

AT A GLANCE

LOOKING AHEAD

MCOT plans to boost digital TV capabilities

MCOT Plc said its 2018-2022 strategic plan will focus on enhancing digital TV capabilities while engaging more with Thai society.

The company projects its revenue target growth up to 10 per cent to reach Bt3 billion next year and firmly denies the plan to lay off its employees, the company's president Kematat Paladesh said yesterday.



"Under this strategic plan, corporate restructuring to enable effective human resource management and development and expenses control are the top two priorities that need to be accomplished. Following the government's MRT line extension project, the 50-rai plot on Watthanatam road has great potential to be the new source of revenue in the future," he said.

"Recently, we have held several talks with interested foreign investors. It is likely that this project will be developed under the public-private partnership (PPP) model. To generate short-term revenue, part of the land (10 rai) is leased out to a subsidiary of CH Karnchang Plc to be used as a temporary residence for MRT Orange Line's workers.

"Moreover, our Company plans to add value to our e-commerce services and continues to generate additional revenue from new media business. We are also interested in partnering with E-commerce and OTT service providers."