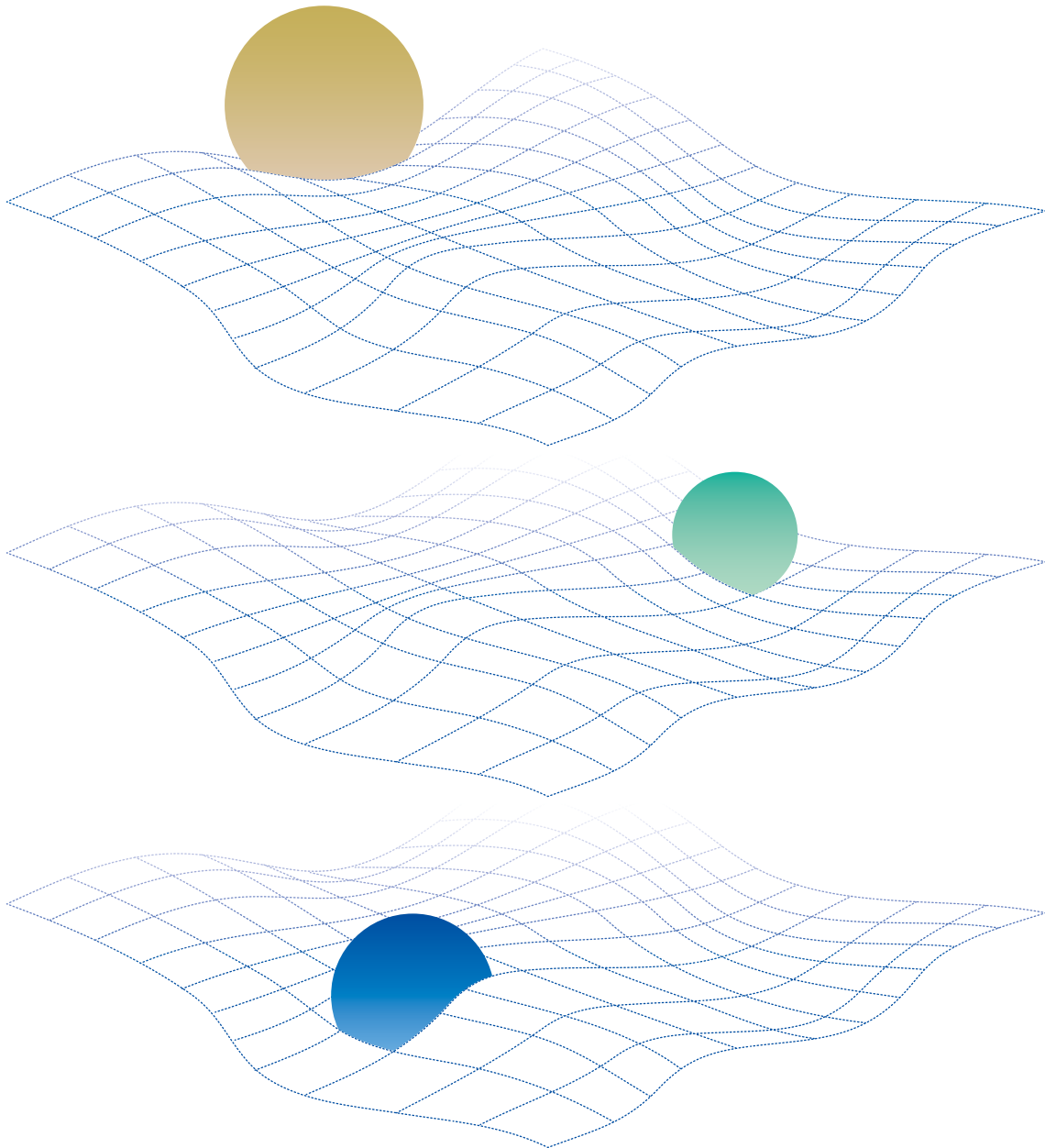


2024

PUBLIC TELEVISION SERVICE FOUNDATION ANNUAL REPORT



Contents

General Information

· Board of Directors and Supervisors	01
· Organizational Chart	01
· Milestone - From PTS to TBS	02

Vision & Mission

· Our Vision	04
· Our Mission	04
· Critical Success Factors	04
· Three-Year Goals	04
· Strategic Plan	04

Message from the Chairperson

06

Message from the President

08

Tracking Our Digital Impact

10

Highlights of the Year

12

· Spotlight 1: Digital Evolution	13
· Spotlight 2: Beyond the Screen	19
· Spotlight 3: Telling Our Stories Through the Screen	17

Prime Picks

29

· News	30
· Documentaries	30
· Drama	32
· Art and Culture	33
· Lifestyle	34
· New Program Premieres by Genre	35
· International Awards and Recognition	36

Public Service

38

Statistics and Figures

· Financial Statement	42
· 2024 Balance Sheet	43

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

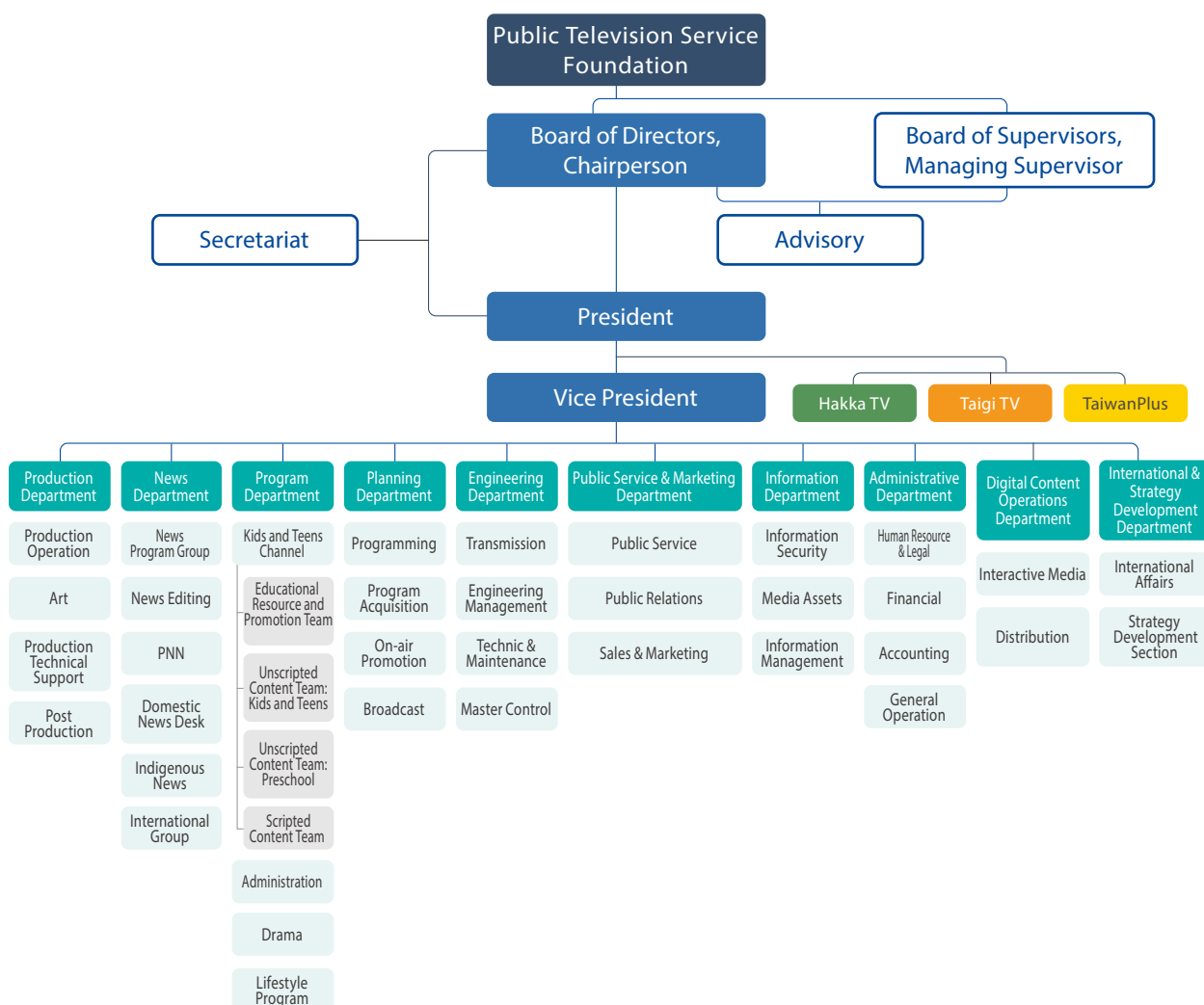
Director | Chin-Po Wang, Owen Wang, Kuo-Chen Chu, Chih-Te Lee (Resigned), Kuan-Yuh Lin (Resigned), Yao-Nan Lin, Stan Shih, Hsin-Lan Hung, Jui-Hsi Hsu (Resigned), Chia-Sui Sun, Li-Hsin Kuo, Shiang-Chyi Chen, Hsin-Chien Huang, Chao-Hwei Hwang, Suming-Rupi,

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.





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.

2024

August 20

PTS launches the PTS XS Channel and its accompanying online platform, dedicated to children's programming.

