

TAIWAN 2017













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# Establish a public service media platform Envision a better future for Taiwan Mission Statement

- To be prosumer-orientated and provide multi-platform dissemination
- 2. To drive the film and television industry through the spirit of experimental innovation
- 3. To provide trustworthy information, combined with quality entertainment content
- 4. To form a "Brand Taiwan" based on cultural diversity and voice out to the international community
- 5. To promote the development of civic society and provide a space for lifelong learning

#### 3-year Target

- 1. Complete amendment to the Public Television Act and expand scope of budget
- 2. Assist CTS break even and expedite its process to become a public station
- 3. Finish organizational restructuring and strengthen operational efficiency
- 4. Complete a revision of PTS's media production process
- 5. Connect with public resources and establish a new brand with youth participation
- 6. Produce outstanding programs to promote on the international stage
- 7. Achieve a quarterly flagship drama and bolster arts and culture programs

(Ratified by the 8th Board of Directors, March 16, 2017)

Message from the Chairperson

# **Transformational Power** to Break the Shell

Integrating the Latest Technology to Build a New Vision



PTS has always been a bellwether of Taiwan's film and television industry. In 2017, after several years of tireless effort and an injection of funds from the Ministry of Culture, PTS completed its gradual installment of the latest 4K technology. With the aim of staying at the vanguard of international audiovisual trends, PTS began launching mature 4K Ultra HD TV programs and live 4K broadcast services, successfully arousing a hot discussion on 4K and guiding Taiwan into a new Ultra HD era.

In addition to upgrading production equipment, PTS has made considerable progress in broadcasting methods. In 2017, PTS further expanded the scope of new media services and enhanced the PTS online platform to PTS+. By providing access to not only the latest, most exciting content, but also classic programs from through the years, PTS is attracting a young generation of viewers. Moreover, by adopting the distinctive features of new media to deliver interactive audiovisual technology, PTS has smashed through the traditional singular content delivery framework and created space and interest for two-way communication. Since our entry into new media in 2000, we have unceasingly engaged in experimentation and innovation; PTS+ marks not only a stage of great achievement but also a starting point for our new journey ahead.

During the past year, PTS has dedicated itself to overturning outmoded traditions, combining new technologies, and advancing with the times. Focused wholeheartedly on creating a unique brand in Taiwan, PTS is akin to a tender sprout, reaching upwards and outwards with its branches and leaves. Hopefully, Taiwan Broadcasting System will continue to marshal the people's power and harness the strength to break free from its old shell, building a new public media framework and fertile soil for the coming era.

Tchen Yu-Chiou, PTS Chairperson

Message from the President

# **Brimming with Youthful Vitality**

Witnessing the Key Moments of Social Change in Taiwan



In this season, the spectacular sea of azaleas and cherry blossoms covering the hills heralds the start of spring. As PTS approaches 20 years old, it too is brimming with youthful vitality and forward growth, introducing new technological advancements towards 4K Ultra HD quality and new types of viewing experiences through OTT (over-the-top).

New equipment, new experimentation, new ideas, and new content are the gifts of PTS to society. Aside from the cutting-edge media platform PTS+ and integrated globalized news, PTS has also delivered a raft of groundbreaking programs - Teenage Psyche, Wake Up 2, Youth News, Bearstar and Earth, PTS Originals, and the Holo language The Lives of Storytellers, to name but a few.

Of course, PTS has set its expectations even higher! We hope to have a louder voice in the international community; hope to have a more significant and broader reach through new media; hope to serve increased numbers of ethnic groups; hope to support more audiovisual production teams; and hope to become more advanced and diverse.

Over the years, PTS has witnessed the changes in Taiwanese society and grown together with the people. As we stand at this pivotal juncture of change, PTS will continue striving to ensure that the people's trust remains safe in our hands.

Tsao Wen-Chieh, PTS President

Wen Chieh Tsao



# New Crafts in Storytelling: Viewing the World via 4K



PTS Originals: Ping Pong

PTS is dedicated to implementing Ultra HD filmmaking equipment and has already completed several 4K productions. Enhancing the scope and capability of 4K technology and content in Taiwan's drama industry has expanded the visibility and creative energy of Taiwanese dramas on the international stage. In 2017, PTS produced a number of 4K dramas, including various serials, miniseries, and individual productions under the banner of *PTS Originals*.









