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# **Thailand Media Profile 2002**

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## Thailand

### 1. General Information

#### 1. Demographic Profile

##### *(a) Vital Statistics*

	<i>Male</i>	<i>Female</i>	<i>Total</i>
Number	30,725,016	31,153,730	61,878,746
Percentage	49.65	50.53	100
Life expectancy	69.97	74.99	
Number of Births		786,018	
Number of Deaths		323,846	
Infant Deaths per 1,000 livebirths		6.2	
Population growth rate		0.4	
Population density		120 persons per sq.km.	

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Source : Department of Local Administration , Ministry of Interior

: Health Information Division, Bureau of Health Policy and Plan

: Human Resources Planning Division, Office of the National Economic and Social Development Board

##### *(b) Age Distribution*

<i>Age Category</i>	<i>Number</i>	<i>%</i>
10 years old & below	9,148,277	14.78
11-20 years old	9,610,818	15.53
21-30 years old	11,003,034	17.78
31-40 years old	10,874,560	17.57
41-50 years old	8,075,323	13.05
51-60 years old	4,741,939	7.66
61-70 years old	3,221,407	5.21
71-80 years old	1,574,934	2.55
81-90 years old	484,240	0.78
91-100 years old	102,179	0.17
101 and over	39,239	0.06

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Source : Department of Local Administration , Ministry of Interior

*(c) Language*

	%
Population speaking Thai	96.4
Population speaking Malay	2.3
Population speaking hilltribe language	1.3

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Source : Population & housing census , 1990

*(d) Religion*

<i>Religion</i>	<i>Number</i>	<i>%</i>
Religious Population	60,617,200	100.00
Buddhist	57,324,600	94.57
Moslem	2,815,900	4.65
Christian	438,600	0.72
Brahman , Confucianism	7,800	0.1
Others	6,000	0.1

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## 2. Economic Indicators

*(a) GNP*

US\$	109.49
Million Baht	4,598.58

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US\$ 1 = 42 Baht

*(b) Per Capita GNP*

US\$	1,771
Baht	74,382

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US\$ 1 = 42 Baht

*(c) Trade Statistics*

	<i>Top Trading</i>	<i>Value</i>	
	<i>Partners</i>	<i>Million Baht</i>	<i>Million US\$</i>
Exports	1. USA	591.8	14.09
	2. Japan	410.7	9.78
	3. Singapore	242.0	5.76
	4. Hong Kong	139.9	3.33
	5. Others	1,393.3	33.17
	Total	2,777.7	66.13
Imports	1. Japan	615.7	14.66
	2. USA	293.6	6.99
	3. Singapore	137.0	3.26
	4. China	135.7	3.23
	5. Others	1,312.1	31.24
	Total	2,494.1	59.38

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US\$ 1 = 42 Baht

**3. Social Indicators***(a) Literacy*

<i>Literacy</i>	<i>Literacy Rate (%)</i>
Male	94.0
Female	90.5
Total	92.3

*(b) Education*

	<i>Bangkok</i>	<i>Other Provinces</i>	<i>Total</i>
Number of Institutions	3,291	39,649	42,940
Number of Teachers	70,661	596,732	667,384
Number of Students	1,956,960	12,406,555	14,363,515

<i>Education Level</i>	<i>Student Pop.</i>
Pre-Elementary	2,161,284
Elementary	6,012,047
High School	4,531,223
Bachelor Degree	945,385
Master Degree	95,226
Doctorate	3,140

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Source : National Statistical Office , Office of Prime Minister

**(c) Health Services**

**(i) Hospitals**

<i>Hospital Type</i>	<i>Number</i>	<i>Beds</i>
Government	1,794	181,280
Ministry of Public Health	855	82,085
Other Ministries	939	99,195
States Enterprise	22	2,741
Municipality	11	2,360
Private	373	31,007
Whole Country	1,345	135,303

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Source : The report of Health Resource and Survey data

