

2012

Public Television Service Foundation

Annual Report



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From PTS to TBS

- **1980** Premier Sun Yun-suan proposes the establishment of a public broadcasting service.
- **1983** The Government Information Office proposes a draft plan for a center for producing public TV programs.
- **1984** The Public TV Program Production and Broadcasting Team is established under the Government Information Office. Programs are broadcast on time slots requisitioned from the existing three terrestrial networks.
- **1986** Program production is given to the Public TV Program Production and Broadcasting Team under the Broadcasting Development Foundation.
- **1991** Under the Executive Yuan's guidelines, the Public Television Preparatory Committee begins operation. Seven specialists and scholars are enlisted to formulate draft legislations for the Public Television Act.
- **1996** Activists from the cultural community form the Public Media Lobbying Alliance.
- **1997** *May 31* The Public Television Act passes the third reading in the Legislative Yuan.
- **1998** The first Board of Directors is established under the Public Television Act with 18 directors and supervisors.
July 1 The Public Television Service Foundation is established and the first program aired on PTS.
- **2003** *December 9* The Legislative Yuan passes amendments to the Broadcasting and Television Act, the Cable, Radio & Television Act, and the Satellite Broadcasting Act, which prohibit government and political parties from investing in the broadcasting and television industries.
- **2006** *January 3* The Legislative Yuan passes the Act on the Disposition of Government Shareholdings in the Terrestrial Television Industry, paving the road for Taiwan Broadcasting System.
January 16 Liming Foundation donates CTS shares to the PTS Foundation.
July 1 Taiwan Broadcasting System (TBS) is formed.
- **2007** *January 1* Taiwan Indigenous Television (TITV), Hakka TV, and Taiwan Macroview Television (MACTV) join Taiwan Broadcasting System.
- **2009** *September 16* The Government Information Office transacts purchase of non-government-owned Chinese Television System (CTS) shareholdings under the Act on the Disposition of Government Shareholdings in the Terrestrial Television Industry. With a price audited by a commission of the Executive Yuan, CTS completes the purchase from non-government shareholders.
September 28 Indigenous Peoples Cultural Foundation is established, equipped with media autonomy to plan and popularize Taiwan Indigenous Television.

TBS VISION FOR 2011-2013

As broadcasting and communications continue to converge in the Digital Age, Taiwan Broadcasting System will remain dedicated to producing quality and professional programming, developing new media platforms, and promoting Taiwanese values.

Becoming a Valued Medium Trusted by the Public

1. Provide diverse services that meet the demands of different ethnic groups, produce varied programs catering to a wide range of target audience groups, and secure support and recognition for public media from all walks of life.
2. Implement public accountability and assessment mechanisms to promote public participation and oversight.

Perfecting TBS Operation & Promoting Synergies

1. Integrate existing resources to activate organizational efficiencies.
2. Strengthen group synergies.

Developing New Media Platforms

1. Enhance new media research and development and strengthen the cultivation of digital programming talents.
2. Develop multi-service efficiencies to bridge the digital divide.

Connecting Taiwan to the World

1. Broaden the international perspective of Taiwan's viewing public.
2. Realize the potential of international cooperation and demonstrate Taiwan's cultural diversity and democratic values to the rest of the world.

(Approved at the 7th meeting of the 4th Board of Directors and Supervisors, 27 January 2011)

TBS Visual Identity Design Concept



台灣公共廣播電視集團
Taiwan Broadcasting System

Message from the Chairperson

The Worst Year And The Best Year



For Public Television Service, the year 2012 turned out to be the worst year and the best year ever.

With five nomination attempts by the Government

Information Office and the Ministry of Culture failing to produce PTS's fifth board of directors, we have witnessed the compression of public values and the reduction of ideals for a civil society into mere political bargaining chips. Unquestionably, this has severely impacted Taiwan Broadcasting System.

What kind of public television do we need?

At the core of the controversy over the nomination lies the fundamental paradox of the principle of proportionality. The fact that the nomination of non-remunerated directors and supervisors requires a threshold higher than that for the Grand Justice, and that a budget significantly low by international standards induced partisan mobilization on a scale comparable to national elections, clearly reflects the existence of numerous structural blind spots in the development of public television in Taiwan.

However, these disputes helped to reignite society's concern and passion for public television. By looking at the review committee member's reasons for supporting or not supporting specific nominees, the public has been able to ask themselves what kind of public television we really need. The events also bared the obstacles that public television faced under Taiwan's current political climate.

An excellent year for TBS

For Public Television Service, the year 2012 turned out to be the worst year and the best year ever.

In 2012, PTS became a subject of public discussion. This not only provided us with an occasion to examine the results of our long-term efforts in promoting a civil society, but also allowed us to explore and verify, through our own experiences, the possibility of carrying on rational discussions of public issues.

In addition, TBS's overall performance in 2012 was more remarkable than ever. PTS set records in numerous domains, including the total new program hours, viewer satisfaction, the amount and the number of people who donated to PTS, and so on. In all these areas, the figures were the highest in history. Friends of PTS expressed their support via concrete, effective actions. During the board selection process, we saw the expectations and visions various sectors of society have for PTS. With a budget less than one tenth that of Great Britain or Japan, our biggest challenge in terms of development will be how to successfully shift from balancing resource allocations to defining key innovation. Innovation is the soul of PTS, and only through innovation can we obtain the greatest possible benefits with limited resources.

Chairperson
Yaly Chao



Public Television Service

Message from the President

Exceptional Achievements in Quality and Quantity



In 2012, PTS made great leaps forward in program quality and quantity. The qualitative change can be seen in our high-definition channel. On July 27, we obtained Taiwan's first license for creating a digital

terrestrial HDTV channel and high-definition became an important factor in production. Last year, HD program hours increased two-fold as compared to 2011, reaching 2,358 hours, or 35% of total broadcast hours.

The HD Channel started broadcasting when London was hosting the Summer Olympics. Exciting scenes from various competitions were thus broadcast in HD quality to the joy of many sports fans in Taiwan. During that time, PTS covered an average of 20 hours of sports events per day.

In 2012, PTS also gained extraordinary acclaim in domestic and international film festivals, totaling 123 nominations and 28 awards at home, and 64 nominations and 22 awards abroad. *A Year in the Clouds*, a documentary on culture and ecology, grabbed seven international awards, including the prestigious Peabody Award (USA), the highest honor in the field of documentary films. *My 3 Days as a Muslim*, in the series called *A Different Kind of Summer Fun*, was awarded first prize in the Live-action Television Program category by the adult jury of the Chicago International Children's Film Festival.

The efforts of the hard-working News Service staff did not go unnoticed and received high recognitions, such as the Excellent Journalism Award.

In terms of quantitative change, five drama series was produced in 2012, including *Man · Boy*, which captured Best Actor in a Supporting Role in the Asian Television Awards. The mini-series *Life Story* and *Innovation Stories* aired an unprecedented number of episodes. And using state-of-the-art HD technology, *PTS Performance Hall* recorded a total of 41 performances. Overall, 3,581 hours of new programs were produced, the highest since broadcast.

This past year could not have been made possible without the dedication of our staff. The reviews for 2012 were fair, which shows both approval and encouragement. Backed by such support, we will continue to produce quality programs to meet the public's expectations.

President
Sunshine Kuang

Highlights of the Year

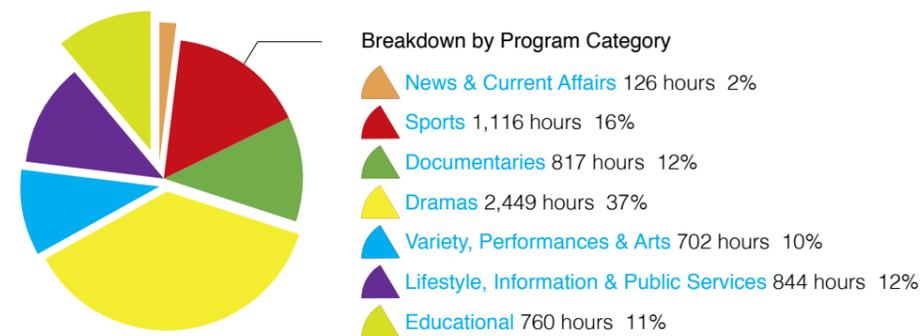
HD Channel & New Program Growth

July 27, 2012 marked a milestone for PTS. On this day, the National Communications Commission licensed the HD channel (formerly named HiHD test channel), making it an obligatory channel on the national cable TV network in accordance with Article 37 of the Cable, Radio and Television Act. To celebrate the occasion, PTS held the ceremony "Taiwan Gets Hi", where Premier of the Executive Yuan Sean Chen, Minister of Culture Ying-tai Lung and PTS Chairperson Yaly Chao inaugurated the event to welcome the arrival of the high-definition era.

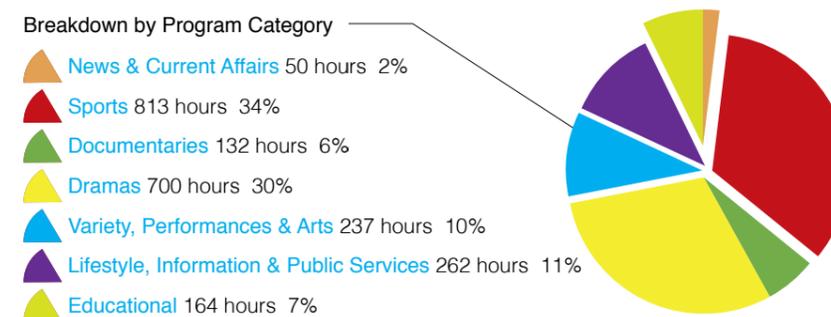
The Ministry of Culture's Support for HD Programming

In 2012, PTS HD Channel broadcast a total of 6,814 hours, of which 2,358 were new production, showing a significant increase from the previous year. With the collaboration of five terrestrial TV channels, 475 hours of the 2012 London Olympic Games were shown in HD quality to the Taiwan audience. Other international competitions were also covered, including the UEFA European Football Championship, the US Open Tennis Championships, the 26th Asian Baseball Championship, and the Taiwan major basketball event William Jones Cup International Basketball Tournament, etc.

2012 PTS HD Channel Broadcast Statistics / All programming (Total: 6,814 hours)



2012 PTS HD Channel Broadcast Statistics / New production (Total: 2,358 hours)



Programming

News Programs

PTS News

Adhering to principles of impartiality and objectivity, *PTS News* reports on various news events and follows up closely on important social issues. International news also enjoys substantial coverage and analysis to provide viewers with in-depth information about the world.

