

An Overview Study  
**Thai Animation Industry**

April 27, 2007

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## ▶ Key Findings

The Computer-Generated Imagery (CGI) business started in Thailand almost 20 years ago and has developed to Digital Content Industry these days. The Digital Content includes almost everything related to computer digitizing media that contains a touch of creativity and artistry such as games, music and music video, mobile content, TV commercial, online media, film, animation cartoon, website, The key findings of the study are listed down as weakness and strength of the industry.

### **Weaknesses**

From interviews with animation studio executives whose production houses got animation outsourcing projects from international clients explain why Thailand might not be the first choice of the animation outsourcing jobs. These are several *barriers* indicated from the depth interviews.

#### 1. International Perception

Thailand animation does not yet strongly express its professional standard to international markets. Other Asian countries such as China, India and Korea have been in the business longer and are perceived as outsourcing base for Western clients, not only for the animation production, but also for other software-related production.

#### 2. The Uncertainty of the Economy and Political Climate

This barrier affects not only the animation industry, but also other industries. As Thailand has been in the political woe for the past few years, the revenue of several production houses show the decline in 2006 (table in PART VI), as well as some of small to mid size of animation production houses had closed.

#### 3. Minimal Governmental Support

Thailand's government agencies that support the animation industry are few. Besides the supporting policy in very limited compare to those in Korea, India and China.

#### 4. Limited Number of Skilled Animators

One of the barriers of Thai animation business is the shortfall of human resources. The number of skilled animators is limited due to the early stage of the industry. Academic institutions offering full course in animation production are few. The number of qualified and skilled animators are not matched the demand. However, the efforts of institutions in developing and creating hi-standard animation program indicate that the gap is being filled.

#### 5. Inefficient Language Skill

One of the skills for outsourcing business is English language competency which most of Thai staff is lack of.

### **Strengths**

#### 1. Artistry Skills

The interviews with animation executives indicate that Thai artistry skills outperform other outsourcing base like China and India. One of the interviewees got a project from an international client after the client rejected the quality of work from India due to its unqualified artistry technique.

### 2. Competitive Production Cost

There are several small to mid size animation companies with good quality of work for clients to choose from. Therefore, clients seem to have bargaining power over the project deals.

### 3. The Growing of Supports

Even though the supports from both government and related organizations on animation are still small compare to other countries, the growing number of government activities on digital content indicates the good climate and the growing of the industry. In addition, there are big animation and animation related firms that establish their businesses in Thailand. Creative Kingdom, the world-class animation production house from United States, is in the process deal with BOI in developing the 500 million Baht Movie Town in Northern province of Chiang Mai, Thailand. Massive Software from New Zealand whose software is famous for the animation artificial intelligent for the big box office hit "Lord of the Ring" is also has an office in Thailand.

### 4. Ease of Entry

The regulations and administration condition in Thailand is moderate. This is one of the reasons that foreign investors see the opportunity of establishing their businesses in Thailand.

## **Overview Of The South East Asian Animation Industry**

### **COMPARITIVE SIZE OF THE INDUSTRY**

	<b>NEW ZEALAND</b>	<b>THAILAND</b>	<b>INDIA</b>	<b>PHILIPPINES</b>
Number of Animation Studios		27		
Employees		585		
Worldwide Revenues	US\$	75 mil.US <sup>1,2</sup>		US\$
Annual Growth Rate	12.6%	12.7 % <sup>2</sup>		5.6%

1 Exchange rate at 36 Baht for 1 US\$

2 from SIPA Journal, April, 2007

## ► INDUSTRY HISTORY

The Computer-Generated Imagery (CGI) business started in Thailand almost 20 years ago and has developed to Digital Content Industry these days. The Digital Content includes almost everything related to computer digitizing media that contains a touch of creativity and artistry such as games, music and music video, mobile content, TV commercial, online media, film, animation cartoon, website, e-learning, etc.

Though the industry was just significantly formed in 2001-2002, and is said to be about ten years following animation tycoon like the United States, the efforts, development and success of companies presented in this study shows the continuing development of the industry. Regardless of the relatively small market compared to other Asian counterparts like Japan, Korea, China, Singapore, Malaysia, and India, Thai animation companies offer full range of animation production and post-production services with the competency of Thai artistry skills that outperform its counterparts.

Thailand's animation services are long form animation, short form animation, CG services and visual effects. Long form animation business in Thailand is still small and there are only a few players in the industry which are production houses that have the efficient production arm such as Kantana Animation, Vithita Animation, and Imagimax. However, the number of small production houses, mostly spin-off from the big studios, is growing and they provide good quality of post production and other CG services such as TV commercial.

From the depth interview and data collection by survey form, the animation in Thailand can be sectioned into 4 main categories;

### **1. Long Form Animation**

#### 1.1 TV Series

- 2D Animation
- 3D Animation

#### 1.2 Film

- 2D Animation
- 3D Animation

### **2. Short Form**

#### 2.1 TV Commercial (TVC)

- 2D Animation
- 3D Animation

#### 2.2 Music VDO (MV)

- 2D Animation
- 3D Animation
- 3D Virtual Reality
- Simulation

### **3. CG Services**

#### 3.1 2D Presentation

#### 3.2 3D Presentation

#### 3.3 Motion Graphics Presentation

### **4. Visual Effects**

#### 4.1 Special Effects for Television

#### 4.2 Special Effects for Films

#### 4.3 Character Design

#### 4.4 Web Design

#### 4.5 Mobile Content

#### 4.6 E-Learning

#### 4.7 Music VDO

## ▶ MARKET OVERVIEW

However, from this study and survey, Thai animation market is estimated to be slightly under 1,000 million Baht. This figure has derived from the secondary source, i.e. the estimates of total sales from the top 5 animation companies over the total of 27 from TACGA member list. The affirmative figure of the animation market is yet to be defined and confirmed with more data collections in further study.