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
9. 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
3. Strengthen strategic cooperation and resource integration among TBS members to achieve a

Staying True to Our Purpose, Growing with Conviction

PTS Investing in Our Shared Future

Over the past year, PTS has continued to move forward with purpose: deepening public imagination, driving transformation, and meeting expectations head-on. We have refused to rest on past achievements or be daunted by ambitious goals. Our conviction remains clear: a strong, independent public broadcaster that fosters dialogue and serves the common good is a vital investment in Taiwan's collective future.

In August, with expanded government funding, we proudly launched PTS XS, a groundbreaking digital and television platform for children and youth. This marks a historic new chapter for Taiwan's young audiences—a vision long nurtured within PTS and eagerly anticipated by educators and families alike. Twenty-six years after our first broadcast, that dream is now a reality. Looking ahead, we are determined for PTS XS to grow into the most trusted companion for every child's development.

Across other areas, the Board has continued to champion initiatives that reflect our shared vision and three-year strategic goals, ensuring that every investment yields tangible, lasting impact:

1. We have channeled significant resources into a comprehensive digital overhaul—an essential step in extending public service into the digital age.
 - a. PTS has achieved strong growth across subscriptions, web traffic, and digital revenues. Our PTS+ OTT platform underwent a major redesign, with a new mobile app and a forthcoming TV app to meet evolving viewer habits and expand audience reach.
 - b. We also launched innovative AI-driven public service projects, including the AI Sign Language Initiative—developing a meteorological sign language database and virtual presenters—and a Trusted Information Chatbot powered by the Group's news archives. These pioneering efforts stand as milestones in Taiwan's application of AI for public good.
 - c. Our Public Accountability Forums, both in-person and online, have further strengthened transparency and engagement, offering citizens a direct voice in shaping PTS's future.
2. To sharpen our editorial edge and expand global perspectives, we have completed the rollout of 14 international correspondents across the globe. This network is already delivering first-hand insights into major



world events through a uniquely Taiwanese lens—enhancing resource sharing within the Group and revitalizing Taiwan’s media ecosystem with fresh global connections.

3. PTS’s Viewpoint documentaries have continued to shine on the world stage. *Taman-taman (Park)* won dual top prizes at the Taiwan International Documentary Festival and received the Outstanding Artistic Contribution Award at the International Documentary Film Festival Amsterdam (IDFA), while *From Island to Island* earned both the Golden Horse Award for Best Documentary and the Taipei Film Festival Grand Prize, a proud testament to our teams’ creative dedication and unrelenting pursuit of excellence.

Taiwan’s path of democratic growth and social change has never been without challenges, yet within those challenges lie new hopes. As a trusted public institution, PTS remains steadfast in our promise to use every contribution—from government, business, and citizens alike—wisely and effectively.

We believe that every investment in public media is an investment in the nation’s imagination, resilience, and shared future. And together, we are building that future—step by step, story by story.

Yuan-Hui Hu, PTS Chairperson

A handwritten signature in black ink, reading "Yuan-Hui Hu" followed by a stylized flourish.

Charting the Digital Frontier, Rooted in People

Expanding Services for Children and Youth, Advancing Digital Innovation

As audiences gain more platforms and choices, PTS has moved beyond traditional broadcasting to offer an integrated suite of digital services. In 2024, through PTS+, PTS News Network, and the PTS YouTube channel, we significantly broadened our reach and impact. Subscriptions and viewership across all platforms rose sharply, reflecting strong audience trust and engagement.

PTS News Network achieved a total of 33.08 million page views in 2024, a 1.58-fold increase from the previous year—its highest on record. Meanwhile, PTS+ reached over 1.11 million domestic members, and according to a 2024 study by the Institute for Information Industry, ranked among the top three most-used integrated streaming platforms in Taiwan. Notably, 53.5% of users were aged 25 to 44, proving our success in re-engaging younger audiences who have largely drifted away from traditional television.

On August 20, we launched PTS XS, a new multi-platform service for children and youth. From the start, it was designed for seamless cross-media integration, with a dedicated children's section on PTS+ offering age-appropriate content clearly categorized for easy use by parents and children alike. Within its first year, PTS XS premiered 25 new children's programs and introduced an IP and talent incubation initiative to nurture the next generation of creators. Our vision is for PTS XS to become a collaborative hub for children's media in Taiwan—a platform where creativity and talent can grow together.

PTS's commitment to young audiences also extended to the 11th Taiwan International Children's Film Festival (TICFF), which in 2024 showcased 84 films from 76 countries and attracted over 35,000 attendees. For the first time, the festival offered free public screenings on application, bringing quality children's films to communities across Taiwan. A total of 115 screenings were held, reaching 6,405 viewers, including 17 sessions in rural areas, ensuring that children everywhere could enjoy outstanding films from around the world.

In drama, the period series *Three Tears in Borneo* earned international acclaim, competing alongside 11 other outstanding series from around the world, becoming the first-ever Taiwanese production to be nominated for the International Panorama Competition at SERIES MANIA in Lille, France—one of the world's most prestigious series festivals. Domestically, the show resonated with audiences, topping Hami Video's annual viewership charts within a month of release, proving both a critical and commercial success.

Our documentaries also achieved remarkable results. *Taiwan Alishan Forest*



Railway Journey, an 8K flagship co-production with Japan's NHK, premiered at the National Theater & Concert Hall Plaza, drawing over 2,000 attendees. *Viewpoint* also continued to deliver powerful stories: Midi Z's *The Clinic*, Su Yu-hsien's *Taman-taman (Park)*, and *From Island to Island* each earned major awards and recognition at domestic and international festivals. Other productions such as *Island of Mountains: Believe It or Not. This Is Taiwan!!!* and *Shipwrecks Taiwan* also received strong praise from audiences for their originality and visual depth.

In news, PTS further strengthened its global correspondent network, now encompassing 14 journalists stationed in countries including South Korea, Japan, the Czech Republic, the United Kingdom, the United States, France, Italy, the Netherlands, Ukraine, Thailand, and Malaysia. This expansive network has allowed PTS to deliver first-hand reporting and local perspectives on major international events. The Reuters Institute's 2024 Digital News Report once again ranked PTS News as Taiwan's most trusted electronic media outlet, reaffirming our journalistic credibility and the public's confidence in our reporting.

In 2024, PTS advanced with conviction in both digital innovation and content development, achieving results that reflect our core values and mission. Across news, drama, children's programming, documentaries, and social media, our teams have demonstrated what public media can deliver when guided by creativity, integrity, and purpose.

Looking ahead, PTS will remain true to its founding vision—to move forward with dedication, humility, and a resolute commitment to serve the public good.

Cindy Shyu, PTS Acting President

A handwritten signature in black ink, appearing to read 'Cindy Shyu', written in a fluid, cursive style.

Tracking Our Digital Impact

PTS+

1.11 million domestic members

53.5% aged 25–44

**Among the Top 3 most-used
local OTT platforms in Taiwan**

**Younger members, steady growth—now Taiwan’s most-used
local streaming platform**

The PTS+ streaming platform now has more than 1.11 million subscribers, with 25–44-year-olds accounting for over half of all users—a sharp contrast to the older demographic of traditional television audiences.

According to the 2024 Taiwan Video Viewing Behavior Survey by the Institute for Information Industry, PTS+ ranks among Taiwan’s top three most-used integrated streaming platforms (excluding those focused primarily on sports or anime) and within the top five most-used streaming services overall.

PTS News Network

58% trust rating
Ranked No.1 among
Taiwan's electronic media

According to the *Digital News Report 2024* published by the Reuters Institute for the Study of Journalism at the University of Oxford, which surveyed digital media development across 47 countries and territories worldwide, PTS News achieved first place among electronic media in the media brand trust survey with a score of 58%. This result reflects strong public recognition and high expectations for PTS.

PTS News Network's total traffic hit a record high in 2024.

33.08 million page views in 2024
1.58× annual growth

PTS XS

Taiwan's first cross-media video platform designed for children and youth.

PeoPo Citizen Journalism

17 years since launch
13,263 citizen journalists
201,786 local stories shared

Highlights of the Year

New vision

Facing the tide of the digital era, PTS has forged a renewed vision for public media through bold and innovative media strategies. In 2024, we did more than simply adapt to change—we actively evolved, advancing simultaneously in three key areas: digital branding, in-person engagement, and television broadcasting. These efforts have pushed the boundaries of public value, bringing PTS closer to both the times and its audience.



Spotlight 1

Digital Evolution

Shaping the Future of Public Media



Digital Focus 1

PTS+ Video Platform —PTS’s Cross-Media Transformation

As the flagship platform for PTS’s cross-media development, PTS+ underwent a full redesign and relaunch in July 2023, quickly achieving outstanding results.

