

Thaicom gets ready for Digital TV trial run Accommodating the Must Carry rule starting 1 April

Nonthaburi, March 26, 2014 - Thaicom Public Company Limited, in cooperation with broadcasters and providers of set-top-boxes, will start broadcasting the Digital Terrestrial TV (DTT) system signals on a trial basis in accordance with the National Broadcasting and Telecommunications Commission's Must Carry rule from the 1st of April.

Mr. Paiboon Panuwattanawong, Chief Technical Officer of Thaicom PLC stated that "Thaicom, as a satellite transponder service provider, is ready to broadcast the digital-TV channels trials via Thaicom's satellite network. The trials are an important step in the transformation of Thailand's television industry from analogue to digital broadcasts."

With the implementation of the Must Carry rule issued by the NBTC, all terrestrial-based digital TV programs must be able to reach every Thai household equipped with compatible devices from the 1st of April, 2014. To ensure that this target is attained as quickly as possible, Thaicom has worked closely with TV platform and set-top-box providers to rearrange channel numbers to support improved viewing pleasure for the public and to support the satellite network signal transmissions for digital TV channels. As part of these improvements, the Company has also informed all set-top-box platform operators to update the latest channel numbers to existing set-top-boxes through over-the-air (OTA) upgrade signals.

The OTA process will be conducted in 2 phases, with the 1st phase aimed at viewers receiving broadcasts via the C-band frequency from Thaicom's satellites, and the 2nd phase for those receiving signals from the Ku-band. More than 90% of viewers already use set-top-boxes with an OTA feature, and they are encouraged to unplug the set-top-box for a few moments before re-connecting in order to reset the new channel numbers properly. Viewers who do not have an OTA-enabled set-top-box are advised to contact their service provider or installer to refine the satellite tuning. Further arrangement on implementation of the 2nd phase for Ku-band will be made later on. More information is available on www.thaicom.net

"Thaicom recognizes that this is an important step for Thailand's broadcasting industry, and we are well-prepared for this new change. We are supporting growth of the broadcasting industry to ensure smooth transition from analogue to digital. Thaicom is committed to enhancing the audience's viewing pleasure, and the technical trials commencing soon are aimed at ensuring viewers' convenience and satisfaction," **Mr.Paiboon added.**

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About Thaicom

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PR-TC007/2014

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Thaicom Public Company Limited, a leading Asian satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband. The Company houses high profiled engineering teams 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 six satellites into the orbit; three satellites are in operations. Thaicom 5 and Thaicom 6 are a "Hot Bird" broadcasting satellite for Thailand and SE Asia, boarding more than 600 TV channels, coverage over Thailand, SE Asia and Africa (by the name "Aficom-1"). Thaicom 4 (IPSTAR) is the world's first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. With the unique performance and technology of Thaicom 4, the Company has provided its solutions to many countries in the region to enable the broadband connectivity everywhere, also to recover communication networks at the time of disasters; such as in Japan, China and New Zealand. And further in 2014, Thaicom 7 will be launched to expand Thaicom's servicing capacity and footprint in the regions.

Thaicom PLC is listed on the Stock Exchange of Thailand (SET) under the trade symbol "THCOM".

What is Thaicom 6?

Thaicom 6, a conventional satellite which will be co-located with THAICOM-5 at 78.5 degrees East ("Hot Bird" position), and carry Ku- and C-band payload. The Ku-band payload will be comprised of 9 transponders (TPE) providing services to the Southeast Asia (mainland). The C-band payload will feature 24 C-band transponders (TPE) providing services via the satellite's regional beam to Southeast Asia and Africa. Thaicom 6 will expand the company's business by providing telecommunication and broadcast services to more customers in those areas and maintaining THAICOM's "Hot Bird" position in the region.

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Channel numbers rearrangement to existing set-top-boxes for digital-TV broadcasting via Thaicom's satellite network.

Channel no. on Set-Top-Box	Type of channel	Channel name
1	General broadcasting service	Depend on the channel number rearrangement of each Set-Top-Box provider
2		
3		
4		
5		
6		
7		
8		
9		
10		
11	General broadcasting service : Public category (1)	TV5 HD1
12		NBT
13		TPBS
14		Future Channel
15		Future Channel
16		Future Channel
17		Future Channel
18		Future Channel
19	General broadcasting service : Public category (2)	Future Channel
20		Future Channel
21		Future Channel
22		Future Channel
23	General broadcasting service : Kid category	3 Family
24		MCOT Family
25		LOCA

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Channel no. on Set-Top-Box	Type of channel	Channel name
26	General broadcasting service : News category	TNN24
27		THV
28		NEW TV
29		SPRINGNEWS
30		BRIGHT TV
31		VOICE TV
32		NATION TV
33	General broadcasting service : SD category	Workpoint TV
34		TRUE4U
35		G25
36		NOW
37		CH8
38		3 SD
39		Mono TV
40	General broadcasting service : HD category	MCOT HD
41		ONE
42		Thairath TV
43		3 HD
44		ATV by AMARIN
45		BBTV CH7
46		PPTV
From 47 and above		Other broadcasting service, according to the licensee.

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