Our Island

This program is dedicated to environmental issues. In addition to weekly news topics, it also features documentaries that record land, water and air pollutions on a long-term basis.

In News

In-depth investigative reports.

PTS News Talk

PTS News Talk is a public dialogue platform that targets different communities and viewer groups, and engages them in discussions about major issues

at home and abroad, including cross-strait affairs, environmental protection, politics, economy and finance, care for minority groups, new residents, indigenous people, etc.

News in Sign Language

In 2012, *News in Sign Language* continues to feature in-depth investigations on issues related to the hearing-impaired community. Hearing-impaired reporters are hired to assist with the contents.

Documentaries

Joining The Asian Pitch (TAP)

On July 31, 2012, PTS made a joint announcement, along with NHK (Japan), KBS (Korea), and MediaCorp (Singapore), in Singapore regarding PTS's participation in The Asian Pitch 2013, an event dedicated to discovering talented documentary filmmakers in Asia by offering them opportunities in the creation of HD documentaries, and to promote works reflecting Asian specificity and values to the world.



In News

The Raw and the Cooked



Man · Boy Best Actor in a Supporting Role in Asian Television Awards 2012.

International Collaboration on Documentaries

In 2012, PTS participated in *Why Poverty?*, the largest ever international collaboration project on documentary films. Initiated by the BBC (British Broadcasting Corporation) and DR (Danish Broadcasting Corporation), this project commissioned the production of eight full-length films and numerous short films to explore poverty and related issues from various angles. PTS started broadcasting the series in November, simultaneously with the rest of the world, and created a dedicated website in Chinese.

Co-production with major international media continued in 2012, with the production and broadcasting of *The Sixth Sense* and *The Raw and the Cooked*. *The Sixth Sense* is a documentary by German director Elmar Bartlmae, who interviewed scientists of various fields in search of scientific evidence of earthquake prediction by animals. The production was shot in Japan, the US, Taiwan, Italy, China, and Germany. The Taiwan-German collaboration, *The Raw and the Cooked*, directed by Monika Treut, is a documentary inspired by Taiwan's diverse culinary culture. Through the eyes of a foreign filmmaker, the cultural thinking and human touch hidden within the various ethnic groups are "tastily" explored. Both documentaries were broadcast on European TV channels.

Dramas

PTS is well-known for its unique dramas. In 2012, various types of TV series were produced and broadcast.

Life Story

A nursery for Taiwanese talents in television and cinema. *Life Story* produced thirty 90-minute episodes in 2012, as compared to 10 to 15 per year in the past.

Innovation Story

A total of 22 episodes were produced in 2012, offering even more funding and opportunities to young aspiring short filmmakers.

Lifestyle and Arts

Straight Talk with Parents (HD)

This program explores various topics such as parent-child relations, school, the work place, gender and sexuality, current events, marriage, etc. It has gained extensive recognition and has been well-received by many viewers.

Music Story (HD)

In each episode, a well-known singer is invited to talk about his/her life and sing songs representative of his/her career.

Yummy Taiwan (HD)

This program presents special foodstuffs from around Taiwan and related culinary information.

Guess Who?

© Best Comprehensive Program, Golden Bell Awards 2012

Public figures and celebrities are invited to spend an evening in the homes of ordinary families to share their life experiences and stories.



Music Story

Listening Eye

The most long-standing program in the country tailored to the needs of the hearing impaired, Listening Eye has expanded its sphere of concern to people with all physical and mental disabilities.

PTS Performance Hall (HD)

This program features various performing art spectacles.

Art + (HD)

A talk show with themes related to art and culture.

Songs of the Years Gone By (HD)

A HD program on live singing performance.

To Eat or Not To Eat (HD)

A pop science program that explores the truth about food safety in everyday life.



Art +

Children's and Youth Programs

Holidays with Granny

This program is very much a course on diversity. Children whose mothers are of foreign origins visit their maternal hometowns to discover different cultures, traditions and lifestyles.

Fascinating Summer Adventure

A special summer program. Children are invited to spend time in the homes of children from other regions or cultural backgrounds to experience a different lifestyle and learn new things in a fun-filled atmosphere.

When Mr. Science Meets Ms. Idiom

This program explores Chinese idioms to reveal the scientific aspects hidden within.

Junior Magic Chefs

A competition program that aims to cultivate diverse talents in children.

Fun in the Laws

An edutainment program that allows viewers to gain knowledge about the law in a fun and inspiring way.

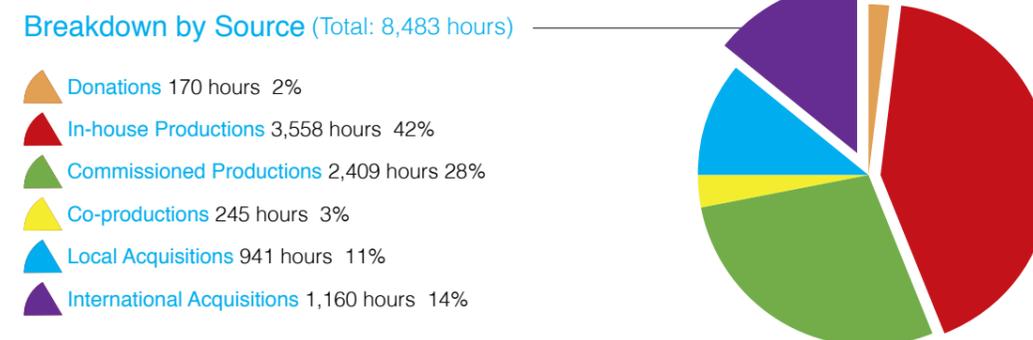
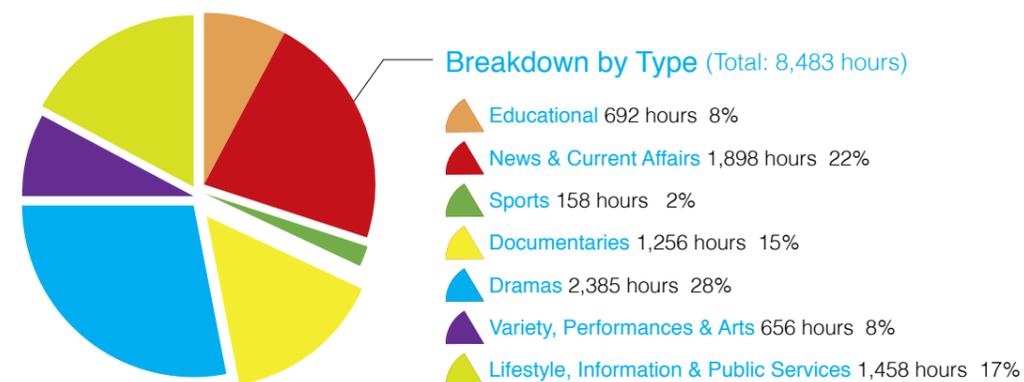
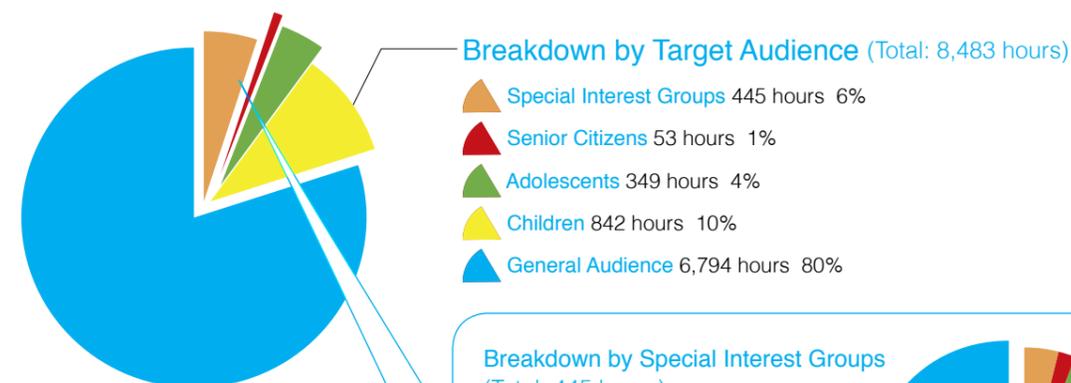
Fruity Pie

The long-running children's program targets at preschoolers aged 3-6.

Fruity Pie



Broadcast Statistics



Awards Received Abroad

New York Festivals- International Television & Film Awards (USA)

Nominated in Environment & Ecology *A Year in The Clouds*

Nominated in Social Issues/Current Events *View Point - My Fancy High Heels*

Prix Jeunesse International (Germany)

Nominated for competition in Category 12-15 Fiction/Non-Fiction *Innovation Stories - True School*

Peabody Awards (USA)

Winner *A Year in the Clouds*

2012 Japan Prize

Runner-up, Primary Category *A Different Kind of Summer Fun - My 3 Days as a Muslim*

Runner-up, Continuing Education Category *View Point - Unlucky Number*

Chicago International Children's Film Festival (USA)

First Prize, Adult Jury Prize – Live-action Television Program *My 3 Days as a Muslim*

Nominated *Rainy Day Friends, Chip & Dory, The Young Magicians' Secrets, Chinese White Dolphins Fighting for the Oceans*

Asian TV Awards (Singapore)

Best Actor in a Supporting Role *Man · Boy* (Lucas Luo)

Best Direction *No. 37 Huafushan* (Kevin H.J. Lee)

Highly Recommended for Best Pre-school Education Programme *Rainy Day Friends*

CINE Golden Eagle (USA)

Winner in People & Places *No. 37 Huafushan*

International Festival of Films on Art, FIFA (Canada)

Nominated in Horizons *Voyage in Time*



No. 37 Huafushan

My 3 Days as a Muslim

Public Services

Taiwan International Children's Film Festival

In order to enhance film-viewing quality, the 5th Taiwan International Children's Film Festival (TICFF) changed its venue to the state-of-the-art Vieshow Cinemas in Taipei's Xinyi District. 56 sessions were screened from March 29 to April 5, attracting 10,518 enthusiastic movie-goers. With collateral events taken into account, total number of participants exceeded 35,000 people. The theme for this year's festival was "Fear & Courage" and featured 93 films from 27 countries. After the festival closed, touring events were organized nationwide to enable remote regions of Taiwan to connect with international cinema.

Best of INPUT

The International Public TV Screening Conference (INPUT) is one of the world's most important annual meetings in the field of television. For TV professionals and others who are not able to attend the conference, PTS started a touring event called the "Best of INPUT", showing a selection of noteworthy films of the year to people all over Taiwan. The theme for 2012 was "Liberation & Taboo".

