

PERFORMANCE AND FUNDING RESULTS OF THAI MEDIA FUND 2023





Design Concept:

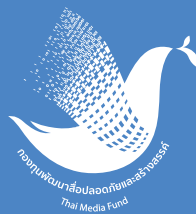
Selected photographs of exceptional projects funded by the Thai Media Fund were combined to form the phrase “SOFT POWER,” representing Thailand’s media-driven influence in the global digital age, symbolized by the Dot Matrix.

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THAI MEDIA FUND



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Message from the Chairperson

“

I believe that the Fund's performance over the past period will be a crucial factor in shaping the Fund to better meet the needs of society.

”

As Deputy Prime Minister, I have been appointed by the Prime Minister to serve as the Chairperson of the Thai Media Fund (TMF), a public organization established under the Safe and Creative Media Development Fund Act of 2015. I am well aware that the Thai Media Fund is an important organization in driving government policies and the Fund's objectives in the way they can mutually integrate, connect, collaborate, and help to promote and support each other. The TMF performance report 2023 includes the following important points, that is, the report on the evaluation results of performance according to indicators that the Committee for Assessment of the Thai Media Fund and the Advisory team prepared to report annually to the Cabinet, the House of Representatives, and the Senate. This outlines the impact of the Thai Media Fund on society's well-being and creates an information society where citizens can distinguish good quality media be media literate, and jointly create good media that can inspire, build skills, increase cultural capital



(Mr. Parnpree Bahiddha-Nukara)

Deputy Prime Minister
Chairperson of the Committee of the Thai Media Fund

and cultural values to generate value addition, leading to job creation, income generation, and economic growth. All of this is in line with government policy and is what the government considers important .

Besides, the TMF assessment report shows positive development of the Fund's performance. As being the Chairperson of the Fund committee, I am ready to push forward TMF to expand its functions in building positive impact on society, economy, and security, particularly the development of creative skills for the new generation of youth, and providing them with opportunities to create work that is both recognized and financially rewarding.

I believe that the Fund's performance over the past period will be a crucial factor in shaping the Fund to better meet the needs of society. The government is ready to listen and provide opportunities for all relevant parties to participate in pushing the Fund's operations to be effective and to further develop the country.

CEO Talk



In 2023, the fund established strategic grants priorities, considering the objective of creating media that addresses both social and economic impacts equally.



The operations of the Thai Media Fund (TMF) in fiscal year 2023 align with the Fund's five-year Safe and Creative Media Development Strategy, Phase 2 (2023–2027), which serves as a roadmap for operating officials. TMF has set it up as an operational strategy, consisting of five strategies and six creations: create media, create people's capabilities, create literacy, create knowledge, create networks, and create a competent organization. Our strategies are **first**, to produce media that emphasizes the importance for grant recipients to create truly useful works. **Second**, to cultivate talent and enhance the skills of individuals involving in media production, which is our upstream mission. We, thus, achieve this by providing training programs across various disciplines, and inviting specialists from both overseas and within Thailand to share their expertise with aspiring and experienced Thai producers. **Third**, to focus of immunization should be on social campaigns that empower citizens with the media literacy skills necessary to navigate the digital age and handle the overwhelming amount of false information available today. **Fourth**, to establish a body of knowledge so that the fund can be accessed as a source of reference, research, and study tool for the creation of comprehensive and safe creative media. **Fifth**, using social media to launch campaigns and create social movements, which requires the assistance



(Mr. Dhanakorn Srisooksai)

Chief Executive Officer of the Thai Media Fund

of numerous network partners, and encourages involvement from multiple industries. Finally, the establishment of organizations is crucial, as the success and sustainability of the Fund depend on its relevance, that is, the fund organization itself must learn to adapt to changes, be flexible in its operations that respond to missions, be transparent, adhere to good governance, and be trusted by society.

TMF also considers the primary national development plans to be important, along with government policy and input from the Senate, the House of Representatives, and other stakeholders. In 2023, the fund established strategic grants priorities, considering the objective of creating media that addresses both social and economic impacts equally. This can be seen from the determination of the funding issues, which partly emphasize the issue of media creation to create added economic value, using cultural costs to create income for families, communities and the country.

I sincerely hope that this report on the performance of the Thai Media Fund for fiscal year 2023 can reflect the works, the commitment, and intention of the mechanisms within the Fund at all levels. To address obstacles in operations, including suggestions from all involved parties, TMF is ready to analyze, review, and summarize lessons learned to develop and improve work efficiency further.

Executive Summary

The Thai Media Fund's Past Performance and Expansion in the 2023 Fiscal Year

In 2015, the Thai Media Fund (TMF) stated that its objectives and operational outcomes align with the seven-year plan from 2017 to 2023. The TMF's primary focus was to support funding activities, and in the fiscal year 2017–2022, the TMF prioritized funding and operational policies to achieve excellence. By meeting the strategic plan's objectives for 2018–2022, the fund has progressed towards its vision of “People understanding, accessing, and using media safely and creatively within a robust media ecosystem”.

Fiscal year 2023 is the first year of operation of the Thai Media Fund under the 5-year Strategic Plan of the Safe and Creative Media Fund 2023-2027, as it was revealed during the initial phases of the plan's implementation. Projects are executed thoroughly in accordance with all 5 strategies, taking the vision into account, that is, *“it is a hub for information, media creators, content, and collaborative innovation to promote safe and innovative media use in society for learning”*. The Thai Media Fund continues to support projects that have the potential to have a significant impact on society (social impact) and that align with national strategy, government policy, the 5-year strategic plan of the Thai Media Fund (2023-2027), and the situation of Thai society and achieve the Sustainable Development Goals (SDGs). In addition, the TMF is quite open to a variety of grantees, including individuals, legal entities, community organizations, associations/foundations, public benefit organizations, state educational institutions, private educational institutions, government agencies, and youth. There are policies that support the operational processes of grantees to be continuously flexible. In 2023, there will be work under Service Level Agreements (SLA) to ensure that the services provided to grantees are of the same standard, including policies to support grantees in disseminating the project's products, both through mainstream media, e-books, online media, the project's social media, the project's website, and mainstream social media

to reach the target group and have a more systematic accounting each fiscal year, which will create sustainability and value for money in the allocation of funds. It also supports the use of the work for commercial purposes, with each party allocating 50 percent of the benefits, which is considered worthwhile and supports media producers to be able to generate income and produce safe and creative media by themselves in the future and promote the growth of the media industry.

Three categories of grants are allocated in the fiscal year 2023: open grants, strategic grants, and collaborative grants. The topics under the 3 types of funds are consistent with the current situation, including funding, and in line with the recommendations of the Committee for Assessment for the Thai Media Fund in the fiscal year 2022 in determining the proportion of fund recipients. The TMF will give importance to various research projects, which in the fiscal year 2023 have set the direction of funding, such as New Normal life (New Normal) with social dimensions, multiculturalism and social diversity, media literacy skills, and monitoring of unsafe and uncreative media, including soft power issues that support government policies, etc. The grant of 249,272,000 baht will result in economic impacts, both in terms of direct consumption by the grant recipients, the circulation of goods and services to be used in the project, and the circulation of consumption from the income that workers receive in each section, which will be equal to $140,703,800 + 457,740,137 + 256,964,415 = 885,408,352$ or 3.43 times the spending of those who received funds from the Thai Media Fund of 249,272,000 baht (calculated from the estimated budget spending of the project from the project proposal of the grant recipients in 2023).

Results of the Thai Media Fund's Performance Assessment Conducted in Accordance with the Committee for Assessment's Framework of Standards and Assessment Metrics for the 2023 Fiscal Year

An assessment of the Thai Media Fund's performance based on the Committee for Assessment's framework of standards and evaluation metrics. According to the framework of evaluation indicators, the assessment for the fiscal year 2023 was conducted in four dimensions: effectiveness, efficiency, service quality, and organizational development.