**(ii) Doctors**

	<i>Number</i>	<i>1 Person : Pop.</i>
Doctor	18,140	3,411
Dentist	4,026	15,370
Pharmacist	6,062	10,208
Nurse	68,008	910
Technical Nurse	31,543	1,962

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Source : Office of the Permanent Secretary for Public Health , Ministry of Public Health

*(d) Transport*

<i>Means of Transport</i>	<i>Distance Covered (km).</i>
Railway Track	4,880
Roads	52,960
Navigable Inland Waterways	3,999

Source : Department of Highways , Ministry of Transport and Communication

: The State Railway of Thailand

**2. Mass Media****1. Print Media***(a) Newspapers Organizations*

<i>Type of Organization</i>	<i>Number</i>
Professional Association	15
Private commercial newspaper	80
National Newspapers	25
Thai	20
English	2
Chinese	2
Muslim	1

Source : Public Relations Department

*(b) Employment in Newspaper Organizations*

<i>Name of Organization</i>	<i>Number of Employees</i>				
	<i>Admin</i>	<i>Journal</i>	<i>Prod.</i>	<i>Others</i>	<i>Total</i>
Thai Rath	50	250	700	650	1,650
Daily News	30	200	320	200	750
Kom Chad Luek					
Khao Sod	20	130	120	100	370
Matichon	20	150	135	120	425
Athit Wikroa	20	80	80	70	250
Naew Na	30	50	70	100	250
Bangkok Post	15	120	298	220	653
The Nation	25	260	246	180	711
Total	210	1,240	1,969	1,640	5,059

Source : The Reporters and Newspapers Association of Thailand, 2000 and the above newspapers

*(c) Circulation**(i) Dailies*

<i>Daily</i>	<i>Language</i>	<i>Circulation</i>
Thai Rath	Thai	800,000
Daily News	Thai	600,000
Khao Sod	Thai	400,000
Kom Chad Luek	Thai	200,000
Matichon	Thai	300,000
Athit Wikroa	Thai	100,000
Naew Na	Thai	100,000
Siam Rath	Thai	80,000
Thai Post	Thai	30,000
Bangkok Post	Eng	65,000
The Nation	Eng	54,060
Total		2,729,060

*(ii) Non-Dailies*

<i>Non-Daily</i>	<i>Language</i>	<i>Circulation</i>
Matichon Weekly	Thai	80,000
Nation Sudsadsad	Thai	30,000
Than Settakit Business Newspaper	Thai	30,000
Siam Rath Weekly	Thai	20,000
Prachachart Turakit	Thai	50,000
Phujadkarn Weekly	Thai	20,000
Total		230,000

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*(d) Newsprint Consumption*

Annual Newsprint Consumption	300,000 ton
Consumption Per 1,000 Population	5.2 kg.
Print matter import	7,442 ton

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**(e) Books**

<i>Books</i>	<i>Number</i>
Production (No. of Titles)	11,000 per year
Consumption of books, Newspapers and Magazines	43,326 Million Baht

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**(f) News Agencies****(i) Number of Agencies**

<i>Type</i>	<i>Number</i>
Local News Agencies	7
Foreign News Agencies	145
Foreign Correspondents	282
Press Associations	15
Total	449

**(ii) Employment in News Agencies**

		<i>Number of Employees</i>	
<i>Agency</i>	<i>Journalists</i>	<i>Others</i>	<i>Total</i>
Local :			
Thai News Agency	270	-	270
Foreign:			
AP	6	5	11
AFP	1	3	4
NHK	4	4	8
Reuters	3	4	7
BBC	3	4	7
Total	21	20	37

**(iii) Countries Served**

Not available

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**(g) Publishers****(i) Number**

<i>Publisher Ownership</i>	<i>Number</i>
Private	2,000
Total	2,000

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Source : Statistics of 1997.

