

Attached table: Principles for determining whether current affairs programs and children's programs are separated from advertisement or not

Category Items	Perception of the content	Content	Frames and titles
A. Current affairs programs	<ol style="list-style-type: none"> 1. Coverage or related events in context of specific or identifiable commercial products or services, present a single viewpoint. 2. Positive and in-depth coverage of one particular or identifiable commercial product or service which make the audience deem it is promotional or marketing activities. 3. Content of the report or performance match with the advertising content of specific or identifiable commercial products or services. 4. Air time of report content on a specific or identifiable brand, goods, business service, logo, slogan, product utility, and usage is clearly incompatible with the principle of proportionality. 	<ol style="list-style-type: none"> 1. Coverage could easily affect consumer expectations, and make the audience deem it to be promotional marketing or advertising. 2. The characteristics referred to in the report are enough to make the audience aware of the brand name of specific or identifiable commercial products or services. 3. Wording refers to specific commodity price or promotion of specific or identifiable commercial products or services. 	<ol style="list-style-type: none"> 1. The frame or title highlights a particular or identifiable brand manufacturer, merchandise, commercial service, or the subjects obviously promote specific or identifiable manufacturers of brand, merchandise or commercial services. 2. Video shows public relations videos or commercials provided by vendors, whose content is intended to promote specific or identifiable manufacturers of brand, commercial products or services.
Category Items	Perception of the content	Content	Frames and titles

B. Children's programs	<ol style="list-style-type: none"> 1. Takes advantage of children's inability to recognize or compare particular or identifiable goods or commercial services in the program in order to affect children's consumption habits. 2. Takes advantage of children's participation in order to encourage a variety of payment forms. 3. Takes advantage of children's trust, through the program participants, to promote specific or identifiable commercial products or services. 4. The advertisements before the opening credits of the program, during the program, or after the ending credits are endorsed or performed by the program participants. 	<ol style="list-style-type: none"> 1. Takes advantage of children's credulity by suggesting the purchase of specific or identifiable goods or commercial services. 2. Urges children to ask parents to accept the recommendation of commercial products or services related to the program content. 	Video or the relevant design highlights specific or identifiable brand, goods or commercial services.
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Note: The items not addressed in this table shall be handled along the lines of those of a similar nature.