

MCOT PCL (MCOT)

Key takeaways from analyst meeting on 15 August, 2014

- A decrease in advertising spending together with a drop in MCOT's average rating hurt 2Q14 profits.
- 2H14 revenue outlook looks lackluster although expenses are well under control.
- 2015 prospects largely depend on a new chairman to be appointed and results of 2 newly-launched digital channels in October.

MCOT reported its net profit at Bt163mn in 2Q14, down 18%QoQ and 63%YoY. Revenue was Bt1.17bn, up 5%QoQ but down 23%YoY. The YoY decline was due to the following reasons.

- 1) Most private and government agencies cut their ad spending in 1H14. Moreover, the rating of MCOT's ModernNine TV channel dropped as it did not have rights to broadcast live the World Cup 2014 soccer tournament.
- 2) The NCPO's 27-day blackout order for all satellite TV channels also banned the broadcast of MCOT1 and MCOT World channels.
- 3) The revenue from the joint-venture (JV) between MCOT and True Visions, in accordance with the Agreement on Joint Operations of Subscription Television Business, decreased by 35% YoY or 2% QoQ.

MCOT well control on expense: 2Q14 total expense was flat YoY although the company recorded Bt48mn as a payment for the license fee to operate 2 digital terrestrial channels to the National Broadcasting and Telecommunication Commission (NBTC).

Delay in national digital TV network roll-out: NBTC issued a warning to MCOT to speed up the completion of the first phase of the national digital TV network roll-out in Ubon Ratchathani, Udon Thani and Sing Buri. The delay has been due to the delay in negotiation processes with construction contractors. MCOT is now operating on a temporary rental network for the three provinces. The linking with the three provinces is expected to be completed by the end of August.

MCOT to launch 2 digital channels in October: However, it is difficult to estimate their revenue and profit contributions of these two channels for this year. MCOT's prospects for 2015 should be clearer in 4Q14 after the appointment of the new chairman, probably late September.

	2Q14	1Q14	2Q13	QoQ	YoY
Total Revenue (Btmn)	1,172	1,113	1,529	5%	-23%
TV	725	693	946	5%	-23%
Radio	218	182	246	20%	-11%
JV	171	175	263	-2%	-35%
Others	58	63	74	-8%	-22%
Net Profit (Btmn)	163	198	445	-18%	-63%
EPS (Bt)	0.24	0.29	0.65	-18%	-63%

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Corporate Governance Report of Thai Listed Companies (CGR). CG Rating by the Thai Institute of Directors Association (IOD) in 2013.



ADVANC	BTS	GRAMMY	MCOT	PTT	SC	SSI	TMB
AOT	CIMBT	HANA	MINT	PTTEP	SCB	SSSC	TNITY
ASIMAR	CK	HEMRAJ	NKI	PTTGC	SCC	SVI	TOP
BAFS	CPF	ICC	NOBLE	QH	SCSMG	SYMC	TRC
BANPU	CPN	INTUCH	PAP	RATCH	SE-ED	TCAP	TRUE
BAY	CSL	IRPC	PG	ROBINS	SIM	THAI	TTW
BBL	DRT	IVL	PHOL	RS	SIS	THCOM	TVO
BCP	DTAC	KBANK	PR	S&J	SITHAI	THRE	UV
BECL	EASTW	KKP	PRANDA	SAMART	SNC	TIP	VGI
BKI	EGCO	KTB	PS	SAMTEL	SPALI	TISCO	WACOAL
BROOK	ERW	LPN	PSL	SAT	SPI	TKT	








2S	ASP	CHOW	GBX	JUBILE	LRH	NMG	PPP	SINGER	TCP	TOG	UAC
ACAP	AYUD	CM	GC	KBS	LST	NSI	PREB	SIRI	TF	TPC	UMI
AF	BEC	CNT	GFPT	KCE	MACO	NWR	PRG	SKR	TFD	TPCORP	UMS
AHC	BFIT	CPALL	GL	KGI	MAJOR	OCC	PT	SMT	TFI	TPIPL	UP
AIT	BH	CSC	GLOW	KKC	MAKRO	OFM	PYLON	SNP	THANA	TRT	UPOIC
AKP	BIGC	DCC	GOLD	KSL	MBK	OGC	QTC	SPCG	THANI	TRU	UT
AMANAH	BJC	DELTA	GSTEL	KWC	MBKET	OISHI	RASA	SPPT	THIP	TSC	VIBHA
AMARIN	BLA	DTC	GUNKUL	L&E	MFC	PB	SABINA	SSF	TICON	TSTE	VIH
AMATA	BMCL	ECL	HMPRO	LANNA	MFEC	PDI	SAMCO	STANLY	TIPCO	TSTH	VNG
AP	BWG	EE	HTC	LH	MODERN	PE	SCCC	STEC	TK	TTA	VNT
APCO	CCET	EIC	IFEC	LHBANK	MTI	PF	SCG	SUC	TLUXE	TTCL	YUASA
APCS	CENTEL	ESSO	INET	LHK	NBC	PJW	SEAFCO	SUSCO	TMILL	TUF	ZMICO
ASIA	CFRESH	FE	ITD	LIVE	NCH	PM	SFP	SYNTEC	TMT	TWFP	
ASK	CGS	FORTH	JAS	LOXLEY	NINE	PPM	SIAM	TASCO	TNL	TYM	



