



OCC SERVICES ARE HELPING THAILAND'S AV INDUSTRY FLOURISH

Research into the economic impact of OCC services in Thailand 2022

THAILAND SUPPORTS A VIBRANT ONLINE CURATED CONTENT SECTOR



11.3 MIL

Thai people subscribed to OCC services in 2021.



81%

of internet users in Thailand use OCC services at least once a week.



\$118M (THB3.7BN)

was invested by OCC services in local Thai content in 2021. This is forecast to rise to \$165m (THB5.3bn) in 2022.

OCC SERVICES ARE INCREASING THEIR INVESTMENT IN LOCAL CONTENT TO MEET DEMAND FROM THAI USERS

\$45BN

(THB1.5trn) was directly invested by OCC providers in OCC content worldwide in 2021 and this is likely to soar to \$78bn (THB2.5trn) by 2026. The geographic distribution of the investment is broadly proportionate to each country's number of OCC subscribers.



\$14bn - \$16bn (THB450bn - THB510bn) planned investment per year in global OCC content by 2024.



\$23bn (THB735bn) in annual global content spend.



4 original productions have been commissioned by Prime Video in Thailand, on top of a localised service offering.

NETFLIX

Netflix has invested in 180 Netflix originals from Southeast Asia, creating work for over 8,000 producers, cast and crew, with more investment planned.



Viu are planning to release 30 more original Asian titles, including Thai originals, in 2022.

THAI VIEWERS ARE FINDING THE LOCAL CONTENT THEY WANT ON THEIR OCC SERVICES



49%

of hours watched by people in Thailand on OCC services was local Thai content.

84%

of Thai consumers consider it important that their OCC or TV content services provide Thai content.

82%

of Thai consumers are satisfied with the amount of local content on the OCC services they use.

OCC SERVICES BRING THAI CONTENT TO THE GLOBAL STAGE

- OCC services expand the reach of Thai content to a global audience through showing Thai originals, licencing deals and partnerships with local broadcasters.
- This means global consumers can connect and engage with Thai content, and local producers can increase the export value of their content.

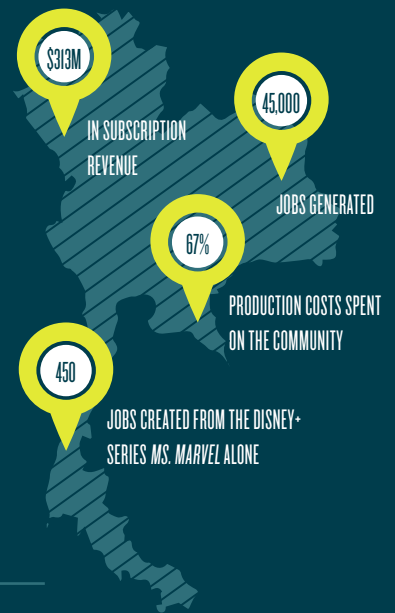


THAI CAVE RESCUE, NETFLIX

This Netflix limited series will show how the 2018 Thai cave rescue of a boys Wild Boars football team unfolded, particularly focussing on the perspectives of the boys in the team. As well as filming in Thailand, Netflix has partnered with filmmakers, cast and crew from Thailand to make this series, which will be released worldwide on the 22nd of September. Showrunner Michael Russell Gunn said, “... We intended for the show to cover not just the rescue operation but also what the Wild Boars went through inside the cave, and we believe our focus on achieving authenticity – from characters and languages to locations and emotions – will shine through and make an impact on viewers worldwide through Netflix.”

OCC SERVICES CREATE JOBS, DRIVE ECONOMIC OUTPUT AND PRODUCE BROADER BENEFITS FOR THAILAND

- In 2020, the OCC industry in Thailand supported **45,000 jobs**.
- In 2021, revenue for subscription OCC services rose to **\$313m (THB10bn)** and it is projected to rise to **\$820m (THB26.2bn)** by 2027.
- OCC services’ investments also spur skills, innovation and infrastructure developments.
- Investments in studio space, post-production facilities and training courses increase the capacity of the whole industry. For example, Netflix has launched a post-production training program in Asia and Viu announced it was expanding its Viu Pitching Forum to Thailand to support Thai creatives.
- The impacts of OCC services’ investments, even in individual titles, go beyond the AV sector, stimulating tourism, delivering social messages and projecting Thailand’s culture on to the global stage.



MAINTAINING PRO-INVESTMENT POLICIES CAN KEEP THAILAND'S AV SECTOR GROWING

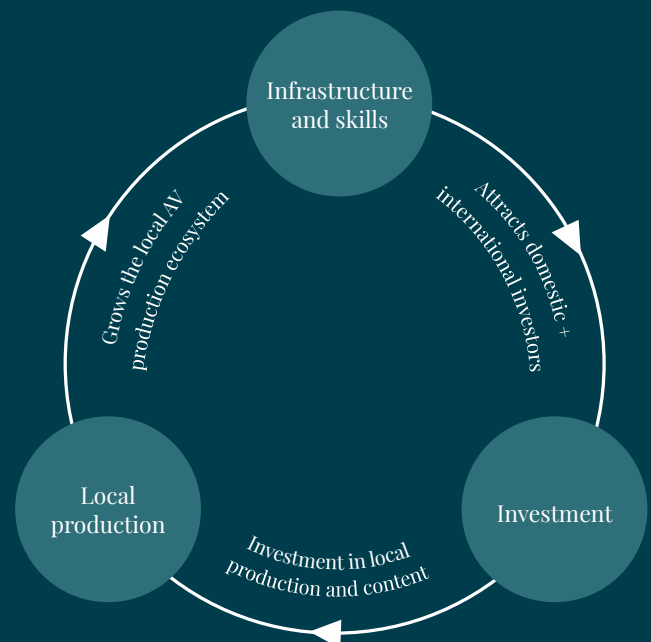
A policy framework that encourages investment in Thailand’s AV sector will underpin a virtuous cycle of investment. The current environment in Thailand already supports this, but incentives could be more competitive and provide more certainty. For example, through simpler, more efficient and more transparent cash rebate applications.

Policy makers should support investment in the sector’s infrastructure and help grow the sector’s skills capabilities through support for training, mentoring and professional qualifications to ensure Thailand can capture the full economic benefits from content investment.

Policy that incentivises investment means Thailand will enjoy wider benefits, such as new employment opportunities, increased exports, a more competitive skills base and expanding sector infrastructure. This, in turn, creates conditions to attract new investment.

Policies that discourage or constrain foreign investment can disrupt this virtuous cycle. Frontier Economics’ research has found that tough protectionist policy can hurt the economic potential of local AV industries by reducing broadcasting exports and they are associated with lower investment in content.

- Increasing AV policy restrictions, equivalent to introducing local content quotas, **leads to reduced broadcasting exports in that country by 4.3%.**



VIRTUOUS CYCLE OF INVESTMENT AND SKILLS