PTS Holiday Cinema

The annual PTS Holiday Cinema lasted for 8 months in 2012, marking a major step forward for PTS's efforts in reaching out to local communities. This year, 26 films from "Life Story", "Innovation Stories" and "View Point" series were shown at 158 localities across Taiwan.

PeoPo Citizen Journalism Platform

In order to develop new modes of service, the PeoPo Citizen Journalism Platform underwent a full program upgrade to expand website application and strengthen the dynamics of citizen reporting. A "topics module" was created to allow classification of news content and to provide dedicated pages for topics of regional interest. The platform has also been integrated with Facebook and other social networks to enhance the broadcasting power of citizen reporters.

Cultivating Media Literacy

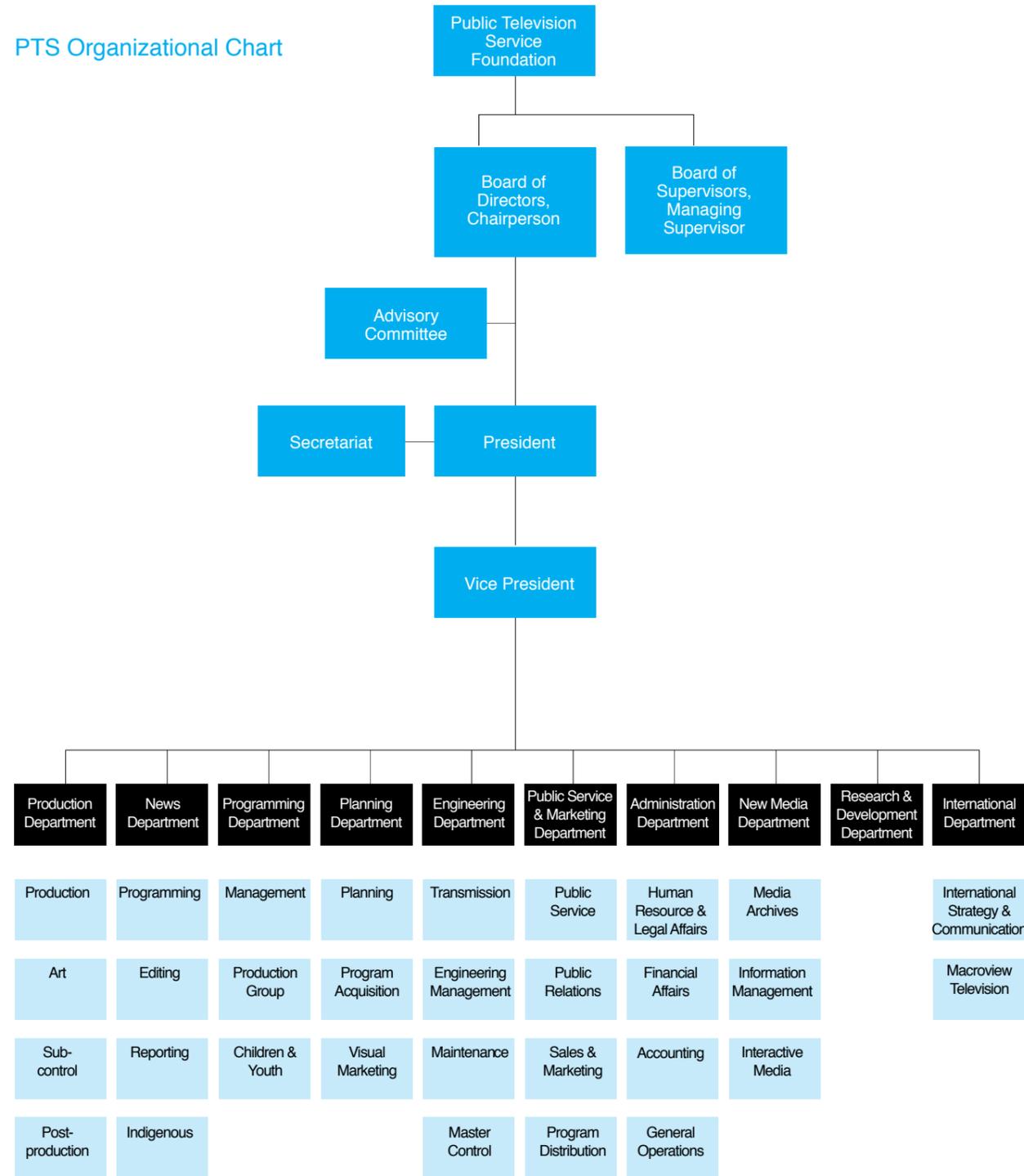
In 2012, PTS continued to cultivate media literacy by offering in-depth courses in imagery, publishing learning materials to facilitate interaction between parents, teachers and children, and organizing various image workshops for different age groups.

Professional Seminar – Practical Applications of Program Loudness Management

On November 5 and 6, 2012, PTS organized a professional seminar titled "Practical Applications of Program Loudness Management". Akita Shoji (deputy director, Production Operation Center, NHK Broadcast Engineering Department), who introduced loudness operations to NHK, and senior engineer Ono Ryota, who produced numerous Dolby Digital 5.1 music programs, were invited to share with Taiwanese professionals their invaluable experiences in implementing loudness standards at NHK to improve program audio volume related issues.

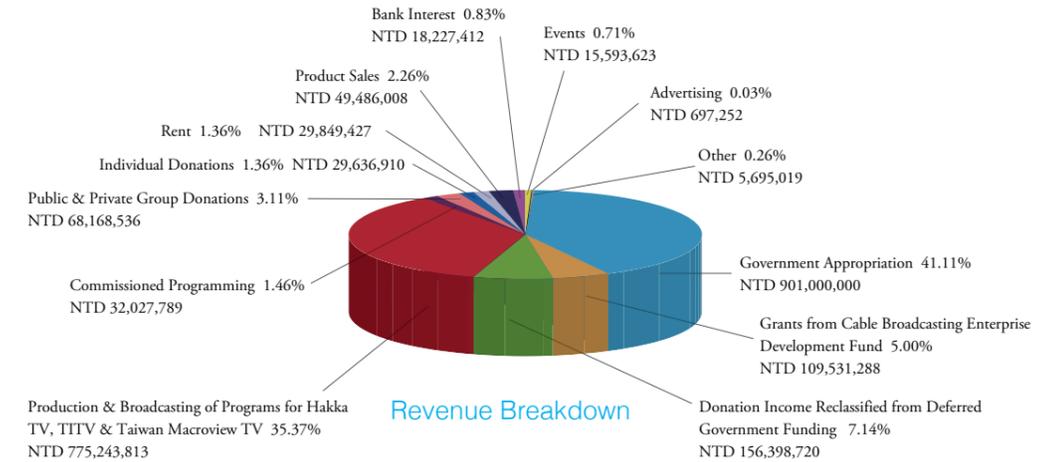
Organization

PTS Organizational Chart

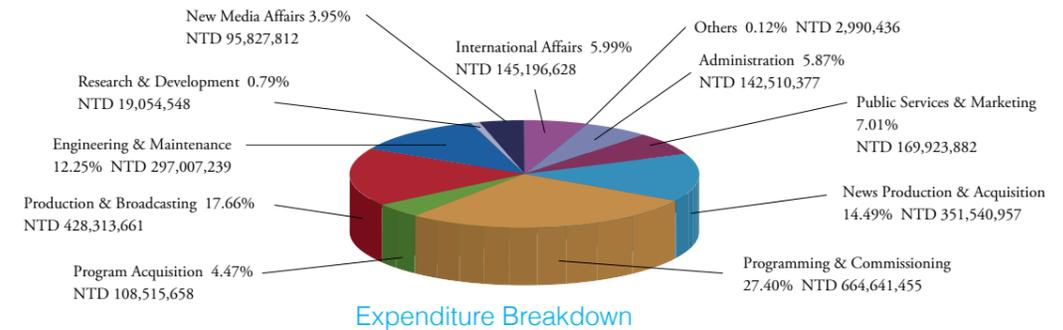


Budget Implementation

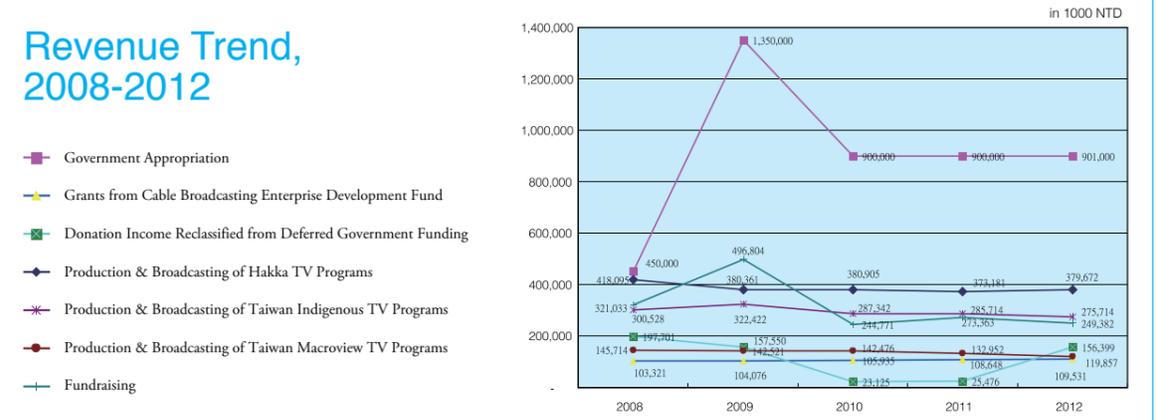
Revenue Total revenue in 2012 - NTD 2,191,555,797



Expenditure Total expenditure in 2012 - NTD 2,425,522,653



Revenue Trend, 2008-2012





Taiwan Macroview TV

Our Mission

Taiwan Macroview TV (MACTV) is a comprehensive satellite and Internet television channel which serves Chinese-speaking viewers worldwide. It was founded in 2000 and operated by Overseas Community Affairs Council, R.O.C. (Taiwan). In 2007, the Legislative Yuan amended the Act on the Disposition of Government Shareholdings in the Terrestrial Television Industry and transferred the operation of MACTV to PTS Foundation, making it a member of Taiwan Broadcasting System (TBS).

Via satellite and Internet platforms, non-encrypted and free of charge, MACTV broadcasts 24/7 to the world by showing the beauty of Taiwan and promoting values of freedom and democracy.