2

1 \ 2 \ 3 Live 4K broadcast of 2017 Taipei Summer Universiade 4 CTS broadcast team of 2017 Taipei Summer Universiade

During July 2017, PTS conducted a twohour daily trial of the 4K signal on wireless, which was the first time 4K content had been publicly broadcast in Taiwan. For the second phase of the trial, an in-house 4K-production pilot was run from August 8 to August 12. In the third phase, PTS broadcast Taipei Summer Universiade from 20th – 30th August 2017, during which the opening and closing ceremonies attracted over 200,000 viewers, 15,000 of whom watched live on YouTube. To date, cumulative views of the live 4K opening and closing ceremonies have reached nearly 650,000.



on Dance



# New Platform for Storytelling: Anytime and Anywhere, My PTS

#### PTS+7 Becomes PTS+

With the rapid development of streaming technologies and broadband networks, the Internet will undoubtedly become another media battlefield. In 2016, the PTS+7 platform was launched to provide audiences with a streaming service for a limited one-week period on the Internet. In 2017, PTS+7 was officially upgraded to PTS+, which no longer implements a seven-day time restriction. Today, almost all programs, old and new, can be viewed via the Internet, and 4K



Ultra HD broadcasting technology is also supported. Deeply committed to the needs of disadvantaged groups, PTS provides free viewing of our signature sign language program *Listening Eye* and audio description series via PTS+.

# **Complimentary TV Channels Serving Diverse Customer Segments**

In terms of television audience ratings,
PTS+ attracts a relatively young demographic,
with a substantial section aged 25-34, followed
by those in the 35-44 range – a phenomenon
illustrating the complementarity of divergent
platforms. The lion's share of programs on
PTS+ is in the lifestyle genre, followed by
dramas, children's, documentaries, and our

charity channel PTS Click of Love.

In 2018, to further enhance the viewing experience of audiences and create a friendly 4K environment, PTS is planning to launch an app that facilitates the viewing of Ultra HD programs on mobile phones and large screens via mirroring technology.



### Young Team + International Co-production = The Opening of New Horizons

In 2017, for the first time in the station's history, PTS teamed up with the international channel HBO ASIA to create *The Teenage Psychic*, a six-episode miniseries based on the award-winning short film *The Busy Young Psychic*. All those involved in the production, from the director and producer

to the entire shooting team were under the age of thirty. *The Teenage Psychic*'s original blend of Taiwan's unique cultural elements and juvenile melodrama has smashed through the traditional framework and opened up new horizons for the development of Taiwanese drama.

#### **High Ratings - Popular at Home and Abroad**

The Teenage Psychic was broadcast on HBO ASIA's channels in 26 countries, topping the daily ratings in Singapore. On the PTS channel, ratings for the miniseries also frequently hit new highs, and it won Best Miniseries at the 2017 Golden Bell Awards. Furthermore, the miniseries broke existing records in the PTS+7 service, attracting many previously non-PTS viewers via the Internet and reaching in excess of 100,000 viewers through social media. The PTS International

Department is already conducting discussions with HBO ASIA regarding the 2nd season of *The Teenage Psychic*.



The Teenage Psyche

Lifted 30- An Anti-Nuclear Rally in Taipei on April 26, 1992

# News Programs: New Focus on the Old Days - Re-Discovering the Martial Law Era and Traditional Culture

To mark the 30th anniversary of the lifting of martial law in Taiwan, in 2017, PTS News Department released *Lifted 30*, a series of special reports focusing on various themes from the era, including the development of democracy, nationalization of the military, freedom of speech, and environmental protection campaigns. Another program with a distinctly Taiwanese flavor is *The Lives of Storytellers*, which aims to familiarize viewers with traditional Taiwanese troupes in various performing arts including Taiwanese opera, puppetry (Budaixi), Peikuan opera, puppet

shows, and shadow play. The program reveals the fascinating lives of the people keeping these age-old storytelling traditions alive and is broadcast with Holo subtitles to help pass on the Holo writing culture.



Lifted 30- A performance art by Chen Chieh-Jen in 1983 against the Martial Law

# Documentaries: Penetrating into the Darkness with Light – Writing History Through the Lens

PTS programs like *Our Island* and *Viewpoint* use documentaries to record the precious history of Taiwan and the world. In 2017, 4K technology was used to shoot numerous film productions in the hope of preserving precious

image records of Taiwan's natural ecology and society in Ultra HD quality. These not only included *Toxic Bees II-Human Intervention*, which focuses on the global misuse of pesticides, but also the ocean-based documentaries *The* 



The Custodians of Dolphins

Custodians of Dolphins, Springtime for Penghu's Octopus, and Itu Aba Island. The TV premiere of Itu Aba Island, which reveals the ecological catastrophe caused by a century of exploitation on the island, attracted ratings as high as 0.29, snatching top place on the channel.

