

AT A GLANCE

CULTURAL EXCHANGE

MCOT, Chinese giant join hands to exchange content

MCOT Public Co Ltd has joined hands with China Radio International (CRI), a leading Chinese media organisation, on delivering high-quality content to Chinese and Thai audiences with the aim of promoting cultural exchange and generating more revenue.

On Monday, MCOT signed the Cooperation Agreement on Content Distribution with Oriental CAMG (Asia) TV Network Limited, a subsidiary of China Radio International (CRI), allowing both companies to exchange high-quality content and expand their audience base in the two countries.



Under this cooperation, MCOT will be able to deliver more high-quality content from China to Thai audiences, the company said. Recently, MCOT allocated a specific block on 9 MCOT HD for the broadcast of Chinese series, including Novoland and Princess Agent, in response to the Thai audience's increasing demand for Chinese content. With its comprehensive media outlets including TV, radio and online, Chinese series fans in Thailand will have now have easy access and enjoy their favourite programmes anytime anywhere, MCOT said.

CRI's programmes to be broadcast next year on MCOT's digital TV channels include two documentary programmes "Maritime Silk Road" and "Poetic Life Handmade in China"; two series: "The Nanny Man" and "Wind Shadow for Black Fox"; and an edutainment programme that teaches the Chinese language "Sawasdee China".

MCOT is planning to distribute content produced by Thai producers in China as well. This is a good opportunity for MCOT to generate more revenue in the Chinese market, said Nanthasit Leksrisakul, chief strategy and finance officer of MCOT.