The latter documentary received two Golden Bell Awards. After being launched in China, this documentary stimulated animated discussions about autistic children.

To expand the horizons of Taiwanese, View Point attended to current events by broadcasting foreign documentaries, such as Kadhafi, notre meilleur ennemi, Kill/Capture, Wiki Rebels: The Documentary, Euro: The Markets Attack, and Game Changers: Steve Jobs.









The Full DocVision series selected and broadcast foreign flagship programs on Thursday nights. The British Broadcasting Corporation (BBC) produced the large-scale ecological documentary Human Planet, revealing how humans became the ultimate survivors in different environments by exercising wisdom and creativity. Other ecological documentaries, including Madagascar: The Land Where Evolution Ran Wild, Elephants-Spy in the Herd, Polar Bear: Spy on the Ice, Lions-Spy in the Den, and Bears-Spy in the Woods revealed the natural lives of wild animals as captured by hidden cameras. Because of climate change in recent years, people are increasingly concerned about ecological and environmental issues. Therefore, PTS launched programs to remind viewers of the importance of "being green." These programs included Home-Histoire d'un Voyage, One Night for the Earth, The World's Worst Disasters: Extreme Weather, Here to Stay, Trendy but Toxic, and Taste the Waste.

"Best of INPUT" in 2011 broadcasted drama programs featuring senior citizens and death, such as Getting On and Goldfish. The documentary programs it broadcasted included the following impressive films that inspired viewers to reconsider life issues. The Child, the Death and the Truth is about the problems when news twists the truth. The Erectionman features men's taboo topics. The Women of Brukman is an inspiring labor documentary.

As the global population begins to age, the problem of senior care has become an important concern, highlighting the value of complete social welfare in advanced countries around the world. Full DocVision broadcasted The Art of Aging, produced by Japanese public television station NHK. This program closely interviewed Japan's centenarians. By portraying their daily lives, viewers can learn their tips for physical and mental health as well as their secrets for longevity. The program directed by Tian-Hao Hua, Go Grandriders! records how seventeen seniors with an average age of 81 pursued their dream of riding motorcycles around the island of Taiwan.

The Long Goodbye, directed by Golden Horse award-winning director Li-chou Yang, is a documentary on seniors suffering from dementia. This documentary portrays their stories of oblivion, emotional confusion, and defective memories.

In light of its vacillating policies responding to our aging society, Taiwan still has room for improvement in terms of preventing and delaying the problem of aging. Taiwan can learn from Finland and Demark, which also have aged populations. In News reports the experience of senior care in Scandinavia, featuring topics such as the first amusement park built for seniors, research and development on senior exercise as published by Finland for the first time, complete and concise projects facilitating a healthy community, professional in-home service, and training schools for foreign nursing assistants.





Children's and Youth **Programs**

Learning from Diverse Experiences of Life

The preschool children's program Fruity Pie developed new sets for the coming era of HD technology. These new sets are superior in color, material, and space allocation. POPA Family, an animation cartoon made in Taiwan, teaches children how to solve problems with wisdom and treat people with humor. Also, quality animation programs produced overseas were introduced to Taiwan. For instance, Wild Animal Baby Explorers, which combines 3D animation and HD natural scenes, and Tinga Tinga Tales, inspired by African folk stories, uses an African grassland set decorated with African totems.

The children's program Follow Me takes children to explore different places. The ocean series introduces the rich ecological scenery of the coastline on the Alanyi Ancient Trail in Pingtung County. It also features various rare erosion landforms. Special topics, such as visits to century-old elementary schools, introduce the way schools have developed unique traditions and features by combining local industries and culture. The production team also headed to Guatemala in Central America to film the mysterious Mayan Civilization, which was broadcast in November.

PTS cooperated with TITV and Hakka TV to produce Summer Vacation. By inviting young

guests into people's homes, this program allows children to experience different lifestyles by blending aspects of diverse groups and different family traditions.



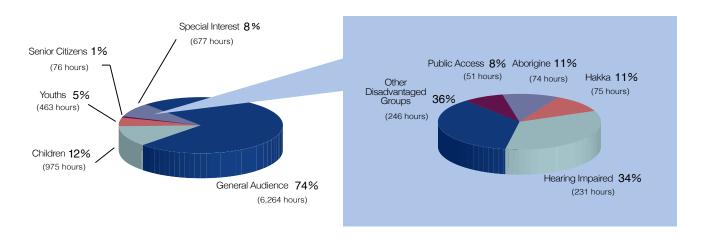


Programming

2011 PTS Programming Statistics by Category

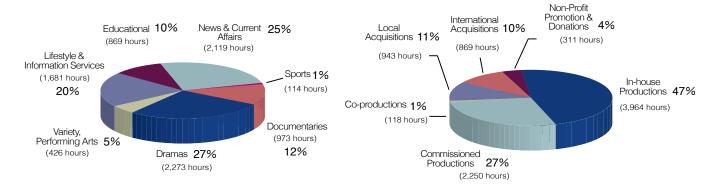
Breakdown by Target Audience (total: 8455 hours)

Breakdown by Special Groups (total: 677 hours)



Breakdown by Content (total: 8455 hours)

Breakdown by Program Source (total: 8455 hours)



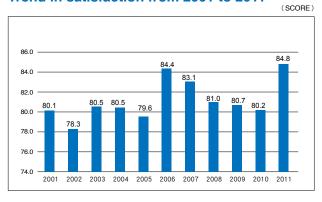
Index for Viewing Ratings

Since 2001, PTS has entrusted a marketing research company to conduct satisfaction surveys. The method is by telephone interview. The subjects are viewers older than 10 who have watched PTS programs in the previous two months. The items covered during the interview include PTS name recognition, overall satisfaction, and program satisfaction. The 2011 results reveal that PTS

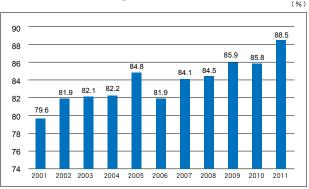
satisfaction has a score of 84.8 and PTS name recognition is 88.5%.

As the goal of PTS is to serve the public, reach rate is an important index. In 2011, the PTS reach rate was 88.1%. For other indices, PTS had an average TV rating of 0.15, ranking 30th, and market share was 1.11.

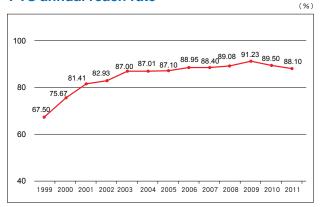
Trend in satisfaction from 2001 to 2011



Trend in name recognition from 2001 to 2011



PTS annual reach rate



Reach rate refers to the ratio of viewers watching certain programs or channels without repeated counts.

PTS annual average TV rating and market share



Assessment was from 6:00 AM to 1:59 AM on the day after the program and included interviews with viewers more than 4 years old.





Programming

Domestic & International Awards

Domestic Awards

Golden Bell Awards

Best Mini-drama Series: Days We Stared at the Sun

Best Leading Actor in Mini-drama Series: Yuan Huang in Days We Stared at the Sun

Best Supporting Actor in Mini-drama Series: Chien-he Wu in Days We Stared at the Sun

Best Supporting Actress in Mini-drama Series: Teresa Daley in Days We Stared at the Sun

Best Screenplay in Mini-drama Series: Yu-chieh Cheng & Move Wall in Days We Stared at the Sun

Best Director in Non-drama: Ke-shang Shen & Yuan-chi Lu in Children from the Distant Planet Best Educational and Cultural Program: Children from the Distant Planet

Best Children's and Youth Program: Summer Adventure

Best Animation: Barkley the Cat

Best Cinematography: Jing-ping Yu & Tien-sheng Sung in Old Time Photo Studio

Best Editing: Heng-ru Chang, Yuan-chi Lu & Kuan-chun Huang in Children from the Distant Planet

Best Sound Effects: Jei-Young Shih in The Invaluable Treasure 1949

Best Art Design: Chi-fu Liu in The Invaluable Treasure 1949 Best Marketing/ Best Channel Promotion: Free Your Mind

Excellent Journalism Award

Excellence in International News Reporting: In News

Taipei Film Festival

Best Short Film: The Blackout Village from Innovation Story series Best Actor: Pong-fong Wu in The Road Home from Life Story series

Taipei Golden Horse Film Festival

Best Short Film: Thief from Innovation Story series

Social Fairness and Justice Award

Formosa vs. Formosa from View Point Series

City Human Right Journalism Award

First Prize: PTS News Talk

Neofelis Nebulosa (Clouded Leopard) Journalism Award

Best Topical Reporting Award: In News

Best Audiovisual Reporting Award: Pulling together and standing strong on ones's land after the devastation

in PeoPo Citizen Journalism Platform

Honorable Mention of Video Reporting: The story of the exiled Pangcah people seen through the case of

Makota'ay village in PeoPo Citizen Journalism Platform







International Awards

International Public TV Screening Conference, INPUT

Official Selection: Gangster Daddy

New York festivals- International Television & Film Awards

Silver World Medal in Nature & Wildlife: Song of the **Forest**

Earth Vision

Earth Vision Award: Ferrying Across - the Tamsui

International Wildlife Film Festival

Best Youth Group 13 & Under: Tree No. 73 **International Children and Youth Animation** Film Festival, VAFI

Second Places in Midi: Where's My Brother? The Mexico International Film Festival

Golden Palm: THE CHAI-WAN MATCHUP

Seoul Drama Awards

Yahoo! people's choice: Where the Rain Never

Stops

Chinese Documentary Festival 2011

Winner in Short Films: My Fancy High Heels

Japan Wildlife Film Festival

Outstanding Message: My Fancy High Heels **Montana CINE International Film Festival**

Best Indigenous and Native Peoples Documentary/ Honorable Mention for Educational Value/ Official

Selection: A Year in the Clouds

Second Place of Animal Issues/ Official Selection:

My Fancy High Heels

Honorable Mention for Conservation Awareness: Ebb and Flow

WorldFest Houston Film Festival

Gold Remi of Children's Audience: Elephant Paradise Gold Remi of Reality-Based Programs: GACHAPON GO: Voyage to The Past

Gold Remi of TV Special - Dramatic: Wave Breaker Gold Remi of Underwater & Marine Science: Ferrying Across-the Tamsui River

Platinum Remi of Children's Audience: The Joy of Symbols

Platinum Remi of Information, Cultural or Historical

Program: Song of the Forest

Platinum Remi of Reality-Based Programs: Silver

Dreams - A Father's Undying Wishes

Silver Remi of TV Special – Dramatic: Gangster Daddy

Asian TV Awards

Winner of Best Drama Series: Days We Stared at the

Highly Recommended for Best Children's Programme: Sailing in the Dark

CINE Golden Eagle

Winner in People & Places: A Year in the Clouds International Festival of Films on Art, FIFA

Official Selection in HORIZONS: Jour de fête à Bianjing (City of Cathay)





Public Service

Broadcasting Audiovisual Service for Excellent Domestic and International Films

The content of PTS's audiovisual services is not limited to TV channels. PTS annually hosts the Best of International Public TV Screening Conference (Best of INPUT) and "PTS Holiday Cinema" to broaden the horizons of Taiwanese and create opportunities for filmmakers to interact with viewers.



2011 Best of INPUT



INPUT Selection: Fresh from the Trash

Best of INPUT Marks Its Eighth Year

The annual TV conference INPUT attracts worldwide attention. PTS has held "Best of INPUT" for eight years, beginning in 2004. The purpose is to show selected INPUT films for people who cannot attend the annual conference. In 2011, "Truth Behind Secrets" was the main theme. Ten outstanding films from seven countries were selected and screened at the Kaohsiung Film Archives from December 2 to 4 and at the Taipei Wonderful Theatre from December 16 to 18. In 2011, directors from Bosnia, Canada, France and Germany were invited to hold a meaningful discussion with Taiwanese viewers. There were a total of 4,662 attendants. Once again, this was a record high.



INPUT Selection: Love, Hate and Propagand





In addition to screening films, "Best of INPUT" activities extended to the college campus. Senior executive producer Jim Williamson of the Canadian Broadcasting Corporation (CBC) lectured at National Chengchi University to share tips on documentary production with students. He received enthusiastic feedback. After running for so many years, "Best of INPUT" has become a unique annual event.

Holiday Cinema Tours the Island

The 2011 "PTS Holiday Cinema" screened 36 films around Taiwan, including Life Stories, View Point, and other excellent films at the Taiwan International Children's TV & Film Festival (TICTFF). The tour has been at 134 places, including cities, townships, mountain areas, and offshore islands.

In addition to continuing cooperation with the Bureau of Cultural Affairs and various other cultural centers and libraries, in 2011 PTS worked with 22 universities, six branches of the Eslite Bookstore, and juvenile reform schools and detention houses in Taipei, Taoyuan, and Changhua. These collaborations were more fruitful and served more groups. They attracted nearly 30,000 viewers.

Besides screening films, PTS also invited

producers, directors, and leading actors and actresses of Life Stories and View Point to be guests at the post-screening discussions. With the attendance of these filmmakers, conversations became lively and the distance between creators and viewers was reduced. These mutually beneficial post-screening activities provide opportunities for viewers to interact with beloved filmmakers directly and for filmmakers to receive enthusiastic feedback from viewers.



Gangster Daddy broadcast in Feng Chia University, where the director interacted enthusiastically with teachers and students.



Public Service

PeoPo Citizen Journalism Platform: Bringing Citizen Groups Together to Expand Citizen Influence on the News

The PeoPo Citizen Journalism platform (www. peopo.org) brought social groups together in 2011 by using emerging Internet technology and online programs while implementing diverse activities. The interaction of PeoPo social groups on Facebook was most intense; citizen journalists learned much from these discussions. This introduced a trend in citizen media different from traditional media.

PeoPo has been in operation for over four years. In 2011, various activities were launched to maintain the passion of citizen journalists and to improve their ability to tell stories via videos. PeoPo also arranged meetings inviting citizen journalists in central and southern Taiwan to share their experiences with filming expecting to narrowing the gap between north and south while expanding the influence of citizen journalism.



http://www.peopo.org/events/disaster/

The Internet is the core of PeoPo's service. PTS created the website http://www.peopo.org/events/ disaster/, strengthening its function of connecting social websites and independent citizen media due to the natural disasters that have appeared frequently worldwide over the past few years. Images from disaster areas are shocking and scary. These images, however, were not videos produced by mainline media, but were produced by the public using cell phones, cameras, or digital video cameras. Established in June 2011, the PeoPo website allows citizen journalists around Taiwan to promptly upload their videos to the website immediately after natural disasters, better enabling society to understand conditions in these areas.

PeoPo's efforts and achievements in recent year were recognized by the International Press Institution (IPI). The IPI 60th World Congress & Hi-Tech Media Exhibition took place in Taipei, and its agenda included the development of citizen journalism.

To enhance the interaction among citizen journalists, PeoPo continuously offers activities and courses for groups, such as community colleges teachers, university students, and local journalists. With the support of over 5,000 citizen journalists, PTS can carry out the goal of a civil society.

Website Providing Applications to Keep Pace with the Times

The PTS website continues to innovate. The number of visitors to the website was boosted in 2011 by launching diverse online marketing activities, managing social groups, and interacting with viewers. The average number of visits per month was 2,331,000.

Interactive online promotion activities were launched to co-ordinate People Beyond the Centennial Across the Strait. Activities included old picture collections, Facebook interaction, and trivia quizzes. Viewers were encouraged to join, share, and contemplate the centenary of the R.O.C.. There were some large-scale promotion activities, such as the drama The Invaluable Treasure 1949, the documentary A Year in the Clouds, House Season 7, Waves of the Century, Guess Who?, and Fruity Pie. These promotional events increased traffic to the PTS website.

The PTS news website received a revised layout in 2011, enabling viewers to immediately respond and discuss online. Viewers could watch excellent programs online, including a video-on-demand (VOD) broadcast of the 33rd William Jones Cup International Basketball Tournament and live broadcasting of the televised presidential debate.

With the increase in population of smart phone applications, PTS has provided a value-added service—apps for the i-Phone and cell phones with Android. Viewers can download apps for PTS news and PTS programming schedules to help them enjoy the convenience of self-selected programs and reading news. Messages can be shared and forwarded immediately, allowing viewers to have fun through this mobile and instant interactive medium.



PTS launched diversified online activities via social websites, successfully attracting the attention of young viewers.



A PTS app helps viewers access information and enjoy entertainment.





Public Service

Insisting on Educational Services, Receiving Acclaim for Children's Videos

Facing the wave of digitalization, images have become a common part of reading. For years, PTS has held video learning camps. Targeting different groups, PTS held customized special camps for children and adults in 2011. Video creations from the "Kids as Director Workshop" received fruitful results and awards in 2011. Tree, N.73, produced by students and teachers at the Taipei Beitou Elementary School received Best Youth Group 13 & Under in the International Wildlife Film Festival. Where's My Brother?, produced by National Taipei University of Education Experimental Elementary School, won second prize in the Teenager Group (ages 11-14) at the VAFI-International Children and Youth Animation Film Festival.

Achievements in educational services for 2011 are listed as follow:

Camps

■PTS Cartoon and Animation Camp

Elementary school students learned theories of animation through games and created their own animations. There were 87 participants.

■PTS Little Journalist Camp

In this five-day camp organized for third- to sixthgrade elementary school students, participants learned how to be a journalist, media literacy and news production. There were 32 participants.

Video Workshops

■PTS Filming Workshop for Adults

This workshop presented theoretical and practical lessons for adults aged 18 to 65. There were 45 participants, and seven films were completed in the workshop.

■Filming with Cell Phones

To jump on the bandwagon of mobile technology, PTS cooperated with Taiwan Cellular Corporation to plan filming programs to teach teenagers media literacy and how to film with their cell phones. There were 136 participants. With the direction of producers, 21 films were completed.





■Kids as Directors in the 5th Taiwan **International Children's TV & Film Festival** (TICTFF)

To encourage children to participate in filming, PTS launched "Kids as Directors" under TICTFF. A series of activities included introductory workshops, project solicitations, summer classes, and filming consultation. Since 2003, "Kids as Directors" has assisted over 50 teams and produced 51 films. In 2011, ten teams were selected from 42 projects. There were 202 people participating, and the films made by these 10 teams were broadcast at the TICTFF in April 2012.

Exercise Books for Winter and Summer Vacation

■2011 Exercise Books for Winter Vacation

To expand the content of domestic and foreign programs broadcast on PTS channels, self-learning exercise books were developed for elementary school students. These books extend educational opportunities, broaden children's horizons, and improve available teaching materials. A total of 70,000 copies were issued.

■2011 Exercise Books for Summer Vacation

Exercise books were developed to expand on the content of topics presented in the programs Follow Me and BBC's Let's Celebrate, and for the celebration of the R.O.C. centenary, century-old elementary schools, and festivals. A total of 60,000 copies were issued.

Interactive Learning Discs

■Formosan Macague Interactive Learning **Disc**

To expand the ecological education contents of programs such as Biographies of the Macaque, Follow Me, and Our Island, PTS produced an interactive learning disc on macaques in Yushan National Park. The only purpose of the learning disc was to reduce conflict between human beings and macagues through education. A total of 3,200 copies were issued.



Formosan Macaque Interactive Learning



Public Service

Meeting Demands of Viewers with Comprehensive Audiences Services

As a public media, PTS particularly focuses on public services. PTS meets the demands of various viewing groups through standardized customer services, tours of PTS, and special promotion activities for members of the "Friends of PTS."

Custom Tours of PTS

Since 1999, PTS has provided free tours of the station, enabling the public accessing their public media. Visitors are led by PTS staff to visit the professional spots of TV media, including



Satellite Antennas



Visitors to the central control room

studios, dressing rooms, master control rooms, sub-control rooms, satellite antennas, stage property warehouses, PeoPo Citizen Journalism platform, etc. Through these tours, the public understand the processes of program production.

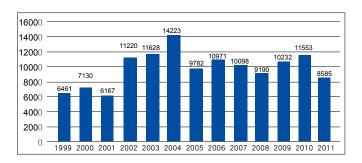
In addition to standard tours, PTS also plans activities based on visitor demands and characteristics. By doing this, PTS provides better services. For example, PTS holds symposiums on news and HD development for university students as supplementary courses or field trips.

There were 8,585 visitors to PTS in 2011, with an average of 800 guests per month. The largest groups were kindergarten children, college students, and elementary school students, numbering 2,664, 2,460, and 1,632, respectively. Future goals include expanding the groups of junior and senior high school students so that they can understand PTS better. The number of tours by these two groups are relatively low.

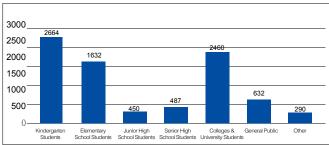
XTo tour PTS, viewers should make reservations online (www.pts.org.tw).

Tours last 60 to 90 minutes. Duration and contents can be adjusted to meet visitors' needs.

Visitors From 1999-2011



Visitors Breakdown by Groups 2011



Audiences Services: Keep High Standards

Audiences services includes telephone inquiries, such as schedules, program contents, PTS related information, PTS activities, sponsorships, and member services. Sometimes also includes assistances with transferring calls, channel inquiries, the handling complaints. Audiences services also support PTS activities such as camp registrations, applications for exercise books, PTS Holiday Cinema tours, fundraisings, etc. Administration services for memberships are also provided, including the provision of free tickets and in-depth journeys. In addition to telephone inquiries, other forms of services are also provided. such as information desk, voice and website online services as well as Internet forums.

In 2011, PTS audiences services provided aid for a total of 37,370 times (averaging 3,114 times per month), sharply down from 58,209 times in 2010. Reasons for the decrease are that audiences were able to access information and services through other accesses, including the PTS website, blog, and Friends of PTS journal. Monthly visitors to the PTS website in 2010 and 2011 were 955,000 and 2,331,000, respectively. In addition, efficiency in service improved thus audiences did not have to make repeated calls. In addition to help regular viewers, staff in audiences services also provided assistances to members of the Friends of PTS. Membership services assisted viewers a total of 45,580 times in 2011. This was not much different from the assistances of 44,957 times in 2010.

Special Activities for "Friends of PTS"

Special activities for members of the Friends of PTS were launched in 2011, including visits to program recordings, new programs preview screening, in-depth tours, trivia quizzes, and art and culture exhibitions. There were a total of 4,788 participants.

Among these activities, PTS invited members to attend the recording of Viva Music. Members also registered to attend press conferences on the preview screening of documentary People Beyond the Centennial Across the Strait. PTS also held tours for special topics, including a visit to scenes at Wushe Street, Linkou, featured in the movie Seedig Bale. Professional narrators enhanced the experience of visiting scenes used in the movie to enable participants to understand this part of Taiwan's history.

PTS negotiated with art and cultural groups for discounts for the Friends of PTS, encouraging members to attend various performances in theaters or cultural centers, including movies, dance, music, plays, and children's theater. PST also held regular activities to maintain interaction with members, such as sending members EDM and birthday cards.



Public Service

Extending Broadcasting Time on the HD Channel to Enrich Programming

Coverage of the HDTV signal reached 87% of the nation in 2011. Trial broadcasting of the HiHD channel was launched in May 2008. The HD channel is now available to viewers in north, central, and south Taiwan. After the efforts of the past four years, the island has finally entered the era of HDTV.

To serve increasing numbers of viewers resulting from construction of signal transmitters in central Taiwan, the HD channel extended daily broadcasting time to 18 hours in May 2011. Six of these hours were for the premier of new productions for a total of 1,252 hours in 2011. This was a record high since trial broadcasting of the HiHD channel began. Types of programming included music, dramas, cartoon animations,

Sports 6%
362 hours

Education 6%
Documentaries 21%
1,332 hours

Lifestyle &
Information Services 18%
1,142 hours

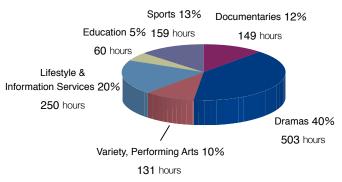
Variety, Performing Arts 7%
Dramas 42%
456 hours
2,599 hours

2011 Total Broadcasting Hours on HiHD Channel (6,267 hours)

children programs, TV movies, live sports and games, foreign drama series, performing arts, and live broadcasting of major events.

Providing Excellent Programs to Serve Children and Youth

The HiHD channel increased broadcasting time for children's and youth programs starting at 6:00 pm. This channel broadcasted many quality domestic and foreign animations in 2011, including these classic and popular animations: the Golden Bell Award-winning *Barkley the Cat*, the animated feature film *Port of Return* produced by Spring House Entertainment Technology, the latest 3D animation *Sam Sam* from French Taffy Entertainment, and the BBC's latest quality cartoon animation *Klumpies*.



2011 Hours of Premiered New Productions on the HiHD Channel (1,252 hours)







The production of the PTS children's program Fruity Pie was upgraded to HD. Costumes, property, and sets were also improved.

Recording Touching Moments in the Real World

The most long-lasting report program produced by PTS, Our Island, was also upgraded for HD production. By doing so, the perspectives of Taiwan were presented more clearly and comprehensively.

The HiHD channel broadcast documentaries produced by outstanding directors who spent much time and effort to track and film animals. These documentaries included *The Oriental Honey* Buzzards of Ninety-nine Peaks, which received Best Animal Behavior Award in the Japan Wildlife Film Festival; Fall in Love with Fireflies, sponsored by Taiwan's Forestry Bureau; and Dolphin's Circle, the first domestic documentary on dolphins in Taiwan. HiHD channel viewers have shown great appreciation for ecological documentaries presenting the beauty of the Earth.

Broadcasting Art Performances as If on the Spot

After installation of HD transmission equipment was completed, PTS broadcast many largescale activities in 2011. The R.O.C. centennial celebration and performance activities were broadcast in HD. PTS mobilized 110 staff members to simultaneously provide video signals to media all over the world, including 50 of Taiwan's main media platforms, such as TV stations, radio stations, and websites. The Associated Press (AP) broadcast live this celebration to the world. Arriving on-site impromptu, media from Japan, Hong Kong, and Macao received signals provided by PTS.

In 2011, PTS produced HD domestic performing arts programs. PTS launched the music variety program *Music Hi Live* by combining live concerts with in-depth introductions. Hosted by music expert Shih-fang Ma, each episode selected the most important of overseas live concerts and invited guests to introduce the singers, music, genre, and pop culture.

Witnessing Excellent Sports and Games

The HiHD channel broadcast live the 33rd William Jones' Cup International Tournament as well as other sports and games, such as the Chinese Taipei Junior and Cadet Open, the 2011 WDSF Taipei International Open, and the 2011-2012 UEFA Champions League Final. HD broadcasting gave soccer lovers the sensation of being on the spot.

Also worthy of mention is that HiHD programs by PTS entered as finalists for nearly 20 awards, receiving Best Educational and Cultural Program, Best Animation Program, Best Directing for a Non-Drama Program, Best Film Editing for a Non-Drama Program, and Best Cinematography for a TV Series. Programs by PTS were eye-catching.





Public Service

HDTV Broadcasting Infrastructure Completed as Scheduled

Broadcasting infrastructure in 2011 proceeded according to schedule as follows:

■HDTV Digital Transmission Network

In response to the government policy for 2012 to be the first year to put into practice HDTV, PTS made the following efforts in 2011: cooperation with the GIO to launch a public broadcasting plan and complete HDTV transmitters in Taiwan's central areas, such as Nantou, Sanyi,



HDTV transmission equipment in Nantou.

and Jiji; cooperation with the NCC's project of gap-filler improvement and finish construction of a transmission system for 21 gap fillers of the HDTV collaboration platform; and moving PTS's redundent HDTV transmission equipments from western Taiwan to such places as Yilan, Hualien, and Taitung. With the addition of these efforts in 2011 to the HDTV transmission infrastructure completed previously in Zhuzishan, Nangangshan, and Longtan Dianzihu in the north and Zhongliao, Zhentou, and Kaohsiung's Shoushan in the south, HDTV service will become popular in Taiwan and its offshore islands.

■"Management System for HD Head-end Equipments and Transmission Platform" and "HD Master Automasion System"

A management system for the HD head-end equipments and transmission platform can execute HD signal processes, signal interchange, system conversion, and picture quality monitoring during the processing of HD signals. Furthermore, the site security alarming and equipment status of island-wide transmitting network can be remotely monitored and controlled via Internet and website management software.

"HD master automation system" is implemented with main and backup auto-switching mechanism, to guarantee HD programs are broadcasted on time sequentially according to program sheet and achieve high reliability and efficiency.





Annual Administration

Sharing Information and Accelerating Growth Through Domestic and Foreign Seminars

Seminars are a crucial platform for exchanging ideas, absorbing information, sharing information, and building relationship networks. PTS not only actively participates in international seminars, but it also hosts international and domestic symposiums on important issues.

Public Broadcasters International

Public Broadcasters International (PBI) was held in Singapore from 26-28 October 2011. PBI is the most important annual conference for CEOs or high ranking officers in international public media. Sessions in 2011 included public service broadcasting and world media, changing financial models, the effect of new media on public broadcasting, and the digital switchover. PTS President Sunshine Kuang attended this symposium and was a speaker in the second session. She described the changing financial models in PTS and responses to its developmental experience, receiving much enthusiastic feedback.

At this conference, PTS also described how it, like other public media, faces huge challenges to stabilize its financial structure due to global economic conditions and the changing broadcasting market. PTS not only advocated amending acts to increase funds budgeted by governments, but it also actively promoted HD projects, thus improving equipment and quality. This is because the ultimate goal of PTS is to satisfy viewers by providing the public service. Providing quality public service should help PTS fundamentally stabilize its financial resources.

Broadcasters as Lifelines in Disasters— Lessons from Japan's 3/11

Japan's March 11th (3/11) earthquake drove media all over the world to reexamine the ability of their own countries to deal with disasters. Located in a seismic zone. Taiwan should immediately allocate efforts to exchange disaster prevention experiences with others. Therefore, PTS focused on the disaster prevention systems of different countries (especially Japan) by hosting



Norivuki Ogi, head of the News Production Centre, NHK. shares his experience of editing during the earthquake.





on November 25-26 a two-day international symposium: "Broadcasters as Lifelines in Disasters—Lessons from Japan's 3/11."

The goal of this international symposium was to help Taiwan's government, industry, and academia learn from the experiences of disaster prevention by international media, such as Japan's NHK, USA's National Public Radio (NPR) and Australian Broadcasting Corporation (ABC). Taiwan's media and related disaster prevention organizations can learn from the practical experiences of these media, especially their media warning systems, new media applications, firsthand disaster reports, and news editing. Japan's NHK sent four reputable speakers to Taiwan for the first time. Over 420 participants attended this important symposium.