Other notable documentaries include Happy Together, which focuses on the human rights of people with disabilities; City of Jade, a harrowing depiction of the conditions for miners in Myanmar, which in 2016 received great acclaim at countless celebrated film festivals including Berlin International Film Festival, and in 2017, was selected for the New Asian Currents at Japan's Yamagata International Documentary Film Festival; and Gold Rush Dreamers in China, which reveals the motivation and bondage behind the pursuit of

success in the fast-paced world of Taiwanese businesspeople as they attempt to cash in on the rise of China's economic boom - the film's screening at Taipei's Huashan Spot Theater won an enthusiastic response.

Theme Nights showcases documentaries from around the globe, inviting experts and scholars to enter into in-depth dialogues that probe the heart of issues. Films from 2017 included topics such as energy and global warming, the South China Sea issue, and new medical knowledge. Among them, Maids: Docile and Invisible, A Story on Domestic Workers, which voices concern over the plight of foreign domestic helpers around the world, notched up a rating of 0.47, the second highest since the program began broadcasting.





Toxic Bees II- Human Intervention

#### **Dramas: Riding the Energetic Pulse of the Times**

The best dramas are no more than a microcosm of life. PTS has a long history of producing high-quality dramas and providing fertile soil for new generations of image creators within the country. Lion Dance, PTS's first 4K Ultra HD miniseries, is a new genre of Taiwanese period drama incorporating traditional lion dance, martial arts fighting, and Cantonese-Guangzhou culture. Another miniseries, Magic Showdown, is PTS's first detective TV drama to combine magic, which uses fakery to replace reality and illusion to divert the truth, the complete antithesis of detective reasoning and the handling of a case, which must deduce the facts from falsehoods created.

The 2010 somber youth miniseries *Days We* Stared at the Sun won five Golden Bell Awards in one fell swoop. Seven years later, *Days We* Stared at the Sun 2 portrays the story of the youngsters as they face the real world in their adult life. With current affairs and major social issues in Taiwan woven throughout the plot, it has received widespread critical acclaim. Wake Up 2, which carries on the excellent reputation and quality of the first season, even sent the crew to Jordan for shooting. Highlighting various social issues such as the medical

environment and media chaos in Taiwan, Wake Up 2 uses the collision of generations as an axis to explore the dilemma and difficult choices in adhering to values. At the invitation of Taipei Film Festival, Days We Stared at the Sun 2 and Wake Up 2 gave special screenings to become the first TV miniseries to be shown at the festival, with Wake Up 2 taking home the Audience Choice Award.

PTS's new online TV series Songs and the City is a heartwarming story of a 22-year-old girl in a three-generation household; the girl's grandma performs just about anywhere to save the money to open a karaoke bar. With their destinies inextricably linked to the karaoke bar, a core concern for "home" leads them to begin exploring the meaning of happiness.



Days We Stared at the Sun II

#### **Art Programs: A Tribute to the Arts**

With a debut season of 26 episodes, *Inside* the Arts is PTS's first arts and culture program to combine multiple perspectives, a diverse spectrum of elements, and be entirely shot on location. Curatorial in orientation, each episode of the program focuses on a particular theme to explore a range of cross-disciplinary fields of creativity, including the visual arts, performing arts, literature, film, architecture, design, and

popular culture. *Inside the Arts* presents artists and works of art with laser-like attention to detail and high-quality image production, penetrating the pulse of the times and leading viewers into the wonderful world of art and culture. Imbued with a quality of timeless watchability, the program is both a work of art and a tribute to the artistic community.



Bearstar and earth

#### **Children: Returning the Philosopher's Eye to Kids**

Bearstar and Earth is a philosophy-based program created specifically for children aged 7 to 10 years old. It uses an amusing blend of puppet shows, 3D animation, and 13 fundamental philosophical themes such as "Is thinking important?", "Freedom or no freedom?", "Fair or unfair?" and "Good or bad?" to capture the attention of viewers. The program aims to develop the cognitive abilities of kids and create a young generation of speculative thinkers who are empowered to express independent opinions. Aside from the

novel and unique content, Bearstar and Earth has attempted many new approaches within the production process. The "Bears in the Space" unit is our first attempt at introducing real-time character animation techniques to produce TV animation; the "The Planet Diary" unit has shone a light on children's stage performances and TV aesthetics; while the "Bearstar Telephone Booth" unit was recorded using the mobile "Bearstar Telephone Booth Miniature Studio."