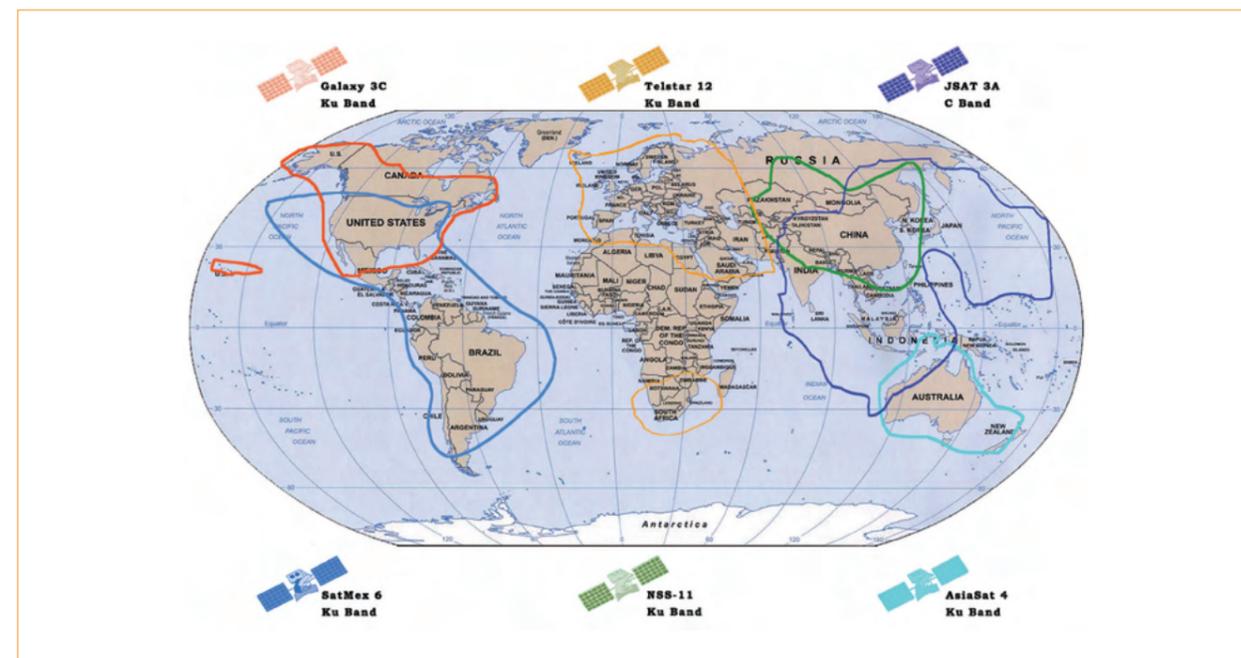
Public Services

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

MACTV broadcasts via satellite to the world, with the exception of a few regions such as Siberia, Greenland, and Central Africa. A 90-cm dish antenna is all that is required to watch MACTV programs. In addition, an Internet platform makes programs available for viewing both in real time and via VOD (video on demand).

MACTV provides TV viewers and Internet users with convenient services including:

1. Live Internet broadcast: Offering Internet users 24/7 live broadcast of a wide range of Taiwanese programs.



Satellite Coverage of Taiwan Macroview TV



Inside Taiwan



Compatriot News

2. Internet VOD: Non-stop online services year-round including daily newscasts in Mandarin, Taiwanese, Hakka, Cantonese and English.
3. Online downloads for offline viewing: Including newscasts in Taiwanese, Hakka, Cantonese, and English, and programs like *Focus News Taiwan*, *Taiwan Holiday*, *Taiwan Outlook*, and *Taiwan Kaleidoscope*.

At present, MACTV is the only Taiwanese television platform serving overseas Taiwanese and Chinese-speaking communities around the world. MACTV has been dedicated to being the most-trusted and best-loved satellite channel of Chinese-speaking viewers, and a competitive and influential member of the global satellite channel community.

MACTV News Center

To better serve the global Chinese-speaking community, MACTV News Center produces newscasts six times a day in Mandarin, Taiwanese, English, Hakka, and Cantonese. In addition,

Compatriot News and *Focus News Taiwan* update viewers, in different languages, on current affairs in Taiwan and in Chinese-speaking communities worldwide.

■ Inside Taiwan

Inside Taiwan provides the world instant updates on what is happening in Taiwan so as to enhance Taiwan's role as a member of the international community. Taiwanese citizens and foreigners can also get a hold on society developments and trends through this English program.

■ Compatriot News: Platform for Chinese-speaking Communities Worldwide

Compatriot News is Taiwan's only newscast that focuses on the activities of Taiwanese expats. With nearly 60 correspondents worldwide, this 30-minute program covers communities in 50 cities across 25 countries, showcasing Taiwan's political, economic, cultural and educational achievements abroad.

Programming



Taiwan Holiday

- *Taiwan Holiday*: Presenting Taiwan's Best Travel Spots

Taiwan Holiday is a travel program well-received by viewers in Taiwan and abroad. Its goal is to take viewers on in-depth journeys across the island, to experience its beauty and the essence of great travelling.

- *Fortune Code*: Sharing the Secret Strategies of Successful Businesses in Taiwan

- *Taiwan Kaleidoscope*: Showcasing Taiwan's Unique Blend of Tradition and Modernity

Taiwan is a modern society with a thriving heritage. Certain elements of traditional culture have been better preserved here than in other Chinese-speaking regions; they are integrated into modern life and economy, forming the open and plural society we see today. This is Taiwan's distinct characteristic, and what *Taiwan Kaleidoscope* wishes to convey. In 2012, this program featured artists who record impressions of Taiwan and writers who seek truths in the history of Taiwan and China.

- *Taiwan Outlook*: Mapping Taiwan's Links to the World

Taiwan Outlook is TBS's only English television talk show. Not only does it broaden Taiwan's international vision, but also brings Taiwan to the world.

In 2012, this program invited ambassadors and national representatives posted in Taiwan to discuss bilateral relations and share visions of future cooperation. The hope is to build upon such exchanges and gradually deepen Taiwan's connection with the international community.

A Selection of Taiwan's Best Programs to



Fortune Code



Acquired programs that represent Taiwan's soft power

Showcase Its Soft Power in the TV Industry

To comfort the homesickness of overseas Taiwanese, MACTV features the best productions from numerous domestic TV stations on education and culture, lifestyle, variety shows, performing arts, drama, etc. Audience around the world can enjoy creative, multi-ethnic, and high-quality programs which showcase the multi-faceted nature of Taiwanese society.

At the same time, MACTV also acquires programs which were nominated or have won the Golden Bell Awards. Representing Taiwan's soft power, these popular programs demonstrate Taiwan's rich culture and the warmth of its people.



Taiwan Kaleidoscope



Message from the Chief Director

Implementing International News Cooperative Mechanisms



In 2012, TITV handed over chairmanship of the World Indigenous Television Broadcasters Network (WITBN) to Norway's NRK Sámi Radio. Under the lead of TITV, this international news sharing platform

for indigenous people was launched in July. It allows certain members to upload and download news contents, and all members to produce programs related to indigenous people free of charge. At present, participating members include TITV, NRK Sámi Radio (Norway), Oiwi TV (Hawaii), SBS-NITV (Australia), APTN (Canada), and Māori TV (New Zealand).

With regard to internal operating performance, "A Sámi Wound: Actions Against the Alta Hydropower Station", a special program produced by TITV's news department, was nominated for the category "International News Reporting" in the Excellent Journalism Awards 2012. Through WITBN and international news cooperative mechanisms, it can show that the indigenous people in Taiwan and abroad share a common destiny, and increase the visibility of news topics. At the Golden Bell Awards 2012, TITV received seven program and individual nominations.

However, TITV has been faced with several obstacles, such as unclear positioning, budget freezes by the Legislative Yuan, and the uncertainty as to whether it can function independently in the future and maintain media autonomy. And thus, TITV still needs support from all sectors of society. The Public Television Service Foundation, in accordance with its mission of implementing a cultural broadcasting media for indigenous peoples, will not only help maintain normal production and broadcasting of TITV programs, but also, after the new board of directors and supervisors is formed, try to engage discussions with the Indigenous Peoples Cultural Foundation (IPCF) regarding a new contract of mandate and the transfer of TITV to the IPCF. We hope the process will go smoothly without any impact to the rights of our viewers.

Chief Director
Masao Aki

Masao Aki

Missions and Objectives

TITV's Missions

Media is the most direct form of communication in a civil society. The rights to media and to interpret issues are essential for ethnic groups in their pursuit of equality and justice. Taiwan's indigenous people are at a disadvantage politically, economically, and socially. Therefore, it is even more critical for them to possess and strengthen their own TV media in a sound environment. Only in this way can they improve information accessibility, interpretation rights, and the loss of languages and cultures. In view of this, TITV has set forth the following missions:

1. Strengthen the bonds among indigenous communities
2. Enrich cultural content and diversity
3. Promote the status of indigenous peoples
4. Attain social equality and justice

TITV's Operational Values

TITV offers in-depth features related to indigenous cultures. With an audience-friendly production philosophy, TITV produces programs that can be relaxing and fun, or serious and analytical, which enable the public to acquire accurate knowledge and respect for indigenous people. As a public media platform for the indigenous in Taiwan, TITV has set forth the following operational values:

1. Respect for diversity
2. Priority for tribal communities
3. Professionalism and autonomy

Main Goals and Strategies for 2012

1. Protect indigenous homelands & provide new knowledge
2. Heritage continuation & cultural innovation
3. Digital upgrade & continuing education
4. Link tribal communities & lead international trends

Highlights of the Year

In 2012, the first year following the centennial celebration of the founding of the ROC (Taiwan), TITV entered a new era with four ambitions characterized by "eye", "ear", "heart" and "talent": supervising government actions with our discerning tribal eye; offering indigenous communities a complete political information platform with our tribal ear; caring for and carrying on post-disaster reconstructions for tribal communities with our tribal heart; and sounding the Golden Bell (Awards) with the best of our tribal talents.

TITV has made further breakthroughs in the analysis and interpretation of issues, the production and broadcasting of programs, and the creation and functioning of media platforms. True to its original vision, TITV continues to do its best to preserve Taiwan's indigenous cultures and prevent them from

drowning in the tides of time. We hope to tell the world about the traditions and values treasured by our tribal elders.

