

# MCOT

MCOT TB / MCOT.BK

18 November 2013

## In line with model, but diminished expectations for 4Q13-FY14

### In line with our estimate

MCOT reported a Bt376m net profit for 3Q13, down by 22% YoY and 16% QoQ. Stripping out a Bt56m one-time provision for the *Rai Som* court case, core earnings would be Bt431m, down by 10% YoY and 3% QoQ. The result was in line with our estimate. Total ad receipts were 4% above our model. Gross profit was 4% below our estimate.

### Result highlights

The core profit deterioration was attributable to a jump in service costs, which outweighed the effect of a marginal top-line increase and a lower headline corporate tax rate. Service costs jumped 16%, both YoY and QoQ, led by higher production costs—up by 33% YoY and 34% QoQ—related to the outsourcing of a TV program, *Roi Mue Srang Muang*, to a production house and the organizing of Thailand's Broadcasting Exhibition 2013 (THAIBEX 2013), which made a Bt1m profit.

TV ad receipts inched up by 1% YoY and 4% QoQ (above Nielsen's estimate of a 3% YoY dip for MCOT), led by revenue from two special government projects and one project for the Ministry of Public Health. Revenue from special government projects in 3Q13 jumped 59% YoY. Income from new media was flattish YoY and QoQ, given the full sub-leasing of capacity of satellite transponders. The average TV loading factor was 82% in 3Q13, close to 2Q13. Radio ad receipts rose by 2% YoY and 1% QoQ, boosted by bundling marketing events with ad sales. SG&A was well-controlled—up 1% YoY but down 5% QoQ.

### Outlook

Management reaffirmed better ratings in 3Q13, driven by the TV program revamp during the quarter—MCOT's overall rating rose from 0.62 in 1H13 to 0.65 in 3Q13 and its prime-time rating from 1.37 in 1H13 to 1.56 in 3Q13. The firm has cut its FY13 guidance by 10% to Bt3.6bn for TV revenue and by 5% to Bt6.2bn for the top-line. It maintains its special gov't project income target at Bt800m for FY13 (up 100% YoY) and expects Bt4bn in TV ad revenue for FY14 (up 10% YoY), led by a Jan 2014 program revamp and 1-2% radio ad growth.

We think that management's FY13 new top-line target of Bt6.2bn—up 8% YoY—looks too optimistic, given that 9M13 revenue inched up only 1.2% YoY. We estimate a Bt447m 4Q13 core profit, down 7% YoY but up 4% QoQ.

### What's changed?

We have trimmed our earnings forecasts by 3% to Bt1.64bn for FY13 and by 9% to Bt1.71bn for FY14 to factor in the slowing economy and the unfavorable political climate. Our DCF-derived YE14 target price declines to Bt37.

### Recommendation

Our TRADING BUY rating stands, premised on a generous yield of 7%.

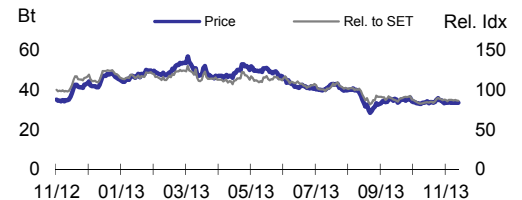
Sector: Media Neutral

Rating: TRADING BUY

Target Price: Bt37.00

Price (15 November 2013): Bt33.50

### Price chart

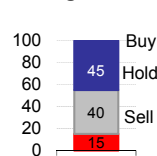


Share price perf. (%)	1M	3M	12M
Relative to SET	3.0	(14.5)	(10.2)
Absolute	-	(16.3)	0.8

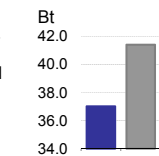
### Key statistics

Market cap	Bt23.0bn	USD0.7bn
12-mth price range	Bt28.5/Bt56.8	
12-mth avg daily volume	Bt44m	USD1.4m
# of shares (m)	687	
Est. free float (%)	22.7	
Foreign limit (%)	15.0	

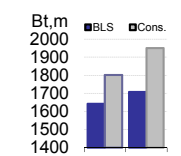
### Consensus rating



### BLS Target price vs. Consensus



### BLS earnings vs. Consensus



### Financial summary

FY Ended 31 Dec	2012	2013E	2014E	2015E
Revenues (Btm)	5,729	5,831	6,433	7,249
Net profit (Btm)	1,759	1,642	1,708	1,810
EPS (Bt)	2.56	2.39	2.49	2.63
EPS growth (%)	+29.7%	-6.6%	+4.0%	+6.0%
Core profit (Btm)	1,759	1,698	1,708	1,810
Core EPS (Bt)	2.56	2.47	2.49	2.63
Core EPS growth (%)	+29.7%	-3.5%	+0.6%	+6.0%
PER (x)	12.7	14.0	13.5	12.7
PBV (x)	2.8	2.8	2.8	2.7
Dividend (Bt)	2.3	2.2	2.2	2.4
Dividend yield (%)	7.1	6.4	6.7	7.1
ROE (%)	22.6	20.5	20.9	21.5

