

Chapter 16

Mass Communications

Modern mass communications possess highly advanced technological means and exceptionally powerful extensibility and permeability. Taipei City has the largest mass communication industry in Taiwan. In 2007, competition in the media market intensified, forcing many major newspapers to revamp their publications. Publishers conglomerated; cable television services adjusted their subscriber fees; and the shift to digital television provided the public with different choices beyond the cable TV channels. All of these changes represented major developments in Taipei's media industry in 2007.



This chapter provides both macro- and micro-perspectives of the mass-communication industry in Taipei City for 2007. It covers the print media, electronic media, international media, and city communications, as well as important news events in Taipei. It also introduces initiatives by the Taipei City Government to effectively integrate resources in the public and private sectors and through various communication channels to bring Taipei onto the international stage.

Part 1 Print Media

1. Newspapers

About 20 daily newspapers were published in Taipei in 2007. The impact of information technology and the global trend towards e-reading have undeniably made digitization a necessary course of development for newspapers. In order to adjust to the reading habits of the younger generation, newspapers have been developing their own online news sources. Another universal industry trend has been providing an even broader choice of news information through web portal links to increase contact rates and attract more online readers.

The following five developments regarding the management and content of newspapers in Taipei in 2007 merit special attention:

(1) Newspapers Continued to Revamp Publications to Attract Readers

Many newspapers revised their layout and content to increase circulation and business performance. Among the biggest changes were those made by the China Times, which re-launched its paper with a new format on August 21, 2007. The United Daily News (UDN) followed suit on September 18, 2007, with an adjusted format that included an expanded front-page news section and the addition of a "Must Read" column aimed at giving the paper a fresh new feel. Various newspapers introduced new layouts and titles to repackage city news; others published special supplements, such as the Liberty Times' "Living for the Weekend" supplement.

(2) Battle of the MRT Complimentary Newspapers

About 1.15 million people commute by the Taipei Mass Rapid Transit (MRT) system daily, creating huge advertising opportunities for newspapers. In April 2004, the UDN began distributing the free "Cola Newspaper" at MRT stations. The paper stopped publication on January 19, 2007, and was replaced by UDN's Upaper. After winning an open bid for authorization by the Taipei Rapid Transit Corporation, "Upaper" began to be officially distributed at the 114 stations on the Taipei MRT system on March 26, 2007. The content of the newspaper covers major topical news stories and daily life information, clearly distinguishing it from the more tabloid-like "Sharp Daily" and other newspapers distributed outside the MRT stations. Its addition to the market has fueled competition in the free newspaper market.

(3) Announcing the No. 1 Market Position Based on Circulation and Contact Rate

Based on newspaper contact rate data provided by Taiwan's only circulation audit organization, the Audit Bureau of Circulations, R.O.C, as well as the Nielsen Company Taiwan Limited, it is estimated that the total daily circulation of all newspapers in Taipei City (excluding complimentary newspapers) is between 2.5 and 3.5 million copies. The Liberty Times and Apple Daily have variously claimed the industry's top position in Taiwan based on this circulation and contact rate data. However, due to the slight variance in the period and time of the announcements, it remains a difficult task to determine which newspaper actually has the biggest circulation in Taiwan. In regards to contact rates, Nielsen's survey data indicates that among the top four newspapers, the Liberty Times and Apple Daily are competing for the throne.

(4) Newspaper Advertising Volume Continues to Slide

The lackluster economic environment has dragged down advertising volume across media channels. A survey conducted by Nielsen showed that in 2007 the building industry was the biggest of the top-10 sectors in terms of ad volume, helped by a continued strong real estate market. The transportation equipment category followed, remaining in the second position.

(5) Reduction in Illegal News and Advertising

Through media self-regulation and many years of aggressive regulatory enforcement by the Department of Information and Tourism of the Taipei City Government, only a very small portion of the content published in Taipei City newspapers and magazines is in violation of laws and regulations. With the exception of advertisements deemed illegal under the Act Governing Food Sanitation, such as those by profit-hungry advertisers making exaggerated claims about food and weight loss products, the number of advertising and news report violations fell gradually in every category compared to 2006, as shown in Table 1.

2. Magazines

Over 2000 general-interest magazines were published in Taipei City in 2007, with the most popular publications found in the entertainment category, followed by the business category.

