



MEDIA REGULATION

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Outline

1. Media Industry in Taiwan
2. The Structure Control of Media Market
3. System of Content Regulation

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Media Industry in Taiwan

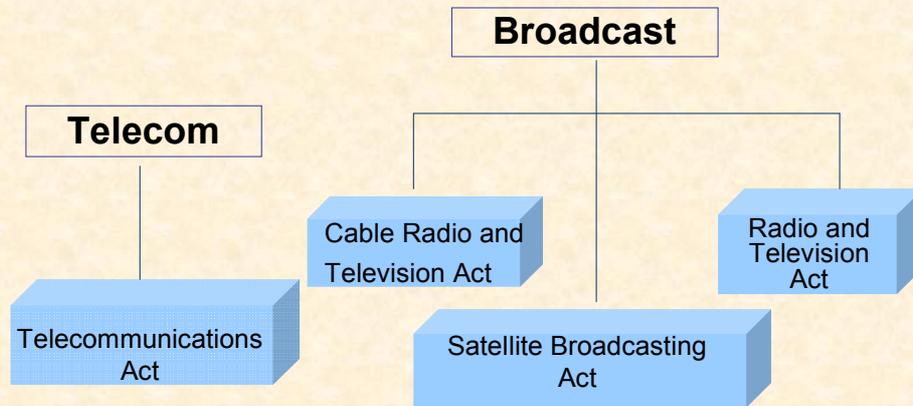
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Media Industry in Taiwan

Type	Amount	Channel (analog digital)
Terrestrial Radio	172	
Terrestrial Television	5	15
Satellite Broadcasting Business (Direct Satellite Broadcasting Service Operator)	8	
Satellite Broadcasting Business (Satellite Broadcasting Program Supplier)	99	220
Cable Television System	61	
IPTV	2	

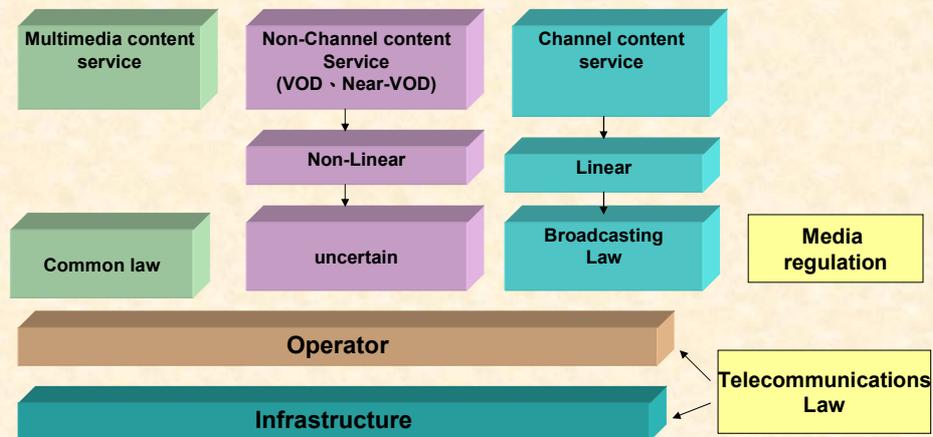
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Institutional Regulation



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The future legal framework of communications under digital convergence trend



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Media Market Management

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Legal Framework of Media Ownership in Taiwan

✚ Radio and Television Act

(Enforcement Rules of the Radio and Television Act
【Article 18 、 Article 19】)

1. Private individual:

- (1) in combination with his/her spouse, lineal relatives by blood and marriage, and relatives within the second degree of consanguinity, **cannot** hold more than 50 percent of the shares of the business
- (2) **cannot** hold more than 10 percent of the total shares of a newspaper or terrestrial radio/television business

2. **Juridical individual** : individually or in combination with related businesses, **cannot** hold more than 50 percent of the total shares of a newspaper or terrestrial radio/television business

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Legal Framework of Media Ownership in Taiwan

- ✚ Cable Radio and Television Act
 - System Operator
 - Programs provided by system operators and their affiliated enterprises shall **not exceed 25 percent** of the usable channels.
- ✚ Satellite Broadcasting Act
 - The management of content
 - Horizontal Merger: No Limit
 - Cross-Ownership: No Limit

