



## Guidelines for the Successful of Y Series Production Lesson through LINE TV Application

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### Abstract

This qualitative research was conducted to study 1) success factors in producing Y series through LINE TV application, 2) guidelines for developing successful production of Y series through LINE TV application. In-depth interview was conducted to collect data. The Purposive sample group was five Y-series from 33 that was specifically selected from top rank of Y series broadcasted in 2020 via LINE TV Application. Director of all 5 Y series were the key informants. The results showed that 1. Factors for success in the production of Y series via LINE TV application consisted of 10 factors, consisting of 1) actors 2) plot 3) special characteristics of Y Culture. 4) Target Audience 5) Online Platforms 6) Broadcasting time 7) Teasers & Trailers 8) Social Media feedback 9) Driven from fans and 10) Business Expansion. 2. Guidelines for developing the production of Y series to be successful through the LINE TV application are as follows: 1) Strategies to make a difference in the production of Y series were storytelling improvement and director professional development 2) guideline to overcoming problems and obstacles in the production of Y series through the LINE TV application were casting actors in accordance with the script and contribution to the society 3) developing the production of Y series to be successful through the LINE TV application, consisting of production quality competitions, open-mindedness to watch series Y and the support of the Y series from the public and private sectors to make Y series as soft power of the country.

**Keywords:** 1) Y series 2) success factors in Y series production 3) LINE TV application

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## Introduction

In this digital era that technology has rapidly been developed, Multimedia has been improved for easier communication with high quality of image and sound. Besides, the high speed internet has played a crucial part to connect consumers and media. This resulted in more alternatives in consuming series or show. Consumers can select the preferable show with their convenience and it is not limited to only television channel. Currently, series audience tends to watch series via application in many platforms. OTT TV is one platform that has provided high-definition quality of television content and movies through the internet network without any investment in this system. Moreover, viewers are able to watch the show in application on smart-phone, smart-TV, Tablet, set-top-box computer connecting to the internet signal whenever or wherever they need. The popular OTT TV platforms are YouTube, Netflix, LINE TV, WeTV, Viu.

According to the “Global Digital 2019” , behavior of internet users in Thailand survey, from We Are Social and Hootsuite, the internet users spent 3 hours and 11 minutes per day for Social Media, 3 hours and 44 minutes per day for Online Streaming or Video On Demand. The majority of social media users were 18 to 24 year-old and 25 to 30 year-old aged group. 1,141 people in Bangkok Metropolitan Region confirmed to the questionnaire that the most popular platform WAS YouTube Netflix and LINE TV respectively. The most watched content from this survey was series (Simon, 2019).

There are many series genres; however, the series that have been popular among OTT

TV audience are not be able to be broadcasted in Terrestrial Television is Y Series. Series Y was originally from Japan. The letter Y stands for “Yaoi”. The content mainly focuses on the relationship between male to male or LGBTQ in novels or cartoon that are called “Boy’s love” while the relationship between female to female is called “Yuri”. The content of male relationship has been created mainly for women not gays. A woman who prefers to watch this show is named as Sao-Y (Y-girl). Due to the openness of Gender- Fluid (LGBTQ), there were many campaigns for calling the basic Human Right of Marriage Equality and Civil Partnership Act. The Civil Partnership Bill had been finally approved on 8 July 2020 with the amendment in Civil and Commercial Code to legalize same sex partnership. This has created the normality of male to male relationship, and same-sex relationship could be easier revealed to the society (Office of the Prime Minister, 2020).

LINE TV is the world-class streaming video service provider that broadcasts the high quality video content in variety of genres such as TV-series, entertainment show, series that can be viewed in TV station and online device platforms via smartTV, smart phone, computer, tablet. Series Y audience in Thailand has preferred to watch from online devices. LINE TV application offered the largest numbers of series Y In Thailand. In 2020, this platform revealed the numbers of Y series audience that was 18,986, 376 counted by user. This numbers confirmed that Y-Series has become the majority show of series viewer. Nowadays, there are 71 Y-Series offered in Line TV Platform. The five



series that have gained popularity from 2020 to present are 2gether The Series, TharnType the Series, Until We Meet Again, Why R U The Series and En Of Love. GMM TV, Nadao Bangkok, Studio WabiSabi, GTE great to est, Mande Work, STAR BANGKOK, and TVThunder are Y Series providers for LINE TV and many companies interested in producing Y Series in the future (Y-Economy Study, 2020, pp. 1-19).

Moreover, LINE TV has exported Y Series abroad to Chinese, Taiwan, South Korea, Philippines, Singapore, Indonesia, and Burma. This has contributed the role of Thai's Y culture in the region and worldwide level. Thai is the largest Y Series market due to the nonlimitation in the creation of content in same-sex relationship compared to Y Series competitors such as China, South Korea and even Japan which is the first Y Series creator (Prasannam, 2019, pp. 16-18).

Y Series actors' supporters has played the big role to contribute the actors' fame. It could be seen from the hashtag in social media while broadcasting. The Friday Hashtag from 2gether The Series which is #khangu had reached the numberone Hashtag twitter in Thai and worldwide in some weeks. According to the 2020 Twitter Survey, Y Series trend has entered to the Twitter, and the top ten of hashtagged people included eight actors from Y Series. Number one hashtagged people was Bright (CHIVAREE Vachirawit), the third one was Win (OPAS-IAMLAJORN Metawin), the fourth was Gulf (TRAIAPATTANAPONG Lanawut), the fifth was Mew (JONGCHEVEEVAT Suppasit), the sixth was Tay (VIHOKKRATANA Tawan), the seventh was Off (ADULKITTIPORN Jumpol),

the eighth was Krist (SANGPOTIRAT Peerawat), the tenth was Boon (KANTACHAI Noopnat). The Y Series hashtags that was in the top list were #brightwin, #offgun, and wanjaimewgulf (#sweetheartmewgulf) which were in top 4, 5 and 6 respectively (PPTV, 2020)

The success of Y series from OTT TV that broadcasts in LINE TV has alerted many TV productions into the Series genre. In 2020, some Y series were produced in male to male relationship in order to gain popularities; however, not all Y series were successful, and referred to.