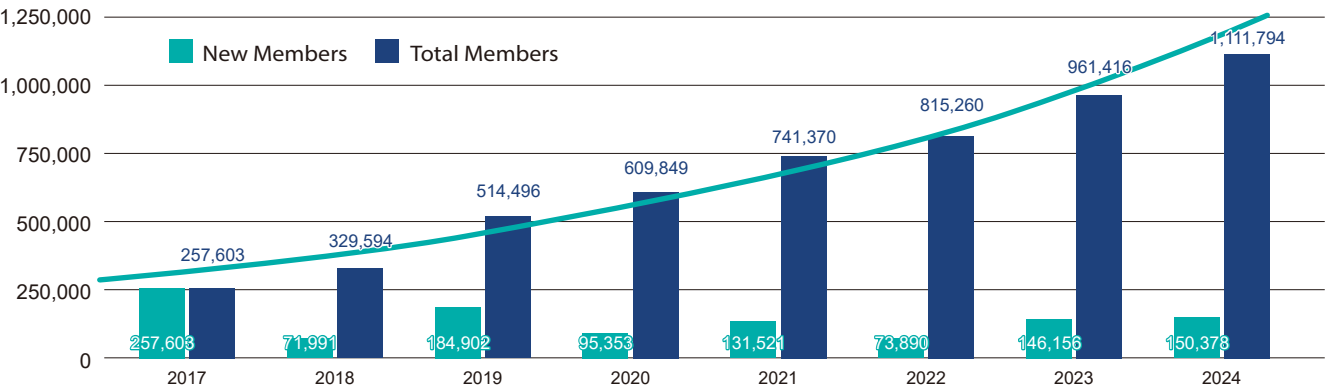
By May 2024, total membership surpassed one million, reaching 1,111,794 users, a 15.65% increase compared with 2023.

Annual viewing time also climbed to 691,732 hours, marking an impressive 32.53% growth and reflecting a notable rise in both user engagement and market influence.

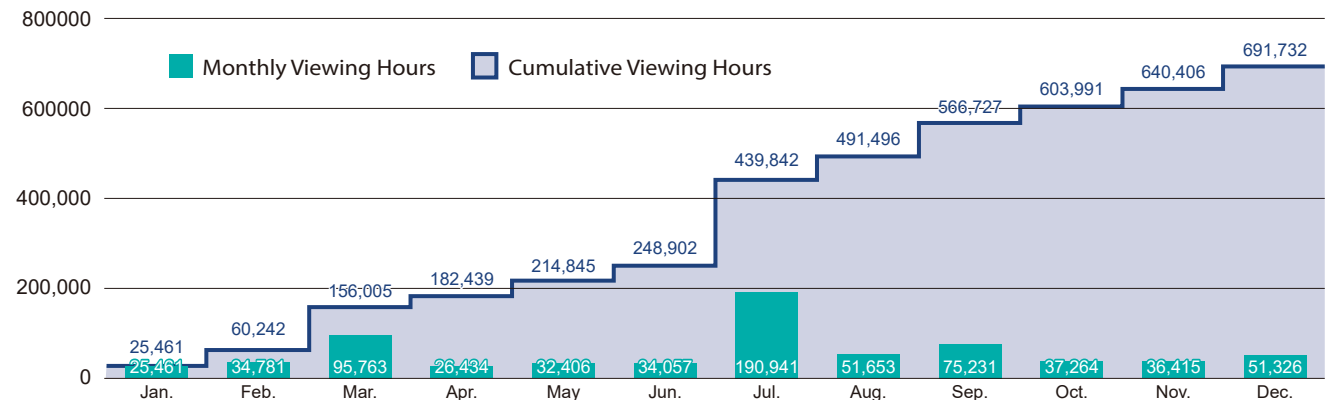
The launch of the PTS XS television channel in August 2024 further advanced PTS+’s audience segmentation strategy, introducing digital innovations aimed at children and youth viewing habits. The platform rolled out new features such as parental controls for content ratings, a dedicated PTS XS program section, and an online livestreaming channel, along with occasional family-friendly co-viewing livestreams, successfully attracting household users.

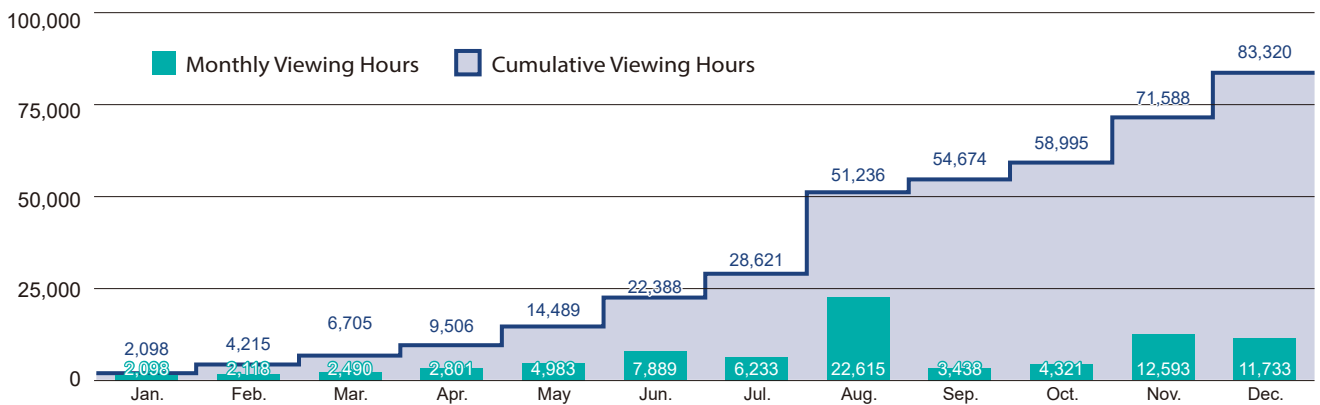
This strategy led to a substantial increase in total viewing time for children’s programs, reaching 83,320

PTS+ New Members—Annual Statistics, 2017 to 2024



PTS+ Monthly Viewing Hours in 2024



2024 PTS+ Viewing Hours for Children's Programs (including PTS XS series)

hours, a clear indicator of the precision and impact of PTS's segmented content strategy in the digital age.

Driven by the growing trend toward mobile viewing, PTS+ launched dual-platform apps for Android and iOS in 2024. This move not only addressed the "anytime, anywhere" viewing demands of digital audiences, but also enhanced user experience through optimized mobile app design, further driving growth in both membership and total viewing hours.

In 2024, PTS continued to support the development of VTuber (virtual YouTuber) programming, hosting the second Golden V Awards, which received a total of 370 entries. In addition to featuring the iconic local glove puppet character Su Huan-jen as presenter, the event also invited artists from ANYCOLOR, Inc., an internationally renowned VTuber talent agency, successfully elevating Taiwan's VTuber culture onto the global stage.

In addition, PTS+ has actively developed web-native programs tailored to younger viewers, such as *A Table for One (Is Great Too)*, which explores the culture of solo dining, and the band talent show *BAND BAND BAND*. These programs not only enrich the platform's content ecosystem but also deepen the dialogue between public media and Taiwan's younger generation in the digital age.

From surging membership and viewership to innovations in mobile strategy, niche programming, and immersive VTuber experiences, PTS+ has undergone a full-scale digital transformation—firmly positioning itself as a leading video platform in Taiwan's public media landscape.



The Second Golden V Awards ceremony was co-hosted by VTubers Yakushiji Akira (right) and Ruroro (left).



A Table for One (Is Great Too) focuses on themes of single living, food, and self-healing.



BAND BAND BAND combines music and competition through livestream and VOD formats, becoming the most-watched lifestyle program in its third season.

Digital Focus 2

Reshaping the News —Smarter Delivery, Deeper Engagement

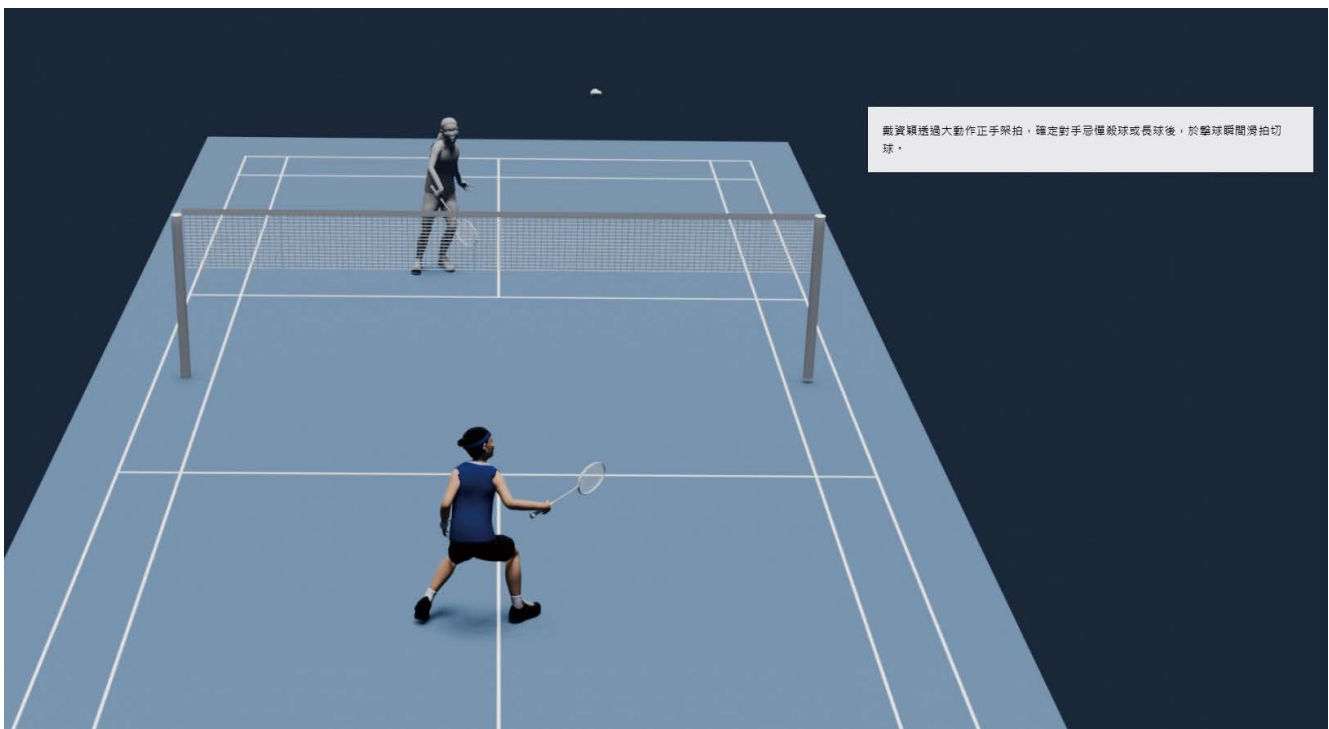
In response to the digital transformation of news, PTS established an online news division in 2022, expanding website content management and search engine optimization. On one hand, this improved Google search visibility and article recommendations; on the other, it broadened editorial output to include real-time updates, in-depth explainers, curated features, and digital specials—all supported by targeted social media marketing to boost traffic and audience reach.

