

CONTENT ANALYSIS OF FACEBOOK LIVE OF DIGITAL TV STATIONS IN THAILAND

Sunisa Sangwong¹
Jantima Kheokao

School of Communication Arts,
University of the Thai Chamber of Commerce

Abstract

With the special feature of Facebook in sending real-time video, providing real-time two-way interaction, enable viewers' engagement and instant feedback during a live event, Facebook Live is widely used to support the television broadcasting in Thai televisions as a mean to speed up the news, events it is a tool for marketing communication and live events in real-time for keep people's eyeball to each Stations. This research explored the use of Facebook Live of Digital TV stations in Thailand for marketing communication. Content analysis was used to analysis of Facebook Live from 24 digital TV Stations for one month. Findings revealed that every digital TV Stations use Facebook Live to broadcast in parallel of the program being on-air via television. Different pattern of use was found in each station due to the policy of each station. Some station actively used Facebook Live, for the sake of having new technology or image building and marketing communications. Thus, there is a question of whether how to manage content in Facebook Live for marketing communications purpose in Thailand.

Keywords: Facebook Live; Digital TV Stations; Thailand

¹ 1 All correspondence concerning this article should be addressed to Sunisa Sangwong at email: sunisa11_fon@hotmail.com

Background of the study

Since the 1970s mass media industry facing a radical change of new technology was forced to embrace new technology of information, communication and telecommunication (ICT) especially internet and world wide web technology, in order to increase audience satisfaction and a bigger share of the audience (Kaewthep, 1998: 3). The World Wide Web (WWW) network is used as an additional channel for communication from the media to the public which resulted in changes in the working style of the media. With the development of wireless telecommunication technology TV program can be reached not only from the traditional platform, broadcasting from TV stations but through mobile phones (TV on Mobile). Subscribers can choose to watch TV programs at any time. By choosing to use the interactive features of the internet to reduce the weaknesses of traditional mass communication systems that may not be able to know the response of recipients with technical advancements TV stations therefore have established internet television.

The mass media industry needs to face changes and keep pace with new technologies (Louiseyapong, 1998: 1). It can be said that Thai media are the front line in accepting innovation for their work to send up-to-date information with modern technology to their viewers (Chearmaneethavisin, 2000). New media changes brought new platform, a media convergence landscape to media industry including Thai media as well as the viewers' media consumption behaviors (Lowe, 1996). Computers, smartphones and tablets are tools that make reading information in a digital format convenient and usable at all times.

Social media came in and was quickly adopted in the mass media broadcasting. Every TV stations had social media outlets to communicate with their viewers, Lines, Facebook, Instagram, etc. Among these social media platform, Facebook came in the front row especially when it included Facebook Live feature in its service in 2016 and has gained widespread popularity, especially in the media industry, which brings Facebook Live offer a mean to compete in the speed of presenting news, events, programs and events for individual users and the TV broadcaster as well. Facebook Live broadcasts of the program concurrently with traditional platform allow viewers or followers to interact with the program instantly using functions such as "like" and "comment". Facebook Live is another form of television content presentation allowing viewers the option to view and simultaneously "engage" (Wongrienthong, 2016). After the 12nd of April, 2016 when the ThaiPBS TV Station used Facebook Live to broadcast its afternoon news program other TV stations inevitably followed the lead.

The widely used of social media in the TV industry was the answer to the change of viewers' behaviors (Chawengwan, 2013). According to the Thailand Internet User Profile statistics in 2018, 93.64% of Thai people use internet and social media, and 60.72% watch television (Ministry of Digital Economy and Society, 2018). The most popular social media platform is Facebook and followed by YouTube. Using Facebook Live, the producer of program increase a chance to send commercial messages in the form of branded content, product placement or tie-in programs which help build awareness and generate revenue to the TV stations (Chuasathaphanasiri, 2009; Korbkeratipong & Taifahpool, 2016).

