

# 16

## ● Chapter 16 Mass Communications

*Government communications and marketing are undergoing sweeping changes in the information age. These changes involve the proactive use of communications channels, as well as advances in cross-media integration to accurately convey information to the public. The government also has been actively promoting international communications in response to the globalized nature of information today. Carried out through various international activities, these initiatives are enhancing international communications, city marketing, and promotions to heighten Taipei's visibility on the global stage.*

 2010臺北國際花卉博覽會  
TAIPEI INTERNATIONAL FLORA EXPOSITION

誠摯邀請您一同迎接臺北國際花博

2010.11.6\_2011.4.25

臺灣第一次·臺北的驕傲

① 圓山公園區 ② 美術公園區 ③ 新生公園區 ④ 大佳河濱公園區



# 16 Mass Communications

**I**n 2010, the Taipei City Government continued to dedicate efforts to international communications. The Taipei Pavilion at the 2010 World Expo in Shanghai was a particular success in this regard. Held later in the year, the 2010 Taipei International Flora Expo further put Taipei City in the international spotlight. These cases attest to the international perspective of the Taipei City Government in presenting Taipei's diversity and energy to the world. Domestically, they also underscore the government's efforts to heighten public awareness of Taipei's strengths, as well as build city pride among residents through various marketing strategies and media channels.

## Part 1 Print Media

### 1. Newspapers

About 15 daily newspapers were published in Taipei in 2010, including the *China Times*, *Liberty Times*, and *Apple Daily*. Facing the challenge of changing reader habits and information diversity, newspapers are actively adjusting their business direction to continue providing high quality reading content.

The following three developments in Taipei City's newspaper industry merited special attention in 2010:

#### (1) Adjusting Business Course in Response to the Changing Media Environment

Many newspapers have been strengthening their online operations, issuing free newspapers, and expanding into radio and television media to respond to the changing media environment. Soon after its establishment, the Want Want China Times Group expressed interest in extending its cross-media operations. In 2010 it expanded local news coverage in the *China Times* and launched the *Want China Times*-an English language news website. The group is expanding into cable television as well with the planned purchase of China Network Systems, Taiwan's second biggest cable television group. *Apple Daily's* Next Media Group has expanded distribution points for its free newspaper *Sharp Daily*. It is also investing in the television industry with the planned establishment of five satellite television channels. The National Communications Commission (NCC) approved the company's proposed Chinese movie channel and sports channel in March and July 2010, respectively. The *Liberty Times*, in addition to maintaining its top circulation spot among Taiwan's dailies, is strengthening cooperation with major portal websites. The *United Daily*, originally based in Taipei City, officially moved to Xizhi City in Taipei County, in March 2010.

#### (2) Reporting on the Amended "Child and Youth Welfare Law"

In 2004, the Government Information Office (GIO) placed books and magazines under a regulatory rating system in accordance with the Measures Governing the Rating Systems of Publications and Pre-recorded Video Programs, as stipulated under the "Child and Youth Welfare Law." Article 10 of the Measures states that rating systems are not suited to newspapers. This means that newspaper content should be suitable reading material for the entire family.

In recent years, however, some newspapers have greatly increased their reporting of tabloid-style news to attract readers. Social welfare groups and the general public have decried this trend for exposing children and youth to low-grade information and affecting their sound development. Furthermore, in May 2010, a murder case in Taichung City involved a youth that had been ordered to do the act, stirring debate over the

suitability of the identity protection rules in the Child and Youth Welfare Law.

In May 2009, the Ministry of the Interior completed the drafting of amendments to the Child and Youth Welfare Law. The amendments were approved by the Executive Yuan on December 24, 2009. Article 75 of the revised act stipulates that newspapers cannot publish graphic reports on news involving crime, suicide, terror, violence, gore, sexual activity, or rape. On November 17, 2010, the revised Act passed the first reading by the Legislative Yuan and was renamed as the “Child and Youth Welfare and Rights Protection Act.” The legislature also added an exclusion clause on identity protection for media reports on incidents involving children and youth to uphold public interests.

