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**THE IMPACT OF STAR TV IN TAIWAN:
CAN CULTURAL IMPERIALISM EXPLAIN IT?**

By

Pei-Lin Chu

A THESIS

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ABSTRACT

THE IMPACT OF STAR TV IN TAIWAN: CAN CULTURAL IMPERIALISM EXPLAIN IT?

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Recently Taiwanese government restrictions on programming have been broken by 'free to air' satellite TV, particularly by the signals from Star TV (Satellite Television Asian Region). Star TV offers not only English channels but also a Chinese channel. This Chinese channel makes the phenomenon of Star TV more complicated than before and suggests that a simple theory of media imperialism cannot explain the Taiwan case. This paper examines if media imperialism can now explain the Taiwanese experience, and studies how local Taiwanese stations react to this challenge. Three hypotheses deal with the origins of local TV's programming: national, regional and western. By using a content analysis, the paper investigated which steps have been taken by local TV in order to hinder competition from Star TV on general and prime time. Unexpected, however, the change of local stations is found to be minimal in this study. Implications and recommendations for future research are discussed.

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CHAPTER ONE: Introduction

Statement of the problem

┌ In the 1990s, the role of television in the global arena of cultural domination has been reinforced by new delivery systems- communication satellites and cable networks (Schiller, 1991). In Chin -chuan Lee's book, Cultural Imperialism Reconsidered, he thought that Taiwan did not fit the idea of cultural imperialism very well because less than 20% of programming was imported, owing to government's stringent quotas on imports of foreign programming (Lee, 1980). Recently, however, Taiwanese government restrictions on programming have been broken by 'free to air' satellite TV, particularly by the signals from Star TV (Satellite Television Asian Region).] This paper examines if media imperialism, or the unbalanced media flow from western countries, can now explain the Taiwanese experience, and studies how local Taiwanese stations react to this challenge. Furthermore, Star TV offers not only English channels but also a Chinese channel. This Chinese channel makes the phenomenon of Star TV more complicated than before and suggests that a simple theory of media imperialism cannot explain the Taiwan case. As far as local stations are concerned, losing revenues on top of losing ratings makes the problem of Star TV even more serious. This creates a more heated national media competition. This paper investigated which steps have been taken by local TV in order to

hinder competition from Star TV. The origin of local TV's programming, national or foreign, shall be taken into consideration.

Background

Taiwan used to be one of the most self-reliant nations in the realm of media because of stringent quotas on imports of foreign programming. New technology, however, seems to have overcome government restrictions on television viewing, both in terms of the amount of foreign programming and the political and moral content of that programming (Tracy, 1988). In response to the impetus from DBS (Direct Broadcasting System), the Taiwanese government issued the legalization statements of Ku-band satellite operations in November 1988 and C-band satellite operations in July 1992. These actions are an outdated response to a flourishing underground industry. Although cable television was officially banned in Taiwan, some 300 unlicensed cable stations, most of them very small, already serve about 350,000 of Taiwan's four million households (The China Post, 1992). Police sporadically raid the illegal stations, snipping wires and confiscating equipment, but operations are soon resumed. Obviously, satellite TV is approaching the status of rice as a staple in the Taiwanese diet.

Star TV (Satellite Television Asian Region) is an example of free-to-air TV. Free-to-air indicates that there is no charge to receivers. Its signals are not scrambled, so anyone who has a dish can receive the programming. This makes it harder for authorities to control what is received. It also allows any individual with a dish to become a small entrepreneur since he can charge other people to

hook up to his dish. The programming is free of charge because Star TV receives revenue only from advertising, not from customer fees.

Hong Kong based-Star TV is broadcast from the AsiaSat-1 communication satellite. AsiaSat-1, launched in 1990, is owned by China International Trust and Investment Corp., Britain's Cable and Wireless and the foreign-investment arm of Li Ka-shing's Hutchvision Whampoa and China (The Wall Street Journal, 1991). Its footprint covers a region from Egypt in the west to Japan in the east and from the common wealth of Independent States in the north to Indonesia in the south. Its major 10 target markets are Hong Kong, Taiwan, South Korea, the Philippines, Singapore, Malaysia, Thailand, Indonesia, India and Pakistan. Among these countries, Taiwan is home to the largest number of households which receive satellite TV penetration through cable systems (The Commonwealth, 1992). Star TV currently broadcasts five channels as part of its pan-Asian Television. These are the MTV channel, Sports Channel, BBC WSTV, and a Chinese Channel (entertainment programs from Taiwan, Hong Kong and regional countries) as well as the Star Plus Channel (entertainment programs from America and other Western Countries).

Due to satellite TV, millions of Taiwanese now know American newsmen such as Ted Koppel and Dan Rather more intimately than they know their local newscasters. Struggling oriental rock groups jostle for air-time on MTV with Madonna and Ice-T. American soaps sometimes outrank Cantonese soaps (The China Post, 1992). As far as local TV stations were concerned, in order to compete with Star TV, Taiwanese TV stations started to rebroadcast Cantonese drama

series and to provide a bi-lingual system for people who do or do not want to listen to "English" programs such as "Who 's the boss" and "The Golden Girls".

Research Question

The Research Question in this paper is: **Has the introduction of Star TV led local stations to change their programming over time? to import more western or regional programming? or to produce more national programming?** This paper will investigate which steps have been taken by local TV to compete with Star TV. The origin of local TV's program, national or foreign, will provide the evidence to demonstrate changes by local stations.

The significance of the Research Question

DBS and cable are always assumed to be vehicles of western programming by electronic colonialism scholars. In Asia, there is a great distance between indigenous Asian Culture and the western lifestyle. In order to attract the greatest majority of the Chinese- speaking audience, Star TV offers a Chinese channel as well as English channels. The Chinese Channel of Star TV and local stations attract the same audience and chase the same advertising dollars. Losing revenues on top of losing ratings makes the problem of Star TV even more serious for the local station. Taiwan is the major market for Star TV. The events occurring in this country will serve as a model for the rest of Chinese-speaking Asia. How the existing Taiwan systems respond to the new player in the market, is

worth studying because it provides an opportunity to test the general media imperialism view which may not fit the developments in the important test country well. This paper is going to provide some insights into a different outlook on media imperialism where the existing general theory is oversimplified.

Methodology and The scope of the study

This paper will analyze the existing empirical and research data collected by various market research companies and some academicians.

To answer the research question, three hypotheses were formed and a content analysis were conducted. In order to investigate how local stations deal with the signals combining western and regional programming from a transitional company, there are several background discussions which should be provided. The first is some general background about Taiwan and the role of the Taiwanese TV industry as it relates to the political and economic system which are in transition. Then, the factors that influence Star TV's penetration into Taiwan's viewership need to be determined. These issues can be approached by focusing on Taiwan's growing affluence which gives access to DBS technology and spurs dissatisfaction with the current program standards. Despite the factors of a flourishing underground industry and a tolerant government policy, this dissatisfaction is perhaps the most obvious reason for Star TV's success. The analytical approach in this paper will look at the growth in VCR sales and existing academic data to show the growing dissatisfaction with current TV broadcasts.

Second, the nature of Star TV's program content needs to be studied. In order to understand the Star TV's program content and structure, the researcher provides a one week program schedule for March of 1993. The format of Star TV's five channel will be covered in detail. Some literature review about Star's phenomenon is also being provided in literature review section.

Third, the national response to Star TV will be covered in the same chapter. Using a triangle-interaction structure, an analysis of the Star TV phenomenon which focused on the responses of the government, the industry and the public is being provided. The evolution of government policy as well as Star TV's current success among Taiwanese TV viewers will also be discussed. Moreover, the effects of Star TV on local programming need to be studied. Some market rating report will be offered.

CHAPTER TWO: Taiwan and Taiwanese media ecology

General Background about Taiwan

(1) The geography

About the size of Netherlands in Europe, Taiwan is located in the western Pacific Ocean, 100 miles off the coast of mainland China, 200 miles north of the Philippines and about 700 miles south of Japan. Two-thirds of the island is covered with forested mountains. Since most of the island is covered by mountains and hills, there is little flat land for economic purposes. Most of the flat- land is along the west coast; a few limited flatlands exist along the east coast (A Glance at Taiwan, 1989, p.7).

(2) The people

At the end of 1989, the population of Taiwan exceeded 20 million. The population density was 550 per square kilometer in 1989. This gives Taiwan the second highest population density in the world. Due to Taiwan's geography, more than 80% percent of the population is distributed over the west coast. Approximately 84 percent of the population is Taiwanese, 14 percent is mainland Chinese and 2 percent is aborigines (ibid., p.8).

(3) The history

Chinese immigration to Taiwan began as early as the T'ang dynasty (AD 618-907). In 1628, the Dutch took control of the island. In 1683, the Manchus of mainland China conquered the island and made Taiwan a province of China. The island was ceded to Japan following the Sino-Japanese War of 1895 and remained under Japanese control until 1945. In 1949, when the communists gained control over the Chinese mainland, President Chiang Kai-Shek led his division across the Taiwan Straits, establishing the provisional capital of the Republic of China in Taipei (ibid., p.9).

✓ (4) The economic development

Taiwan has participated in the economic miracle of East Asia growth. Over the past three decades, Taiwan has changed from an agricultural to an industrialized economy. Economic development in Taiwan may be divided into three phases (Tien, 1988). During the first phase 1953-1960, the government encouraged private investment in labor intensive light industries. Import substitution policy was pursued to protect domestic industry. Industrial products and consumer goods were manufactured mostly for domestic demand. The government adopted a series of financial reforms and incentive industries and chemical industries in order to guide Taiwan's transition from light to heavy industrial development.

As Figure 1 indicates, the average annual growth rate of Taiwan's industrial production was 11.7 percent during 1953-1962, 18.5 percent during 1963-1972, and 9.6 percent during 1973-1986. Gross national product (GNP) also grew at an annual rate of 7.5

percent, 10.8 percent and 8.1 percent, respectively. The proportion of industry in relation to the nation's GNP also rose from 18.0 percent in 1975 to the 47.3 percent of 1986. By the end of 1987, industrial output exceeded 50 percent of the nation's domestic product, thus qualifying Taiwan as a highly industrialized nation.

Industrialization and high economic growth brought affluence to the citizens and contributed to structural change in the social system. Per capita income rose from U.S. \$50 in 1952 to about U.S. \$5000 in 1987. As the income improved so did the material conditions of life on this island. Popular access to the media and to modern transport vehicles also helped facilitate social mobilization on the island (ibid., p.5). With a GNP growth rate averaging about 9% annually over the past three decades, People in Taiwan are experiencing a fast changing society with rising income, higher standard of living, and more leisure time for media consumption.

Figure 1: Economic Growth in Taiwan--Selective Indicators

Years	% Industrial Production	GNP	--
1953-1962	11.7	7.5	
1963-1972	18.5	10.8	
1973-1986	9.6	8.1	

Source: Council for Economic Planning and Development and Development, Taiwan Statistical Data Book (Taipei: Executive Yuan, 1987, p.2)

(5) Social Stratification

When the KMT (Kuomintang) arrived in Taiwan in 1949, the island's social structure was relatively simple. As the industrialization and urbanization progressed the island's social structure became increasingly complex and differentiated. From the 1950s to the 1980s, the middle class broadened; they had great impact on the political process. In general, they supported political reform and demonstration. They stood in the front of Taiwan's mushrooming social reform movements-such as the consumer movement, the ecology movement, the human rights movement, the woman's movement, etc. (Tien, 1988).

(6) The political development

In the 1980s, Taiwanese political participation increased. The opposition forces against the KMT legally formed the Democratic Progressive Party (DPP) in 1986. In 1987, martial law ended in Taiwan after thirty-eight years. The government facing several harsh criticisms from the DPP decided to liberalize several regulations and policies. One of the most significant improvement is that: the government lifted the previous restrictions on publication of the new daily newspaper in 1988. After Chiang Ching -Kou died in 1988, Lee Teng -hui became Taiwan's new President. Competitive elections were held; new political parties formed; the press became independent. Students and various other groups including veterans, women and labor began to seek political influence. Taiwan is still not a democracy. It is more democratic than authoritarian regimes, but as Winckler (1988) asserts, its democratic practices will remain

subordinate to a party-state apparatus that reserves to itself the choose of highest leaders and basic policies and defines the limits of political competition.

Taiwan media ecology

Proposals for the establishment of television stations in the Republic of China were first heard as early as 1947. But it was not until May 16, 1957 that the first demonstration of TV broadcasting was held in Taipei. The NTSC system, which is currently in use in the US, was adapted for use in ROC. It took another four years before the first TV station, Taiwan TV Enterprise (TTV) was born. After TTV started on Oct.10,1962. China Television Company (CTV) went on the air on Oct. 31,1969, and the Chinese TV Service (CTS) started operation on Oct.31, 1971. There are three commercial television networks in Taiwan (Republic of China year book, P439).

TTV is a joint venture of the Taiwanese Provincial Government and private Taiwanese and Japanese interests. CTV is owned by the ruling KMT party (50% of the shares), private radio stations and other private investors (50% of the shares). The ownership has shifted to 63% owned by the KMT and the remaining 37 percent is owned by private radio stations in 1991. CTS stocks are owned by the Ministry of National Defense (49 %), Ministry of education and private investors (51%). The government and the ruling party are major owners of these networks, but they are run purely as commercial enterprises (Republic of China year book, P66).

In the TV ownership structure, there was a solid superstructure formed by political society and civil society: the

government shares were owned by the political society and the private shares by the civil society (Chen,1992). Moreover, many so-called "private" investors were also owned by the government of the KMT. The combination of political society and civil society made the state more stable and consolidated the political power. Government has great control over the industry's major appointments, finance and content.

Taiwanese desire more information

Taiwan's developmental experience shows a close pattern of a relationship among industrialization, social change, and political development. As the social-economic conditions rapidly improved throughout the 1970s, a strong demand for political reform became desirable. The local stations increased programming to catch up with the fast growth of social development. For example (see Figure 11), the average weekly telecast time of local stations increased from 174.8 hours (1980) to 223.4 hours (1985).

The government in Taiwan, however, was quite conservative because of the consideration of national security. This simple improvement still could not satisfy the strong needs of the residents in the aspect of diversity of television programs and information. It often takes a long time for the government to decide whether an innovation will be proper for the public, especially when the innovation involves a communication technology. Nevertheless, the economic growth changed people's lifestyle, most of the people want to enjoy better lives. Thus, the yearnings for better entertainment and broader range of information become even more urgent.

The adoption of the VCR and the backyard dishes and the invasion of "the fourth Channel" are three good examples from above situation.

(1) VCR penetration in Taiwan

Since the economic level is getting higher and higher, more and more people in Taiwan are able to afford the price of the VCRs.

According to consumption theory, Cable TV and VCR are substitutive products so the demand of VCRs can be used to estimate the potential market for cable (Boyd, Douglas and Straubhaar, 1985; Shrikhande, 1993). VCRs were introduced in Taiwan in 1976. Since then, the numbers of households that own VCRs has increased rapidly (see Figure 2).

According to the survey conducted by the government Information Office (GIO) in 1987, 32.31 percent of the respondents of Taiwan have VCRs. In addition, the increase of household ownership introduces the demand for the VCR video rental stores. There are more than five thousands licensed video rental stores in 1984. In Taiwan, moreover, the rental revenues in 1984 reached 100 million U.S dollars.

Figure 2: The Growth of VCR Penetration in Taiwan Area

	Penetration of Households
1976	.03%
1977	.70%
1978	.73%
1979	1.83%
1980	3.03%
1981	5.78%
1982	7.32%
1983	10.01%
1984	14.00%
1985	28.00%
1987	32.31%

Source: Government Information Office, 1987.

According to the government survey in 1984, expenditure on VCR videos and movies are about 107 US dollar a year. As mentioned earlier, the penetration of VCRs is 32.31 percent , while 46.20 percent of people in the Taipei area who don't have VCR plan to buy one in the future. 50.7 percent people buy a VCR because they are tired of the boring programs on broadcasting television (Government Information Office, 1987)

(2) Backyard dishes

A couple of years ago, some people began to set up the backyard dishes on the roofs of their own houses to receive the signals from the satellites of Japan. Since then, backyard dishes became more and more popular. Upon failure to prohibit all those people from setting the dishes and because of the pressure of public opinions, the government finally legalized the set -up of Backyard dishes in November 1988.

In fact, Community Antenna Television system (CATV) was established in Taiwan as early as in the 1970s. Taiwan is a mountainous land and is always attacked by typhoon at least once a year. These natural limitation make it difficult for some area to receive clear broadcast signals from the traditional antenna. In addition, some communities were cut off from the broadcast signals due to geographical constraint or other disabling terrain, while other areas were simply too far away from broadcasting center to receive anything more than the weaker end of the signals. As a result , several appliance dealers and repair shops began to look for a way to solve this problem. CATV, the technicians erected an antenna on a

nearby hill top to receive broadcast signals, and disturbing them via a hardware connection to individuals' home receiver (Baldwin & Macvoy, 1988). As a medium, cable was supposed to play only an ancillary, adjunct role to broadcast TV. This system could also receive television signals from satellites.

In 1983, there were more than 60 CATV systems in Taiwan and more than 45 thousand subscribers. At that time, the total number of television sets was 5,230,000, and the penetration of CATV was 0.86 percent (The Art of the Republic of China Today, 1988).

(3) "the fourth Channel"

During those years," The fourth Channel "emerged and spread rapidly. So named because they are viewed as an alternative to Taiwan's three existing legal TV stations. This again implied that the mass were dissatisfied with the program offered by the three local stations (China Times, 1990). " The fourth Channel System" is one kind of satellite master antenna television system (SMATV), which is a small cable system serving residents of areas. It provides not only the programs from the three television networks, but also one or two additional channels whose programming is from the video rental stores, including soap operas from Japan and Hong Kong. For the programs which are transmitted through cable to the subscribers' houses, the installation fee is NT\$ 1500-3500 (US \$60-140), and the subscription fee is around NT\$ 200-500 (US \$8-20) a month.

" The fourth Channel System" emerged in 1979 and now has become widespread over the whole island. Because of the competition from CATV, "the fourth channel" systems have started to offer satellite programs (e.g., Star TV) to the subscribers. This illegal business involved a lot copy right issues. More details about "the fourth Channel' and Star TV will be covered in Chapter 4.

CHAPTER THREE: Literature Review

In this chapter, three kinds of literature are reviewed in order. The first one is the theoretical framework for this study, the theories of cultural imperialism as well as cultural proximity are being discussed. Then, three hypotheses based on above theories are conducted. Secondly, the researcher reviews some Taiwanese literature about the issue of spillover from Japanese DBS. Finally, some literature review about Star's phenomenon is also being provided.

Theoretical framework for the study

Over the last two decades, global television programming has been a one-way flow that started in developed countries, in this case, the United States, and flowed to developing countries. This sort of unbalanced media flow has been labeled as "media imperialism" (Nordenstreng, K&Varis, 1974). Scholars also claimed that the west offers to the Third World countries with appealing western cultures and subsequently, dominating their cultural -communication structures. Media imperialism assumes that there is a strong programming dependency relationship between developed and developing countries. The dependency relationship established by the importation of communication hardware, foreign-produced software, along with engineers, technicians and related information protocols, vicariously establishes a set of foreign norms, values and

expectations which, in varying degree, may alter the domestic cultures and socialization processes (Mcphail, 1981). Under this model, the domestic systems respond to international competition by introducing more "western" programming.

