







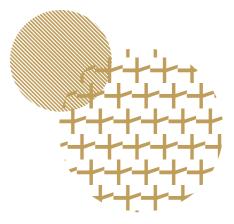






# 2022 PUBLIC TELEVISION SERVICE FOUNDATION

## ANNUAL REPORT



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## Vision & Mission

Vision

# Move the people, move the world

#### **Our Mission**

- 1. To launch multi-platform public services in response to the challenges of our digital age
- 2. To promote sustainable innovation that facilitates development in the audiovisual and music industry
- 3. To provide high-quality, trustworthy information to spearhead the implementation of a premium information ecosystem
- 4. To produce relatable, popular content that enriches the lives of people across the nation
- To advance the development of civil society by remaining rooted in regionality with our finger on the nation's pulse
- 6. To serve the underprivileged, bolster lifelong learning, and foster multiculturalism
- 7. To connect with the international community and champion Taiwanese values across the world

#### **Critical Success Factors**

 Expedite the law amendment process to lay the foundation for TBS's legal framework and stabilize the financial structure to facilitate sustainable management

- 2. Mold a learning organization, encouraging a risktaking, failure-tolerant organizational culture that stimulates innovation
- Further unite TBS members under a canopy of shared values and establish a support system to develop positive communication
- 4. Respond to the organizational design and resource allocation requirements for digital transformation and innovative services
- Introduce and nurture the talents required to accelerate TBS's development of omnimedia and multi-platform operations
- 6. Increase culture marketing capacity to link social resources and innovate public services

 Enhance citizen participation and strengthen the accountability mechanism to obtain robust public support and recognition

#### **Three-Year Goals**

- Expedite the Public Television Act amendment process to lay the necessary legal foundation for the development of TBS
- Accelerate digital transformation to make PTS+ the nation's most frequently used over-the-top (OTT) video streaming platform
- Meet staged re-engineering targets to strengthen operating effectiveness and the digital management mechanism
- Set a benchmark for the news environment by transforming TBS's channels and platforms into the most trusted media brands across all age demographics
- Serve as a wellspring of life to the film and television industry to carve out new roads and shine internationally
- Balance regional development in Taiwan by ensuring TBS's southern production center becomes a key base for enhancing the film and television industry in Southern Taiwan
- Enhance multi-ethnic services, making PTS Taigi and Hakka TV top brands in multicultural digital services
- Construct a global communication network, establishing TaiwanPlus as a media brand with international influence

#### **Strategic Plan**

- Build and maintain a consensus, present TBS's views on the amendment of the Public Television Act, and create a favorable environment and social support for the amendment
- Boost sources of revenue and integrate resources to focus on content production, including the development of cross-industry/ industry multimodal strategic cooperation models to stimulate investment

- 3. Strengthen strategic cooperation and resource integration among TBS members to achieve a synergistic effect
- 4. Explore local IP potential and create multiple applications
- Produce educational programs on science and media literacy with unique Taiwanese characteristics to establish a leading position in the field of children and youth learning
- Strive to increase funding for PTS Taigi and Hakka TV, enhance their digital services, and improve the quality of content production
- Strengthen the production of multi-lingual and multi-ethnic news and programs to demonstrate public media's pluralistic values and the advantages of publicness
- Implement organizational restructuring and training to build a digital-first, employeeorientated culture and expand the allocation of resources for digital content and services
- Increase TBS's investment in news production, especially funding and human resources for digital services
- Expand the scale, reach, and influence of the PTS+ platform with a diversified and dynamic business roadmap
- Strengthen the bond between the PeoPo Citizen Journalism Platform and local communities to build a grassroots hub for public interest information
- Boost online engagement mechanisms for content production and consultative decisionmaking to deepen public participation
- Expand collaboration with global public media organizations to create deep and reciprocal learning partnerships
- 14. Continue to meet the challenge of delivering relevant and outstanding content to enhance Taiwan's international outlook in response to a changing global landscape

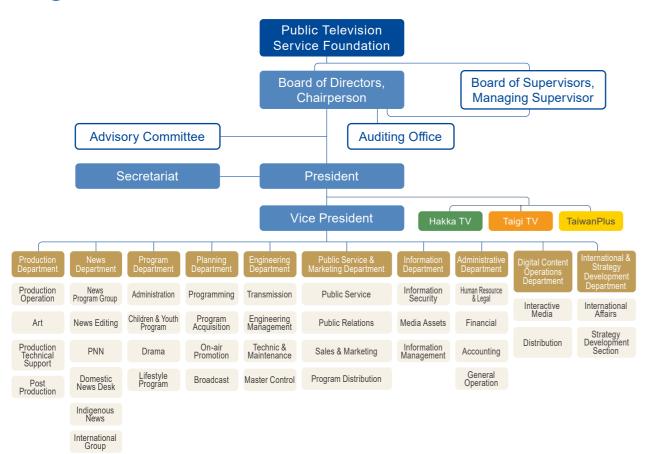
# **Board of Directors and Supervisors**

## The 7<sup>th</sup> Board of Directors and Supervisors for Taiwan Public Television Service Foundation (PTS)

#### 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

#### **O** 1980

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

#### 1983 Ο

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

#### 1984 0

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 O

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

#### 1991 0

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.

#### 1993 Ó

The Executive Yuan sends a draft of the Public Television Act to the Legislative Yuan for scrutiny.

#### 1996 Ο

Activists from the cultural community form the Public Media Lobbying Alliance.

#### Ο 1997

#### May 31

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

## **O** 1998

and supervisors. July 1

industries.

2003

Ο

#### 2006 Ο

**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

(TBS) is formed.