**(ii) Name & Addresses of Publishers & Association***Top Five Private Publishers:*

1. Ammarine Printing Group,413/27-36 Arun Ammarine Rd., Pinklow,Bangkok
2. Se-Ed Ucation,800/43-5 Soi Trakoonsook, Asok Din Daeng, Bangkok 10400
3. Matichon , 12 Thetsaban – naruman Rd., Prachanivate 1, BKK 10900
4. Thai Watana Panitch Press,891, Rama I Road, Patumwan,,Bangkok 20330
5. Siam Sports Syndicate, 1776-8 Rama IV Road, Klongtay, Bangkok

*Publishers' Association*

1. Publishers and Booksellers Association of Thailand
2. The Federation of Thai Printing Industry

**(h) Trade Statistics**


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Not available

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**(i) Laws Governing Print Media***Name of Law/Regulation& Subject/Area Covered*

1. The Constitution of Thailand,1997.
2. The Criminal Code 1956.
3. The Civil and Commercial Code 1924.
4. The Civil Procedure Code 1924.
5. The Press Act 1941.
6. The Act for the Suppression of the Dissemination and Trade in Pornographic Materials 1928.
7. The Copyright Act 1994.
8. The Act to Establish Youth and Family Courts and the Procedure for Youth and Family Cases 1991.
9. Code of Ethics (Journalist Association of Thailand) 1997.

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Source : Vithit Muntabhorn ,1998.

## 2. Broadcasting Media

### (1) Radio

#### (a) Radio Stations

<i>Radio Stations</i>	<i>Number</i>
Government-owned/Corporation:	
Public Relations Department	147
Ministry of Defence	3
Military High Command	14
Army	127
Navy	21
Air Force	36
Police	44
Mass Communication Organization of Thailand (MCOT)	62
Parliament	16
Ministry of University Affairs	12
Post and Telegraph Department	12
Others	30
Total	524

Source : Public Relations Department, 2000.

#### (b) Employment in Radio Broadcasting Media

State	1,500 (including Radio Thailand and regional networks, the Mass Communication Organization of Thailand, Military and other State radio).
Private	3,000 (including independent DJs, major radio news agencies and radio production houses)

#### (c) Radio Households

<i>Region</i>	<i>Number</i>	<i>(%)</i>
Bangkok	1,515.9	12.54
Central	3,183.2	26.34
Northern	2,420.5	20.03
Northeastern	3,532.8	29.23
Southern	1,433.3	11.86

Source : National Statistical Office , Office Attached to the Office of the Prime Minister

*(d) Programmes**(i) Programme Source and Language*

<i>Programme Source</i>	<i>Language</i>
Local programmes	Thai
	English
Imported Programmes	English

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*(iia) Top Radio News Production Houses*

1. Pacific Communication Ltd., : 15<sup>th</sup> Floor, 555 Unity Tower, Soi Udomsook, Sukhumvit 103, Bangna, Phrakanong, BKK 10260
2. Nation Radio : 44 Moo10 , Bangna –Trad Km.4.5 Prakhnong BKK 10320
3. INN : Sino-Brit Bldg., Wiphawadi Rangsit, Bangkok
4. GNN : Chang Bldg., Chatuchak, Bangkok

*(iib) Top Radio Entertainment Production Houses*

1. A Time Media : 21/FI CMIC Tower B , 209/1 Sukhumvit 21 , Klongtoey Naue, BKK 10110
  2. R.S. Promotion 1992, 419/1 Chetchotisak Bldg, Ladprao 15 , Soi Jompol Chatujak , BKK 10900
  3. BEC World , 2/FI Vanij 2 Bldg, 1126/2 New Petchburi Makkasan Rajthevi, BKK 10400
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*(f) External Transmission**(i) Languages of External Transmission*

Japanese, Cantonese, French, Cambodia, Vietnamese, Burmese, Malay, Laos.

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*(g) Foreign Input*

None

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*(h) Annual Budget*

4,500 million Baht (1999) or US\$ 118.42 million

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*(i) Laws Governing Radio Broadcasting Media*

1. The Broadcasting Act 1955.
2. The Radio Communications Act 1955.
3. The Copyright Act 1994.
4. The Official Information Act 1997.
5. Frequencies Regulation Act 2000.

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Source : Vithit Muntabhorn, 1998.