The consecutively increasing popularity of Y series from 2020 and the presenter role of many Y series actors have emphasized the outstanding of Y series production. These has initiated the study of factors led to the success of Y series production and the Guidelines for the successful of Y series production lesson through LINE TV application. This study would be beneficial for series production, series, script writing, Television Program Production class, production business as well as the development of Communication Arts professional development.

The purposes of this study are to

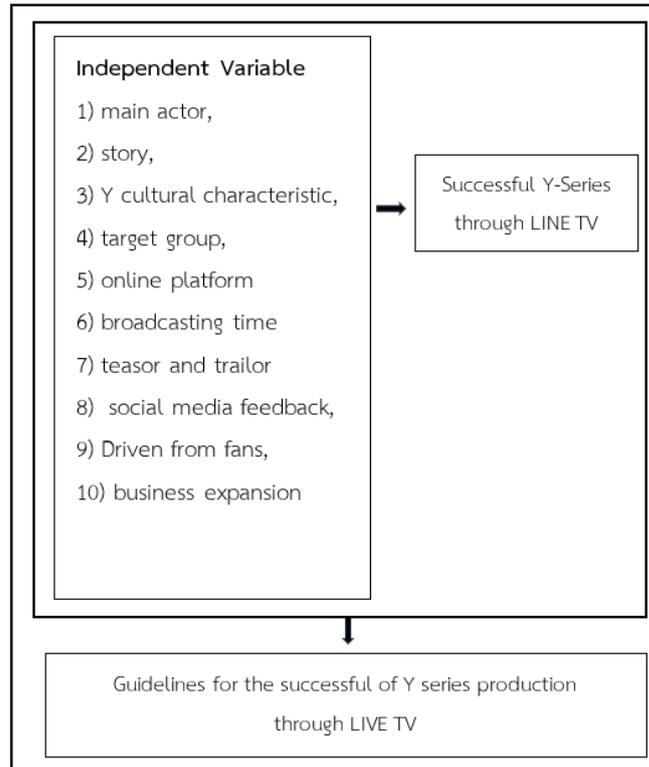
1. study the successful factors in Y series production via LINE TV Application
2. study the Guidelines for the successful of Y series production via LINE TV application

### Literature Review

The study of successful Y series production via LINE TV application were from related theories and research which could be

divided into 10 categories as follow: 1) main actor, 2) story, 3) Y cultural characteristic, 4) online platform, 5) teasor and trailor, 6) social media feedback, 7) support from fanclubs, 8)

business expansion the next two factors were from further study of 9) broadcasting time and 10) target group



The related concepts and theories are:

### 1. Main actor casting

Maneewattana (2006, pp. 108-118) explained that the casting is the consideration of two factors. The first one is outside factor including apperance, gestures, acting, and movement. The second one is inside factor which is though, feeling, mind, and emotion.

### 2. Script writing

Sangchai (2009, pp. 145-153) studied the process of script writing and individual techniques of TV script writers and found that the new creation of script writer was from the surrounding circumstance, social context, current situation, and demand or request from the director of production meanwhile the

adjustment of novels need to be written from the main plot and the essence of the story and added content and characters for TV production.

### 3. Y Culture

Somyat (2018, pp. 71-76) studied the characteristics of the presentation in male-to-male relationship. It was revealed that the ideal characteristic of the male characters is the key. The happy-ending story is also one of important element, the simulation of social context that accepts the same sex relationship especially male to male. This is the prove that this kind of relationship is not uncommon that contrasts to the negative image in the past.



Sukthungthong and Bunyavejchewin (2019, pp. 360-383) conducted a research of statistic consideration statistic in Y series. The first result was about Y phenomenon in series shown by 2 main Y casts. The second one was about Y casts as a main characters impacting to the appropriation of audience group. The factors found also indicated the increasing of popularity in Y series. These factors are 1) the stability of Y Culture in female audience, 2) the astonishment of media towards Y Series in 2007, and 3) the business opportunities.

Amornsriwong and Sawanyawisut (2019, pp. 39-48) studied the attitude and behavior towards media consumer of Y girl. They found that being Y girl is a part of their lives yet unrelated to the real lifestyle. Personal preference is the main reason for being Y girl. Relaxing from work or study and gaining variety experience of love are the mentioned reasons. Twitter is a main channel in media consuming due to the easy accessibility and rapid speed. Moreover, online novel is one of the exchanging opinion platforms and doing activity for Y girl.

#### 4. Online Network

According to the "Global Digital 2019", behavior of internet users in Thailand survey, from We Are Social and Hootsuite, Thai people normally spent 9 hours 11 minutes for internet. 3 hours and 11 minutes were allocated for social media, as well as, 3 hours and 44 minutes for Online Streaming or Video on Demand. The majority of Social Network users were 18-24 years old and 25-34 years old and the interesting group was 13-17 years old as well. Also, the Mobile App Ranking survey showed that

LINE TV was got the highest income followed by Netflix (Digital Report, 2019).

#### 5. Montage Concept

ARIT (2017) has emphasized the shot screening that is the overall image for attracting the audience, and the decision to watch the series. There are five shots mentioned in the study which are 1) Establishing Shot that describes the kind of event, gives audience the brief background 2) Cut-in Shot that illustrates the details in setting, characters, and story 3) Cut Away Shot that inserts the atmosphere, feeling for the presented scene or to distract the audience from the previous scene 4) Reaction Shot that represents the action, facial expression of the characters or the reaction of other characters 5) Reverse Shot displaying two characters confronting, seeing the opposite characters in both having conversation or arguing.

#### 6. the Accessibility of Online Platform

Chantharamethikun and Ekpanyakul (2022, pp. 96-98) studied the influence of Thai Series Hashtag and attitude towards Thai Series Hashtags that affected to the viewers behavior via twitter. The frequency of Thai Series Hashtag or the emphasis of the message towards Thai Series Hashtag was influenced to the viewers with 34.2 from 100 and Beta = 0.342. this could be illustrated that Hashtag was a powerful tool for viewer's decision to watch the series with the highest significant statistic. This was followed by the emphasis of the message in hashtag significantly with Beta = 0.146 in statistic. This could be concluded that the more positive in Hashtag, the more series viewers.