## 2007

January 1 Taiwan Indigenous Television (TITV), Hakka TV, and Taiwan Macroview Television (MACTV) join Taiwan Broadcasting System.

## 2009

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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



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

The Public Television Service Foundation is established and the first program aired on PTS.

#### **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

Taiwan Broadcasting System

#### September 16

#### September 28

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

## 2014

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#### 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

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#### 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 "Taiwaneselanguage Channel" on July 6, 2019.

### 2022

#### June 10

PTS begins operating TaiwanPlus, an international over-the-top (OTT) platform.





## Message from the Chairperson

In recent years, public service media organizations worldwide have grappled with the dual challenges of insufficient funding and rapid technological change. However, they have risen to the occasion by embracing innovation and transformation, demonstrating the enduring value of public media in this new digital era.

Undoubtedly, these same challenges and opportunities are also present for PTS. Nevertheless, we prefer to emphasize the opportunities and view them as a catalyst for the evolution of public services. With a vision to "Move the People, Move the World," the Board of Directors and management team are unwavering in their commitment to ensuring that the people of Taiwan perceive PTS as "my PTS" - an indispensable companion in their daily lives and an irreplaceable bridge to the international community over the next three years.

To attain this ambitious goal, the Board of Directors has approved a new three-year objective and strategic plan to propel TBS into the digital age. This acceleration will encompass various aspects, from restructuring the organization and allocating resources to enhancing content production and bolstering public service marketing efforts. We aspire to make all TBS content readily accessible to citizens nationwide through a comprehensive media platform network that fosters deeper public engagement and interaction.

Our focus remains steadfast on our core mission to provide the public with reliable and diverse information together with pioneering innovative content. In the past year, we have substantially expanded our online news team, cultivated an international network of reporters, and extended our airtime for Southeast Asian languages. Concurrently, we have continued to produce high-quality dramas and experimental variety shows to elevate the quality of Taiwan's information ecology and invigorate the country's film and television production landscape.



TBS content has irrefutably become an indispensable element within Taiwan's communication ecosystem. We are dedicated to innovating content across various platforms and amplifying the presence of Taiwanese content on the global stage. Public media's existence is rooted in a promise to the people, and we genuinely aspire to enrich and enliven people's lives while contributing to the realization of a society that embraces the common good.

Yuan-Hui Hu, PTS Chairperson

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## **Message from the President**

Thanks to our dedicated team, 2022 was an outstanding year for PTS. In May 2022, PTS participated in the International Public Television Conference (INPUT) and announced that we would proudly host INPUT 2023, which will draw professionals from 30+ countries to Taipei to showcase Taiwan's TV industry and PTS's global standing.

PTS News remains a trusted source to the people of Taiwan. To expand digitally, we're continuing the Taiwan PTS News Network Three-Year Experimental Project (2019-2021) and launched the PTS News Network Phase II Optimization and Growth Project (2022-2024), bolstering our digital resources with an Internet News Unit to reach more audiences.

PTS dramas, notably Gold Leaf and Mad Doctor, have earned widespread acclaim. Gold Leaf has been a massive hit, drawing 120,000 visitors to a special exhibition of the iconic drama scenes. Moreover, it achieved remarkable recognition at the 31st 4A Creative Awards, securing Honourable Mentions in multiple categories and setting an industry record. At the same time, Mad Doctor, a wellreceived comedy that skillfully portrays Taiwan's healthcare challenges, received overwhelming critical acclaim and achieved commercial success.

Our unwavering commitment to children's programming shines through in PTS's beloved classic, Granny Fruity, etched in the memories of every Taiwanese child. Furthermore, our 3D animated film, Monster Fruit Academy - Granny Fruity's Big Secret, screened in movie theaters and forged an innovative path by collaborating with Nintendo to introduce a Switch game and NFT collection, ultimately clinching the coveted Best Fantasy Feature Film Award at the 2022 San Diego International Children's Film Festival. Complementing these achievements, Youth News embarked on a mission to shed light on sensitive issues with Secrets Underneath the Wounds - Understanding

Teenage Self-Harm and Suicide. This landmark series, along with related seminars and forums held nationwide, has sparked public dialogue and provided invaluable emotional support to the youth. In August 2022, we launched PTS Kids Education, a platform dedicated to curating a vast library of high-quality children's programs and audiovisual content. This initiative is designed to alleviate the workload of educators in lesson preparation, bridge the gap in educational resources, and advance PTS's mission to share audiovisual resources for lesson planning. Remarkably, in just six months since the website's launch, it has garnered over 88,500 visits. Moreover, nearly 400 educational organizations have utilized the platform to guide children's self-discovery in the classroom and nurture their resilience to confidently face an ever-evolving world.



Amid pandemic prevention measures, PTS's Taiwan International Children's Film Festival seamlessly merged with the PTS+ platform to launch an online film festival, ensuring widespread access across Taiwan with no limitations to screenings or venues. This innovative approach led to 80,000 views of PTS+ children's movies, marking a remarkable 38% increase compared to the previous event, while the festival's diverse activities reached an impressive 230.000 visitors. Additionally, on December 31, 2022, PTS unveiled its accelerated digital transformation plan, aligning with the mission and objectives outlined by the 7th Board of Directors. Guided by our vision, "Move the People, Move the World," we remain committed to preserving Taiwanese culture and achieving future success.