With online publications steadily eroding the market share of print media, magazine publishers overhauled their publications or revised their business model by actively embracing the advantages of e-publishing. The ups, downs and changes of the magazine industry in 2007 are summarized below:

- (1) After *e-CommonWealth* magazine hit the market, *Cheers* magazine followed closely on its heels with an online e-magazine. The *China Times Weekly* underwent an extensive makeover to meet the challenge from *Next* magazine, heating up the tabloid war.
- (2) Adverse economic conditions forced several long-established magazines to cease publication in 2007. After more than a decade in print, the children's magazine *Small World* announced in February 2007 that it would cease publication. It was followed in June 2007 by *Cashbox* magazine, which closed shop after 13 years. At the same time, several new magazines entered the highly competitive market. For

Table 1 : Violations by the Print Media in Taipei City in 2007

Pursuant to	No. of Cases	Amount of Fines (NT\$ million)
Total	34	3.26
Child and Youth Sexual Prevention Act	6	0.30
Tobacco and Alcohol Administration Law	5	0.50
Sexual Assault Prevention Act	1	0.06
Child Welfare Law	8	0.48
Act Governing Food Sanitation	14	1.92

example, *Camelia*, the first Chinese-language magazine for women in their 40s, debuted on September 1st.

In response to the emergence of the e-reading era and the mainstream shift to e-publications, the English-language bimonthly *Discover Taipei* launched an online full-text edition and *Taipei Pictorial* followed with its April 2007 issue. Readers can now access the full-text content of the current and past issues of the magazine back to the January 2007 issue (vol. 468).

Regarding the sharp increase in digital publications in 2007, many magazines rushed out electronic editions, especially in the language-learning segment of the market. This development is in line with overall trends in the digital age.



Taipei Pictorial provides readers with a new leisure enjoyment

3. Books

Like the magazine market, the book industry has witnessed changes in reading styles and consumer behavior due to the development of the Internet. An interim report by Books.com.tw indicates that in the first half of 2007 the online bookseller saw its business volume revenue grow by 40%. This figure included a 50% increase in sales of music products, giving the company an approximately 10% share of Taiwan's music market.

Moreover, online culture and image-based reading habits have caused a decline in the contact rate for text newspapers. As time spent reading books falls, the readership for online novels, e-books, and other short and light reading materials has grown. The main distinguishing trait of this newer type of reading material is the predominance of images over text, indicating that reading is entering an image-based era.

Another trend evident in the publishing world last year was the influence of Japanese and Korean movies, entertainment and popular culture. Film books were highly popular among readers and celebrity autobiographies flooded the book market.



Taipei Tapestry presents the many faces of Taipei



New Discoveries in Old Taipei opens a window to the Taipei of old



Chasing the Wind: A Guide to Riverside Bicycle Paths in Taipei

Apart from commercial and academic publishers, government agencies are also major publishers of books in Taiwan. The Department of Information and Tourism of the Taipei City Government has for many years published high-quality books. For six consecutive years the department has won the Executive Yuan Award for Government Publication Services, and its serial books have been recognized numerous times over the years as Outstanding Government Publications. *Taipei Pictorial* and *A Taste of Taipei* won the 2007 Awards for Outstanding Government Publications; moreover, *2006 Traveling in Taipei*, *Eight Years of Growth in Taipei: Shedding the Old Skin*, *Taipei Pixel*, and *Refreshing in the Woods of Taipei* won special honors in the “2007 Outstanding Government Publication Awards” held by the Taipei City Government.



High-quality book series published by the Department of Information and Tourism

Drawing on life in Taipei as source material has always been the mission of the books published by the Department of Information and Tourism of the Taipei City Government. In August 2007, the department published *Chasing the Wind: A Guide to Riverside Bicycle Paths in Taipei*, introducing new routes for public enjoyment of the city’s scenic riversides. In *New Discoveries in Old Taipei* several well-known writers recount personal stories that lead readers on a trip back to the secret gardens of their memories. *Taipei Tapestry* presents 19 different communities in the city with bilingual (Chinese and English) content to engage international readers. The publication also has a detachable community map of the 19 communities in English to help readers arrange one-day tours that highlight the unique faces of Taipei in the shortest possible time.

Part 2 Electronic Media

1. Cable Television

According to surveys and statistics compiled by the National Communications Commission (NCC), as of the end of 2007 Taipei had 77 registered satellite-TV program providers and 155 channels. The biggest providers, Eastern Broadcasting Company and Gala Television Corp., each offered several channels. The cable TV system in Taipei City is divided into five operating districts and nine service providers. In 2007, the number of subscribers to cable TV (excluding Multimedia on Demand, MOD) in Taipei City amounted to 595,950.