From those changes, technology as well as the viewers' behaviors, all television stations are racing in a fierce competition to win the viewers' eyeballs and share or revenue therefore there was a need to explore this phenomenon on how do the television stations used Facebook Live Programming will manage content and marketing communications via Facebook Live in order to create an advantage in the era in which the television station is experiencing crisis.

Objective of the study

This research explored the use of Facebook Live for marketing communication of digital TV stations in Thailand

Scope of the study

This study analyzed the use of Facebook Live of 24 digital TV stations in Thailand for a month, during the October 16th to November 16th, 2018.

Operational definitions

1. *Content management of Facebook Live* means the managerial practices dealing with the use of Facebook Live by digital TV stations which included type of the program, length of the program and air time schedule of the program

2. *Facebook Live marketing communication* means the communication process that is planned for by the assigned personnel of the digital TV stations. It includes 5 marketing communication tools; advertising, public relations, direct marketing, personal selling and sales promotion used via Facebook Live of digital TV stations.

Significance of the study

Study of the content of Facebook Live of digital TV stations in Thailand was useful for managers and those responsible in programs production and communication to the viewers via Facebook Live. Results could be used to improve the quality of marketing communication via Facebook Live. It also benefits others digital TV stations in Thailand.

Research Methods

1. Population and samples

The population of the study was the Facebook account of the digital TV station in Thailand. At the time of this study there were 24 digital TV, every station has at least one FB account. However, data revealed that there were 9 stations that had more than one account. Therefore, total Facebook accounts comprised of 37 Facebook Live ID. Details were shown in Table 1

Table 1 Facebook Live ID of the digital TV stations in Thailand and their followers as of November 16th, 2018


















Number	Channel	Facebook Live ID	No. of Follower	Total
1	 workpoint	@workpoint @WorkpointNews @workpointTV	14,142,601 2,501,281 349,718	16,993,663
2		@thairath @thairathtv	10,644,444 4,153,329	14,797,773
3		@Ch7HD @Ch7HD News @Ch7HD Entertainment	10,779,191 3,571,176 341,660	14,692,027
4		@one31Thailand	6,743,907	6,743,907
5		@GMM25Thailand	5,900,659	5,900,659
6		@Thai PBS @Thai PBS News	5,142,439 600,812	5,743,251
7		@newstaich8	3,614,248	3,614,248
8		@Mono29TV	3,405,951	3,405,951
9		@NationChannelTV @nationtv22liv	2,954,466 23,781	2,978,247
10		@สำนักข่าวไทย @9mcot	2,179,792 716,173	2,895,965
11		@Ch3 Thailand	2,833,929	2,833,929
12		@True4U @True4UNews	2,394,572 315,721	2,710,293
13		@PPTVHD36	2,340,564	2,340,564

Table 1 Facebook Live ID of the digital TV stations in Thailand and their followers as of November 16th, 2018 (Contd.)

Number	Channel	Facebook Live ID	No. of Follower	Total
14		@VoiceOnlineTH	2,055,009	2,055,009
15		@SpringNewsonline	1,628,112	1,628,112
16		@AMARINTVHD	1,025,037	1,025,037
17		@NOW26TV	646,182	646,182
18		@TNN24	561,098	561,098
19		@BrightTV20	399,806	399,806
20		@newtvpage	239,791	239,791
21		@NBT2HD @Live NBT2HD	82,399 61,288	143,687
22		@TV5HD1 @Tv5hd1News	101,458 32,297	133,755
23		@MCOTFamily14	81,503	81,503
24		@TV3SD	22,174	22,174

2. Research instrument

Coding form constructed by the researchers based on the concepts on content management and marketing communication was used to content analyzed the Facebook Live of television broadcasting in 24 stations. It comprised of 2 parts. The first part looks into managerial practices depicted in the programs that use of Facebook Live which included type of the program, length of the program and air time schedule of the program. The second part focuses on finding the uses of marketing communication tool in the program and how those

tools were used. The instrument was content validated and agreed upon by 3 examiners. The coder manual was also constructed to clarify the coding procedure and their meanings of the expected signs and signification. .