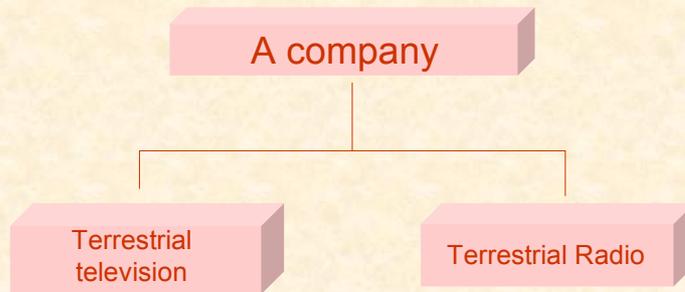
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General Aspects and Cases Concerning the Convergence of Media Industry in Taiwan

- ✚ Terrestrial television & Terrestrial Radio
- ✚ Terrestrial television & Satellite broadcasting program supplier
- ✚ Cable system operator & Satellite broadcasting program supplier
- ✚ Newspaper & Terrestrial television & Satellite broadcasting program supplier

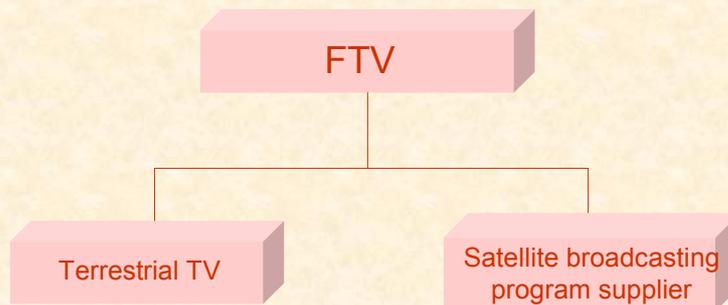
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Terrestrial television & Terrestrial Radio



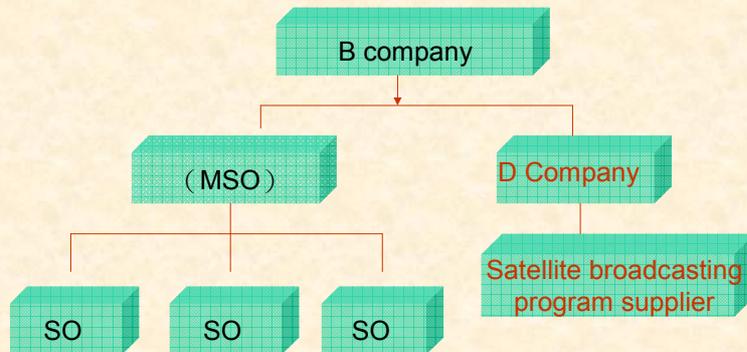
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Terrestrial television & Satellite broadcasting program supplier



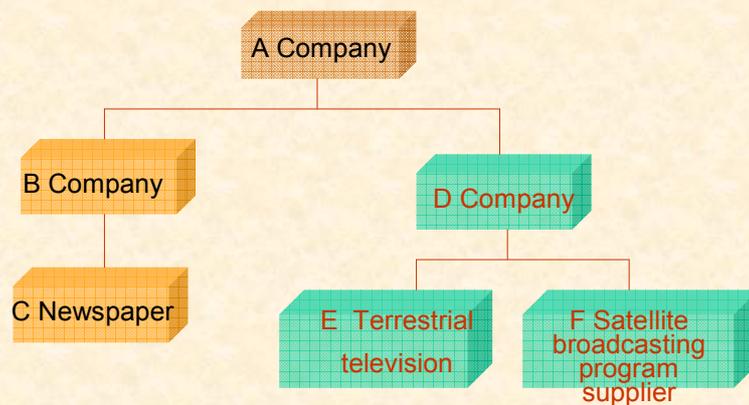
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Cable system Operator & Satellite broadcasting program supplier

