



Key Success Elements of Chinese Xianxia Series on Thai Streaming Platforms: A Qualitative Analysis (2022–2023)

Xinghuan Liu¹ and Apichet Kambhu Na Ayudhaya²

¹Graduate School, Srinakharinwirot University, Thailand

²College of Social Communication Innovation, Srinakharinwirot University, Thailand

E-mail: 2798558661@qq.com, ORCID ID: <https://orcid.org/0009-0005-0195-3158>

E-mail: guionearth@gmail.com, ORCID ID: <https://orcid.org/0009-0007-3203-0342>

Received 10/08/2025

Revised 24/08/2025

Accepted 30/09/2025

Abstract

Background and Aims: This research explores the reasons why Chinese Xianxia series have become so popular on Thai streaming platforms. While previous research has primarily examined the acceptance of Chinese films and series in Southeast Asian countries such as Malaysia and Indonesia, there has been no in-depth research on Thailand, leaving a significant research gap. The aims are twofold: (1) to analyze the characteristics of successful Chinese Xianxia series on Thai streaming platforms, (2) to identify the elements that contribute to their popularity among Thai viewers.

Methodology: This research adopts a qualitative approach using content analysis and in-depth interviews (n = 4). The content analysis focuses on four Chinese Xianxia series released between 2022 and 2023, examining their plot, character development, visual effects, casting, and the integration of traditional Chinese cultural elements. In addition, we conducted in-depth interviews; the sample comprised four Thai viewers who serve as administrators of fan club groups with over 900,000 members. They were selected for their deep knowledge, long-term engagement, and active participation in fan culture. All of them have watched the four selected Xianxia series, focusing on understanding the reasons behind the popularity of Xianxia series in Thailand. Data were analyzed thematically to link content analysis with viewers' interpretations.

Results: Analysis shows that rich eastern fantasy stories, powerful character development, high-quality visual effects, traditional cultural themes, and the participation of popular actors are the core characteristics for the success of Xianxia series. The interview results show that the global coverage of OTT platforms, the fresh and youthful narrative styles, and poetic symbolic expressions of emotion (e.g., in *Immortal Samsara*, the hero cannot fall in love with the heroine due to his special identity, and his love for the heroine is conveyed through the actor's eyes. Even without direct lines, a large number of emotional scenes still allow the audience to feel the deep feelings between the protagonists. The emotional expression that is different from most Western





series makes the Xianxia series more attractive. As well as effective online promotion and fan interaction, they have further enhanced the popularity of the Xianxia series.

Conclusion: The success of the Chinese Xianxia series in Thailand stems from the interaction of cultural resonance, strategic distribution, and genre innovation. However, the limitation of this research lies in the small sample size of the interviews (n=4) and their concentration on administrators from core fan groups, which may fail to reflect the views of first-time viewers. Despite this, the findings highlight that when cultural narratives are effectively localized and promoted, they can facilitate cross-cultural communication and enhance China's cultural soft power.

Keywords: Xianxia Series; Thai Viewers; Streaming Platform; Content Analysis; In-depth Interviews; Cross-cultural Reception

Introduction

With the development of streaming media platforms and the globalization of the Internet, international viewers can cross cultural boundaries and consume an unprecedentedly diverse range of media content. In the export of Chinese series, Xianxia series have gained a unique position in Southeast Asia due to their integration of fantasy, martial arts, romance, and traditional philosophical beliefs. Xianxia stories are often set in fictional spaces such as the fairyland, the devildom, and the mortal world, interweaving themes like love, fate, sacrifice, and transformation, satisfying the viewers' emotional resonance and fantasy needs. In recent years, Chinese Xianxia series have gained increasing attention from Thai viewers. Many Thai people now follow Chinese series on platforms like Netflix, WeTV, and iQIYI (NBTC, 2021; YouGov, 2023). They also participate in fan communities, attend fan meetings, and engage with Chinese actors on social media. Some actors, such as Dylan Wang and Yu Shuxin, have become popular in Thailand, bringing even more attention to the series they star in (Sohu, 2022; Weibo, 2023). These activities show that the popularity of Xianxia series in Thailand is not just about the stories, but also about the wider cultural experience they offer (Han, 2022; Yue, 2023).

