

Chapter 14

Policy Recommendations

This chapter should be cited as

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CHAPTER 14

Policy Recommendations

This chapter presents a policy recommendation (FY2013 Recommendation) to improve high-priority policy activities and develop the region's content industries. It revises the policy recommendation of the 'Study on the Development Potential of the Content Industry in East Asia and ASEAN Region' (FY2012 Recommendation).

1. High-Priority Policy Activities and Prioritising of FY2012 Recommendation

Components

The FY2012 Recommendation was revised based on the results of the analysis and survey:

- The situation of the content industry. Strengths, weaknesses, and issues in the region or each country according to the results of the strength/weakness, opportunity/threat (SWOT) analysis (Chapter 13, Section 1)
- The results of the policy evaluation. Categorised policy activities prioritised according to necessity and effectiveness (Chapter 13, Section 2)
- Correspondence between policy activities and the FY2012 Recommendation (Chapter 13, Sections 3.1 and 3.2)
- Future regional policy demand (Chapter 13, Section 3.3)

The prioritised FY2012 recommendation is provided below:

Industry and market development

#1: Communicate industrial development visions, master plans, statistics

International relationships

#5: Establish international agreements

Finance

#9: Introduce incentive schemes to encourage investments

#10: Establish government financing schemes to promote private financing

Legal frameworks

#14: Introduce and review intellectual property rights protection management, anti-piracy measures

The FY2013 Recommendation is as follows:

Priority of Policies

The following items in the Recommendation are considered high priority (numbering is based on the FY2012 Recommendation):

1. Promote collaboration to establish and enhance content industries in each country

- (2) Standardise frameworks and tools for quantitative evaluation such as statistics relating to content industries
- (3) Enhance cooperative promotion policies for international co-production (bilateral and multilateral)

2. Reinforce factors that will promote content industries

2.2 Promote business

- (1) Establish and improve funding schemes (e.g. introduce incentive schemes for domestic and international funding)
- (3) Promote international co-production

2.3 Expand content trading

- (2) Employ joint measures against piracy
- (3) Deregulate imports of legal content

2.4 Use new technologies effectively

- (1) Provide opportunities for information sharing and exchange of ideas among governments and business operators of each country

Future Policy Demand

The following policies will become important, so giving them consideration now is desirable.

- ✓ Building a common content platform
- ✓ Relaxing current trade restrictions on content and related products and services

For reference, the FY2012 Recommendation is shown below. For more detail, see Appendix 3.

Policy Objectives

To promote content industries in each country, policy objectives should focus on the following:

- Achieve content industries' potential by utilising content markets' scale and content industries' assets
- Promote trade and cooperation among content industries

Policy Recommendation

1. Promote collaboration to establish and enhance content industries in each country

- (1) Exert continuous efforts to provide collaboration opportunities (G–G, G–P, P–P)*

*G = government, P = private sector

- (2) Standardise frameworks and quantitative evaluation tools such as statistics relating to content industries
- (3) Enhance cooperative promotion policies for international co-production (bilateral and multilateral)
- (4) Standardise regulations and policy measures (e.g. rules and customs related to international co-production)

2. Reinforce factors that will promote content industries

2.1 Develop human resources

- (1) Support discovery and training of talented people
- (2) Support job creation in media and content industries
- (3) Develop training programs to fill supply and demand gaps between academia and industry
- (4) Deregulate personnel exchange and simplify procedures

2.2 Promote business

- (1) Establish and improve funding schemes (e.g. introduce incentives for domestic and international funding)
- (2) Jointly provide resources to localise content¹ (e.g. share information on companies, price lists, and evaluations)
- (3) Promote international co-production

2.3 Expand content trading

- (1) Create a common intellectual property system
- (2) Employ joint measures against piracy
- (3) Deregulate imports of legal content

¹ The process of adapting a product or service to a particular language, culture, and desired local 'look and feel'.

2.4 Use new technologies effectively

- (1) Provide opportunities for information sharing and exchange of ideas among governments and business operators
- (2) Promote international standardisation of new technologies

2. 2. Relation of the FY2013 Recommendation with Existing Policy Framework and Goals

The study revealed that countries in the region have been putting effort into planning and implementing policies to develop the content industry, expecting it to play an important sociocultural and economic role.

The Association of Southeast Asian Nations (ASEAN) members aim to establish the ASEAN Community by 2015. In 2007, they unveiled blueprints for the ASEAN Economic Community and ASEAN Socio-Cultural Community. These do not, however, touch on specific topics such as how to develop the content industry and how it can contribute to realising the blueprints. It can be assumed that the content industry was not yet expected to play a key role when the blueprints were drafted. Now that the countries recognise the content industry's importance in culture and the economy and are making efforts to further develop the industry, the post-2015 scenario could include a more detailed action plan. Thus, the FY2013 Recommendation and the FY2012 and FY2013 reports can serve as the bases for discussion, providing the statistical data and the insights derived from the recognition by major content industry stakeholders.

This study is expected to contribute to enhancing cooperation among ASEAN and East Asian countries. Their content industries are at different development stages, confronting various issues. This study can be the starting point of a mutual understanding of countries' differences and what countries can work on together to make the best of diversity and promote the content industry.