

**TBS** Taiwan Broadcasting System  
台灣公廣集團



# 2021

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 8<sup>th</sup> Board of Directors, March 16, 2017)

## Board of Directors and Supervisors

The 6<sup>th</sup> Board of Directors and Supervisors retired on May 19, 2022.

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

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

**Managing Supervisor** | Chi-Chun Liu

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

The 7<sup>th</sup> Board of Directors and Supervisors for Taiwan Public Television Service Foundation (PTS) took office on May 20<sup>th</sup> 2022.

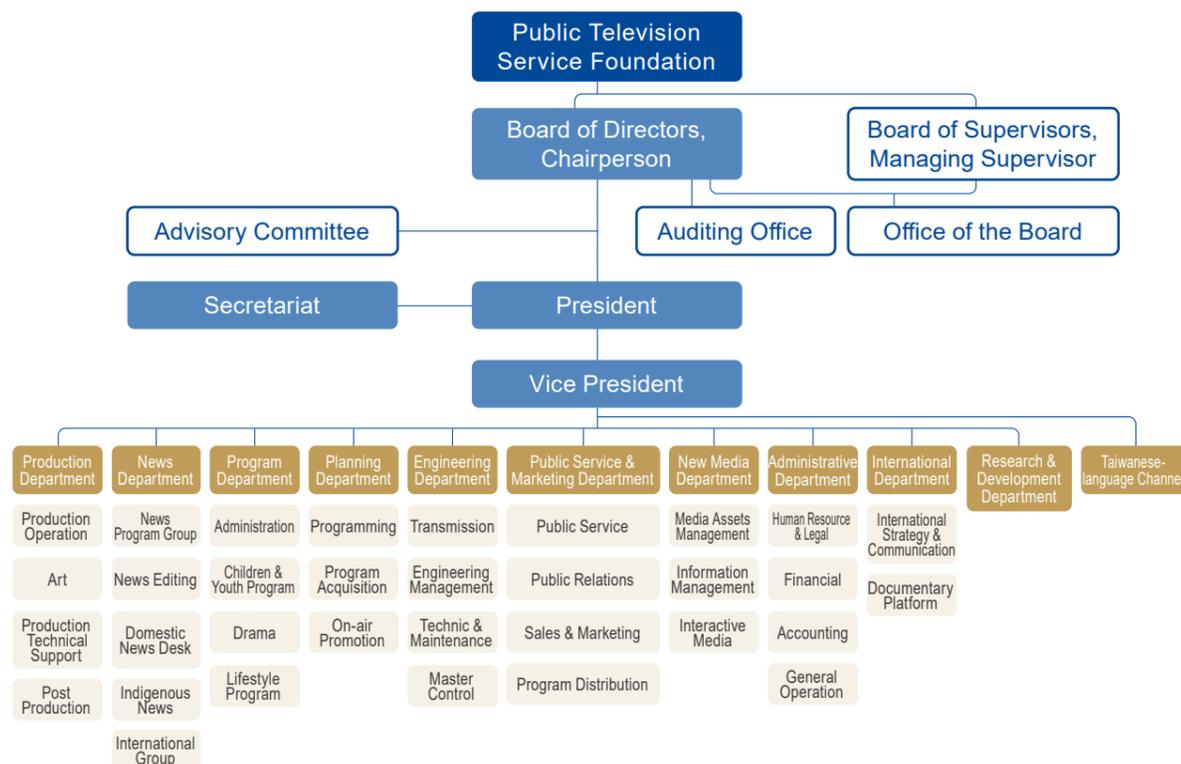
**Chair of the Board** | Yuan-Hui Hu

**Director** | Chin-Po Wang, Owen Wang, Kuo-Chen Chu, Chih-Te Lee, Kuan-Yuh Lin, Yao-Nan Lin, Stan Shih, Hsin-Lan Hung, Jui-Hsi Hsu, Chia-Sui Sun, Li-Hsin Kuo, Shiang-Chyi Chen, Hsin-Chien Huang, Chao-Hwei Hwang, Suming-Rupi, Jia-Zhan Liao, Chang-De Liu, Yen-Fen Lu

**Managing Supervisor** | Chi-Chun Liu

**Supervisor** | Yu-Li Wang, Sheree S. Ma, Wen-Horng Kao, Ming-Hui Huang

## Organizational Chart



## Milestone - From PTS to TBS

- 1980**

Premier Sun Yun-suan proposes the establishment of a public broadcasting service.
- 1983**

The Government Information Office proposes a draft plan for a center for producing public TV programs.
- 1984**

The Public TV Program Production and Broadcasting Team is established under the Government Information Office. Programs are broadcast on time slots requisitioned from the existing three terrestrial networks.
- 1986**

Program production is given to the Public TV Program Production and Broadcasting Team under the Broadcasting Development Foundation.
- 1991**

Under the Executive Yuan's guidelines, the Public Television Preparatory Committee begins operation. Seven specialists and scholars are enlisted to formulate draft legislations for the Public Television Act.
- 1996**

Activists from the cultural community form the Public Media Lobbying Alliance.
- 1997**

**May 31**  
The Public Television Act passes the third reading in the Legislative Yuan.
- 1998**

The first Board of Directors is established under the Public Television Act with 18 directors and supervisors.

**July 1**  
The Public Television Service Foundation is established and the first program aired on PTS.
- 2003**

**December 9**  
The Legislative Yuan passes amendments to the Broadcasting and Television Act, the Cable, Radio & Television Act, and the Satellite Broadcasting Act, which prohibit government and political parties from investing in the broadcasting and television industries.
- 2006**

**January 3**  
The Legislative Yuan passes the 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.

**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 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.
- 2014**

**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 Peoples Cultural Foundation.
- 2017**

**December 31**  
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.
- 2019**

**July 6**  
On December 25, 2018, the Development of National Languages Act was passed by the Legislative Yuan. In accordance with this law, PTS established "Taiwanese-language Channel" on July 6, 2019.