Current research on the international acceptance of Chinese series mainly focuses on Malaysia and Indonesia. In Malaysia, Islamic culture profoundly influences the viewers' acceptance process, with a greater emphasis on moral education and social values (Jirakasem & Mitomo, 2019). In Indonesia, high-action fantasy elements are more popular, reflecting the market's preference for visual spectacle narratives (Meng, 2021). Some research also covers the overall situation of Chinese series exports or analyzes narrative and traditional cultural themes separately (Jing, 2021; Li, 2023). However, no systematic research has yet explored how the Thai cultural context influences the acceptance of the Xianxia series.





Thailand is a unique case where its viewers prefer delicate love, symbolic communication, and poetic narrative style, which aligns with the tradition of Thai emotional series. Unlike Malaysia or Indonesia, there is currently no in-depth research systematically exploring how Thai viewers interpret Xianxia narratives and how such interpretations interact with local cultural norms. Furthermore, very little research has combined content analysis with direct interviews with Thai viewers, especially in the context of the Xianxia genre. This research fills this gap through content analysis of four popular Xianxia series and in-depth interviews with Thai fans.

This research contributes on two levels. At the theoretical level, this research enriches the research on cross-cultural communication by specifically combining Kim's cross-cultural adaptation theory with Bordwell's narrative theory. For instance, the emotional responses of Thai viewers often reflect the adaptation stage proposed by Kim: initially being attracted by the fantastical scenes and costumes (stress), gradually developing a way of interpreting symbolic lines and cultural values (adaptation), and ultimately integrating the poetic expression of Xianxia series into their own fan practices (growth). Meanwhile, Bordwell's narrative framework helps explain why Thai viewers are particularly receptive to narrative devices such as narration and flashback. For example, narration in *Immortal Samsara* allows viewers to follow the heroine's emotional journey across multiple lifetimes, while flashback sequences in *Love Between Fairy and Devil* highlight hidden sacrifices, deepening symbolic communication. These narrative techniques align with Thai preferences for layered, emotionally delicate storytelling, echoing the aesthetics of Thai emotional series. Practically, this research offers practical insights to Chinese media producers who wish to create content that attracts international viewers. By identifying the key elements that are effective in Thailand. And also, this research helps to demonstrate the growing influence of digital media in shaping the way content is disseminated across borders.

Objectives

The research has two objectives:

1. To analyze the characteristics of successful Chinese Xianxia series on Thai streaming platforms.
2. To explore the elements that shape the popularity of successful Chinese Xianxia series on streaming platforms among Thai viewers.

Literature Review

Previous research has shown that the influence of Chinese series in Southeast Asia is constantly expanding, with martial arts and Xianxia themes standing out for their complex narratives, aesthetic richness, and cultural symbolism (Han, 2022; Meng, 2021). Han pointed out





that the emotional resonance and philosophical depth of such works enhance their cross-cultural appeal, while the multi-level character development and symbolic imagery make them more easily accepted by viewers from different cultural backgrounds. Narrative themes such as love, fate, transformation, and moral struggle are particularly crucial. Scholars believe that these themes are in line with the Buddhist concept of “cause and effect” and reincarnation, and these concepts also exist in Thai folk narratives.

Meng believes that when fantasy elements are interwoven with cultural traditions and complemented by high-quality production and distinct character designs, Xianxia series can attract international viewers. This indicates that the positive response of Thai viewers is not only due to entertainment consumption, but also includes a re-recognition of familiar cultural values through novel and fantastical backgrounds.

Kim's cross-cultural adaptation theory provides a theoretical perspective for this research. This theory points out that when cultural products offer novel experiences while incorporating familiar value systems to the viewers, they are more likely to be accepted. When Thai viewers watch Xianxia series, they are not only engaged in entertainment consumption but also gradually learning about culture (Kim, 1988).

In addition, IP adaptation has become an important element in maintaining viewers' interest. Many Xianxia series are adapted from online novels that have a fixed fan base (Baoill, 2008). Such adaptations not only ensure the depth of the narrative but also bring about the original expectations and loyalty. Platform promotion and the dissemination of short video algorithms have significantly enhanced the visibility of the series. Fan culture plays an active role in this: viewers are not only passive viewers but also expand the influence and emotional reach of the series by creating secondary creation videos, emoticons, and comments, etc.

