



# 2018

## PUBLIC TELEVISION SERVICE FOUNDATION

### ANNUAL REPORT

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## Vision & Mission

### Vision

Establish a public service media platform  
Envision a better future for Taiwan

### Mission Statement

1. 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

## Carving Out a Great Way in Tumultuous Times

In 2018 Public Television Service proudly celebrated its 20th birthday. Through the years, we have endeavored to put down deep roots in Taiwanese culture, growing from a small independent creek into a major watercourse that nourishes and inspires society. When the Taiwanese-language Channel was established in accordance with Taiwanese law in 2018, PTS drew on its longstanding operating foundation and strong sense of mission together with the resources of sister service provider Chinese Television Service (CTS) under Taiwan Broadcasting System (TBS) to begin laying the groundwork for launching the channel in mid-2019.

Over the last two decades, strong public support has enabled us to continue growing and thriving amid a raging torrent of digitization. With the joint emergence of "the cross-screen era" and "international drama-focused video on demand (VOD) platforms," PTS dramas face unprecedented competition, requiring forward-looking, pioneering approaches to content production. To facilitate an upgrade of our film and television content and nurture a wave of talented individuals across all fields, we launched an all-new *PTS Originals* to connect and extend our two existing brands, *Innovative Stories*, and *PTS Life Story*. Our OTT online streaming platform PTS+ is at the vanguard of 4K Ultra HD content in Taiwan. With more than 4,500 hours of programs during the last year alone, we have created a friendly 4K environment with a rich variety of fresh new dramas, documentaries, and children's programs that continue to push boundaries and set PTS apart from other broadcasters.

Strengthened over the years, PTS is now moving steadily towards its goal of internationalization. Thanks to our unceasing development of high-quality IP and groundbreaking screenplay incubation, we continue to deliver distinctive, cutting edge content with the unique charm and creativity of Taiwan to the world. To boost production funds for domestic film and television content, we have established joint venture platforms and systems, allowing us to successfully forge partnerships with international networks such as HBO, Netflix, NHK, CATCHPLAY, Thai PBS, and CG Cinema. The joint launch of the landmark miniseries *Green Door* with Chunghwa Telecom's MOD and Netflix enjoyed unprecedented success, while our homegrown TV drama *The World Between Us*, a collaboration between PTS, CatchPlay, and HBO Asia, set a new benchmark and once again put the spotlight on Taiwanese film and television.

In the waves of change, we must continue to break new ground and find new direction. Over the next 20 years, we look forward to witnessing this mighty PTS river carving out new opportunities in the changing film and television landscape and sharing Taiwan's voice with the world.

Tchen Yu-Chiou, PTS Chairperson



Message from the President

## Advancing Hand-in-Hand - Watering the Seed of Trust

It has been a joy to return and strive alongside my colleagues for the benefit of PTS over these last three years. During this time, I have navigated many things, from the organization and management of human resources and our transition through digital convergence to the overcoming of interpersonal barriers and the building of mutual trust, all of which have contributed to a rich and rewarding learning journey. We have achieved many beautiful things together, but as an organization, we are of course always eager for more progress and innovation, both of which are only possible through the commitment and concerted effort of everyone at PTS.

Some say the most challenging thing to manage is people. Owing to the complexity and diversity of human beings, we seek survival through various innovations, changes, groups, reciprocal cooperation, or mutual defense, creating an energetic soup that powers the continuous advancement of our civilization. In the past two days, I saw an interview with the Dalai Lama. He emphasized that people are social animals who need to develop friendships and a sense of trust, and that the establishment of that trust lies in whether you truly care about each other's well-being. If there is one thing I hope to have left with PTS during these past three years, it is trust.

Yes, PTS is a small community; but we are also a microcosm of Taiwan's larger community - and is Taiwan not a part of the global community?! In these past three years, I have had the privilege of working with the Chairman, Executive Vice-President, and department managers to lead everyone through PTS's coming of age. Of course, we have our history and baggage, but we also have many precious friendships and accomplishments. In the future, whether it is managers and colleagues or colleagues and colleagues, this little seed of trust must be carefully watered and tended by everyone. Thanks for all your hard work!

I wish everyone the very best!

Tsao Wen-Chieh, PTS President





Bearstar and Earth - live performance

#### Focus 1

## Still Water Runs Deep The PTS Brand Comes of Age

In 2018, PTS celebrated its 20th anniversary. For many years, we have been a bellwether for Taiwan's film and television industry and gradually carved a path of international cultural

exchange. Just as cascading streams converge into a mighty river, today, after two decades in the making, the PTS brand flows out around the world carrying the creative energy bubbling up



News anchor camp



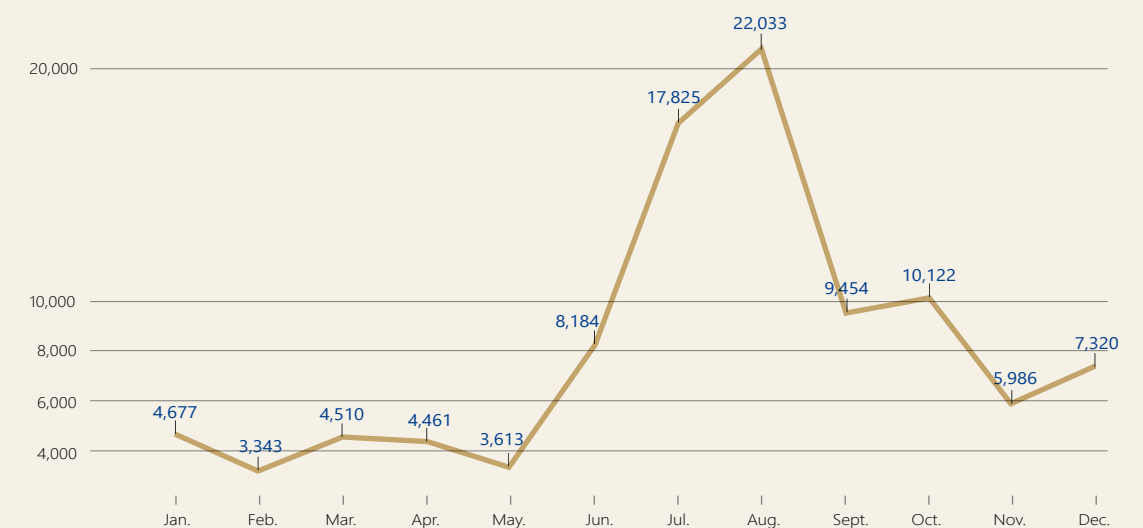
PTS 20th Anniversary Gala held at Sun Yat-Sen Memorial Hall