In response to enthusiastic feedback, PTS published the complete minutes of this symposium, thereby allowing people to know more about the function of social broadcasting systems, especially including mass and public broadcasting media. These minutes outline the crucial roles played and tangible actions made by media when catastrophes hit.

Digital Seminar in Southern Taiwan

For many years, PTS has held conferences related to various topics of new developments in broadcasting industry. Experts from government, industry, and academia are often invited to discuss and exchange ideas

and practical experience, such as policies of digital convergence, strategies for operation and marketing, and production practices. Most of these conferences, however, are held in northern Taiwan, causing inconvenience for people living in central and southern Taiwan. Thus, PTS had held a one-day "Digital Seminar in Southern Taiwan" at the National Science and Technology Museum in Kaohsiung on April 28, 2011, in order to expand contact with the academia and broadcasting industry in central and southern Taiwan.

To make sure the goal of this seminar can truly reflect local demands and avoid perspectives limited to northern Taiwan, PTS discussed with teachers from media related departments at different universities weeks before the seminar to understand their needs for media education resources in southern Taiwan. Based on these discussions, PTS drew up an agenda that included inviting experts to analyze trends in digital media development, showing programs with introductions by producers to help teachers, students, and other attendees understand the processes of HD program production and broadcast, and arranging dialogue among media expert and citizen journalists to reexamined the meaning and influence of citizen journalism.

This seminar received enthusiastic feedback. PTS uploaded the minutes and the speakers' slide presentations of each session to its website. For more information, please visit the website at http://www.pts.org.tw/digitalsouth/index.html





Annual Administration

Stable Support from Fundraising

Channels available to PTS for fundraising include corporate sponsorship, small donations, the production of commissioned programs and activities, and program royalties and copyright sales. Income from each source grew steadily in 2011, which was an encouraging results.

Corporate Sponsorship and Commissioned Projects

Over the years, many corporations have helped PTS move forward by sponsoring programs. The goal of this sponsorship has been to support PTS produce quality programs and enrich the vision of Taiwanese.

In 2011, the international co-produced ecological documentary A Year in the Clouds was completely sponsored by the Wistron Foundation. The Stories of Gratefulness series, which presents touching stories of ordinary people, had had five years of continuous sponsorship by the Thanksgiving Foundation. To support art performances, the Cheng Fu-Tien Culture & Education Foundation has sponsored PTS Performance Hall for years. It continued sponsorship in 2011. Other public and private organizations acted to sponsor programs or short films. Sponsored programs mainly featured issues on ecological environment, minority care, and children's education.



Teaching material for Stories of Gratefulness produced for elementary school students.

Commissioned programs and activities from other institutes are also important sources for funds. Most commissioned projects are from the government. These commissioned projects reveal wide trust in the filming ability of PTS. PTS has accumulated experience with executing projects, planning large-scale activities, and implementing media promotion.

In 2011, PTS revenue from marketing totaled NT\$127,259,829, a 41% growth compared to 2010. Of this, NT\$71,220,400 (56%) was from





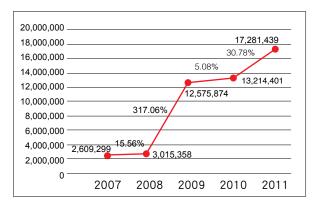
sponsorships by businesses and organizations. NT\$53,071,471 (41.7%) was from the production of commissioned programs. Miscellaneous sources accounted for NT\$2,967,958 (2.3%).

Small Donations

To encourage small donations, TV fundraising was held twice in 2011: in July and November. In addition to inviting celebrities to participate in these live fundraising programs, PTS prepared for fundraising by inviting reputable entertainers such as Serena Fang and Megan Lai to endorse PTS and inspire donations with the production of short films elucidating the benefits of tax reduction. These short films were broadcast before and after popular programs to good effect.

Trends in TV Fundraising

Unit: NT Dollars



A platform for listening and talking about fundraising was launched in 2011. Viewers' wishes for PTS were shown on the screen of the fundraising studio. The highlight of the activity was when 558 encouraging messages appeared on the screen.

For years, PTS has run the "Sending Love Project." Donating viewers can become members of the Friends of PTS. PTS uses these funds to supply educational resources to students of remote schools by donating videos of children's programs. This meaningful project helps expand the pool of donators.

Small donations grew sharply in 2011, totaling NT\$26,797,874. This was a 14.06% increase compared to 2010. TV fundraisings reached NT\$17,281,439, a 30.78% growth from last year. In 2011, TV fundraising accounted for 64.49% of small donations, demonstrating that this activity was recognized by viewers. Compared to fundraising activities of previous years, viewer passion and supports continues to increase.

Program Sales

The main content of PTS program sales are program royalties, audiovisual products (including home editions and public broadcasting editions), and the development of new products. Sales performance in 2011 was NT\$79,019,376, a 22% growth compared to 2010. There were 28 new products.



Although the sales of audiovisual products faced internal and external challenges in 2011, sales performance increased 21% compared to 2010. The reasons for this increase include the development of a new pattern for income by shifting the textbook publishing copyrights of video materials as well as establishing rules for image authorization. By doing so, sales performance of public broadcasting editions of products was greatly boosted. PTS adopted active strategies to maintain the sales performance of home edition products.

In terms of product sale performance, View Point jumped to the top of sales because of strong marketing by contributors. Justice: What's the Right Thing to Do? ranked second. This program received enthusiastic feedback, especially after launching a reason-training book (publisher: Ars

Top 10 Audiovisual **Products in 2011**

Rank	Program Title
1	View Point
2	Justice: What's the Right Thing to Do?
3	Mme. Chiang Kai- shek
4	Follow Me
5	Life Story
6	The Power Game
7	Music Wizard
8	e4kids
9	Our Island
10	Our Class

Top 10 Program Royalty Sales in 2011

Rank	Program Title
1	Straight Talk With Parents
2	Let's Talk in English On PTS
3	Life Story
4	Viva Music
5	Gloomy Salad Days
6	Home Away From Home
7	Fruity Pie series
8	Taiwan Holiday
9	Once Upon A Time
10	Where the Rain Never Stops

Longa Press) to stimulate in-class discussions of current events in Taiwan. Mme. Chiang Kai-shek ranked third and has remained a favorite among Chinese tourists.

Compared to 2010, royalty sales in 2011 increased 23% to NT\$31,735,566. Due to changes in consumer habits and transformation in technology, adjustments were made for targeted audiences. PTS developed cooperative modes for programs and new media and launched a platform for mobile devices. Moreover, PTS continues to explore different markets and new businesses, including digital content authorization for applications; authorizing overseas agents; accessing agents for quality programs on history, education, science, and ecology; strengthening online marketing via the Internet and video; and authorizing the publication of transcripts of mini-dramas.

Of program royalty sales in 2011, the education and culture program Straight Talk with Parents ranked number one. This was partly because it was a daily syndicated program broadcast for a long time and partly because it has built a good reputation attracting many faithful audiences.

Annual Administration

Organization

According to the Public Television Act, the Board of Directors of PTS Foundation consists of 17 to 21 directors, one of which serves as the chair. To ensure PTS operations are consistent with its mission and goals, the Board of Directors is responsible for determining business orientation, approving annual work plans, verifying annual budgets and final accounts, and overseeing corporate performance as led by the president of PTS.

Also in accordance to the Public Television Act, the Board of Supervisors of the PTS Foundation is composed of three to five supervisors, including one executive supervisor. The purpose of the Board of Supervisors is to compare the budget use of the PTS Foundation with the Financial Inspection Rules and other relevant legal rules. Based on the stipulations of Article 15 in the PTS Foundation Regulations, an office is placed under the Board of Directors and Supervisors and an executing secretary is installed to implement work assigned by the board. In an audit office, under the Board of Directors, an officer is appointed to be in charge of auditing business.

Also pursuant to stipulations of Article 3 of the PTS Foundation Regulations, a president is appointed under the direction and supervision of the Board of Directors. This president manages all affairs within the scope of the position's responsibilities. One to three vice presidents, including an executive vice president, are assigned based on business needs. For administration purposes, the president is charged to organize an office, office manager, and required staff.

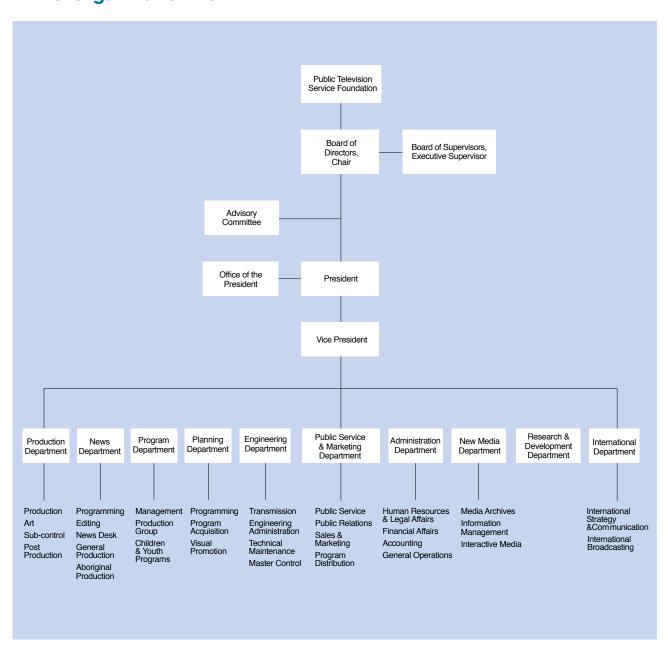
Departments in PTS Foundation include Planning, Program, News, Production, Engineering, Public Service & Marketing, International, Administration, New Media, and Research & Development. Installed in each department are one manager and one to two deputy managers. Each department may be divided into divisions or groups containing one leader, one to two secondary leaders, and several producers.

Internal education activities from time to time improve staff professional skills and inspire creativity. Pictured: PTS invites Joel Snyder, President of Audio Description Associates, to lecture on ways to help visually impaired people understand TV programs via audio descriptions.





PTS Organization 2011



Annual Administration

The 4th Board of Directors & Supervisors

Position	Name	Curriculum Vitae
Chair of the Board	Ya-ly Chao	Professor & Dean, College of Liberal Arts, Tamkang University, Taiwan
Director	Georgette Chi Wang	Chair Professor, National Chengchi University
Director	Ku-fang Lin	Director, Graduate Institute of Arts Studies, Fo-Guang University
Director	Chi-yang Lin	Poet; Associate Professor & Dean, Graduate School of Taiwanese Culture, National Taipei University of Education
Director	Sheng-fu Chen	President & Art Director of Ming Hua Yuan Arts & Culture Group
Director	Yu-shan Huang	Film Director; Associate Professor, Graduate Institute of Sound and Image Studies in Management, Tainan National University of the Arts
Director	Wen-wei Shiu	Professor, Department of Sinophone Literatures; Director, Digital Culture Center, National Dong-Hwa University
Director	Hamilton Chung-ming Cheng	Research Fellow, Engineering Department, PTS Foundation; Sessional Assistant Professor, Institute of Communications Management, National Sun Yat-sen University
Director	Bruce Yuan-hao Liao	Associate Professor, Department of Law, National Chengchi University
Director	Hsien-tang Tsai	Professor, Department of Business Management, National Sun Yat-sen University
Director	Fei-i Lu	Associate Professor, Department of Radio & Television, Graduate Program, National Chengchi University
Director	Tai-hsiang Chu	Principal, Forest Elementary School; Executive Director, Humanistic Education Foundation
Director	Chih-Hsing Lin	Assistant Research Fellow, National Museum of Prehistory; Director of the Preparatory Office in the Southern Taiwan Science Park
Director	Pang-chen Chen	Writer; Director, Community Empowering Society, R. O. C.; Director, Taipei Hakka Culture Foundation
Director	Ming-chuan Huang	Chairman, National Culture and Arts Foundation; Film Director & Producer
Director	Dennis Wengjeng Peng	Professor, Graduate Institute of Journalism, National Taiwan University
Director	Tung-liao Cheng	Associate Professor, Department of Education, National Chengchi University
Director	Kang-ping Yu	Filmmaker; Adjunct Assistant Professor of Yuan Ze University; Adjunct Assistant Professor of Huafan University
Director	Dung-sheng Chen	Professor, Department & Graduate Institute of Society, National Taiwan University (Term of service: 4 December 2007 to 23 December 2007)
Director	Liglav A-wu	Writer (Term of service: December 2007 to March 2008)
Director	Daisy Lan Hung	Professor & Dean, Institute of Cognitive Neuroscience, National Central University (Term of service: November 2008 to January 2009)
Director	Ting-peng Liang	Professor, Department of Information Management, National Sun Yat-sen University (Term of service: December 2007 to April 2009)
Director	Ta-chuan Sun	Associate Professor, Graduate Institute of Taiwanese Literature, National Chengchi University (Term of service: December 2007 to September 2009)
Director	Chien-ling Su	Associate Professor, General Education Center, Ming Chuan University (Term of service: December 2007 to March 2010)
Director	Samuel Chou	Chairman, Dajian Consultancy Co. (Term of service: November 2008 to February 2011)
Director	Shih-Min Chen	Chairman, Foundation for Excellent Journalism Award (Term of service: July 2009 to May 2011)
Managing Supervisor	Yun Lin	Professor, Department of Finance, National Taiwan University
Supervisor	Shih-hsin Huang	Professor, Department of Public Finance, National Taipei University
Supervisor	Ping-hung Chen	Professor, Graduate Institute of Mass Communication, National Taiwan Normal University (Term of service: December 2007 to August 2010)

The 4th Board of Directors and Supervisors was commissioned in December 2007. Their tenure expired on 3 December 2010. Since the 5th Board of Directors and Supervisors has yet to be commissioned, the 4th Board continues to carry out their duties.

Financial Report

Financial Statement

PTS was launched as a registered legal entity based on two assets totaling NT\$1,998,742,064.5: a grant of NT\$100,000,000 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 recalculated total capitalization of NT\$1,226,276,682. In 2001, the

GIO donated 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. As of 2011, donations for equipment purchase of NT\$2,872,781,181 were classified as funds. Total funds were NT\$5,175,080,194. 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.

Year-end Balance

Currency: NT dollars

Assets	2011.12.31		2010.12.31		Increase(Decrease	e)
	Amount	%	Amount	%	Amount	%
Current Assets						
Cash & cash equivalents	\$1,359,815,288	16	\$1,201,910,746	14	\$157,904,542	13
Financial assets at fair value through profit or loss—current	34,272,828	1	0	0	34,272,828	
Notes receivable	2,980,363	0	2,682,606	0	297,757	11
Accounts receivable	118,280,199	1	136,132,546	1	(17,852,347)	(13)
Accounts receivable-related parties	44,100	0	71,250	0	(27,150)	(38)
Other accounts receivable	76,498,561	1	167,077,099	2	(90,578,538)	(54)
Advance payments	54,996,311	1	71,817,382	1	(16,821,071)	(23)
Restricted assets - current	188,264,706	2	279,249,709	3	(90,985,003)	(33)
Other current assets	1,941,636	0	8,322,481	0	(6,380,845)	(77)
Subtotal	1,837,093,992	22	1,867,263,819	21	(30,169,827)	(2)
Funds & Investments						
Long-term investments	2,947,607,938	35	3,176,646,888	36	(229,038,950)	(7)
Fixed Assets						
Land	26,448,371	0	26,448,371	0	0	0
Buildings	1,360,211,353	16	1,310,608,001	15	49,603,352	4
Machinery & facilities	913,352,370	11	692,823,855	8	220,528,515	32
Transportation & communication equipment	2,971,134,938	35	2,692,186,315	31	278,948,623	10
Miscellaneous facilities	71,186,913	1	59,832,793	1	11,354,120	19
Deductions (accumulated depreciation)	(1,799,519,004)	(21)	(1,517,406,774)	(17)	(282,112,230)	19
Advance payments for equipments	0	0	280,726,387	3	(280,726,387)	(100)
Subtotal	3,542,814,941	42	3,545,218,948	41	(2,404,007)	
Other Assets						
Rental Assets	67,075,181	1	68,343,436	1	(1,268,255)	(2)
Refundable Deposits	2,297,276	0	1,738,811	0	558,465	32
Restricted assets-noncurrent	58,980,000	0	69,783,462	1	(10,803,462)	(15)
Deferred Charges	3,346,071	0	3,794,358	0	(448,287)	(12)
Subtotal	131,698,528	1	143,660,067	2	(11,961,539)	(8)
Total Assets	\$8,459,215,399	100	\$8,732,789,722	100	(\$273,574,323)	(3)

Liabilities, Funds, & Equity								
Current Liabilities								
Notes Payable	\$214,500	0	\$7,515,626	0	(\$7,301,126)	(97)		
Accounts Payable	1,163,610	0	1,832,137	0	(668,527)	(36)		
Accrued Expenses	244,937,185	3	257,531,555	3	(12,594,370)	(5)		
Other Accrued Expenses	221,492,824	3	383,906,019	4	(162,413,195)	(42)		
Other Current Liabilities	67,904,935	1	34,891,428	1	33,013,507	95		
Subtotal	535,713,054	7	685,676,765	8	(149,963,711)	(22)		
Other Liabilities								
Deferred Government Funding	0	0	358,658,609	4	(358,658,609)	(100)		
Deposits Received	19,049,530	0	19,746,278	0	(696,748)	(4)		
Subtotal	19,049,530	0	378,404,887	4	(359,355,357)	(95)		
Total Liabilities	554,762,584	7	1,064,081,652	12	(509,319,068)	(48)		
Funds & Equity								
Funds	5,175,080,194	61	4,548,282,512	52	626,797,682	14		
Donated Surplus	4,327,722,168	51	4,327,722,168	50	0	0		
Accumulated Equity	(1,598,349,547)	(19)	(1,207,296,610)	(14)	(391,052,937)	32		
subtotal	7,904,452,815	93	7,668,708,070	88	235,744,745	3		
Total Liabilities, Funds & Equity	\$8,459,215,399	100	\$8,732,789,722	100	(\$273,574,323)	(3)		

Revenues & Expenditures

(Unit: NT Dollars)

	2011		2010		Increase (Decrea	se)
Item	Amount	%	Amount	%	Amount	%
Revenue						
Donations	\$1,108,249,960	53	\$1,120,314,579	40	(12,064,619)	(1)
Bank Interest	14,773,029	1	10,837,580	0	3,935,449	36
Rentals	46,439,957	2	34,823,670	1	11,616,287	33
Product Sales (net)	75,004,300	4	59,735,596	2	15,268,704	26
Commissioned Programming	827,420,381	39	835,582,443	30	(8,162,062)	(1)
Other Income	27,446,508	1	23,260,590	1	4,185,918	18
Investment income recognized under equity method	0	0	730,401,451	26	(730,401,451)	(100)
Subtotal	2,099,334,135	100	2,814,955,909	100	(715,621,774)	(25)
Expenditure						
Administration	(142,596,809)	(7)	(154,223,026)	(6)	(11,626,217)	(8)
Public Services & Marketing	(165,471,989)	(8)	(175,753,538)	(6)	(10,281,549)	(6)
News Productions & Acquisitions	(357,169,304)	(17)	(386,678,729)	(14)	(29,509,425)	(8)
General Program Production & Acquisitions	(543,530,642)	(26)	(609,007,441)	(22)	(65,476,799)	(11)
Production Proposals & Acquisitions	(85,626,229)	(4)	(88,257,877)	(3)	(2,631,648)	(3)
Production & Broadcasting	(410,053,191)	(20)	(321,819,225)	(11)	88,233,966	27
Engineering & Maintenance	(296,748,711)	(14)	(291,586,307)	(10)	5,162,404	2
Research & Development	(15,832,885)	(1)	(22,025,176)	(1)	(6,192,291)	(28)
New Media Development	(87,711,991)	(4)	(64,524,958)	(2)	23,187,033	36
International Affairs	(153,808,121)	(7)	(159,258,794)	(6)	(5,450,673)	(3)
Other Losses	(2,798,250)	0	(1,897,227)	0	901,023	47
Investment Loss	(229,038,950)	(11)	0	0	229,038,950	
Subtotal	(2,490,387,072)	(119)	(2,275,032,298)	(81)	215,354,774	9
Balance before Tax	(391,052,937)	(19)	539,923,611	19	(930,976,548)	(172)
Income Tax	0		0		0	
Current Balance	(\$391,052,937)	(19)	\$539,923,611	19	(930,976,548)	(172)

Statement of Changes in Funds & Equity

(Unit: NT Dollars)

	Funds	Capital Reserve	Accumulated Equity	Total
Balance on 1 Jan. 2010	\$2,302,299,013	\$4,327,722,168	(\$1,438,439,049)	\$5,191,582,132
GIO donations for equipment purchased and reclassified as funds	2,245,983,499		(308,781,172)	1,937,202,327
Balance on 1 Jan. 2010			539,923,611	539,923,611
Balance on 31 Dec. 2010	4,548,282,512	4,327,722,168	(1,207,296,610)	7,668,708,070
GIO and NCC donations for equipment purchased and reclassified as funds	626,797,682			626,797,682
Balance in 2011		-	(391,052,937)	(391,052,937)
Balance on 31 Dec. 2011	\$5,175,080,194	\$4,327,722,168	(\$1,598,349,547)	\$7,904,452,815

Cash Flow Statement

(Unit: NT Dollars)

		,
	2011	2010
Cash Flow from Operations		
Current Balance	(\$391,052,937)	\$539,923,611
Depreciation Expenses	429,972,094	323,366,478
Various Amortizations	2,012,475	2,245,168
Loss in value of financial assets	727,172	0
Losses from Sale & Retirement of Fixed Assets	2,071,078	1,896,327
Investment Loss	229,038,950	(730,401,451)
Changes in Assets & Liabilities		
Notes Receivable	(297,757)	(1,221,298)
Accounts Receivable	17,879,497	49,118,043
Other Accounts Receivable	90,578,538	40,926,773
Advance Payments	16,821,071	(6,813,577)
Other Current Assets	6,380,845	(2,719,526)
Notes Payable	(7,301,126)	(6,759,017)
Accounts Payable	(668,527)	(2,179,609)
Accrued Expenses	(12,594,370)	(27,433,938)
Other Accrued Expenses	40,316,565	104,973,313
Other Current Liabilities	33,013,507	2,261,753
Deferred Government Funding	268,139,073	766,854,075
Net Cash Inflow from Operations	725,036,148	1,054,037,125
Cash Flow from Investments		
Income statement of financial assets at fair value	(35,000,000)	0
Purchase of Fixed Assets	(631,100,670)	(770,768,895)
Increase in Refundable Deposits	(558,465)	(117,616)
Increase in Restricted Assets	101,788,465	(124,903,889)
Increase in Deferred Charges	(1,564,188)	(3,436,951)
Net Cash Flow from Investments	(566,434,858)	(899,227,351)
Net Cash Flow from Financing		
Increase in Deposits Received	(696,748)	3,158,909
Net Cash Inflow from Financing	(696,748)	3,158,909
Increase in Current Cash & Cash Equivalents	\$157,904,542	\$157,968,683
Balance of Cash & Cash Equivalents at Year Beginning	1,201,910,746	1,043,942,063
Balance of Cash & Cash Equivalents at Year-end	\$1,359,815,288	\$1,201,910,746
Cash Payments & Other Accrued Expenses		
Acquisition of property, plant and equipment	\$428,370,910	\$989,463,042
Plus: Other Accrued Expenses at Year Beginning	241,278,289	22,584,142
Minus: Other Accrued Expenses at Year-end	(38,548,529)	(241,278,289)
Cash Payments	\$631,100,670	\$770,768,895
Non-cash Investing and Financing Activities		
Deferred Government Grant RevenueTransferred Legal Funds	\$626,797,682	\$2,245,983,499

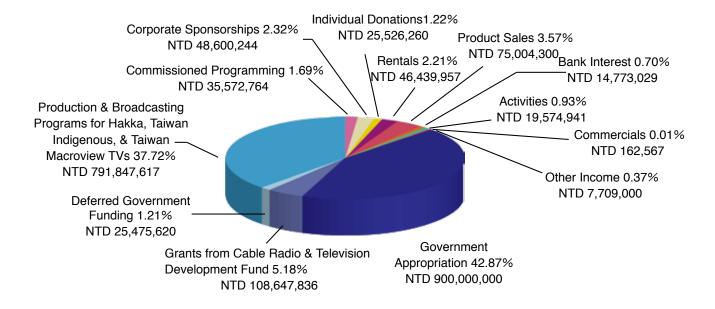
Breakdown of Revenue

In 2011, revenue reached NT\$2,099,334,135. This revenue was primarily from donations (government funding, grants from the Cable Radio & Television Development Fund, corporate sponsorships, and individual donations), bank interest, rentals, product sales, commissioned programming, and other income.

Based on the Public Television Act, the government should contribute NT\$900 million annually. Government funding accounted for 42.87% of the 2011 revenue.

Breakdown of Expenditures

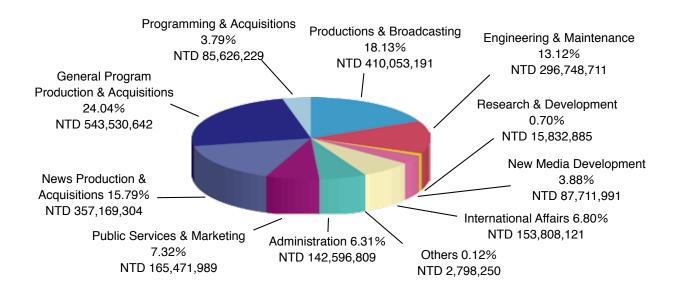
In 2011, total spending reached NT\$2,261,348,122 (excluding investment loss NT\$ 229,038,950 in CTS shares under the equity method), with 68.55% (similar to the 68.79% in 2010) going to program production. This included news production and acquisitions (15.79%), general program production and acquisitions (24.04%), planning of program acquisitions (3.79%), productions and broadcasting (18.13%), and international affairs (6.80%).



Breakdown of PTS Revenues in 2011

Fundraising

In addition to government appropriations and grants from the Cable Radio & Television Development Fund, PTS relies on fundraising to augment inadequacies in its income. Funds raised included donations (from public and private institutions, organizations, 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).



Breakdown of PTS Expenditures in 2011

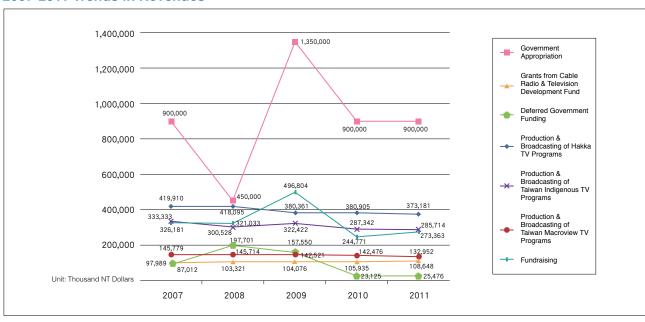
2007-2011 Financial Statements

Unit: NT Dollars

					2011	
Item	2007	2008	2009	2010	Amount	Annual Growth
Donations	107,515,923	75,319,549	95,270,599	91,254,701	74,126,504	-18.77%
Rentals	42,674,274	37,844,206	35,871,374	34,823,670	46,439,957	33.36%
Product Sales	89,692,239	100,887,351	87,277,628	59,735,596	75,004,300	25.56%
Commissioned Programming	36,106,760	74,684,612	250,458,836	24,859,136	35,572,764	43.10%
Other Income	50,191,996	32,296,821	27,926,050	34,098,170	42,219,537	23.82%
Total Fundraising	326,181,192	321,032,539	496,804,487	244,771,273	273,363,062	11.68%
Fundraising	326,181,192	321,032,539	496,804,487	244,771,273	273,363,062	
Government Funding	900,000,000	450,000,000	1,350,000,000	900,000,000	900,000,000	
Grants from the Cable Radio & Television Development Fund	97,988,777	103,320,627	104,075,995	105,935,140	108,647,836	
Deferred Government funding —Regarded as Donations	87,012,136	197,701,276	157,550,001	23,124,738	25,475,620	
Programming for Hakka TV, TITV, and MACTV	898,022,972	864,377,334	845,303,979	810,723,307	791,847,617	
Total Revenue	2,309,205,077	1,936,391,776	2,953,734,462	2,084,554,458	2,099,334,135	
Fixed Maintenance	447,210,787	468,012,707	478,479,099	511,600,657	528,823,408	
Marketing & Service	214,039,526	177,028,365	197,049,810	175,788,601	165,471,989	
Program Production	1,622,146,169	1,612,489,604	1,603,297,258	1,565,617,864	1,551,476,061	
Research & Development	26,955,005	23,072,278	23,553,556	22,025,176	15,576,664	
Total Expenditures	2,310,351,487	2,280,602,954	2,302,379,723	2,275,032,298	2,261,348,122	
Balance	(1,146,410)	(344,211,178)	651,354,739	(190,477,840)	(162,013,987)	

- 1. Results are based on annual reports of the Public Television Service.
- 2. The 2007, 2008, 2009 and 2011 expenditures do not include investment losses (totaling NT\$362,293,752, NT\$233,174,452, NT\$139,290,676and NT\$229,038,950, respectively) from CTS shares while the 2010 revenue does not include investment profit NT\$ 730,401,451 from CTS shares according to the equity method.
- 3. Revenue and expenditure were re-classified for congruency with the budget.

2007-2011 Trends in Revenues



2011

Public Television Service Foundation

Taiwan Macroview TV

Annual Report



Communication Platform Connecting Chinese-speaking Viewers Worldwide

Taiwan Macroview TV (MACTV) was founded in 2000, it is a global satellite variety television channel in Chinese, operated by Overseas Compatriot Affairs Commission, R.O.C. (Taiwan). It serves Chinese-speaking viewers worldwide. In 2007, the Legislative Yuan amended the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry and transferred the operation of MACTV to PTS Foundation, and MACTV became a member of Taiwan Broadcasting System (TBS).

As the sole international broadcasting and internet platform of Taiwan serving and connecting Chinese-speaking viewers all over the world, it has been the vision of MACTV to position itself as a credible media favored by Chinese-speaking viewers worldwide and to become a competitive and influential member of the international satellite television community.



MACTV News Center Produces Newscast in Five Languages Connecting Viewers with Current Affairs of Taiwan and Global Taiwanese and Chinese Community Activities

To better serve the global Chinese-speaking audience, MACTV news center produces daily newscasts in five languages: Mandarin, Taiwanese, English, Hakka, and Cantonese for viewers speaking different Chinese dialects. In addition, daily Overseas Compatriot News and Weekly News Review of Taiwan, connect MACTV viewers to global Chinese communities and current affairs of Taiwan.