3 Data collection

The researcher viewed all the programs broadcasted by the 24 digital TV stations that use Facebook Live. The data depicted in the programs that fit the description in the Coding Form was recorded in the Coding Form. The television program content broadcasted during the October 16th to November 16th, 2018 was analyzed.

4. Data analysis and presentation

Data from the coding form was analyzed using descriptive statistics; frequency distribution and percentages. Results were tabulated and described in 2 sections; the content management of Facebook Live programs and marketing communication tools and strategies used within the Facebook Live programs.

Research Results

Part 1 Facebook Live content management of digital TV stations in Thailand

The data analysis revealed that the news program was broadcast via Facebook Live in most digital TV stations in Thailand (22 stations) followed by the entertainment program (12 stations) and only one station had Facebook Live on the music program. In term of the number of the program types broadcasted, it was found that Thai PBS station used Facebook Live to broadcasted 8 different types of the programs followed by the Workpoint Station broadcast 7 different types of the programs and the Details of the programs that broadcasted via Facebook Live according to program types were shown in Table 2.

The length of the news program broadcast via Facebook Live per day (24 hours), it was found that the Nation TV Station had the longest Facebook Live program at 12.55 hrs. per day, followed by Channel 8 which used Facebook Live for 12.40 hours/day to broadcast the news program. The details were shown in Table 3

Content analysis of the program schedule revealed that most of the programs using Facebook live to broadcast their program at the time slot of the afternoon program (12.00 – 18.00 h) followed by the evening program slot (18.00-00.00 h). The Nation Station broadcast Facebook Live most (12 times/day). Details were shown in Table 4.

Table 2 Type of program broadcasted via Facebook Live

	Stations	Type of Program									Total	
		News	Knowledge promotion	Children Program	Local documentary	Science and Health	Sport	Entertainment	Special program/live program	Music & Song		Soap Opera
1		✓	✓	✓		✓	✓	✓		✓		7
2		✓					✓	✓				3
3		✓					✓	✓	✓			4
4		✓						✓				2
5		✓						✓				2
6		✓	✓	✓	✓	✓		✓	✓		✓	8
7		✓					✓	✓			✓	4
8		✓										1
9		✓										1
10		✓	✓									2
11								✓				1
12		✓					✓		✓			3
13		✓					✓		✓			3

Table 2 Type of program broadcasted via Facebook Live (contd.)












	Station	ประเภทรายการ										Total
		News	Knowledge promotion	Children Program	Local documentary	Science and Health	Sport	Entertainment	Special program/live program	Music & Song	Soap Opera	
14		✓										1
15		✓										1
16		✓						✓				2
17		✓					✓		✓			3
18		✓	✓		✓							3
19		✓						✓	✓			3
20		✓						✓				2
21		✓	✓						✓			3
22		✓	✓						✓			3
23		✓	✓			✓		✓				4
24		-	-	-	-	-	-	-	-	-	-	-
		22	7	2	2	3	7	12	8	1	3	

Table 3 Length of News program broadcasted via Facebook per day


No. of time of the program	Stations	Program title	Time on Air	Length of the program (hour)	Total (Hour)	%
1		SPRING NEWS NETWORK	15.27 – 15.53	0.26	0.26	1.8%
		News at speed (ทันข่าว)	14.25 – 15.00	0.30	0.30	2.08%
		Hard news in focus (เจาะข่าวเด็ด)	14.55 – 15.15	0.20	0.20	1.25%
2		SMARTNEWS ข่าวเย็น SMARTNEWS ข่าวดึก	17.00 – 17.45 23.30 – 00.00	0.45 0.30	1.15	4.8%
		Thing differently (ต่างคนต่างคิด) News from the room (ทูปโต๊ะข่าว)	18.50 – 19.30 20.47 – 23.00	0.40 2.13	2.53	10.5%
		Morning news market (ตลาดเช้าเล่าเรื่อง) Duo anchors news talk (คู่ข่าว เล่าทุกเรื่อง)	08.00 – 09.00 h 10.30 – 11.30 h	1.0 1.0	2.0	8.3%

