

MCOT's partnership focus leads to tie-ups

WATCHIRANONT THONGTEP
THE NATION

TO IMPROVE its TV station's ratings and boost advertising revenue, MCOT is putting more focus on partnerships with leading content owners like Nation Broadcasting Corp (NBC) and TrueVisions.

The state-owned media enterprise will today partner with TrueVisions – the country's leading subscription-based TV operator – to telecast 17 free-view matches during the Toyota Thai Premier League's 2015 season, which starts this month. TrueVisions is the holder of the Thai football league's broadcasting rights.

MCOT yesterday announced the revival of its partnership with NBC – a subsidiary of Nation Multimedia Group – under which it will jointly produce a news talk show named “Ying Tok, Kanok Sak”, co-hosted by outspoken TV food presenter and veteran chef Yingsak Jonglertjesdawong and TV anchor Kanok Ratwongsakul from Nation TV.

Starting next month, the show will be aired from 6.20 to 6.50pm on weekdays on MCOT's Modernine TV and MCOT HD.

The two hosts will discuss the hot topic of the day in their own unique style to help viewers gain a better understanding of current affairs, while being entertained as they do so.

MCOT president Sivaporn Chomsuwan said that under the partnership with NBC, “Ying Tok, Kanok Sak” would be co-produced on a time-sharing benefit basis.



NATION/DULYAPORN CHAIRIT

TV food presenter and veteran chef Yingsak Jonglertjesdawong, left, and Nation TV's anchorman Kanok Ratwongsakul jointly launch a new variety talk show “Ying Tok, Kanok Sak” yesterday. The programme, a partnership between MCOT and NBC, will start broadcasting on Modernine TV next month from 6.20 to 6.50 pm on weekdays.

"We hope this new talk show will be a hit among our target audience in our super prime-time slot, while other leading TV channels provide only entertainment programmes like dramas, variety and game shows," he said.

During prime time, MCOT charges advertisers about Bt350,000 to Bt450,000 per minute. The company aims to maintain these rates throughout the year despite facing high competition from new rivals, and particularly from digital-TV channels, said Sivaporn.

The partnership forms a key strategic element of MCOT's plans for the second half of the year, while his team has also prepared about Bt300 million to Bt400 million for new content development, he added.

MCOT's chief expects the move will help Modernine TV to maintain its position as a top-five player among free-TV channels.

NBC chief executive officer Adisak Limparungpatanakij said that with this partnership, NBC expected to gain additional revenue on top of its existing business, which includes the operation of Nation TV, the digital terrestrial news channel 22.

"NBC and MCOT have been in a good relationship for the last three decades, since the two parties launched the 'Nation News Talk' programme hosted by veteran news anchor Suthichai Yoon. But for just the past two years, NBC's support was discontinued as a result of MCOT's management and policy change," he explained.