

C 870856 : MAJOR LAW

KEY WORD: Cable Television/Subscription Television

Vittayen Saenghao : Laws Governing Subscription Television Service in Thailand

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The purpose of this Thesis is to study the laws governing subscription television services in Thailand and to analyze whether those laws are suitable to the country's economic, social and technological development.

The author analyzes international trends and factors which are essential to bring about changes in any given society. Further the author undertakes comparative study of various foreign laws in order to determine internationally acceptable laws governing subscription television industry. The authors also reviews current development in Thai government's policy and legislative history in order to ascertain appropriate framework for adopting regulatory regime most suitable to the Thai context.

The author finds that the present conceptional framework for regulating subscription television service in Thailand not suitable in Policy and regulation standard for government, provider and the consumer.

It is proposed that Thailand should set new conceptual framework for regulating subscription service which closely link with other telecommunication networks. The government should use this service for public interest, and apply consumer protection laws and the laws on unfair business contacts to subscription television providers.

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