



Chapter 16

Mass Communications

Major innovations in the means of disseminating information and the rise of digital audio-visual media have brought significant changes to marketing techniques in the public sector. The scope of tools available for communicating with the public have expanded from traditional media and print channels to the internet, mobile phones, tablet PCs and other popular new media and devices. In addition to these means, the Taipei City Government has been active in event marketing through its participation in major international events. Since holding the highly acclaimed Taipei International Flora Exposition in 2010, Taipei has hosted the 2011 International Design Alliance Congress and Taipei World Design Expo and made a successful bid to host the 2017 Summer Universiade among other large-scale international events, further internationalizing the city.

Chapter 16

In 2011, the Taipei City Government followed up the successes of the Taipei Pavilion at the 2010 Shanghai World Expo and the 2010 Taipei International Flora Expo by hosting the 2011 International Design Alliance (IDA) Congress and the 2011 Taipei World Design Expo. Bringing together the world's design elites, these events honed Taipei's image as a "World Design Capital" and gave the city an opportunity to shine on the international stage. Taipei's successful bid to host the 2017 Summer Universiade demonstrates the considerable strength and competitiveness of the city's services and facilities. The city also continued to use more creative communication techniques and market strategies to help the public further understand and identify with their city.

Part 1 Print Media

1. Newspapers

About 15 major daily print newspapers were published in Taipei in 2011, including the *China Times*, *Liberty Times*, and *Apple Daily*, and *United Daily News*. The Taipei Newspaper Association counts 18 member companies based in Taipei City and New Taipei City.

In 2011, Taipei newspapers continued to adjust their business approaches in response to the changing environment. The Want Want China Times Media Group, owner of the China Times, sought permission from the National Communications Commission (NCC) to acquire Taiwan's second largest cable TV system operator, China Network Systems Co., Ltd. In October, Next Media Group greatly increased the size and circulation of its free newspaper, the Sharp Daily, while also extending the paper's distribution scope to major metropolitan

areas nationally. In July 2011, the company was approved by the NCC to establish a news channel, following NCC's approval of its affiliated movie channel and sports channel in 2010.

Statistics compiled by the Department of Information and Tourism, Taipei City Government, indicate that the vast majority of newspaper and magazine content published in Taipei in 2011 conformed to relevant laws and regulations thanks to media self-regulation and proactive enforcement by the department. The small fraction in violation pertained to provisions in the Child and Youth Sexual Transaction Prevention Act and Child and Youth Welfare Law, as detailed in Table 1.

Table 1: Violations by the Print Media in Taipei City in 2011.

Applicable Law	No. of Cases	Amount Fined (NT\$10,000)
Total	5	20
Child and Youth Sexual Transaction Prevention Act	1	8
Child and Youth Welfare Law	4	12

There were two major law-related news stories in 2011:



Recording a program for a cable television broadcast.



2011 Taipei World Design Expo.



Taipei City tourism publicity ambassador Rachel Liang.

(1) Judicial Yuan Interpretation No. 689

In September 2008, the Taiwan Taipei District Court ruled to fine an *Apple Daily* reporter surnamed Wang who had been following and photographing a celebrity continuously since July of that year, citing provisions in subparagraph 2, Article 89 of the Social Order Maintenance Act regarding “people who follow others without legitimate reason and do not stop after being urged to do so.” Wang claimed the provision was unconstitutional and applied for a constitutional interpretation. In Interpretation No. 689 issued on July 29, 2011, the Council of Grand Justices under the Judicial Yuan stated that, while the said provision limits newsgathering behavior, the limits are not excessive, conform to the principle of proportionality and do not contravene the intention of the Constitution in protecting the freedom of press (Article 11) or protecting the people's right to work (Article 15).

(2) Amendment of the Children and Youth Welfare Law

On November 17, 2010, the Legislative Yuan passed the first reading of draft amendments to the Children and Youth Welfare Law. The act was also renamed in the revised bill as the Protection of Children and Youths Welfare and Rights Act. The revisions prohibit newspapers from publishing detailed descriptions (or depictions) of crimes, drug use, suicide, violence, gore, sex, obscenity, rape or other writing or pictures detrimental

to the physical or mental health of children and juveniles. The newspaper industry rallied opposition to the restrictions on the grounds that they were too extensive and significantly set back freedom of the press. After repeated consultations between the Ministry of the Interior and the Taipei Newspaper Association, child and youth welfare groups, experts and scholars, and related government agencies, provisions in the Act were revised. The Legislative Yuan completed the third reading on November 13, 2011. On November 30, the amended Act was promulgated by the president and brought into effect.