Table 3 Length of News program broadcasted via Facebook per day






No. of time of the program/day	Stations	Program title	Time	Length of the program (hours)	Total (hours)	%
3		This morning (เช้าวันนี้)	05.45 – 08.05	2.20	6.55	27.2%
		This noon (เที่ยงวันนี้)	12.00 – 14.15	2.15		
		Big news Thailand (ข่าวใหญ่ไทยแลนด์)	16.00 – 18.20	2.20		
		Morning news gathering (สมาคมข่าวเช้า)	06.00 – 07.30	1.30	4.30	17.9%
		Thailand in-depth (เจาะลึกทั่วไทย)	07.30 – 09.30	2.0		
		Selected news talk (คัดข่าวมาแล้ว)	10.00 – 11.00	1.0		
	Play big and serious (เล่นใหญ่ จัดใหญ่)	13.00 – 14.00	1.0	3.15	13.1%	
	Mixed news in depth (เขย่าข่าวเข้ม)	14.00 – 15.00	1.0			
	Bright News Headline	19.00 – 20.15	1.15			
4		ข่าวเวิร์คพอยท์ workpoint news	05.00 – 09.00	4.0	7.30	30.41%
		ข่าวเวิร์คพอยท์ workpoint news	11.30 – 12.00	0.30		
		Carefully served news (บรรจงชงข่าว)	17.00 – 18.00	1.0		
		ข่าวเวิร์คพอยท์ workpoint news	23.00 – 00.00	1.0		
		The 7 news field (สนามข่าว 7 สี)	07.30 – 09.30	2.0	5.15	21.45%
		News room at noon (ห้องข่าวภาคเที่ยง)	11.20 – 12.45	1.25		
		Evening news focus (เจาะประเด็นข่าวค่ำ)	15.45 – 17.15	1.30		
		Evening news (ข่าวภาคค่ำ)	19.40 – 20.00	0.20		

Table 3 Length of News program broadcasted via Facebook per day (Contd.)





No. program/day	Stations	Program title	Time	Length of the program (hour)	Total (hour)	%
4		Early morning news (ข่าวเช้าตรู่ช่องวัน)	05.00 – 06.00	1.0	4.55	18.95%
		Channel One morning news(ข่าวเช้าช่องวัน)	06.00 – 08.00	2.0		
		Channel One noon news (ข่าวเที่ยงช่องวัน)	11.00 – 12.30	1.30		
		One บันเทิง	12.30 – 13.05	0.25		
		NEW ข่าวชนข่าวเที่ยง	12.00 – 13.15	1.15	6.38	26.58%
		IN FOCUS	15.30 – 16.05	0.35		
		NEW ข่าวชนข่าวเย็น	16.05 – 17.45	1.50		
		NEW ทนายข่าว	18.02 – 21.00	2.58		
5		This noon have answer (บ่ายนี้มีคำตอบ)	13.00 – 13.40	0.40	3.25	13.54%
		Evening stories (เรื่องพลบค่ำ)	17.00 – 18.00	1.0		
		News issues (คลุกข่าวเล่าประเด็น)	18.15 – 18.45	0.30		
		Nine entertain night life (ไนน์เอ็นเตอร์เทนไนท์ไลฟ์)	18.45 – 19.00	0.15		
		All focusd news (คลับข่าวครบประเด็น)	21.45 – 22.45	1.0		
		Morning news show (โชว์ข่าวเช้านี้)	05.30 – 08.00	2.30	7.05	29.37%
		News udate at noon (เที่ยงทันข่าว)	11.00 – 12.30	1.30		
		It became a news (เป็นเรื่องเป็นข่าว)	16.00 – 16.30	0.30		
		Evening news in focus (เข้มข่าวค่ำ)	17.30 – 19.30	2.0		
		At the beginning (สารตั้งต้น)	22.00 – 22.35	0.35		

Table 3 Length of News program broadcasted via Facebook per day (Contd.)