Though some animation companies' sales volume have declined in 2006, most of the companies in top 10 list are expecting the higher sales in 2007 due to the increasing outsourcing projects in post production and other CG services. The estimate sales from this study is slightly under 1,000 million Baht given that the number of top 5 companies dominate more than 50% of the overall market.

Company	2007 Expected mil.US\$ <sup>1</sup>	2006 mil.US\$	2005 mil.US\$
Kantana Group Public Company Limited	106.11 <sup>2</sup>	58.97	54.53
Imagimax Company Limited	1.82	1.28	1.25
Vithita Animation Company Limited	1.11	0.9	0.97
The Imagine Group	1.33 – 1.39	1.25	1.39
Appreciate Entertainment Company Limited	0.28 – 0.33	0.28	0.17

(Source: An Overview Study: Thai Animation Industry – Business Survey and depth interview, March-April, 2007)

1. Exchange rate at 36 Baht for 1 US\$

2. The shown revenue is for Kantana Group. The sole revenue of Kantana Animation has not yet separated. The executive whom interviewed in this study estimates that the figure of Kantana Animation will be shown in 2007.

## ▶ COST STRUCTURES

### A. Studio Set Up Costs for a 10-staff Company (excluding salary)

Description	Average Cost (US\$)
<b>Office Rental</b>	<b>Per Sq.m.</b>
Downtown Bangkok (Silom Area)	20
Bangkok Suburb (Vibhavadi Area)	20
Outside Bangkok	6-7

Office Automation	Unit Price
InkJet Printer	250
Laser Printer	700
Telephone	30
Fax	110
Photocopy Machine	1,400
Scanner	110
Electrical, phone and LAN wiring	1,400

<b>Computer</b>	<b>Unit Price</b>
Server	5,600
PC for Administrator	560
PC for Production	1,700
Router	70
Switch 16 ports	90
Tape backup	850

<b>Software</b>	<b>Unit Price Per PC</b>
Adobe PhotoShop	1,000
Adobe premier	1,300
Adobe Illustrator	900
Adobe After Effects	1,500
Microsoft Office Suite	300
MS Office	250
Anti virus	420
3D Studio Max	4,600

<b>Office Furniture</b>	<b>Unit Price</b>
Office Desks	170
Desk Lamps	30
Adjustable chairs	50
Book Shelves	100
2-seat Sofa	420
Coffee Table	150
Pantry Furniture	600
Refrigerator	200
Microwave	150
Alarm & Installation	600-800

(Source: Documentary Research, Internet Search, Supplier Price Check)

**B. Average General Operation Expenses for a 10-staff Company (excluding salary)**

<b>Description</b>	<b>Average Monthly Cost (US\$)</b>
Internet	30
LAN Line Telephone	60
Water	30
Electricity	800
Cable TV	40
Insurance	9-14
Transportation including messenger	170
Cleaning (Maid)	100
Office Supplies (ink, paper, etc.)	150
Miscellaneous	150

**C. Average HR Compensation**

Position	Average Salary (US\$)
<b>Management and Administrative</b>	
Chief Executive Officer	2,800+
Managing Director	2,800+
General Manager	1,400-2800
Accounting	270-1,400
Finance	270-1,400
Marketing	270-1,400
IT Administrative	800-2,800
Purchasing	270-1,400
Secretary	270-1,400
Administrative Staff	270-1,400

Position	Average Salary (US\$)
<b>Production: Project Management</b>	
Executive Producer	2,200-2,800
Producer	1,400-1,700
Production Manager	1,400-1,700
Production Coordinator	560-850
Studio Supervisor	1,700-2,300

*(Source: An Overview Study: Thai Animation Industry – Business Survey, March, 2007)*

Position	Average Salary (US\$)
<b>Production: Pre-Production</b>	
Art Director	1,100-1,400
Animation Director	1,100-1,400
Character Designer	1,100-1,400
2D Scene Designer	1,100-1,400
Background Designer	1,100-1,400
Storyboard Artist	1,000-1,400
Animation Editor	1,000-1,400
X-sheet Slugging	700-1,000
Track reading	700-900



Position	Average Salary (US\$)
<b>Production: Production</b>	
Layout artist	1,100-1,400
Animator	1,000-1,400
Modeler	1,100-1,400
Senior Animator	1,400-1,700
Clean-up / In between artist	420-700
Line-test operator	800-1,400
Scanner operator	N/A
Coloring artist	800-1,400
Background Coloring	800-1,400
Compositing & Render operator (the price is varied by the difficulty of software used for rendering)	1,100-1,400

Position	Average Salary (US\$)
<b>Production: Post-Production</b>	
Post-Production: for one 22 min. episode TV series	
On-line Editor	1,100-1,400
Music Composer	Freelance/start at 5,600
Voicing –per one professional	Freelance/start at 5,600
Voicing –actor, actress	Freelance/start at 9,800
Sound Post	Freelance/start at 7,000

(Source: An Overview Study: Thai Animation Industry – Business Survey, March, 2007)

The script writer and editor rates of compensation are varied depending on type of project, i.e. long form or short form. Here are the rates of script positions by assigned projects. Mostly the outsourcing project from international clients have their own script writer and editor or specifically request certain standard of the script position due to the sense of cultural preference for international viewers. The rates shown below are the average rates from Thai studio for international script staff.