## Message from the Chairperson



In late September 2016, when I took over the position of Chairperson, I envisioned the goal of shaping PTS to be a shining beacon of all things Taiwanese, displaying and sharing Taiwan's vibrant cultural and natural aspects with the world. After nearly six years of operation, and with the joint effort of all our employees, partners, the public, and government agencies, the goal of creating "Diamond Taiwan" has been gradually realized.

1. Challenges and Breakthroughs: Following suit after other international public media broadcasters, PTS has begun the journey of digital transformation. We established our Public Service Media Project Center, optimized our PTS+ OTT platform, launched PTS News Lab and PTS Kids Education, formed an Online News Group in the News Department, and rounded out our 4K production and broadcast equipment.

2. Public Service Expansion: The Legislative Yuan livestream channel and the PTS Taigi Channel have both been incorporated smoothly into the PTS system, and our Indonesian, Thai, and Vietnamese language news have gained reliance from people in Southeast Asian countries. PTS will be acquiring the international OTT platform Taiwan+ in the near future and start producing more video content. We expect to be able to integrate our resources and make full use of our benefits as a public broadcaster.

3. Exceptional Drama Series: Our drama series received both critical and widespread acclaim, including *Seqalu: Formosa 1867*, *The Magician on the Skywalk*, *Coolie*, *U Motherbaker*, and *Gold Leaf*. PTS has also made exceptional original feature films and documentary short films, and has nurtured several projects from script to screen, producing high-quality content for audiences to enjoy and offering opportunities to talented Taiwanese filmmakers.

4. International Networking: To expand our international market, PTS has been striving for international collaboration in terms of co-investment, IP creation, and production, with our breakout drama series *The Teenage Psychic* setting a precedent. This year PTS launched the PTS WORLD TAIWAN

YouTube channel, using it to share high-quality PTS content with viewers around the world, showcasing how capable and creative Taiwan's film and television industry can be.

5. PTS as a Brand: In the past few years, PTS has released many programs that received both critical and widespread acclaim, constantly setting new benchmarks for Taiwan's film and television industry, and leaving an impact on society as well.

6. Adjustments due to the Pandemic: Thanks to technological advances, people could work remotely, attend online meetings, and even continue their school studies during quarantine. PTS News remained professional as always and broadcasted judicious news regarding preventative measures for COVID-19, while reporters from Peopo Citizen Journalism gave a voice to locals by conducting interviews and reporting online. PTS also collaborated with the Ministry of Education, launched the program *Learning During Quarantine*, and compiled PTS' educational videos to help with children's learning during quarantine.

PTS has maintained an outstanding reputation for the past years, and has been capable of conquering all kinds of difficulties. It is my pleasure and honor to work with you, you the helmsmen who change the world with your passion and creativity, you who vitalize the audiovisual industry. Together we stand strong, and together I'm sure we shall go and above and beyond.

Tchen Yu-Chiou, PTS Chairperson  
of The 6<sup>th</sup> Board of Directors and Supervisors

## Message from the President



2021 was a good year for PTS dramas.

In January, PTS released *Who Killed the Good Man*, its theme of young adult poverty striking a chord with both domestic and international audiences. The series went on to enter selection for the French Series Mania Festival.

Premiered in February, *The Magician on the Skywalk* is PTS' first try at a magical realism drama. Enlisting a cream of the crop cast and crew, the series set a new benchmark for the industry with its exceptional production quality and creative vision, winning 6 Golden Bell Awards.

In May, PTS released *Tears on Fire*, a series that portrays Taiwanese firefighters' real-life struggles. The finale attracted an audience averaging 1.39 million Taiwanese viewers, and the series has brought about the modifications of fire emergency service policies.

Premiered in August, the first Taiwanese epic period drama *Seqalu: Formosa 1867* centers around the Rover Incident, showing what Taiwan was like 150 years ago and bringing history into the view of modern audiences.

In October, *Heaven on the 4th Floor* uses the craft of traditional Chinese massage as a framework to explore trauma healing of the human mind, body, and soul. The controversial issues of urban renewal, displacement, and destabilization are also presented in the series.

The grand finale of this year's PTS dramas, *Gold Leaf* is PTS' first period drama series set in the 1950s, set under the backdrop of trade wars during the golden age of Taiwanese tea exports. The series is PTS' first flagship Hailu Hakka language drama, all the while still managing to attract a huge Non-Hakka audience who became invested in the story. What these before-mentioned drama series all have in common is that they employ talents from Taiwan, tell stories of Taiwan, and present historical context through different genres and storytelling methods.

Furthermore, 2021 marks the first year of PTS' "animation era." *Brave Animated Series* is an adaptation of web comic artist Yellow Book's comics, and the production team was composed of dozens of emerging talented

animation artists. With Taiwanese music artists such as Mayday and EggPlantEgg joining in, the innovative style and story themes drew Netflix's attention, which later acquired the rights to the series and brought it to the attention of international viewers. Other animated series produced this year include *OMI SKY* and *Monster Fruit School*, a sequel of PTS' classic program for children, *Who is it?* We hope our animated projects continue to bear fruit in the future, and are looking for more resources and opportunities to make way for extraordinary Taiwanese animation artists.

We are grateful for the support from our audiences and the efforts of the cast and crew from all our productions. PTS will continue to produce more and more high-quality works.

Cindy Shyu, PTS Acting President

Focus 1

# Spanning the Distance in a Post-Pandemic World

## Post-Pandemic Creativity

Though Taiwan was a relative safe haven as COVID-19 raged through the world in 2020, the pandemic still brought about a huge change in Taiwanese people's daily lives. In response, PTS focused on living under the pandemic in multiple projects, making bold creative choices, hoping to invoke audience response.

