



1.	1
1.1	1
1.2	5
2.	7
2.1	7
2.2	8
2.3	11
3.	15
4.	19
4.1	19
4.2	22
4.3	22
5.	25
6.	29
6.1	29
6.2	30
6.3	30
7.	33
7.1	33
7.2	(Key Success Factor)	37
8.	38

1.

1.1

_____ 1

() SIPA¹

§

(Advertising Production House)

§

(E-Learning and CAI Production)

(E-Learning)

§

(Animation Production - Short Form)

¹ Thailand Game, Animation and Multimedia Directory,

§

(Animation Production - Long
Form)

§

(Games
Development)

§

(Graphic Design)

§

(Licensing)

§

(Mobile Application)

§

(Web Development)

2

§

§

) SIPA

(

(Advertising Production House)	9
(E-Learning and CAI Production)	5
(Animation Production - Short Form)	11
(Animation Production - Long Form)	15
(Games Development)	15
(Graphic Design)	5
(Licensing)	7
(Mobile Application)	9

² Thailand Game, Animation and Multimedia Directory,
2548

(Web Development)	5
	11
	92

2548

1,000

3,000

3

()

25,000

2553

8

3

13

2548

4

4

	()
1	1 - 15
2	16 - 25
3	26 - 30
4	31 - 50
5	51 - 200
6	> 200

1.2

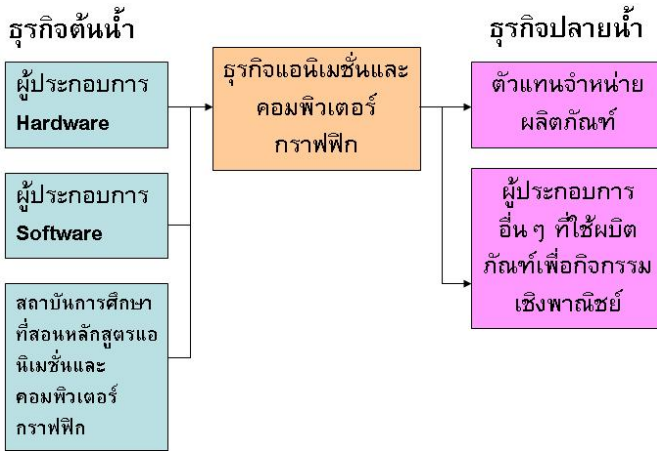
1

4

2551

5

1:



§

§

Flash MX, FLASH 8 3D MAX, MAYA

§

2.2

() SIPA

CG

(Outsource)

()

4-5

" " " "

2550

6
3,000

3,000

2551

8,000

20%

8,700

2553⁶

25%

() SIPA

25,000

5

2548

8

7

2548

⁶

2549

(SIPA)

⁷ 40

BOI

,

, 12

2548

4

SIPA

2547 2549

1⁸

1:

2547 2549

Type	Production Category	2004 (million Bht)	2005 (million Bht)	2006 (million Bht)
Long Form	Animation Feature Film	100	75	190
	Animation TV Series	1,400	1,500	1,600
	Animation Movie on VCD, DVD	670	770	850
Total Long Form Market Value		2,170	2,345	2,640
Short Form	Animation TV Commercial	43	47	50
Total Short Form Market Value		43	47	50
CG Services	Post Production	890	940	1,250
	Visual Effects & Presentation	90	180	230
	Architectural Visualization	290	330	360
Total CG Services Market Value		1,270	1,450	1,840
Total		3,483	3,842	4,530

Long Form

VCD DVD

Short Form

⁸ Thai Digital Content White Paper 2007, SIPA

(CG Services)

2.3

9

9

"The Simpson" "King of The Hill"

⁹ Global Animation Industry: Strategies, Trends and Opportunities 2008,
www.researchandmarkets.com

Pokemon, Monster Farm, Power Stone

3-D

1.08

2.37

(E-Learning)

¹⁰

2551

7.5

5.5

JETRO¹¹

2546

2549

20,000

430

(2549)

(9.3)

30

5 - 10

¹⁰ Animation industry on a growth path, The Hindu Newspaper, 15 2551

¹¹ The Japan External Trade Organization (JETRO), Animation Report 2005

(METI)
60

¹²

2551

5

2550

15

1

KPMG Advisory

¹³

Electronic Art () Warner Brothers (

) Walt Disney () IMAX ()

2552

900

300

2551

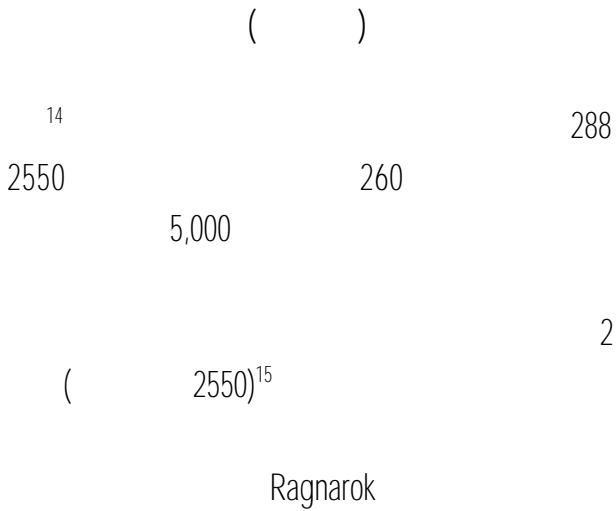
20

¹² Nintendo and Japan Game Industry, February 2009

¹³ Business Standard 17 2552

(www.business-standard.com)

3.5



¹⁴ Y. Lee, Status of Korean Animation Industry, APAC Regional Seminar on Animation Culture and Industry for Promotion of Cultural Diversity, 2008

¹⁵ Pearl Research, 2007

3.