### PTS+ streaming service connects the digital generation

Launched in October 2017, PTS's over-the-top (OTT) service PTS+ ([www.ptsplus.tv](http://www.ptsplus.tv)) exceeded 260,000 subscribers in December 2018, after just over a year. On average, the channel attracts upwards of 4,000 subscribers a month, which

jumps to over 10,000 when flagship programs are released. Through this new online service, PTS has never had a better understanding of its audiences and continues to extend the reach of its public media services in the digital age.

#### PTS Plus membership increasing by month in 2018



To celebrate our 20th anniversary, PTS+ specially produced the stand-up comedy show *Days We Stared At Brian*, which notched up 4,000 new subscribers in a single day – an all time record. A brand new style of collaboration with Internet celebrities and social media marketing, *Days We Stared At Brian* took viewers on a lighthearted voyage through the development of Taiwan's television environment in recent years. Augmented with classic PTS content, this stand-up comedy show breaks free from the traditional narrative structure. Taking a chance with the unique narrative style of Internet celebrities has ignited the creative sparks to produce a whole new TV paradigm in the digital era and we look forward to many more such collaborations with the online community in the future.



Days We Stared At Brian



## Dramas go international riding the pulse of society



*On Children*

*On Children* is a major 2018 PTS drama adapted from Taiwanese writer Wu Xiaole's novel of the same name. With the addition of some small sci-fi elements, *On Children*'s magical and intense visual style, lively narrative rhythm, and authentic storyline, makes for an enthralling entertainment experience. According to Qsearch's big data analysis, *On Children* triggered an unprecedented volume of discussion and, owing to the subject matter, initiated a strong #MeToo effect. The drama caught the attention of international online streaming platform Netflix and was simultaneously launched online on the same day as PTS's premiere broadcast on July 7th, 2018, the first such domestic program to do so. In Japan, the program captivated viewers, and it topped Netflix viewer ratings for a time, helping it to break into the top ten from over a hundred high-cost drama productions from America and Korea. Moreover, although *On Children* has not been licensed out in China, many Chinese viewers leapt over the Great Firewall to watch it, triggering extremely heated discussions. The Beijing based online video platform iQiyi has enquired about the purchase and adaptation of this drama.

Another classic work of 2018 was the PTS period-drama miniseries *The Coming Through*. Set during Taiwan's economic miracle of the 1970s, *The Coming Through* portrays the hardships and rude awakening of female workers who leave the countryside to work at a factory in an export-processing zone. Broadcast each Saturday night in June, this four-part miniseries mesmerized audiences and was an immediate hit, securing a place in PTS's top 40 most-viewed programs of 2018.



*The Coming Through*

## Signing MOUs pave the way to link with the world



PTS Chairperson Tchen Yu-Chiou signed MOU with INA Director of International Communication Myriam Kryger

This year, we actively expanded our international exchange map and signed Memorandums of Understanding (MOU) with Institut National de l'Audiovisuel (INA), Korea Broadcasting System (KBS), and Thai Public Broadcasting Service (TPBS).

France was the first country in the world to invest in audiovisual data preservation and sharing. INA has so far processed more than 17 million hours of French film and television audiovisual assets. In 2019, PTS and INA will hold study courses and expect to cooperate in

the field of film and television asset preservation and activation.

The South Korean drama series *Descendants Of The Sun* launched by KBS caused a sensation in the Asian film and television scene some years ago. In recent years, PTS has also been vigorously developing original drama productions. In the future, we hope to strengthen two-way communication with our Korean partners in all aspects, including news, film, and television content, as well as production and broadcasting technology.

2018 coincided with the 10th anniversary of the establishment of Thai Public Broadcasting Service (TPBS). In May, after the channel's flagship program *Doo Hai Ru* came to produce a special program introducing PTS in Taiwan, the two parties exchanged visits and initiated opportunities for exchange. Since signing the MOU, both parties have been working on launching a program coproduction plan that will promote mutual understanding between Taiwan and Thailand and develop more possibilities for Taiwan's new southbound policy of audiovisual works in the future.



PTS President Tsao Wen-Chieh signed MOU with KBS when attending Public Broadcasters International (PBI) Conference in Seoul





2018 PTS International Symposium - Beyond the Border: UHD and Transformative Technologies

## Sailing into the future with cutting edge technology

With the rapid advance of science and technology, we launched several forums to introduce the concepts and practical applications of all the latest technologies, such as virtual reality, mixed reality, and augmented reality. Speakers from Japan, Korea, the United Kingdom, France, and Canada came to share the development trends and current situation around the world. Forum themes included NHK AI application; BBC documentaries, dramas, and Ultra HD application in iPlayer; the KBS Pyeongchang Winter Olympics 4K broadcast experience; CBC's 4K IP transmission experience; and the extensive experience in

virtual reality and e-sports programs of CLPB Media Group and ZED Media.

PTS is dedicated to the continued improvement of its Ultra HD equipment and establishing a model Ultra HD production center in Taiwan. In 2018, we invested in a 4K outside broadcasting van and built a 4K studio. To date, we have produced programs such as *100 Calls*, an online quiz show; *Bearstar and Earth*, a children's situation drama; *VR 360*, an environmental program combining virtual reality; and the live music program *Taiwan Live*, ensuring PTS remains at the forefront of the film and television industry in Taiwan.