#### **Sports: Thrilling Real-Time Moments**

From March 6 to March 23, 2017, PTS obtained exclusive broadcasting rights for the "2017 World Baseball Classic," ensuring Taiwanese baseball fans could watch the game live - it ranks as one of the top-rated programs in the history of PTS. The quadrennial World Baseball Classic is undoubtedly the most eagerly anticipated sporting event for Taiwanese baseball audiences. Thanks to PTS's live broadcast, during this period, baseball is the topic on everyone's minds. Although Chinese Taipei performed less than ideal by losing three games in succession to Israel, the Netherlands, and South Korea,

the event helped rouse great enthusiasm for baseball in Taiwan and forced the Taiwanese baseball community to take a long hard look at improvements needed to get Chinese Taipei back on track.



2017 World Baseball Classic

#### **International Awards**

★ 2017 International Public TV Screening Conference

Official Selection Youth News- Same-sex Marriage: Yes or No?

Official Selection Innovation Stories—Coin Boy

★ Los Angeles Asian Pacific Film Festival

Official Selection Innovation Stories-Coin Boy

★ New York Festivals-International TV & Film Awards

Silver World Medal in Best Student Film Innovation Stories-Coin Boy

Bronze World Medal in Regularly Scheduled Entertainment Program, Childrens/Youth

Teacher X—Gin's Lesson in Discrimination

Gold World Medal in Documentary/Information Program, Environmental & Ecology

Ocean

Finalist in Documentary/Information Program, Travel & Tourism From Here to There\_Ep9\_Penghu Island

★ 2017 Chicago International Television Awards

Certificate of Merit Innovation Stories—Coin Boy

★ Busan International Short Film Festival

Official Selection Innovation Stories—Coin Boy

★ Short Shorts Film Festival & Asia

Official Selection in Official Competition Asia Innovation Stories—Coin Boy

★ Festival de Cannes- Cinéfondation

Towards the Sun Finalist

★ 43rd Seattle International Film Festival

Official Selection Kids as Directors—The Chatter Groups of Moms and Grandmas

★ 20th Brussels Short Film Festival

Finalist in International Competition Loa in Dinner

★ 60th CINE Golden Eagle Award

Winner in Children's Programming: Short- Live Action, Animation or Nonfiction

Teacher X—Gin's Lesson in Discrimination

Winner in Scripted Content: Feature-Live Action PTS Life Story—The Cat in the Closet

★ Asian Film Festival of Dallas

Official Selection PTS Life Story—The Cat in the Closet

Official Selection PTS Originals-Upstream

★ Shanghai International Film Festival

Official Selection PTS Life Story—The Cat in the Closet

★ CineMare Int'l Ocean Film Festival Kiel

Finalist in Seafarer Film Award A Town Called Success

★ 14th Busan International Kids and Youth Film Festival

Winner in Ready~Action! 12 Great Ocean Award

Kids as Directors—Who Stole FIFI's Fruit-eating Gene?

Finalist in Ready~Action! 12

Kids as Director—The Chatter Group of Moms and Grandmas

Finalist in Ready~Action! 12

Kids as Directors—The Grocery Store of Dream

★ Montreal World Film Festival

Finalist in World Competition PTS Originals—Upstream

★ Jihlava International Documentary Film Festival

Official Slection in Transparent Landscape: Taiwan

Viewpoint-Twilight Zon9

**★** Vancouver Asian Film Festival

Finalist PTS Originals—Upstream

★ Pequeno Cineasta International Film Festival

Finalist in International Competition – Children Category Kids as Director—The Chatter Group of Moms and Grandmas