No. of the program/day	Stations	Program title	Time on air	Length of the program (Minuit)	Total	%
5		WAKE UP NEWS	07.00 – 09.00	2.0	5	20.83%
		Dry banana leaf (ใบตองแห้ง) OnAir	15.30 – 16.00	0.30		
Thai Daily Dose (โลกการเมือง)		16.00 – 16.30	0.30			
Tonight Thailand		18.30 – 20.00	1.30			
Brain stromming (สมองหัวคิด)		21.30 – 22.00	0.30			
5		Morning news NBT (ข่าวเช้า NBT)	05.05 – 06.30 h	1.25	8.35	34.79%
		Talk in depth (คุยถึงแก่น)	06.30 – 08.30 h	2.0		
		Noon news NBT (ข่าวเที่ยง NBT)	11.30 – 13.00 h	1.30		
		Evening news (ข่าวค่ำ)	17.00 – 20.15 h	3.15		
		Crystal clear (เคลียร์คดี ชัดเจน)	20.40 – 21.05 h	0.25		
6		Thairath morning news (ข่าวเช้าไทยรัฐ+)	05.30 – 08.30	3.0	7.10	29.58%
		Mornign news on tour (ตะลอนข่าวเช้านี้)	08.45 – 09.45	1.0		
		Blowing news (ข่าวใส่ไข่)	18.00 – 18.20	0.20		
		Stait to the point with Jomkwan (ถามตรงๆ กับ จอมขวัญ หลาวเพชร)	18.20 – 19.10	0.50		
			19.10 – 20.00	0.50		
		Thirath newshow (ไทยรัฐนิวส์โชว์)	20.10 – 22.20	2.10		

Table 3 Length of News program broadcasted via Facebook per day (Contd.)



No. of time of the program/day	Stations	Program title	Time	Length of the program	Total	%	
6		Monrning news talk (คุยข่าวเช้า ช่อง 8)				12.40	51.66%
		People wellbeing news talk (คุยข่าวปากท้อง)	04.50 – 09.10	4.0			
		Hot issue news (ข่าวเด่น ช่อง 8)	09.10 – 10.20	1.10			
		Issue in focus (เจาะประเด็น)	11.50 – 13.35	1.45			
		Late afternoon news talk (คุยข่าวเย็น ช่อง8)	13.35 – 14.45	1.10			
		Evening news talk (คุยข่าวค่ำ ช่อง 8)	15.40 – 18.45	3.05			
			22.30 – 00.00	1.30			
		TNN moring news(ข่าวเช้า)	05.30 – 09.30	4.0	12.10	50.41%	
		TNN noon news (ข่าวเที่ยง)	11.30 – 13.30	2.0			
		TNN afternoon news (ข่าวบ่าย)	15.00 – 16.00	1.0			
		TNN evening news (ข่าวค่ำ_	18.20 – 20.30	2.10			
		Hot news in focus (เจาะลึกข่าวร้อน)	21.00 – 22.30	1.30			
TNN late night news (ข่าวดึก)		22.30 – 00.00	1.30				

Table 3 Length of News program broadcasted via Facebook per day (Contd.)