A "Tribal Eye" to Follow Up and Supervise

Access to information is more difficult for people living in Taiwan's indigenous communities than for those living in the cities, and government authorities do not always find it easy to take care of these communities efficiently. Consequently, TITV has taken upon itself to become the "tribal eye" to follow up on tribal policies, to supervise tribal communities and advocate for indigenous rights. *TITV Daily News* reported extensively on affairs like the illegal lumbering of the Nanshan sacred trees and the protests regarding Tseng-Wen Reservoir, and closely followed the Interior Ministry's plan to turn hillside conservation zones



Indigenous News Magazine

and lands reserved for aboriginal people into forest reserves. In addition, *Indigenous News Magazine* continues to explore the issue of BOT projects on indigenous lands. When news of illegal lumbering broke out, *Indigenous Voice* approached the subject via indigenous land rights and traditional wisdoms. The program also focused on environmental and social issues like the Miramar Resort development project and the construction of the Suao-Hualien (Suhua) Highway.

Based on the principle of fairness and justice, TITV observes indigenous communities from indigenous viewpoints, analyzes and interprets news, and uses the fourth right – that of the media – to push for indigenous rights and supervise relevant government policies.

A "Tribal Ear" Open to Discussion

The fact that tribal communities are scattered across Taiwan makes it difficult to spread election information. As a non-profit media platform, TITV is concerned with this problem and believes sufficient information is a prerequisite for electing appropriate policy makers in the benefit of tribal development. Consequently, TITV resolved to become a "tribal ear", and invited candidates of the 8th Election for Mountain Indigenous Legislators to voice their political views via a TV debate on the program *Indigenous Voice*. TITV produced extensive analyses related to the election to make sure that indigenous citizens were well-informed. These efforts allowed people in tribal communities to select the best candidate of their choice. On a daily basis, TITV also acts as a free multi-service platform to facilitate various exchanges.

A "Tribal Heart" that Cares for Society

Due to drastic climate changes in recent years, indigenous lands in Taiwan have suffered at great costs. Roads have collapsed and entire villages have been forced to relocate. And worse still, these victims have long been neglected by our society. On the third anniversary of the catastrophes caused by Typhoon Morakot, TITV seized the occasion to follow up on tribe relocation efforts. During



Little Science Hunters

the entire month of August, *Indigenous News Magazine* produced a series of special programs to explore various issues on life in the reconstructed communities.

In addition, *Indigenous News Magazine* produced features centered on education in the tribal communities, such as *My Home Is My School* and *Speaking Mother's Tongue in My Tribe*. Diverse viewpoints were presented, but the same generous concerns are felt. We hope that through the power of broadcasting, the authorities will become more aware of indigenous voices.

"Tribal Talents" to Shine at the Golden Bell

Our persistent efforts were recognized at the 2012 Golden Bell Awards with seven nominations, and with *Little Science Hunters* awarded as the best children and youth program. Such a remarkable performance could not have happened without the rich cultures of indigenous communities. In the future, TITV hopes to produce more fascinating programs and continue to discover indigenous talents.

Programming

News Programs

Production of Election Programs and Enhanced Weather Service for Tribal Communities

In 2012, TITV's news department collaborated with the Central Election Commission to produce and broadcast programs on campaign activities for the 8th Election for Mountain Indigenous Legislators, and the counting of ballots for the legislative and presidential elections. Other notable productions include special reports on the Fujiwhara Effect and the political talk show *Tribal Square*. In addition, the department signed a letter of intent for cooperation with the Central Weather Bureau to enhance weather information service for indigenous communities. Citizen reporters provide instant news updates and offer diverse points of views regarding major issues and natural disasters.

Anchors of *Tribal Language News*



■ *TITV Daily News*

Under our duties to notify, care and assist, this program provides the newest and fastest updates on major news occurring in Taiwan and abroad. The topics, people and places focus on the indigenous communities. The first half of the program centers on political, economic, industrial and labor-related issues, while the second half concerns consumption, lifestyle, entertainment, arts and sports.

■ *Tribal Language News*

A news program for all the indigenous people of Taiwan, *Tribal Language News* is an important indicator of indigenous subjectivity. It broadcasts entirely in tribal languages and provides news updates, community information, educational contents on language and culture, etc.

■ *TITV News Magazine*

This program focuses on issues related to Taiwan's indigenous people and presents them in a subjective manner.

■ *Indigenous Voice*

This program targets the general audience as well as indigenous viewers, offering an exchange platform for people concerned with indigenous social issues. Indigenous viewpoints are presented via in-studio discussions and viewer call-ins to correct the one-way thinking pattern of the city people.

Dramas

TITV Life Stories



The Journey of Singko



Kiparuk tua ramaij



Traveler Kitchen



Indigenous Fun

Lifestyle and Arts

■ *Fun Talk at 8PM*

■ *TV Night Class*: An information platform serving to reduce the urban-rural information gap.

■ *The Tribal Duo*: In the spirit of the traditional practice of work exchange, the two hosts Wu Chun and Chamak go to different tribes to offer labor service.

■ *Indigenous Fun*: Showcasing tribal lifestyle and crafts.

■ *Marketing Tribal Assets*: Reporting on the economic activities of the tribal communities.

■ *Traveler Kitchen*: A culinary program helping to boost economic activities and tourism in the tribal communities.

Documentaries

Films by Indigenous Filmmakers

TITV has teamed up with indigenous photographers and filmmakers to create quality documentary films. *Mangawut da tao*, directed by Tao (Yami) photographer/director Chang Yeh-hai, records the Yami's boat-building culture, and vividly depicts the spiritual aspects of a journey out to sea. *Scented Breeze from the Mountains*, a film by Paiwan photographer/director Etan Pavavaljung, conveys the characteristic tenacity and optimism of the indigenous people. Through the words and expressions of tribal elders, the film demonstrates the values and the core spirit of the Paiwan people and their dream for rebuilding their homeland.



Mangawut da tao

Children and Youth Programs

Diverse Learning & the Golden Bell Awards

TITV's diverse children and youth programs are frequent award winners. In 2012, the puppeteer of *Lokah Payung* was nominated for best host in a children and youth program at the Golden Bell Awards. As for *Little Science Hunters*, not only was its host Gen Chih-hsin nominated, but the program won a Golden Bell as well. Widely adopted by educational institutions as a teaching material, this creative, informative and educational show calls for the wisdom of indigenous cultures to analyze modern science.



Lokah Payung



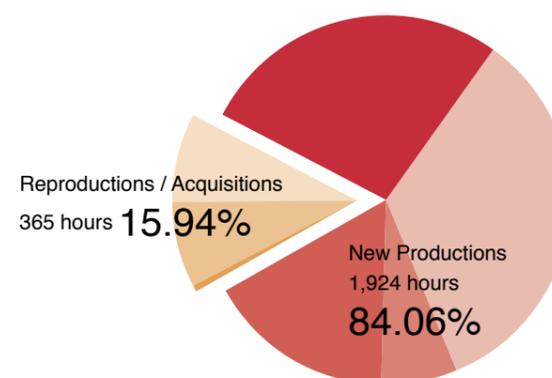
Lokah Payung

Broadcast Statistics

Breakdown by Source (Total: 2,289 hours of debut program)

Reproductions / Acquisitions, 365 hours, 15.94%

- ▲ Indigenous-produced programs 16 hours 0.70%
- ▲ General programs 170 hours 7.42%
- ▲ Reproduced programs 179 hours 7.82%



New Productions, 1,924 hours, 84.06%

- ▲ TITV News 635.5 hours 27.76%
- ▲ Tribal Language News 780.5 hours 34.09%
- ▲ Current Affairs 130 hours 5.69%
- ▲ TITV programs 378 hours 16.52%

New Productions by Category (in hours)

Category	Hours
Documentary	2.0
Practical info / Service	212.5
Education & Culture	32.0
Drama	7.0
Music/Variety	100.5
Talk show/Others	24.0
News	1,546.0
Total	1924

Reproductions/Acquisitions by Category (in hours)

Category	Reproductions	Acquisitions
Documentary	0	65.0
Practical info / Service	24.0	52.0
Education & Culture	143.5	13.5
Drama	0	8.0
Music / Variety	11.0	0
Talk shows / Others	0	48.0
News	0	0
Total	178.5	186.5

International Awards

Skábmagovat Film Festival (Finland)

- Nominations
- *Unforgettable Songs*
 - *Memories of a Doctor on the Orchid Island*
 - *Tribal Heartbeats*
 - *The Kuroshio Love Story*

Nepal International Indigenous Film Festival

- Nominations
- *Memories of a Doctor on the Orchid Island*
 - *A Different Social Movement*
 - *Jump for Sra*
 - *Walking on a Path... of Whose Choice?*
 - *A Home Video of Alang's Mom*

WITBN Indigenous Journalism Award(2012 WIJA)

- Best film
- *Vuvu's Last Piece of Land*

Hours of Tribal Language Programs by Category

Category	Hours
Documentary	4.5 hours
Practical info/ Service	31.4 hours
Education & Culture	8.1 hours
Drama	2.4 hours
Music/Variety	42.5 hours
Talk show/Others	6.2 hours
News & News-related	780.5 hours
Total	875.6 hours

Public Services

Expanding the International Exchange Platform to Further Connect with the World

In March 2012, TITV officially handed chairmanship of the World Indigenous Television Broadcasters Network (WITBN) to Norway's NRK Sámi Radio. WITBN members and international media gathered in the Arctic city of Kautokeino to attend the opening of the biannual World Indigenous Television Broadcasting Conference and the handing-over ceremony. On another note, the news sharing platform project headed by TITV, went online in July after WITBN's executive commission approved the framework. Currently, aboriginal TV stations from six countries are involved in this project.

