



Yu-li Liu

Yu-li Liu is the Professor of the Department of Radio and TV at National Chengchi University (NCCU) in Taiwan. She was awarded “Distinguished Professor “ from NCCU for her research, teaching and service (2014.8-2017.7). She served as the Director of International Master’s Program in International Communication Studies (IMICS) of NCCU from 2010 to 2013 and chairperson of the Radio and TV Department of NCCU from 1994 to 1996. She served as one of the first-term Commissioners of the National Communications Commission (NCC, similar to the FCC of the United States) from 2006 to 2008.

Prof. Liu earned her Ph.D. degree in telecommunications at Indiana University in 1992. She was a Visiting Professor of the Graduate Telecommunications Program of George Washington University, School of Journalism of Fudan University (Shanghai, China), School of Journalism of Renmin University (Beijing, China), Wee Kim Wee School of Communication and Information of Nanyang Technological University (Singapore), Keio University (Japan), and Department of Media and Communication of City University of Hong Kong. She has received grants from U.S. Fulbright Foundation and Taiwan’s National Science Council for research projects in the areas of Convergence, broadband networks, and digital TV in Taiwan.

Currently, Prof. Liu also serves as the President of Chinese Communication Association (a worldwide communication association) and President of Taiwan Communication sSociety. She is also a board member and Chair of the Marketing and Promotion Committee of International Telecommunications Society (ITS). Prof. Liu’s research interests include digital broadcasting, broadband communications, telecom and media law and regulation, IPTV and mobile TV, Over-the-Top TV, Convergence,

telecommunications and media management. She has published numerous books such as *Policy and Marketing Strategy for Digital Media* (co-edited with Prof. Robert Picard), *Multi-channel TV and Audience*, *Cable TV Management and Programming Strategy*, *Cable TV Programming and Policy in China*, *Radio and TV*, *Telecommunications*, etc.

Prof. Liu also served as a member of the Consumer Protection Commission of the Executive Yuan. Before she was the NCC Commissioner, she served as one of the Commissioners of Cable TV Rate Commission of Taipei City Government for seven years. She also served as the consultant for different government agencies for different task forces such as Telecommunication Advisory Board of Directorate General of Telecommunication, Ministry of Transportation and Communication and TV Program Evaluation Commission of the Government Information Office. In 1997, she was the author of *White Paper of Culture--Radio and Television* for Council of Cultural Affairs in Taiwan.

Prof. Liu also had working experiences in the media. She was an English reporter of the Overseas Department of the Broadcasting Corporation of China (1983-1987) and executive producer, editor and reporter of Chinese Television System (CTS, 1987-1989). She was appointed as a Board Member of the Radio Taiwan International. Currently, she is a member of the Media Ethics Commission of CTS and Eastern TV Channel.