Position	Type	Average Charge (Baht)
Script Writer	Long Form (TV series)	500-1,400
	Short Form (TV cartoon)	150
Script Editor	Long Form	2,800-8,500
	Short Form	N/A

(Source: An Overview Study: Thai Animation Industry – Business Survey, March, 2007)

► **COMPANY**

**1. Kantana Group Public Company Limited**

Established in 1951, Kantana was started as a radio drama troupe, and began to branch out the feature film and television broadcast industry including full range of animation and post production services.

The Kantana Group stepped into the animation business in 1987 by sub-contracting for Japan's Toei Company Ltd. The works supplied included popular Japanese TV cartoon series such as "Slam Dunk", "Dragon Ball" and "Saint Seiya." In 1993 the Computer Graphic Division was formed to provide Animation and Special Effects for the high-end post production market. After 9 years of animation experience, Kantana launched the original animation series "Zon" in 2001.

In addition to producing animations for TV, Kantana has expanded into the feature film market and, in 2002, started the project of its own animation feature film, Khan Kluay, which later hit the box office in 2006.

Kantana have fully-integrated services for feature films and TV commercial production, both in film and digital system. The available services and companies in charge are shown below.

**Services**

Pre-Production	-Local and international feature film production coordination	Kantana Motion Pictures Co., Ltd. Kantana Movie Town (2002) Co., Ltd.
Production	- Feature film and TVC production - Animation feature film and computer graphic - Outdoor studio service	Kantana Motion Pictures Co., Ltd. Kantana Animation Studios Co., Ltd. Kantana Movie Town (2002) Co., Ltd. Kantana Laboratories Co., Ltd.
Related Business	- Film Lab - Sound Studio - High-End Post Production	Kantana Laboratories Co., Ltd. Kantana Movie Town (2002) Co., Ltd. Oriental Post Co., Ltd.

In addition, in 1998, Kantana Animation Co., Ltd. joint venture with in debuting a post-production company, Oriental Post Co., Ltd., providing comprehensive high-end video post production facilities and to serve the increasing demand and international post-production services.

## Profile in Brief

<b>Contact Details</b>	333/3 Ratchadanivej Soi 19, Bangkok 10320, Thailand Website : www.kantana.co.th Tel: 0-2275-0046 Fax: 0-2275-4530
<b>Contact Person</b>	Songkran Klindee Email: cg@mail.kantana.co.th
<b>Employees</b>	233
<b>Revenue</b>	US\$ 58.97 million
<b>Fees</b>	Average at 500,000 per minute
<b>Business Model</b>	fully-integrated services for feature films, TV series and TV commercial production
<b>Customers/Partners</b>	N/A
<b>Distribution Partners</b>	N/A
<b>Specialisation</b>	TV series, TVC, and Film
<b>Projects of Note</b>	Khan kluay, Thailand 1 <sup>st</sup> feature film
<b>International Outlook</b>	N/A

## 2. Imagimax Company Limited

The Koshpasharin twins, one with background in architecture and the other one with business management, founded Imagimax studio in 1998. The company has been growing to approximately 150 professionals nowadays. Imaginax provides the CG services for domestic and international clients, ranging from pre-production to the wrap-up. The studio offers full creative of digital content process from Concept Design, Illustration, Storyboard Development, Character Design, Modeling & Texturing, Animation, Lighting, Compositing and Editing. The followings are the available services at Imagimax.

### Services

- CGI for TV Commercial
- 3D Animation for Film and Series
- CGI for Digital Game
- Visual Effect for Feature Film
- Traditional 2D Animation
- Graphic design & Website Design
- Mobile Content
- Special Project (i.e. museum exhibition design)

## Profile in Brief

<b>Contact Details</b>	373/41 Narathiwasrachanakarin Rd., Chongnonthree, Yannawa, Bangkok 10120, Thailand  Website : www.imagimaxstudio.com  Tel: 0-2674-3111  Fax: 0-2674-3710
<b>Contact Person</b>	Mr.Saksiri Koshpa  Email: saksiri@imagimaxstudio.com
<b>Employees</b>	162
<b>Revenue</b>	US\$ 1.28 million
<b>Fees</b>	Average at 350,000 per minute
<b>Business Model</b>	offers full creative of digital content process from Concept Design, Illustration, Storyboard Development, Character Design, Modeling & Texturing, Animation, Lighting, Compositing and Editing
<b>Customers/Partners</b>	N/A
<b>Distribution Partners</b>	N/A
<b>Specialisation</b>	Graphic Design, Multimedia Design, Mobile Application, Visual Effects, Creative contet
<b>Projects of Note</b>	X-box game: Ninja Gaiden  Animation & Visual Effects for Film: Sudsakorn,  Awarded Animation for Film: Paireepinart  TVC: Cement Thai, Mami Pokko
<b>International Outlook</b>	N/A

### 3. Vithita Animation Company Limited

Established in 2001, Vithita Animation is a subsidiary of its parent company, a well established distribution channel of all-time favorite Thai comic books. Vithita animation provides a full-range of animation services, and has expanded to serves its clients in related services, i.e. comprehensive sound recording, editing facilities, image editing, mastering facilities, publication and distribution.