Co-organizing the Nepal International Indigenous Film Festival

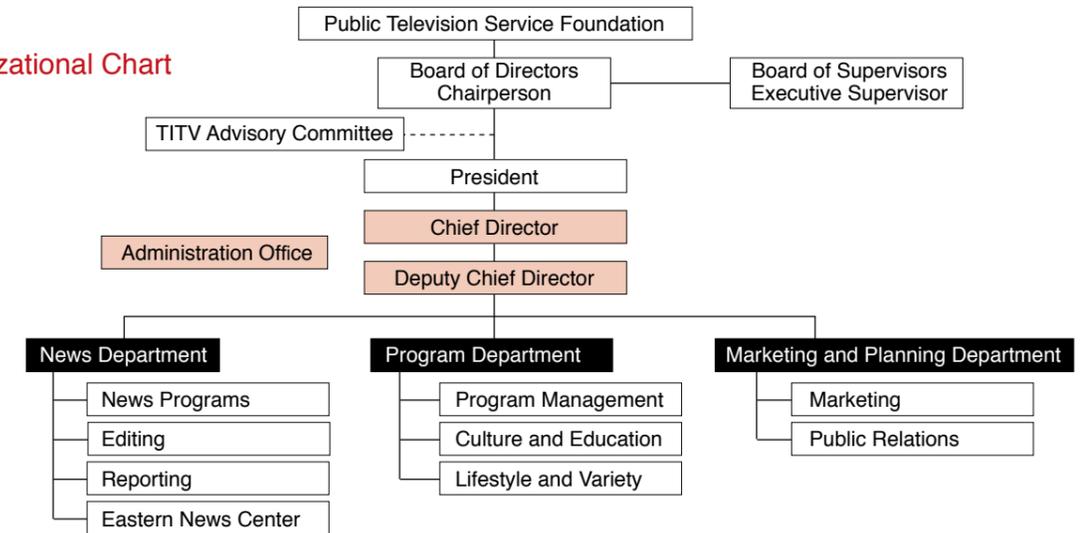
In addition to WITBN, TITV officially became the co-organizer of the Nepal International Indigenous Film Festival (NIIFF) in 2012. The NIIFF, born in 2006, is organized by a Nepalese non-profit organization called the Indigenous Film Archive (IFA). TITV shone at this year's festival with four news feature and one TV film nominations.



World Indigenous Television Broadcasting Conference 2012

Organization & Budget Implementation

Organizational Chart



Financial Statement (January 1 to December 31, 2012)

Account Title	Annual Budget	Cumulative Revenues & Expenditures	Percentage of Annual Budget	Annual Surplus (Debit)	Budget Attainment Rate
Revenues					
Income from Indigenous Peoples Cultural Foundation (IPCF)	314,500,000	289,500,000	98.13%	(25,000,000)	92.05%
Self-fundraising		5,516,582	1.87%	5,516,582	
Total revenue	314,500,000	295,016,582	100.00%	(19,483,418)	93.80%
Expenditures					
Production & acquisition of news programs (incl. operating/maintenance costs for Eastern News Center)	53,210,000	54,546,713	18.00%	(1,336,713)	102.51%
Production & acquisition of general programs	81,240,000	77,822,409	25.68%	3,417,591	95.79%
Marketing & promotion (incl. service to tribal communities and international exchange)	19,000,000	13,071,635	4.31%	5,928,365	68.80%
Equipment rental (incl. personnel for special projects)	70,000,000	81,905,546	27.02%	(11,905,546)	117.01%
Personnel (TITV organization staff)	74,250,000	62,780,419	20.71%	11,469,581	84.55%
Administration & management (capital expenses for equipment/maintenance)	7,000,000	5,632,830	1.86%	1,367,170	80.47%
Signal transmission & satellite uploading fees	9,800,000	7,315,543	2.41%	2,484,457	74.65%
Total expenditure	314,500,000	303,075,095	100.00%	11,424,905	96.37%

Note: The original budget for 2012 was NT\$329,500,000, but due to the deduction of \$15,000,000 corresponding to the retrieval of digital channel operating/maintenance fees, the endorsed budget was modified to NT\$314,500,000. Out of this budget, the Legislative Yuan froze a further NT\$25,000,000.



Message from the Chief Director

Advance With Ambition

Hakka TV is an extremely ambitious television channel with ambitious staff.

With a budget of only NT\$400,000,000 per year, we still want to offer Hakka and non-Hakka viewers the highest quality programs. With just over 110 employees, we make use of our limited resources to market and promote our programs to spread the Hakka tradition.

A key theme in Hakka TV's programming this year was "concern for global food." *Hakka Weekly* produced a series of programs related to the topic of food; *The Villager Voice* presented in-depth discussions about food policies and related issues; *Silhouettes of Hakka People* featured farmers who work hard to produce high-quality crops; *The Rice* is a drama series with a storyline revolving around Taiwanese rice. We also organized the Little Pioneer Summer Camp to allow kids to have hands-on experience in farming. From documentaries, drama series, travel programs, news features, promotional videos to marketing events, we have demonstrated our strong concern for global food.

This year, the Marketing Department's Activity Team organized 55 screenings of the documentary *Dear Mother Earth* at 53 high schools nationwide, with a total of 17,000 participating students and teachers. Considering the team has only six staffs, this was a remarkable feat.

Given the same budget and resources as the preceding year, we were still able to produce 3% more program contents in 2012. Services provided to viewers via new media such as the Internet or digital platforms grew 12%. As a response to viewer demand, our production of programs in South Sixian accent increased by 4.3%. These numbers may not look extraordinary, but every bit of increase is proof of our dedication to serving the public.

As Hakka TV enters its 10th year of operation, we will continue to be ferociously ambitious in our quest for progress.

Chief Director
Hsu Chin-yun



Staff of Hakka TV

Missions & Objectives

Missions

- Promote the value of Hakka culture
- Sustain the Hakka language
- Ensure Hakka media access
- Encourage international cultural exchange

Operational Values

- For the people
- From the Hakka experience
- Professional excellence

Goals of the Year

- Global Food Issues from the Hakka Angle

In response to the global food crisis caused by climate changes, one of Hakka TV's main goals was to explore Taiwan's food policy and the Hakka's role in Taiwan's agricultural development by producing various types of programs—dramas, documentaries, news features, etc.—that present different aspects of the food issue.

We looked for quality food- and environment-related programs around the world to offer different perspective on the topic. We also designed specific "visual packaging" for dramas and news programs related to the theme, and organized marketing events to promote local agriculture.

- Continue to Develop Platforms of Exchange Between the Hakka and Other Communities

Through program contents and marketing events, we wish to enhance understanding among Hakka people of different accents.

Also, by producing various types of programs including dramas, documentaries and news reports, we wish to promote understanding and appreciation within the different cultures and traditions in Taiwan.

We joined the World Indigenous Television Broadcasters Network (WITBN) to broaden the Hakka's international vision and to interact with other ethnic groups in the world.

- Cultivate Hakka Talent in Program Production and Broadcasting

We organized training programs for Hakka TV personnel to strengthen their technical, linguistic, and cultural competence. We also offered drama, news and marketing training courses to nurture Hakka talents in program production and broadcasting.

- Celebrating the Era of Cable and Digital Transmission and Getting Ready to Become a Public Service Channel

We produced dramas, Chinese opera programs and documentaries in HD quality in response to the digitalization of terrestrial TV and cable TV. We also explored possibilities for collaboration with other channels under the PTS Foundation regarding program production and acquisition strategies. We invited scholars and people concerned with Hakka affairs on news features to discuss Hakka TV's positioning and its future as a public service channel.

Highlights of the Year

Concern for Food, Youths and Forests

Hakka TV defined three major concerns for the year: concern for global food, concern for the young, and concern for Taiwan's forests. With Hakka as the main language and through Hakka perspectives, we produced various programs and marketing events centered on these three themes. As a public service channel representing the Hakka community, we try to present--through the eyes and minds of the Hakka people--issues related to food and land in Taiwan, and food policies and situations around the world.



The Rice

Dramas

Hakka TV produced *The Rice*, a drama about the development of the rice industry in eastern Taiwan. We also acquired the NHK production *From A North Country* (Kita no kuni kara), a drama series about aspects of life in the countryside like the types of farming, the system of production and marketing, and the respect for land. We believe is a good source of learning for the Taiwanese people.

Documentaries

The documentary *The April Rain for Seeding* looks at rice cultivation in Taiwan during the past decades, and showcases notable people and events that have contributed to making Taiwan an important exporter of top quality rice. *Path to Rice* traces back several hundred years to explore stories about rice in various regions of Taiwan.

We also introduced quality documentaries from rice-consuming countries like Korea and Thailand, including *Rice Road* and *Agrarian Utopia*, to present agricultural and farmer situations in other parts of the world.

Lifestyle Programs

Liven Life Up!! showcased a special feature called "Good Farmers Market," which invited more than 100 Hakka farmers this year to introduce their produce and answer call-in inquiries. This not only enabled the audience to see quality and diverse produce from Taiwan's Hakka regions, but also created a platform for direct dialogue between agricultural producers and consumers.



"Farm work summer camp" makes the city children to experience life in a farming village

Travel Programs

Flavor of My Hometown takes viewers on a gastronomic trip across Taiwan's different Hakka regions, showing agricultural products from cultivation, harvest to cooking. This program was awarded Best Travel Program and nominated in the category for best travel program host at the 2012 Golden Bell Awards.

The Hakka tradition of labor exchange inspired the program *Farm-stay-over! Oh ya!!*, which features Taiwan's agricultural products and the spirit of fruit farmers. In each episode, a Hakka celebrity is invited to stay overnight at a farm to help with orchard maintenance or fruit picking. The celebrity can thus learn about the specific produce and appreciate the hardship of farm work.

Informative Programs

Hakka Weekly presented a special feature on "food consciousness" in which reporters traveled to Japan and Korea to explore their agricultural policies, farmland use, and how their governments assist farmers in product marketing. Out of the 52 episodes produced, *The Villager Voice* dedicated one-third to issues regarding agriculture and food issues, inviting farmers and representatives from the agricultural administration to discuss the future of Taiwanese agriculture.

Marketing Events

Hakka TV collaborated with the Meinong District Farmers' Association of Kaohsiung and Rural Meinung & Field Learning Association to organize a "farm work summer camp," offering city children the chance to experience life in a farming village and children in southern Taiwan to participate in a Hakka TV event.



Good Farmers Market



Farm-stay-over! Oh ya!!

Programming

Children and Youth Programs

Under the theme of "concern for the young," Hakka TV created new programs and activities for children and adolescents, while continuing to produce existing programs.

On Children's Day, Hakka TV organized and broadcast the event "BiLiBoLo – Hakka Funfair," inviting children and their families to sing and dance in a carnival-like atmosphere. The program "BiLiBoLo – Boogie Boogie" presents Hakka songs in five different Hakka accents. Another program produced under this year's theme is *Root For Me!*, where middle school and high school students can showcase their talents to the audience.



Hakka Gu Gu Gu

The competition program *Olympig* entered its sixth year of production and underwent a major change, with the addition of the unit "Master of the Pen and the Sword" hosted by young Hakka singers. Through this program, the audience is able to learn about the Hakka language and culture.

This year, the cute cloth puppets in *Hakka Gu Gu Gu* continued to act out interesting and fun stories for the young audience. Produced in five Hakka accents, this program aims to familiarize children with the Hakka language at an early age.

Since 2007, Hakka TV has continued to focus on the production of children and youth programs. Our programs have been well-received by the audience, and they have been nominated at major events like the Chicago International Children's Film Festival, Prix Jeunesse International and Japan Prize.



