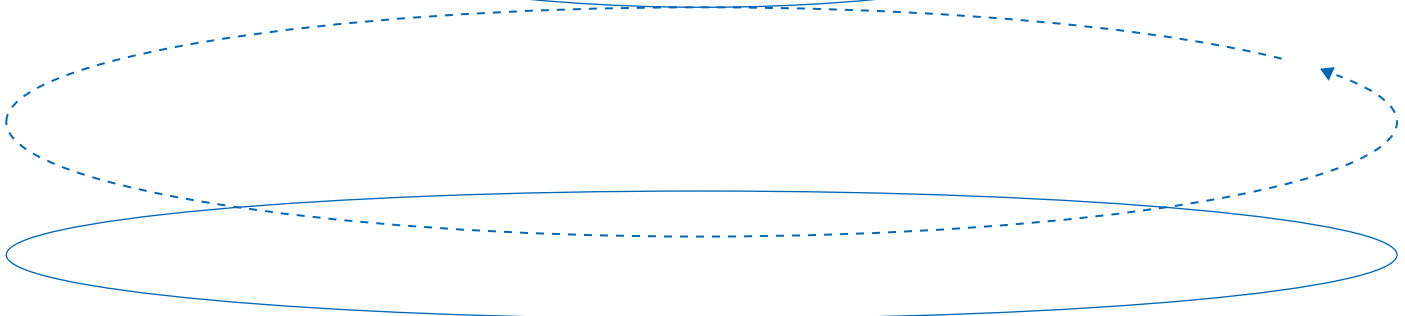


2023

**PUBLIC TELEVISION
SERVICE FOUNDATION**

ANNUAL REPORT



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Board of Directors and Supervisors

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

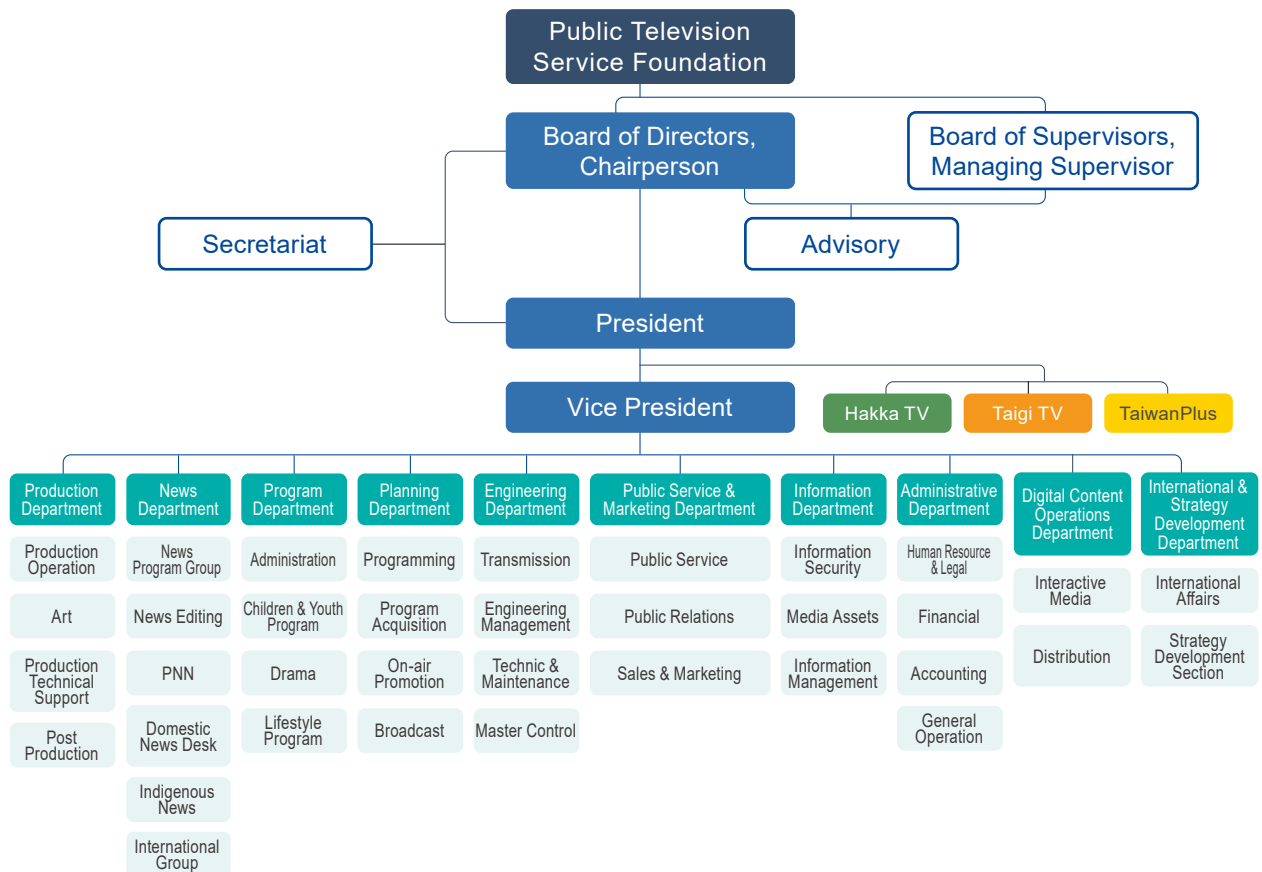
Chair of the Board | Yuan-Hui Hu

Director | Chin-Po Wang, Owen Wang, Kuo-Chen Chu, Chih-Te Lee (Resigned), Kuan-Yuh Lin (Resigned), Yao-Nan Lin, Stan Shih, Hsin-Lan Hung, Jui-Hsi Hsu (Resigned), Chia-Sui Sun, Li-Hsin Kuo, Shiang-Chyi Chen, Hsin-Chien Huang, Chao-Hwei Hwang, Suming-Rupi, Jia-Zhan Liao, Chang-De Liu (Resigned), 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 drafts a plan to establish a center for producing public TV programs.

1984

The Public TV Program Production and Broadcasting Team is formed under the Government Information Office. Programs are broadcast during time slots requisitioned from the three existing terrestrial networks.

1986

The Broadcasting Development Foundation takes over program production responsibilities through the Public TV Program Production and Broadcasting Team.

1991

The Executive Yuan issues guidelines for the formation of the Public Television Preparatory Committee. Seven specialists and scholars are enlisted to draft legislation for the Public Television Act.

1993

The Executive Yuan submits a draft of the Public Television Act to the Legislative Yuan for deliberation and approval.

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, consisting of 18 directors and supervisors, is established under the Public Television Act.

July 1

The Public Television Service Foundation is officially established, and PTS broadcasts its first program.

2003

December 9

The Legislative Yuan passes amendments to the Broadcasting and Television Act, the Cable, Radio & Television Act, and the Satellite Broadcasting Act, prohibiting government and political party investments in the broadcasting and television industries.

2006

January 3

The Legislative Yuan passes the Divestment of Shares in Terrestrial Television Act, laying the groundwork for the creation of Taiwan Broadcasting System (TBS).

January 16

The Liming Foundation donates CTS shares to the PTS Foundation.

