

The Co-Production Model of Thai Film Industry and Movie Business: Applying the Conceptualization of Compassionate Love Relationship-Led Merit Based Investment

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Abstract

The purpose of writing this research was to establish the co-production model of Thai film industry and movie business for merit-based investment towards the very innovative concept of compassionate love relationship. Researches of very outstanding pundit and contemporary leading practitioner were investigated to comprehend the very obligation of this unavoidable concept. Now most companies of ASEAN films and movie business ignore one of their best opportunities for honing traditional investment competitive advantage: proactively managing the merit-based pay by tax incentive systems. Thus, most research has focused on the effect of merit-based pay on individual motivation and business organizational security in terms of organizational performance. Yet, Thailand Board of Investment outlook towards Thailand 4.0 attempts and many conclude that merit-based incentives is rooted in a desire to better aligning additional incentives for investment to enhance the country's overall competitiveness and industries. Thus, this paper expending the conceptualization of co-production model as an authentic magnitude construct with compassionate love relationship-led merit based investment. So the research briefly summarize beneficial proposes a conceptual model for the new wave of The Co-production Model of Thai Film Industry and movie business based on ample literature review and practices relevant to compassionate love relationship-led merit based investment.

Keywords: Co-production Model, Compassionate Love Relationship, Merit-Based Investment

Introduction

Like most developing countries movie business in Thailand experienced modernization during this century. At a very general level, modernization has been advanced in various way; by the democratization of politics that effect to the new film act 2008, the industrialization of the economy growth in movie business run on to international market and successful in film awards leading to co-production from International Film Festival such as Cannes, Berlin, Pusan etc.

Additionally, for example “Queens of Langkasuka” by Nonzee Nimitbutr received Pusan Promotion Plan Awards and co-production together with French producer, Ekachai Urkrongtham director of “Pleasure Factory” has succeeded in Un Certain Regard awards from Cannes Film Festival and this movie had co-production 3 countries, Thailand, Singapore and France (Fortissimo Company is very famous in international film and movie business company etc.)

From above, movie business in Thailand or Thai film industry need to international production support. It would be mostly involved the higher growth background situations of Thai film industry and movie business in international Film Festival markets at the present time. (Pavaganun, 2009)

Furthermore, with a co-competitive licensing strategy, mental co-production led merit based investment based on ‘Secret and Red Cliff’ by gigantic movie business company from 5 countries, China, Hong Kong, Taiwan, South Korea and Japan. Approach to create an “All Asia Hit” that implement co-production the new popular wave model by enhancing success rate based on organizing an “ASEAN Dream Team” applying the conceptualization of compassionate love relationship-led merit based investment (Avex Group Holdings Inc., 2008). According to “Asian Dream Team” and a co-competitive licensing strategy has led to incentive structures as a capacity development strategy in public service delivery. Much of their work aims to strengthen national capacities through the skills of individuals, business tactic advice, exchange of international experience as stranger capacities in Thai film industry and movie business areas should lead to important improvements of merit based investment in the conceptualization of compassionate love relationship system as a whole. (adapted from Ulleberg, 2009; Hyosook, 2017; Lee, 2017)

So, applying Investment outlook towards Thailand 4.0 to explore new chapter of investment promotion on the topic of investment-led transformation as followings.

Table 1 Investment-led Transformation

Mission	Action Plan
Promote Core Technologies	- Promote core technologies in which Thailand has strong potential, by offering maximum incentives. Some examples of core technologies are Advances materials, Digital technology or technological such as audiovisual, which are an integral part of the development towards Thailand 4.0 and are fundamental competitiveness to the development of targeted industries.
Promote the Localization of Technology and Technology Transfer	- Promote the creation of International Consortiums in industrial technology between the public and private sectors or both domestic and international industrial sectors by attracting a foreign party as a strategic partner which will ultimately promote the localization of technology in certain targeted industries. - Prescribe conditions for cooperation with domestic and international industries in certain cases, in order to promote <u>technology transfer and human resource development.</u>

Purpose of the Study

The study focuses on objective of finding out the practicable solutions of the co-production model of Thai film industry and movie business: applying the conceptualization of compassionate love relationship-led merit based investment.