The acceptance of the Xianxia series can also be analyzed through a theoretical framework. Kim's (1988) cross-cultural adaptation theory explains how viewers gradually transition from initial curiosity to interpretive adaptation and ultimately achieve cultural integration. Therefore, Thai audiences are not only engaged in entertainment consumption but also gradually engaging in cultural learning. Bordwell's narrative theory (Bordwell et al., 2010) emphasizes how devices such as narration, flashback, and interposed narration enhance participation and emotional layering, creating a sharp contrast with the more linear structures in many Thai series.

Although the above-mentioned research provides valuable insights, most existing work focuses on Malaysia and Indonesia, where media consumption patterns, religious influences, and narrative preferences differ from those in Thailand. By combining content analysis with in-depth interviews, this research investigates how content, platform, market, and cross-cultural resonance



interact to shape the success of the Xianxia series in Thailand. These elements, therefore, serve as the central variables of the research's framework.

Conceptual Framework

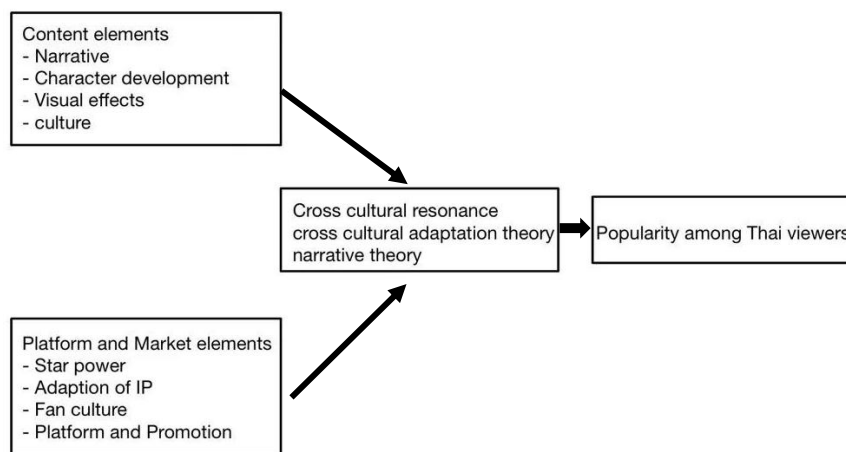


Figure 1 Conceptual Framework

Methodology

This research adopts a qualitative research method to explore the success characteristics and popularity elements of the Chinese Xianxia series on Thai streaming platforms. The research mainly employs two methods: content analysis and in-depth interviews.

Content analysis:

The content analysis focused on four highly popular Xianxia series released between 2022 and 2023: *Love Between Fairy and Devil*, *Immortal Samsara*, *Who Rules the World*, and *Till the End of the Moon*. Selection criteria included: high viewership rankings on Thai streaming platforms such as Netflix, iQIYI, and WeTV; frequent trending status on Thai social media platforms and active discussion in Thai fan communities (Netflix, 2022; TrueID, 2022; Xu, 2022).

The reason for choosing the series from 2022 to 2023 is that during COVID-19, more people watched series at home than at other times, making the data more concentrated and accurate (Wongsaroj et al., 2022).

Each series was examined in full, with analysis focusing on narrative, character development, visual effects, cultural elements, and promotional strategies. The unit of analysis was defined as the “scene,” with coding focused on narrative, character improvement, visual effects, cultural elements, cast, and promotional strategies. These categories were derived from previous



literature, the conceptual framework, and theoretical frameworks, including Kim's Cross-Cultural Adaptation Theory and Bordwell's Narrative Theory. A coding manual was developed, and two independent coders analyzed all episodes. Inter-coder reliability was calculated using Cohen's k , which reached 0.82, indicating strong agreement. NVivo software was used to assist in organizing, coding, and retrieving qualitative data.

In-depth interview:

In addition to the in-depth interviews, four in-depth interviews were conducted with Thai viewers who were active administrators of Facebook's fan groups with over 900,000 members. All four participants had long-term experience watching Chinese Xianxia series and loved Xianxia series. They regularly shared content online, created fan edits, and helped organize community activities. These participants were selected because they were familiar with the selected series and had deep engagement with the genre. However, this sampling strategy risks over-representing "super-fans" and may not capture the views of less engaged viewers. This limitation is acknowledged.