The amendments narrow the scope of publishing limitations in Article 45 to excessive descriptions (or depictions) in writing or pictures of rape, obscenity, homicide, drug use, gore, or sexual activity. It also stipulates that the Taipei Newspaper Association shall formulate self-regulation rules and review mechanisms and report these to the central authorized agency for future reference. If a newspaper publisher is accused of publishing content in violation of the law, the matter should be handled first by the association. If the association fails to do so, or if the outcome of its treatment is appealed or the violating newspaper is not an association member, the authorized agency shall request that the association, child and youth welfare groups, and experts and scholars review the case according to the self-regulation rules formulated by the association.

2. Magazines

According to the Magazine Business Association of Taipei, over 500 magazines were published in Taipei City by nearly 200 member publishers in 2011. Business, fashion, and news magazines accounted for the three most popular categories.

(1) New Magazines

New entrants to Taipei City's magazine scene in 2011 included: Global Kids Monthly, the international traditional Chinese edition of *HOBBY JAPAN*, *Ami*, *GLA*, *BONVOYAGE*, *ONEGOLF*, *SG*, *hdM*, *ppaper FASHION*, *Beauty Time*, *OWN*, *Visual Zine*, *Class*, *Lonely Planet*, the international Chinese edition of *BBC Knowledge*, *Way*, *AWay*, and *Art Investment*.

(2) Magazine Industry Embraces Digital Technology

Magazine publishers in Taipei City extensively applied new digital technology to hone their competitive position, such as instant messaging through social networking sites like Facebook and Plurk. CommonWealth magazine counted over 200,000 Facebook fans; *Vogue*, *GQ*, *ELLE*, *Biz Interactive English* and other magazines released iPad editions; *Marie Claire Fall* and *Winter Fashion A to Z* was released as an iPad app; and *BusinessWeek* produced an iPhone app.

(3) Expanding Promotional Reach through Cross-media Channels

The Department of Information and Tourism, Taipei City Government formed cross-media partnerships to promote its publications *Taipei*

Pictorial and the English-Japanese bilingual bimonthly *Discover Taipei* through radio, well-known websites and newspapers. Radio partners include the Police Radio Station, Taipei Broadcasting Station, and Radio Taiwan International. In the website category, the department partners with udn.com, Chinatimes.com, cnYES and Sina.com. From June to December 2011, the department published *Pictorial* sections and publication information in the *Liberty Times*, *Apple Daily*, *United Daily News*, *China Times* and other domestic newspapers with large circulations and broad readerships.

3. Books

Publishers worldwide have been searching for breakthrough strategies to respond to the exodus of young readers to online sources. In Taipei's publishing sector, these strategies have included participation in large-scale exhibitions, such as the Taipei International Book Exhibition, to generate buzz and heighten exposure. In addition, booksellers on Taipei's Chongqing South Road began planning the formation of the Taipei Chong-Nan Association for Book Promotion in 2011, to remold Chongqing South Road as a cultural landmark and restore this area to its former glory.

Government publications have experienced a sea change in recent years as publishers explore new publishing and marketing models. Government publishers are enriching content and enlivening their editing and layout styles, earning their publications spots on bookstore best-seller lists. The Department of Information and Tourism, Taipei City Government has also capitalized on the ubiquitous, 24-hour reach of online booksellers to promote book series on tourism marketing in a timely and effective way. Such channels are complemented by sales through brick-and-mortar bookstores to further achieve city marketing objectives.

One example of this approach is the *Taipei Tiny Tour* book series published in November 2011 by the Department of Information and Tourism, Taipei City Government. In addition to pre-selling the



Taipei Pictorial reports recent news on Taipei City.

book through online bookstores, the department offered discounts, an accompanying *Taipei Tiny Tour* table calendar and other strategies that put the book at the top of the booksellers' charts for new specialized reference book series. The publication entered its second printing within one month of its debut, breaking the record for books in its category.