### CG rating

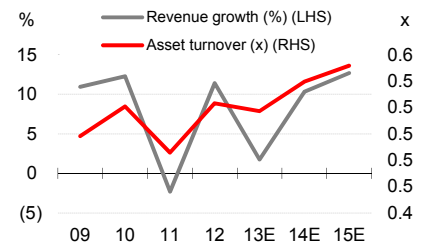


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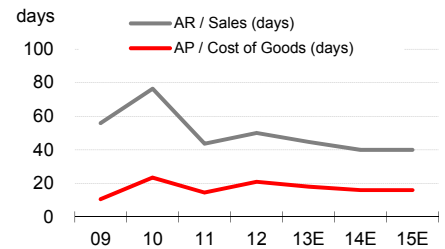
## MCOT : Financial Tables – Year

PROFIT & LOSS (Btm)	2011	2012	2013E	2014E	2015E
Revenue	5,142	5,729	5,831	6,433	7,249
Cost of sales and services	(2,175)	(2,422)	(2,779)	(3,246)	(3,799)
<b>Gross profit</b>	<b>2,967</b>	<b>3,307</b>	<b>3,052</b>	<b>3,187</b>	<b>3,450</b>
SG&A	(1,080)	(1,186)	(1,195)	(1,328)	(1,474)
<b>EBIT</b>	<b>1,888</b>	<b>2,121</b>	<b>1,857</b>	<b>1,859</b>	<b>1,975</b>
Interest expense	(11)	(11)	(9)	(8)	(7)
Other income/exp.	170	210	290	301	311
<b>EBT</b>	<b>2,047</b>	<b>2,319</b>	<b>2,138</b>	<b>2,151</b>	<b>2,280</b>
Corporate tax	(671)	(551)	(429)	(432)	(457)
<b>After-tax net profit (loss)</b>	<b>1,376</b>	<b>1,768</b>	<b>1,709</b>	<b>1,720</b>	<b>1,822</b>
Minority interest	(20)	(10)	(11)	(12)	(13)
Equity earnings from affiliates	0	0	0	0	0
Extra items	0	0	(56)	0	0
<b>Net profit (loss)</b>	<b>1,356</b>	<b>1,759</b>	<b>1,642</b>	<b>1,708</b>	<b>1,810</b>
Reported EPS	1.97	2.56	2.39	2.49	2.63
<b>Fully diluted EPS</b>	<b>1.97</b>	<b>2.56</b>	<b>2.39</b>	<b>2.49</b>	<b>2.63</b>
<b>Core net profit</b>	<b>1,356</b>	<b>1,759</b>	<b>1,698</b>	<b>1,708</b>	<b>1,810</b>
Core EPS	1.97	2.56	2.47	2.49	2.63
<b>EBITDA</b>	<b>2,429</b>	<b>2,663</b>	<b>2,417</b>	<b>2,438</b>	<b>2,573</b>
<b>KEY RATIOS</b>					
Revenue growth (%)	(2.3)	11.4	1.8	10.3	12.7
Gross margin (%)	57.7	57.7	52.3	49.5	47.6
EBITDA margin (%)	47.2	46.5	41.5	37.9	35.5
Operating margin (%)	36.7	37.0	31.8	28.9	27.3
Net margin (%)	26.4	30.7	28.2	26.6	25.0
Core profit margin (%)	26.4	30.7	29.1	26.6	25.0
ROA (%)	12.8	16.1	14.6	14.3	13.8
ROCE (%)	17.6	22.4	20.3	19.8	18.9
Asset turnover (x)	0.5	0.5	0.5	0.5	0.6
Current ratio (x)	3.6	3.2	3.3	3.2	3.1
Gearing ratio (x)	0.0	0.0	0.0	0.1	0.2
Interest coverage (x)	172.9	189.2	203.5	227.3	272.9
<b>BALANCE SHEET (Btm)</b>					
Cash & Equivalent	4,192	4,610	4,854	5,174	5,447
Accounts receivable	615	786	713	705	794
Inventory	11	40	46	53	62
PP&E-net	4,168	4,091	3,978	4,651	5,107
