

Content
Producer

From **6** Channels
in Analogue TV



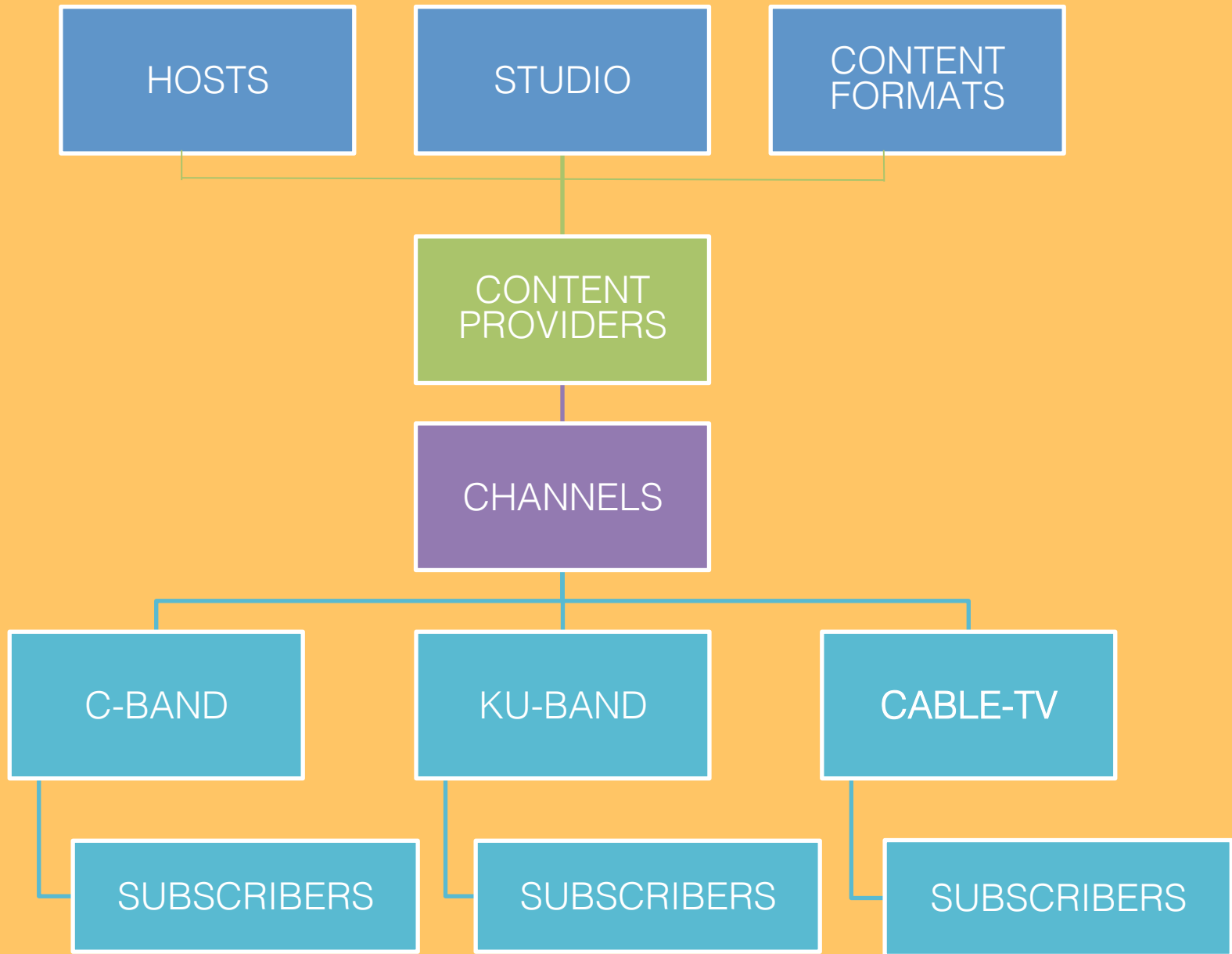
To **24** Channels
in Digital TV



Content *Producer*

: creation of *TV program and contents*
subsequently broadcast by the TV channel







With free TV (analogue TV)
is the “**CONTENT MARKET**”
competitive?

With the introduction
of digital TV, content producer
have *more opportunity*

However, digital TV comes to Thailand a little bit late. It comes in the time we already have cable TV and internet TV.