## 7. Concept and theories

Gibson (2000, pp. 86-98) explained the behavior of fanclub that expresses the fond of their supported artist in an extreme way. This group of people are ready to spend their money for any products related to their supported artists. They also spend time for sharing, exchanging information about their idol together. Some have created the identity of the group, cultural identity through activities, products, and the perception of artist's story.

Kaewthep (2012, pp. 293-315) described that fanclub and fandom or media fandom are similar group of people who share their common interest with enthusiasm. This has beneficially brought social connection between them in online platform.

## 8. Business expansion

Mongkolsiri (2004, pp. 14-17) highlighted the importance of bringing famous presenter in marketing campaign. Attitude and behavior concept of well-known people has impacted to their target group. Importantly, these famous people are trend-setters or influencers with their costume, her style, fashion, clothing, handbag, including their personal stuff for living. Some consumers have monitored the costume in series, singer in concert and tried to use the same product or imitate the styles whenever as they can.

## Methods

This research was a qualitative research using unstructured in-depth interview method with Human Research Ethics licences. All procedure were conducted systematically in research methodology.

## Population and Samples

Population was Y- Series directors that produced their work for LINE TV. The samples were from purposive sampling selection. They were from the five highest-rating Y Series in 2020 from 33 series. The main criteria of this sampling were the highest views series in 2020 which were

1. 2gether The Series: 174 million views
2. En Of Love: 100 million views
3. TharnType the Series: 84 million views
4. Until We Meet Again: 79 million views
5. Why R U The Series: 62 million views

Key informant of the interview were five directors of the most view series in LINE TV 2020.

1. THONGJILA Weerachit from 2gether The Series: 174 million views
2. THAMPRACHA Nantarit from En of Love: 100 million views
3. SINTHANAPARDEE Bandit from TharnType the Series: 84 million views
4. SAWATMANEEKUL Siwat from Until We Meet Again: 79 million views
5. WONGSAKULPACH Thanamin from Why R U The Series: 62 million views

## Data Collection

1. The top 5 directors were informed research procedure to submit the consent
2. The interview process was conducted in face to face at the directors' workplaces in 30 minutes per session.
3. The data was transcribed and arranged in order to analyze the result.



## Data Analysis

Data from interview, observation, researcher note was categorized and analyzed in framework and theory to find the the successful factors in Y series production via LINE TV Application. The result was presented in descriptive analysis.

## Results

### 1. Elements of successful Y series production of the LINE TV platform

An overview of the study's findings: According to research, the following criteria may be summed up as the key to creating successful Y series through the LINE TV application.

**Table 1** Findings and an analysis of the aspects that contributed to the production of Y series through LINE TV application.

Factors	Results from the Interview
Main actor	<ol style="list-style-type: none"> <li>1. The actor' s appearance must correspond to the character personality.</li> <li>2. Appealing and being able to draw others in</li> <li>3. Fitting the role</li> <li>4. Working well in a group of actors.</li> <li>5. No requirement to be LGBTQ.</li> <li>6. Performers with an acting background with some initial supporters.</li> <li>7. A new actor with attractiveness in its youth</li> </ol>
Story	<ol style="list-style-type: none"> <li>1. The story is taken from a novel.</li> <li>2. Story formats that are accessible to all genders and ages are loving, romance, comedy, and fun.</li> <li>3. New story formats by viewers demand, such as ghost stories, retro stories, etc</li> </ol>
Special characteristics of the Y-culture	<ol style="list-style-type: none"> <li>1. Y-culture has a definite romanticism to it.</li> <li>2. Expressing the perspective of love that occurs between male to male.</li> <li>3. Conduct the story using the main protagonists of the story, namely the hero and the hero.</li> <li>4. Y-girl refers to a woman who likes to read novels or likes male-male series.</li> </ol>
Target group	<ol style="list-style-type: none"> <li>1. The term " Y-girl " describes a group of women who prefers male to male relationships.</li> <li>2. Young people between the ages of 12 and 15 as well as adults between the ages of 30 and 40.</li> </ol>
Online platform	<ol style="list-style-type: none"> <li>1. Being convenient and accessible to watch from any location and time.</li> <li>2. No commercials while watching</li> <li>3. Being accessible without any registration via the internet network setup, a portable notebook, a tablet, or a smartphone</li> <li>4. Content is not heavily restricted.</li> <li>5. The broadcast time can be changed.</li> <li>6. Extremely adaptable and flexible</li> <li>7. The Y-series market is large and able to calculate the number of audiences with accuracy.</li> <li>8. No dependency on costly time rentals from television networks.</li> </ol>



Factors	Results from the Interview
Broadcast time	<ol style="list-style-type: none"> <li>1. Prime time is at 10:00 p.m.</li> <li>2. After work and before bedtime</li> <li>3. A few Y-series are simultaneously shown on television networks and online platforms. Rerun in online platform is preferable to watch after television broadcasting.</li> <li>4. Selectable time of broadcasting is opened for online platform.</li> </ol>
Teaser and trailer	<ol style="list-style-type: none"> <li>1. short story telling emphasizing in conveying the characters' and the story's emotions.</li> <li>2. Character introduction strategies in stories</li> <li>3. Strategies for expressing a narrative succinctly</li> <li>4. Storytelling strategies utilizing a single, brief scene as an illustration.</li> <li>5. A storytelling method that arranges the strongest scenes from the entire narrative to make it more compelling to read.</li> <li>6. The effectiveness of teasers and previews in attracting viewers is debatable. Audience prefers to wait and witness the entire story in the end, the audience will wait.</li> </ol>
Trends from social media	<ol style="list-style-type: none"> <li>1. Social media is primary and significant channel for content promotion.</li> <li>2. The engagement between producer and the audience is conveying.</li> <li>3. Popular social media platforms' trends, such as those from Twitter, YouTube, actor vlogs, Instagram, and Facebook.</li> <li>4. A Twitter trend attracted lots of viewers to the Y-series.</li> </ol>
Driven by fans	<ol style="list-style-type: none"> <li>1. Support the preferred actors</li> <li>2. Widely sharing or distributing information in order to drive series in public.</li> <li>3. Support Y-actors to win awards.</li> </ol>
Business expansion	<ol style="list-style-type: none"> <li>1. Providing a copyright to foreign nations.</li> <li>2. Enhancing actors' and directors' reputations</li> <li>3. More hiring in events or shows for the actors.</li> <li>4. fan meetings, event, and show</li> <li>5. Market box sets, photo books, and mementos</li> </ol>

### 1.1 Lead actors

From the interviews “What are the factors that make the leading actors successful in the Y series through the LINE TV application? How are they selected?”