Cindy Shyu, PTS Acting President

Culot

# Focus 1

# Stirring the Digital Cauldron of Innovation

**Forging a Novel Educational Resource:** Establishing Strong Foundations and Amassing Vast Audiovisual Content for Kids

#### **Building an Organic Life Classroom with Public Television**

Since its inception in August 2022, PTS Kids Education has partnered with global education experts and engaged over 200 dedicated teachers to curate two decades' worth of top-tier children's and youth programs. Together, we've crafted hundreds of innovative lesson plans. We aim to foster an interconnected learning ecosystem, allowing teachers to learn from one another and ease their teaching burden. This collaboration supports PTS's mission to transform audiovisual resources into educational materials. Our initial launch focused on life education audiovisual materials and lesson plans, which received widespread teacher appreciation. Serving as the foundation of our knowledge system, life education seamlessly integrates with other disciplines, promoting diverse teaching methods.



Launching ceremony of PTS Kids Education

Recently, we introduced human rights education featuring anti-bullying board games and thematic videos, gaining recognition across various sectors. We extend our gratitude to the teachers who have actively contributed to the resource network, collaborating with PTS to convey impactful stories through visuals and creating an expansive, borderless learning platform. Such remarkable achievements are the result of many dedicated individuals working together. PTS takes pride in standing shoulder to shoulder with educators, empowering children to reach their fullest potential, and inspiring hope for the future of education.



With the guidance of Chief Advisor Mr. Hsu Yungkang, our website has attracted 88,500 visitors in just six months, and nearly 400 educational organizations have joined us in guiding children's self-discovery in the classroom, nurturing their resilience to confidently face an ever-evolving world.



Human Rights Board Game on PTS Kids Education

#### International Children's Film Festival in the Living Room

Established in 2004, the biennial Taiwan International Children's Film Festival (TICFF) was held for the 10th time in 2022. To continue promoting children's video education while cooperating with pandemic prevention measures, the festival partnered with the PTS+ platform to present an inclusive online film festival. This innovative approach enabled families to enjoy the festival safely, with no restrictions on screening schedules or locations, making quality global films accessible across Taiwan.

At Fuzhong 15 – New Taipei City Animation and Storytelling Center, we organized Film for Artists and Children, an activity offering a unique cinema experience paired with expert-led post-screening discussions. In addition to a diverse selection of international films, the festival featured a live webcast called Movie Waiting Room, interviews with foreign directors, the Little Critic Showing His Skills essay competition, and the Kids as Directors Workshop, enhancing the festival's interactivity and offering a multi-dimensional experience. This year's films attracted nearly 80,000 views on the PTS+ platform, up 38% on the previous event, while the festival's various activities reached an impressive 229,679 people.



PTS founded Taiwan International Children's Film Festival (TICFF) in 2004, making it Asia's first film and television festival dedicated to children.





## Brewing up a New Face for Public Media: Moving Forward with Innovative Approaches Beyond the TV Framework

# Sharp, Skillful, and Straight to the Point: The Digital Transformation of News

As part of TBS's restructuring, PTS News extended the TBS News Network Three-Year Experimental Plan (2019-2021) and initiated the TBS Second Stage Optimization Growth Plan (2022-2024) on July 1, 2022. Establishing the Internet News Division marks our commitment to enhancing digital transformation efforts, solidifying PTS's standing as a leading news organization in Taiwan.

Throughout this period, numerous significant domestic and international events unfolded. In line with our ethos of innovative, in-depth journalism, PTS Newslab presented *The Fire Unquenched: Russian Atrocities, Ukraine Withstands,* an English-language report covering the Russia-Ukraine war. We promptly followed up with two breaking news reports, *Shinzo Abe Attacked and Assassinated,* and *Pelosi Visits Taiwan,* along with in-depth coverage of China's military exercises.

# Glamour, Goodness, and Genuineness: Where Drama Blurs the Line Between Reality and Fiction

Since its release, PTS's engaging and distinctive period drama *Gold Leaf* has consistently received rave reviews for its meticulous attention to detail and aesthetics, establishing itself as "the most beautiful Taiwanese drama" in viewers' eyes.

Subsequent to *Gold Leaf*'s success, TBS organized a special exhibition showcasing iconic scenes from the drama. This immersive experience allowed visitors to delve into the show's classic sets, discover the intricacies of tea culture, and engage with Taiwan's rich history. Impressively, the exhibition welcomed over 110,000 visitors, with As we approached Taiwan's 2022 Nine-in-One Local Elections, PTS Newslab launched a special series featuring an interactive voting guide, graphic election result illustrations, and the online political hustings *I Actually Have a Choice, Too*, which featured two-minute pitches from 95 candidates across 22 counties and cities; the program received widespread acclaim.



The Fire Unquenched: Russian Atrocities, Ukraine Withstands

local schools using it as an educational platform for off-campus learning.

Furthermore, PTS harnessed the power of 3D digital technology to craft a virtual exhibition replicating the *Gold Leaf* set. This digital showcase faithfully preserved the visual aesthetics and ambiance of the physical set, offering users a nostalgic journey back to the story's setting seven decades ago. By breaking free from physical constraints, digital technology extended the lasting impact of both the drama and the exhibition.

2022



Guided Tour of Iconic Drama Scenes Exhibition in Hualien

## Local Flavors, Global Aroma: Extending Outward, Connecting with the International Community

### Going International, Exporting to the World

PTS is committed to exporting Taiwan's film and television productions worldwide, making them accessible to overseas compatriots and international audiences through language translation. TaiwanPlus, our new partner and Taiwan's first international OTT platform, officially joined the TBS family in June 2022. To broaden public media services and reach a wider audience



TaiwanPlus National Day Celebrations Live Broadcast in English

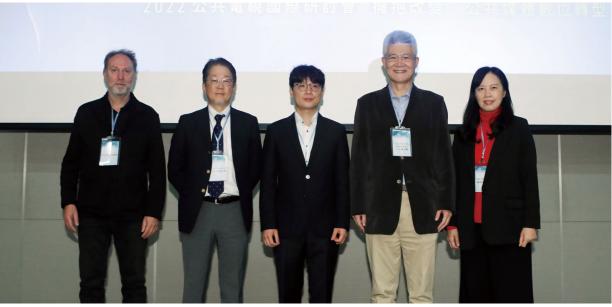
TaiwanPlus launched its TV channel at midnight on October 3.

