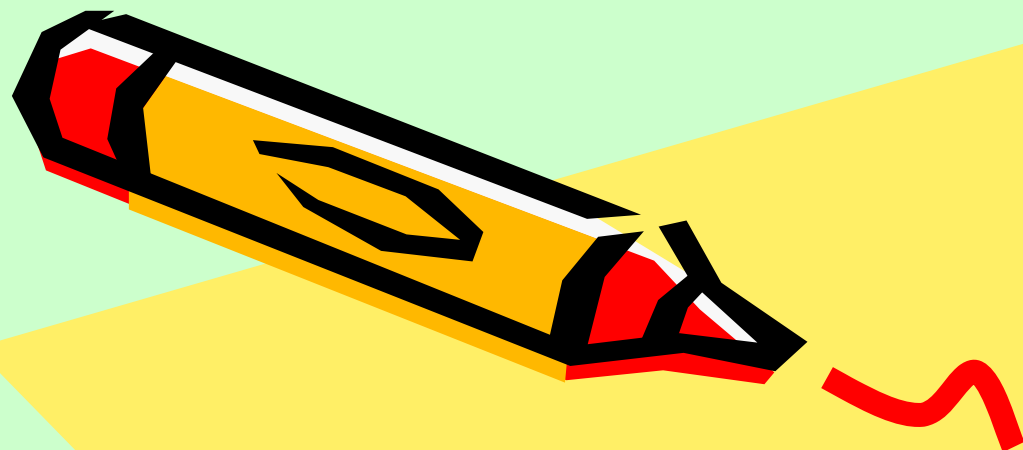


**SIAM INTER**  
Multimedia



Sirivilai Buasiri

*Editor-in-Chief*





**20 YEARS**  
**for Publishing Business**

# Business of SMM

- ***Publishing:***

Novels & Comic Books – Get licenses from Korea, Japan, China, Taiwan and Western Countries.

- ***Bookstore Named “Book Friend”***



# Business of SMM

- *24 hours Sport Radio Station*
- *Cable Satellite TV*
  - Channel Named SMM TV



# Korean Books in Thai edition

---

## **1. Dae Jang-geum**

By Kim Young-hyun, Yu Min-ju

★★★★★

## **2. The Queen Seon-deok**

By Ryu Eun-gyeong

★★★★★

## **3. Hur Jun**

By Choi Wan-kyu, Lee Eun-Seong

★★★★★



# **Korean Books in Thai edition**

---

## **4. Arin's Story**

By Park Shin-ae

★★★★

## **5. Island**

By Yoon In-wan

★★★★

## **6. My Wife Is A Boss**

By Goo Ja-young

★★★★



# **Korean Books in Thai edition**

---

## **7. Gasigogi**

By Cho Chang-in

★★★★★

## **8. Everyday Smiling Home**

By Ven. (Venerable) Pomnyun Sunim

★★★★★

## **9. Only 1% That Changes Your Life**

By Lee Min-kyu

★★★★★





# **Korean Books in Thai edition**

---

## **10. My Dream Of Making A Billion Won**

By Kim Dae-joong

★★★★★

## **11. Extraordinary People Have Their Way To Make Much Money**

By Lee Sang-gun

★★★★★

## **12. There Is Something About The Successful Companies**

By Kim Gyung-joon

★★★★★

2010

Books reading is  
Nation agenda of this year.



# *Thai market is opening for many kinds of books*

- **A kind of knowledge:**
  - Business administration
  - Business development
  - Language
  - Computer
  - Personality development
  - Etc.



- **Kind of entertainment**

- Poetry
- Novel
- Short story
- Young – adult fiction
- Etc.



**Book size : Percent of market**

5" × 7.5" : 59.95%

7.5" × 10.25" : 23.98%

8.25" × 11.75" : 10.97%

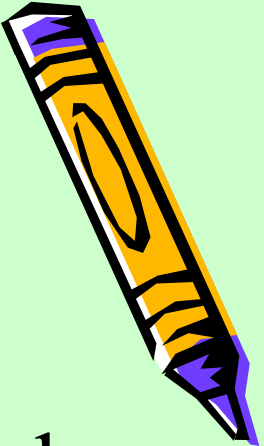
**Soft Cover : 80.61%**

**Hard Cover : 19.39%**

## *Important Book Fairs of Thailand*

---

1. BookExpo Thailand > October
2. Bangkok International Book Fair > March-April



Amount of books are released day by day

*37 titles per day*



## *Statistics of book publishing in Thailand*

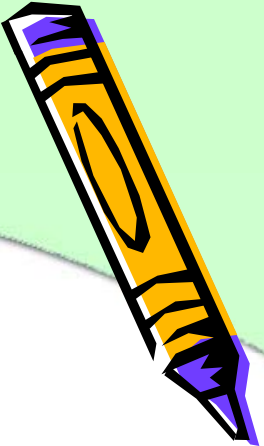
2007 > 10,108 titles   or   27.7 titles per day

2008 > 13,429 titles   or   36.8 titles per day

2009 > 13,348 titles   or   36.6 titles per day

2010 Jan. – Jul. > 11,445 titles   or   37.6 titles per day





“ Book is the key  
of imagination goal  
for everyone”