Other assets	723	830	801	975	1,216
<b>Total assets</b>	<b>10,652</b>	<b>11,248</b>	<b>11,298</b>	<b>12,548</b>	<b>13,731</b>
Accounts payable	87	139	137	142	167
ST debts & current portion	0	0	0	0	0
Long-term debt	6	5	2	800	1,400
Other liabilities	53	62	63	69	78
<b>Total liabilities</b>	<b>2,994</b>	<b>3,209</b>	<b>3,186</b>	<b>4,195</b>	<b>5,093</b>
Paid-up capital	3,435	3,435	3,435	3,435	3,435
Share premium	1,107	1,107	1,107	1,107	1,107
Retained earnings	3,053	3,438	3,500	3,730	4,002
<b>Shareholders equity</b>	<b>7,595</b>	<b>7,980</b>	<b>8,042</b>	<b>8,272</b>	<b>8,544</b>
Minority interests	63	59	69	81	94
<b>Total Liab.&amp;Shareholders' equity</b>	<b>10,652</b>	<b>11,248</b>	<b>11,298</b>	<b>12,548</b>	<b>13,731</b>
<b>CASH FLOW (Btm)</b>					
Net income	1,356	1,759	1,642	1,708	1,810
Depreciation and amortization	541	542	560	579	597
Change in working capital	429	(148)	65	5	(74)
FX, non-cash adjustment & others	31	(160)	(18)	(61)	(86)
<b>Cash flows from operating activities</b>	<b>2,358</b>	<b>1,994</b>	<b>2,250</b>	<b>2,231</b>	<b>2,247</b>
Capex (Invest)/Divest	(322)	(278)	(400)	(1,200)	(1,000)
Others	(890)	(663)	(90)	(365)	(567)
<b>Cash flows from investing activities</b>	<b>(1,212)</b>	<b>(940)</b>	<b>(490)</b>	<b>(1,565)</b>	<b>(1,567)</b>
Debt financing (repayment)	(3)	(5)	(0)	799	600
Equity financing	0	0	0	0	0
Dividend payment	(1,443)	(1,374)	(1,580)	(1,478)	(1,537)
Others	(890)	(663)	(90)	(365)	(567)
<b>Cash flows from financing activities</b>	<b>(1,458)</b>	<b>(1,393)</b>	<b>(1,581)</b>	<b>(679)</b>	<b>(937)</b>
Net change in cash	(313)	(340)	179	(13)	(257)
<b>Free cash flow (Btm)</b>	<b>2,036</b>	<b>1,716</b>	<b>1,850</b>	<b>1,031</b>	<b>1,247</b>
<b>FCF per share (Bt)</b>	<b>3.0</b>	<b>2.5</b>	<b>2.7</b>	<b>1.5</b>	<b>1.8</b>
<b>Key assumptions</b>	<b>2011</b>	<b>2012</b>	<b>2013E</b>	<b>2014E</b>	<b>2015E</b>
Average TV loading factor (%)	80.0%	83.0%	80.0%	85.0%	90.0%
TV ad revenue (Btm)	3,395	3,860	3,887	4,181	4,651
Radio ad revenue (Btm)	855	942	920	921	922
Concession revenue (Btm)	892	927	953	984	1,017
SG&A/sales (%)	21.0%	20.6%	20.5%	21.5%	22.0%