Across these dimensions, the Fund received an overall evaluation score of 4.8980, indicating that operations were consistently improved by the Thai Media Fund. The assessment results are better compared to the results for the fiscal year 2022, with an evaluation score that is 0.0674 higher than the results for the previous year, which received a total score of 4.8306. In contrast to the performance evaluation results for fiscal years 2021, 2020, 2019, and 2018, which have total scores of 4.7985, 4.7758, 3.4168, 3.1231, respectively Table A provides the comparison data.

Table A. The findings of the assessment of the Thai Media Fund’s operations are presented based on the Committee for Assessment’s framework of standards and evaluation metrics for 2023 fiscal year in comparison with 2022.

Indicators	Weight Percentage	Fiscal Year Operating Results		Note
		2022	2023	
Dimension 1: Effectiveness	55.00	2.7500	2.7500	The evaluation results are the same/full score.
Dimension 2: Efficiency	25.00	1.0991	1.1530	Score results increased by 0.0539
Dimension 3: Service quality	10.00	0.5000	0.5000	The evaluation results are the same/full score.
Dimension 4: Organizational development	10.00	0.4815	0.4950	The score increased by 0.0135.
รวม	100.00	4.8306	4.8980	The score increased by 0.0674.

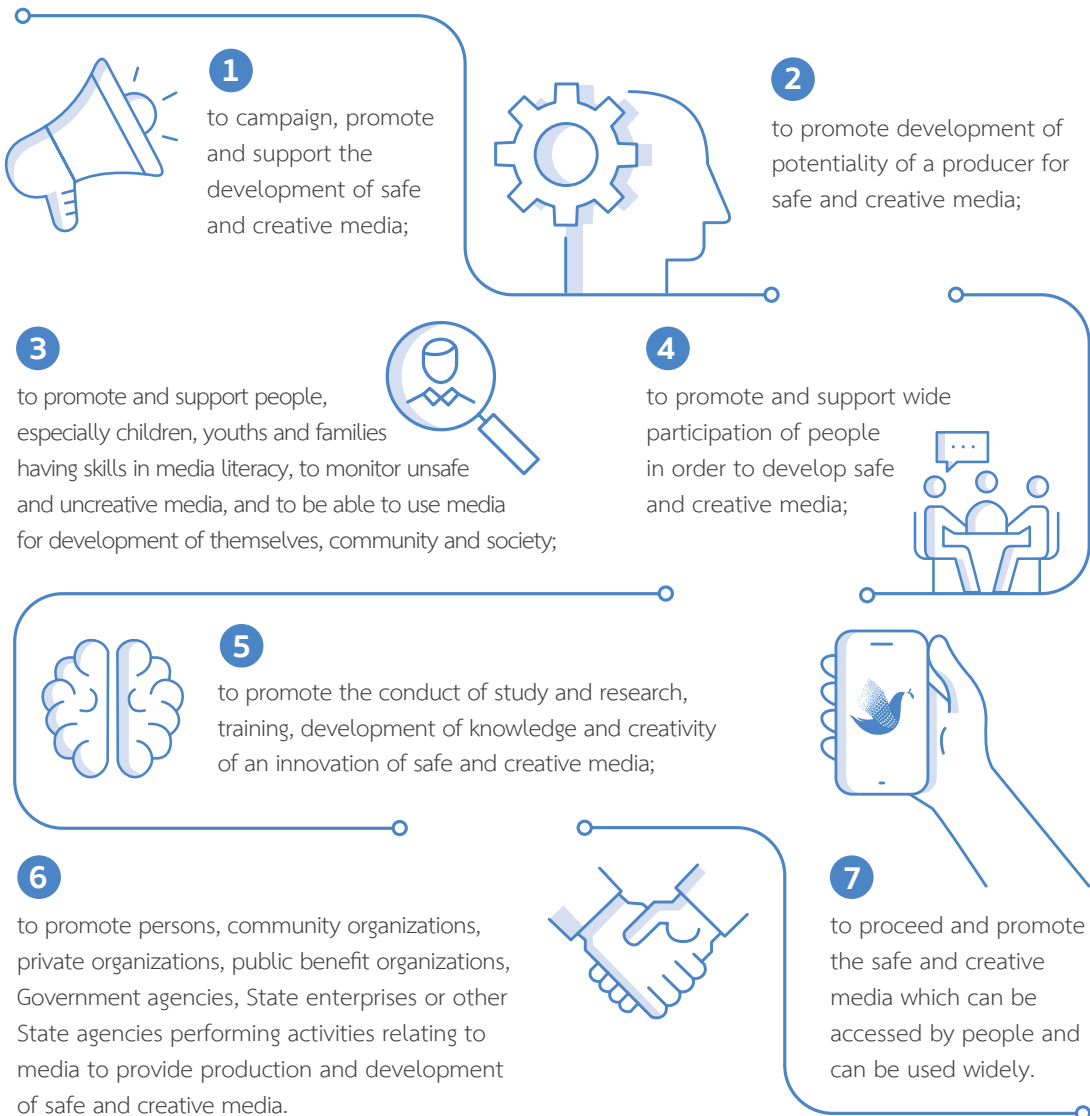
Analysis of economic impact through the application of analysis based on the production factors and outputs grid (Input-Output Table) for 180 sections; the National Economic and Social Development Council (NESDB) prepared it; it has expenses from project implementation categorized. The latest version dates back to 2015, it comprises six categories: pay and wages, type of expense or running costs, type of material expenses, and cost category for equipment. In addition, the economic impact analysis includes additional expense categories such as project management fees and institutional subsidy fees. A total of 145 projects completed in the fiscal year 2023 utilized funds from recipients of the Office of the Thai Media Fund. The entire sum of 318,722,824 baht generates an economic turnover of 1,131,239,916 baht or is equal to 3.549 times the scholarship recipient’s spending.

About Thai Media Fund (TMF)

The Objectives of TMF Establishment

TMF was established according to Safe and Creative Media Development Fund¹ Act, B.E. 2558 (2015) with the objectives stated in section 5. Details are as below.

Section 5. There shall be a fund called the “Safe and Creative Media Development Fund”. The fund shall be a juristic person and shall have the following objectives;



¹ The name “Safe and Creative Media Development Fund” is the same as the name “Thai Media Fund” which is currently used as the official English name of the Fund.

Vision / Missions / Strategies

Vision

To be a leading organization driving innovation in safe and creative media.

Missions

1. **Support and create participation of network partners in all sectors** in producing, developing content, and promoting producers of safe and creative media with innovation to develop into a learning society.
2. **Develop knowledge on safe and creative media**, monitoring of unsafe media, media literacy skills for children and youth, including the general public.
3. **Develop the organization into a high-performance organization** to drive the mission of safe and creative media.

Strategies

Strategy 1

Promote the production, provide content, and develop the potential of producers of safe and creative media with innovation.



Strategy 2

Promote research, development, and knowledge creation to promote access, and use of safe and creative media for the public and society.



Strategy 3

Enhance media literacy, and monitor unsafe, and uncreative media for children, youth, and the general public.



Strategy 4

Promote participation, and develop networks for access, dissemination, and use for social benefits.



Strategy 5

Develop high-performance organizations and create added value for safe and creative media.

Responsibilities

Support and stimulate the creation of safe and creative media

Create a variety of media innovations with a view to deconstruct the traditional way of content production. Add the alternative and useful content for people selection, present the information people need to know for well-rounded storytelling with various aspects, drive the important issues leading to public participation, and develop a foundation of knowledge beneficial to support the production of safe and creative media.

The fund has measures to drive the strategies to success with the

**Six
Strategic
Thrusts**





1. Creation of Media focuses on producing safe and creative media that create positive social, cultural, and economic impacts, value creation, promoting soft power, and disseminating media to targeted groups, both domestically and internationally.



2. Creation of People focuses on capacity development of media professionals, promoting the skills for mass media, enhancing skills for local media, and pushing for cooperation with domestic and international professional media production organizations for skill development.