Forum - When New Technologies Applied in Audio-visual Industry



PTS 4K Outdoor Broadcasting Van and 4K UHD Studio



PTS holds 2018 Taipei Mayoral Election Debate

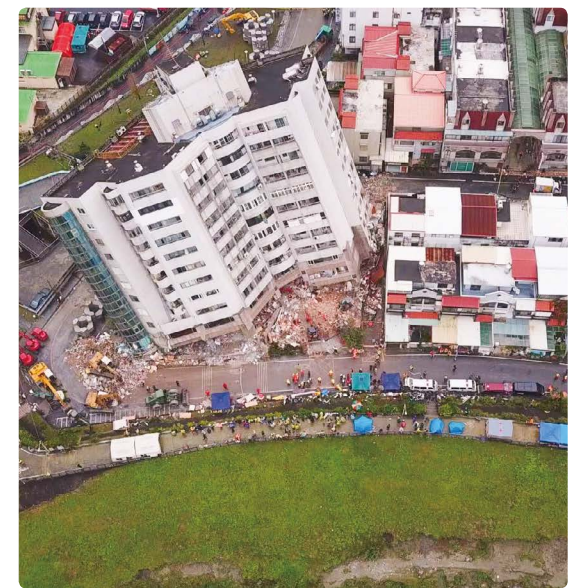
### Focus 2

## The Ocean That Holds a Thousand Rivers 2018 Program Spotlight

### News

PTS continues to play its role as a public platform driving the national conversation on all the big issues. In the run-up to the 2018 Taipei Mayoral Election, we were the only platform in Taiwan to host a debate in which all mayoral candidates participated.

When two major natural disasters struck Taiwan in 2018 – the Hualien earthquake, and August flooding disaster in south-central Taiwan – not only was PTS News Department quickly on the scene to cover all the breaking news and conduct in-depth interviews, *Our Island* also released extensive reports in the same weeks as the disasters – *Shock Hualien* and *August Floods* – which won recognition at prestigious news awards in Taiwan.



Catastrophic scene of the 2018 Hualien earthquake





*Southern Viewpoints* discusses aging issue facing Taiwan

In response to the challenges of Taiwan's aging society, PTS's popular flagship current affairs show, *PTS TALK*, launched a series of programs introducing various ways of addressing the issue from home and abroad; while news magazine show *In-News*, which has witnessed steadily increasing ratings and social media influence, won recognition at domestic news awards for its comprehensive investigation into the government's eight-year NT\$880-billion

## Documentaries

*Our Island* has continued to push the boundaries of its content over the last two decades and this year was no exception with *The Age of Awakening*, which combs through important environmental movements and events since the 1980s when martial law was lifted in Taiwan. Tickets for its premiere at Taiwan International Documentary Festival in May were snapped up well in advance. Meanwhile, for the first time, 20 PTS environmental documentaries spanning two decades were screened at Taipei Biennial 2018: Post-Nature—A Museum as an Ecosystem, an exhibition designed by Taipei Fine Arts Museum. This first-ever such interdisciplinary collaboration with the Taiwanese art world has not only expanded audiences but also opened up new possibilities for television and media.

As ever, *Viewpoint*'s in-house and



PTS starts making daily news in Southeastern Asia languages (Vietnamese, Thai, Indonesian) in 2018

Forward-looking Infrastructure Development Program.

Furthermore, to serve Taiwan's growing number of new immigrants from Southeast Asia, ITV News was launched on April 2nd to provide all the latest news in Indonesian, Thai, and Vietnamese from Monday to Friday. The program has attracted a massive following on its social networking website and has many regular viewers in Indonesia, Vietnam, and Thailand.

commissioned works yielded brilliant results. The latest offering, *Your Face*, which cooperated with internationally acclaimed director Tsai Ming-liang, was selected for the 2018 Venice Film Festival and screened as the closing film for the Golden Horse International Film Festival; while Singing Chen's *Body Talk* was selected for Taipei Film Festival and SEOUL International Women's Film Festival; and Wu Yao-Tung's *Goodnight & Goodbye* was not only shortlisted for the 2018 Taiwan International Documentary Festival but also for the International Competition at Doclisboa International Film Festival in Portugal for the first time in the history of Taiwanese documentaries. *Viewpoint* continues to unearth creative homegrown talent through its short film platform *Showcase*, which cooperated with Taipei Film Festival to screen five new works from six up-and-coming directors in 2018.



Highlights of the Year

Now in its eighth year, *Theme Nights* showcases documentaries from around the globe, inviting experts and scholars for in-depth discussions that inspire dialogue on major issues facing our society. Over the year *Theme Nights* laid on a broad raft of high quality films, including *Secrets of Centenarians*; *The Food Race - Pesticides, GMOs and Organic Farming on the Test*; *Food 3.0 - Techno Food*; *Food Fighter*; etc., exploring global population aging and the food crisis brought about by rapidly worsening climate change. Two homegrown Taiwanese documentaries also received widespread acclaim: *For More Sun II* highlights the opportunities flip education classrooms can bring about after a professor at National Taiwan University led a team of students in a solar car

project to miraculous results; while *Wanderland* won an enthusiastic response from audiences for documenting the physical and mental recovery of survivors of the Formosa Fun Coast disaster.

*The Eternal Farm Villages* is a series of documentaries by veteran Taiwanese filmmaker Liu Song. Filmed over four years, Liu Song visits Germany, the Netherlands, the United States, Japan, Indonesia, and Taiwan to lead audiences through exemplary models of rural farming around the world, inspiring viewers to ponder the infinite possibilities of sustainable development in rural areas. *The Eternal Farm Village* film series is our first production to simultaneously release a Chinese-English version and 4K version for viewing around the globe on PTS+.



*Theme Nights* reaired the Japanese documentary *Brakeless* right after the deadly derailment accident occurred in Yilan county



*The Eternal Farm Village* - Bali, Indonesia



## Dramas

PTS has a long history of producing high-quality dramas and providing fertile soil for new generations of image creators within the country. This year featured the historical drama *Bodhisattva in Storm* adapted from the iconic novel by Chen Shun-chen of the same name, which recounts the sorrowful tales of Taiwanese people under the regime change following the Second World War. Revolving around a bizarre murder case and driven forward on an axis of deductive reasoning and logic, *Bodhisattva in Storm* is a post-war story of encounters, partings, and reunions between people of different nationalities, languages, and identities on the island of Taiwan.