Dedicated to discovering and promoting Taiwanese short films, Kaohsiung Film Festival (held by the Kaohsiung Film Archive) teamed up with PTS Original Shorts and invited three up-and-coming directors of the new generation to create *Quarantini*, a film composed of three short films – *When Henge Meets Crescent*, *Be My Quarantine*, and *Lockdown Diary*. The film explored how people dealt with separation during quarantine and was well received by the viewers when it opened for the 2021 Kaohsiung Film Festival. Complying with the COVID-19 regulations at that time, *Alone Together* was filmed completely remotely, with the hosts and the guests gathered together via online video calls. The series accompanied audiences through the Level 3 COVID-19 alert period to the stage of partially lifted restrictions, covering a wide variety of COVID-19-related topics, and creating a deep but multidimensional digital archive of life under the pandemic.

The Level 3 alert might have frozen theatres, but that did not stop cast and crew members from relentlessly looking for new ways to present their shows – “Could we act from home, given that people work from home?” *PTS Performing Arts* collaborated with Taiwanese theatre troupe “Our Theatre” and launched the online experimental drama *Lima*, for which the presenters rehearsed and presented online with only basic equipment. To create a theatre-like atmosphere, the troupe allowed the audiences to join the online meeting room 30 minutes prior to the start of the show, and during that period the audiences could see how the actors got ready for the show.



Lockdown Diary

## Post-Pandemic Education

The pandemic disrupted children's education worldwide. PTS and the Ministry of Education (MOE) banded together on the show *Learning During Quarantine*, providing learners from elementary to high school level with educational content involving Arts and Humanities, Integrative Activities, Health and Physical Education, and Technology. There were also Mandarin and math courses for students in their first two years of elementary school. As the level 3 COVID-19 restrictions took place in Taiwan, PTS 3 was requisitioned by the National Communication Commission (NCC) and broadcasted educational videos via both television and YouTube. From May 19<sup>th</sup> to July 22<sup>nd</sup>, the shows accumulated 1,180,926 views and made 14,497,323 impressions. Following *Learning During Quarantine*, PTS presented an additional 185 videos from 14 exceptional children's programs on *PTS Kids*, which covered the 7 learning areas listed by the MOE, including language arts, science,



Learning During Quarantine

social studies, technology, arts and humanities, health and physical education, and integrative activities. Aside from educational content, PTS invited educational professionals to collect and recommend online content that met the educational needs of elementary students. Moreover, teachers could merge this content into their lesson plans, while also helping with the evaluation process.

## Post-Pandemic Communication

The film and television industry went on a journey of digital transformation due to the widespread pandemic, coming up with innovative ideas and demonstrations with the aid of 5G technology. The 2021 PTS International Symposium Online, with the theme of “Embrace Change and Prosper - PSM Strategy @ Post-pandemic Era”, took place from December 13<sup>th</sup> to 17<sup>th</sup> and comprised of 5 meetings, in which NHK (Japan), CBC (Canada), BBC (UK), ZDF (Germany), and DR (Denmark) were invited to discuss how they went through digital transformation, and how public service media should innovate. In this digital era, public service media should embrace changes, respond to the times, and try to stick close to reality. Furthermore, even with the pandemic being a disruption, PTS still participated in many international events through online meetings. These included meeting

with the Public Information Office of Guatemala's government, attending Public Broadcasters International (PBI), and Hot Docs Canadian International Documentary Festival. PTS members also worked as decision-makers for the pitching sessions of DMZ and of Tokyo Docs, as presenters at the Prix Jeunesse International Festival, and as preliminary selection jurors for the Japan Prize.



Prix Jeunesse International Festival

Focus 2

# Programs

## Dramas

Adapted from author Chen Yao-Chang's novel *The Flower of Ga Le*, PTS' *Seqalu: Formosa 1867* revolves around the Rover Incident in 1867, bringing both the ethnic diversity and the international tensions of the time into view. The epic historical drama series set a new benchmark for Taiwanese dramas with its detailed field research in history, language, set design, and costume. The production was a massive undertaking as well, employing a huge cast and crew with almost 200 people and over 6,000 extras. *Seqalu: Formosa 1867* went viral upon release, reaching Top 1 on Netflix Taiwan every week and on Yahoo's Film/

Series Chart, exposing more audiences to the history of nineteenth century Taiwan.



*Seqalu: Formosa 1867*



*Seqalu: Formosa 1867*



*Gold Leaf*

PTS' period/slice-of-life drama series *Gold Leaf* tells the story of how a tea merchant's only daughter in Hsinchu County handled the family's international tea business in the 1950s. *Gold Leaf* was not only the first PTS drama series filmed in 4K/UHD HDR resolution, but also as a flagship Hailu Hakka language drama. The series was a huge success, topping the charts of 7 OTT platforms nation and

worldwide. The series was promoted robustly through *Gold Leaf*-inspired merchandise, the publication of a behind-the-scenes book, and a TV novel of the same name. The series also featured several Taiwanese historical sites as key set pieces, promoting the beauty of Taiwan and in turn increasing tourism rates at these landmarks.

Adapted from author Wu Ming-Yi's novel of the same name, *The Magician on the Skywalk* is the first Taiwanese drama series that falls in the magical realism genre. Set in the 1980s at the Chung-Hua shopping mall, the show revolves around a mysterious magician who shows up on a mall's skywalk, and the nine children who meet him. Not only do they witness the magician's gorgeous magic, but also experience their first love, adolescent confusion, and even family breakups. The production team reproduced the long-demolished shopping mall along with 48 stores, making for one of the biggest sets ever made for a Taiwanese drama series. Furthermore, the team collaborated with Oscar-awardee Korean director

Bong Joon-ho's VFX team on over 1,000 VFX shots. *The Magician on the Skywalk* dominated the 56<sup>th</sup> Golden Bell Awards, being nominated for 14 awards and bringing home 6 of them.