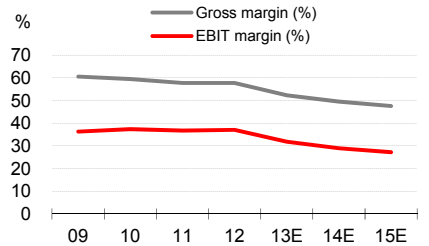
### Revenue growth and asset turnover



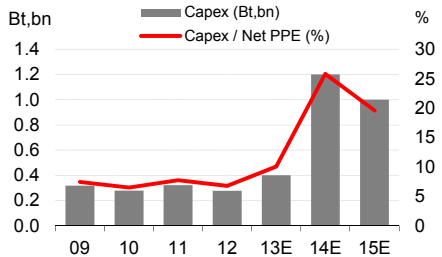
### A/C receivable & A/C payable days



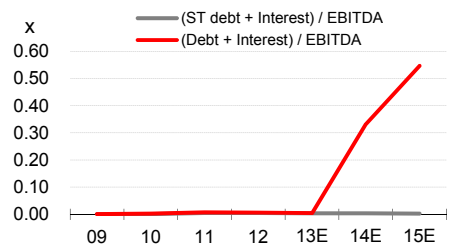
### Profit margins



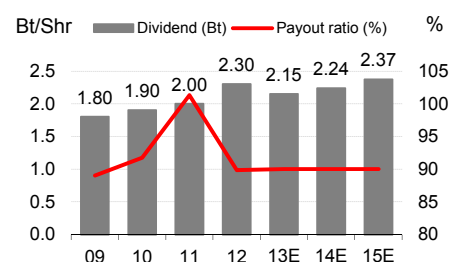
### Capital expenditure



### Debt serviceability



### Dividend payout



## MCOT : Financial Tables – Quarter

QUARTERLY PROFIT & LOSS (Btm)	3Q12	4Q12	1Q13	2Q13	3Q13
Revenue	1,515	1,499	1,283	1,466	1,529
Cost of sales and services	(649)	(591)	(581)	(652)	(754)
Gross profit	866	908	702	814	775
SG&A	(292)	(331)	(334)	(311)	(294)
<b>EBIT</b>	<b>574</b>	<b>577</b>	<b>368</b>	<b>503</b>	<b>481</b>
Interest expense	(3)	(3)	(3)	(3)	(3)
Other income/exp.	39	69	105	62	50
<b>EBT</b>	<b>610</b>	<b>644</b>	<b>470</b>	<b>562</b>	<b>528</b>
Corporate tax	(129)	(159)	(95)	(116)	(96)
After-tax net profit (loss)	482	485	375	446	432
Minority interest	(2)	(4)	(0)	(1)	(1)
Equity earnings from affiliates	0	0	0	0	0
Extra items	0	0	0	0	(56)
<b>Net profit (loss)</b>	<b>480</b>	<b>481</b>	<b>375</b>	<b>445</b>	<b>376</b>
Reported EPS	0.70	0.70	0.55	0.65	0.55
<b>Fully diluted EPS</b>	<b>0.70</b>	<b>0.70</b>	<b>0.55</b>	<b>0.65</b>	<b>0.55</b>
<b>Core net profit</b>	<b>480</b>	<b>481</b>	<b>375</b>	<b>445</b>	<b>431</b>
Core EPS	0.70	0.70	0.55	0.65	0.63
<b>EBITDA</b>	<b>709</b>	<b>711</b>	<b>503</b>	<b>636</b>	<b>618</b>

### KEY RATIOS

Gross margin (%)	57.2	60.6	54.7	55.5	50.7
EBITDA margin (%)	46.8	47.4	39.2	43.4	40.4
Operating margin (%)	37.9	38.5	28.7	34.3	31.5
Net margin (%)	31.7	32.1	29.2	30.3	24.6
Core profit margin (%)	31.7	32.1	29.2	30.3	28.2
BV (Bt)	11.0	11.7	12.2	11.5	11.1
ROE (%)	25.6	24.1	18.0	22.6	19.8
ROA (%)	16.8	17.1	13.1	16.4	13.4
Current ratio (x)	2.4	3.2	3.7	3.6	2.8
Gearing ratio (x)	0.0	0.0	0.0	0.0	0.0
Interest coverage (x)	224.0	227.4	113.7	155.6	149.1

### QUARTERLY BALANCE SHEET (Btm)

Cash & Equivalent	4,882	4,610	4,845	4,616	4,897
Accounts receivable	735	786	655	762	793
Inventory	28	40	52	64	61
PP&E-net	4,166	4,091	4,029	3,918	3,810
Other assets	923	919	935	949	953
<b>Total assets</b>	<b>11,418</b>	<b>11,248</b>	<b>11,449</b>	<b>10,864</b>	<b>11,208</b>
Accounts payable	127	139	136	187	262
ST debts & current portion	6	6	6	7	6
Long-term debt	5	5	4	4	3
Other liabilities	1,275	1,247	1,288	1,259	1,268
<b>Total liabilities</b>	<b>3,864</b>	<b>3,209</b>	<b>3,062</b>	<b>2,949</b>	<b>3,605</b>
Paid-up capital	3,435	3,435	3,435	3,435	3,435
Share premium	2,956	3,438	3,785	3,336	3,026
Retained earnings	2,956	3,438	3,785	3,336	3,026
<b>Shareholders equity</b>	<b>7,499</b>	<b>7,980</b>	<b>8,327</b>	<b>7,879</b>	<b>7,568</b>
Minority interests	55	59	60	36	35
<b>Total Liab.&amp;Shareholders' equity</b>	<b>11,418</b>	<b>11,248</b>	<b>11,449</b>	<b>10,864</b>	<b>11,208</b>

