

PUBLIC  
TELEVISION  
SERVICE  
FOUNDATION  
ANNUAL  
REPORT

2013 *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 Fund.

### 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 partial purchase from non-government shareholders.

» September 28

Indigenous Peoples Cultural Foundation is established, equipped with media autonomy to plan and popularize Taiwan Indigenous Television.

### 2014

» January 1

Taiwan Indigenous Television (TITV) breaks away from the Taiwan Broadcasting System (TBS) and is now run by the Indigenous Peoples Cultural Foundation.

Message from the Chairman

## New Helmsmen for TBS to Step Forward



**P**ublic Television Service (PTS) in Taiwan has undergone many changes over the years, mirroring the growth and development of the island itself. PTS officially began operation on July 1, 1998. Almost a decade later, amid calls for public ownership of broadcasting, PTS and Chinese Television System (CTS) were merged to form Taiwan Broadcasting System (TBS) on July 1, 2006. On January 1, 2007, Taiwan Indigenous TV (TITV), Hakka TV and Taiwan Macroview Television all joined the TBS family.

Though we established a rough framework and general direction for TBS, we still needed to put forth our best efforts for day-to-day operations. One of the biggest challenges we faced was when the term of the 4th Board of Directors and Supervisors expired, a subsequent board could not be decided on for a long time. Fortunately, the crisis was overcome in July, 2013, when 17 directors and 3 supervisors were successfully elected, assumed office and held a Board of Directors and Supervisors meeting. Since the current directors and supervisors took office, they have taken the initiative to propose external fundraising in order to address the lack of funds for programs; they were also able to elect a President. These actions showed the board's devotion towards PTS.

Looking at TBS's performance for 2013, we can be proud of our exemplary results. PTS was able to win 22 Golden Bell Awards, while CTS won 2, and Hakka TV and TITV both won 1. These results set new records for PTS and TBS.

At the end of 2013, change swept through TBS -- TITV left the TBS family on January 1, 2014; the Indigenous Peoples Cultural Foundation is now responsible for the operation of TITV. Both the roots of TITV and PTS go back a long way. PTS was launched in 1998, and *Indigenous News Magazine*, a program created entirely by aborigines, also made its debut on the PTS channel. Later, TITV joined TBS in 2007. Although separated, we congratulate TITV on their new-found independence. We hope TITV will take full advantage of its independence and continue to produce outstanding programs for the viewing public.

**Chairman**  
Yu-ming Shaw

A handwritten signature in black ink that reads "Yu-ming Shaw". The signature is written in a cursive, flowing style.

Public Television Service Foundation

# PUBLIC TELEVISION SERVICE



Message from the President

## Television Focused on Growth

**2**013 was a year of significance for Public Television Service. The 48th Golden Bell Awards were held on October 25 and Public Television Service came home with a record of 22 awards.

It didn't stop at the Golden Bell Awards. PTS programs, from children's programs to documentaries to dramas, were contenders at award shows both at home and abroad. For example, the documentary *A Rolling Stone* won the Golden Bell, three awards at the Taipei Film Festival, and an award at the Chinese Documentary Festival in Hong Kong. The *Fruity Pie* animation production *Paper Bag Boy* won awards at the NHK Japan Prize, the Children's Film Festival Seattle, and the Golden Elephant International Children's Film Festival India.

In addition to the many awards, there is a trend that we are particularly excited about: PTS launched the *Innovation Story* series in 2011, which provides students with funding and a platform to showcase their work, thus helping to cultivate young talent in film and television. These young filmmakers have proven themselves extensively. In 2013 alone, they've been active at the Golden Bell Awards, the New York Festivals, INPUT, the Asian TV Awards (Singapore), and other events.

In addition, PTS has collaborated with the international NGO Steps International to create the *Why Poverty* documentary series, as a means to raise awareness towards the problem of poverty nowadays. The 8-episode series was filmed by directors world-wide, and won the George Foster Peabody Awards, the highest honor in broadcasting industry, in 2013. PTS is proud to have played a role in the creation of this series. As high-definition technology and equipment develop further, *PTS Performance Hall* continues to present audiences with brilliant performances on HDTV screens. PTS further challenged itself with the successful live broadcast of the premiere of Cloud Gate Dance Theatre's 40th anniversary performance, *Rice*.

This year, PTS was also able to secure broadcasting rights to the World Baseball Classic 2013. The highly-anticipated game between Chinese Taipei and Japan gave PTS its best television ratings since PTS launched its HD channel.

We at PTS know that excellent production capabilities are essential to provide the public with quality services. The PTS team will continue to pursue professional diligence and growth in order to provide our audience with a rich and diverse selection of superior programs.

**President**  
Sunshine Kuang

A handwritten signature in black ink, which appears to read "Sunshine Kuang". The signature is written in a cursive, flowing style.

Highlights of the Year

## Public Service Television 5th Board of Directors and Supervisors Established



▲ Group photo of the 5th Board of Directors and Supervisors, and the Minister of Culture Lung Ying-Tai

The 5th Board of Directors and Supervisors for the Public Television Service was established on July 29, 2013, made up of 17 directors and 3 supervisors. The 1st meeting of directors and supervisors was held on the same day. Director Yu-ming Shaw was elected as Chairman and Supervisor Ling-Tai Lynette Chou as Executive Supervisor. Major decisions by the 5th Board of Directors and Supervisors include:

- Open selection of PTS Foundation President, position filled by Dr. Sunshine Kuang.
- The initiative by Director Stan Shih and T. H. Tung to recruit 100 business leaders to donate NT\$ 1

million for three consecutive years, for a total of \$100 million per year, as funding for four types of programs: international news, news in English, public issues, and arts & culture.

- A smooth transition for more than 100 PTS dispatched workers to become regular employees.
- Assignment of 11 PTS directors to become directors at CTS.

*\*For a list of the members of the 5th Board of Directors and Supervisors, please see "Organization" on page 13.*

Programming

# Enriching the Contents of Programming

## News Programs

*Our Island* is a long-running news magazine program that focuses on environmental issues. It continues to strive towards its goal of preserving and protecting Taiwan's environments. This year, the program has turned its attention to international issues as well, such as discussions of Europe's energy issues.

*In News* is a program that discusses current events in depth. A total of 52 hours of programming was created for 2013. The program was either the winner or one of the finalists for the Excellent Journalism Award, Consumer Reports Award and the Zeng Xubai Public Service Reporting Award.

*PTS News* met audiences head on in 2013, drawing on their expectations and suggestions for the PTS. The 19:00 evening news spot is a battlefield for ratings, but more and more audiences are choosing PTS as their source of information because they want to watch "real news."

*PTS News Talk* is a talk show that covers a wide range of topics, from politics, the economy, and human rights to many other public issues. The goal of the program is to propose feasible suggestions and present an unbiased perspective through rational dialogue.

## Documentaries

*View Point* is a long-running platform for documentaries produced in Taiwan. In 2013, the film *A Rolling Stone* won the Non-drama Directing Award at the Golden Bell Awards, as well as the First Prize, Best Documentary and Best Editing at the Taipei Film Festival. There are many other self-produced documentaries that show their love and concern for Taiwan's land and environment. PTS also commissioned new directors to shoot short films through the *View Point Shorts* open competition.

*Theme Nights* deals with topics such as

diplomacy, the economy, social issues, costs of living, environmental protection and ecology, and human rights. Extended interviews provide viewers with a broader view on these subjects.

The international co-production documentary, *A Town Called Success*, utilized high-speed digital photography on land, in the sky and on the sea to capture the unique drama of Taitung's marlin-



▲ *Toxic Bees- Nature's Mayday*▲ *National Treasure in Focus*

spearfishing fishermen. A successful presentation of the extraordinary techniques and stories of these traditional fishermen, the film was the recipient of the Golden Eagle Award, and also won awards at New York festivals. *Toxic Bees — Nature's Mayday* is Taiwan's first documentary on bees. It deals with the impact of pesticides on people and the environment, from the perspective of the very recent phenomenon of mass bee deaths. *National Treasure in Focus* is a major documentary that took three years to produce, focusing on the four primary treasures in the National Palace Museum's collection. *Land of Kokeshi, Rebounding* is a joint production with Japan's Keiko Bang company and Mindful Planet Communications. The documentary is an anniversary documentary on the March 11 Sendai earthquake in 2011 and was also shown on the Odisea/Odissea satellite channel in Portugal and Spain. *Taiwan Lacquer* is a special report from *In News*, and was the first Taiwan-produced documentary to be shown on Fuji Television. *Doc Vision* introduced many outstanding foreign documentaries to domestic audiences.

## Dramas

PTS dramas in 2013 included *Falling*, *The Dangerous City*, *Amour et Pâtisserie* and *Boys can Fly*.

PTS *Life Story* series holds open calls for scripts every year, and provides a stage for new directors to show their skill. In addition, we also invited six experienced producers and directors in 2013 to present the themes of "change vs. happiness" through a comedy format.

Each year, *Innovation Stories* supports select

projects from film and television departments of various colleges and universities, providing them with opportunities and funds to produce short films. There were many great projects this year. *The Busy Young Psychic* won the 2013 Golden Bell Award for editing and *My Last Homework* won Best Actress at the 2013 Taipei Film Awards.

## Lifestyle and Arts

Over the years, *PTS Performance Hall* has recorded and saved entire performance arts productions, aiming to expand the artistic horizons of domestic audiences and to preserve archives of numerous performance groups.

*PTS Lecture Hall* presents exciting topics in various fields by organizing presenters' lectures into a complete series and airing them on the channel.

*Songs of the Years Gone By* takes audiences back to different decades with popular tunes from those years. The program has also been broadcast in Singapore.

*Those Were the Songs* invites audiences to relive their memories with school campus songs. Songs are performed by artists, and the stories behind the songs are also presented by commentators.

*Music Genesis* is an all-new music competition program that provides musicians with a stage to perform on.

Public figures and celebrities are invited in *Guess Who?* to spend an evening in the homes of ordinary families, to share their life experiences and stories. The program won the Best Comprehensive Program at the Golden Bell Awards.

*Straight Talk with Parents* explores parent-child

relations and themes of gender and sexuality; the program also won the Best Comprehensive Program at the 2013 Golden Bell Awards.

*To Eat or Not to Eat* is a life science program dealing with food safety issues.

*Taiwan Canteen* presents Taiwan's diverse food culture to the audience. Food wisdom and delicious cuisine are shown through movie-quality images and with a unique storytelling style.

*Art +* is a talk show that centers upon art and culture.

*Master Piece* showcases high-quality, classical Taiwanese movies.

In each episode of *Crossover*, two guests from different fields are invited to engage in cross-boundary conversations with the moderation of the host, Yang Chao.

