

ABSTRACT

The interactive television (ITV) is a mixture of the internet system and television system together. It requires a set-top-box and the special remote control. The viewers have to connect to the Cable TV (PayTV) in order to get special service.

The currently existing technology for interactive television is new and widely used in the U.S.A., U.K., and the European countries. Many activities can be done through interactive television such as distance learning, sending e-mail, sending e-card and the interactive games. Most people in Thailand do not know about the interactive television.

This research is to study the perception of ABAC students toward interactive television system. It aims to provide a research based forecast for the manufacturers to launch this new technology in Thailand, sometime in the near future.

