

Thailand's Digital Content Industry

Digital content industry involves the production, distribution, sales, and services of digital content such as animations, computer graphics, films, TV series, games, and modern forms of media including augmented reality (AR), virtual reality (VR), mixed reality (MR), cartoon characters, as well as e-learning.

Digital content may be defined as the actual content in daily lives transformed into digital format and communicated through any device (Any Content to Any Device), including computers, TVs, mobile phones, satellites, and the internet. There are two types of entrepreneurs in this industry: with own IP, and service providers.

Digital content is one of the five New S-Curve industries driven by technology, creativity, and innovation under the Thailand 4.0 policy which forms a bedrock of Thailand's future economic growth. It is expected that these industries will attract enormous amount of revenue into the country. Thailand's content industry is capable to grow further in the global market both in the forms of products and services. According to the latest data, in 2021, the value of Thailand's content revenue reached **USD 7 billion**. Of this, **USD 995 million** was from the movie industry, **USD 99.2 million** was from animations, **USD 46.8 million** was from characters, **USD 1.0 billion** was from games, and **USD 4.7 billion** was from softwares.

(Note: Data is provided by the Ministry of Culture and Digital Economy Promotion Agency)



Thai Gaming Industry



Total value of USD 1.0 billion representing **8%** growth (year 2021).



Total value of exports was **USD 10.7 million** representing a fall of **10%** from the year before.



Games on smartphone have experienced the highest growth, with the help of streamers who have transformed video followers to become actual gamers.



It is expected that the industry **will grow approximately 17% in 2024.**



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Overview and Supporting Factors



The Thai gaming market has continuously become more popular as seen in launches of new games by Thai entrepreneurs and the fact that more Thais have warmed towards games created Thai developers. The development of new smartphone functions have also contributed to better gaming experience. The key supporting factors can be summarized as follows:

1. Internet Penetration which has made it more convenient for users

as well as the development of devices such as smartphones and tablets that are more conducive to games.

2. Consumers in the Gaming Market usually have high purchasing power

as they are prepared to pay to receive premium and efficient products. They are also interested in upgrading their devices.

3. The spread of the COVID-19 Pandemic

has made certain groups of people spend more of their time indoor. As a result, the number of people playing online games has risen dramatically. This has led to the continuous growth of the gaming industry. Current export market: Japan, China, and South Korea.

Famous Thai Game Overseas

Home Sweet Home

Company: Yggdrasil Group Public Company Limited

Home Sweet Home is an adventurous and horror game, based on Thai beliefs and mysterious stories. The main protagonist is a Thai traditional dancer. A player needs to escape and hide from spirits while solving riddles along the way.

The game has been translated into 8 languages, namely English, French, German, Spanish, Japanese, Portuguese, Russian, and Chinese to accommodate players from around the world.

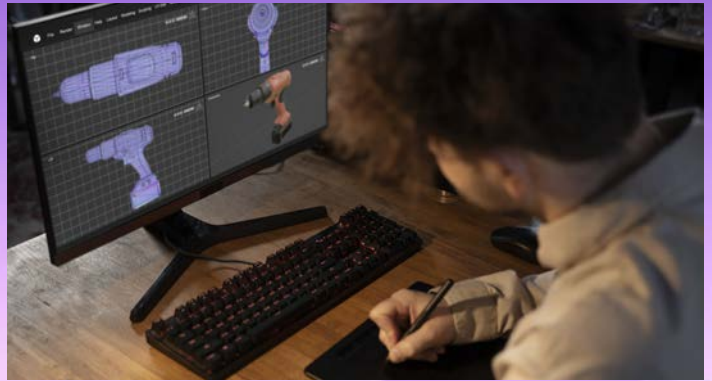


Yggdrasil is the top Visual Effects (VFX), animation, and game studio in Bangkok, Thailand. The company provides full production services for commercials, feature film, game, cinematic tv series, and VR360. Their talented artists and high-end equipment enable the company to deliver the highest quality work to an international market.

The game has been translated into 8 languages.



Thai Animation Industry



Total value of
USD 99.2 million
representing **11%**
decrease in growth (year 2021).



Total value of exports
was **USD 63.2 million**
representing an increase
of **32%**
from the year before.



The majority of the industry
work on the production
of animations
both in terms of stories
and visual effects to order.



There is a tendency
for the industry
to grow

due to the changing
behaviors and the decrease
in the number of film
contents, as well as
the emergence of new
platforms such as OTT.



The industry is
expected to grow by 10%
in 2024.



