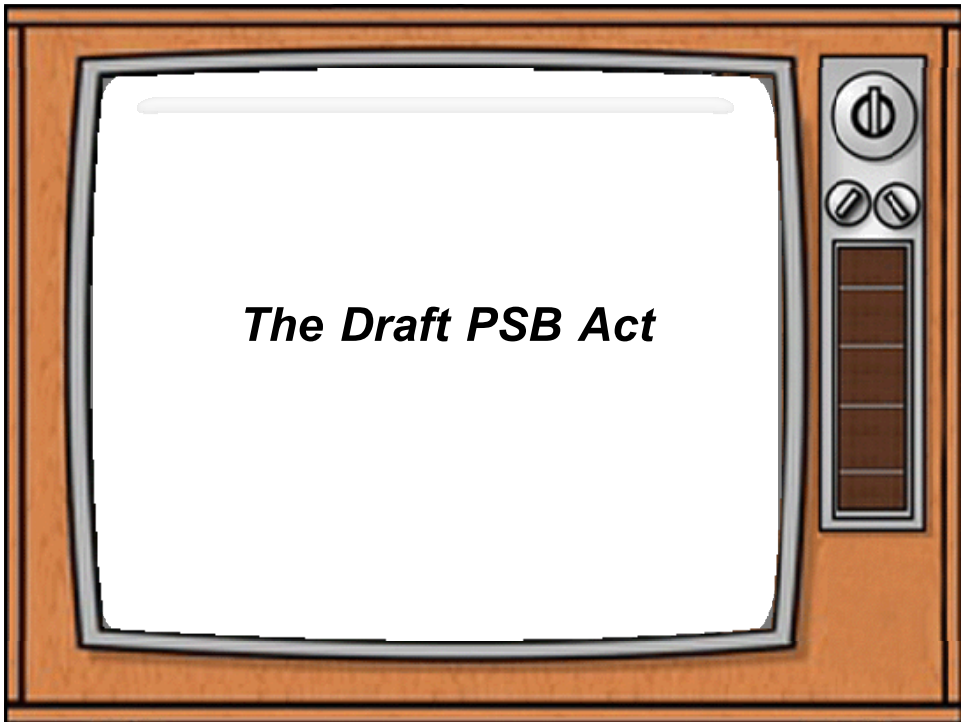
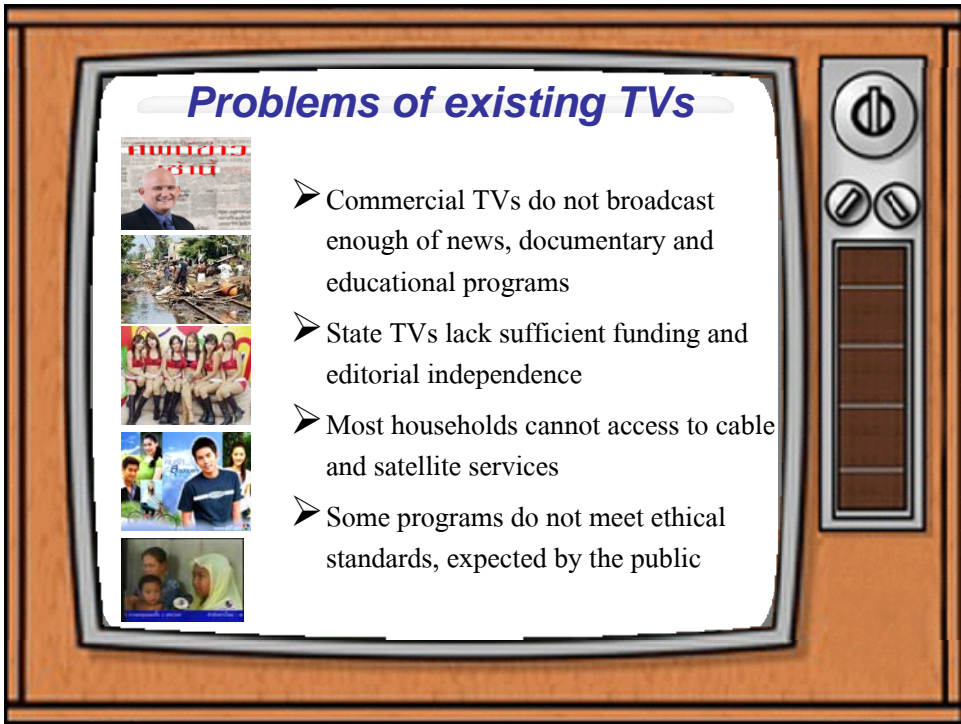