In 2024, total website traffic surpassed 30 million visits in November, and by the year's end reached 33.08 million visits—the highest annual traffic since the founding of PTS News Network—representing a 1.58-fold increase compared with 20.85 million in 2023.

In terms of digital storytelling, PTS News has adopted a range of innovative formats. For major news events, we

not only produce diverse and in-depth video reports but also create dedicated webpages that incorporate infographics, videos, illustrations, and web-interactive technologies to enhance the richness and accessibility of digital storytelling—making news easier to navigate and offering audiences a broader array of content options.

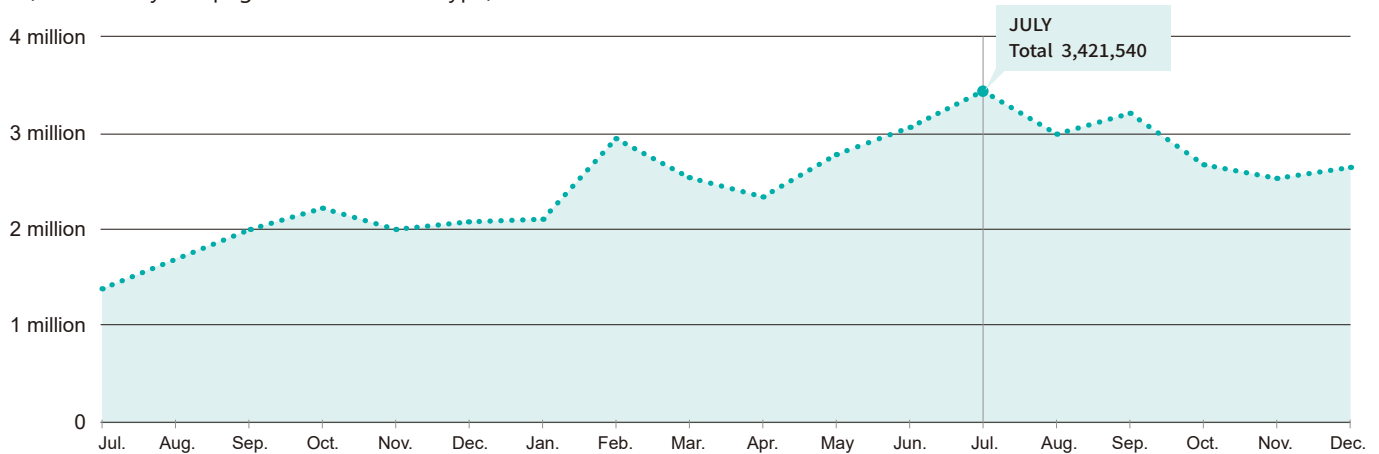
In 2024, as the Paris Olympic Games approached, our News Department spent more than three months developing a dedicated coverage page. Alongside competition results and reports on Taiwanese athletes, we introduced science-based insights on sports performance, widely adopted by international media, using data-driven visual analysis to unpack Taiwan's most-watched events, including taekwondo and badminton.



Alongside competition results and reports on Taiwanese athletes, we introduced science-based insights on sports performance.

Monthly traffic growth trend of PTS News Network since July 2023

(classified by webpage title and screen type)



According to Google Analytics, PTS News Network has seen a significant rise in traffic since July 2023.

Digital Focus 3

A Fresh Look for a Long-Running Program —Digital Technology Sparks New Possibilities in Production

PTS's partnership with the Industrial Technology Research Institute marks a major step forward in digital innovation for broadcasting and production. Together, the two organizations have developed Taiwan's first AI virtual sign-language weather presenter and launched a joint initiative to build a Taiwan Sign-Language database and related AI applications.

By combining the content resources of *PTS Sign Language News* with ITRI's AI technology, the project is creating a dedicated weather-focused sign-language database and a virtual presenter capable of delivering real-time weather forecasts in sign language.

PTS and ITRI jointly developed Taiwan's first AI virtual sign-language weather presenter.



Digital Focus 4

The Birth of PTS XS —A Cross-Media Platform for a New Generation

On 20 August 2024, PTS XS officially launched, marking a new milestone in Taiwan's digital era with the creation of the first cross-media video platform designed specifically for children and youth.

The launch of PTS XS redefined children's and youth

content services through a digital ecosystem approach, integrating PTS+, YouTube, social media, and television channels to mirror the viewing habits of the digital-native generation. It represents a bold new step for public media in the digital age.

Digital Focus 5

PeoPo Citizen Journalism Platform —Digital Grassroots Action

Since its launch in 2007, the PeoPo Citizen Journalism Platform has spent the past seventeen years charting the evolution of public service media—from traditional broadcasting (PSB) to a fully digital public service media (PSM) model.

In 2023, the platform deepened its local roots by

collaborating with community colleges and non-profit organizations. To date, it has built a network of over 13,000 citizen journalists and accumulated more than 200,000 local stories—a testament to the growing power of civic participation in the digital age.



The platform deepened its local roots by collaborating with community colleges and non-profit organizations.

Spotlight 2

Beyond the Screen

**Advancing Digitally and
Physically in Tandem**



Event Focus 1

International Film Festivals —Real-World Encounters in a Digital Age

Organized by PTS and co-hosted by the Fubon Cultural and Educational Foundation, the 11th Taiwan International Children's Film Festival (TICFF 2024) was held from 29 March to 7 April at Vie Show Cinemas Xinyi, Taipei.

Under the annual theme "We Are Heroes," the festival showcased 84 outstanding films from 76 countries, including winners from Cannes, Berlinale, and other major international festivals. With eight curated sections and seven competition categories, the event welcomed over 35,000 attendees. Family talks and creative workshops complemented the screenings, encouraging family participation and demonstrating the enduring appeal and broad value of in-person events in a digital age.

To ensure access for children and educators in remote

areas and non-urban schools, PTS launched the TICFF 2024 Nationwide School Tour, bringing screenings to elementary schools across Taiwan, including the offshore islands. A special Public Screening Service for Rural Areas offered 19 acclaimed international children's films free of charge, reaching schools, children's hospitals, and social welfare institutions across the country.

This year's Best of Input, themed "Espresso of Thoughts," featured 13 exceptional works from global public broadcasters. Free screenings held in Taipei, Taichung, Kaohsiung, and Hualien drew nearly 9,000 participants. Post-screening discussions led by filmmakers from Denmark and Japan alongside experts from diverse fields fostered dialogue, reflection, and cultural exchange through the power of storytelling.



Organized by PTS and co-hosted by the Fubon Cultural and Educational Foundation, the 11th Taiwan International Children's Film Festival (TICFF 2024) was held from 29 March to 7 April at Vie Show Cinemas Xinyi, Taipei.

Event Focus 2

International Exchange —Cross-Border Collaboration Through Digital Technology

Through international exchanges, PTS continues to drive innovation in digital technology and strengthen Taiwan's global competitiveness in film and television.

In partnership with NHK Japan, PTS co-hosted the 2024 PTS × NHK Workshop: The Role of AI in Innovative Media Production, inviting experts from both countries to share the latest applications of generative AI in disaster reporting, program planning, and VR production.

Mizuto Tanaka, Director of NHK's Media Innovation Centre, and Shoei Sato, Senior Manager, demonstrated how AI technology enhances both production efficiency and audience engagement. PTS's *Theme Nights Show* showcased its own innovation with "Chatty Editor," an AI assistant that enables real-time audience interaction.

The workshop not only brought international perspectives to Taiwan but also injected fresh

momentum into the digital transformation of its media sector.

In addition, the 2024 PTS International Conference, co-hosted with the Public Media Alliance (PMA), focused on "Opportunities and Challenges Faced by PSM in the Age of AI." Experts from nine countries convened to discuss the growing potential of AI in drama, animation, and children's programming. During the conference, PTS announced a three-year collaboration with ITRI to develop AI-driven sign-language applications—a clear demonstration of public media's foresight and technological leadership in the digital age.

This international exchange not only brought global experience to Taiwan's public broadcasting landscape but also laid a strong foundation for continued digital transformation.



PTS hosted the AI International Symposium and Workshop 2024—"Opportunities and Challenges Faced by PSM in the Age of AI," bringing together film and television professionals from Europe, the United States, Japan, and beyond to explore the opportunities and challenges facing public service media today.