It was found that all 5 directors agreed that the factors of the leading actors of a Y series greatly affect the production of a Y series to be successful. The lead actor must have a good appearance. The external appearance is attractive to the audience. According to the characteristics of the characters in the role,

WONGSAKULPACH claimed that the lead actor or the hero and the hero must have matching chemistry, that is, be able to realistically express the emotions of the role between a man loving a man. THAMPACHA expressed that actors in Y series do not have to be LGBTQ.

As for the criteria for selecting the actors, it could be divided into two types: actors with experience and new actors. THONGJILA and SAWATMANEEKUL preferred to choose actors with experience because the role of conveying emotions was quite difficult.



Therefore, actors with experience must be chosen, and the by-product was having an existing fan base to support them. However, experienced actors often had conflicts with their free time on set, making it more difficult to manage while new actors would be charming in its freshness.

### 1.2 Stories

According to the interview, “How are the story factors that make the Y series successful through the LINE TV application considered?”,

It was found that story factors are important in keeping viewers interested or watching. The plot of the Y series has been taken from the novel. The content of each story would be of different interest. THONGJILA and SAWATMANEEKUL expressed the view that choosing a story with love content in a format that everyone can relate to would be accepted by the audience. It can be viewed by all genders and ages. Despite the good actors, the poor story could not attract the audience. WONGSAKULPACH and THAMPRACHA commented that Nowadays, viewers would like new stories such as ghost stories, period stories, etc. In addition to the repetitive careers of doctors and engineers in many series, more or various career of the main characters are preferable.

### 1.3 Special characteristics of Y

From the interview “How do you think that specific characteristics of YA culture contribute to the success of Y series through the LINE TV application?”

It was found that in producing Y series to capture the specific characteristics of YA

culture, there are two aspects: the story and the target group.

THONGJILA and SINTHANAPARDEE defined meanings of the specific characteristics of YA culture in the direction of storytelling that focuses on the story of love with romance being conveyed in the form of a man loving a man. However, WONGSAKULPACH, SAWATMANEEKUL and THAMPRACHA defined the way of YA culture in the direction of the target group that is YA girls, the main target group for producing YA series or a woman who likes novels or series that have male-male love content and support their favorite series and actors.

### 1.4 Target group

From the interview “Which target group is the main target group for supporting the success of the Y series through the LINE TV application?”

It was found that the main target group of the Y series is Y girls, but currently Y series has been adjusted for all ages and gender. From data in the LINE TV application, it was found that the target group that likes Y series were mostly 18-25 years old, followed by 30-40 years old and 12–15-year-old. Although series producers focused on females as the main target group, some stories were also produced for general audience.

### 1.5 Online platform

From the interview, “Do you think that the online platform is an important factor in making the Y series success through the LINE TV application?”

It was found that all 5 people agreed that the online platform factor was very important due to the easy and accessible

platform that reach the audience anytime, anywhere without paying a membership fee. The LINE TV application was considered the main market for the Y series. There were a lot of viewers watching. The system could track accurate number of visitors. SINTHANAPARDEE commented that Online platforms from Asia such as iQiyi, WeTV, Viu were alternatives for watching several numbers of Y series. Platforms from Europe such as Netflix and Disney plus were not as popular for watching Y series as they should have been. Because it was a platform that was established later than Asia and requires a membership fee. SAWATMANEEKUL commented on the strengths of LINE TV that it was a channel with little censorship of content. Selectable broadcast time was highly flexible. And renting airtime was cheaper than television stations.

### **1.6 The broadcast period**

From the interview “Is the released time an important factor in making the Y series success through the LINE TV application?”

It was found that the producer of the Y series chose to broadcast on the LINE TV channel at 10:00 p.m., SAWATMANEEKUL and THAMPRACHA gave the same opinion that the target group normally watches the series before bedtime especially for Y series that was broadcasted on television stations first and then broadcast later on online platforms after 10:00 p.m. THONGJILA and SINTHANAPARDEE informed that the television station needed to broadcast at 9:00 p.m. in order to be shown on the online platform. 12:00 a.m. was a preferable and effective time to reach the target group.

### **1.7 Teasers and trailers**

From the interview “Teasers and trailers are important factors in making the Y series successful through the LINE TV application.”

It was found that the factors of teasers and trailers were one of the factors that make viewers Following the Y series, WONGSAKULPACH and THAMPRACHA expressed opinion that the teaser and trailer were similar to the appearance of Series that create first impression by making teasers and trailers, using image sequencing techniques to tell the story clearly and concisely in order to attract the audience. SINTHANAPARDEE and SAWATMANEEKUL gave an opinion that Teasers and trailers were just an invitation to viewers. Nevertheless, it didn't indicate whether viewers wanted to watch the series or not. In the end, viewers would rather wait to see the story and make their own judgments. Still, the well-produced and appealed teasers could cause more viewers to wait for the series.

### **1.8 Trends from social media**

From the interview, “How is the trend of social media an important factor in making the Y series success through the LINE TV application?”

All 5 producers of the Y series had agreed that the trend of social media was a very important in the production of the Y series as social media is the main channel for publicizing various content of the Y series. To illustrate, the main media channel was Twitter with trending on Twitter is one factor that proved the accomplishment of Y series to be known all over the world in a short period of time. The next trend after Twitter was YouTube



Vlogs of actors, Instagram, and Facebook.