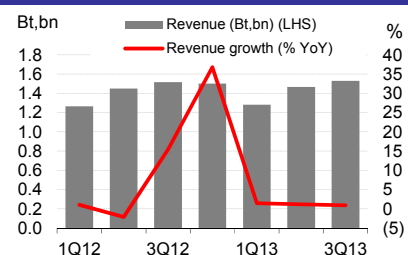
### Key statistics

	3Q12	4Q12	1Q13	2Q13	3Q13
Average TV loading factor (%)	92.0%	80.0%	68.0%	82.0%	82.0%
TV ad revenue (Btm)	1,058	1,007	857	946	1,065
Radio ad revenue (Btm)	244	267	197	246	248
Concession revenue (Btm)	212	226	229	275	216
SG&A/sales (%)	19.3%	22.1%	26.1%	21.2%	19.2%

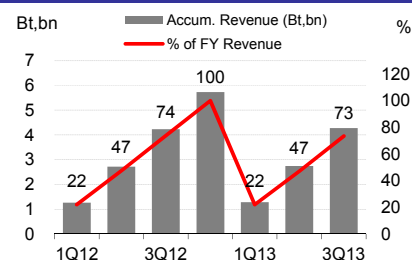
### Company profile

MCOT Plc (MCOT) operates a free-to-air national terrestrial TV station, ModerNine, and 62 radio stations across the country. The firm also collects a percentage of the revenues generated by two TV operators that have MCOT-granted concessions—Bangkok Entertainment Plc (a subsidiary of BEC) and UBC (or TRUE Visions). Bangkok Entertainment operates the nationwide terrestrial TV station, Channel 3. Last year Bangkok Entertainment paid Bt173m in revenue share to MCOT. TRUE Vision runs a multi-channel pay TV business over fiber-optic cable and satellite. It pays 6.5% of its revenue to MCOT. In FY12 it paid Bt522m.

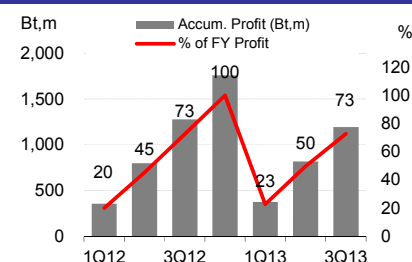
### Revenue trend



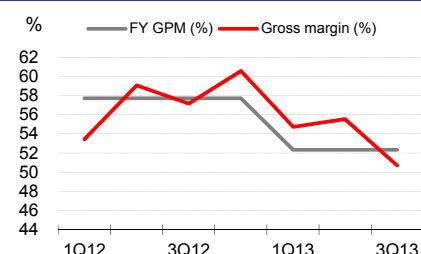
### Revenue trend (accumulated)



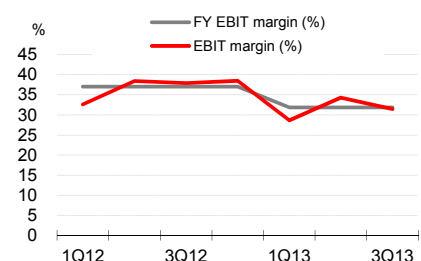
### Net profit trend (accumulated)