3. Creation of Knowledge focuses on research and development in order to generate knowledge of safe and creative media that can be adopted, promoting TMF to become a knowledge repository and integrated learning resources for safe and creative media.



4. Creation of Media Literacy focuses on promoting the monitoring skills to detect harmful media, enhancing media information and literacy, screening out media that have negative impact, and equipping children, youth, and all groups of people with digital literacy. It also includes developing the potential of children and youth, building a network and mechanism for receiving and examining complaints, and notifying the public of harmful media.



5. Creation of Participation and Networks focuses on public relations to shape the public's perception, promote participation, develop and support safe and creative media networks, and work collaboratively with various sectors to create sound media ecosystem.



6. Creation of Organization focuses on management and organizational development by applying modern media production technology and digital technology to increase organizational performance, and partnering with other agencies of the government, the private sector, and the public sector.

TMF Strategy in Concordance with the National Strategy and Master Plans

20-Year National Strategy


-  National Strategy on Developing and Strengthening Human Capital
-  National Strategy on Competitiveness Enhancement
-  National Strategy on Social Cohesion and Equity

Master Plan under the 20-Year National Strategy

 Issue 10 Transforming social values and cultures	 Issue 11 Promoting life cycle development
 Issue 12 Learning Development	 Issue 20 Public Administration for the people

The 13th National Economic and Social Development Plan (2023-2027)

Milestone 12 Thailand has a High-Capability Workforce Committed to Lifelong Learning and Responsive to Future Developments



Safe and Creative Media Development Fund Act, B.E. 2558 (2015)

- 1 To campaign, promote and support the development of safe and creative media
- 2 To promote development of potentiality of a producer for safe and creative media
- 3 To promote and support people, especially children, youths and families, having skills in media literacy, to monitor unsafe and uncreative media, and to be able to use media for development of themselves, community and society
- 4 To promote and support wide participation of people in order to develop safe and creative media

Vision, Missions and Strategies Of Thai Media Fund



Culture leads the economy. Thais are ready to inherit, preserve, and expand it. We also support THACCA and push forward the 10 Soft Power policies globally. With creative power, we are ready to drive Thai works related to religion, arts, and culture towards a steady pace



- 5 To promote the conduct of study and research, training, development of knowledge and creativity for an innovation of safe and creative media
- 6 To promote persons, community organizations, private organizations, public benefit organizations, Government agencies, State enterprises or other agencies performing activities relating to media to provide production and development of safe and creative media.
- 7 To proceed and promote the safe and creative media which can be accessed by people and can be used widely

VISION



To be a leading organization driving innovation in safe and creative media.

MISSION



1. Support and create participation of network partners in all sectors in producing, developing content, and promoting producers of safe and creative media with innovation to develop into a learning society.



2. Develop knowledge on safe and creative media, monitoring of unsafe media, media literacy skills for children and youth, including the general public.



3. Develop the organization into a high-performance organization to drive the mission of safe and creative media.

STRATEGY



Strategy 1 Promote the production, provide content, and develop the potential of producers of safe and creative media with innovation.



Strategy 2 Promote research, development, and knowledge creation to promote access, and use of safe and creative media for the public and society.



Strategy 3 Enhance media literacy, and monitor unsafe, and uncreative media for children, youth, and the general public.



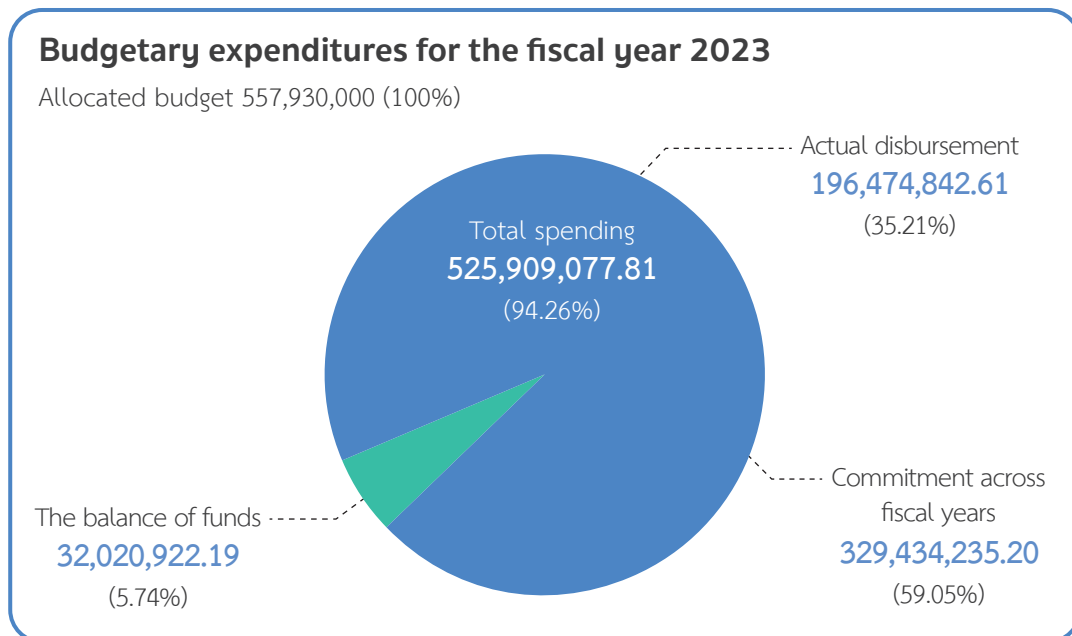
Strategy 4 Promote participation, and develop networks for access, dissemination, and use for social benefits.



Strategy 5 Develop high-performance organizations and create added value for safe and creative media.

Budgetary expenditures for the fiscal year 2023

Plan of Operations the Thai Media Development Fund’s financial plan and budget for 2023. The entire budget is limited to 557,930,000 baht.

