



กองทุนพัฒนาสื่อ
ปลอดภัยและสร้างสรรค์
THAI MEDIA FUND

The World On
arirang

2023
IBLP

International Broadcasting Leadership Program

2023

Media Forum in Thailand:

International
Broadcasting
Leadership
Program

“Irreplaceable
Asian Content”

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Message from H.E. Mr. Itthiphol Kunplome
Minister of Culture of the Kingdom of Thailand



The Kingdom of Thailand and the Republic of Korea formally established diplomatic relations on October 1, 1958. Since then, the relationship between the two countries has grown across various sectors. Cultural and people-to-people exchanges have been an integral part of linkage. Both countries have their own unique cultures bringing global interests to many valuable Thai and Korean cultural assets.

Thailand has so much in the way of cultural heritage to offer to the world, such as food, Muay Thai, fashion and accessories, spa, cultural tourism as well as Thai expressions of living styles. There are actually many unique aspects of Thai culture to magnify Thailand's global appeal. As for South Korea, we have witnessed the success of Korean culture, the dramatic rise of Korean Hallyu or Korean Wave that has successfully utilized K-pop culture through series, music, actors and actresses, movies, and others as a means to export the country's culture. The success of Korean media has positioned the country among leaders in entertainment industry worldwide.

I sincerely hope that the 2023 International Broadcasting Leadership Program Media Forum in Thailand: Irreplaceable Asian Content, will be a symbol of new collaboration between the two countries in coproducing creativity, a source of enthusiastic energy to propel our cultural heritage to global audiences, and a new Orientalism providing the uniqueness and the beauty of Asian content that attracts love and respect around the world.

Itthiphol Kunplome
Minister of Culture
Kingdom of Thailand

Message from Thai Media Fund



Welcome distinguished guests to 2023 International Broadcasting Leadership Program Media Forum in Thailand: Irreplaceable Asian Content (IBLP), which Thai Media Fund and Arirang TV have been working together to host this event.

This event is the continuation between the collaboration of the two partnering media promotion organizations that are committed to promote and support media production and distribution through the focus on capacity development, knowledge sharing, and technology improvement for media professionals in Thailand. It also showed Thai Media Fund's continuous commitment to provide various supports media industry.

Thai Media Fund hopes that this event will empower participants to gain knowledge and utilize these experiences to benefit their work, their organization, and the country.

Dhanakorn Srisooksai, PhD
CEO, Thai Media Fund

Message from Arirang TV



Hello

I am Moon Joon-sang, head of the Media Cooperation center at the Korea International Broadcasting Foundation called ArirangTV. First of all, I would like to appreciate the Thai content producers, business persons and K-Content creators from Korea for attending the International Broadcasting Leadership Program forum.

The International Broadcasting Leadership Program is a project conducted by the Ministry of Culture, Sports and Tourism of Korea and ArirangTV. Through this program, we are going to share trends and production techniques of Korean style contents making and set the stage for media exchanges such as co-production and joint coverage. Through the year 2022 event, we invited about 20 Thai broadcasters to Korea to share Korea's media environment and content production trends. In this year, we are here with Thai Media Fund to share insights with more Thai content creators.

Recently, The global media market is changing rapidly. It is important for both Korea and Thailand to work together to respond quickly and effectively to this change, and I believe each and every one of you who is here today is at the center of it.

We just got out of the long tunnel of COVID-19 that has been going on since 2019, and it's time to continue everything that was cut off by COVID-19. In that respect, I would like to thank the CEO of Thai Media Fund (Dr. Dhanakorn Srisooksai) and other executives and employees for making this place together today.

We truly hope there will be more communication in the media sector between the two countries over the next three days and to be a meaningful event for every one of you.

Thank you.
Mr. Moon Jun Sang



“Thai Media Fund” or “TMF” is a public organization established by the Thai Media Fund Act (2015) with the mandate to promote safe and creative media contents and enhancing media professionals’ capabilities to produce better, safer, and more creative media for the public. Our vision is to enhance citizens’ accessibility to quality media, better understanding, and media literacy through the promotion of good media ecosystem.

We also collaborate with stakeholders such as media organizations, journalists, academics, private companies, social services, communities, state agencies, and international organizations to promote the media literacy and enhance the capacities in producing media as a means of creating a creative learning society.

In collaboration with our partner, Arirang TV, we are working together to bring the beauty of our contents to global audiences.

As a global broadcast representing Korea, Arirang TV strives to promote the right understanding of Korea around the world and bring the global community closer through TV and radio. Through various programs and cultural exchanges with different countries around the world, we promise to fulfill our motto, “Korea for the World, the World for Korea.”

Arirang TV, which opened in 1997 as a domestic cable TV for foreigners in Korea, opened Korea’s first overseas satellite broadcast in the Asia-Pacific region in 1999. Since 2000, it has completed a global broadcasting network that includes the Americas, Europe, and Africa, and various contents such as Korean politics, economy, society, and culture have been provided to local foreigners and Koreans.

