

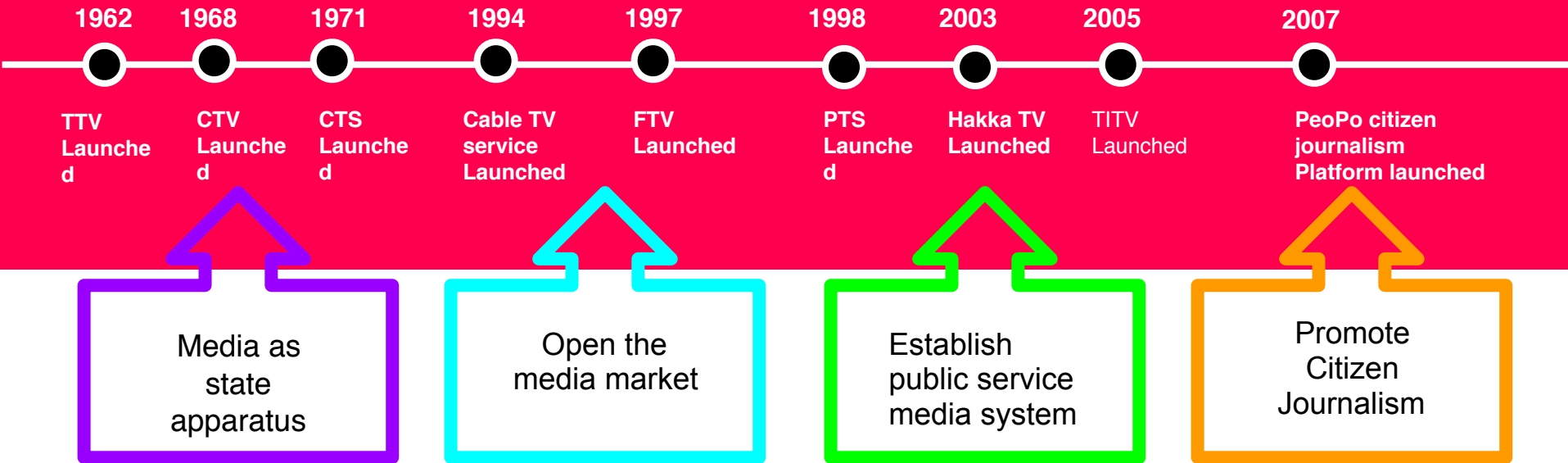
A background image of pink cherry blossoms, with some branches and buds visible. The top half of the image is covered by a solid pink overlay where the text is located. The bottom half shows a clearer view of the blossoms.

# **Empower women**

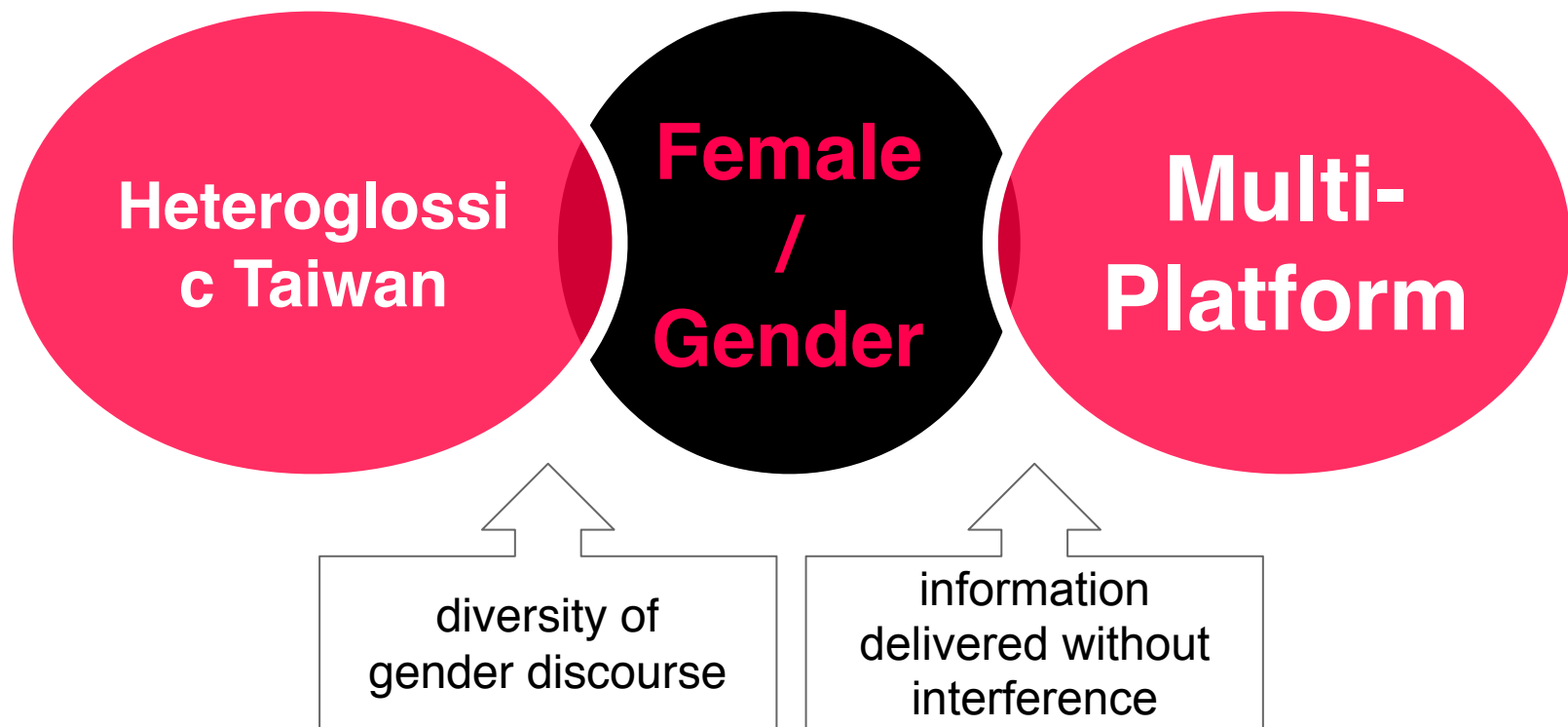
## **Media contributions to women's rights**