## Children and Youth Programs

Children and Youth Programs have always been a focus of PTS operations. Long-term shows include the young children's program *Fruity Pie*, children's program *Follow Me, Go!* and the youth program *Rumor Buster*.

*The Extraordinaries* records the process in which vocational students travel abroad and learn a trade, and in the end find a path for their future dreams. *My Dream APP* looks at the vision and dreams of Taiwan's youth, through the lenses of reality television. *Mr. Amour and His Cats* uses mime, puppetry, shooting on location, animation and other different forms of performance to present children with an aesthetic experience.

## Minority Services

In 2013, seven programs were chosen to add the audio description intended for visually impaired audiences. The programs were promoted through press conferences at relevant associations and

schools in the hopes of reaching audiences with special needs. To expand services for the hearing impaired, the long-running programs *News in Sign Language* and *Listening Eye* have become available via internet broadcast in 2013. Given the increasing number of new immigrants, PTS launched *Far and Away*, in which new Taiwanese residents act as the hosts, and the stories of 52 outsiders working in Taiwan are shared with the audience.

## Sports Programs

PTS secured the terrestrial television rights to the WBC World Baseball Classic, which was broadcast in HD for free for both non-cable and broadband television households. The broadcast attracted the highest ratings since the launch of PTS, and is a meaningful milestone.

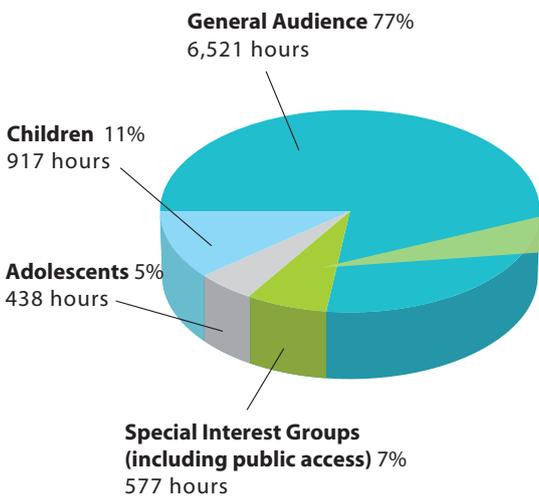


# Broadcast Statistics

In 2013, PTS broadcast a total of 8,453 hours, of which new programs accounted for a total of 3,624 hours, or nearly 43%. The breakdown of programs by type is as follows:

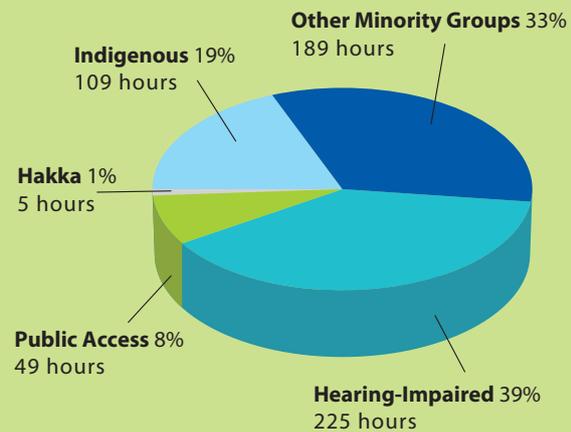
## Breakdown by Target Audience

(Total: 8,453 hours)



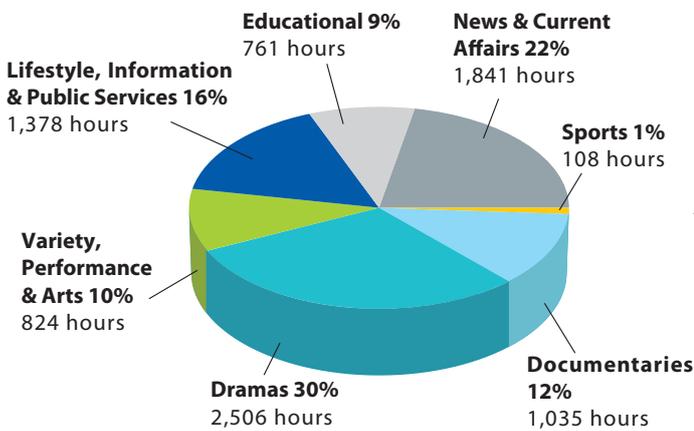
## Breakdown by Special Interest Groups

(Total: 577 hours)



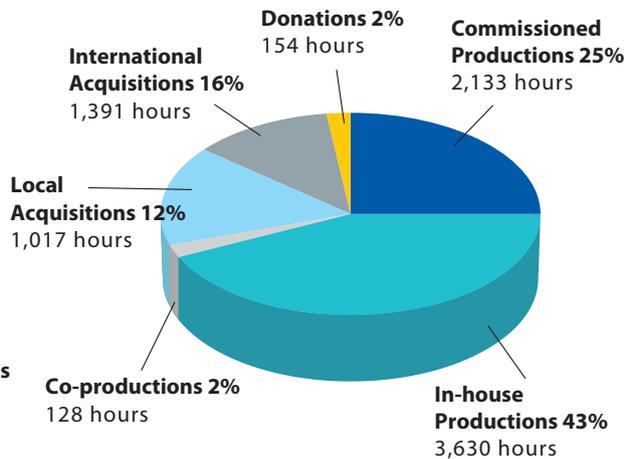
## Breakdown by Type

(Total: 8,453 hours)



## Breakdown by Source

(Total: 8,453 hours)



## International Awards

### ■ New York Festivals- International Television & Film Awards

Nominated in Cultural Issues *View Point—Voyage in Time*

Nominated in Social Issues *View Point— No. 37, Huafushan*

Nominated in Children/Youth Special *A Different Kind of Summer Fun—My 3 Days as a Muslim*

Bronze World Medal in Student Films *Innovation Stories—Thief*

Nominated in Student Films *Innovation Stories—True School*

### ■ International Public TV Screening Conference, INPUT

Official Selection *Innovation Stories—Shackled*

### ■ Japan Wildlife Film Festival

Winner of Animal Rights Award *View Point—Unlucky Number*

### ■ Asian Film Festival of Dallas

Official Selection *Innovation Stories—Thief*

Official Selection *Life Stories—Ye-Zai*

Official Selection *Life Stories—Finding Anthony*

### ■ Busan International Kids' Film Festival

Winner in Ready Action!—Deep Blue Sky Award Kids as Directors—*Chinese White Dolphins' Fighting for the Oceans*

### ■ Chinese Documentary Festival

First Prize *View Point—A Rolling Stone*

### ■ Chicago International Children's Film Festival

Children's Jury Prize-1st Prize *Holidays with Granny—Breaking Ice*

Official Selection *Fruity Pie—Paper Bag Boy*

### ■ Japan Prize

Finalist Pre-School Category *Fruity Pie—Paper Bag Boy*

Finalist Primary Category *Follow Me, Go!—The Little Dog Savior*

### ■ Eugene International Film Festival

Best Young Audience Short award *Holidays with Granny—Breaking Ice*

Official Selection *Fruity Pie—Paper Bag Boy*

Official Selection *Fruity Pie—Cloud Girl*

Official Selection *Innovation Stories— He's a Dog, In My House*

### ■ International Children's Film Festival India, the Golden Elephant

Official Selection *Fruity Pie—Paper Bag Boy*

Official Selection *Follow Me, Go!—The Little Dog Savior*

Official Selection *Follow Me, Go!—The Young Magician's Secrets*

### ■ Asian Television Awards

Best Actress in a Leading Role *Falling (Jade Chou)*

Highly Commended, Best Children's Program

*Holidays with Granny—Breaking Ice*

Finalist of Best Actress in a Leading Role *Life Stories—Go, Hula! (Wen-lin Fang)*

Finalist of Best Direction *View Point—A Rolling Stone (Shen Ko-Shang)*

Finalist of Best Direction *Falling (Ming-Tai Wang)*

Finalist of Best Children's Program *Follow Me, Go!—The Little Dog Savior*

Finalist of Best Preschool Education Programme

*Fruity Pie—Paper Bag Boy*

Finalist of Best Cinematography *Innovation Stories—Shackled (Sheng-Hsiang Fan)*

Finalist of Best Original Screenplay *Falling (Yu-Fang Wen)*

Finalist of Best Original Screenplay *Life Stories—Go, Hula! (Wen-Xi Lan)*

Finalist of Best Single Drama or Telemovie Programme *Life Stories—Go, Hula!*

Finalist of Best 2D Animated Programme *Melody*

### ■ CINE Golden Eagle Awards

Winner People, Places & Arts / Televised Documentary & Performance *A Town Called Success*

Winner Drama/ Student Division *Innovation Stories—Journey*

Public Services

## Expanding Broadcast Services to Reach Wider Audience

### 2013 Best of INPUT

The "Best of INPUT," hosted by PTS, is in its 9th year. The theme of this year was "Arrogance and Hegemony." There was an exciting selection of films from Denmark, Hungary, Australia and the U.S. The films reveals omnipresent arrogance and hegemony in today's world to the audience, including medical malpractice, the media's abuse of power, judicial corruption, and cultural and gender prejudices.

### PTS Holiday Cinema

"PTS Holiday Cinema" is in its 4th year. The program spent 7 months in 2013 across the island, continuing to promote PTS and reach out to local communities.

### PTS Student Cinema

The PTS Student Cinema was first hosted in 2013 and targets teachers and students, screening films in classes and after-school hours. The program lasted for 8 months and screened 18 movies in various universities and institutions nationwide.

### Life Story (with Audio Description) Screening Events

Upholding the spirit of serving the disadvantaged, PTS created *Life Story* screening with audio description service in 2013 so visually impaired persons could also enjoy quality television dramas.

### Comprehensive PTS Website Update

A new website was launched in 2013, integrating program content from the primary PTS channel, PTS HD, and the two other PTS channels. The advent of mobile devices has led to the various PTS channels adjusting their hardware and software in order to provide better and more comprehensive services.

### PeoPo Citizen Journalism Platform Wins Recognition

The "PeoPo Citizen Journalism Platform" is in its 6th year. With the help of 7,366 citizen journalists,



▲ Opening Ceremony of 2013 Best of INPUT

the program has accumulated 87,524 stories, and won the "Public Instrument Award" in the 2013 Excellent Journalism Awards through the philosophy of "taking roots locally, communicating nationally".

In response to increasing use of mobile devices, PeoPo updated its website in 2013 to create a platform that would better suit user needs. The platform has also been integrated with social media platforms such as Facebook and Line in order to enhance the broadcasting power of citizen reporters.