The upper limit on monthly fees for basic cable service is NT\$550 per subscriber. According to programming information for various cable TV systems, operators offered over 90 basic channels in 2007. In addition to terrestrial TV channels, the dominant channels were for movie, news, children’s, foreign language, life, and general programming.



Cable TV operators routinely maintain their cable systems

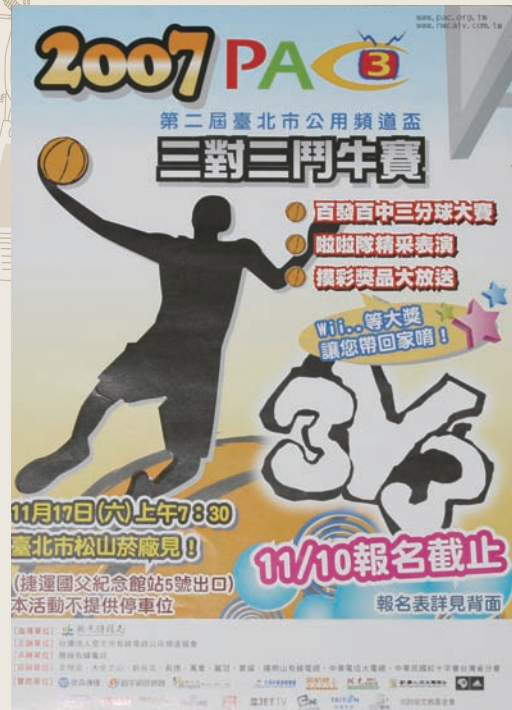
2007



Cable TV providers monitor television broadcasts

In one of the highlight events in the cable TV industry for 2007, the Department of Information and Tourism of the Taipei City Government convened the 4th meeting of the Cable Television Viewing Fee Commission and decided to reduce the monthly upper fee for basic cable TV service in Taipei City from NT\$550 to NT\$530 per subscriber. Among other matters addressed during the meeting, service providers were required to reduce the fees for low-income households registered with the Department of Social Welfare of the Taipei City Government, from one-half of the normal fee, as originally approved by the Taipei City Government, to one-third the normal fee.

The "Taipei Public Channel" is Taiwan's first public cable TV established through a government partnership with cable service providers. In 2007, a total of 30 groups applied to use the Taipei Public Channel. In order to materialize the spirit of "the right of access to the media," the Department of Information and Tourism of the Taipei City Government will continue promotional work to increase city resident and community participation in public broadcasting.



A poster for the Taipei Public Channel Cup 3-on-3 Basketball Competition

Table 2 : Cable TV Operators in Taipei

District	Name of System	Name of Operator	Business Permit Validity Period	Number of Subscribers (Source: NCC 2007 Q3 reports)
Beitou and Shilin	Yangmingshan	Kbro	1999/09/28-2008/09/27	116,146
Zhongshan, Songshan, and Datong	King's Channel	Kbro	1999/12/01-2008/11/30	69,603
	Everlasting	China Network	2000/03/13/-2009/03/12	69,315
Neihu, Xinyi, and Nangang	New Taipei	Kbro	1999/12/01-2008/11/30	87,061
	Liguan	China Network	1999/12/02-2008/12/01	54,267
Daan and Wenshan	Daanwenshan	Kbro	2000/02/11-2009/02/10	72,594
	Wonderful	China Network	1999/11/18-2008/11/17	59,816
Zhongzheng and Wanhua	Net Wave	Independent	2000/05/17-2009/05/16	48,402
	Pau Fu	Independent	2000/07/05-2009/07/04	18,746

Note: kbro: kbro Co., Ltd.; China Network: China Network Systems Co., Ltd.

2. New Era for Digital Terrestrial TV

There are currently five terrestrial TV stations in Taiwan. In order to promote digital TV and improve national competitiveness, the Executive Yuan's National Information and Communications Initiative (NICI) has focused on establishing a sound environment for digital radio and television broadcasting. It has also cooperated with the five terrestrial-TV companies to set up a Digital Common Transmission Platform to speed up the establishment of digital services.

As of the end of 2007, the five terrestrial TV stations broadcast 14 free digital channels, providing citizens with broader choices beyond cable-TV channels. The public can install an indoor antenna, a UHF antenna, or a set-top box on their analog-TV set to receive digital-TV signals. Digital TV systems in Taiwan have adopted the European DVB-T standard, which provides excellent mobile reception for digital TV and can even clearly receive terrestrial TV digital signals from a moving vehicle.

