

**(Unofficial Translation)**  
**Announcement of the Office of the Board of Investment**  
**No. Por 5/2547**  
**Definition of Digital Content**

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As announced by Board of Investment on granting investment promotion to software activity

By virtue of Section 13 and Section 16 of the Investment Promotion Act B.E. 2520, the Office of the Board of Investment, as authorized by the Board of Investment on June 11, 2004, hereby defines the meaning of Digital Content for software activity as follows.

Category	Definition
1. Animation, Cartoon & Characters	Creation of motion picture in communication or conveying story via computer technology in cartoon, 2D or 3D graphics including development and creation of characters for models as a part of creation of motion picture.
2. Computer-generated Imagery	Animated graphics derived from use of computer technology in creation displayed through feature film, television and video of all types.
3. Web-based Application	Application accessible via browser or http (Hypertext Transfer Protocol) as main protocol in communication and presentation of data to users in the form of html or any other languages, most of which include thin-client tier (web browser), presentation tier (web server), application tier (application server) and database tier
4. Interactive Application	Application of system that includes presentation of multimedia object in various forms, where users are allowed to interact with application or system by inputting data or command by users and being responded in multimedia by designing and specifying the direction or format of interaction between users and application or system and the response of the application or system in advance. Examples of the application or system are interactive game, interactive TV, digital movies, virtual reality applications.
5. Game, such as Windows-based, mobile platform, console, PDA, online game, Massive Multi-player Online Game (MMOG) etc.	Entertainment software that operates on various devices, consisting of graphics and programming, with rules, conditions of the game that players can follow.
6. Wireless Location-based Services Content, such as mobile e-payment,	Content for location-based service via wireless device that users can access to

video-on-demand, music-on-demand, e-entertainment, wireless advertising, broadband advertising, multimedia messaging etc.	the system and download via the wireless device such as mobile e-payment, music-on-demand, video-on-demand, e-entertainment, wireless advertising, broadband advertising, multimedia messaging, including location-based gaming and location-based entertainment etc.
7. Visual Effects	Creation of special visual effect for use in motion picture in feature film broadcast in television or various types of video media such as VCD, DVD and so on, by using computer in the creation to make the motion picture more realistic or complete.
8. Multimedia Video Conferencing application	Applications that support or connect long distance meeting, most of which consist of real-time audio, real-time video, shared drawing application via internet system or webcast, e-seminar, online collaborative work etc.
9. E-learning Content via Broadband and Multimedia	Learning media developed in electronics to be broadcast via broadband technology or internet, consisting of content that is beneficial to education and ethical, of which the content are expressed in text, image/graphic, 2D motion picture or 3D motion picture and/or with narrative sound
10. CIA (Computer-aided Instructions)	Learning media developed in electronics using special software that help in production or operate the movement of pictures. Contents are used to support classroom education or used for ethical education beneficial to the society and learning, in which the contents are expressed in text, image/graphic, 2D motion picture or 3D motion picture and/or with narrative sound, that can be recorded on or accessed to from electronic data storage such as CD-ROM or DVD or more advanced data storage media.

Effective henceforth.

Announced on July 7, 2004

(Mr. Sompong Wanapa)  
Secretary-General of the Board of Investment