★ Busan International Film Festival

Finalist in New Current Award PTS Originals-The Last Verse

★ Toronto Reel Asian International Film Festival

Finalist in Best Feature Film Award PTS Originals-The Last Verse

Winner in Air Canada Short Film or Video Award

Innovative Stories—Summer Hours

★ CINE Golden Eagle Awards for Students and Youth Media

Finalist in Youth Narrative Innovative Stories—Summer Hours

★ Stockholm International Film Festival

Finalist in Impact Section PTS Originals—The Last Verse

★ Yamagata International Documentary Film Festival

The Special Mention Award Viewpoint—City of Jade

**★ VIENNALE- Vienna International Film Festival** 

Official Selection I Have Nothing to Say

**★ PÖFF Shorts** 

Finalist in Sleepwalkers International Competition

I Have Nothing to Say

★ International Film Festival Rotterdam

Official Selection I Have Nothing to Say

★ Japan Wildlife Film Festival

Finalist Viewpoint-Water is Life

★ Jogja-NETPAC Asian Film Festival

Official Selection Viewpoint—Realm of Reverberations

★ Asian Television Awards

Best Direction (Fiction): Jury-recommended award

PTS Originals—Upstream (David Chuang)

Best Children's Programme: Jury-recommended award

Youth News-Same-Sex Marriage - Yes or No?

Finalist in Best Actor in a Supporting Role The Teenage Psychic (Chen Mu Yi)

Finalist in Best Cinematography

The Teenage Psychic (Ke-Chin Chen)

Finalist in Best Actor in a Supporting Role

PTS Originals—Upstream (Han Chang)

Finalist in Best Original Screenplay

PTS Originals—Upstream (David Chuang, Han Chi-Chieh, Arthur Wu)

Finalist in Best Children's Programme

Youth News-I Haven't Said Goodbye Yet

★ International Children's Film Festival India

Winner in Little Director Best Film (Adult Jury) Kids as Directors—The Grocery Store of Dream

A film event of PTS Originals at Huashan Spot Theatre



#### **Linking with the New Generation via Movie Theatres**

Following the launch of PTS Life Story and Innovative Stories, PTS established PTS Originals, a whole new brand that provides an essential platform for facilitating the transition of creative homegrown directors from TV to film. In March 2017, PTS cooperated with Huashan Spot Theater to hold "Youth Free from Poverty," a film event that screened The Last Verse and Upstream to a target young audience. Set to a backdrop of salient topical issues for today's youth - the relocation of local industry, pollution, and urban-rural disparity - and portraying the plight of young protagonists surviving in adverse conditions, both films found great resonance with young audiences and generated a wave of online and media reports. Well received both critically and commercially, The Last Verse has won no less than five Golden Bell Awards.

Ping Pong and Circle of Noose were released to coincide with Chinese Ghost Month in

August. PTS once again cooperated with Huashan Spot Theater to co-hold "The Obsession of Love and Horror," a special screening event aimed at expanding young people's love of horror movies into social issues such as education and human behavior. Both films received an enthusiastic response from young audiences and were box office hits.



PTS Originals: The Last Verse



A promotional activity at a hospital for the mini-series Wake Up 2

The cast of *Teenage Psyche* gift turtle-shaped rice cakes at Zhi-De Temple

#### **Atypical Forum Focuses on Public Issues**

In 2017, Youth News invited eight representative online and traditional media outlets such as "Taiwan Bar", "The Reporter", "Initium Media", "End Media" and "The Storm Media" to participate in a forum entitled New Media Counterattack – Atypical News. Representatives from these fresh-faced media

outlets shared their latest methods of directing the public's attention on public issues in a laidback yet upbeat manner. With plenty of spirited questions from youngsters and impassioned debates among keynote speakers, the event turned out to be a real talking point online.



A Forum on new media is held by Youth News program

2017 Best of INPUT was targeted at the campus

#### **Targeting the Campus - Best of INPUT Soars to New Heights**

Best of INPUT is a distinguished international film festival screening exceptional film productions from public television providers around the globe. The 2017 Best of INPUT took place in Taipei and Taichung on December 1-3 and December 15-17, respectively. This year's event, themed "Betrayal of Truth," showcased 12 outstanding productions that touched on pressing issues such as bullying, refugees, and social media. This year's attendance surged to 7,700 people, a 5-year high, and satisfaction ratings exceeded 80%.

This year's film festival, which was targeted at the campus and jointly organized with NTNU Film Festival for the first time, was marked

with a grand opening ceremony. Canadian director Martyne Bourdeau of *A Lesson in Discrimination-10 Years Later* and German director Elke Sasse of #MyEscape were invited to participate in post-screening Q&As. For the first time, Best of INPUT delighted audiences with a virtual reality experience, distributing VR glasses to view the screening of *Syria's Silence* in all its shocking effect. Additionally, by providing Chinese-English subtitles for the first time, not only were the invited foreign guests able to enjoy the entire process but a large number of foreigners were also attracted to screenings, manifesting the festival's cosmopolitan DNA.