Currently, Arirang TV has received a lot of love and attention from about 138 million viewers in 103 countries around the world, and we will do our best to secure more viewers through more active marketing and supply of quality programs.

International Broadcasting Leadership Program (IBLP) is a worldwide content creator exchange program launched by Arirang TV and started in 2018. Since then, Arirang TV has been hosting various programs for the exchange of broadcasters.

Last year, in 2022, Arirang TV foresaw the significance of the relationship of cultural exchange and the development of broadcasting media with Thailand. Therefore, the 2022 IBLP was organized for the oversea training of 16 Thai media professionals from media companies, cultural agencies, and Thai Media Fund during 15th – 24th November 2022 in Korea.

2023 International Broadcasting Leadership Program Media Forum in Thailand: Irreplaceable Asian Content This year, IBLP aims at bringing Korean knowledges and experiences of storytelling, drama production, content creation, global content business, as well as the latest development in digital technology and broadcasting to Thai professionals. The participants will have a chance to learn directly from leading Korean writer, drama director, and experts in content business, character business and metaverse.

The forum will not only enhance the depth of knowledge between the two leading cultures of Asia, but it will also serve as a bridge between two cultures to work together to show the world that Asian content is unique and irreplaceable.

Purpose

- To share information and knowledge in developing and distributing Asian content to the world market
- To enhance networking between media professionals for deeper collaboration between Republic of Korea and Thailand

Agenda of the workshop

Time	Contents
Tuesday 25th April 2023	
09:00 – 09:30	Registration
09:30 – 09:40	- Thai Media Fund and Arirang TV Video Presentation
09:40 – 09:50	► Media Forum Opening Ceremony - Welcome speech <i>By Dhanakorn Srisooksai, PhD, CEO of Thai Media Fund (TMF)</i>
09:50 – 10:00	- Welcome speech <i>By Mr. Moon Jun Sang, Director of Arirang TV</i> - Photo Shot
10:00 – 12:00	► Seminar 1: Storytelling in K-drama <i>By Ms. Ma Jin-won, Voice's Writer</i>
12:00 – 13:30	Lunch at Chim Chim, Ground floor
13:30 - 15:30	► Seminar 2: Drama Production and diversity of content <i>By Mr. Kim Jaehyun, Director of Now, we're breaking up, One Dollar Lawyer</i>
15:30 - 16:30	Reception & Networking
Wednesday 26th April 2023	
09:00 – 09:30	Registration
09:30 – 09:40	Special Talk: "Shining the Beauties of Asian Cultural Powers to the World" (Irreplaceable Asian Content) Soft Power in Thailand" <i>By H.E. Mr. Itthiphol Kunplome, Minister of Culture of the Kingdom of Thailand</i>
09:40 - 09:50	MoU Signing Ceremony between Thai Media Fund and Korea International Broadcasting Foundation (Arirang TV) Exchange Souvenirs
09:50 – 10:00	Group Photo
10:00 - 12:00	► Seminar 3: Global Content Business <i>By Mr. Kim Yong-jae, Deputy Director of SBS</i>
13:30 - 15:30	► Seminar 4: Evolving into a metaverse K-POP contents <i>By Mr. Zo Sungho, CEO of Space Elvis</i>
15:30 - 16:30	Reception & Networking

Agenda of the workshop

Time	Contents
Thursday 27th April 2023	
09:30 - 10:00	Registration
10:00 - 12:00	► Seminar 5: Broadcasting and Character Business <i>By Ms. Kim Hyewon, Manager of EBS</i>
12:00 – 14:00	Lunch <i>At Chim Chim, Ground floor</i>
14:00 – 16:00	► Media Forum: Irreplaceable Asian Content Panelists: Thailand 1) <i>Ms. Yupa Petcharit Rattananjan, Co-Founder and Producer of Payai Creation Co., Ltd.</i> 2) <i>Mr. Parkpoom Wongpoom, Director, Producer and Screenwriter, GDH</i> 3) <i>Mr. Viboon Leerattanakajohn, CEO of Search Entertainment</i> Korea 1) <i>Ms. Ma Jin-won, Voice's writer</i> 2) <i>Mr. Kim Jaehyun, Director of Now, We are breaking up and One Dollar Lawyer</i> 3) <i>Mr. Kim Yong-jae, Deputy Director of SBS</i> 4) <i>Mr. Zo Sungho, CEO of Space Elvis</i> 5) <i>Ms. Kim Hyewon, Manager of EBS</i> Moderator <i>Dr. Chamnan Ngammaneeudom, Deputy CEO of Thai Media Fund</i>
16:00 – 16:10	Closing Address <i>By Dhanakorn Srisooksai, PhD, CEO of Thai Media Fund</i>
16:10 – 17:00	Reception and Networking

Speaker info Ms. Jinwon Ma



Jinwon Ma

Writer, STORY & PICTURES MEDIA CO.