**Table 1: Violations by the Print Media in Taipei City in 2010**

Applicable Law	No. of Cases	Amount Fined (NT\$1,000)
Child and Youth Welfare Law	12	390
Sexual Harassment Prevention Act	1	60
<b>Total</b>	<b>13</b>	<b>450</b>

### **(3) Reduction Illegal News and Advertising**

According to statistics compiled by the Department of Information and Tourism, Taipei City Government, the great majority of content published in Taipei newspapers and magazines accorded with laws and regulations thanks to media self-regulation and aggressive regulatory enforcement by the Department of Information and Tourism. The only exceptions involved violations of the “Child and Youth Welfare Law” and the “Sexual Harassment Prevention Act.” Violations in 2010 are shown in Table 1.

## **2. Magazines**

Nearly 270 magazines were published in Taipei City in 2010. Business, women's and fashion magazines accounted for the three most popular categories, according to the Magazine Business Association of Taipei. As with the newspaper industry, magazines have felt the impact of universal internet access and changing consumer patterns in recent years. The entire industry has faced the task of responding to these challenges.

### **(1) New Magazines Flood the Market**

After the recessionary years of 2008 and 2009, Taipei City's magazine industry established a firm development course and fortified operations. As a result, not only did fewer magazines go out of print in 2010, but new magazines entered the market on a nearly monthly basis. The entrants, including *TASTE Magazine*, *cue.*, *WeddingideaL*, *Inside the Human Body*, *City*, *High School Magazine*, *I Get it!*, *House Fun*, *My plus*, and *Tattoo Girls*, underscore the vitality of Taipei City's magazine industry.

### **(2) Cross-industry Expansion and Transformation**

As in the newspaper industry, many of Taipei City's magazine publishers continued in 2010 to go digital and expand into new media segments with the introduction of iPad editions, ezines, iPhone integration, and other channels to expand magazine reach. Some magazines adapted to meet market demand. For example, the general-interest magazine TVBS Weekly was restyled in July 2010 as a celebrity and fashion weekly. CommonWealth Parenting shifted from a bimonthly to monthly publication in April 2010. On November 24, 2010, Next Magazine began adding a fashion supplement called “me!” to test out a new market position. Furthermore, *Duzhe*, a semimonthly with a five-million copy circulation in Mainland China, published a trial Taiwan edition in December 2010. It is the first mainland Chinese magazine to officially be published in Taiwan. The follow-up effects of this move are worthy of closer attention.

### (3) Expanding Promotional Results through Cross-media

The Department of Information and Tourism formed cross-media partnerships to promote its publication of *Taipei Pictorial* and the English-Japanese bilingual bimonthly *Discover Taipei* through radio, television, well-known websites and newspapers. In addition to existing radio partners, the Police Radio Station and the Taipei Broadcasting Station, Radio Taiwan International became a media partner of the department in March 2009. In the website category, existing partners udn.com and cnYES were joined by Sina.com in November 2009 and by paper.udn.com in 2010 as channels for promoting the content of *Discover Taipei*. In the newspaper segment, *Taipei Pictorial* and *Discover Taipei* reached new readers through high-quality pictorial sections published in the *China Times*, *Liberty Times*, *United Daily News*, *Apple Daily*, and the MRT-distributed *Upaper* from June 2009, further strengthening city and tourism promotion, while expanding circulation for these publications.



*Taipei Pictorial* has been effective in its city marketing function.

### 3. Books

According to survey results published by *Global Views Magazine* in September 2010, Taipei City outranked all other cities in Taiwan on reading competitiveness. Taipei is home to the greatest concentration of publishers in Taiwan and all types of bookstores can be found in the city, including some that have become must-see attractions for international visitors.



*Taipei Melody*, published by the Department of Information and Tourism.

However, the rise of the internet has posed an unprecedented challenge for Taipei City's bricks-and-mortar bookstores. Zhengda Bookstore plans to become an online bookseller; and in October 2010 it closed its National Taiwan Normal University store, leaving just one store at National Taiwan University. In addition, the expansion of cross-strait exchanges in recent years has introduced a spectrum of low-cost simplified Chinese books that are steadily becoming big sellers at Taipei City's bookstores, encouraging some bookstores to expand their simplified Chinese book offerings. At online bookseller books.com.tw, revenue from simplified Chinese books has grown by over 40% a year. Purchasing of mainland publication rights by local publishers is also trending upwards, so that such publications account for

an estimated 20% of all publications released in Taiwan. Translations of foreign books account for another 30% to 40% of the market, putting space for local publications and creative works under extreme pressure.

