



Siam Legal International Awarded YouTube Gold Play Button for Reaching 1 Million Subscribers

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Siam Legal International, a full-service law firm with more than 22 years of experience assisting foreign nationals in Thailand, has surpassed one million subscribers on its YouTube channel, earning the platform's Gold Play Button award, which has been presented to fewer than 30,000 channels worldwide and approximately 1,300 channels in Thailand since its introduction in 2012.

The milestone reflects a broader shift in how people access legal information. Industry research indicates that approximately 96% of people seeking legal guidance begin with a search engine, with around a quarter turning to YouTube specifically during that process. The platform is now regarded as the second-largest search engine globally, reaching an estimated 85% of internet users. Siam Legal International began publishing lawyer-reviewed legal explainer content years before video became a mainstream research channel, covering the matters most commonly faced by foreign nationals in Thailand including visa categories, property and contract law, company registration, family and estate matters, and the identification of fraudulent schemes targeting foreign residents.

The firm's most-viewed video, covering the Thailand Golden Visa programme, has drawn more than three million views, reflecting sustained demand for accessible guidance on Thailand's long-term residency landscape. The milestone also arrives as Thailand's foreign resident population continues to expand. Department of Provincial Administration figures show close to one million non-Thai nationals registered as residents as of January 2025, a population increasingly forming its first impression of Thai legal processes through search and video rather than a law office. Every video published on the channel is reviewed by a licensed lawyer or subject-matter specialist prior to publication, a step the firm credits with distinguishing the channel in a category where online misinformation remains common.

The channel spans content in multiple languages to serve Thailand's diverse foreign resident community, with videos addressing topics ranging from visa eligibility and immigration compliance to complex regulatory developments such as Thailand's 2024 foreign income tax reforms and the ongoing nominee ownership enforcement campaign. Viewer engagement data shows that immigration and long-term residency content consistently draws the highest watch time, reflecting the practical stakes involved for an audience making consequential life and financial decisions based on the information they find.

"On the other side of these videos are people who are confused and do not know who to trust yet," said Rex Baay, Operations Manager at Siam Legal International. "Our job is not views. It is being the first honest answer someone finds before they make a decision they cannot undo. One million subscribers tells us that approach has resonated, but it also raises the bar for what we owe the audience that got us here. The relationship between a firm and the public no longer starts in a consultation room. For most people it starts with a search, and firms that treat their public-facing content as seriously as their casework will be the ones the next generation of clients trusts first."

Baay added that the firm intends to expand its coverage of regulatory developments affecting long-term visa holders and foreign investors, and to continue investing in the channel as a core part of its public legal education work. All content published on the channel is reviewed for legal accuracy at the time of publication and updated in response to changes in Thai law.

Siam Legal International is a full-service law firm with more than 22 years of experience assisting foreign nationals in Thailand, with offices in Bangkok, Chiang Mai, Phuket, and Pattaya. The firm provides comprehensive legal and immigration support across visa planning, property transactions, business law, family law, and litigation.

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Siam Legal International

American-managed Thailand law firm with 22+ years? experience. Experts in corporate setup, BOI, FBL, family & divorce, property, litigation, immigration, notary, wills, contracts & due diligence across Bangkok, Phuket, Pattaya & more.

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