Siam Y Series

International distribution of completed Thai romance series

The company in one sentence

Siam Y Series is a proposed Bangkok distributor that would license completed Thai boys' love (BL) and girls' love (GL) seasons to overseas broadcasters and streamers, with the rights and translations each buyer needs.

Why the opportunity exists now

Thai seasons are on the market

Workpoint took on international sales for five Idol Factory series in 2025 and invited buyers to meet in Miami in January 2026. Its sales desk can answer whether a second release is available for a named buyer. [1] [2]

Latin American buyers are evaluating Thai series

In February 2026, Thai trade officials reported interest in finished series from buyers in Mexico, Peru and Argentina. A July–August trade mission included SBT and TelevisaUnivision. CANAL+ offered a competing Thai BL, *4 Minutes*, in November. [3] [4] [5]

Customers and the product

Who pays. Broadcaster and streaming acquisitions teams buy finished seasons. ABS-CBN acquired Philippine TV and streaming rights to eight Thai dramas, including *2gether*, for Filipino dubbing. [6]

What they buy. A complete season licensed for one country, service and term. Siam would obtain the seller's written grant to sublicense that window and deliver the masters, approved subtitles or dub, and artwork.

Initial market strategy

Mexico and Brazil each offer a named buyer, a specific season and a licensing question that can be put to both parties. Peru and Argentina also showed interest. A specific buyer and season would justify testing either next. [3]

Market	Evidence for approaching this buyer	First proposed licence and open question
Mexico	ViX added the Korean romance *True Beauty*. Workpoint lists the Thai GL *My Marvellous Dream Is You*. Its free studio release allowed viewing in Mexico on all 48 parts, with no supplied Spanish captions. [7] [8] [9]	Would ViX Premium pay for a Spanish edition alongside the free release? Proposed terms are 12 months of nonexclusive subscription streaming, with subtitles or a dub as ViX requires.
Brazil	A São Paulo BL/GL event drew over 1,500 fans. SBT aired the 2013 Korean romance *Meu Amor das Estrelas* in 2025. GOL lists the Thai BL *180 Degree Longitude Passes Through Us* (8 × 45 min). [10] [11] [12]	Would SBT buy one free-to-air broadcast per episode over 12 months? SBT needs a drama slot. Its fee to Siam must cover Brazilian Portuguese dubbing. GOL must confirm who can grant the rights.

How a title earns

The buyer pays a fixed fee for the window, a licensing practice Netflix documents. [13] Suppose 100 units remain after tax and collection charges. If localisation, delivery, sales and clearance cost 30, including founder time at its alternative earning rate, Siam could pay the seller at most 45 to retain a 25% margin before overhead. Actual offers and quotes set the ceiling.

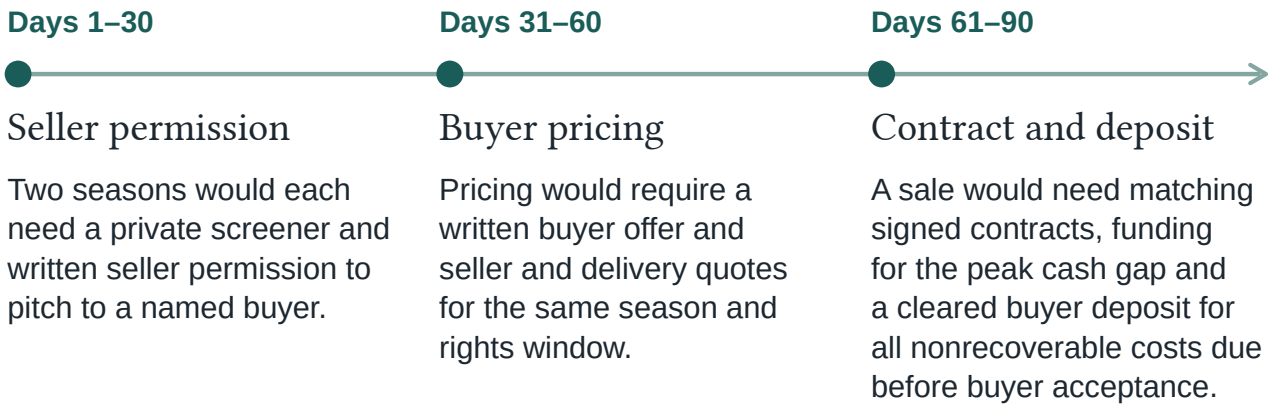
Why Siam Y Series can win

Workpoint and GOL already sell these titles. Eduard Sato's Bangkok base and cross-border deal experience fit the work of reconciling prior rights grants with a buyer's terms. [14] The test is whether a local sales partner can reach a decision-maker at a buyer the seller has yet to serve. Two founder days can test that access before Siam pays for rights or a dub.