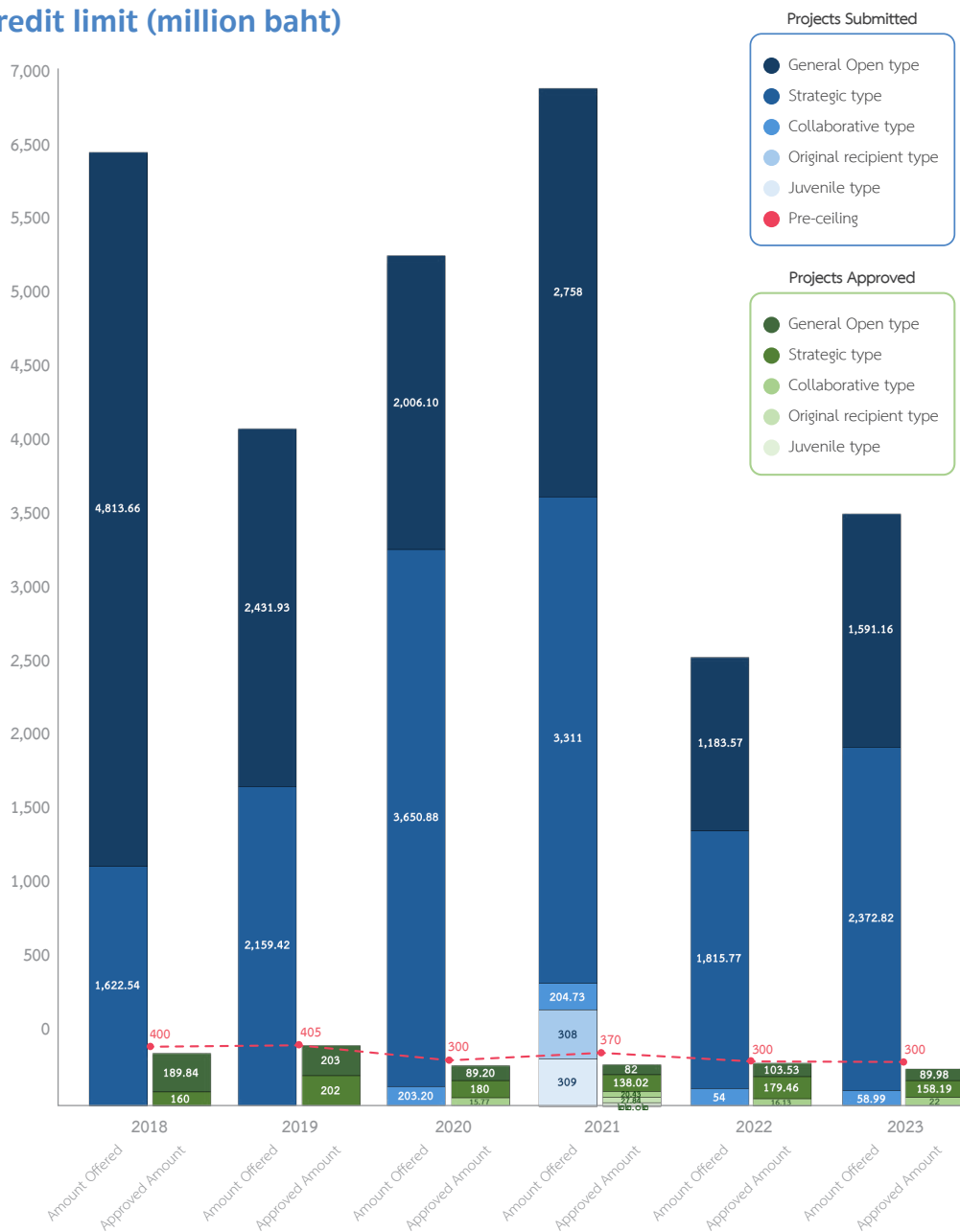


A committed budget of 495,631,552.72 baht for the fiscal year 2019–2022 is also reported, along with the disbursement of 396,294,875.57 baht, or 79.96 percent, and the remaining committed budget of 4,952,435.15 baht, or 1.00 percent. The bound budget has been carried forward 94,384,242.00 baht, accounting for 19.04 percent.

Funding support for fiscal year 2017-2023

The primary goal of the Thai Media Fund is to provide financial assistance to network partners in order to work on initiatives pertaining to the creation of innovative and safe media by giving the Thai Media Fund Committee regulations. Regarding the standards and procedures for distributing funds to initiatives or events pertaining to the production of Creative and Safe Media, starting in 2017. In the 2017 fiscal year, the TMF allocated funds up to the 100 million baht budget limit. A total of 477 projects with a budget of 1,658.05 million baht submitted proposals. Out of these, 53 projects were approved, amounting to a total budget of 99.99 million baht.

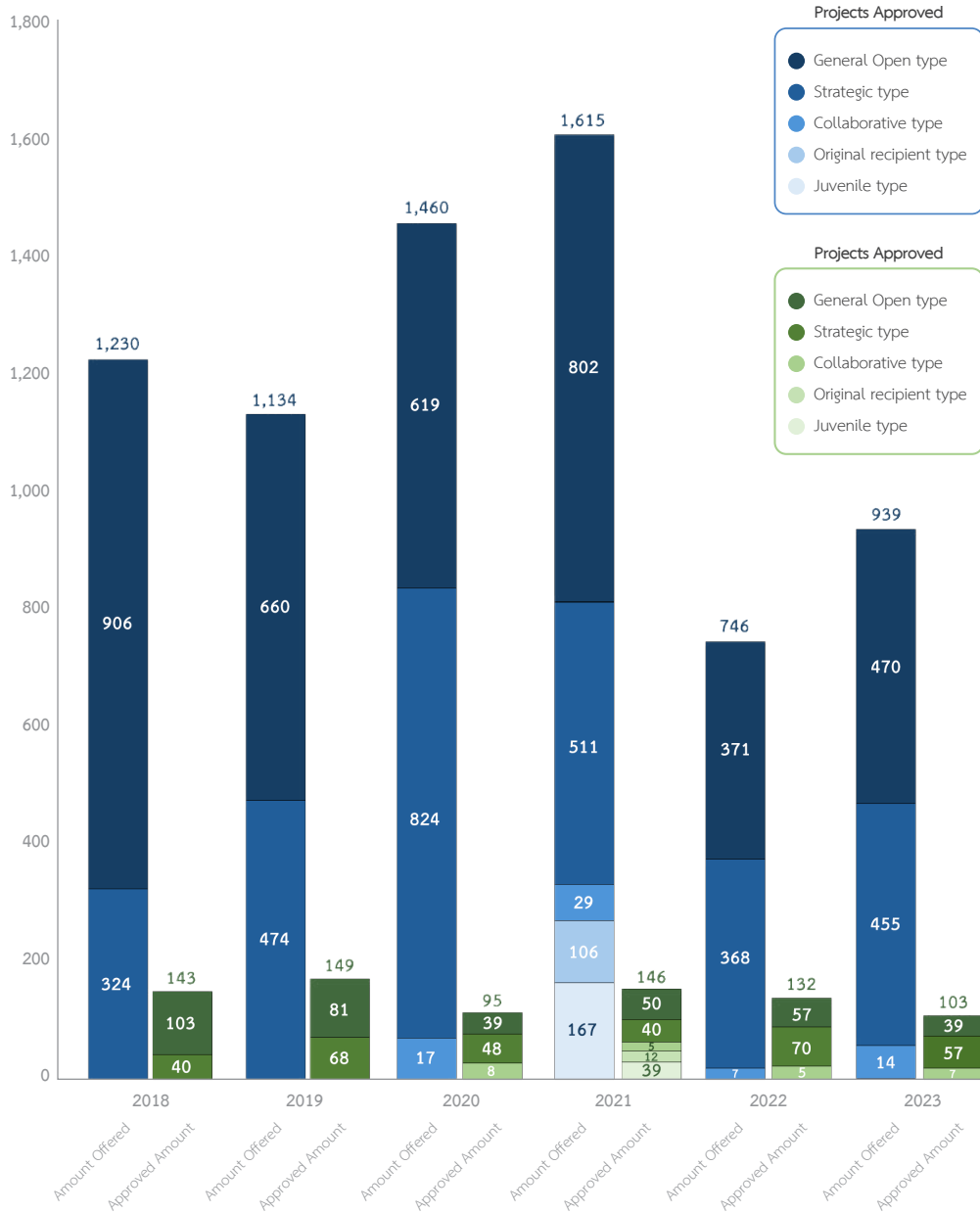
Credit limit (million baht)



	2018	2019	2020	2021	2022	2023
Total budget submitted (million baht)	6,436.20	4,591.35	5,760.18	6,890.73	3,053.34	4,022.97
Total budget approved (million baht)	349.84	405	284.97	290.31	299.12	270.17

***Note: The quantity of approved projects and budgets may result in the subsequent waiver or cancellation of projects.

Amount (million baht) submitted and accepted



	2018	2019	2020	2021	2022	2023
Total number of projects submitted	1,230	1,134	1,460	1,615	746	939
Total number of projects approved	143	149	95	146	132	103

***Note: The quantity of approved projects and budgets may result in the subsequent waiver or cancellation of projects.

The Outstanding Achievements

of Thai Media Fund in the Fiscal Year 2023

01

Movie “Phra Ruang”



The movie “Phra Ruang” offers a unique perspective on filmmaking, it sets the stage for creating new, high-quality films for the Thai film industry, incorporating elements of film science from various time periods, including musicals. The royal composition “Phra Ruang” by His Majesty King Rama VI served as the inspiration for the movie.