Government publications also form an important link in Taiwan's book publishing sector. In recent years, these publications have steadily shed their staid image and now regularly join the list of bookstore bestsellers. In 2009, the Department of Information and Tourism published *A Private Chat with Taipei* and *Taipei Melody*. These two publications have been hits with readers, providing lively introductions to Taipei's tourism sites and cultural industries. They were both selected in 2010 for the Second National Publication Award. In 2010, the department published two policy books—*100 Credits of Happiness Life for Taipei Residents* and *Taipei: Memorandum of a Wonderful City*. It also published the Taipei Residents' Guide to introduce public services provided by the city government as a type of soft policy communication relevant to daily life in Taipei.

Furthermore, the Department of Information and Tourism continued to publish *Taipei Pictorial*, the English and Japanese bimonthly *Discover Taipei*, Chinese, English and Japanese versions of the Spectacular Taipei tourism brochure series, as well as other regularly issued publications introducing Taipei's visitor sites, tourism activities, and other information. At the end of 2010, the department published a Chinese-English bilingual book called *Impressions of Taipei A to Z* to promote the beauty of Taipei. In addition to giving away the books to local and foreign VIPs, the book was put on sale as a reference for visitors and residents.



*Taipei: Memorandum of a Wonderful City*, a handbook on policy achievements.

## Part 2 Electronic Media

### 1. Cable Television

According to data announced by the National Communications Commission (NCC), as of the end of 2010 Taipei had 108 registered satellite-TV program providers and 239 channels. The cable-TV system in Taipei City is divided into five operating districts and nine service providers, as detailed in Table 2. The number of cable-TV subscribers in Taipei City increased by 7,581 households compared with the end of 2009.

The upper limit on monthly fees for basic cable service was NT\$515 per subscriber in 2010. 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.

Most of Taiwan's cable television systems are operated by business groups. Seven of the city's nine cable television systems are under the top two groups—Kbro and China Network. In 2010, there were several important events closely related to the development of the cable television industry in Taipei.

Table 2: Cable Television Operators in Taipei

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	122,219
Zhongshan, Songshan, and Datong	King's Channel	Kbro	2008.12.01 – 2017.11.30	76,536
	Everlasting	China Network	2009.03.13 – 2018.03.12	73,276
Neihu, Xinyi, and Nangang	New Taipei	Kbro	2008.12.01 – 2017.11.30	92,437
	Liguan	China Network	2008.12.02 – 2017.12.01	57,737
Daan and Wenshan	Daan Wenshan	Kbro	2009.02.11 – 2018.02.10	77,042
	Wonderful	China Network	2008.11.18 – 2017.11.17	60,563
Zhongzheng and Wanhua	New Wave	Independent	2009.05.17 – 2018.05.16	48,996
	Pau Fu	Independent	2009.07.05 – 2018.07.04	18,049

Note: Kbro: Kbro Co., Ltd.; China Network: China Network Systems Co., Ltd.; Subscriber number data from the NCC September 2010 Report.

### (1) Channel Change Controversy

The cable television industry is part of the market economy. Usually one of the main factors involved in channel changing is whether or not the cable television system operators and channel providers can reach an agreement. By comparison, viewers rely on active enforcement by the competent authority to protect their rights and interests.

On January 1, 2010, all 34 of Taiwan's cable television system operators changed ETMall channels one to five to “U life” channels one to five without approval of the NCC. Among the 34 were five Taipei City operators, including Everlasting, Liguan, Vientiane, New Wave, and Pau Fu. On January 2, the Department of Information and Tourism issued a press release explaining that the five operators were suspected to be in violation of the rules. On January 4, the NCC convened a meeting and resolved to levy fines of NT\$700,000 on each operator and set a deadline for correction. On February 3, the NCC convened another meeting during which it approved the changes to the channel operation plan proposed by the 34 operators. On March 31, the operators officially changed ETMall channels one to five to U-life channels one to five.

On April 28, 2010, the 12 cable television system operators under the Kbro Group applied to the NCC to change the Discovery Channel to the National Geographic Wild Channel after they failed to reach a contract agreement with Discovery Channel's supplier. Since the Discovery Channel is a family-friendly channel with high recognition, the Department of Information and Tourism sent a representative to attend the NCC review meeting. The representative suggested that the NCC consider not only market forces but also viewer rights and interests and viewing habits. Through mediation by the NCC, the four Taipei operators under the Kbro Group sent a letter to the NCC informing that they would withdraw their application for the channel change. The NCC approved the withdrawal on November 19.

