

MATHEE MEEMUK : DEVELOPMENT OF SUBSCRIPTION TV IN THAILAND B.E.
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This research was carried out with objectives to learn, investigate and find out the development of the subscription TV in Thailand, factors contributing to or hindering its development and its future trends.

The methodology used for this research was the qualitative study and analysis based on a variety of data and information sources, both in forms of documents and interviews with key informants.

The results of this research found out that the subscription TV was first introduced into Thailand as a resort to the problem of the poor reception quality or the reception unreachability of TV programmes in local areas. With the video technology and business developing rapidly, there established the cable TV system (CATV) subscription business in Thailand

The technology of the transmission has been developed rapidly. Today, the Subscription TV has been developed into the so-called RSTV system, using the same broadcasting system as that of TV stations, instead of the former system of transmission via cable. The implementation of the new RSTV system has been endorsed by the Cabinet for the reason that the new system will be a favour to the Government's tourism promotion policy.

Factors contributing to the popularity of the Subscription TV as well as obstacles to its development can be summarized as follows:

Audience factors : the audience members of the Subscription TV are offered more choices of programmes that differ from those of the ordinary TV stations. The subscription can also reflect the good image of the members themselves. However, it was found that the audience's behaviours are changing all the time and vary so much that they have direct effects on the income earning of the Subscription TV Company.

Content factors : The differed contents of the programmes of the Subscription TV are one of the factors that help encourage more member subscription. But the problem concerning the content factors is that the company will need more selection of a large variety of programmes to be offered to its audience members.

Social economic and Political factors in favour of the Subscription TV development include the cabinet's opinion and the supports from the Cabinet and governmental organizations, i.e. the Cabinet Resolution. On the other hand, the bureaucracy red tape in the licensing procedure of the establishment of the Subscription TV can cause hindrance to this business.

Future trends : The expansion of reception areas by means of the transmission via Thailand's satellite by the year 1994 was projected to help increase the number of subscribers. In the future when the law related to the Subscription TV issue is enacted, the Subscription TV business will be operated under the regulations of the Government's Public Relations Department.