No. of the program/day	Stations	Program title	Time	Length of the program (hour)	Total (hour)	%
9		New day at Thai PBS (วันใหม่ ไทยพีบีเอส)	05.00 – 07.00	2.0	8.30	34.58%
		Complaint please get off here (ร้องทุกข์) ลงป้ายนี้)	08.30 – 09.00	0.30		
		News round up (ล้อมวงข่าว)	08.00 – 09.00	1.0		
		People station (สถานีประชาชน)	14.05 – 15.00	0.55		
		News monitoring (จับกระแสสื่อ)	16.00 – 16.30	0.30		
		News monitoring (จับกระแสสื่อ)	16.30 – 17.00	0.30		
		Knowing media (ทันสื่อ)				
		Evening news : New perspective around Thailand (ข่าวค่ำ มิติใหม่ทั่วไทย)	18.00 – 20.15	2.15		
		At Thai PBS (ที่นี่ Thai PBS_	21.10 – 21.40	0.30		
		Questions answered (ตอบโจทย์)	21.40 – 22.00	0.20		

Table 3 Length of News program broadcasted via Facebook per day (Contd.)


No. of the program/day	Stations	Program title	Time	Length of the program (hour)	Total (hour)	%
12		Morning news in focus (เนชั่นเจาะข่าวเช้า) Nation's news shake in focus (เนชั่นคนข่าวเข้ม) Krungthep Turakij news room (ห้องข่าว กรุงเทพมหานคร) News round up from Nation at mid day (เก็บตกจากเนชั่น ภาคเที่ยง) Nation on guard (เนชั่นระวังภัยคลายทุกข์) News round up from Nation at evening (เก็บตกจากเนชั่น ภาคเย็น) Quest for truth (ล่าความจริง) Talk for truth (เล่าให้รู้เรื่อง) Nation news update (เนชั่นทันข่าว) Hard news with Nation man (ข่าวข้นคนเนชั่น) Sharp, clear and deep (คมชัดลึก) Nation news at midnight (เนชั่น ข่าวเด่น เที่ยงคืน)	06.00 – 08.00 08.00 – 08.45 10.00 – 11.00 11.30 – 13.00 14.30 – 15.30 16.15 – 17.15 17.15 – 17.45 18.00 – 18.20 18.20 – 20.00 20.10 – 22.15 22.15 – 23.00 00.00 – 00.20	2.0 0.45 1.0 1.30 1.0 1.0 0.30 0.20 1.40 2.05 0.45 0.20	12.55	52.29%

Table 4 Number of time of news broadcasting time slot Via Facebook Live per day (24 hours)













Facebook Live	Time				Time on air /day
	Morning 05.00 – 12.00 h	Afternoon 12.00 – 18.00 h	Evening 18.00 – 00.00 h	Late night 00.00 – 05.00 h	
	✓ ✓	✓	✓		4
	✓ ✓		✓ ✓ ✓ ✓		6
	✓ ✓	✓	✓		4
	✓ ✓	✓ ✓			4
	✓	✓	✓		3
	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓		9
	✓ ✓	✓ ✓ ✓	✓		6
		✓			1
	✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓	12
		✓ ✓	✓ ✓ ✓		5
	✓	✓ ✓	✓ ✓		5

Table 4 Number of time of news broadcasting time slot Via Facebook Live per day (24 hours) (Contd.)

Facebook Live	Time				Time on air /day
	Morning 05.00 – 12.00 h	Afternoon 12.00 – 18.00 h	Evening 18.00 – 00.00 h	Late night 00.00 – 05.00 h	
	✓	✓ ✓ ✓	✓		5
	✓	✓ ✓	✓ ✓		5
		✓			1
			✓ ✓		2
	✓ ✓ ✓				3
		✓	✓		2
		✓ ✓	✓		3
		✓ ✓	✓ ✓		4
	✓	✓ ✓			3
	✓ ✓	✓ ✓ ✓	✓		6
	✓ ✓				2
	28	36	30	1	

Section 2 Marketing Communication Used via Facebook Live of digital TV stations

Based on the Facebook Live analysis, the marketing communication tools used in the Facebook Live program is public relations (22 TV stations), followed by advertising (products placements) by 7 stations. There was one station Workpoint station that used all five marketing communication tools. Details were shown in Table 5.