Now in its 20th year, PTS's celebrated drama program *Life Story* continues to operate a free and open process for soliciting outside drama productions. The program has built a reputation for being a cradle of homegrown Taiwanese directors, and consistently wins honors at domestic and international film festivals. Across the year, PTS Life Story aired 14 productions, including *Where The Sun Don't Shine*, the story of a former inmate facing the twists and turns of life on release from prison. Shortlisted for several

awards at the 2018 Taiwan Golden Bell Awards, *Where The Sun Don't Shine* won Best TV Film, Best Leading Actor, and Best Newcomer in a Television Film, as well as plaudits from viewers and critics alike.

We released a total of seven films under the high-budget *PTS Originals* banner. *A Family Tour* is our first international co-production to be selected for the opening film and main competition at Locarno Film Festival and was invited for screenings at film festivals around the globe. The remaining six films used a variety of techniques to create genre films that attract younger viewers, with *Possession* hitting a staggering 0.59 rating, setting a new *PTS Originals* record.



*Where The Sun Don't Shine* - A family dinner in silence



Mini-series  
*Bodhisattva in Storm*



Interactive Quiz Show *100 Calls*

*Devoted People* - Host Hsu Ya-Wen and members of Flip Flops Theatre

## Art & Culture

*People of Distinction* is a brand-new program in Taiwanese Hokkien that presents exclusive interviews with exceptional people from all walks of life. In addition to on-location reports, we also invite these distinguished people into the studio for candid face-to-face interviews, where we hear their personal stories of hard work, drive, and dedication on the road to success.

Now in its tenth year, PTS's signature reality show *Guess Who* continues to take a peek into the lives of ordinary families that invite their dream guests to drop by for dinner. This year the program embarked on breaking into the international market by upgrading to Chinese-English subtitles and launching a special channel on YouTube, which currently has over 20,000 subscribers. Furthermore, when the program invited the audience to celebrate its 10th anniversary by soliciting short films for a "Dinner Rhapsody" event based around the concept of "home," it attracted submissions from over 100 people.

With Taiwan's new immigrant population already exceeding 600,000, this year PTS launched the outdoor reality show *Let's Be Friends*, which introduces Taiwan through the eyes of new immigrants; while *My New Life* in Taiwan has already visited 82 new immigrant

residents since it began airing in 2013. Now in its fourth year, the current season is focused on the positive mindset of hard-working new immigrants in Taiwan and attempting to smash outdated stereotypes that new immigrants come from the lowest rungs of society. The show also explores the struggles and challenges that second-generation new immigrants face and their journey to form a self-identity.

In 2018, the big-production 4K quiz show *100 Calls* tried a new cross-screen interactive style of approach, which became an instant hit with audiences. The show racked up nearly 8 million views and attracted over 10,000 people to take part in the recording. Netizens use video conferencing to participate in the quiz and enthusiastically cooperate in the style and creativity of the show, making it our most interactive quiz show to date.

*The Good Old Times - Yesterday Once More* performs Western pop songs that were once a smash hit in Taiwan, inviting accomplished vocalists to participate in the performances and chat about the influence Western songs had on Taiwanese music during the period of martial law. The program was shortlisted for numerous awards at Taiwan Golden Bell Awards and won 2018 Best Variety Show.



## Children & Youth

Producing outstanding children's content has always been a cornerstone of PTS's social responsibility. This year's eight-episode *Follow Me Go!* series stepped out of Taiwan to visit city museums in cities around the world, including Singapore, Okinawa, Kyoto, Berlin, and Belfast, etc., providing viewers with a peek into many novel collections and behind-the-scenes research. What's more, *Follow Me Go!* arranged a series of special programs in which seven lucky kids were selected from hundreds of applicants to accompany the show's hosts in an exploration of eight world heritage sites in Vietnam, Indonesia, and Malaysia, providing us with a glimpse of the world through the eyes of 10 to 13-year-olds.

*Youth News* hopes that through discussing salient social issues, young people will have the opportunity to voice out and develop their critical thinking ability. The program enhances online community interaction through its Facebook fan page, with the most popular clips notching up over a million views. *Bearstar and Earth* is a philosophy-based program created specifically for children aged 7 to 10 years old that innovatively employs the Hegelian dialectic and 4K real-time animation.

The head of the dinosaur skeleton "Giraffatitan" in Natural History Museum Berlin stood four-floor high above the ground!



*The Small Big* - the two hosts slipped and fell into the water when finding dragonflies in a grassy marsh

*The Small Big* is an all-new type of children's program focusing on the environment and ecology that combines pioneering VR technology to capture Taiwan's endemic species. It was not only awarded the Five-Star Evaluation and Best Program of the Year Award by Taiwan Media Watch Foundation but also selected for the VR category at the 2019 Thessaloniki Film Festival in Greece.

In 2018, close to 100 schools signed up for *Taiwan's Kids, Way to go!* The production team

whittled that number down to 20 distinctive elementary schools, including everything from large urban schools with nearly 2,000 students to small rural schools with less than 15 students. Employing an innovative perspective where students take the lead and record real-life exchanges, *Taiwan's Kids, Way to go!* not only gives audiences an insight into Taiwanese schools, but also the folk customs and cultural history of places throughout the country.

## Sports

PTS continues to bring audiences the big sporting moments and this year broadcast the Asian Games in Jakarta live to the nation, sharing the dazzling performances of Taiwanese athletes, who bagged 17 gold medals, 19 silver medals, and 31 bronze medals, ranking 7th among all participating countries.



Broadcasting Jakarta Palembang 2018 Asian Games





Follow Me Go!



