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The purpose of this research was to analyze the current status of advertising and public relations business through the Internet in Thailand and to study the attitude and gratification towards the usage of Internet as the advertising and public relation medium among Thai business. By using the methodology of exploratory research to collect prior data of the current status of advertising and public relations business through Internet and also to analyze content and the presentation of messages that communicate through the World Wide Web. This research collects the data by interviewing people from two sources. First are people in the business of Internet advertising. Second, the people in advertising agencies.

Results of research are as follows :

1. Advertising and public relations on Internet is now in a begining period and time to evaluate it's effectiveness. Today there are many organizations considering it's role of advertising and public relations media. The well established company or international company now realize it's ability and are starting to use it whether they are a private company or a government agency.

Product and service in Thailand recognize Internet as a support medium which can create image for the company in the long term. The disadvantage of it's use is the limitation of the amount of users and their status.

Advertising and public relations business on Internet have potential to enlarge in the future because there are a lot of prospective users such as students, and company workers they are it's base users and from analysis World Wide Web found that there are several types and categories of product and service which are switching to use Internet for their advertising and public relations media.

2. The attitude and gratification of people who use Internet as advertising and public relations media compared with the opinions of advertising agencies were:

People who create Web advertising believe in it's media potential, especially in the channel of advertising and public relations but lack the knowledge and understanding of Internet and inaccessible that technology will limited the size of their audience and cause Internet not widespread.

Many advertising agencies do not use Internet as a medium for their clients due to it's low bandwidth. The most significant factor in deciding whether to use it or not are : 1.Type of Product 2.Prospective viewer 3.Objective of advertising

4. Feed back 5. Long term policy. Advertising agencies plan to use it if Internet is widely accept by Thai people in the future. The research found that some of the advertising agencies were getting to use Internet as media for some types of their product by considering product appropriateness and audience. Advertising and Public Relations can not make impact to main media, neither to decrease media usage nor for replacement. This is because of incomplete replacement on Internet by it's limitation of it's attributes but will occur with the behavior of media exposure to the audience.

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