The interviews were conducted online. Each interview followed a structured guide based on three main themes:

- (1) the genre appeal and production quality of Xianxia series;
- (2) the influence of Chinese culture on the Xianxia series;
- (3) The role of famous IP adaptations and streaming platforms.

Interview questions were open-ended to allow participants to give detailed answers, and the interview content was recorded with the consent of the participants, transcribed word for word, and analyzed using the reflective thematic analysis method. When no new topics appear in the four interviews, it is considered that the data has reached saturation. As participants voluntarily joined based on their interest in the topic, no financial compensation was provided for this research.

By using both content analysis and real viewer opinions, this research was able to connect what the series offered with how viewers received and responded to it. This dual approach helped ensure that the findings were not based only on surface-level observations but also reflected the thoughts of experienced fans.

Results

1. Characteristics of Successful Chinese Xianxia Series on Thai Streaming Platforms

According to the analysis, the four selected series: *Love Between Fairy and Devil*, *Immortal Samsara*, *Who Rules the World*, and *Till the End of the Moon*, share several narrative and production features that have contributed to their success in Thailand.





(1) Narrative and Emotional Themes

Each series combines emotionally resonant love stories with grand fantasy adventures, with core themes mostly revolving around reincarnation, fate, sacrifice, and transformation. For instance, *Immortal Samsara* depicts the interweaving of romantic tragedy and character growth through multiple lifetimes of love, while *Till the End of the Moon* places love within the cosmic conflict. Based on content analysis scene coding, all four series deploy a hybrid structure, chronological narration plus flashbacks and interposed narration, consistent with Bordwell's narrative system; this formal pattern was coded as present in all four series and functions to heighten suspense and concentrate emotional payoffs at turning points.

(2) Character Construction and Female Empowerment

One notable feature is the portrayal of tenacious, intelligent, and emotionally powerful female protagonists. In *Love Between Fairy and Devil*, the heroine grows from a naive character to a resolute savior. In *Who Rules the World*, the male and female leads are evenly matched in wisdom and power. This type of “strong female lead” narrative aligns with the global feminist trend and offers female viewers an emotional space to break free from the shackles of patriarchy, similar to the alternative emotional fields created by BL (Boys' Love) series (Ying, 2020). Content analysis shows that all four series consistently portray strong female protagonists who take initiative in key battles, make important decisions, and even sacrifice themselves, suggesting that gender balance in leading roles is a deliberate and stable feature of Xianxia series rather than a coincidence.

(3) Visual and Aesthetic Quality

High-quality CGI, exquisite costume design, and meticulous scene construction jointly create an immersive world. Hanfu, symbolic props, and the meticulous depiction of the fairyland, devildom, and mortal world not only showcase traditional Chinese aesthetics but also offer a space for fantasy to escape from reality. The code “ethereal visual motif” was marked present in 4/4 series; CGI-supported duels and dreamlike mise-en-scène were logged in ≥ 3 key episodes per series.

(4) Cultural Depth and Philosophical Themes

The plot incorporates Taoist and Buddhist ideas, such as cause and effect, cultivation, and self-restraint. These philosophical connotations enrich the viewing experience and resonate with the cultural values familiar to Thai viewers, thereby promoting cross-cultural resonance. Cultural-philosophical cues (karma/reincarnation/cultivation terminology; temple/ritual iconography) were coded in 4/4 series with recurrent dialogue tokens and visual symbols; these textual cues supply the basis for cross-cultural resonance later interpreted via Kim's adaptation framework.

(5) Promotion, Platform Support, and Star Power

Well-known actors with a large fan base have increased the exposure of the series. The interactions among actors on social media, the culture of CP fans, and the Thai subtitles provided by streaming platforms have effectively reduced language and cultural barriers. Production-paratexts (official posters, trailers, end-cards) and release information indicate cross-platform distribution (e.g., Netflix/iQIYI/WeTV) and sustained star-centric promotion; the element “star-driven publicity loop” was coded as present in 4/4 series based on on-screen credit prominence and trailer composition.