The biggest hit in long form production is, "Noo Hin", a feature film showing in theatre in 2006. With the unique character of Noo Hin and the simple funny plot that suited Thai audiences' preference, the movie was a big success of Vithita and the popularity of the movie has spilled over to other related products such as souvenirs, cartoon book, and animation cartoon.

#### Services

- Character Design and Development
- 2D and 3D Animation
- Post-Production Facilities
- Publication Services

<b>Contact Details</b>	779 Soi Suthiporn PrachasongKrohRd Dindaeng,Bangkok 10400, Thailand Website : www.vithita.com Tel: 0-2641-9400 Fax: 0-2641-9951
<b>Contact Person</b>	Mr. Santi Laohabooranakit Email: anchalee@vithita.com
<b>Employees</b>	86
<b>Revenue</b>	US\$ 0.9 million
<b>Fees</b>	N/A
<b>Business Model</b>	full-range of animation services, and has expanded to serves its clients in related services, i.e. comprehensive sound recording, editing facilities, image editing, mastering facilities, publication and distribution
<b>Customers/Partners</b>	N/A
<b>Distribution Partners</b>	N/A
<b>Specialisation</b>	Animation and publication services
<b>Projects of Note</b>	TV Cartoon Animation: Pang-Pon
<b>International Outlook</b>	N/A

#### 4. The Imagine Group

The Imagine Group comprises two business units: IMD - Imagine Design and IMT - Imagine Technology. Established in 1992, IMD's core business had traditionally been architectural and interior design firm offering a high standard of design for commercial, institutional and residential buildings. The experiences gained in these media were transferred to video post production, television commercials, television series, and visual effects for film. In 1997, IMD - a design and animation division was formed, translating the skills amassed across these image industries to new media forms. At the base of each of these production units, IMT - a technical support division provides a wealth of innovative hardware and proprietary development to the entire Imagine Group, where staff members' skills range from traditional animation to the latest in digital technology.

#### Services

- Video Post Production
- TV Commercials
- Television Series
- Visual Effects for Film
- Creative and Animation Services

#### Profile in Brief

<b>Contact Details</b>	203/13 Soi Ladphrao 15 Ladphrao Rd, Chatuchak, Bangkok 10400, Thailand Website : <a href="http://www.imagine.co.th">www.imagine.co.th</a> Tel: 0-2938-4946 to 7 Fax: 0-2938-4948
<b>Contact Person</b>	Mr. Lak Taechawanchai Email: <a href="mailto:lak@imagine.co.th">lak@imagine.co.th</a>
<b>Employees</b>	48
<b>Revenue</b>	US\$ 1.25 million
<b>Fees</b>	N/A
<b>Business Model</b>	video post production, television commercials, television series, and visual effects for film
<b>Customers/Partners</b>	N/A
<b>Distribution Partners</b>	N/A
<b>Specialization</b>	Animation and Post-production
<b>Projects of Note</b>	N/A
<b>International Outlook</b>	N/A

## 5. Appreciate Entertainment Company Limited

Founded in 2001, Appreciate Entertainment was one of the pioneers in creating fully 3D Animation series. Motivated by challenges, the crafting of its first series was "Por Pla Ta Klom." The company continues on its remarkable work by launching "Taxi", a renowned political cell-shaded cartoon screening on iTV. The company provides services that state their competency in creating content. Appreciate creative services include development and design for animated media productions and animated television commercials. The content production aims to serve television commercials, interactive media and character design for the entertainment, education and advertising market. The company also provides the designing of cartoon characters for independent productions, corporate mascots, and merchandising clients.

### Services

- Content Production
- Development and design for animated media and TV commercials
- Cartoon Character Design

### Profile in Brief

<b>Contact Details</b>	385/37 Soi Banthr ,Bamrungmueng Rd,, pomprabsatrupai,Bangkok 10100, Thailand Website : <a href="http://www.appreciate3d.com">www. appreciate3d.com</a> Tel: 0-2621-4978 Fax: 0-2621-2344
<b>Contact Person</b>	Mr. Thana Vichaya-atiporn Email: <a href="mailto:thana.w@gmail.com">thana.w@gmail.com</a>
<b>Employees</b>	
<b>Revenue</b>	US\$ 0.28 million
<b>Fees</b>	N/A
<b>Business Model</b>	A content production aims to serve television commercials, interactive media and character design for the entertainment, education and advertising market. The company also provides the designing of cartoon characters for independent productions, corporate mascots, and merchandising clients.
<b>Customers/Partners</b>	N/A
<b>Distribution Partners</b>	N/A
<b>Specialization</b>	3D Animation series
<b>Projects of Note</b>	TV Animation: Taxi, Por-Pla-Ta-Klom
<b>International Outlook</b>	N/A

► **Detailed Animation Costs By Market**

Type of Service	Amount (US\$)
<b>Long Form</b>	
1. TV series - 2D animation & 3D animation (price per 22 min. episode)	13,900+
2. Film - 3D animation (price per film)	4.0 – 5.0 million

<b>Short Form</b>	
1. 2D animation	N/A
2. 3D animation price per 30 sec. TVC	13,900+
3. 3D virtual reality	included in overall project cost
4. Simulation	

<b>CG Services</b>	
1. 2D animation	Cannot identify in separate cost once included in the project.
2. 3D animation	
3. Motion Graphics Presentation	
4. Simulation	

<b>Visual Effect</b>	
1. Special Effects for Television	included in overall project cost
2. Special Effects for Films	Start at 13,900+ per project depending on number of shots

(Source: An Overview Study: Thai Animation Industry – Business Survey, March, 2007)

► **REVIEW OF INDIVIDUAL MEETINGS**

Five individual meetings between NZTE Bangkok, Robert Skinner and Cameron Chittock and Thai companies were arranged by NZTE Bangkok in conjunction with SIPA. These Thai companies were recommended by SIPA as the key players who may be potentially working with New Zealand companies in near future.

