Target Buyers for Thailand Content Market 2026 by Category

Industry Segment	Target Buyers / Business	Key Business Objective
🎬 Film / TV / Series	• <u>Streaming Platforms</u> -Netflix -Amazon Prime Video -Disney+ -Viu -iQIYI -etc. • <u>TV Broadcasters,</u> -National TV stations -Pay-TV operators -Regional TV networks • Film Distributors, • Content Aggregators	• Co-production partners • International sales agents • Content licensing buyers • Film festival programmers
🎮 Games	• Game Publishers -Tencent Games -Garena -Bandai Namco Entertainment -Ubisoft -etc. • Platform Operators, -Console platforms -Mobile game stores -PC distribution platforms • Investors, • Outsourcing Studios	• Game publishers • Investment funds • Game outsourcing buyers • Platform owners
🎞️ Animation	• Animation Studios, • Production houses • Streaming content buyers • Children's content distributors	• Animation commissioning studios • Co-production partners • Licensing buyers • Educational media companies
🧸 Character / Licensing / Art Toy	• Brand Licensing Companies - Popmart - Line - etc. • Toy manufacturers • Merchandise distributors • Retail chains	• Licensing agents • Brand owners • Retail buyers • Theme park developers

📚 Book / Publishing (Fiction, Non-fiction, BL/GL)	• Book publishers (Fiction / Non-fiction/Children/ Academic/Independent) - Penguin Random House -HarperCollins -Kodansha -Kadokawa Corporation • Film production companies • TV production companies • Streaming platforms • Content studios • Rights & Licensing Buyers • Digital Publishing Platforms (E-Book/ Web Novel/ Webtoon platform and entertainment)	• Rights Licensing, • Translation, • Content Adaptation • Cross-media adaptation into film, series, and digital content."
📚 E-Learning / EdTech	• Educational institutions • EdTech platforms • Corporate training companies • Government education agencies	• Learning management platforms • Digital course buyers • Training solution providers
💻 Digital Content Services	• Advertising agencies • Marketing firms • Media production companies • Brand owners	• Creative outsourcing buyers • Corporate clients • Media agencies
All categories	• Venture capital firms • Media investment funds • Technology platforms • International trade organizations • Country pavilions	