

Management's Discussion and Analysis on the Company's Operating Results based on the Financial Statements for the three-month periods ended September 30, 2007

Overview of the Company and its Subsidiary Result of Operations

	Unit : Million Baht (Reviewed)		
	July-Sep 2007	July-Sep 2006	% Change (YoY)
Total Revenues	1,082	1,160	-7
TV Revenues	668	764	-13
Radio Revenues	216	204	6
Joint operation and others	198	192	3
Total Expenses	669	580	15
Net Profit	299	391	-24
EPS	0.44	0.57	-23

	Unit : Million Baht (Reviewed)		
	July-Sep 2007	April-June 2007	% Change (QoQ)
Total Revenues	1,082	927	17
TV Revenues	668	517	29
Radio Revenues	216	206	5
Joint operation and others	198	204	-3
Total Expenses	669	593	13
Net Profit	299	242	24
EPS	0.44	0.35	26

**Note:** The Company's operating results presented in its financial statements were different from those presented in the consolidated financial statements due to a change in accounting method in recording investments in subsidiaries and joint ventures in the Company's financial statements.

According to the Company's operating results for the third quarter of 2007 (July – September 2007), its total revenues decreased 7%, compared with those of the same period last year, but increased 17%, compared with those of the second quarter of 2007, the details of which are as follows:

**Television** Television revenues decreased 13 % (YoY), compared with those of the same period of 2006, but surged 29% (QoQ) when compared to those of second quarter 2007. Specifically, while the total advertising spending on television increased only 9% QoQ, but MCOT's share of the total advertising spending on television went up 19% QoQ. As a result of the more popularity in the news program caused by the program reshuffle in July 2007, and also the special projects, such as 24<sup>th</sup> Unisersiade, Bangkok 2007, Academy Fantasia 4 (AF4).

**Radio** Radio revenues kept continually increased 6% YoY, and 5% QoQ, even though the total advertising spending on radio fell 5% QoQ due to the Company's strength in marketing and sales. In addition, such activities and events to promote radio stations finally paid off.

**Expenses** The expenses went up 15% YoY due to the increase in the costs of TV and radio production, as well as the increase in the SG&A. The surge in the expenses was in accordance with the increase in salary expenses for the TV news staffs and marketing staffs, and the increase in the expenses for the special live program.

**Net profit** The Company's net profit in the third quarter of 2007 was Baht 299 million, down 24% YoY but up 24% QoQ. Earning per share (EPS) is equal to Baht 0.44.

With total assets of Baht 8,273 million, total liabilities of Baht 1,631 million and total shareholder's equity of Baht 6,643 million, MCOT Plc.'s financial position remains strong.