**Imagimax Animation and Design Studio**

**Date and Time:** 4<sup>th</sup> April 2004 at 10.30am

**Venue:** Imagimax's head office

**Attendees:** **Robert Skinner**, Regional Manager – Creative Sector Asia, NZTE Singapore

**Cameron Chittock**, Managing Director, Sasquatch Productions

**Thanadej Trakulyingyong**, Business Development Manager – ICT, NZTE Bangkok

**Saksisri Koshpasharin** – Managing Director, Imagimax Animation and Design Studio

**Meeting note**

Imagimax's show reel and some of the recent works have been shown. Imagimax's Managing Director has shared his past experience in co production with French Company



and his company involvement in the Unesco project. Recently Imagimax has been outsourced a 2D animation cartoon from a Japanese company ads well.

Imagimax is developing some mobile games and computer graphic to be used in movies. Now Imagimax has 6 years experience in movies business. Mobile games and SMS are the new area that Imagimax is interested.

The difficulties for Imagimax to expand to international market are to find the right broadcaster who is willing to show and support their works. Imagimax has recognized that this is one of the most important key success factors. His remark is also on Thailand lack of government support both financially and market reach. Thailand is shortage of skilled manpower to meet the growing demand in digital content industry. Both Universities and schools do not train adequate skills labor to supply to the industry.

Opportunities for Imagimax to work with New Zealand companies are to develop an idea or IP together and to do co-production with New Zealand companies. This would enhance both countries' capabilities to enter the third market.

### **Blu Fairy Company Limited**

**Date and Time:** 4<sup>th</sup> April 2004 at 12.30am

**Venue:** Blu Fairy's head office

**Attendees:** **Robert Skinner**, Regional Manager – Creative Sector Asia, NZTE Singapore

**Cameron Chittock**, Managing Director, Sasquatch Productions

**Thanadej Trakulyingyong**, Business Development Manager – ICT, NZTE Bangkok

**Thanachanok Suban Na Ayuddhaya**, Production Manager, Blu Fairy Company Limited

**Sittipong Kaewsisate**, Computer Graphic Supervisor, Blu Fairy Company Limited

**Aaron Dyyan Schmidt**, Computer Graphic Supervisor, Blu Fairy Company Limited

### **Meeting note**

An informal business lunch was hosted by Blu Fairy for NZTE representatives and guests. An overview discussion and exchange idea and experience over the digital content industry in Thailand was discussed. Blu Fairy has also shared with NZTE representatives and guest that difficulties in doing business in digital content industry in Thailand are lack of government support and the training of skilled manpower.

They are keen to work with New Zealand companies where there are appropriate opportunities. Blu Fairy is specialized in computer graphic in television commercial. Some of their works and show reel were shown.

### **Kantana Group Public Company Limited**

**Date and Time:** 4<sup>th</sup> April 2004 at 2.30pm

**Venue:** Kantana's head office

**Attendees:** **Robert Skinner**, Regional Manager – Creative Sector Asia, NZTE Singapore

**Cameron Chittock**, Managing Director, Sasquatch Productions

**Thanadej Trakulyingyong**, Business Development Manager – ICT, NZTE Bangkok

**Rapeeporn Hamontree**, Marketing Manager, Marketing & Copyright Management, Kantana Group Public Company Limited

### Meeting note

Kantana Group is the top animation and post production company in Thailand. A tour to Kantana post production facilities was offered. Robert, Cameron and Thanadej have visited the Film Lab, Sound Lab and Kantana Animation. Kantana's facilities are world class standard. Some of the Hollywood movies were post produced here in Thailand. Kantana's capabilities in post production and investment in the second animation cartoon series "khan kluay" are example of what New Zealand companies can work with Kantana in Thailand. Kantana Animation is purchasing the massive software to be uses in their next long form animation movie.

Kantana's senior executives are keen to visit New Zealand in June 2007. They are looking for opportunities for outsourcing works and developing a project with New Zealand companies especially with the leading studio such as Weta.

### Vithitha Animation Company Limited

**Date and Time:** 5<sup>th</sup> April 2004 at 9.00pm

**Venue:** Vithitha's head office

**Attendees:** **Robert Skinner**, Regional Manager – Creative Sector Asia, NZTE Singapore

**Thanadej Trakulyingyong**, Business Development Manager – ICT, NZTE Bangkok

**Varakorn Shaitaimvong**, Animator, Vithitha Animation Company Limited

### Meeting note

Vititha Animation is specialised in 3D and 2D cartoon animation. They are now employed 50 staff and the company is a subsidiary company of one of the largest publishing companies in Thailand.