### Gross profit margin



### EBIT margin



**Figure 1 : 3Q13 results**

FY Ended 31 Dec (Btm)	3Q13	3Q12	YoY %	2Q13	QoQ %	9M13	9M12	YoY %	9M13 vs. FY13E
<b>Income Statement</b>									
Revenue	1,529	1,515	1	1,466	4	4,278	4,230	1	73
Cost of sales and services	(754)	(649)	16	(652)	16	(1,986)	(1,831)	8	71
EBITDA	618	709	(13)	636	(3)	1,756	1,952	(10)	73
SG&A	(294)	(292)	1	(311)	(5)	(940)	(855)	10	79
EBIT	481	574	(16)	503	(4)	1,352	1,544	(12)	73
Interest expense	(3)	(3)	26	(3)	(0)	(10)	(8)	28	n.m.
Other income/exp.	50	39	28	62	(19)	217	140	55	75
Equity earnings from affiliates	0	0	<i>nm</i>	0	<i>nm</i>	0	0	<i>nm</i>	n.m.
Extra items	(56)	0	<i>nm</i>	0	<i>nm</i>	(56)	0	<i>nm</i>	n.m.
<b>EBT</b>	<b>528</b>	<b>610</b>	<b>(14)</b>	<b>562</b>	<b>(6)</b>	<b>1,560</b>	<b>1,676</b>	<b>(7)</b>	<b>73</b>
Corporate tax	(96)	(129)	(25)	(116)	(17)	(307)	(392)	(22)	71
Minority interest	(1)	(2)	(63)	(1)	(57)	(2)	(6)	(59)	22
<b>Net profit (loss)</b>	<b>376</b>	<b>480</b>	<b>(22)</b>	<b>445</b>	<b>(16)</b>	<b>1,195</b>	<b>1,278</b>	<b>(7)</b>	<b>73</b>
Reported EPS	0.55	0.70	(22)	0.65	(16)	1.74	1.86	(7)	73
<b>Core net profit</b>	<b>431</b>	<b>480</b>	<b>(10)</b>	<b>445</b>	<b>(3)</b>	<b>1,251</b>	<b>1,278</b>	<b>(2)</b>	<b>74</b>
<b>Key ratios</b>									
Gross margin (%)	50.7	57.2		55.5		53.6	56.7		
EBITDA margin (%)	40.4	46.8		43.4		41.1	46.1		
EBIT margin (%)	31.5	37.9		34.3		31.6	36.5		
SG&A / Revenue (%)	19.2	19.3		21.2		22.0	20.2		
Tax rate (%)	18.2	21.1		20.6		19.7	23.4		
Net margin (%)	24.6	31.7		30.3		27.9	30.2		
Current ratio (x)	2.8	2.4		3.6		2.8	2.4		
Gearing ratio (x)	0.0	0.0		0.0		0.0	0.0		
Interest coverage (x)	149.1	224.0		n.m.		139.5	203.1		
<b>Balance Sheet</b>									
Cash & Equivalent	4,897	4,882	0	4,616	6				
<b>Total assets</b>	<b>11,208</b>	<b>11,418</b>	<b>(2)</b>	<b>10,864</b>	<b>3</b>				
ST debts & current portion	6	6	n.m.	7	(8)				
Long-term debt	3	5	n.m.	4	(26)				
<b>Total liabilities</b>	<b>3,605</b>	<b>3,864</b>	<b>(7)</b>	<b>2,949</b>	<b>22</b>				
Retained earnings	3,026	2,956	2	3,336	(9)				
<b>Shareholders equity</b>	<b>7,568</b>	<b>7,499</b>	<b>1</b>	<b>7,879</b>	<b>(4)</b>				
Minority interests	35	55	(36)	36	(2)				

- Ad income was 4% above our estimate, thanks to greater special govt project receipts than assumed
- Revenues was 2% above our model
- Gross profit was 4% below our expectation, due to higher production costs
- GM was 50.7%; our assumption was 53.7%
- SG&A was 2% below our model
- EBIT was 5% below our estimate
- After-tax profit was 3% below our expectation
- One extra item—a Bt56m provision expense for the *Rai Som* court case
- Net profit was 3% below our estimate

Sources: Company data, Bualuang Research estimates

Figure 2: Revenue and gross profit breakdown

	3Q13	3Q12	% YoY	2Q13	% QoQ	9M13	9M12	% YoY
<b>Total revenue</b>	<b>1,529</b>	<b>1,515</b>	<b>1.0</b>	<b>1,467</b>	<b>4.2</b>	<b>4,279</b>	<b>4,229</b>	<b>1.2</b>
- TV	1,065	1,058	0.7	946	12.6	2,868	2,853	0.5
- Radio	248	244	1.6	246	0.8	691	675	2.4
- Concession	216	212	1.7	275	(21.5)	720	701	2.7
<b>Total cost of services</b>	<b>(754)</b>	<b>(649)</b>	<b>16.1</b>	<b>(652)</b>	<b>15.6</b>	<b>(1,986)</b>	<b>(1,831)</b>	<b>8.5</b>
- Cost of TV & radio	(725)	(622)	16.7	(624)	16.3	(1,902)	(1,743)	9.1
- Cost of concession	(28)	(28)	2.5	(28)	(0.3)	(84)	(88)	(4.4)
<b>Gross profit</b>	<b>775</b>	<b>866</b>	<b>(10.5)</b>	<b>814</b>	<b>(4.8)</b>	<b>2,292</b>	<b>2,398</b>	<b>(4.4)</b>
- TV & radio	588	680	(13.6)	568	3.4	1,657	1,785	(7.2)
- Concession	188	185	1.5	247	(23.9)	636	613	3.7
Gross margin (%)	50.7%	57.2%		55.5%		53.6%	56.7%	
- TV & radio	44.8%	52.3%		47.7%		46.6%	50.6%	
- Concession	86.9%	87.0%		89.7%		88.3%	87.5%	