Compatriot News is one of the unique features of MACTV. It is the only newscast in the world that focuses on the activities of overseas Taiwanese and Chinese communities.

MACTV news center works with nearly 60 correspondents in 50 cities in 25 countries worldwide to cover news of overseas Taiwanese and Chinese communities. Correspondents send their stories to the news center via internet. Staff editors put the stories together as half an hour daily newscast. Compatriot News is the only informationexchanging platform for global Chinese-speaking communities.

The year 2011 marks the 100th anniversary of the Republic of China. The Overseas Compatriot Affairs Commission celebrated the special year long occasion with overseas Taiwanese in five continents. MACTV overseas correspondents covered these celebrations in detail, the newscast became a focus of the affection for Taiwan by Chinese people around the world.

In addition to broadcasting, the Internet platform of Compatriot News provides global viewers an alternative source of the dynamic news of overseas Taiwanese and Chinese communities. More than 3,000 news stories were uploaded onto the Internet platform in 2011. In addition, hundreds of profile interviews of outstanding overseas Taiwanese featured in *Compatriots Heart* was also popular among viewers.



Compatriot News





Programming

Diverse Programming Showcasing Taiwan's Diversity and Creativity

MACTV may be small in scale, but the program structure strives to be complete. From news, dramas to children's programs, and from inhouse productions to acquired programs from TV stations in Taiwan, MACTV features programs represents diversity and creativity of Taiwan.

In-House Productions

Demonstrating the Beauty and Vitality of Taiwan

Taiwan Holiday, an In-depth Travel Program of Taiwan

The goal of Taiwan Holiday is to take overseas viewers to in-depth journeys in Taiwan. The program features either a rural town or a city in each episode. By taking viewers to see bedand-breakfasts, markets, fields and streams, mountains and seashores, viewers can experience the sweat and heartbeat of Taiwan. The main focus in 2011 was a new tourism map of the "New Five Cities of the 100th Anniversary."

In addition to broadcast on MACTV to the world, Taiwan Holiday also airs on PTS, TITV, MOD, Dimo mobile TV, HiHD channel, Channel News Asia, Youtube, MACTV, Internet TV, and in flight services of EVA Air and Cathay Pacific Airline.

Fortune Code - Uncovering Trade Secrets of **Small and Midsize Business**

Taiwanese like to be their own boss. According to surveys, more than half of office workers considered starting their own business. In fact, running one's own business does not necessary require the capital of a few million dollars or a good store location. In this digital era, everyone has the opportunity to start ones' own business.

Fortune Code tells inside stories of successful small and midsize business in Taiwan. For example, the well known restaurant chain WowPrime Corp. launched the new Sufood Vegetarian Restaurant chain in 2010. Even though the number of vegetarians in Taiwan is limited, this new restaurant chain has the highest ratio of lunch-hour customers among all of WowPrims's restaurant chains. It indicates a new restaurant trend. Through Fortune Code, viewers learn of the inspiring stories and trade secrets of different businesses.

Taiwan Kaleidoscope - Showcasing Taiwan's **Culture & Arts**

Small as Taiwan is, it is full of creativity. Taiwan Kaleidoscope displays the power of the small beauties of Taiwan. The program interviewed creative artists and passionate cultural figures on weekly basis. The enthusiasm in Taiwan Kaleidoscope presents Taiwan's rich and diverse culture to the world. For example, the famous international ink painter, Mr. Peng Yu, never studied at any institute and started as a street painter, but mastered prints, pottery, watercolors, drawings, oil painting, sculpture, and singing. The





master landscape sculptor, Ching Chang, was fascinated by art since he was a child but was apprenticed to a watch shop because of economic considerations. His desire for artistic creation was fulfilled only until he was nearly 50 and had a stable financial situation. Focusing on these role models who show great creativity in their art and in their life journeys is the feature of Taiwan Kaleidoscope.

TAIWAN OUTLOOK - Outlining Taiwan's Global **Development Vision**

TAIWAN OUTLOOK is the only English television talk show produced in Taiwan. It has enabled the world to see Taiwan's international vision and allowed Taiwan to participate in the world.

In addition to the 100th anniversary topic as a core program concept in 2011, the show also covers human rights, sports, aviation, culture, diplomacy, and Taiwan's medical and non-governmental organizational contributions to international communities, thus enabling the international community and overseas Taiwanese to understand Taiwan. By interviewing foreign government and cooperate representatives in Taiwan, the show focuses on Taiwan's mutual relationships with other countries and presents Taiwan's vision on global development.

Of the featured domestic guests, the Director of the National Palace Museum, Dr. Kung-shin Chou, talks about the role of the Palace Museum in educating people about the art and cultural treasures of the Chinese world. Super marathon runner, Tommy Chen, runs with Taiwan's national flag wherever he goes, whether to the Antarctic, Arctic, or Sahara Desert. He represents the glory of Taiwan's young generation.

Acquired Programs

Showing Diverse Culture and Democratic Values

To comfort the homesickness of overseas Taiwanese, MACTV acquired the best productions from domestic TV stations. They include magazine program, culture, lifestyle, variety show, performing arts and drama. Through the MACTV platform, the global audience can enjoy the most creative television programs produced in Taiwan. At the same time, MACTV also airs Public Television programs such as the Golden Bell Awards winning drama Somewhere Over the Sky from Hakka TV, the Golden Bell Awards nominated program Swaying Bamboo Forest from TITV, and the multiple Golden Bell Awards winners from PTS: Life Story Series and Fruity Pie.

2011 was an election year in Taiwan. In response to the eager expectations of overseas Taiwanese, MACTV broadcasted all three presidential and vice-presidential debates and four campaign speeches live for the international audiences. On the Election Day, MACTV again broadcasted the voting and tabulation live, it attracts Chinese viewers worldwide, to experience first hand the only democracy in Chinese speaking world.

In addition, MACTV developed an exclusive video platform for the presidential election. This platform provided live video and on-demand video of election debates, campaign speeches, and the tabulating and announcing of ballots, guaranteeing fast and easy access for the viewers.





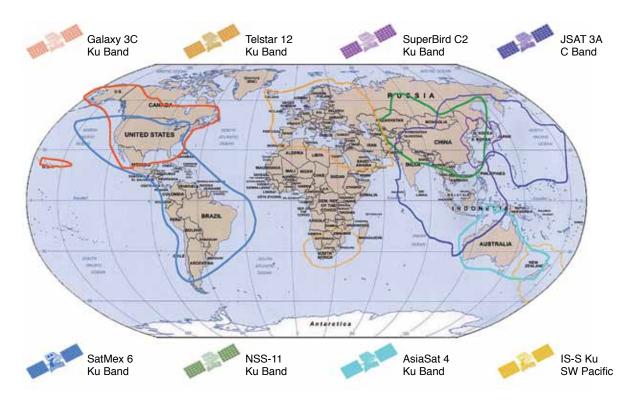
Public Service

24-hour Satellite and Internet Transmission Covering Global Chinese-speaking Communities

The services of MACTV are free of charge; it broadcasts 24-hours a day year round through satellite and Internet to present the beauty, creativity, democratic value and freedom of Taiwan. Except for Siberia, Greenland, and a few

areas in central Africa, only a 90-cm dish antenna is required to watch MACTV programs. All MACTV programs are available both for real time viewing and on demand on MACTV Internet platform.

Satellite Coverage of MACTV in 2011



2011

Public Television Service Foundation

Taiwan Indigenous TV

Annual Report



Missions and Goals

Mission and Values

TITV's Mission

Media is the most direct form of communication in a civil society. Taking control of media's right to have a voice and its right to interpret current issues are both essential and practical criteria when indigenous people pursue equality and justice. Taiwan's indigenous people are in a disadvantageous position from the vantage point of politics and economics as well as in the overall social community. It thereby becomes even more critical for indigenous people to empower its own TV media under a well-regulated environment. Only in this way will the disadvantaged position in terms of information, the negligence of the right to interpret the news, and the difficult environment in losing one's native language and culture be improved. Therefore, the mission of TITV has been set forth as follows:

- 1. Strengthen the Bonds among Indigenous Communities
- 2. Enrich Cultural Connotations and Diversity
- 3. Promote Indigenous Status
- 4. Attain Social Equality and Justice

TITV's Operational Values

TITV offers in-depth cultural connotations of Indigenous peoples. With an audience-friendly program philosophy, TITV offers programs that range from relaxing and fun to in-depth and serious, guiding the general public in acquiring accurate knowledge and respect for Indigenous people. Being a public media platform for aborigines, TITV has set forth the following key values:

- 1.Respect for Diversity
- 2. Tribal Priority
- 3. Professional and Autonomous

TITV's Origins

This year marked a milestone for the indigenous tribes of Taiwan, as foreign preachers and explorers started to capture images of indigenous peoples. During the Japanese Occupation Period, the Japanese government pursued its colonial policy in Taiwan by entering the lands of all indigenous tribes and conducting investigations with still and motion picture cameras. Through these, images of the indigenous people in Taiwan were presented before the rest of the world.

The Chinese Nationalist Party came to Taiwan. They produced images of indigenous people for government propaganda and to implement their policy of Sinicization: acculturating indigenous peoples into Chinese culture.

1962 1970

Taiwan Television Enterprise, Ltd. (TTV) started broadcasting, but the radio and TV broadcasting policy of Taiwan then did not give explicit protection for ethnic minority groups. During the period of martial law, the basic principle of radio and TV broadcasting under the Government Information Office (GIO) was the allocation, control, and consumption of broadcasting resources "with no concern for the rights and privileges of minority groups and the socially disadvantaged."

The period of economic boom in Taiwan that made graphic activities easily available to the public. At that time, indigenous peoples were often the subject of image recordings. Yet, these works were in the hands of the publishers and museums through commercial channels, or they fell prey to private collectors.

Main Goals and Strategies for 2011

- 1. Protect Indigenous Towns & Sustainable Development
- 2. Cultural Relics & Preserving Wisdom
- 3. Tribal Dialogue & International Exchange
- 4. Digital Upgrading & Innovative Contents





1984 1985 1990

Produced by Fuxing Broadcasting Station, the indigenous program "Green Mountain and Jade Hill" was first aired.

Programming of the indigenous TV show, "Spring in Green Mountains," produced and broadcast by the Public Television Program under the Broadcasting Development Foundation, started to air.

The Executive Yuan Ministry of Culture (MOC) and GIO committed more resources to assist indigenous peoples and the Hakka people in program production.

1992 1994 1996

Deregulation of broadcasting channels: 4 TV stations, 35 medium-range stations and 46 low-range stations, which totaled more than 200, including old and new stations. Only the Lan En Station is related to indigenous people.

The PTS organizing committee recruited and trained 24 indigenous people for work in filming and selected 11 of them as PTS journalists. Since then, indigenous people formally entered public media work.

The Council of Indigenous Peoples of the Executive Yuan (CIP) was established and became exclusively responsible for indigenous affairs.

Missions and Goals Message from the Chief Director

Persistence and 'Moving the Indigenous World"

TITV has often courted with controversy over the classification of its organization and the amendment of applicable laws on indigenous lands ever since its establishment. Facing expectations from the indigenous community and the uncertainties of organizational positioning under government regulations, TITV has reached a consensus in its objective of "independent operations"through consultation with political parties in the Legislative Yuan. TITV is persistent in maintaining its concise and precise corporate philosophy: "To unite the resources of all indigenous tribes, enrich the essence and glamour of culture, revitalize the social status of indigenous people, and give rise to social equity and justice."

Establishing a Worldwide Indigenous Media Exchange Platform

TITV chaired The World Indigenous Television Broadcasters Network (WITBN) in 2011 and led all the member broadcasters of indigenous people of the world in cultural and media technology exchange in order to attain the annual goal of "moving the indigenous world." This important event of international exchange not only helped to improve the visibility of the media for the indigenous people of Taiwan in the international arena, but also presented the indigenous culture of Taiwan to all parts of the world through media exchange. In 2011, with the positive efforts of TITV, WITBN had two new full members, FNX of the USA and Solomon TV, and one associate member, the Thailand Public Broadcasting Service (TPBS). Furthermore, TITV has won the support of all WITBN members in funding the TITV-led "International Indigenous People Online News Sharing Platform," amounting to almost NT\$1 million from the WITBN fund. The planning of this platform was accomplished at the end of 2011. According to the plan, TITV should complete the installation of the network system by the end of 2012 that will provide real-time news uploads and downloads by all members worldwide on a daily basis. The members of WITBN will convert the contents into news coverage for the respective indigenous people communities worldwide, free of charge. In the future, there will be a new era of media cooperation among indigenous peoples of the world.

In the aspect of operational performance, TITV News continued to receive the "Daily News Award" and "The Special Report Award" at the 2011 Excellent Journalism Awards. This honor showed the persistence of TITV in its approach to indigenous tribes and in keeping the indigenous people informed. The efforts are also in recognition of its professional journalism under the umbrella of mainstream news media and its advantage of massive human resources in reporting and broadcasting. The Indigenous People Cultural Foundation (IPCF) showed its recognition of TITV in nine topics when presenting television awards at the 2011 Clouded Leopard Journalism Awards. In addition, TITV was also commended for the "Domestic Production of Good Quality Children and Youth Television Programs" by Media Watch Taiwan (MWT) in 2011. These programs are Stage for the Stars of the Tribes, Relax Radio, Footprints of the Tribes, and Music Till Dawn. At the 46th Television Golden Bell Awards, TITV received awards for six topics with its production of Swaying Bamboo Forest and The Lost City Raiders. Director Laway Dalay from the Amis Tribe won the Television Mini-Series Award for directing with The Lost City Raiders. The

1997 1998

The Public Television Act was passed. Pursuant to Article 11 of this law, programs on indigenous people and the training of reporters from the indigenous community in planning, interviews, photography, editing and dubbing shall be managed "in diversity and with objectivity, fairness and ethnic balance."The first TV team organized by the indigenous people of Taiwan for a TV station officially came into being.

The Legislative Yuan passed the "Education Act of Indigenous People, granting that exclusive channels or TV stations for the

1998

indigenous people should be established pursuant to Article 26 of the law (amendment to the law in 2004 whereby this article was coded as Article 29).

PTS started to broadcast with the debut of a program completely produced by indigenous people, "TITV News Magazine." Restrained by geographic terrain, many indigenous tribes could not receive good image transmissions and some received nothing at all. With PTS as the cradle and the primary stage for performance, the team of indigenous TV people started to show their strength in their positions.

viewing rate survey from the indigenous community showed that viewer satisfaction for the television and news programs of TITV in 2011 scored 82.6 points, with an average preference of the programs at 80% or higher. These results indicated that the overall performance of TITV is preferred and recognized by the indigenous community of Taiwan.

Improving Professional Abilities and Actively Confronting Challenges

TITV has been managed by the PTS Foundation since 2007. The "Indigenous People Television Consultative Committee" was formed under a resolution from the Board of Directors of Public Television Service and convenes once a month. The management team of TITV reports on its operation at the meeting, or presents motions on major operation programs for resolution. However, the Board of Public Television Service was sued by the Government Information Office in 2010. As a result, a number of directors were placed under provisional disposition via a court order, causing a huge impact on TITV. One PTS board director, who was also a member of the TITV consulting committee and himself an indigenous person, was one of them. As a consequence of the provisional disposition and suspension of rights, the consulting committee failed to function normally, which caused a delay in TITV's annual review of operations and the formation of a selection committee for TITV's director-general. Consequently, the operation of TITV was seriously affected.

Despite numerous challenges, which caused many difficulties for TITV to function normally, there was no shortage of care and support from a great number of organizations in society. TITV will continue to be proactive in improving its broadcasting capacity, continue to broaden its international horizon, and partner with media from around the globe. TITV will not fail to meet the expectations of the indigenous community and society. It is hoped the government shall properly position TITV as soon as possible with a budget to surpass the current situation of "Annul Contract" on appointment. By then, TITV can propose a long-term operational plan with an administrative budget and replace personnel under appointment with full-time employees. It is firmly believed that with proper positioning, stable budgeting, and full-time staffing, TITV will be able to move the world even further.

> Chief Director Masao Aki

Masao Aki

2001 2002

To amplify the voices of indigenous people and for accurate reports on news about indigenous tribes, the PTS News Department began a TV training program for indigenous people. They made an effort to solicit funding from the CIP and the Council of Labor Affairs (CLA) to organize the 2nd training course.

PTS held its 3rd training course for indigenous people. There were more than 60 TV people from the indigenous community who could then independently produce TV programs.

2002 2003

The CIP started to establish exclusive channels for the indigenous community.

The CIP proposed a budget of NTD330 million for the establishment of a dedicated indigenous TV channel, but the proposal was frozen by the Legislative Yuan because of the lack of improvement of TV reception in indigenous tribe zones. In September 2003, the GIO and CIP jointly launched the "Sharing Satellite and Receiving Disc in Wireless TV" policy, whereby the government leased exclusive satellites for the transmission of all wireless TV signals. In addition, they also prepared a budget for the installation of satellite signal receivers in the families of tribes located in rural mountainous zones so that they could solve the problem of watching TV shows.

Highlights of the Year

A Second Look at the Legend of a Century

History must tell the whole story and cover people from all walks of life. The richer the historical contents, the better descendants can understand the world from a broader perspective. In 2011, an air of apprehension and prospective thinking clouded Taiwan. The people wanted to have an accurate perspective about their history. For indigenous people who have been dwelling on this land for thousands of years, those but who lacked a written historical record, this was an opportunity that they could not afford to lose.

In 2011, TITV made "History of a Century" the theme of all its news reports and television programs, taking a second look at the political, social and cultural history of this land. TITV made an effort to review the lives of our ancestors who have lived in this land for the last hundred years so that descendants can see the place of indigenous people in the history of Taiwan and can appreciate the diversity of this land.

Documentaries on the Indigenous Movement in Search of Identity and Social **Justice**

TITV launched a series of documentaries on the movement of indigenous people starting in October of 2011: The Years of Gathering Storm, Social Positioning Campaign, The Council of Indigenous Peoples of the Executive Yuan is Born, Give Us Back Our Land Campaign, and End of the Legend of Wu Feng. These five documentaries collected valuable graphic images of indigenous tribes in history, up-close and in-depth interviews, and a second review with multilateral dimensions, covering the history of the indigenous people's movement and tracing its roots back to the 1980s.

In the 1980s, Taiwan was awash with all forms of social movements. This wave of social movement awakened the indigenous people regarding their identity. They demanded their sovereignty. This period also marked a new page in the mainstream history of Taiwan--that the indigenous people of Taiwan have been unfairly treated. Being a television station with an ethnic background, TITV felt obliged to present the truth to the public. For this reason, TITV made proactive efforts in the planning and production of this series of documentaries with a view to presenting the total picture about this movement.

The documentary series focused on the development of the indigenous movement and appealed to basic human rights at the "kickoff stage." It extended to the integration of panethnicism, the mutual recognition of distinctive cultures in minority ethnic groups, and ending with tribes at their origins. The documentaries covered a broad range of topics using first-person interviews with representatives from the indigenous people movement from that period and constituting the most valuable materials. These innate voices deeply impressed viewers and also nurtured in each generation of these indigenous people to take a second look at their future and make them more daring in braving any hardships in the years ahead.

The Legislative Yuan approved the plan for the establishment of an exclusive TV channel for indigenous people. Channel 16 was assigned for this purpose because of a lack of production equipment, and it had to use programs commissioned by other TV channels. They invited tendered offers as required by the Government Procurement Act. TTV was awarded the offer.

2004

Managed by TTV, Taiwan Indigenous TV (TITV) began tribal broadcasting on a dedicated channel.

2005

TITV was officially launched into operation and became the first TV station for indigenous people in Asia aimed at granting indigenous tribes the right to speak up. Before broadcasting started, CIP had already helped the families of indigenous tribes to install satellite receivers free of charge. Invitations to tender offers were held once again in the second half of the year. Eastern Broadcasting Co., Ltd. was awarded the offer.

Musical Notes of the Tribes--Saving the **Fading Memories of History**

In 2011, the Tribal Language News program launched an episode on Musical Notes of the *Tribes*, where the oral history of indigenous tribes in Taiwan was presented. Over the last century, the indigenous tribes of Taiwan were ruled by different colonial powers in different periods of their history. Given the mainstream culture and its strong economic power, indigenous peoples were once again deprived of their own space for survival. This was just like another form of colonial rule.

The Musical Notes of the Tribes episode focused on the elders of the tribes who reported their history through face-to-face interviews. The interviews paid off. Valuable materials that constituted history were collected through conversations. These tribal elders were over the age of 80 and had lived their lives through two periods of colonial rule. In the Musical Notes of the Tribes episode, tribal language teachers were invited to conduct the interviews with elders, recording their voices in their respective tribal languages. In this manner, bits of fading history were then saved. It is hoped there would be no more missing pages in the history of indigenous tribes.

Special Production Topic for Tracing Lost Lands in the Last Century

The indigenous people of Taiwan have been ruled by different powers in the last four centuries, ever since the migration of the Han Chinese people. From the Qing dynasty, Japanese colonial rule and up to the KMT government, indigenous people had been continuously deprived of their lands. The frequent occurrence of typhoons over the years also washed down earth from the mountains. The tribes located in disaster zones were forced to give up their home villages once again. With land reforms under the name of "Planning of National Lands"that continue to this day, the lands of indigenous tribes were expropriated as national properties. The topic of "land" was still a hot issue in 2011.

The Indigenous Voiceprogram specifically launched two debate episodes, "Pangcah Land, Lost for a Century?!" and "Agricultural Use of Indigenous Tribe Reservations, Is It Legal?" All the people of the indigenous community, scholars, professionals, and officials responsible for the making and implementation of related policies were invited to call in to the program with their opinions on the topic of land.

TITV News Magazine will produce ten films with land as their topic, including Leave Us a Part of the Lands, Jing Pu For Sale, Indigenous People Were Not Allocated the Indigenous Land Reserve, Jump for Sra, Keep the Root in the Indigenous Tribe of Kihaw, BOT Thao is There, Who's Lalu Who's island? Who's Land Who's Home? BOT Sanxiantai, The Last Piece of Land of Vuvu. These films focused on the issue of land for the indigenous people and preserved a real picture of their history.

2006

The promulgation of the Wireless TV Public Holding Statute required that with its taking effect in the next year, TV media run under the government funds (including TITV, Hakka TV and Macroview TV) shall be managed by the PTS Foundation.

2007

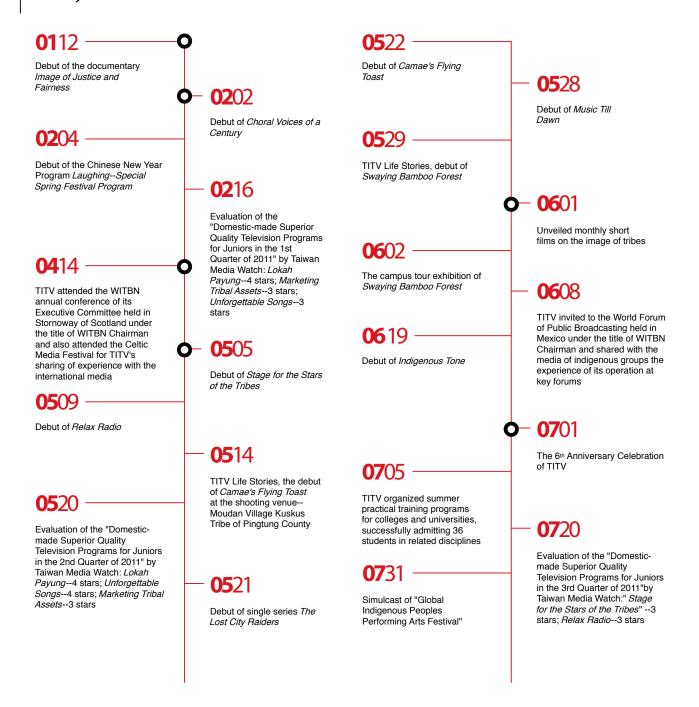
TITV was handed over to the PTS Foundation and turned into a public media platform. A voice for indigenous people, TITV aims at satisfying the needs of indigenous people under their right to information and to carry on their cultural heritage. TITV was incorporated into the Public Television Service Group and emerged as a fully public service channel.

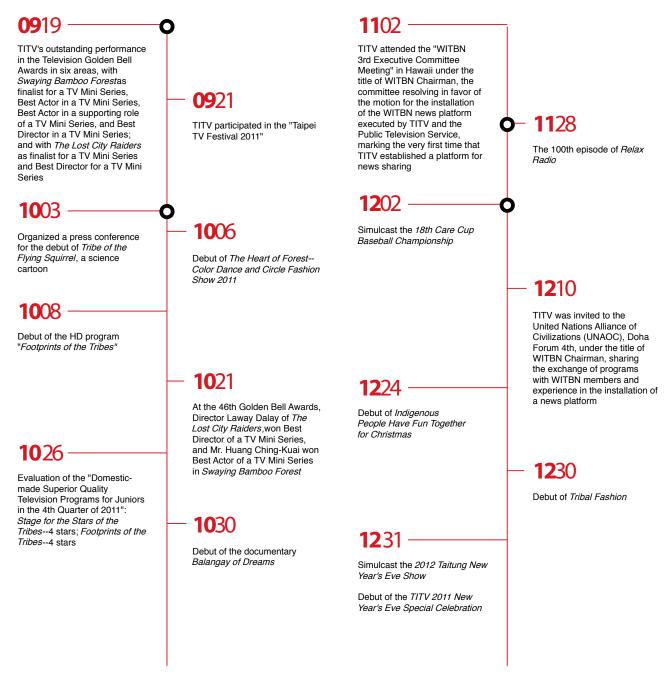
2009

The Indigenous People Cultural Foundation (IPCF) was officially established after the granting of the certificate. Since then, this foundation is fully autonomous in managing the broadcasting of programs for indigenous people and the planning of the exclusive broadcasting channel, turning the station into a service-oriented medium.

Highlights of the Year

Major Events of 2011











Programming

A Variety of TITV Tones

News Programs

World View of Indigenous People

In 2011, the TITV News Department was a finalist in the Excellence Journalism Awards with its Daily News and Special Topic News as well as a finalist in the Neofelis Nebulosa Journalism Awards held by the Aboriginal Affairs Commission. In addition, the news programs of TITV are also on the list of quality TV productions. The documentary What Men Don't Know was on the list of finalists in "The 5th Native Spirit Festival--The Film and Video Festival of Indigenous People" and the Nepal Indigenous Film Festival 2011.

Further to its effort in keeping tribes abreast with all updated information, TITV also addressed major issues confronting indigenous people through forums and special topics of news reports with a view to helping indigenous people to broaden their horizon in news reports. For stretching its reach of information, TITV has set up a news workstation at the Indigenous People Cultural Park Administration Office at Pingtung to allow the guick and effective dissemination of tribal news. This allows indigenous people to keep abreast of complete information for participation in politics. This was particularly the case when TITV prepared news programs on the debates involving candidates of the aboriginal community in the Legislative Election Campaign, the presentations of political opinions by indigenous candidates, and special events in the public squares of tribes so that indigenous people can have room for more thought from a multilateral perspective.

■ TITV Daily News

The content of TITV Daily News covers the issues of all aboriginal tribes in politics, land, education, employment, industry, tribal events, worship ceremonies, dramas and sports, and the indigenous people in rural and urban areas. In response to the stereotypical image of indigenous people cast by the commercial media for such a long time, TITV reports from the perspective of indigenous people in a precise and concise manner with first-hand information. TITV wishes to maintain a fair and objective stance in news reporting and make itself the news center for indigenous people in the country. In addition, TITV also urges other media to show their respect for the rights of indigenous people in the interpretation of news, current affairs, and social phenomena.

In 2011, TITV focused news reports on the colonization of indigenous peoples, ranging from the autonomous rule of tribes, the deprivation of lands, the result of keeping reservation land for indigenous people, unemployment and industrial development in tribal zones, and so forth. These topics were covered in full detail. Other points of attention were: making additional effort with the education of indigenous people, news on health care and hygiene, the 2nd anniversary of relief for the disaster brought by Typhoon Morakot, the Indigenous People National Athletic Meet, reporting on the Legislative Yuan election and the analysis of electoral districts, and news follow-up with the progress and effect of upgrading the five cities.

■ Tribal Language News

Tribal Language News is positioned as a news programs for all indigenous people entirely broadcast in tribal languages. This program is to serve the seniors of tribes with their needs for information and to perform the function of





education for tribes so that tribal languages can be carried on. Special guests are invited to the programs to share opinions. They are encouraged to respond to the questions entirely in their tribal language. In consideration of the educational function of this program, Han Chinese subtitles are provided so that students, people of other tribes, or viewers wishing to learn tribal languages can learn the language on Channel 16.

The content of Tribal Language News focuses on the cultures of different tribes, which covers their annual worshiping ceremonies, lifestyles and customs, traditional wisdom, handcrafts, language heritage, and so forth through multilateral and multidimensional reports. The way of life, philosophical thinking, and kind-hearted cultures of tribes were fully presented in this program.

■ TITV News Magazine

TITV News Magazine is a program presented in the form of a magazine with its focus on the affairs of Taiwan's indigenous people with their autonomous point of view for a factual account of their stories. The in-depth reports of this program cover a wide array of topics from multilateral perspectives so that the viewers can reflect and think about indigenous people's affairs.

The program primarily appeals to Taiwan and the world through the eyes of the indigenous people of Taiwan. This program performs the function of mutual assistance among tribes and the feeding of related information. The essence of this program is progressive, revealing, critical, and diverse for further thought on multiculturalism. In the process of production, the autonomy of the content and a quest for professionalism and self-discipline are maintained. The program runs once a week for an hour and includes two or thee topics on in-depth

investigative reports on events occurring in the aboriginal tribes on a long-term basis. Isolated events of the tribes, indigenous affairs, and cultural topics are also discussed in the series. Each reporting team (scriptwriter and photographer) is responsible for the production of one topic.

The preparation and features of the programs:

- 1. Focuses on the attention to social, political, economic and environmental changes as well as topics on education and the cultural development of the aboriginal community in Taiwan and in foreign countries from the perspective of indigenous people. The media watch is also on specific topics in the long run, such as the development and long-term development of the environment under the effort of the Reconstruction after Typhoon Morakot.
- 2. Produces news reports from a global perspective on human rights, culture, and the ecological environment of world indigenous populations and connects the world community of indigenous people with highlights on the bonds, mutual respect and concerns among indigenous people worldwide.
- 3. That are the very first produced wholly by media people from the aboriginal community of Taiwan. This program started broadcasting in 1998, and for twelve years has witnessed the development of the rights and privileges of the indigenous people of Taiwan in mass communication.