Event Focus 3

Talent Development —Building Digital Transformation from Within

Nurturing internal talent is the cornerstone of any public service media's digital transformation. In 2024, PTS held the "AI Awareness Workshop," inviting experts in AI art, 3D design, and AI-assisted illustration to guide colleagues in exploring the creative applications and potential of artificial intelligence.

In addition, to align with amendments to Taiwan's three gender equality acts, PTS organized four seminars on gender equality and sexual harassment prevention, featuring psychologists and social workers who shared practical knowledge, case studies, and frontline experience.

Event Focus 4

Public Accountability —Two-Way Dialogue, Onsite and Online

PTS continues to strengthen public accountability through open dialogue—both in person and online. In 2024, we hosted a series of "PTS Face-to-Face Forums," spanning topics from NGO and NPO engagement, journalism, and documentary storytelling, to the launch of PTS XS. Each session was also livestreamed, ensuring that audiences nationwide could join the conversation wherever they were.

From international film festivals and cross-border exchanges to talent development and accountability, PTS continues to generate broad social value through in-person initiatives that complement digital innovation. This dual-track strategy—advancing digitally and physically in tandem—not only meets the demands of the digital era but also charts a sustainable path forward for public service media.



Public Accountability.

Spotlight 3

Telling Our Stories Through the Screen



Program Focus 1

Journalism as History —Bearing Witness and Taking Action

News from public media has always been a vital record of our times. In 2024, Taiwan faced a series of natural disasters and major international events. Despite limited manpower, PTS News swiftly mobilized and integrated its teams to deliver timely, accurate coverage to audiences across the nation.

When the 0403 Hualien earthquake and subsequent typhoons struck, our reporters were on the ground within hours—capturing the latest developments, investigating the causes, and providing viewers with comprehensive, in-depth information.

At the 2024 Paris Olympics, Taiwan's athletes delivered remarkable performances, earning two gold and five bronze medals. The men's doubles pair Lee Yang and Wang Chi-lin made history by securing a second consecutive Olympic gold in badminton, while boxer Lin Yu-ting, undeterred by controversy, fought her way to gold—stirring pride and emotion nationwide.

PTS not only broadcast the key events live but also dispatched two reporting teams as part of the Olympic press corps to capture these defining moments. PTS correspondent Lin Hsiao-hui made headlines at an international press conference by directly questioning the International Boxing Association on the evidence

behind Lin Yu-ting's gender eligibility controversy—a powerful demonstration of public media's courage, integrity, and global responsibility.



News from public media has always been a vital record of our times.



PTS correspondent Lin Hsiao-hui made headlines at an international press conference by directly questioning the International Boxing Association on the evidence behind Lin Yu-ting's gender eligibility controversy—a powerful demonstration of public media's courage, integrity, and global responsibility.

Program Focus 2

Drama as Life —Stories that Transcend Borders

Public media drama continues to capture the richness of human experience with emotional depth and finely crafted storytelling. In 2024, the series *Imperfect Us* explored love and self-reconciliation through the dual perspectives of its two female leads.

The production won four Golden Bell Awards, and at the

6th Asia Contents and Global OTT Awards held during the Busan International Film Festival, it received honors for Best Actress and Best Original Song—resonating with audiences across cultures and reaffirming the power of storytelling without borders.



Imperfect Us explores love and self-reconciliation through the perspectives of two female leads and won four Golden Bell Awards.

U Motherbaker 2 built on the success of its first season. Set against the backdrop of Taiwan's orchid industry, it once again showcased the distinctive charm of the *U Motherbaker* series. The drama not only achieved outstanding ratings but also sparked a surge in tourism to Tainan. During its broadcast, it was carried by nearly all major platforms in Taiwan, becoming a successful example of cross-platform distribution.



The hit family comedy *U Motherbaker 2* returns for a hilarious second season, starring Chung Hsin-ling (left) and Allison Huang (right).

Three Tears in Borneo tells the story of Taiwanese prisoner-of-war guards at the end of World War II, offering a powerful portrayal of the pain and moral conflict wrought by war. It was the only Asian work to be nominated for the International Panorama Competition at the 2024 SERIES MANIA Festival in Lille,

France, where it also held its world premiere.

After its August 2024 broadcast on PTS, the drama quickly became a widely discussed hit and rose to the top of Hami Video's annual drama rankings.



Taiwan's first World War II suspense drama *Three Tears in Borneo* premiered with Huang Kuan-chih (left), Wu Han-lin, and Chu Yu-cheng portraying Taiwanese prisoner-of-war guards.



PTS President Hsu Chiu-hua (center) attended the world premiere of *Three Tears in Borneo* at the SERIES MANIA Festival in Lille, France, alongside the producers, creative team, and cast.

Program Focus 3

Co-Production as a Catalyst —Sparking Creativity, Lighting the Way Forward

Through international co-productions, PTS brings Taiwan's stories to the world. In 2024, PTS collaborated with Japan's NHK on the flagship 8K documentary *Taiwan Alishan Forest Railway Journey*. The Taiwan-Japan production teams worked seamlessly together, overcoming logistical and technical challenges to capture Alishan's magnificent landscapes and railway culture—presented for the first time in 8K resolution with NHK's 22.2-channel immersive audio technology. The film received the Lumiere Japan Award for Excellence in the 8K Category, marking a new milestone for documentary production in Taiwan.



PTS's *Taiwan Alishan Forest Railway Journey* received the Lumiere Japan Award for Excellence in the 8K Category.



More than 2,000 people attended the special screening of *Taiwan Alishan Forest Railway Journey*.

In addition, PTS signed a co-production agreement with NHK's Obihiro Station in Hokkaido to jointly produce the space-themed documentary *Taiwan Flying to Space*. The project will feature NHK's advanced ultra-high-definition technology to capture the spectacular launch scenes at close range.

The documentary will follow the launch of Taiwan's first privately built rocket from Hokkaido, Japan, and explore the growth of Taiwan's space industry and the passion fueling its younger generation. It is scheduled to air in 2026.



PTS and Japan's NHK have joined hands to co-produce a documentary series themed around space exploration.

Prime Picks

A Kaleidoscope of Stories— Evolution in Motion

Digital technology continues to reshape how programs are made, but what truly allows culture to take root and flourish is PTS's enduring connection to the land and its stories.

News

News is not only a record of history but also a vital witness to social change. *PTS IN-NEWS* has continued to evolve in 2024, with a strong focus on investigative journalism and international reporting. It examined key social issues such as constitutional review of the death penalty, housing justice, and pedestrian safety, while expanding its coverage to Southeast Asia, addressing topics including cross-border marriages and migrant workers' conditions. Through this broader lens, PTS has strengthened its role as an observer of global developments.

In addition to television broadcasts, *IN-NEWS* extends its reach through short videos and interactive posts on YouTube, Facebook, and Instagram, and produces a weekly "*Correspondents' Chatroom*" podcast—engaging new audiences in the digital sphere.

Focusing on environmental change, *Our Island* provided in-depth coverage in 2024, a year marked by frequent typhoons and earthquakes. The team reported directly from the field, analyzing the causes of disasters and strategies for prevention. Beyond documenting Taiwan's environment, it also expanded its scope internationally with the special feature "*Can We Share the Sun?*," which explored agrivoltaics in Japan.

Continuing to innovate, the team launched the online video series "*Cong's Kitchen: An Island's Flavour Journey*,"

as well as new forms of explanatory journalism and short environmental "Fun Facts" videos, reaching broader audiences through engaging and accessible storytelling.

In 2024, PTS also expanded its international reporting network, increasing its overseas offices from 10 to 14 and significantly boosting output. From live coverage of the UK and US elections to reports on Germany's semiconductor industry transformation, South Korea's rapid shift from martial law, and the Jeju air crash, PTS demonstrated the vital role of public media within the global news landscape—delivering timely, on-the-ground reports to Taiwanese viewers.

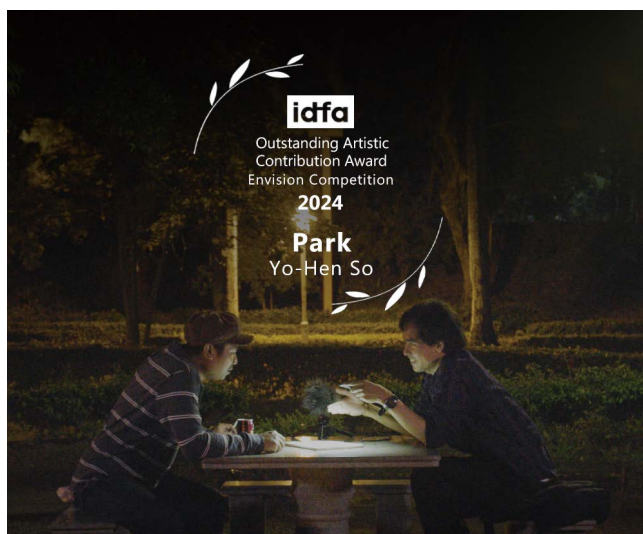


International correspondent Yang Chien-hao reporting live on the Jeju air crash incident.