**1.9 Driven by fans**

From the interview, “How is the drive or support from the fans an important factor that makes the Y series success through the LINE TV application?”

It was found that all 5 Y series producers had the same opinion that Fans were a very important factor since fans were a group of important people who supported and could drive the Y series very well. In terms of creating trends on social media make the number of viewers series increase by sharing various information. THAMPACHA commented that Fans were an important driver. In Twitter trends, when fans gathered to create a Twitter trend, it would be successful every time. WONGSAKULPACH gave his opinion accordingly. Fans were the main component of the Y series production and played a part in making the series or actors win various awards from voting together. As for SAWATMANEEKUL commented that this affected the employment of actors: When the actor has more and more fans, there will be

more hiring from customers. As a result, actors earn income and become famous.

**1.10 Business expansion**

From the interview, “How has business expansion resulted in the success of the Y series through the LINE TV application?”

It was found that, on the other hand, the successful Y series Therefore there would be more business growth. The more people following, more accepting in society. These things could be used to develop additional businesses, such as selling series rights to foreign countries. It could build the reputation of directors and actors in terms of other business expansions, all 5 Y series operates in the same way, such as hiring show actors. Organizing events Selling meeting cards Selling souvenirs, photo books, box sets, etc.

**2. Guidelines for creating effective Y series with the LINE TV application**

An overview of the study's findings: Through the LINE TV application, it was discovered that there are three key development parameters for creating great Y series:

**Table 2** shows the findings of the examination of the best practices for creating successful Y series through the LINE TV application.

<b>1. Strategy for creating difference in the production of the Y-series</b>	
<b>Expand the narrative</b>	<ol style="list-style-type: none"> <li>1. Narrate in interesting style; still coherent to the novel</li> <li>2. Shift the focus away from romance toward other themes.</li> <li>3. Look for a story that has never been produced in series before.</li> </ol>
<b>Evolution of narrative</b>	<ol style="list-style-type: none"> <li>1. Entertaining, direct storytelling.</li> <li>2. Engage the audience to guess the story or plot</li> </ol>
<b>Professional development of directors</b>	<ol style="list-style-type: none"> <li>1. The director needs to give their work a distinct identity.</li> <li>2. Create the best works of art.</li> <li>3. Challenge, test, and improve in being a professional</li> </ol>



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## 2. Instructions for overcoming issues and challenges when creating the Y series using the LINE TV program.

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<b>Covid19 situation</b>	<ol style="list-style-type: none"><li>1. Registration required upon arrival and departure from the location.</li><li>2. Strictly limiting attendance to 50 people.</li><li>3. Before approaching the shooting area, screen the entire cast and crew.</li><li>4. Put on a mask.</li><li>5. Carefully arrange the plan to finish the filming quickly.</li><li>6. Prepare individual food and beverages.</li></ol>
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<b>Casting</b>	<ol style="list-style-type: none"><li>1. Actors must communicate emotions and act realistically.</li><li>2. The traits of the characters should be resembled those of the ones in the story as closely as feasible.</li><li>3. The cast persuade the audience to accept or believe what they were led to believe by the novel.</li><li>4. Attractive appearance</li></ol>
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<b>Society is constantly evolving</b>	<ol style="list-style-type: none"><li>1. Attitudes or views among people shift.</li><li>2. Alternative genders are now more widely accepted.</li><li>3. The Y series helps to steer society.</li><li>4. Youth are the targeted demographic. It is important to carefully review the information.</li><li>5. Express yourself correctly and politely.</li><li>6. Recount tales that instruct young people.</li></ol>
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<b>Rivalry between competitors</b>	<ol style="list-style-type: none"><li>1. Y Series market was oversupplied.</li><li>2. Y Series was broadcasted mainly through applications. Nowadays, television stations are producing more and more content about male to male relationship.</li><li>3. The audience base is widely divided.</li></ol>
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<b>A lack of assistance from the public and commercial sectors</b>	<ol style="list-style-type: none"><li>1. Filming location</li><li>2. Budget</li><li>3. Co-investment opportunities</li><li>4. Acceptance of alternative genders</li></ol>
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## 3. Advice for improving Y series through via TV.

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<b>Quality</b>	<ol style="list-style-type: none"><li>1. Y-series needs to be made with even higher quality.</li><li>2. Updated content</li><li>3. Unpredictable Plot/ narrative</li></ol>
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<b>Openness to Y-Series</b>	<ol style="list-style-type: none"><li>1. Trail of watching Y-Series</li><li>2. Contributing good society via Y-series</li></ol>
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### Y-series support as soft power

1. Y-series continues to bring in a lot of revenue for the nation, such as from the sale of copyrights, traveling to the place in series. The creators believe that the Y series can be nation's soft power.
2. Y-series creator needs government to support funds and locations with a well-defined action plan.
3. The Y-Series industry will grow into a soft power of the nation if it receives investment from both the public and private sectors.

## 2.1 Strategies for making a difference in producing Y-Series

These strategies could be divided into 3 aspects that are developing the tale; story telling improvement; and directors' professional development.

2.1.1 Developing the tale. The study's findings indicated that the Y series' plot needs to be developed. The Y series was currently somewhat oversupplied on the market because it has been produced in tremendous quantities. There are more alternatives for what viewers can watch. Choosing a book that tells the story in an engaging manner is something to be considered. The plot is significant, as THAMPACHA stated, in keeping with the theme of the book. *"Once a story has been chosen, it needs to be intriguing and coherent with the novel."* *"Do something that has never been done before", advised by SAWATMANEEKUL "The emphasis used to be on romantic couples and love scenes. To tell a new story, the image needed to be altered, including narrative."* As a result, creating a YA series by adopting a YA culture plot that only emphasizes romance is insufficient. The audience of today is seeking originality. They desired a tale that no other producer had ever produced.