### (2) Amendment of the Cable Radio and Television Act

Promulgated and enacted on August 11, 1993, the Cable Radio and Television Act had not undergone any major revisions for many years. On April 6, 2010, the NCC announced draft revisions to the act. The amendments include changing the competent authority from a central and local government two-tier system to a single central government system. The new act also defines cable television systems as

platforms, changes the smallest operation area to the county (city) level, and eliminates rules on advertising spot openings.

The revised act removes provisions on local government authority limits and ad spot opening rules. The Taipei City Government, other local governments, and cable television operators all felt that further discussion was needed. After negotiations and meetings between government agencies and operators, additional revisions were made to sections of the act. The re-amended draft was submitted on August 2 to the Executive Yuan for deliberation. Among the changes, Article 44 stipulated that subscriber fees for the digital channels and analog channels offered by cable television system operators would be reviewed, respectively, by the competent authorities at the central and local levels.



Cable TV side recording by the Department of Information and Tourism.

### (3) Kbro and China Network Group Equity Transfer

Taiwan is actively promoting digital convergence through the integration of the internet, telecommunications, radio, and television industries to provide the public with reasonably priced and high-quality broadband convergence services and strengthen the competitiveness of the domestic industry. With internet penetration already deep in Taiwan, competition has shifted to the cable television industry with its “last mile” advantages.

In September 2009, Taiwan Mobile Co., Ltd. announced that it would acquire Kbro Co., Ltd. The Taipei City Government indirectly holds shares in Taiwan Mobile, in contradiction of stipulations in paragraph four of Article 19 of the Cable Radio and Television Act prohibiting government and political parties from directly or indirectly investing in cable television systems. The family of Taiwan Mobile Vice Chairman Daniel Tsai and Carlyle International therefore established Da-fu Media in July 2010 to carry out the merger at a price of over NT\$60,000 per household. On October 29, the Fair Trade Commission convened a meeting and resolved to add 13 conditions. If the conditions are satisfied, FTC will not prevent the merger. The NCC met on November 17 to deliberate the case and approved the equity transfer based on 15 pledges made by Da-fu Media.

Furthermore, Want Want Broadband Corporation, which is jointly held by Want Want China Times Group and Eastern Media International Corporation, announced on October 25, 2010, that it had signed a sale and purchase agreement with privately held MBK to acquire China Network Systems. As of the end of 2010, the NCC had not yet rendered a decision on this equity transfer case.

Along with strong growth in the cable television sector, the Taipei City Public Channel has achieved an admirable report card. According to statistics compiled by the Taipei Public Access Channel Association, in



A public Flora Expo filming activity held by the Taipei Public Channel.

the first 10 months of 2010, a total of 50 groups and individuals applied to use the Public Channel. A total of 69,810 minutes of programming was broadcast over the channel during this period, up 19% from the 58,590 minutes recorded in the same period of 2009.

## 2. A New Era for Digital Terrestrial TV

In order to promote digital TV and improve national competitiveness, the Executive Yuan in 2002 approved the Implementation Plan for the Integration of the Digital Broadcast Television drafted by the Ministry of Transportation and Communications. In 2003, the Government Information Office cooperated with the five terrestrial TV companies to set up a Digital Common Transmission Platform to develop digital terrestrial TV services.

The five terrestrial TV stations officially began broadcasting digital channels in July 2004. By July 2005, digital TV transmission equipment had been installed at major transmission stations and relay stations. Digital programming can be viewed on analog TVs with indoor antennas or UHF wireless digital set-top boxes. By the end of 2010, 15 free digital TV channels provided the public with an alternative to cable television stations.

## 3. Radio Broadcasting

According to statistics compiled by the NCC, there were 172 licensed wireless radio stations operating in the Taiwan area as of April 12, 2010. 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), representing a five-fold increase in the number of stations since the government first began permitting new radio stations in 1993.

In addition to competition from industry peers, the radio industry faces competitive pressure from other sectors, including television, the internet, newspapers and magazines. In order to stem the drain of listeners, stations have been transforming their operations and more deeply segmenting the market. Consequently, the Taipei Broadcasting Station is gradually losing its former national defense and city government functions. FM93.1 converted into a city information station, serving as a channel to provide Taipei residents with diverse information on daily life and government administration. In May 2005, the station's AM1134 channel re-launched as the "Oh Ocean Channel," the first channel in Taiwan for indigenous people.

