

BROADCASTING

MCOT to adjust shows more often

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SET-listed MCOT Plc, the state-owned broadcaster, plans to frequently adjust its TV programming to attract more attention from audiences and advertising agencies in the second half of this year.

The operator of Channel 9 will continue to focus on producing edutainment content to serve its target audiences.

President Sivaporn Chomsuwan said MCOT would revise its TV programmes including news, edutainment and variety every two months in a bid to compete with other digital TV channel operators.

"The digital TV business is highly competitive. We have to change all the time and have updated and attractive content to draw audiences to watch our programmes," he said.

If MCOT does not adjust or improve itself, it will fall behind as the other channels will change content all the time as well.

Apart from adding more edutainment and variety shows, Mr Sivaporn said MCOT is ready to launch two TV drama series in October to expand its audience base to reach the younger generation.

Its channel's new programme line-up

has been effective since Aug 1.

Mr Sivaporn said MCOT will continue using the total media integration strategy to reach every target audience group and attract media agencies to advertise on its channel in the most effective way.

MCOT will integrate its two digital TV channels, MCOT HD Channel 9 and MCOT Family, and 63 radio stations nationwide to widen its audience base as much as possible.

He is banking on the TV programming adjustment to raise the channel's TV viewership ranking. MCOT was ranked ninth among 24 digital TV channels in July, according to Nielsen Co (Thailand).

However, it is difficult for Channel 9 to compete with the other top eight channels because most of them have positioned themselves with a focus on entertainment, so the channel will have to put more effort to find new content to compete with them.

In a previous interview, Mr Sivaporn revealed that MCOT's revenue this year is projected to increase by 14% after the TV programmes and news adjustment.

Last year, MCOT posted 57.8 million baht in net profit, a huge drop from 503.7 million in 2014, on revenue totalling 3.84 billion baht, down from 4.45 billion baht.

MCOT's core TV business contributed 44% of total revenue, followed by radio at 25%, joint ventures at 13%, digital TV network rentals at 7%, other items at 6% and new media at 5%.

MCOT shares closed last Thursday on the Stock Exchange of Thailand at 15.10 baht, down 50 satang, in trade worth 34.8 million baht.