Money politics

Tycoon Family	Run for elections (13 families)	Not running for election (87 families)
Average Asset (\$ million)	4,418.46	486.46
% of revenue from concession business	22.9	2.5
% Return on Asset	2.4	2.8
% Debt/Asset	39.5	49.6

Source: Bunkanwanicha and Wiwattanakantang (2006)



Development

The Act to establish the Thai Public Broadcasting Agency (TPB)

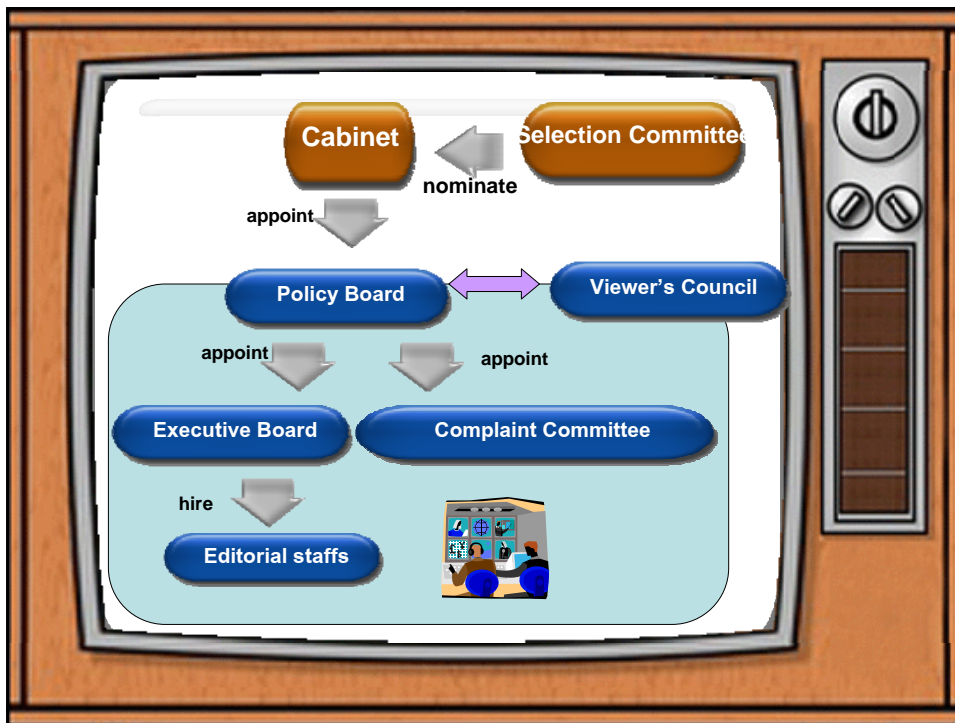
- Approved by the cabinet on May 15, 2007, followed a public consultation to determine the future of TITV
- Currently under legal scrubbing by the Council of State
- Expected to be submitted to the Parliament by the end of June

TPB expected to be on air from 2008 Q1

Thai Public Broadcasting Agency




- Set up as independent public organization
 - Predictable and guaranteed revenue
 - Board of directors nominated by professional bodies, civil societies, academia and government representatives
 - Protected against intervention by politicians and government officials
- Guaranteed to operate at least one terrestrial TV free of advertisement
- Optional to operate radios, satellite TVs, internet and other media





Cost estimation

- **Set up cost of Bt 200-400 million**
- **Annual operation cost Bt 1,100-1,700 million**
- **Additional cost to subsidize independent and community-level program producers**

Sources of revenue

- **Earmarked Excise tax**
 - equivalent to 1.5% of excise tax revenue on alcoholic beverages and tobacco
 - capped at Bt 2 billion per year, upwardly adjustable every three years
- **TPB sponsorship (tax deductible)**
- **Donation (tax deductible)**
- **Revenue from intellectual properties**



Evaluation

Evaluated by independent assessor annually according to:

- ✓ Viewer share
- ✓ Viewer's satisfaction level
- ✓ Amount of donation and sponsorship



Report to the Cabinet, Parliament and disclose to the public

Accountability

- **Operational accountability:** audited by Office of the Auditor General or private auditor approved by OAG
- **Legal accountability:** TPB's administrative actions subject to review by the Administrative Court
- **Political accountability:**
 - annually report to the cabinet and parliament
 - revenue ceiling reviewed every three years
- **Public accountability:**
 - must respond to Viewer Council's suggestions
 - must disclose information on complaints handling
 - evaluated by the level of public support