In order to encourage the introduction of new reception technologies and services for handheld digital-TV devices, the NCC continued in 2007 to carry out a trial broadcasting project for wireless, handheld digital-TV aimed at facilitating the migration of handheld TVs to digital and wireless technology.

3. Radio Broadcasting

Statistics compiled by the NCC indicate that as of the end of 2007, there were 28 radio stations in Taiwan (excluding student teaching stations) airing 47 channels (including 23 channels and 24 channels). With the exception of Kaohsiung Radio Station, six of the seven high-power radio stations in Taiwan are based in Taipei, indicating the important position of the city in the domestic radio industry.

Radio has long competed with television and over the past decade or so it has also had to contend with a significant loss of listeners to the internet. The radio market has also become increasingly segmented as stations seek to distinguish their programming from that of other media channels and even other radio stations. Taipei Broadcasting Station is dedicated to public service and has become the emergency radio station of the Taipei City Government. On May 5, 2005, the station's AM1134 channel re-launched as the "Oh Ocean Channel." The channel earned distinction as the first and only radio channel in Taiwan for indigenous people, with a mission to serve the disadvantaged.

According to a Nielsen survey report, the five commercial radio stations with the highest listener rates in the greater Taipei area during 2007 were UFO, News 98, Wave Radio (FM 96) of the Broadcasting Corporation of China (BCC), Philharmonic Radio Taipei, and Hit FM, indicating that music and information are major factors in the popularity of radio stations.

In order to attract listeners and raise its public profile, Taipei Broadcasting Station organized the well-received “2007 Taipei Dadaocheng Fireworks” display and the “Sounds of Autumn: Folk Song Concert” on October 10 and December 1, 2007, respectively.

4. Audio and Video Programming

(1) Video-Program Recordings

Statistics from the Department of Information and Tourism of the Taipei City Government show that as of the end of 2007, about 2,000 video-program producers and 300 video-rental businesses were registered in Taipei City. The major chain stores included Blockbuster (Lots Home Entertainment) and Asia 1, with over 20 stores each in Taipei.

In order to maintain proper social norms, the Department of Information and Tourism and Taipei City Police Department frequently send representatives to night markets, hypermarkets, and video-rental shops to investigate the possible selling of unauthorized video products. According to statistics provided by the Department of Information and Tourism, 64 violations were uncovered during 238 inspections in 2007, with 49,481 video-program titles identified as being in violation and reported to the Government Information Office for rulings on punishment in accordance with the “Radio and Television Law”.

(2) Music Recordings

In recent years, sales of music recordings in Taiwan have been seriously affected by the rise of digital music and illegal music downloading. In order to prevent illegal music downloading, the Legislative Yuan passed the third reading of a revised “Copyright Law” to add liability for copyright infringement through peer-to-peer (P2P) sharing.

According to statistics provided by the “International Federation of the Phonographic Industry” (IFPI), arrests were made in nearly 20 cases involving illegal disc recording, pirated music and copyright infringing web forums in 2007. Following the closure of Kuro, Ezpeer and other illegal P2P websites, there remained several illegal P2P sites attempting to attract the former members of Kuro and Ezpeer. In September 2007, after the passage of the revised “Copyright Law”, the IFPI and officers of the Investigation Bureau under the Ministry of Justice investigated a case involving the suspected distribution of illegal P2P download software by kupeer and submitted the case to the district prosecutor’s office for investigation. Such incidents show that the development of network technology is exerting a serious impact on the survival of the music recording industry.

IFPI statistics indicate that the sales volume and revenue from legal music recordings in Taiwan have been steadily falling in recent years due to the rise of digital music, illegal online downloading, and pirating. Quarterly revenue in the domestic music recording industry in 2007 averaged about NT\$500 million, confirming that the market is rapidly shrinking. In future, the industry will need to adapt to this trend and open up new growth prospects through the vigorous development of digital music sales and comprehensive marketing and services.

Part 3 International Media

The Taipei City Government is dedicated to city marketing and the development of recreational services and facilities to attract visitors. The July 4, 2007, launch of the Maokong Gondola was reported by the Associated Press, the International Herald Tribune, Businessweek, Singapore's Straits Times, and numerous media channels in Germany, Australia and other countries. These reports highlighted the famous tieguanyin and baozhong tea of the Maokong area. The Maokong Gondola is expected to attract more visitors to the tea-growing area of Wenshan District and also to make this area a major Taipei visitor destination on par with the National Palace Museum.