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Overview and Supporting Factors

Thailand's animation industry is likely to continue to grow, in line with the global digital content industry. Key factors that support the animation industry include behaviors of consumers who prefer to use social media, and content providers who have experienced the ease of promoting their own contents. These have led to the demand for a tremendous amount of new contents.

Moreover, there are a number of new platforms for contents, such as Disney Plus of Walt Disney. Other outstanding factors include highly competitive workforce, reasonable prices when compared to competitors, high level of flexibility, and outstanding creativity. They are the key factors leading to quality products and services. Current export market: Japan, South Korea, China, and the USA.

Famous Thai Animation Overseas

The Legend of Muay Thai: 9 Satra

Type: Animation

Company: Igloo Studio Company Limited



The Legend of Muay Thai: 9 Satra is an action/fantasy movie, featuring the magnificent story of “Aod”, a young man who has escaped from an island in the middle of the sea to help save the Rama Thepa Nakorn kingdom from the dark power of giants.

- Best Score from the Thailand National Film Association Awards 2019

Nine

Type: Animation

Company: The Monk Studios Company Limited



Nine is an animation movie adapted beautifully from a best-selling book “Nine Lives” by Songsin Tiewsomboon. It combines 2D and 3D techniques. This brilliant work of a young director and an art director Chawalit Kaewmanee and Wanitchaya Phraejunya have been selected to feature in more than 22 film festivals worldwide.

- **Best Animated Short Film**, Los Angeles Cinema Festival of Hollywood
- **Best Animated Visual**, Los Angeles New Wave International Film Festival
- **Best Animation**, World Arts Film Festival
- **Best Animation**, Williamsburg International Film Festival 2014
- **Best Animation** from Los Angeles Film and Script Festival (fall) 2015
- **Best Animated Short Film** from California International Shorts Festival (Spring), 1st place Animation from Los Angeles Movie Awards 2011
- **Best Short Film** from Tulsa United Film Festival 2011

May Who?

Type: Visual Effects
Company: ASAP Corporation
 Company Limited (RIFF Studio)



May Who? was a very popular movie in Thailand, China, and Japan.



Homestay

Type: Visual Effects
Company: Yggdrasil Group Public Company Limited



The movie won the Suphannahong National Film Awards in 2019 for Best Visual Effects.





Thai Character Industry



Total value of **USD 46.8 million** representing 18% decrease in growth (year 2021).



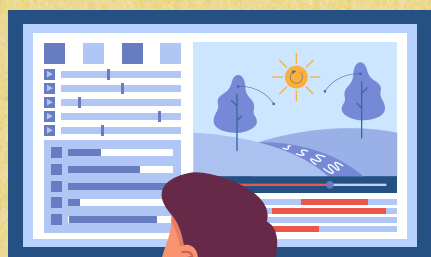
Total value of exports was **USD 1.1 million** representing an increase of **10%** from the year before.



While the number of contractors remains low, **its growth has been remarkable in line** with the growing consumer base. The COVID-19 pandemic has contributed to greater popularity of toy products. NFT has also played a role in generating income.



The industry is **expected to grow by 14%** in 2024.



Overview and Supporting Factors

Thailand's character industry is set to expand further due to the growth of technology and social media worldwide. The COVID-19 pandemic has opened up opportunities in the market for digital content, allowing it to expand in leaps and bounds as consumers are adapting themselves towards the New Normal with online media and technology constitute a key to business operations. Against this backdrop, the character industry has been able to respond well to the need for online business operations. The communication through LINE application is one factor that has led to continuous growth of the character industry. Thailand's character industry is outstanding owing to the quality of human resources with great creativity, flexibility, and the service mind. Moreover, the designs that have blended modern Thai culture with various context at present have made Thailand's character industry even more unique and outstanding. Current export market: Japan, South Korea, Taiwan, and the CLMV countries.

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Famous Thai Character Overseas



WARBIE YAMA

Type: Character

Company: Arwama Company Limited

Warbie Yama is a popular set of stickers in LINE application. They come with sound and movable characters which are both cute and unique.

It won Character of The Year (BIDC 2019).



PangPond

Type: Character

Company: Vithita Animation Company Limited

PangPond is a popular cartoon character that emerged from Mahasanook Comic Book, PangPond has been developed into a unique and well-remembered character among the Thai public.

It won Character of The Year (BIDC 2020).



BLOODY BUNNY in NINTENDO SWITCH

Type: Character

Company: 2SPOT Communications Company Limited

It emerged from a special course organized by DCAT / BASA / TGA / TACGA and King Mongkut's University of Technology Thonburi for students in the fourth year of university to work with Nintendo and create characters for an Action Game. The game is one of a few in the world with smooth frame rate of 60 frames/second.