2.1.2 story telling improvement According to the findings, Y series need

to improve both its storytelling and its plot. The creators aimed to create a humorous and captivating story. The story is short and to the point; it will lead the audience fully comprehend the Y series' plot. Unpredictable plot or story create temptation for audience to continue watching. That is the turning point that will compel viewers to watch the entire series through every episode till the conclusion of the narrative. *"Add other approaches and formats in the storytelling that keep the audience guessing,"* stated by WONGSAKULPACH.

2.1.3 directors professional development. According to the study's finding, directors need to establish their own identities. Each director produces Y series in a special method of their own. Directors must establish a distinct brand or line for themselves, such as excelling comedies, romantic comedies, ghost pictures, etc. in order to generate your best work. WONGSAKULPACH informed that *"each director has their own identity and needs to make it bold and do not destroy itself, the better the director, the better works."*

## 2.2 Recommendations for overcoming issues and challenges in creating Y series using the LINE TV application.

According to guidelines for issues and challenges in producing Y series through the LINE TV application, there are the following 5

problems:

2.2.1 COVID-19 Predicament In accordance to the findings, good management techniques must be applied to both management aspects on film sets in the COVID-19 circumstance for instance taking steps to prevent coronavirus sickness in 2019, a regulation of signing in and out before entering the building, limiting attendance to 50 persons and requiring crew personnel to go through screening procedures before being allowed to enter the shooting location. Put a mask on, etc. The biggest challenge at the time, according to THAMPRACHA was **“how challenging the COVID situation's limits were. Every day, you must swab your nose. The crew is only allowed to have 50 members, which adds to the production delays.”** Planning is needed as well.

2.2.2 Selection of Actors Choosing the right actors is a significant challenge. Actors needs to communicate emotions and perform realistically, **“We will concentrate on casting”** informed by SINTHANAPARDEE **“It is identifying actors who reflect the traits of the novel's characters. Because it needs to be as accurate to the novel as possible, it may take a while casting to find the truly suitable person. The series will be enjoyed by viewers. The traits of the characters should resemble those of the characters in the story as closely as feasible.”** SINTHANAPARDEE. The audience will then accept it or believe it based on their own imagination. The good appearance needs to be considered as well.

2.2.3 A culture that is ever-evolving. According to the findings, the

manufacturing of Y series may encounter issues and challenges as a result of society's ongoing change. People's opinions or ideas will change as a result of coexisting with a culture that is undergoing ongoing change, such as beginning to accept other genders. Thus, Y series influences society. The primary issue with living in a constantly changing society, according to WONGSAKULPACH, is **“whether the Y series harms society or points in the wrong direction. It's a sensitive subject. Youth are the Y series' target audience, thus if the message is delivered incorrectly, we need to close that blind spot. And instruct them through stories as well.”** There may be love scenes in certain tales. This is seen as a delicate issue It needs to be properly investigated as a result. It must be communicated in an accurate and appropriate manner.

2.2.4 Interaction between competitors. The production of the Y series may face difficulties due to competitive competition. The Y series was manufactured as the Y series trend grew in popularity, which oversupplied the market. Television stations are creating more and more content on homosexual men, and not just through the application to draw the customer based necessary for corporate success. Since there are currently more than 100 Y series available, fans have more channels and options to watch Y series on. According to THAMPRACHA, the current problem is the market's oversupply of Series Y. There are countless tales. Makes it vital to learn more about competitors Look for several angles on the topic. There will be more options for viewers. The audience for the Y series production firm is very diverse. This prompted the



creators of the Y series to research their rival series in order to come up with a new plot.

2.2.5 Insufficient support from public and business sectors The production of the Y series may encounter difficulties and obstacles due to a lack of public and private sector support in terms of funding, places for filming, and prospects for joint investment.

*"The production of this series did not encounter many obstacles during filming,"* said SAWATMANEEKUL "However, neither the public nor the private sectors are providing adequate support. They formerly feared becoming associated with the mental image of a purple person. However, it is more open now." Alternative genders were not widely accepted in society in the past in order to avoid a poor reputation However, there is now greater acceptance and openness.

**2.3 Guideline for successful Y series production through LINE TV application. Three guidelines were found from this study.**

2.3.1 Quality-related competition According to the study's findings, the standard for Y-Series production quality will be competitive. Success in the Y-series has led to competition with leap forward. If any produced series does not appeal to the audience, it might be skipped right away. According to SAWATMANEEKUL, *"There might be greater rivalry in performance, production, quality, and scripts as viewers are ultimately smarter. More screening is beginning to take place. Producers should be conscious of their societal duty and contribution since teens are the majority of the audience."*

The story should be unpredictable. Additionally, a high-quality production will contribute to the success and increased appeal of the Y series. Because viewers are becoming more conscious of what they are watching and filtering it. This increases the number of comparing between each series.

2.3.2 Y-series, opening your heart. Y-series may be more effective if more individuals in the nation are exposed to them. World renown Y-series from Thailand. (Sutheepattarakool, 2023) demonstrates the capacity of Thai people. WONGSAKULPACH urged audiences to see the Y-series with an open mind and an open door. Y-series creators want you to leave society with *"opportunity, investment, and respect."*

2.3.3 Encouraging the Y-series to be a soft power. The findings revealed that encouraging the Y Series to gain soft power It could be a strategy for the Y-series' success. Numerous Y-series have been broadcasted, displayed, and remade abroad. As a result, the Y series can be used as soft power. Without a doubt, for the nation. The creators of the Y series are requesting unambiguous assistance from the government in terms of funding and location. Because a large number of foreigners watch the Y series. Additionally, the Y-series generates significant foreign exchange earnings for the nation through the sale of copyrights. Following the series' lead, SINTHANAPARDEE stated, *"I would like the government to support filming places such as Yaowarat if we were able to film the lovely Yaowarat Road with a lot of food. We are confident that we can bring in more tourists from abroad"*

to Yaowarat.” SAWATMANEEKUL also confirmed that “I expect the administration to provide a detailed roadmap. Since a lot of foreigners watch Y series. An illustration of an international audience for the” Red Thread” series can prepare Thai desserts. If the government promotes it appropriately, I believe Y-series will surpass Korean series in scope.”