In order to strengthen exchanges with other cities, Taipei Mayor Hau Lung-bin attended the "2007 Asia Pacific Cities Summit" in Brisbane, Australia on August 29, 2007. During the summit he delivered a report on the development trends of Taipei City as a waterfront city. The report introduced the Taipei Waterfront City Plan, including the plan's outlook and related investment opportunities. On September 3, Mayor Hau Lung-bin and the other summit representatives signed the Brisbane Accord. On September 4, the mayor visited Singapore to inspect community development, waterfront development and other city construction projects before returning to Taiwan on September 7. The trip was widely reported by the domestic and international media, heightening Taipei's international visibility.

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1. Taipei City, Taipei County, and Keelung City Jointly Hold Basic Competency Testing and Promote a "Single Outline, Single Textbook" System

In order to lighten the burden on students, their parents and teachers, Taipei Mayor Hau Lung-bin announced on January 6, 2007, that the Taipei City Government would promote a "Single Outline, Single Textbook" policy. Under this policy, the Taipei City, Taipei County and Keelung City governments jointly promoted a "Single Outline, Single Textbook and Joint Basic Competency Test" system, which is expected to be officially implemented in Taipei City, Taipei County, and Keelung City in 2011. The Ministry of Education (MOE) sent a letter to the Taipei City Government regarding legal opinions on the "National Education Act". The position of the Taipei City Government was that the MOE's legal interpretation amounted to a declaration of the ministry's interference in local self-government, depriving the Department of Education of the Taipei City Government of its authority in administrative guidance. As of the end of 2007, constitutional interpretation of this matter was still pending.

2. The Renaming of the Chiang Kai-shek Memorial Hall

The Executive Yuan planned to remove the perimeter wall of the Chiang Kai-shek Memorial Hall and rename the hall the "National Taiwan Democracy Memorial Hall." On March 6, 2007,



The Ministry of Education changed the name of the Chiang Kai-shek Memorial Hall to National Taiwan Democracy Memorial Hall

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the Department of Cultural Affairs of the Taipei City Government issued a notice that it would form a project committee to evaluate the historical importance and cultural value of the Chiang Kai-shek Memorial Hall in order to activate the legal process for designating the hall as a historical site. On March 26, 2007, the committee established that some of the hall buildings qualify for registration as historic buildings. On December 8th, the Ministry of Education removed the plaque on the main ceremonial gate at the Chiang Kai-shek Memorial Hall, which originally read "The Golden Mean, the Way of Righteousness", and installed a new plaque reading "Freedom Square." The plaque over the main hall building was also replaced by a plaque reading "National Taiwan Democracy Memorial Hall." Considering the removal of the plaques to be illegal under the "Cultural Heritage Preservation Law", the Department of Cultural Affairs issued an NT\$1 million fine. The Labor Standards Inspection Office under the Department of Labor of the Taipei City Government also filed a suit against six people, including the Minister of Education Tu Cheng-sheng, for violations under the "Labor Inspection Law".

3. Grass Mountain Chateau Engulfed in Flames

Situated at No. 89 Hudi Road in Taipei's Beitou District, Grass Mountain Chateau was heavily damaged by a fire in the early morning hours of April 7, 2007. Despite a rapid response by the police and fire departments, the main halls of the building were almost entirely lost to the flames. Damages extended over about 660 square meters of the chateau. Most of the interior wooden structure was burned down, leaving only the stone structures intact. The historic site and its surrounding area are currently closed to the public. The time and cost of repair work is being assessed by a professional architect. An initial decision was made to preserve the undamaged stone structure of the chateau and in future to improve the building's ability to withstand earthquakes and fires.



Grass Mountain Chateau was a popular recreation spot for city residents

4. Bus Accident on Yangde Boulevard

On the night of June 24, 2007, a tourist coach overturned at the intersection of Yangde Boulevard and Yonggong Road in Taipei City. After the accident was reported, the Emergency Dispatch Center of the Taipei City Fire Department immediately dispatched 31 fire engines, 27 ambulances, and 201 officers to the site of the accident. It also notified related agencies to assist with the rescue operation. The accident left 25 persons injured and resulted in eight fatalities. A police investigation concluded that the driver lacked experience driving a coach and had not turned on the brake water-cooling system, resulting in the overheating of the brakes and subsequent loss of control.