**(2) Television***(a) Television Stations*

<i>Television Station *</i>	<i>Number</i>	<i>%</i>
Government-owned/ Corporations & operate (Channel 5,9,11)	3	42.8
Private Stations (ITV) (state concessions) (Channel 3,7,ITV)	3	42.8
Others (subscription TV) (UBC)	1	14.4
Total	7	100

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\*National Station

*(b) Television Transmitters*

Not available.

*(c) Employment in Television Broadcasting*

<i>Station</i>	<i>Number of Employees</i>					
	<i>Tech.</i>	<i>Admin.</i>	<i>Journal</i>	<i>Prod.</i>	<i>Others</i>	<i>Total</i>
TV 3	290	18	185	120	375	988
TV5	360	20	200	134	386	1,100
TV7	356	17	230	143	328	1,074
TV9 *	373	28	220	152	315	1,088
TV11	30	12	15	27	104	188
ITV	na	na	na	na	na	na
UBC	na	na	na	na	na	na

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\* including MCOT radio, tv and Thai News Agency

*(d) Television Receivers*

<i>Region</i>	<i>Number</i>	<i>%</i>
Bangkok	1,623.7	11.33
Central	3,595.1	25.08
Northern	2,810.7	19.61
Northeastern	4,560.9	31.82
Southern	1,743.4	12.16
Total	14,333.8	100.00

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Source : National Statistical Office , Office of Prime Minister

*(e) TV Programmes**(i) Programme Type*

<i>Programme Type</i>	<i>Ch 3</i>	<i>Ch 5</i>	<i>Ch 7</i>	<i>Ch 9</i>	<i>Ch 11</i>	<i>ITV</i>
	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>
<i>News &amp; Current Affairs</i>	13.06	17.96	14.37	22.3	54.01	37.67
Documentary	4.19	11.46	4.98	20.03	29.39	15.89
Agriculture	-	2.41	-	2.72	1.91	2.38
Religion	-	1.31	0.29	4.07	4.55	1.2
Travel	0.37	1.75	0.74	3.74	1.12	3.12
Other	3.82	5.99	3.96	9.51	21.82	9.19
Children	7.37	0.33	5.11	9.68	1.65	3
Education	0.91	-	-	-	7.71	-
Entertainment	74.47	70.25	75.54	47.99	7.25	43.44
Music	3.41	16.56	8.32	17.66	3.89	8.02
Sport	3.71	1.62	9.24	11.21	2.96	3.14
Drama	37.16	6.48	38.6	0.68	-	9.05
Comedy	1.52	6.3	0.63	0.68	-	0.5
Game Show	12.36	9.44	4.33	5.83	0.4	4
Other	16.31	29.85	14.42	11.94	-	18.74

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Source : TV programme schedules, July 2002.

## (ii) Languages of Broadcast

<i>Name of Station</i>	<i>Language</i>	<i>Hrs./ Month</i>
TV3	Thai	630
TV5	Thai	720
TV7	Thai	630
TV9	Thai	630
TV11	Thai	600
ITV	Thai	720
UBC (Cable TV 27 Channels)	Thai , English , French , Japanese	19,440

Source : TV Programmes Schedule, 2002 / UBC Magazine

## (iii) Programme Source

<i>Station</i>	<i>Local Programme</i> <i>(Hrs./Month)</i>	<i>Import Programme</i> <i>(Hrs./Month)</i>	<i>Country</i>
Channel 3	474	156	USA, JP, HK, China
Channel 5	710	10	Eng, China
Channel 7	478	152	USA, HK, JP, China
Channel 9	530	100	USA, Eng, JP
Channel 11	584	16	USA, Eng
ITV	610	110	USA, Eng, HK, JP, Korea
UBC	2,880	16,560	USA, Eng, JP, HK