### Results Summary and Discussion

1. Factors in creating a successful Y series through the LINE TV application were discovered through study Following is a discussion of each component by the researcher:

It was determined from the factors of the leading actors that the leading actors are the primary factor and play a crucial role in the creation of the Y series. Character requirements must be met while choosing actors from the Appearance. Attractive and capable of drawing people, working well the other actors and good acting are crucial for the most part. However, the actor does not need to be LGBTQ. In line with the choice of actors, Maneewattana (2006, pp. 108-118) described the choice of two categories of actors based on their physical traits, such as attractive facial features and a pleasing body form. Besides, appearance creates first impression. The movements of a performer who is skilled in body language can display emotions through well-communicated facial expressions and eyes to be seen and to convince the audience as well. The inner aspect is the area of a person that communicates feelings, ideas, and emotions. Actors need to be able to convey characters' feelings.

The actor aspect is underlined as a key factor based on the findings of interviews with all 5 Y series directors. WONGSAKULPACH believes that “*the lead actor or the hero and the protagonist must have matching chemistry together,*” that is, being able to truly communicate the emotions of the role between a man loving a man, as it conveys the sensations of a man loving a man. The actors must thus demonstrate their belief in the possibility of true love between them. Performers with experience in acting and novice performers have both been used by the creators of the Y series to voice their opinions. Actors with experience will benefit from having more professional exposure and more adept at taking on challenging of acting than new performers. Additionally, they already have followers. However, flexible time doesn't coincide with the filming location will be an issue of experienced actors while the novelty of being a new actor will appeal to the new actors generate interest in the audience.

It was discovered from the tale aspect that the Y series generates its plot from a well-known book. This has a romantic love theme as its content It is a comedy love story with a pleasant format that is appropriate for all genders and age groups. This issue is in line with Sangchai's (2009, pp. 145-153) research on the creative process of script writing. Considering the individual writing styles of television scriptwriters, original plot and topic must be maintained in any scripts created from written scripts. The five famous series mentioned in this research generated its story from well-known books without modifying the plot of



the original work in order to serve the reader's imagination when reading a story. Y series adaptations of novels are likely to have a sizable fan base. Picking romantic male-male stories that everyone can identify with is emphasized. This is consistent with the findings of a study conducted by the Office of Overseas Trade Promotion in Manila in 2021 (Department of International Trade Promotion Ministry of Commerce, Royal Thai Government, 2021), which said that the majority of Y series were produced based on online novels. The authors are mostly female. The story format and character traits differ from those of the regular series intended to satiate the fancies of ladies. Even though the main players finally get together, it is not made clear if they are gay or bisexual. These traits are shared by all five Y series. Additionally, the public needs fresh narratives like ghost stories, historical fiction, etc.

The defining characteristics of Y-culture revealed that it has a definite romantic aspect. By portraying the perspective of romantic love that exists between guys and continuing with the use of the protagonist pair, namely the hero and the protagonist, Somyat (2018, pp. 71-76) who investigated the traits and portrayal of love between homosexual men, argued that Y series have certain traits like selling dreams through qualities. Protagonists who must be the ideal guys for women or else they will sell their ambitions through tales that almost always have a happy ending. An audience, known as a Y-girl, follows and cheers for the love of a man who loves a man. An important target group that contributes to the popularity of the Y-series is Y-girl. In accordance with Amorn-

sriwong and Sawanyawisut's (2019, pp. 39-48) studied the mindset and media consumption behavior of Y-girls, these girls promote or cause hashtags from the Y-series to trend on Twitter, making them known throughout the world. Moreover, being a Y-girl is just a part of life and has no bearing on how one lives. Being a Y girl is due to a personal preference for leisure time away from work or school to experience many different kinds of love. After 10:00 p.m., when most people are free from their daily obligations, is when people start to consume media, and Twitter gives the female community a place to converse, share opinions, and engage in a variety of activities. According to Chantharamethikun and Ekpanyakul's (2022, pp. 96-98) study, exposure to Thai series hashtags has an impact and opinions about Thai series hashtags that affect how Twitter users view Thai series. It was discovered that the frequency of hashtag exposure for Thai series or the emphasis placed on the hashtag in the message after being exposed to Twitter users' hashtags, affects Thai series audience' viewing habits. To illustrate, it was discovered that the frequency of hashtag exposure for Thai series or the emphasis placed on the hashtag in the message after being exposed to Twitter users' hashtags, has massive impact on how Thai people watch television shows. Additionally, the primary target demographic of these series is Y-girls, who are social media trendsetters and adhere to Kaewthep's (2012, pp. 293-315) assertion that fan club is a community or a grouping of enthusiasts who are interested in cooperating. Together, share a passion for one another, and communicate "Similar tastes

people", this is in line with Gibson's (2000, pp. 86-98) explanation that fan behavior expresses fanaticism benefits from the "social network". "Online communities" of like-minded individuals are likewise advantageous. Also, Fan clubs are willing to invest time and money in buying goods related to their favorite artists. The research's findings all point in the same way. It is obvious that Y series is greatly influenced by this kind of audience. They normally assist in the performers' support and attend each performance. They are a significant demographic that influences social media trends, such as those that share information to trend on Twitter. Getting together to spin Twitter trends to consistently succeed as the top trending topic. Increasing the fame of that series, which relates to Sukthungthong and Bunyavejchewin's (2019, pp. 360-383) investigation of the Y series: fundamental statistical factors, it was discovered that these factors contributed to the series' uncontrollable ascent. Y girl is the foundation of Y culture, which upholds and supports favored actors and television shows in every way.

Following to this finding, it was discovered that the four elements that make up Y culture are connected in some ways. These elements are the characteristic of Y Culture, target group, social media feedback, and support from fans.