July 1

Taiwan Broadcasting System (TBS) is officially formed.

公共電視

Public Television Service



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 completes the purchase of non-government-owned Chinese Television System (CTS) shares under the Divestment of Shares in the Terrestrial Television Act. The transaction, audited by an Executive Yuan commission, enables CTS to fully acquire shares from non-government shareholders.

September 28

The Indigenous Peoples Cultural Foundation is established, granting media autonomy to oversee and expand Taiwan Indigenous Television.

2014

January 1, New Year's Day

Taiwan Indigenous Television (TITV) separates from Taiwan Broadcasting System to operate independently under the Indigenous Peoples Cultural Foundation.

2017

December 31

Taiwan Macroview TV, a satellite television service funded by the Overseas Community Affairs Council and operated by PTS since 2000, ceases operation due to significant changes in broadcast media.

2019

July 6

Following the passage of the Development of National Languages Act by the Legislative Yuan on December 25, 2018, PTS launches the Taiwanese-language channel, PTS Taigi.

2022

June 10

PTS launches TaiwanPlus, an international over-the-top (OTT) platform aimed at global audiences.

2023

June 21

Amendments to the Public Television Act are enacted to drive the transformation and upgrade of public media.

Vision & Mission

Our 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
5. 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

1. 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 risk-taking, failure-tolerant organizational culture that stimulates innovation
3. 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
5. 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

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

Three-Year Goals

1. Expedite the Public Television Act amendment process to lay the necessary legal foundation for the development of TBS
2. Accelerate digital transformation to make PTS+ the nation's most frequently used over-the-top (OTT) video streaming platform
3. Meet staged re-engineering targets to strengthen operating effectiveness and the digital management mechanism
4. Set a benchmark for the news environment by transforming TBS's channels and platforms into the most trusted media brands across all age demographics
5. Serve as a wellspring of life to the film and television industry to carve out new roads and shine internationally
6. 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
7. Enhance multi-ethnic services, making PTS Taigi and Hakka TV top brands in multicultural digital services
8. Construct a global communication network, establishing TaiwanPlus as a media brand with international influence
3. Strengthen strategic cooperation and resource integration among TBS members to achieve a synergistic effect
4. Explore local IP potential and create multiple applications
5. 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
6. Strive to increase funding for PTS Taigi and Hakka TV, enhance their digital services, and improve the quality of content production
7. Strengthen the production of multi-lingual and multi-ethnic news and programs to demonstrate public media's pluralistic values and the advantages of publicness
8. Implement organizational restructuring and training to build a digital-first, employee-orientated culture and expand the allocation of resources for digital content and services
9. Increase TBS's investment in news production, especially funding and human resources for digital services
10. Expand the scale, reach, and influence of the PTS+ platform with a diversified and dynamic business roadmap
11. Strengthen the bond between the PeoPo Citizen Journalism Platform and local communities to build a grassroots hub for public interest information
12. Boost online engagement mechanisms for content production and consultative decision-making to deepen public participation
13. 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

Strategic Plan

1. 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
2. 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



Message from the Chairperson

"Challenge and Change" have emerged as defining hallmarks of recent global public media trends, and Taiwan is no exception. Encouragingly, with steadfast support and collective effort, Taiwan Broadcasting System (TBS) has not only embraced transformation but also delivered significant achievements this year.

The Public Television Act forms the cornerstone of PTS's operations, providing the legal framework that underpins its mission. This year marked a milestone, as we witnessed the most significant revision of the Act since its inception, a result of years of dedicated effort from all sectors of society. The reform not only raises the ceiling on government funding for PTS but also firmly embeds services for ethnic communities, regional and international broadcasting into its statutory responsibilities. Furthermore, it actively encourages the innovative use of digital technology to drive public service initiatives. These amendments position TBS to stride confidently into a new era of public service media.

On the ground, PTS has never waited for change to be mandated, consistently taking the initiative to implement transformative measures in response to evolving societal needs. Among these noteworthy efforts are:

(1) Content Production: With increased investment in drama and documentary production, PTS continues to raise the bar in creative storytelling. *Wave Makers*, which premiered globally on Netflix, went beyond mere entertainment, sparking a domestic social movement and igniting conversations within democracies around the world.

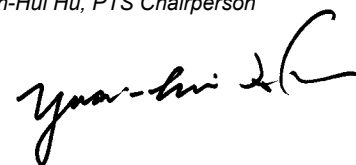
(2) Organizational Restructuring: TBS is evolving structurally to better serve our audiences. The Southern Center officially launched this year to address regional development needs, while a new Digital Content Department and AI Applications Task Force are driving our digital transformation efforts. The comprehensive overhaul of PTS+ has further positioned it as Taiwan's leading local OTT public service platform. In addition, we have broken new ground with online public accountability forums, fostering greater transparency and encouraging civic engagement.

(3) International Engagement: On the global stage, TBS has hosted several high-profile events, including the International Public Television Conference (INPUT), the Shaping Our Future: PSM Digital Transformation & Governance Symposium, the Ethnic Media Summit, and the PTS 8K Program Production Workshop. These efforts align Taiwan with the latest global trends in the industry and solidify connections with the international film and television community. Moreover, the launch of TaiwanPlus in the United States and Singapore significantly amplifies TBS's global voice and broadens Taiwan's international visibility.

Transformation arises from challenge, and the journey of driving transformational change is rarely without obstacles. Yet, without change, there can be no growth.

As Taiwan stands at this pivotal moment in the evolution of public media, we remain steadfast in our commitment to our vision: *Move the People, Move the World*. By embracing transformation with determination and resilience, we aim to unlock new possibilities and ensure a future of meaningful impact and unwavering service to the public. Together, we are not just responding to change—we are leading it.

Yuan-Hui Hu, PTS Chairperson





Message from the President

In 2023, PTS achieved significant milestones and, through a series of transformative initiatives, unveiled a renewed vision of public media.

Focused on the critical goal of digital transformation, we officially established the Digital Content Operations Department and undertook a comprehensive overhaul of our PTS+ streaming platform. No longer simply an alternative for on-demand content, PTS+ now offers exclusive premieres, original productions, and live broadcasts, solidifying its position as one of Taiwan's most frequently used domestic streaming platforms, boasting an impressive and diverse array of content.

This year, PTS had the distinct honor of hosting the 2023 International Public Television Conference (INPUT) in Taipei—the first in-person gathering of global public television members since the pandemic. We welcomed nearly 400 participants from 30 countries, to share, debate, and celebrate the best public broadcasting programs worldwide. From May 14–18, attendees engaged in lively discussions on public broadcasting values and program innovation. Our opening gala at the iconic Taipei 101 Water Dance Plaza was a standout moment, featuring the vibrant flavors of Taiwan's night markets, unlimited Taiwanese beer, and a traditional temple troupe performance. This unforgettable cultural experience not only extended a warm welcome to our international guests but also highlighted PTS's strength in soft diplomacy.

