

The objectives of this research are to identify the quantity and ratio of the foreign films broadcasted in Thai television, and to analyse the process of the film flow.

Results are as follows:

1. The quantity and ratio of foreign films shown on Channel 3 from 1988 to 1990 are Chinese, American and Indian films respectively.

Those shown on Channel 5 from 1988 to 1989 are Chinese, Japanese and American films respectively. However the quantity and ratio of foreign films shown had changed in 1990 as the American films came the first, followed by the Japanese and Chinese films.

Those shown on Channel 7 from 1988 to 1990 are Chinese, American and Japanese films respectively.

Those shown on Channel 9 from 1988 to 1989 are Chinese, American and Japanese films respectively. However the quantity and ratio of foreign films shown had changed in 1990 as the American films came the first, followed by the Chinese and Japanese films.

The quantity of the foreign films shown on Thai television in Channel 3, 5 and 7 decreased, while the quantity of the foreign films for channel 9 increased.

Among the foreign films shown in Thai television from 1988 to 1990, It was found that the Chinese films ranked the first, followed by American and Japanese films.

In comparison to the ratio foreign films shown in 4 Television stations from 1988 to 1990, it was found that the percentage of Chinese films decreased and American films increased.

2. The analysis of the film flow process: Factors on the flow of foreign films are as follows.

1. The Priority of Television stations and the rental time purchaser who broadcasted the foreign films.

2. Market Distribution process

3. Controlling structure

4. Entertaining program structure

All these factors are closely related and have a linkage process which will effect each other.