Literature Review

Conceptualization of the traditional co-production model

The growth of films from Asia and ASEAN, including Thai film has generated enthusiasm from global film professionals. The co-operation between film makers in the region is also seen as crucial in the move to push ASIA and ASEAN, including Thai film to gain movie industry and movie business recognition and exposure in the co-production larger platform, by learn about the ecosystem of filmmaking, from sources of funding festival programming, licensing issues and practical strategies to tackle piracy of audio visual works, direction of ASIA and ASEAN films, as well as film marketing and authorized merit based investment.

Hence, the traditional co-production model has not always succeeded in improving the effectiveness of merit based incentive where film industry and movie business are working. The innovative of co-production model in this research must recognize threats or to strengthen the opportunities of the traditional co-production model already powerful concerning its frontiers or boundaries within this following framework: (Adapted from Verheijen, 2000; World Bank, 2008; International Institute for Educational Planning, 2009; Bangkok ASEAN Film Festival, 2017)

1) The co-production system were:

1.1) Studio system or Hollywood Model framework: co-production among business to business or producer to producer etc.

1.2) Spontaneous system or independence filmmaker or Indy Model.

2) Four ways of the co-production and strategic partnership were:

2.1) The co-production among business to business or producer to producer or international producer to production house of director for classical case studies i.g. R.S. Company Company Ltd. (Hong Kong) and The Best Production Company Ltd. Co-production, The Park 2003, “Sud Sanaeha” co-production 3 companies are Kick The Machine Trading Ltd., Anna Sanders Film Company Ltd. And Laong Dao Company Ltd. and “Sadpralad” co- production among French producer, Germany producer, Italy producer and Thailand, or “Invisible Waves” co-production 4 countries among Thailand (Five Stars Production Company Ltd.) Netherlands, Hong Kong and South Korea, including Japanese and Korea Starring Tadanobu Asano from Japan and Hye Jeong Kong from South Korea or Nonzee Nimitbutr director of “JanDara” had been supported by Applause Pictures famous director “Peter Chan” acting as leader of Applause groups that set up for co-production in Asia regional area. Applause groups had many countries in Asia are members; for example Hong Kong, South Korea, Thailand, Japan, the Philippines or Singapore etc.

2.2) Co-production among producer and international or foreign investors that called “Equity Deal” as co-production in terms of capital strategic alliance investor not “Distribution Deal” because Equity Deal have copyright in distribution deal of territory license too based on contract.

2.3) Co-production among governmental fund or capital money support from Film Festivals and producer in domestic and international that deal by condition and agreement of each capital money from investors or institutions or organizations for example co-production of “Reung Ruk Noi Nid Mahasal” among Five Stars Production Company Ltd. and Fortissimo Film Sales (the Netherlands), Cathe Asia Film (Singapore), Pioneer LCD (Japan) and Hubert Bals Foundation Organization (the Netherlands) etc.

2.4) Co-production treaties among government and the others government. By treaties contract must deal in the ways that called “Memorandum of Understanding (MOU)”

For more clearly understanding, the researcher would like to show this following figure.



Figure 1 Four ways of the co-production and strategic partnership

As shown in figure 1, four ways of the co-production and strategic partnership focused on the relationship under tax incentive umbrella with capital money sources distribution deal, equity deal and tax incentive rate payment on the merit-based investment of the co-production system. This leads to effective of the co-production model and merit based investment in the long-term.

Finally, the traditional co-production must be done under threats and opportunities investigations that show in following tables to improve the management for the effectiveness and efficient way of the co-production and merit based investment.