PTS dramas continued to excel in 2023, earning both critical and commercial acclaim. *Oxcart Trails*, a deeply moving portrayal of tenant farmers and landowners in Taiwan's agrarian past, captured the complexities of rural life and won the Golden Bell Award for Best Screenplay. Meanwhile, *Wave Makers* broke new ground by offering an intimate portrayal of the political campaign staff of a fictional Taiwanese party in the lead-up to a presidential election. Streaming across 190 countries via Netflix, the drama showcased Taiwan's political landscape to a global audience. Its success was further cemented with four major Golden Bell Awards: Best Miniseries, Best Directing for a Miniseries or Television Film, Best Visual Effects for a

Drama Series, and Best Original Song in a Drama.

Innovating children's programming in the digital age remains a formidable challenge for public broadcasters worldwide. PTS rose to the occasion with a flagship initiative, *PTS Youth News: Behind the Screen – The Dangers of Teenage Online Dating*. As part of this project, we introduced the interactive game *Love Chat Box: Virtual Romance*, which simulated online scam traps to teach teens how to stay safe. The game quickly became a trending topic online, igniting widespread discussion and awareness among young audiences.

Another major milestone this year was PTS's successful amendment of regulatory restrictions to lift donation caps, securing additional funding from the Ministry of Culture specifically for children's programming. These advancements pave the way for expanded production and broadcasting of high-quality children's programs across digital platforms and channels. Armed with these resources, PTS is poised to craft even more impactful programming to support and inspire Taiwan's younger generations.

PTS has not only embraced transformation but also redefined it, pushing beyond traditional formats to amplify the impact of our quality content.

Yet, transformation is not the culmination of our efforts—it marks the beginning of an ambitious new chapter. With steadfastness and unwavering commitment as our foundation, PTS aims to achieve meaningful progress and deliver lasting impact.

Together, let us embrace the future with determination and continue shaping a brighter tomorrow for public media.

Cindy Shyu, PTS Acting President



Focus 1

Reform and Rebirth

Spotlight

1



The color design of PTS+ is based on red and blue gradients, symbolizing the platform's broad range of programs catering to diverse audiences. The fusion of "+" and "P" reflects limitless possibilities, positioning PTS+ as a gateway to broadening perspectives and deepening public discourse.

Structural Transformation —Defining a New Role for PTS

The Board and executive team prioritized amending the Public Television Act during their three-year term, establishing a robust legal framework to lay the groundwork for TBS's future growth. The revised Public Television Act, enacted on June 21, 2023, redefined the role of the PTS Foundation in public service and industry development. Key updates include strengthening financial stability and flexibility, the formalization of multi-ethnic and international channels to better serve diverse communities through PTS Taigi and Hakka TV, and the creation of a Southern Production Center to foster cultural diversity and support regional development. Additionally, TaiwanPlus has been strategically positioned as a leading global media brand.

This landmark reform in the PTS Foundation's operations and identity transforms PTS from a traditional public broadcaster into a dynamic, full-spectrum public media organization.

Spotlight

2

A New Era — Evolving from PSB to PSM

Streaming Service

In 2023, digital transformation took center stage on PTS's agenda. Celebrating the sixth anniversary of the PTS+ streaming platform, we unveiled a revamped website, delivering an enhanced user experience with streamlined program search features and a fresh corporate identity system that embodies PTS's innovative vision for the future.

Following the PTS+ relaunch, we expanded our live sports coverage, broadcasting both the U12 and U18 Baseball World Cups from July 28 to September 11. These events sparked remarkable enthusiasm, attracting 32,035 new members and making Q3 the platform's strongest growth quarter of the year. During the U18 tournament, PTS+ recorded a peak of 7,892 concurrent users—our highest figure on record for the year.

Additionally, PTS launched a groundbreaking VTuber incubator program, introducing "HaiYue LinLin" as part of our second generation of PTS VTubers. This initiative also led to the creation of Taiwan's first VTuber-focused award—the Golden

VTuber Awards—which garnered an impressive 223 entries in under a month. The awards ceremony, live-streamed on December 31, successfully captivated younger audiences, further strengthening PTS's digital presence.

Educational Resource Network

Advancements in digital technology have unlocked unprecedented opportunities for PTS to share its extensive multimedia resources. With the launch of PTS Kids Education, educators now have access to a wide-ranging collection of high-quality teaching materials, transforming PTS films into indispensable classroom tools. Regular updates of materials and lesson plans are provided, complemented by both online and in-person workshops. A 24-hour YouTube channel further enhances accessibility, delivering round-the-clock learning opportunities.

In 2023, to foster deeper discussions on life education, PTS partnered with the Ministry of Education's K-12 Education Administration to



PTS launched a VTuber incubator program, introducing the second-generation PTS VTuber, "HaiYue LinLin."



PTS MOVE: Human Rights Game on Campus

host the Life Education Forum on Emerging Topics in Taiwan's northern, central, southern, and eastern regions. An innovative human rights education initiative was also introduced, featuring the interactive tabletop game, *Campus Witness*, developed exclusively for the network. As part of the PTS MOVE: Human Rights Game on Campus initiative, PTS engaged with 25 schools and institutions across 13 counties, including Chashan Elementary School in Alishan and Jibei Junior High on Jibei Island, Penghu.

Multimedia Initiatives

PTS boldly ventured beyond traditional broadcasting with the trailblazing *Monster Fruit Academy - Summer Camp*, which seamlessly

integrated VR, AR, and immersive gaming experiences. In alignment with the UN's Sustainable Development Goals (SDGs), the event introduced eco-friendly QR code wristbands for entry, drawing nearly 10,000 visitors and achieving an impressive 97.6% satisfaction rate. This creative initiative not only demonstrated PTS's commitment to sustainability but also kicked off the 25th-anniversary youth series with resounding success, earning widespread acclaim.

Monster Fruit Academy - Guardian of Acorus, a VR cinematic game inspired by a Taiwanese animation and selected for the 2023 Busan Indie Connect Festival, captivated audiences with its remarkable level of immersion. Additional attractions included DIY art zones featuring painting, tote bag creation, and eco-friendly bonsai activities. Visitors also enjoyed a *Monster Fruit Switch* gaming area, motion-sensing games, and AR character photo booths. The event further featured an engaging "traffic safety experience" section, complete with safety lectures, animations, and driving simulation games, which resonated with parents and children alike.



Monster Fruit Academy - Guardian of Acorus



Spotlight

3

Expanding Borders, Connecting Globally

International Conferences

International Public Television Conference (INPUT)

For over 40 years, the International Public Television Conference (INPUT) has been a premier platform for public broadcasters worldwide. Hosted annually in a different member country, INPUT celebrates the year's most innovative and distinctive TV programs selected from member submissions. Through in-depth discussions, public media professionals exchange ideas on fostering creativity and addressing challenges, such as creating compelling content and strengthening connections with audiences amid the rise of streaming platforms

and online video.

In 2006, Taiwan hosted INPUT for the first time. Seventeen years later, in 2023, PTS proudly took the reins once more, drawing 511 media professionals from 29 countries, making it the largest international media event in Taiwan that year. Held from May 14 to 18, the five-day event featured 26 screening sessions with 79 films, including five PTS productions, which sparked lively and insightful discussions. Additional events included an opening gala, mid-week parties, a VR experience zone, interactive photo booths, thematic panels, and an international symposium.

After three years of pandemic-driven isolation,



The International Public Television Conference drew media professionals globally, marking it as a major international event in 2023.