*The Magician on the Skywalk*



*The Magician on the Skywalk*

*Tears on Fire*, based on Taiwanese firefighters' real-life experiences, explores their usually unknown struggles, tensions, and other current social issues in Taiwan. The series achieved great acclaim and was hailed as "The Five Time Champion" for its outstanding performance on both television and OTT services - it reached Top 1 viewed on

Netflix Taiwan and ended up the second highest-rated TV series in 2021. The finale accumulated over 3 million views on OTT platform myVideo and remained Top 1 for weeks. On premiere the series immediately reached Trending No. 1 on both Chunghwa Telecom MOD and Line TV.



*Tears on Fire*



*Brave Animated Series*

*Brave Animated Series* is an adaptation of web comic artist Yellow Book's series of the same name, and serves as a forerunner of PTS' "animation era." The production team strived for a balance between the style of the original art and something that would look good animated. The ending of *Brave Animated Series* is left open and unresolved, which stirred up curiosity and provoked discussion among viewers. The series became the first Taiwanese animated series that premiered on Netflix and became a hit with viewers from South America and Romance language-speaking countries, showcasing Taiwan's animation to the world.

The drama series *Heaven on the 4th Floor* is filled with director Singing Chen's deep devotion to social movements, theatre, and dance. It is a captivating series with mysterious and fantastical vibes, exploring themes such as the exploration of the human body and soul, all through the wider framework of the collision, comparison, and contrast between Western psychology theories and traditional Chinese medicine. In the post-pandemic era, many are learning anew how to love and care for themselves, just as the characters in the show do. Through watching along, viewers are in tow as the characters delve into unseen wounds and start to heal. The star-studded cast of award-winning actors and actresses attracted a huge audience, and the drama series performed well on both television and OTT platforms.



*Heaven on the 4th Floor*

News



IN-NEWS -160 Days in Taiwan's Virus Fight

Island's "Garbage Island: Taiwan's Endless Waste Dilemma" won Excellence in Reporting on the Environment. It was the first time that PTS entered the SOPA awards finalist list. During the Nationwide Level 3 COVID-19 Alert, PTS went on daily live broadcasts, showing COVID-19-related statistics through animated graphics to help the audience better understand the information.

Moreover, PTS news launched a liveblog and used it to update in real time the current situation of the four-question referendum held in Taiwan on December 18 2021. The chronological narrative allowed readers to follow the context in a more effective and effortless way. Directly after the worldwide COVID-19 outbreak, the IN-NEWS team started a journalistic investigation and released their findings as *160 Days in Taiwan's Virus Fight*, a documentary about how Taiwanese people faced and fought the virus together.

Two PTS editorials received The Society of Publishers in Asia (SOPA) Awards this year – PTS News Lab's digital editorial "China, regular of Taiwan's ADIZ | 2020 Cross-strait relations" won Excellence in Explanatory Reporting, and *Our*



Our Island-Garbage Island: Taiwan's Endless Waste Dilemma

Documentaries



PTS produced documentaries-Solo Dancer

2021 was a fruitful year for PTS produced documentaries. *Solo Dancer* won Gold World Medal at New York Festivals TV & Film Awards, documentary category, and received Best Directing for Non-Drama Program at the 56<sup>th</sup> Golden Bell Awards. The documentary was also nominated for Best Editing for Non-Drama Program at the 56<sup>th</sup> Golden Bell Awards, and Best Documentary at both the 58<sup>th</sup> Golden Horse Awards and the 2021 Warsaw International Film Festival. *In Their Teens* won Best Documentary at the 58<sup>th</sup> Golden Horse Awards and also Grand Prize and Best Music at the 43rd Golden Harvest Awards. *Growth with Hope* won the Jury Special Prize at Taiwan Ecological and Environmental Film Festival.

As the Level 3 COVID-19 alert was imposed in Taiwan, *Theme Night Show* decided to use the chance to showcase the documentary *The World Beyond Silence*. This documentary comprises clips from six directors in different countries and explores how people coped with the changes in everyday life in the wake of the pandemic. During the pandemic, the *Theme Night Show* team pivoted from on-set to online filming, using Google Meet to allow guests to participate as usual. Moreover, the team launched a podcast of the same name to improve the social impact of the show and to reach potential new

audiences.

*Island Of Mountains: Believe it or not. This is Taiwan!!!* focuses on the stories of four young hikers and how mountain climbing changed their lives. The program received widespread media coverage and performed well on new media platforms, garnering nominations including Best Educational and Cultural Program, Best Cinematography for Non-Drama Program, and Program Innovation Award at the 56<sup>th</sup> Golden Bell Awards. Furthermore, the program won Best Editing at the Taiwan Ecological and Environmental Film Festival and Best Representation of Local Culture at the 2021 Shopping Design Best 100.



Island Of Mountains: Believe it or not. This is Taiwan!!!

## Art and Culture

Following the success of the previous season, *Three Piglets 2* boasts Yang Kuei-Mei, Fandy Fan, Shih Ming-Shuai, and Wen Chen-Ling as hosts. The four stars managed a mobile diner without the help of a single professional cook, going on a round-island tour and visiting 7 cities in 11 days. They had to travel, cook, and serve customers on a 100,000 NTD budget, eventually earning 300,000 NTD in revenue which was then donated to charity. The program was nominated for Best Reality or Game Show at The 56<sup>th</sup> Golden Bell Awards.

*36 Questions* set a new benchmark for Taiwanese talk shows, having featured around 400 celebrity quests over the course of 2 seasons. The show was shot in 4K resolution and performed exceptionally well across multiple platforms, accumulating over 20 million views on OTT platforms and reaching over 8 million users on social media. The innovative, pioneering show won Best Host for a Variety Show at the 56<sup>th</sup> Golden Bell

Awards and was also nominated for Best Variety Show.