Moreover, in order to expand and form closer links with listener bases, the Taipei Broadcasting Station held four music culture activities in 2010: "The Imaginary World of Vinyl: Happy Summer Day~Special Exhibition of Animals and Music," Happy Summer Day Concert, and Hakka Culture Workshop in August; and the 2011 Happy Taipei New Year's Eve Concert in December. These activities were all highly rated by the public and expanded the station's influence with listeners in a crowded industry field.

## Part 3 International Media

Taipei is committed to international marketing. The city has earned international repute and media attention for its advanced urban development, wireless network services, recycling programs and other achievements. It was also invited to establish the Taipei Pavilion at the Urban Best Practices Area (UBPA) for the 2010 World Expo in Shanghai, providing a global stage to present the city's



The Taipei Pavilion at the 2010 World Expo in Shanghai.

development achievements. With a novel approach, the pavilion amply demonstrated the technological and environmental protection characteristics of Taipei and was the most popular pavilion at the UBPA. The pavilion also used the expo as a stage for a highly successful international marketing campaign.

In February 2010, Taipei Mayor Hau Lung-bin led a delegation to Seoul to participate in the World Design Cities Summit. In addition to joining the Mayor's Round Table, Mayor Hau inspected urban development projects in Seoul, including the Cheonggyecheon River and Dongdaemun Gate redevelopment projects. Mayor Hau also visited Shanghai on May 1 to attend the opening ceremony for the 2010 World Expo and host the opening ceremony for the Taipei Pavilion.

In order to internationally promote the Taipei International Flora Expo, Mayor Hau Lung-bin made city marketing visits to Hong Kong and Shanghai in June 2010. He also participated in the Shanghai-Taipei Cultural Week activity to strengthen Taipei's image as a creative capital in the Chinese-speaking world through a demonstration of the city's cultural and creative strengths. The event also aimed to attract visitors to Taipei for the Flora Expo. Mayor Hau further promoted the expo during a visit to Tokyo in July.

On June 14, 2010, Taipei Songshan Airport launched direct flight service to Shanghai Hongqiao International Airport. On October 30, Songshan Airport began offering direct flights to Haneda Airport in Tokyo, re-establishing Taipei as a major hub in East Asia's golden flight circle. Mayor Hau Lung-bin took the virgin flights on both of the new routes to Shanghai and Tokyo for city marketing visits. He also announced Taipei's ambition to develop as a portal city in the East Asia golden flight circle and Asia-Pacific region, with hopes to encourage the return of overseas Taiwan businesspeople and attract international enterprises.



A celebration ceremony for the virgin flight on the Songshan-Haneda route.

## In-depth Report

### Major News Events

#### 1. Shezi Island Development Plan Officially Launched

The 240-hectare Shezi Island Development Plan was officially launched following approval by the Council for Economic Planning and Development. The Taipei City Government will first develop the area and then relocate the residents of the island. The project will comprehensively transform Shezi Island in a manner that gives equal consideration to flood prevention needs, transportation, ecological preservation, leisure and travel, and resident rights and interests.

#### 2. U.S. Team Picked in Taipei POP Music Center Design Competition

A design proposal by the U.S.-based Reiser+Umemoto RUR Architecture PC was selected in the Taipei POP Music Center International Design Competition. The center is scheduled to be completed in 2014. The Taipei City Government will implement related service plans to position Taipei as the capital of the Chinese pop music world.

#### 3. EasyCard Small Payment System Comes Online

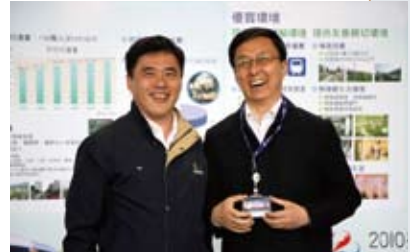
After a strong push by the Taipei City Government, the Financial Supervisory Commission formally approved an application by EasyCard Corporation to provide electronic payment services. The decision cleared the way for the use of EasyCards for small payments, providing cardholders with a convenient and safe consumer service.



The EasyCard small payment service launch.