3 Factors

1. Cost of producing
2. Revenue from advertising
3. Internet TV

Barriers to entry

NAKE *AND* THE CITY



Na' NAKE

REPUTATION : IDEA : COMPETITIVE



VETRICAL INTEGRATION

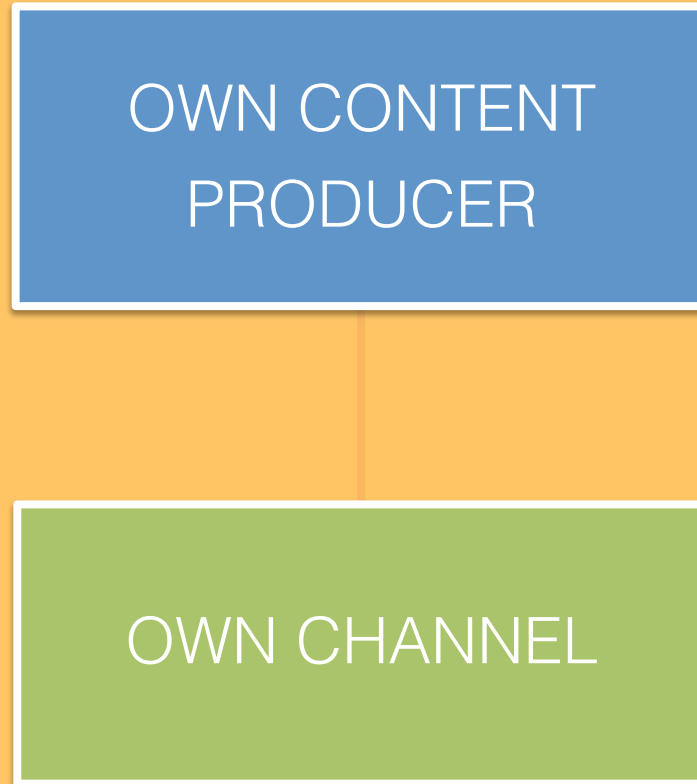
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NOT 1 TO 1 VETRICAL INTEGRATION
(NOT FULLY VERTICAL INTEREATION)

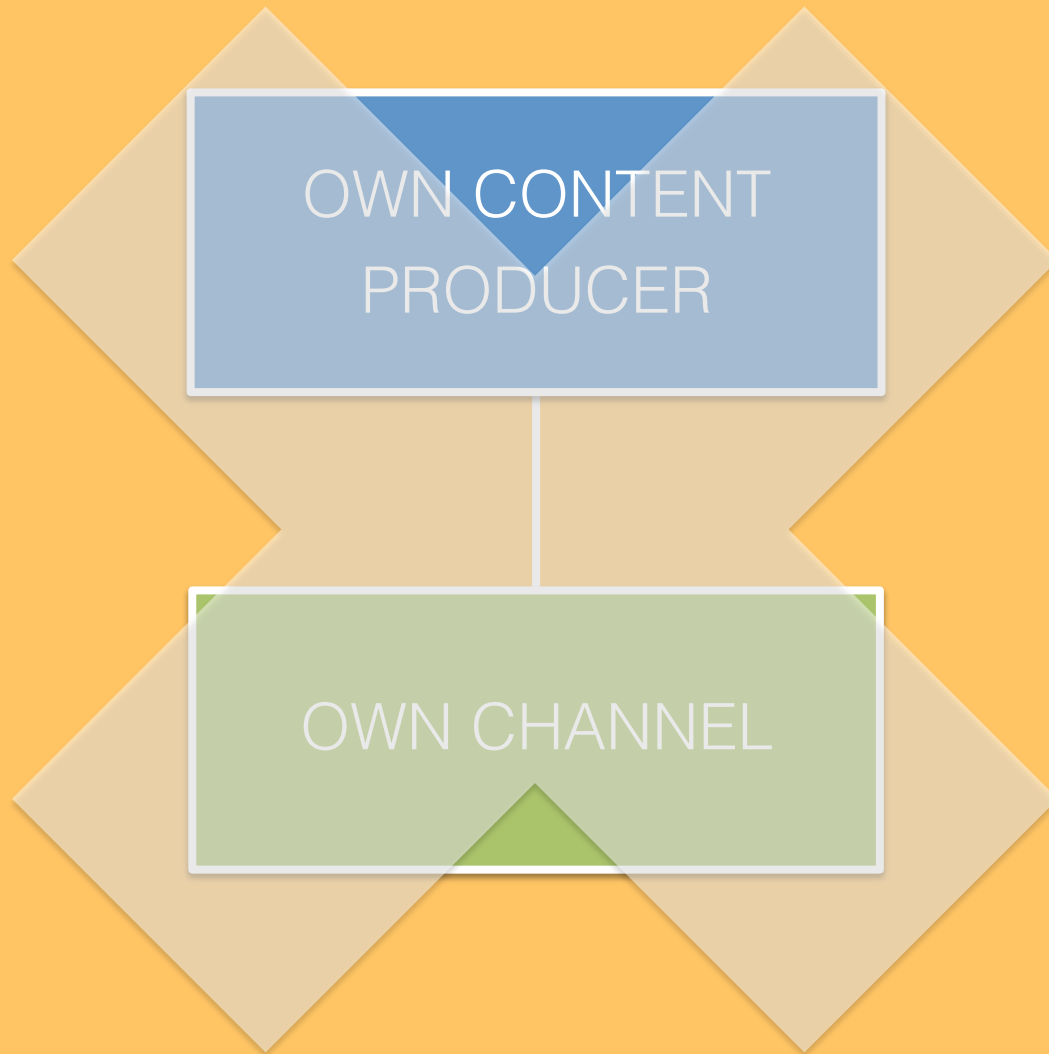
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HORIZONTAL INTEGRATION