### Joining Digital Trends to Strengthen Educational Services

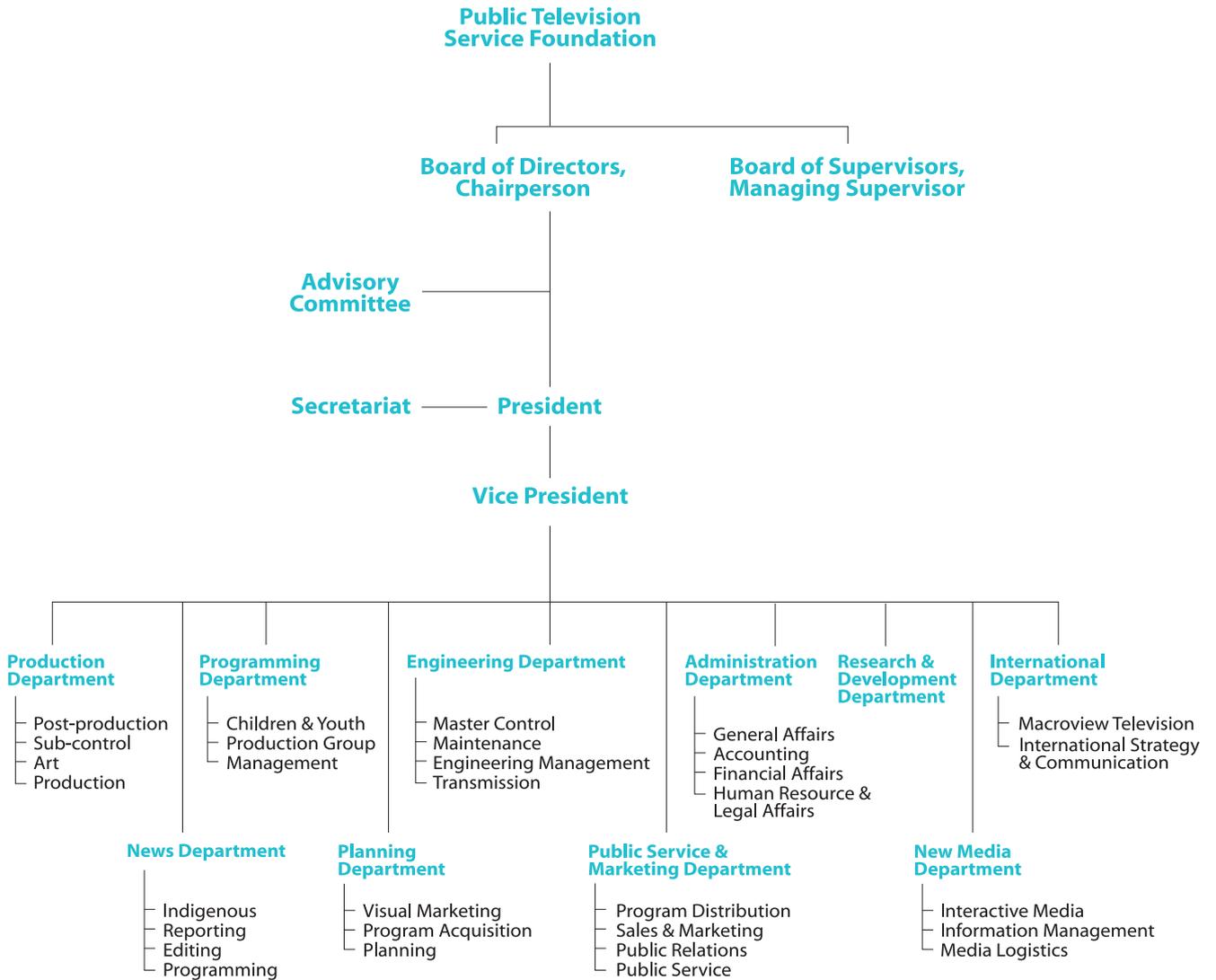
PTS educational services provide refined visual creative events focused on different age groups and audience groups; there are dedicated teams to tailor services to children, youths, adults and seniors.

### Obtaining Digital Television License

PTS is currently the only terrestrial TV station in Taiwan with two television licenses. They are the television license for the 542–548 MHz band, which includes three standard definition (SD) digital TV channels: PTS Main Channel, PTS2, and Hakka TV. PTS also has the license to the 566–572 MHz band, which is dedicated to the high definition (HD) channel PTS HD.

Organization

# PTS Organizational Chart

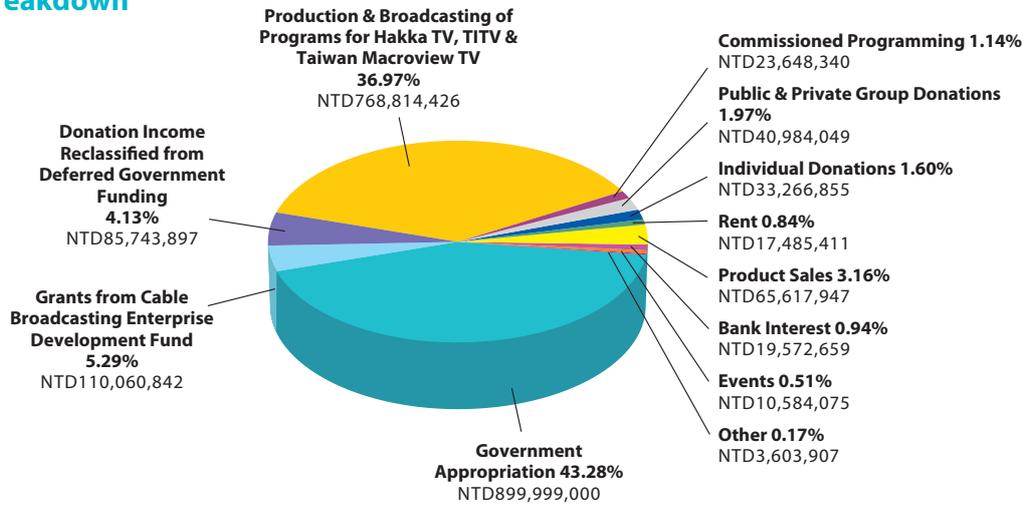


## Members of the 5th Board of Directors and Supervisors

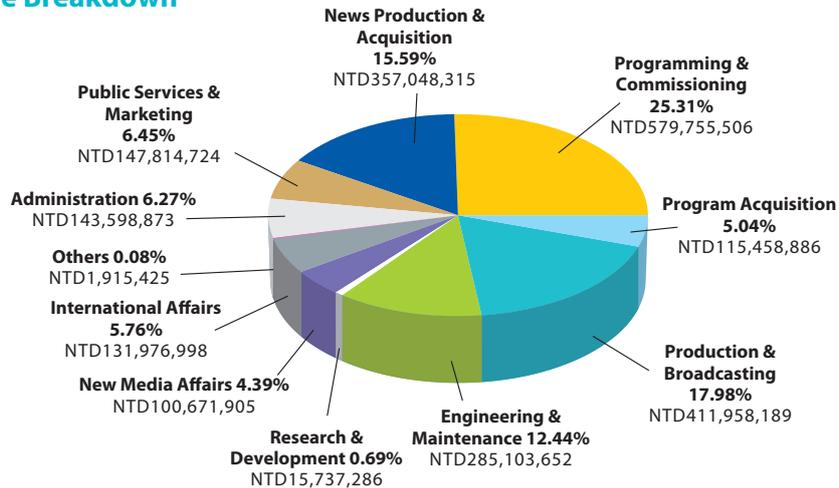
Title	Name	Current Position
Chairman of the Board	Yu-ming Shaw	Chairman of the Board, Public Television Service Foundation Chairman of the Board, Chinese Television System Chairman of the Board, Taiwan Broadcasting System
Director	Panay Mulu	Assistant Professor, Department of Ethnic Relations & Cultures, National Dong Hwa University CEO, The Foundation for Music Culture and Education of Taiwan Aborigines
Director	Lance Wu	Chairperson, Bachelor Degree Program of Digital Content Creations and Professor, Department of Information Management, Chang Jung Christian University
Director	Wen-yong Hou	Writer
Director	Eric Yao	Co-founder / Chief Creative Officer, dX Creative House
Director	Stan Shih	Chairman of Stans Foundation Chairman of National Culture and Arts Foundation
Director	Ginger H.Y. Chiang	Senior Advisor, Paradigm Education Co., Ltd.
Director	I-Heng Chen	Professor & Associate Dean, College of Management, National Sun Yat-sen University
Director	Hsin-Hung Chen	Lead Vocalist and Songwriter, Mayday
Director	Yu-Chiou Tchen	Chairperson of the Board, Egret Cultural and Educational Foundation Professor, Department of Music, National Taiwan Normal University
Director	Charlotte Ackert	Community Volunteer and Vice Chairman, WNET New York
Director	Shu-Li Chen	Actress, Yoga Teacher, Volunteer of John Tung Foundation, Volunteer of United Way of Taiwan, Volunteer of Tzu Chi Foundation
Director	T.H. Tung	Chairman of Pegatron Corp.
Director	Ovid Jyh-Lang Tzeng	Academician, Academia Sinica Distinguished Research Fellow, Institute of Linguistics, Academia Sinica Chancellor, University System of Taiwan
Director	Doze Chen-Zer Niu	Director of Honto Production
Director	Hung-Tze Jan	Chairman of Taiwan Internet and E-commerce Association (TIEA) Chairman of PChome Online Inc.
Director	Tzu-leong Cheng	Professor, Communication College, National Chengchi University
Managing Supervisor	Ling-Tai Lynette Chou	Professor of Accounting, National Chengchi University
Supervisor	Linlin Ku	Associate Professor, The Graduate Institute of Journalism, National Taiwan University
Supervisor	Arthur Shay	Partner, Shay & Partners