Since the introduction of this English-language TV channel, TaiwanPlus has continued to enhance its content production capabilities. It actively produces international news and original programs spanning various topics, including current affairs,

### Breaking the Mold: Co-creating the New Digital Age with Global PSMs

In October 2022, as Taiwan lifted Covid restrictions and reopened its borders, PTS swiftly initiated international collaborations. The use of IP-based media is playing a pivotal role in contemporary digital media transformation. Throughout the pandemic, Japan's NHK adeptly addressed the demand for programs by employing IP-enabled remote production, showcasing the substantial benefits of this approach.

In November 2022, PTS conducted workshops in Taipei and Kaohsiung, focusing on the theme of IP remote production. Representatives from NHK were invited to share their valuable insights and experiences with Taiwanese media professionals.

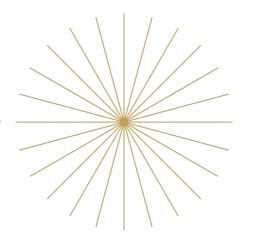


International Conference on Public Television 2022 (from left to right) Kåre Vedding Poulsen, Iwaki Masakazu, Daehan Kim, Chairperson Yuan-hui Hu, and President Cindy Shyu

nature, ecology, science, technology, cuisine, history, and the humanities, enabling us to share Taiwan's perspectives and multiculturalism with the world. Regardless of your location or device, you can access TaiwanPlus's top-notch content through TV, websites, apps, and popular social media platforms.

On December 6, 2022, the PTS International Symposium took place, centering on the theme *Embrace Change and Prosper – PSM Digital Transformation*. The symposium featured presentations by Iwaki Masakazu, Deputy Director of NHK's Science & Technology Research Laboratories in Japan, as well as insights into digital transformation shared by Dae-han Kim, Deputy Director of Data Policy at KBS in South Korea, and producer Kåre Vedding Poulsen from Denmark's DR. Through such exchanges, we aim to foster the growth and sustainability of public media in this new era of change. Focus 2

# Program Highlights



#### News

In delivering domestic news, PTS pursues excellence by leveraging the TBS Group's collective resources to enhance news coverage. The extensive coverage of Taiwan's 2022 Nine-in-One Local Elections required close collaboration within the TBS Group, with PTS News taking the lead. Recognizing the significance of the vote count, PTS News took the proactive step of setting up thirty live reporting locations six months ahead of the count day. This initiative was made possible through extensive internal and external coordination, with valuable support from Hakka TV and PTS Taigi. During the preparation phase, content and news screen layouts were developed separately. However, we frequently combined our workforce, synchronized live broadcast schedules across reporting locations, and adjusted the program in real-time based on the latest election updates. On November 26, at 4:00 pm, PTS delivered a groundbreaking report for the vote count, featuring a seamless blend of live and virtual studios, complete with webcasts and sign language services. Starting



Special Report on the 2022 Nine-in-One Local Elections



PTS Evening News continues to report on the war between Russia and Ukraine and the effect of U.S. House Speaker Pelosi's visit to Taiwan.

at 5:00 pm, Hakka TV and PTS Taigi stations joined the live broadcast. Through pre-scheduled arrangements, each reporter provided real-time coverage in different languages from various campaign headquarters. After 6:00 pm, this content was synchronized across other TBS channels, including CTS and TaiwanPlus.

The complexity and scale of this operation were unparalleled, yet on election day, PTS's live webcast of the vote count attracted nearly 380,000 viewers, securing a prominent spot on the YouTube homepage. Through effective coordination, resource consolidation, and utility maximization, TBS boasts the nation's most agile and productive news team.

In international news, PTS closely monitored global developments. The invasion of Ukraine by Russia on February 24, 2022, had profound implications, impacting global security, the political and economic situation, and triggering an energy and humanitarian crisis. PTS provided comprehensive news coverage to reveal the truth and impact of the conflict. In March, PTS News assigned special correspondent Qiu Wei-chun and cameraman Jacky Hsieh to investigate the refugee



crisis. They reported firsthand from Warsaw, Krakow, and other towns in Poland, interviewing members of the Poland-Taiwan Parliamentary Friendship Group.

As Taiwan faces continuous threats from China across the Taiwan Strait, the Russia-Ukraine War has raised concerns about the potential impact on Taiwan's freedom and democracy, with the question "Today Ukraine, tomorrow Taiwan?" gaining international attention. House Speaker Nancy Pelosi's whirlwind visit to Taipei on August 2-3 triggered an immediate response from the CCP, including a week-long "Taiwan encirclement military drill" on August 4. This involved CCP aircraft and vessels crossing the Taiwan Strait median line and disrupting Taiwan's military activities. Through accurate data, expert analysis, and onthe-ground reporting on Taiwan's outlying islands, supplemented by concise on-screen visuals, PTS News delivered in-depth reports on CCP exercises, cyberattacks, information warfare, Taiwan's military preparedness, economic and societal impacts, and the international response. These reports document pivotal moments shaping Taiwan-US-China relations and regional strategies.