*Inside the Arts*, a variety art show, explores topics related to art and artists through multidimensional perspectives, delving deeply into the core of art itself. The program was nominated for Best Educational and Cultural Program at the 56<sup>th</sup> Golden Bell Awards and the Excellent Journalism Award. In addition, *Inside the Arts* was invited to be screened at Architekturmuseum der TU München's *Taiwan Acts! Architecture in Social Dialogue*, and the London Festival of Architecture.

As a variety show that has been running for over 10 seasons, *A Wonderful Word* embraces innovation and creativity, constantly revamping the already classic games in the show. This year, new and upgraded word games awaited the contenders – challenging their knowledge not just about words, but also about collocations and diction. The host, Sam Tseng, brought home Best Host for a Reality



*Three Piglets 2*



*A Wonderful Word*

or Game Show at the 56<sup>th</sup> Golden Bell Awards.

Through interviews with over 20 elderly and/or physically disabled people, *Happy Together* reveals their deepest desires and needs, in the process raising public awareness of their sexual rights, right to work, travel safety, cultural equality, and elder rights. The production team chose not to use voice-overs and avoid stereotypical “pity-narration,” instead opting for a more gentle and sympathetic narrative. In addition to the provided subtitles, the visual description on the second track when the show premiered was a pioneering undertaking, allowing disabled people to enjoy the show with ease. In addition, the production team held multiple screening sessions and had discussion with the audience afterwards, which allowed people to learn even more about physically disabled people and their way of life.

PTS' *Guess Who* Season 12 still revolves around “family relations” as the core of the program, just as previous seasons did. However, this season the show was revamped from the inside-out to present a trendier look for audiences. Some things adjusted included new voice-overs, different guest-welcoming gimmicks, new art direction, added core topics, and a new theme song. The team also released many 3-6 minute short clips to reach more viewers on the

Internet. *Guess Who* Season 12 won Best Lifestyle Program at The 56<sup>th</sup> Golden Bell Awards, and both the Five Star Award and the Gender Equality Award at The Awards For Quality Children's Program.

Centering on sign language, *Listening Eye* functions as an accessible media platform for disabled people. In 2021, the hosts filmed a sign language cover of the song “The Night Will Fade” to show thanks to the COVID-19 frontline heroes. Through *Listening Eye*'s outdoor sessions, viewers witnessed how disabled people strive and make it through all the hardships. The program was rated 4.5-Stars at The Awards For Quality Children's Program in 2021.



*Guess Who* Season 12 won Best Lifestyle Program at The 56<sup>th</sup> Golden Bell Awards

## Children and Youth

Although Taiwan is an island country, few truly know much about the ocean surrounding it. *Living with the Ocean* showcases 8 traditional fishing techniques in danger of being lost via mesmerizing VR effects, introducing children to Taiwan's fishing industry and marine ecology. The show gained both domestic and international recognition, including being selected by the San Diego International Kids' Film Festival (Short Film). Other nominations included Best Children's Program at The 56<sup>th</sup> Golden Bell Awards, Children's Program of the Year by the Taiwan Media Watch Foundation, and both TV/Web Program and Taiwan Award at Taiwan International Children's Film Festival.

*OMI SKY* depicts a future world where a "mechanical sky" covers the earth and human beings are nowhere to be found. A small robot named Omi falls from the mechanical sky and suffers amnesia after waking up. With the help of a member of the Mechanical species, Fish Box, Omi

uses his scientific knowledge to solve problems and slowly reveal the truth about the mechanical sky. *OMI SKY* succeeds as an original fantasy series, fusing adventure and science education. In addition, its plot and characterization have garnered praise from professional pediatric clinical psychologists, setting an example for Taiwanese original animated series.

Museum archives house a diverse collection of historical objects, and in turn, the stories that they hold. *Follow Me Go!: The Wonders of Museums II* takes viewers on in-depth museum tours through 13 Taiwanese museums, including the National Palace Museum and the Chimei Museum, exploring the fascinating wonders within.

In 2020, due to the COVID-19 pandemic, the third season of *Follow Me Go!: The Grand Tour* stuck to filming in Taiwan, following hosts Shiao-Ping (Lan Pao), Ariane, and Ally, along with 18 auditioned little backpackers, as they embarked on



*Living with the Ocean*

exciting adventures around the country. Their visit to Orchid Island taught viewers the environmental responsibility a traveler should take on, including self-sufficiency, waste reduction, and responsible recycling. On their way through the hundred-year old routes of the central cross-island highway, they delved into the culture and stories surrounding Taroko. They witnessed firsthand the pollution of the Tamsui River during their trip to visit the river

source. For their ultimate challenge, the 18 little backpackers traveled to different places in Taiwan on a zero-NTD budget, challenging themselves to adapt to the given situation. Through the various tours around the country, the little backpackers learned about ecology, environmental protection, culture, and history, giving them a deeper understanding of the island they call home.



*Follow Me Go!: The Wonders of Museums II*

## Sports

The Tokyo 2020 Olympics opened on July 23rd, 2021, one year after its original opening date was postponed due to the ongoing spread of COVID-19. In spite of the uncertainty and stagnation brought upon by the pandemic, 68 Taiwanese Olympian athletes still participated in the Games, bringing home two golds, four silvers and six bronzes across 18 sports, uniting the nation in celebration. PTS Sports also broadcasted the Tokyo 2020 Paralympic Games, which followed shortly after the Olympics, opening on August 24<sup>th</sup> and closing on September 5<sup>th</sup>. The live broadcast gave Taiwanese viewers a chance to watch disabled athletes compete and feel their uplifting positivity in the face of challenges.