5. Taipei City Marks Its 40th Anniversary as a Special Municipality

On July 1, 1967, Taipei City was upgraded from provincial city to special municipality status. At that time, the number of administrative districts was expanded from the original 10 to 16 with

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the addition of the six districts of Shilin, Beitou, Nangang, Neihu, Jingmei, and Muzha, thereby increasing the content and diversity of the city's resources and significantly expanding the city's population. Since then, Taipei City has had 12 mayors, each of whom has made extensive contributions to the city's development. These contributions include the construction of the broad tree-shaded Dunhua and Ren ai roads, the planning of Youth Park, the planning and construction of the Feitsui Reservoir, the establishment of the Xinyi Planning District, the construction of an underground railway, reorganization of the city's 16 administrative districts into 12 districts, creation of Daan Forest Park, and construction of the MRT Neihu Line and Nangang Software Park. The city government construction projects carried out by each mayor have defined the course of the city's development.

6. Taipei City Government Takes Over Management of the Taipei Arena

On August 31, 2005, the Taipei City Government contracted the Eastern Dome Management Company (EDMC) to take over the operation and management of the Taipei Arena. EDMC was later suspected of illegal collusive bidding over the operation rights. The company also had violated its contract on several occasions during its management of the arena. As a result, the Taipei City Government terminated its contract with EDMC in accordance with the law and terms of the contract. On August 22, 2007, the city took over the management



The Taipei City Government took over control of the Taipei Arena

rights for the arena to safeguard the property of the city government and Taipei residents. The city government will also take legal action to seek damages from EDMC.

7. Taipei City Government Fights for Centrally-Allotted Tax Revenues

In response to the upgrading of Taipei County to special municipality status, the Ministry of Finance planned to reduce the distribution of centrally-allotted tax revenues to Taipei City and Kaohsiung City. The Central Government's inclusion of Taipei County for distribution of central tax funds (accounting for 43% of the total disbursement amount), netted Taipei City a loss of NT\$20.7 billion in tax revenue in 2008. The Executive Yuan provided Taipei with a special subsidy of only NT\$15.5 billion, leaving the city with a loss of NT\$5.2 billion and seriously affecting the rights and interests of the city's 2.63 million residents. The Taipei City Government believes that sections of the Executive Yuan's draft revision of the Act Governing the Allocation of Government Revenues and Expenditures pertaining to the formula for the overall distribution of tax revenue are unreasonable. It holds that the changes not only seriously impact the original revenue rights and interests of Taipei City, but also are in violation of the principle that the revenue sources of special municipalities, counties and cities should only be increased and not reduced.

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8. Number of EasyCards Issued Tops the 10 Million Mark

On October 13, 2007, the Taipei Smart Card Corporation officially announced that the number of EasyCards issued had crossed the 10 million mark. The EasyCard can currently be used for MRT and bus travel, parking fee payments, the Maokong Gondola, admission to the Taipei Zoo, and as a combination library card and student ID for borrowing books from the Taipei Public Library. Furthermore, since the combined population of Taipei City, Taipei County and Keelung City is about 6.7 million, about one-third of the EasyCards in circulation, or approximately 3.3 million cards, are in use by residents from other counties and cities. By 2021 the MRT system in Taipei County and Taipei City will have a total length of 303 kilometers, enabling widespread travel using the EasyCard. Moreover, on December 10, 2007, the EasyCard was officially accepted for payment of highway tolls on the Taipei-Yilan Freeway. In future, the card will also be accepted on a trial basis by the Taiwan Railway Administration for train travel to Zhongli.



Over 10 million MRT EasyCards have been issued

9. Bringing the Olympic Torch to Taipei City

The Sports Affairs Council, Executive Yuan decided not to allow the torch for the 2008 Olympic Games in Beijing to come to Taiwan. In response, Taipei Mayor Hau Lung-bin believed that the passage of the torch through Taipei would be an extremely rare opportunity that would put Taipei and Taiwan on the world stage and attract the international spotlight. Since the Olympic committees of the two sides of the Taiwan Strait were unable to reach a consensus on the route of the Olympic torch, it was decided to remove Taipei from the original torch route to prevent delays in follow-up affairs. On September 21, 2007, the Sports Affairs Council, Executive Yuan and the Chinese Taipei Olympic Committee jointly held a press conference to express regrets that the Olympic torch would not come to Taiwan.