In 'Beyond Media Imperialism, Straubhaar (1991) asserted that while VCRs, Cable TV, and DBS bring more American television to elites, the decreased cost of production that resulted from the new technology also increased both the numbers and the diversity of programs on television in Latin America. He also concluded that , in the Third world, changes in Technology have facilitated both an increased in the flow of First World television programs and an increase in national production.

The decreased cost of technology makes local systems better equipped to produce more domestic programming; new technology not only increases the flow of First world television programs but also allows an increase in national production. Both Hong Kong and Taiwan are good example of this case.

Technology diffusion does not equal cultural diffusion. A study on technological changes in video media assumed that technological development simply reinforces the unequal flow of the media between countries by adding a new set of channels favoring US. export programs over other television possibilities (Mattelart & Schmucler, 1985). This prediction, however, seems to be oversimplified. US television, does not exert the inevitable dominance that is often assumed. For instance, the first major cross-border satellite- to-cable TV flow took U.S. cable channels into Canada (Raboy, 1990) and the Caribbean (Hoover and Brette, 1991).

The programming had an extensive impact in English-speaking Canada and the English -speaking Caribbean, but it had less impact in the Spanish-speaking Caribbean (Straubhaar, 1989). Therefore, cultural preferences play an important role in determining what audiences actually watch. In Popular Culture and The Economics Of Global Television, Michael Tracy (1988) argued that " According to empirical evidence, national cultural preferences play a much larger part in determining what audiences actually choose to watch than many like to believe". US television, Tracy concluded, does not exert the inevitable dominance that is often assumed since television traffic was not just a one way street. In 1991, Joseph Straubhaar also claimed that "audiences make an active choice to view international or regional or national television programs, a choice that favors the latter two when they are available, based on a search for culture relevance or proximity".

This cultural proximity will make programming that is culturally similar to the audience have a greater appeal than that which is different. Thus, Star TV offers western programs as well as a regional program with language proximity; it provides a competitive advantage over other DBS (NHK-1, NHK-2, which offers Japanese programming) systems in Taiwan. Different from Asian countries with non-Chinese-speaking majorities, the phenomenon facing Taiwan is not just unbalanced information flow from western sources but Star TV's Chinese broadcasts as well.

According to market surveys, the services of Star TV can reach approximately 1,060, 000 households in Taiwan (95% is illegal), which is 24.7% of the number of households with a TV set (The China

Times, 1993). The Chinese channel is the most popular channel and its share of audience increased from 9% to 15% in 1992. It made the local TV industries extend their program time to broadcast about 19 hours instead of 15 hours a day (The China Times, 1993). Moreover, the Chinese channel receives its highest rating time from 9:00 to 11:00 PM. This adversely affects other programming since Star TV's rating are sometimes higher than those of local programs. These attractive numbers present an alternative to local advertisers. At present, Star TV's biggest advertising revenues come from Taiwan (70-80%) (The Common Wealth, 1992), most of which goes to the Chinese channel. This amount is more than the total of all the other countries added together. For Star TV, the first Asian regional commercial satellite, making profit is its top priority. In order to make the biggest financial profit, in its marketing strategies, Star TV has already bought and produced more programs to fit Taiwanese audiences with diverse entertainment tastes (The China Times, 1993).

Has the introduction of Star TV led local stations to change their programming over time? to import more western programming which similar to Star TV's English channels or to produce more national programming or import more regional programs which similar to Star TV's Chinese channel? Following discussion will answer the research question.

Hypothesis for the study

Based on the cultural imperialism view, the domestic systems might responses to international competition by introducing more

western programming rather than regional or national programming over time. Hence it is hypothesized that:

Hypothesis #1: the local station will import more programs which are similar to Star TV's English Channels. Therefore, we should see more importation of western (American or International) programming in the categories of **news, sports, pop music, soaps, cartoons, drama series, movies and discussion** over time.

The hypothesis need to be clarified. One is the definition of the western programming, those are programs originally produced in American or British, imported to Taiwan and showed in Taiwan exactly the same origin. The other is the reason of choosing those categories. I studied the TV guide for Star TV in March 1993 and September 1993, these categories appeared with high frequency in Star Plus Channel (Soaps, Discussion, Cartoons, Drama series and Movies), Sports Channel (Sports), BBC (News) and MTV channel (POP music) during this time period.

Instead of importing more western program, local stations might response to Star TV's competition by introducing more programming with cultural proximity. There are two options. One is to purchase regional programming and produce national programming which are similar to the most popular Channel in Star TV-Chinese Channel. The other is producing more national programming which is unique to the country of origin and dissimilar to Star's regional channel. The hypotheses are:

Hypothesis # 2: the local station will introduce more programs which are similar to Star TV's Chinese Channel. Therefore, we should see

more regional and national programming in the categories of pop music, variety shows, soaps, drama series, movies and discussion over time.

The hypothesis need to be clarified. The first one is the definition of the regional programming, those are programs originally produced in Hong Kong or Japan, imported to Taiwan and showed in Taiwan exactly the same origin. Next, the national programming is those programs made in Taiwan. The reason of choosing those categories is that I studied the TV guide for Star TV in March 1993 and September 1993, these categories appeared with high frequency in Star's Chinese Channel (Soaps, Discussion, Variety show, Drama series and Movies)

Hypothesis # 3: the local station will produce more programs which Star TV cannot offer. Therefore, we should see more national programming in the categories of news, discussion, religious, cultural, sports, comedy, documentary and child entertainment over time.

The reason of choosing those categories is that I studied the TV guide for Star TV and local stations in March 1993 and September 1993, these categories were not offered frequently by Star TV.

Literature review in Taiwan related to this study

There has been increasing concerns over cultural imperialism when Japanese DBS went on air on 1984. What has stimulated increasing concerns and debates among such issues of spillover television is that the intrusion of foreign programs might threaten national sovereignty, blur cultural identity by colonizing the mind of

people, and further establish a basis for economic domination in a receiving nation (Hyeon Dew Kang and Sewon Kim, 1990).

The geographical proximity as well as the historical relationship between Taiwan and Japan urged an investigation by government of the issue of spillover. Pan (1989) concluded that the spillover from Japanese DBC does not directly bring what is called cultural exchange or cultural imperialism, it just provided more diversity for the audience. Moreover, the phenomenon showed a tendency that audiences are dissatisfied with local stations' programming and suggested that the cultural identity in Taiwan is weak and more people are disconnected with their own culture.

In Jing-Erl Chan's "The development of TVRO in Taiwan" (1991), she also concluded that the reception of Japanese satellite's spillover is not a crisis unless the Taiwan continued with the current policy of "no policy" and suggested that local authority should develop its own DBS system. As to concerning the impact of DBS, some scholars suggested the government need to institute proper cultural policies since DBS crosses national boundaries without the prior consent of the receivers that results in the unwanted reception of foreign programming. For example, Peng (1992) suggested that the Taiwanese government ought to issue a cable law to manage the programming resource.

Other literature about Star TV's Phenomenon

Star TV phenomenon is significant because it caters to an area which is largely under-served by broadcasting. Three channels are accessible to most viewers in Asia, compared to 25 channels via

satellites, cable and terrestrial services available to TV audiences in Europe and the US (Westlake,1991). In many Asian countries, broadcasting services are owned and controlled and offer only limited hours of programming a day. Star TV's five 24-hour channels are likely to turn the broadcasting scenario in these country upside down. Another significant factor is that Star TV obtains most of its programming from Western resources, the content of which may be objectionable in the more conservative and diverse societies of Asia (Jayakar,1993).

Tuen-yu Lau (1992) had investigated government policy responses to satellite television through a case study of the Hong Kong Administration's negotiations with Hutch Vision (the holding company of Star TV) over the granting of unlike facilities to the broadcaster from the colony. He identified three key players in the broadcast regulation—the government, the media industries and the public.

Following Lau's format, Krishna P. Jayakar developed a case study of Star's reception in India revealing a triangular interaction between the three. In his "national response to international satellite television", he concluded that: First, Industry has responded by providing both hardware and services. An entire hardware industry dealing with receiving antenna and cable equipment has come up in the wake of Star TV. Second, the diversity of programming that Star offered has been welcomed. There have been some voices of criticism against foreign content, but this has not affected the popularity of star TV programs. Third, Government views Star TV primarily as a commercial/economic threat to the domestic broadcasting agent, rather than as a propaganda or social-cultural

influence. Since Star TV has not yet diverted a major share of audience or advertising revenue from local station, the government has not given priority to its regulation. Fourth, in the meantime, no attempt has been made to gain the right of prior consultation and consent of spill -over guaranteed by international law (Jayakar, 1993).

Both studies are inapplicable to other nations in the satellite footprint, which has a majority Chinese-speaking population. It has, however, lead the researcher to exam the Taiwanese national responses to Star TV through a triangle interaction by focusing on governmental response, industry response and public response, respectively.

CHAPTER FOUR: STAR TV IN TAIWAN

In order to understand the nature of Star TV's program content, the format of Star TV's five channels will be discussed at first. Then, using a triangle- interaction structure, an analysis of the Star TV phenomenon which focused on the responses of the government, the industry and the public is also being covered. The evolution of government policy as well as Star TV's current success among Taiwanese TV viewers are discussed. Moreover, some market rating report are provided in order to study the effects of Star TV on local programming.

What viewers see on Star TV (The programming)

According to Shrikande's study (1993), star TV currently broadcasts five channels. Broadcasts began on April 19,1991, and were comprised of one channel EZTV (a music and entertainment Channel) that was on the air for 7 hours a day. Soon two more channels were added and broadcasts were expanded to 24 hours. In early October of the same year BBC World Television went on Star TV with two hours of programming. By November, these broadcasts had expanded to an entire day service.

Each of the channels currently provides a joint venture with a programming company, so that Hutch vision has not had to invest in the production aspect of the business. The Chinese Channel was provided by a Hong Kong Company. EZTV (MTV) is a joint venture

with Viacom's MTV network, which will provide Asianized fare to viewers. The sports channel is the product of a joint venture of the Denver and Hutchvision to operate and program the sports channel. The network will telecast not just select United States Sports events but regional Asian sports and major international sports as well. The initial BBC broadcasts consisted of World News, Asian news, Business news and continual weather information. The expanded 24-hour service includes current affairs and other programming from the BBC such as newsnight and Tomorrow's world. Although, initially, the service will be delivered entirely in English, it will gradually include simultaneous translation in a range of Asian languages.

The English language entertainment channel, Starplus, has a mix of programming that would appear to be a combination of different cable channels. It includes movies, soap operas (The Bold and the Beautiful), documentaries, cooking, talk shows (Donahue) Children's programming (Choppy and Princess, Children's Room), and popular syndicated shows like Lifestyles of the Rich and Famous. Although the program providers are in a large part not from the region, each one is making an attempt to regionalize the content for greater appeal, and there are also plans to go beyond the audience that English language programming will appeal to. The entire make-up of Star TV English Channels' programming may be classified into major categories: news, sports, pop music, soaps, drama series, movies, discussion and cartoons. News, Sports and MTV Channels' programs on Star TV encompass almost every single format available in broadcasting system. Other entertainment programs on Star Plus,

literally cover all the possible format and varieties available in the U.S.(See appendix :Weekly Star TV's program).

As indicated before, the Chinese channel is the most popular channel among Star's channels in Taiwan. Therefore, I provided more details about the Chinese channel. The entire make-up of Chinese channel programming may be classified into three major categories regarding their content, entertainment, cultural, and journalistic programs. Entertainment programs are the most prevalent form of Chinese Channel. Included in this category are: Hong Kong's drama series and soaps (e.g., Hit guys, City Swordsman). Japanese drama series (e.g., The 101 proposal, After the children have gone to bed), drama series (Shanghai Family) from Mainland China ,variety show, (Eggs Crash Rocks-Taiwan), Chinese MTV (A Star A Day-Taiwan, Music beat). The forms of Cultural programs includes documentary (e.g., The nature of Taiwan, Yellow River), Japanese cartoons (e.g., Doraemon) and soft discussion programs (e.g., Pa-Pa time). News programs are some straight business news programming translated from BBC Channel (e.g., World news report and Financial News report). Chinese Channel concentrated on entertainment. Hence, Chinese Channel created a niche in which it would efficiently operate in style just like "Fox" channel in American media history.

Even though its overall rating is lower than other local stations, Chinese Channel still seems to be satisfied and stands an excellent chance of becoming a successful channel in Taiwan.

National response to Star TV

As indicated before, the quality of the current TV programs in Taiwan is generally recognized to be unsatisfied (The Government Office, 1987). This explains why when VCRs and video shops were introduced in the early 80's, their demand mushroomed because they have provided another alternative for leisure. By the end of 1984, just as the VCR approached maturity and this competition seems to level off. The TV industry faced another competitor which is more dynamic and technologically advanced backyard dishes. This has led to the initial growth and demand for CATV and the fourth channel system in Taiwan. Because of the competition from CATV, "the fourth channel" systems have started to offer satellite programs (e.g., Star TV) to the subscribers. It is estimated that there are about 350,000 of Taiwan's four million households which can receive "free on air" signals from satellite TV, particularly by the signals from Star TV. With the anticipation that the price for satellite dishes would gradually decrease once this product matures, demand for Star TV will increase as well. Using the triangle-interaction structure, an analysis of the Star TV phenomenon has to focus on the response of the government, the industry and the public. As mentioned in previous studies, a limitation in analyzing the growth of Star TV is that the cable system operates wholly in the unorganized sector in Taiwan; the same is true of other countries in Asian area. Therefore, audience ratings and statistics on the number of cable operators are available only from market research agencies, and the available figures from different sources vary (Jayakar, 1993).

(1) Governmental Response

DBS and cable go far beyond the technical and economic aspects of message transmission to create another set of diverse issues that are cultural, political and sociological in nature (Mcphail, 1981). In Taiwan, new technology seems to have overcome government restrictions on television viewing and to have brought a variable to media ecology.

The most important part of a satellite TV reception system is a receiving antenna systems. The great popularity of the live coverage of the Gulf war gave a boost to the receiving antenna industry and attracted a number of manufactures to the sector. The Olympic Games were another hit for this new technology, the number of many factories increased dramatically. Small operations have come up in cities. Recently, an entire industry has grown up around the Star TV phenomena, attracted by enormous profits to be made in the booming market for services.

Like a number of the countries under the Asiasat footprint legislators have been slow to react to the rapid changes in the broadcasting environment. Late regulation of the new technology instituted in time allows the illegal adoption of the technology to go unpunished. Government finds itself inadequately equipped to deal with this technological revolution. Outdated laws and problems of policing violations have resulted in a situation where the technology is way ahead of the laws.

With the already widespread of backyard dishes in Taiwan , it is difficult to prohibit the use of satellite dish equipment either technically or politically. The popularity and growth in demand for

these receivers together with a lack of sound regulations from the authorities certainly pose a great danger to Taiwan's media environment. The Fourth channel also involved a lot copyrights issues. For example, the illegal cable operators routinely ran recent American movies--sometimes even while they were in Taipei movie theaters. Under pressure from the US, which is deeply concerned about foreign cable operators' widespread flouting of broadcast copyrights, Taiwan was trying to push a cable-TV law through the legislature by starting a bidding process to set up legal franchises.

The Taiwanese government issued the legalization statements of Ku-band satellite operations in November 1988 and C-band satellite operations in July 1992. After years of delay, the government finally brought the industry out into the open. Not until 1993 August, did the Taiwanese government pass the ordinances that regulate cable television (Cable Law). Still, it did not prohibit governmental and political investment, which made some scholars worry that it might become another bureaucratic-commercial alliance resembling three local stations (Chung, 1993).

As noted earlier, scholars in Taiwan view the Star TV phenomena as offering an opportunity to provide more diversity of programming for the audience. However, since DBS can cross national boundaries without the prior consent of the receivers, it results in the unwanted reception of foreign programming. Peng (1992) suggested that the Taiwanese government issue a cable law to manage the programming resource.

Since it is hard for government to prohibit the use of satellite dishes either technically or politically, some researchers such as

Tung-Tai Li and James C., Hsiung have suggested to develop a cable system on the island to counter the undesirable medium system already existing (Chen, 1991). The development of a DBS system can be divided into the construction of the DBS software and hardware. The regulation of the hardware facility, the DBS transmission and receiving equipment should fall into the jurisdiction of the Telecommunication Bureau, while the software of the including the programming production and planning would be under the television stations' and the Information Bureau's responsibility. Both are expected to encounter difficulties judged by the current status of the television industry in Taiwan.

(2) Satellite Television Technology and Industry Response

Even though the cost of dishes is dwindling, for the average Asian household this is still expensive. In Taiwan, a 3 meter dish capable of picking up the Asia Sat signals costs about \$2,500. The size and the cost makes it more practical to set up community antenna for a metropolitan market and then distribute the signals by microwave or coaxial cable rather than installing these in tens of millions of individuals households.

Cable systems have become the providers of the hardware that takes the signals into homes. Small cable operations have prevailed in most cities before Star TV (e.g., the Fourth channel).

Approximately, 300 unlicensed cable stations already serve about 350,000 of Taiwan's four million households (China Post, 1992). During the largest crackdown launched by the government, 814,000 pounds of cables were ripped out in a four-month period. Police

sporadically raid the illegal stations, snipping wires and confiscating equipment, but operations are soon resumed. Therefore, Taiwan becomes the first market that Star TV targets because the illegal cable system is widespread.

[Nowadays, these small businessmen have already combined themselves into three big groups to gain profits and investment in new technologies after the government regulation.]

According to the updated statistics (Peng, 1992), in Asia, Taiwan is one of the countries which has the most satellite dishes in terms of the amount of family. Estimably, each 49 families has one satellite dish, and totally there are 410,000 dishes in Taiwan. Still, only ten thousand of them can receive C-band Signals. On average, 41% of TV household can receive Star TV. The monthly household income of Taiwanese Population TV homes is NT\$ 59,300 (US\$ 2372). The monthly household income of Taiwanese Star TV homes is NT\$63,850 (US\$ 2554).

(3) the Public response

In a survey conducted by local agencies (Cable & Satellite TV guide, 1993), the growth rate for Star TV market share from 1992 January (1,000,000) to 1992 June (1,200,000) was 13% and the growth rate from 1992 June to 1993 January (1,900,000) is 66%. The number of "Star TV household" increased to 900,000 from January 1992 to January 1993. And HunchVision estimated it would increase to 2,300,000 by the end of 1993, which is increasing 40% (Figure 3). This survey also reported the penetration of Star TV five channel (Figure 4). A survey conducted based on 2,090,000 people,

the fieldwork period was one month from December 1992 to January 1993. As Figure 4 demonstrates, the total four weeks penetration of "Any Star" (1,896,000) is very close to local channels (2,061,000, 2,016,000, 1,981,000) and Chinese Channel is the most popular one among Star TV Channel (1.694,000). Those next to Chinese Channels are in following order: Sports (1.061,000), MTV (997,000), Star Plus (928,000) and BBC (655,000). And the other two Japanese channels are NHK-1 (680,000) and NHK-2 (534,000.) In particular, the age of the majority audience is from 15 to 19, most are students. The next major age generation is from 20 to 29.