The Tokyo 2020 Olympics

## International Awards

★ **Children's Film Festival Seattle**

Nomination, Animated Short Narrative : *Who Is It: The Troublemaker in Carrot Field*  
Nomination, Youth-Made Film (under 18) : *The Lost Adventure in a Claw Machine*

★ **San Luis Obispo International Film Festival**

Nomination, Youth Filmmaker Show: *Mobile Folktales*

★ **NEZ International Film Festival**

Winner, NIFF Greens-Best Film Award: *Sacred Forest*

★ **Jeonju International Film Festival**

Selection, Frontline: *The Silent Forest*

★ **Busan International Short Film Festival**

Nomination, International Competition: *There*

★ **Cinequest Film & Creativity Festival**

Nomination, Dramatic Feature Competition: *The Long Goodbye*

★ **Jackson Wild: World Wildlife Day Film Showcase**

Nomination, My Forest: Long Form: *Sacred Forest*

★ **Banff World Media Festival - Rockie Awards**

Nomination, Television Movie: *The Cleaner*

★ **Seoul International Women's Film Festival**

Nomination, Asian Shorts: *There*

★ **LA Shorts International Film Festival**

Nomination, Asia Program: *Knotted Fate*  
Nomination, Asia Program: *The Black Kite*

★ **DMZ International Documentary Film Festival**

Nomination, Shorts Competition: *A Cat May Look at a King*  
Nomination, Shorts Competition: *The Bad Man*

★ **New York Festivals TV & Film Awards**

Gold Medal, Short Films: *Lucky Draw*  
Bronze Medal, Childrens/Youth: *No KIDing: My Little World*  
Silver Medal, Short Films: *Somewhere Out There*  
Finalist, Feature Films: *The Cleaner*

★ **Festival del film Locarno**

Nomination, Critics' Week: *The Bad Man*

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

Nomination, Shorts: *The Transfer Students*  
Nomination, Features: Youth News@PTS: *Our Song*  
Nomination, Shorts: Youth News @PTS: *What Is Law?*  
Nomination, Shorts: *Living with the Ocean*

★ **Hawaii International Film Festival**

Nomination, Drama: *The Magician on the Skywalk*

★ **Cambridge Film Festival**

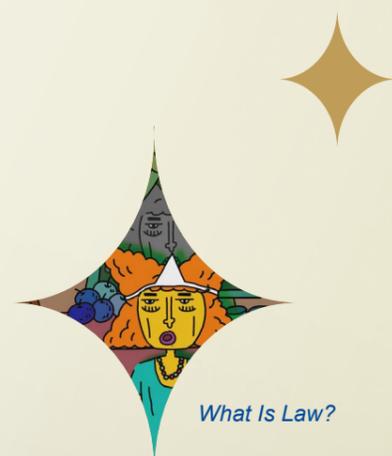
Nomination, Best Documentary: *Growth with Hope*

★ **Japan Prize**

Nomination, Primary Division: Youth News @PTS: *What Is Law*



*The Cleaner*



*What Is Law?*

Focus 3

## Events

### PTS WORLD TAIWAN

On October 4<sup>th</sup> 2021, PTS unveiled PTS WORLD TAIWAN, a new PTS YouTube channel that provides high-quality programs for international audiences around the world, giving them a chance to get to know Taiwan and its culture. At launch, PTS WORLD TAIWAN already had more than 100 hours of dramas, documentaries, news, children's programs, and lifestyle shows uploaded. Some standout programs included popular PTS drama series *Seqalu: Formosa 1867* and *U Motherbaker*,

both of which could be viewed with closed caption subtitles in multiple languages. The channel also regularly plans 24-hour livestreams of famous Taiwanese tourist attractions, where English-speaking moderators interact with viewers in the chat. PTS WORLD TAIWAN also promotes its content through various social media platforms, stimulating the dialogue between Taiwan and people from all over the world.



PTS unveiled PTS WORLD TAIWAN, a new PTS YouTube channel that provides high-quality programs for international audiences around the world.

## DRAMAGO

DRAMAGO is a new website launched by PTS in 2021, with hopes to create a platform allowing connection between PTS' audience and the film and television industry. By providing rich behind-the-scenes information from PTS productions, DRAMAGO allows viewers to understand the step by step process of creating a TV series, a documentary, and so on, starting from scratch. In addition to introducing PTS programs, DRAMAGO also plans to delve into other films and shows, domestic and abroad. In recent years, Taiwanese dramas have gradually shed the stereotype of being "low quality" and just "idol rom-coms", transitioning into exquisite works spanning multiple genres, including fantasy, thriller, mystery, medical, period

piece, etc. The rich world building in these shows is always breathtaking, and is also an endless topic of discussion every week for avid viewers.



DRAMAGO

## 2021 TICFF

Taiwan International Children's Film Festival (TICFF) held its first online film festival in 2020 in response to the impact of the COVID-19 pandemic. This year, on July 20<sup>th</sup>, the online film festival was once again launched on PTS' OTT platform PTS+, accompanying audiences working and learning from home. This time, in addition to the original TICFF lineup already on PTS+, 15 new programs were added under the festival theme of "Fantasy Journey." The online film festival followed the tradition of the physical TICFF and was planned into several selections. The most popular selection among viewers was "Thinking Outside the Box," which promoted creativity and fun. The selection "My Sweet Childhood" aimed to accompany children to face family and friendship difficulties. Finally, as a response to the pandemic, "What Life Can Be" contained a number of films that are suitable for children to watch while also touching upon ideas such as the meaning of life and facing death. By the end of 2021, the total number of views on the TICFF PTS+ channel exceeded 13,000.