Below is a summary table:

Table 1 Characteristics of four successful Xianxia series

Commonalities	Coding	Notes
Narrative and Emotion	Timeless love stories, flashbacks, and interposed narration	<i>Immortal Samsara</i> , <i>Till the End of the Moon</i> : multi-lifetime love and tragedy
Character and Female Empowerment	Strong, smart female leads; growth arcs	<i>Love Between Fairy and Devil</i> (female lead’s growth), <i>Who Rules the World</i> (balanced leads)
Visual and Aesthetics	High-quality CGI, Hanfu, traditional motifs	Immersive fantasy worlds: fairyland, devildom
Culture and Philosophy	Taoist and Buddhist themes: cultivation, karma, reincarnation	<i>Immortal Samsara</i> (karma), <i>Till the End of the Moon</i> (Buddhist symbolism)
Promotion and Star Power	Star appeal, social media, and major streaming platforms	Netflix, iQIYI, and CP fandoms boost engagement

2. Interview Findings

In-depth interviews were conducted with four Thai viewers (all of whom were fan group administrators). All the respondents are seasoned fans who have watched the sample series in its entirety many times and are actively involved in online community affairs such as video editing, subtitle translation, and fan activities. To avoid redundancy and to link perceptions to content elements, we summarize perceptions with brief scene-level anchors and frequency (n of 4):

(1) The Uniqueness of the Xianxia Genre



The interviewees pointed out that the Xianxia series integrates mythology, martial arts, romance, and fantasy, perceived as distinctive from Western series. For instance, *Immortal Samsara*'s "three lives, three worlds" reincarnation arc signals genre-specific metaphysics.

(2) Emotional Subtlety and Poetic Storytelling

The viewers appreciated the restraint and symbolism of his emotional expression: not a direct declaration of love, but rather the conveyance of emotions through poetic metaphors or key actions. One interviewee gave an example, in *Love Between Fairy and Devil*, the female leads silently cast a protective spell on the male lead when he was fast asleep, accompanied by faint light and shadow and a gaze, hinting at unspoken care. In *Till the End of the Moon*, the brief hand-holding before setting out on a mission carries more weight than any declaration of love, demonstrating the ability of symbolic actions to condense complex emotions in the narrative.

(3) Popularity of Novel Adaptations

All four series are adapted from well-known online novels. The familiarity of the original work enhances the viewers' anticipation and emotional investment. Moreover, the original work has brought a certain fan base, ensuring the initial traffic base for the series.

(4) High Visual and Artistic Value

Advanced computer special effects, elegant costume designs, and elaborately choreographed fighting scenes are regarded as major highlights. The ethereal visual beauty, such as the dreamlike atmosphere in *Till the End of the Moon*, is repeatedly mentioned and has a strong emotional appeal.

(5) Female-Centered Narratives and Gender Reconfiguration

Strong female characters especially resonate with female audiences in Thailand. In *Love Between Fairy and Devil*, the female lead's rescue of the male lead in the final battle is interpreted as a symbol of breaking the patriarchal narrative. The respondents compared it with the free emotional space of the BL series and believed that both created an imaginative field that broke away from the traditional gender order.

(6) Star Power and "CP Fandom."

The pseudo-social connection between actors and viewers is an important driving force for continuous viewing. The CP(Couple) fan culture centered on the pairing of leading actors extends emotional investment beyond the series. For instance, the behind-the-scenes footage of Bai Lu and Luo Yunxi after the wrap-up of *Till the End of the Moon* was edited into a TikTok short video, allowing fans to still feel "emotionally warm" several months after the finale.

(7) Platform Accessibility and Media Promotion

Timely Thai subtitles and promotion through TikTok, YouTube, and Facebook fan groups are key entry points. One interviewee recalled that she followed the entire series of *Who Rules*





the World because she came across a 30-second dueling clip on YouTube. These platforms not only attract new viewers but also extend the emotional significance beyond the original narrative by sharing symbolic elements such as lines from the series, screenshots of costumes, and background music.

