The Artistudio Planning Co., Ltd.

1773rd Commissioners' Meeting (2025)

Case: The Artistudio Planning CO., Ltd. violated the Fair Trade Act by falsely advertising the "AKMU: On Air In Taipei" event as a concert
Keyword(s): Concert; music talk show; false or misleading advertising
Reference: Fair Trade Commission Decision of October 15, 2025 (the 1773rd Commissioners' Meeting); Disposition Kung Ch'u Tzu No.114095
Industry: Support Activities to Creative and Performing Arts (9030)
Relevant Law: Article 21 of the Fair Trade Act

Summary

1. The Artistudio Planning Co., Ltd. (hereinafter referred to as "Artistudio") organized the "AKMU: On Air In Taipei" event (hereinafter referred to as the "event at issue"). The ticketing webpage described the event as a "concert," while its fan page stated that it was "serving as the support team for the AKMU concert." However, the event at issue was a music talk show and was therefore suspected of being falsely advertised.

2. Findings of the FTC after investigation:
(1) The event at issue was organized by Artistudio. AKMU was a musical duo in Republic of Korea (hereinafter referred to as the "ROK"). In ROK, the term "concert" was commonly used to encompass entertainment events combining singing performances with interactive segments, whereas in Chinese Taipei, a concert was generally understood as a form of performance featuring a substantial number of songs.
(2) Artistudio communicated with the Korean company regarding the event at issue and was provided with the performance script, thereby confirming that the event at issue was a music talk show. Nevertheless, Artistudio did not disclose on the ticketing webpage, fan page, or through any other means that the event would be presented as a music talk show.
(3) According to the opinion provided by the Ministry of Culture, concerts

primarily featured popular music performances, whereas events such as fan meetings and autograph sessions focused on connecting with fans and mainly involved interactive activities such as conversations and question-and-answer sessions. A music talk show, on the other hand, combined interviews with musical performances and used conversations to deepen the audience's understanding of the singers and their songs. The Ministry of Culture considered that the nature of the event at issue could be assessed based on its principal focus and the core content of the event and that it could hardly be regarded as a concert.

3. Grounds for the disposition:

(1) Artistudio advertised the event at issue as a "concert," thereby giving the public the impression that AKMU would hold a concert domestically and that there would also be a support-team activity for the AKMU concert.

(2) According to Artistudio, the event at issue was a music talk show. Therefore, the actual format of the event was different from the concert advertised. Moreover, according to the opinion provided by the Ministry of Culture, the nature of the event at issue could be assessed based on its principal focus and the core content of the event, and it could hardly be regarded as a concert. The FTC therefore determined that the advertising claim was inconsistent with the facts and that the discrepancy was beyond what the general public or the relevant public could reasonably accept. The representation was sufficient to cause the general public to form an incorrect understanding of, or make an incorrect decision regarding, the content of the services provided at the event at issue and therefore violated Article 21, Paragraph 1 of the Fair Trade Act.

(3) After assessing the motive and purpose behind Artistudio's unlawful conduct, the inappropriate profit expected, the level of harm to trading order, the duration of the act, the profit obtained, as well as the business scale, management condition and market status of the offender, past violations, the corrections made, and cooperativeness throughout the investigation, the FTC cited the first section of Article 42 of the Fair Trade Act and imposed an administrative fine of NT$500,000 on Artistudio.

Appendix:

The Artistudio Planning Co., Ltd.'s Uniform Invoice Number: 83637816

Summarized by: Chen, Wei-Fan; Supervised by Lin, Jia-Te □