

The purpose of this study is to investigate the history, development and condition of business conducted by television program producing companies from the very beginning to the present time. It is also intended to determine the direction and the trend which these companies has been following.

The findings of this study indicate that television program producers originally were independent producers. Later, the operation of this business was developed and systematized for commercial purposes. That is, television program producing companies have now become organizations with a large number of staff who work together on the principles of specialization and division of labour. It is also found that television program producing companies are social organizations which are influenced by society at large. They cannot operate independently in isolation from the outside world, but inevitably have to interact with the economic, social and political dimensions.

The development of television program producing companies has occurred as a result of 2 contributory factors: intrinsic (arising from the condition within the organization) and extrinsic (determined by the outside environment). There is interplay of these two factors, which varies accordingly to the economic, social and political conditions at the time, thus causing television program producing companies to adapt to the both intrinsic and extrinsic changes in order to maintain the "overall equilibrium" of their organizations.

Television program producing companies limited still run the business and can be counted 59 companies. We can category size companies by type activities : type of procedures, number of type products, total air timing and number of members. In case study, we choose 9 companies and can category size companies to : large companies are KANTANA VDO PRO. and GRAMMY ENT, nearly large companies are JSL., NITESPOT PRO. PACIFIC INT COM. and NITTITAD PRO., medium companies are RUSHFILM-TV, DARA VIDEO and BORN OP.

Mainly stimulated by the economic growth, television program producing business is now expanding rapidly. This type of enterprise is continually growing in both importance and size to such an extent that the business is now developing into the form of "entertainment industry".