The Department of Information and Tourism, Taipei City Government also published a practical notebook called *Visiting Taipei's Unique Corners* notebook and compiled a collection of articles from the highly regarded *From Green Amateur to Green Thumb* section of *Taipei Pictorial* into a book of the same name. The book was released and exhibited for sale at the Jianguo Flower Market, generating buzz for the book. The Department of Information and Tourism also published a book series—*Taipei Smiles: A Proud Record of the Taipei Pavilion* at the Shanghai World Expo, creating an invaluable record of Taipei City's participation in this international event.

The Department of Information and Tourism, Taipei City Government also continued to publish *Taipei Pictorial*, the English and Japanese bimonthly *Discover Taipei*, Chinese, English and Japanese versions of the *Spectacular Taipei*

tourism brochure series, and other periodicals. These publications introduce recent news on development, visitor sites, and tourism events in Taipei, while also providing a channel for people to expand their knowledge through government publications.



Taipei Tiny Tours and table calendar present a fresh look.



Taipei Smiles: A Proud Record of the Taipei Pavilion at the Shanghai World Expo.



Bibliophiles flock to the Taipei International Book Exhibition.



Discover Taipei and *Spectacular Taipei*.

Part 2 Electronic Media

1. Cable Television

The cable television system in Taipei City is divided into five operating districts. According to data announced by the National Communications Commission (NCC), the nine cable television service providers in Taipei City had 610,169 subscribers at the end of September 2011. This figure is 19,544 subscribers less than in December of 2010, the first time in recent years that the industry has experienced negative growth. An overview of the city's cable television systems is provided in Table 2.

The upper limit on monthly fees for basic cable service was NT\$515 per subscriber in 2011. However, the fee limit for low-income households registered with the Department of Social Welfare, Taipei City Government was one-fourth of the normal fee or less.

When it announced the 2011 fees for basic cable service, the Taipei City Government

stipulated five key measures to encourage cable television system operators to provide high-quality services to subscribers. These included stipulations that operators earmark at least 1% of video revenue for investment in the community, providing preferential service rates for disadvantaged groups, and digitalization promotion plans; upgrade set-top box installation rates to 12% or 15%; establish 24-hour customer service centers; continue clearing hanging cable television cables; and expedite optical node partition work.

As of the end of December 2011, the set-top box installation ratio in Taipei topped 16% citywide, a full seven percentage points above the national average of 9%. In order to heighten awareness of digital cable television and increase installation willingness among Taipei residents, the Department of Information and Tourism, Taipei City Government and the city's nine cable

Table 2: Cable Television Operators in Taipei.

Operating District	Name of System	Name of Operator	Business Permit Validity Period	Number of Subscribers
Beitou and Shilin	Yangmingshan	Kbro	2008.09.28 2017.09.27	117,036
Zhongshan, Songshan, and Datong	King's Channel	Kbro	2008.12.01 2017.11.30	72,569
	Everlasting	China Network	2009.03.13 2018.03.12	74,165
Neihu, Xinyi, and Nangang	New Taipei	Kbro	2008.12.01 2017.11.30	87,723
	Liguan	China Network	2008.12.02 2017.12.01	58,640
Da'an and Wenshan	Da'an Wenshan	Kbro	2009.02.11 2018.02.10	72,958
	Wonderful	China Network	2008.11.18 2017.11.01	60,356
Zhongzheng and Wanhua	NetWave	Independent	2009.05.17 2018.05.16	49,267
	Pau Fu	Independent	2009.07.05 2018.07.04	17,455

Note: Kbro: Kbro Co., Ltd.; China Network: China Network Systems Co., Ltd.; Subscriber number data from the NCC September 2011 Report.

television system operators organized the “Digital Taipei Fun: Seeing the Future” promotion. This activity consisted of two events held from July 15 at Chantilly Plaza in Xinyi District and Zhongxiao Fuxing MRT Station Plaza in Daan District.

Other major events in the domestic cable television industry were all closely related to the development of the industry in Taipei:

(1) NCC Plans to Expand Operating Districts

Taiwan is divided into 51 cable television operating districts. Only 12 of the 51 districts have two providers, while the remaining 39 districts are operated by a single provider. Moreover, most of the providers belong to one of five multiple system operators. This has had an impact on both competition and the public's viewing rights. On August 17, 2011, the NCC announced that the operating districts would be changed to special municipalities and counties (cities), and that operators would be allowed to operate in multiple districts. The changes are scheduled to be promulgated and come into effect in 2012.