#### 4. Taipei-Shanghai City Forum

The Taipei City Government held the Taipei-Shanghai City Forum on April 5, 2010. Shanghai Mayor Han Zheng was invited to join the forum, during which the two sides signed four memorandums of understanding (MOUs) for cooperation on cultural exchanges, tourism exchanges, environmental protection exchanges, and science park exchanges. The MOUs establish a new benchmark for city-level exchanges across the Taiwan Strait and set an excellent example for cross-strait exchanges overall.



Shanghai Mayor Han Zheng (right) visits Taipei.

#### 5. Taipei Pavilion Opens at the Expo 2010 Shanghai

The 2010 World Expo officially opened in Shanghai. Taipei City was invited to establish a Taipei Pavilion at the Expo's Urban Best Practices Area to highlight its recycling and wireless broadband policies. The pavilion also provided Taipei with an opportunity to present its development achievements to the world.

#### 6. District Sports Center Project Completed

The Wenshan Sports Center officially opened on August 29, 2010, bringing to culmination a project to establish sport centers in all 12 of Taipei City's administrative districts. The citywide centers are expected to attract over one million visits per month.



The Wenshan Sports Center opened on August 29.

#### 7. City Hall Bus Station Formally Opened

After six years of planning and construction, the City Hall Bus Station officially opened by the intersection of Zhongxiao East Road Section 5 and Jilong Road in Taipei City. The station is home to 19 inter-city passenger bus operations, with combined daily ridership estimated at about 10,000 passengers. The station provides a faster and more comfortable and convenient riding environment. It also has spurred business development in the area.

#### 8. MRT Luzhou Line Officially Begins Service

The MRT Luzhou Line officially began service at 2:00 p.m. on November 3, 2010. The 12.5-kilometer-long line has 11 stations, including six in Taipei City and five in Taipei County. The new line extends the MRT system past the 100-kilometer mark to a total length of 105 kilometers, and will help to expedite western hub line transfers and transportation services.



The MRT Luzhou Line began service on November 3.

#### 9. Construction Starts at Songshan Tobacco Plant Culture Park BOT Project

Development of the Taipei Songshan Tobacco Plant Cultural Park kicked off on November 12, 2010. The Taipei City Government is developing the park under a build-operate-transfer (BOT) model in partnership with Toyo Ito and the Fubon Group. It is scheduled to be completed in 2013. The park will create a new landmark and space to drive development of cultural and creative industries in Taipei.

#### 10. The 2010 Taipei International Flora Expo Opens; Considered the Best Flora Expo Ever

The 2010 Taipei International Flora Expo officially opened on November 6, putting Taipei's environmental protection, technology, cultural and creative, and floricultural strengths in the spotlight. The president of the International Association of Horticultural Producers (AIPH), Doeke Faber, praised the Taipei show as the best Flora Expo in the event's 50-year history, calling it a model for flora expos in the coming decade.

## Part 4 City Communications

### 1. Public Policy Communication

#### (1) Expo 2010 Shanghai

The 101 3D Theater at the World Expo Taipei Pavilion presented the film: "Taipei · Life · Smiles." The film was also simultaneously shown at the Discovery Center of Taipei's Discovery Theater in conjunction with a special exhibition on the Taipei Flora Expo.



A film at the Taipei Pavilion's 101 3D Theater during the World Expo.

#### (2) Promotion of the 2010 Taipei International Flora Expo

The 2010 Taipei International Flora Expo is the first international expo to be held in Taipei. The expo is expected to attract over eight million domestic and international visitors from over 30 countries. In order to promote the Flora Expo, the Department of Information and Tourism arranged various activities, overseas promotions, and promotions through outdoor advertisements, and print, electronic and internet media channels.

##### A. Flora Expo and Expo Robot Vanilla Baby Debut Press Conference

A Flora Expo and Expo Robot Guide Vanilla Baby Debut Press Conference was held at the north outside plaza of the Taipei Arena in June 2010. Taipei Mayor Hau Lung-bin and Jay Chou jointly announced the release of the music video for the expo promotion song, for which Chou composed and wrote the lyrics. The video made its world debut on the Taipei Arena's digital screen. Flora Expo robot Vanilla Baby also interacted with the crowd at the event.

##### B. Flora Expo Robot Guide Vanilla Baby at the World Expo Taipei Pavilion

Flora Expo robot guide Vanilla Baby was featured at the Taipei Pavilion for the 2010 World Expo in Shanghai on July 12 to 17, 2010. The robot introduced the Taipei Pavilion's wireless broadband and recycling achievements and Taipei's city image. He also invited people to Taipei for the 2010 Flora Expo.