## (f) External Transmission

## (i) Destination and Language

None

## (ii) Type of Programmes

None

## (g) Foreign Inputs

## (i) Foreign Exports

None

## (ii) Foreign Experts in Training

None

## (iii) Foreign Leased Broadcast

None

**(iv) Foreign Programmes**

<i>Station</i>	<i>Programme Type (Hrs./Month)</i>			
	<i>Entertainment</i>	<i>Sport</i>	<i>Documentary</i>	<i>News</i>
Channel 3	148	-	8	-
Channel 5	6	-	4	-
Channel 7	84	55	13	-
Channel 9	27	59	14	-
Channel 11	-	6	10	-
ITV	91	5	14	-
UBC	8,640	2,880	2,880	2,160
	(12 Ch)	(4 Ch)	(4 Ch)	(3 Ch)

Source : TV Programme Schedule,2002.

**(h) Annual Revenue Budget**

Not available.

**(i) Laws Governing TV Broadcasting Media**

1. The Broadcasting Act 1955.
2. The Radio Communications Act 1955.
3. The Copyright Act 1994.
4. The Act to Establish Youth and Family Courts and the Procedure for Youth and Family Cases 1991.
5. The Official Information Act 1997.
6. Frequencies Regulation Act 2000.

Source : Vithit Muntabhorn ,1998

**(j) Transnationalization of TV Broadcasting****(i) Source of Programmes**

Not available

**(ii) TV Satellite Transmission Received**

<i>Country</i>	<i>Source</i>	<i>Language</i>
Hong Kong	Star TV	English
Japan	NHK	Japanese
Australia	ABC	English
USA	CNBC, CNN, NBC	English
English	BBC	English

## 10. Cinema

*(a) Total Annual Film Production*

11

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 Source : Thai Film Foundation, 2001.
*(b) Type of Films Produced*

<i>Language</i>	<i>Feature film</i>	<i>Total</i>
Thai	11	11

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Source : Thai Film Foundation,2001.

*(c) Producers of Films*

<i>Producer</i>	<i>Name</i>
Private	Five Star R.S Film Saha Mongkol Thai Entertainment

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*(d) Films Released*

	<i>Number</i>
Thai	9
US	186
China	34
Japan	1
India	1

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Source : Thai Film Foundation,2000

*(e) Film Import and Export*

	<i>Country</i>	<i>Language</i>
Import	USA	English
	Hong Kong	Chinese
	Japan , India & Others	
Total		
Exports	Laos , Cambodia	Thai

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*(f) Cinema Capacity & Attendance*

Bangkok	250
Outside Bangkok	270
Total	520

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*(g) Employment in Cinema*

Not available

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*(h) Laws Governing Cinema Media*

1. The Cinematographic Film Act 1930.
  2. The Copyright Act 1994.
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Source : Vithit Muntabhorn,1998

## 4. Telecommunications

*(a) Telecommunication Organizations*

<i>Type</i>	<i>Name</i>
State	TOT* , CAT
Private	TA, AIS, SHIN, TAC, CP Orange, SAMART, TT&T, etc.

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\* privatized as of August 2002

*(b) Employment in Telecommunications**Number of Employees*

Metro Telecom Area	15,132
Prov. Telecom Area	9,614
Total	24,746

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Source: Telephone Organization of Thailand,1998.

*(c) Telecommunication Stations*

<i>Type of Station</i>	<i>Number</i>
Wired	86
Radio – Telecom	492
Satellite	2
Radar	30
Total	610

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**(d) Telecommunication Network**

<i>Type of Equipment</i>	<i>Number</i>
Telephone	6,028,482
Public Telephone	124,619
Mobile Telephone	6,000,000
Paging Service	800,000
Telex	693,676
Facsimile (households)	264,052

Source : Thailand Network Information Center (THNIC), Telecom Asia Corporation report.

**(e) Cost per Satellite Segment Minute**

<i>Media</i>	<i>Cost (US\$)</i>
Telephone	2 per min. (for USA) 1 Per min.(for Asia)
Television	3 00 (First 10 mins)

**(f) Telecommunication Subscriptions**

Not available

**(g) Telephone Charges per Subscription**

Domestic long distance	3-18 bht/min
Local call	3 bht/call

Source: TOT.