Ethnic Media Summit

the 2023 INPUT was far more than a gathering of public broadcasters; it transformed into a platform for cultural diplomacy, showcasing Taiwan's vibrant spirit and rich cultural heritage to a global audience.

Ethnic Media Summit

As a member of the TBS family, Hakka TV proudly stands as Taiwan's first ethnic television station and the only Hakka channel in the world. Since its launch, Hakka TV has been committed to producing the acclaimed *Outside the Box* documentary series, which explores how ethnic communities worldwide safeguard their unique languages and cultural heritage.

In 2023, Hakka TV hosted the Ethnic Media Summit, bringing together media leaders from New Zealand, Norway, Scotland, Canada, and Taiwan, along with ethnic media representatives and content creators, for a landmark gathering focused on the future of ethnic media worldwide.

The summit focused on three key themes: "The Current Status and Future of Ethnic Media," "Creating IP Amidst Language and Cultural

Challenges," and "Technology Meets Ethnic Media." In a historic step, Hakka TV signed a Memorandum of Understanding with Māori Television, Sami Television, PTS Taigi, and the Indigenous Peoples Cultural Foundation, paving the way for resource sharing, cultural exchange, and the co-production of diverse media content. This collaboration represents a significant milestone toward a robust international partnership in ethnic media, with a shared commitment to fostering talent and promoting cultural diversity on a global stage.

International Correspondents

In February 2023, following a Board resolution, PTS News introduced the groundbreaking PTS International Correspondent Project, aiming to broaden its global perspective and reduce reliance on syndicated news feeds. For the first time, PTS appointed correspondents in key cities across the United States, Europe, and Asia. Starting in May, the network expanded its team to include 10 correspondents by the end of December, stationed in Silicon Valley, Los Angeles, Seoul, London, Groningen, Kraków, Lund, Bangkok, Kuala Lumpur,

and Penang.

These international correspondents actively contribute reports across PTS's flagship news programs, including *PTS Evening News*, *PTS World Today*, *PTS ITV News*, and *PTS Noon News*. Notably, some of their stories have garnered coverage from foreign media outlets, significantly enhancing PTS's international reach.



The PTS News Department initiated the PTS International Correspondent Project to expand the network's global news perspective.

International Co-Production

Taiwan Alishan Forest Railway Journey is an international collaboration between Taiwan's PTS and Japan's NHK. This groundbreaking documentary is the first in the world to showcase Alishan's breathtaking landscapes and century-old railway heritage in stunning ultra-high 8K resolution paired with 22.2-channel sound, delivering an unforgettable audio-visual experience. Utilizing cutting-edge filming techniques, the project captures Alishan's awe-inspiring scenery and intricate railway engineering, such as figure-eight loops, Z-shaped sections, horseshoe curves, and the restoration of century-old steam trains. It also features the yet-to-operate, locally crafted cypress-paneled train, "Formosensis."

With a soundtrack composed by acclaimed Japanese composer Kiyoshi Yoshida and narration by Taiwanese Golden Horse Best Actress Gwei Lun-Mei, this production sets a new benchmark for international collaboration, combining cinematic excellence with universal appeal.



Focus 2

Program Highlights



Presidential Candidate Debate

News

Since 2004, PTS has co-hosted presidential election debates with major media outlets. For the 2024 presidential election, PTS joined forces with 10 media partners, including the Central News Agency, China Times, Liberty Times, United Daily News, SET News, TTV, FTV, CTS, Mirror TV, and TVBS. The presidential debate aired on December 30, 2023, at 2:00 PM, and the vice-presidential debate aired on January 1, 2024, at the same time. After six months of meticulous planning and coordination, both these highly anticipated events were broadcast by PTS, with TBS Chairman Hu Yuan-hui as the moderator, marking a historic milestone for PTS by becoming the sole broadcaster of Taiwan's presidential and vice-presidential debates.

The debates were streamed live online, complete with real-time sign language interpretation, and shared widely with domestic and international media. Major global broadcasters, including the BBC, Voice of America (VOA), and Radio Free Asia (RFA), also aired the debates live,

significantly boosting PTS's international visibility and showcasing Taiwan's democratic process on a global stage.

Celebrating 25 Years of Our Island's Impact

In its 25th anniversary year, PTS's *Our Island* received the prestigious Social Reformer Award at the 12th Presidential Cultural Awards, marking the first time a Taiwanese electronic media outlet has earned this distinction. The judges commended the program for its "dedicated pursuit of environmental and land issues over 25 years, fulfilling public media's duty to serve the public good."

Since its inception, *Our Island* has traveled across Taiwan, capturing compelling firsthand footage of environmental challenges, illuminating underreported stories, monitoring policies, documenting ecological changes, and advocating for positive change. This mission remains ongoing as *Our Island* continues to wield its lens in defense of the land we deeply love and cherish.



PTS's *Our Island* program receives the Social Reformer Award at the 12th Presidential Cultural Awards



PTS IN-NEWS presents the documentary *Who Owns The Arctic*.

PTS's *Sea Spray* director, Ke Chin-yuan, receives an award at the Asian Academy Creative Awards in Singapore.



Documentaries

PTS IN-NEWS released the documentary *Who Owns The Arctic*, exposing the dramatic changes unfolding in the Arctic as global warming accelerates. The team interviewed leaders from two pioneering industries—Finland's icebreaker design sector and Norway's high-tech offshore salmon farming sector — demonstrating how these smaller Arctic nations hold their ground amid global power struggles. Over the course of a month-long journey, the production crew explored the remote Svalbard archipelago and visited over ten coastal towns along the Arctic Ocean, documenting a region on the frontline of climate change.

This Arctic transformation, while geographically distant, carries profound global implications. Melting ice has reignited geopolitical tensions, with the U.S., Russia, and China vying for control over newly accessible Arctic sea routes. At the same time, the Russia-Ukraine war has sparked an energy crisis, intensifying interest in the Arctic's abundant mineral resources and scientists from around the globe have converged on the region, working to uncover

solutions to slow the pace of global warming.

Filmed over six months, *Who Owns The Arctic* provides Taiwanese viewers with an exclusive, firsthand perspective on this pressing global issue.

Directed by Ke Chin-yuan, *Sea Spray*, a creative documentary from PTS's *Our Island*, boldly pushes the boundaries of visual and narrative storytelling. Through a collaborative, cross-disciplinary approach with performance artists, the film explores Taiwan's coastline, offering a thought-provoking interpretation of pressing environmental issues.

Performers use movement to embody scenes of nesting waterbirds and the rhythms of natural reproduction, dancing on reclaimed land and wind turbine-filled embankments. Through its innovative use of metaphor and critique, the film illustrates the profound transformations of Taiwan's coastal environment. Selected for the 2024 International Public Television Conference (INPUT) and winning the Jury Prize at the Thomas Edison Film Festival in the U.S., along with Best Director in Non-Fiction at the Asian Academy Creative Awards, *Sea Spray* has earned widespread international acclaim.