(2) Amendment of the Cable Broadcasting and Television Act

On March 24, 2011, NCC-drafted amendments to the Cable Broadcasting and Television Act were approved by the Executive Yuan and submitted to the Legislative Yuan for deliberation. The main principle of the amendments included expanding operating districts, encouraging new market entrants, encouraging innovative converged services, and adjusting the original vertically integrated system operator licenses to simple operating platform licenses.

Other major amendments in the bill included stipulations requiring new entrants and operators applying to expand into other operating districts to provide services using digital technology; deletion of provisions on advertising slot agreements; a requirement that system broadcasters obtain licenses for various types of channels (excluding channels 2 and 3) according to the Satellite Broadcasting Act; and a requirement that businesses with operating districts in a special

municipality or county (city) area shall obtain approval from the said special municipality or county (city) government or else from the NCC.

(3) CNS Group Equity Transfer

Following deliberation at a meeting on November 17, 2010, the NCC approved an equity transfer by the country's largest multiple system operator Kbro Co., Ltd. to Dafu Media Co., Ltd., a reinvested company of Taiwan Mobile Co., Ltd. Want Broadband Media Co., Ltd., a company held jointly by Want Want China Times Media Group and Eastern Media International Corporation, later planned to acquire the shares of Taiwan's second-largest multiple system operator, China Network Systems Co., Ltd. This was the most closely watched media merger case in 2011.

The NT\$70-plus billion merger was approved by the Fair Trade Commission with 11 provisos in April 2011. However, the case raised suspicions over the concentration of speech since the Want Want China Times Media Group already owns many print media and electronic media channels and represents several satellite TV channels as well. At hearings held by the NCC on September 5 and October 24, most of the attending scholars objected to the merger. Academic circles also initiated a petition against the merger, prompting Want Want China Broadband to make 29 pledges to the NCC. As of the end of December, the commission had yet to decide whether or not to approve the merger.

In other news, the Taipei Public Channel celebrated its 10th anniversary in 2011. Established in 2001, the channel is the first cross-system broadcast public channel in Taiwan and is currently managed by the Taipei Public Access Channel Association (TPACA).

Since 2005, the TPACA has won five Golden Visual Awards for “Best Public Channel Management” and concretely realized the principle of “media access rights.” In order to broaden public awareness and use of the Taipei Public Channel, the TPACA has progressively updated its website and held activities such as the “PAC3 Taipei 100” film and video contest

and concert. The concert was held on November 13 at the Daan Park Amphitheater. It featured performances by popular bands and attracted over 800 participants.

2. A New Era for Terrestrial Television

Terrestrial television has a history of nearly 50 years. In Taipei, there are currently five terrestrial television stations. All have been converting to analog-digital dual channel broadcasting since July 2004.

Digital channels have the advantages of clearer and more stable picture quality, and the ability to accommodate more channels compared to their analog sibling. The Executive Yuan therefore approved the “Plan for Digital Conversion of Terrestrial Television” on January 28, 2011, and set the end of December 2012 as the date for full termination of analog broadcasting. It later moved up the termination date to June in coordination with the 2012 Summer Olympics to be held in London in July. In October to December 2011, the Taipei City Government assisted the NCC in holding seminars in the city's 12 administrative districts on subsidies to low-income households for the installation of set-top boxes. It also supported promotion of this issue through Taipei Pictorial, Upaper, the Taipei Broadcasting Station and other channels to prepare the public in a timely manner for the change.

3. Radio Broadcasting

There were 171 licensed radio stations operating in the Taiwan area as of September 2011. This figure includes 29 stations established before new stations were officially permitted and 143 stations established in the previous 10 licensed groups (including 66 mid-frequency and 77 low-frequency stations; and subtracting one station that closed in 2010), representing a five-fold increase in the number of stations since the government first began permitting new radio stations in 1993. There were two radio channels owned by local governments, including the municipalities of Taipei and Kaohsiung.