2017 Best of INPUT delighted audiences with a vitural reality experience for the first time



**Animation Camp for kids** 

#### Realizing Dreams – Diverse Image Creation Training

Aside from producing captivating and well-crafted programs, PTS also extends its reach into various public services to build public value. PTS holds a range of training workshops for all age groups to popularize image education, including Animation Camp for Kids, which helps kids manifest their bold and imaginative creative ideas; Creative Performance Camp for Teens, which mainly features drama performances and special effects makeup; Adults Image Creation Camp, a program assisting individuals to grasp the basics of image creation; and Elders Image Creation Camp, which lets senior citizens enjoy the fun of sharing life's wonderful moments - the workshops have exemplary track records and won the praise of participants over many years.

Another long-established program

encouraging children's image production is the Kids as Directors Workshop, which is held in conjunction with the biennial Taiwan International Children's Film Festival (TICFF). In 2017, the workshop witnessed a 115% increase in submissions, clear evidence that teachers and students eagerly look forward to participating in the event. In the end, eight teams were selected and a series of image creation training sessions conducted during the summer vacation, including a fiveday creative camp and a one-day practice camp. In addition to training workshops and professional supervision, the PTS team provides guidance and assistance in the image creation process for up to six months. To conclude, the eight completed short films were premiered at the 8th Taiwan International Children's Film Festival in 2018.



Creative Performance Camp for Teens



**Elders Image Creation Camp** 

#### **All-Round Support Fundamental to PTS Achievements**

In 2017, corporate fundraising and commissioned sales raised a total of NTD 80,543,139; small-scale fund-raising activities also raised a total of NTD 31,682,351. In combination with PTS's latest fundraising initiative, which allows viewers to donate money to programs and social issues of their choice in return for a small gift, we have installed easy-payment methods to attract the willing support of more viewers.

The endorsement and backing of all sectors are paramount to the steady progress of PTS. This silent thread of supportive energy conveys the value of Taiwanese society and guarantees PTS can continue to reach out into the international community.



A campus forum for the commissioned program Young Power



A press conference of the commissioned program Hello Taiwan!

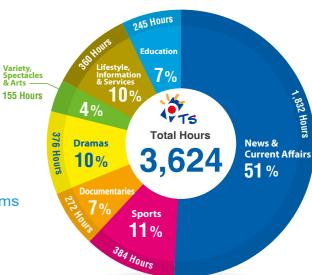


"Fruit Gramdma" attends 2017 fundraising initiative

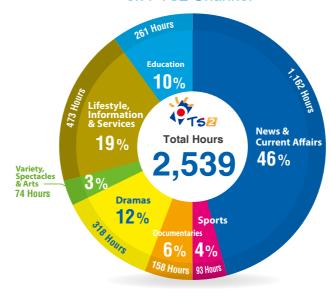
#### **Program Statistics**

In 2017, PTS Channel broadcasts a total number of 8,374 hours, of which new programs accounted for 3,624 hours - a proportion of 43%. PTS2 broadcasts a total number of 7,262 hours, of which new programs accounted for 2,539 hours - a proportion of 35%. PTS3 broadcasts a total number of 7,531 hours, of which new programs accounted for 2,756 hours - a proportion of 37%.

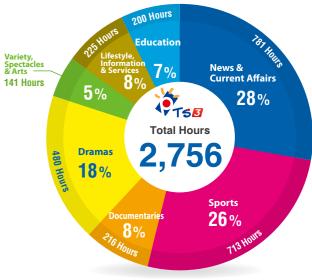
Types & Hours of the 2017 New Programs on PTS Channel



Types & Hours of the 2017 New Programs on PTS2 Channel



Types & Hours of the 2017 New Programs on PTS3 Channel



#### **Financial Statement**

#### Revenue Analysis

Revenue for the year totaled NTD 2,042,556,888. Revenue includes service revenue, sales revenue, donation income, government grants for basic operating income, other operating revenue, financial revenue, and other non-operating revenue. See revenue diagram below:

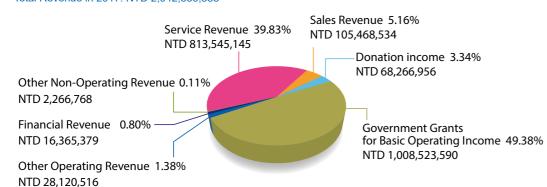
The largest source of PTS revenue comes from government funding. This includes:
(1) an appropriated annual budget of NTD 900,000,000 in accordance with the Public Television Act; (2) 30% of a special fund set up by the central authorities as stipulated in Article 53 of the Cable Broadcasting and Television

Act, in which system operators must set aside 1% of annual turnover - in 2017 the Cable Radio and Television Development Fund donated NTD 108,523,590.