Documentaries

Documentaries serve as mirrors of their time—bearing witness to social change and broadening the horizons of public media. Since its debut in 1999, *Viewpoint* has upheld its mission of championing diverse creation and independent perspectives, exploring vital issues across Taiwan and the world. It remains one of the most important commissioning and acquisition platforms for documentaries in Taiwan.

In 2024, seven commissioned or co-produced films were selected for the Taiwan International Documentary Festival (TIDF). Works such as *The Clinic* and *Taman-taman (Park)* garnered numerous domestic and international awards, standing out in major global festivals. Notably, *Taman-taman (Park)*



Taman-taman (Park) received an award at the International Documentary Film Festival Amsterdam (IDFA).

won the Outstanding Artistic Contribution Award in the Luminous Competition at the International Documentary Film Festival Amsterdam (IDFA)—the first-ever Taiwanese documentary to receive an award at IDFA, marking a new milestone for Taiwan's presence on the global stage.

PTS documentaries not only reveal the links between individuals and society but also, through powerful imagery and storytelling, invite audiences to reflect on the many dimensions of the environment, culture, and our inner life—and to experience the warmth of human connection.

Island of Mountains: Believe It or Not. This Is Taiwan!!! follows the journeys of young Taiwanese mountaineers and the profound influence of Taiwan's mountains on their lives. After the tragic passing of climber Chang Yuan-chih during an overseas expedition, PTS aired a special episode, *Island of Mountains: Finding the Summit Within*, using the program as a bridge—not only to remember him, but to offer viewers strength and healing to carry on.

Shipwrecks Taiwan tells the story of massive shipwrecks around Taiwan's waters. Through advanced underwater cinematography, it illuminates these silent relics and the vibrant marine ecosystems surrounding them. With its distinctive perspective and technical innovation, the film received multiple nominations at the Golden Bell Awards.



Island of Mountains: Finding the Summit Within



Taiwan's first documentary focusing on marine shipwreck ecosystems, *Shipwrecks Taiwan*, was nominated for Best Cinematography at the 2024 Asian Academy Creative Awards in Singapore.

Drama

Drama both mirrors its era and continually reinvents the ways stories are told. In 2024, PTS opened a new chapter in drama production through a collaboration with the Kaohsiung Film Archive on *The Post · 90s Generation*, a short film anthology exploring the challenges faced by the younger generation.

The anthology had its world premiere at the 2023 Kaohsiung Film Festival and was officially broadcast on PTS in October 2024, offering audiences a bold and emotionally resonant viewing experience. The project received recognition at the Golden Harvest Awards, the South Taiwan Film Festival, and the Osaka Asian Film Festival, earning acclaim both domestically and internationally.



Right Jabs



Hear Her with Your Eyes

Arts and Culture

Arts and culture programs are not only chroniclers of heritage but also explorers of new storytelling forms in the digital age, constantly evolving the way knowledge and aesthetics are shared.

In 2024, *Viva La Vita 2* continued to accompany viewers into the everyday worlds of craftspeople, capturing the sincerity and spirit of their work through film.

Now in its sixth season, *Inside the Arts* carried forward its distinctive perspective of uncovering the depth of culture and creativity through diverse features that explore Taiwan's historical memory and contemporary expression. Highlights included documenting the nearly lost Atayal migration chants, the rediscovery and restoration of artist Yen Shui-long's monumental mosaic works, and a three-part special on the meeting of culture and nature. The series followed writer Liu Ke-hsiang as he retraced naturalist Tadao Kano's journeys, and Rukai artist An Sheng-hui (Eleng Luluan) as she searched for her creative roots between travel

and tribal life, revealing the profound bond between contemporary art and the land.

This year, the program also introduced a new reality-style format, *Our Distance from Art*, transforming the studio into an art gallery and inviting audiences less familiar with art to encounter works up close, capturing their genuine first reactions to contemporary art.



Viva La Vita 2



Inside the Arts

Lifestyle

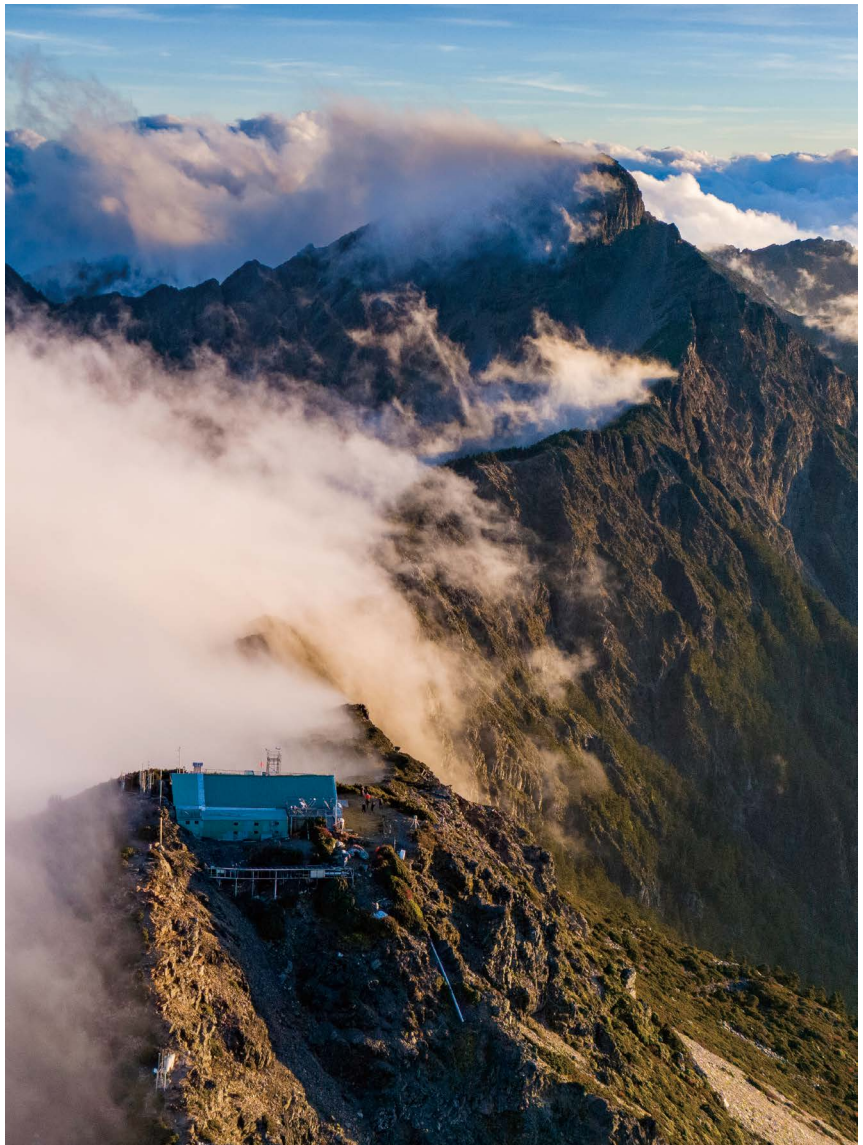
Now in its 15th season, *Guess Who* continues to tell the life stories of Taiwanese families through themes that are both deeply moving and diverse. This season focused on key social issues of contemporary life—from war, housing prices, and ageing to the psychology of hoarding—using intimate family conversations to inspire reflection on today's realities and tomorrow's possibilities.

The program received an enthusiastic response across social media. Three episodes surpassed one million views on YouTube, including *In the Clouds: A Journey Home from 3,858 Meters*, which also trended on the platform's Top Videos list, sparking wide public discussion.

Since its debut in 2014, *Slow Travel Adventures* has journeyed across Taiwan with patience and depth, capturing the island's landscapes and local warmth. Each trip is both a reflection on the past and a rediscovery of the present. The sixth season opens where the first began—at the Huwei Sugar Factory—not merely to look back, but to mark a new beginning.



PTS's *Slow Travel Adventures* launches its sixth season.



Guess Who – In the Clouds: A Journey Home from 3,858 Meters

New Program Premieres by Genre

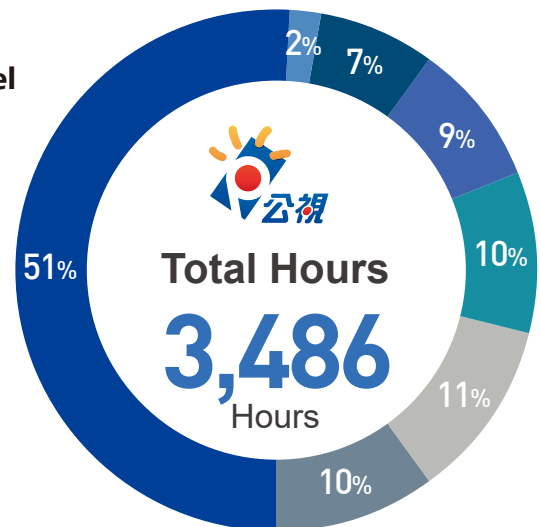
PTS Main Channel

As a comprehensive public media channel, PTS creates programs in the public interest, striving to meet the needs of diverse audiences. Our programming spans news, drama, arts and culture, education, information, music, and documentaries—presented in innovative, relatable formats that foster dialogue and reflect multiple perspectives.

In 2024, PTS broadcast a total of 8,736 hours of programming, including 3,486 hours of newly produced content, accounting for 40% of total airtime.