Dramas

Oxcart Trails tells the poignant story of tenant farmers and landowners spanning from the Japanese occupation era in 1943 to Taiwan's post-war recovery. Set against the historical backdrop of the 228 Incident and the "Land to the Tiller" reform, the drama follows Ah-Chun, a poor farmer who, in her struggle to support her family, becomes a surrogate mother in exchange for an ox. The story beautifully captures Taiwan's economic transformation, the rise and fall of the oxcart freight era, the intricate former relationships between landlords and tenant farmers, and Ah-Chun's journey from rural life to the city, with her loyal ox faithfully accompanying her through life's triumphs and tribulations.

Within the male-dominated world of the Oxcart Association, Ah-Chun battles to reshape her destiny driven by themes of family, love, and friendship, reflecting Taiwan's enduring warmth and resilience. *Oxcart Trails* achieved an impressive viewership rating of 3.05%, generating strong engagement on social media. It received eight Golden Bell Award nominations, ultimately winning Best Screenplay and Best Supporting Actress in a Drama Series.



Port of Lies

This year's dramas tackled significant social issues in Taiwan. *Port of Lies*, a crime thriller and courtroom drama adapted from Taiwanese literature, draws inspiration from the notorious 1986 Tang Ying-Shen case. Addressing themes of ethnicity, migrant labor, the death penalty, and collusion between government officials and businesses, the series offers a gripping exploration of justice and social inequities.





What The Hell Is Love

What The Hell Is Love follows a young borough chief, Luo Yi-fan, who also serves as the head of a local temple. Blessed with supernatural abilities, Luo aids others in solving mysteries and even assists the police with unsolved cases. The storyline skillfully weaves in contemporary social debates, adding depth and relevance to the narrative.

Days, PTS's first co-production with renowned director Tsai Ming-liang, stars Lee Kang-sheng and Anong Hounghuangsny. Nearly devoid of dialogue, the film employs 46 extended shots to capture the quiet lives of two lonely strangers finding solace

in each other. *Days* won the Jury Prize at the prestigious 70th Berlinale Teddy Awards, marking the first Taiwanese film in 15 years to compete for the Berlin Golden Bear. Despite pandemic delays, it premiered in Taiwan on November 27, 2023, alongside a major Tsai Ming-liang exhibition at the Taipei Fine Arts Museum (TFAM), merging cinema and art.

Following *Days*, Tsai Ming-liang and PTS collaborated again on *Where*, the ninth installment in the *Walker* series. Premiered at the Centre Pompidou in late 2022, the film was nominated for Best Documentary at the Golden Horse Awards and made its Taiwan debut at the Golden Horse Film Festival in 2023.



Days



Where



PTS Youth News: Teens in dialogue with youth officers

Children and Youth

PTS Youth News tackled adolescent mental health issues, focusing this year on the dangers of online dating scams targeting teens. The initiative included six videos and an interactive game, “*Love Chat Box: Virtual Romance*,” allowing teens to experience the risks of online scams firsthand. Since its launch, it has ignited widespread discussion on social media, with over 400,000 users engaging with the interactive site. Additionally, a series of school workshops have successfully reached more than 2,000 students across Taiwan.

NO KIDDING 2 tells stories from a child’s perspective, featuring unique young talents—including a fashion-loving, dance-crazy boy and a rap-enthusiast child with special needs—each

embodying the fearless pursuit of their dreams. Beyond television, the program expanded its reach through radio, podcasts, and engaging parent-child workshops that saw high attendance and lively participation. Since its premiere, the show’s Facebook page has seen a 21,000-user increase in reach, with over 3,800 interactions and nearly 40% growth in followers.

Children’s Feeling Lab combines sensory art education with ecological lessons on the 24 Solar Terms, using activities and stories to bring each term’s “three phases” to life. This innovative approach earned the program nominations for both the Golden Bell Children’s Program Award and the Best Sound Design Award. Notably, the Sound Design Award, rarely given to a children’s program, highlights the groundbreaking quality of the show’s auditory elements, marking a remarkable achievement in the field of children’s television.

Co-produced by PTS and the Fubon Cultural and Educational Foundation, *By The Sea* is a children’s documentary series centered on kids’ interactions with the ocean. Through these encounters, young viewers explore themes of resilience and strength against the vast, unpredictable backdrop of the sea. The program received widespread acclaim, earning recognition at Taiwan International Children’s Film Festival, the American Wild & Scenic Film Festival, and the Munich International Film Festival.



NO KIDDING 2: Pinxi dreams of becoming a choreographer, bringing his skills to the stage



By The Sea



Art and Culture

Our sixth season of *Inside the Arts* explored three impactful themes: human rights, showcasing the lives and work of Hong Kong artists who relocated to Taiwan after the National Security Law; new-generation creativity, exploring Taiwan's rise in breakdancing as it debuts as an Olympic sport in 2024; and environmental issues, using art to reflect on humanity's relationship with nature amid worsening ecological conditions.

A Wonderful Word continues to charm audiences by inviting participants from all walks of life to engage in interactive word games, spelling challenges, and character recognition activities,

seamlessly blending education with entertainment. These word-based games promote traditional Chinese characters and celebrate the beauty of the written Chinese language.

Musicviviva is the female-centered edition of the *Long Live Music* series, hosted by Bowie Tsang and Lulu. Through the camaraderie and shared experiences of sisterhood, the show delves deeply into the themes of love and heartbreak in Mandarin pop music. With candid conversations, the hosts and guests build a genuine connection, allowing the songs and singers to resonate authentically and bring heartfelt stories to life.

Lifestyle

Slow Travel Adventures (Season 5), hosted by authors Wang Hao-yi and Liu Ke-xiang, takes viewers on a journey into the heart of slow travel philosophy, showcasing the warmth and charm of Taiwan's urban and rural hospitality. The program's ability to capture the essence of Taiwanese culture has not only cultivated a loyal following on social media but also earned the 2023 Golden Bell Award for Best Lifestyle Program Host, solidifying its place as a standout in lifestyle programming.

Listening Eye (Season 73) champions diversity and inclusion, featuring short dramas set in an inclusive café, where actors with visual, physical, and hearing impairments share the challenges

and joys of working life. The program also invited musician Chang Cheng-chieh to spend a day with a family affected by osteogenesis imperfecta, offering audiences an intimate glimpse into their everyday lives.

Twenty-Five is a reality show following 25-year-olds Tseng Jing-hua and Zhu Xuan-yang as they explore personal growth and seek answers to life's questions through work-exchange experiences in Lanyu, Hualien, and Matsu. In addition to airing on PTS's main channel and PTS+, the program is broadcast on CTS and GTV, and is PTS's first variety show licensed to Netflix, expanding our reach to a younger, global audience.