Part 4 City Communications

1. Communicating Public Policies

(1) 2007 Taipei Dadaocheng Fireworks and Music Festival

In celebration of Double Tenth National Day, the Taipei City Government, Sanchong City Office, and Taipei County Government jointly organized the "2007 Taipei Dadaocheng Fireworks" show over the Danshui River near Dadaocheng Wharf on the evening of October 10. The entire event was covered live by the Taipei Broadcasting Station (FM93.1 and AM1134) and offered a pleasant surprise for Taipei County and Taipei City residents.



The theme of the fireworks show was “True Love in Dadaocheng, Spectacular Taipei”

The fireworks showered down in gold and purple hues over the 800-meter-long Zhongxiao Bridge, ending the National Day activities in Taipei on a romantic note. This was followed by peony fireworks, fireworks spelling out the Chinese characters for “I Love Taipei,” and heart-shaped fireworks. These and other dazzling pyrotechnic displays were reflected on the Danshui River, setting a joyous tone to the night and bringing the mood to a climax. Over 20,000 fireworks were used for the 30-minute display, which attracted 500,000 spectators thanks to broad media coverage.

(2) Reconciliation, Cherishment, and Silent Night: 2007 Christmas in Taipei

The 2007 Christmas in Taipei activities were planned for the public under the main theme of “Cherishment, Environmental Protection and the World.” In line with the event’s green theme, the main Christmas tree display was powered by solar energy and human-generated bicycle power. The tree lighting ceremony took place at 5:30 p.m. on December 7 at the performance area on the southeast side of City Hall. Taipei Mayor Hau Lung-bin was joined by business representatives and clergymen in generating bicycle power to light the tree, officially marking the start of the event and the sharing of blessings and winter warmth.

As part of the Christmas event, church choirs, ethnic groups, and international friends presented choral performances at 2:00 p.m. each weekend between December 8 and 23, 2007. Performed at the



The Taipei City Government organized a series of Christmas activities to share good cheer with city residents

southeast plaza of City Hall and the Shin Kong Mitsukoshi Champs-Elysees area, the choral music filled Xinyi District with a festive and loving mood. The activities came to a climax on the night of Christmas Eve with a musical performance by Family of Joy. Mayor Hau Lung-bin, joined by representatives of churches and businesses, led a caroling tour around Xinyi Commercial District to share the holiday cheer, bringing the Christmas activity to a successful conclusion.

(3) “Taipei New Year’s Eve Party: Countdown to 2008”

Continuing an energetic and fun tradition, the “Taipei New Year’s Eve Party: Countdown to 2008” kicked off on the afternoon of December 30 with a warm-up parade at the Xinyi Commercial Area near City Hall. Performance groups from across Taiwan joined the parade with creative costumes and expertly designed props, attracting an enthusiastic reaction from shoppers.

The New Year’s Eve pop music concert started at 7:00 p.m. on December 31 at Civic Square, co-hosted by Lan Xing-mei and He Du-lin. During the high-energy show performance artists Love/Stars Reunion, Energy, K One, Style, May Day, Wang Xing-ling, Tsai Jolin, and Luo Alan sang their hit songs and closely interacted with the crowd.

The Department of Information and Tourism of the Taipei City Government published a “New Year City Map” with event details and coupons for special offers from nearby businesses. The maps were distributed at MRT stations and convenience stores in the city and widely used by the public.

The Department of Information and Tourism also arranged a special “Spectacular Taipei” photography contest, for which the public was invited to capture on film different perspectives of the beauty of Taipei to attract more visitors to the city.

(4) The Discovery Center of Taipei

The Discovery Center of Taipei marked its fifth anniversary in 2007. During the year, the center held several special exhibitions, lectures, and educational activities, including “The Childhood Years in Taipei,” “40th Anniversary of Taipei’s Upgrading to a Special Municipality,” and “Hundred Years Educate a Man: Exhibition on Educational Development in Taipei.”

The promotion of education and community friendship for new immigrants is another part of the work at the Discovery Center of Taipei. In 2007, the center cooperatively held the “New Immigrant Parent Home Education Activity.” On April 21, it organized a lecture on “Speak & Sing Taiwan Nursery Rhymes” and an event promoting children’s plays called “DIY Let’s Fold Together!” On May 20, the center participated in the 2007 Community Friendship



“Taipei New Year’s Eve Party: Countdown to 2008”



Mayor Hau Lung-bin inaugurates the special exhibition “The Childhood Years in Taipei”

Culture Festival organized by Soka Gakkai International to build a bridge for new immigrants and communities to feel Taipei's spirit of friendship.