'Service Revenue' includes: (1) donation income reclassified from deferred government funding – the Ministry of Culture provided the 2016 - 2017 annual funding for the production of HD television programs totaling NTD 261,538,371; (2) total revenue from production and broadcasting of programs for Hakka TV and Taiwan Macroview TV - in 2017 this totaled NTD 486,114,286; (3) income from activities totaling NTD12,009,071; (4) income from commissioned programming totaling NTD 53,883,417.

#### Revenue Breakdown:

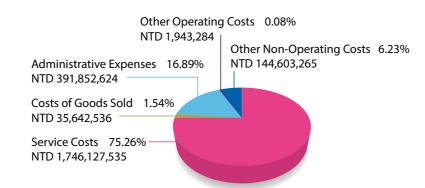
\*Total Revenue in 2017: NTD 2,042,556,888



#### **Expenditure Analysis**

Expenditure for 2017 totaled NTD 2,320,169,244. Operating expenditure totaled NTD 2,175,565,979– this included service costs, costs of goods sold, administrative expenses, and other operating costs; Nonoperating costs are investment losses recognized under equity methods - CTS long-term equity investment losses totaled NTD 144,603,265. Labor costs totaled NTD 1,746,127,535, which amounts to 75.26% of total expenditure. See expenditure diagram below:

Expenditure Breakdown: \*Total Expenditure in 2017: NTD 2,320,169,244



#### **2017 Balance Sheet**

Unit: NTD

2017 Balance Sheet				Jnit: NTD	
	31 December 201		31 December 201		
Assets	Amount		Amount		
Current Assets	Ф1 770 F22 671	21	Ф1 714 24F 040	24	
Cash & cash equivalents	\$1,778,533,671	21	\$1,714,345,849	21	
Notes receivable	335,369	-	581,621	-	
Accounts receivable	114,899,825	1	109,694,020	1	
Accounts receivable-related parties	1,051,700	-	- 00 700 422	-	
Other accounts receivable	515,951,233	6	90,798,432	1	
Other accounts receivable-related parties	287,222	-	293,378	-	
Advance payments	102,481,865	1	123,257,769	1	
Restricted assets- current	125,350,837	2	146,559,941	2	
Other current assets	612,365	-	5,660,325	-	
Subtotal	2,639,504,087	31	2,191,191,335	26	
Funds & Investments					
Long-term investments	4,014,048,458	49	4,292,191,569	50	
Fixed Assets					
Land	26,448,371	-	26,448,371	-	
Buildings	1,444,302,728	17	1,459,163,158	18	
Machinery & facilities	589,826,278	7	731,576,736	9	
Transportation & communication equipment	2,156,223,741	26	2,370,591,752	29	
Miscellaneous facilities	63,459,365	1	68,915,472	1	
Deductions (accumulated depreciation)	(2,436,927,619)	(29)	(2,611,228,592)	(32)	
Fixed assets under construction or procurement	8,977,971	-	12,220,945	-	
Subtotal	1,852,310,835	22	2,057,687,842	25	
Other Assets					
Rental Assets	4,653,777	-	2,724,794	-	
Refundable Deposits	1,828,786	-	1,896,566	-	
Restricted Assets	50,000,000	1	-	-	
Subtotal	56,482,563	1	4,621,360	-	
Total Assets	\$8,417,742,678	100	\$8,267,548,995	100	
Liabilities, Funds, & Equity	Amount	0/0	Amount	%	
Current Liabilities	7 tillouit	70	Atmount	70	
Notes Payable	\$2,420,013	-	\$102,740	-	
Accounts Payable	1,140,858	-	389,919	-	
Accrued Expenses	229,101,056	3	241,835,186	3	
Other Accrued Expenses	5,751,574	-	26,449,633	1	
Other Current Liabilities	18,593,315	-	16,937,803	-	
Subtotal	257,006,816	3	285,715,281	4	
Other Liabilities					
Deferred government funding	584,749,289	7	165,740,363	2	
Deposits received	25,369,188	_	23,956,923	-	
Subtotal	610,118,477	7	189,697,286	2	
Total Liabilities	867,125,293	10	475,412,567	6	
	007,123,273	10	475,412,507	0	
Funds & Equity	F 361 030 330	62	E 22E 74E 017	62	
Funds	5,261,838,330	63	5,225,745,017	63	
Donated Surplus	4,327,722,168	51	4,327,722,168	52	
Accumulated Equity	(4,141,156,592)	(49)	(3,863,544,236)	(47)	
Unrealized revaluation increments	2,102,213,479	25 90	2,102,213,479	26	
Subtotal Total Lightliting Funds & Equity	7,550,617,385 \$8,417,742,678		7,792,136,428 \$8,267,548,995	94	
Total Liabilities, Funds & Equity	ψο,417,742,078	100	ψο,207,346,993	100	

