

**MEDIA**

# New MCOT boss promises top-10 digital TV ranking

**NANAT SUCHIVA**

The new chief of SET-listed MCOT Plc, the state-owned broadcaster, vows to push its MCOT HD30 channel into the top 10 digital channels this year.

The company also strives to develop content for MCOT Family 14 and drive viewership for its children's channel, said Kemmatat Paladesh, the newly-appointed president.

"Our two digital TV channels need to reposition themselves in terms of content and operations to be more lively and sophisticated, while more edutainment programmes will be added to grow the fan base and get higher ratings," he said.

The channel repositioning will take 2-3 months. The proposal is scheduled to be endorsed at the company's board meeting this month.

MCOT HD30, the company's flagship channel, was ranked 12th among 24 digital TV channels in February, according to a survey by Nielsen Thailand.

Mr Kemmatat is confident it is the right time to build a stronger foundation for future MCOT growth after facing many

financial problems the past three years.

"After the channel repositioning, I believe MCOT will rebound in the ratings this year or the beginning of next," he said.

Mr Kemmatat said the old analogue TV channels such as MCOT's Channel 9, BEC World's Channel 3 and BBTV's Channel 7 are unable to carve out a specific segment and compete with new digital TV players directly.

"Old analogue channels should diversify their content to serve every target group, the so-called mass audience," he said.

To support the government's Thailand 4.0 scheme, Mr Kemmatat said MCOT will play its role by having quiz shows to help people understand the policy.

He said the company's core revenue will continue to come from two business units: broadcast and non-broadcast, such as digital media, radio and land leases.

Last year MCOT posted a net loss of 735 million baht on revenue totalling 2.83 billion baht, down from 57.8 million in net profit and 3.84 billion in revenue in 2015.

MCOT shares closed yesterday on the SET at 13.70 baht, down 30 satang, in trade worth 6 million baht.



**Kemmatat: Channels need content rejig**