Sea Spray

#### **Documentaries**

In 2022, Our Island presented *Sea Spray*, a groundbreaking co-creative documentary by director Ke Chin-yuan. This innovative film captures the unique imagery of Taiwan's coastline while featuring talented artists from Humanity Theatre who shed light on pressing environmental issues. *Sea Spray* premiered on December 22, 2022, at Taipei's SPOT Huashan Cinema, where the performers transformed into waterbirds, guiding the audience into the venue and vividly portraying the nesting and breeding of these birds.

*Our Island* broke new ground by merging physical and environmental imagery as symbols of contrast, metaphor, and critique. This crossdisciplinary, co-creative work aims to immerse the audience in a refreshing style of presentation that evokes meaningful emotions.

In the second season of *Happy Together*, we spent three years traveling across Taiwan, visiting seniors and individuals with physical disabilities. Exploring five major themes: sexual rights, work, travel, seniors, and social equity, the program shatters conventional stereotypes, creating a vibrant tapestry of life that transcends age, gender, and disability.

To ensure accessibility for all, we premiered the program with audio descriptions and subtitles,

including emotional captions. This enabled visually impaired and hearing-impaired audiences to fully engage with the content. Renowned figures like Mickey Huang Tzu-chiao and Lang Tsuyun recorded promotional videos to support the program. We also collaborated with social welfare organizations, Evergreen University, Chiayi City Hall, and the Taipei Limitless Film Festival to engage the public and raise awareness about the relevant issues.

In 2022, *Happy Together* was not only nominated for Best Humanistic Documentary Program at the 57th Golden Bell Awards but also won the 22nd Taiwan Children's and Teenager's Quality Programming Recommendation and the Award for Promoting Gender Equality Education.



Happy Together

#### Dramas

On Marriage, co-produced by PTS and the friDay platform, follows the micro-science fiction style of On Children. Featuring a starstudded cast and directed by five different directors - John Hsu, Cheng Wen-tang, Peter Ho, Kao Pin-Chuan, and Herb Hsu this five-episode anthology delves into "semihappy marriages." Portraying technological innovations attempting to address marital challenges and creating imaginative nearfuture scenarios prompted viewers to contemplate modern marital dynamics. Though technology is a creation of humanity, On Marriage raises questions about its impact on our lives, its potential to resolve complex marital issues, and whether it can replace deep emotional connections.









Mad Doctor

Mad Doctor is adapted from the bestselling novel by Dr. Lisa Liu, featuring a female doctor working in a remote village hospital. The series depicts her encounters with previously unseen medical emergencies and dilemmas, blending humor and drama. Featuring educational medical segments at the end of each episode, Mad Doctor gained significant popularity, with ratings starting at 1.07 and reaching 2.07 by the fifth week. The hour-long live broadcast after each episode and edutainment content resonated with viewers, as did its focus on healthcare challenges in Taiwan, such as overwork among healthcare workers. Airing on various platforms, including MOD, Hami Video, MyVideo, Line TV, Netflix, Star Chinese Channel, and Formosa Television, Mad Doctor enjoyed hit ratings across major platforms in 2022.

### **Children and Youth**

Dream Family is Taiwan's first parent-child reality program. In the hope of improving parent-child relationships, teenagers with parent-child conflicts are briefly separated from their families of origin and matched with their ideal host family to experience eight days of different family routines. Season one explores three themes: smartphone addiction, pet ownership, and emotional disturbances.

The experiment presented unique challenges, as Taiwan's cultural reluctance to air family issues publicly made it challenging to find willing participants. Additionally, the program faced disruptions due to the Covid-19 outbreak during filming, while capturing the emotional journey of children and the intricacies of the eight-day parent swap posed further complexities. Following the show's broadcast, it received a significant response from the education sector. After watching the program together, many parents and viewers reported enhanced parent-child interaction and greater empathy. Some even expressed interest in participating in this transformative social experiment.



Dream Family



Master Chef's Scientific Kung Fu

This season of *Master Chef's Scientific Kung Fu* explored the science behind Chinese cuisine. The series emphasizes the connection between taste and well-being, drawing from traditional Chinese medicine's five flavors: sour, sweet, bitter, spicy, and salty. These flavors are vital in culinary experiences, serving as a direct link between deliciousness and health. Notably, it addressed the delisting of "spicy" by the scientific community, offering a comprehensive explanation within the program.



#### Inside the Arts

#### **Art and Culture**

In our fourth season of Inside the Arts, we examined the theme of "Is Taiwan Ugly?" This thought-provoking exploration not only unearthed creative aspects of art but also initiated discussions on the aesthetics of Taiwan's public spaces and the potential for transformation. The topic resonated strongly with the public, sparking substantial feedback.

While Taiwan's art has gained global recognition, many appreciate the artworks without fully grasping how they have been preserved throughout the centuries. Building on the success of our third season, the fourth season took viewers to the memorial art galleries of Li Mei-shu, Lee Tze-fan, and Yang San-lang, and the memorial hall of Chen Chin. Here, it investigated the challenges and emotions faced by the descendants entrusted with preserving their forefathers' artworks.

Musicvivaviva, co-hosted by popular hosts Bowie and Lulu, uniquely blends Chinese pop songs with everyday topics from a gender perspective, fostering cross-generational dialogue. The latest season of this flagship PTS music program maintained exceptional music arrangements and live performances while introducing a new rooftop concert format. Inviting talented singers and musicians from various generations to reinterpret and perform Chinese pop songs from a female perspective on the sisters' rooftop set, Musicvivaviva continues to shine as a groundbreaking Taiwanese music program.