Olympig

Dramas

Jump! Cheerleader is a drama series about competitive cheerleading. The actors and actresses were selected from actual cheerleading groups to play out their own experiences. Not only did they get a chance to learn about acting, but also got a closer look at their school lives.

The GAYA Affair is Hakka TV's first attempt at mystery. Its unique use of lighting for the creation of a suspenseful atmosphere received a nomination for best lighting at this year's Golden Bell Awards.

Death Gaga is a television film that employs the technique of black humor. It stars a group of senior citizens who work as community patrol, whose different approaches on life are depicted with a touching mixture of humor and compassion. The film was nominated for best comedy at Singapore's Asian Television Awards.



Legacy

Music Programs

As a professional showcase for Hakka pop music, *Hakka Hot Music* was nominated at this year's Golden Bell Awards, a testimony to Hakka TV's dedication to making excellent, innovative music programs. We can proudly say that Hakka music has become a part of mainstream pop in Taiwan.

Hosted by young singers, *Legacy* is a new program dedicated to the preservation of traditional Hakka mountain songs. Conceived in 2012, the program started broadcasting in 2013.



Jump! Cheerleader



The GAYA Affair



Death Gaga

News Programs: Special Features on Taiwan's Forests

Under the theme of "concern for Taiwan's forests," the news department produced a series of special features, as part of Hakka TV's efforts to investigate—academically and pragmatically—the relationship between Taiwan's reforestation policy, and energy conservation and carbon reduction.

Hakka Weekly produced a special feature called "The City's Lung Capacity" to explore the issue of city afforestation. On the occasion of Earth Day, our reporting team presented "Nature Valley and Beech Trees" to introduce Taiwan's first environmental trust. Nature Valley is an environmental education area located in Hsinchu County, which works closely with nearby Hakka communities.

Light of Taiwan shows Taiwan in a most endearing way. In 2012, the program featured 13 Taiwanese cities in HD quality.



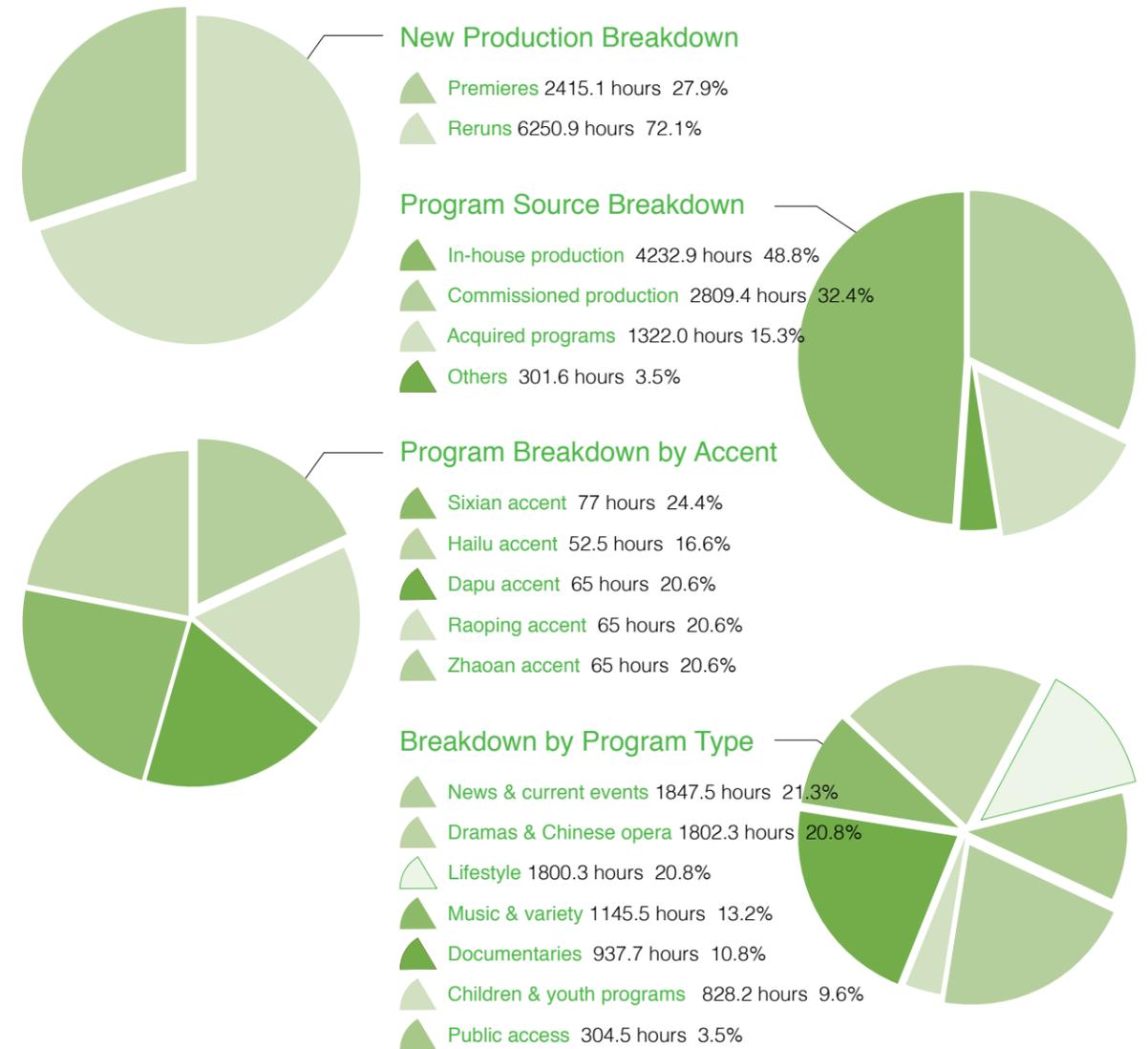
Light of Taiwan

Focus on I-News is a weekly one-hour program that presents important world events of the week and analyzes the relationships amongst international affairs, Taiwan and the Hakka people from the Hakka perspective.



Focus on I-News

Broadcast Statistics



Award		Program
1	Nominated in the 7-11 Non-Fiction category, Prix Jeunesse International 2012	<i>Friends at 3000 Miles Away</i> (an episode in the series <i>Olympig</i>)
2	Nominated in the Children's Educational Program category, Japan Prize 2012	<i>Friends at 3000 Miles Away</i> (an episode in the series <i>Olympig</i>)
3	Favorite Taiwanese actor by Internet voting, Seoul International Drama Awards 2012	Gu Bin, for <i>Free Ride</i> (an episode in the series <i>Hakka Theater</i>)
4	Nominated in the category Best Comedy Programme, Asian Television Awards 2012	<i>Death Gaga</i> (an episode in the series <i>Hakka Theater</i>)

Public Services

The screening tour for *Dear Mother Earth*: The 2011 documentary *Dear Mother Earth* chronicles how six high school students from Changhua followed the trace of Lai Ho, father of New Taiwanese Literature, from Taipei back to their hometown in central Taiwan. In 2012, we decided to bring this story of love and dreams on a tour to high school campuses across Taiwan, screening the 90-minute version of the documentary and holding after-screening discussions.

We collaborated with a number of colleges and universities to create various programs for training future broadcasting professionals, in the hope of making Hakka TV a dream destination for students seeking employment after graduation. Our Internship Program entered its fourth year in 2012 and recruited 17 students from ten universities for professional training and experiencing the Hakka culture.

The 6th *Annual 1394 Documentary Selected*: A platform for selecting outstanding short films produced by aspiring young filmmakers. In these 15-minute long films, students have the chance to express their dreams and passions. This year, in addition to films made locally, there were also two works shot in Tangra, India, by students from Chengchi University,

Hakka TV has set up several channels of communication with its viewers. Our customer service center interacts with the audience via telephone, Internet, fax and mail. The biannual panel discussion program *Annual Report to Viewers* and "Listening to the Audience," forum that travels to Hakka communities around Taiwan, are designed to not only inform the public but also receive feedbacks from them.

This year, a total of 4,277 people from schools and associations across Taiwan, China, Japan, Thailand, and other countries visited Hakka TV. Also, the public access program *Your Show Box* accepted 85 applications, with a total recording time of over 150 hours.

BiLiBoLo is a website created by Hakka TV that enables children to learn the Hakka language and culture. We hope that this website will become an auxiliary tool for the national Hakka teaching program in the future.

We are constantly improving the Media Center on Hakka TV's official website to offer better sound quality and bandwidth, and to allow multiple viewing modes on tablet PCs and smartphones.



1394 Documentary Selected



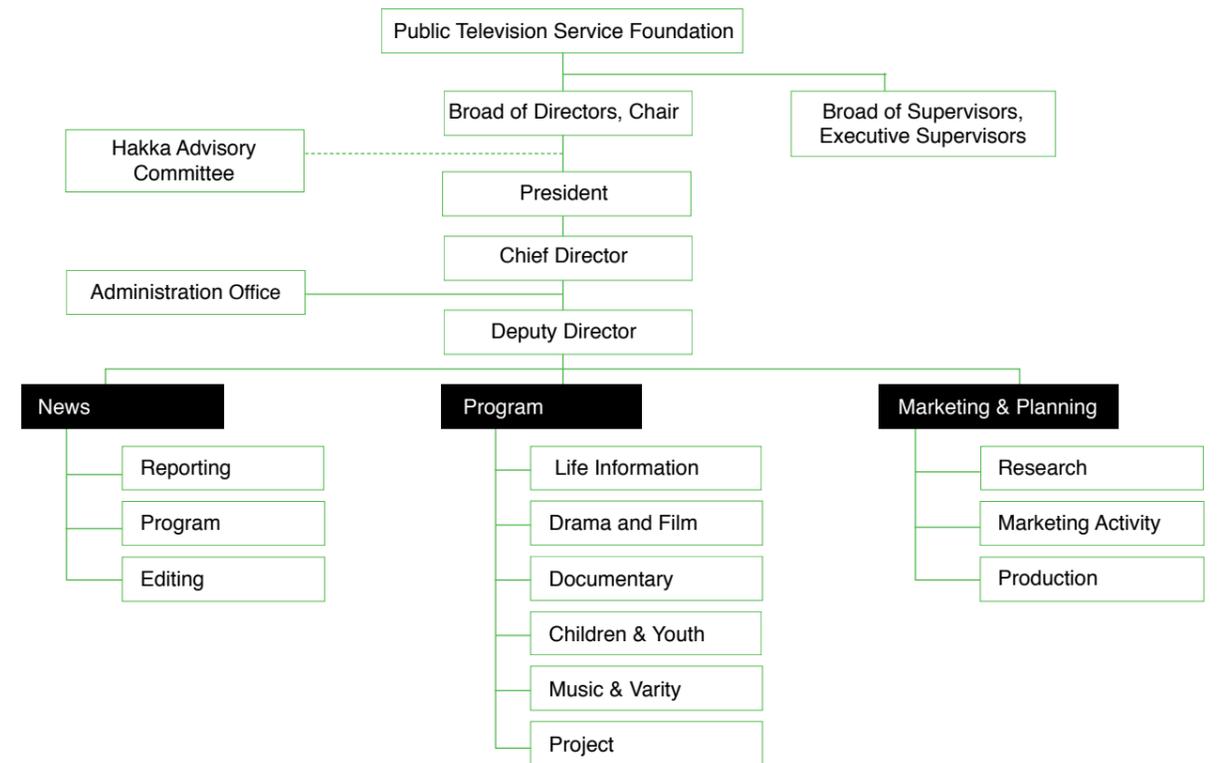
BiLiBoLo website for Hakka language learning