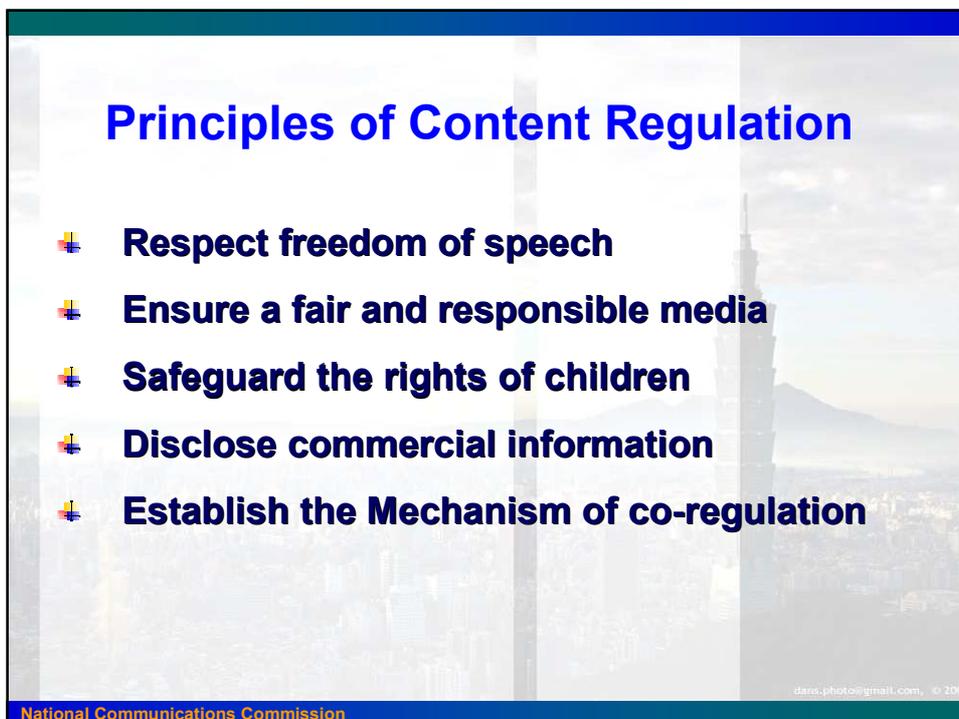


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Newspaper & Terrestrial television & Satellite broadcasting program supplier



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Respect Freedom of Speech

- ◆ **Respect editor autonomy and innovation**
- ◆ **Relaxed regulation, except in disobedience of law**
- ◆ **Subsequent punishment (not censorship)**

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Ensure a Fair and Responsible Media

- ◆ **NCC rules on the operations or license renewals of TV channels**
 - **Applications shall be submitted to the regulatory agency for approval to operate broadcasting.**
 - **License issued for each channel**
 - **Formal review**

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Safeguard the Rights of Children

- ◆ **Establish the classification criteria/system of TV programs**
- ◆ **Promote the Internet Content Rating system**

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Disclose Commercial Information

- ◆ **Advertisement regulation**
 - Advertisements and programs must be clearly separated
 - Regulate ad time on the basis of a program
 - However - no definite regulations regarding product placements

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Establish a Mechanism of Co-regulation

◆ Improve self-regulation

- Internal self-regulation
Set up the mechanism of internal accountability system
- external self-regulation
Encourage business associations to set up self-regulation mechanisms

Establish a Mechanism of Co-regulation

◆ Expand public supervision

The management of content involves a plurality of values, such as freedom of speech and social and industrial development – all of which require public contribution and assistance

- Consultation Commission on Broadcasting
- Consumers appeal system on Content

Questions

1. How does FCC deal with cases of cross-media integration?
What are the Measures of ex ante and ex post ?
2. In the era of convergence, how does FCC define the media market, its purpose, and its principles ?
3. What are the views of FCC on the trend of the media industry towards horizontal, vertical integration or conglomeration?

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Questions

1. Does FCC select the same standards of channel management, or different management approach, depending on the type of channel (satellite, cable, etc)?
2. Is there any content regulation of new media such as IPTV and mobile content in the US?
⇒ If so, could you please describe it?
3. How do you protect minors from viewing inappropriate content on these new media?

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Thank You for Listening

For more details, please visit our website

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