-

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-

-

6

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1.

2.

3.

4.

5.

6.

7.

8. (Business Plan)

9.

การพัฒนาแอนิเมชันและคอมพิวเตอร์กราฟฟิก

1.

2.

3.

4.

5. (Man-Day
Rate)

การส่งเสริมการขาย

1.

2.

3.

1.

2.

3.

4.

5.

6.

2

7.

4.

4.1

16

30

2,000

100

50

1)

"

"

2)

"

"

3)

2

"

16

<http://www.dbd.go.th/mainsite/index.php?id=101>

"

"

"

1)

2)

()

(

/

)

3)

3

1,000

3

200

4)

1)

2)

(1)

(200)

50

500

25,000

3)

()

3

500

5,000

250,000

4)

4.2

2

4.3

(Initial Investment)





Flash MX, FLASH 8 3D MAX, MAYA

(Knowledge Management)



2:

<p>SCOTT That is impossible... only Scott Mulligan is assigned to this assignment.</p>	<p>SCOTT & KYLE LOOK AT EACH OTHER MUSIC STRAY</p>	<p>MURPHY'S BOAT In communication Response to Dr. Scott</p>
<p>SCOTT Scott here. What is it, Doctor?</p>	<p>SCOTT'S HAND (CONT'D.) SCOTT'S VOICE (An announcement, urgent) Mulligan just gave us an update on the situation. There's a man on the line in the area -- a bad guy. Possible kidnapping attempt.</p>	<p>SCOTT How good?</p>
<p>SCOTT'S VOICE Scott's voice This and Scott give us Mike's location</p>	<p>SCOTT He can try like Mike please, Scott says.</p>	<p>SCOTT'S VOICE Mike's boat Mike's boat Mike's boat</p>

DSC

24

(Bidding)

(BID)

1)

(Scope of Work)

2)

3)

4)

(Subcontract)

(bona fide)

subcontract)

7)

8)

6.

6.1

(Initial Investment)

2

2:

	1,000 – 2,000
	...
	300,000 – 500,000
	30,000

6.2

(Operating Expenses)

3 4

3:

			()
40,000	1		40,000
30,000	1		30,000
20,000	2		40,000
8,000	1		8,000

4:

		()
	2,000	
	2,000	
	1,000	
	1,000	
	2,000	
	2,000	

6.3

ii.	50,000		
	20	=	10,000
iii.			151,800
	20	=	30,360
iv.	825,000		
	20	=	165,000
v.	730,000		
	20	=	146,000
		=	371,360
		=	4,647,360

2.

a. 15

/ 180 /

b.

15 / 180 /

3.

(1 /)

$$= 4,647,360/180 = 25,818.67$$

4.

a. = 500

b. = 1,000

= 1,500

5.

$$= 25,818.67 + 1,500 = 27,318.67 \quad / \quad /$$

6.

Proposal

20%

$$= 1.2 \times 27,318.67 = 32,782.40$$

7. $\frac{10}{100}$

$$= 3,278.24$$

$$= 32,782.40 + 3,278.24 = 36,060.64$$

8. Man-Month () = 37,000.00 / /

7.

7.1

Š

(Content)

(Niche)

§

(Job Description)

§

(Methodology)

Capability Maturity Model Integration CMMI

CMMI

CMMI

§

(Content)

(Audience)	§ §	
(Content)	§ § §	
(Quality and Standard)	§	
(Marketing)	§	

¹⁷ Thai Animation White Paper, Animation and Game, 2007, SIPA

		50
(Competitor)	Š	-

Know-How

7.2

(Key Success Factor)

-

-

(Content)

-

•

•

(Content)

Know-How

8.

SERVQUAL¹⁸

SERVQUAL

5

¹⁸ Nyeck, S., Morales, M., Ladhari, R., & Pons, F. (2002). "10 years of service quality measurement: reviewing the use of the SERVQUAL instrument." Cuadernos de Difusion, 7(13), 101-107

SERVQUAL

Checklist

1 (Tangibility)

-
-
-
-

-
-
-

2 (Reliability)

-
-

(Methodology) CMMI

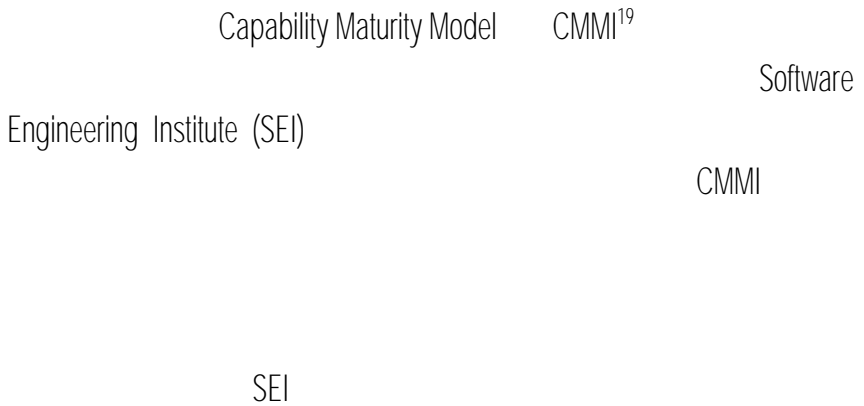
3 (Responsiveness)

-

Milestone

4 (Assurance)

5 (Empathy)



¹⁹ <http://www.sei.cmu.edu/cmmi/>

- (Performed level)
- (Managed level)
- (Defined Level)
- (Quantitatively Managed Level)
- (Optimizing level)

CMMI

CMMI

CMMI

(Microsoft) (Reuter) CMMI
(Accenture)
CMMI
CMMI CMMI 75
CMMI 20

²⁰ <http://dqindia.ciol.com/content/advantage/103102703.asp>