The Taipei Broadcasting Station celebrated its 50th anniversary in 2011 with a series of activities. These included the “Taipei Broadcasting Station 50th Anniversary Summer Concert” at Daan Park and compilation of a special anniversary publication documenting the station's history. Other events included the Study Tour of Hakka Cultural Life in May and the “Toward the Happiness 2012 Concert.” Since March 23, 2011, the station has broadcast the “Taipei City Mayor Hau Lung-bin Talk Show” segment of the “You Are the Boss in Taipei” program every Wednesday. During the program Taipei Mayor Hau Lung-bin accepts call-in questions from listeners, providing a channel to directly communicate with the public and market the city government. The station also set up a widely praised “mobile broadcasting studio” for live broadcasts during the Taipei Lunar New Year Festival, the Taipei Lantern Festival, and other major events.

In October 2011, the Taipei Broadcasting Station rang in its 50th birthday by winning the “Radio Station Jingle Award” in the Government Information Office sponsored the 2011 Broadcast Golden Bell Awards. The station will continue to stay close to the pulse of the people and share the voice of Taipei with listeners worldwide who are interested in the city's development.



The “Taipei City Mayor Hau Lung-bin Talk Show” segment of the Taipei Broadcasting Station's “You Are the Boss in Taipei” program.

Part 3 International Media

Taipei is committed to international marketing. The city has earned worldwide repute and media attention for its advancements in urban development, wireless network services, and recycling programs, among other achievements. It also has performed outstandingly in several international city rankings and attracted global media coverage for the warmth and hospitality of the city residents.

Mayor Hau Lung-bin frequently introduces major city topics and the direction of city government development work during exchanges with the foreign media and delegation visits, attracting close attention from the international media. During one such visit, Mayor Hau inspected public housing facilities and management systems in Hong Kong and Singapore to serve as a reference for the promotion of public housing in Taipei. The visit was closely followed by the domestic and foreign media.

In July 2011, Mayor Hau attended the Second Taipei-Shanghai City Forum in Shanghai. During the visit, he and Shanghai Mayor Han Zheng signed three memoranda of understanding between the two cities covering education, health care and travel. Mayor Hau also promoted independent travel by mainland tourists to Taipei to strengthen city marketing.

Due to the international recognition earned by the success of the Summer Deaflympics Taipei 2009, Mayor Hau was invited to attend the 43rd International Committee of Sports for the Deaf (ICSD) Congress in Italy in 2011. He listened to the final report of the Congress on the Summer Deaflympics Taipei 2009 and personally contributed to the committee the surplus funds from the Summer Deaflympics Taipei 2009. During the trip, Mayor Hau also visited the Netherlands, Italy, and Austria to inspect urban renewal projects, including Amsterdam's waterfront development zone project. In the Netherlands, he also met with Eindhoven Mayor

Rob van Gijzel and won support from Eindhoven for Taipei's application to be recognized as a "World Design Capital." The two sides also agreed to further advance exchanges between the two cities in the future.

Mayor Hau also led the delegation to Brussels, Belgium to lobby for Taipei's bid to host the 2017 Summer Universiade. The bid succeeded thanks to excellent site and financial planning, and the resolve of the central and local governments. This will be the highest level and most comprehensive event to be hosted in Taiwan and therefore has great historical significance.



Mayor Hau Lung-bin (left) and Eindhoven Mayor Rob van Gijzel (right).

Major News Events

1. Happy Pregnancy Plan Launched

Taipei City launched the “Happy Pregnancy” birth incentive plan. The plan includes a one-time fertility incentive payment of NT\$20,000 and monthly childcare allowance of NT\$2,500 per month for each child under the age of five. It extends compulsory education to include senior kindergarten classes and includes supporting measures for after-school childcare, pre-pregnancy health checks, and maternal serum screening for Down’s syndrome.

2. Leading Think Tank Ranks Taipei Second on Asian Green City Index

The Economist Intelligence Unit (EIU) ranked Taipei second among 22 cities on its Asian Green City Index, topping Tokyo, Osaka, Seoul, Shanghai, Hong Kong, Beijing and other world-class cities.

3. MRT Nangang Line Eastern Extension Inaugurated

The Taipei MRT Nangang Line Eastern Extension was completed and opened for service. The extension enables transfer connections between the MRT Nangang Line and Wenhua Line, provides convenient transportation to Nangang and Neihu, and greatly reduces travel time to and from the city center.