# Budget Implementation

## Revenue Breakdown

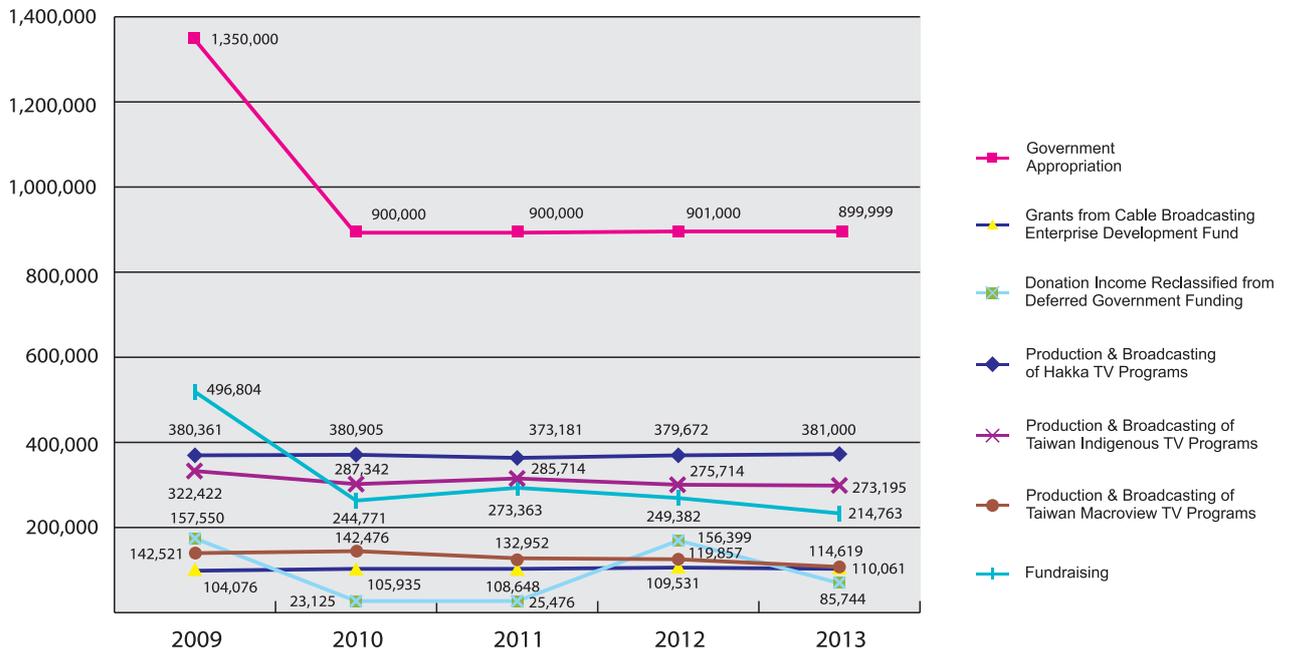


## Expenditure Breakdown



## Revenue Trend, 2009-2013

(in 1,000 NTD)



## Broadcasting Beyond Borders and Across Time Zones

Taiwan Macroview TV (MACTV) was founded in 2000 and is a comprehensive satellite and Internet television channel that serves Chinese-speaking viewers worldwide. It is operated by the 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 the PTS Foundation, making it a member of Taiwan Broadcasting System (TBS).

MACTV is a professional production and broadcast team, creating programs covering news, economy, diplomacy, culture, politics & travel to present the diverse facets of Taiwan's society. It also acquires quality domestic television programs to foster understanding of Taiwan among overseas Chinese and global audiences.

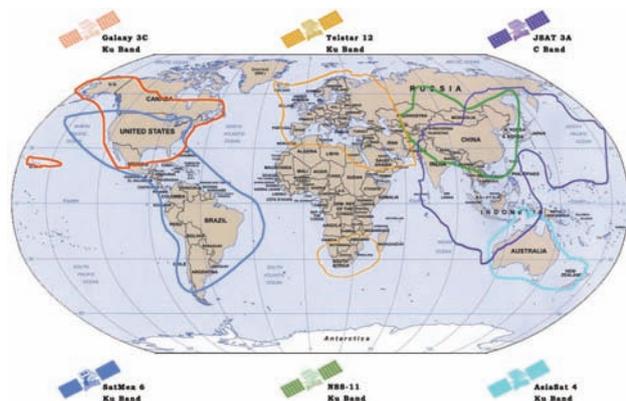
MACTV utilizes the resources of TBS News channels and broadcasts six news programs daily in five languages and dialects: Mandarin, Taiwanese, English, Hakka and Cantonese. In addition, *Compatriot News* and *Focus News Taiwan* update viewers, in different languages, on current events in Taiwan and in Chinese-speaking communities worldwide.

MACTV is a free-to-air (FTA) channel and broadcasts free and unencrypted television via satellite and the Internet around the clock. The channel presents the beauty of Taiwan and promotes the values of freedom and democracy.

### Connecting Overseas Chinese Communities and Promoting the Splendor of Chinese Culture

Overseas Chinese across the globe are the primary audience for MACTV, and the *Compatriot News* is the perfect platform for them to exchange information. *Compatriot News* broadcasts for 30 minutes each day and covers news from 50 cities in 25 countries in Europe, Asia, Africa, the Americas and Oceania. Nearly 60 special correspondents contribute to the program, which acts as an important bridge between overseas Chinese and Taiwan.

In order to enhance the interview techniques of MACTV reporters, the MACTV website planned a series of "MACTV Reporter Training Courses." Expatriate reporters attend the courses through e-learning and learn how to capture news items more accurately and improve their filmmaking techniques.



▲ Satellite Coverage of Taiwan Macroview TV

■ **Taiwan Holiday: Traveling Throughout Taiwan, Looking for the Meaning of Travel**

In 2013, *Taiwan Holiday* features mini excursions with maximum impact. The program attempts to search for new and interesting discoveries through Taiwan's booming cultural and creative industries. At the end of 2013, the production team challenged Northeast Asia's highest mountain, Yushan. They greeted sunrise at the top of Taiwan's highest peak and proclaimed their determination to travel to every inch of Taiwan.

■ **Taiwan Outlook: An Outlook of the World, A Look at Taiwan**

Diplomatic relations and NGOs are still the two major issues for *Taiwan Outlook* in 2013. Interesting interviews give the audience an international outlook on the world from the comfort of their homes.

■ **Fortune Code: Stimulating Entrepreneurial Inspiration**

*Fortune Code* invites entrepreneurs to talk about how they turned obstacles and difficulties into success. The program encourages young people and provides global audiences with wealth creation inspirations.

■ **Taiwan Kaleidoscope: A Cultural Arena Showcasing Taiwan's Unique Blend of Tradition and Modernity**

This program introduces accomplished artists who are less known. Aspiring artists with potential need a stage in order to shine. Yang Pei-chen carves memories out of wood, using entire blocks of wood to create replicas of leather and cardboard products. Taiwanese miniature artist Tsai Wang-da creates miniature houses unique to Taiwan's past

for the next generation to play with and gain an understanding of traditional culture.



Public Services

# Connecting Taiwan with Overseas Chinese Through Television



▲ Beautiful Duckling



▲ Programs are available on MACTV website

**M**ACTV is a comprehensive television channel that produces and broadcasts daily news and news magazine series. Programs include content produced by TBS as well as drama, variety, animation and movies acquired from domestic film companies and television stations. MACTV is an important window for Taiwan's film industry.

2013 was the 50th anniversary of the Golden Horse Film Festival. As a way of strengthening the bonds between overseas Chinese and Taiwan, MACTV has featured movies such as *Victory*, *Eight Hundred Heroes*, *The Kinmen Bombs* and *Legend of the Dragon*, as well as masterpieces of the Golden Horse Film Festival over the last five decades, such as *Beautiful Duckling*, *He Never Gives Up*, *Kuei-mei*, *A Woman* and *Hill of No Return*, allowing overseas Chinese from across the globe to relive memories of past years.

MACTV has developed real-time viewing using on-demand Internet TV service for viewers without satellite service. Internet users can now select "live streaming," "video on demand" or "downloads" to enjoy MACTV contents at their leisure.

In addition to the official website, MACTV also extends its reach through social networking sites to cultivate a wider audience. MACTV has two Facebook fan pages for "MACTV" and "Taiwan Holiday," which provides up-to-date information and a platform for fans to interact.

# TAIWAN INDIGENOUS TV



▲ TITV Chief Director Masao Aki (3rd from right) and overseas partners

Message from the Chief Director

## Aborigines from Taiwan and Overseas Join to Push Taiwan Indigenous TV (TITV) to Greater Heights

I remember on December 16, 2012, TITV marketing department received Maori students from the film department of the Auckland University of Technology in New Zealand. Under the leadership of two Maori tribal elders, the students went through the traditional rituals in an orderly manner to conclude this "Austronesian ancestral root-searching trip." TITV finished the reception of a foreign organization successfully.

Going back to the year 2008—the second year TITV joined the TBS family—TITV participated in the first World Indigenous Television Broadcasting Conference (WITBC) with the help of TBS and successfully won the right to host the second conference. In March 2010, TITV officially took over as the chair of the World Indigenous Television Broadcasters Network (WITBN), a major breakthrough in the advance for cooperation and exchanges between global indigenous media groups. A press release by President Ma Ying-jeou even said, "Taiwan Indigenous TV has taken over the role of chairman for the World Indigenous Television Broadcasting Conference. This is a major breakthrough for Taiwanese diplomacy in the South Pacific." It was in 2010 when he visited South Pacific countries with diplomatic ties to Taiwan.

In June 2014, the Canadian Aboriginal Peoples Television Network (APTN) will take over hosting the fourth annual WITBC. The executive committees of various countries have decided on "Breaking Barriers" as the major theme for the conference. In addition, the Finnish Sami television station (YLE Sapmi TV) and Swedish Sami television station (SVT Sapmi TV) have both joined the WITBN thanks to the invitation of the Norwegian Sami television station (NRK Sapmi TV).

Just as indigenous media organizations are growing stronger and bigger, TITV will be managed independently by the Indigenous Peoples Cultural Foundation, starting on January 1, 2014. TITV is about to take off and soar. Although TITV has left the TBS family, there are plenty of aboriginal friends from all over the world to accompany us on our flight. I sincerely hope TITV will continue to soar and succeed.

**Chief Director**  
Masao Aki

Handwritten signature of Masao Aki

# Mission 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.**

Highlights of the Year

## Implementing International Exchanges and Enhancing Visibility

TITV programs in 2013 focused on diversity and innovation and provided information with depth and insight. TITV has produced diverse weekly programs and weekday programs that cover areas including food and culture, tribal services, industry reports, etc. in order to strengthen cultural sustainability and industrial development. The rich information TITV provides has won audiences of all ages.

Expanding the influence of TITV was still the main goal for this year. Therefore, TITV collaborated with Hakka TV to produce the children's programs *Holidays with Granny* and *The Extraordinaries*. These cross-channel collaborations both expand the horizons of the youth audience and promote the exchange of productions between channels. Meanwhile, TITV continues its broadcasts of the 20th CARE CUP Baseball Championship. Schoolchildren and tribesmen nationwide pay great attention to the quality sports programs. These programs have all won a high degree of recognition.

### Winning a Golden Bell Award

One of 2013's highlights includes the production and broadcast of the Taiwan International Ethnographic Film Festival and the exchange of music programs among the WITBN. Both ended with remarkable results, receiving an enthusiastic response as well as effectively improving TITV's international visibility, deepening exchanges between the TITV and international indigenous television industry. This is a very important step for the future development of TITV with far-reaching consequences.