A Family Tour



Viewpoint: 14 Apples



Innovative online game *Kidz* won Best Video Game Award at 2018 Asian Academy Creative Awards

### Focus 3

## Shiny Gold Nuggets of 2018

### Awards

#### ★ 2018 INPUT (International Public TV Screening Conference )

Selection *Follow Me Go! No More Copycat*

#### ★ Internationale Filmfestspiele Berlin

Selection, Forum *Viewpoint: 14 Apples*

#### ★ VENICE FILM FESTIVAL

Selection, Out of Competition *Viewpoint: Your Face*

#### ★ Busan International Film Festival

BIFF Mecenat Award	<i>Opening Closing Forgetting</i>
Selection, A Window on Asian Cinema	<i>A Family Tour</i>
Selection, A Window on Asian Cinema	<i>Viewpoint: Your Face</i>
Selection, Wide Angle: Documentary Showcase	<i>Viewpoint: Turning 18</i>

#### ★ New York Festivals- International TV & Film Awards

Short Film Silver World Medal *PTS Originals: Andante*  
 Television - Documentary/Information Program Environment & Ecology-  
 Silver World Medal *Toxic Bees: Human Intervention*

#### ★ FILMeX

Selection, Competition *Family Tour*

#### ★ CINE Golden Eagle Awards for Professional Media

Nomination, Scripted Content: Feature /Live Action) *PTS Originals :The Long Goodbye*

#### ★ Odense International Film Festival

Nomination, Main Competition *PTS Originals :Iphigenia's Night*

#### ★ Sheffield Doc/Fest

Selection Doc/Love *Viewpoint : Turning 18*

#### ★ Locarno Festival

Nomination, Concorso Internazionale Section *A Family Tour*

#### ★ Montreal World Film Festival

Nomination, FOCUS ON WORLD CINEMA *PTS Originals : Ping Pong*

#### ★ Japan Prize

Nomination, Lifelong Learning Category *Happy Together :A Life of Sex and Happiness*

#### ★ New York Film Festival

Selection, Main Slate *A Family Tour*  
 Selection, Projection *Viewpoint :Your Face*

#### ★ Doclisboa

Nomination,International Competition *Viewpoint :Goodnight & Goodbye*

#### ★ DGA Student Film Awards

Best Asian American Student Filmmakers *Tail End of the Year*

#### ★ GREEN IMAGE FILM FESTIVAL

Selection *Toxic Bees: Human Intervention*  
 Selection *Safe Passage for Sea Turtles*

#### ★ SEOUL International Women's Film Festival

Selection,New Currents *Viewpoint :Body Talk*

#### ★ Busan International Short Film Festival

Selection *I Have Nothing to Say*

#### ★ San Diego International Kids' Film Festival

Selection *Kids as Directors: Easy go! Sweet Childhood Dragons of Maritten*  
 Selection *Fruity Pie Animation: A Puppy's Fantasy*

#### ★ Chicago International Children's Film Festival

Selection *Follow Me Go! No More Copycat*

#### ★ Asian Academy Creative Awards

Best Video Game Award *Kidz*  
 Nomination,Best Children's Programme *Little Backpackers: A Trip to World Heritage Sites*  
 Nomination,Best Drama Series *Wake Up Season 2*

#### ★ Jogja-NETPAC Asian Film Festival (JAFF)

Selection, Asian Feature *Viewpoint: Goodnight & Goodbye*

#### ★ Singapore International Film Festival

Selection, FOCUS: Docu-Memories *Viewpoint:Turning 18*

#### ★ Chinese Documentary Festival

Best Shorts Award *Viewpoint: Funeral Video*

#### ★ Children's Film Festival Seattle

Selection *Kids as Directors: Sweet Childhood Dragons of Maritten*

#### ★ Bay Area International Children's Film Festival

Selection *Kids as Directors: The Chatter Group of Moms and Grandmas*

#### ★ REC Filmfestival Berlin

Selection, REC for Kids *Kids as Directors: Hi~Siri! Oh No~ It's Mom Dragons of Maritten*

#### ★ BIKY Busan International Kids and Youth Film Festival

Magic Film Award &BIKY Audience Choice *Kids as Directors :The Secret of Candy Factory*

#### ★ Deauville Green Awards

Sustainable Agriculture, Silver Green Awards *Toxic Bees: Human Intervention*

#### ★ Asian Film Festival in Bolgona

Miglior Regia / Best Director *PTS Originals : The Last Verse*



Focus 4

# Stepping out of the Box Bringing Images to Life in the Real World

Breaking through the limitations of traditional television and creating opportunities for two-way interaction with audiences is a major goal for PTS. A broad range of events and the domain of new media have helped unleash a wave of new energy into our program content.



Shiny cast of Taiwanese-speaking series  
*The Coming Through*



Cast of mini-series *On Child*

## New marketing strategies create immersive experiences

Program marketing requires unceasing innovation to ensure audiences leave with deep and lasting impressions. For *The Coming Through*, which portrays the hardships and rude awakening of female workers who leave the countryside to work at a factory during the 1970s, the PTS publicity team invited art directors to reconstruct retro scenes from the drama at an exhibition in Taipei's well-known Huashan 1914 Creative Park, attracting over 10,000 people.

*The Small Big* is PTS's first 3D virtual reality environmental program. The program collaborated with Taiwan Science Education Center and the National Museum of Natural Science to create a breathtaking VR experience. The locations were transformed into forests

and equipped with the latest VR technology to transport visitors into a real-world environment, where they could observe creatures at close range - the events attracted nearly 8,000 participants.



Host of *The Small Big* extends a warm welcome to the student visitors



Audiences of 2018 *Best of INPUT* hit a record high, especially the screening session on gender-equality issue

## Making friends around the globe through film festivals

The 2018 *Best of INPUT* took place in Taipei, Kaohsiung, and Taichung in November and December. It was the first time that *Best of INPUT* had toured three major metropolitan areas in Taiwan in the same year. The scale of the film festival was unprecedented and set an all-time record of 11,418 visits. This year's event showcased 11 outstanding productions

that touched on issues such as medical health, senior care, gender, war refugees, etc., and invited directors from the United States, Belgium, and Japan to attend post-screening Q&As for some lively exchange with audiences. For the first time, *Best of INPUT* cooperated with the nation's largest online bookstore, books.com, and Kaohsiung Public Library, to launch a themed



Celebrities stand for 2018 *Best of INPUT*, which successfully draws great attention in social media





PTS holds its very first "PTS x TICFF Night" at Prix Jeunesse in 2018, which has brought Taiwan under the global spotlight

book exhibition, allowing viewers to deepen their knowledge and understanding of issues touched upon in the films.