4. Taipei Rolls Out Interest-free Study Abroad Loans for Youths

Under this program, all citizens between the age of 20 and 40 who have established residency in Taipei City for over one year can apply for loans to study abroad. The city government will shoulder the burden of the interest of the loans for the first 10 years for up to 1,000 students. Those planning to acquire professional certifications abroad are also eligible to apply to Taipei’s loan program.

5. Riverside Bicycle Trail Network Completed

An approximately one-kilometer-long section of the bicycle trail along the right bank of the Jingmei River opened for use, completing Taipei’s 110-kilometer riverside bicycle trail network.



The Happy Pregnancy Plan echoes widely with the public.



The MRT Nangang Line Eastern Extension shortens travel time.



The Taipei City Riverside Bikeway System is officially completed.



A pair of red-crowned cranes is given by Japan, marking only the second time the nation has exported the birds.



The 1999 Citizen Hotline has enjoyed an outstanding performance.



The 2010 Taipei International Flora Exposition comes to a successful close.



Nangang Exhibition Hall.

6. Taipei Launches Free Outdoor Wireless Internet Service

Taipei City officially launched a free wireless internet service for outdoor access in public areas. Available to both city residents and domestic and foreign visitors, the service enables free internet access in a service area covering major shopping areas and roads, further realizing the city government's goal of creating a "Wireless Broadband CyberCity."

7. Japan Donates a Pair of Red-crowned Cranes to Taipei

The Kushiro City Government in Hokkaido, Japan presented a pair of red-crowned cranes to the Taipei Zoo in recognition of Taipei's conservation achievements and to promote friendship between Japan and Taiwan. The gift is especially significant since it is only the second time that Japan has gifted red-crowned cranes to another country.

8. 1999 Citizen Hotline Wins Three Top Awards in Asia Pacific CRE Awards

In recognition of outstanding performance, the 1999 Citizen Hotline was presented with the top award in three categories of Hong Kong's "2010 Asia Pacific Customer Relationship Excellence Awards" (CRE Awards): Contact Center of the Year, High Speed Customer Service of the Year (Government), and Best Use of Knowledge Management of the Year (Government).

9. 2010 Taipei Flora Expo Comes to a Successful Close

The 171-day 2010 Taipei International Flora Expo came to a successful close, attracting nearly nine million visitors. International Association of Horticultural Producers AIPH President Dr. Faber described the Taipei event as the best International Flora Expo he had ever seen. He called it an example for future Flora Expos that would be difficult to surpass in the coming decade.

10. Taipei Wraps Up Successful World Design Expo

The 2011 International Design Alliance IDA Congress Taipei and Taipei World Design Expo were jointly held at the Songshan Cultural and Creative Park, Taiwan World Trade Center Exhibition Hall 1, and Nangang Exhibition Hall, attracting over one million visitors. The event was another major international expo to be hosted by Taipei following the Taipei International Flora Expo.

11. Taipei Wins Hosting Rights for the 2017 Summer Universiade

A Taipei City delegation led by Mayor Hau Lung-bin won the hosting rights for the 2017 Summer Universiade, besting another strong competitor, Brasilia. This will be the highest level and most comprehensive sporting event to be hosted in Taiwan.

Part 4 City Communications

1. Public Policy Communication

(1) 2011 Taipei Fireworks Festival

Established in 2005, the Taipei Fireworks Festival entered its seventh year in 2011. This year's event was originally scheduled to be held on August 6 around Yanping Riverside Park at Dadaocheng Wharf, but was delayed to the National Day on October 10 due to Typhoon Muifa. The local puppetry culture of Dadaocheng set the tone for this year's festival. The festival tag phrase was "Celebrating a Century" since it coincided with the centennial National Day of the Republic of China. This theme was also evident in the fireworks displays, which included patterns of plum blossoms, the Chinese characters for "Double 10," and the word "Taiwan." Five thousand small national flags were also distributed to festival-goers to celebrate the nation's birthday.