Double Trouble and the Magical Mirror

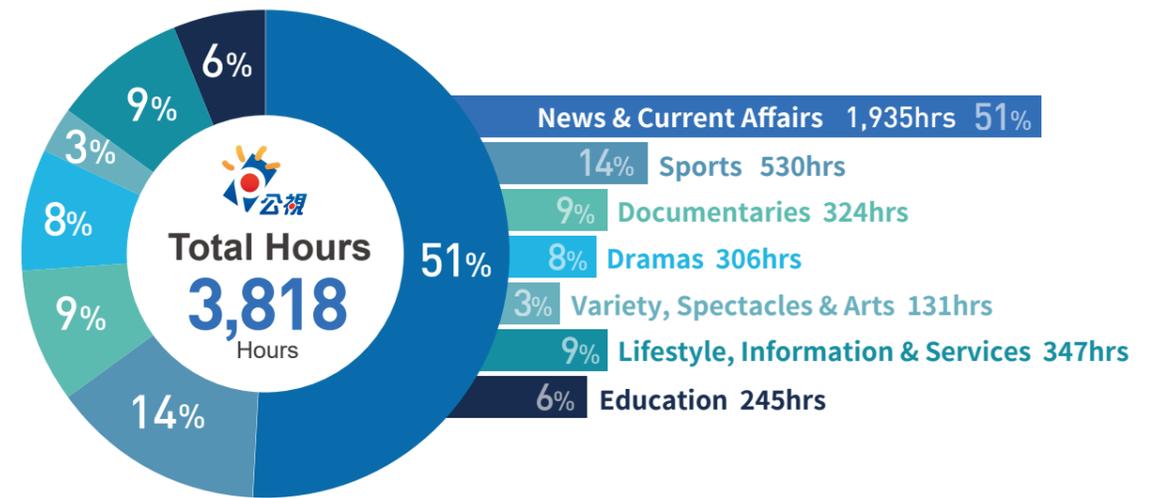


The Club of Ugly Children

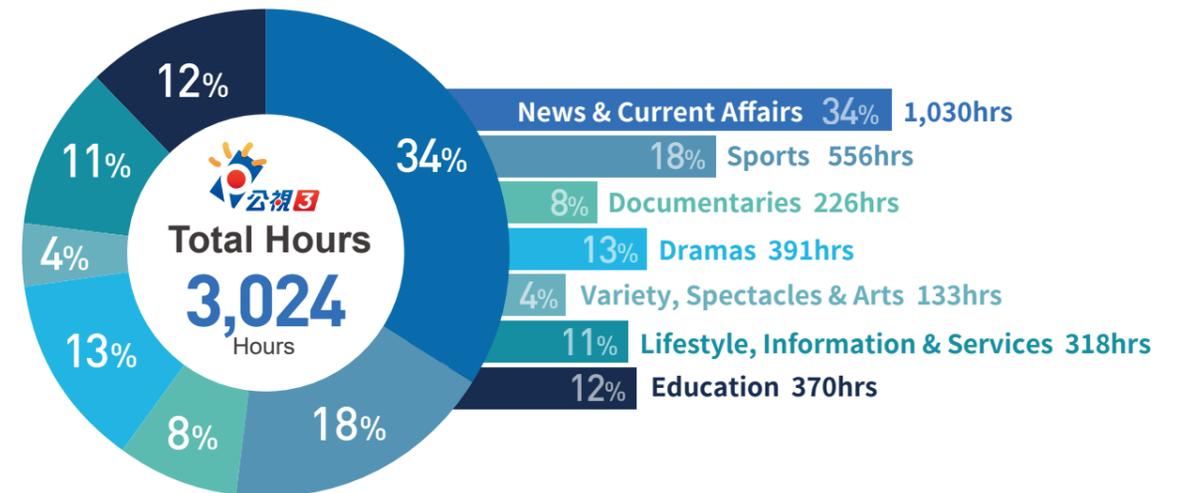
## Program Statistics

In 2021, the PTS main channel broadcasted a total number of 8,708 hours, of which new programs accounted for 3,818 hours - a proportion of 44%. PTS3 broadcasted a total number of 7,422 hours, of which new programs accounted for 3,024 hours - a proportion of 41%. The categories of new programs for each channel are listed below:

### Types & Hours of 2021 New Programs on PTS Channel



### Types & Hours of 2021 New Programs on PTS3 Channel



# Financial Statement

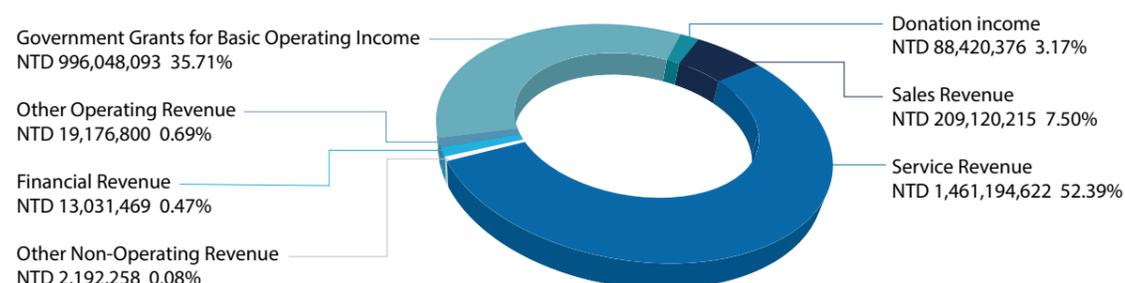
## Revenue Analysis

Revenue for the year totaled NTD 2,789,183,833 (USD 90,195,477). 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 service revenue, including several government-commissioned projects, such as running the newly-established PTS Taiwanese-language Channel, Hakka TV Channel, broadcasting service

of parliament channel, further developing UHD content and so on. Government grants include an appropriated annual budget of NTD 900,000,000 (USD 29,128,911) in accordance with the Public Television Act; also a 30% of a special fund set up by the central authorities as stipulated in Article 45 of the Cable Broadcasting and Television Act, in which system operators must set aside 1% of annual turnover - in 2021 the Cable Radio and Television Development Fund donated NTD 96,048,093(USD 3,108,640).