In the fourth season of Slow Travel Adventures, the hosts explored the theme of "reunion,"

embracing connections between people, places, and events, and evoking memories of scents and bygone times. On their journeys, the hosts immerse themselves in local wisdom, witness seasonal transitions, delve into historical anecdotes, and share precious memories and life lessons to create an unforgettable travel experience. Slow Travel Adventures has gained a substantial following on social media platforms, with a notable increase in fans on Facebook and Instagram in 2022.



Musicvivaviva



Slow Travel Adventures

#### Lifestyle

In 2022. Guess Who Season 13 introduced the "My Little Universe" sub-theme to foster a deeper connection between viewers and their hometowns while at the same time encouraging exploration and appreciation of Taiwan. It was nominated for Best Lifestyle Show at the 57th Golden Bell Awards and the Children and Youth Jury Award at Taiwan Media Watch Foundation Awards. Guess Who Season 14 delves into pressing topics in Taiwan, exploring Hong Kong New Immigrants: Adapting to Life Abroad, The Silver Generation: Insights into Elderly Life, and Young People's Choices: The Survival of the 1990s-2000s Generation. Guess Who offers a glimpse into the lives of families across the nation through 39 episodes. Additionally, around 20 "Celebrity Little Universe" short films featuring mystery guests from various episodes are produced to engage online audiences in more diverse ways. In 2022, Guess Who achieved remarkable online success, particularly on YouTube and Facebook, with a significant increase in subscribers and viewers.

PTS's Theme Night Show, a civic forum reality show centered around documentaries and movies,



Guess Who



earned the Creative Award for Television Shows at the 57th Golden Bell Awards. The show serves as a platform for dialogue across various societal sectors. For instance, an episode titled "What do we do in prisons?" featured host Peng Jenyu, former inmates Hei Jin-cheng and Ko Pojung, prison administrator Lin Wen-wei, social worker Wu Fu-tong, and legal affairs minister Tsai Ching-hsiang, all individuals with "prison experiences." This unique gathering facilitated candid exchanges. Contrasting the bureaucratic prison environment, the program encouraged open dialogue among participants, transcending the prison hierarchy. Additionally, an international video exchange with a Hungarian documentary filmmaker added a global perspective. Following the program's broadcast, the Ministry of Justice implemented substantial changes, establishing a cross-institution, cross-status LINE group named "Reform of Prison Working Hours and Reclaiming My Right to Health." The group, initially with only 10 members, has grown to include 189 members from 37 prisons, marking a historic development in Taiwan's prison system.

Theme Night Show

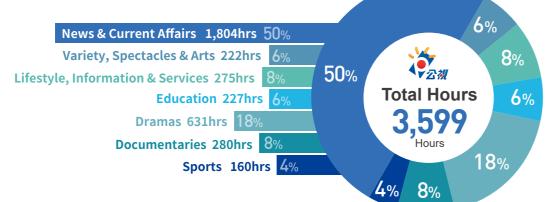
# **Program Statistics**

In 2022, PTS's main channel aired 8,700 hours, with new programs making up 41% (3,599 hours). PTS3 aired 7,423 hours, with new programs comprising 37% (2,760 hours).

### **PTS Main Channel**

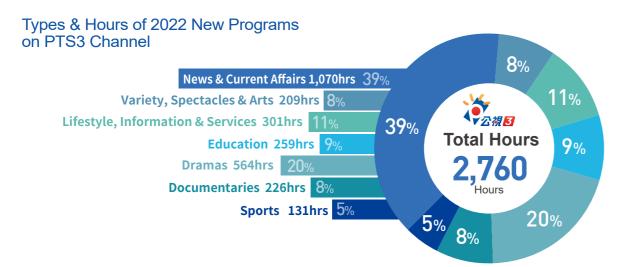
As a generalist channel, PTS produces programs in the public interest, balancing the needs of various ethnic groups. Our content spans news, drama, arts, culture, education, information, music, documentaries, and more. We strive to foster the exchange of diverse values and engage broad audiences with innovative content relevant to people's lives.

#### Types & Hours of 2022 New Programs on PTS Channel



### **PTS3 Channel**

PTS3 is the nation's premier channel for culture, arts, and sports. We offer extensive domestic and international arts and cultural performances, along with programming designed for diverse audiences, including individuals with hearing and visual impairments, people with physical and mental disabilities, and various ethnic groups such as new immigrants, Hakka, and indigenous peoples.