Vititha has been in animation business for five years. They own the copyright of the popular local cartoon character called "Pung Pong" who is a Thai kid with his adventure stories. A good story and a good character is what Vititha has described as a key success factor of an animation cartoon. Vititha is now distributing their animation cartoon to China or CCTV. Vititha is keen to learn more about Camaron's works and is interested to visit New Zealand.

### Digital Magic Company Limited

**Date and Time:** 5<sup>th</sup> April 2004 at 11.00pm

**Venue:** Digital Magic's head office

**Attendees:** **Robert Skinner**, Regional Manager – Creative Sector Asia, NZTE Singapore

**Thanadej Trakulyingyong**, Business Development Manager – ICT, NZTE Bangkok

**Veera Sae-Ueng**, Managing Director, Digital Magic Company Limited  
**Monchanok Bhumichitr**, Senior Producer, Digital Magic Company Limited

### Meeting note

Digital Magic has recently received the best commercial work award for computer graphic for marketing in Thailand. Most of their noticeable works are computer graphic and special effects in television commercial. Digital Magic in keen to get involve in content development with New Zealand companies to go to international market especially in other Asian markets.

## **NEXT STEPS/RECOMMENDATIONS**

New Zealand companies may consider Thailand as an outsourcing post production and some special effect and computer graphic production base outside New Zealand. Given that Thai companies are strong in artistry skills and offer competitive production costs, Thailand can be a considerably alternative production base outside New Zealand for New Zealand companies.

A trade mission for NZ companies to visit the region especially Thailand should be encouraged. Thailand Animation and Multimedia or TAM 2007 is happening in October 2007. TAM 2007 or is an annual national digital content industry event. This event brings good opportunities for New Zealand companies to meet potential local companies and to access their production capabilities. Also, Kantana has expressed their interest to visit New Zealand in June 2007. NZTE should facilitate trade missions to bring Thai companies and New Zealand companies to visit both countries.

Training and Incubation Center a joint collaboration project between Thailand and New Zealand. A strong interest was received by NZTE Bangkok from Thai companies and some government agencies that are keen to learn more about New Zealand institutions in digital content area. Also some Thai government agencies are keen to learn from New Zealand practices and experience in incubating New Zealand companies in digital content industry.

New Zealand companies should investigate business and partnership opportunities in the Digital Content City Project in Thailand. An extensive investment will be invested into this project giving New Zealand companies opportunities to provide their technology and raise profile to achieve closer relationships and partnerships with both Thai companies and Thai government agencies.

## APPENDIX

### Appendix A: Animation Company Directory (15 list)

#### Top 5 Company List

#	Company	Address	Telephone
1	Kantana Animation Plc.	333/3 Ratchadanivej Soi 19, Pracha-u-Thit Rd, Huay Kwang, Bangkok 10320 Website : <a href="http://www.kantana.co.th">www.kantana.co.th</a>	0-2275-0046
2	Vithita Animation Co.Ltd.	779 Soi Suthiporn PrachasongKrohRd Dindaeng,Bangkok 10400 website : <a href="http://www.vithita.com">www.vithita.com</a>	0-2641-9400 Fax 0-2641-9951
3	Imagimax Studio & Design Co.Ltd.	373/41 Narathiwachachanakin Rd. Chongnonthree, Yannawa, Bangkok 10120 Website : <a href="http://www.imagimaxstudio.com">www.imagimaxstudio.com</a>	0-2674-3111 Fax 0-2674-3710
4	Imagine Group	203/13 Soi Ladphrao 15 Ladphrao Rd, ,Chatuchak,Bangkok 10400 Website : <a href="http://www.imagine.co.th">www.imagine.co.th</a>	0-2938-4946-7 Fax 0-2938-4948
5	Appreciate Entertainment Co.Ltd.	385/37 Soi Banthr ,Bamrungmueng Rd, pomprabsatrupai,Bangkok 10100 Website : <a href="http://www.appreciate3d.com">www.appreciate3d.com</a>	0-2621-4978 0-2621-2344

#### Other Companies List

#	Company	Address	Telephone
1	Anya Animation Co., Ltd.	23/77 Soi Soonvijai,Rama ix Rd. Huaikwang ,Bangkok 10320 Website : <a href="http://www.anya.co.th">www.anya.co.th</a>	0-2664-6423
2	Angel Magic Co.,Ltd (Kanya Animation)	55/3 M.6 Khlong Khwang Phasi Charoen Bangkok 10160 Website : <a href="http://www.kanyaanimation.com">www.kanyaanimation.com</a>	0-2804-0926
3	Beboydcg Co., Ltd	1000/6 20th Fl Liberty Plaza bldg., Soi Sukhumvit55 Bangkok 10110 Website : <a href="http://www.beboydcg.com">www.beboydcg.com</a>	0-2381-4758
4	Blu Fairy Co., Ltd	21/131 Block D,RCA, Soi Soowijai-Rama9 Bangkapi Huay Kwang Bangkok 10320 Website : <a href="http://www.blu-fairy.com">www.blu-fairy.com</a>	02-641-5445-6
5	Broadcast Thai Television Co., Ltd.	55 DeltaHouse Building,1 <sup>st</sup> fl Thiemruammitr Rd Huaykwang Bangkok 10320 Website : <a href="http://www.broadcastthai.com">www.broadcastthai.com</a>	0-2559-3386
6	CyberPlanet Interactive Co.,Ltd	211 Ted-house Tower(Asok Tower) 3rd Floor Sukhumvit 21Rd,North-Klongtoey, Wattana ,Bangkok 10110 Website : <a href="http://www.cyberplanet-i.com">www.cyberplanet-i.com</a>	0-2204-2245-50 Fax 0-2204-2253
7	Digidream Co., Ltd.	150/226 Pracha-U-Thit91 Pracha-U-Thit,Rd Thung Khru Bangkok, 10140 Website : <a href="http://www.digidreanstudio.com">www.digidreanstudio.com</a>	02-871-9874 Fax 0-2871-9875