In the future, TITV will make additional efforts in its capacity of interpretation, analysis and discussion on topics in politics, economics, social and cultural affairs to further the documentary nature of this program. By then, this program will be a new platform with diversity and depth. For the





realization of the rights of the public for access to media and for the diversity of the content of the program, TITV will work closely with photographers of the tribes so that creative and sustainable imagery recording the lives of the tribes will have a chance to demonstrate their strength.

■ Indigenous Voice

Indigenous Voice is a talk show featuring interviews, dialogues, discussions, and debates on selected topics. Through in-depth exploration of the issues and exchange of opinions, the issues are clarified. This is particularly helpful for issues pertaining to society and the environment as well as the security for the lives and property of people. This program helps to attract public attention and discussion, and it has become highly popular.

In addition to the discussion on policies, topics on humanity, education, hygiene and health care as well as issues related to tribes will also be launched in the programs, attracting heated discussion.

The features of the program include:

- 1. Providing a platform for the convergence of voices from the tribes in the discussion on topics concerning indigenous people.
- 2. Establishing a mechanism for dialogue among government agencies, professionals and scholars, the general public, and aboriginal tribes for the realization of concern for the socially disadvantaged, public service, and caring for minorities.
- 3. Setting up telephone lines in the studio for

the people in tribes to express their opinions and participate in a public forum, so that the problems of the tribes are shown before the public and their rights observed.

- 4. Linking with WATTA, an aboriginal news network, for daily feeding of updated information through the website for broadening the horizons and intensifying the depth of issues for discussion.
- 5. Serving the aboriginal community and linking scenes from the tribes to the studio for a live presentation to the public on issues for discussion and direct conversation with indigenous people.

Special Projects for the ROC's Centennial

Review and Reflection on History

The traditional society of aboriginal tribes is colorful and full of variety. The rules under different authorities caused fundamental changes to this society. With Taiwan society focusing on the ROC's centennial, what kind of impact was there on the indigenous community? With the production and broadcasting of programs covering a wide array of materials, TITV let viewers review the history of the past century and the features of its developments.

■ Drama – Swaying Bamboo Forest

This story is based on the literature of indigenous people showing the response of three generations to the "deprivation of land" and is linked to the spirit of ancestors and land in memories of time and place.

The Atayal has a complete norm for its belief in land based on its ancestral teachings of "Gaga." The Atayal holds that land is not the property of





any individual person. Humans are just guardians of the land with an emphasis on passing the land to descendants. The land is entitled to the tribe and to the family. The intrusion of foreign civilization brought about the privatization of land (through written laws and contracts governed sovereignty), to the extent that indigenous people became the losers. As such, indigenous people turned to serfdom of the land through land lease from colonial rulers from their previous status as guardians of the "land," even completely losing their land.

The long-term objective of indigenous people is the fight for lost territory and getting back their own land. In a retrospect of the past century, TITV characterized the loss of their land via the format of drama.

■ Drama – Camae's Flying Toast

This drama is based on a story of a tribe in southern Taiwan. The protagonists are a student living in a single-parent family and a backpack volunteer. Most families in aboriginal communities are disadvantaged economically, educationally, and socially. There are ceaseless family problems facing them. TITV showed its concern for tribes through this drama and wishes to remind the public to show concern for the youth and children in aboriginal tribes with true stories.

■ Music – Choral Voice in the Century

Indigenous people do not keep their stories in writing, but through "singing for history" and "songs as history." As such, the songs of indigenous people are particularly precious!

In Choral Voices of the Century, the development of indigenous music was tracked from the folk songs of tribes in old days to songs in Japanese during the Japanese Occupation and the purified songs under government policy and tribal folk songs from the imposition of KMT rule until the lifting of martial law to present time. The works of indigenous people, from folk songs and rock and roll to movie music, are indeed really good music for sharing. This clamorous era allowed the music of the aboriginal community to nurture and blossom.

Children's Programs

Visiting Tribes and Showing Concern

Two children's programs were shot outdoors. They are Lokah Payung and Summer Adventure. These two programs led viewers into aboriginal tribes from the natural environment to humanistic concern, and also for the exchange between children in urban and rural areas. The lively shows are highly welcomed by children and parents alike.

In addition, National Tsing Hwa University, which worked in cooperation with TITV on several occasions, and after 14 years of work under the auspices of the National Science Council. produced the first 3D science cartoon in the world in the Atayal language, Tribe of the Flying Squirrel. This program has earned an eager response and great popularity among viewers.

Life Information Programs

Serving Indigenous People and Tribes First

Relax Radio is a new program launched in 2011. This program aims at the dissemination of information with a sense of humor and fun and is dedicated to becoming a window for indigenous





people for information and for creating common topics of conversation. People of cultural distinction in the tribes are invited to the program as a model for the aboriginal community. The program Marketing Tribal Assets has been launched for three years since its debut in 2008 and will continue to report on features of the tribes and introduce to viewers gourmet foods, scenic places and the cultural creativity of tribes with a view to boosting the economy of tribes through tourism.

Documentaries

Witnessing History and Cultural Rejuvenation

Footprints of the Tribes was launched in May 2011 to report stories of aboriginal tribes guarding the mountains and forests while carrying on their cultural heritage. This program aims at encouraging the cultural rejuvenation of tribes. In *Unforgettable Songs*, the traditional folk songs of tribes were presented in documentary form to show off the glamour of tribal music. In the third guarter of 2011, the theme of this program was targeted at songs of the Bunun at work, worshiping ceremonies, hunting, and harvest time. Balangay of Dreams was also a new program in 2011 from the viewpoint of children showing how the Tao made a large 18-passenger boat to crossing the seas from Orchid Island to Kaohsiung, Tainan, and Taipei. The program is based on cartoons for liveliness. This program led TITV to be a finalist in the Taiwan Children's Film Festival for the first time.

Musical and Variety Shows

A Wealth of Assets on Stage

Tribal music is irreplaceable and unique, being a vital asset of the indigenous people. Gifted with this asset, TITV can demonstrate its strength like a shining star in the television world of Taiwan in musical program production. Entertainers, bands, singers, and amateur artists can show their talent on the stage of TITV musical programs to their entirety. TITV launched two new programs in 2011; Music Till Dawn and Stage for the Stars of the Tribes.

The episode of The Voices of the Mountain and the Sea in Music Till Dawn provided a stage for bands to present their creative works and perform. In "Musical Reserve," singers were invited to sing classic songs. In Musical Variety Show, artists were invited to perform. In Stage of the Tribal Stars, indigenous people interested in stage performance were invited to compete with one another in performing skills, showing their talents in music and other skills. This program provides a venue for the development of a new generation of artists and helps them with professional suggestions.

Foreign Films of Indigenous People

A Brilliant Director at the Golden Bell Awards

TITV procured films and works of directors from indigenous people all over the world to show the diversity of TITV and encourage fine television people from the aboriginal community to perfect a platform for cooperation.

The documentaries on the ecological environment





and tribal cultures are: The Dream of Coming Home--The Destiny of Hao-Cha Village, Continue Breathing at Ta-Mu-Mu Mountain, Longing for a Home, Guarding of Kanakanavu, and The Submerged Island. There is also the documentary Who Is Singing There? characterizing the development of bands of indigenous people; and "The Land Story of the Amis" reporting the loss of land and the bloody resistance against intruders. The Black Horse in the Golden Bell Awards--Lost City Raiders by Ami director Laway, was on the list for purchase.

Simulcast Programming

Sharing Exotic Programs of Indigenous Elements

These are the performance of indigenous people originally brought before viewers through cameras. This is also one aspect of TITV service. TITV simulcast three meaningful performances in 2011:

■Global Indigenous Peoples Performing Arts Festival

The carnival lasted eight days. Indigenous people from different countries were invited to Taipei, Hualien, and Pingtung to perform on a circuit. The foreign performing teams were from Nigeria, Burundi, Chile, Peru, Uruguay, Tahiti, New Zealand, Canada, Palau, Solomon Islands, Gambia, and Kiribati, for a total of 12 countries. In Taiwan, indigenous performing teams, including the Amis Kakeng Orchestra, Tjimur Dance Theatre, Darmalan Cultural & Art Troupe, Taiwan Aboriginal Dance Cultural Art, Pingtung Cultural Park, and Chuang Kuo-Hsin Indigenous People Experimental Opera were invited. Performers from home and abroad joined hand in hand for the performance of music and dance of the indigenous world.

■Miling'an Opera Show

This is an opera featuring sensual effects, the legendary fiction of ancient times, and the reenactment of aboriginal tribes. TITV shared the legends of Paiwan from ancient times to the present with viewers through videotaping and broadcasting.

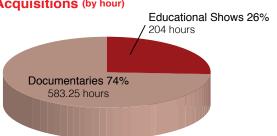
■The Heart of Forest – Color, Dance, and Fashion Show

The attire of indigenous people has become a hot topic in the fashion world in Taiwan. A fashion show held at a mountain 3,000 meters high demonstrated the creativity and cultural essence of indigenous designers to the world. Through the high-quality simulcast of TITV, viewers felt as if they were there watching the show in the mountains. This is also an encouragement for indigenous people to go forward with courage to tell the world of their culture.

Proportion of Program Sources (by hour)

Reproductions / Acquisitions 25% 787.25 hours New Productions 75% 2,347 hours

Proportion of Reproductions and Purchase Acquisitions (by hour)



Programming

Analysis of Program Distribution in 2011

In 2011, TITV new productions constituted 75% of its overall production hours, of which the time spent on the production of Daily News and Tribal Language News by the News Department and programs featuring dialogues with guests and viewers accounted for 2,347 hours, the largest share. Relax Radio, a program in dialogue form, is broadcast at 8:00 p.m. This is the golden time slot of the day. This program offers the most cultural and touching dialogues for viewers presenting the most popular figures, and it is highly received by the aboriginal community.

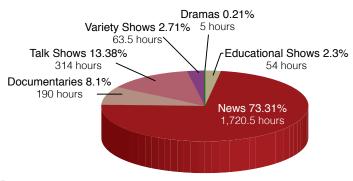
Other programs accounted for fewer hours of new production. This is related to the contract terms of TITV for performance for the first and second halves of the year. A contract for a halfyear term is really challenging for program production. Some programs require more time for planning. This is particularly the case for dramas. Time for this kind of program would have to be compressed so that it only accounted for 0.21% of the total hours for production. Despite this challenge, TITV performed splendidly at the Golden Bell Awards. In the domain of educational programs, the funding of its premium program, Little Science Hunters, by the National Science Council, has come to an end and the program temporarily suspended. Only Lokah Payung has continued. This program accounted for 2.3% of the production hours. Variety shows and documentaries require a higher budget than programs of other kinds and therefore limited episodes were produced, accounting for 8.1% of the total hours. Variety shows are classified with musical and game shows. These kinds of programs are highly popular among younger viewers, accounting for 2.71% of the total production hours.

Films acquired from local and foreign sources must be culture-oriented, feature aboriginal community issues, or be produced by teams of indigenous people due to the ethnic attributes of TITV. As such, the sources of film procurement are constrained and the hours consequently limited.

The time for the reproduction of programs totaled 787.25 hours, accounting for 25% of the total hours. The reproduction of Let's Talk in English constituted the majority of the production hours. TITV has a joint venture with Overseas Radio and Television (ORTV) for three years for the reproduction of their program Let's Talk in English for broadcasting at TITV. This is an input to the content of TITV and is highly received by viewers.

Under a cooperation mode as a member of the Public Television Service Group, TITV broadcast a number of reports on events and children's education programs in 2011. This helped to solve the problems with the inadequacy of programs for the channel and attract viewers not from the aboriginal community. Furthermore, TITV has also made efforts to unite TV or media workers of indigenous origin at home and overseas for film exchange and cooperation. The result was an influx of documentaries on indigenous people in other countries on TITV's channel.

Proportion of New Productions (by hour)



International and Domestic Awards

Domestic Awards

Taiwan Media Watch Evaluation

Domestically-produced Superior Quality Television Programs for Juniors in the 1st Quarter: Lokah Payung (4.5 stars); Unforgettable Songs (3.5 stars); Marketing Tribal Assets (3.5 stars); Let's Talk in English (4.5 stars)

Domestically-produced Superior Quality Television Programs for Juniors in the 2nd Quarter: Lokah Payung (4 stars); Unforgettable Songs (4 stars); Marketing Tribal Assets (3.5 stars); Let's Talk in English (4.5 stars)

Domestically-produced Superior Quality Television Programs for Juniors in the 3rd Quarter: Stage for the Stars of the Tribes (3.5 stars); Relax Radio (3.5 stars); Let's Talk in English (4.5 stars)

Domestically-produced Superior Quality Television Programs for Juniors in the 4th Quarter: Stage of the Tribal Stars (4 stars); Footprints of the Tribes (4 stars); Music Till Dawn (3.5 stars)

Finalists in the Television Golden Bell Awards

TV Mini Series: TITV Life Stories - Swaying Bamboo Forest

Best Actor in a TV Mini Series: TITV Life Stories - Swaying Bamboo Forest, Huang Ching-Kui

Best Actor in a Supporting Role in a TV Mini Series: TITV Life Stories - Swaying Bamboo Forest, Boken Kosang

Best Director in a TV Mini Series: TITV Life Stories – Swaying Bamboo Forest, Umin Boya

TV Mini Series: The Lost City Raiders (purchased from Hyper Pictures Co., Ltd.) TV Mini Series Cinematography Director: The Lost City Raiders, Laway Dalay

Television Golden Bell Awards

Best Director of a TV Mini Series: The Lost City Raiders, Laway Dalay

Best Act of a TV Mini Series: TITV Life Stories - Swaying Bamboo Forest, Huang Ching-Kui

Neofelis Nebulosa Journalism Award Finalists

Special News Report

The Revelation of the Left Eye - The Story of Badai: Kao Chen-Huei, Ko Shi-Ming

Home Coming (I), Back to Maliba: Yan Chia-Ming

News Report in a Tribal Language

Homeyaya Topic: Avaepoicon: Wang Chi-Ming

The Wedding Ceremony: Galahei Aluo Kaibibao, Muni Kadrangian, Paljaljim, Talum, Haluku Watan

Annual Ritual Series: Lin Chi-Mei, Lee Hsiu-Mei, Wang Chi-Ming Cogovogovolj: You Yu-Ling, Chen Hsieh-Yin, Chang Shu-Chun

Neofelis Nebulosa Journalism Awards

Best Report on Real-time News: The Secret Inside the Presidential Office: Pan Mei-Ling, Chen Chian-Hsiung

Outstanding Special Report: The Last Piece of Land of VUVU: Kawlo Iyun, Ho Rong-Fa

Best News Report in a Tribal Language- The Tribes: Muni Kadrangian, Haluku Watan, Avaepoicon, Api, Huang Chi-Ting, Lin Ta-Ching

Excellence in Journalism Finalists

Special News Report Award: Witness a Different Breed of Social Movement: Kao Chen-Huei, Ko Shi-Ming, Chu Rong-Sheng, Chen

Daily News Program: SINPONG Evening News: Kolas Yotaka and others

2011 Taiwan International Ethnographic Film Festival

Finalist: New Flood

International Awards

The Native Spirit Film Festival (London, England)

Invitation to participate in the exhibition with What Men Don't Know

Nepal International Indigenous Film Festival

Invitation to participate in the exhibition with What Men Don't Know

Public Service

Swift Public Communication for Viewers, Reducing the Distance with Indigenous Communities

TITV was conceived with the idea of serving indigenous tribes in the choice of news broadcast materials and TV programming, and it is dedicated to becoming a platform for conveying the image of indigenous people. As such, TITV will make an utmost effort to keep abreast of information on all the problems and needs of the public, to listen to the public and to respect public opinion in providing diversified services.

Telephone Service Constituting 70% of Responses

In 2011, TITV provided service to viewers a total of 1,399 times. The majority of the opinions from viewers were over the telephone and through e-mail. For the convenience of viewers requiring service, TITV displays subtitles for the webpage news and telephone numbers for inquiring everyday before and after the news broadcast. The professional customer service team diverts the responses from viewers to the relevant links.

Inquiry for "Program Content" Constituting the Majority of Responses

Of all the viewer opinions for service by category, there were 411 cases of inquiry about "Program content," or 29.38% of the total. Most of the inquiries were about *Ina's Kitchen*, *TITV*

Source of opinions from viewers

Sources of Comments	Count	Ratio
Telephone interviews	1,114	79.63%
E-mails	269	19.23%
Voice messages	16	1.14%
Total	1,399	100%

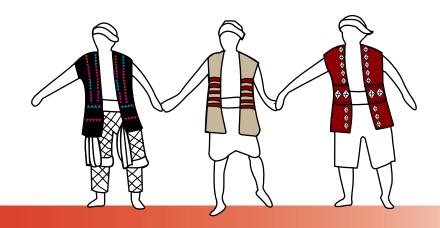
Daily News, Marketing Tribal Assets and Tribal Language News.

This is followed by inquiries of "Other services," which accounted for 238 cases, or 17.01% of the total. This category covers social charity advertisements, announcements of artists through their agents, invitations to events, and issues not related to TITV programs. The inquiries for "Broadcast Time" accounted for 181 cases, or 12.94% of the total. "News feed" accounted for 150 cases, or 10.72% of the total. This function mainly provides the public with news about tribes or invitations to interviews by private groups or media units of government agencies.

An in-depth analysis shows that inquiries for "Program content" in 2011 surpassed the record

Viewer Opinions for Service by Category

Category of Questions	Count	Ratio
Broadcast time	181	12.94%
Program content	411	29.38%
Program arrangement	6	0.43%
Information on TITV	53	3.79%
Website information	53	3.79%
News feed	150	10.72%
Event news	57	4.07%
Audiovisual products	85	6.08%
Screen-page search	71	5.08%
TITV events	48	3.43%
Education service	14	1.00%
Viewer promotion	9	0.64%
Viewing problems	23	1.64%
Other services	238	17.01%
Total	1,399	100%



of 2010, indicating that programs are more attractive to viewers now than in 2010. The inquiries for "Internet news" fell behind that of 2010, implying that TITV has made solid improvements and wishes to provide the latest and guickest information service to tribes and to reduce the distance between urban and rural areas. Now TITV has introduced the "Tribal Language News Network."

"Inquiries" Emerged as the Top Demand of **Viewers for Service**

The majority of viewer opinions for service by category in 2011 was "Inquiries," which accounted for 1,174 cases, or 83.91% of the total. Most of the inquiries focused on the content of programs and news. This was followed by "Suggestions," which accounted for 81 cases, or 5.79% of the total. Viewers expressed their suggestions on the content of news or programs by telephone. "Confirmations" accounted for 52 cases, or 3.72% of the total, while "Requests" accounted for 46 cases, or 3.29% of the total.

Types of Viewer Opinions for Service

Category of Remark	Count	Ratio
Inquiries	1,174	83.91%
Praise	11	0.79%
Support	13	0.93%
Suggestions	81	5.79%
Comments	3	0.21%
Complaints	14	1.00%
Confirmations	52	3.72%
Making changes	5	0.36%
Requests	46	3.29%
Total	1,399	100%

About 95% of Inquires with a "Response on the Same Day"

In handling the questions from viewers in 2011, TITV had 1.338 cases or 95.64% of the total with a "response on the same day." Most of the questions had already been anticipated with answers prepared in advance. It was echoed with crossfunction assistance among colleagues. As such, customer service personnel could usually respond to questions from viewers on the same day.

TITV highly treasures telephone calls from its viewers and the inquiry record. First, this is a way to share viewpoints with viewers and is a good model for two-way communication. Second, these telephone calls constitute the opinions of viewers, helping to upgrade the quality of programs and reduce the distance with tribes. Ever since its establishment, TITV has never ceased to provide such services to its viewers and wishes to continue to satisfy the needs of viewers with more sophisticated and advanced services.

Lead-time for Responding to Questions from Viewers

Lead-time for Response	Count	Ratio
1 day	1,338	95.64%
2 days	29	2.07%
3 days	5	0.36%
over 3 days	15	1.07%
over 7 days	12	0.86%
over 1 month	0	0%
Total	1,399	100%

Note: Letters responded in two days or more included weekends and national (consecutive) holidays.

Public Service

Opening the Doors to Visitors

TITV is dedicated to becoming a TV station that is welcomed by all.

TITV seeks to break the stereotypical image of a TV station far from the people. As such, TITV opens its doors to all visitors and friends in the indigenous community. By visiting the station, friends of the indigenous community can understand the development of TITV much better. In turn, TITV can establish a dialogue with viewers at zero-distance, listen to their voices and suggestions, thereby producing quality programs that are more in tune with the expectations of indigenous tribes.

The planning of services for visitors is elaborated below:

■ Visiting TITV: Introduction to TITV, Functions of Each Department, Process and Environment of Broadcast Production, Tour of the Production **Facilities**

Designated persons give an introduction to TITV so that friends of the indigenous community can understand the organizational structure of TITV, the production process of professional broadcasting, and the direction of program productions. This also helps to present the professional image of TITV.

■ Exchange of Ideas: Colloquiums, Program Promotion, Quizzes

TITV designs contents for visitors with flexibility depending on their backgrounds to achieve positive results in promotion. TITV can also arrange interviews or colloquia between visitors and TITV executives, producers, directors, and production units to share ideas and exchange points of view without reservation. In addition,

TITV seeks to introduce itself to major news media and viewers from different ages and ethnic backgrounds in the country so that they can better understand TITV,s operations and program production.

TITV also accepts applications from schools for field trips to the station. Through on-site visits at TITV, the students can understand the process of program production and the ideology and spirit behind the establishment of TITV and its scope of service. For students, the visit is an interesting and educational experience alongside their school curriculum.

For outdoor services, TITV works in line with program promotions and large-scale events of indigenous cultural activities to convey its values and introduce TITV programs to the public. Through open and face-to-face communications, fellows from indigenous tribes and visitors can better understand the performance of TITV and what TITV can do for indigenous people. Furthermore, the indigenous community can feel the sincerity of TITV in building bridges with it through premiers, press conferences and seminars.

Visits to TITV in 2011 by Visitor Type

Item	Category	No. of people	No. of groups
1	Primary school	306	4
2	Junior high school		
3	Senior high school		
4	College	246	8
5	General groups	550	8
6	International groups	257	4
Total		1,359	24



New Value-adding Function to the Website, Upgrading Digital Service Capacity

Concepts of Digital Convergence

TITV upgraded the visual design and version of its web pages in 2011 to improve the digital service capacity of its official website and to introduce the concept of web-community sharing in order to keep up with developing trends. The launch of this new version was aimed at the installation of a complete interactive function of "Online audiovisual news" on its home page so that TITV can have its news reporting in the indigenous voice and perspective exposed to the platform of the Internet through daily news broadcasting beyond Channel 16.

The official TITV website, after the version upgrade, contains a wider array of practical contents echoed by viewers. TITV has created the effect of sharing topics, sharing news, sharing programs and sharing audiovisual sensibilities with indigenous people. TITV will persist in keeping close to the digital hub for developing into a new media with complementary effects between the Internet and TV.

Launching New Online Real-time Audiovisual News

TITV repositioned its news website, designing the function of real-time online audiovisual news. The whole architecture is simple and clear with explicitly defined themes that consider the convenience of browser audiovisual effects.

For the time being, the content of TITV online audiovisual news allows viewers to keep abreast of the news broadcast at noon every morning. The web page of each piece of news reporting and of each page of audiovisual news is embedded with community sharing through viewer opinion boards and an interactive feedback interface so that viewers can express their opinions on a specific piece of news broadcasting at the site. This kind

of sharing enhanced the visibility of TITV programs and news broadcasts and helped to cultivate the interactive relationship between the viewing public and the indigenous community with the station.

Value-added Service at the Website for **Higher Program Exposure**

In addition to fortifying the content of the web pages, TITV has prepared exclusive web pages for new programs and special events to be launched at the website,

There is also an electronic weekly magazine featuring new programs and drama series for higher exposure and popularity of the programs online. This also helps to increase the traffic volume of visitors to the site. In 2011, TITV had 3,698,236 visits to its official website and as many as 354,298 visits in a single month.

Browsing Rate of the Website in 2011

Month	Monthly Webpage Visits
Jan	333,754
Feb	354,298
Mar	340,673
Apr	271,500
May	276,405
Jun	284,668
Jul	266,045
Aug	310,063
Sep	334,453
Oct	266,478
Nov	350,723
Dec	309,176



Public Service

Summer Internship Project for the Incubation of Media Experts from Indigenous Communities

TITV has made tremendous efforts in cooperative education over the years and has opened the station to college students for practical training during the summer holidays. TITV aims at training students from indigenous communities for a major in mass communication. In 2011, the internship was split into two tiers held in July and August, respectively. There were 36 participants in the program.

TITV carefully designed the practical training program for the students in order to nurture new media experts from indigenous communities and to strengthen the media power of tribes. Under such arrangements, the students can understand the operations of a TV station in depth and learn more about the media industry.

In the internship classes of 2011, participating students could take part in the practical exercises of media work in a healthy environment using state-of-the-art hardware and equipment. They could also reinforce what they learned from books through practical drills in photography, lighting, digital editing, sound recording, sound effects and auxiliary process control. In consideration of the specific nature of an ethnic television station, cultural courses were also arranged in the production of news and programs so that the participating students could learn professional skills and be nurtured in the essence of indigenous culture under the ethnic environment of TITV.

Senior members of TITV acted as mentors to guide the participating students to learn program production and shared with the students their personal experiences. All participating students were required to submit different types of assignments, including "Citizen News," "Program Promotion Footage," and "Marketing Plans" at the conclusion of the training program. TITV executives gave their evaluation of the works and recommendation to the students. All the participating students learned about the actual operations in program production, news, and marketing in this cooperative education process. The distinctive culture of this ethnic television station allows students to become aware of cultural differences and to respect such differences with patience.

For TITV, the internship program is a catalyst for the incubation of mass media experts in the indigenous community. TITV holds a positive attitude for this type of service in education and expects fruitful results.

Number of College Interns in the 2011 TITV Summer Internship

Item	Department	Number of Interns
1	News Department	22
2	Program Department	12
3	Marketing and Programs Department	2
	36	
	20	
N	16	





Annual Administration

Assumption of Duties in International Indigenous People Affairs, Developing a Platform for Exchange

TITV assumed the chairmanship of WITBN in March 2010 and also the chairmanship of the WITBN Executive Committee in September of the same year. TITV also acted as the Secretariat of the committee. TITV accomplished several tasks in international exchanges by the end of 2011 and will continue to make efforts in international news sharing through exchanges in news and programs, seeking opportunities with different countries for cooperation in news programs with TITV. This kind of cooperation helps to improve the content of news programs on indigenous people at home and abroad in depth and in scope, and it broadens the international horizon of program production. In addition, indigenous people all over the world can share their viewpoints.

Participation in International News Program Co-production

TITV launched its first scheme of cooperation in news topics with WITBN starting in 2009 for news sharing. Under this scheme, eight members of WITBN, including TITV of Taiwan, Aboriginal Peoples Television Network (APTN) of Canada, BBC ALBA of Scotland, TG4 of Ireland, NRK Sapmi of Norway, Māori Television of New Zealand, National Indigenous Television (NITV) of Australia, and Oiwi TV of Hawaii work together with special topic news on indigenous peoples of different countries. They also jointly produce the first program with topics on indigenous people of the world: Indigenous Insight.

This program came into its third season in 2011. The members jointly produced 13 episodes of news programs each year in indigenous languages dubbed with English subtitles. With

coverage of local news in different countries. viewers of the programs can share the viewpoints of indigenous people worldwide. TITV produced various programs with different news topics in relevant tribal languages. Under an effective exchange mechanism, this program has helped to improve international understanding of the indigenous people of Taiwan, their current status, and other issues in living.

The production period starts in August and ends in October of each year. TITV provides news content weekly and also selects footage of news programs on indigenous people of the world in a joint production for rebroadcast daily. Viewers can learn about current affairs and the cultural heritage of indigenous people around the world. Similarly, TITV can broaden its international horizon in news program production.

Development of an International News Sharing Platform

TITV proposed its plan for an integrated news platform in March 2010 for the establishment of a daily, real-time, rapid, and convenient international indigenous people news platform. This is to effectively share news resources among WITBN members and enhance the varieties of channel content among the members. In September 2010, the first session of the WITBN Executive Committee was held in Sydney, Australia. In that session, TITV officially proposed the idea of establishing a WITBN news platform. In April 2011, TITV presented an installation plan and conducted a survey among members. From May to October of the same year, TITV proceeded to plan in detail, discussing and revising the content of the plans

WORLD INDIGENOUS TELEVISION **BROADCASTERS NETWORK**

WIJA 2012

ABOUT

NEWSLETTER

PROJECT

WITBC

CONTACT US



'Ōiwi TV, Up In the Cloud

By KEONI LEE

'Oiwi TV started as a desire to create the first Native Hawaiian television station as a way to normalize the Hawaiian perspective in media, now two years later 'Oiwi TV continues to utilize the latest in broadcast technology to redefine viewers' WITBN website

E-Newsletter Updates Sign up to receive the latest news from WITBN delivered to your inbox. SEND FOLLOW ME ON built

with news media authorities of relevant countries. This proposal was passed by the WITBN in November 2011. The installation of the plan was scheduled to be accomplished by March 2012.

This news-sharing platform launched by TITV is the first news-resource sharing platform with indigenous people of the world as its subject. In the future, this platform is not only for sharing news resources but also developing into a cross-platform of multilateral media resources to be shared by indigenous people of the world. In addition to sharing international resources, TITV can also learn from and exchange with others from the resources of the platform, thereby upgrading the quality of its programs and news production.

This platform aims to achieve the following goals in the next year or two:

- 1. Provide 20 to 25 real-time news stories weeklv:
- 2. Provide four to six special news reports monthly;
- 3. Provide coverage of the latest major news for members regularly;
- 4. Open the platform to the browsing of nonmember media.

The platform is assessed to yield the following results:

- 1. Improve the content of all news programs of the stations.
- 2. TITV has stable sources of news stories everyday and can produce 5 to 8 minutes of news program covering the indigenous people of the world.
- 3. Produce weekly news stories on the indigenous people of the world with variety and at low cost and broadens the horizon of news coverage.