Another PTS signature event is Taiwan International Children's Film Festival (TICFF), which this year kicked off to a theme of "Faith and Hope." Held from March 30 to April 7 in Taipei, this biennial event showcased 93 outstanding productions from 30 countries and attracted over 25,442 visitors. The festival also featured a workshop called *Global Story-Telling—The Day I Became Strong*, which invited an NTNU Dept. of Special Education professor to lead children in groups to discuss and share their thoughts on the images.

After the festival, 15 films were selected to be screened on a tour of Pingtung, Hualien, and

Yunlin, three rural counties in Taiwan, ensuring a balance of cultural resources between urban and rural areas and broadening the horizons of the children living outside major cities.

In conjunction with TICFF, the Kids as Directors Workshop trains eight teams of teachers and students from around Taiwan to produce eight short films and holds a premiere event during the film festival. This series of short films are not only broadcast on the PTS channel during the summer vacation but can also be viewed on the PTS YouTube channel and the PTS+ platform.

In addition to TICFF strengthening its influence at home, it has also become an internationally renowned event on the global film festival stage. In 2018, with the support of Dr. Maya Goetz, Managing Director of Germany's prestigious Prix Jeunesse International Children's Television

Festival, known as the Cannes of children's film festivals, PTS X TICFF Night was held for the first time during their film festival in Munich, Germany. Attended by over 300 people from the children's film industry, PTS arranged a range of national delicacies and cultural activities to showcase Taiwan to the world. PTS Chairperson Ms. Tchen

Yu-Chiou and President Tsao Wen-Chieh also attended the event and invited everyone to come and participate in the 2020 Taiwan International Children's Film Festival.

## Bringing the educational function of public television into full play

In order to popularize image education and engage all audience age groups, PTS has tailored a range of training workshops to children, teenagers, working adults, and seniors. Moreover, to exploit the multidimensional benefits of our children's programs, PTS formulated

a diverse range of children's self-study game materials. This year, we also launched a special 20th-anniversary edition, encouraging members of Friends of PTS to donate game books to children in rural districts of Taiwan.



2018 Taiwan International Children Film Festival (TICFF)



Focus 5

# Little Drops of Water Make a Mighty River Gathering Support from Far and Wide

## Corporate and small-scale fundraising activities report

In 2018, revenue streams from corporate fundraising and commissioned sales raised a total of NTD 112,871,04. A combination of television fundraising activities such as the PTS Year-End

Fundraiser, which help us communicate directly with audiences and gain public recognition, also raised a total of NTD 26,119,718.



Interviewees of Young Power

## Programs enjoy global sales successCorporate and small-scale fundraising activities report

In 2018, sales of PTS dramas penetrated the global market. All three of PTS's domestic channels continued to hit the shelves on Chunghwa Telecom's MOD and cable television providers, serving audiences nationwide; while international cooperation with Netflix, Catchplay, and Chunghwa Telecom's MOD in the domain of drama, served audiences worldwide.



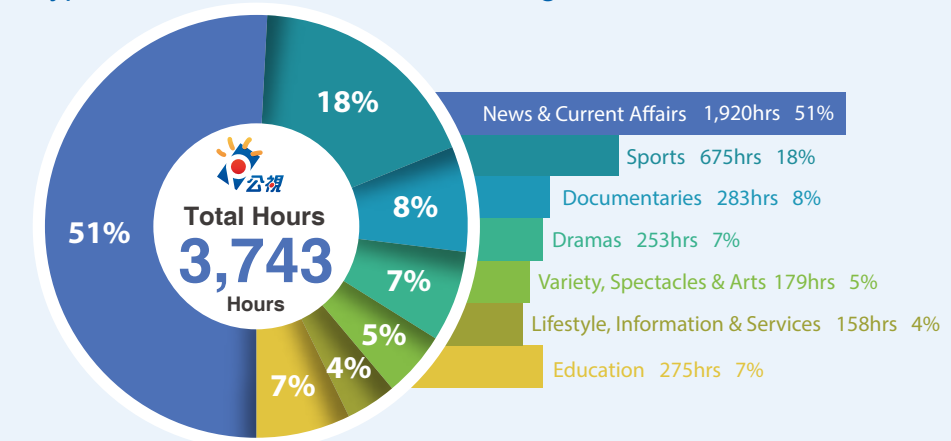
2018 PTS Year-End Fundraising Initiative

## Program Statistics

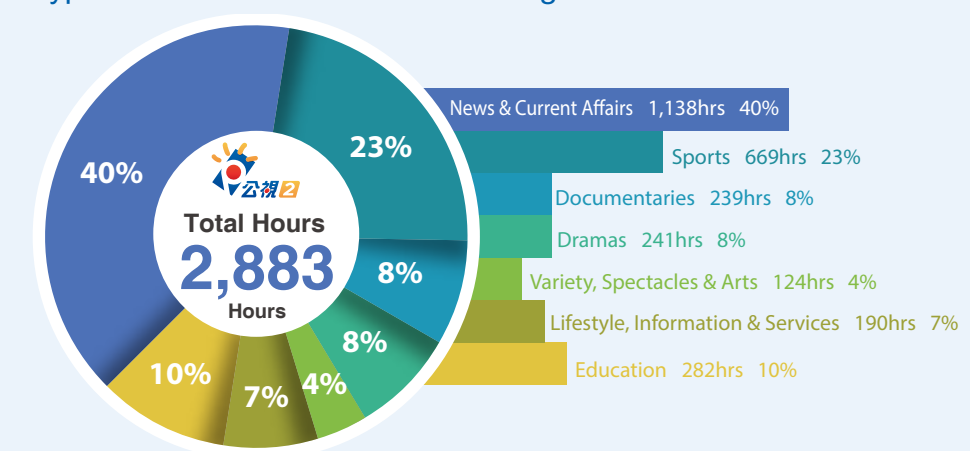
In 2018, PTS Channel broadcasts a total number of 8,422 hours, of which new programs accounted for 3,743 hours - a proportion of 44%. PTS2 broadcasts a total number of 7,324 hours, of which new programs accounted for 2,883 hours- a proportion of 39%. PTS3 broadcasts a total number of 7,343 hours, of which new programs accounted for 2,962 hours - a proportion of 40%.