##### C. Flora Expo 100-day Countdown and Flora Expo Dance Activity

The Flora Expo 100-day Countdown and Flora Expo Dance activity was held on July 29, 2010, at the Zhongzheng Sports Center. Taipei Mayor Hau Lung-bin, the female band S.H.E, Taipei City councilors, leading officials of the Taipei City



The 100-Person Flora Expo Dance activity.



Mayday Flora Expo press conference.

Government, and nearly a hundred residents performed the Flora Expo Dance to spark a Flora Expo Dance craze.

#### **D. Flora Expo Press Conference Activity**

A press conference was held in October 2010 at the Taipei City Government's Shen Pao-Cheng Hall to announce that the band Mayday would be the Goodwill Ambassador for the Flora Expo. The event also announced Mayday's 30-second CF, "2010 Leave the Surface of the Earth-Flower Carnival Remix," and a Flora Expo T-shirt designed by Mayday's Ashin. It was also announced that the "Happy Travels of a Caterpillar Parade" would be presented at the Dajia Riverside Park area of the Flora Expo venue along with Flower Fairy and costumed stilt walker performances by dancers of the Paper Windmill troupe.

#### **E. Flora Expo Concert**

A Flora Expo Concert was held on the evening of October 17, 2010 at the Front Square of Taipei City Hall to welcome the opening of the Flora Expo and generate public enthusiasm for the event. Flora Expo Goodwill Ambassadors Wu Bai, Mayday, Lin Chi-ling, S.H.E, Jay Chou, and other artists performed at the concert, which was emceed by Pauline Lan and comedy duo Hao Jiao Xiang Qi.

#### **F. Overseas Promotions: Promotions in Japan, Mainland China, and other Major International Tourist Source Markets**

(A) A promotional event was held on June 11, 2010, at the Hyatt Regency Tsim Sha Tsui in Hong Kong to introduce Taipei City's unique tourism attractions and the 2010 Taipei International Flora Expo. The event was well received by local travel businesses and airlines.

(B) In July 2010, promotional presentations and exchange dinners were held for local airlines, travel operators and the media in Tokyo and Osaka, Japan. Taipei Mayor Hau Lung-bin attended the events to promote Taipei tourism and the Taipei Flora Expo. He invited everyone to take advantage of the convenient direct-flight service between Haneda Airport and Songshan Airport to visit Taipei and the Flora Expo. He also invited celebrity Judy Ongg to be the Japanese Goodwill Ambassador for the Flora Expo. Jimmy Lin, the "Susan Boyle of Taiwan," sang at the event, attracting widespread attention from the Japanese media and conveying high expectations for the "Olympics of the horticultural world."

(C) The Taipei City Government published materials on Taipei Flora, including Chinese, English, Japanese, Korean, French, Spanish, and German language brochures and handbooks and Taipei Pictorial for international distribution through the overseas offices of the Ministry of Foreign Affairs, Government Information Office, Tourism Bureau, and Overseas Compatriot Affairs Commission. The publications were also provided to travel industry associations and tourism operators.

#### **G. Outdoor Advertisements**

Outdoor ads promoting the Flora Expo were placed at stations on the MRT Danshui Line, Xindian Line, Bannan (Banqiao-Nangang) Line, and Wenshan-Neihu Line. Expo information was placed on the facades



The Happy Travels of a Caterpillar Parade



Promotional activity in Japan.

of public buildings, city-owned buildings, and central government buildings, and ads for the event were placed on MRT lightboxes and billboards, a cross-street banner in Ximending, and the outer sides of buses.

#### H. Print Advertisements

Flora Expo advertisements were placed at public service lightboxes at Taipei Songshan Airport and Kaohsiung International Airport to strengthen international promotion. Booth displays promoting the expo were set up at Taipei Songshan Airport as part of a carnival activity held in conjunction with the airport's 60th anniversary celebration. Flora Expo promotional figures, lightbox advertisements and luggage cart advertisements were also placed at the airport. International promotions included the placement of expo lightbox ads at Kennedy Airport in the United States, Heathrow Airport in London, and Frankfurt Airport in Germany to attract international visitors.