4. Upgrade the leading position of TITV in international news exchange.

WITBN e-Newsletter: Special Issue on World **Indigenous People Day**

For the promotion of the founding principle and objective of WITBN, and for the attraction of more media units of indigenous people around the world for membership, the Secretariat started to design an e-newsletter, updated at the end of 2010 and unveiled at the "World Indigenous People Special Daily News" on 9 August 2011. This publication covers the rights of indigenous people's media in different countries and the progress of their work.

WITBN's Website

A brand new version of the official WITBN website was launched at the beginning of 2011. In addition to the adjustment of existing contents, the content, news and programs, and information on exchange programs in the e-newsletter was also provided with the update of WITBC'10 content.

Website: http://www.witbn.org/

WITBN International Indigenous Journalism Awards

TITV proposed the idea of the WITBN Indigenous Journalism Awards in April 2011. This idea was accepted by the host, NRK Sápmi of Norway. TITV then presented the WITBN Indigenous Journalism Awards action plan (WIJA 2012). The plan was approved by the third session of the WITBN Executive Committee and the awards ceremony held in March 2012. TITV proposed three special news topics in the contest in December, whereby issues of the indigenous people of Taiwan were promoted to the media of international indigenous people.

Annual Administration

Integrated Marketing, Closely Linking Tribes with TITV

Starting from tribal viewpoints with multifaceted mindsets, TITV makes an effort in promoting the cultures of indigenous tribes and also wishes to show the sincerity and goodness of indigenous people to people of different ethnic backgrounds in all walks of life and all countries through integrated marketing.

In 2011, TITV cultivated its relation with indigenous tribes with an emphasis on intimacy of the two sides through channel packaging, event marketing, cross-media promotion, television programs and the production of promotional materials and gifts. This was a crucial year for integrated marketing at TITV and also a year of intimacy with indigenous people in tribes. The data presented in the attached table--"Quantitative

Quantitative Analysis of the Results of Major Marketing Events in 2011

Subject	Content	Season	Quantitative Results	Total	Unit
Volume of short stories for channel packaging	Including station ID, program reminder footage, image footage, promotional footage, public service footage, special project promotions, MV	1 st Quarter 2 nd Quarter 3 rd Quarter 4 th Quarter	168 148 174 118	608	Sets
	WITBN				
Audiences participating in event marketing	Program promotional events	"In memory of YAYA" debut in the tribes "Camae's Flying Toast" debut in the tribes "Swaying Bamboo Forest" debut on campus TITV 6" Anniversary Celebration World Music & Dance Festival – TITV channel promotion scheme (two shows) In 2011, Music Festival Ceremony at East Coast 2011 Taipei Film FestivalTITV displayed its works "Tribe of the Flying Squirrel' Scientific Cartoon Debut Press Conference "The Lost City Raiders" Debut at Taitung University (two shows) TITV exhibition of runner-up films at the Golden Bell Awards"Swaying Bamboo Forest" for promotion at the NCCU campus	120 260 120 150 9000 7240 150 100 200 300	17,640	No. of people
			243 350 231 232		
			71 68 60 51	2681	No. of people
Public service and customer service numbers			144 311 413 471		
	Summer practical training	July and August	36		
	Total number of TITV web pages browsed	1 st Quarter 2 nd Quarter 3 rd Quarter 4 th Quarter	117,591 106,392 142,627 136,321	502,931	No. of visits
Audiences	Accumulated circulation volume of TITV e-News	1 st Quarter 2 nd Quarter 3 rd Quarter 4 th Quarter	76,155 167,801 198,839 199,341	642,136	No. of
accessed through cross-media promotion	Circulation volume of the "Friends of PTS" Monthly Magazine	1 st Quarter 2 nd Quarter 3 rd Quarter 4 th Quarter	56,580 57,060 58,230 29,870	201,740	copies





Analysis of the Results of Major Marketing Events in 2011," demonstrates the effect of multifaceted marketing.

Channel Packaging

A positive image is vital for television channels. As such, TITV made the best effort to make itself visible to the public and to attract the concern of people with highlighting its channel spirit. This year, TITV produced 124 image/community videos, 15 event preview/holiday festivity videos, 150 program promotional videos, 38 new program preview videos, and 281 news and program promotional videos, for a total of 608 videos.

International Marketing

In 2011, TITV transcended the constraints of national boundaries through active participation of media events held by the international indigenous community. Furthermore, to promote the indigenous culture of indigenous tribes in Taiwan, TITV also wishes to establish its foothold in the world indigenous media sector in order to enhance its reputation and visibility. TITV has participated in numerous events organized by WITBN during the year and has properly designed the WITBN e-magazine for timely access to the information and news of international indigenous media and sharing the experience of member countries in program production and broadcasting in order to learn from one another through exchange. In addition, TITV also visited Mexico this year to participate in the Public Television Service Forum in order the show the strength of the indigenous people of Taiwan to the world.

Event Marketing

In the spirit of serving indigenous tribes, TITV organized many events in 2011 with a view to promoting its image of public service, enhancing its visibility, and strengthening its links with indigenous tribes. The events are:

■ TITV 6th Anniversary Celebration

TITV held its 6th Anniversary Celebration and invited all basic-level staff to keep a "green" belt surrounding the station to improve the environment. TITV has expressed its gratitude to this land that has nurtured its growth. In addition, TITV sought the convergence of all through prayers for blessing and banquets. The hearts of all at TITV are linked together.

■ Program Promotion Events: Golden Bell Awards, Taipei Film Festival, Promotion of Major **Programs**

The marketing focus of TITV in 2011 was program promotion. Through event marketing, more viewers could witness the endeavors of TITV. In addition to the Golden Bell Awards, TITV also participated in the Taipei Film Festival to demonstrate the specific features of TITV programs in the film industry of the country and present a positive image of the channel as belonging to the indigenous people of Taiwan. TITV was responsible for organizing the exhibition of outstanding works at the Golden Bell Awards and made the campus of the National Cheng Chi University the venue of exhibition. In addition, TITV also organized the "Tribe of the Flying Squirrel--Scientific Cartoon Debut Press Conference" to allow viewers at home and abroad to peek at the brand-new world of indigenous images of Taiwan. The program was also extended to the Zhi Ben Campus of Taitung University with a debut showing of the film The Lost City Raiders.







■ in2011 Musical Festival Season at the East Coast

To strengthen the bonds among tribes, TITV made use of large-scale events like the "in2011 East Coast Music Festival Season" to promote its channel image for a stronger effect. TITV set up a booth in the venue of the "2011 East Coast Music Festival Season" by holding a guiz for prizes. It also broadcast the new program Promo and the worship service channel to attract crowds. The tourists, young students, and indigenous people of the tribes in eastern Taiwan who attended the occasion leaned more about the operations and essence of TITV.

■ World Indigenous People Folk Music and Dance Festival

TITV made the best use of the opportunity given by the "World Indigenous Music and Dance Festival" to promote the programs of its channels. It set up large LCD monitors at Taipei Sun Yat-sen Memorial Hall and Pingtung Stadium to broadcast its drama, lifestyle and variety shows, and cultural and educational programs. In addition, TITV staff introduced TITV to the public and held a guiz with prizes to impress the public.

Care Cup

The Care Cup is a major annual event of the indigenous people in baseball showing concern and care of young people in the tribes. TITV assists the promotion and simulcast of the games every year and hopes to present the image of this group of lively young baseball players in front of viewers through the help of media. This event also helps to develop the talent of indigenous youth and is essential for the marketing and promotion of TITV in 2011.

■TITV Thanksgiving Event for the New Year

The end of the year is also a time for thanksgiving. As always, TITV holds a series of events to embrace the New Year and invite viewers to share the occasion, like Thanksgiving, Christmas, and New Year's Day. In 2011, TITV held the New Year's Eve event and five "Warm Up the Tribes Concerts" with a view to sharing warmth and love with fellows of the tribes still living in permanent or makeshift housing as a result of Typhoon Morakot. The five large-scale concerts were held at the Lalauya Tribe, Shenlin Taai Tribe, Lily Tribe, Rinari Tribe at Mount Ali and Cheng-Hsing Shelter in Taitung. Event marketing is not just a matter of promoting the channel and its programs, it is also a manifestation of hearty cheers and concern for tribes.

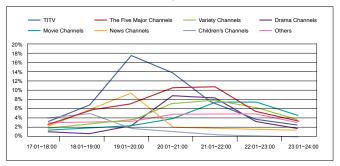
Cross-media Promotion

This is an integration of the media resources of TITV and the Public Television Service Group with the use of television channels, Internet media, and print media to promote important programs and events.

Development of Merchandise and Gifts

TITV prepared promotional materials and gifts associated with its core spirit of the year and the features of programs and events, including a calendar notebook, calendar, cool cards, posters, annual report, promotional leaflets, souvenirs, and DMs for promotional campaigns and marketing. These kinds of promotional items are rich in the tone of indigenous tribes and represent the cultural creativity of the tribes. Tribal culture is always expected to attract the attention of the public.

5:00PM~12:00AM Viewing Rate of All Channels in the First Half of the Year



Annual Administration

Overall Improvement Through Audience Rate Studies

TITV takes the opinions of its viewers as an input to its program production process and wishes to understand the opinions of aboriginal viewers of TITV through a study on audience viewing rates. The result of the study is to serve as a reference for the planning and production of programs in the future.

A study on audience measurements in 2011 was divided into two parts and conducted in the first and second halves of the year, respectively. The contents of the surveys included: 1. A study on the programs most viewed by aboriginal viewers; 2. The opinions of aboriginal viewers on TITV programs; and 3. The opinions of experts on the programs. Both journal methodology and colloquia with focused groups were held for such purpose. In the journal method, the target respondents of the questionnaire were members of aboriginal tribes. Questions covered the areas of "audience status," "daily life," and "quality of program viewing." The target groups for the colloquia were 15 indigenous people from tribes and experts in the field of mass communication. Evaluation was conducted on major programs, followed by colloquia for sharing opinions.

The objective of the study was: to understand the viewer population of TITV (viewing rate and individual rating); the evaluation of different programs from the perspectives of viewers and experts; collecting the opinions of aboriginal viewers and experts in program production with content evaluation and suggestions; and introduce viewer opinions into the production of programs in the future. Finally, the data compiled will serve as reference for TITV in program design and production.

Conclusions and **Recommendations of** Audience Measurements in the First Half of the Year

Aboriginal Tribe Audiences

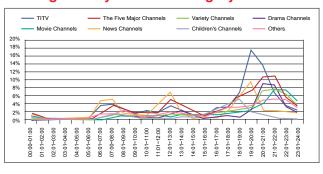
The result of survey research under the journal method shows that each aboriginal household spent an average of 4.05 hours of television viewing and spent about 20.8% (51 minutes) of viewing time on TITV programs. This figure constituted the total time they spent viewing the five wireless TV or all other channels, and it indicated that TITV is the most important channel for the aboriginal community.

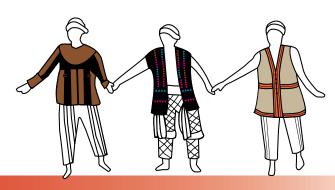
On a typical day, the period from 7:00PM to 10:00PM (47.89% \sim 53.32%) is the peak time available for television viewing in the aboriginal community and is the golden viewing period of the day. It is followed by the time slots at 6:00PM (32.73%) and 10:00PM (33.91%). The available time for viewing dropped gradually after 9:00PM and aboriginal viewers tended to switch to the five major channels or variety, drama, or movie channels.

Reach of Programs and Satisfaction Level

Of all eight categories of programs included in the recent survey under the journal method, the following in descending order of rating are programs of higher reach by viewers: Ina's Kitchen (84.30%), TITV Evening News (75.21%), Marketing Tribal Assets (70.25%), Call Me at 8 (64.46%), TITV News Magazine (59.50%), and Unforgettable Songs (58.68%).

Viewing Rate by Channel Category in the First Half of the Year





The overall satisfaction score of viewers with TITV is 80.92 points. For individual programs, they all have scores over 80. Highly preferred programs are, in descending order, The 2nd Indigenous People's Asus Science and Education Awards Presentation Ceremony (90.83), Ina's Kitchen (87.76), and Little Science Hunters (85.75).

Recommendation for Improvement of Programs

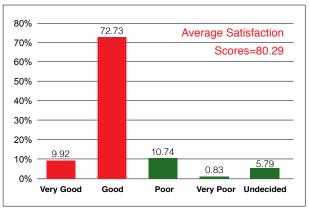
In general, experts and scholars and representatives from the aboriginal tribes expressed their opinions on TITV programs as specified below:

- Help to develop and train people from the aboriginal community in journalism with the dispersion of human resources and local tribal perspectives to complement local news and to witness tribal life.
- Produce financial and economic programs like Marketing Tribal Assets in order to give ideas to the aboriginal community on entrepreneurship and marketing and to help the aboriginal community and tribes with product development. The introduction of products to the tribes will be an input to communities. Furthermore, as for examples of successful stories, comparison is also made to show the efforts of indigenous people in creating their own enterprises and the course of their product development.
- Materials to be considered for program production: 1. Historical (including historical issue) reports and documentaries, like the history of indigenous people, the locations of aboriginal tribes, or legendary historic figures. However, the verification of historical facts remains important.

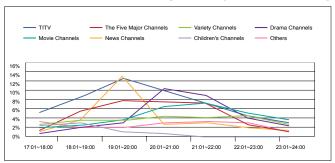
"Writing the history of the indigenous people" through the media and also "Learning the history of the indigenous people" through the media can help to buttress the inadequacy or correct the bias of historical materials on aboriginal tribes inherent in the current education system. 2. Almost 80% of indigenous people are Christians. TITV can produce programs that help to nurture indigenous people spiritually and to improve their quality of living. 3. Indigenous people are generally strong in sports and many of them have become successful sports figures. Their stories and efforts could be presented to the public through the media.

■ Psychology professor Howard Gardner of Harvard University proposed the Multiple Intelligence Theory (MIT) covering eight forms of intelligence, including language, logicmathematics, space, body-body motion, music, interpersonal relations, self-revelation, and natural observation. Indigenous people were found to

Overall Satisfaction with TITV in the First Half of the Year



5:00PM~12:00AM Viewing Rate by Channel Category in the Second Half of the Year





be strong in six forms of intelligence, including self-revelation, interpersonal relations, natural observation, music, sports and space. TITV can explore these areas as topics for its programs.

- The programs shall help the indigenous people of Taiwan learn about international relations and know about indigenous peoples' affairs and related topics in the world for ethnic balance among different ethnicities.
- The visual display and presentation of the programs shall be highly identifiable in order to be differentiated from other media.
- Strengthen post-production of programs to upgrade the accuracy of information and clearly identify the exact locations of tribes.
- Make proactive efforts for the long-term development of people in hosting programs and in performance.
- Define the scope of programs and present programs in tribal languages at a specific proportion of the total with the proper use of tribal languages for strengthening the visibility, function, and utilization of the languages.
- Consider joint ventures with other television stations in the production or broadcasting of programs that are worth broadcasting nationwide. Some programs may be produced in DVD format for promotion.
- Strengthen research and development and set up an advisory team of experts as a think tank for different ideas and materials for advising the production team. Provide correct information on the wording, music, places, people, and stories.

Viewing Rate by Channel Category in the First Half of the Year

Conclusions and Recommendations of Audience Measurements in the Second Half of the Year

Reach of Programs and Satisfaction

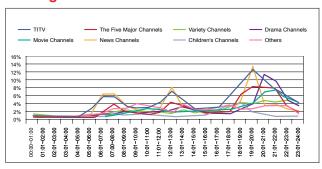
The survey results under the journal method shows that each aboriginal household spent an average of 4.41 hours of viewing television daily and spent about 1.01 hours (about 60 minutes) viewing TITV programs.

On a typical day, the duration from 7:01PM to 10:00PM (44.22%~50.30%) is the peak time for television viewing in the aboriginal community. It is followed by the time slots at 6:01PM to7:00PM (34.15%) and 10:01 to 11:00PM (28.31%). In this viewing period, TITV news programs are more attractive to indigenous people as compared with other programs. The available time for viewing dropped gradually after 9:00PM and aboriginal viewers tended to switch to the five major channels or drama or movie channels.

The Reach of Programs and Satisfaction Level

Of all eight categories of programs included in the recent survey under the journal method, the following in descending order of rating are programs of higher reach by viewers. They are Ina's Kitchen (77.27%), Stage of the Tribal Stars (75.76%), Music Till Dawn (65.15%), 2011 TITV Evening News (62.12%), Relax Radio (61.36%), and Marketing Tribal Assets (60.61%).

Viewing Rate of All Channels in the Second Half of the Year



The overall satisfaction score of viewers with TITV is 84.91 points. For individual programs, they all have scores of over 80. Highly preferred programs are, in descending order, Global Indigenous Peoples Performing Arts Festival--Taipei Show (89.69%), Ina's Kitchen (89.44%), Selection of Stage for the Stars of the Tribes (87.55%), Selection of Music Till Dawn (86.82%), Swaying Bamboo Forest (86.42%), Global Indigenous Peoples Performing Arts Festival--Pingtung Show (86.38), and Search for the Blessed Land of the Ancestors (86%).

Recommendations for Improvement of Programs

Both viewers and experts highly valued TITV programs with specific expectations. They addressed a number of issues for the development of programs worthy of reflection, including; indepth reporting on current affairs focusing more on indigenous people; the use of language and the heritage of the language in news reporting and the interpretation of the sense of the language; invitation of Han Chinese to programs of a competitive nature, like Stage for the Stars of the *Tribes*, with this program further classified by song type or age group for fairness; more original creations of indigenous people broadcast in the Music Till Dawn program; elements of taste and harmony introduced to Relax Radio to encourage indigenous people to contribute their works to the program; dramas positively recognized by viewers and experts but for which marketing is weak and needs to be improved. The two education programs for school children yielded low viewership. Something needs to be done in order to change the habits of youths in watching television--they are the audience of the future. This is indeed an important topic.

In addition, viewers and experts also have comments about the anchors and hosts of programs on their professionalism, such as the host of Relax Radio lacking coordination or tacit understanding. This revealed that human resources development is pressing.

The experts presented recommendations on the improvement of cinematography, lighting, backdrop, program flow, series arrangement, and post-production.

Recommendations for TITV

The performance of TITV has been recognized ever since its establishment. It is the channel for indigenous people to access information, a stage for indigenous people to demonstrate their strength, and the venue for indigenous people to speak up. In the two focus group colloquia, experts gave their opinions after making observations. Viewers also provided their comments and recommendations to TITV with the journal method. These opinions were compiled as follows for reference in future developments.

■ Content of the Programs

Being a public media and conceived with the mission of preserving cultural heritage, TITV should produce and broadcast its programs in the forms of "infotainment" or "edutainment" for the desired effects.

Programs should be modest and simple in production. Permanent programs should be increased to attract a regular viewership. Language is a vital tool for cultural heritage and TITV staff should strengthen their language proficiency and develop multilingual skills.



■ Technology and Quality

TITV still has room for improvement in the refinement and sense of visual perfection in the production of its programs. Sound and subtitles of the programs also need to be reexamined and improved. The quality of the website should be upgraded, including responses to customer complaints at the TITV website.

■ Channel Performance

Currently, many programs imitate other programs in style and have lost their originality. TITV should consider elements of the indigenous people and tribes as characteristics for use in premium programs beyond news programs.

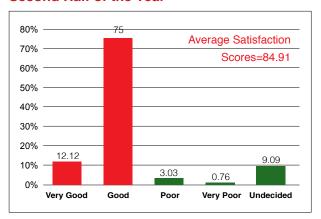
■ Promotion and Marketing

TITV should include other ethnic groups on its list of services and should make an effort to broaden its viewership and listenership base so that other ethnic groups would prefer TITV programs. This will help change the stereotypical image of indigenous people as they currently appear on commercial channels. The marketing of TITV is weak. Conventional marketing entails long-term human-resource development and high costs, which are beyond the means of TITV at the moment. Therefore, TITV is recommended to make use of "viral" marketing on the Internet (FB, blogs and related modes of marketing), or prepare 3 to 5 minutes of footage for program promotion and upload it to the web (e.g., YouTube) for browsing in order to enhance the visibility, popularity and social influence of TITV.

■ Talents

Time is the essential element for the training of people. Both scholars and experts queried the professional standing and performance of the hosts of TITV programs. TITV should turn itself into a cradle for the development of people from the aboriginal community. They could allow up-andcoming talent to edit and broadcast programs during marginal time slots, and then have them take a shot at the golden broadcasting time. TITV could also participate in cooperative education with schools to recruit students to engage in researching programs and related information.

Overall Satisfaction with TITV in the Second Half of the Year



Annual Administration

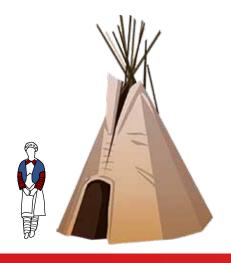
KPI Attainment

The mission of TITV in 2011 is based on the theme of a "perpetual environment and reconstruction of the tribes" and is manifested with the following four objectives: (1) Starting from the tribes with concern and new knowledge; (2) carrying on heritage with cultural innovation; (3) digital upgrading with value adding of talented people; and (4) uniting the tribes and reaching out to the world.

TITV started to introduce the KPI (Key Performance Indicator) system since 2009. In 2011, reach, quality, and public service remained the fundamental dimensions for full-range assessment. KPI for each dimensions and the methods of accessment are stated in the list below.

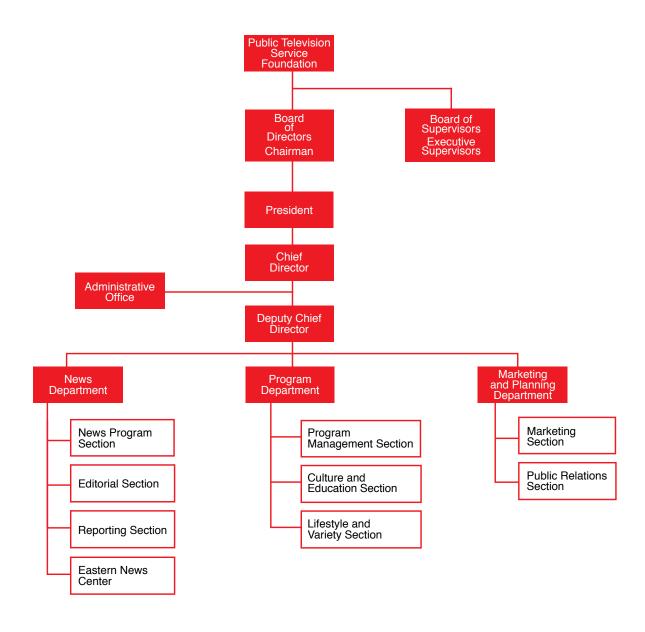
Of all the KPI for TITV in 2011, the reach of tribes, the number of quotations by international indigenous television media, the nomination and conferral of awards, the hours of continuing education for employees, and the hours of programs in tribal languages surpassed the targeted goals. Satisfaction approximated the targeted goal, and the goals for the number of visitors and browsing time at the TITV website along with the number of viewers served have yet to be accomplished.

Dimens	sion	KPI	Method of Assessment	Objective	Attainment
	F	Reach of domestic indigenous tribes	Frequency of reports on topics pertaining to indigenous tribes	30 times	1,728 times
Read	ch F	Reach of international media	Frequency of quotations by international indigenous people television media	15 times	41 times
	F	Reach of the new platform	Monthly number of visits at the TITV website	350,000visits	307,940 visits
			Satisfaction level	Score:84	Score:82.6
Quali	ity	Program quality	Nominations/runner-ups for awards (including the Golden Bell Awards, domestic and international film exhibitions, Excellence Journalism Awards, Media Watch Foundation evaluation)		42items
			Hours of employees' continuing education in different curricula (including training)	18hours	22.82hours
Publ	Hours of programs in tribal languages		Hours of programs in tribal languages in the year	800hours	865.5hours
servi		Annual number of people served in customer service (including visits and practical training programs)	Number of people served in the year	9,000people	7,749people



Annual Administration

TITV Organizational Structure



Statistical Analysis of Employee Structure

TITV consists of a News Department, Program Department, Marketing and Planning Department, and Administrative Office and is staffed with 100 people in total. Currently, there are 79 employees under active status. They are: One chief director, one deputy chief director, 41 employees in the News Department, 26 employees in the Program Department, 4 employees in Marketing and Planning Department, and 4 employees in the Administrative Office.

Profiles of TITV Staff by Gender, **Ethnicity, and Ratio Between Indigenous People and Han Chinese People**

Total	Ratio by Gender	Ratio by Ethnicity	Ration by Indigenous and Han Chinese Origin
79	37 males 42 females	19 Amis 22 Paiwan 9 Atayal 4 Bunun 4 Rukai 2 Puyuma 3 Yami 1 Saisyat 1 Tsou 1 Thao 1 Sediq 1 Truku 1 Kavalan	69 indigenous people, or 87.34% 10 Han Chinese people, or 12.66%

Note: The statistics cover the scope of personnel in irregular terms of office in the organization.

Profiles of Each TITV Department Staff by Gender, Ethnicity, and Ratio between Indigenous People and Han Chinese People

Department	No.	Ratio by Gender	Ratio by Ethnicity	Ratio by Indigenous or Han Chinese Origin
Corporate Headquarters	2	2 males	1 Atayal 1 Paiwan	2 indigenous people
Administrative Office	4	1 male 3 females	1 Atayal 1 Amis 1 Bunun 1 Han	3 indigenous people 1 Han Chinese
Marketing and Planning Department	4	1 male 3 females	2 Paiwan 1 Atayal 1 Han	3 indigenous people 1 Han Chinese
News Department	41	23 males 18 females	10 Amis 4 Atayal 1 Sediq 13 Paiwan 3 Bunun 1 Rukai 1 Thao 2 Yami 1 Kavalan 1 Puyuma 4 Han Chinese	37 indigenous people 4 Han Chinese
Program Department	26	10 males 16 females	8 Amis 2 Atayal 1Truku 1 Saisyat 6 Paiwan 3 Rukai 1 Puyuma 1 Yami 1 Tsou 2 Han Chinese	24 indigenous people 2 Han Chinese

Note: The statistics cover the scope of personnel in irregular terms of office in the organization.

Financial Reports

Financial Statement

January 1 to December 31, 2011

				-	
Account Title	Annual Budget	Cumulative Revenues and Expenditures	Percentage of Annual Budget	Annual Surplus (deficit)	Budget Attainment Rate
Revenues					
Income from external program products (IPCF)	300,000,000	300,000,000	99.90%	0	100.00%
Funds from private sources		286,957	0.10%	286,957	
Total revenue (excluding temporary payment or collection of equipment fees)	300,000,000	300,286,957	100.00%	286,957	100.10%
Expenditures					
Procurement of news programs (including working capital for the Eastern News Center)	53,900,000	51,851,031	18.74%	2,048,969	96.20%
Procurement of general programs	81,600,000	65,166,215	23.55%	16,433,785	79.86%
Marketing and promotion fees (including service to tribes and international exchanges)	19,200,000	13,270,661	4.80%	5,929,339	69.12%
Rent for equipment and tools (including the employment of people for projects)	62,000,000	71,754,165	25.94%	(9,754,165)	115.73%
Personnel expenses (HR spending on TITV staffing)	70,000,000	63,739,437	23.04%	6,260,563	91.06%
Administration and management expenses (equipment and maintenance for corporate headquarters)	6,300,000	3,936,297	1.42%	2,363,703	62.48%
Signal transmission and satellite upload fees	7,000,000	6,950,400	2.51%	49,600	99.29%
Total expenditures (excluding temporary collection and payment of equipment fees)	300,000,000	276,668,206	100.00%	23,331,794	92.22%

Note:

^{1.}The cumulative expenditures in 2011 included a reserve of NT\$11,593,000 for contractual obligation (procurement of news programs amounted to NT\$478,000, production of general programs amounted to NT\$9,985,000, and marketing and promotion fees amounted to NT\$1,130,000) and will be carried forward to 2012 as TITV working capital.

^{2.} The surplus of budget settlement will be carried forward to 2012 for TITV operation.

^{3.} Funding from private sources included income from program production for a fee and other income.

Public Television Service Foundation

Annual Report



Missions & Goals

Message from the Chief Director

Throwing a Sprat to Catch a Whale



The year 2011 represented the 100th anniversary of the Republic of China. In the course of history and the watershed of every key event and era, we track back "Tou pai" ("past times" in Hakka) to learn from the intelligence and experiences of our predecessors. This learning then becomes the platform from which we move forward.

Two years ago when Hakka TV began preparations for the 100th anniversary of the Republic of China, we were repeatedly asked:

"As an ethnic television, what role should we play?"

"As a minority-language television station, what efforts should we make?"

"As a public media, what should we provide to our audiences?"

Hakka people are lucky to have their own language channel and to be able to hear their own language just by turning on the TV. They are even luckier to have Hakka TV as a media that records images of the Hakka and Taiwan history. At Hakka TV, we expect to do something each year, something meaningful, something no one else can do, and something that keeps our conscience clear. Therefore, with the centennial anniversary of the Republic of China, Hakka TV had to participate. Presenting ourselves as a TV station was not going to be enough.

We took the 100th anniversary of the Republic of China very seriously. With the project Hakka 100, we prepared documentaries, news features, special programs, and a summer camp for children. With Taiwan: A Century of Arts and Literature, we identified key people and events from these extraordinary 100 years to portray our culture's role models from this century. With "Dear Mother Earth," we recorded the passion and emotion of young generations. Also with "Father of Taiwan's Modern Literature," Ho Lai drew parallels from history. With the summer camp for children, we helped children connect with their own land and plant small seeds in their hearts. Our planning was based on the goal of leaving marks and footnotes for this critical era.

What we did is a small attempt, but we hope our efforts will be the "Tou-pai" for people to find after the next 100 years.

Chief Director Hsu Chin - yun

Han, Chingn

Exploration, Record-keeping, Dialogue, and Passing On

Mission

1. Promote the Value of Hakka Culture

Hakka people greatly value nature and life. They have many unique philosophies of life. It is the primary mission of Hakka TV to use various programs to interpret correctly and to convey accurately the attitude and ideals of life to all ethnic groups in our viewing audience.

2. Sustain the Hakka Language

For Hakka TV, language is a responsibility we cannot put aside. We believe that without the Hakka language, there would be no Hakka TV. Hakka TV will continue to produce great programs to attract more Hakka and non-Hakka viewers. By doing this, we hope our viewers will enjoy Hakka TV programs and learn the Hakka language.

