

Thoughtful Launches Thailand Operation With Nearly 75 Million Monthly Views

Bangkok Office Expands TMG's Physical Presence Across Southeast Asia

13 MARCH 2015, BANGKOK, THAILAND

SUMMARY

Thoughtful Media Group (TMG) has launched a Bangkok office led by advertising leaders Mark Ingrouille and Somyot Chairat, joining existing offices in Los Angeles and Shanghai, as part of aggressive expansion plans in Southeast Asia.

Thoughtful Media Group (TMG) officially launched its Thailand operation in late February, the company's third major market to date after the U.S. and China.

Thoughtful Media (www.thoughtfulmedia.com) is a global multichannel network (MCN) operating across Youtube. The LA-based entertainment company creates, maintains and aggregates online video channels that have unique, highly engaged and engageable audiences, helping the world's leading brands effectively reach these audiences.

Globally, TMG's multichannel network delivers nearly 300 million views across Asia through its creators' legions of fans and followers across several categories including fashion & beauty, gaming & sports, music, comedy, lifestyle, and micro-films & web dramas.

In Thailand, TMG already has signed more than 300 channels, delivering nearly 75 million views per month on YouTube. The company's office in Bangkok's Thonglor creative district, is Thoughtful's first in Southeast Asia and is led by Managing Director Somyot Chairat, formerly head of McCann, Publicis and Starcom in Thailand, a key growth market for TMG. Over 27 million Thais currently watch online videos regularly with 2,215,000 daily users.

TMG is the largest MCN in Thailand, with its team in Bangkok focused on recruiting new channels into the network, delivering branded content solutions for advertisers and leading expansion into other markets in the region such as Vietnam, the Philippines, Indonesia, Malaysia and Singapore yet this year.

Thoughtful's EVP, International Operations Mark Ingrouille, also plays a key role in the company's Southeast Asian expansion plans. Previously, he led McCann Worldgroup and Publicis in Southeast Asia and has significant experience in Thailand, Singapore and other markets.

TMG officially unveiled its new office with a press conference on February 26, 2015, followed by a star-studded party attended by leading marketers and ad agency executives as well as the kingdom's leading online video content creators.

Thoughtful's approach is different from other MCN's, which tend to operate on a centralized structure, Mr. Ingrouille said. "With things moving swiftly in our Los Angeles headquarters, it became rapidly apparent that demand was high in the market for a high-quality multichannel network, with operations based on the ground in order to provide a full-service operation not just for the talented creators, but to help marketers in the country harness their appeal."

Marketers including such as Vitamilk and Air New Zealand have already worked with TMG's Thai channels and Lionsgate used Thoughtful to promote its recent movie "Mortdecai" starring Johnny Depp and Gwyneth Paltrow within its Thai, Vietnam and Philippines audience network.

"Normally, I'd say it's been a roller-coaster ride achieving this level of activity, but it hasn't. It's been a rocket-ship ride, so fast has been our development in the market and it's accelerating. Serious marketers are demanding ever more efficacy from their stretched budgets. With our endorsed and integrated products delivering at least ten times the value of standard advertising, our biggest problem is going to be keeping up with demand," Mr. Ingrouille added.

"The launch of Thoughtful Thailand will be a new dimension for Thailand's digital advertising industry," said Sama Supapand, managing director of the Bangkok ad agency Digitive.

Major advertisers are fueling a trend in emerging markets that's already proven itself to be valuable, viable and scalable, said Jak Severson, TMG's CEO. "As ad budgets shift to digital video, waves of talented entertainers are rising to participate in a process that's already made a lot of seemingly ordinary kids with cameras relatively wealthy and famous."

Beyond Southeast Asia, Thoughtful Media Group has plans to expand into the U.K. and Australia. The company was established by veterans of the entertainment and media industries who pioneered the term "branded entertainment" in 2003, with the first of tens of millions of advertisers to be directed at in-program scripted and unscripted television branding. Learn more about TMG at <http://www.thoughtfulmedia.com>.



RELEVANT LINKS

 [Thoughtful Media Group \(TMG\)](http://www.thoughtfulmedia.com)

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ABOUT THOUGHTFUL

Thoughtful Media Group (www.thoughtfulmedia.com) is a global multichannel network (MCN) operating across Youtube and the top video platforms in China. We create, maintain and aggregate online video channels that have unique, highly engaged and engageable audiences, and helping the world's leading brands and their agencies effectively reach these audiences. Thoughtful has offices in Los Angeles, Shanghai and Bangkok, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising. Within China, the company's TMG Originals network is that market's first and largest MCN for video creators (www.tmgoriginals.com).



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