The film is based on historical data from the stone inscriptions of Wat Si Chum, a Sukhothai-era temple, which chronicles the establishment of the Thai nation. It weaves in the legend of Phra Ruang, a Thai hero, and aims to inspire a sense of national duty, particularly among the younger generation. The story promotes pride in national, religious, and monarchical institutions, and advocates for unity and love for the nation. It emphasizes the importance of fulfilling



one’s duties through sacrifice for the nation’s prosperity. Additionally, “Phra Ruang” is expected to wield cultural influence (Soft Power) with social and economic value.



Project Info:

Length: 90 minutes, scheduled to be released in theaters within 2024.

Project Highlight:

The movie explores the idea of using morality to address issues and promoting unity among people for the benefit of the nation. It also illustrates the responsibilities of leaders towards the people and the duties of the people towards their leaders. These moral principles are crucial for the country’s future prosperity.



02

Touch of Thai Taste (Mueang Sang San Watthanatham Ahan)

A documentary program explores Thai food culture from the past to the present, emphasizing its uniqueness and local wisdom. The documentary will be broadcasted on CCTV 10. The next target is the People’s Republic of China to make Thai food culture more widely known among foreigners.



Project Info:

Quantity: 8 episodes

Length: 20-25 minutes per episode

Broadcast channel: It will be broadcasted on CCTV 10, China’s central television network, which has a combined audience of more than one billion people.

03

The Wise and the Curious (Putao Kap Daorong)



This documentary focuses on addressing the generation gap issue, using career advancements or innovations as a medium to convey the story; it aims to remind viewers of events that have created challenges for different generations, influencing their career choices and shaping their diverse perspectives.



Project Info:

Quantity: 12 episodes

Distribution channels: Digital TV and ALTV, including **Facebook:** Kaset Thai Idol, **Facebook:** Khon Jai Kaeng, Thai PBS and ALTV

Total views via online media: 19,176,004 views



[Portfolio link](#) 

04

The Poverty Alleviation Group (Khabuankan Kae Chon)

Take the “Poverty Alleviation Group” (Khabuankan Kae Chon) cartoons that were previously published in the Thairath newspaper and recreated them using digital media to create 2D animated cartoons. The goal is to reach children, youth, and interested viewers, inspiring them and fostering a greater pride in Thai culinary culture.



Project Info:

Quantity: 30 episodes **Length:** 2 minutes per episode

Publication channels: Thairath TV station and Online Media Channels

Total views: 6,581,550 times (viewed on television media 5,791,264 times and online media 790,286 times)



[Portfolio link](#) 



05

Cyber Security for Children (Than Game Than Dek Cyber)

The program delivers messages through media that can easily and quickly reach a large audience. It takes the form of a game show competition format, making it entertaining to watch and keeping the communication engaging. This project introduces innovations in the cyber world, including popular online games and applications. Additionally, it aims to raise awareness using game elements that discourage negative content. This is done to prevent children from becoming agitated and to keep them safe from inappropriate behavior.



Project Info:

Quantity: 13 episodes **Length:** 25 minutes per episode

Total access (reach): 4,680,427 times Total views from online media channels and **television media:** 446,208 views



[Portfolio link](#) 



The goal of this project is to promote understanding and awareness of multiculturalism and social diversity in Thailand. This will be accomplished by producing documentary programs centered around the theme “Exploring and Embracing the Value of Diversity” in the format of a

diary documentary. The project also seeks to emphasize the importance of living happily and harmoniously within diverse communities, encompassing differences in race, religion, culture, way of life, thought, and practice, which collectively form a “Multicultural Society”.

Project Info:

Quantity: 6 episodes **Length:** Not less than 20 minutes
Publication channels: Amarin TV HD Television Station, Channel 34 and Online Channels **YouTube:** Samudkojorn Official and Facebook Fanpage: Samudkojorn **Total views:** 2,982,925 times



[Portfolio link](#) 



07

International Broadcasting Leadership Program Media Forum in Thailand: Irreplaceable Asian Content (IBLP)

The Thai Media Fund hosted the “2023 IBLP” project at Siam@Siam Design Hotel Bangkok, in collaboration with Arirang TV of the Republic of Korea. The project aimed to advance knowledge of content production, content production technology, expanding on the previous year’s collaboration between the two organizations. It brought together academics, content creators, mass media, the content production sector, and cultural organizations in Thailand. Both agencies are committed to encouraging the creation and growth of safe and creative

media. The event featured speakers from the Republic of Korea, including media business executives, drama directors, screenwriters, media technology experts, and character development specialists. The forum aimed to share insights among participants from the Thai media industry. Besides, the project was attended by ninety individuals from various fields in Thailand, including television stations, drama directors, producers, scriptwriters, and mass communication academics.

08

K-EXPO Thailand 2023 Event



The Thai Media Fund (TMF) and the Korea Creative Content Agency (KOCCA) organized K-EXPO Thailand 2023 with the theme “BE YOUR NEXT K” to celebrate 65 years of diplomatic relations between the Kingdom of Thailand and the Republic of Korea. The event featured idols, K-pop, and T-pop artists, as well as Thai-Korean media industry leaders exchange knowledge to enhance media production potential to the world stage from November 9-12, 2023. The event consists of 2 activities. The B2B Event involved facilitating business-to-business between Korean and Thai companies. There were 155 companies from the Republic of Korea and entrepreneurs from Thailand participating, providing an opportunity for information exchange and business negotiations during which the B2B event received feedback from 360 entrepreneurs. The B2C event, which attracted 26,658 participants, consisted of 5 zones: K-Content, Korean Pavilion, Thai Pavilion, K-Seafood, and K-Food. Collaborated with 10 partners, TMF has organized the ‘Thai Pavilion’ zone there.



09

Signing of a Memorandum of Understanding (MOU) with the Korea International Broadcasting Foundation (Arirang TV)

The Thai Media Fund and the Korea International Broadcasting Foundation (Arirang TV) signed a memorandum of understanding (MoU) on the Promotion of Safe and Creative Media Accessibility and Usages on April 26, 2023, in the Kingdom of Thailand. The objectives of the MoU are as follows:

1.1 To promote learning and sharing experience in production management, production technology, media technology, media accessibility, and utilize safe and creative media.

1.2 To promote safe and creative media production between TMF and Arirang TV.

1.3 To promote public relations of productions belonging to TMF and Arirang TV, promote exchange of information.

1.4 To disseminate public relation activities of TMF and Arirang TV to media

professionals, community organizations, private organizations, public organizations, state enterprises, or other government agencies that have media-related responsibilities in promoting safe and creative media, as well as to general public regarding media production, accessibility, and usages of safe and creative media.

In the past, the Thai Media Fund sent Thai sixteen delegates from media-related organizations to participate in the International Broadcasting Leadership Program 2022 in the Republic of Korea, which was organized by Arirang TV from November 15–24, 2022. The program aimed to provide knowledge about media production, technology, and broadcasting, including screenplays written by renowned Korean media producers.


10

Project to Use Cultural Capital to Create Media for Contemporary Dance: An Analysis of the Play by Nora Pattani



Innovative cross-platform mixed media that utilizes cultural capital to create contemporary dance content. This is a case study of a play by Nora Pattani that incorporates wisdom and cultural heritage into the lives of all generations through fitness programs based on Nora dance techniques. No prior dance experience is necessary to follow along; it is simple and will work your entire body.



 **Project Info:**
Length: No more than 40 minutes.
Show at the Lido Cinema and publish 1 video clip, 2-3 minutes long, on the True ID channel and
YouTube: Thai fit studio
Total access: 900,262 times



Short Documentary



Official Trailer

[Portfolio link](#) 



11

Hackathon Training Project (Hackathon) to Create New Safe and Creative Media Entrepreneurs (Start-up)

Thai Media Fund is organizing its first-ever hackathon-style project to support up-and-coming media creators who may not otherwise have the opportunity to produce safe and innovative media content for society. The project has been proven to be effective in achieving its goals. In collaboration with the Entrepreneur Advisory Center Company Limited, the Fund runs a program to nurture new media entrepreneurs. By opening up the project to students and newly established start-up businesses, the aim is to foster a new generation of media entrepreneurs who prioritize safety and innovation. The main objective is to develop individuals who can create opportunities and build media industry startups. The ultimate goal is to promote and develop the potential of those involved in the media industry to produce high-quality, imaginative, and socially conscious work. Selected participants received investment money from participating businesses.