3. Ensure Hakka Media Access

Even though the Hakka Basic Act officially legislated in 2012 that the Hakka language is one of Taiwan's official languages, it is almost impossible for Hakka to be heard in other commercial media. This does not match the ratio of people communicating in the Hakka language. To compensate for this imbalance in the media, Hakka TV has operated as a platform to produce many publicly accessible programs in Hakka. We also held marketing activities to encourage the participation of viewers in the Hakka community.

4. Encourage Cultural Exchange of **International Ethnic Groups**

According to rough estimates, there are nearly a hundred million Hakka people around the world. In each area, Hakka people have integrated with local cultural characteristics to create new and

different Hakka cultures. These wonderful cultures are not necessarily the same as Taiwan's Hakka culture, but they can be a source of strength for Taiwan's Hakka people. This makes it essential for Hakka TV to work with other ethnic groups in addition to communicating with Hakka cultures around the world.

Working Values

1. People-Oriented

If there is no support from viewers, there will be no Hakka TV. While earning recognition from our viewers, the most basic, and easy part to ignore, is considering the viewpoint of the people. People exist before the government. Therefore, all governmental mechanisms exist to create a better life for the people. Thus, it is Hakka TV's mandate to consider the people as the foundation of Hakka

2. Hakka-Oriented

The Hakka population is one ethnic group worthy of the attention among Taiwan's 23 million people. It is the mission of Hakka TV to use the Hakka spirit as a nutrient to serve and contribute to Hakka culture. This includes creating a tight link between Hakka culture and the economy.

3. Professional-Oriented

Taiwan's media environment is flourishing, but it still has some black sheep. Currently, TBS is good enough to be a benchmark for Taiwan media. As a member of TBS, Hakka TV not only practices the spirit of public value, but also the self-discipline necessary to become a role model for Taiwan's media. By insisting that media be professional as well as Hakka, we seek to provide the choices needed by the public.



Goals of 2011

1. Documenting the Participation of Hakka **People in Key Events**

- Planning for the 100th anniversary of the Republic of China revolved around revealing the participation of Hakka people in key historical events.
- The creation of traditional and modern communication mechanisms provides paths for learning Hakka values.
- Records and journalism reinforce and extend the database of Hakka videos and graphic arts.

2. Developing Dialogue and Exchange Among **Diverse Ethnic Groups**

- Strengthen resource sharing and exchange among the channels of TBS by actively interacting with other media.
- For all kinds of programs, news, and activities, we include transnational, cross-ethnic, and crosscultural content.
- We continue cultivating the garden of multiculturalism and creativity by including a wide range of professionals in different fields developing a new Hakka style.
- Participation in world ethnic channels and platforms strengthens connections.

3. Developing Trained Personnel for the Hakka Village

- Combining studies at local Hakka academies and departments provides internship opportunities for students.
- Working with "The Internship Program" project encourages students and provides opportunities for them to present their audio projects.

- Mutual interaction with local archivists creates opportunities for exchange or mechanism developing Hakka resources.
- Comprehensive training of broadcasting personnel both on-screen and behind the scenes cultivates new blood for Hakka TV.

4. Building a Bridge Between Hakka People In and Outside of Taiwan

- Continued broadcast of Hakka-related issues. and programs to Hakka outside Taiwan narrows the distance between Hakka people at home and abroad.
- Building a database of overseas Hakka communities creates connections via real-time video transmission and telephone.
- Programming, broadcast services, and communication activities help create a world-class Hakka media center.
- Active participation in Hakka activities overseas improves the global visibility of Hakka TV.

5. Completing the Digitization of News **Platforms**

- Responding to trends in digital technology, Hakka TV has gradually replaced linear devices with comprehensive digital hardware and software equipment.
- Hakka TV has also trained Hakka personnel for proficiency in digital news broadcasting.
- To improve efficiency in the sharing and reuse of audio-visual resources. Hakka TV has gradually achieved the goals of an audio-visual digital archives project.



Topics of the Year

Four Axes Stringing 365 Days

History is so complicated that when young people read about it they fail to understand that even small events can have great meaning. Small events can accumulate like rain drops, aggregating into rivers of consequences and change. Hakka TV hopes to become a transformative power pushing the current of Hakka language and cultural heritage.

With a budget of NT\$400 million every year, Hakka TV tries to produce all kinds of Hakkarelated programs, cover Hakka events, and promote Hakka activities. In 2011, after discussion among staff, Hakka TV agreed to divide the yearly efforts along four major axes. With systematic planning, it is expected that the limited resources can transform and broadcast Hakka cultural assets, thus developing Hakka into a stronger cultural power.

Hakka TV, as the most promising Hakka media, has the responsibility to identify all the key Hakka people and events in history. Therefore, the first axis for 2011 was "The Century Axis- 'Hakka 100'."

In addition to using our eight years of experience to discover more about Hakka history and peoples, we know it is the responsibility of Hakka TV to preserve and promote Hakka languages. Therefore, the second axis for 2011 was "The Language Axis— The More You Watch, the More You See."

The reason why Hakka industries have become research topics in universities is because they are mostly derived from daily life. Hakka industries exemplify the attitudes and philosophies in the lives of Hakka people. Therefore, the third axis for 2011 was "The Economic Axis— The Sauce Industry."

The fourth, "The International Hakka Axis—Zero Distance," was one of the most important tasks of Hakka TV, the only exclusively Hakka TV station in the world. In the past, Hakka TV extended great effort to serve overseas Hakka people. In 2011, we continued this effort in a project to unite Hakka people around the world in the hopes that they recognize Taiwan as a Hakka homeland.





Four axes stringing centennial Hakka



Highlights of 2011

Looking for Strength for the Next Century from the Past Century

One hundred years implies a long, intricate history. In 2011, Hakka TV tried to present the touching moments of Hakka people and history from the past hundred years. As an ethnic media, Hakka TV was responsible for identifying the key people and events from these extraordinary years to develop the exclusive "Hakka 100."

In addition to producing news features and programs, Hakka TV arranged different activities to enable high school and elementary school children to walk the path of history. We hope this helped this younger generations to bridge the gap from the past hundred years to the next hundred years, thus becoming the key intergenerational strength to support Taiwan.

Taiwan: A Century of Arts and Literature **Testifies to Hakka Artistic Power**

Taiwan: A Century of Arts and Literature is a documentary launched in January 2011. It recorded the key roles Hakka people played in Taiwan's cultural history.

For the past hundred years, Hakka people have influenced Taiwan's cultural development with a subdued but persistent strength. Through Taiwan: A Century of Arts and Literature, Hakka TV introduced viewers to Hakka artists and their key influence on the development of art in the past hundred years. This program provides a stage for the radiance of Hakka people.



Taiwan: A Century of Arts and Literature



Dear Mother Earth Goes Back in History

Although Taiwan: A Century of Arts and Literature recorded history, Hakka TV wanted to do more. Therefore, we took children on a walk into history. In early 2011, the production team held an audition that, in late February, selected six teenagers from Changhua Senior High School and National Changhua Girl's Senior High School. A pre-tour lesson and discussion was held before the start of the "Dear Mother Earth" journey in April.

The odyssey departed from Taipei and ended at the Fangyuan Wetlands in Changhua, for a total distance of 274.32 kilometers. We walked, biked, and took the buses along the way that Ho Lai, the father of Taiwan's modern literature, walked a hundred years ago. This was the same Provincial Route 3 that formed an inseparable relationship with Hakka people. Hakka TV edited this journey into a 10-episode documentary that was broadcast in October 2011 at 8 o'clock in the evening. Such a long documentary is rare in Taiwan's history of television.

The marketing and planning department of Hakka TV collected the teenagers' feelings and stories during the journey and published a book with the same title as the documentary: Dear Mother Earth. This book was sent to the libraries of 440 high schools. A broadcast tour of these campuses helped share the feelings of the six teenagers who walked through their land of Taiwan. Hakka TV plans to visit more campuses in 2012.

During summer vacation in 2011, Hakka TV held two summer camps, each lasting four days and three nights. Fifth- and sixth-grade students were invited to participate. During these camps, these students personally experienced their land of Taiwan and learned about the past 100 years of Hakka spirit.





Hakka 100 News Topics Feature the Changes and Graces of the Past Century

The news department produced more than fifty "Hakka 100" news topics. Broadcast every Monday and featuring one topic each month, the show reported the contributions and efforts of Hakka people in literature, agriculture, health, sports, economics, and politics. This show not only presented the progress of Hakka people during this past century, it also reflected the changes in society.

To gather content for viewers, our colleagues searched all over for information. In literature, regardless of generation, Hakka authors wrote to get close contact with ordinary lives. In music, Hakka musicians shows diverse and colorful aspects, whether in traditional songs, folk songs, the eight notes of Hakka music, or contemporary pop music.

In agriculture, the breeding of Kaohsiung 139 rice has established a reputation for quality rice from Hualien and Taitung. The Pon Fon Cha from Taoyuan, Hsinchu, and Miaoli was praised by British Queen Elizabeth II as the "Oriental Beauty," an elegant name that has since spread. Tung oil trees were originally used for extracting oil, but are now symbols of strength, determination, and dedication. In architecture, we can see from the Hakka round building architecture to the traditional Hakkanese houses the reflection of people's lives and their unique knowledge. The traditional threerole tea-picking opera evolved into a form of the grand Hakka opera that demonstrates the power and spirit of Hakka culture and traditional art.

As noted by viewers, "Taiwan cannot do without Hakka people." This is the exact value that Hakka TV tries to render and the goal of the more than 50 news topic that Hakka TV highlights.

Sitting Around and Talking of Hakka Affection in the Past Century

Hakka Affection in the Past Century is a fourepisode special program produced by the news department. The scene was taken outdoors to sit around and talk, where we invited Hakka scholars and experts to benches, drink tea, and chat about folk songs, agriculture, culture, and literature. These talks also featured the beauty of Hakka culture and discussed future developments.

In the folk song program Gotta Sing Hakka Folk Songs, four singers of different generations demonstrated the vitality of Hakka songs by talking and singing along the shore of the Jiugiong Lake in Hsinchu.

Speaking of Farming shared with viewers the farming experiences of one of the most beautiful villages, Chishang, in an effort to find a new direction for Taiwan agriculture.

In Hakka Art Treasures, which talks about Hakka art, we invited cultural and creative industry brand owners to share the experiences of their success.

Poems, Yours for the Asking was produced in the National Museum of Taiwan Literature and hosted by Hakka poets, scholars, and cultural workers who discussed the ways Hakka literature expresses Hakka life and how to write in Hakka, their mother language.



"Ha People" Voted to Discover More Hakka **Figures**

In addition to featuring Hakka scholars and experts, Hakka TV did not forget to invite viewers and Hakka people to attend our events celebrating the past hundred years. At the end of 2010, our colleagues began discussing ways to expand the "Hakka 100" activity to encourage attendance by viewers and Hakka people. In the end, we decided to hold online voting for "Hakka 100' Ha People" so viewers could select their own representatives.

After more than 53,000 people voted in this activity, Dr. Sun Yat-sen won the first place. This voting was intended to be fun, but the people participating in this activity also mentioned many undiscovered but distinguished Hakka people, resulting in rewarding gains for Hakka TV. The website for this activity will continue to introduce outstanding Hakka people in all facets of life, thus creating a database of notable Hakka figures.



HAKKA 100 Ha People



This What We Think Covers the Hakka **Perspective of the e-Generation**

In this multimedia era, TV is no longer the only channel for broadcasting, especially for today's youth. Hakka TV wants to learn more about how young people think, so the programming department invited 30 under-25-year-old young people and produced four special episodes of This What We Think, in which these young people discussed their Hakka concepts, educational philosophies, media observations, and global perspectives. By discussing the evolution of Hakka customs, how they can use the things they learn, their debate of the most powerful media platforms, and offering perspectives of global trends, these young Hakka clearly expressed their ideas for this era.



The History of Hakka Songs Hakka is Radiant

How should the Hakka music of a hundred years be presented to viewers in addition to traditional folk songs and recent developments in pop music? In 2011, Hakka Hot Music launched a new unit called The history of Hakka Songs.

To better connect Hakka people with the history of Hakka music, the production team spent nearly a year interviewing well-known Hakka musicians and scholars, asking them to explain the background of different styles of Hakka music; the representative figures of each era; the changes in Hakka tradition tunes; and the qualities of improvisation.

In The History of Hakka Songs of each Hakka Hot Music episode, there was interspersed a representative of that era's Hakka folk songs as a way to share Hakka music history. These life-loving music creators devoted their lives to Hakka music. creating not just their own music, but also touching Hakka music history. After examining 100 years of Hakka history as well as the 100th anniversary of the Republic of China, Hakka TV expects to lead viewers on to the next hundred years.





Highlights of 2011

Major Events of 2011

0102

Launched the project "Hakka 100," and premiered the documentary *Taiwan: A Century of Arts and Literature*.

0213

Broadcast a special program for the Lantern Festival: *Lantern Riddles for the Year of Rabbit*.

0303

Cooperated with National Central University to develop a "Hakka Media Special Topics" course at its Hakka College Graduate Institute of Political Economy

0318

Sponsored with all other TBS channels and the ROC Red Cross Society a Fight & Smile: Fund-raising party for quake-hit Japan.

0401

Initiated the project "Remote Schools", also broadcasting reports and producing activity manuals for "Remote Schools."

0410-0421

Sent the project "The More You Watch, the More You See" to Scotland to visit the BBC ALBA TV station and interview at the 32nd Celtic Media Festival.

- **02**03

Broadcast a special program for the Lunar New Year: *Grandma Took Me Back To Hometown*. This program combined many performing arts, including large variety groups, Tang Tap dancing, magic, and percussion.

0301

Initiated the "Collection of Creative Soy Sauce Snacks" along with broadcasting *Jiong len Sen*.

Sign-up began for the "The Internship Program."

0305

Held an actors' meeting for the drama *Somewhere Over The Sky* in Nanzhuang Township, Miaoli.

0321

Released the results of the "Hakka 100 Ha People" poll. The top three rankings were Dr. Sun Yat-sen, new-generation artist Stanly Hsu, and the French-resistance hero Yungfu Liu.

0402-**04**09

Began an eight-day filming tour for the documentary *Dear Mother Earth*, traveling from Taipei to Changhua.

0416-**05**28

Held the "Family Activity--How to Make Pickles DIY" event every Saturday night at the historic Bopiliao district of Wanhua in Taipei. **04**2°

Organized the "Jiong Ien Sen" promotional event for the Taipei Flora Expo 2011.

0629

Held a press conference for "Hakka TV is 8 Years Old; Hakka Language is Unlimited" in the Huashan 1914 Creative Park

0704- **07**08

Broadcast five episodes of the special program, *The Key Decade: The History and Future* of the Revitalization of Hakka Language.

0717-**09**23

Held a viewing quality focus group forum in Hsinchu, Kaohsiung, Taichung, and Hualien. In response to new media trends, we broke precedent to hold four online viewing qualitative focus group forums

0726-29/ — **08**09-12

Held the Dear Mother Easrth summer camp.

0501

Held an actors' meeting for *Jiong Ien Sen* in Neipu Township, Pingtung County.

0701

Broadcast the live program Annual Report to Viewers, featuring the theme of "language heritage" and accepted call-ins from viewers.

0712

Released the official recording of the teaching program for the six Hakka language accents: Hi Hak!

0722-**08**19

Held "Audiences Listening Forums" in Longtan in Taoyuan, Fenglin in Hualien, and Meinong in Kaohsiung.

0813

Held the opening ceremony for the beginning of the first "Hakka Host Training Courses."





0823-**09**03 —

Broadcast a special series on the Hakka writer Tiemin Zhong.

Held a gratitude meeting for the drama Innocence at the Wusheng Night Market, Tainan.

0928-**09**30

Broadcast a special report of "Save the front line--Listening to the social worker."

1005-**10**29

Held Hot Hak Concert tours in Taipei, Taichung, Kashsiung, Taitung, and Hualien.

1017-**10**20

Broadcast a special episode of This What We Think.

O-**09**10

Held the completion ceremony for the "Hakka Hosts Training Courses." A total of 17 participants completed the training.

0921

Held a press conference for Innocence on the main stage of the Taipei TV Festival.

O-1005-1026

Held campus broadcast tours for Dear Mother Earth at the Hualien High School, National Hualien Commercial High School, Kaohsiung Municipal Kaohsiung Senior High School, and National Tainan Industrial High School.

1010-**10**13

Broadcast the special program Hakka Affection in the Past Century at 8PM to celebrate the 100th National Day of the ROC.

1019 ——

Held a press conference for Dear Mother Earth in the SPOT-Taipei Film House. Mr. Ho Lai's daughter, Ms. Tsai-chih Lai, made a personal visit to the press conference.

Set a precedent for Taiwan's TV stations by broadcasting ten episodes of the documentary Dear Mother Earth at 8PM.

1024-**11**10 -

Held an "Audiences Listening Forum" on the campuses of National Dong Hwa University, National Kaohsiung Normal University, and the Chinese Culture University, making this the first face-to-face communication with young students for this event.

1114 –

Invited representatives of the overseas Hakka community to record the Lunar New Year special programs The Villager Voice — Oversea Hakka's Coming Home Trip and The Greeting From Overseas. Also held the "Forum on Overseas Hakka Club Representatives.'

1022

Held a preview of Dear Mother Earth in the Changhua Museum of Art. Ho Lai's granddaughter Huai-Ti were invited to singing in the opening

1024-**10**28

Broadcast a special report: "3000 KM Away from Home, The Trip in Search of the Root of Hakka '

1031 - **11**04

Broadcasted the serial report for "I Am Originated from Hakka."

Broadcast live the program Annual Report to Viewers and invited viewers to call-in and provide opinions.

Highlights of 2011

Finalists Entered and Awards Received

The Golden Bell Awards

In 2011, Hakka TV was nominated for 16 awards and won three of them, putting Hakka TV in second place among all of Taiwan's TV stations. Somewhere Over The Sky, discussing the abolition of remote primary schools, won awards for the best drama and best drama screenplay. Learn from the Nature, taking youth to find their roots in Hakka culture by visiting Hakka villages, won as the best host of a children's and youth program. Dramas and youth programs

produced by Hakka TV have won Golden Bell Awards for five years in a row, establishing the reputation of Hakka TV for fine quality programs.

Compared to the strong marketing of commercial TV stations, Somewhere Over The Sky succeeded in its own marketing by combining public service and news reports as it expressed concern for social issues. It has continued to be recognized by judges by being nominated for the best program marketing award.

No.	Award	Program	
	Programs Winning Awards		
1	Drama	Hakka Drama SeriesSomewhere Over The Sky	
2	Drama Screenplay	Yu-Chia Huang / Hakka Drama SeriesSomewhere Over The Sky	
3	Host of a Children's & Youth Program	Yi-Chih Chung / Learn from the Nature	
	Pr	ograms Nominated	
4	Mini-series	Hakka TheaterFree Ride	
5	Cultural & Educational Program	After the Storm	
6	Children's and Youth Program	Hakka Gu Gu	
7	Children's and Youth Program	Learn from the Nature	
8	Itinerant Program	Another Hometown	
9	Best Drama Leading Actress	Han-Chih Yao / Hakka Drama Series <i>Somewhere Over The Sky</i>	
10	Best Drama Supporting Actor	Ping Ku / Hakka Drama Series Somewhere Over The Sky	
11	Best Mini-series Leading Actress	Ching-Chu Chuang / Hakka TheaterCompany for the Senior	
12	Best Drama Director	Ting Lee / Hakka Drama SeriesSomewhere Over The Sky	
13	Best Mini-series Screenplay	Shu-Wei Wang and Tung-Ting Sung / Hakka TheaterFree Ride	
14	Best Mini-series Screenplay	Yi-Chi Wu, Hsiu-Yu Han, Yi-Ho Tsai / Hakka Theater <i>Company</i> for the Senior	
15	Best Children's & Youth Program Host	Tsu-Yun Lang and Ko-Li Hsia / Olympig	
16	Program Marketing	Hakka Drama Series Somewhere Over The Sky	

News Awards

The News project Save the front line--Listening to the social worker produced by Hakka TV's news department, discussed domestic violence and child abuse. It won the Breaking News Award at the Ministry of Interior Awards. This is the third consecutive year for Hakka TV to win this award.

The The More You Watch, the More You See--Heading to Scotland special report of Hakka Weekly was nominated for the Excellent Journalism Award. It was the only non-Mandarin news program to be nominated--once again demonstrating the strength of Hakka TV.

No.	Award	Program
1	Breaking News Award at the 7 th Ministry of Interior Awards.	Save the front lineListening to the social worker
		Serial report of <i>The More You Watch, the More You SeeHeading to Scotland</i>
3	Thematic News Award at the 7 th Ministry of Interior Awards.	Serial report of Home Stay Family for 3 Decades

International Awards

The Children of Longhua episode of After The Storm recorded the reconstruction of the Longhua Elementary School. This episode was selected by the Japan Prize International Film Festival. The director was invited to attend the festival and participate in a forum with the audience. The film touched the audience. The Friends at 3000 Miles Away episode of Olympig ilmed Taiwan children who went all the way to Indonesia to make friends with children there. This episode was selected by the Chicago International Children's Film Festival. This was the third consecutive year for Hakka TV to participate in this festival.

Participation in international competitions allows Hakka TV to expand overseas and raise its visibility.

Ν	O.	Award	Program
	1	Reality television program selected by the 28 th Chicago International Children's Film Festival	Olympig: The Friends at 3000 Miles Away
:	2	Children's Educational Program at the 2011 Japan Prize International Film Festival	After The Storm: The Children of Longhua
,	3	Selected for the Taiwan International Ethnographic Film Festival	Hakka Century: Uncle A-Li and His Tobacco Field
	4	Selected for the Taiwan International Women's Film Festival	Hakka Century: Meet the New LifeA Midwife, Liu A-Chi
	5	Selected for the 2011 Asian Television Festival and received Best Drama or TV Movie Award	Find a Hubby for Lady Boss

Taiwan Media Watch Recommends Our **Quality Children's & Youth Programs**

Taiwan Media Watch has long been concerned about the quality of TV programs. It evaluates programs every season to recommend programs suitable for teenagers, children, or families. Hakka TV has also long been recognized by its evaluation committee

and viewers. With nearly 60 programs being recommended each season, the representation of Hakka TV is often the highest among all channels. In 2011, Hakka Gu Gu Gu and Under the Sun--Hakka Showcase on the Five Star Award for quality programs produced in 2011.

No.	Award	Program	
1	Season One Quality Children's & Youth Programs	Ten programs: Olympig, Hakka Gu Gu Gu, Under the SunHakka Showcase, Hakka Weekly, Learn from the Nature, Another Hometown, Hakka Hot Music, Dream Seeker, Neighbors, and Hakka Villages Seeing Around	
Season Two Quality Children's & Youth Programs		Twelve programs: Olympig, Hakka Gu Gu Gu, Learn from the Nature, Dream Seeker, Somewhere Over The Sky, Flavor of My Hometown, Hakka Hot Music, Hakka Weekly, Under the SunHakka Showcase, Another Hometown, Hakka Villages Seeing Around, and 1394 Documentary Selected	
3	Season Three Quality Children's & Youth Programs	Eight programs: Music, Olympig, Hakka Gu Gu Gu, Learn from the Nature, Hakka Weekly, Flavor of My Hometown, and Hakka Villages Seeing Around	
4	Season Four Quality Children's & Youth Programs	Twelve programs: Under the SunHakka Showcase, Hakka Gu Gu Gu, Hakka Weekly, Olympig, Dear Mother Earth, Flavor of My Hometown, Hakka Villages Seeing Around, Hakka Hot Music, Learn from the Nature, Dream Seeker, After The Storm, and Taiwan: A Century of Arts and Literature	
5	Annual Five Star Awards	Hakka Gu Gu Gu and Under the SunHakka Showcase	

Key Performance Index

Hakka TV's unwavering goal is to promote the values of Hakka culture, to strengthen the persistence of Hakka languages, to protect the right of public access to Hakka media, and to enhance exchange with international ethnic groups. Therefore, our mission and value cannot be measured by a single standard. To establish an objective and practical way to measure our achievements, Hakka TV established the Key Performance Index based on the Public Value Assessment approved by the directorate of the Public Television Service Foundation.

Our Key Performance Index focuses on the three goals of "Reach," "Quality," and "Public Service." The goal is to provide a comprehensive evaluation of the quality and quantity of our services to the public and to ethnic Hakka.

Reach

Our goal is to expand the exposure of Hakka TV. This is measured by the performance indices of "Reach" and "New Platform Reach." Our goal was a viewership consisting of 33.3% of the Hakka population and the general public; we attained this goal. Our research shows that 56% of Hakka television viewers often watch Hakka TV. Although it failed to reach our goal of 60%, it was an increase compared to the 52.7% of 2010. Some programs did meet this higher goal: 68% of Hakka viewers watched Hakka Final Arena and 49.4% of all viewers watched the new Flavor of My Hometown.

The index for "New Platform Reach" shows that there are nearly 940,000 visits each season to the Hakka TV website. Although we did not reach our goal, it is because this era of digital convergence means viewing habits are changing. One main change is that more and more viewers watch Hakka TV through other media platforms: 98,362 viewers watched Hakka TV through video-ondemand and 1,185,965 views were through YouTube. More and more viewers access Hakka TV through social networks like Facebook. Therefore, our improvements in the "New Reach Platform" are increasingly important for our digital viewers.

Quality

The goal of Hakka TV is to produce quality programs valued by viewers. Therefore, our index includes audience satisfaction and recognition via awards and finalists. Although we were not able to attain our goal of 100% satisfaction, the satisfaction for programs such as cultural programs and life information programs is 85%. Hakka TV will continue to improve, seeking breakthroughs for those programs that did not reach our goal. As for recognition with finalists and awards, we surpassed our goal by attaining 11 awards and being finalists for 29 additional awards.

Public Service

The objectives of Hakka TV are to serve the public by serving citizens, promoting Hakka culture industries, and training in Hakka communication. Our ability to serve the public was affected by the relocation of our offices. This reduced the number of people visiting Hakka TV. Visitor arrangements needed to be replanned, meaning visiting service was suspended for two months, negatively affecting our goal. We will continue to enrich the content of visits and to invite schools, communities, and people outside Taiwan to come visit Hakka TV.

Hakka TV came near to achieving our goal of promoting Hakka culture and industries by increasing their exposure. Compared to other

areas in Taiwan, exposure in the south was unfortunately much lower. Beginning in 2012, we will broadcast life-information programs focusing on the south. We also plan to produce dramas based in the Liudui area.

To cultivate talents in communication, Hakka TV has held many training courses for dubbing,

acting, and hosting. By holding "The Internship Program" and working with local communication companies, we have dedicated ourselves to cultivating Hakka talents in communication. In 2011, we held the "Hakka Actor Advanced Training Courses," "Hakka Host Training Courses," and "The Internship Program," meeting our annual goal by training 765 people.



HAKKA Actor Training Courses

Key Performance Index

Aspect	Index	Standard	Goal	Fulfillment
	Reach Rate	General Viewers	30%	33.3%
Reach		Hakka Viewers	60%	56.0%
	Reach Rate via New Platforms	Quarterly Website Visitors	1,000,000 people	932,464 people
	Program Quality	General Viewer Satisfaction	83 points	81.23 points
Quality		Hakka Viewer Satisfaction	85 points	80.96 points
Quality		Awards Received	10 awards	11 awards
		Entries as Finalists	25 finalists	29 finalists
	Resource Sharing & Citizen Service	Annual Public Service ¹	7,000 people	5937 people
			55% (North)	58% (North)
Public		Exposure of Hakka Culture & Industries ²	15% (Central)	15% (Central)
Service			20% (South)	18% (South)
			10% (East)	9% (East)
	Improving Industry Environment	Cultivating Talent in Communication ³	740 people	765 people

- Notes:

 1. "Annual Public Service" is based on the number of people visiting Hakka TV.

 2. "Exposure of Hakka Culture & Industries" is based on local filming and does not include filming within the studio.

 3. "Cultivating Talent in Communication" means people participating in Hakka TV courses in program production and training.



Programming

Hakka TV is 8 Years Old; Hakka Language is Unlimited

Using the theme of language, Hakka TV held a "Hakka TV is 8 Years Old; Hakka Language is Unlimited" press conference in July 2011 to celebrate the eighth anniversary of Hakka TV and to reiterate that the cultivation of the Hakka language will always be the responsibility of Hakka TV.

The press conference was opened by kindergarten children singing and dancing in the five Hakka accents, demonstrating the determination of Hakka TV to continue its work with strengthening the roots of Hakka languages.

Eight Hakka actors from all age groups were invited to the press conference to help demonstrate the depth and breadth of language presented on Hakka TV during these eight years. Hakka TV has tried to help make both Hakkas and non-Hakkas know more about the culture. After all, the Hakka language is the reason for the existence of Hakka TV.



"The More You Watch, the More You See" in Scotland

Retrospection and Prospects for Language Recovery in the Key Decade

Since 2001, the Ministry of Education has included local languages into formal curriculum. The mothertongue education absent in Taiwan for decades is now encouraged to develop all sorts of formal and informal courses. To demonstrate the results of recovery engineering of Hakka languages during the past decade, Hakka TV produced a special program The Key Decade: The History and Future of the Revitalization of Hakka Language, inviting Minister of Education Ching-chi Wu and other experts to examine the results.

In several forums, Hakka TV discussed the problems of mother-tongue education. Grandparents have accidentally helped perpetuate mother tongues through cross-generational education, giving our country a chance to produce adjusted education and policies that encourage national languages. As an ethnic language media, Hakka TV has the responsibility to evaluate the future of mother-tongue education.

The More You Watch, the More You See from Maori and Gaelic to the Recovery.

In 2007, Hakka TV launched the The More You Watch, the More You See project by visiting ethnic channels around the world to study their business philosophies, developments, ways they overcame difficulties, and most importantly their ethnic language policies. In 2011, the News Department reached out to Scotland and New Zealand to learn how their languages gained attention and rebirth despite the strong pressure of English language and culture.



To rescue the Maori language, the New Zealand government has an annual allocation of about NT\$13.5 billion for Maori public and family cooperation. News reports show that the Maoris evaluate themselves with this question: "What kind of Maori culture do we want to give to the next generation?" The Maoris have become rerooted in New Zealand via "Te Kohanga Reo" Maori TV, established in 2004, has increasing viewing rates each year. Their business pattern, which demonstrates how they unite ethnic consciousness with strategies to rebuild their ethnic language, presents a worthy role model for Hakka TV.