In addition, the Discovery Center of Taipei organized a promotional exhibit at the "2007 Taipei International Travel Fair" from December 14 to 17, attracting over 500,000 visitors. It also held press conferences to promote its major exhibitions during the year, such as "The Childhood Years in Taipei," "40th Anniversary of Taipei's Upgrading to a Special Municipality," and "Hundred Years



The special exhibition "The Childhood Years in Taipei"

Educate a Man: Exhibition on Educational Development in Taipei" to heighten the center's visibility.

On May 2, 2007, the Discovery Center organized the "A Day with the Fire Brigade: Getting to Know Taipei" field trip and workshop series to introduce college and university students to municipal work in Taipei. Mayor Hau Lung-bin personally attended the event for one-to-one exchanges with the students.

Also in 2007, volunteer team leader Mu Zheng-fen won the "Angel Volunteer Bank Bronze Award" and the "11th Gold Award for Outstanding Volunteers," serving as a model representative for all of the excellent volunteers at the Discovery Center of Taipei.

2. Participation from the Private Sector

(1) The 15th Taipei International Book Exhibition (TIBE)

The "15th Taipei International Book Exhibition" was held from January 30 to February 4, 2007, at the Taipei World Trade Center. The six-day event attracted exhibitors from 40 countries and 400,000 visitors. The 2007 TIBE featured three theme exhibits, including a Russian Pavilion, Comics and Animation Pavilion, and Children's Book Pavilion. Adopting the theme of "New Impressions of Russia," the Russian Pavilion presented a broad view of the beauty of modern Russian culture, with chronologically-arranged displays of works by famous Russian writers. The exhibit also was joined by five leading Russian authors and 18 Russian publishers, which collectively showcased 2,000 publications, including titles on art, language learning, history, culture and encyclopedias.

(2) Computex Taipei

One of the premier IT and computer shows in the world, "Computex Taipei 2007" took place from June 5 to 9, 2007, at the Taipei World Trade Center. Continuous heavy rains during the show period did not dampen buyer participation in the show. A total of 11,797 buyers attended on the opening day, up 15% from the opening day for the 2006 show. Statistics compiled by the organizers indicated that in the first four days a total of 31,180 international buyers attended the show, surpassing last year's level, and generating over US\$10 billion in product orders for Taiwan's IT industry and over NT\$1 billion in peripheral revenue.

In regard to vendors at the show, 1,333 vendors took up 2,926 booths at the 2007 event, including Acer, Asus, Foxconn, and VIA from Taiwan, and major international companies such as Microsoft, Intel, and AMD. The international visitors came mainly for the exhibits by companies from countries and areas in Asia,

indicating the central position that the region occupies in the global IT industry and market.

Digital home and wireless communication technology were the two focal points of "Computex Taipei 2007". Exhibitors presented a host of new and exciting application products enabled by maturing technology and falling component prices, such as overclocked notebook PCs, digital photo frames, and a variety of ingeniously designed cell phones.



Fairgoers visit exhibit booths at Computex Taipei

(3) Taipei IT Month

Taiwan's top IT industry event, "2007 Taipei IT Month", was held under the theme of "Loving the Digital Life." The high-energy event featured three main exhibit areas-Convenient Life, Entertaining Life, and Savoring Life. The show ran from December 1 to 9, starting off at Hall 1 and Hall 3 of the Taipei World Trade Center and then continuing in Taichung, Tainan and Kaohsiung.

Over 650 exhibitors enthusiastically promoted their products and services at IT Month in 2007, with domestic IT companies accounting for the largest share. The show also attracted a record turnout, with over 750,000 people attending the Taipei show alone, underscoring the public's thirst for information and new knowledge.

A new addition to the 2007 show was a Chinese-language key-in competition aimed at promoting the Chinese language. The event was open to participation by persons who are neither native speakers of Mandarin nor natives of Taiwan, Hong Kong, Macao, or mainland China.

Changes in the domestic and international economy have intensified competition in Taipei City's mass communications industry. Among publishers and the electronic media, the trend towards conglomeration is accelerating and market brands are more clearly distinguished. E-reading is also entering the mainstream. Facing the arrival of the digital age and the ubiquitous reach of the internet, the Taipei City Government is dedicated to integrating public resources to hold high-quality activities and promote city marketing. These diverse and content-rich activities have been reported by the Associated Press, the International Herald Tribune, Businessweek, Singapore's Straits Times, and numerous media channels in Germany, Australia and other countries, attracting more visitors to Taipei for tourism and presenting an outstanding and comprehensive view of Taipei on the world stage.



IT Month



IT Month attracted a strong turnout