Project Highlight:

Out of the 84 individuals who showed interest in joining the project, 51 were selected for both individual and group participation. In order to be eligible to submit a project proposal, participants had to attend a three-day training session covering project-related topics and meet the required hours of instruction; nine individuals were chosen to advance to the final round.

After the scoring, two teams emerged as winners, Chan Peng Pro Max team is a media company that presents northern culture in a contemporary manner and produces humorous cartoons in the local language. They partnered with M Picture to create the film “Sompoi,” which is already in theaters. Team Mental Me is the other winner and is led by a founder with experience in mental health so that the company creates applications for mental health, collaborating with mental health specialists to provide services using artificial intelligence technology. Turnkey Communication Services Public Company Limited and Kingsford Securities Company invested one million baht each in the winning ventures of these two teams.

12

Media Alert Project



The Thai Media Fund’s Strategy and Research Office is responsible for overseeing projects outlined in the policy department’s work plan, it serves as an academic unit that monitors media and social conditions and aims to promote media literacy in society through rigorous research methods such as media content synthesis, analysis, and surveys. The office strives to capture the efforts of media creators and the changing trends in social media usage across various platforms, covering topics relevant to modern society in line with the Fund’s objectives. This includes targeting academics in the media, gathering media experts, both governmental and non-governmental organizations involved in media, and students studying mass communication, as well as individuals interested in media-related topics.



[Portfolio link](#) 



Project Highlight:

In support of mainstream mass media efforts, academic works in various formats have been produced including analyses of media creator’s work and shifts in social media usage patterns across platforms. These proactive topics are aligned with the Fund’s mission and address relevant topics to today’s society.



[Portfolio link](#) 

13

The Journal of Thai Media Fund (TMF Journal)

The scholarly articles are planned to be published in the Journal of Thai Media Fund, also known as TMF Journal. The journal features research articles and special articles that can be referred to by scholars working in related fields, such as safe and creative media. It will be published in two formats: an online journal (ThaiJo website: <http://so04.tcithaijo.org/index.php/tmfjournal/index>) and four hard copy editions, with 500 copies in each edition, making a total of 2,000 copies annually.



Project Info:

A platform for collecting and sharing scholarly and research articles on media and related fields to become a reliable resource for studies and references, thereby fostering a secure and innovative media ecosystem.

14

Thai Youth Camp for Media Literacy (Digi Camp)



The purpose of the Thai Youth Media Literacy Camp (Digi Camp) is to prepare young people for future success as creative media producers by helping them apply the knowledge they acquire in their daily lives. Participants will be required to attend a training camp to enhance their media surveillance and literacy skills. Media industry leaders are expected to use their expertise to independently produce media and contribute to societal change. A three to five minute video clips were submitted for the creative media contest, and the award ceremony and results announcement took place at The Miracle Grand Convention Hotel.



Project Info:

Number of works: 17 works **Total views:** 298,500 views **Total access to the DigiCamp facebook page:** 4,400 people (information as of January 19, 2024)



[Portfolio link](#) 



15

TRICK OR TRUST (Nak Sueb Sai Sure Project x Sure Kon Share Samosorn)

The project aims to educate students on identifying and staying informed about cyberthreats, misinformation, and fake news using innovative methods. It involves integrating digital media, content production courses, and field training exercises. The project, named TRICK OR TRUST, draws

inspiration from the concept of expanding knowledge through the art of deception, employing magic, computers, artificial intelligence, and content creation to illustrate various contemporary forms of deceit such as scams, misinformation, and counterfeit beliefs.



Project Highlight:


The initiative was eventually expanded to include media innovation and FCDA 101, a course designed to provide up-to-date knowledge accessible to all students and published on www.surecology.com. The course is presented as a movie that allows students to engage in an interactive adventure by making decisions in different scenarios. The results of these decisions will be used to assess the cognitive abilities of the students. FCDA 101 received the Fund's Best Media award for creating innovative and secure media. The project was further developed in 2023 and is now incorporated into the FCDA 101 for classroom course, intended for use as instructional media in classrooms.



16 The Thai Media Fund Fair Celebrates Its 8th Anniversary.

Presenting over fifty innovative and secure media pieces, talks, and performances to explore your experiences and foster endless inspiration (Fill Fun Fund). This effort aims to create top-notch content through exhibitions, screenings of the film “A Time to Fly,” and initiatives promoting media literacy, with the goal of reaching a wider audience. It is crucial to first discuss the collection of creative and secure media and the distribution of creative works in various contexts, including initiatives supporting media production, research, and

activities by grant recipients. In order to promote innovative and safe media, it is essential to open public spaces that facilitate direct communication between individuals interested in the practical aspects of creating secure and creative media and those receiving support. This communication platform serves as a stage for the exchange of knowledge and encourages media creators to strive towards producing innovative and secure media, thereby contributing to a society characterized by morality, quality, and harmonious coexistence.



Project Info:
Date: 24-26 March 2023 **Venue:** Lido Connect
Event format: On ground and Online in the form of Virtual exhibition
Number of attendees at On Ground: 1,025 people
Number of attendees viewing the Virtual exhibition: 40,957 times

17

Beyond Content Creators



In today’s digital age, the behavior of individuals using online media has evolved significantly, with the advent of smartphones enabling users to act as both messengers and media producers. As a result, a multitude of video clips are being shared across various platforms, some of which may pose risks such as violent or pornographic content. These clips can influence young people and children to imitate the behavior they see, highlighting the need for competent media creators to establish safe and creative media platforms.

To address this, a project was initiated by the Thai Media Fund and the Faculty of Communication Arts at Dhurakij Pundit University. This project aimed to promote the creation and dissemination of safe and creative media, with content being published on the Beyond Content Creators TikTok platform to raise public awareness of the



[Portfolio link](#) 



Project Info:

Total views of work (120 clips):

2,920,249 times

Number of likes: 13,926 likes

(Information as of August 17, 2023)

potential of media producers. It is essential for students and young people, in particular, to be media literate and discerning in consuming media, identifying content that lacks creativity or safety, and promoting the consumption of safe and creative media.





[Portfolio link](#) 

We select compelling social content from public broadcasts on online platforms. Our carefully chosen clips serve as examples of impactful communication with society, always ensuring the well-being of all individuals depicted. Our mission is to share inspiring narratives about kindness, local gastronomic experiences, and positive community initiatives through innovative content creation. We strive to set the standard for producing safe and imaginative media, presenting uplifting stories and content to the public online, while empowering others to become skilled media creators themselves.



Project Info:

Number of clips with social creative content: 200 clips

Total views of the work through the online platform of the INN news agency: 1,879,859 times



19 Online Courses to Teach Students How to Recognize and Avoid Unsafe and Uncreative Media (TMF MOOC)

The Thai Media Fund has initiated a program to provide platforms for the dissemination of media literacy knowledge, aiming to increase participation and awareness among citizens and promote literacy skills. The project involves creating an online teaching curriculum focused on recognizing and avoiding unsafe and uncreative media. This curriculum, known as TMF MOOC, is an innovative online learning platform available to all citizens through the website. It offers a wide range

of classes and adapts to the needs of the modern era, where learning can take place anytime and anywhere through various activities such as watching videos, reading short articles, viewing infographics, and taking quizzes to test knowledge. TMF MOOC aims to equip students with the

skills to observe, analyze, and synthesize information from diverse sources to ensure the accuracy, safety, and creativity of the information they receive.



