

PR-TC017/2013

THAICOM Enhances satellite TV broadcasting quality Allocates new frequencies for TV channels

Nonthaburi, Thailand (October 17, 2013) – THAICOM Plc, a leading Asian satellite operator, has enhanced satellite TV broadcasting quality by allocating new frequencies of TV channels on its satellite.

Mr. Paiboon Panuwattanawong, Chief Technical Officer of THAICOM Public Company Limited, said that, "THAICOM has technically optimized the satellite transmission and allocation of the TV channels on the satellite to greatly enhance the audience's viewing experience with more superior video and sound."

THAICOM has transferred the frequencies of twenty (20) TV channels and three (3) radio channels on the Ku-Band frequency from 12355/30000/Horizontal Polarization to the new frequency of 12313/30000/Vertical Polarization starting from September 1st, 2013 onwards. However, transmission of the original frequency will still continue until October 31st, 2013.

In order to minimize the impact of this enhancement during the transition stage, the company has worked closely with its partners in planning and announcing the changes to the viewing public. The company informed the TV platform operator to update the latest parameters to its set-top-boxes with OTA ("over-the-air") features. For viewers using set-top-boxes with an OTA feature, the new frequencies will be automatically updated. For viewers using set-top-boxes without the OTA feature, THAICOM has coordinated with the TV platform operators to publically announce the changes through the TV tickers. From October 24th, 2013, the aforementioned TV channels will cease regular broadcasting and broadcast an instruction for viewers to change to the new frequencies.

During this enhancement process, over 90% of the viewers have set-top-boxes with an OTA feature and therefore will not experience any affects. For viewers with set-top-boxes with an OTA feature, all that is required is to unplug the set-top-box and re-plug it again in order for the set-top-box to reset to the new frequencies. For the minority of viewers that have set-top-boxes without the OTA feature, viewers can manually tune to the new frequencies or contact their service provider or installer.

"The allocation of new frequencies for the TV channels will significantly enhance the quality of signal for the viewing public. We have been closely coordinating and planning this enhancement with our partners to ensure minimum impact to the viewers. During the implementation process, the THAICOM technical team is working hand in hand with TV platform providers and set-top-box providers to ensure that all viewers switch to the new frequencies as soon as possible," **Mr. Paiboon** iterated.

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Type of Set-Top-Box	Upgrade Process	In Case of Problems
Set-Top-Box <u>with</u> OTA feature	The system will transmit an updated channel lists automatically and the viewer can view the program as usual.	<p>- In case the viewer cannot view the TV program,</p> <ol style="list-style-type: none"> 1. Unplug the set-top-box and wait, 2. Plug the set-top-box and turn it on again. The box will reset to the new frequencies and automatically update. <p>- If it is still unsuccessful, please contact the set-top-box service provider or installer to tune the channels manually</p>
Set-Top-Box <u>without</u> OTA feature	<ol style="list-style-type: none"> 1. Manually tune to the new frequency of 12313/30000/Vertical Polarization <p>OR</p> <ol style="list-style-type: none"> 2. Contact the set-top-box service provider or installer to tune the channels manually 	- Please contact the set-top-box service provider or installer

About THAICOM

THAICOM Plc., an Asia's leading satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband under the international standard service. The Company houses many high profiled engineering team to provide leading-edge innovative solutions on telecommunication and satellite that answer every need with a full spectrum of services. Until now, **THAICOM** has launched five satellites into the orbit; and two satellites are in operations. THAICOM 5 is a "Hot bird" broadcasting satellite for Thailand and SE Asia, boarding more than 470 TV channels, coverage over Thailand and SE Asia. THAICOM-4(IPSTAR) is the world's first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. The Company will launch THAICOM-6 in 2013 providing additional capacity to strengthen THAICOM's "Hot bird" position, and will also serve the African market under the name "Aficom-1". THAICOM-7 will be launched in 2014 to expand THAICOM's service capacities and coverage in the regions.

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