Screening of the documentary 'Dear Mother Earth'



Organization & Budget Implementation

Organizational Structure



Budget Chart (January 1 to December 31, 2012)

Unit: NT\$

Account	Amount	Budget Attainment Rate
Revenues		
Programming	398,656,000	99.90%
Others	410,880	0.10%
Total Revenue	399,066,880	100.00%
Expenditures		
Administration	19,152,613	4.81%
Marketing & Promotion	26,122,199	6.55%
News Production	62,361,507	15.65%
General Program Production	268,445,741	67.36%
Engineering & Maintenance	14,506,423	3.64%
Information Management	7,955,000	2.00%
Total Expenditure	398,543,483	100%
Balance	523,397	



Message from the Managing Director

Strategic Management to Balance Public Values and Commercial Competitiveness



CTS joined PBS on April 1, 2006. In order to truly fulfill its role as a public broadcaster, CTS has devoted itself solely to the production and broadcasting of diverse high-quality programs of public benefit, and

has stopped commercial activities such as placement marketing and time-slot selling, and has ceased to produce religious programs and political talk shows. However, as a public broadcasting media both in terms of organization and operation, CTS has never obtained any subsidies as specified by law, and has been fully responsible for any losses or gains.

Faced with maintaining a good balance between "going public" and "being commercial", it was necessary for CTS to find new innovations. Consequently, efforts were made in 2012 to inventory and analyze overall operational resources, and to develop new ideas--including the development, implementation and adaptation of scientific decision tools and operation models--to create, produce and market programs, and implement performance appraisal tools. ,

In order to save production costs in 2012, CTS worked hard to improve operational quality. As a result, rating for the main channel increased significantly among the four digital terrestrial TV channels and corporate deficit was greatly reduced, demonstrating the effectiveness of our various reform measures.

In 2013, we will build upon the foundations laid down by the first phase of our reform undertaken in 2012 to further master the different modes of operation, and to produce programs on a larger scale and with more resources. Concrete strategies such as strategic management, human resource inventory, introduction of external resources, and strict cost control will also be implemented.

In the future, CTS will continue to broaden and deepen its core competence, and continue to spread public values and strengthen competitiveness to fulfill its roles as a public broadcasting media and a commercial entity.

Managing Director
Shangren Kwan



Programming

News Programs

The mission of *CTS News* is to elevate public broadcasting values via positive reporting, concern for the disadvantaged, and the promotion of public welfare. In order to increase the values of public news and change the viewing habits of our audience, *CTS News* not only reinforced the content and quality of its reporting, but also placed great emphasis on cross-media cooperation with the hope of enhancing the width and depth of news reporting.

In addition to the daily news reporting, CTS also live broadcasts various competitions of the 2012 London Olympic Games, including its opening and closing ceremony --all in HD quality.



Alice in Wonderland



Lock Dream

Variety Programs

CTS has been dedicated to producing and broadcasting rich, diverse and high-quality programs to satisfy the needs of all age groups. In 2012, we produced a large number of dramas and variety shows suited for the general public, such as *The Legend of Zhen Huan*, *Lock Dream*, *I Love You so Much*, and *Alice in Wonderland*.

CTS also live broadcast the 2012 Golden Bell Awards Ceremony, one of the three major annual awards presented in Taiwan.

Educational, Cultural & Public Service Programs

To fulfill the educational and cultural responsibilities, CTS produces many educational programs such as *Everybody E-Learning Hakka*, *New Vision of Taiwan Ocean*, *Light Up Your Life*, *On the Military Front*, and *Poets' Blog*.



News programs in CTS are mainly produced in HD



I Love You So Much



The Beauties of Tang Dynasty



Asian Idol Group Competition

CTS Education and Culture Channel

As a platform for "lifetime learning," this channel produces and broadcasts enriching and meaningful programs in the domains of teaching, social education, culture and arts, offering knowledge, skills and information to a wide range of audiences.

CTS News Channel

Reporting on the hour, this 100% professional news channel offers non-stop morning news, midday news, evening news, late night news, Taiwanese language news, local news, news magazines, and the show Brilliant Career Path.

CTS HD Channel

At present, all programs on CTS HD Channel are synchronized with those on CTS Main Channel. A portion of the programs are broadcast directly in HD quality, while others are broadcast after upsampling.

Public Services

Charity Bazaar

On March 14, CTS held a charity bazaar. In addition to a set of jersey and shorts worn by NBA star Jeremy Lin, numerous personal items donated by celebrities were available for purchase. All proceeds were donated to Liu-Kuei Orphanage in Kaohsiung.

Concert for the 18th Anniversary of *Light Up Your Life*

A heart-warming and inspiring program dedicated to the ideas of thankfulness and caring, *Light Up Your Life* is the longest-living public welfare and inspirational program in the history of Taiwanese television. On July 5, the program celebrated its 18th anniversary with a concert at Sun Yat-Sen Memorial Hall, which was broadcast as a two-episode special on CTS.

New Territories for Industry-Academia Cooperation

True to its responsibility as a public broadcaster, CTS operates Taiwan's only TV channel centered on educational and cultural programs: CTS Education and Culture Channel. In response to governmental policies of promoting cultural and creative industries, CTS actively engaged in industry-academia cooperation. On October 31, we signed the project "New Territories for Creative and Artistic Creations: Industry-Academia Cooperation for Added Value" with nine universities. As part of the collaboration, we allocate time slots for student productions, invite students to observe CTS operations and provide internship opportunities.

Christmas Gala

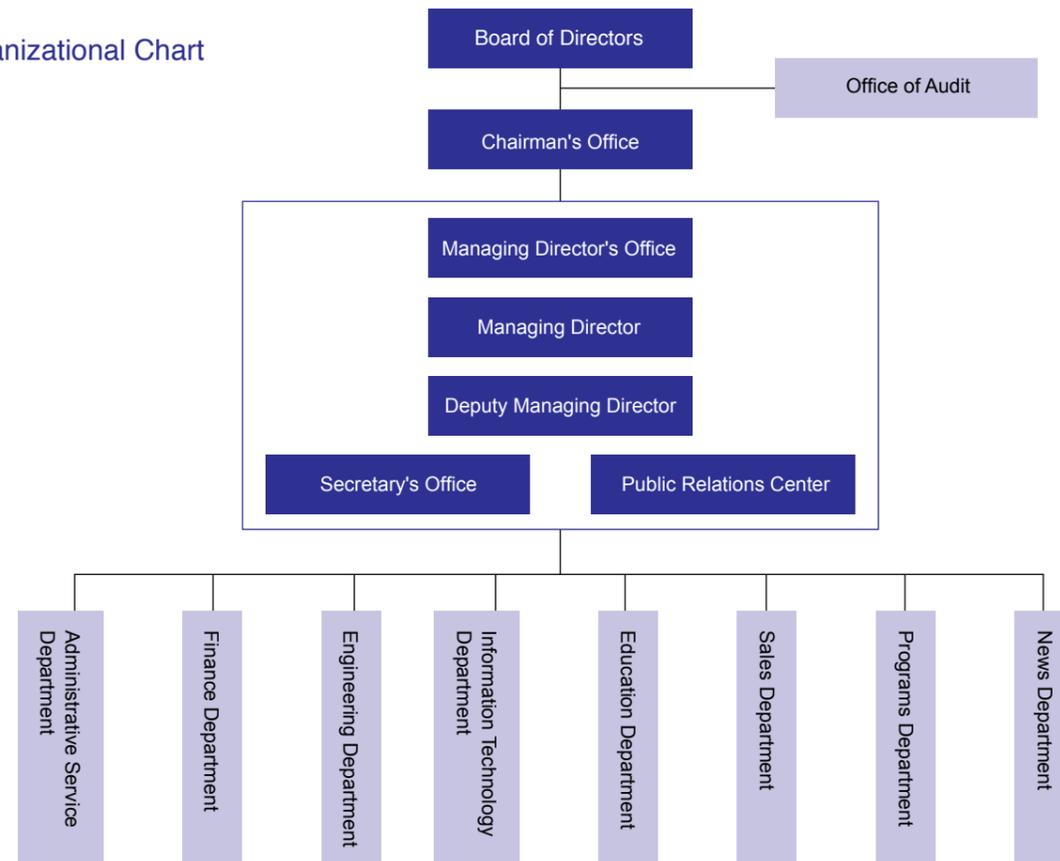
In order to help realize the dreams of children supported by the Taiwan Fund for Children and Families, CTS organized the event Christmas Gala on December 22. CTS employees donated gift items to the children present at the heart-warming event. The Colala Theater Troupe staged lovely performances to everyone's delight.



Christmas Gala

Organization & Budget Implementation

Organizational Chart



Income Statement

in 1000 NTD

Account Name	2010	2011	2012
Operating Income	1,562,171	1,471,526	1,339,443
Operating Costs	1,194,291	1,322,056	1,126,015
Gross Profit (Loss)	367,880	149,470	213,428
Operating Expenses	462,861	417,471	367,481
Net Operating Income (Loss)	(94,981)	(268,001)	(154,053)
Non-operational Income & Profit	25,573	13,919	6,449
Non-operational Expenses & Loss	16,470	19,911	26,919
Income (Loss) Before Tax from Continuing Operations	(85,878)	(273,993)	(174,523)
Income Tax (Profit)	23,608	1,176	463
Income (Loss) from Continuing Operations	(109,486)	(275,169)	(174,986)
Extraordinary Income	986,995	0	0
Net Income (Loss)	877,509	(275,169)	(174,986)
Earnings per Share	5.19	(1.63)	(1.04)

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.

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