✉ mapy1212@hanmail.net

Experience Highlights

Writer of....

Movie - MY WIFE IS A GANGSTER 3 / Twenty Again

OCN - Voice season 1~4

SBS - I AM Legend

OTT - In progress of writing next work

Presentation Title

Storytelling in K-drama

- How writers contribute to drama contents industry in Korea
- Star producers and writers can make the contents market bigger
- The potential of Thailand 's genre market

Speaker info Mr. Jaehyun Kim



Jaehyun Kim

Drama producer, SBS

✉ astronomer99@naver.com

Experience Highlights

Producer of...

SBS - Now, We Are Breaking Up

SBS - Director of One Dollar Lawyer

Presentation Title

Drama production and diversity of content

- The change in drama production field due to the emergence of OTT
- Character setting and implementation in dramas
- Cultural fascism and diversity in content

Speaker info Mr. Yong-jae Kim



Yongjae Kim

Deputy Director, SBS

✉ jsitcom@sbs.co.kr

Experience Highlights

Team leader of Global content Biz
Representative of The Format East
PD, Entertainment Division of SBS
Director of Running Man/Jungle's Law Chinese version

Presentation Title

- Global Content Business
- Efforts for the global/localization success of Korean entertainment content
 - How does collaboration with Korean entertainment production staff?
 - Suggestions for the global expansion of Thailand's entertainment content

Speaker info Mr. Sungho Zo



Sungho Zo

CEO, Space Elvis

✉ joshua@elviss.co.kr

Experience Highlights

Director of Digital Sunil, VSTEC, Nextplay, Studio Macros Graph
VFX
Expert of XR Content

Presentation Title

- Evolving into a metaverse K-POP contents
- The business model of Space Elvis combining K-pop and Metaverse
- Why should we be interested in the Metaverse?
- Utilizing VFX and Metaverse in creating contents

Speaker info Ms. Hyewon Kim



Hyewon Kim

Manager, EBS

✉ yhighhw@ebs.co.kr

Experience Highlights

- 2011-2014 EBS International Cooperation
- 2014-2020 EBS Global Business
- 2020-2022 EBS Policy and Planning
- 2023 Peng TV & Brand Studio Business

Presentation Title

- Broadcasting and Character Business
- Planning character business
- How 'Pengu' become successful
- Scalability of Character Business

Panelist info

Ms. Yupa Petcharit Rattanajan



Yupa Petcharit Rattanajan

Managing Director-Producer-Writer,
Payai Creation Co., Ltd

✉ y.petcharit@gmail.com

Experience Highlights

Yupa Petcharit Rattanajan is the co-founder and producer of Payai Creation Co., Ltd. and has been producing uplifting and award-winning TV documentary series for over 30 years. Her most notable work was the 20-year-running documentary series called “Good Kid, Great Heart” (AIS คนเก่งหัวใจแกร่ง in Thai). The project has racked up numerous awards, including United Nations’ World Summit on the Information Society Prize (WSIS) 2018.

Yupa’s recent work, “Duck Academy,” was the winner of 2018’s Best ASEAN Project Pitch at Asian Side of the Doc and went on to win 2019’s Devour! The Food Film Fest in Canada. It has since been broadcasted in various languages around the world.

Her second international project, “The Hornbill Lady,” won EBS Prime Pitch 2020 from South Korea and 2021 BKKDOC for Best Thai Documentary.

Panelist info

Parkpoom Wongpoom



Parkpoom Wongpoom

Director, Producer and Screenwriter,
GDH

✉ Wongpoom@gmail.com

Experience Highlights

Film Director, Producer and Screenwriter

- SHUTTER
- ALONE
- HOMESTAY

Panelist info

Mr. Viboon Leerattanakajohn



Mr. Viboon Leerattanakajohn

CEO, Search Entertainment

✉ prsearchgroup@gmail.com

Experience Highlights

- TV3 Tour Concert
- 168 hrs (TV Program)
- KhaoSamSee (News program)
- Nakee2 (The movie) 2018
- Tee Shot: Ariya Jutanugarn (The Movie) 2019
- Khun Phaen Begins (The Movie) 2019
- Search Studio Ramkhamhaeng 81

Moderator info

Dr. Chamnan Ngammaneeudom



Dr. Chamnan Ngammaneeudom

Deputy Chief Executive Officer,
Thai Media Fund

✉ Chamnan.n@thaimediafund.or.th

Experience Highlights

Dr. Chamnan is a deputy CEO of Thai Media Fund since 2022. He had been a university lecturer and actively working in a consulting role with various international organizations, government, and private sectors as well as on policy, regulatory, and performance evaluation projects with APEC, ASEAN, Ministry of Commerce, Office of SME Promotion, and National Broadcasting and Telecommunication Commission.



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