Figure 3: Star TV Households in Taiwan

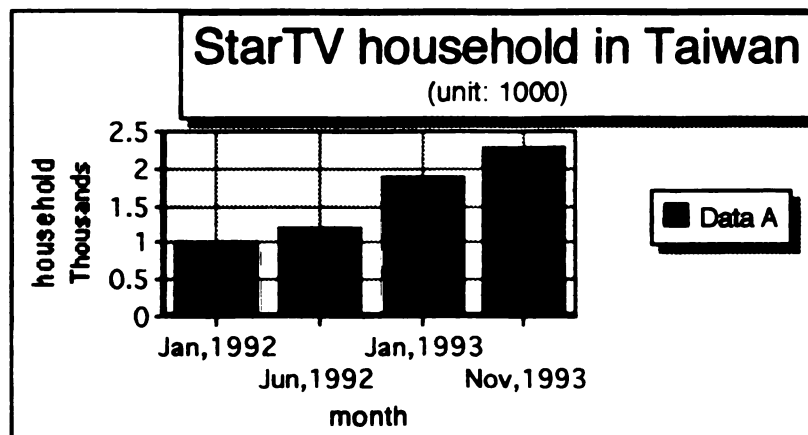
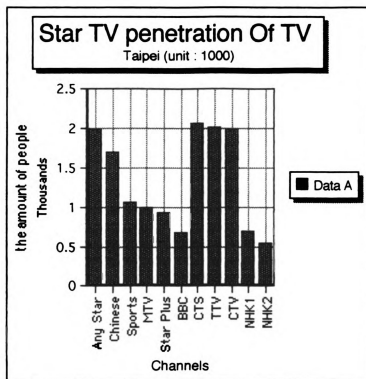


Figure 4: Star TV penetration of Taiwan

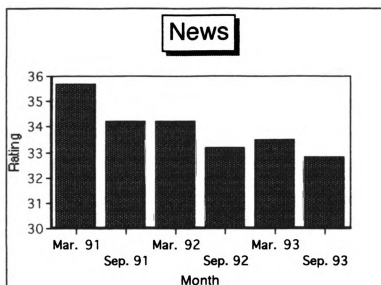


Source: local advertising agencies (Cable & Satellite TV guide, 1993)

The effects of Star TV on local programming need to be studied. Using market ratings research, I developed a study of six one-week periods over three years (the same periods as the content analysis). This research categorizes programs with the highest ratings into six types: variety show, game show, soap series, news, films and children programs. Within each program type, the show(s) with the highest ratings will be listed (Figure 5-10). For example, a "news" program received a rating of 35.7 during March of 1991, the following

September the rating was 34.2. In March of 1992 the rating was 34.2, the following September the rating was 33.2. In March of 1993 the rating was 33.5, the following September was 29.8. Using such a method we can derive the following chart:

Figure 5: Taiwan's highest rating "news" programming over past three years (1991-1993)



Rating are used to determine the profitability of programming and to set advertising fees. This chart shows a negative tendency. It does not prove that there is a cause and effect relationship between the introduction of Star TV and the losing ratings of the local stations. Nevertheless, it does demonstrate there is a correlation between these two variables.

These statistics suggest that the net effect of the Star TV phenomenon may have been to reduce the viewership of the domestic stations. The nature of commercial media is profit-driven, if some kind program makes profit, then there will be more programs with a similar theme. A program with "lower" rating soon goes off the air. In order to give a complete picture, the next chapter is going to study how the existing Taiwanese television industry responded to the new player in the market.

Resource based on local advertising agency (Figure 5- Figure 10)
 Figure 6: Taiwan's highest rating "game show" programming over past three years (1991-1993)

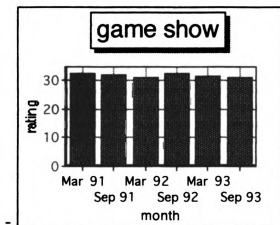


Figure 7 : Taiwan's highest rating "children" programming over past three years (1991-1993)

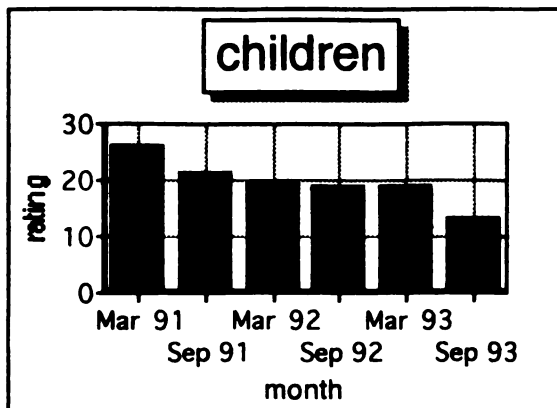


Figure 8: Taiwan's highest rating "soap" programming over past three years (1991-1993)

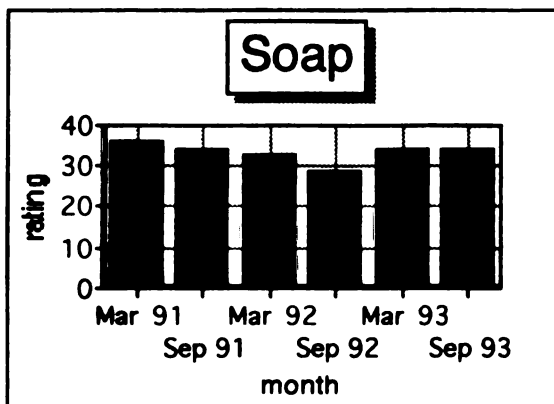


Figure 9: Taiwan's highest rating "variety" programming over past three years (1991-1993)

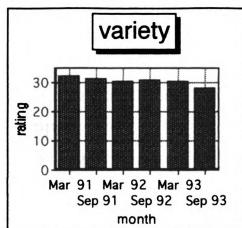
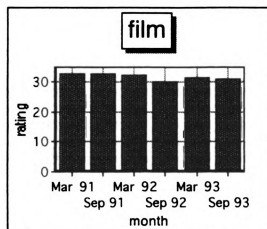


Figure 10: Taiwan's highest rating "film" programming over past three years (1991-1993)



CHAPTER FIVE: Content Analysis

Methodology

In order to examine how local TV changed its programming to compete with Star TV, a content analysis is employed here. By providing more content, local TV may be responding to the new competition with Star TV.

Sampling

There are three local stations in Taiwan. All of them are analyzed during a 3-year period. The sample periods are one week periods in March and September from 1991 to 1993. In Taiwan, it is normal to use March as a sample month due to the fact that January and February often have a lot of special holiday programs. Since this research is conducted at six-month intervals, September was naturally chosen as the second testing period. 3150 programs in six one-week periods (over three years) were categorized.

The researcher and another female graduate student, who is also from Taiwan and whose major is sociology, served as coders. The second coder has blind to the research hypotheses. The coders independently categorized each program based on the coding system which Straubhaar (1992) developed and used in 16 countries, including Taiwan (see Appendix). The system classifies each program into two directories based on TV program schedules;

(1) the nation of origin (7 categories; e.g., Taiwan, Hong Kong, US), and (2) the program genres/types (24 categories; e.g., news, sports, music). After classifying the number of programs from local TV, and filling each of the 168 categories, the number of programs in each categories was multiplied by the length of the program (minutes) and then divided by 60 minutes to derive an index of quantity of programming (hours) in each category. By comparing each distribution and the proportion of total programming hours of every category in each year, we can know what kind of programs they offer and whether proportions are different over the time period tested. Moreover, the research also distinguished prime time from the total broadcast day. This permits a rough measure of what programming was relatively more popular because it is relatively safe assumption that more popular programming tends to be concentrated in that period of time when the most people are watching. There is no authorized definitions for Taiwanese prime time. I consulted local industry and scholars, who agreed that prime time is between 7 and 10 p.m. (Ku, 1993; Shien 1993)².

One week's programs from January 11 to January 17 1993 were chosen as a pre-test sample. Pretest intercoder reliability³ for the (1) the nation of origin was 0.91 and (2) the program types was 0.87. During the actual analysis, inter-coder reliability for (1) the nation of origin was 0.92 and (2) the program types was 0.88.

Data analysis

After getting the distribution of each country category over time, I combined Hong Kong and Japan into a regional category, and

the US. and International into a western category. Prior to analyzing hypotheses about specific content (categories), I will analyze changes in the total amount of programming over time.

(1) Total Quantity of Programming

Figure 11 displays the average weekly total telecast time in hours for domestic, regional and western programming shown on the three local stations over three years. The average weekly telecast time for domestic production increases 4.12 hours from 1992 to 1993. The average weekly telecast time for regional production increases 1.60 hours from 1992 to 1993 and increases 5.60 hours from 1992 to 1993 for western production. Although the percentage of the imported programming remained consistent at about 20% in Taiwan in the 90s, the amount of programming in all three categories increased over time (Figure 11).

Figure 11: The average weekly telecast time (hours) and the percentage of the programming produced by national, regional and western in the local networks(1991-1993).

Year	domestic(%)	Regional(%)	Western(%)
1991	281.5 (80.76)	4.41 (1.27)	62.67 (17.98)
1992	276.4 (81.17)	4.41 (1.30)	58.2 (17.17)
1993	303.9 (81.14)	6 (1.60)	63.8 (17.26)

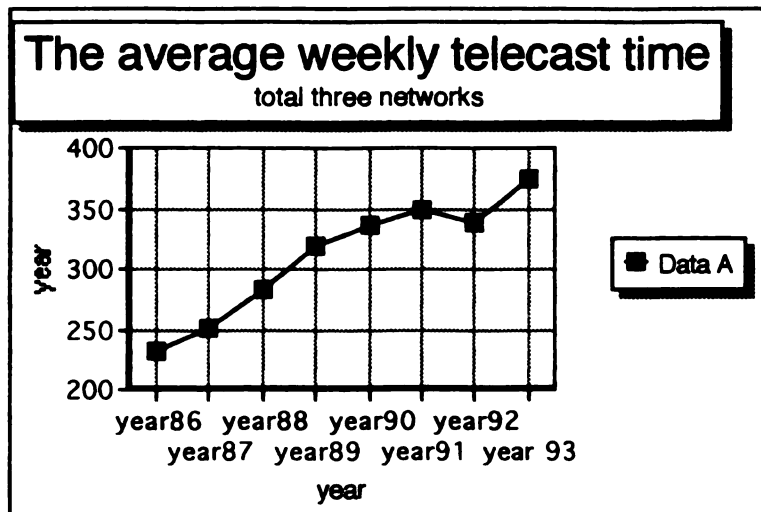
All TV stations in Taiwan rely on advertising revenues to run the stations (Chen, 1992). Although in 1985, due to economic depression, the advertising revenue of the three networks presented was for the first time negative (-1.48%), generally the advertising volumes of Taiwan increased rapidly in terms of the economic growth and a large quantity of import production in the late 1980s (Advertising, 1988). Despite the fact that the three commercial TV stations faced competition from many new media such as dishes, VCR, and illegal cable TV, the advertising revenue of the three networks still increased. Due to the need of the large advertising market, the weekly average hours of programming increased from 174 hours up to 318.3 hours in 1989 (Figure 11.1). The number increased gradually. Contrary to the trend, the number fell in 1992, but increased sharply again in 1993 (Figure 12.2).

Figure 11.1 The average weekly telecast time of total three local networks (1980-1993)

Year	Total (hours)
1980	174.8
1981	171.5
1982	174.7
1983	174
1984	185.1
1985	223.4
1986	231
1987	251
1988	282.6
1989	318.3
1990	336.2
1991	348.6
1992	339
1993	373.7

**Source: Calculated from Television YearBook of the Republic of China
1980-1993**

Figure 11.2: The average weekly telecast time for total three networks



Source: Calculated from Television YearBook of the Republic of China
1980-1993

One explanation for this pattern during 1991-1993 is that the telecast time increased again in 1993 only because it responded back to a historical trend. The other explanation for this change is that local stations increased their programming gradually and since Star TV telecast its five channels around November 1991, local stations increased more telecast time in response from 1992 to 1993.

In fact, the change may reflect changes in response to Star TV over time. During the coding, the researcher observed that the local stations increased their programming during the sample month (September 1991). The format of this month was very similar to those of March 1993 and September 1993. During 1991, Star TV

already had announced that it would have five channels on air so the local stations might have wanted to adjust themselves before the advent of Star TV. Since the Star TV didn't have the strong penetration in the first year, local stations cut some morning programming time whose rating and advertising revenue was apparently low and went back to the old format in 1990.

Unexpectedly, the penetration of Star increased from 1,200,000 in June 1992 to 1,900,000 in January 1993. Losing rating and advertising revenues, local stations apparently increased more telecast time and like Sheng-Wen Lee, a spokesperson for TTV station, said that local stations extended to about 24 hours a day and improved the programming which Star TV can't offer, such as, local news programming (Commonwealth, 1992).

(2) Programming in Specific Content Areas

Results from the trend of the programming in each area are listed in Tables 1-3. Prime time programming is listed in Table 4.

Table 1: Local programming produced by national (Taiwan) sources from 1991 to 1993 (two week period)

programming	1991(%)	1992 (%)	1993(%)
cultural	20.75(2.98)	30.75(4.51)	25.33(3.38)
documentary	65.5(9.39)	61.92(9.13)	87.58(11.69)
government	9.3(1.34)	9.3(1.38)	6.5(0.88)
religious	10.17(1.46)	11.33(1.67)	15.67(2.09)
adult education	5.83(0.84)	5.75(0.84)	13.33(1.78)
sports	10.66(1.52)	7.83(1.16)	10.08(1.35)
comedy	11.5(1.65)	9.67(1.42)	7.5(1.00)
traditional music	0	0	0.5(0.06)
classical music	4.83(0.69)	4(0.59)	6(0.80)
pop music	11.33(1.63)	15.75(2.32)	12.92(1.72)
discussion	11.1(1.57)	9.33(1.38)	12.92(1.72)
news	151.33(21.70)	155.75(22.90)	159.1(21.24)
game show	22.5(3.23)	18.75(2.77)	18.17(2.43)
variety	61.66(8.84)	62.42(9.19)	81.66(10.9)
evening soaps	46.67(6.70)	37(5.46)	42.5(5.67)
daytime soaps	38(5.45)	41.16(6.07)	42.5(5.67)
child education	0	0	0
c-entertainment	21.91(3.23)	25.58(3.37)	20.83(2.78)
cartoons	0	0	0
historical drama	22.67(3.25)	0(0)	1(0.13)
drama series	18(2.58)	33.67(4.96)	25.33(3.38)
action series	3(0.43)	2(0.29)	3(0.40)
movies	16.33(2.34)	11.17(2.02)	15.33(2.04)

Listed in Table 1, local stations made domestic programs across lots of categories. There are a few medium size categories and a lot of small proportion categories. The largest categories among the proportion of local programming produced by national (Taiwan) sources from 1991 to 1993 are documentary, variety shows, and movie programming. The increasing categories among the proportion of local programming produced by national (Taiwan) sources from 1991 to 1993 are religious, adult education, and variety show programming.

Table 2 : Local programming purchased from regional (98% Hong Kong +2%Japan) sources from 1991 to 1993 (two week period)

programming types	1991 (%)	1992 (%)	1993 (%)
drama series	6 (0.56)	1(0.15)	7(0.93)
movies	4.83(0.7)	7.83(0.16)	5(0.68)

Shown in Table 2 , the data showed that the local stations purchased programming from regional sources from 91 to 93 only of two kinds: movies and drama series programming. Both are small sized proportion categories.

Table 3: Local programming purchased from western (95% American +5% British) sources from 1991 to 1993 (two week period)

programming	1991(%)	1992(%)	1993(%)
cultural	0	1(0.15)	0
documentary	5(0.64)	2.5(0.38)	1.5(0.18)
government	0	0	0
religious	0.5(0.07)	0.5(0.07)	0
adult education	1(0.56)	0	0
sports	27.25(3.9)	22.58(3.33)	16.25(2.17)
comedy	0	0	0
traditional music	0	0	0
classical music	0	0.5(0.07)	0
pop music	0.5(0.07)	1.83(0.27)	2.5(0.33)
discussion	0	0	0
news	3.92(0.56)	1.67(0.25)	10.5(1.40)
game show	0	0	0
variety	1 (0.14)	1(0.15)	0
evening soaps	0	0	0
daytime soaps	0	0	0
child education	0	0	0
c- entertainment	0.5(0.07)	0.5(0.27)	0
cartoons	31.42(4.94)	24(3.54)	25.59(3.42)
movies	10(1.43)	24.50(3.61)	38.33(5.12)
drama series	32(4.59)	32.3(4.97)	24.75(3.30)
action series	10(1.43)	3.5(0.51)	10(1.34)

Displayed in Table 3, the distribution of half of the categories are 0 and the rest of the categories are small size categories. The increasing categories among the proportion of local programming purchased from western sources from 91 to 93 are movies and pop music and the decreasing categories among the proportion of local programming purchased from western sources from 91 to 93 are documentary and sports programming.

Table 4: Prime time local programming from 1991 to 1993 (two week period)

national production	1991(%)	1992 (%)	1993 (%)
movies	5.5(4.17)	3.33(2.79)	9(7.52)
action series	0	2(1.67)	0
drama series	5.17(4.02)	8(6.69)	5.33(4.46)
historical drama series	8.17(6.63)	0	0
cartoons	0	0.5(0.42)	0
evening soaps	32.5(26.39)	30(25.73)	32(26.74)
variety	13(10.55)	18(15.24)	15.33(12.84)
game show	2(2.84)	1.5(1.25)	3.5(2.92)
discussion	3.5(2.84)	1.5(1.25)	3.5(2.92)
news	27(22.19)	27(22.56)	29.33(24.51)
comedy	10(4.06)	4.17(3.48)	2.5(2.09)
sports	0	0	0.5(0.42)
documentary	11(8.93)	11(9.19)	11.5(9.61)
cultural	3.5(2.84)	4(3.34)	3.66(1.67)

Regional production	1991 (%)	1992 (%)	1993 (%)
movies	0	0.83(0.67)	0
drama series	2.5(3.25)	0	2(1.67)

western production	1991(%)	1992(%)	1993(%)
movies	0	0.83(0.67)	0
dramas	4(3.25)	2.5(2.09)	2.5(2.09)

As previously mentioned, it is worth looking at the proportion of prime time programming because prime time has proven to be a strong indicator of audience demand and preference. We can see that the local production is predominated in this part. As Table 4 shows, there are 14 kinds of programming from national sources, and most of them are medium size categories. The largest size categories are evening soaps, variety shows, news and documentary programming. The increasing categories among the proportion of prime time programming produced by national sources from 91 to 93 are news and documentary programming. The data only appears in two regional categories and western categories. They are drama series and movies categories; both are small size categories.

(3) Research Hypotheses

In order to test H#1(whether local stations purchase more western programming in the categories of news, sports, pop music, soaps, cartoons, drama series, movies and discussion over time; those are programming similar to Star TV's English Channels), I combined the above programming categories into a **most affected categories** (i.e., western news, sports, etc.) the rest of the programming categories into a **anything else categories** (i.e., other western program types, plus all regional and national programming). First ,

conducted a 3*2 chi-square test to assess whether differences exist between these two categories over 3 years (Table 5). Second, I conducted another 3*3 chi-square test to assess whether difference exist in the most affected content categories (i.e., news, sports, etc.) among national, regional and western production over 3 years (Table 6).

Table 5: Contingency table for a 2*3 Chi-square

programming types	1991	1992	1993
most affected categories	59.5	55.2	64
anything else categories	289.5	284	310
chi-square =0.10, d.f.=2; not significant (For year 91-93)			
* Frequencies reflect the average hours per week			

Table 6: Contingency table for a 3*3 Chi-square

country of origin	1991	1992	1993
national	164.5	156.8	162.30
regional	4.40	4.40	6.00
western	59.5	55.2	64
Chi-square=0.58, d.f.=4, not significant (For year 91-93)			
*Frequencies reflect the average hours per week of minutes for the most affected programming which are based on H#1 like Star TV's English Channel			

The data shows that the difference between the most affected categories and the anything else categories is not significant (Table 5). Besides, Table 6 shows that differences in the most affected categories among national, regional and western production over 3 years also is not significant. Thus, hypothesis#1 is not supported.