Slow Travel Adventures



Listening Eye



Twenty-Five

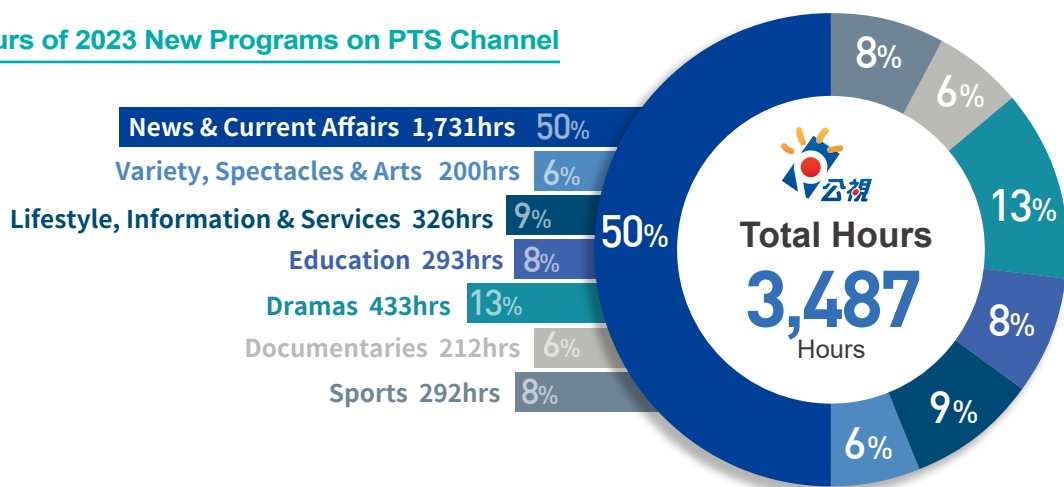
Program Statistics

In 2023, PTS's main channel aired 8,712 hours, with new programs making up 40% (3,487 hours). PTS3 aired 7,420 hours, with new programs comprising 41% (3,071 hours).

PTS Main Channel

The PTS Main Channel serves as a comprehensive public media platform, with public interest at the heart of its programming. Catering to the varied needs of Taiwan's diverse communities, it offers a wide range of content—from news, drama, and arts to educational shows, information, music, and documentaries. Through its commitment to innovation and relatability, the channel provides a dynamic platform for diverse voices and perspectives, ensuring it resonates with a broad audience.

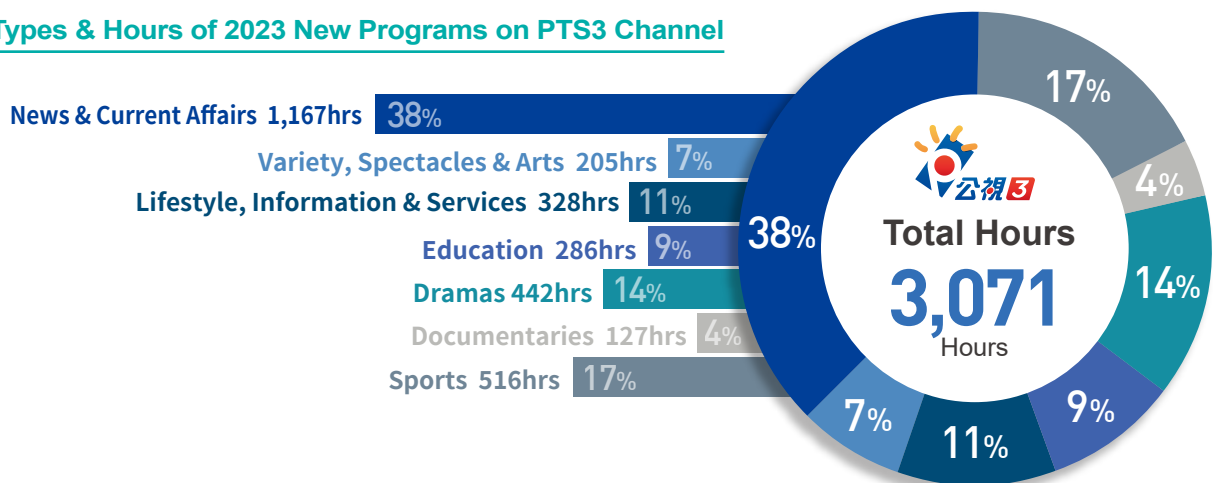
Types & Hours of 2023 New Programs on PTS Channel



PTS3

Dedicated to culture, arts, and live sports, PTS3 has cemented its reputation as Taiwan's premier cultural channel. It showcases outstanding performances from Taiwan and abroad and provides tailored services for various communities, including new immigrants, Hakka, and Indigenous groups. Additionally, PTS3 champions social inclusion through accessible programming, featuring audio descriptions and customized content designed to meet the needs of individuals with disabilities.

Types & Hours of 2023 New Programs on PTS3 Channel



International Awards

★ Anecy International Animation Film Festival

Winner, Cristal for the Best VR Work: *Red Tail*

★ Sitges Film Festival

Winner, Best Animated Short Film: *Ghost of the Dark Path*

★ New York Festivals - TV & Film Awards

Winner, Educational/Instructional Gold: *PTS Youth News: I've Attempted Suicide, But I Want to Live*
Winner, Innovation Bronze: *Red Tail*

★ BANFF World Media Festival (Rockie Awards)

Winner, Interactive Children and Youth Content: *PTS Youth News: Xiao Lu's Choice*

★ Asian Academy Creative Awards (AAA)

Winner, Best Direction (Non-Fiction): *Our Island: Sea Spray*
Nomination, Best Documentary Programme (one-off): *Our Island: Sea Spray*
Nomination, Best Children's Programme(one-off/series): *Dream Family*
Nomination, Best Theme Song (Or Title Song): *I Am Sorry* (from *On Marriage*)-
Nomination, Best Single Drama, Telemovie, or Anthology Episode: *On Marriage-Book of Bays*
Nomination, Best Actor In A Leading Role: *On Marriage-Wishful Syncing*

★ Chicago International Children's Film Festival

Winner, Professional Jury Awards Live-Action Television: *WAWAWA: Cheng Pao's Farm*
Nomination, *Fruity Pie-Master of Hide and Seek*

★ San Diego International Kids' Film Festival

Winner, Best Documentary Feature: *WAWAWA: Cheng Pao's Farm*
Nomination, Best-Kids Made Film: *2022 Kids as Directors - Our Days in Dongshi*
Nomination, Best-Kids Made Film: *2022 Kids as Directors - Crosswalk Man's Busy Day*

★ Silver Wave Film Festival

Winner, Best Feature Film: *On Marriage-no.1314*

★ Italy Corti a Ponte - piccolo festival

Winner, Doc Jury Award-Special Mention: *2022 Kids as Directors - Our Days in Dongshi*

★ International Documentary and Short Film Festival (DokuFest DokuKids)

Official Selection, *Hello to Me in 100 Years*

★ 2023 INPUT

Official Selection, *On Marriage-Wishful Syncing*
Official Selection, *PTS Youth News: Xiao Lu's Choice*
Official Selection, *Dream Family*
Official Selection, *What is Law: Why Can't You Take Down Revenge Porn?*
Official Selection, *Hello to Me in 100 Years*

★ FIPADOC - International Documentary Festival

Nomination, SMART: *Wonder of Life*

★ International Documentary Festival Amsterdam (IDFA)