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

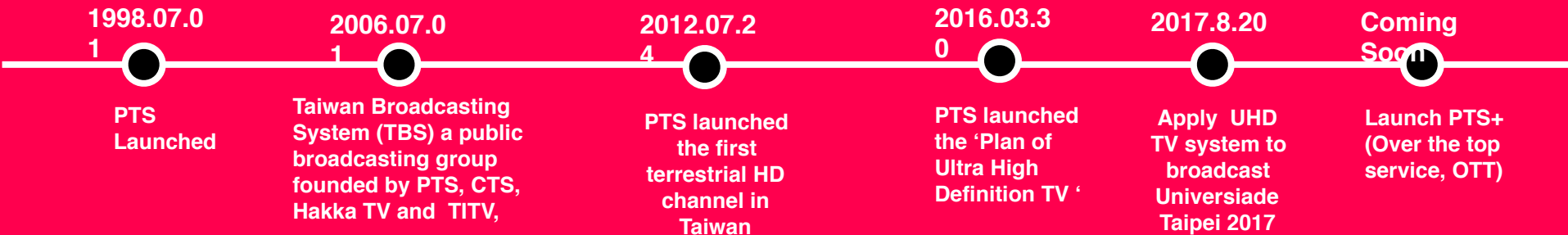
# | Media Democracy in Taiwan



# Media democracy in Taiwan helps the gender equality



# ABOUT PTS



Finance (PTS only) -

Government funding: **USD 30,000,000**

Cable radio and television development fund: **USD 3.6M**

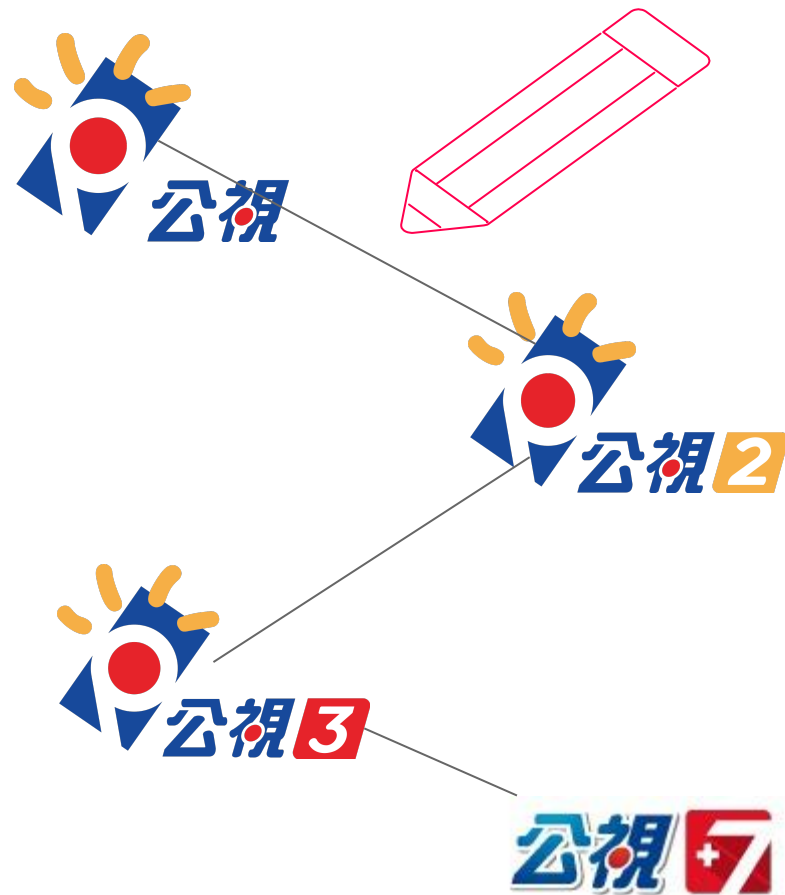
Human resource (PTS only) -

Male : **460(52.8%)**

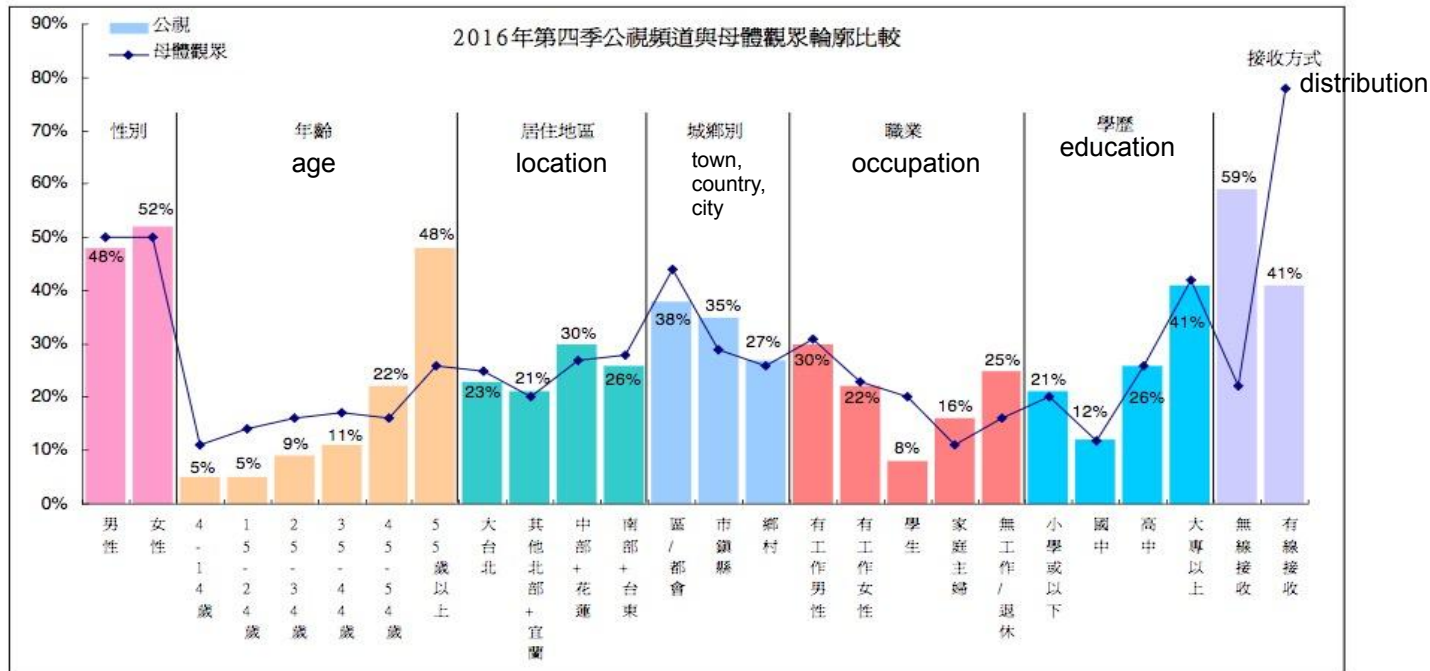
Female: **427(48.1%)**

**Total: 887**

# | Our Service



# Audience profile



# The New Media ecology in Taiwan

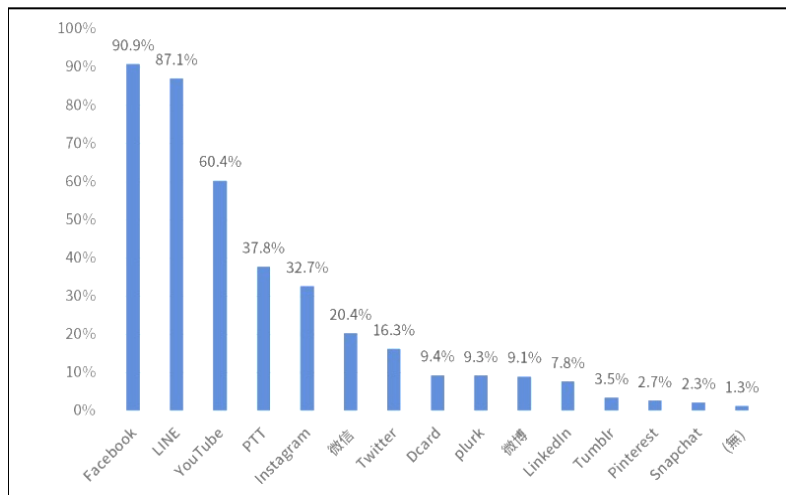