To test H#2 (whether local stations increase regional and national programming in the categories of pop music, variety shows, soaps, drama series, movies and discussion over time; those are programming similar to Star TV's Chinese channel), I combined the above programming categories into a **most affected categories** and the rest of the programming categories into a **anything else categories** (i.e., other regional and national program types, plus all western programming). First, I conducted a 3*2 chi-square test to assess whether differences exist between these two categories over 3 years (Table 7). Second, I conducted another 3*3 chi-square test to assess whether difference exist on the most affected categories among national, regional and western production over 3 years (Table 8).

Table 7: Contingency table for a 2*3 Chi-square

programming types	year1	year2	year3
most affected categories	113.3	106.0	162.30
anything else categories	238.5	233.2	256.4
chi-square =0.13, d.f.=2; not significant (For year 91-93)			
* Frequencies reflect the average hours per week			

Table 8: Contingency table for a 3*3 Chi-square

country of origin	1991	1992	1993
national	108.8	101.6	112.1
regional	4.4	4.4	6.0
western	26.8	31.6	37.8

Chi-square=1.4, d.f.=4; not significant (For Year 91-93)

*Frequencies reflect the average hours per week for the most affected programming

which are based on H#2 like Star TV's Chinese channel

The data shows that the difference between the most affected categories and less affected categories is not significant (Table 7). Furthermore, Table 8 show that the difference that exists in the most affected content categories among national, regional and western production over 3 years is also not significant. Thus, H#2 is not supported.

To test H#3 (whether local stations increase national programming in the categories news, religious, cultural, sports, comedy, documentary and child entertainment over time; those are programs similar to traditional Taiwanese interests), I combined the above programming categories into a most affected categories and the rest of the programming categories into a anything else categories (other types of national programming, plus all western and regional programs). First, I conducted a 3*2 chi-square test to assess whether differences exist between these two categories over 3

years (Table 9). Second, I conducted another 3*3 chi-square test to assess whether difference exist on the most affected content categories among national, regional and western production over 3 years (Table 10).

Table 9: Contingency table for a 2*3 Chi-square

programming types	1991	1992	1993
most affected categories	156.10	160.8	172.8
anything else categories	192.9	178.4	201.8

chi-square =0.5, d.f.=2; not significant (For year 91-93)

*Frequencies reflect the average hours per week

Table 10: Contingency table for a 3*3 Chi-square

country of origin	1991	1992	1993
national	156.10	160.8	172.8
western	17	14.4	14.0

* note: programming produced by regional production on these categories is 0 minute.

Chi-square=0.65, d.f.=2, not significant (For year 91-93)

* Frequencies reflect the average hours per week for the most affected programming

which are based on H#3 like traditional Taiwanese interest.

The data shows that the difference between the most affected categories and the less affected categories is not significant (Table 9). Besides, Table 10 show that the difference that exists in the most effected categories between national and western production over 3 years is not significant. Thus, H#3 is not supported.

In general, there is no major finding for three hypotheses during general telecast time. Using the same procedures, I did a parallel study on prime time⁴. However, the major finding for prime time is also no difference over time⁵.

Endnotes

1. Based on Taiwanese TV Guide in September 1993, there are only 17 programming categories. Seven of American categories do not showed in Taiwanese categories are: action series, historical series, classical music, pop music, children education, game show and comedy. Taiwanese local stations put action series and historical series into a drama series categories, classical music and pop music into a music categories, children education into a children categories, game show and comedy variety into a variety show category. There is a cultural difference between Taiwan and America in the definition of comedy . In America, comedy includes sitcoms and comedy variety. In this thesis, the researcher put comedy variety into a comedy category. Because almost 90% sitcoms came from western source and were broadcast once a week like a drama series, the researcher put sitcoms into a drama series category.

2. interpersonal communication.

3. According to Cohen(1984), inter-coder reliability is computed by the formular: $Kappa = (p' - pc) / (1 - pc)$

where p' = the observed percentage agreement among coders and pc is the proportion of chance agreement ($pc = 1/k$, where k - the number of categories in the coding scheme.

4. The research did the same analysis as are shown in Tables 5-10 for prime time, and that all of the chi-squares were not significant.

5. More research should be provided. One possible explanation for this result might be that severe competition still exists among three local homogeneous- commercial stations. Therefore, local stations did not change the structure of prime -time programming significantly to compete with Star TV.

CHAPTER SIX: CONCLUSION

Discussion and Conclusion

Media imperialism assumed that there is a strong programming dependency relationship between developed and developing countries. Under this unbalanced media flow from western countries, the domestic systems were assumed to respond to international competition by introducing more "western" programming. In the 1990s, DBS and cable are always assumed to be the vehicles of western programming by electronic colonialism scholars because the role of television in the global arena of cultural domination has been reinforced by these new delivery systems.

In Asia, in order to attract the greatest majority of the Chinese-speaking audience, Star TV offers a Chinese channel as well as English channels. The Chinese Channel of Star TV and local stations attract the same audience and chase the same advertising dollars. Losing revenues on top of losing ratings makes the problem of Star TV even more serious for the local station. This creates a more heated national media competition. This Chinese channel makes the phenomenon of Star TV more complicated than before and suggests that a simple theory of media imperialism cannot explain the Taiwan case. This thesis examines if media imperialism can now explain the Taiwanese experience, and studies how local Taiwanese stations react to this challenge. Three hypotheses deal with the origins of local TV's programming: national, regional and western. Based on the

cultural imperialism point of view, the local station will import more programs which are similar to Star TV's English Channels (H#1). Instead of importing much more western program, local stations might search for cultural proximity by choosing two options. One is to purchase regional programming and produce national programming which are similar to the most popular Channel in Star TV-Chinese Channel (H#2). The other is producing more national programming which is unique to Taiwanese and dissimilar to Star's regional channel (H#3). By using a content analysis, the paper investigated what steps have been taken by local TV in order to hinder competition from Star TV on general and prime time.

The data provided evidence that local stations have increased their total programming time in 1993. The major finding for general telecast time is that the increasing categories are religious programs, variety shows and movies (national sources), pop music and movies (western sources)¹. The main genres are local documentary, news and variety shows. The major finding for prime telecast time is that the increasing categories is national news programming². The main genres are local news, soaps and variety shows.

As mentioned earlier, there are two possible reasons that might have contributed to the phenomenon of the increasing programming. One is the historical effect and the other is the introduction of Star TV which has led local stations to increase their programming in 1993. However, we should also consider the programming format since the programming format is also play an important variable to this programming trend. There are two possible factors that local

stations might take into account when they increase their programming: higher rating demand and lower production cost (Straubhaar, 1991). Western pop music and western movies are the best examples for this assumption simply because they are popular and their production cost already be covered by their producing company.

Examining the Taiwanese TV's programming schedule, in order to fill up those marginally profitable hours in the morning and afternoon or in some late night extra hours, local stations broadcast some rerun programs, such as religious programs (lower cost), documentary, soaps and variety shows. Since the national production is already a dominated resource, local stations may import some cheaper western programming to provide an alternative for the audience. As the TV's programming schedules revealed, local stations filled up these imported programming mostly on marginally profitable hours in the morning and afternoon or in some late night extra hours. Thus, Taiwanese stations may increasingly import western programming, however, they are only used to fill new, relatively less -watched hours of the broadcast day. This use and function of imported programming is also found in Brazil (Straubhaar, 1984). Brazilian TV programmers apparently use imports as filler material when the audience did not support the cost of a Brazilian production. The same practice may occur in the Taiwanese case.

Taiwan's economic prosperity and industrial growth have generated the requisite social-economic conditions for progressive change. As the social-economic conditions rapidly improved through

out the 1970s, Taiwanese generated strong demand for political reform. These factors plus the general affluence of the citizens, the rising educational level, and broader exposure to mass media have helped to set the stage for political reforms since the early 1970s. In order to keep up with the fast changing path of the society, national daily news has become the most effective channel for Taiwanese to follow the path of the progress. Therefore, news programming has become the most dominating and increasing categories in Taiwanese in prime time. Besides, more documentary programming was being produced not only to lower production cost but also because a plural society needs to be presented on TV owing to the growing complexity of social stratification and diversification of interests.

* As to three hypotheses, unexpectedly, the major finding is no difference over time in total programming nor in prime time. Since the programming format in 1993 is similar to that in 1991, it is weak for the researcher to conclude that the local stations have implemented a "big" change in terms of programming structure for general telecast time. Much more discussion is provided in next section.

The limitations of this study and future research

With findings summarized and interpreted as mentioned above, a few limitations of the study must be acknowledged. First of all, it is difficult for the researcher to draw causal conclusions about the impact of Star TV based on only a limited result of local TV station programming. The best way to do this research may be in

investigating the degree of program similarity between Taiwanese local stations and Star TV, particularly in connection with programs and formats. In this research, however, all the coding processes are based on TV guide's programming schedule. Even though the coders are familiar with Taiwan's programming, sometimes it is still hard to identify the nature of the origin of the foreign programming without the video presentation, not to mention that Star TV has more than 10 countries' programming resources. Hence, they are difficult to conduct a parallel research in depth and code all the Star TV's video presentations simply because they are expensive and time-consuming.

Also there is a limitation about the researcher being one of the coders, since the researcher could influence the result of the coding. For example, there is a cultural difference between Taiwan and America in the definition of comedy. In America, comedy includes sitcoms and comedy variety. The other coder didn't know how to categorize two programs during the pre-test time. After discussed with the researcher and consulting a local scholar, the author put comedy variety into a comedy category in the actual analysis. Because almost 90% of sitcoms came from western sources and were broadcast once a week like a drama series, the researcher put sitcoms into a drama series category. One suggestion for future research in this field is that researchers should take cultural difference into consideration when defining coding categories, otherwise, researchers may define categories arbitrarily, and bias the coding result.

Apart from the limitation of the coding procedure, there are three possible reasons why there is no difference over 3 years for local Taiwanese TV's programming content. The first one is that severe competition still exists among three local homogeneous commercial stations. In the short term, the competition among one another is more serious than the competition with Star TV. The second one is that the television industry in Taiwan is private but under strong interference from the government. Government control may make change difficult. The third one is that local stations may be focusing on some dominating genres instead of on overall categories when they respond to Star TV.

All Taiwanese TV stations rely on advertising revenues to run the stations. The keen competition created highly homogeneous programming: If some kind program makes profit, then there will be more programs with a similar theme. In fact, the audience does not really have many choice over the "types" of programs but only different versions at different scheduled times to choose during this broadcast period. One possible reason why the change of local stations is limited is that severe competition still exists among three local homogeneous commercial stations, since their prime time programming (news and soaps) still own the biggest market shares and have the major advertising revenues. In the short term, the competition among one another is more serious than the competition with Star TV. Thus, local stations did not engage in major change on the structure of programming. Long term research might focus on the difference among three local stations and further investigate the impact of Taiwanese TV on the indigenous audience.

In the Taiwanese case, TV is a bureaucratic-commercial alliance (Chen, 1992). The TV industry may be changed only after the structure of the social environment has been changed; it is unable to change by itself. This implies another explanation why this research did not find any significant result. Because Star TV is only one of the external factors to change Taiwanese society, local stations just made minor change on some categories and reacted with a similar pattern like 1991. Speaking in a strict sense, TV in Taiwan is still the most conservative medium. Taiwanese media is driven by competition for money; local stations did not change their structure greatly after the introduction of Star TV since they still own the largest market share. In addition, ownership of television is restricted to the three television companies designated by the government. Local TV stations have so many structural problems that need to be changed. For example, the standards of contents and the distribution of time of programs is stipulated by the GIO (the government Information Office of the Executive Yuan), and the amount of imported programming is still regulated to facilitate the development of local production. These very problems make change difficult. In order to provide a whole picture, future research might reconsider the ideological representations behind Taiwanese culture industry. A contextual analysis which examines the TV industry with the external factors (political, economic, social and cultural factors) and the internal factors (ownership, organization, programming, and policy) within the historical context is needed. (Chen, 1992).

The Satellite television is one example of presumably beneficial outcomes of competition for common and loyal audiences. Because of the popularity of Star TV's Chinese Channel in Taiwan, there already have been businessmen who were started to invest in another private network in order to try to compete with Star TV programming by offering another Chinese Entertainment channel. It also indicates that the local audience has already started to change its viewing patterns (China Times, 1993) and simply suggested that local stations will face a more heated competition in the future. A long term study to look at the interaction among another private network, Star TV and local stations might be interesting in the future.

From 1991-1993, there was a significant increase in national news programming during prime time. This may mean that local stations reinforced some programs that Star TV can not offer. It implies that local stations may only use a limited strategy by focusing on some dominating genres instead of on overall categories. Thus, we should do research on more specific categories in the future. Aside from sampling from the program schedule, we should consult more local scholars and broadcast exporters to choose those categories.

During the broadcasting time, the majority programming of local stations is produced by local production. Instead of importing more western programming, contrary to cultural imperialism view, local stations continued to produce a large amount of national programming in general and prime time during all three years. The data for general and prime time did not reveal that local stations use

any particular strategy like this research assumed. However, the causal relationship between Star TV and local stations is still worth studying in terms of the change of the whole structure of telecast time and programming formats since we can still study some interesting programming trends.

Prior to 1975, most Chinese television programs in South-East Asia were produced in Taiwan. However, after 1975 and especially in the mid 1980's, a dramatic shift happened within Hong Kong-TV programs and video tapes because by using technically advanced special effects and equipment, Hong Kong has produced better quality programs (Chang, 1991). Taiwanese government has been applied pressure against Hong Kong programming because of political reason—Hong Kong will be return to Mainland China in 1997 (Lee, 1980; Chen, 1992). Still, Hong Kong drama series are one of the favorite video tapes in Taiwanese video market (Wu, 1986). Not only the series but also the Hong Kong actors became popular in Taiwan. Therefore, many Hong Kong actors came to Taiwan for entertainment business (Wu, *ibid.*). Recently, the local stations' programming package became more similar to Hong Kong's programming because the directors, main actors and production teams are mostly from Hong Kong. After the introduction of Star TV, this phenomenon become more popular (China Times, 1993). It implies a competition between regional programming and national programming. Moreover, Star TV started to offer a Japanese series in July 1993, geographical proximity as well as the historical relationship between Taiwan and Japan, which also brings a new variable to this battle. Thus, long-term prime time research

regarding the audience preference is needed. In order to provide a whole picture, the independent variables such as class (both economic and educational), sex and age should also be considered.

There are three conditions that may be met before future researcher can formally demonstrate cause and effect between Star TV and local stations: correlation, time order and no spurious variable. A limitation in analyzing the growth of Star TV is that the cable system operates wholly unorganized in Taiwan; therefore, audience ratings and statistics about the number of cable operators are available only from market research agencies. Even though the researcher tried to draw the correlation between the introduction of Star TV and the lower ratings of the local stations by using the second hand data (Chapter 4). We still need more specific genres rating on both Star TV and local stations to draw the correlation.

Regarding to time order, we should not overlook one possibility that local stations also might have effect on Star TV and vice versa. For example, local stations reinforce news programming that Star TV cannot offer. Star TV also add Japanese drama series that local stations cannot offer³. Thus, a long term research is needed because a three- year period may be not long enough to see a change.

Next, we should not find a reasonable alternative explanation for the association we observed. For example, local stations increased programming time in 1991. Contrary to the trend, the number fell in 1992, and then increased sharply again in 1993 (figure 12.2). One explanation for this pattern is that the telecast time increased again in 1993 only because it responded back to a historical trend (other spurious variable). The other explanation for

this change is that local stations increased their programming gradually and because, in 1991, Star TV already had announced that it would have five channels on air so the local stations might have wanted to adjust themselves before the advent of Star TV. Since the Star TV didn't have the strong penetration in the first year, local stations cut some morning programming time and went back to the old format in 1990. Without a long time series, it is impossible to rule out the possibility that the apparent occurrence might due to local stations' historical trend. Therefore, in order to achieve internal validity and make sure that there is no spurious variable to influence the occurrence, more research is needed.

Aside from problems in drawing causal inference, how the audience views Star TV should be take into consideration. Much of the resources from newspapers and magazines just provide a superficial report about audience reaction. Audience characteristics and the psychological perspective have hardly been investigated. Hence, it is hard to know the usage of Star TV in Taiwan. Related to this, other research should attempt to collect much more data about the audiences' common value and psychological reasoning.

Finally, while the present study is primarily interested in the impact of Star TV, it should be equally interesting to investigate the impact of Taiwanese TV on the indigenous audience. This kind of study could provide a picture of the internal interaction of media and audience factors.

Endnotes

1. The chi-square of all this categories are all significant at $p < 0.05$
2. The chi-square of all this categories are all significant at $p < 0.05$
3. In 1895, Taiwan was ceded to Japan as one of the spoils of the Sino-Japanese War. For almost fifty years (till 1945), Taiwan remained part of Japan. With a history of Japanese domination, the Japanese influence was extensive.

APPENDIX I
DEFINITION OF CATEGORIES

APPENDIX I: Definition of categories

- a. National-made in Taiwan
- b. Hong Kong- made in Hong Kong
- c. Japan-made in Japan
- d. Regional-Asia, other than above
- e. US.-made in America
- f. International-other than above
- g. other

1. movies- film or motion picture. Theme or plot is completed in one programs (sometimes, follow-ups are produced), length of which is usually 90 minutes or more. Originally produced to be shown in theater (theater movie). But some are produced originally for TV (TV movie).

series: a television serial in which the major characters are usually the same but other characters are replaced each time. Each episode has a independent plot which is usually completed in one (sometimes in two, but hardly in three) program. Series included both action oriented series such as police serious and dramatic series (e.g., rural family series), it usually runs 8-9 month duration.

2. action series

3. drama series

4. historical drama series: a drama program in which the basic plot is based on real historical record but for dramatic interest some fictional characters and stories are add.

children: a program, the target audience of which is mainly children (up to six grade) usually almost all cartoons, some game showed some movie and some series (sometimes soap opera type) for children to this category. Children programs usually hold educational contents, but unless a children program is formal (lecture or demonstrate type) educational type, it will be considered as children entertainment program.

5. cartoons

6. other child entertainment

7. children education program of which, as in formal school lectures, the delivery of educational content for children instead of entertainment is the major purpose.

8. miniseries: a television series of short duration that treats a single, complete theme or plot in a predetermined number of episodes (usually less than 10-15 episodes)

soap opera: a television serial dealing especially with domestic situations and frequently characterized by melodrama and sentimentality. It is composed of usually more than 50 episodes and plots extend long period of time. It is into weekday soap opera which usually runs 5 days a week for usually 60 minutes and weekends soap (twice a week) during weekend.

9. daytime soap

10. week evening soap

11. weekend soap

12. variety: a program which is composed of a variety of contents such as comedy, song, magic, sometime gossips mainly for entertainment purpose.

13. game show: program in which the participants compete with.

14. news: every kind of news programming

15. discussion: discussion programs which are dealing with both political, public affairs and general matters. Talk shows and interviews are included.

music- music shows and MTV type program

16. pop music

17. classical music

18. traditional music

19. comedy- A program the main purpose of which aims to make audience laugh by some ironic or funny plot. comedy mainly includes

comedy show and comedy variety (when comedy composes a major portion of the show)

20. sports: a program which telecasts major sport events. Sport news which is a portion of regular news is news. However, a separate sports news, documentary, non-fiction sport drama are sports.

21. secondary/elderly education: a program the main focus of which is providing alternative school education (formal lecture type programs : direct education programs) or valuable information (for example, health, leisure activities: indirect education program) for adult social member.