#### **Board of Directors and Supervisors**

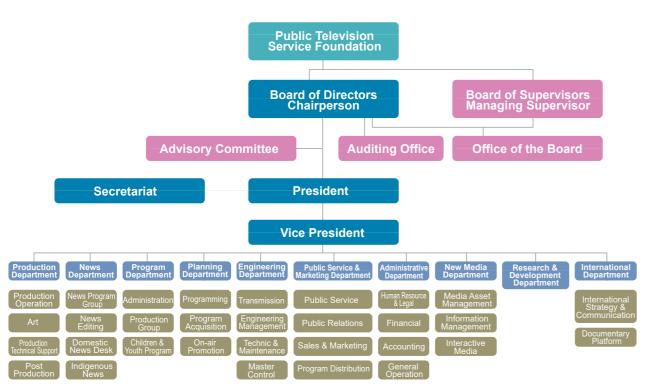
The 6th Board of Directors and Supervisors took office on September 26, 2016, and is currently in operation.

Chair of the Board | Tchen Yu-Chiou

Managing Supervisor | Liu Chi-Chun

Supervisor | Hu Yung-Fen, Huang Ming-Hui

#### **Organizational Chart**



#### Milestone — From PTS to TBS

1980 1983

Premier Sun Yunsuan proposes the establishment of a public broadcasting service. The Government Information Office proposes a draft plan for a center for producing public TV programs. The Public TV Program Pro-duction and Broad-casting Team is established under the Government Information Office. Programs are broadcast on time slots requisitioned from the existing three terrestrial networks.

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

1986

1991 1993 1996

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.

The Public Television Act issubmitted to the LegislativeYuan for approval. Activists from the cultural community form the Public Media Lobbying Alliance.

1997 1998

#### May 31

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

#### December 9

2003

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 2007

#### January 3

July 1

The Legislative Yuan passes the Divestment of Shares in Terrestrial Television Act, paving the road for Taiwan Broadcasting System.

January 16

Liming Foundation donates CTS shares to the PTS Foundation.

Taiwan Broadcasting System (TBS) is formed.

#### January 1

Taiwan Indigenous
Television (TITV),
Hakka TV, and Taiwan
Macroview Television
(MACTV) join Taiwan
Broadcasting System.

2009 2014

#### September 16

The Government Information Office transacts purchase of non-government-owned Chinese Television System (CTS) shareholdings under the Divestment of Shares in Terrestrial Television Act. 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.

#### January 1,

New Year's Day
Taiwan Indigenous
Television (TITV)
breaks away from the
Taiwan Broadcasting
System (TBS) to be
run independently
by the Indigenous

#### December 31

2017

Due to the drastic change in ways of program broadcasting, the service of Taiwan Macroview TV, a satellite television funded by the Overseas Community Affairs Council and operated by the PTS since 2000, has been officially terminated.

#### **Other TBS Channels**



Founded in year 2003, Tel: +886-2-2633-8200

Hakka TV is a channel comprehensively dedicated to Hakka culture. As the world's only Hakka-language television station, its primary objective is the promotion of Hakka culture and language. In 2007, pursuant to the Divestment of Shares in Terrestrial Television Act, the operation of Hakka TV was transferred to the PTS Foundation, officially making it a member of the Taiwan Broadcasting System (TBS).



Founded in 1971 Tel: +886-2-2775-6789

Founded in 1971 major shareholders of Chinese Television System (CTS) were Ministry of Education , Ministry of National Defense , and business circles.

CTS operates the CTS Main Channel as well as other terrestrial television channels including CTS News, CTS Entertainment, and CTS Education & Culture. CTS officially joined the Taiwan Broadcasting System (TBS) on July 1, 2006 basing upon "Divestment of Shares in Terrestrial Television Act", still remains the only station in TBS that receives no government appropriations.

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