Source: Company data

Figure 3: Earnings before tax (EBT) and EBT margin breakdown

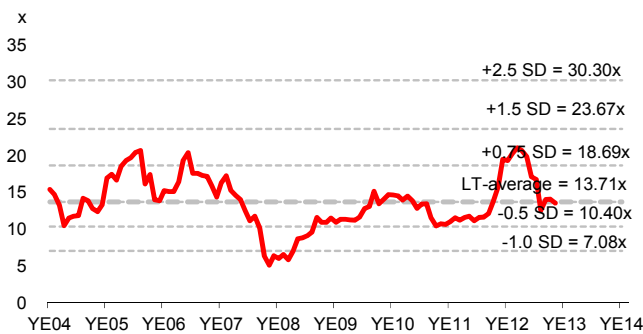
	3Q13	3Q12	% YoY	2Q13	% QoQ	9M13	9M12	% YoY
<b>EBT breakdown</b>								
TV	302	465	(35.1)	335	(10.0)	922	1,201	(23.3)
Radio	86	85	1.3	89	(3.3)	227	205	10.8
Concession	244	185	31.8	246	(0.9)	691	613	12.7
Others	(104)	(125)	(17.1)	(108)	(4.4)	(280)	(344)	(18.5)
<b>Total EBT</b>	<b>528</b>	<b>610</b>	<b>(13.5)</b>	<b>562</b>	<b>(6.0)</b>	<b>1,560</b>	<b>1,676</b>	<b>(6.9)</b>
<b>EBT margin (%)</b>								
TV	28.4%	44.0%		35.5%		32.1%	42.1%	
Radio	34.6%	34.7%		36.1%		32.8%	30.3%	
Concession	112.8%	87.0%		89.5%		96.0%	87.5%	
<b>Average EBT margin</b>	<b>34.5%</b>	<b>40.3%</b>		<b>38.3%</b>		<b>36.4%</b>	<b>39.6%</b>	

Source: Company data

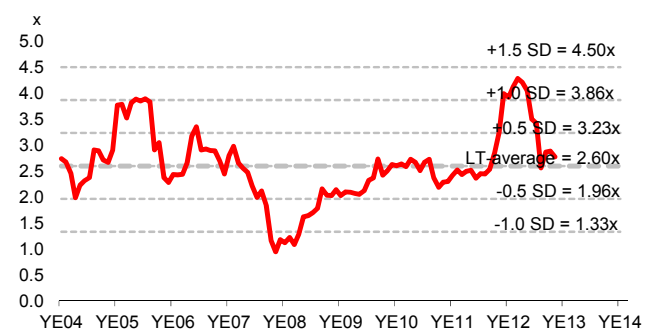
## Regional Comparisons

	Bloomberg Code	Price (local curr.)	Market Cap (US\$ equivalent)	PER (x)		EPS Growth (%)		PBV (x)		ROE (%)		Div Yield (%)	
				2013E	2014E	2013E	2014E	2013E	2014E	2013E	2014E	2013E	2014E
Abs-Cbn Corp	ABSPM	PHP33.5	660	11.9	14.3	6.3	2.4	13	13	111	8.4	2.4	16
Gma Network Inc	GMA7 PM	PHP7.6	585	22.3	21.1	2.1	5.9	n.a.	n.a.	19.9	19.7	n.a.	n.a.
Sun Tv Network Ltd	SUNTV IN	INR392.7	2,454	19.6	16.4	11.7	18.7	5.1	4.5	26.3	27.7	2.6	3.0
Zee Entertainment Enterprise	Z IN	INR277.3	4,223	31.0	25.9	16.7	20.5	6.0	5.1	20.6	21.8	0.9	1.0
Television Broadcasts Ltd	511HK	HKD46.4	2,618	12.1	11.6	-2.7	4.3	2.5	2.3	21.1	20.4	5.4	5.6
Phoenix Satellite Television	2008 HK	HKD2.6	1,695	13.2	12.2	19.8	7.5	2.6	2.2	18.1	18.3	3.0	3.2
Nippon Television Network	9404 JP	JPY1,868.0	4,916	16.1	15.1	13.5	7.3	0.9	0.9	5.9	6.0	1.6	1.7
Tokyo Broadcasting System	9401JP	JPY1,344.0	2,553	24.4	22.5	-6.1	7.8	0.6	0.6	2.6	2.7	1.2	1.3
Tv Asahi Corp	9409 JP	JPY2,321.0	2,329	20.6	17.9	26.7	14.8	0.9	0.8	4.4	4.8	1.3	1.3
Beijing Gehua Catv Network-A	600037 CH	CNY8.4	1,467	27.4	24.6	13.4	14.5	1.6	1.5	6.3	6.9	1.2	1.1
BEC World	BEC TB	THB55.75	3,529	20.4	19.0	14.7	7.3	12.0	11.1	64.5	64.0	4.8	5.1
GMM Grammy	GRAMMY TB	THB16.90	340	n.m.	n.m.	n.m.	n.m.	2.6	3.6	-28.6	-44.2	0.0	0.0
Major Cineplex Group	MAJOR TB	THB18.20	511	14.0	13.5	42.0	3.5	2.4	2.4	17.8	17.8	6.6	6.8
MCOT	MCOT TB	THB33.50	729	14.0	13.5	-6.6	4.0	2.8	2.8	20.5	20.9	6.4	6.7
VGI Global Media	VGI TB	THB12.70	1,327	30.3	26.0	52.6	16.3	2.10	19.0	72.7	76.7	2.9	3.3
Workpoint Entertainment	WORK TB	THB32.00	260	25.5	19.8	-20.1	28.4	6.0	5.3	24.2	29.6	3.0	3.9
<b>Simple average</b>				<b>20.2</b>	<b>18.2</b>	<b>12.3</b>	<b>10.9</b>	<b>4.6</b>	<b>4.2</b>	<b>19.2</b>	<b>18.8</b>	<b>2.9</b>	<b>3.1</b>