From 13-15 April 2011, Scotland held the 32nd Celtic Media Carnival. As a member of the World Indigenous Radio and Television Union (WITBN). Hakka TV not only attended the meeting, but also interviewed the BBC ALBA TV of Scotland and governmental organizations and schools. We learned how Scotland has attracted so much attention by preserving and promoting Gaelic, a language used by only 1.2% of the population.

By interviewing in Wales in 2008, Ireland in 2009, and Scotland in 2011, the The More You Watch, the More You See project has completed the examination of the revival of the three Celtic languages.

Hakka Weekly Nominated at the Journalism **Awards of Excellence**

The More You Watch, the More You See -- Heading to Scotland, a special report of the Hakka Weekly, was nominated for the International News Report Award of the Journalism Awards of Excellence. It was the only non-Chinese finalist. We are proud to say that Hakka News has the ability to compete with others.

It is worth mentioning that our interviews in Scotland attracted the attention of local Scottish media. Editor of Scottish language preservation, Roddy Maclean, gave full-length coverage that not only improved visibility of Hakka TV, but also showed international media that there is a group of people in Taiwan working hard to preserve their mother tongue.

Hakka Actor and Host Training Courses— Finding One's Own Language

When it comes to language, Hakka TV tries to take its place in the international market as well as take root in its own land.

Because of the Hakka TV program production platform, talents in Hakka media have more opportunities to play out their strengths and devote themselves to the Hakka broadcasting industry. This, however, is still not enough. Therefore, the Marketing and Planning Department started the Hakka Language Dubbing Training Courses in 2007, training 131 students aged 18 to 64 years old. They are now busily and successfully dubbing for Hakka TV.

Subsequent to the Hakka Actor Training Course in 2010, Hakka TV held a Hakka Actor Advanced Training Courses in 2011 to attract new blood. This course attracted and trained 13 online actors. By improving their Hakka language ability, their capability to translate scripts from Chinese to Hakka, and the ability to do other activities related to performance in Hakka, we have increased the pool of professional actors able to participate in Hakka dramas. Then we held the Hakka Host Training Courses, training 19 hosts. This course produced well-rounded hosts through experience sharing, usage of Hakka language, and actual practice with studio equipment.





One experienced actor, who had never performed in Hakka, shared his feelings after participating in the Hakka Actor Advanced Training Courses. He said, "At first, I hadn't yet learned the romanization. Listening was hard for me. Through the courses, I learned to use Hanyu Pinyin to help me learn Hakka. Although I was afraid to speak in the beginning, by practicing at home, I gradually learned to pronounce Hakka on my own." Through our Hakka TV training courses, anyone who cannot speak Hakka well can learn to perform in their mother tongue.

Even students familiar with Hakka said that after participating in the Hakka Host Training Courses, "One of the problems that bothers me most is how to find my Hakka-speaking self and return to the way of thinking as a Hakka. How I can find myself by speaking Hakka?" For Hakka TV, our programs do not just train hosts or actors, it also helps them find the soul of Hakka language.

The Internship Program Opens the Door to **Hakka Learning**

In 2011, The Internship Program entered its third year. The Marketing and Planning Department advertised in 17 universities. After passing the admission exam, 19 college students entered this two-month summer training program. In addition to regular theoretical and practical lessons, a weekly "Hakka Show Time" lesson was included to strengthen their Hakka language ability. Through Hakka Show Time, the students made progress in expressing themselves in Hakka and learning more about Hakka rhymes and Hakka music.

After participating in this two-month program in Hakka language by Hakka TV, a graduating student shared her experience. "The biggest difference and pleasure in Hakka TV training was discovering that I can't speak Hakka like I did when I was a child and cheat. Now, I really hope to learn it well. "She said. All our colleagues at Hakka TV expect that all youth in contact with Hakka TV will see the beauty of Hakka, learn Hakka, and fall in love with Hakka.

Hakka Gu Gu Invites Children to Join the **Heritage Project**

Producing children's programs is not an easy task. Producing children's programs for Hakka TV is even harder. This is because we need children to like the program and learn Hakka. In 2011, our pre-school children program Hakka Gu Gu Gu had outstanding performance. It not only won the Five Stars Recommendation by the Taiwan Media Watch Foundation, but it was also nominated at the Golden Bell Awards. As the judges said, Hakka Gu Gu Gu provided excellent learning materials that were like a magic wand. Children only had to learn the keywords as a spell, and by reading these spells, they heard a funny story. Repeated usage helped children learn these keywords. With simple words and rhymes, Hakka rhymes and children's songs are children's favorites and the best bridge connecting children with traditional Hakka emotions.

To enrich the content of all rhymes, Hakka Gu Gu Gu visited schools to record children reading and singing in different Hakka accents, recording South Sixian rhymes at Yu-ying Elementary School, Pingtung; Zhao'an rhymes at Lun-pei Elementary School and Tung-hsiung Elementary School, Yunlin County; Taipo rhymes at Hsin-cheng Elementary School and Tung-shih Elementary School, Taichung; Hailu rhymes at Chu-tung Elementary





School and Hsin-pu Elementary School, Hsinchu; and North Sixian rhymes at Jen-ai Elementary School, Miaoli. Hakka Gu Gu Gu exists to help children join the heritage of their own language.

Olympia is our most important children's and youth program. Our colleagues think about how to do better each year. In 2011, we added a new section called Hakka Twisters, picking one pun as a theme for each episode to have fun while learning. This section not only teaches children to correct phrasing and usage, it also uses humor to help children recognize the spirit of Hakka culture and the wisdom of their ancestors.

Under the Sun--Hakka Showcase: Heroes from Youth

Under the Sun--Hakka Showcase has operated for five years as a Hakka reading and singing art theater. By using Hakka comic dialogue, Bamboo Clappers, and Hakka two-man comic show, the show helps viewers unlock the mysteries of Hakka.

Two young actors, Fang-shih Lin and Ming-han Sung, in Under the Sun--Hakka Showcase were good at Bamboo Clappers. They used vivid words and miraculous skills to tell funny and interesting stories to make viewers aware of the young trend in Hakka.

Ming-han is on his school's baseball team. Once, when he went to Hualien for a game, he brought his script and seven-pieces bamboo clappers along to practice. The owner of his hotel recognized and helped him follow the script more accurately by correcting his Hakka. Because Minghan learned to perform clappers, he not only had made new friends, but also provided motivation for his family to discuss and use their mother tongue: Hakka.

Although the Hakka language is facing the danger of extinction, once this danger is identified, the crisis can be mitigated.

Hi Hak!—A Pioneering Teaching Program in **Six Accents**

Language has been an issue and challenge for Hakka TV over the past eight years. As a media exclusively in Hakka, Hakka TV asks colleagues to continue learning authentic Hakka by encouraging everyone to participate in the language exams held by the Council for Hakka Affairs. To meet the needs of those taking the exams, we have produced instructional videos for them.

However, it is not enough. To provide viewers with improved Hakka learning materials, in 2011, our Programming Department developed a new program called Hi Hak! to teach the Hakka language. Several colleagues also teach different accents as hosts, such as Taipo, Hailu and Sixian.

Based on the opinions of Hakka from the Liudui area and the experience of our colleagues in producing programs, we have discovered the accent difference between north and south is quite large, even though it is the same Sixian dialect. Since our mission is to preserve all Hakka accents. we produced Hi Hak! in South Sixian for the first time. A total of 168 episodes of Hi Hak! will be broadcast in 2012.

For a TV station that is also valued as entertainment, it seems a heavy burden to have the mission of preserving a language. Since our colleagues have a clear understanding of our mission, we will keep our focus on both language and entertainment as we move forward.



Sauce & Industry: Tasting the Hakka's Mellow Lifestyle

Industry reflects the lives of ordinary people in an era, and recording industries improve an understanding of history. Many documentaries feature the contribution of Hakka people to various kinds of industry, such as rice growing, tobacco planting, logging, mining, and camphor production. Much of Taiwan's history of development involved building railways, and many Hakka people worked on the construction.

In 2011, Hakka TV examined the themes of sauce and industry as an operational axis. The use and production of certain sauces are unique to the Hakka people, including soy sauce, orange sauce, and chili sauce as well as such seasonings as fried dried green onions, black vinegar, and even sauce pickles, black beans sause, and gluten. These condiments perfectly represent the Hakka philosophy of life.



Jiong len Sen / Brings Flavor to Hakka Life

Hakka TV used the theme of "Sauce and Industry" to document the development of the soy sauce industry in the cross-generation drama Jiong Ien' Sen / . This drama describes the lives of Hakka children born in the Liudui area in southern Taiwan who started their own business in northern Taiwan and how they learned to make soy sauce from a Japanese company, devoted themselves to making soy sauce, and overcame difficulties. This is the soy sauce story of Taiwan and represents the changing social atmosphere of the era.

Production of Jiong Ien Sen required two years. During the creation of the script, we visited relevant industries and recorded developments in the making of soy sauce. To fully portray the creation of hand-made traditional soy sauce, we built a traditional soy sauce factory at the filming site. Actors had to practice brewing real soy sauce before filming each scene. The film set was permeated with the odor of fermented beans, generating an atmosphere that helped actors experience the age.

DIY Family Activities Help People Make Their Own Sauces

To help the national audience deepen their understanding of Hakka culture, Hakka TV uses many ways to enable viewers to feel its living beauty. The Marketing and Planning Department initiated several different marketing activities. In tandem with the bustle and crowds of the Taipei International Flora Expo, Hakka TV held a "meet-the-actor" event for Jiong Ien Sen at the exposition so audiences could directly





communicate with actors and experience the entrepreneurial spirit needed to develop and produce sauces. About 1,200 people attended the event. The live performance of Hakka music by Hakka singers added value. This event was also held in Pingtung, the hometown of Jiong len Sen, reducing the distance between actors and viewers. About 800 people attended that event.

After Jiong Ien Sen was done with filming, the Marketing and Planning Department coordinated with the Department of Cultural Affairs, Taipei, to make the film set in Bopiliao available for people to visit, thus giving them the experience of producing soy sauce in the 1950s. During one and a half months, about 20,000 people visited the set.

Even though the funds for marketing is limited, the overall design and flow of the visit was much fun, especially when combined with DIY family activity held at the Taipei Native Education Center. Viewers navigated through dramatic scenes, and parents learned how to make pickles with their kids. These activities were so popular that about 2,000 people participated. Unfortunately, the number of participants was necessarily limited, meaning that some enrolled participants were not able to experience the fun of hand-brewed soy sauce.

To integrate media with marketing, Hakka TV published books featuring interviews for key plots, such as the drama's marathon scene and a special report in cooperation with Next Media on "Visit Bopiliao with Actors" and the DIY family activity. Hakka TV also published 19,000 copies of the Hakka soy sauce recipe that was delivered with the Friends of PTS so people could make their own sauce at home.

Network marketing was improved by the "Creative soy sauce dessert collected" activity organized by our activity section at Hakka TV. We held a voting event for this activity and invited those selected to feature in the program The Bliss Is Knocking. We also established a special network for the show, a Facebook Page, sent EDMs on the Dragon Boat Festival, held an event at start.udn.com, produced a special report, and coordinated website production with the Wan Ja Shan soy sauce company.

The Marketing and Planning Department designed a mascot of Jiong Ien Sen . It was promoted in print media, on the website and TV channel, at the Hakka TV Museum in Taipei, and in Bopiliao district. It has become a popular object that people like to feature in the background of their photographs.

Hakka Weekly Also Participated in the Sauce **Project**

Hakka TV's News Department was not absent from sauce and industry activities. The News Department produced special news topics, searched for sauce industry related people and issues, and produced a program in which experts in the sauce industry were invited to share their experience and introduce different aspects of soy sauce production. The Hakka Villages Seeing Around also systematically introduced sauce related products in Hakka villages.

Unlike other TV news magazines and talk shows, Hakka Weekly and The Villager Voice discuss issues integral to Hakka culture and past industry developments. In addition to covering the sauce industry, we allocated resources in 2011 to examine Hakka culture and agriculture. Furthermore, we continued our in-depth coverage of daily news.





The Bliss Is Knocking Hakka Chefs Teach **Cooking with Sauces**

A most important and beloved program of Hakka TV, The Bliss Is Knocking invited cooking experts to demonstrate ways of cooking, to introduce all kinds of sauces in Hakka villages, and to feature dishes made with soy sauce, plum sauce and cold sauce. This show often receives questions and recognition by viewers who greatly value our efforts and sincerity.

Flavor of My Hometown Discovers Ethnic **Culinary Aesthetics**

The young host of the itinerant program, Flavor of My Hometown, Han-Chih Yao, who was also nominated for Best Leading Actress at the Golden Bell Awards for her role in the drama Somewhere Over The Sky, walked all over Hakka villages in northern, central, southern, and eastern Taiwan to discover

local food specialties. She introduced in detail many popular food products, such as rice sauce, sweet rice wine, and skinned hot peppers. She also described the production and usage of sauces, which are presented in different ways that reflect the aesthetics of the Hakka diet. The philosophy used in the lives of Hakka people is also demonstrated by selection and processing of other food materials, such as noodles, rice, tea, and meat.

In addition to covering the sauce industry, the glass industry in the Hsinchu area was featured in the Hakka Theater single play Find a Hubby for Lady Boss. By describing the story of a familyowned factory, this play showed how a booming industry gradually declined as Taiwan's industry was transformed. This play was nominated at the Singapore Asian TV Awards for Best single Drama or Television Program, Free Ride, demonstrated the inextricably linked relationship between the Hakka people and railway transportation.



Flavor of My Hometown



Programming

Showing Hakka Communal Values, Caring for the Disadvantaged

In addition to its role as an ethnic media, Hakka TV also plays the role of a public media and is responsible for improving social responsibility. Hakka TV should not only serve Hakka people, it should also use the best practices of a public media by inculcating consideration for disadvantaged groups.

In 2011, Hakka TV took action on the issue of caring for the disadvantaged. In addition to using news reports and thematic productions to focus attention on the vulnerable in society, Hakka TV also used programs and marketing activities. The hope was to use many ways to attract the public attention and improve public understanding.



Somewhere Over The Sky Nurtures Remote **Elementary Schools**

Somewhere Over The Sky is a drama discussing many social issues, including Taiwan's low birth rate and the resultant predicament of remote schools recruiting students from a smaller and smaller pool. The closing of these remote schools will make it increasingly difficult for students in these areas to attend school. In 2011, Hakka TV tried to raise public awareness of the plight of these remote schools. When making dramas, Hakka TV considers ways to supply quality dramas to viewers as well as generate viewer concern for these social issues.

In 2010, the series *The Kite Soaring* cooperated with the Taiwan Alliance for Advancement of Youth Rights and Welfare. In 2011, through Somewhere Over The Sky, Hakka TV discussed education in and problems of remote schools by participating with the Eden Social Welfare Foundation.

There are 95 remote and small schools in Taiwan. Hakka TV's Marketing and Planning Department highlighted the problems of these schools by integrating the characteristics of these schools, establishing a Facebook fan page, making 4,600 "Remote Schools" manuals, holding the "Remote Schools" photo activity, and producing short films. The Villager Voice program went to the Lu-Fong Elementary School in Hsinchu County and invited education scholars and experts to discuss the operation and difficulties of remote and small schools. All these activities focused pubic attention on the problems of remote schools.





Somewhere Over The Sky does not have the halo of idols nor gorgeous scenery, but it does have plenty of sincerity. This sincerity led it to win the affirmation of judges at the Golden Bell Awards, where it won Best Drama and Best Screenplay. Despite the pressure of strong marketing of commercial TV, Somewhere Over The Sky was able to use in-depth and touching marketing to enter campuses and people's hearts and win the affirmation of judges at the Golden Bell Awards by being nominated for the Marketing Award.

Dream Seeker Cares About Dropouts

Dream Seeker continued to help Hakka young people pursue their dreams. In 2011, we featured the story of a special 35-year-old man named Ming-Guo Chou, who was majoring in architecture when he began participating at a theological seminary in a program counseling students who dropped out of school. This experience taught him a different value of life. He then guit architecture and devoted himself to counseling dropout students. In 2004, he provided employment education for dropouts by establishing the Elim Young Academy and a farm. His goal was to help these 15-20-yearold dropout students to regain their faith in family and society. By telling the story of Ming-Guo Chou, Hakka TV practices its social responsibility as a pubic media.

The Villager Voice Cares About Hard-**Working and Vulnerable Farmers**

There is an old saying that land is money. With changes in the agricultural environment, farmers depending on their land have become the most vulnerable people in society. Farmers are threatened by natural disasters, price changes, exploitative middlemen, and expropriation of land by the government for urban renewal and development of science parks.

In 2011, The Villager Voice continued to attend to agricultural issues by discussing many agriculture policies, such as fallow, tenant, rural village renewal, and grants to farmers.

During its discussion of agricultural issues, Hakka TV did not neglect Taiwan's young generation of agriculturalists. Dream Seeker recorded the story of a young Hakka, Hsin-Yi Chin. Upon feeling the effects of being exploited as a farmer, she began to use her strength in advertising and marketing to establish a Facebook Page to help people buy farm produce directly from farmers. Her construction of this fair trade platform between the public and farmers raised awareness for farmers and helped sell their products.

The Villager Voice did not only focus on the issue of remote and small schools. When incidents of campus bullying began, this program went to the schools for face-to-face discussions with teachers, students, and parents. These efforts helped teachers understand children's ideas and expectations of school and helped children learn how to deal with campus bullying.

Different from other TV stations that attract viewers with attractive men and women along with dramatic plots, Innocence featured a homeless person as the main character to accurately portray this real situation in society. Throughout the play, Hakka TV talked about problems of homelessness and prostitution. This play focuses on the weakest people in society to remind viewers of this urgent issue.



After The Storm Won the Recognition of **Judges at Japan Prize**

In 2009, the August 8 Disaster caused heavy losses in Hakka villages in central, southern, and eastern Taiwan. In addition to asking colleagues to assist relief work in disaster areas, Hakka TV also worked with local Hakka directors to record how Hakka people recovered from the disaster. For the first year of After The Storm, we completed six documentaries. Since construction and recovery is still not vet complete. Hakka TV asked these directors to continue their recording efforts by completing three more documentaries in 2011.

One episode of After The Storm, The Children of Longhua, was nominated at the Japan Prize in 2011. When director Hui-ling Cheng attended the forum, many judges were touched, expressing appreciation for how Hakka TV took so much time to record interactions with children.

Because of their long-term interaction with the Hakka TV film team, children from the Lung-Hua Elementary School wished to see their own story. Therefore, they asked Hakka TV to held a screening in their school so they could share their feelings of having to move the school with teachers, parents, and other children. Hakka TV also invited the director to a showing and forum at community colleges in Taipei, Taoyuan, Chiayi and Kaohsiung, offering the opportunity for direct interaction with the audience.

Dream Seeker also recorded the story of a young girl. Hui-Chun Chang, who likes to read and write. When the August 8 Disaster occurred, she left her tour to rush back to Taiwan. She went to disaster areas to help families of the victims to rebuild their bio-bibliography databases. For six months, she

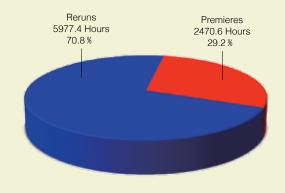
held photography exhibitions. Through her field research, she established deep relationships with people from the disaster areas. She also helped them apply for subsidies. By recording the story of Hui-Chun, Hakka TV has portrayed the love young Hakka have for Taiwan.

Hakka TV must continue caring for the disadvantaged. By showing our love and consideration, Hakka TV is also happy to gain feedback and attention from the viewing public.

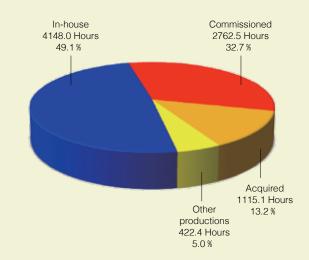


After the Storm

Proportion of New Productions



Program Sources



Proportion of New Productions

Hakka TV produces programs that serve our viewers. With a limited budget, we cannot provide new productions for broadcast 24-hoursa-day. For 2011, new productions accounted for 2,470.6 broadcasting hours. When divided by our NT\$400 million budget, the average budget for each new production was NT\$162,000.

New productions accounted for 29.2% of Hakka TV programming in 2011. This was a 3.2% increase from 2010.

The increase in the number of new productions was mostly due to the 100th anniversary of the Republic of China and the tenth anniversary of the promotion of mother tongues by the Ministry of Education. Hakka TV produced special programs, such as Taiwan: A Century of Arts and Literature in January and Hakka Affection in the Past Century, This What We Think, and Dear Mother Earth as special programs for the 100th anniversary broadcast at 8PM slot in October. In July, we also broadcast the special program The Key Decade: The History and Future of the Revitalization of Hakka Language, which reviewed the results and direction of including local languages in Taiwan's formal education system.

Research of our viewing audience showed that Hakka Villages Seeing Around, a program introducing Hakka lifestyles, is deeply loved by viewers. Beginning in July, therefore, we extend the program from 30 minutes to 60 minutes. This also increased our ratio for new productions.

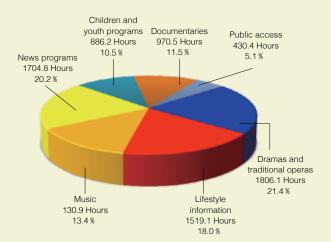
Program Sources

The sources of programs broadcast by Hakka TV include in-house, commissioned, acquired, and other productions (such as free donations and exchange). Of these, 80% were in-house and commissioned programs, thus ensuring program quality. Of the commissioned programs, 30% successfully contributed to the role of Hakka TV. Acquired and other productions accounted for about 15% of broadcast programs.

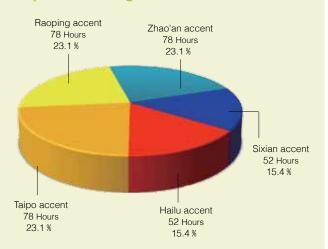
In recent years, new productions by Hakka TV have been recognized with domestic and international awards. In 2011, Somewhere Over The Sky won Best Drama at the Golden Bell Awards. The goals of Hakka TV continue to be the production of quality programs and sustainable operations. In-house and commissioned programs account for 80% of all broadcast programs. Hakka TV plans for 30% of broadcast programs to be commissioned programs to better attract talent interested in participating in Hakka TV and to implement Hakka TV's function as a media platform.

The proportion of acquired and re-produced programs is expected to remain at about 15% of all programs. In 2011, Hakka TV acquired a series of documentary to connect the world and shorten the distance between Hakka and the world. To strengthen the exchange of resources with PTS, broadcasting hours of exchanged programs increased 2.5% in 2011.

Program Categories & Ratios



Proportion of Programs in Different Accents



Program Categories & Ratios

In 2011, broadcasting hours were predominantly dramas and traditional operas followed by news programs. Lifestyle programs were allocated the fewest broadcasting hours.

Dramas and traditional operas accounted for the greatest proportion (21.4%) of programs broadcast by Hakka TV in 2011. During that year, Hakka TV launched Somewhere Over The Sky, Jiong Ien Sen, and Innocence. In 2011, however, our exquisite traditional opera was subject to unsuccessful selection, which reduced the proportion by 5.7% compared to 2010.

News programs had the second most broadcasting hours. At 20.2% in 2011, it was a 1.4% growth compared to 2010. This growth was mainly because Hakka Villages Seeing Around extended broadcasting hours in the second half of 2011. It was also because of special programs, such as Hakka Affection in the Past Century and The Key Decade: The History and Future of the Revitalization of Hakka Language, produced for the centennial anniversary of the Republic of China and the tenth anniversary of the implementation of education in mother tongues.

Lifestyle programs ranked third for programming hours on Hakka TV. In 2011, 18.0% of broadcasting hours were lifestyle programs. The goal was to increase the sense of Hakka community by encouraging participation in these programs and to report and produce programs with deep cultural content and local characteristics. For example, Flavor of My Hometown investigated Hakka food ingredients, introducing the special cuisines of different areas.

Proportion of Programs in Different Accents

To encourage learning of the Hakka language, Hakka TV planned periods for broadcasting various accents, arranging for the broadcast of programs in each of the five accents every weekday and on Saturday mornings. The total broadcasting hours in 2011 were 338.

Of the Hakka accents, the Sixian and Hailu accents are used more frequently (63.4% and 47.6%, respectively) than the Taipo, Raoping, and Zhao'an accents (4.5%, 3.9%, and 2.6%, respectively). These last three accents are used by only 10% of Taiwan's Hakka population and less often used in non-single-dialect programs. Therefore, of our dialect-specific broadcasts, Sixian and Hailu accents accounted for 15.2% and Taipo, Raoping, and Zhao'an accounted for 23.1%. Our goal is to broadcast a balanced proportion of each dialect, thus teaching and preserving Hakka languages and heritage.





Public Service

Overseas, Local, and New Media Advance Together

As a member of the public media in Taiwan, Hakka TV is committed to producing quality Hakka programs and to serving the public. Looking back on the public service performance of Hakka TV in 2011, the most important aspect was our goal of planning the "international Hakka" axis. Hakka TV strengthened the interaction among international Hakka communities. For domestic Hakka, we planned and implemented strategies that used the many platforms of Hakka TV to help people learn more about Hakka languages and cultures. Hakka TV used programs and new media platforms to meet the diverse requirements of preserving the language, ethnic heritage and functioning as a public TV station.

Another Hometown Joining the Hearts of Overseas Hakka

"Wherever the sun shines, there are Chinese people; wherever there are Chinese people, there are Hakka." As the world's only Hakka television station, it is the core mission of Hakka TV to contact Hakka people around the world. Since it has placed foot on five of the world's continents. Another Hometown invited a new face to join the two original hosts. These hosts continued traveling deep around the world to discover the diverse lifestyles of Hakka people overseas and to share their struggles and experiences with viewing audiences. With four years of experience, *Another Hometown* not only opens a window for Taiwan's Hakka, but it also builds bridges among Hakka around the world.

In 2011, Another Hometown visited Bartlett City in Chicago, the sister city of Miaoli, Taiwan. There we met friends with white skin and blue eyes as we sang Hakka songs in primary schools and nursing centers. There we saw the ability of Hakka culture to take root in a foreign country. In Surabaya, Indonesia, we found a Taiwanese school established by Chinese who insisted on teaching and preserving traditional Chinese. Through the lens of Another Hometown, we presented different aspects of Hakka people, Hakka culture, and Hakka spirit.

The connection between Another Hometown and overseas Hakka did not stop when programming and broadcasting finished. In March 2011, after the devastating earthquake in Japan, we tried to contact our Hakka friend Ching-Yun Chih living in Sendai to make sure she and her family were fine. Because of her help, the News Department was able present first-hand information to viewers.

It was also in 2011 that our Hakka friends in Canada, Tsu-hsia Chou, and in New Zealand, Chun-yueh Chen, returned to Taiwan. During their visit to Taiwan, they completed their dream of touring the island, hosted a book signing event, and managed to review their wonderful memories with the production team by coordinating everyone's tight schedules.

The Greeting From Overseas Strengthens Overseas Interactions

Hakka TV has always wanted to be a service platform for overseas Hakka. Through Another Hometown, Hakka TV successfully transmits warmth and care to connect domestic and overseas Hakka. More and more overseas viewers and communities visit Hakka TV to reconnect,





for nostalgia, and to have a sympathetic friend. All these reasons drive Hakka TV to continue considering possibilities for closer interactions with viewers overseas.

Since 2010, Hakka TV has established a network to connect the overseas Hakka community. This has increased the frequency of interaction between Hakka TV and overseas viewers. This network connecting five continents has a special mailbox for viewers, and regular contact has made the connection even closer.

In November 2011, we held a World-Wide Hakka Reunion in Taipei. As we welcomed homecoming viewers, The Villager Voice of the News Department and colleagues from Programming planned the special program The Villager Voice--Oversea Hakka's Coming Home Trip, the singing program The Greeting From Overseas, and, "Forum on Overseas Hakka Club Representatives." from the Marketing Department. These activities invited the participation of overseas community leaders.

In The Villager Voice--Oversea Hakka's Coming Home Trip, Hakka community leaders from Indonesia, Japan, Cambodia, Australia, Brazil, and Canada shared customs from host countries and the dynamics and development of local Hakka. They also introduced the details of how they preserved Hakka culture in their local community.

Through Hakka music in *The Greeting From* Overseas, viewers can feel the love from overseas Hakka. Hakka from Canada, Brazil, and the United States touched everyone by singing one song after another. Even though they live overseas, they still try to get together to practice Hakka songs, transmitting Hakka culture through these songs. This is the best way to relieve their homesickness and unite.

To give Hakka TV maximum visibility in the international arena and to enable people overseas to get close to Hakka, Hakka TV also worked with MACTV, ETTV America, and other oversea channels. This cooperation broadened the platform for transmitting the Hakka voice.

Customer Service Values Viewer Feedback

The business philosophy for Hakka TV has always been customer-oriented. We are well aware that quality programs not only come from a proactive management team, but also from viewer's suggestions, support, and criticism. Therefore, it is goal of everyone at Hakka TV to get close to viewers and listen to their voices.

Comments collected over the telephone and Internet as well as by fax and letters have the greatest power for improving Hakka TV. Our staff takes turns to serve viewers, responding to their needs as fast as possible. In 2011, we received 1,014 opinions. The ratio of opinions via telephone to Internet was 3:1. Compared to previous years, our response time improved because we serviced 90% within three days. Service attitude, speed, satisfaction, and problem solving obtained an average rating of 97.6%, comparable to standard services.

Because of the importance of viewer opinions. our colleagues always remind themselves to maintain the highest standards. Viewer comments indicate the great value Hakka TV has for viewers and their opinions. This is why more and more viewers provide their feedback and suggestions, making them Hakka TV's best consultants. Viewers are constantly promoting Hakka TV's programs, providing opinions, reminding us how to improve,





and encouraging us with praise. We thank them for their support and their opinions.

Hakka TV's customer service staff also helps promote local industries, becoming the local market's super sales personnel. Whenever Hakka Weekly, Flavor of My Hometown or The Bliss is Knocking broadcast information of local industries, Hakka TV immediately receives many inquiries. These calls account for a quarter of the total customer service activity. These calls remind Hakka TV of the importance of local industries and viewer needs for information. These calls also inspired our planning for programs to be produced in 2012.

Annual Report to Viewers: Continuous Two-way Communication

In addition to receiving daily opinions from viewers, Hakka TV broadcasts Annual Report to Viewers every six months, and "Audience Listening Forums" visits Hakka villages to hold forums every year. All of these activities are important communication channels between Hakka TV and viewers.