Nomination, International Competition: *The Clinic*



PTS Youth News: I've Attempted Suicide, But I Want to Live



On Marriage-no.1314

★ **Raindance Film Festival (Raindance Immersive)**

Nomination, Best Narrative Experience: *Where is Noddy?*

★ **Heartland International Film Festival**

Nomination, Narrative Feature: *On Marriage-Wishful Syncing*

★ **Cleveland International Film Festival**

Nomination, Best Animated Short: *Hello to Me in 100 Years*

★ **Cinéfest Sudbury International Film Festival**

Nomination, Animated Short Film: *Hello to Me in 100 Years*

★ **Montreal International Animation Film Festival**

Nomination, Special Social Awareness: *Fruity Pie -Who is It: Who is Singing?*

Nomination, Special VR-360: *Wonder of Life*

★ **Scottish Queer International Film Festival**

Nomination, Best Short : *Swimming in the Dark*

★ **Athens International Film and Video Festival**

Nomination, Best Animation Short: *Hello to Me in 100 Years*

★ **SXSW Sydney**

Nomination, Best XR Project Award: *Wonder of Life*

★ **NewImages Festival**

Nomination, XR Competition: *Wonder of Life*

★ **True/False Film Fest**

Nomination, Documentary: *Broca's Aphasia*

★ **Busan International Film Festival**

Nomination, Wide Angle-Asian Short Film Competition: *Reclaim My Summer*

★ **Bucheon International Fantastic Film Festival**

Nomination, XL: *The Remains*

★ **Seoul Indie-AniFest**

Nomination, ASIA PANORAMA: *Ghost of the Dark Path*

★ **Children's Film Festival Seattle**

Nomination, Best Animated Short Film: *Fruity Pie- Master of Hide and Seek*

★ **Busan International Kids and Youth Film Festival**

Nomination,(Only Director Under 12 Years): *2022 Kids as Directors- Magic Eraser: Delete!*

★ **KINEKO International Film Festival**

Nomination, *Fruity Pie-Master of Hide and Seek*



On Marriage-Wishful Syncing



The Remains

★ **Osaka Asian Film Festival**

Nomination, Housen Short Film Award Special Mention: *Daddy-To-Be*

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

Nomination, *Dim Star*

★ **ECOCINE International Environmental and Human Rights Film Festival**

Nomination, Feature Films: *Our Island: Sea Spray*

★ **Vesoul International Film Festival of Asian Cinemas**

Nomination, *Island of Mountains 2: A Sky-high Confession*

★ **aGLIFF/Prism Film Festival**

Nomination, Best Narrative Feature: *On Marriage-Book of Bays*

★ **Sehsüchte International Student Film Festival**

Nomination, Future Teens: *Swimming in the Dark*

★ **Anim!Arte - International Student Animation Festival of Brazil**

Nomination, 2022 Kids as Directors- *The Guardian Lion and Budaixi*

Nomination, 2022 Kids as Directors- *Magic Eraser: Delete!*

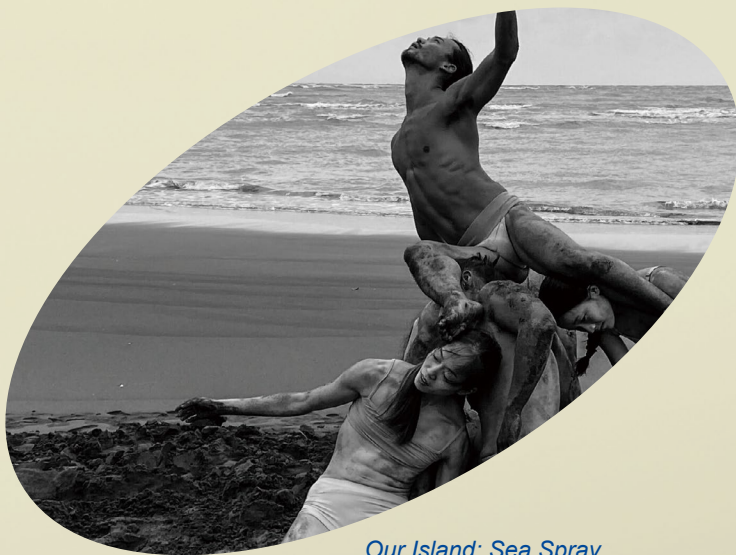
★ **Sharjah International Film Festival for Children & Youth**

Nomination, Best Child and Youth Made Film: 2022 Kids as Directors-*Little Puppet in the Gaps*

Nomination, Best Child and Youth Made Film: 2022 Kids as Directors- *A-Yong's Lockdown Day*



Ghost of the Dark Path



Our Island: Sea Spray



*2022 Kids as Directors –
Magic Erase: Delete!*

Focus 3

Strategic Transformation in Public Service



Animation group filming process in the Kids as Directors Workshop



Engaged students from Tainan's Jhengsin Elementary School

Education through Entertainment, Creating a Stage for Youth

Since 2004, PTS has been at the forefront of children's media with the Taiwan International Children's Film Festival (TICFF), now recognized as the largest of its kind in Asia. Beyond showcasing outstanding films from around the globe to broaden children's horizons, the festival has established the Kids as Directors Workshop, a pivotal initiative in children's visual education. This initiative offers a comprehensive and structured support system, teaching young participants to craft compelling short film proposals, organizing summer film training, assigning professional mentors, and providing post-production resources. To date, Kids as Directors

Workshop has nurtured the creation of 92 short films, many of which have earned awards at both national and international film festivals, positioning PTS as a leader in fostering the next generation of filmmakers.

In preparation for the 11th Taiwan International Children's Film Festival in 2024, PTS held nationwide sessions in early 2023 to kickstart the Kids as Directors Workshop. Combining in-person and online formats, PTS selected eight teams for comprehensive online training and hands-on projects. These young filmmakers produced thought-provoking short films exploring themes of environmental conservation, family relationships, social observation, and personal experiences. The films premiered in April 2024, followed by

broadcasts on PTS channels and the popular PTS+ online platform.

Reaffirming its commitment to accessibility, PTS curated standout films from the previous Taiwan International Children’s Film Festival for the 2023 National School Tour. This initiative aims to bridge the urban-rural divide, bringing world-class children’s programming to families, teachers, and students across Taiwan, especially those outside Greater Taipei. In partnership with the Ministry of Education’s K-12 Education Administration, Hsinchu County Cultural Affairs Bureau, Luodong Township Office, and the I-Mei Foundation for Arts and Education, PTS successfully held nearly 50 screenings and post-viewing discussions across elementary schools nationwide, including those in remote and island regions, reaching an impressive total of 6,000 attendees.

The fourth annual Smart Fun event moved to the Zhongxing Cultural and Creative Park in Yilan, showcasing a selection of top-quality children’s programming from PTS and sister channels, including PTS Taigi and Hakka TV. Designed for

children aged 3-13 and their parents, the event blends fun with learning, helping children uncover their potential and develop new skills. This year’s event embraced the theme of environmental sustainability, creatively brought to life through a "Marine Adventure Island" concept. Interactive, adventure-themed booths offered a variety of fun and engaging activities, including an imaginative "Adventure Zone" based on PTS children’s shows, a "Treasure Hunt Zone" promoting public services like Friends of PTS, and a "Jungle Playground," allowing families to explore and connect with PTS.

This year, local talent from Yilan’s Wujie Township Preschool and community children’s dance groups were specially invited to perform, adding a distinct local charm to the event. While Yilan residents formed a core part of the audience, families eagerly traveled from Greater Taipei, Taoyuan, eastern, central, and southern Taiwan, with some coming from as far as Kaohsiung. Over three days, Smart Fun achieved remarkable success, attracting a total of over 9,000 participants.