Table 5 The marketing communication tools used by Television stations via Facebook Live platform

No.	Facebook Live	Marketing communication tools					Total
		Advertising	Public Relations	Personal selling	Sales Promotion	Events and Experiences	
1		✓	✓				2
2		✓	✓		✓	✓	4
3			✓			✓	2
4		✓	✓		✓	✓	4
5			✓			✓	2
6		✓	✓	✓	✓	✓	5
7			✓				1
8		✓	✓		✓	✓	4
9		✓	✓		✓		3
10		✓	✓		✓		3
11		✓					1
12			✓				1

Table 5 The marketing communication tools used by television stations via Facebook Live platform

ลำดับ	Facebook Live	Marketing communication tools					Total
		Advertising	Public Relations	Personal selling	(Sales Promotion	Events and Experiences	
13		✓	✓				2
14		✓					1
15			✓				1
16		✓	✓		✓		3
17		✓					1
18			✓				1
19			✓				1
20			✓				1
21			✓			✓	2
22			✓				1
23			✓				1
		12	20	1	7	7	

There were ceremonies used to introduce the properties of the product to the event marketing by inviting viewers to join the fun to receive prizes. It was found most in the news program, in front of the news anchors. Sometime the news anchors just directly announce the products' brand details to create recognition and generate revenue for the station. As shown in the picture below

Figure 1 Direct advertising



Source: Facebook Live Workpoint Entertainment (2018)

Figure 2 Product placements where products were placed in front of the news anchors (1)



Source: Facebook Live Thairathtv (2018)

Figure 3 Product placements where products were placed in front of the news anchors (2)



Source: Facebook Live PPTV HD 36 (2561)

Figure 4 Product placements where products were placed in the setting



Source: Facebook Live GMM25Thailand (2561)

Data analysis from the content of the Facebook Live program revealed that there were variety program that used product placements in their shows such as The True Fandom (รายการแฟนพันธุ์แท้) Ep. Café Amazon of the Workpoint station. The product's information including logo brand name and selling outlets, etc. Test drink was used to engage viewers to the shows by answer the question to get the prizes. This strategy was executed in belief that it could increase brand awareness of the product and lead to the increasing revenue of the station as seen in Figure 5

Figure 5 Product placement of the Workpoint's variety show program



Figure 6 Use of in store setting of the product to feature public relations messages



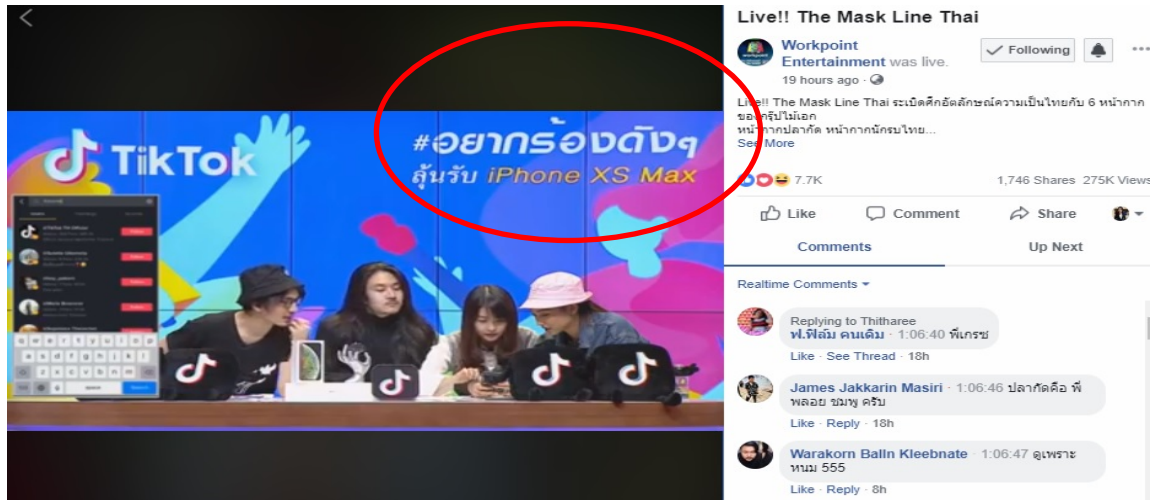
Source: Facebook Live Nationtv Live (2018)