**(h) Operating Revenue**

	<i>Million Baht</i>	<i>US\$</i>
Total Operating Revenue	45,051.08	1,251.41
Total Non-Operating Revenue	2,310.98	64.21
Total Revenue	47,362.06	1,315.62

Source: Telephone Statistical report,1999.

**(i) Laws Governing Telecommunications**

1. The Telephone Act 1934
2. The Radio Communications Act 1955.
3. The Communication Authority of Thailand Act 1976.
4. Frequencies Regulation Act 2000.
5. The Telecommunication Act 2001

## 5. Advertising

### (a) Ownership of Advertising Agencies

<i>Ownership</i>	<i>Number</i>
Local	172
Foreign	26
Total	198

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Source: Advertising Book, 1999.

### (b) Top Agency Billing

<i>Name of Agency</i>	<i>US\$ million</i>	<i>Baht million</i>
Lowe Lintas & Partners	107.3	4,400
Ogilvy&Mather (Thailand)	74.20	3,042
Mc Cann-Erickson (Thailand)	56.10	2,300
Dentsu Young&Rubcam	48.78	2,000
FCB Worldwide (Thailand)	46.66	1,913
SPA Advertising	46.34	1,900
Prakit Publics	45.66	1,872
Leo Burnett	43.90	1,800
Chuo Senko (Thailand)Public	43.90	1,800

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Source : The Advertising Book 2002

### (c) Employment in Advertising Agencies

<i>Agency</i>	<i>Total</i>
Lowe Lintas & Partners	280
Ogilvy&Mather (Thailand)	181
Mc Cann-Erickson (Thailand)	137
Dentsu Young&Rubcam	-
FCB Worldwide (Thailand)	176
SPA Advertising	89
Prakit Publics	163
Leo Burnett	-
Chuo Senko (Thailand)Public	120

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Source : The Advertising Book 2002

*(d) Advertising Production Houses*

<i>Type</i>	<i>Local</i>	<i>Foreign</i>
TV & Radio Advertising	125	-

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Source : Advertising Book,2000.

*(e) Laws Governing Advertising**Name of Law / Regulation & Subject / Area Covered*

1. The Consumer Protection Act BE 2521 (1978) : Regulating advertising activities in order to protect the consumers interests; Banning of the advertising activities which are misleading to the public, concealing the necessary facts which concern health hazards, and using languages which damage the people's morality.
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**6. Internet****(1) Internet Access***(a) Top Three Internet Service Providers*

1. KSC Commercial Internet
  2. Samart Cybernet
  3. Loxinfo Information Service
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Source :

*(b) Market Size*

3,536,001 internet users

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*(c) Associations**(i) Internet*

1. Thailand Internet Service Provider Club (TISP)
2. The National Electronics and Computer Technology Centre (NECTEC)
3. Thailand Network Information Center (THNIC)

*(ii) Computer*

1. Computer Manufacturers Forum of Thailand
  2. Association of Thai Computer Industries (ATCI)
  3. The Computer Association of Thailand under The Royal Patronage of his Majesty The King.
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## (2) Transborder Data Flow

## (a) Top Three Companies

<i>Company</i>	<i>Ownership</i>
Communication Authority of Thailand (CAT)	State enterprise
United Communication Industry	Public Company registered in Thailand
Shinawatra Satellites	Public Company registered in Thailand

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## (b) Market Size

Not available.

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## 7. VCR

## (a) VCR

	<i>Number</i>
VCR Set	4,000,000
VCR Rental Outlets	5,000
Video Exhibition Halls	na

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## (b) Households with VCR

	<i>Urban (%)</i>	<i>Rural (%)</i>
Bangkok	59	-
Northern	62	13
Northeastern	44	5
Southern	45	9

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Source: Deemar Media Index 1996, reported in Advertising, 1998.

## (b) Laws Governing VCR Rental, Copying and Exhibition

1. The Act for the Control of Video Tape & Television Material 1987
  2. The Cinematographic Film Act 1930
  3. The Copyright Act 1994.
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