22. religious

23. government /election: a program which directly telecasts the presidential address, government announcement, military announcement, or major government events or ceremony, political meeting, election, etc.

24. documentary/information: include travel history and nature. a nonfiction program on single topic in which images and commentary and music are combined. It is usually produced for general audience.

25. cultural program: a TV program which deals with classical genres of arts such as, ballet, painting and sculpture, architecture, and traditional culture exploration, etc. cultural program includes documentary.

26. adult program

27. other

APPENDIX II
ONE WEEK SCHEDULES FOR LOCAL STATIONS

APPENDIX II: One Week Schedules for Local Stations (March 7 to 13, 1993)

TV Today

Sunday, March 7, 1993

TTV CHANNEL

06:00 Love of Countryside
06:30 Sunday Theater
07:00 Cartoon
07:30 Music for You, Me and Him/Her
09:00 One-Heart Bridge
09:30 U.S. NBA Professional Basketball
10:30 Children's Program
11:00 Questions to Ask (PTV)
12:00 Golden Stage (Taiwanese)
12:30 TTV Mandarin News
12:50 TTV Movie Theater:
"Critters II" Starring Scott
Grimes and Liane Curtis*
14:20 Film: War of the Worlds*
15:20 On the Move
15:50 Variety Show
16:50 Spotlight
17:40 Five Lights Talent Show**
19:00 TTV News, Sports
and Weather Report
19:30 Five Lights Talent Show**
20:00 News Bridge
20:10 Popular Movie Theater
(English)
22:30 Humor In Reading*
23:30 Mandarin One-Act Play

Monday, March 8, 1993

00:30 Murphy Brown (English)
01:00 Romantic Music**
02:00 Golden Channel
02:30 Social Education Feature

CTV CHANNEL

07:00 Between Heaven and Man
07:30 Aerobics
08:00 Feature Program
08:30 Climbers of A Fishing Village
08:00 TV English Classroom
09:30 Spring Is Here
10:00 Sound of Heavenly Bells
10:30 Taipei My Home
11:00 Today's Farming Village
11:30 Cultural Swing
12:00 CTV Noontime News
12:20 Happy Sunday
13:00 50 Strokes
14:00 Diamond Theater
14:30 Full House
15:00 Warm Thoughts
Of A Lifetime
15:30 Ninja Turtles
16:00 Peter Pan

16:30 Feelings of Adolescence
17:00 Sunday Live:
Who Will Speak?
18:00 Run Around The Earth
(Variety Program)
19:00 CTV News World Report
19:30 Mainland China Adventure
20:00 News Bridge
20:10 Popular Chinese Movie
22:00 CTV Theater

Monday, March 8, 1993

00:00 Drama Series:
Freddy's Nightmare
01:00 Program Line-up

CTS CHANNEL

06:00 Public Administration
06:30 Economics
07:00 CTS Morning News
07:25 Chinese Word for the Day
07:30 Social Administration
08:00 Financial Administration
08:30 Chinese Language
09:00 Administration Law
09:30 Public Construction
09:33 Questions & Solutions
10:00 Religious Program
10:03 PTV Programs
Challenge to Nature
11:00 CTS News Plaza

12:00 CTS Noontime News
12:20 Game Show
14:10 Family Fun
15:00 The World Around Us
15:50 Blockbuster Film (Mandarin)
17:30 Laughing Star Hits Earth
(Variety Show)
19:00 CTS Evening News
19:30 This Family of Ours
20:00 News Bridge
20:10 Diamond Stage
22:10 Feature Film
23:10 Social Education Feature
23:13 The Birth of Europe:
The Glacial Epoch (PTV)

Monday, March 8, 1993

00:10 Sunday Movie: "Kung-Fu"
01:07 Basic Labor Law
01:10 Youth Rhythm**
01:40 Musical Bloom**
02:10 Program Line-up

(Schedule is subject to change.)

TV Today

Monday, March 8, 1993

TTV CHANNEL

06:20 Cool place
06:30 TTV Morning News
08:30 Sunflowers
09:00 New Popeye
09:30 Filling the Society with Love
10:00 Health and Life
10:30 Mother's Classroom
10:45 Golden Bell
Foreign Film Screening: "Operation Smile" (Hong Kong)
11:15 TTV Taiwanese News (with Report on Agriculture)
12:00 Happy Days (Taiwanese Variety Show)
12:30 TTV Mandarin News
13:00 Taiwanese Drama Series
13:30 Taiwan Provincial Mailbox
13:40 Mandarin Drama Series: Postman Rings Thrice
14:30 TTV Sports Highlights
16:00 Children's Program
16:25 Fax of Life
16:50 Moonman (Cartoon)
17:20 Today's Songs
17:30 Cartoon: Robin Hood
18:00 Good Strike (Quiz Show)
18:30 Taiwanese Drama Series: Story of a Fairy
19:00 TTV News, Sports and Weather Report
19:40 Shining Avenue
20:00 Mandarin Drama Series: Story of Ma Hsin-i
21:00 Social Education Film
21:03 Discovering Oneself (PTV)
21:30 Happy Spin
22:00 TTV News Hotline
23:00 Social Education Feature
23:03 All About Books
23:30 TTV News World Report

Tuesday, March 9, 1993

00:10 Jake and the Fatman (English)
01:10 Popular Jukebox
01:30 Program Line-up

CTV CHANNEL

06:20 Good Friends
06:30 Good Morning China
08:15 Tips about Living
08:33 PTV: Popcorn
09:00 BBC Practical English
09:30 Taiwanese Drama Series: Peter Pan
10:30 Ninja Turtles
11:00 CBS Evening News
11:20 CTV Hakka/Taiwanese News
12:00 CTV Noontime News
12:30 Taiwanese Drama Series: The Great Prince
13:00 Taiwanese Variety Show

13:30 Mandarin Drama Series: Chen Yuan-yuan
14:30 Chinese Opera
16:00 Fine Circle in Life
16:30 Towards the Peak
17:00 Children's Tales
17:30 Social Education Film
17:33 PTV: Leisure Program
18:00 Taiwanese Drama Series
18:30 When the Egg Meets the Stone (Variety Show)
19:00 CTV News World Report
20:00 Mandarin Drama Series
21:00 Social Education Film
21:03 PTV Program
21:30 CTV's Drama Workshop: The Purple Tulip
23:00 CTV Nightline News
23:30 Thirtysomething (English)

Tuesday, March 9, 1993

00:40 Music From The Heart
00:55 Shining Star
02:30 Program Line-up

CTS CHANNEL

06:55 Chinese Word for the Day
07:00 Good Morning Today
08:10 Everyday English (Replay)
08:15 Greeting the Morning Sun
09:10 CTS Lecture
10:10 ABC English News
10:35 Buddhist Program
10:45 Chinese Word for the Day
10:50 Taiwanese Drama Series (Replay)
11:20 CTS Hakka/Taiwanese News
12:00 CTS Noontime News
12:30 Lucky Draw Game Show
13:00 Rock Music Program
13:30 Buddhist Program
13:35 Mandarin Drama Series (Replay)

14:35 Tour of the Countryside
15:05 Sports World (Basketball Game)
16:30 Long Live Daddy (Replay)
17:00 Captain Planet (Cartoon)
17:30 Knights of Round Table
18:00 Variety Show
18:30 Drama Series: Miner's Wife Chiu-tien
19:00 CTS Evening News
19:30 Variety Show
20:00 Mandarin Drama Series: Pao Ching-tien
21:00 Social Education Film: International Perspective
21:30 Mandarin Drama Series
22:00 Liu Po-wen's Story
23:00 CTS Late Night News
23:45 Feature Film

TV Today

Tuesday, March 9, 1993

TTV CHANNEL

- 06:20 Cool Place
- 06:30 TTV Morning News
- 08:30 Sunflowers
- 09:00 Cooking With Fu Pei-mei
- 09:30 Folk Arts Program
- 10:00 From Today 'Til Tomorrow
- 10:30 Mother's Classroom
- 10:45 Golden Bell Award
Foreign Film Screening:
"Operation Smile"
(Hong Kong)
- 11:15 TTV Taiwanese News
(With Report on Agriculture)
- 12:00 Taiwanese Variety Show:
Happy Days
- 12:30 TTV Mandarin News
- 13:00 Taiwanese Drama Series
- 13:30 Mandarin Drama Series:
Postman Rings Thrice
- 14:30 Feature Program
- 15:00 Taipei My Home
- 15:30 Life's Episodes
of Human Interest
- 16:00 Children's Program
- 16:25 Cartoon
- 16:50 Little Genius
- 17:20 Today's Songs
- 17:30 Happy Baby
- 18:00 Good Strike (Quiz Show)
- 18:30 Taiwanese Drama Series:
Story of a Fairy
- 19:00 TTV News, Sports and
Weather Report
- 19:40 Shining Avenue
- 20:00 Mandarin Drama Series:
Story of Ma Hsin-I
- 21:00 Social Education Film
- 21:03 Storytelling by A-kung (PTV)
- 21:30 Happy Spin (Variety Show)
- 22:00 China
- 23:00 Social Education Film
- 23:03 Chinese Paintings (PTV)
- 23:30 TTV News World Report

Wednesday, March 10, 1993

- 00:10 Scene of Crime
- 01:10 Popular Jukebox
- 01:30 Program Line-up

CTV CHANNEL

- 06:20 Good Friends
- 06:30 Good Morning, China
- 08:15 Tips on Living
- 08:33 A Nurse's Journal (PTV)
- 09:00 Children's World
- 09:30 Taiwanese Drama Series
- 10:00 House of Elliott
- 11:00 CBS Evening News
- 11:20 CTV Hakka/Taiwanese News
- 12:00 CTV Noontime News
- 12:30 Taiwanese Drama Series:
The Great Prince
- 13:00 Taiwanese Variety Show

- 13:30 Mandarin Drama Series:
Chen Yuan-yuan
- 14:30 Sports Program
- 15:30 700 Club
- 16:00 Beautiful World
- 16:30 Feature Program
- 17:00 World of Children's Tales
- 17:30 Social Education Film
- 17:33 PTV Program
- 18:00 Taiwanese Drama Series
- 18:30 Variety Show:
When the Egg Meets the Stone
- 19:00 CTV News World Report
- 20:00 Mandarin Drama Series
- 21:00 Social Education Film
- 21:03 PTV Program:
Customs and Practices
- 21:30 Women, Women
- 23:00 CTV Nightline News
- 23:40 Professional Baseball

Wednesday, March 10, 1993

- 03:00 Program Line-up

CTS CHANNEL

- 06:55 Chinese Word for the Day
- 07:00 Good Morning Today
- 08:10 Everyday English
- 08:15 CTS Lecture
- 09:10 Labor Laws
- 09:13 Public TV Program
- 10:10 US ABC English News
- 10:35 Buddhist Program
- 10:45 Chinese Word for the Day
- 10:50 Drama Series (Replay)
- 11:20 CTS Hakka/Taiwanese News
- 12:00 CTS Noontime News
- 12:30 Lucky Draw Game Show
- 13:00 Rock Music Program
- 13:30 Buddhist Program
- 13:35 Drama Series (Replay)

- 14:35 Faith and Life
- 15:05 Sports World
- 16:30 Long Live Daddy (Replay)
- 17:00 Children's Program
- 17:30 Super Baby
- 18:00 Variety Show
- 18:30 Variety Show
- 18:55 CTS Evening News
- 20:00 Mandarin Drama Series:
Pao Ching-tien
- 21:00 Social Education Film
- 21:03 PTV Program About Birds
- 21:30 Hong Kong Drama Series
- 22:00 Caring About Taiwan Series
- 23:00 CTS Late Night News
- 23:45 Evening Of Golden Tunes

Wednesday, March 10, 1993

- 01:15 Buddhist Program (Replay)
- 01:20 Bright New World (Replay)
- 01:50 Program Line-up

TV Today

Wednesday, March 10, 1993

TTV CHANNEL

06:20 Cool Place
06:30 TTV Morning News
08:30 Sunflowers
09:00 Program About Idioms
09:30 Health and You
10:00 New Life 2000
10:30 Mother's Classroom
10:45 Golden Bell Award
Foreign Film Screening:
Seals/Dying
Flamingoes/Back To Africa
(Part 1) South Africa
11:15 TTV Taiwanese News
(With Report on Agriculture)
12:00 Taiwanese Variety Show:
Happy Days
12:30 TTV Mandarin News
13:00 Taiwanese Drama Series
13:30 Mandarin Drama Series:
Postman Rings Thrice
14:30 Growth and Study
15:00 On Filial Piety
15:30 Metropolis
16:00 Children's Program
16:25 Uncle Jerome's
English Teaching Program
16:50 Cartoon: New Popeye
17:20 Today's Songs
17:30 Final Battle (Cartoon)
18:00 Good Strike (Quiz show)
18:30 Taiwanese Drama Series
19:00 TTV News, Sports
and Weather Report
19:40 Shining Avenue
20:00 Mandarin Drama Series:
Story of Ma Hsin-i
21:00 Social Education Film
21:03 Modern Women's Theater
(PTV)
21:30 Happy Spin (Variety Show)
22:00 TTV Theater —
Playwrights' Series
23:00 Social Education Film
23:03 World of Folk Songs
23:30 TTV News World Report

Thursday, March 11, 1993

00:10 The Commish
Starring Michael Chiklis
and Theresa Saldana
01:10 Popular Jukebox
01:30 Program Line-up
CTV CHANNEL
06:20 Good Friends
06:30 Good Morning China
08:15 Tips on Living
08:33 My Lunch Box (PTV)
09:00 BBC Practical English
09:30 Taiwanese Drama Series
10:00 Hardcastle & McCormick
(English)
11:00 CBS Evening News
(English)
11:20 CTV Hakka/Taiwanese News
12:00 CTV Noontime News

12:30 Taiwanese Drama Series:
The Great Prince
13:00 Taiwanese Variety Show
13:30 Mandarin Drama Series:
Chen Yuan-yuan
14:30 Sports Program
15:30 Beautiful Life
16:00 Good Day, Formosa
16:30 Swordplay Drama (Cartoon)
17:00 Cartoon
17:30 Short Feature Film
17:33 PTV Program:
Magnified World
18:00 Taiwanese Drama Series
18:30 When the Egg Meets the Stone
(Variety Show)
19:00 CTV News World Report
20:00 Mandarin Drama Series
21:00 Short Feature Film
21:03 PTV Program: News Eye
21:30 Golden Theater —
Endless Love
23:00 CTV Nightline News
23:40 Life Goes On (English)

Thursday, March 11, 1993

00:40 Music From The Heart
00:55 Shining Stars
01:25 Program Line-up
CTS CHANNEL
06:55 Chinese Word For The Day
07:00 Good Morning Today
08:10 Everyday English
08:15 Good Life
09:10 Social Education Program
09:13 Loving (PTV)
09:40 Social Education Program
09:43 PTV Program
10:10 U.S. ABC English News
10:35 Buddhist Program
10:45 Chinese Word for the Day
10:50 Taiwanese Drama Series

(Rerun)

11:20 CTS Hakka/Taiwanese News
12:00 CTV Noontime News
12:30 Variety Show
13:00 Rock Musical Program
13:30 Buddhist Program
13:35 Drama Program (Rerun)
14:35 Palette of Colors
15:05 Sports World: Italian
Professional Soccer
16:30 Long Live Daddy (Rerun)
17:00 Children's Program
17:30 Disney Cartoon
18:00 CTS Variety Show
18:30 Taiwanese Drama Series:
Miner's Wife Chiu-han
18:55 CTS Evening News
19:30 Variety Show
20:00 Mandarin Drama Series:
Pao Ching-tien
21:00 Social Education Program
21:03 PTV Program: A Machine
That Can Think
21:30 Hong Kong Drama Series
22:00 CTS News Magazine
23:00 CTS Late Night News
23:45 Feature Program

Thursday, March 10, 1993

00:45 Music From the Heart
01:15 Buddhist Program
01:20 Program Line-up

(Schedule is subject to change.)

TV Today

Thursday, March 11, 1993

TTV CHANNEL

- 06:20 Cool Place
- 06:30 TTV Morning News
- 08:30 Good Deeds Beget Happiness
- 09:00 Social Education Film
- 09:30 TTV Lecture
- 10:30 Mother's Classroom
- 10:45 Golden Bell Award
- Foreign Film Screening:
"Seals/Dying Flamingoes/
Back To Africa" (Part 2)
South Africa
- 11:15 TTV Taiwanese News
(With Report on Agriculture)
- 12:00 Happy Days
(Taiwanese Variety Show)
- 12:30 TTV Mandarin News
- 13:00 Taiwanese Drama Series
- 13:30 Mandarin Drama Series:
Postman Rings Thrice
(Rerun)
- 14:30 30 Minutes
- 15:00 On Filial Piety
- 15:30 Moving Musical Note
- 16:00 Children's Program
- 16:25 Teen Wolf (Cartoon)
- 16:50 Urban Adolescents
- 17:20 Today's Songs
- 17:30 Observation Post
- 18:00 Good Strike (Quiz Show)
- 18:30 Taiwanese Drama Series:
Story of A Fairy
- 19:00 TTV News, Sports
and Weather Report
- 19:40 Shining Avenue
- 20:00 Mandarin Drama Series:
Story of Ma Hsin-i
- 21:00 Social Education Film
- 21:03 Forum on National Affairs
(PTV)
- 21:30 Happy Spin (Variety Show)
- 22:00 Drama Theater:
Heaven's Eye
- 23:00 Social Education Film
- 23:03 Symphony Talk (PTV)
- 23:30 TTV News World Report

Friday, March 12, 1993

- 00:10 Regular Series: "V"
- 01:10 Popular Jukebox
- 01:30 Program Line-up

CTV CHANNEL

- 06:20 Good Friends
- 06:30 Good Morning, China
- 08:15 Tips On Living
- 08:33 Folk Arts (PTV)
- 09:00 World of Children's Tales
- 09:30 Taiwanese Drama Series
- 10:00 Drama Series:
Life Goes On (English)
- 11:00 U.S. CBS Evening News
(English)
- 11:20 CTV Hakka/Taiwanese News
- 12:00 CTV Noontime News
- 12:30 Taiwanese Drama Series:
The Great Prince
- 13:00 Taiwanese Variety Show
- 13:30 Mandarin Drama Series:

- Chen Yuan-yuan
- 14:30 Sports Program
- 15:30 Modern Encyclopedia
- 16:00 Feature on Taiwan
- 16:30 Program for Parents
and Children
- 17:00 Children's World
- 17:30 Short Feature
- 17:33 PTV Program:
Children's Play
- 18:00 Taiwanese Drama Series
- 18:30 When the Egg Meets the Stone
(Variety Program)
- 19:00 CTV News World Report
- 20:00 Mandarin Drama Series
- 21:00 Short Feature
- 21:03 PTV Program: Columbus
and the Age of Discovery
- 21:30 Variety 100
- 23:00 CTV Nightline News
- 23:40 Drama Series:
House Of Elliot (English)

Friday, March 12, 1993

- 00:40 Music From The Heart
- 00:55 Shining Stars
- 01:25 Program Line-up

CTS CHANNEL

- 05:35 Chinese Word for the Day
- 05:40 Economics
- 06:10 Information Management
- 06:55 Chinese Word Of The Day
- 07:00 Good Morning Today
- 08:10 Feature Program
- 09:40 Feature on Taiwan
- 10:10 U.S. ABC English News
- 10:35 Buddhist Program
- 10:45 Chinese Word for the Day
- 10:50 Drama Series (Replay)
- 11:20 CTS Hakka/Taiwanese News
- 12:00 CTS Noontime News
- 12:30 Lucky Draw Game Show
- 13:00 Rock Musical Program
- 13:30 Buddhist Program