The categories of new programs for each channel are listed below:

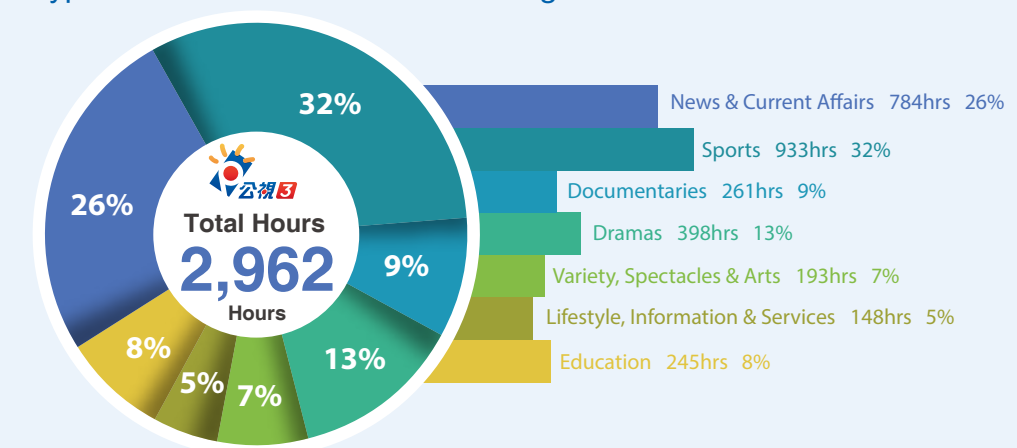
### Types & Hours of the 2018 New Programs on PTS Channel



### Types & Hours of the 2018 New Programs on PTS2 Channel



### Types & Hours of the 2018 New Programs on PTS3 Channel





# Financial Statement

## Revenue Analysis

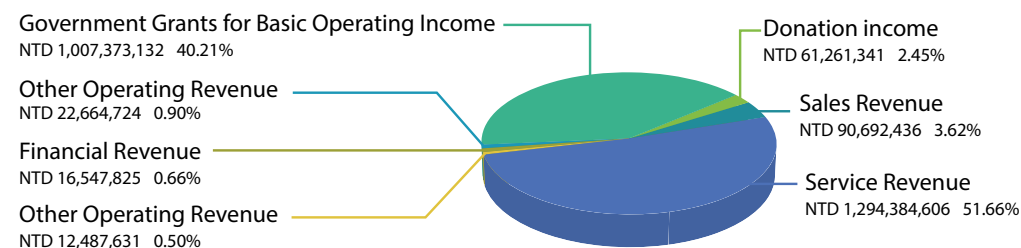
Revenue for the year totaled NTD 2,505,411,695 (USD 80,047,904). Revenue includes service revenue, sales revenue, donation income, government grants for basic operating income, other operating revenue, financial revenue, and other non-operating revenue. See revenue diagram below:

The largest source of PTS revenue comes from *government funding*. This includes: (1) an appropriated annual budget of NTD 900,000,000 (USD28,755,000) 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 2018 the Cable Radio and Television Development Fund donated NTD

107,373,132 (USD3,430,572).

The second source is '*service revenue*,' which includes: (1) donation income reclassified from deferred government funding- the Ministry of Culture has provided the 2017-2018 annual funding for the production of HD television programs totaling NTD 755,348,466 (USD24,133,383); (2) revenue from production and broadcasting of programs for Hakka TV totaling NTD 396,481,904 (USD12,667,597); (3) income from the broadcast of Parliamentary TV totaling NTD72,835,810 (USD2,337,104); (4) revenue from activities totaling NTD11,148,453 (USD356,193); (4) income of commissioned programming totaling NTD 58,569,973 (USD1,871,310).

### Revenue Breakdown: \*Total Revenue in 2018: NTD 2,505,411,695

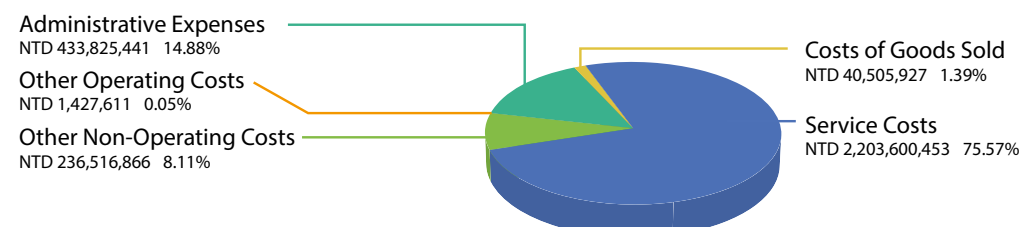


## Expenditure Analysis

Expenditure for 2018 totaled NTD 2,915,876,298 (USD93,162,248). Operating expenditure totaled NTD 2,679,359,432 (USD85,605,534) – this included service costs, costs of goods sold, administrative expenses, and other operating costs; Non-operating

costs are investment losses recognized under equity methods totaled NTD 236,516,866 (USD7,556,714). Labor costs totaled NTD 220,360,453 (USD7,040,516), which amounts to 75.57% of total expenditure, also as the most major one. See expenditure diagram below:

### Expenditure Breakdown: \*Total Expenditure in 2018: NTD 2,915,876,298



## 2018 Balance Sheet

	31 December 2018		31 December 2017	
Assets	Amount	%	Amount	%
<b>Current Assets</b>				
Cash & cash equivalents	\$577,898,045	7	\$393,833,671	5
Other financial assets - current	1,381,112,221	18	1,496,500,837	18
Notes receivable	2,297,789	-	335,369	-
Accounts receivable	116,948,228	2	114,899,825	1
Accounts receivable-related parties	-	-	1,051,700	-
Other accounts receivable	65,144,636	1	515,951,233	6
Other accounts receivable-related parties	251,707	-	287,222	-
Advance payments	112,985,085	1	102,481,865	1
Other current assets	2,755,616	-	612,365	-
Subtotal	2,259,393,327	29	2,625,954,087	26
<b>Fixed Assets</b>				
Long-term investments at equity	3,613,331,592	46	3,869,445,193	46
Land, Buildings & Facilities	1,906,418,492	24	1,852,310,835	22
Refundable Deposits	3,697,856	-	1,828,786	-
Other financial assets - non current	57,921,800	1	63,550,000	1
Other non-current assets	6,599,677	-	4,653,777	-
Subtotal	5,587,969,417	71	5,791,788,591	69
<b>Total Assets</b>	<b>\$7,847,362,744</b>	<b>100</b>	<b>\$8,417,742,678</b>	<b>100</b>
<b>Liabilities, Funds, &amp; Equity</b>				
<b>Current Liabilities</b>				
Notes Payable	\$8,882,056	-	\$2,420,013	-
Accounts Payable	598,565	-	1,140,858	-
Accrued Expenses	256,383,324	3	224,883,479	3
Other Payables	32,565,957	1	5,751,574	-
Provisions - current	7,984,714	-	4,217,577	-
Other Current Liabilities	22,320,921	-	18,593,315	-
Subtotal	328,735,537	4	257,006,816	3
<b>Non-current Liabilities</b>				
Deferred Government Funding	110,923,175	1	584,749,289	7
Deposits Received	38,489,591	1	25,369,188	-
Subtotal	149,412,766	2	610,118,477	7
<b>Total Liabilities</b>	<b>478,148,303</b>	<b>6</b>	<b>867,125,293</b>	<b>10</b>
<b>Net Worth</b>				
Funds	5,510,496,724	70	5,261,838,330	63
Donated Surplus	4,327,722,168	55	4,327,722,168	51
Accumulated Equity	(4,571,217,930)	(58)	(4,141,156,592)	(49)
Other Items of Net Worth				
Unrealized revaluation increments	2,102,213,479	27	2,102,213,479	25
Subtotal	7,369,214,441	94	7,550,617,385	90
<b>Total Liabilities and Net Worth</b>	<b>\$7,847,362,744</b>	<b>100</b>	<b>\$8,417,742,678</b>	<b>100</b>



## Board of Directors and Supervisors

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

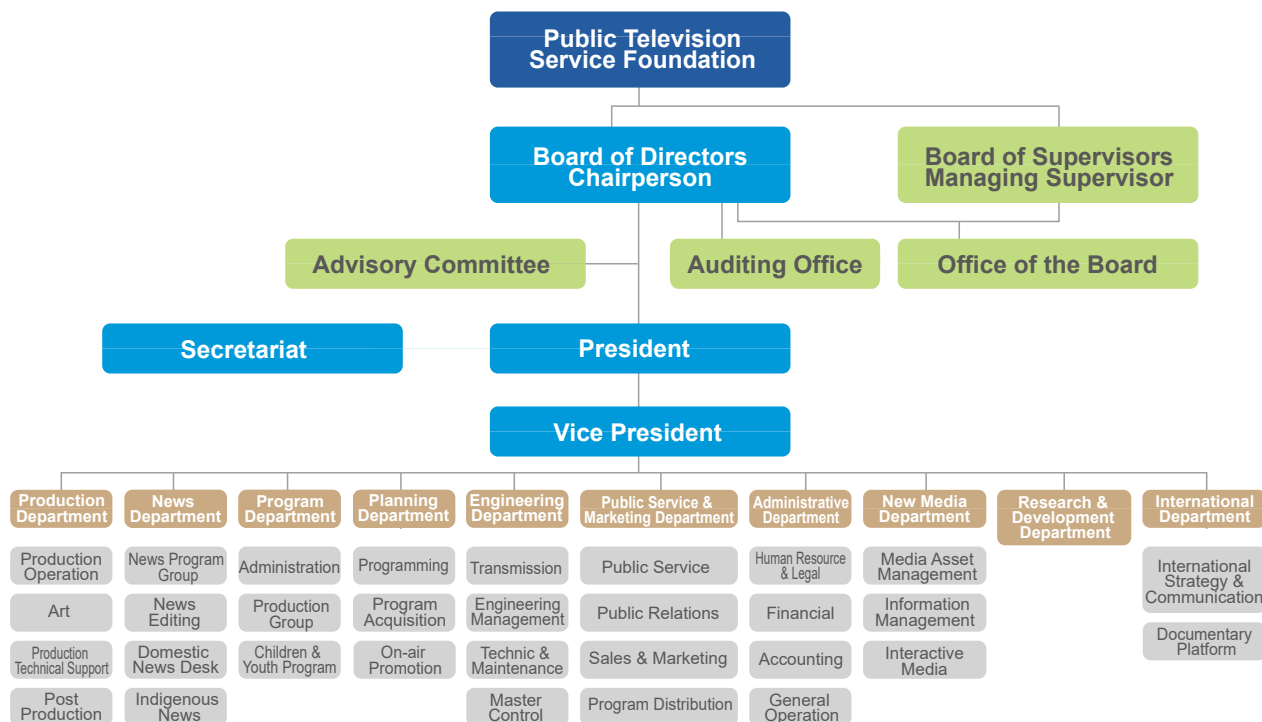
**Chair of the Board** | Tchen Yu-Chiou

**Director** | Wu Ma-li, Chiu Tsai-Hsin, Eve Chiu, Stan Shih, Hsu Jen-Shiu, Karen Jui-Hsi Hsu, Tang Mei-Yun, Terry Chang, Chang Yu-Pei, Chen Shun-Hsiao, Feng Hsiao-Fei, Suming · Rupi, Cheng Tzu-Leong, Futuru C.L. Tsai, Tsai Tsung-Lung, Lu Yen-Fen, Lo Hui-Wen

**Managing Supervisor** | Liu Chi-Chun

**Supervisor** | Hu Yung-Fen, Huang Ming-Hui

## Organizational Chart



## Milestone—From PTS to TBS





## TBS Channels

### Hakka Television

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).

### Chinese Television System (CTS)

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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