Types & Hours of 2024 New Programs on PTS Channel

News & Current Affairs	1,768 hrs	51%	
Variety, Spectacles & Arts	79 hrs	2%	
Lifestyle, Information & Services	257 hrs	7%	
Education	300 hrs	9%	
Dramas	344 hrs	10%	
Documentaries	394 hrs	11%	
Sports	344 hrs	10%	



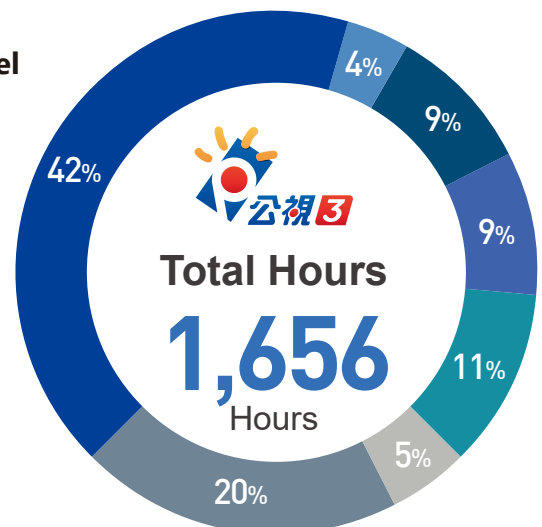
PTS Channel 3

PTS Channel 3 focuses on culture, the arts, and both domestic and international sports coverage. It is Taiwan's leading cultural and arts channel, offering an exceptional range of artistic performances from Taiwan and around the world. The channel also provides programming for diverse communities—including new immigrants, Hakka, and Indigenous audiences—as well as accessibility services such as sign language and audio description.

As of 12 August 2024, PTS Channel 3 broadcast a total of 4,610 hours, 1,656 of which were newly produced, accounting for 36% of total airtime. On 13 August 2024, it was renamed PTS XS.

Types & Hours of 2024 New Programs on PTS3 Channel

News & Current Affairs	697 hrs	42%	
Variety, Spectacles & Arts	61 hrs	4%	
Lifestyle, Information & Services	156 hrs	6%	
Education	145 hrs	9%	
Dramas	188 hrs	11%	
Documentaries	82 hrs	5%	
Sports	327 hrs	20%	



International Awards and Recognition

★ New York Festivals—TV & Film Awards

Silver Award, *NO KIDding II: I'm Wriggling Around in the Little Universe of Insects*

Bronze Award, *Youth News@PTS: 14 Year-Old Me and My Sugar Daddy*

Finalist, News Documentary Special: *Our Island: Fukushima-Light and Shadow*

Finalist, Craft-Innovation: *Wonder of Life*

Finalist, Long-form Drama: *Under Current*

★ International Documentary Festival Amsterdam, IDFA

Award for Outstanding Artistic Contribution, *Taman-taman (Park)*

★ World Festival of Animated Film ANIMAFEST ZAGREB

Selected, World Panorama (Non-Competition Section): *Ghost of the Dark Path*

★ International Public TV Conference

Official Selection, *Our Island: Sea Spray*

Official Selection, *Youth News: Love Chat Box–Virtual Romance*

★ Asia Contents Awards & Global OTT Awards

Winner, Best Lead Actress: *Imperfect Us* – Ariel Lin

Winner, Best Song: *Imperfect Us* – “The Kindness in Us”

Nominee, Best Asian TV Series: *Imperfect Us*

Nominee, Best Screenplay: *Imperfect Us* – Hsu Yu-ting

Nominee, Best Supporting Actor: *Imperfect Us* – Kai Ko

★ RIFFA - Regina International Film Festival and Awards, Canada

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

Nominee, Student Short Film: *Reclaim My Summer*

★ Thomas Edison Film Festival, USA

Honorable Mention, *Reclaim My Summer*

★ Brighton Rocks International Film Festival, UK

Honorable Mention, *Swimming in the Dark*

Honorable Mention, *Hello to Me in 100 Years*

★ Prix Jeunesse International, Germany

Nominee, 7–10 Non-fiction Category: *Hello to Me in 100 Years*

Nominee, 7–10 Non-fiction Category: *By the Sea*

★ Seattle International Film Festival

Nominee, Short Film Category: *2022Kids as Directors Workshop: The Guardian Lion and Budaixi*



Imperfect Us



By the Sea

★ **BANFF World Media Festival (Rockie Awards)**

Nominee, Short Film Category: *Ghost of the Dark Path*

Nominee, Interactive Children & Youth Category: *Love Chat Box: Virtual Romance*

★ **Asian Academy Creative Awards (AAA)**

Nominee, Best Supporting Actor: *Imperfect Us* – Kai Ko

Nominee, Best Actress: *Imperfect Us* – Tiffany Hsu

Nominee, Best Direction (Drama): *Imperfect Us* – Mag Hsu

Nominee, Best Editing: *Imperfect Us* – Peggy Su, Hsieh Ping-cheng

Nominee, Best Comedy Performance: *U Motherbaker 2* – Chung Hsin-ling

Nominee, Best Comedy Program: *U Motherbaker 2*

Nominee, Best Children's Program: *By the Sea*

Nominee, Best Single Documentary: *Fragile Paradise: A 40-Year Rendezvous with the Hengchun Coast*



U Motherbaker 2

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

Nominee, *Inside the Arts: An Art Advocacy Initiative Named After Zengwen River*

★ **San Diego International Kids' Film Festival, USA**

Nominee, 2024Kids as Directors Workshop: *The Thief of Time*

Nominee, 2024Kids as Directors Workshop: *Xiaonan and the Hatching Chicken Factory*

★ **San Diego International Film Festival, USA**

Nominee, Documentary Category: *Flyways*

★ **Asian Film Festival of Dallas, USA**

Nominee, Narrative Feature: *Namesake*

★ **KUKI – International Short Film Festival for Children and Youth, Berlin**

Nominee, WAWAWA: *Cheng Pao's Farm*

★ **Euroshorts International Film Festival, Poland**

Nominee, Fiction Category: *Reclaim My Summer*

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

Nominee, Best Child & Youth Made Film: 2024Kids as Directors Workshop: *The Thief of Time*

Nominee, Best Child & Youth Made Film: 2024Kids as Directors Workshop: *What's Troubling Grandpa?*

★ **MICE International Film Festival, Spain**

Nominee, Under-12 Young Director Category: 2024Kids as Directors Workshop: *The Thief of Time*

★ **Big Eyes, Big Minds – Singapore International Children's Film Festival**

Nominee, Animated Short: *Fruity Ice Cream: Master of Hide and Seek*

Public Service

In 2024, PTS further strengthened cross-sector partnerships, driving multi-platform integration and innovation toward a new cross-media era.

Cross-Media Marketing—Building Brand Value

Through integrated cross-media campaigns spanning radio, television, print, digital platforms, social media, and in-person events, PTS has created a comprehensive communication model. By tailoring strategies to different program genres and partnering with key opinion leaders, critics, and podcast hosts, PTS delivers precise and targeted outreach.

To deepen brand engagement, PTS hosted the Smart Fun youth event for the fifth consecutive year and launched the 2024 PTS Drama × Incubation Project Presentation & Networking Forum, strengthening the link between content and brand identity.

In 2024, PTS actively expanded the global reach of its drama productions, boosting



Smart Fun youth event



The Outlaw Doctor

the visibility of Taiwanese storytelling worldwide. *Three Tears in Borneo* was selected for competition at France's SERIES MANIA Festival, becoming the first Taiwanese series to be shortlisted in the International Panorama category and premiering to critical acclaim. *Imperfect Us* also garnered major attention at the Busan International Film Festival, where its cast and composer attended and won two Asia Contents Awards—Best Actress and Best Original Song—further raising its international profile.

Additionally, PTS joined key international film and television markets, including the Vietnam International Exhibition on Film and Television Technology, where *The Outlaw Doctor* production team showcased the series through screenings and media coverage, extending its reach to new audiences abroad.



At the 2024 Asia Contents Awards & Global OTT Awards in Busan, Ariel Lin (left) won Best Lead Actress, and Tanya Chua (right) won Best Original Song for *Imperfect Us*.

Media Literacy—Nurturing the Next Generation

In an age of information overload, media literacy is more vital than ever. PTS hosted the “2024 Be the Youth Spokesperson! Fake News, Hello?” media literacy workshop for teenagers, combining case discussions, fact-checking exercises, and hands-on media production to strengthen critical thinking and news discernment. The program included sessions such as Media Detective Agency and Debunking Misinformation in the Social Media Era, along with creative modules like Youth in Practice and Youth Voices: Be the Youth Spokesperson!, which encouraged participants to turn social concerns into story ideas while experiencing real-world media production. The initiative received enthusiastic feedback from both students and parents.

In conjunction with the 11th Taiwan International Children’s Film Festival, PTS launched the Kids as Directors Workshop project, supporting eight young filmmaking teams in 2024. A special premiere was held on Children’s Day (April 4) at Songshan Cultural and Creative Park in Taipei, followed by nationwide broadcast on PTS and streaming on PTS+. The project not only showcased the creativity of young filmmakers but also deepened public awareness of media education for children. Some films gained international recognition, including *What’s Troubling Grandpa?*, which won the International Group A Grand Prize (ages 4–12) at Greece’s Camera Zizanio Festival, highlighting the imagination and originality of Taiwan’s young creators.