[Portfolio link](#) 



Project Info:

Online teaching courses for learning about media literacy for the general public include:

- Learning Unit 1 Access to media in daily life
- Learning Unit 2 Receiving media safely and creatively
- Learning unit 3: Media literacy skills
- Learning Unit 4: Developing media literacy



20

Buddhist Fair Brings Media to Create Peace, Year 2 (Sue Tham Dee)

The Thai Media Fund organized the second annual “Sue Tham Dee” Buddhist media festival, an event that delved into the Buddhist world with the aim of promoting peace. As part of this, the Walk Rally “Tham... Nam Chit Sue...Nam Chai” focused on building the resilience of children and youth in both online and offline settings, offering valuable insights into media and Dhamma. Hosted at Wat Phra Chetuphon Vimolmangklararam Ratchaworamahawihan (Wat Pho), the on-ground events, including a walk rally, took place on December 13 and 14, 2023, centered on the themes “Suk Duai Tham” and “Sue Tham Dee”. Additionally, an online library featuring five different types of Buddhist media

was launched as a virtual exhibition, with the aim of reaching individuals both locally and internationally. The goal was to make Dhamma easily accessible to enable the pursuit of normal and fulfilling lives with just the touch of a fingertip.

Furthermore, the event provided a platform for young individuals to showcase their knowledge and demonstrated Buddhism’s potential for creativity through the “Noo Dai Dham” competition. Participants were expected to produce a short clip addressing the theme of “Integrating Dhamma Thoughts into Daily Life”. The winning entries were featured in an online exhibition accessible at <http://buddhist-media.thaimediafund.or.th/>.



Project Info:

Number of works: 200 works (On Ground Event and Online Event)

Number of attendees at on ground Event: 1,076 people

Number of attendees viewing the exhibition in online event format: 147,755 times



22 Preserving the Folklore of Khemarat Textile Designs toward the Folk Art and Culture of Isaan

Thirteen Isaan folk songs, such as Lam Phloen, Lam Den, Toey Burma, Toey Khong, Pao Som, Toey Duan Ha, Long Khong, Naga Sadung, and others, have been inspired by traditional fabric patterns. These songs’ roots trace back to the heart of the country. A dance performance by Lan Chang aims to connect the northeastern regions of Thailand and Lao PDR through a shared cultural experience. The rich textile folklore of Khemarat is set to be revitalized by its online distribution. Moreover, raising awareness about Khemarat cloth works to bolster the local economy by promoting the purchase of locally made products and nurturing a creative space for young people passionate about folk art and culture. Ultimately, the objective is to preserve and propagate folk arts and culture for generations to come.



Music



MV



[Portfolio link](#) 



Project Info:

Total online views: 1,156,483 times (YouTube 75,928 times, Facebook 89,855 times, and TikTok 990,700 times)

23

Game Software Development Project to Promote Knowledge and Skills in Financial Management for Children and Youth



A collection of fifteen game software clips designed for children and youth is available to enhance understanding of personal financial management. The primary objective is to foster the development of innovative ideas. These clips provide insight into financial management techniques that form the basis for the social and economic progress of the nation. The content covers various aspects of financial knowledge, including life planning, expense management, debt planning, financial crisis preparedness, investment, tax planning, savings, retirement planning, and insurance-based risk management, all presented in a user-friendly format.



[Portfolio link](#)



Project Info:

Publicized and promoted game software through online channels, it can reach a target group of 1,135,762 people.

24

Delicious Medicine (Osoth Ocha)

A documentary with English subtitle delves into the concept of “Thai food as the most delicious medicine in the world,” using Thai ingredients with therapeutic qualities. It aims to raise awareness about the value of Thai raw materials and the creation of menus by renowned chefs. The focus is on crafting unique dishes that showcase these ingredients, elevating Thai cuisine and ingredients beyond just food to highlight their potential medicinal properties.



[Portfolio link](#)



Project Info:

Quantity: 8 episodes **Length:** 30 minutes per episode **Publication channel:** Television Media, Amarin TV Channel and Online Channels **Facebook and YouTube:** Osoth Ocha **Total access:** 1,071,380 times (television media 697,000 times and online media 374,380 times)



25 Old Wall Storytelling Project (Panang Kao Lao Ruang)

This documentary aims to bring to light the stories and legends inscribed on the walls of various historical sites, particularly palaces and temples, for a new generation of viewers. Through the perspectives of writers, artists, architects, historians, and experts in religion, the tales were interpreted in line with the expertise of professionals in each field.

The documentary also addresses debates across generations on philosophical matters, providing a comprehensive look at pivotal moments in Thai history and the coexistence of the Thai people. It seeks to shed light on the evolution of culture, beliefs, and important institutions leading up to the present day.



Project Info:
Quantity: 20 episodes
Publishing channels: Facebook, YouTube and TikTok
Total access: 703,102 times



[Portfolio link](#)

26

Herb Doctor: The Last Record the World Will Never Forget (Mor Ya Bantuek Sud Tai Loke Mai Luem)

This documentary tells the story of a local herbal medicine doctor, highlighting individuals with scientific knowledge and textbooks about using traditional herbs for treating illnesses. In order to effectively impart wisdom and knowledge about Thai herbs, connecting the local context, artwork, culture, tradition, and practices is crucial. Furthermore, leveraging herbs for economic value can contribute to the development of a national business model.



[Portfolio link](#)



Project Info:

Quantity: 12 episodes **Length:** Not less than 22 minutes **Publication channel:** Thairath TV television channel and online channels **Facebook:** Mor Ya Bantuek Sud Tai Loke Mai Luem **Total views:** 629,216 times (television media 59,961 times and online channels 569,255 times)

27

Little Man Changes the World (Khon Lek Plian Loke)

The Facebook page “Yod Manud Khon Thammada” showcases a segment called “Khon Lek Plian Loke”, dedicated to honoring outstanding individuals. Thirty people from diverse backgrounds selflessly contributed to the public and served as role models for building a sustainable society. Their efforts were shared through articles, films, and interactive discussions to inspire the next generation to take positive action and contribute to society. The aim is to cultivate a sense of public responsibility, showing that even individuals with modest influence can have a meaningful impact by connecting with others and sharing knowledge for the greater good of society.



[Portfolio link](#)



28 Short Film in Honor of His Majesty King Rama X (Todsa Barami)

Two short films, “Eye in the Sky” and “Sky Exit,” were created to honor His Majesty King Rama X. The films portray the story of His Majesty King Rama X’s royal duties and are based on authentic narratives that capture his poignant and extraordinary life. Through these films, viewers can gain insight into His Majesty’s unwavering commitment to alleviating suffering, promoting happiness, and consistently assisting the people. The work “Light from the Sky Gate” received an honorable mention in the Asian Academy Creative Awards 2023 for Best Single Drama, Telemovie, or Anthology Episode.



Eye in the Sky



Sky Exit

[Portfolio link](#) 



Project Info:

Publishing channels: Youtube and Facebook

Total views: 535,427 times

Conceived with the intention of inviting seven individuals to participate in a test documentary and extending the invitation to everyone. The aim is to prepare for life after death by sharing stories through various media, such as online video clips. Those interested were invited to join discussions and share their thoughts on related topics through planned activities. The goal is to transform our perception of death from fear to acceptance as a natural part of life by engaging in conversations. We hope to gain a new perspective on this inevitable phase of life and become more open to discussing topics we might have avoided in the past.



[Portfolio link](#) 



Project Info:

Format: Documentary film with a length of not less than 70 minutes and video media with 7 episodes.

Publishing channels: Facebook and YouTube **Total access:** 410,595 times



[Portfolio link](#) 



Project Info:

Publication channel: YouTube Channel: Thai Symphony Orchestra
Total views: 296,974 times

Thai Symphony Orchestra (Song Samniang Project)

In this project, classical music pieces were created using a symphony orchestra and traditional Thai musical instruments. The repertoire included popular classical songs and were complemented with audio and visual recordings for five songs to be disseminated as music videos. This initiative aims to promote Thai culture alongside global culture and contribute to the country's soft power through the creation of art that supports education and enriches the nation's music and society.



