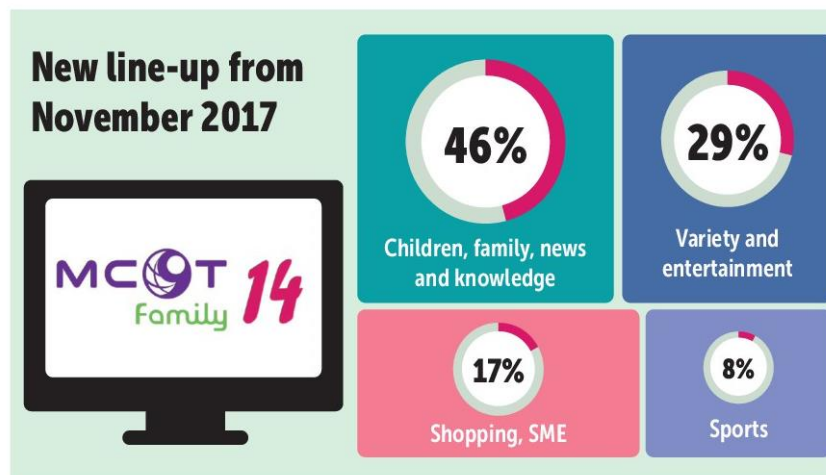


**BROADCASTING**

BANGKOK POST GRAPHICS

# MCOT rejigs line-up for TV channel 14

NANAT SUCHIVA

MCOT Plc, the operator of MCOT HD and MCOT 14 digital TV channels, will reshuffle its standard-definition channel MCOT 14 to improve its revenue and ratings.

MCOT president Kemmatat Paladesh said the TV programme reshuffle will add viewership because MCOT 14 is not as popular as main channel MCOT HD.

Based on the programme rearrangement, children and family content will comprise 46% according to National Broadcasting and Telecommunications Commission rules, while variety and entertainment programmes will be 29%, sports 8%, and the remaining 17% will be airtime rental for outsource production houses.

Mr Kemmatat did not elaborate the programme reshuffle, but the programme additions are content related to small and medium-sized enterprises and e-commerce supporting local and One Tambon One Product items.

"I believe the reshuffle of MCOT 14 will benefit the company in terms of generating more revenue and boosting the ratings viewership of the channel, which has been unsuccessful the past three years," he said.

Mr Kemmatat said MCOT Family and MCOT 14 always follow the national regulator on TV programme shake-ups and will strictly follow the rules to improve content for kids and families in the digital TV industry.

MCOT 14 will focus more on children and family content in addition to more animation, Chinese TV series and sports.



**Mr Kemmatat believes the changes will help ratings.** WEERAWONG WONGPREEDEE

He is confident the company can build a stronger foundation for growth after facing financial problems the past three years.

"I believe MCOT 14 will rebound in the ratings next year," said Mr Kemmatat.

He said 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 baht in revenue in 2015.