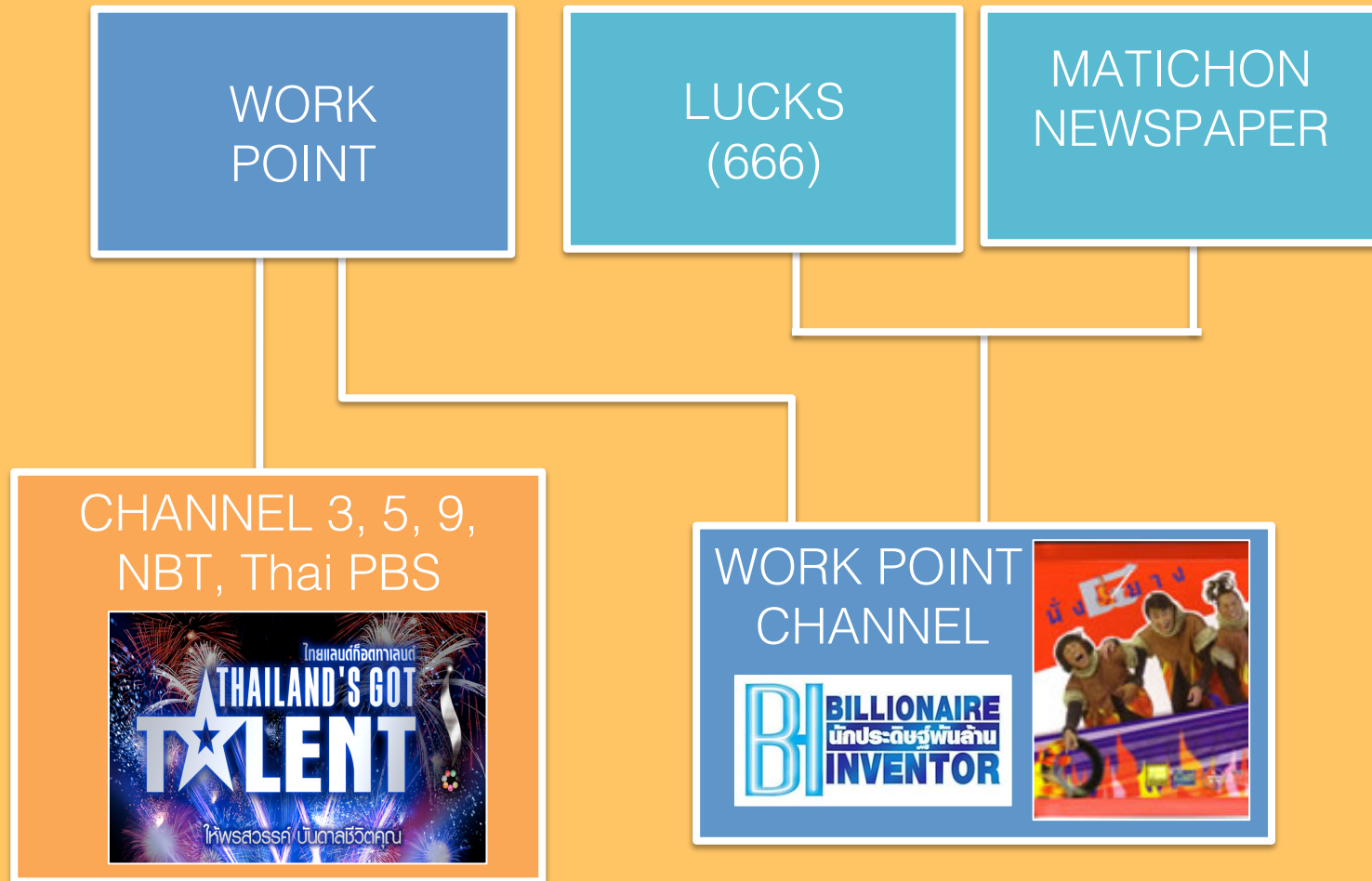
VETRICAL INTEGRATION



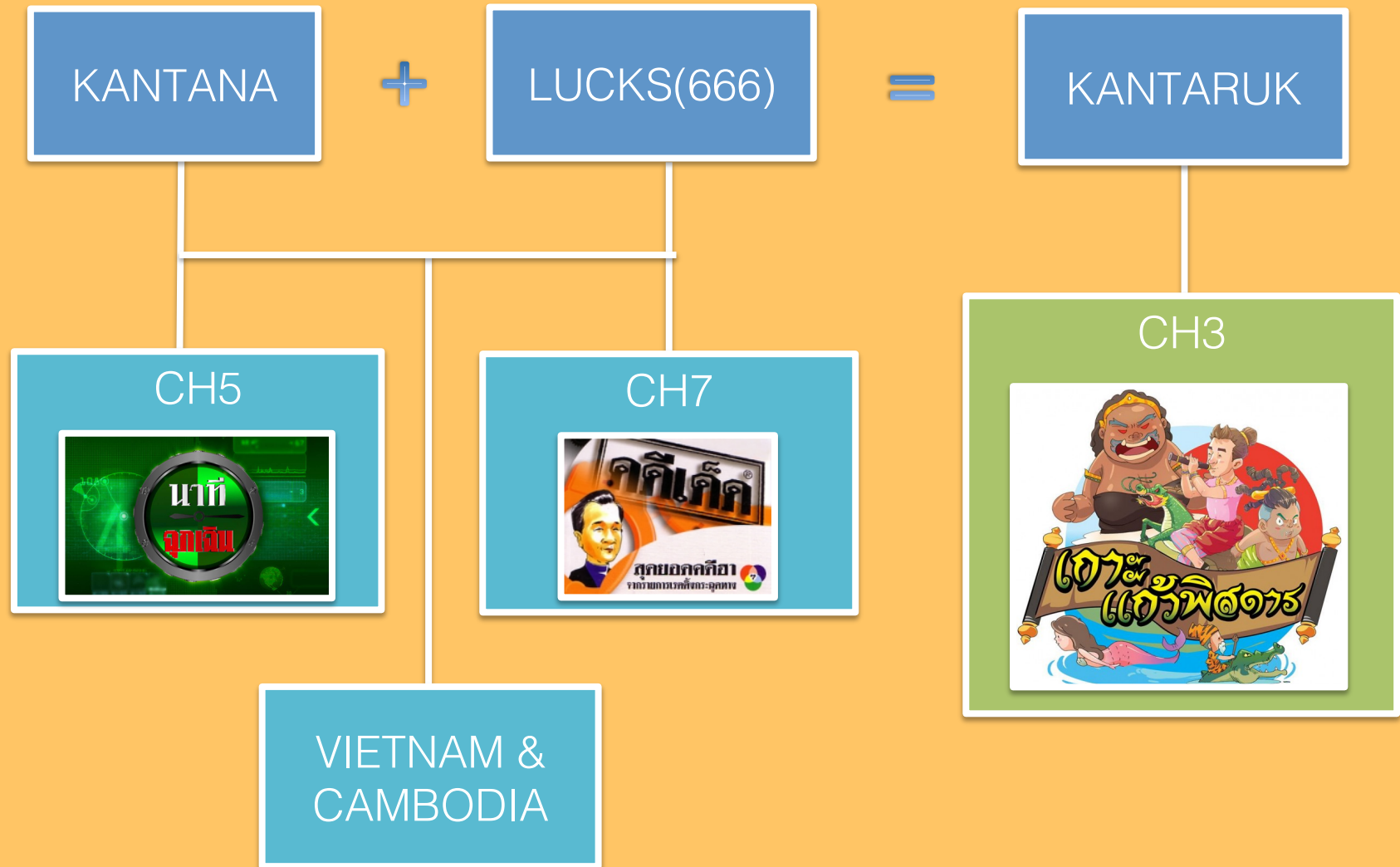
VETRICAL INTEGRATION



NOT FULLY VETRICAL INTEGRATION



HORIZONTAL INTEGRATION



Conclusion

- The channels increase from 6 channel to 24 channel.
- The demand for content production increases.
- Many content producers try to enter the market.
- However, market cannot be perfectly competitive because of barrier to entry.

THANK
YOU



MEMBERS

5504640243 Chutimon Keowkiri

5504640755 Nattanit Nittayaporn

5504640904 Ornalin Anancharoenpakorn

5504641050 Paveerat Sarapornvisit

5504641985 Tirawit Disphanurat

5505651811 Tanapon Mongkolsuntonchot