

BROADCASTING

Channel 9 adds entertainment in revenue drive

NANAT SUCHIVA

SET-listed MCOT Plc, the operator of Channel 9, is restructuring its TV content by adding more entertainment programmes and partnering with other state agencies to raise its revenue by 10% next year.

MCOT acting president Piset Chiyasak said the broadcaster will push for a clear target segmentation for Channel 9, which has a simulcast broadcast on MCOT HD channel.

"We want to play a role in building a knowledge-based society for Thai people and this goal remains unchanged. Our channel's primary content is about facts and entertainment and we will adjust it by broadcasting more entertainment and documentary programmes to help build stability for our future TV ratings," he said.

The content restructuring also includes the enhancement of news programmes to have more in-depth current affairs programmes and reports, which will be aired next year.

For its children's channel MCOT Family, the content will remain focused on edutainment.

MCOT projects that its TV content will be 30% news and current affairs, 30% entertainment and 40% documentaries.

Mr Piset said about 70% of its TV content will be produced by MCOT, a change over

recent years whereby half of its programmes have been produced through partnerships with external production houses.

MCOT has the production capability to produce TV programmes itself and does not want to spend too much on hiring production houses like in the past, he said.

After the TV content restructuring, Mr Piset believes that Channel 9's revenue will increase by 10% next year, thanks to less dependence on outside production houses and the new content, which is expected to reach more target viewers.

MCOT expects to see its revenue contribution from the public sector jump to 30% next year, up from 10% at present, as it will have more engagement with other government agencies, he said.

"We will easily cooperate with other government agencies and our potential partnerships can cover all forms of media networks from radio to terrestrial TV broadcasts," added Mr Piset.

In the third quarter of this year, it reported 660 million baht revenue, a 36% drop year-on-year, while its net loss was 257 million, compared with a net profit of 55 million in the same period last year.

For the nine-month period, its net loss stood at 463 million baht and revenue totalled 3.43 billion.

Soonthorn Areerak, MCOT executive vice-president, said the company plans to distribute its documentary and entertainment content to regional and global markets through the distribution network of MCOT Global.

Panorama Worldwide, a subsidiary of MCOT, specialises in producing quality documentaries. Its documentaries will focus on the Chinese market as the country has a lot of potential and its people have strong purchasing power, he said.

"I believe MCOT can provide a one-stop production and broadcast solution for international broadcasters with support from Panorama Worldwide," said Mr Soonthorn.

MCOT shares closed on Friday on the SET at 14 baht, unchanged, in trade worth 2.7 million baht.

**Piset Chiyasak**