Below is a summary table:

Table 2 Key factors from Interview Findings

Factor	Perception Frequency	Anchor
Uniqueness of the Xianxia Genre	100%	Reincarnation arc as a genre marker
Emotional Subtlety and Poetic Storytelling	75%	Protective spell; silent hand-holding
Popularity of Novel Adaptations	100%	IP familiarity → initial traffic
High Visual and Artistic Value	50%	CGI, underwater petals, light refraction
Female-Centered Narratives and Gender Reconfiguration	75%	Heroine leads, saves in finale
Star Power and CP Fandom	75%	Off-screen clips prolong the effect
Platform Accessibility and Media Promotion	100%	Thai subs and viral entry clips

3. Cross-Validation Matrix

Table 3 Cross-Validation Matrix

Research Question	Evidence	Anchor
RQ1: What are the characteristics of a successful Xianxia series?	Content analysis coding: 4/4 series use hybrid narrative; 4/4 empowered heroines; 3/4 include Buddhist/Taoist motifs.	Narrative hybridity, female empowerment, and cultural symbolism are consistent textual features.
RQ2: What factors drive popularity among Thai viewers?	Interviews: 4/4 cited visual beauty; 3/4 cited novel adaptation; 4/4 cited platform promotion.	Popularity is shaped by aesthetic appeal, IP familiarity, and platform accessibility.



Discussion

The findings demonstrate that the success of the Chinese Xianxia series on Thai streaming platforms arises not only from content features but also from their reception dynamics.

According to Bordwell's narrative theory, demonstrating the crucial role of formal systems such as narrative structure, character development, and aesthetic style in shaping viewers' understanding and participation as formal devices that channel suspense and emotional intensity into turning points, which Thai viewers interpreted as “poetic” or “subtle.” This shows that formal systems translate into experiential resonance.

From the perspective of cross-cultural communication, Kim's cultural adaptation theory helps explain why Thai viewers can accept Taoist and Buddhist elements in the Xianxia series. Shared values such as cause and effect, destiny, and morality serve as cultural Bridges, making the Chinese fantasy world more acceptable, allowing Thai viewers to adapt more easily to a foreign fantasy world. Interview data confirm this by showing that reincarnation and karmic cycles were immediately legible to Thai viewers, unlike in Western fantasy.

In addition, the combination of platform accessibility and CP fandom illustrates how digital affordances extend Kim's model: while adaptation theory emphasizes shared values, online community practices and algorithmic promotion act as new mediators of adaptation, which earlier models did not fully capture.

This research acknowledges the existence of limitations. The interview sample is biased towards super fans, which may overestimate the influence of the ordinary fan group. Furthermore, although the text coding confirms the gender balance of the protagonist, the acceptance of such narratives by male viewers has not been fully explored. Comparative research with other Southeast Asian countries, such as Malaysia and Indonesia, will further clarify whether the acceptance level of Thai audiences stands out due to their emphasis on emotional delicacy and Buddhist resonance.

Recommendation

This research confirmed that emotionally implicit narrative, high-quality visuals, and cultural symbols, as well as platform and fan-driven approaches, are the keys to the success of Chinese Xianxia series on Thai streaming platforms. Research shows that when the high-context characteristics of local culture align with the symbolic resources of Chinese narratives, cross-cultural acceptance barriers will decrease, thereby promoting cultural blending and the diffusion of soft power. Although the sample size and scope are limited, the evidence chain corresponding to the text and audience lays the foundation for subsequent quantitative and cross-national research.





However, there are still deficiencies and areas that need improvement in the research:

1. For research:

(1) Expand the sample size and adopt stratified sampling. Ensure that future research can cover more viewers' reactions and series types to make up for the limitations of the current research sample range.

(2) Clearly define the quantitative criteria for selecting series. For instance, indicators such as symbol recognition, emotional resonance scale, and flashback density can be used to achieve objective comparisons among cases, while corresponding to the theories of Bordwell and Kim.

(3) Conduct cross-national comparative research. It can be compared with the Korean costume series to explore the influence of cultural elements and narrative structures on viewer acceptance, thereby measuring cross-cultural acceptance barriers.

2. For industries:

(1) Design a narrative that conforms to the preferences of Thai viewers. For instance, the emphasis on emotional subtlety, female-centered storylines, and mythological elements familiar to Thai viewers echoes the findings in the results section; the narrative of emotional subtlety and cultural symbols drives audience participation.

(2) Combine high-quality visuals with local cultural elements. This includes the use of colors, costume designs, and scene arrangements that are in line with Thai aesthetics, and strengthens the success factors identified in the research results.

(3) Enhance the platform and publicity strategies. This specifically includes improving subtitles and metadata to enhance clarity, leveraging short videos and social media campaigns to target Thai viewers, and, at the same time, using the star effect to guide attention to the main content.