**Revenue Breakdown** \*Total Revenue in 2021: NTD 2,789,183,833 (USD 90,224,047) (including PTS, PTS Taiwanese-language Channel and Hakka TV)

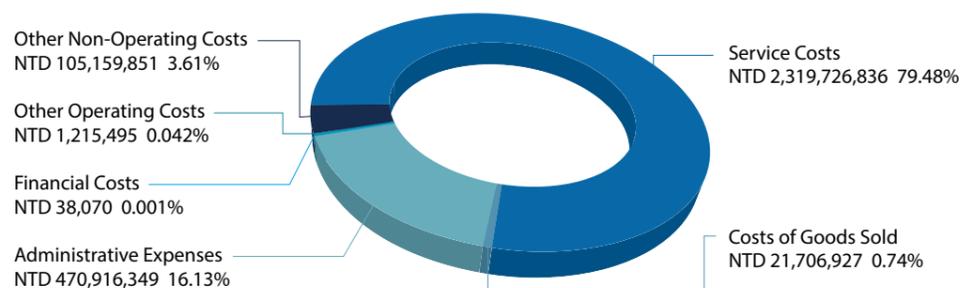


## Expenditure Analysis

Expenditure for 2021 totaled NTD 2,918,763,528 (USD 94,413,300). Operating expenditure totaled NTD 2,813,565,607 (USD 91,010,461) – 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 105,197,921 (USD 3,403,045). Labor costs totaled NTD 2,319,726,836 (USD 75,041,336), which amounts to 79.48% of total expenditure, also as the most major one. See expenditure diagram below:

**Expenditure Breakdown** \*Total Expenditure in 2021: NTD 2,918,763,528 (USD 94,413,300) (including PTS, PTS Taiwanese-language Channel and Hakka TV)



## 2021 Balance Sheet

Unit : NTD

Assets	31 December 2021		31 December 2020	
	Amount	%	Amount	%
<b>Current Assets</b>				
Cash & cash equivalents	\$ 778,414,904	10	\$ 679,767,108	9
Other financial assets – current	1,447,450,774	20	1,532,597,384	19
Notes receivable	1,431,652	-	4,751	-
Accounts receivable	78,566,308	1	97,894,206	1
Other accounts receivable	291,278,020	4	238,573,524	3
Other accounts receivable-related parties	176,412	-	219,528	-
Advance payments	139,841,985	2	569,948,858	7
Advance payments-related parties	279,558	-	273,049	-
Short-term advance payment	-	-	801,371	-
Other current assets	1,399,520	-	1,616,418	-
<b>Subtotal</b>	<b>2,738,839,133</b>	<b>37</b>	<b>3,121,696,197</b>	<b>39</b>
<b>Fixed Assets</b>				
Long-term investments at equity	3,015,743,026	41	3,120,421,978	39
Land, Buildings & Facilities	50,000,000	1	-	-
Refundable Deposits	1,592,834,174	21	1,694,384,323	22
Other financial assets - non current	8,358,776	-	2,767,158	-
Other non-current assets	3,459,866	-	3,109,986	-
<b>Subtotal</b>	<b>4,670,395,842</b>	<b>63</b>	<b>4,820,683,445</b>	<b>61</b>
<b>Total Assets</b>	<b>\$ 7,409,234,975</b>	<b>100</b>	<b>\$ 7,942,379,642</b>	<b>100</b>
<b>Liabilities, Funds, &amp; Equity</b>	<b>Amount</b>	<b>%</b>	<b>Amount</b>	<b>%</b>
<b>Current Liabilities</b>				
Notes Payable	\$ 5,856,559	-	\$ 77,622	-
Accounts Payable	544,915	-	574,863	-
Lease payable - current	517,712	-	503,058	-
Accrued Expenses	233,514,895	3	224,211,926	3
Accrued Expenses - related parties	116,592	-	174,605	-
Other Payables	9,026,004	-	20,031,141	-
Provisions - current	19,294,536	-	15,360,844	-
Advance receipt	28,852,591	1	145,908,409	2
Advance receipt - related parties	-	-	3,809,524	-
Other Current Liabilities	15,928,899	-	14,882,564	-
<b>Subtotal</b>	<b>313,652,703</b>	<b>4</b>	<b>425,534,556</b>	<b>5</b>
<b>Non-current Liabilities</b>				
Lease payable – non-current	532,794	-	1,050,506	-
Deferred Government Funding	274,197,064	4	590,956,081	7
Deposits Received	29,585,862	-	36,150,085	1
<b>Subtotal</b>	<b>304,315,720</b>	<b>4</b>	<b>628,156,672</b>	<b>8</b>
<b>Total Liabilities</b>	<b>617,968,423</b>	<b>8</b>	<b>1,053,691,228</b>	<b>13</b>
<b>Net Worth</b>				
Funds	5,637,176,125	76	5,605,499,191	71
Donated Surplus	4,327,722,168	59	4,327,722,168	55
Accumulated Equity	(5,275,845,220)	(71)	(5,146,746,424)	(65)
Other Items of Net Worth				
Unrealized revaluation increments	2,102,213,479	28	2,102,213,479	26
<b>Subtotal</b>	<b>6,791,266,552</b>	<b>92</b>	<b>6,888,688,414</b>	<b>87</b>
<b>Total Liabilities and Net Worth</b>	<b>\$7,409,234,975</b>	<b>100</b>	<b>\$7,942,379,642</b>	<b>100</b>

# TBS Channels



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

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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: 0800-069-789

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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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