*Other Companies List (Con't)*

#	Company	Address	Telephone
8	Digital Magic Group	234 Soi Rama Ix 17 Bangkapi Huaykwang Bangkok 10310 Website : <a href="http://www.digitalmagicgroup.com">www.digitalmagicgroup.com</a>	0-2319-7804
9	It-Tirit House Co., Ltd	1213/447 Ladphrao 94 Wangthonglang Bangkok 10240 Website : <a href="http://www.workpoint.co.th">www.workpoint.co.th</a>	0-2530-8291 Fax 0-2530-8293
10	Muffin Animation Co., Ltd.	37/9 Soi Chaiyapsuk, Sukhumvit 65 Phra kanong Nua,wattang Bangkok 10110 Website : <a href="http://www.muffinanimation.com">www.muffinanimation.com</a>	0-2392-6462

## Appendix B: Government Agencies

### 1. The Board of Investment (BOI)

The Board of Investment plays a vital role in facilitating domestic and international investors and is working to be one-stop investment service. The BOI helps investors in three key ways, 1) to reduce the risks associated with investment, 2) to reduce initial investment costs and to improve the overall rate of return on investment; and 3) to provide support services at all times.

The BOI supports for animation industry became active in 1993 when the announcement of industry category appeared to cover the digital content business.

Announcement of the Board of Investment No. 2/2536 dated April 9, 1993, includes the following.

#### *Section 5 Software*

##### *5.8.1 Enterprise Software*

##### *5.8.2 Digital Content (45)*

###### *(1) Software*

###### *(2) Computer-generated Imagery*

###### *(3) Web-based Applications*

###### *(4) Interactive Applications*

###### *(5) Games: incl. Windows-based, Mobile Platform, Console, PDA, Online Games, Massive Multi-Player Online Games*

###### *(6) Wireless Location-based Service Content*

###### *(7) Visual Effects*

###### *(8) Multimedia Video Conferencing Application*

###### *(9) E-Learning Content via Broadband and Multimedia*

###### *(10) Computer Aided Instruction*

##### *5.8.3 Embedded Software*

#### *Condition*

- 1. Classified as a priority activity of special importance and benefit to the country*
- 2. Exempt from import duties on machinery and corporate income tax for 8 years, with no cap on the amount exempted.*
- 3. Projects must include software development process, as specified or approved by the Software Industry Promotion Agency (SIPA).*
- 4. Projects which have an investment of 10 million baht or more (excluding cost of land and working capital) must obtain a quality standard certificate from SIPA or receive a Capability Maturity Model (CMM) quality standard certificate or any equivalent international standard approved by SIPA.*

Source:

The Board of Investment (BOI)  
555 Vibhavadi-Rangsit Rd., Chatuchak, Bangkok 10900, Thailand  
Tel. (66)2537-8111-55, 2537-8555, Fax: (66)2537-8177  
Website: <http://www.boi.go.th>

## **2. Software Industry Promotion Agency (Public Organization)**

The software Industry Promotion Agency (Public Organization), or known as SIPA was established in 2003, under the ministry of information and Communication Technology, to promote the software industry in Thailand. SIPA has strong objectives to promote the following sectors of the software industry – enterprise software, mobile applications, and embedded software along with games, animation, and multimedia.

A new range of technologies for the entertainment and edutainment industry has recently emerged. SIPA's objectives are to promote Thailand to become the leader of game, animation, and multimedia production in the region. Moreover, Thai people will be encouraged to create national digital content to enable Thai brands to meet international standards and to help Thai local wisdom become recognized globally.

Source:

Software Industry Promotion Agency (Public Organization) (SIPA)  
89/2 Moo.3 Building 9 11th Floor, TOT Corporation Plc. Changwattana Rd  
Thungsonghong, Laksi, Bangkok 10210, Thailand  
Tel. (66)2554-0400 Fax: (66)2554-0401  
Website: <http://www.sipa.or.th>

## **Appendix C: Professional Organizations**

### **1. Thai Animation & Computer Graphics Association (TACGA)**

TACGA or Thai Animation and Computer Graphics Association, is a commercial association of companies which involved in the Animation and Computer Graphics industry including Visual Effects, Television Commercials and other digital content industries. TACGA also provide of knowledge and organizes event to improve the skills of animation people.

#### Mission

1. Promote Animation and Computer Graphics Industry. This include promote jobs and services in this industry
2. Exchange, spread the either knowledge, experiences and opinion between the members and outsiders for commercial and business information.
3. Advise, participate with another associations by familiar objectives and also another entrepreneurs both domestic and international. We also participate with government for improving the industry.
4. Support the members to get rid off the threats and also being an agent for negotiation, doing any agreement with outsiders.
5. Research and evaluation the data of this industry for using them to improve and develop the industry to step ahead. Also monitor any moving of international circles.
6. Compromise the dispute with members and outsiders.