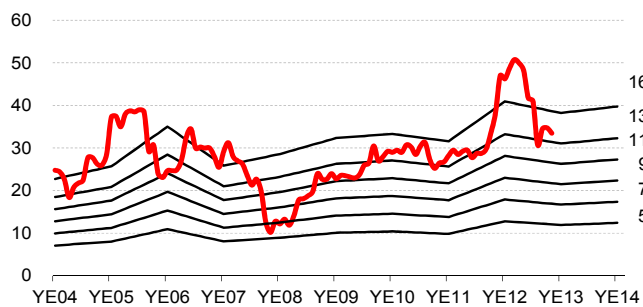
PER band versus SD (next 12 months)



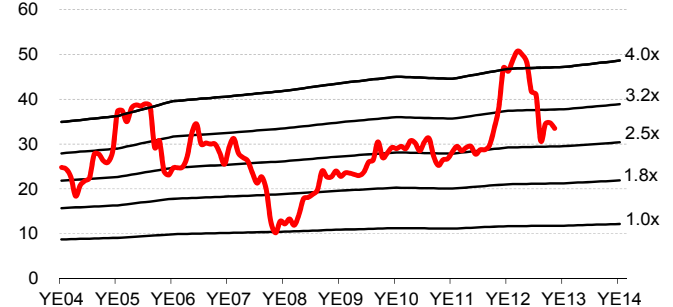
PBV band versus SD (next 12 months)



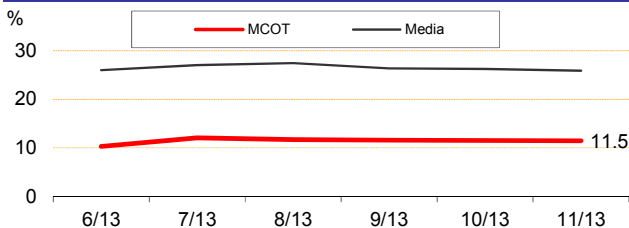
PER band and share price



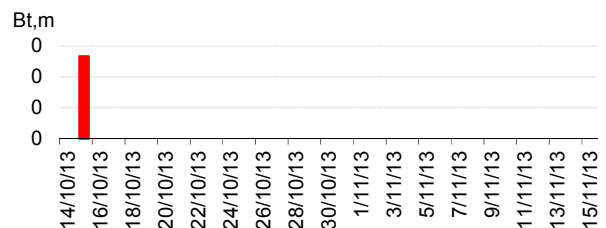
PBV band and share price



Foreign holding



Short selling activities during past four weeks








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Score Range	Score Range	Description
90 – 100		Excellent
80 – 89		Very Good
70 – 79		Good
60 – 69		Satisfactory
50 – 59		Pass
Below 50	No logo given	N/A

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**BUY:** Expected positive total returns of 15% or more over the next 12 months.

**HOLD:** Expected total returns of between -15% and +15% over the next 12 months.

**SELL:** Expected negative total returns of 15% or more over the next 12 months.

**TRADING BUY:** Expected positive total returns of 15% or more over the next 3 months.

##### SECTOR RECOMMENDATIONS

**OVERWEIGHT:** The industry, as defined by the analyst's coverage universe, is expected to outperform the relevant primary market index over the next 12 months.

**NEUTRAL:** The industry, as defined by the analyst's coverage universe, is expected to perform in line with the relevant primary market index over the next 12 months.

**UNDERWEIGHT:** The industry, as defined by the analyst's coverage universe, is expected to underperform the relevant primary market index over the next 12 months.