Table 2 Opportunities and threats of the traditional co-production on the effect of merit based investment

Opportunities	Threats
1. More distribution dealing with each country that co-production close deal.	1. Leverage bargaining of interest that returns on investment or co-production such as copyright equity deal among co-producers.
2. Strengthen in Win-Win for each other co-producer in increase more benefits for example turn distribution deal to equity deal and co-protection of each copyright or intellectual property right.	2. Policy contract or Treaty must fit or suitable for each co-producer to show sincerely and clearly in co-production contact.
3. Increase competitive advantage both red ocean strategy from hyper competition and blue ocean strategy by niche market.	3. Beware for taxation not more complex to pay or promotional taxation incentive.
4. Return on investment that have many alternative ways such as 50:50 revenue sharing or territory license fee or sharing for example interest in Asia regional co-producer in America or Europe could have co-production sharing benefits.	4. Treaty imperfect information for decision making.
5. Co-production could share risk for some style of movie for example Art Film or Experimental Film or Director Passion Film in terms of film sake for director sake.	5. Threat of Language, lack of communication or misunderstanding make tyranny of treaty or imperfect information decision making.
6. More profits from more territories that movie make benefits such as in Asia have 15% viewers, in America have 30% and Europe have 35%. So total benefits based on 80% viewers in every territories.	6. Insincerely or doubtful in share risking.

Source: Pavaganun (2009); adapted from National Thai Film Association (2010); ASEAN Committee on Culture and Information (2009)

Compassionate Love Relationship Theory

This theory first emerge in the context of scientific research at a meeting of World Health Organization (WHO). Most research has focused on developing for quality of life and social life such as career life in the globalization era and diverse cultures (WHOQOLSRPB Group, 2006 and adapted from the term “job satisfaction on the effects of merit based” first issues in the governance studies concepts of Choi and Whitford, 2013). Saxena, O’Connelly and Underwood (2002) were regarding discussion of the suitable wording “facets” or “face value” perspective. (Yang and Kassekert, 2009). Broadly speaking, the “facet” or “face value” identified for the module was loving-kindness or love for others including compassion. So, according to relationship aspect of “quality of life and social life needed to be the companionship in term of “Compassion Love Relationship” (Underwood, 2009; Neusner & Chilton, 2009; Vacek, 1996; WHOQOLSRPB Group, 2006; ASEAN Committee on Culture and Information, 2009).

As research model extend in this area, the applying create of “Compassionate Love Relationship” to contribute to a greater understanding of the co-production model began related to various relationships, and to be fully expressed in merit-based investment means to “feel with” to be used, which fit for the “Asian Dream Team” and the new wave of the co-production model a co-competitive licensing strategy based on “Secret” and “Red Cliff”. Including investment outlook towards Thailand 4.0.

Research Results

The new wave of the co-production model of Thai film industry and movie business: applying the conceptualization of Compassionate Love Relationship-Led Merit Based Investment.

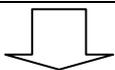
According to this literature review and interview our strategic partnership since ASEAN+3 cultural workshop, Asian Joint or Co-production and Bangkok ASEAN Film Festival 2017 expert investors, film maker policy makers and etc. as followings: 1) Hiroyuki Seshita, Executive Director, Casio Entertainment Asian Joint Production 2) Farida Kamil, Vice President, TKRU Studios Creative Co-production Multimedia Complex Codemaster Cyberjaya, Malaysia 3) Julian, Vice President, Macrograph, Inc. “International Co-production Film” 23-5 Nohyun Dong, Gangnum-Gu, Seoul, Korea 4) Hong Hyosook, Director of Asian Cinema Fund (ACF) Busan International Film Festival 5) Maggie Lee, Programming Consultant, Tokyo International Film Festival, Tae Sung Jeong, Senior Officer, Genesis Pictures, Co. Ltd. 24-2, Nonhyun Dong Gangnum-Gu, Seoul, Korea 6) Tan Chee Wee, Head Singapore Film Commission, No.3 Fusionopolisway, 16-22 Symbiosis Singapore 38633. 7) Sin Chansaya, Director of Cinema and Cultural Diffusion, No.70 Street 200, Sang Kat Boung Raing, Khan Daun Penh, Phnom Penh, Cambodia 8) Bunchao Pichith, Director General of Cinema Department 9) U Soe Htike Aung Film Director, No.16 Winkaba Street, Bahan Township, Yangon, Myanmar and 10) Carrir Wong Director and Producer, China.