***Target Age Group: 17+**

Thai Film Industry



The industry had a total value of **USD 995 million**



The main export income is **from the production work**, in particular post production.



Moreover, **the industry brings in foreign revenue** by encouraging the production within Thailand whereby the Royal Thai Government has measures to support the industry through a number of investment incentives.

Overview and Supporting Factors

The Thai film industry is full of potential for growth and development.



Key strengths include the fact that there are around 30 academic institutions which offer courses focusing on digital content.



Industry personnel who are equipped with creativity and design skills, as well hospitality and service mind.



Moreover, Thailand offers low cost of labor wage and service fee compared to competitors such as South Korea, Taiwan, and Singapore.





Various associations have also been established to complement the ecosystem, thus increasing the competitiveness of the industry. The Thai film industry boasts professionalism and high-standard readiness in terms of technology and world-class equipment.


Thailand has a comparative advantage in terms of its abundant culture, natural resources, and historical sites, allowing for a variety of contents to be created. This has

led to the industry being able to respond to the demands of several markets with support from the relevant government agencies.

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The Thai Government has approved the allocation of USD 6.1 million from the Annual Budget Expenditure 2022 to pay in accordance with Thailand's incentive schemes. The following will be provided by the Thailand Film Office's (TFO) Department of Tourism's Film Incentive Measures:

1. For filmmakers who invest USD 1.4 million or more in filming in Thailand, the primary incentive of this scheme is a 15% cash rebate.

CASH REBATE
UP TO
15%

+5%

In promoting Thai Tourism, Soft Power,
and a Positive Reflection of Thailand

+3%

For hiring Key Thai Personnel

+3%

For filming in areas designated by the Ministry
of Tourism and Sports (MOTS)

+2%


For spending on post-production services in Thailand

2. In light of this success, TFO has decided to renew the 5% additional cash rebate for a minimum local spend of more than 100 Thailand for foreign productions that begin filming before December 31, 2023.

Furthermore, there are two motivating policies in place to attract foreign filmmakers:

- 1. The Cabinet has approved a 5-year tax exemption for foreign actors,** which is now being drafted by the Ministry of Finance.
- 2. Beginning September 1, 2022, foreign filmmakers and crews of film productions eligible for cash rebate can apply** for VISA 18th floor of the Chamchuri Square Building.

For further information,

 visit Thailand Film Office website <https://tfo.dot.go.th>

Famous Thai Film Overseas



One for the Road

Type: Movie

- Boss, an elusive bar owner living in New York, reunites with his estranged best friend, Aood, for a roadtrip in Thailand after Aood has been diagnosed with terminal cancer.
- Directed by Baz Poonpiriya, who also behind “Bad Genius” (2017)
- It is the very first Thai film to compete in the World Cinema section at Sundance Film Festival, won the Special Jury Award for Creative Vision.



You & Me & Me

Type: Movie

- A nostalgic, coming-of-age story of identical twin sisters who share every aspect of their lives with one another, until one day a boy walks into their lives and puts their strong bond to the test.
- It was submitted as 1 of 13 movies for the Grand Prix and Most Promising Talent Award in the competition stream at the Osaka Asian Film Festival 2023 in Japan.
- Directed by Wanweaw Hongvivatana & Weawwan Hongvivatana

Company: GDH 559 Co., Ltd. is a fully integrated film production studio in Thailand. GDH stands for “Gross Domestic Happiness”, which refers to our philosophy of measuring the success of a film by how happy it makes our audience rather than its financial success at the box office. Our filmography is such as BAD GENIUS (2017), THE MEDIUM (2021), FAST & FEEL LOVE (2022), and LOVE DESTINY THE MOVIE (2022).