TITV's production and broadcasting budget is limited but we are committed to improving program quality and recognition. In 2013, the film *Revisiting the Flying Squirrel Tribe* won a Golden Bell Award; *Tribal Star Stage* and other programs also entered the finalist, producing quite an excellent record.



*Holidays with Granny*



*Tribal Star Stage*



*The Extraordinaries*



*Yabit flying squirrel tribe*

Programming

## Protecting Indigenous Homelands with Various Programs

### News Programs

TITV has always adhered to the motto of "protecting indigenous homelands and providing new knowledge." This is why TITV opened debate programs to explore and discuss news issues in depth with an aim to broaden the vision of our aboriginal audiences. Meanwhile, TITV collaborated with the Yu Chuanxin Meteorology Workshop to provide audience with the most complete and correct climate, disaster and earthquake information via weather anchors Laway and Abus. TITV attempts to become Taiwan's aboriginal news center, offering accurate news reporting with an aboriginal perspective to eradicate the unfair aboriginal stereotypes. TITV also lead other media to respect the right of indigenous peoples to form their own interpretation of news, politics and societal issues.

*TITV Daily News* covers indigenous politics, land, education, employment, industry, tribal events, festivals, entertainment, sports, plains aborigines and urban aborigines. In 2013, the program strengthened its midday news sections, targeting women and seniors with more consumer news. *TITV Daily News* also collaborates with indigenous citizen reporters to increase the proportion of local news, and searching for issues correlating to aborigines in news and reporting on the aboriginal point of view.

*Tribal Language News* is a news program broadcasted completely in indigenous languages, which helps the younger generation learn their mother tongues. Since *Tribal Language News* is a megaphone for tribe members and an instrument for passing on aboriginal languages, the performance and editorial direction of the program is focused on cultural interpretations and ethnic rituals to showcase aboriginal cultures and languages.

*Indigenous News Magazine* explores different issues through records, interviews with scholars, and



reports on new findings. Reporters also travel back to the past with tribesmen and record the history of the land and the people. They use video cameras to protect everyone's homeland.

*Indigenous Voice* is a political talk show which hopes to create a public forum. Culture, education, economics, health care, politics, land, environment, etc. are concerned issues for *Indigenous Voice*. The program invites aboriginal tribesmen and guests from a variety of fields to engage in healthy dialogues and communications with each other. This highlights the plight of the aborigines in the face of national policies and gives government agencies a deeper understanding of aboriginal opinions through the course of dialogue.



▲ Traveler Kitchen



▲ Indigenous Fun

## Dramas

In 2013, the new program *Dear Ak'i* was produced based on aboriginal writer Paiz Mukunana's book *Dear Ak'i, Please Don't Be Mad*. Ak'i is the Tsou word for "grandfather." The book describes the author's journey back to her homeland after 30 years of marriage into a Han family. She returned to look for her grandfather's grave. The entire cast consists of actors and actresses from the Tsou tribe and was broadcast in the *TITV Life Stories* time slot. The combination of drama and indigenous literature promotes aboriginal literature and enhances dramatic texture. The show also introduces Tsou culture to the audience in a theatrical format and presents Taiwan's rich culture of different ethnic tribes.

## Lifestyle and Arts

*TV Night Class* and *Neighborhood 16 Assembly*

*Hall*, favorites of many tribal members, provide information platforms to balance the distance between the urban and the rural. Other programs include *The Tribal Duo*, a cultural education program, and *Indigenous Fun and Traveler Kitchen*, which report tribal industries. As for *Marketing Tribal Assets*, it focuses on diagnosing industries and provides strategies for industrial upgrade. Moderator An Xin-yun (Tsou) is known for her professional and calm reporting, which has earned her a Golden Bell nomination.

*Tribal Star Stage* is a music competition and provides tribes people with a stage to perform on. The program has also been nominated for a Golden Bell.

In recent years, TITV has become an important source of entertainment for aborigines during the Chinese New Years. In 2013, two Chinese New Years programs were produced, *Crazy New Years* and *Playing New Years at Night*, to accompany aboriginal tribes through the festive season.

TITV provides the tribes with live broadcasts

▲ *Unforgettable Songs*

as well. In 2013, TITV continues to care for aboriginal sporting events with *CARE CUP Baseball Championship*.

## Documentaries

### ■ **Tribal Travel**

This is a program produced by the TITV that covers issues like tribal water resources and the environment, reporting on the status of Taiwan's ecology, environment and water resources. Presented in HD quality with enhanced pictures, the program was nominated for a Golden Bell.

### ■ **Unforgettable Songs**

The program searched for and recorded traditional Rukai songs and introduced them to the audience using drama and reality show.

### ■ **Sounding the Gong: the Noko Baseball Team**

This program records the first baseball team to win an entry into Japan's Summer Kōshien (National

High School Baseball Championship) games. It is one of the greatest honors in the history of aboriginal sports.

### ■ **The Takangko Incident**

We trace an important event in the history of Taiwan's eastern Amis tribes through the younger generation of Gangkou Amis students.

### ■ **The Invisible Wings of Angels**

Focusing on the current educational situation of the Tsou tribe, the program explores the plight of aborigines in education and struggles between traditional and modern education systems.

### ■ **Aboriginal Images**

This program collects films directed by aboriginal amateurs, which are then processed by the program team and made into a documentary series.

## Children and Youth Programs

In 2013, TITV collaborated with TBS to create *Holidays with Granny* and *The Extraordinaries*. It not only created opportunities for professional communication between PTS and Hakka TV but also for international exposure. Also, the long-running children's program *Lokah Payung* visited every city in Taiwan to produce cultural and educational programming with local characteristics. This kind of cultural information has also won recognition from the country's educational institutions and been used in school textbooks.

## Broadcast Statistics

### Production in 2013 (in Hours)

Program types	Q1	Q2	Q3	Q4	Total	Percentage
1 TTV News	149	156	160.5	158	623.5	27%
2 Tribal Language News	184.5	195	204	200	783.5	35%
3 Current Affairs	32.5	32.5	32.5	32.5	130	6%
4 General programs	61	129.5	44.5	139.5	374.5	16%
5 Acquired / Reproduced programs	96	85	134	50	365	16%
<b>Total</b>	<b>523</b>	<b>598</b>	<b>575.5</b>	<b>580</b>	<b>2,276.5</b>	<b>100%</b>

### New Productions by Category

Category	Hours	Percentage
News Coverage	1,407	74.88%
Current Affairs	130	6.92%
Music/Variety	74	3.94%
Lifestyle	196	10.43%
Documentary	3	0.16%
Education & Culture	40.5	2.16%
Drama	2.5	0.13%
Talk show /Others	26	1.38%
<b>Total</b>	<b>1,879</b>	<b>100%</b>

### International Awards

- Nepal International Indigenous Film Festival (NIIFF)
  - Silver Drum Award *The Death of Wu Feng*
  - Finalist *The Spelling Sound*
  - Finalist *Build your own media—Civic Reporters*
  - Official Selection *The Sound of Lanyu*
  - Official Selection *The Eyes of Likavong Tribe*
- imagineNATIVE2013: Film + Media Arts Festival
  - The Crying Bamboo Forest*
  - A Different Social Movement*
- 7th Native Spirit Film Festival
  - Dream Of The Flying Tatala*
  - The Crying Bamboo Forest*
- International Children’s Film Festival India
  - Dream Of The Flying Tatala*
- Green Unplugged
  - The New Great Flood*



▲ *Dream Of The Flying Tatala*

Public Services

# Enhancing Website Functionality

In 2013, the "Tribal Language News Website Management System" began to use a phonetic system, providing the public with audio-video data, enable them to select tribal language news and tribal language VOD. Exclusive websites hosted by tribal anchors were established and tribal Facebook fan pages were also created for each tribe.

## Successfully Carrying Out the International Exchange Program

In July 2012, the "news sharing platform project," for which TITV was responsible, started operations after the WITBN executive committee confirmed the platform's structure and progress. Currently, the platform maintains news exchanges with other aboriginal television stations in order to enrich program contents while promoting cultural exchanges between the various ethnic groups. TITV continued to participate in the co-production of *Indigenous Insight* led by New Zealand's Māori Television.

## Active Participation in International Film Festivals

TITV has become a co-organizer for the Nepal International Indigenous Film Festival (NIIFF) since 2012. The film festival was established in 2006 and is hosted by a Nepalese NGO, the Indigenous Film Archive (IFA); the festival entered its 7th year in 2013. TITV hopes to construct an Austronesian tribal video platform to participate actively in international film festivals and learn from its film festival hosting experiences.

## Winning the NIFF Silver Drum Award

The film *The Death of Wu Feng* was created by the TITV News Department in 2013 and won the 2013 NIIFF Silver Drum Award. Four other films were also nominated for awards. In addition to participating formally and acting as a co-sponsor, TITV was also

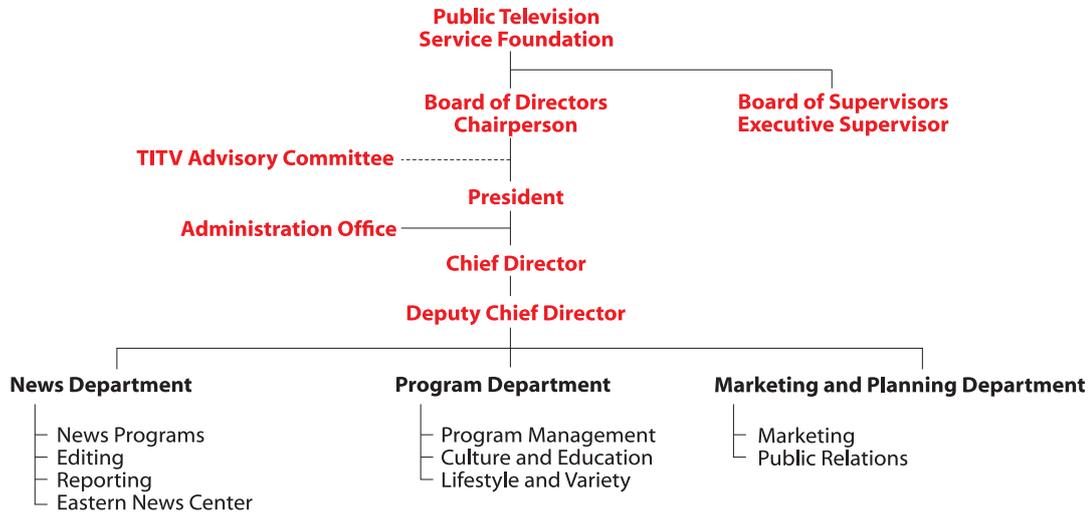
invited to serve as a judge. The organizers also organized special screenings for TITV films and TITV video exchange workshops.



