



Thailand's Public Diplomacy Award 2025 (TPDA2025)

The Ministry of Foreign Affairs and the Thailand Foundation opened the nomination process for the Thailand Public Diplomacy Award 2025 (TPDA2025) to the public for a period of three months, from April 23 to July 25, 2025. The Award, which will be presented to 1-3 recipients, aims to: (1) honor individuals, groups, or organizations, whether Thai or foreign, who have significantly enhanced the reputation, prestige, and positive image of Thailand, Thai people, and Thainess on an international level; (2) inspire these recipients to continue their valuable contributions; and (3) raise public awareness that anyone can play a role in advancing Thailand's public diplomacy.

On September 4, 2025, the Thailand Foundation Board selected GMMTV Company Limited as a laureate for its outstanding contributions:

Since 1995, GMMTV has produced series, films, and events reaching over 440 million global viewers. Its Y Series, based on Thai novels, promote Thai culture, language, and “Thainess,” while supporting values of diversity, equality, and human rights.

To enhance the reputation, prestige, and positive image of Thailand, the Thai people, and the concept of “Thainess”, GMMTV plays a significant role in promoting and disseminating Thai culture, traditions, customs, festivals, values, and ways of life, as well as beliefs, attitudes, and modern values that support gender equality, embrace sexual diversity, respect human rights, and encourage intercultural understanding. The company has reached the achievement by creating the production of entertainment content, particularly more than 70 Y series, based on works by Thai authors, which have gained popularity among young people and teenage audiences both domestically and internationally. These productions have also fostered foreign interest in learning the Thai language and contributed to the translation of these novels into English, including the creation of Japanese manga and Korean manhwa adapted from novel “2gether”, which resulted from the popularity of GMMTV’s “2gether The Series”. It reflects as an evidence that GMMTV has played a significant role in stimulating the interest in learning the Thai language and understanding the concept of “Thainess” among international audiences.

For tourism, with over 300 episodes annually showcasing attractions across all 77 provinces, GMMTV promotes Thai tourism. The success of BL series inspired the Tourism Authority of Thailand (TAT), government agencies, and tourism entrepreneurs to initiate BL Tourism tours, “Follow the Thai BL Trail” packages, drawing fans to filming locations and related events.

In terms of international dissemination and cooperation, during 2021 – 2025, GMMTV has collaborated with overseas business partners by organizing more than 400 events in 18 countries worldwide, such as China, India, Japan, Indonesia, Vietnam, the Philippines, the United States, Mexico, Brazil, and France, covering 48 major cities in these countries. These include GMMTV Exhibition, Fan Meeting, Fan Live, and International Concerts, where artists incorporated presentations of Thai arts and culture, such as traditional Thai costumes and performances of Thai musical instruments. GMMTV has also worked in collaboration with Thai embassies in six countries: Japan, China, South Korea, Myanmar, France, and Vietnam, to promote and disseminate Thailand’s entertainment industry through international cooperation.

The Board of the Thailand Foundation recognizes GMMTV for strengthening Thailand’s global presence, fostering cross-cultural ties, and building a loyal international fan base over the past 30 years. Through its efforts in serving as a cultural bridge for diverse people-to-people relations, extending Thailand’s reach to regions previously unfamiliar with the country, particularly in Latin America, GMMTV has been cultivating a worldwide international fan base for Thailand, thereby strengthening long-term and tangible people-to-people ties of cultural diplomacy.

The Ministry of Foreign Affairs and the Thailand Foundation will announce the time and details of the TPDA2025 Award Presentation Ceremony at a later date.