In 2011, Annual Report to Viewers listened to viewer requests by extending broadcast time to two hours. This program's live callins enable Hakka TV to feel viewer support, encouragement, and expectations. For example, Miss Chen from Hualien said, "Although I don't speak Hakka, I am learning it by watching Hakka TV." Mrs. Pen's son from Pingtung said that his mother told him to call and tell us that watching traditional dramas met a daily need as important as eating. His call greatly encouraged us. Mr. Huang called from New Taipei City to remind us to continuously innovate so young people would have more opportunities. Hakka TV is grateful

for these expectations and recommendations. We turn these suggestions into our aspirations.

In 2011, the train from the "Audience Listening Forums" visited Longtan Township in Taoyuan County, Fonglin Township in Hualien County, and Meinong Township in Kaohsiung. Through these face-to-face communications with people that care about Hakka TV, we learned about their expectations and heard their suggestions. To encourage more young people to approach Hakka TV, we planned Audience Listening Forums for students at Dong Hwa University, National Kaohsiung Normal University, and Chinese Culture University. This activity helped us understand the needs and views of today's young people. There are never too many opinions. Every idea helps us think and identify places to improve.

TV Station Visit Erases the Barrier

The goal of an "edutainment" TV station is to help viewers from far away have actual contact with, understanding for, and experience of a TV station.

Hakka TV's door is always open, welcoming visits from all people. The Marketing and Planning Department is in charge of serving visitors by showing them the hardware of a TV station and the production process of programs. Visits cover everything from the organizational structure to the business philosophy, from Hakka language and culture to Hakka spirit. We plan each tour according to visitor background. With a smile and service, we treat our quests seriously, trying to make them feel at home.

Tours include an introduction to Hakka TV, the annual theme, Hakka accents, experience at the Golden Bell Awards, studio, prop warehouse, and satellite antenna. We plan smooth navigation



routes so people can explore and learn in a mood as relaxed as taking a walk.

Throughout 2011, there were 5,966 visitors from colleges, universities, primary and secondary schools, kindergartens, community groups, and all over the world. Each visitor left with a deep and wonderful impression of Hakka TV. People from the Hualien Hakka Culture Promotion Association were particularly delighted with their tour of Hakka TV. They praised our colleagues' warm reception and thoughtful navigation. Because of the detailed explanation of our colleagues, the Taiwan tour by Malaysia Penang Khek Association also appears to have been made more valuable.

As viewers visit our TV station, Hakka TV also ventures deep into local places. In 2011, the Hakka TV Museum in New Taipei City entered its fourth year and the Hakka TV Museum of Taitung entered its third year. We integrated station resources with local Hakka museums for excellent results. Nearly 800,000 people visited these museums. For them, Hakka museums are not just places for the whole family to go, but also places that implement the purposes of media education. Without having to travel far, children in New Taipei City and Taitung can experience the feeling of being a news anchor.

It has been Hakka TV's goal to enrich existing museums and open new ones. Each season, our colleagues from the Marketing and Planning Department try new interactive designs, such as displaying "Hakka 100 Ha People" with interesting questions and answers so visitors can learn about important figures from the past hundred years. We also provide an on-scene experience of Hakka Gu Gu Gu and theme exhibits for Dear Mother Earth and "Trilogy of Concern" drama. In the future, we will discuss with other areas the possibility of establishing new museums so people can get

close to Hakka language and culture without having to actually visit Hakka TV.

Your Show Box Implements Access to the Media

It is when you hand a microphone to the people that you can broadcast in the most authentic voice. As a public media and an ethnic media, Hakka TV attaches great importance to getting people to express their ideas. Therefore, we planned Your Show Box to provide media access to local Hakka cultural activities and performances by broadcasting them through Hakka TV. In 2011, Your Show Box recorded over 100 hours of diverse performances. Miss Liu, who has watched the show for a long time, called to say that watching this show has become one of her leisure activities, because this show enabled her to learn about the diverse and colorful life in Hakka villages.

Joy to Sing is also a platform for people to show their talent. People from mountain-song clubs can sing and display the results of their longterm practice. We worked with local broadcasting companies to find views in local villages. This not only enabled us to present the beautiful scenery of Hakka villages, but it also provides resources that nurture Hakka broadcasting talent.

The live program The Bliss Is Knocking produced for housewives and senior citizens, provides all kinds of information on food, clothing, housing, and transportation. It offers lessons on yoga, chi-kung, and other exercises. In this program, we invited local communities to introduce their agricultural products and activities, supplying vitality to enrich viewers' lives. Miss Chen, who lives in Longtan Township, often watches the hand-make section. She called to say that she is a Hakka Language Teacher and that watching this show helps her learn how to use leftover materials to enrich her class. This show has also helped her learn to speak Hakka more fluently.

Hakka TV not only provides opportunities for people to perform in our programs, we also bring the program to viewers, demonstrating the enthusiasm and activities of local people. In October 2011, with the planning of music variety show producer, Hot Hak Concert used a stage vehicle to hold three outdoor concerts in Taichung, Hualien, and Taitung. We also held two indoor concerts in Taipei and Kaohsiung, enabling viewers to appreciate the creativity of a new generation Hakka singers. Most people came with their whole family to enjoy this music feast. All five concerts were live recorded and produced as a special Lunar New Year program.

www.hakkatv.org.tw provides service far and wide

With the development of new media, a message can be spread far and wide. Hakka TV, of course, did not forget to make use of new media platforms to expand our service. In 2011, the total number of visits to our website reached 920,000. In addition to broadcasting information, we planned "Hakka Billboard" to provide information about local Hakka activities. Our website is a second channel for promoting Hakka TV programs and a platform on which people can communicate and exchange information.

The audio-visual services of our popular Media Center provide viewers ways to watch Hakka TV programs without worrying about time or location. Many overseas viewers watch Hakka TV through our website, as do those who missed the original broadcast on TV. A total of 98,362

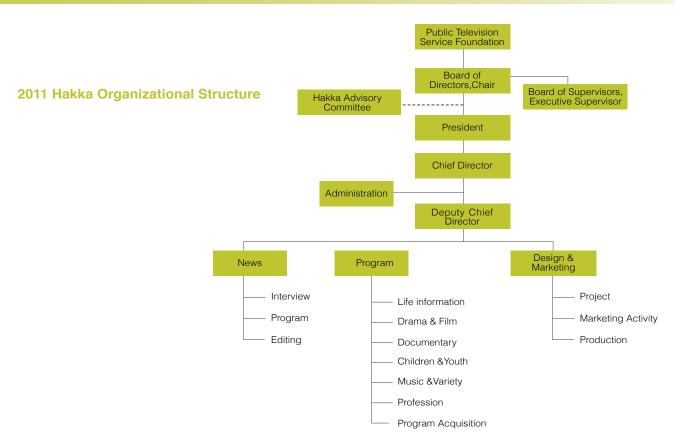
people viewed our programs online in 2011.

YouTube is also an important video platform for Hakka TV. We uploaded to YouTube program previews, single performances from Hakka Hot Music, and daily news announcements from Hakka Weekly. In 2011, there were 1,185,965 people who viewed these videos. We will share more programs on YouTube in the future.

Facebook is one of the hottest new forms of media. Hakka TV began making use of it in 2010. In 2011, we emphasized special programs by setting up fan pages for Jiong Ien Sen , Dear Mother Earth, and Hakka Theater. Views of these pages reached 150,000 in 2011. There were 989,649 fans of Somewhere Over The Sky. For Hakka TV, Facebook is not only a marketing platform, but also an instant channel for receiving viewer feedback. Through Facebook, we gathered together a group of Hakka-loving friends that encourage and urge us to be better.



Annual Administration



Budget Performance

1 January to 31 December 2011

(Unit: NT Dollars)

Item	Amount	Performance
Income		
Programming	391,840,000	99.67%
Other Income	1,298,800	0.33%
Total Income	393,138,800	100.00%
Expenditure		
Administration	18,963,524	4.83%
Marketing & Promotion	23,995,193	6.11%
New Productions	59,975,889	15.28%
General Productions	267,949,844	68.26%
Engineering Maintenance	13,713,600	3.49%
Information Management	7,955,000	2.03%
Total Expenditure	392,553,050	100%
Balance	585,750	

The 2nd Hakka Television Advisory Committee

(3-year term beginning in January 2008)

Convener -

Pang-chen Chen / Pan Chen Director, Community Empowerment Society, Taiwan R.O.C

Wen-cheng Peng Associate Professor and Director, National Taiwan University Graduate

Institute of Journalism

Advisory Committee -

Yu-lan Chiu Professor, Graduate Institute of Music, Soochow University Chen Chiu Officer, Tungshih Community Benevolent Association

Yun-yu Chiang Director, Taiwan Hakka Folk Song Chorus Teng-chih Hsu Director, Liaohsia Cultural Workshop Chin-huei Chang CEO, Mother & Baby Media Group

Kuei-Hsien Chen Research fellow, Institute of Atomic and Molecular Sciences, Academia

Shih-ming Yang Associate Professor, National Taipei University of Education Chin-chen Tai Former Station Manager, Hsinchu Voice of Labor radio station

Chang-jung Chung Manager, Wan Ja Shan, Inc.

Pao-chu Chung Director, Taiwan Environment Protection Union, Hualien Chapter

Neng-ping Lo Director, Taiwanese Hakka Association of the World

(Note) The tenure of the 4th directorate of the Public Television Service Foundation expired on 3 December 2010. The 5th directorate has not yet been elected. Therefore, members of the 3rd Hakka Television Advisory Committee were not called. Please refer to "Taiwan Public Television Service Foundation Regulations for the Establishment of the Taiwan Hakka Television Service Advisory Committee" at our website.

2011 Public Television Service Foundation Chinese Television System

Annual Report



Missions and Goals

Message from the President and Chair

Key Innovation for Reinvention

Erected on Guangfu S. Rd, the CTS building has always been the most eye-catching edifice in Taipei's eastern district, an area where people continuously stream to unique fashion stores and entertainers constantly visit to record programs. As the most representative cultural landmark in Taipei and the most eminent incubator in the television industry in Taiwan, CTS reflects the time when TV played the most influential role in life.

However, due to falling ratings and reduced advertisement revenue brought in the past decade by the rise of new media, the television and media industries have had to reposition themselves. In particular, television is dealing with its fiercest challenge in 2012 with the digital switchover which marks the island's entry into the era of digital television.



The television industry is facing an industrial paradigm shift. This paradigm shift refers to the entire environment, thinking, and vision of the industry: from life styles, viewing groups, program contents, broadcast channels, marketing, production and management to operation. Television will not be eliminated by this wave of new media, but traditional television stations will require qualitative changes to survive.

There are three key elements for TV stations to survive and grow: 1) to capture the nature of television media, 2) to integrate issues more rapidly and flexibly, and 3) to strengthen scientific tools for decision making.

First of all, TV stations not only provide contents but provide the channels for distribution as well. The greatest impact that new media brings to traditional TV channels is to separte "whtching programs" from "watching TV". Audiences no longer rely solely on TV for programs, and advertising revenue for TV station has slumped as a result. The physical channels, however, will not



disappear or be replaced by virtual channels, just as Eslite Bookstore and Starbucks Coffee provide unique shopping experiences that customers cannot achieve via online shopping. Therefore, we must identify good reasons for viewers to watch programs through television channels.

Secondly, the product life-cycles for TV programs are extremely short due to overwhelming growth of new media. The abilities to integrate different issues and create buzz by means of cross-media marketing are crucial for TV stations to gain revenue before the end of each program's life cycle.

Finally, the most distinguished feature of digital media is that it provides a more effective tool for scientific analysis which enables producers to better capture viewers' needs and favorites. TV stations can never stablize itself in the new media environment unless these scientific tools of decision-making are well utilized.

CTS has been an indispensable chapter in the history of Taiwan's television industry. CTS has not only led the development of Taiwan society but has also played an irreplaceable role for Taiwanese peoples. After experiencing fierce competition from cable TV stations and after merging with the Taiwan Broadcasting System (TBS), CTS has undertaken the challenges to be "commercial" and "public" at the same time. While digital switchover is our goal this year, we will certainly face even tougher challenges in the future.

Even though we have experienced disturbances and confusion, we at CTS believe all of this turmoil is indispensable for transformation. CTS can again create buzz by innovating in the face of challenges.

> President and Chair of the Board Yaly Chao





Highlights of the Year

Increasing In-House Programs, Embracing Local Sentiments

With the core values of understanding viewers, keeping up with trends, keeping roots in Taiwan, and connecting to the world, CTS has produced exquisite programs earning great acclaim and being big hits. After becoming a member of TBS, program quality and content has been the top priority to meet society's expectations and to survive the entertainment market. Unfortunately, some viewer groups were lost as CTS downsized. CTS must exercise creativity to launch new programs that win back viewer hearts and that attract viewers from new generations. CTS has thus aggressively created and launched new in-house programs.

Production of new programming accounts for 50.81%, an increase from 2010. New production rates are over 60% for weekdays prime time period and over 90% for weekends.

In 2011 for the 8 o'clock prime time period, CTS launched the whole new exquisite drama Monga Yao Huei to commemorate CTS's 40th anniversary. This costly drama is mainly about local families, heart-to-heart friendships, and long-lasting relationships in Taiwan. For his performance in this drama, Luo Li won Best Supporting Actor at the Golden Bell Awards. The



Weekend Happy Song has fun with audiences at Fisher Wharf.

drama critiques the social upheaval created by social dysfunction among teenagers, successfully attracting the attention of viewer groups, including teenagers and long-lost viewers. CTS remade the drama New My Fair Princess, creating a buzz and bringing high ratings. Yao Chiung rewrote the script, and auditions attracted a new group of actors. With a new script, new actors, new costumes, and new scenes, New My Fair Princess was popular across the Taiwan Strait and ratings grew continuously. Other new programs were: Dreams Link, They Are Flying, Material Queen, Ring Ring Bell, Genius Go Go, Power Sunday, Weekend Happy Song, Korean Super Star Show, Gold Stage, Happy Everyday, Miss Traveler, Light up Your Life, and Culture and Language of Taiwan.

In addition to producing new programs, embracing local sentiments exercises public value and increases viewer groups. From Taipei to central and southern Taiwan, from the studio to the outdoors, CTS has conveyed passion to viewers by visiting residents around Taiwan.

These programs include Weekend Happy Song, Power Sunday, and Happy Everyday. CTS produces diverse variety programs that meet public values by combining entertainment, culture, and education, taking hosts and stars around the island to have fun with local residents, using century-old temples for outdoor scenes, holding singing auditions, and introducing scenery, cuisine, local customs, history, culture, architecture, and the arts. The news program Folks, Speak Up is the only political discussion program in Taiwanese giving a voice to southern Taiwan. It invites legislators, scholars, and experts in southern Taiwan to discuss policies and issues in the studio or outdoors. CTS goes local by presenting the perspectives of southern Taiwan.





Main CTS Events in 2011

0101 -

Broadcast the "Taiwan R.O.C. 100 Concert" in Taoyuan.

Produced the special program Lantern Festival & Mazu Culture Concert at the Chaotian Temple in Beigang.

Cooperated with National Association of Education-On-Air R.O.C. and Open University of Kaohsiung to co-host the 2011 annual conference and seminar

0405

Produced Cross Strait: Word of the Day, a program comparing idiomatic differences between Taiwan and China. This program was a co-production of the News Department and the General Association of Chinese Culture (GACC). It was broadcast in daily news programs.

Premiered the CTS in-house drama Monga Yao Huei for the 8 o'clock prime time slot.

Revised CTS News Magazine into a daily syndicated program broadcast at 10:00PM from Mondays to Thursdays.

Held the 2011 general meeting of shareholders.

0110

Launched the daily syndicated variety program *Happy* Everyday, a quality program for families and all age groups.

Hosted the TV fundraising party "Believe Hope Fight & Smile." This party was initiated by the Red Cross Society of the Republic of China, TBS, and the Want Want China Times Group for Japan's March 11 earthquake. CTS coordinated and mobilized hundreds of celebrities from entertainment, cultural, and educational circles to attend the party. Funds raised hit a record high for Taiwan

0

Completed construction for the News Department's tapeless broadcasting system.

0410

Attracted young viewers by premiering *They Are Flying* on a Sunday. This inspiring drama was based on real events of the same-titled documentary and focused on the unusual behaviors of teenagers. They Are Flying received enthusiastic feedback during advanced screenings held in schools.

Cooperated with Ethic Groups Harmony Foundation to produce Better and Better, Sentence of the Day, a program for learning Vietnamese.

Held a public performance tour of the 2011 Super Star's Concert in Tainan focusing on the theme of the R.O.C. centennial. Senior entertainers performed classic songs from

Exclusively produced and broadcast the 2011 Taipei Film Festival Awards, which was held as a party.

Launched New My Fair Princess at the 8 o'clock prime time slot. This program had an entirely new cast and a revised script by Yao Chiung. The drama created a buzz after being promoted around the island.

Launched Folks, Speak Up, the first political discussion program concerning public opinions of central and southern Taiwan.

1030

Formally launched the CTS mobile video application in the Apple App Store. Users can watch videos of the latest news and information on the go.

CTS news cooperated with Yahoo to launch "Netizen Micro-Revolution", initiating two-way reporting by combining TV with Internet media.

1214 -

Held the Super Star Concert in Penahu.

Undertook the 2011 Super Star's Concert in Miaoli.

Broadcast the August 23 World Peace Day activity.

1010

Broadcast a HD documentary for the R.O.C. centenary. Tribute to National Armed Forces. This documentary was subsidized by the Council for Cultural Affairs. Descendants of national martyrs attended the advanced screening and subsequent news conference

Launched Women Talk, the first political discussion program presenting female perspectives.

Held the CTS 40th anniversary celebration: "Sparkling 40 Years, Showing for You.' President Ying-jeou Ma gave a speech onsite.

CTS Vitality Morning News entered as finalist for Daily Reporting Award in the Excellent Journalism Awards. This is the most reputable award for news media.

Held the New Year's Eve concert "2012 Super Concert in Taoyuan." This is the first time CTS held prize drawings combined with APP clock-in





Programming

Exercising New Media Digital Technology for Productions, Meeting the Needs of Public Values and the Market

After entering its 40th anniversary, CTS not only shouldered more responsibilities for public value, but it also hewed a new path through this competitive market by exercising new media digital technology to produce quality programs for both public and market values. The in-house HD dramas broadcast at 8:00PM attracted younger viewer groups. After repositioning, CTS News Magazine became a diverse program providing information on culture, music, movies, food, and fashion. Talk shows truly reflected public opinion by cooperating with social networking sites.

Variety and Educational Programs

CTS is famous for its variety programs. As a public media, CTS insists on delivering knowledge through entertainment by producing quality programs for all ages, such as Power Sunday, Genius Go Go Go, Weekend Happy Song, Gold Stage, Citizen Variety, Taiwan, Come! Come! Happy Everyday, and Miss Traveler. Viewers have shown great appreciation for these diverse and high-quality programs featuring topics from puzzles, talented performances, and travel to dramas. CTS produced programs of social concern to serve the public and contribute to society. These programs include Light up Your Life, Taiwan R.O.C. 100, All for You, The Farmer's Power of Taiwan, and New Vision of Taiwan Ocean. CTS generated positive momentum in viewers by depicting stories of ordinary people and emphasizing the positive side of human nature.

Drama Programs

CTS launched the in-house drama Monga Yao Huei for its 40th anniversary in 2011. This drama depicts the social upheaval induced by the disruption of teenager values and presents local families, heartto-heart friendships, and long-lasting relationships. The drama garners actors from all ages for the cast. Luo Li won Best Supporting Actor at the Golden Bell Awards. CTS remade the drama New My Fair Princess, creating high ratings. Yao Chiung rewrote the script. Auditions were made for a new group of actors. With a new script, cast, costumes, and scenes, New My Fair Princess was popular in Taiwan. Ratings grew continuously. Idol dramas broadcast on Friday and Sunday were mainly about fashion, relationships, and encouragement in order to attract younger viewers. These dramas included They Are Flying, Material Queen, Love Come, and Ring Ring Bell and featured topics on relationships, families, and friendships that satisfy youngsters' dreams as well as encourage and inspire.

News Programs

With their professional, effective, fair, and objective attitude, CTS news teams rapidly and faithfully report news and first-hand information to viewers in regular news programs, including the morning news, midday news, evening news, and news in Taiwanese. To live up to the values of public service, programs such as CTS News at Your Home, Taiwan Local News, and Folks, Speak Up report news from central and southern Taiwan and from remote areas. The long-standing CTS News Magazine was revised into a daily syndicated program broadcast Mondays to Thursdays. Different hosts present various topics, including







culture, trends, movies, food, travel, and music. CTS Morning News was transformed into CTS Vitality Morning News by giving it a younger brand image. This program was entered as a finalist for Daily Reporting Award in the Excellent Journalism Awards.

In terms of cooperation, CTS News worked with Yahoo to launch "Netizen Micro-Revolution," a twoway news platform combining television with the Internet. Netmates are invited to make a better Taiwan by discussing issues of life and work. CTS cooperated with the General Association of Chinese Culture (GACC) to launch the news program Cross Strait: Word of the Day, using humorous puppet dramas to present the idiomatic differences in language between Taiwan and China. In addition to the television channel, CTS produces news programs broadcast all day on the MOD channel (number 55), providing the latest news to the MOD viewer group. CTS News Department immediately sent four report teams to Japan after the March 11 earthquake hit to make special programs broadcast on television and the MOD channel. The special programs invited experts in meteorology, earthquakes, nuclear disasters, and disaster relief to analyze the situation, provide opinions, and reduce viewer panic. This special topic produced by the CTS News Magazine won consecutive Positive News Awards because it continues to reflect and care for society.

An Educational and Cultural Channel

To cultivate a learning culture, serve minority groups, generate concern for humanism, and reduce the educational gap, the educational and cultural channel series has helped students in remote areas lacking educational resources. It continues to broadcast programs on college, continuing, family, cultural, and language education. Educational programs can improve public resources because of far-reaching television broadcasts. Public media should assume the

responsibility for providing a lifelong learning platform by producing diverse programs, such as certification programs that help viewers obtain certificates; professional training programs that sharpen labor skills; in-depth talk shows that help viewers understand global trends; art programs that cultivate viewer tastes in music, culture, and art; and language programs that improve viewer language ability and competitiveness in foreign languages. To help immigrants blend into Taiwan, CTS cooperates with Ethic Groups Harmony Foundation to produce Better and Better, Sentence of the Day, a program for learning Vietnamese. Programs such as Workplace Talent Show and Sport Science Survey are produced in cooperation with the National Science Council to coordinate onjob training. Key to Winning for Junior High School Students is produced to fill the gap in teaching resources between urban and rural areas. CTS cooperated with five universities in Taiwan to initiate the project "New Blue Ocean for Media", in which excellent work from universities can be broadcast on the CTS platform. These programs enhance the value of public media and cultivate local talents.

Production and Broadcast Technology

The main goals for CTS production and broadcast technology are to follow the national policy of digitalization, to help develop the digital industry, to upgrade the television industry, and to build a friendly environment for digitalization. The News Department entered a new stage by introducing the Eduis non-linear editing system and Flash recording equipment. The Engineering Department purchased the Omneon video server system for making SD and HD available on different channels. The new system is also compatible with the original Harris system, increasing file-base system efficiency. The Engineering Department also purchased the digital interface to upgrade two Satellite News Gathering (SNG) vehicles. By doing so, production efficiency increased greatly, because equipment became compatible and interoperable among SNG vehicles.



Public Service

Fight & Smile Fund-Raising Party Shows **Boundless Love and Care**

On 11 March 2011, a massive earthquake hit Japan, causing a huge tsunami. The Red Cross Society of the Republic of China, TBS, and the Want Want China Times Group initiated a fund-raising party to help those affected by the disaster. CTS shouldered the responsibility of coordinating and mobilizing hundreds of entertainers and celebrities in cultural circles to attend the fundraising party on March 18. The President, the First Lady, mayors of five municipalities, and 120 entertainers attended the party. Viewers continuously called the hotline to donate money. The total number of donations hit a record high for Taiwan and was among the highest globally. CTS demonstrated its flexibility and ability by organizing the party in such a short time, using only four days from beginning

"Believe Hope Fight & Sm donation hotline



Entertainers join "Believe Hope Fight & Smile."

to end. During that time, many viewers called, asking about disaster conditions and progress while expressing opinions and encouragement. The relationship between Taiwan and Japan intensified, public contributions to CTS increased, and CTS morale was boosted.

Attentive Provision of Viewer Services

Providing attentive service, understanding viewer demands, and improving interaction with viewers are ways to boost corporate image. According to statistics from the CTS Customer Service Department, in 2011 viewers made 15,952 calls to the CTS toll-free customer hotline and service telephone number (including 1,136 e-mails to the Customer Service Department). Customer service content included show schedule inquiry, DVD program purchasing, expressing opinions, activity inquiry, program content inquiry, reception problems, website problems, criticism, and customer complaints. All opinions from viewers should be handled carefully with serious attention to solving their problems. Interactions with viewers are becoming more important in this era of information overload. For example, the newscaster for CTS News exaggerated reports on the death of North Korean leader Kim Jong-il. Many viewers called in to complain that presentation of the news was not proper or professional. CTS immediately issued a letter of apology and made internal changes in which the president and vice president received an admonition, the news department manager received two admonitions, the producer was reassigned, and the newscaster immediately resigned. CTS meticulously dealt with this and, as a result, examined its policies. Media should discreetly handle public opinions.

Organizational Structure and Operational Management

The Board of Directors is CTS's highest rank of operation. The board appoints a president to manage the company with the help of two vice-presidents. There are eight subsidiary units, including six departments (news, program, sales, engineering, finance, and administration) and two offices (education and information technology).

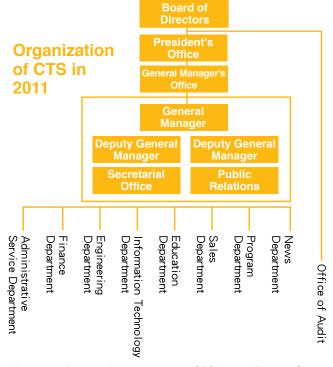
To face challenges such as deficits, digitalization, media revolution, and publicity, the main goals of CTS in 2011 were: to produce various quality programs that combine public and market value by implementing new media digital technology; to innovate operational models by enlarging the news platform and retaining the quality program "CTS News"; to develop a new service model for new media on the Internet; and to strengthen financial management and analysis in order to turn loss into gain. To achieve these goals, CTS executed plans boosting competitiveness, elevating morale, and heightening public value. Here are the achievements for 2011:

1.Increased rental occupancy of the Guangfu building: Average rental occupancy in 2011 was 91.81%, an increase from 87.11% in 2010.

2.Execution of energy-saving plans: The Guangfu building and CTS building have replaced over 6,000 T5 high-efficiency energy-saving lighting fixtures since July 2010. Energy savings for lighting were 43.30% and NT\$3,192,255. Furthermore, the warranty for all lighting equipment was for two years, ensuring quality and durability. CTS was subsidized NT\$1,296,000 by the Department of Economic Development of the Taipei City Government as part of an effort to promote business energy saving. The 2011 electric bill decreased NT\$2,268,613 from the previous year because of energy-saving measures, such as increasing the air conditioning temperature and decreasing electricity contract capacity.

3.Launching of talent training plans: In 2011, 133 courses were offered based on an annual training plan. These courses covered 889 hours and 1,656 persons. Course topics included news profession, non-linear editing, inspection of quality programs, information security management, trends in digital cloud technology, production engineering, human resources, and financial courses about International Financial Reporting Standards (IFRS) and Electronic Data Interchange (EDI). CTS attended the 2011 Talent for TV Industry training held by the Government Information Office (GIO) to strengthen talent training and competitiveness.

4.Continued optimization of Enterprise Resource Planning (ERP) to strengthen the ability of information application, internal control, and decision-making.



Financial Report

Financial Statement

Ad revenue, commissioned projects, and rental business failed to meet expectations due to fierce media competition and a sluggish economic revival. Furthermore, costs increased, because the proportion of new programs also increased in 2011. Even with an adjustment for production strategies and austerity because of costs, the deficit in 2011 was still slightly higher

than that in 2010. Operating revenue was lower than originally expected.

After review and auditing by accountants, the 2011 CTS pretax deficit was NT\$273,993,000, an increase of NT\$188,115,000 from the NT\$85,878,000 deficit in 2010.

Income Statement Unit: NT Thousand Dollars

Category	2011	2010	Amount +/-	% +/-
Operating Income (Net Amount)	1,471,526	1,562,171	(90,645)	-5.8%
Operating Costs	1,322,056	1,194,291	127,765	+10.7%
Gross Profit	149,470	367,880		
Operating Expenses	417,471	462,861	(45,390)	-9.8%
Net Operating Loss	(268,001)	(94,981)		
Other Non-operational Income	(5,992)	9,103		-
Net Loss Before Income Tax	(273,993)	(85,878)	(188,115)	
Income Tax	1,176	23,608	(22,432)	-95.0%
Net Loss Before Extraordinary Income	(275,169)	(109,486)	(165,683)	
Extraordinary Income	0	986,995		-
Net Income After Tax	(275,169)	877,509	(1,152,678)	

Note: Extraordinary income refers to treasury stock donated by the government that buys stocks from non-government shareholders in accordance with the Statute Regarding the Disposition of Government Shareholdings in the Terrestrial Television Industry.

■Publisher Ya-ly Chao
■Reviewing Committee

Fei-yi Lu, Wen-wei Shiu, Bruce Yuan-hao Liao

■Editorial Committee Sunshine Kuang, Masao Aki, Chin-Yun Hsu ■Staff Editors

PTS Teresa Chiang, Tai-Lin Tang, Chen-Wei Lin, Mei-Yu Lee

MACTVLeh-Chyun Lin, Po-Cheng LuTITVWei-Sa Huang, Hsing-Yu LaiHakka TVCathy Pan, Yu-Kun YangCTSJonas Teng, Roland Su

Translation Eddy Lin

President Translation Service Group International

Proofreading Don Brix

Date of Publication: September 2012 Designed by Innate Design

Address:

No.100, Lane 75, Sec. 3, Kang Ning Rd., Taipei 114, Taiwan, R.O.C.

■CONTACT US

PTS Hakka TV

Tel:.+886-2-2633-2000*9 Tel:.+886-2-2633-8200 Fax:+886-2-2633-8124 Fax:+886-2-2630-2080

MACTV CTS

Tel: +886-2-2630-1877 Tel: +886-2-2775-6789 Fax:+886-2-2630-1895 Fax:+886-2-2775-6626

TITV

Tel: +886-2-2631-8100 Fax:+886-2-2631-0241



