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## Thaicom leads broadcasting industry

### Showing the Future Trend of Television Industry in 2015

**Thaicom PLC** led by **Suphajee Suthumpun, Chairman of the Executive Committee and CEO**, together with the management have recently hosted a conference in topic "Broadcasting : Connecting the Future" to address the changes of broadcasting industry in various significant angles including the role of Thaicom as the industry leader who provides Satellite-based digital-TV broadcasting. The "How to sell the advertising space" presentation and discussion session on the topic "How to make the content right and meet the targeted audience" were also presented during the event. Honorable guests and key speakers from the Thai broadcasting industry included Lt Gen Peerapong Manakit Broadcasting Committee Member of NBTC, Worasit Leelaburanapong CEO of PSI Broadcasting Ltd, Pornpan Techarungchaikul Chief Operating Officer of RS PLC, Chalakorn Panyashom Assistant Chief Executive Business Television 2 and Special Project of Workpoint Entertainment PLC, Sasikorn Chansate chief executive of the TV business of Kantana Group and Rathakorn Surbsuk committee member of Media Agency Association of Thailand.

#### **PR CONTACT:**

#### ***Corporate Communications***

**Thitipa Laxanaphisuth****Sujitra Yingpoemmongkol****Kanthamane Maneepark**

0-2596-5041, 09-8584-6880

0-2596-5060 Ext. 8493, 09-9004-5045

0-2596-5060 Ext. 8407, 08-1346-5252

[thitipal@thaicom.net](mailto:thitipal@thaicom.net)[sujitray@thaicom.net](mailto:sujitray@thaicom.net)[kanthamaneem@thaicom.net](mailto:kanthamaneem@thaicom.net)

#### **Thaicom Public Company Limited**

41/103 Rattanathibet Road, Nonthaburi, 11000

Website: [www.thaicom.net](http://www.thaicom.net), [www.ipstar.com](http://www.ipstar.com)

At the event, Thaicom had also presented the full range of future digital technologies which the participants could experience and share with others such as Ultra HD TV and Hi-res Audio technology, Multi-Screen technology and Second Screen Technology. The conference was held at the Pullman Bangkok King Power Hotel recently.

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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 "Africom-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.

In 2014, THAICOM 7 launched in addition to existing satellite while THAICOM 8 has been under the production process which will finally also be launched to the "Hot Bird", 78.5 degrees EAST around the first half of 2016. The new bird will increase more transponders that serve the countries in Asia and Africa.

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

#### **About THAICOM 7**

THAICOM 7 built by Orbital Sciences Corporation of U.S.A. There are 14 C-Band transponders in total, covering South Asia, Southeast Asia, Australia and New Zealand. THAICOM 7 will be launched into the 120 degrees East in September 2014 conveyed by Space Exploration Technologies Corporation (SPACE X)'s Falcon 9 of USA. This will create the economic opportunity of Thailand and expand the competency of the company to provide telecommunication services as well as respond to the customer demand within the servicing area.

#### **About THAICOM 8**

THAICOM 8 will have a total of 24 Ku-Band transponders, covering Thailand, South Asia and Africa. THAICOM 8 will serve customers' needs for increased Ku-band capacity and also strengthen THAICOM's Hot Bird platform at 78.5 Degrees East. Orbital Sciences Corporation will be the manufacturer of the satellite and Space Exploration Technologies Corporation (SPACE X) will be the launcher of the satellite.

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**Sujittra Yingpoemmongkol** 0-2596-5060 Ext. 8493, 09-9004-5045  
**Kanthamane Maneepark** 0-2596-5060 Ext. 8407, 08-1346-5252

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[kanthamaneem@thaicom.net](mailto:kanthamaneem@thaicom.net)

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