▲ Tribal Language News Website

# Organization & Budget Implementation

## Organizational Chart



## Financial Statement

January 1 to December 31, 2013

Account Title	Annual Budget	Cumulative Revenues & Expenditures	Percentage of Annual Budget	Annual Surplus (Deficit)	Budget Attainment Rate
<b>Revenues</b>					
Income from Indigenous Peoples Cultural Foundation(IPCF)	294,388,000	278,062,146	96.80%	(16,325,854)	94.45%
Income from*1 Indigenous Peoples Cultural Foundation(IPCF)		8,793,000	3.06%	8,793,000	
Self-fundraising		403,408	0.14%	403,408	
<b>Total revenue</b>	<b>294,388,000</b>	<b>287,258,554</b>	<b>100.00%</b>	<b>(7,129,446)</b>	<b>97.58%</b>
<b>Expenditures</b>					
Production & acquisition of news programs	47,988,000	50,442,719	17.56%	(2,454,719)	105.12%
Production & acquisition of general programs	68,800,000	70,400,462	24.51%	(1,600,462)	102.33%
Marketing & promotion	12,400,000	10,247,371	3.57%	2,152,629	82.64%
Equipment rental	80,015,000	81,598,889	28.41%	(1,583,889)	101.98%
Personnel (TITV organization staff)	70,000,000	61,318,321	21.34%	8,681,679	87.60%
Administration & management	4,240,000	4,678,491	1.63%	(438,491)	110.34%
Signal transmission & satellite uploading fees	10,945,000	8,572,301	2.98%	2,372,699	78.32%
<b>Total expenditure</b>	<b>294,388,000</b>	<b>287,258,554</b>	<b>100.00%</b>	<b>7,129,446</b>	<b>97.58%</b>
Balance		0			

\*1: The Legislative Yuan froze budget NT\$25,000,000 in 2012. This budget was then unfrozen and a total of NT\$8,793,000 was endorsed to TITV in 2013

Message from the Chief Director

## Our Little Achievements, with Continuing Efforts

**T**he year 2013 is the tenth anniversary of Hakka TV, and we embarked on this year with an attitude of "big transformations." In addition to internal reflection on the news, programming, events, etc. of Hakka TV, we also need feedback and critiques from our audiences. I hope that Hakka TV can continue to be honest with ourselves and rise to any and every occasion after a decade of hard work.

This year, our themes consist of:

### 1. "Movement"

*Returning Home* explores the history of Taiwan's tea industry; *Nostalgic Road* is a record of singer Ayugo Huang's journey from his homeland of Miaoli, Taiwan to China's Hakka villages; *From Border To Border* records the first wave of Chinese immigrants to 19th century British India and how they blended in with the local culture. These three documentaries are compilations of time and space, presenting their subjects through unique structures and viewpoints.

### 2. "Anniversary"

We hosted the "Always Hakka" exhibition and concerts in Taipei's Hakka Cultural Park; we hosted crosstalk, bamboo quick-platter and music events in Taitung, Taichung and Kaohsiung; we produced four micro movies named Full of Life to live with the audience and breathe in the essences of "our television station."

### 3. "Initiation"

We interacted actively with the public by conducting nearly one thousand interviews and more than ten public discussions, creating a consensus for the next ten years of Hakka TV.

I sincerely thank the audience and the public, and I'm grateful to the production team and all of our colleagues.

**Chief Director**

Hsu, Chin-yun



Mission and Objectives

# Heritage, Persistence, Promotion, and Cohesion

## Objectives of the Year

### I. Present a comprehensive picture of Hakka migration

1. The spirit of "movement" at Hakka culture is the theme for annual drama series, documentaries and news features to capture the diverse contexts and interpretations of Hakka migration throughout different regions, times and families.

2. Look for quality programs on migration from other countries, to present different perspectives to the audience for comparison.

3. Plan exclusive visual packages in collaboration with programs such as dramas and news, and conduct related marketing at the same time.

### II. Bridge the Hakka and other communities

1. Deepen understanding of Hakka culture through programs and marketing activities, as well as promote understanding and mutual respect between Hakka people speaking with different accents.

2. Produce dramas, documentaries, news and other programs to demonstrate the characteristics of Taiwan's diverse ethnic groups, and promote

greater understanding towards different cultural backgrounds through our programs.

3. Participate in the World Indigenous Television Broadcasters Network (WITBN) to broaden the international horizons of the Hakka people, and to increase their interactions with the world's minority ethnic groups.

### III. Cultivate Hakka talent in program production

1. Educate and train our personnel in regards to Hakka culture and relevant television knowledge, and plan annual education and training programs to reflect the year's themes for programming.

2. Conduct professional training to enlarge the Hakka talent pool for television so they may participate in work related to Hakka TV in the future.

### IV. Prepare for joining PTS

1. Identify opportunities for cooperation with TBS channels, including co-productions and program acquisitions.

2. Invite stakeholders from TV industry, the government and the general public to discuss Hakka TV's positioning and its future as a public service channel.



▲ Hakka TV endeavors to cultivate talents and always open to opinions

Highlights of the Year

## Celebrating the 10th Anniversary

In 2013 we celebrated Hakka TV's tenth anniversary with the "Always Hakka" exhibition that reflected on the channel's development over the decade, a concert that showcased Hakka TV's accomplishments, and the "Full of Life" series of micro movies that captured the close-knit relationship between Hakka TV and its viewers.

"Looking forward to the next decade" is the most important task for us during the tenth anniversary celebrations. Therefore, we launched three projects: "children and youth", "minority accents" and "initiation", which are open to public suggestions. With these efforts, we hope to spark another decade of progress.

### Tenth Anniversary Exhibition

The two month-long "Always Hakka" exhibition highlighted major events of the past decade and a series of photo displays, video playbacks and interactive multimedia presentations. The exhibition also hosted game events, puppet theater performances, singing and dancing events,

young reporter hands-on experiences, and custom commemorative photos.

### Concerts

Unlike past events that took place in Hakka villages, this time Hakka TV held concerts in four major cities: Taipei, Taitung, Taichung and Kaohsiung, as music is the most direct form of expression and communication. Musicians and artists who had participated in Hakka TV programs over the decade were invited to join in the festivities. The concerts featured theme songs from television drama series, traditional folk songs, crosstalk, bamboo quick-platter, and children's songs to present the atmosphere of Hakka TV. Hakka TV is not only a television station for the Hakka people, but also the best channel for general public to learn about Hakka culture and language.

### Micro Movies

Hakka TV is akin to a treasure box that collects the memories and emotions of the Hakka. Director



▲ Celebrate Hakka TV's 10th anniversary with various activities



▲ *Full of Life* Series, 4 micro movies to convey Hakka TV's shared memories with the audiences

Li Ding was invited to create a series of four micro movies based on audience feedback and staff comments from the past decade. The *Full of Life* series presents shared memories and emotions of the viewing public, while also conveying the objectives and purpose of Hakka TV. The series won the TV Channel Advertisement Award at the Golden Bell Awards. The award was affirmation for Hakka TV's advertisement initiative and the channel's decade-long efforts to promote Hakka language and culture.

### Children and Youth Project

Children are the future—of the world and of the Hakka. The main concern for this project is "what kind of Hakka television do children need?" The project held nine forums to discuss children's programming, visiting middle schools and elementary schools to ask students their views on Hakka TV and programming.

### Minority Accents Project

Raoping, Zhao-an and Dapu are all accents in danger of disappearing. The project visited communities where these accents are still being spoken, conducted street interviews, and held informal discussions with local cultural historians. We hope to find new directions for the future with the special program *Gathering of Ping-An-Da*.

### Initiation Project

The "initiation" project is based on bottom-up discussions and feedback from the outside-in. We visited different Hakka villages to gather viewers' opinions about program content and language use, and ideas on talent development. We also opened up inter-department exchanges to build consensus and solidarity. The "initiation" project attempts to transfer the decade of Hakka TV experiences into another decade of opportunity for Hakka TV, our television station.

Programming

## Local Stories, Local Voices

▲ *My Summer Adventure*▲ *End of Innocence*▲ *Breaking Ice*

### Dramas

*My Summer Adventure* is a drama series that deals with parent-child relationships and caring for disadvantaged peoples. A city kid visits his grandmother in Hualien for summer vacation. Through his experiences there, the series touches on issues such as marriage between adults with disabilities, the lack of jobs in rural areas that drives young people into the cities, the increasing number of elderly people living alone, the generation gap between mothers- and daughters-in-law, the astronomical prices of urban housing, all in a relaxed and comical way.

The educational, cultural and societal issues surrounding a newly emerging group of transnational marriages deserve our concern. *End of Innocence* is a quality drama that combines the topics of new immigrants, care for the

disadvantaged and future development. Centered on social care, the drama won recognition at the Golden Bell Awards with nominations for four major awards, including Best Drama.

Although the southern 'Six Counties', or Liug Dui, share a common Hakka language, they each have their own unique character and story. *Wind of the South* is the first omnibus drama about Liug Dui people, their stories and accents. The drama brings Hakka TV closer to the southern Hakka people and, more importantly, increases exposure of Hakka accents from the four southern counties.

### Children and Youth Programs

*Breaking Ice* revolves around a new resident of Taiwan taking her child to visit her homeland. The film won First Place for Documentaries in the 2013 Chicago International Children's Film Festival,

and the Best Short Film award at the Eugene International Festival as voted by young audiences. It was also nominated at the Taiwan International Ethnographic Film Festival. The film has touched the heart of every viewer, regardless of nationality.

Hakka nursery rhymes are increasingly popular as an effective way of learning the Hakka language. *Hakka Gu Gu Gu* invited 16 songwriters to participate in the creation of nursery rhyme music videos. Through interesting music and songs, children are able to learn the Hakka language easily. This is a major step towards spreading and enforcing Hakka culture and language.

## Documentaries

*Hakka Overseas* describes the stories and memories of 30 overseas Hakka emigrants. The episodes are only five minutes each, but fully flesh

out how the narrators left their homeland and are now working overseas.

A joint production with companies in India, *From Border to Border* describes the hardships of the first wave of Hakka immigrants to India. The film chronicles how the first Chinese entered Indian at the end of the 18th century, and how they endured government oppression under British India and later independent India.

*Nostalgic Road* is a record of singer Ayugo Huang's journey of nostalgia. When he encountered a bottleneck in his creative work, he chose to return to his Hakka roots and looked back on the source and variations of Hakka folk songs in order to improve his own creativity. The film incorporates old folk songs from throughout China and shows viewers the magnificent scenery where these songs come from.