It was determined that online platforms are crucial for accessing the Y series since the audience can be easily reached watch conveniently, anytime, and from anywhere with free access. Internet network setup is just the main establishment. This issue is in line with the findings of the Digital report (2019), which

examined the online behavior in Thailand as reported in the "Global Digital 2019" study. It was discovered that Thai consumers watched online streaming or video on demand for 3 hours and 44 minutes every day. Results of a mobile app survey LINE TV was ranked first in 2018 for highest revenue. The Y series selected to broadcast on the web platform, the LINE TV application, because it has a strong point, and the study findings support its popularity hardly is any stuff banned. The broadcast time is programmable and exceedingly flexible and changeable. Compared to television channels, renting airtime is more affordable as well. Online platforms are the primary option for watching Y series because individuals are increasingly choosing to spend their free time online. Also, watching online is quick and convenient. In terms of the timing of publication, it was discovered that Y series are frequently televised at 10:00 p.m. According to the findings of the study of the distribution of all 5 Y series, which began airing at 10:00 p.m. It could be inferred that this hour was the most suitable for the Y series' target demographic, even if some of the Y series weren't first released on television stations. They steadily chose to broadcast via the LINE TV application at 8:00 p.m. In conclusion, this mentioned information has been a prime time for Y Series.

It was determined that the teaser and trailer aspects are of moderate importance. The series is only hinted to in the teaser and trailer. That gives the spectator a favorable first impression in line with the shot's style. ARIT (2017) Choosing the right photos for each shot is crucial in order to draw readers in, the



story paints a broad image which influences whether or not a viewer chooses to follow the series, such as the opening shot that succinctly explains the nature of the incident. The finding revealed that Series Y employs the storytelling strategy of character introduction. Teaser and trailer give a succinct summary of the plot to keep the reader engaged and interested.

SINTHANAPARDEE, the director, stated that teasers and trailers are only a technique to invite viewers to witness a short tale but do not affect whether or not viewers desire to watch the series. In the end, viewers will wait to see the plot and form their own opinions rather than relying just on teasers and trailers to form an opinion. If teasers and trailers are created that are compelling, it will be advantageous, and more viewers will look forward to watching the series.

Y series airing based on the business expansion element is more than only the series' success factors. If the Y series trend is successful, corporate growth will follow, including the sale of series rights to other nations. Enhancing performers' and directors' reputations, actor showing in event, meeting event, photo books, and box sets are compatible consequences with relate to Mongkol-siri's (2004, pp. 14-17) theory on the subject illustrating why celebrities are a key target for marketers. Target group's perspective and behaviors are influenced by the thoughts and behaviors of renowned people. In significant ways, celebrities set trends. This is consistent with the findings of the research on developing the business aspects of all 5 Y Series, which used the success of the Y Series' reputation

to develop their business aspects in order to generate cash from the target demographic's love of the Y series through the sale of trinkets, photo books, and box sets.

2. The guideline for creating successful Y series using the LINE TV application

This could be divided into three concerns, according to the research: 1) A strategy for making a difference in the Y series production; 2) Issues and Challenges in the Y Series Production Through the LINE TV Application; and 3) Guideline for Developing the Successful Production of the Y Series Through the Application LINE TV program.

From the approach to make a difference The Y series was made using Three significant challenges emerged from the perspectives of all five directors: issue one: Writing the story for engaging tales that are pertinent to the plot. Looking for a plot that departs from the basic structure is needed. The evolution of storytelling is the second point in informing audience with amusing, direct stories. The training of directors is the third point. It emphasizes on producing high-quality work and establishing one's own identity, in line with Suwanmalee's (2017, pp. 42-46) research, which looked at content selection and television script creation from the perspectives of producers and viewers. Choosing story is based on the way viewers behave and the alternative content. Local tale must be relevant to the target audience to appeal them.

It was discovered that the issues and challenges in producing the Y series using the LINE TV application are in a non-structured format. Changes are made based on the cir-

cumstances, such as the weather while filming. Casting actors in Covid19 circumstance was to select someone who mostly match the novel's characters including behaving realistically and effectively expressing emotion. As for the social issues that are continually evolving due to the growing acceptance of transgender people, Y Series is one of the social contributor and setter. According to Peeboong and Maneewattana (2020, pp. 8-25), who investigated inappropriate elements in Line TV drama series, discovered that dramas content that reflects violence, sex, and inappropriate language intended for children and youth were the inappropriate ones. This is in line with WONGSAKULPACH's opinions, who stated that "If the Y series affects society or points in the wrong path, it is a difficult issue. because young people are the Y series' intended audience". Producers of the Y series should therefore develop material in a proper and appropriate manner. The Y series will be advantageous to society by including concepts for Youth in the narrative as well as other elements.

The following present challenges faced the Y series production: fierce competition from rivals. Lack of finances, geographic, and cooperative investment options from the public and commercial sectors to boost soft power are also the problems.

Despite the terminating of LINE TV application on December 31, 2021, a key component of watching shows on demand or online streaming are still an important part.

Other crucial elements that influence the Y-series' success, such as the need for higher quality in the Y series, are also essential

for the production procedure. Content must be up to date. Unpredictable narration is also crucial. The creators of the Y series have made an effort to produce tales that provide social commentary in order to win people's consideration to watch Y Series.

#### **Suggestions based on research findings.**

1. According to the study's findings, the creators of the Y-series have created a variety of content that is more suitable for young people. Adding in concept of male-to-male relationship to fit into society's norms is an inserted content.

2. According to the research findings, the main channel for viewing and publicity is the internet platform. The main social media platform that fans use to promote the Y series is Twitter, which has helped it become the most popular trend on the platform and get more viewers and recognition globally. As a result, people who create Y series should research Y culture in all its facets, including those of the fans and Y girls.

3. The research findings revealed that the Y Thailand series has been well-known throughout the world. This can provide Thailand business benefit. More than ever, the government needs to boost Y-series business growth.

#### **Recommendation for Further Research**

1. This investigation was conducted data from LINE TV application solely, which has ended on December 31, 2021. Online streams, video on demand broadcasting or supplementary application are recommended for further study.



2. This research was conducted in only 5 of the 33 Y Series that received the most views in 2020. Comparisons across years should be performed in the following study.

3. This study investigated the popular Thai Y series. Comparing Thai data to international series is advisable for further research.

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