A film festival, puppetry exhibition, instruction in stage posturing and facial makeup for traditional Taiwanese opera, and a puppetry cosplay performance were among the festival activities. Other highlights included a booth on Dadaocheng's famed Xiahai Chenghuang Temple and a quiz game aimed at raising public awareness of the history of Dadaocheng. In line with the festival's puppet theme, puppetry performances, a concert of puppetry-themed songs, with high-tech renditions of the style of puppetry master Li Tien-lu were featured on the main stage. The festival climaxed at 8:30 p.m. on October 10 with a display of over 12,000 fireworks launched to an accompaniment of puppetry music. A total of 400,000 people from Taipei City



The Taipei Fireworks Festival impresses the crowd.

and New Taipei City participated.

(2) Highest New Year City Taipei – New Year's Eve Countdown Party

The New Year's Eve Countdown Party in Taipei is one of the most distinctive major city festivals in Taiwan. This internationally renowned event features a concert of relay performances by pop singers and the Taipei 101 Fireworks Show. The festival kicked off at 7:00 p.m. on December 31, 2011, with Patty Hou and comedy act Plungon emceeding. The six-hour-long variety show featured Asia super-group Mayday, Aska Yang, Nicholas Teo, Van Fan, Cindy Yen, Da Mouth, Ding Dang and other performers. The show climaxed with a finale by Hong Kong's Grasshopper and singer Show (Alan) Luo, both appearing for the first time at the New Year's Eve Countdown Party.

A New Year's Eve theme song was produced especially for the Taipei event this year. The passionate and lively beat roused the mood both on and off the stage. In line with Taipei's vision of developing itself as a digital city, the event also was promoted through online games, such as the "I'm the New Year's Eve Superstar" and "Lucky Dragon Comes" Facebook apps as social-networking tools to link with young people and generate buzz for the event. For the countdown, First Lady Christine Chow and U Theatre gave a joint performance along with the awe-inspiring Taipei 101 Fireworks Show. For the first time ever, the New Year's Eve Countdown Party was broadcast live in partnership with YouTube, the largest video-sharing website, spreading the voice



The New Year's Eve Countdown Party is broadcast live globally for the first time.

of Taipei to the world.

(3) Promoting Taipei Tours with Ctrip.com

In conjunction with the government's policy to allow mainland Chinese tourists to travel independently to Taiwan, Taipei has been promoting its image in the mainland market. The city teamed up with the mainland's biggest internet travel portal "Ctrip.com" to promote "Taipei—Explore the Endless Possibilities" theme tours. The cooperation involved advertising through Ctrip.com's national network and the "Taipei—Explore the Endless Possibilities" internet activity, during which 800 participants won free mobile phone usage rights during independent travel to Taipei. The winners could use the service to upload photos and share their Taipei travel experiences, as well as enter a sweepstakes. Ctrip.com also promoted Taipei tourism through its Taipei travel information page, member e-paper, Elite Traveller magazine reports, and other methods. The campaign ran from September to November 2011.

(4) Marketing in Southeast Asia

Taipei's overseas marketing efforts were previously concentrated in the Japan and mainland China markets. In 2011, the city also directed marketing to develop the emerging Southeast Asia tourist source markets. From August to September 2011, promotions were carried out in Singapore through newspapers, MRT lightboxes, online advertising and mobile phone system messages. In Malaysia, advertising channels included newspapers and 30-second radio ads. A promotional activity was also arranged on August 12 at Malaysia's Matta Travel Fair. Well-known singer Rachel Liang was the Taipei City tourism publicity ambassador at the event. The promotion included an interactive prize quiz and attracted coverage from the local media. In addition, television ads were aired from August to November on CTI TV Asia to broadcast. An internet activity and value-added service call-in event were also carried out from August to November.

(5) Danshui River Integrated Tourism Promotion Marketing Plan and Implementation Program

Taipei City implemented the Danshui River Integrated Tourism Promotion Marketing Plan to market the city's new waterfront tourism highlights and riverside travel recreation resources. Twenty-second radio ads and 30-second television ads were aired in October 2011; website and mobile phone apps and online stamp collection games ran online from October 5 to November 30; print ads ran in major newspapers and magazines from October; and introductory seminars were held in Taipei and Kaohsiung on October 14 and 21, respectively.