Kids as Directors Workshop—*Xiaonan and the Hatching Chicken Factory*

Public Engagement—Expanding Community Connections

For many years, PTS has not only produced trusted, high-quality programming but also extended its reach through diverse platforms and community initiatives, strengthening ties with audiences across Taiwan.

In 2024, PTS partnered with 22 independent bookstores

nationwide under the Local Partners initiative, building collaborations that strengthen public media’s presence in local communities. Each participating bookstore is rooted in its neighborhood and acts as a cultural hub, promoting PTS programs and public service content while welcoming visitors into these vibrant community



The 15th Keep Rolling National Campus Short Film Competition.

spaces.

PTS also collaborated with the ASUS Foundation to host the 15th Keep Rolling National Campus Short Film Competition, introducing a new vertical video category and a "Rising Star Award" to attract younger participants. The competition received 385 entries, with 18 advancing to the finals. Winning films were later showcased in schools, accompanied by talks from acclaimed directors. PTS further supported the foundation's International Volunteer Video Workshop, training participants to document the inspiring stories behind social service work.

In partnership with Taipei City's Department of Labor Vocational Rehabilitation Division, PTS co-organized the Taipei Limitless Film Festival 2024 under the theme "Together in Empathy," presenting nine exceptional films from Taiwan and abroad that highlight the resilience and lived experiences of people with disabilities.

Through diverse public initiatives and innovative outreach, PTS continues to deepen its social impact, building stronger connections with communities while fulfilling its mission as Taiwan's trusted public service media.



PTS partnered with 22 independent bookstores nationwide under the Local Partners initiative, building collaborations that strengthen public media's presence in local communities.

Financial Report

Revenue Analysis

The annual revenue totaled NTD 4,752,833,453 (USD 152,873,382), 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.)

The largest share came from service income, which included deferred government grants reclassified as donations under major projects such as the 2023–2024 5G Ultra-HD Innovation Initiative, the 2023 PTS Taigi Channel operations, and the 2024 International Streaming Platform, totalling NTD 618,492,517 (USD 19,893,616). Additional revenue came from programming for partner channels (NTD 34,285,714 / USD 1,102,789), productions for the international streaming platform (NTD 607,188,949 / USD 19,530,040), legislative broadcast services (NTD 87,473,345 / USD 2,813,552), public events (NTD 12,994,958 / USD 417,979), and commissioned programs (NTD 110,495,362 / USD 3,554,048).

Government subsidies for basic operations formed the second-largest revenue source, including NTD 900,000,000 (USD 28,948,215) from the Ministry of Culture for PTS operations, NTD 596,216,255 (USD

19,224,230) for the PTS XS Channel, NTD 806,793,858 (USD 25,950,269) for the PTS Taigi Channel, and NTD 570,000,000 (USD 18,333,869) from the Hakka Affairs Council for Hakka TV.

In accordance with Article 45 of the Cable Radio and Television Act, cable system operators must contribute 1% of their annual revenue to a special government fund, of which 30% is allocated to PTS. In 2024, this allocation amounted to NTD 85,165,475(USD 2,739,321).

Expenditure Analysis

In 2024, total expenditure amounted to NTD 4,194,066,949 (USD 134,900,835), including operating expenses of NTD 4,001,157,834 (USD 128,695,974) and non-operating expenses of NTD 192,909,115 (USD 6,204,861).

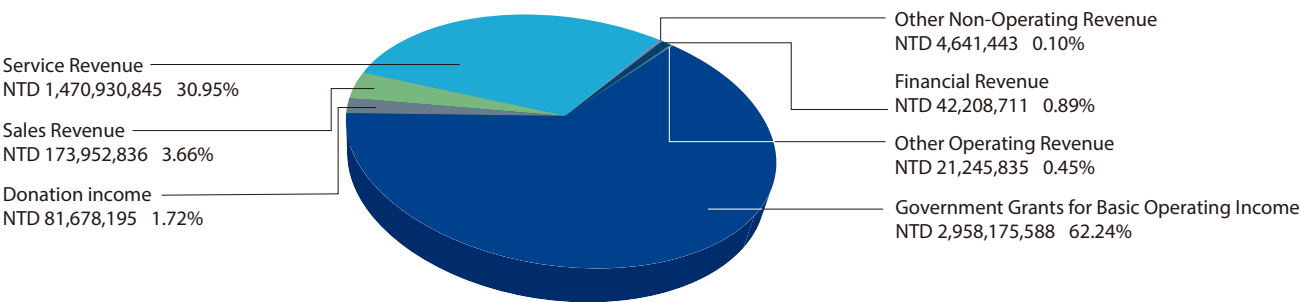
Operating expenses covered labor costs, cost of goods sold, administrative expenses, and other operating costs. Non-operating expenses comprised financial costs and other external expenses.

Labor costs remained the largest component, amounting to NTD 3,435,037,105 (USD 110,486,880) and accounting for 81.90% of total expenditure.

(Refer to the expenditure diagram below for details.)

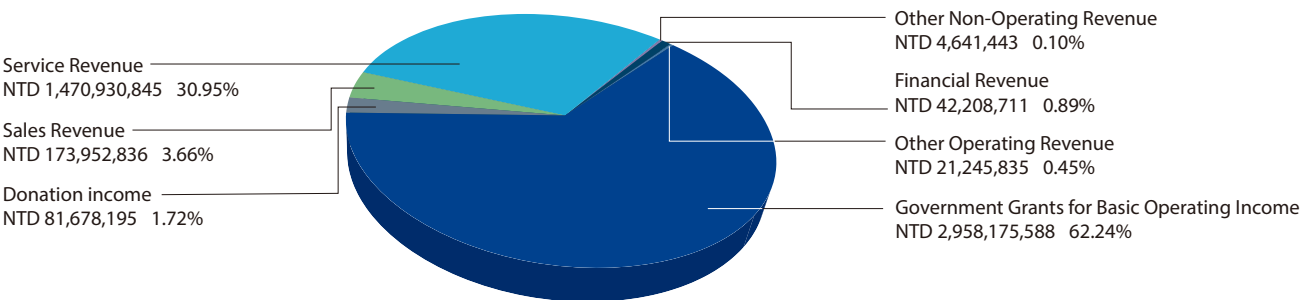
Revenue Breakdown

*Total Revenue in 2024: NTD 4,752,833,453 (USD 152,873,382)
(including PTS, PTS XS , PTS Taiwanese-language Channel, Hakka TV and TaiwanPlus)



Expenditure Breakdown

*Total Expenditure in 2024: NTD 4,194,066,949 (USD 134,900,835)
(including PTS, PTS XS , PTS Taiwanese-language Channel, Hakka TV and TaiwanPlus)



2024 Balance Sheet

Unit : NTD

	31 December 2024		31 December 2023	
Assets	Amount	%	Amount	%
Current Assets				
Cash & cash equivalents	\$ 920,628,346	11	\$ 660,488,700	9
Current financial assets	2,063,816,330	26	1,825,660,310	24
Notes receivable	59,000	-	611,532	-
Accounts receivable	13,536,524	-	51,486,892	1
Accounts receivable-related parties	5,493	-	41,161	-
Other accounts receivable	254,181,668	3	96,160,415	1
Other accounts receivable-related parties	829,585	-	306,745	-
Advance payments	681,945,993	8	622,695,782	8
Advance payments-related parties	122,545,710	2	37,083,654	1
Short-term advance payment	33	-	10,561,160	-
Other current assets	48,471,902	1	4,355,966	-
Subtotal	4,106,020,584	51	3,309,452,317	44
Fixed Assets				
Long-term investments at equity	2,513,382,803	31	2,700,041,797	35
Non-current financial assets	-	-	63,000,000	1
Land, Buildings & Facilities	1,489,653,304	18	1,509,105,381	20
Other non-current assets	5,821,458	-	9,293,964	-
Refundable Deposits	2,936,706	-	1,776,120	-
Subtotal	4,011,794,271	49	4,283,217,262	56
Total Assets	\$ 8,117,814,855	100	\$ 7,592,669,579	100
Liabilities, Funds, & Equity	Amount	%	Amount	%
Current Liabilities				
Notes Payable	\$ -	-	\$ 1,440,846	-
Accounts Payable	295,391	-	67,899	-
Accrued Expenses	409,179,309	5	341,085,933	5
Accrued Expenses - related parties	9,502,660	-	9,529,185	-
Other Payables	25,886,581	-	64,470,844	1
Provisions - current	32,420,561	1	26,150,968	-
Advance receipt	79,611,102	1	165,269,917	2
Other Current Liabilities	26,725,411	-	16,788,070	-
Subtotal	583,621,015	7	624,803,662	8
Non-current Liabilities				
Deferred Government Funding	449,241,717	5	493,788,411	6
Deposits Received	55,497,883	1	51,320,487	1
Subtotal	504,739,600	6	545,108,898	7
Total Liabilities	1,088,360,615	13	1,169,912,560	15
Net Worth				
Funds	5,718,250,058	71	5,676,569,462	75
Donated Surplus	4,327,722,168	53	4,327,722,168	57
Accumulated Equity	(5,118,731,465)	(63)	(5,683,748,090)	(75)
Other Items of Net Worth				
Unrealized revaluation increments	2,102,213,479	26	2,102,213,479	28
Subtotal	7,029,454,240	87	6,422,757,019	85
Total Liabilities and Net Worth	\$ 8,117,814,855	100	\$ 7,592,669,579	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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