(4) Southeast Asian producers can explore differentiated content. By integrating local myths and history with xianxia narratives, a competitive edge is formed, supporting research findings that cultural integration can promote cross-cultural acceptance.

References

- Baoill, A. Ó. (2008). [Review of the book *Convergence culture: Where old and new media collide*, by H. Jenkins]. *Social Science Computer Review*, 26(2), 252–254.
<https://doi.org/10.1177/0894439307313092>
- Bordwell, D., Thompson, K., & Smith, J. (2010). *Film art: An introduction* (7th ed.). McGraw-Hill.
- Han, Y. (2022, September 22). The nation's culture spreads its wings across the world. *China Daily*. <https://www.chinadaily.com.cn/a/202209/22/WS632bad27a310fd2b29e790dd.html>





- Jing, Y. (2021). *Reconstructing ancient Chinese cultural memory in the context of Xianxia TV drama* [Unpublished manuscript].
- Jirakasem, M., & Mitomo, H. (2019). Relationship of over-the-top (OTT) communications and traditional telecommunications services: The case of Thailand. *Econstor*.
<https://www.econstor.eu/handle/10419/205184>
- Kim, Y. Y. (1988). *Communication and cross-cultural adaptation: An integrative theory*. Multilingual Matters.
- Li, R. (2023). The application of traditional Chinese cultural elements in fantasy costume drama: A case study of *Love Between Fairy and Devil*. *SHS Web of Conferences*, 159, 01025.
<https://doi.org/10.1051/shsconf/202315901025>
- Meng, Y. (2021). Intercultural communication of *The Untamed* overseas. In *Proceedings of the 3rd International Conference on Literature, Art and Human Development (ICLAHD 2021)* (pp. 772–776). Atlantis Press. <https://doi.org/10.2991/assehr.k.211120.146>
- NBTC. (2021). รายงานผลการศึกษาด้านประสบการณ์ [Final research report].
<https://www.nbtc.go.th/getattachment/Information//ผลการศึกษาวิจัย/49215/เล่ม-1-การประเมินผลกระทบของการให้บริการ-OTT.pdf?lang=th-TH>
- Netflix. (2022). *Top 10 by country*. <https://www.netflix.com/tudum/top10/thailand/tv>
- Sohu. (2022, January 25). Most popular Chinese celebrities in Thailand: Ren Jialun, Zhao Liying, and Xiao Zhan make the list—Is your favorite among them? *Sohu*.
https://www.sohu.com/a/516179919_121063306
- TruelD. (2022). ความปังแบบหยุดไม่อยู่ ยอดวิวทะลุ 10 ล้านวิว ที่ ทุ้อไอดี [Unstoppable popularity: Over 10 million views on TruelD]. *Facebook*.
<https://www.facebook.com/1858940081055826/posts/pfbid032psfLmPY3hMorf2c5N2oHiLkKrPX2WyDYgM1wXq8XZyvqxRMN1bCpKRDd9aTaonKL/?mibextid=cr9u03>
- Weibo. (2023). *Till the End of the Moon – Thailand performance report!*
<https://weibo.com/6119482802/NAJoSafI3?type=repot>
- Wongsaroj, R., Tontisirin, N., & Jamieson, I. A. (2022). Thai consumers' behaviour using video streaming platforms during the COVID-19 pandemic: A comparative analysis of Netflix and Viu. [Conference paper/Report]. [Publisher details needed].
- Xu, Z. (2022, August 17). *Immortal Samsara* has been licensed in over a dozen countries and regions, becoming the most popular Chinese-language series in Thailand. *China Daily*.
<https://cn.chinadaily.com.cn/a/202208/17/WS62fcb870a3101c3ee7ae443a.html>
- Ying, Z. (2020). Big heroine dramas in contemporary China: Costume, authenticity and an alternative history of women of power. *Studies in Costume & Performance*, 5(2), 211–238.
https://doi.org/10.1386/scp_00019_1





YouGov. (2023). *Global Sports Rankings 2023: The world's buzziest sports events—ranked*.

YouGov. <https://business.yougov.com/content/47056-global-sports-rankings-report-2023>

Yue, D. (2023). A study on the cultural communication of Xianxia series in the context of cross-cultural communication: A case study of *Love Between Fairy and Devil*. *Grand Vision: Forum*, 3, 81–83.