#### I. Promotional Videos

During the Lunar New Year holidays, Flora Expo advertisement videos were shown at 699 cinemas across Taiwan. The city government also produced the Flora Expo promotional video "Floral Taipei" (In traditional Chinese, simplified Chinese, English, Japanese and Korean versions) for broadcast during promotional activities. An advertisement called "Dandelion" (Chinese, English and Japanese versions) was broadcast on the Discovery Channel; and expo advertising spots were broadcast by various television stations, including "Role," "Characteristics," "Immigration," "After Opening Promotional Short," and "Flora Expo Industry."

#### J. Print and Electronic Media Promotions:

Advertisements were placed in newspapers and magazines to promote the Taipei International Flora Expo and provide related transportation, ticketing, and art and cultural event information. Radio Taiwan International was commissioned to produce and broadcast a series of Flora Expo programs in 13 languages. Global channels and internet videos were used to promote the event in Taiwan, mainland China, Southeast Asia, Japan, North America, Africa, Western Europe and other regions. Electronic media channels presented news and special reports on the Flora Expo, as well as news banners with real-time information on the expo.

#### K. Internet Promotions

Flora Expo advertisements were placed on major domestic and international internet portals aimed at different regions and target markets (Taiwan, mainland China, Japan, Hong Kong and Macau, Singapore, and Malaysia), on domestic and international blogs and social media marketing channels, and Google keyword searches for Flora Expo information. In addition, the Department of Information and Tourism and a cultural foundation jointly developed an online game called "Happy Garden" to promote the Flora Expo.

### (3) "Taipei Exchanges" Wins the Golden Horse Award for Best Original Film Song (Lyrics and music by Summer Lei)

The Department of Information and Tourism, Taipei City Government commissioned the production of the film "Taipei Exchanges" to market Taipei's city image and promote city tourism, using film narrative



Flora Expo Goodwill Ambassador Lin Chi-ling.



A Flora Expo installation at Taoyuan International Airport.



"City Images: Taipei in Film".

techniques to develop the urban meaning of Taipei. The film presented Taipei's rich cultural characteristics, cityscape, and tourism attractions. The May 6, 2010, premiere was joined by Department of Information and Tourism Commissioner Tuo Chung-hwa, film director Hsiao Ya-chuan, and leading actors Kwai Lun-Mei, Chang Han, and Lin Chen-xi.

#### (4) Discovery Center of Taipei

The Discovery Center of Taipei continued to vigorously promote city marketing integrated with the two major themes ofhibition "City Films" and the "2010 Taipei International Flora Expo." In February 2010, the center held a special exhibition called "City Lights: Taipei in Film." The exhibition included films chronicling the development of Taipei. It also highlighted films with tourism themes, the juxtaposition of "now and then" images of filming locations, and films introducing Taipei's emergence in recent years to build public interest and recognition of Taipei City films. In addition, the center held a three-day "Film Location Tour Activity" to attract visitors to filming locations and market city tourism in Taipei.

In November 2010, the Discovery Center of Taipei held a Flora Expo exhibition in conjunction with the 2010 Taipei International Flora Expo. The exhibition introduced the four major expo venue areas-Yuanshan Park Area, Fine Arts Park Area, Dajia Riverside Park Area, and Xinsheng Park Area. It also included two interactive multimedia areas- "Flora Expo Flowers" and "Flora Expo Night Discoveries," which combined images and technology to present the Flora Expo in miniature. Art and cultural exhibition halls in the city simultaneously presented "Taipei Flower Travelogue" to jointly promote the Flora Expo, with the azalea, Taipei's city flower, as the representative flower of the Discovery Center of Taipei.

## 2. Private Sector Participation Standard Chartered in Taipei 101 Run Up

As a public service initiative and to expand reading opportunities for visually impaired children, the Taipei City Government teamed up with the Taipei Financial Building Corporation and Standard Chartered Bank to jointly hold the Standard Chartered Taipei 101 Run Up. The city government took part in three related activities, including a press conference on April 28, 2010, a Taipei 101 stair warm-up race under the theme "Hope Never Stops, Reading for Love" on May 22, and the official run up activity on May 30.

### Conclusion

Looking back at 2010, the mass communications industry in Taipei endeavored to forge a communications path effectively aimed at target audiences in an age of information overflow. Print media embraced digital operations and efforts were made to realize media access rights in the electronic media field. In addition, international communications and promotional campaigns further heightened Taipei's profile on the world stage. All of these achievements highlight the initiative and originality of Taipei's communications world in pioneering new ground.