From thesis to an investable first slate

The shortlist covers 12 seasons, six prospective buyers in Brazil and Mexico, and one US prospect for a streaming price comparison. Neither leading match has written seller permission or a priced buyer offer. The pilot tests whether one season can earn its required margin.

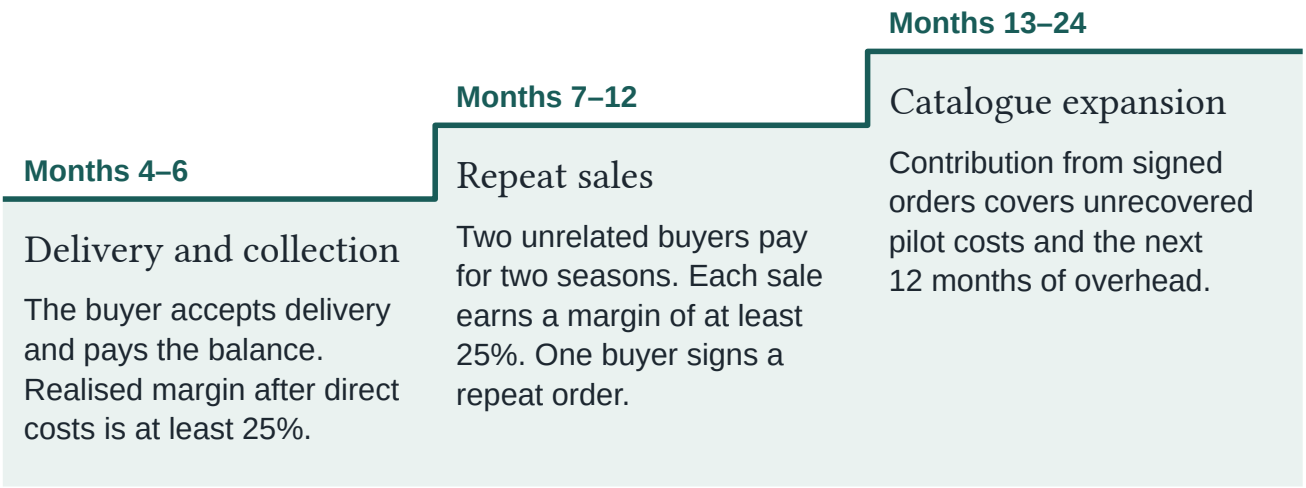
Ninety-day plan



Time and cash at risk. Up to eight founder days over 90 calendar days. The first two, in days 1–30, carry no external spend. Later diligence is capped at the lower of quoted costs and an agreed loss limit. Without a qualifying contract and cleared deposit by day 90, the pilot closes.

Economics at signing. Before signing, a deal must retain at least 25% of collectible fees after direct costs. At the illustrative 45-unit rights ceiling, a 20% overrun on 75 units of costs leaves 10. If the buyer also pays the balance 60 days late, that 10 must cover extra financing costs and the largest cash shortfall must fit the funded reserve. The deposit counts toward the fee.

Master plan if the first deal qualifies



Which season advances. A comparable US streaming bid from Rakuten Viki for *Dream* could inform the ViX negotiation. [15] SBT's broadcast window needs its own price. If both deals qualify, the higher contribution per founder day takes priority, then the lower peak cash need.

Sources and supporting evidence

1 Workpoint · Idol Factory · 2 Workpoint · Miami sales · 3 DITP · Americas buyer interest · 4 DITP · trade mission
5 PRODU · CANAL+ interview · 6 ABS-CBN · acquisition · 7 ViX · Korean catalogue · 8 Workpoint · Dream sales sheet
9 Idol Factory · episode 1 · 10 Thai MFA · São Paulo · 11 SBT · Korean drama broadcast · 12 GOL · 180 Degree sales sheet
13 Netflix · fixed-fee licensing · 14 DFDL · transaction experience · 15 Rakuten Viki · partnerships

The caption audit covers all 48 studio videos on 22 November 2026. Video-level data (CSV)