#### Source:

Thai Animation & Computer Graphics Association (TACGA)  
203/13 Ladprow soi 15, Ladprow Rd. Chatuchak, Bangkok 10900, Thailand  
Tel. (66)2938-4946-7 Fax: (66)2938-4948  
Website: [http:// www.tacga.org](http://www.tacga.org)



**Appendix D: Academic Institutions offering courses in computer graphic and animation related fields**

#	Universities	Address	Telephone
1	King Mongkut's University Of Technology Thonburi	91 Pracha-u-tid Road, Bang Mod Thungkru District, Bangkok 10140 Website : <a href="http://www.kmutt.ac.th">www.kmutt.ac.th</a>	02-470-8144
2	Mae Fah Luang University	333 Moo 1, Thasud, Muang District, Chiang Rai 57100 Website : <a href="http://www.mfu.ac.th">www.mfu.ac.th</a>	0-5391-6000, 0-5391-7034
3	Chaopraya University	13/1 Moo 6 , Nongkod, Muang District Nakornsawan 60240 Website : <a href="http://www.cpu.ac.th">www.cpu.ac.th</a>	0-5633-4236 0-5633-4714
4	Christian University	144 Moo 7 Donyaihom Muang District, Nakhon Pathom 73000 Website : <a href="http://www.christian.ac.th">www.christian.ac.th</a>	0-3422-9480
5	Dhurakij Pundit University	110/1-4 Prachachuen Road, Laksi Bangkok 10210 Website : <a href="http://www.dpu.ac.th">www.dpu.ac.th</a>	0-2954-7300
6	Digital Design Center Sripatum University	61 Phaholyothin Road, Jatujak Bangkok 10900 Website : <a href="http://www.spu.ac.th">www.spu.ac.th</a>	0-2579-1111, 0-2561-2222
7	University of the Thai Chamber of Commerce	126 / 1 Vibhavadee-Rangsit Road, Din Daeng, Bangkok 10400 Website : <a href="http://www.utcc.ac.th">www.utcc.ac.th</a>	0-2697-6000
8	Rangsit University	52/347 Muang-Ake, Phaholyothin Road, Lak-Hok, Pathumtani 12000 Website : <a href="http://www.rsu.ac.th">www.rsu.ac.th</a>	0-2997-2200-30 # 5555
9	Bangkok University	9/1 Moo 5 Phaholyothin Road, Klong 1 Klonglong Pathumtani 12120 Website : <a href="http://www.bu.ac.th">www.bu.ac.th</a>	
10	Silpakorn University	22 Borommarachachonnani Road, Talingchan, Bangkok 10170 Website : <a href="http://www.su.ac.th">www.su.ac.th</a>	0-2222-5877 0-2880-8361-3

#	Institutions	Address	Telephone
1	Kantana Edutainment (International)	27/1 Moo 4 Bangmuang Bangyai Nonthaburi 11140 Website : <a href="http://www.kantana.com">www.kantana.com</a>	0-2921-4545
2	Multimedia Design and Computer Graphic Certified Center	22 <sup>nd</sup> Fortune Town bdlg , Ratchadapisak Road Dindaeng Bangkok 10400 Website : <a href="http://www.netdesign.ac.th">www.netdesign.ac.th</a>	0-2642-1100
4	Mae Fah Luang University	333 Moo 1, Thasud, Muang, Chiang Rai 57100 Website : <a href="http://www.mfu.ac.th">www.mfu.ac.th</a>	0-5391-6000, 0-5391-7034

## **Appendix E: References**

### *Government*

- [www.boi.go.th](http://www.boi.go.th)
- [www.sipa.or.th](http://www.sipa.or.th)

### *Organization*

- [www.tacga.org](http://www.tacga.org)
- [www.atsi.or.th](http://www.atsi.or.th)

### *Documentary Research*

- The Feasibility Study of Digital Content Project for Industrial Estate Authority of Thailand, by Silpakorn Univeristy
- Thailand Animation & Multimedia Partnership Program 2006
- Thailand Game, Animation and Multimedia Directory 2005-2006
- [www.matichon.co.th/prachachat/](http://www.matichon.co.th/prachachat/)

### *Animation Companies*

- [www.imagimaxstudio.com](http://www.imagimaxstudio.com)
- [www.imagine.co.th](http://www.imagine.co.th)
- [www.appreciate3d.com](http://www.appreciate3d.com)
- [www.kantana.com](http://www.kantana.com)
- [www.vithita.com](http://www.vithita.com)
- [www.orientalpost.co.th](http://www.orientalpost.co.th)
- [www.anya.co.th](http://www.anya.co.th)
- [www.beboydcg.com](http://www.beboydcg.com)
- [www.blu-fairy.com](http://www.blu-fairy.com)
- [www.broadcastthai.com](http://www.broadcastthai.com)
- [www.digidreamstudio.com](http://www.digidreamstudio.com)
- [www.d-intermedia.com](http://www.d-intermedia.com)
- [www.muffinanimation.com](http://www.muffinanimation.com)
- [www.workpoint.co.th](http://www.workpoint.co.th)
- [www.kanyaanimation.com](http://www.kanyaanimation.com)
- [www.cyberplanet-i.com](http://www.cyberplanet-i.com)

### *Others*

- Index Living Mall
- Makro Office Center
- Much Technology Co., Ltd.
- IT Center