Challenge of New Media : .....(an) increasingly digital, mobile, and social media environment mean that internet users have access to more and more information from more and more sources....people would like to adopt diverse sources and encounter different perspectives.

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

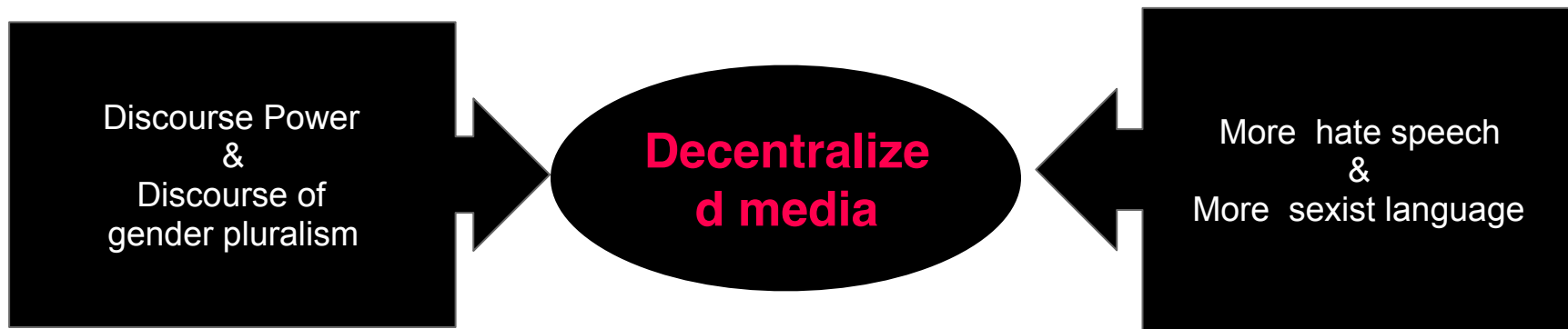
%	一般 使用者	公視 使用者	公視使用者			
			公視 YouTube 頻道	公視 YouTube 直播頻道	公視+7 服務	公視影音網
總數	17.69	1068	724	491	386	373
男	46.3	49.3	62.9	60.7	60.6	60.3
女	53.3	50.7	37.1	39.3	39.4	39.7
