

Thaicom's Ku-band is ready for digital-TV and the Must Carry starting 22 April

Thaicom steps forward for digital-TV broadcasting, upgrading the new channel order for Ku-band frequency after the successful C-Band frequency upgrading and channel ordering to drive Thailand's digital-TV trial run through satellite network

Nonthaburi, April 10 2014: Thaicom Public Company Limited, Thailand's satellite operator, prepare to implement the 2nd phase of the digital-TV trial run. Following to the success of transition in C-band frequency which was upgraded on 1 April, the Ku-Band signal will be undergoing over-the-air (OTA) upgrading process in channel numbering and signal tuning for existing set-top-boxes starting from 22 April. Thaicom has prepared to broadcast the Digital Terrestrial TV (DTT) signals via Thaicom's satellite network in accordance with the National Broadcasting and Telecommunications Commission's Must Carry rule.

Mr.Paiboon Panuwattanawong, Chief Technical Officer of Thaicom PLC stated that, "After the successful broadcast of terrestrial-based digital-TV program starting 1 April endorsed by the National Broadcasting and Telecommunications Commission, Thaicom has rearranged channel numbering and successfully updated the signal to existing C-band frequency's set-top-boxes for the broadcasting of digital-TV programs since April 1st trial run. By working with TV platform and set-top-box providers, Thaicom will implement the 2nd phase for Ku-band frequency linked from Thaicom's satellites through OTA process starting on April 22nd in order to improve audiences's viewing pleasures.

To enhance transition and viewing experiences by update the latest channel numbers through OTA upgrading of the Ku-band, more than 90% of viewers who have already used the set-top-boxes with OTA feature will be able to receive the signal smoothly. The viewer using set-top-boxes with an OTA feature 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 without OTA enabled set-top-box are advised to contact their service provider or installer to refine the satellite tuning.

"Thaicom continues to support the transition of Thailand's broadcasting industry from analogue to digital. As a Satellite operator providing digital-TV broadcasting, Thaicom is well-prepared and is able to broadcast the digital-TV at the first day of the trial period. Thaicom will always work closely with TV platform and set-top-box provider to ensure each program broadcasted over Thaicom's satellites network are received efficiently on every platforms both C-band and Ku-band. Thaicom also aimed to enhancing the viewers's experience by delivering the high quality picture and sound to the audiences all over the country, and intend to support the growth of broadcasting industry to gain benefits to Thai people." **Mr.Paiboon** added.

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PR-008/2557

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About Thaicom

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 "Aicom-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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