*Returning Home* explores the ties between the



▲ *Returning Home*



▲ *Hakka Overseas*



▲ *Wind of the South*



▲ The Villager Voice

Hakka and Taiwan's tea industry. The film took more than a year to finish and focuses on Taitung tea immigrants.

## News Programs

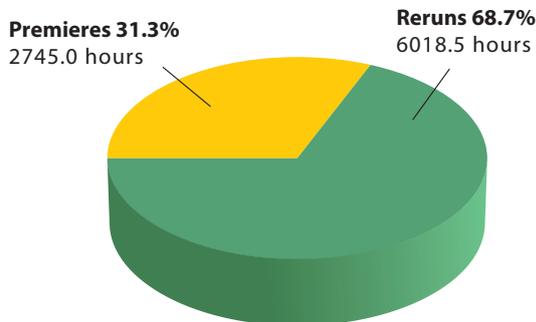
*The Villager Voice* is a program that listens to the voices of the people and may be the only news program in Taiwan that reports solely from a local perspective and is concerned with local life. Out of the entire 52 episodes, 42 were filmed in Hakka villages. The program covered local economy, environment, education and other major issues and sought to expand public participation.

*Focus on I-News* started from Thoreau's 1849 essay *Civil Disobedience*, which has inspired many social and political reformers, and invited scholars to debate the principles and influences of civil disobedience movements from various countries.

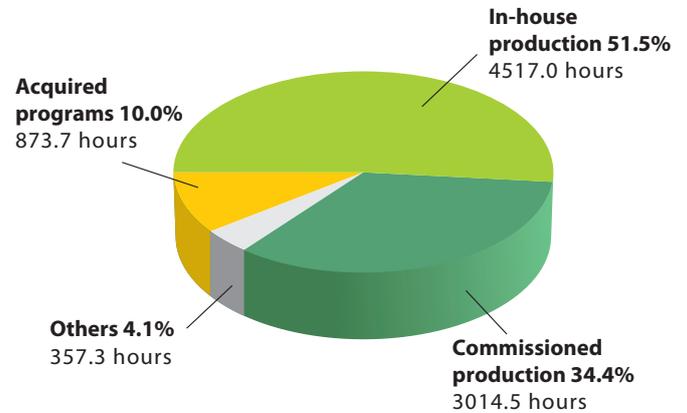
*Hakka Weekly* produced the special report *Anything but Natural*, informing the audience how to identify chemical additives in their diets and the adverse health effects these additives may cause. *"Nuclear? Where to Go?"* offers in-depth analysis of different energy sources available in Taiwan: wind, thermal, hydroelectric, solar, green energy, biogas, and photovoltaic farming. The program debated possible directions of the island's energy development, and whether Taiwan can follow Germany's example and move towards a nuclear-free future.

# Broadcast Statistics

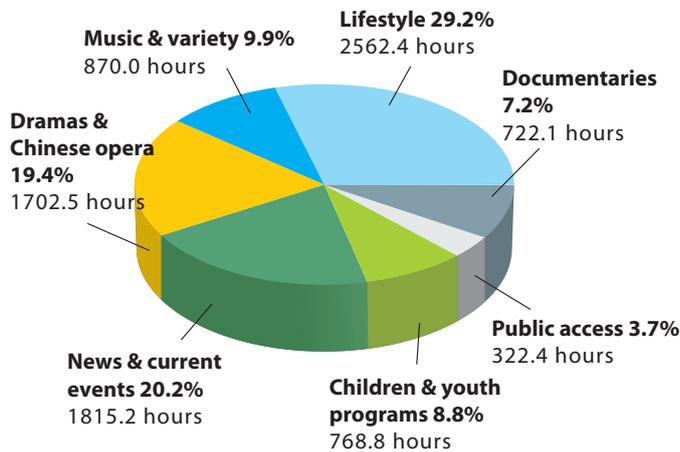
**New Production Breakdown**



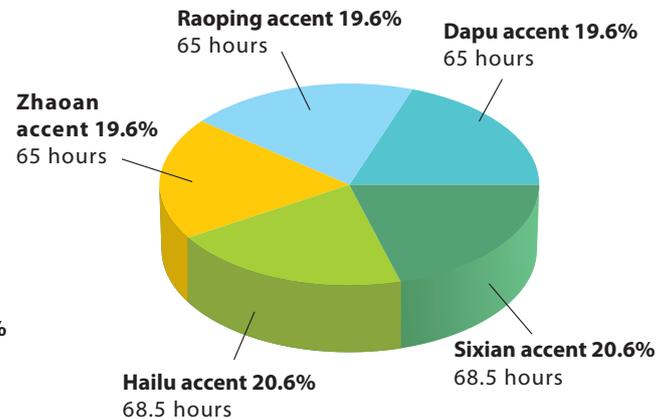
**Program Source Breakdown**



**Breakdown by Program Type**



**Program Breakdown by Accent**



## Nominations and Awards

Official Selection, Taiwan International Ethnographic Film Festival	<i>Breaking Ice</i>
1st Prize- Children's Jury Prize, Chicago International Children's Film Festival	
Best Young Audience Short Award, Eugene International Film Festival	
Highly Commended, BEST CHILDREN'S PROGRAMME, Asian Television Awards	<i>Chang Heng-Ju—One More Take</i>
Highly Commended, BEST DIRECTION, Asian Television Awards	
Nominated, BEST SINGLE DRAMA OR TELEMOTIE PROGRAMME, Asian Television Awards	<i>Katang Kids</i>
Nominated, BEST ACTOR IN A LEADING ROLE, Asian Television Awards	<i>Chang Morni—A Place in the Sun</i>
Nominated, BEST SINGLE DRAMA OR TELEMOTIE PROGRAMME, Asian Television Awards	<i>Are You Christine?</i>
Nominated, BEST DIRECTION, Asian Television Awards	<i>Ma Shi-Yu—Are You Christine?</i>
Nominated, BEST ACTRESS IN A SUPPORTING ROLE, Asian Television Awards	<i>Hsu Ya-Chi—Are You Christine?</i>
People's Choice of Best Actress in Taiwan, Seoul Drama Awards	<i>Yin Hsin—Are You Christine?</i>
Nominated, BEST ACTRESS, Seoul Drama Awards	



▲ *Annual Reports to Viewers*, a live program that interacts with the viewers

## Public Services

# Multilateral Opinion Channels for Viewers

**P**rovide multiple channels for contact, including: customer service hotlines, the Internet, fax and letter correspondence that allow everyone to express their opinions. *Annual Report to Viewers* is a live program and a symposium in which Hakka TV listens to and communicates with the audience. It is an important way of gathering audience feedbacks and a first example for the media in creating public value.

### Professional Visitors Guide Service

In keeping with Hakka hospitality, Hakka TV received 4,606 visitors this year from universities, elementary schools, kindergartens, community groups, parent-child groups and from countries such as China and Singapore. They left with a positive impression of the station. For people who cannot visit the main television station in person, we have maintained the Hakka TV Museum with help from New Taipei City and the Taitung County Hakka Museum. Nearly 920,000 visitors visited the museum and left with a better understanding of Hakka TV through their positive experiences.

### Multi-faceted Personnel Development

The fifth annual "Internship Program" included 18 students from 15 universities in Taiwan. They were split into four groups: news interviews, news photography, program production and marketing

planning, and underwent two months of training. In addition, we continue to host employment programs with National United University and offered an 18-week "Hakka TV Advanced News Production" course to provide seniors with work experience before they graduate.

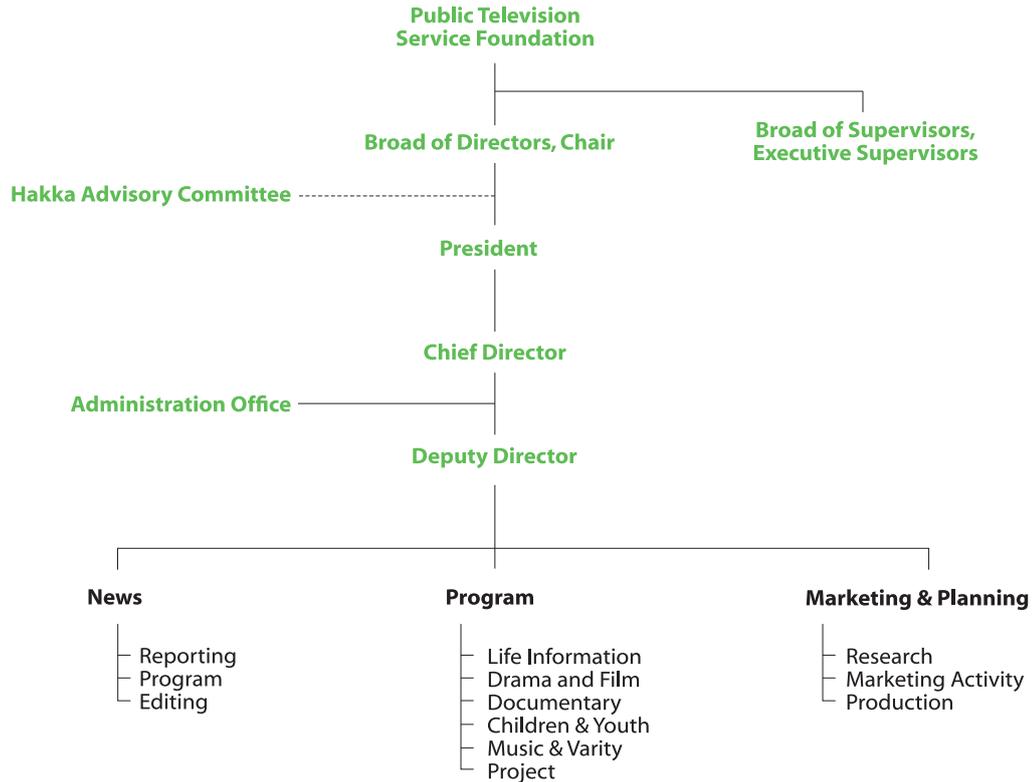
We also held the "Integrated Marketing Communication" course, in collaboration with the Chinese Culture University's Department of Journalism, and launched a marketing planning contest for students to use their knowledge in a hands-on environment. Outside college campus, Hakka TV also organized the "Hakka Presenter Talent Selection," "Hakka Documentary Personnel Training" and "South Four Counties Hakka Accent Voice-over Training" to train future Hakka TV presenters.

### Developing the Viewing Platforms

In response to the times, Hakka TV is making an effort to provide more viewing platforms for the viewers to watch their favorite shows on demand. The BiLiBoLo children's website, which is focused on language learning and culture, is in its second year. The website's language database is based on the official Hakka language certification exam, and videos are synchronized with the *Hakka Gu Gu Gu* program, creating a fun and entertaining environment for learning.