The research findings revealed that the relationship and the current situation might be using “Compassionate Love Relationship” discuss compassionate love as express agreement results primarily in action are important parts of investment outlook towards Thailand 4.0 perspective of new innovative for merit-based investment promotion as shown in Table 3.

Table 3 The new innovative concept for merit-based investment promotion in order to attain compassionate love to synthesize the co-production model of Thai film industry and movie business

Thailand 4.0		Investment 4.0	
Mission	Action Plan	 <p>The new wave of the co-production model of Thai film industry and movie business: applying the conceptualization of compassionate love relationship-led merit-based investment.</p>	
Promote Core Technologies	Industrial Cluster	Tax Incentive Umbrella	Compassionate Companionship
		Capital-driven	Co-competition-driven

<ul style="list-style-type: none"> - Traditional audio visual. - Digital content. - Advances materials. 	<ul style="list-style-type: none"> - Film industry. - Movie business. - Cinema company. - Movie studio. - Production House. - Independence film maker. - Movie maker focused on human resources management: Pre-production and Post-production. 	<p>Physical capital such as</p> <ul style="list-style-type: none"> - Capital sources. - Monetary fund. - Banking loan. - Financial law. - Sales agent. - Distributor. etc. 	<p>Human resources relationship capital.</p>
<p>Promote the localization of technology and technology transfer.</p> <ul style="list-style-type: none"> - Embedded technology. 	<ul style="list-style-type: none"> - Digital and internet of things (IOT). 	<p>Industrial Cluster.</p>	<p>High Value services as “Oneness Dream Team” (One for all and all for one).</p>
<ul style="list-style-type: none"> - Service Design and technology transfer in term of creative co-production model. 	<p>The co-production model based on compassionate love relationship as creative and high value services in term of innovative ideas technology (Neuro-technology).</p>	<p>Technology-based competitiveness enhancement measure.</p> <ul style="list-style-type: none"> - Targeted core technologies - Advances material technology: energy storage, production functional material technology advance film laboratory. 	<p>Enabling services</p> <ul style="list-style-type: none"> - Electronic design - Knowledge management design. - Co-competition design. - Calibration of co-production led merit-based investment design.
<ul style="list-style-type: none"> - Prioritizing human resources relationship from industrial cluster. 	<ul style="list-style-type: none"> - Offering maximum incentive to build strong potential competitiveness for human resource development. - Promote the creation of international consortium in term of compassionate companionship as applying compassionate love relationship between the public and private sectors or both domestic and international industrial sectors by attracting a foreign party as a strategic partnership. 	<ul style="list-style-type: none"> - Digital technology. 	<ul style="list-style-type: none"> - Scientific Laboratories. - Research and development. - Co-development of core technologies and expanding film markets.



Investment 4.0	
The new wave of the co-production model of Thai film industry and movie business: applying the conceptualization of compassionate love relationship-led merit-based investment.	
From	To
Traditional merit-based incentives.	The new wave of merit-based focused on investment not incentives.
<ul style="list-style-type: none"> - Industrial sector-based. - Area-based of industrial or business zones or investment promotion area policy. - Build domestic strengths. - Promote improvement in production efficiency. - SME supporting. - Technology based. - Alternative tax incentives by exemption of corporate income tax to enhance the country's competitiveness e.g. 8 years (no cap) + merit 0 year + merit (in term of some activities are still important to value chain) and non-tax. - Targeted core technologies. - Improvement of eligible investments/expenditures. - Additional/cap (%investment) capital/expenditure incurred. - Research and development 200% (new 300%). - Donations to technology and human resources development funds 100% (new 100%). - IP acquisition/licensing fees for commercializing technology developed in Thailand 100% (new 200%) - Advanced technology training 100% (new 200%). - Development of local suppliers with at least 51% Thai shareholding in advanced technology training and technical assistance 100% (new 200%). - Product and packaging design or production. In- house or in-band or outsourced in Thailand 100% (new 200%). 	<ul style="list-style-type: none"> - Mental co-production- based. - Dream Team-based. - Strategic partnership. - Co-competition. - The development of the co-production for hampering of creative contents or piracy kill ideas. - The fight against infringing intellectual property rights. - IP licensing free. - Moral right. <ul style="list-style-type: none"> = Right of disclosure. = Right of authorship. = Right of make necessary amendment or improvement. = Right concerning the works integrity. - Economic right. <ul style="list-style-type: none"> = Right of reproduction or remake. = Right of broadcasting. = Right of feature film-performance, songs, sound recording etc. = Right of television- performance presentation, program production, including cable television. = Right of adaptation. = Right of distribution/sell. = Right of translation. = Right of rental. = Right of arrangement and transformation. = Right of investment promotion policy supporting.