Portfolio link 



31

Finding Joy (Naksueb Sairung Season 2)

The drama “Naksueb Sairung Season 2” delves into the themes of social diversity and multiculturalism consisting of ten 10-minute episodes. The show is geared towards children and youth, aiming to impart the importance of respecting and embracing societal diversity in all its forms. The content is contemporary, yet the presentation is engaging. Each episode offers practical guidance on addressing common social issues, supported by interactive social media-based activities. To enhance understanding, entertaining activities were organized for fans of Rainbow Kids series on Facebook and YouTube. Moreover, live broadcasts featuring discussions with experts and prominent figures were conducted to reinforce the central theme of the drama. Collectively, these efforts seek to instill the values of harmonious coexistence in children, families, and the wider community.



Project Info:

Publishing channels: Facebook and YouTube
Total access:
300,973 times (Facebook
106,030 times and YouTube
194,943 times)





[Portfolio link](#) 

32

I will Go to the Monument

The online documentaries showcase Thai monuments and share the stories of remarkable individuals whose good deeds have benefited the nation. They aim to inspire viewers to appreciate the impact of goodwill on Thailand and to join in honoring these brave actions. The documentaries also serve to spread awareness about the importance of cherishing and loving our nation.



Project Info:

Number: 52 episodes **Length:** at least 5 minutes
Publication channels: Youtube channel and Facebook: I will go to the monument
Total views: 245,403 people



[Portfolio link](#) 

33

Fino the Ranad (Meta Dontri Thai Ranad Thai Nai Metaverse)

Created media content based on research findings to gain a comprehensive understanding of communication technology, communication science, and music science. Videos showcasing the use of digital technology in teaching and promoting Thai music were created. Furthermore, the primary video format of the project presents Ranad Ek (Thai Xylophone), a Thai music and dance form, in a contemporary and engaging manner by leveraging digital technology and the metaverse. The objective is to generate interest and promote Thai music, aiming for it to become a significant cultural influence on a global scale.



Project Info:

Format: Metaverse music video Length not more than 5 minutes, 2 clip videos
Dissemination channel: YouTube channel Fino the Ranad **Total access:** 142,500 times



34 Listen and Enjoy the Taste (Fang Fin Chim Ploen)

A program was founded by two brothers, Nong Ji and Pee Ja, who are deeply committed to preserving Thai culture and sharing its splendor with the world. One has a passion for cooking, especially traditional Thai recipes, while the other enjoys reading a wide variety of books, with a particular love for literary works. They combined these passions to create a program that shares cooking techniques using age-old recipes and brings to life tales from Thai literature. This unique fusion was transformed into bilingual books, making it easier for people all around the world to explore and appreciate Thai culture.



[Portfolio link](#)



Project Info:

Quantity: 24 episodes
Length: 3-7 minutes per episode (Telling about Thai food in literature in 12 episodes and Thai food menus in 12 episodes)
Publishing channels: YouTube, Reels, Facebook
Total access: 62,270 access

35

Project for Hiring to Produce TV Dramas that Highlight Regional Features (Hello Thailand)



The project aims to collaborate with local network partners and feature scripts penned by emerging playwrights from the “Telling Stories as Drama” and “Telling Stories to Become Famous” initiatives. The goal is to create community-centered television dramas, contribute to the advancement of the television drama industry, and facilitate widespread distribution and accessibility. Additionally, the project seeks to promote awareness and engage in public relations through diverse media channels to effectively reach target audiences.



Project Info:

Format: Television dramas that reflect local identity, Hello Thailand series, totaling 3 stories, including Tai Samut Sut Plai Fa, Phattha Ya Soi Sutthai, and Lae Pheri Rabat Chai
Publishing channels: Application VIPA and Thai PBS channel **Total views:** 10,157 times

36

Creative Thai (Sang San Thai) Year 2

An initiative was launched to inspire young people to appreciate and celebrate their local culture by documenting their traditions and ways of life. The program offers virtual training sessions aimed at individuals under 25 from all over the country, focusing on the creation of short video content using mobile devices. Participants had the opportunity to learn from expert instructors through five specially designed classes. The ultimate goal is to encourage the creation of engaging and respectful media that showcases local and societal cultures by storytelling.



[Portfolio link](#)



Project Info:

There were over 950 works submitted for consideration from all over the country, including 17 of the best works of Thai creative work, with a total of 16,306 official views.



37 Project to Transfer Knowledge from Master Artists to New Producers (San Sard)

The project aims to educate the next generation about the techniques of master artists. It involved gathering wisdom from accomplished artists who have gained experience, wealth, and shared their life experiences. This initiative established a knowledge center called “TMF Online University Safe and Creative Media” to preserve knowledge in online courses and make it accessible to future generations in a contemporary and engaging manner.



[Portfolio link](#) 



Project Highlight:

Two media pieces were produced using the artist’s knowledge: Khunying Wimon Siripaiboon (Thomayanti) contributed his mastery of composition, and Ganesh Khaomulkadee (Rong Khaomulkadee) contributed his mastery of acting.

38

Developing Television Screenwriters through a Workshop Project with Playwrights from the Republic of Korea



The Thai Media Fund, in collaboration with the Television Script Writers Association, highlights the high value placed by the Republic of Korea's media sector on nurturing talent. The focus is on producing high-quality storytellers, which presents an opportunity to cultivate the potential of Thai playwrights and enable them to communicate globally.

Furthermore, the collaboration with renowned Republic of Korea screenwriters such as Kim Jae-Eun, known for scripting *R2B: Return to Base* (2012), *Iris* (2010), and *Bad Guy* (2010), as well as Jung Yoonjung and Park

Hyejin, aims to impart a wealth of knowledge, critical thinking skills, and intensive writing formats to professional Thai scriptwriters. This collaboration also involves the sharing of Thailand's soft power culture to enhance and expand the professional potential of television screenwriters.

The goal is to leverage the artistic storytelling abilities and the capacity to produce socially conscious and safe media to promote Thai Soft Power across diverse multicultural and multiethnic communities around the world.



Project Info:

At the workshop, three TV script writers from Republic of Korea and a network of seventy media producers attended.



[Portfolio link](#) 



39

Winner Gamer (Game Pichit Fun) Season II

A television program called “Winner Gamer: The Game to Win Your Dreams” Season II is a product of this media production project. The program’s content explores various aspects of gaming and offers interesting insights. It includes interviews with individuals involved in gaming to increase awareness and mindfulness among young people in Thailand. The program features interviews with athletes, parents, psychologists, doctors, scholars, and others. Viewers will be entertained while learning how to manage their time effectively when playing games. The content is presented in a way that is easy to understand and enjoyable to watch. The program aims to set an example of making time for creativity and quality, as well as promoting positive values and attitudes towards technology, emphasizing the real benefits of responsible gaming.



[Portfolio link](#)



Project Info:

Quantity: 12 episodes

Length: 25 minutes per episode

Publication channel: Television station channel 9, MCOT HD channel 30 and broadcast on online media via YouTube Channel and Facebook Fanpage

Total reach: There were 347,300 people watching the program through television media and 100,583 people watching via online media.



40 Public Volunteer Media Project

This platform is designed to share information and encourage people to get involved in addressing various societal issues. It enables communication between individuals and those in need, allowing the government or relevant agencies to respond quickly and provide assistance to resolve the issues. The goal for this project is not only to provide aid but also to promote participatory communication, where people can support each other, be creative, and contribute to building a fair society.



- Project Info:**
- Presented every Monday-Friday.
 - Part 1:** Volunteer to Seek Dhamma Description: Discuss Dharma, answer questions, and provide advice on problem-solving by applying Dhamma to daily life.
 - Part 2:** Volunteer to Help Description: Address social issues and open a helpline to create participation among people in society. This will involve talking with the volunteer network to encourage involvement in social causes.
 - Currently, 14,000 people follow the volunteer media on Facebook.



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