A	ASIA	CITY	EASON	HTECH	KASET	MJD	PL	SF	SVOA	TMI	UOBKH
AAV	BAT-3K	CMR	EMC	HYDRO	KC	MK	POST	SGP	SWC	TNDT	UPF
AEC	BCH	CNS	EPCO	IFS	KCAR	MOONG	PRECHA	SIMAT	SYNEX	TNPC	UWC
AEONTS	BEAUTY	CPL	F&D	IHL	KDH	MPIC	PRIN	SLC	TBSP	TOPP	VARO
AFC	BGT	CRANE	FNS	ILING	KTC	MSC	Q-CON	SMIT	TCCC	TPAC	VTE
AGE	BLAND	CSP	FOCUS	INOX	KWH	NC	QLT	SMK	TEAM	TPP	WAVE
AH	BOL	CSR	FPI	IRC	LALIN	NIPPON	RCI	SOLAR	TGCI	TR	WG
AI	BROCK	CTW	FSS	IRCP	LEE	NNCL	RCL	SPC	TIC	TTI	WIN
AJ	BSBM	DEMCO	GENCO	IT	MATCH	NTV	ROJNA	SPG	TIES	TVD	WORK
AKR	CHARAN	DNA	GFM	JMART	MATI	OSK	RPC	SRICHA	TIW	TVI	
ALUCON	CHUO	DRACO	GJS	JMT	MBAX	PAE	SCBLIF	SSC	TKS	TWZ	
ANAN	CI	EA	GLOBAL	JTS	MDX	PATO	SCP	STA	TMC	UBIS	
ARIP	CIG	EARTH	HFT	JUTHA	PRINC	PICO	SENA	SUPER	TMD	UEC	

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

Branch	Address	Phone	Fax
Head Office	540 Floor 7,14,17 , Mercury Tower, Ploenchit Road, Lumpini, Pathumwan Bangkok 10330	02-680-5000	02-680-5111
Silom	191 Silom Complex Building,21st Floor Room 2,3-1 Silom Rd., Silom, Bangrak, Bangkok, 10500 Thailand	02-630-3500	02-630-3530-1
Asok	159 Sermmitr Tower, 17th FL. Room No.1703, Sukhumvit 21 Road, Klong Toey Nua, Wattana, Bangkok 10110	02-261-1314-21	02-261-1328
Pinklao	7/3 Central Plaza Pinklao Office Building Tower B, 16th Flr., Room No.1605-1606 Baromrajachonnanee Road, Arunamarin, Bangkoknoi, Bangkok 10700	02-884-7333	02-884-7357, 02-884-7367
Chaengwattana	99/99 Moo 2 Central Plaza Chaengwattana Office Tower, 22nd Flr., Room 2204 Chaengwattana Road, Bang Talad, Pakkred, Nonthaburi 11120	02-119-2300	02-8353006
Chaengwattana 2	9/99 Moo 2 Central Plaza Chaengwattana Office Tower, 22nd Flr., Room 2203 Chaengwattana Road, Bang Talad, Pakkred, Nonthaburi 11120	02-119-2388	02-119-2399
Mega Bangna	39 Moo6 Megabangna, 1st Flr., Room 1632/7 Bangna-Trad Road, Bangkaew Bangplee, Samutprakarn 10540	02-106-7345	02-105-2070
Rayong	356/18 Sukhumvit Road, Nuen-Phra Sub District, Muang District, Rayong Province 21000	038-808200	038-807200
Khonkaen	26/9 Srijanmai Road, Tamboonnaimuang, Khon Khaen 40000	043-334-700	043-334-799
Chonburi	44 Vachiraprakarn Road, Bangplasoi, Muang Chonburi, Chonburi 20000	038-274-533	038-275-168
Chaseongsao	233-233/2 Moo2 1st Flr., Sukprayoon Road, Na Meung Sub-District, Meung District, Chachoengsao 24000	038-981-587	038-981-591