- 13:35 Mandarin Drama Series
(Rerun)
- 14:35 CTS Chinese Opera
- 16:05 Feature Program
- 16:30 Long Live Daddy
(Replay)
- 17:00 Felix the Cat*
(Cartoon)
- 17:30 Children's Program
- 18:00 CTS Variety Show
- 18:30 Drama Series:
Miner's Wife Chiu-lien
- 18:55 CTS Evening News
- 19:30 Variety Show
- 20:00 Mandarin Drama Series:
Pao Ching-tien
- 21:00 Social Education Film
- 21:03 Getting to Know Chinese
Medicine: Mint (PTV)
- 21:30 Drama Series
- 22:00 News Magazine
- 23:00 CTS Late Night News
- 23:45 Route Of the Stars

Friday, March 12, 1993

- 00:15 Reasonable Doubt
(English)
- 01:15 Music From The Heart
- 01:45 Buddhist Program
- 01:50 Program Line-up

TV Today

Friday, March 12, 1992

TTV CHANNEL

- 06:20 Cool Place
- 06:30 Good Morning
- 08:30 Everyday is Book Reading Day
- 09:00 Uncle Sun Tells Stories
- 09:30 Classroom of Life
- 10:20 Feeling For Countryside
- 10:50 TTV Taiwanese News
- 11:30 Happy Stage
- 12:00 Happy Days
- 12:30 TTV Mandarin News
- 13:00 Taiwanese Drama Series
- 13:30 Mandarin Drama Series
- 14:30 Taiwan Landscape
- 15:00 Filial Piety
- 15:30 Caring For You and Me
- 16:00 Children's Program
- 16:25 Jillion (Cartoon)
- 16:50 Widget (Cartoon)
- 17:20 Today's Songs
- 17:30 Cartoon: Three Kingdoms
- 18:00 Good Strike (Quiz Show)
- 18:30 Taiwanese Drama Series: Story of a Fairy
- 19:00 TTV News, Sports and Weather Report
- 19:40 Special: Prelude To The Golden Bell Award
- 20:00 Mandarin Drama Series: Story of Ma Hsin-i
- 21:00 Social Education Film
- 21:03 Fine Chinese Music (PTV)
- 21:30 Journey of 8,000 Miles
- 22:30 Arbor Day Special
- 23:00 Social Education Feature
- 23:03 Happiness at Work (PTV)
- 23:30 Tender Moment

Saturday, March 13, 1992

- 00:00 TTV News World Report
- 00:30 The World As Seen From Taipei
- 02:00 Popular Billboard
- 02:30 Program Line-up

CTV CHANNEL

- 06:20 Good Friends
- 06:30 Good Morning, China
- 08:15 Living Tips
- 08:33 PTV: Taiwan's Flora and Fauna
- 09:00 BBC Practical English
- 09:30 Taiwanese Drama Series
- 10:00 Thirtysomething (English)
- 11:00 CBS Evening News
- 11:20 CTV Hakka/Taiwanese News
- 12:00 CTV Noontime News
- 12:30 Taiwanese Drama Series: The Great Prince
- 13:00 Taiwanese Variety Show
- 13:30 Mandarin Drama Series: Chen Yuan-yuan
- 14:30 Sports Highlights
- 15:30 Life's Rhythm
- 16:00 Harbor City of Kaohsiung
- 16:30 Happy, Sweet Home
- 17:00 Cartoon
- 17:30 Short Feature
- 17:33 Musical Program (PTV)
- 18:00 Taiwanese Drama Series
- 18:30 When the Egg Meets the Stone (Variety Program)
- 19:00 CTV News World Report

20:00 Mandarin Drama Series: "Yellow Earth"

- 21:00 Short Feature
- 21:03 PTV Program: Countryside Cooking
- 21:30 Surpassing 90
- 22:30 Comedy Series: Room For Two (English)
- 23:00 CTV Nightline News
- 23:40 Friday Movie: Great LA Earthquake Part II (English)

Saturday, March 14, 1993

01:40 Program Line-up

CTS CHANNEL

- 06:55 Chinese Word for the Day
- 07:00 Good Morning Today
- 08:10 Everyday English (Replay)
- 08:15 Good Morning Today

- 09:10 Farming Program (Replay)
- 09:40 Farmers' World (Replay)
- 10:10 U.S. ABC English News
- 10:35 Buddhist Program
- 10:45 Chinese Word For The Day
- 10:50 Taiwanese Drama Series (Replay)
- 11:20 CTS Hakka/Taiwanese News
- 12:00 CTS Noontime News
- 12:30 Lucky Draw Game Show
- 13:00 Rock Music Program
- 13:30 On the Defense Line
- 14:00 Feature Program: TV Classroom (Kerun)
- 15:30 Taipei My Home
- 16:00 Special Program
- 17:00 Children's Program
- 17:30 CTS Children's World
- 18:00 CTS Variety Show
- 18:30 Drama Series: Miner's Wife Chiu-Hen
- 18:55 CTS Evening News
- 19:30 Variety Show
- 20:00 Mandarin Drama Series: Pao Ching-tien
- 21:00 Social Education Program
- 21:03 From Today 'til Tomorrow (PTV)
- 21:30 Creative Theater Workshop
- 22:30 Animated Drama Series
- 23:00 CTS Late Night News
- 23:30 Super Film: Who is the Killer? Part 2 (English)

Saturday, March 13, 1993

- 01:30 Youth Rhythm
- 02:00 Program Line-up

TV Today

Saturday, March 13, 1993

TTV CHANNEL

- 06:20 Cool Place
- 06:30 TTV Morning News
- 08:35 Cartoon New Popeye
- 08:50 Cartoon
- 09:20 Happy Farmer
- 09:50 Cartoon: Wish Kid
- 10:20 NBA Special Report (Basketball)
- 10:50 Spring In The Little Town
- 11:20 Golden Stage
- 11:50 Happy Stage
- 12:30 TTV Mandarin News
- 12:50 Chinese Folk Tales
- 14:10 Dark Justice*
- 15:10 Over The Top
- 15:30 Innocents
- 16:00 885 Heat Transfer
- 16:30 Drama Series: Story of Chang San-feng
- 17:30 My Secret Identity*
- 18:00 Chinese Heart
- 19:00 TTV News, Sports and Weather Report
- 19:30 Series: "Head of the Class"
- 20:00 Film Series: "Raven"
- 21:00 The Counterstrike*
- 22:00 Rosy Night
- 23:40 Mini-series: "Home Front" (English)

Sunday, March 14, 1993

- 01:40 Mini-Series: "Strauss Dynasty" Starring Anthony Higgins and Steven McGann
- 03:40 Social Education Film

CTV CHANNEL

- 06:20 Good Friends
- 06:30 Good Morning, China
- 08:15 Tips on Living
- 08:30 Feature Program
- 09:00 Taipei Marches Forward
- 09:30 Aerobics
- 10:00 Head of the Family
- 10:30 Cartoon
- 11:00 Religion and Life
- 11:30 Loving Heart
- 12:00 CTV Noontime News
- 12:20 Variety Program: Happy Fax
- 13:50 Oscar Theater: "Biloxi Blues" Starring Matthew Broderick and Christopher Walken
- 15:40 Variety Show
- 16:10 Youth Program
- 17:00 Hot Microphone
- 18:00 Happy Equation
- 19:00 CTV News World Report
- 19:30 Program on Mainland China
- 20:00 Variety Show: Date With Hsiao Yen
- 21:30 Variety Show: New Playground
- 22:30 Chinese Movie From Hong Kong

Sunday, March 14, 1993

00:00 Weekend Movie:

"Stealing Home" (English)
Starring Mark Harmon
and Jodie Foster

02:00 Short Feature Film

CTS CHANNEL

- 07:00 Good Morning Today
- 08:10 Feature Program (Replay)
- 09:40 Bright World
- 10:10 Introduction of This Week's Programs
- 10:25 Chinese Word for the Day
- 10:30 Farmer's World
- 10:57 Social Education Program
- 11:00 Disney Theater
- 12:00 CTS Noontime News
- 12:30 Variety Show

- 13:00 Legend of Child Deity Nacha
- 14:10 Good News! Happy News! (Weekly Variety)
- 15:10 Introducing Mainland China
- 16:00 Introducing Taiwan
- 16:30 World of Mischief
- 17:30 Pop Chart
- 19:00 CTS Evening News
- 19:30 This Family of Ours
- 20:00 Big Silver Screen (Chinese Film)
- 21:55 Quiz Show: Mainland Chinese Landscapes

Sunday, March 14, 1993

- 00:00 CTS Movie Theater: "False Witness" (English)
- 01:57 CTS Movie Review
- 02:00 Program Line-up

APPENDIX III
ONE WEEK SCHEDULES FOR STAR TV

APPENDIX II: One Week Schedules for Star TV (March 7 to 13, 1993)

STAR PLUS CHANNEL

March 7, 1993

- 07:00 Choppy & The Princess
- 07:30 Ovid & The Gang
- 08:00 Wide World Of Kids
- 08:30 Smoggies
- 09:00 Children's Room
- 09:30 Shadow Of The Stone
- 10:00 Terrahawks
- 10:30 The STAR Kid Show
- 11:30 The India Show (Replay)
- 12:00 Treasure Hunt: "Suffolk"
- 13:00 The Best Of Donahue: "If The Sex Is No Good It's The Woman's Fault!"
- 14:00 Ruth Rendell: "The Speaker Of Mandarin" (Part 2 of 3)
- 15:00 Movie: "Swordkill"
- 17:00 White Shadow
- 18:00 Movie Television
- 18:30 Eye On Asia: "Roads to Xanadu" (Part 2 of 4)
- 19:30 In The Picture
- 20:00 Movie: "Supercarrier — Pilot"
- 22:00 Love At First Sight
- 22:30 Lifestyles Of The Rich And Famous
- 23:30 In The Picture

March 8, 1993

- 00:10 The Wonder Years
- 00:40 The Diamond Brothers - South By South East
- 00:10 Movie: "Supercarrier II"
- 03:10 The Travel Magazine
- 03:30 The Bold & the Beautiful
- 04:10 Santa Barbara
- 05:00 Donahue: "How AIDS Changed The Face Of America" (Part 1)
- 06:00 Attitudes

SPORTS CHANNEL

March 7, 1993

- 07:30 Various: Wheels In Sport
- 08:00 Basketball: College Basketball
- Missouri At Oklahoma
- 10:00 Golf: US Men's PGA
- Los Angeles Open Day 3
- From Los Angeles, USA
- 12:00 Wrestling: World Wrestling Federation — Wrestling Mania
- 13:00 Auto Racing: International Motorsport News
- 14:00 Rugby: 5 Nations Championships
- England vs Scotland (Replay)
- 15:30 Various: Wheels In Sports
- 16:00 Soccer: European Soccer
- 17:00 Various: Trans World Sport
- 18:00 Golf: US Men's PGA
- Los Angeles Open Day 4
- From Los Angeles, USA
- 20:00 Auto Racing: 24 Hours Of Daytona 1993
- 21:00 Equestrian: McDowell's Indian Derby
- 22:00 Rugby: 5 Nations Championships — Wales vs. Ireland (Replay)
- 23:00 Cricket: West Indies vs. Pakistan From Durban

March 8, 1993

- 00:00 Soccer: European Soccer
- 01:00 Various: Trans World Sport
- 02:00 Golf: US Men's PGA
- Los Angeles Open Day 4
- From Los Angeles, USA
- 04:00 Auto Racing: 24 Hours Of Daytona 1993
- 05:00 Equestrian: McDowell's Indian Derby
- 05:30 Rugby: 5 Nations Championships — Wales vs. England (Replay)
- 07:00 Cricket: West Indies vs. Pakistan From Durban

MTV Channel

March 7, 1993

- 09:00 MTV Rockumentary: Genesis (Replay)
- 09:30 Week In Rock
- 10:00 Classic MTV
- 11:00 MTV Mon Amour: With Tommy Page
- 12:00 Music Video (VJ Angela Chow)
- 15:00 Music Video (VJ Sophiya) (Replay)
- 18:00 MTV Top 20: Video Countdown Asia (Replay)
- 20:00 MTV Unplugged: Steve Ray Vaughan / Joe Satriani (Replay)
- 20:30 Gone Taiwan: Harlem Yu (Chen Ching) (Replay)
- 21:00 Classic MTV (Replay)
- 22:00 Dial MTV (Repeat of Friday Edition)
- 23:00 MTV Mon Amour: With Tommy Page (Replay)

March 8, 1993

- 00:00 MTV Top 20: Video Countdown Asia (Replay)
- 02:00 The Grind (Replay)
- 02:30 Week In Rock (Replay)
- 03:00 Music Videos (VJ Angela Chow) (Replay)
- 06:00 Awake On the Wild Side (Angela Chow)

CHINESE CHANNEL

March 7, 1993

- 07:00 Nature of Taiwan (II)
- 07:30 Seddi
- 08:00 Hits Guy
- 09:00 Fortune Explorer
- 09:30 HK Classified Cases
- 10:00 Seddi
- 10:30 Wisdom Age
- 11:00 A La Mode (End)
- 11:30 UFO Saturday Night Carnival
- 12:30 HK Classified Cases
- 13:00 Nature of Taiwan (II)
- 13:30 Seddi
- 14:00 Johnny Walker Premiere: House On Fire
- 16:00 A La Mode (End)
- 16:30 A Star A Day: Liu Ho Qing
- 16:32 Wisdom Age
- 17:00 Polygram Supreme Hits
- 17:30 Seddi
- 18:00 A Star A Day: Liu Ho Qing
- 18:02 Pei Pei's Time (III)
- 18:30 Happy Family

- 19:00 A Star A Day: Liu Ho Qing
- 19:02 Chinese Acrobatics
- 19:30 Master Of Art In Japan
- 20:00 Fitto Music World
- 21:00 A Star A Day: Liu Ho Qing
- 21:06 Taiwan All Stars Baseball Match

March 08, 1993

- 00:00 Fence, Woman & Dog
- 01:00 Happy Family
- 01:30 Master Of Art In Japan
- 02:00 Chinese Acrobatics
- 02:30 Fitto Music World
- 03:30 Wisdom Age
- 04:00 Polygram Supreme Hits
- 04:30 Pei Pei's Time (III)
- 05:00 Music Beat
- 05:30 Happy Family
- 06:00 Chinese Acrobatics
- 06:30 Master Of Art In Japan

BBC WSTV CHANNEL

March 07, 1993

- 07:00 World News
- 07:25 Food And Drink (Replay)
- 08:00 World News
- 08:25 World News Week (Replay)
- 09:00 World News
- 09:10 Assignment (Replay)
- 10:00 World News
- 10:25 Film '83 (Replay)
- 11:00 World News
- 11:25 Kilroy (Replay)
- 12:00 World News
- 12:25 Public Eye (Replay)
- 13:00 World News
- 13:25 A Question of Sport (Replay)
- 14:00 World News
- 14:25 Network East Extra (Replay)
- 15:00 World News
- 15:25 The Late Show
- 16:00 World News
- 16:25 How Do You Manage? (Replay)
- 17:00 World News
- 17:25 World News Week (Replay)
- 18:00 World News
- 18:25 Public Eye (Replay)
- 19:00 World News
- 19:25 Mastermind (Replay)
- 20:00 World News
- 20:10 Assignment (Replay)
- 21:00 World News
- 21:25 The Late Show (Replay)
- 22:00 World News Headlines
- 22:05 Frost
- 23:00 World News
- 23:25 On The Record

March 08, 1993

- 00:00 World News
- 00:25 Question of Sport (Replay)
- 01:00 World News
- 01:25 World News Week (Replay)
- 01:25 World News Week (Replay)
- 02:00 World News
- 02:25 The Late Show (Replay)
- 03:00 World News
- 03:25 On The Record (Replay)
- 04:00 World News Headlines
- 04:05 Frost (Replay)
- 05:00 World News
- 05:25 Question of Sport (Replay)
- 06:00 World News
- 06:25 World News Week (Replay)

STAR PLUS CHANNEL

March 8, 1993

- 07:00 Sharky & George
- 07:30 Wide World Of Kids
- 08:00 Force Five: Danguard Ace
- 08:30 Sharky & George
- 09:00 Wide World Of Kids
- 09:30 Force Five: Danguard Ace
- 10:00 Jack Thompson Down Under
- 10:30 Jupiter Moon
- 11:00 Attitudes
- 12:00 Image Workshop
- 13:00 Santa Barbara
- 13:50 Hollywood Stars
- 14:00 The Bold And The Beautiful
- 14:30 Donahue: "Squabbling Teen Sisters"
- 15:30 Slim Cooking
- 16:00 Attitudes
- 17:00 Riviera
- 17:30 Wide World of Kids
- 18:00 KTV
- 18:30 Jack Thompson Down Under
- 19:00 Video Fashion Special: "Be Beautiful"
- 19:30 Thailand Panorama
- 20:00 Movie: "Supercarrier II"
- 22:00 Riviera
- 22:30 Hollywood Stars
- 22:40 The Bold & The Beautiful
- 23:10 Santa Barbara

March 9, 1993

- 00:10 Remington Steele
- 01:10 Movie: "Supercarrier III"
- 03:10 Movie Television
- 03:40 The Bold & The Beautiful
- 04:10 Santa Barbara
- 05:00 Donahue: "How Aids Changed The Face Of America"
- 06:00 Attitudes

SPORTS CHANNEL

March 8, 1993

- 07:30 Cricket: West Indies vs. Pakistan — From Durban
- 08:00 Soccer: European Soccer
- 09:00 Various: Trans World Sport
- 10:00 Golf: US Men's PGA Los Angeles Open Day 4 From Los Angeles, USA
- 12:00 Auto Racing: 24 Hours Of Daytona 1993
- 13:00 Equestrian: McDowells Indian Derby
- 13:30 Rugby: 5 Nations Championships Wales vs. Ireland (Replay)
- 15:00 Cricket: West Indies vs. Pakistan From Durban
- 16:00 Basketball: College Basketball CBK UNCC At Louisville
- 18:00 Various: Primebodies
- 18:30 Auto Racing: British F3 1992 Series
- 19:00 Tennis: Tennis Championships — Scottsdale USA First Semi-Final
- 21:00 Tennis: Tennis Championships — Scottsdale USA Second Semi-Final
- 23:00 Cricket: South Africa vs. Pakistan From Centurion Park

March 9, 1993

- 00:00 Basketball: College Basketball — UNCC At Louisville
- 02:00 Various: Primebodies
- 02:30 Auto Racing: British 1992, F3 Series
- 03:00 Tennis: Tennis Championships — Scottsdale USA First Semi-Final
- 05:00 Tennis: Tennis Championships — Second Semi-Final

MTV CHANNEL

March 8, 1993

- 08:00 MTV's Most Wanted (VJ Nonie)
- 09:00 Dial MTV (VJ Nonie)
- 10:00 Classic MTV (VJ Danny)
- 11:00 MTV Prime (VJ David Wu)
- 13:00 VJ Danny McGill
- 16:00 VJ Sophiya
- 18:00 MTV Prime (VJ David Wu) (Replay)
- 20:00 The Day in Rock
- 20:10 3 From One
- 20:30 The Grind
- 21:00 MTV's Most Wanted (Replay)
- 22:00 Dial MTV (Replay)
- 23:00 MTV Mon Amour (Angela)

March 9, 1993

- 00:00 Classic MTV (Replay)
- 01:00 VJ Sophiya (Replay)
- 03:00 Music Videos (Replay) (VJ Danny McGill)
- 05:00 The Day in Rock
- 05:10 3 From One
- 05:30 The Grind (Replay)
- 06:00 Awake On The Wild Side (Angela Chow)

