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METHAJIT TRAIYAPAB : MANAGEMENT STRATEGY OF FOREIGN  
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The objective of this research is to study the management strategy of foreign film magazines, including administration, organizational management, content presentation, production process and marketing promotion activities. The study also examines the future trend of foreign film magazines, using 4 well-known magazines, namely, Startpics, Cinemag, Entertain and Movie Time.

The findings of the research are as follows. Each magazine uses different management strategy, depending on the size of the organization. All of them place a strong emphasis on marketing strategy, i.e. product prominence, pricing, place and marketing promotion activities. The aim is to create a selling point for the magazine as well as to attract regular customers. As regards the presentation of content, it is found that there is not much difference among all 4 magazines due to the fact that both the content and illustration are obtained from the same sources, i.e. the film distributing companies. The main content of these magazines usually include synopsis, articles, film review and interview sections. Each magazine has its own method of selecting and presenting the kind of content that would suit its target audience. All of them make full use of marketing promotion techniques to organize different activities that attract subscribers or purchasers. The most popular techniques of marketing promotion consist of distribution of prizes, product giveaways, supplementary publication and free tickets for film previews or gala premiers.

In addition, it is also found that the fact that these foreign film magazines have a long period of development and rapid growth in Thailand is due to the strong support obtained from the foreign film industry business in terms of content, illustration and special activities. The foreign film industry business needs to publicize its products through various media. Hence, both parties get advantages from one another.

As regards the study of the future trend of foreign film magazines, it is found that there is likely to be a greater competition among this type of magazine. At the same time, new magazines of this kind are likely to emerge and get the market share. The look of future magazines will definitely be even more modern in terms of content, illustration, size and color. There will also be more activities to promote marketing in order to compete with C.D. Magazine, Internet film magazines and film web sites.