Source: The researcher adapted from Investment 4.0 and compared with Investment Promotion Policy in 2017.

Conclusion and Next Application

The article is a research conceptual paper would working model of the co-production research model that appeared in compassionate love relationship-led merit-based investment. This is

due to the conclusion present next application of the research was to create a “state of the art” about compassionate love relationship-led merit-based investment for provides a basis for future research, which was carried out focusing on the analysis of prioritizing human resources relationship in term of mental co-production based on compassionate love relationship and the new wave of merit-based investment. (see figure 4)

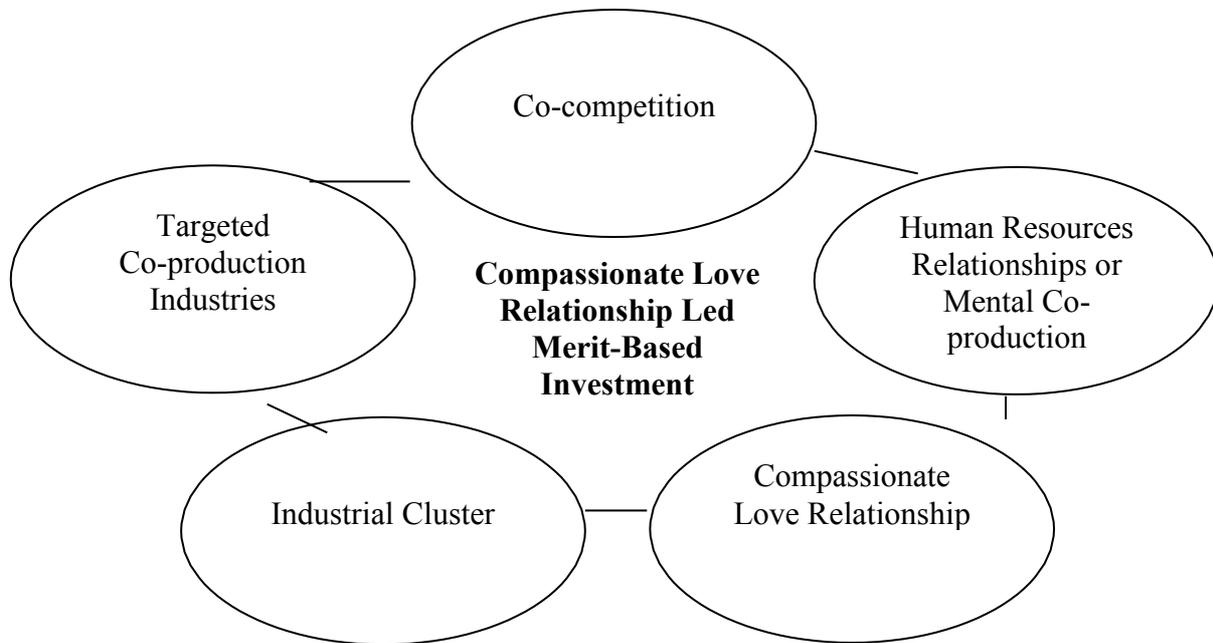


Figure 2 Prioritizing human resources relationship or mental co-production model based on compassionate love relationship and the new wave of merit-based investment
Source: Research results and adapted from prioritizing human resources from new chapter of investment promotion from Thailand 4.0 to investment 4.0: Thailand Board of Investment (2017)

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