Empower women

Media contributions to women's rights

Yu-Chiou Tchen, Chairperson of Taiwan Public Television Service Foundation
Media Democracy in Taiwan

1962 TTV Launched
1968 CTV Launched
1971 CTS Launched
1994 Cable TV service Launched
1997 FTV Launched
1998 PTS Launched
2003 Hakka TV Launched
2005 TITV Launched
2007 PeoPo citizen journalism Platform launched

Media as state apparatus
Open the media market
Establish public service media system
Promote Citizen Journalism
Media democracy in Taiwan helps the gender equality

- **Heteroglossic Taiwan**
- **Female/Gender**
- **Multi-Platform**

- Diversity of gender discourse
- Information delivered without interference
ABOUT PTS

PTS launched the first terrestrial HD channel in Taiwan.

PTS launched the ‘Plan of Ultra High Definition TV’.

Apply UHD TV system to broadcast Universiade Taipei 2017.

Coming Soon: Launch PTS+ (Over the top service, OTT)

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Finance (PTS only) -
Goverment funding: **USD 30,000,000**
Cable radio and television development fund: **USD 3.6M**

Human resource (PTS only) -
Male: **460 (52.8%)**
Female: **427 (48.1%)**

**Total: 887**
Our Service
The **New Media ecology in Taiwan**

Challenge of New Media: .....(an) increasingly digital, mobile, and social media environment mean that internet users have access to more and more information from more and more sources....people would like to adopt diverse sources and encounter different perspectives.

People in Taiwan generally have 4 social media accounts, including:

- **Facebook (90.9%)**
- **LINE (87.1%)**
- **YouTube (60.4%)**
- **PTT (37.8%)**
- **Instagram (32.7%)**
# Users on New Media

| %     | 一般使用者 | 公視使用者 | 共有使用者 | 公視使用者
<table>
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<td>1069</td>
<td>1068</td>
<td>724</td>
<td>491</td>
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<tr>
<td>男</td>
<td>46.9%</td>
<td>49.3%</td>
<td>2.9%</td>
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<tr>
<td>女</td>
<td>53.1%</td>
<td>50.7%</td>
<td>7.1%</td>
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<tr>
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<td>1068</td>
<td>724</td>
<td>491</td>
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<td>33.7%</td>
<td>39.3%</td>
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<tr>
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<td>10.4%</td>
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<tr>
<td>55 歲以上</td>
<td>12.3%</td>
<td>8.6%</td>
<td>7.3%</td>
<td>6.1%</td>
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</table>
Misogyny has become a common phenomenon on Taiwan internet forums.
What can we do?
Program Production

- PTS delivers diverse gender issues through dramas, documentaries and news every year.

  EX.

  獨立特派員-祝你好孕：代理孕母專題
  (In-News:: Good luck with baby)

  人生劇展-結婚不結婚：女性不婚族的動機
  (Life Story: To marry or not to marry)

  公視新聞-女權議題報導
  (PTS NEWS: all women issues)

- PTS Gender Equality programming report。
Extension of Program
What’s next for PTS?
New-immigrant women and media empowerment

Rethinking media representations of new-immigrant women in Taiwan
Achieve a mutual understanding between inhabitants and new immigrants.

Next Step?
To create participatory and collective production opportunity for new-immigrant women to join media production.
Thanks!!

Any questions?