#### International Awards

- ★ Gimpo International Youth Film Festival Nomination, International Competition 9 to 12, Kids as Directors - Magic Eraser: Delete! Winner, International Competition 9 to 12, Kids as Directors - Little Puppet in the Gaps
- ★ San Francisco International Film Festival Nomination, Youth Work, Kids as Directors - Our Days in Dongshi
- \* Los Angeles International Children's Film Festival Nomination, Who Is It: Who is Singing? Nomination, Hello to Me in 100 Years
- ★ Venice International Film Festival Nomination, VR Film Lab, Red Tail
- ★ Wild & Scenic Film Festival Nomination, From Light and Dust
- ★ Children's Film Festival Seattle Nomination, Shorts, Who is It: Who is Singing? Nomination, Youth-Made Film (under 18), Kids as Directors - A-Yong's Lockdown Day Nomination, Youth-Made Film (under 18), Kids as Directors - Our Days in Dongshi Nomination, Youth-Made Film (under 18), Kids as Directors - The Guardian Lion and Budaixi
- ★ Escales Documentaires International Festival of Creative Documentary Nomination, Hello to Me in 100 Years
- ★ Chicago International Children's Film Festival Nomination, Monster Fruit Academy - Granny Fruity's Big Secret Nomination, Who is It: Who is Singing? Nomination, Unlocking Music: Growl
- ★ BFI London Film Festival Nomination, Hello to Me in 100 Years
- ★ San Diego International Kids' Film Festival Official Selection, Who is It: Who is Singing? Official Selection, Films Made By Youth & Kids, Kids as Directors - The Guardian Lion and Budaixi Winner, Best Student Film, Kids as Directors - Magic Eraser: Delete! Official Selection, Shorts, Hello to Me in 100 Years Winner, Best Fantasy Feature Film, Monster Fruit Academy - Granny Fruity's Big Secret
- ★ Giffoni Film Festival Nomination, ELEMENTS+3, Who is It: Who is Singing?
- ★ NewImages Festival XR Competition Winner, Special Mention by the Jury Committee, Red Tail Ep.1 Nomination, Competition, Red Tail Ep.1
- ★ Tribeca Film Festival Official Selection, Immersive Section, Missing Pictures
- ★ Visions du Réel Nomination, Burning Lights Competition, Far Away Eyes
- ★ 2022 INPUT Official Selection, The Silent Forest
- ★ 2022 Prix Jeunesse International Nomination, 11-15 Non-fiction, PTS Youth News: OUR SONG Nomination, UNICEF Prize, PTS Youth News: OUR SONG Nomination, 7-10 Non-Fiction, PTS Youth News: What is Law?



Magic Eraser: Delete



The Guardian Lion and Budaixi

# Service as Creation: Activating Cultural Vitality in Diverse Forms

#### **Empowerment through Audiovisuals: Let's Be Directors!**

The 10th Taiwan International Children's Film Festival (TICFF) showcased the long-established Kids as Directors Workshop. Kick started in 2021 in preparation for TICFF, eight teams from across the nation were selected, received initial training, and collaboratively crafted eight impactful short films with the guidance of our expert producers. These films explored diverse themes, including Taiwan's cultural heritage, parent-child bonds, reflections on the impact of Covid-19, and shared life experiences, all of which premiered at the festival.

PTS fosters children's self-expression through workshops and promotes opportunities for young

creators. This year, in partnership with the ASUS Foundation, PTS co-organized the 13th annual Heartfelt 99 Project, receiving 216 entries, including a record-high proportion of high school students. In this era of self-media, young video creators excel in storytelling using diverse topics and creative ideas. PTS plans to showcase the best works on campuses and invite these talented young directors to share their life stories through video creation. Additionally, PTS has collaborated with the ASUS Foundation to conduct video creation workshops and teach volunteers video production skills to capture heartwarming stories of public service.



Kids as Directors - A-Yong's Lockdown Day



Lotus Pond Museum Experience in NTMOFA

#### **Cross-Border Collaboration:** The Synergy of One Plus One Exceeds Two

PTS ventured into virtual reality (VR) content creation this year, producing a broad spectrum of engaging content from popular children's science programs to drama programs. Moreover, we broke new ground by merging technology with art, using VR to bring painter Lin Yu-shan's iconic 1930 masterpiece, Lotus Pond, into the metaverse. In October, PTS teamed up with the National Taiwan

#### **Carrying the Film Festival Spirit** to the Streets and Neighborhoods

PTS partnered with Taipei City Foreign and Disabled Labor Office to organize the 2022 Taipei Limitless Festival. This event, held both physically at Taipei's Syntrend Creative Park from October 7 to October 9 and online via the Giloo documentary



Museum of Fine Arts to present Painting Taiwan -Lotus Pond VR, a month-long exhibition featuring five days of VR (Virtual Reality) and AR (Augmented Reality) immersive flash events. These creative events allowed participants to enter Lin Yu-shan's lotus pond world, experiencing firsthand the wonders of life in this virtual environment.

streaming platform from October 10 to October 23, aimed to promote awareness of disabilityrelated issues, emphasizing equality, culture, and inclusiveness. Featuring 10 films (including audiovisual versions), the festival garnered



Press Release for Opening of Taipei Limitless Festival

9,291,670 online views with nearly 500 people attending the physical screenings - all 700 available online film festival slots were claimed within a week.

Following the 2022 Taiwan International Children's Online Film Festival (TICFF), PTS initiated the 2022 TICFF National School Tour, a free, service-oriented program that extends film and television experiences to families and students outside Greater Taipei. In collaboration with New Taipei City Government's Department of Culture, the Bureau of Audiovisual and Music Industry Development, and Luodong Township Office, PTS

hosted screenings at various venues, including FZ Fifteen Exhibition Center & Cinema, Luodong Performance Art Theatre, Taitung's Showtime Cinemas, and Tainan Wonderful Theatre. These screenings attracted a total of 3,342 attendees. Additionally, through a partnership with the Ministry of Education's K-12 Education Administration, the program reached rural and remote areas, including Kinmen, Matsu, Penghu, Green Island, Orchid Island, and schools nationwide, with 2,659 people enjoying films across 42 screenings.



TICFF Tours Orchid Island for the First Time

#### **Children's Learning: PTS as the Classroom**

In 2022, PTS expanded its Smart Fun event to Kaohsiung for the first time, featuring a collaborative effort between various children's programs from PTS, PTS Taigi, and Hakka TV. Through interactive games designed by each program, parents and children can learn more about TBS's offerings while fostering and improving children's



Smart Fun Parent-Child Party



abilities through play. This event aligns with PTS's educational philosophy of learning through play and incorporates technology elements, including original IP-based games like Monster Fruit Academy for Nintendo Switch, Bear Star, and The Small Big VR, providing opportunities for family learning and fun experiences.