Smart Fun event with vibrant performances, DIY booths, and interactive games, attracting nearly 10,000 participants

Financial Statement

Revenue Analysis

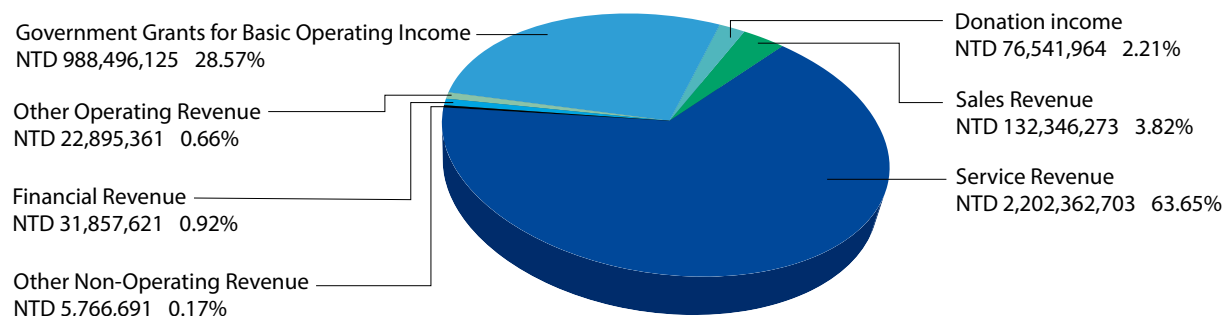
The annual revenue totaled NTD 3,460,266,738 (USD 111,465,900), comprising various revenue streams such as service revenue, sales revenue, donation income, government grants for basic operating income, other operating revenue, financial revenue, and other non-operating revenue. Refer to the revenue diagram below for details.

PTS's main revenue source is service revenue, primarily from government-commissioned projects like operating the newly established PTS Taigi,

Hakka TV, and broadcasting parliament channel services, as well as developing UHD content. Government grants include an annual budget of NTD 900 million (USD 27,688,905) 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 88,496,125 (USD 2,850,734) to the Cable Radio and Television Development Fund in 2023.

Revenue Breakdown

*Total Revenue in 2023: NTD 3,460,266,738 (USD 111,465,900) (including PTS, PTS Taiwanese-language Channel, Hakka TV and TaiwanPlus)



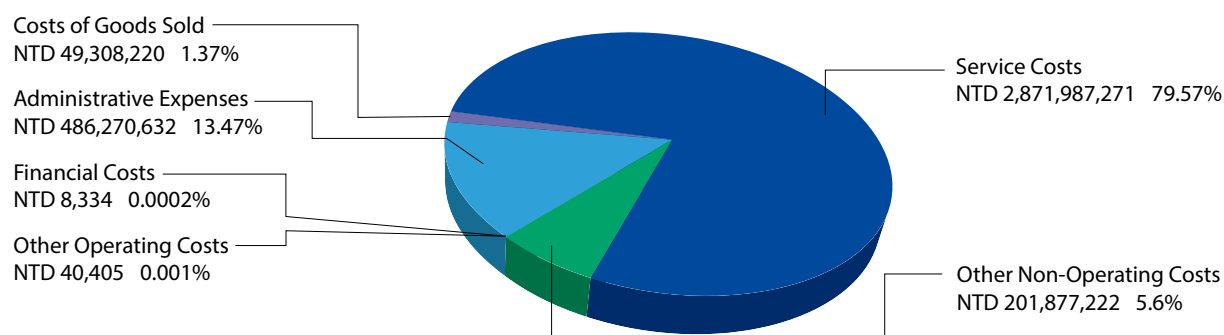
Expenditure Analysis

In 2023, expenditure totaled NTD 3,609,492,084 (USD 116,272,911), with operating expenses at NTD 3,407,606,528 (USD 109,769,553), 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 201,885,556 (USD 6,503,358). Labor costs, the largest component, amounted to NTD 2,871,987,271 (USD 92,515,598), accounting for 79.57% of total expenditure. Refer to the expenditure diagram below for details.

Expenditure Breakdown

*Total Expenditure in 2023: NTD 3,609,492,084 (USD 116,272,911) (including PTS, PTS Taiwanese-language Channel, Hakka TV and TaiwanPlus)



2023 Balance Sheet

Unit : NTD

Assets	31 December 2023		31 December 2022	
	Amount	%	Amount	%
Current Assets				
Cash & cash equivalents	\$ 660,488,700	9	\$ 1,335,498,207	17
Other financial assets – current	1,825,660,310	24	1,764,876,714	22
Notes receivable	611,532	-	434,086	-
Accounts receivable	51,486,892	1	62,557,296	1
Accounts receivable-related parties	41,161	-	110,838	-
Other accounts receivable	96,160,415	1	71,288,482	1
Other accounts receivable-related parties	306,745	-	305,519	-
Advance payments	622,695,782	8	257,403,757	3
Advance payments-related parties	37,083,654	1	278,033	-
Short-term advance payment	10,561,160	-	3,840,190	-
Other current assets	4,355,966	-	4,698,657	-
Subtotal	3,309,452,317	44	3,501,291,779	44
Fixed Assets				
Long-term investments at equity	2,700,041,797	35	2,901,786,870	36
Land, Buildings & Facilities	63,000,000	1	58,000,000	1
Refundable Deposits	1,509,105,381	20	1,506,501,991	19
Other financial assets - non current	9,293,964	-	7,827,862	-
Other non-current assets	1,776,120	-	2,564,214	-
Subtotal	4,283,217,262	56	4,476,680,937	56
Total Assets	\$ 7,592,669,579	100	\$ 7,977,972,716	100
Liabilities, Funds, & Equity	Amount	%	Amount	%
Current Liabilities				
Notes Payable	\$ 1,440,846	-	\$ 195,341	-
Accounts Payable	67,899	-	8,816	-
Lease payable - current	-	-	532,794	-
Accrued Expenses	341,085,933	5	406,136,743	5
Accrued Expenses - related parties	9,529,185	-	447,346	-
Other Payables	64,470,844	1	47,670,960	1
Provisions - current	26,150,968	-	22,424,408	-
Advance receipt	165,269,917	2	498,626,105	6
Other Current Liabilities	16,788,070	-	62,080,224	1
Subtotal	624,803,662	8	1,038,122,737	13
Non-current Liabilities				
Deferred Government Funding	493,788,411	6	344,204,830	4
Deposits Received	51,320,487	1	41,064,437	1
Subtotal	545,108,898	7	385,269,267	5
Total Liabilities	1,169,912,560	15	1,423,392,004	18
Net Worth				
Funds	5,676,569,462	75	5,659,087,251	71
Donated Surplus	4,327,722,168	57	4,327,722,168	54
Accumulated Equity	(5,683,748,090)	(75)	(5,534,442,186)	(69)
Other Items of Net Worth				
Unrealized revaluation increments	2,102,213,479	28	2,102,213,479	26
Subtotal	6,422,757,019	85	6,554,580,712	82
Total Liabilities and Net Worth	\$ 7,592,669,579	100	\$ 7,977,972,716	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).



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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