

Table of Contents

	Page
Notes from Editor	i
Advisory Board	ii-iii
Analysis of Factors Influencing Otaku Game Players' Purchases of Game Derivatives <i>Shihao Wei</i>	1-13
Factors Driving the Popularity of Thai Dramas in Mainland China Entertainment Market: Audience Preferences, Media Channels and Cultural Appeal <i>WanjingZhang and Doungtip Chareonrook</i>	14-23
Cross-Cultural Communication in the Digital Age: An Analysis of Media Channels and Cultural Influence on Thai Artists on Chinese Audiences <i>Jiatong Qin and Doungtip Chareonrook</i>	24-30