(6) Taipei International Flora Expo – Discovery Project

In order to document the experience and achievements of the 2010 Taipei International Flora Exposition, as well as market Taipei's city image, the city collaborated with Discovery Networks Asia-Pacific–Discovery Channel to produce the television program "Eye on Taiwan: Eco Taipei." The program debuted in Taiwan on September 25, 2011. It also aired in Northeast Asia on October 2, 6, 8, and 13; Southeast Asia on October 8, 9; and Australia and New Zealand on October 2, 3, and 5.

(7) Promotion of the 2011 Taipei World Design Expo

The 2011 Taipei World Design Expo was the world's first cross-field design expo covering graphic, product and interior design and bringing together the diverse fields of architecture, culture, and art. A variety of outstanding designs by nearly 200 participating enterprises, design companies, design schools, promotional organizations and creative city exhibitions from 18 countries competed on the same stage during the event.

The Department of Information and Tourism, Taipei City Government promoted the expo at home and abroad through print, electronic, and outdoor media channels. These channels included print posters, bus advertising, MRT public service lightboxes, plasma television, facade advertising at City Hall, bus shelters, the Taipei Arena video screen, and other out-of-home media; print media, such as the *United Daily*, *Apple Daily*, *United Evening News*, *Taipei Pictorial* monthly, *Discover Taipei* bimonthly, *Upaper*, and *Spectacular Taipei*

brochures; radio advertising through Taipei Broadcasting Station and I Like Radio; and two-minute television advertisements, as well as internet promotions and theme exhibitions. The event was also vigorously promoted through pre-expo familiarization tours for tourism operators, large promotional cut-outs at MRT stations, and mobile phone SMS.

(8) Discovery Center of Taipei

The Discovery Center of Taipei held the “Taipei Design Banquet” exhibition from September 20 to November 20, 2011, to promote and market the 2011 Taipei International Design Alliance (IDA) Congress and World Design Expo. Through interactive multimedia displays and exhibits, the exhibition heightened awareness of the major significance of hosting the design congress and expo in Taipei and encouraged public participation in these events. Through the presentation of design-related creative concepts and award-winning designs, it also raised the public's awareness and sense of pride over Taipei's design strength, international linkages and application for status as the 2016 World Design Capital, thereby encouraging greater participation in the design wave in Taiwan. The exhibition attracted 12,173 visitors.

2. Private Sector Participation

(1) “2011 Standard Chartered Taipei 101 International Run-Up”

In celebration of the Republic of China centennial, the Taipei City Government, Taipei Financial Center Corporation and Standard Chartered Bank co-sponsored the “2011 Standard Chartered Taipei 101 International Run-Up”. The theme of the activity was “New Century New Vision,” embodying the hope that, at the start of the new century, more people can have the courage to embrace new thinking and new challenges. The funds raised by the activities were donated to help the visually impaired in Taiwan to realize their dreams. The Taipei City Government took part in three activities during the event, including a press conference on May

4, 2011, the “Dreams Come True for the Visually Impaired, 2011 Standard Chartered 3-legged Charity Challenge” on May 29, and the run-up on June 5.

(2) 19th Taipei International Book Exhibition

The 19th Taipei International Book Exhibition (TIBE) was held at the Taipei World Trade Center Hall 1 and Hall 3, and Taipei Show Hall 2 from February 9 to 14, 2011. The fair was sponsored by the Government Information Office, with assistance from the Taipei City Government and Taiwan External Trade Development Council. This year's theme was “Reading - The Path to Wellbeing.” The fair also featured a “Happiness Theme Pavilion,” where representatives of seven countries, including Australia and Finland, explained their happiness policies. Bhutan, which coined the term “gross national happiness index,” was the theme country. A total of 856 publishers from 59 countries participated in the fair. The number of e-book booths increased by 30% over the year before, reflecting digital reading trends. A record high 590,000 people attended the exhibition, which saw a sales increase of more than 20% from the 2010 show.

Conclusion

New multimedia technology, real-time modes of communication and a swelling flow of information are the defining currents in global communications today. Looking back on 2011, the mainstream trend in the mass communication industry was to heighten promotional visibility through integrated marketing utilizing a variety of media and other channels. Traditional segments of the industry also continued to undergo transformation. Facing a steady growth in the flow of information, the mass communication industry will need to continue to flexibly seize the pulse of the times and steadily innovate to attract audience attention and achieve marketing results.