CHINESE CHANNEL

March 8, 1993

- 07:00 Pei Pei's Time (III)
- 07:30 Seddi
- 08:00 Wisdom Age
- 08:30 Polygram Supreme Hits
- 09:00 Fence, Woman & Dog
- 10:00 Chinese Acrobatics
- 10:30 Polygram Supreme Hits
- 11:00 Taiwan All Stars Baseball Match
- 14:00 Fitto Music World
- 15:00 Fence, Woman, & Dog
- 16:00 Master Of Art In Japan
- 16:30 A Star A Day — Wang Dan Feng
- 16:32 S.T.U.
- 17:00 Eggs Crash Rocks (II)
- 17:30 Peter Pan
- 18:00 A Star A Day — Wang Dan Feng
- 18:02 Music Beat
- 18:15 Stardust Memories
- 18:45 A Star A Day — Wang Dan Feng
- 18:47 Thunder Knight
- 19:45 Fitto Music World
- 20:00 Financial News Report
- 20:10 A Star A Day — Wang Dan Feng
- 20:15 Paradise Of Love
- 21:20 Stars From UFO
- 21:25 Merciless Law
- 22:25 Stars from UFO
- 22:30 Four Generations

- 23:20 Financial News Report (Replay)
- 23:30 The Best Of China

- 23:55 A Star A Day — Wang Dan Feng

March 9, 1993

- 00:00 Paradise Of Love
- 01:00 Thunder Knight
- 02:00 S.T.U.
- 02:30 Stardust Memories
- 03:00 Merciless Law
- 04:00 The Best Of China
- 04:30 Eggs Crash Rocks (II)
- 05:00 Four Generations
- 06:00 Thunder Knight

BBC WSTV CHANNEL

March 8, 1993

- 07:00 World News
- 07:25 World Business Report
- 08:00 World News
- 08:15 Asia Today
- 08:25 The Money Program (Replay)
- 09:00 World News
- 09:25 How Do You Manage? (Replay)
- 10:00 World News
- 10:15 Asia Today
- 10:25 On The Record (Replay)
- 11:00 World News
- 11:15 Asia Today
- 11:25 Food And Drink (Replay)
- 12:00 World News
- 12:25 Floyd On France (Replay)
- 13:25 Kilroy
- 14:00 World News
- 14:30 BBC Business Morning
- 15:00 World News
- 15:25 Horizon (Replay)
- 16:00 World News
- 16:25 Horizon (Replay)
- 17:00 World News
- 17:25 World News Day
- 18:00 World News
- 18:25 World News Day
- 19:00 World News
- 19:25 Holiday
- 20:00 World News
- 20:15 The Money Program (Replay)
- 21:00 World News
- 21:25 News From London
- 22:00 World News
- 22:25 The Clothes Show (Replay)
- 23:00 World News
- 23:15 World Business Report
- 23:25 Floyd On France (Replay)

March 9, 1993

- 00:00 World News
- 00:05 Food And Drink (Replay)
- 01:00 World News
- 01:15 The Money Program (Replay)
- 02:00 World News
- 02:25 News from London
- 03:00 World News
- 03:25 Challenge By Fire
- 04:00 World News
- 04:25 Challenge By Fire
- 05:00 World News
- 05:25 News From London
- 06:00 World News
- 06:25 Film '93 (Replay)

STAR PLUS CHANNEL

March 9, 1993

- 07:00 Choppy and The Princess
- 07:30 Dinky Dog
- 08:00 Force Five: Starvengers
- 08:30 Choppy & The Princess
- 09:00 Dinky Dog
- 09:30 Force Five: Starvengers
- 10:00 Just For The Record
- 10:30 Jupiter Moon
- 11:00 Attitudes
- 12:00 Jane Wallace
- 13:00 Santa Barbara
- 13:50 Hollywood Stars
- 14:00 The Bold & the Beautiful
- 14:30 Donahue: "Love American Style: Russian Import Brides"
- 15:30 Yan Can Cook
- 16:00 Attitudes
- 17:00 Riviera
- 17:30 Kaboodle II
- 18:00 Streetnoise
- 18:30 Just for the Record
- 19:00 The Best of Donahue: "If the Sex Is No Good It's The Woman's Fault"
- 20:00 Movie: "Supercarrier III"
- 22:00 Riviera
- 22:30 Hollywood Stars
- 22:40 The Bold and the Beautiful
- 23:10 Santa Barbara

March 10, 1993

- 00:00 Perfect Scoundrels
- 01:10 Movie: "The Appointment"
- 03:10 Video Fashion News: "Uptown New York"
- 03:40 The Bold & the Beautiful
- 04:10 Santa Barbara
- 05:00 Donahue: "The Business Of Selling Your Body Parts"
- 06:00 Attitudes

SPORTS CHANNEL

March 9, 1993

- 07:00 Cricket: South Africa vs. Pakistan
- 08:00 From Centurion Park
- 08:00 Basketball: College
- 08:00 Basketball — UNCC
- 08:00 At Louisville
- 10:00 Various: Primebodies
- 10:30 Auto Racing: British F3, 1992 Series
- 11:00 Tennis: Tennis Championships — Scottsdale, USA
- 11:00 First Semi-Final
- 13:00 Tennis: Tennis Championships — Scottsdale USA
- 13:00 Second Semi-Final
- 15:00 Cricket: South Africa vs. Pakistan

- 16:00 From Centurion Park
- 16:00 Lacrosse: Major Indoor Lacrosse League
- 16:00 Baltimore At Philadelphia
- 18:00 Various: Primebodies
- 18:30 Hockey: College
- 18:30 Ice Hockey — CCHA
- 21:00 Tennis: Tennis Championships
- 21:00 Scottsdale, USA (Final)
- 23:00 Cricket: South Africa vs. West Indies
- 23:00 From Blowerfontein

March 10, 1993

- 00:00 Lacrosse: Major Indoor Lacrosse League
- 02:00 Baltimore At Philadelphia
- 02:00 Various: Primebodies
- 02:30 Hockey: College
- 02:30 Ice Hockey — CCHA
- 05:00 Tennis: Tennis Championships
- 05:00 Scottsdale, USA (Final)

MTV CHANNEL

March 9, 1993

- 08:00 MTV's Most Wanted (VJ Nonie)
- 09:00 Dial MTV (VJ Nonie)
- 10:00 Classic MTV (VJ Danny)
- 11:00 MTV Prime (VJ David Wu)
- 13:00 Music Videos (VJ Danny McGill)

- 16:00 Music Videos (VJ Sophiya)
- 18:00 MTV Prime (VJ David Wu) (Replay)
- 20:00 The Day in Rock
- 20:10 3 From One
- 20:30 The Grind
- 21:00 MTV's Most Wanted (Replay)
- 22:00 Dial MTV (Replay)
- 23:00 MTV Mon Amour (Angela)

March 10, 1993

- 00:00 Classic MTV (Replay)
- 01:00 Music Videos (VJ Sophiya)
- 02:00 MTV Unplugged: Elton John
- 02:30 MTV Documentary: ACDC
- 03:00 Music Videos (VJ Danny McGill)
- 05:00 The Day In Rock
- 05:10 3 From One
- 05:30 The Grind (Replay)
- 06:00 Awake On The Wild Side (Angela Chow)

CHINESE CHANNEL

March 9, 1993

- 07:00 Eggs Crash Rocks (II)
- 07:30 Peter Pan
- 08:00 S.T.U.
- 08:30 Stardust Memories
- 09:00 Four Generations
- 10:00 Thunder Knight
- 11:00 Fitto Music World
- 11:30 Paradise Of Love
- 12:30 The Best of China
- 13:00 Eggs Crash Rocks (II)
- 13:30 Peter Pan
- 14:00 Four Generations
- 15:00 Stardust Memories
- 15:30 Merciless Law
- 16:30 A Star A Day - Zhang Da Chun
- 16:32 S.T.U.
- 17:00 Eggs Crash Rocks (II)
- 17:30 Peter Pan
- 18:00 A Star A Day - Xie Jin
- 18:02 Music Beat (MTV)
- 18:15 Stardust Memories
- 18:45 A Star A Day - Xie Jin
- 18:47 Thunder Knight
- 19:45 Fitto Music World
- 20:00 Financial News Report
- 20:10 A Star A Day - Zhang Da Chun
- 20:15 Paradise Of Love
- 21:20 Stars From UFO
- 21:25 Merciless Law
- 22:25 Stars From UFO
- 22:30 Four Generations

- 23:20 Financial News Report (Replay)

23:30 The Best of China

- 23:56 A Star A Day - Zhang Da Chun

March 10, 1993

- 00:00 Paradise Of Love
- 01:00 Thunder Knight
- 02:00 S.T.U.
- 02:30 Stardust Memories
- 03:00 Merciless Law
- 04:00 The Best Of China
- 04:30 Eggs Crash Rocks (II)
- 05:00 Four Generations
- 06:00 Thunder Knight

BBC WSTV CHANNEL

March 9, 1993

- 07:00 World News
- 07:25 World Business Report
- 08:00 World News
- 08:15 Asia Today
- 08:25 Newnight
- 09:00 World News
- 09:15 Panorama
- 10:00 World News
- 10:15 Asia Today
- 10:25 Newnight (Replay)
- 11:00 World News
- 11:25 Question Of Sport
- 12:00 World News
- 12:25 Mastermind (Replay)
- 13:00 World News
- 13:25 The Clothes Show (Replay)
- 14:00 World News
- 14:30 BBC Business Morning (Replay)
- 15:00 World News
- 15:25 Relative Values (Replay)
- 16:00 World News
- 16:25 Relative Values (Replay)
- 17:00 World News
- 17:25 World News Day
- 18:00 World News
- 18:25 World News Day
- 19:00 World News
- 19:25 Hockney's Fax Art
- 20:00 World News
- 20:15 Panorama (Replay)
- 21:00 World News
- 21:25 News From London
- 22:00 World News
- 22:25 Tomorrow's World
- 23:00 World News
- 23:15 World Business Report
- 23:25 Mastermind (Replay)

March 10, 1993

- 00:00 World News
- 00:25 3D
- 01:00 World News
- 01:15 Panorama (Replay)
- 02:00 World News
- 02:25 News From London
- 03:00 World News
- 03:25 DEA
- 04:00 World News
- 04:25 DEA
- 05:00 World News
- 05:25 News From London
- 06:00 World News
- 06:25 Floyd On France (Replay)

STAR TV STAR PLUS CHANNEL

March 10, 1993

- 07:00 The Little Flying Bears
- 07:30 Smoggies
- 08:00 Force Five: Spaceketeers
- 08:30 The Little Flying Bears
- 09:00 Smoggies
- 09:30 Force Five: Spaceketeers
- 10:00 Jack Thompson Down Under
- 10:30 Jupiter Moon
- 11:00 Attitudes
- 12:00 What Every Baby Knows
- 12:30 Mother's Day
- 13:00 Santa Barbara
- 13:50 Hollywood Stars
- 14:00 The Bold And The Beautiful
- 14:30 Donahue
- 15:30 Today's Gourmet
- 16:30 Attitudes
- 17:00 Riviera
- 17:30 Smoggies
- 18:00 Goodsports
- 18:30 Jack Thompson Down Under
- 19:00 Beyond 2000
- 20:00 Perfect Scoundrels
- 21:00 Remington Steele
- 22:00 Riviera
- 22:30 Hollywood Stars
- 22:40 The Bold & The Beautiful
- 23:10 Santa Barbara

March 11, 1993

- 00:00 Crystal Maze
- 01:10 Hill Street Blues
- 02:00 Holiday
- 03:10 The Spectacular World of Guinness Records
- 03:40 The Bold & The Beautiful
- 04:10 Santa Barbara
- 05:00 Donahue: "Can Alternative Medicine Replace The Doctor?"
- 06:00 Attitudes

SPORTS CHANNEL

March 10, 1993

- 07:00 Cricket: South Africa vs. West Indies From Bloemfontein
- 08:00 Lacrosse: Major Indoor Lacrosse League Baltimore At Philadelphia
- 10:00 Various: Primebodies
- 10:30 Hockey: CCHA College Ice Hockey

- 13:00 Tennis: Tennis Championships Scottsdale, USA (Final)
- 15:00 Cricket: South Africa vs. West Indies From Bloemfontein
- 16:00 Water Sports: Big 10 Women's Swimming & Diving Championships
- 18:00 Various: Primebodies
- 18:30 Hockey: International Ice Hockey Tournament Sweden — Sweden vs. Canada

- 20:00 Table Tennis: Asian Team Cup — Table Tennis Women's Singles Final
- 21:30 The Mountain Bike Show
- 22:00 Soccer: Wednesday Night Soccer: Scottish Cup 5th Round — Hibernian vs. St. Johnstone

March 11, 1993

- 00:00 Water Sports: Big 10 Women's Swimming & Diving Championships
- 02:00 Various: Primebodies
- 02:30 Soccer: European Soccer
- 03:30 Cycling: Mountain Bike Show
- 04:00 Soccer: LIVE League Cup 2nd Semi-Final Arsenal vs. Crystal Palace
- 06:00 Soccer: Wednesday Night Soccer: Scottish Cup 5th Round — Hibernian vs. St. Johnstone

MTV CHANNEL

March 10, 1993

- 08:00 MTV's Most Wanted (VJ Nonie)
- 09:00 Dial MTV (Nonie)
- 10:00 Classic MTV (Danny)
- 11:00 MTV Prime (VJ David Wu)
- 13:00 Music Videos (VJ Danny McGill)
- 16:00 Music Videos (VJ Sophiya)
- 18:00 MTV Prime (VJ David Wu) (Replay)
- 19:30 MTV Sports
- 20:00 The Day In Rock
- 20:10 3 From One
- 20:30 The Grind
- 21:00 MTV's Most Wanted (Replay)
- 22:00 Dial MTV (Replay)
- 23:00 MTV Mon Amour (Angela)

March 11, 1993

- 00:00 Classic MTV (Replay)
- 01:00 Headbangers Ball (Danny)
- 03:00 Music Videos (VJ Sophiya) (Replay)
- 05:00 The Day In Rock
- 05:10 3 From One
- 05:30 The Grind (Replay)
- 06:00 Awake On The Wild Side (Angela Chow)

CHINESE CHANNEL

March 10, 1993

- 07:00 Eggs Crash Rocks
- 07:30 Peter Pan
- 08:00 S.T.U.
- 08:30 Stardust Memories
- 09:00 Four Generations
- 10:00 Thunder Knight
- 11:00 Fitto Music World
- 11:30 Paradise Of Love
- 12:30 The Best Of China
- 13:00 Eggs Crash Rocks (II)
- 13:30 Peter Pan
- 14:00 Four Generations
- 15:00 Stardust Memories
- 15:30 Merciless Law
- 16:30 A Star A Day — Lin Xin Wei
- 16:32 S.T.U.
- 17:00 Eggs Crash Rocks (II)
- 17:30 Peter Pan
- 18:00 A Star A Day — Lin Xin Wei
- 18:02 Music Beat (MTV)
- 18:15 Stardust Memories
- 18:45 A Star A Day — Lin Xin Wei

- 18:47 Thunder Knight
- 19:45 Fitto Music World
- 20:00 Financial News Report
- 20:10 A Star A Day — Lin Xin Wei
- 20:15 Paradise Of Love
- 21:20 Stars From UFO
- 21:25 Merciless Law
- 22:25 Stars from UFO
- 22:30 Four Generations
- 23:20 Financial News Report
- 23:30 The Best Of China
- 23:56 A Star A Day — Lin Xin Wei

March 11, 1993

- 00:00 Paradise Of Love
- 01:00 Thunder Knight
- 02:00 S.T.U.
- 02:30 Stardust Memories
- 03:00 Merciless Law
- 04:00 The Best Of China
- 04:30 Eggs Crash Rocks (II)
- 05:00 Four Generations
- 06:00 Thunder Knight

BBC WSTV CHANNEL

March 10, 1993

- 07:00 World News
- 07:25 World Business Report
- 08:00 World News
- 08:15 Asia Today
- 08:25 Newsnight
- 09:00 World News
- 09:15 Everyman
- 10:00 World News
- 10:15 Asia Today
- 10:25 Newsnight (Replay)
- 11:00 World News
- 11:15 Asia Today
- 11:25 The Clothes Show (Replay)
- 12:00 World News
- 12:25 Holiday (Replay)
- 13:00 World News
- 13:25 Kilroy
- 14:00 World News
- 14:30 BBC Business Morning
- 15:00 World News
- 15:25 Challenge By Fire (Replay)
- 16:00 World News
- 16:25 Challenge By Fire (Replay)
- 17:00 World News
- 17:25 World News Day
- 18:00 World News
- 18:25 World News Day
- 19:00 World News
- 19:25 Film '93
- 20:00 World News
- 20:10 Everyman (Replay)
- 21:00 World News
- 21:25 News from London
- 22:00 World News
- 22:25 Top Gear
- 23:00 World News
- 23:15 World Business Report
- 23:25 Holiday (Replay)

March 11, 1993

- 00:00 World News
- 00:25 The Clothes Show (Replay)
- 01:00 World News
- 01:10 Everyman (Replay)
- 02:00 World News
- 02:25 News from London
- 03:00 World News
- 03:25 Commanders
- 04:00 World News
- 04:25 Commanders
- 05:00 World News
- 05:25 News from London
- 06:00 World News
- 06:25 Mastermind (Replay)

(Schedule is subject to change.)