總數	100.0	1068	724	491	386	373
12~14 歲	4.5	1.1	1.4	1.0	1.3	1.6
15~19 歲	14.6	5.8	6.4	5.9	4.7	4.3
20~24 歲	16.6	18.1	19.3	18.5	19.2	18.2
25~34 歲	19.3	32.5	33.7	39.3	42.5	38.3
35~44 歲	18.5	21.3	19.9	18.7	16.6	18.0
45~54 歲	14.2	12.6	12.0	10.4	10.4	12.1
55 歲以上	12.3	8.6	7.3	6.1	5.4	7.5

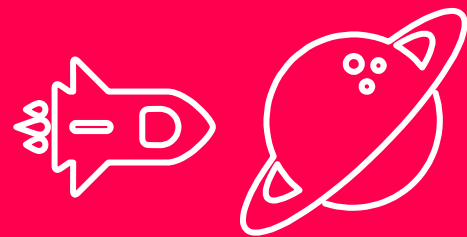


# 台女 不意外?

“Not surprise..this is Taiwanese Girl”

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

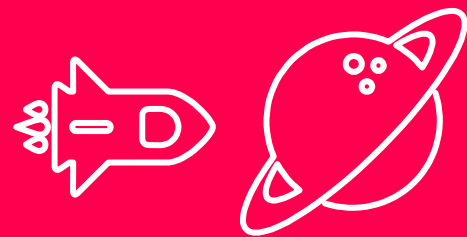
*(PTS NEWS: all women issues)*

- *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?