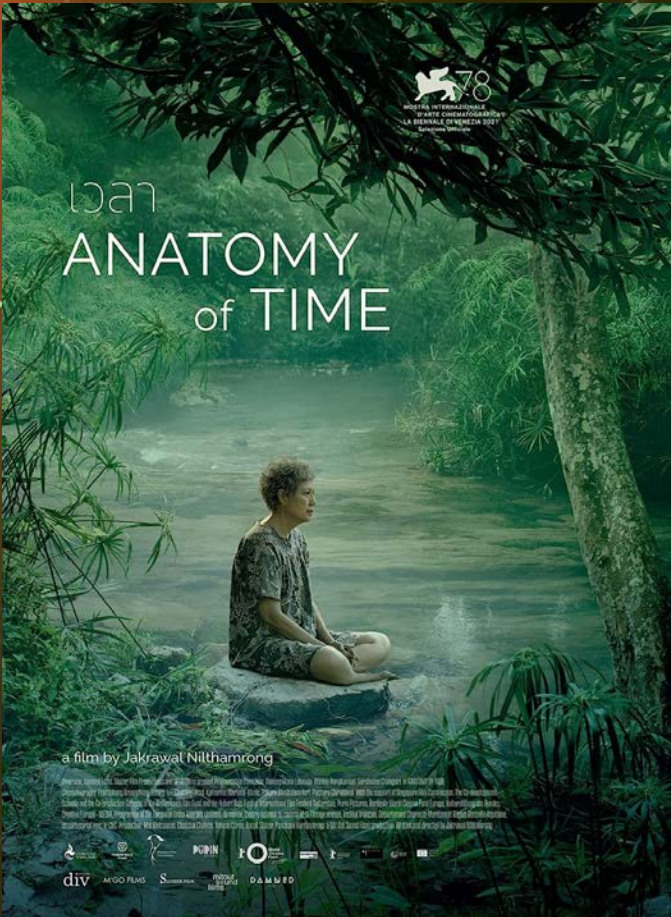
ANATOMY of TIME

Type: Movie

Company: Independent Movie

Director: Jakrawal Nilthamrong

- The movie features a story of “Maem”, an old lady who has to look after her bedridden husband who is a high-ranking military officer. Knowing full well that her husband will not get better, Maem continues her duty as a wife to the best of her ability.
- The movie featured in the World Premiere in Venice International Film Festival in Venice, Italy and won Bisato Award for Best Screenplay.



HUNGER

Type: Movie

Company: Netflix

- The story of “Oil”, a chef who inherits a family shophouse selling fried noodles. Oil decided to discover herself by joining the HUNGER team led by Paul, a genius and experienced chef who has been cooking fine dining dishes for the privileged few. The movie reveals what lies behind those dishes. Some had pricey sacrifices.
- The movie ranked No.1 globally in the film category on Netflix. The ranking by FlixPatrol, a ranking website for streaming contents from platforms across the world, gave this movie a score of 812. On Rotten Tomatoes, the movie received a score of 85.





SIX CHARACTERS

Type: Movie

Company: M PICTURES

- A production by “Mom Noi or Mom Luang Panthewanop Devakul” based on a European classic written around 100 years ago. The story is about a beauty pageant of a town. She marries an older millionaire, with whom she has a son, the sole heir of the family. Yet she is accused of “adultery” with a good-looking secretary of her husband. She is chased out of the mansion and is prevented from seeing her “son” for 20 years.
- Actors and actresses from the movie were invited to walk on the red carpet at the 27th Busan International Film Festival in South Korea.
- The movie was submitted for Jiseok contest for the award of Excellent Film at the 27th Busan International Film Festival in South Korea.

KINNPORSCHÉ THE SERIES

Type: LGBT+ Series

Company: Be On Cloud

- This LGBT+ series combines the genres of action, drama, romantic, and comedy. It is adapted from an online novel. The story is set on a mafia network with a mystery related to a son of a mafia and a serious bodyguard. Everything has a dark beginning. The end, however, is full of love.
- The opening episode was among the top series in the streaming chart of iQIYI in 191 areas across the world. It ranked first in Twitter trend globally. Moreover, almost every episode of the series ranked top in Weibo platform in China. The series has attracted attention from foreign media such as The Straits Times, Teen Vogue, and Rolling Stone India.
- The series has led to the producers organizing KINNPORSCHÉ THE SERIES WORLD TOUR, starting from Asia in September - October in Manila, Singapore, South Korea, Vietnam, and Taiwan, with Europe, North America, Latin America, and South America to follow.



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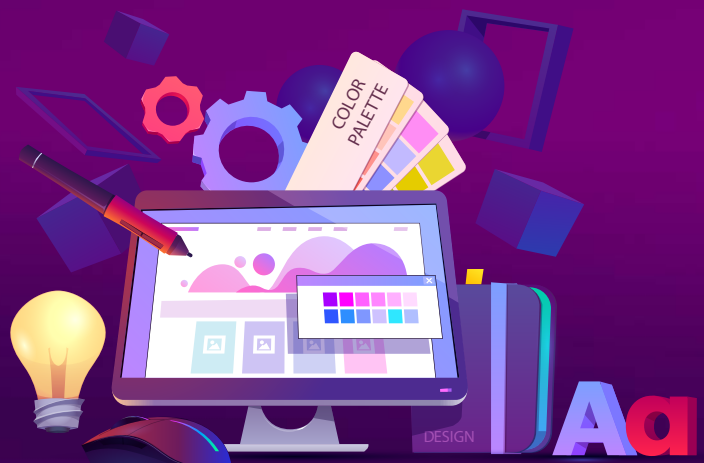
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