# Organization & Budget Implementation

## Organizational Chart



## Budget Chart

January 1 to December 31, 2013

Unit: NT\$

Account	Amount	Budget Attainment Rate
<b>Revenues</b>		
Programming	400,050,000	99.83%
Others	691,930	0.17%
<b>Total Revenue</b>	<b>400,741,930</b>	<b>100.00%</b>
<b>Expenditures</b>		
Administration	18,455,419	4.61%
Marketing & Promotion	25,324,010	6.32%
News Production	62,297,724	15.55%
General Program Production	269,261,379	67.23%
Engineering & Maintenance	17,236,301	4.30%
Information Management	7,955,000	1.99%
<b>Total Expenditure</b>	<b>400,529,833</b>	<b>100.00%</b>
Balance	212,097	

# CHINESE TELEVISION SYSTEM

Highlights of the Year

## Outlooks and Objectives: Be Proactive, Innovative & Aggressive



▲ CTS Launched Cloud TV,  
enables viewers to enjoy programs on handheld devices

**2**013 is the seventh year Chinese Television System (CTS) joined the TBS family, but CTS remains the only television station in the Group that receives no government subsidies. Looking back at these seven years, terrestrial television has become digitalized and the traditional analog signal has walked into history. Audience viewing behavior has changed, and broadcasting on multiple platforms and high-definition channels has had huge impacts on the operational complexity. Meanwhile, the quality of domestic television programs continued to

stagnate and news programs were stuck in a vicious cycle of competition. In this grim environment, CTS strived to find the best business model that balances public value creation with the station's financial viability. However, CTS faced challenges from both inside and outside: Internally, we have seen the coming and going of four boards of directors, four directors and six managing directors, and the company's corporate strategy and direction continued to change; Externally, the domestic economy was in a downturn, competition rose from new forms of media and advertising volume for terrestrial TV continued to shrink, making operations extremely hard for CTS.

Looking forwards to 2014, the management team is aware that the core values of terrestrial TV is in the production and broadcast of quality programs. We are committed to integrating innovative thinking, market orientation and quality services together in an aggressive business development plan, and pave the way for sustainable management in this highly competitive, digitalized environment.

Programming

# Produce Quality Programs that Meet Public Values

The channels that CTS currently broadcast terrestrially include: CTS Main Channel, CTS News, CTS HD and CTS Education and Culture. In 2013, the channels broadcast a total of 34,655 hours of programs, with an average in-house production rate of 74.54%. The percentage of programs on CTS Main and CTS HD broadcast in HD reached 60.71%. In addition, CTS also has a news channel on Chunghwa Telecom's Multimedia on Demand (MOD) platform. CTS Main and HD are both comprehensive channels and have the same program content, which is divided into the following types: 37.96% dramas, 23.97% news, 18.71% entertainment programs, 8.30% children's programs, 7.30% educational and cultural programs.

## Dramas

The year's prime-time dramas are focused on costume dramas, including *New My Fair Princess*, *Xuan-Yuan Sword: Scar of Sky*, *Heroes in Sui and Tang Dynasties*, *Hero*, *The Empire Warrior*, *Desperate Love*, *The Bride with White Hair*, *Legend of Lu Zhen*, and *Flowers in Fog*, etc.

As for locally-produced dramas, CTS broadcasted *Golden Chef Daddy*, *Home*, *Lucky Touch*, *Letter 1949*, *Alice in Wonder City*, *Holy ridgeline*, *Gentle Mercy*, *K Song Lover*, and *They Are Flying*, etc.

## News Programs

This year, CTS news programs included *Morning News*, *Midday News*, *Local News*, *Late Night News*, *Nightly News* and *News on the Hour*. CTS News upholds journalistic independence, and balanced



Golden Chef Daddy



Lucky Touch

華視新聞雜誌是中華電視公司在1981年1月20日開播的新聞雜誌節目是到目前為止台灣電視史上播出最久的新聞雜誌節目不但在金鐘獎屢獲佳績更曾在一年內拿下兩項電視大獎(社會光明面、曾虛白新聞獎)最近三年來更年年獲得「社會光明面」報導獎

CTS NEWS MAGAZINE  
每週一 晚間2300-2400 播出

CTS News Magazine

and impartial reporting. The news reports are diverse in content with an international perspective and stable quality. *CTS News Magazine* first began in 1981 and is Taiwan's oldest television news magazine program with 1,894 episodes. Reporters conduct in-depth interviews to investigate social phenomena and trends for the audience.

### Entertainment Programs

CTS has also had "education through entertainment" as a theme for its entertainment and variety programs. This year, CTS broadcasted the self-produced singing variety show *Our Song*, long-running variety program *Genius Go Go Go* as well as *Power Sunday*, *Saturday Challenge*, and *Hall of Fame*, etc.

### Educational and Culture Programs

Social education and culture programs this year included *Dream for Tasty Kitchen*, *Fortune Comes to Me*, *Light Up Your Life*, *Miss Traveler*, etc.

### Children's Programs

Children's programs for this year included *Space Brothers*, *Doraemon* and *Detective Conan*, which were approved by Taiwan Media Watch as being "suitable for school-aged children." Other cartoon programs included *Kochikame Tokyo Best Cops*, *Naruto: Shippuden*, *Yugioh Duel Monsters*, *The Viking* and *The Basketball which Kuroko Plays*, all very popular among child audiences.



▲ Home



▲ Our Song

Public Services

## Charitable Activities Convey Human Compassion

■ With celebrating senior entertainers as its purpose, *Forever Stars*, a special Chinese New Year's Eve program produced by CTS, held itself to the standard of the Golden Bell Awards reception and rolled out the red carpet to greet nearly 120 senior stars in a grand gathering.

■ Representatives from more than 60 Mass Communication departments from the nation's universities and institutions participated in the "Industry-academia Cooperation Advisory Forum" and CTS reported on the current status of industry-academia cooperation and plans for future cooperation. A total of 102 internships were offered by CTS in 2013 to provide students with practical experiences.

■ CTS held the first nationwide communications graduate project contest, bringing together students' creative videos and multimedia in an exhibition and competition. A total of 28 schools, 46 feature films, 42 non-feature films, and 21 animations were entered into the contest.

■ It was CTS's turn to host the Caring for Entertainers Foundation and we invited more than 300 senior entertainers for Dragon Boat Festival and Mid-Autumn Festival banquets this year.

■ The hosts of *Dream for Tasty Kitchen* completed two breast cancer charity events on April 27 and April 28, raising funds for the Taiwan Breast Cancer Alliance.

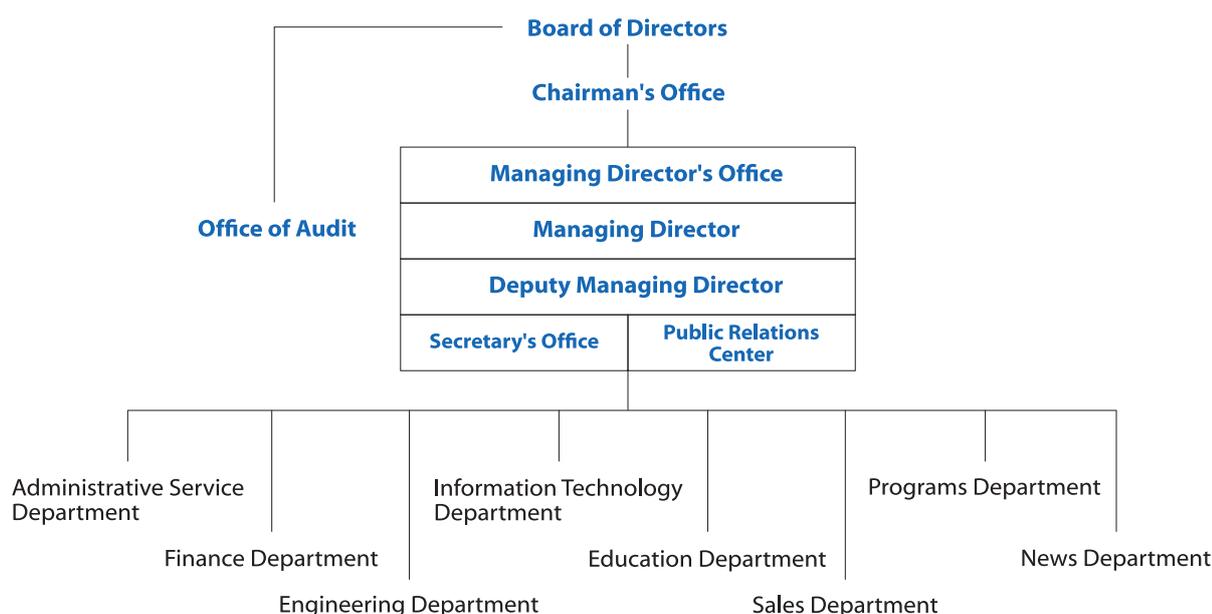
■ CTS launched the "Dream Project" with local Family Support Centers, the Down Syndrome Foundation and the Colala Theater Troupe, and broadcasted the *Our Song: Christmas Dream Special* on Christmas Eve, helping kids realize their dream of singing on stage.

■ To carry out the public value, CTS actively supported various public interest groups through integrated marketing resources to promote social welfare, disease prevention, love and hope. CTS broadcasted 26 public service announcements in 2013, including clips from the Women's Federation for World Peace (AIDS prevention and anti-drug use), World Vision Taiwan (30 Hour Famine), the John Tung Foundation (quit smoking and smoking prevention), and Taiwan Drug Relief Foundation (drug injury relief).



# Organization & Budget Implementation

## Organizational Chart



(in 1000 NTD)

Income Statement			
Account Name	2011	2012	2013
Operating Income	1,471,526	1,339,443	1,170,914
Operating Costs	1,322,056	1,126,015	1,033,174
Gross Profit (Loss)	149,470	213,428	137,740
Operating Expenses	417,471	367,481	340,903
Net Operating Income (Loss)	(268,001)	(154,053)	(203,163)
Non-operational Income & Profit	13,919	6,449	12,425
Non-operational Expenses & Loss	19,911	26,919	34,287
Income (Loss) Before Tax from Continuing Operations	(273,993)	(174,523)	(225,025)
Income Tax (Profit)	1,176	463	10,694
Income (Loss) from Continuing Operations	(275,169)	(174,986)	(235,719)
Extraordinary Income	0	0	0
Net Income (Loss)	(275,169)	(174,986)	(235,719)
Earnings per Share	(1.63)	(1.04)	(1.39)

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