Figure 7 The anchor men gave information and invite the test of the products during advertising time via Facebook Live



Source: Facebook Live Workpoint (2018)

Figure 8 Participating in a game to win the prizes during commercial time via Facebook Live



Source: Facebook Live Workpoint (2561)

Figure 9 Click “Like” and “Share” to get the prize



Source: Facebook Live Amarin TV (2561)

Discussion

Facebook Live content management of digital TV stations in Thailand

The results revealed that at present, television stations have changed and improved the quality of producing content programs that are up to date with technology and the needs of audiences especially the news program. Facebook Live program could be viewed online which is much easier to keep abreast with the program. Therefore, managing content and programs only in the traditional platform was enough to answer the needs of viewers in the digital age anymore. Nowadays, viewers can choose to watch the program according to their individual preferences and importantly viewers can change roles from recipients to become communicators and present news via their Facebook Live. For this reason, television stations must have updated the program type, program content, length of the program layout.

From the results of the research, it was found that the content of programs at digital television stations in Thailand were selected and produced via Facebook Live. Digital television stations in Thailand choose to use the Facebook Live mostly in the news programs, followed by entertainment programs, special programs / live broadcasts, knowledge promotion programs, sports programs, respectively. The Nation TV lead the pack in using Facebook live was not of expectation as this channel position itself as a news station. In the case of Thairath Station also, this channel is part of the Thairath newspaper group the finding the content to feed the channel is easier. News and entertainment programs are popular programs that most viewers will watch. Generally, people has tendency to update situation around them and several time they became people journalist to help send the latest news anout accident of natural calamity to the community. Entertainment program is also easy to engage viewers at home to interact with the show. The other program that used less of Facebook Live may be due to their nature of the program which could not attract attention of the viewer. The producer of the program must seriously think of the way to do a creative Facebook Live program in sport program, music, program, etc. The television station capable of bringing content that is in the interest of the audience or current development can expand to a greater depth and then present it back to the viewers to rethink will be able to engage more viewers. Allowing the viewers to repeat watching the program again could stimulate the audience to participate and interact with those contents more. By making good content useful, creating content in all aspects, no downtime by being able to release content at the right time is interested factors. Because finding content that creates interest for the target group or understand what the target group wants can be used to create differences in the presentation of content. As pointed out by Neil Patel (2018) that *“content marketing took off and continues to flourish for one very simple reason: it’s what the people want. They don’t want intrusive banners, ads, and popups. They don’t want irrelevant messages and products that have nothing to do with them shoved in their face. They don’t want spam clogging their inbox”*.

Marketing Communication Used in the Facebook Live Program of Digital TV in Thailand

At present, television stations use marketing communication tools for news distribution. Facebook Live was used in 2 categories: 1) Facebook Live, which offers a parallel program of the television and 2) Facebook Live, which offers different programs from television. During the television commercials, Facebook Live will use the most publicized marketing communication tools because Facebook Live does not allow advertisements of products to broadcast on television stations, therefore PR was used in most digital TV station. The strategy of product placement or branding is used to create a good relationship in the consumer mind (Brand Relationship) by reinforcing the brand image in the consumer's memory and satisfied consumers Which television stations that use all 5 types of marketing communication tools, namely, Workpoint channels, have both direct and passive advertising With the product placement method in the TV program Placing products on the announcer's table Television Latency Transactions (Infomercial) Use public relations for various items of the station during the time when the TV station breaks the advertisement. In addition, there is a marketing promotion by the announcer or host introducing the product's features, tasting the product to build confidence and convince the audience to buy the final product. Allow viewers to join the fun to receive prizes.

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