STAR TV

STAR PLUS CHANNEL

March 11, 1993

- 07:00 Ovid & The Gang
- 07:30 Gigglesnort Hotel
- 08:00 Force Five: Gaiking
- 08:30 Ovid & The Gang
- 09:00 Gigglesnort Hotel
- 09:30 Force Five: Gaiking
- 10:00 Just For The Record
- 10:30 Jupiter Moon
- 11:00 Attitudes
- 12:00 Image Workshop
- 13:00 Santa Barbara
- 13:50 Hollywood Stars
- 14:00 The Bold And The Beautiful
- 14:30 Donahue: "Street Performers Get Their Big Chance On Donahue"
- 15:30 Wok with Yan
- 16:00 Attitudes
- 17:00 Riviera
- 17:30 Gigglesnort Hotel
- 18:00 Terrahawks
- 18:30 Just For The Record
- 19:00 Holiday
- 20:00 The Crystal Maze
- 21:00 Hill Street Blues
- 22:00 Riviera
- 22:30 Hollywood Stars
- 22:40 The Bold & The Beautiful
- 23:10 Santa Barbara

March 12, 1993

- 00:10 Tour Of Duty
- 01:10 Stay Lucky
- 02:10 Beyond 2000
- 03:10 Travel, Travel: "Stowe, Vermont"
- 03:40 The Bold & The Beautiful
- 04:10 Santa Barbara
- 05:00 Donahue: "Doctor Ruth Tells How To Enjoy Safer Sex In Today's Modern Society"
- 06:00 Attitudes

SPORTS CHANNEL

March 11, 1993

- 08:00 Water Sports: Big 10 Women's Swimming & Diving Championships
- 10:00 Various: Primebodies
- 10:30 Hockey: International Ice Hockey Tournament Sweden—Sweden vs. Canada
- 12:00 Table Tennis: Asian Team Cup Table Tennis Women's Singles Final
- 13:30 Cycling: The Mountain

- 14:00 Soccer: Wednesday Night Soccer — Scottish Cup 5th Round — Hibernian vs. St. Johnstone

- 16:00 Baseball: Talking Baseball
- 16:30 Basketball: College Basketball — This Week In The Big East
- 17:00 Athletics: Texas Trail Endurance Run
- 18:00 Various: Primebodies
- 18:30 Various: Wheels In Sport
- 19:00 Auto Racing: International Motorsport News
- 20:00 Various: Trans World Sport
- 21:00 Golf: Kent Hong Kong Open H/L Asian Golf Tournament

- 22:00 Soccer: Cup Night League Cup 2nd Semi-Final Arsenal vs. Crystal Palace

March 12, 1993

- 00:00 Baseball: Talking Baseball
- 00:30 Basketball: College Basketball — This Week In The Big East
- 01:00 Athletics: Texas Trail Endurance Run
- 02:00 Various: Primebodies
- 02:30 Various: Wheels In Sport
- 03:00 Auto Racing: International Motorsport News
- 04:00 Various: Trans World Sport
- 05:00 Golf: Kent Hong Kong Open H/L Asian Golf Tournament
- 06:00 Soccer: Cup Night League Cup 2nd Semi-Final Arsenal vs. Crystal Palace

MTV CHANNEL

March 11, 1993

- 08:00 MTV's Most Wanted (Nonie)
- 09:00 Dial MTV (VJ Nonie)
- 10:00 Classic MTV (VJ Danny)
- 11:00 MTV Prime (VJ David Wu)
- 13:00 Music Videos (VJ Danny McGill)
- 16:00 Music Videos (VJ Sophiya)
- 18:00 MTV Prime (VJ David Wu) (Replay)
- 20:00 The Day In Rock
- 20:10 3 From One

- 20:30 The Grind
- 21:00 MTV's Most Wanted (Replay)
- 22:00 Dial MTV (Replay)
- 23:00 MTV Mon Amour (Angela)

March 12, 1993

- 00:00 Classic MTV (Replay)
- 01:00 Music Videos (VJ Sophiya) (Replay)
- 03:00 Music Videos (VJ Danny McGill) (Replay)
- 05:00 The Day In Rock
- 05:10 3 From One
- 05:30 The Grind (Replay)
- 06:00 Awake On The Wild Side (Angela Chow)

CHINESE CHANNEL

March 11, 1993

- 07:00 Eggs Crash Rocks (II)
- 07:30 Peter Pan
- 08:00 S.T.U.
- 08:30 Stardust Memories
- 09:00 Four Generations
- 10:00 Thunder Knight
- 11:00 Fitto Music World
- 11:30 Paradise Of Love
- 12:30 The Best Of China
- 13:00 Eggs Crash Rocks (II)
- 13:30 Peter Pan
- 14:00 Four Generations
- 15:00 Stardust Memories
- 15:30 Merciless Law
- 16:30 A Star A Day — Chen Xin Yi
- 16:32 S.T.U.
- 17:00 Eggs Crash Rocks (II)
- 17:30 Peter Pan
- 18:00 A Star A Day — Chen Xin Yi
- 18:02 Music Beat (MTV)
- 18:15 Stardust Memories
- 18:45 A Star A Day — Chen Xin Yi
- 18:47 Thunder Knight (End)
- 19:45 Fitto Music World
- 20:00 Financial News Report

- 20:10 A Star A Day — Chen Xin Yi
- 20:15 Paradise Of Love
- 21:20 Stars From UFO
- 21:25 Merciless Law
- 22:25 Stars From UFO
- 22:30 Four Generations
- 23:20 Financial News Report
- 23:30 The Best Of China
- 23:55 A Star A Day — Chen Xin Yi

March 12, 1993

- 00:00 Paradise Of Love
- 01:00 Thunder Knight (End)
- 02:00 S.T.U.
- 02:30 Stardust Memories
- 03:00 Merciless Law
- 04:00 The Best Of China
- 04:30 Eggs Crash Rocks (II)

- 05:00 Four Generations
- 06:00 Thunder Knight (End)

BBC WSTV CHANNEL

March 11, 1993

- 07:00 World News
- 07:25 World Business Report
- 08:00 World News
- 08:15 Asia Today
- 08:25 Newsnight
- 09:00 World News
- 09:25 Reportage (Replay)
- 10:00 World News
- 10:15 Asia Today
- 10:25 Newsnight (Replay)
- 11:00 World New
- 11:15 Asia Today
- 11:25 Tomorrow's World (Replay)

- 12:00 World News
- 12:25 Design Classics (Replay)
- 13:00 World News
- 13:25 Public Eye (Replay)
- 14:00 World News
- 14:30 BBC Business Morning
- 15:00 World News
- 15:25 DEA (Replay)
- 16:00 World News
- 16:25 DEA (Replay)
- 17:00 World News
- 17:25 World News Day
- 18:00 World News
- 18:25 World News Day
- 19:00 World News
- 19:25 Salmon Run
- 20:00 World News
- 20:25 Reportage (Replay)
- 21:00 World News
- 21:25 News From London
- 22:00 World News
- 22:25 Food and Drink
- 23:00 World News
- 23:15 World Business Report
- 23:25 Hockney's Fax Art (Replay)

March 12, 1993

- 00:00 World News
- 00:25 Tomorrow's World (Replay)
- 01:00 World News
- 01:25 Reportage (Replay)
- 02:00 World News
- 02:25 News from London
- 03:00 World News
- 03:25 Horizon
- 04:00 World News
- 04:25 Horizon
- 05:00 World News
- 05:25 News from London
- 06:00 World News
- 06:25 Holiday (Replay)

(Schedule is subject to changes.)

STAR PLUS CHANNEL

March 12, 1993

- 07:00 Size Small
- 07:30 Children's Room (Replay)
- 08:00 Force Five: Grandizer
- 08:30 Size Small
- 09:00 Children's Room (Replay)
- 09:30 Force Five: Grandizer
- 10:00 Jack Thompson Down Under
- 10:30 Jupiter Moon
- 11:00 Attitudes
- 12:00 Your Baby and Child
- 12:30 Growing Up Together
- 13:00 Santa Barbara
- 13:50 Hollywood Stars
- 14:00 The Bold and the Beautiful
- 14:30 Donahue: "Shot By Husband's Alleged Lover..."
- 15:30 Cooking At the Academy
- 16:00 Attitudes
- 17:00 Riviera
- 17:30 Children's Room (Replay)
- 18:00 Northwood
- 18:30 Jack Thompson Down Under
- 19:00 Movie Television
- 19:30 The Wonder Years
- 20:00 Tour Of Duty
- 21:00 Stay Lucky
- 22:00 Riviera
- 22:30 Hollywood Stars
- 22:40 The Bold & The Beautiful
- 23:10 Santa Barbara

March 13, 1993

- 00:10 Lifestyles Of The Rich & Famous
- 01:10 Lou Grant
- 02:10 Crime Story
- 03:10 St. Elsewhere
- 04:10 Treasure Hunt: Suffolk
- 05:00 The Tony Randall Show
- 05:30 Runaway With The Rich & Famous (Replay)
- 06:00 Adventure
- 06:30 Travel, Travel: Austria, Vienna

SPORTS CHANNEL

March 12, 1993

- 08:00 Baseball: Talking Baseball
- 08:30 Basketball: College Basketball This Week In The Big East
- 09:00 Athletics: Texas Trail Endurance Run
- 10:00 Various: Primebodies
- 10:30 Various: Wheels In Sport
- 11:00 Auto Racing: International Motorsport News

March 13, 1993

- 00:00 MTV Top 20 Video Countdown Europe (Replay)
- 02:00 Classic MTV (Replay)
- 03:00 Music Videos (VJ Danny McGill) (Replay)
- 05:00 The Day In Rock
- 05:10 3 From One
- 05:30 The Grind (Replay)
- 06:00 Music Videos (VJ Danny McGill)

CHINESE CHANNEL

March 12, 1993

- 07:00 Eggs Crash Rocks
- 07:30 Peter Pan
- 08:00 S.T.U.
- 08:30 Stardust Memories
- 09:00 Four Generations
- 10:00 Thunder Knight (End)
- 11:00 Fitto Music World
- 11:30 Paradise Of Love

- 12:30 The Best of China
- 13:00 Eggs Crash Rocks
- 13:30 Peter Pan
- 14:00 Four Generations
- 15:00 Stardust Memories
- 15:30 Merciless Law
- 16:30 A Star A Day — Li Ju Ming
- 16:32 S.T.U.
- 17:00 Eggs Crash Rocks
- 17:30 Peter Pan
- 18:00 A Star A Day — Li Ju Ming
- 18:02 Music Beat (MTV)
- 18:15 Stardust Memories
- 18:45 A Star A Day — Li Ju Ming
- 18:47 China Scene
- 19:15 5 Star Showcase
- 19:45 Fitto Music World
- 20:00 Financial News Report
- 20:10 A Star A Day — Li Ju Ming
- 20:15 Paradise Of Love
- 21:20 Stars From UFO
- 21:25 Stars & Shows: Crescent Moon (Siqing Gowa)
- 23:20 Stars From UFO
- 23:25 Financial News Report (Replay)
- 23:35 Diary Of A Nation
- 23:55 A Star A Day — Li Ju Ming

March 13, 1993

- 00:00 Paradise Of Love
- 01:00 China Scene
- 01:30 5 Star Showcase
- 02:00 S.T.U.
- 02:30 Stardust Memories
- 03:00 Diary Of A Nation
- 03:30 Fitto Music World
- 04:00 S.T.U.
- 12:00 Various: Trans World Sport
- 13:00 Golf: Kent Hong Kong Open H/L — Asian Golf Tour
- 14:00 Soccer: Cup Night League Cup Semi-Final — Arsenal vs. Crystal Palace
- 16:00 Various: Fish International
- 16:30 Basketball: College Basketball Report
- 17:00 Wrestling: WWF Wrestling Spotlight
- 18:00 Soccer: The Asian Football Show
- 19:00 Golf: Dan Marino Celebrity Classics
- 20:00 Billiards: European Snooker League
- 22:00 Boxing: USA Boxing — Garcia vs. Williams NABF Championships & Hopkins vs. Baptist USBA Title From Denver, USA

March 13, 1993

- 00:00 Various: Fish International
- 00:30 Basketball: College Basketball Report
- 01:00 Wrestling: WWF Wrestling Spotlight
- 02:00 Soccer: The Asian Football Show
- 03:00 Golf: Dan Marino Celebrity Classics
- 04:00 Billiards: European Snooker League
- 06:00 Boxing: USA Boxing — Garcia vs. Williams NABF Heavyweight Championship & Hopkins vs. Baptist USBA Title From Denver, USA

MTV CHANNEL

March 12, 1993

- 08:00 MTV's Most Wanted (VJ Nonie)
- 09:00 Dial MTV (VJ Nonie)
- 10:00 Classic MTV (VJ Danny)
- 11:00 MTV Prime (VJ David Wu)
- 13:00 Music Videos (VJ Danny McGill)
- 16:00 Music Videos (VJ Sophiya)
- 18:00 MTV Top 20 Video Countdown Europe
- 20:00 The Day In Rock
- 20:10 3 From One
- 20:30 The Grind
- 21:00 MTV's Most Wanted (Replay)
- 22:00 Dial MTV (Replay)
- 23:00 MTV Mon Amour (VJ Angela)

- 04:30 Eggs Crash Rocks
- 05:00 Paradise Of Love
- 06:00 Stardust Memories
- 06:30 5 Stars Showcase

BBC WSTV CHANNEL

March 12, 1993

- 07:00 World News
- 07:25 World Business Report
- 08:00 World News
- 08:15 Asia Today
- 08:25 Newsnight
- 09:00 World News
- 09:25 Question Time
- 10:00 World News
- 10:15 Asia Today
- 10:25 Newsnight (Replay)
- 11:00 World News
- 11:15 Asia Today
- 11:25 Top Gear (Replay)
- 12:00 World News
- 12:25 Film '93 (Replay)
- 13:00 World News
- 13:25 Kilroy
- 14:00 World News
- 14:30 BBC Business Morning
- 15:00 World News
- 15:25 The Commanders
- 16:00 World News
- 16:25 The Commanders
- 17:00 World News
- 17:25 World News Day
- 18:00 World News
- 18:25 World News Day
- 19:00 World News
- 19:25 Mastermind
- 20:00 World News
- 20:25 Question Time (Replay)
- 21:00 World News
- 21:25 News From London
- 22:00 World News
- 22:25 3D
- 23:00 World News
- 23:15 World Business Report
- 23:25 Film '93 (Replay)

March 13, 1993

- 00:00 World News
- 00:25 Top Gear (Replay)
- 01:00 World News
- 01:25 Question Time (Replay)
- 02:00 World News
- 02:25 News From London
- 03:00 World News
- 03:25 Relative Values
- 04:00 World News
- 04:25 Relative Values (Replay)
- 05:00 World News
- 05:25 News From London
- 06:00 World News
- 06:25 Public Eye (Replay)

(Schedule is subject to change.)

STAR TV STAR PLUS CHANNEL

March 13, 1993

- 07:00 Sharky & George
- 07:30 The Little Flying Bears
- 08:00 Size Small
- 08:30 Dinky Dog
- 09:00 Gigglesnort Hotel
- 09:30 Cartoon:
Last Of The Mohicans
- 10:30 The STAR Kid Show
- 11:30 Family Specials:
"Lies Of The Heart"
- 12:30 Attitudes
- 13:30 Today's Gourmet
- 14:00 Cooking At The Academy
- 14:30 Matinee Classics:
"Jane Eyre"
- 16:30 Holiday
- 17:30 The Travel Magazine
- 18:00 The Spectacular World
Of Guinness Records
- 18:30 Video Fashion Special—
"Be Beautiful"
- 19:00 Environmental Documentary
— After The Warming
(Part 1 of 2)
- 20:00 The Tony Randall Show
- 20:30 The Diamond Brothers:
South By South East
- 21:00 Lou Grant
- 22:00 Crime Story
- 23:00 St. Elsewhere

March 14, 1993

- 00:00 Ruth Rendell:
An Unwanted Woman
(Part 2 of 2)
- 01:00 Mini: "Chasing Rainbows"
(Part 3 of 7)
- 03:00 Movie Television
- 03:20 The Travel Magazine
- 04:00 White Shadow
- 05:00 Beyond 2000
- 06:00 Environmental Documentary
— After The Warming
(Part 1 of 2)

SPORTS CHANNEL

March 13, 1993

- 08:00 Various: Fish International
- 08:30 Basketball:
College Basketball Report
- 09:00 Wrestling:
World Wrestling
Federation (WWF) Spotlight
- 10:00 Soccer: The Asian
Football Show
- 11:00 Golf: Dan Marino
Celebrity Classic
- 12:00 Billiard: European
Snooker League
- 14:00 Boxing: USA Boxing —
Garcia vs. Williams NABF
Heavyweight Championship
Hopkins vs. Baptist
USBA Title,
From Denver, USA
- 16:00 Basketball:
College Basketball Big 8
— Nebraska At Kansas

- 18:00 Table Tennis: Asian Team
Cup Table Tennis Men's
Singles Final
- 19:30 Water Sport: Get Wet
- 20:00 Wrestling: World
Wrestling Federation
(WWF) Wrestling Mania
- 21:00 Golf: Doral Ryder Open
From Miami, USA Day 2
- 23:00 Squash: Leekes Welsh
Classic Squash

March 14, 1993

- 00:00 Basketball: College
Basketball Big 8 —
Nebraska At Kansas
- 02:00 Table Tennis:
Asian Team Cup
Table Tennis From Shanghai
Finals Men's Singles
& Doubles
- 04:00 Wrestling: World Wrestling
Federation Wrestling Mania
- 05:00 Golf: Doral Ryder Open:
From Miami, USA Day 2

MTV CHANNEL

March 13, 1993

- 09:00 MTV Top 20 Video
Countdown Asia
- 11:00 Gone Taiwan: Zhou Zhi Ping
- 11:30 MTV Sports (Replay)
- 12:00 Music Video (VJ Nonie)
- 15:00 Music Videos (VJ Danny)
(Replay)
- 18:00 MTV Top 20 Video
Countdown USA
- 20:00 MTV Documentary:
AC/DC (Replay)
- 20:30 Week In Rock
- 21:00 MTV Party Zone

March 14, 1993

- 00:00 MTV Top 20
Video Countdown USA
(Replay)
- 02:00 Dial MTV
(Repeat of Friday Edition)

- 03:00 Music Video (VJ Nonie)
(Replay)
- 06:00 Music Video (VJ Sophiya)
(Replay)

CHINESE CHANNEL

March 13, 1993

- 07:00 Eggs Crash Rocks (II)
- 07:30 Peter Pan
- 08:00 China Scene
- 08:30 Star Dust Memories
- 09:00 Stars & Shows:
Crescent Moon —
Siqin Goawa
- 11:00 Fitto Music World
- 11:30 Paradise Of Love
- 12:30 S.T.U.
- 13:00 China Scene
- 13:30 Peter Pan
- 14:00 5 Star Showcase
- 14:30 Stars & Shows:
Crescent Moon —
Siqin Goawa
- 16:00 Stardust Memories
- 16:30 A Star A Day —
Wang Xiu Feng
- 16:32 Wisdom Age
- 17:00 Nature Of Taiwan (II)
- 17:30 Seddi
- 18:00 A Star A Day —
Wang Xiu Feng
- 18:02 Hits Guy
- 19:00 A Star A Day —
Wang Xiu Feng
- 19:02 Fortune Explorer

- 19:30 Master Of Art In Japan
- 20:00 Entertainment Show
- 21:00 A Star A Day: Wang Xiu Feng
- 21:06 Yellow River (Replay)
- 22:00 UFO Saturday Night
Carnival
- 23:00 Hong Kong Classified Cases
- 23:30 A Star A Day —
Wang Xiu Feng
- 23:35 Vigorous Life
With Great Fun

March 14, 1993

- 00:00 Wisdom Age
- 00:30 Nature Of Taiwan (II)
- 01:00 Hits Guy
- 02:00 Fortune Explorer
- 02:30 Master Of Art In Japan
- 03:00 Entertainment Show
- 04:00 Vigorous Life
With Great Fun
- 04:30 Yellow River
- 05:30 UFO Saturday
Night Carnival
- 06:30 Wisdom Age

BBC WSTV CHANNEL

March 13, 1993

- 07:00 World News
- 07:25 How Do You Manage?
- 08:00 World News
- 08:25 Newnight
- 09:00 World News
- 09:25 Mastermind (Replay)
- 10:00 World News
- 10:25 Newnight (Replay)
- 11:00 World News
- 11:25 Killroy (Replay)
- 12:00 World News
- 12:25 Network East Extra
- 13:00 World News
- 13:25 Film '93
(Replay)
- 14:00 World News
- 14:25 How Do You Manage?
(Replay)
- 15:00 World News
- 15:25 The Late Show
- 16:00 World News
- 16:25 Public Eye
- 17:00 Australian Election
Coverage
- 18:00 World News
- 18:25 World News Week
- 19:00 World News
- 19:25 A Question of Sport
- 20:00 World News
- 20:25 The Clothes Show
- 21:00 World News
- 21:25 The Late Show
(Replay)
- 22:00 News Headlines
- 22:05 DEA
- 23:00 World News
- 23:25 Network East Extra
(Replay)

March 14, 1993

- 00:00 World News
- 00:25 Reportage
- 01:00 World News
- 01:10 Assignment
- 02:00 World News
- 02:25 The Late Show
(Replay)
- 03:00 World News
- 03:25 Network East Extra
(Replay)
- 04:00 News Headlines
- 04:05 DEA (Replay)
- 05:00 World News
- 05:25 UN World (Replay)
- 06:00 World News
- 06:25 Design Classics

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