# **Financial Statement**

#### **Revenue Analysis**

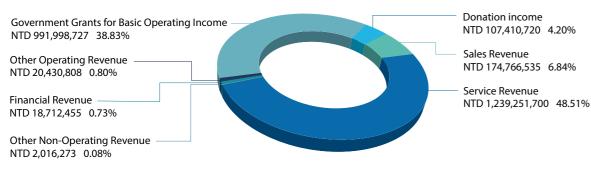
The annual revenue totaled NTD 2,554,587,218 (USD 79,830,850), comprising various revenue streams such as service revenue, sales revenue, donation income, government grants for basic operating income, other operating revenue, financial revenue, and other non-operating revenue. Refer to the revenue diagram below for details.

PTS's main revenue source is service revenue, primarily from government-commissioned projects like operating the newly established PTS Taiwaneselanguage Channel, Hakka TV Channel, and

broadcasting parliament channel services, as well as developing UHD content. Government grants include an annual budget of NTD 900 million (USD 29,128,911) in accordance with the Public Television Act, and 30% of a central authority special fund outlined in Article 45 of the Cable Broadcasting and Television Act. System operators are required to allocate 1% of their annual turnover to this fund, resulting in a donation of NTD 91,998,727 (USD 2,874,960) to the Cable Radio and Television Development Fund in 2022.

#### Revenue Breakdown

\*Total Revenue in 2022: NTD 2,554,587,218 (USD 79,830,850) (including PTS, PTS Taiwanese-language Channel and Hakka TV)



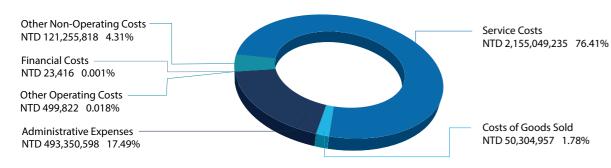
#### **Expenditure Analysis**

In 2022, expenditure totaled NTD 2,820,483,846 (USD 88,140,120), with operating expenses at NTD 2,699,204,612 (USD 84,350,144), covering service costs, cost of goods sold, administrative expenses, and other operating expenses. Non-operating costs, recognized as investment losses under equity

methods, were NTD 121,279,234 (USD 3,789,976). Labor costs, the largest component, amounted to NTD 2,155,049,235 (USD 67,345,288), accounting for 76.41% of total expenditure. Refer to the expenditure diagram below for details.

#### Expenditure Breakdown

\*Total Expenditure in 2022: NTD 2,820,483,846 (USD 88,140,120) (including PTS, PTS Taiwanese-language Channel and Hakka TV)



#### 2022 Balance Sheet

Assets **Current Assets** Cash & cash equivalents Other financial assets - current Notes receivable Accounts receivable Accounts receivable-related parties Other accounts receivable Other accounts receivable-related parties Advance payments Advance payments-related parties Short-term advance payment Other current assets Subtotal **Fixed Assets** Long-term investments at equity Land, Buildings & Facilities Refundable Deposits Other financial assets - non current Other non-current assets Subtotal Total Assets Liabilities, Funds, & Equity **Current Liabilities** Notes Payable Accounts Payable Lease payable - current Accrued Expenses Accrued Expenses - related parties Other Payables Provisions - current Advance receipt Other Current Liabilities Subtotal Non-current Liabilities Lease pavable - non-current Deferred Government Funding **Deposits Received** Subtotal **Total Liabilities** Net Worth Funds **Donated Surplus** Accumulated Equity Other Items of Net Worth Unrealized revaluation increments Subtotal

Total Liabilities and Net Worth



		Unit : NTD	
31 December 2022		31 December 2021	
Amount	%	Amount	%
\$ 1,335,498,207	17	\$ 778,414,904	10
1,764,876,714	22	1,447,450,774	20
434,086	-	1,431,652	-
62,557,296	1	78,566,308	1
110,838	-	-	-
71,288,482	1	291,278,020	4
305,519	-	176,412	-
257,403,757	3	139,841,985	2
278,033	-	279,558	-
3,840,190	-	-	-
4,698,657	-	1,399,520	-
3,501,291,779	44	2,738,839,133	37
2,901,786,870	36	3,015,743,026	41
58,000,000	1	50,000,000	1
1,506,501,991	19	1,592,834,174	21
7,827,862	_	8,358,776	-
2,564,214	-	3,459,866	-
4,476,680,937	56	4,670,395,842	63
\$ 7,977,972,716	100	\$ 7,409,234,975	100
Amount	%	Amount	%
\$ 195,341	-	\$ 5,856,559	-
8,816	-	544,915	-
532,794	-	517,712	-
406,136,743	5	233,514,895	3
447,346	-	116,592	-
47,670,960	1	9,026,004	-
22,424,408	-	19,294,536	-
498,626,105	6	28,852,591	1
62,080,224	1	15,928,899	-
1,038,122,737	13	313,652,703	4
-	-	532,794	-
344,204,830	4	274,197,064	4
41,064,437	1	29,585,862	-
385,269,267	5	304,315,720	4
1,423,392,004	18	617,968,423	8
.,,,		0.1,700,120	
5,659,087,251	71	5,637,176,125	76
4,327,722,168	54	4,327,722,168	59
(5,534,442,186)	(69)	(-5,275,845,220)	(71)
( 5,557,772,100 )	(0))		(71)
2,102,213,479	26	2,102,213,479	28
6,554,580,712	82	6,791,266,552	92
\$ 7,977,972,716	100	\$ 7,409,234,975	100
		· · · ·	

# **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).

## Chinese Television System (CTS)

Founded in 1971 Tel: 0800-069-789

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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