

Thaicom launches “2nd Screen” broadcasting experience for TV viewers in Thailand

Satellite operator partners with Kantana Group, Intouch Holdings to offer users enhanced viewing experience and drive m-commerce

Nonthaburi, 10 June 2015— Thaicom PLC, Thailand’s leading satellite operator, alongside a joint venture between Kantana Group and Intouch Holdings recently launched a 2nd Screen platform deployment in Thailand, creating an enhanced viewing experience for the country’s Tablet and Smartphone users.

“2nd Screen is the future trend in the broadcasting business,” said **Suphajee Suthumpan, CEO of Thaicom**. “We developed this 2nd Screen platform as part of Thaicom’s Broadband & Broadcast convergence platform which will help us progress towards our goal of being an end-to-end service provider to our customers in the media industry and broadcasting.”

Suphajee added: “We were very excited that Intouch Holdings and Kantana Group chose to utilize Thaicom’s expertise and we look forward to seeing where we can take this innovative service in the future.”

Whether it is for emailing, texting, shopping, social networking or web browsing, Tablet and Smartphone owners are often using their mobile devices while watching television. The second screen platform enhances users’ viewing experience by giving them access to additional content on a mobile device, encouraging viewers to use their device while watching the program on their television. Additional content includes on-demand video such as uncensored versions of the program and bonus scenes, additional information about characters, actors and plotlines, as well as games, quizzes, shopping and social networking opportunities.

Patompob (Nile) Suwansiri, Chief Marketing Officer at Thaicom, believes the service will not only benefit viewers, but also participating networks and sponsors by opening up new revenue streams and driving m-commerce.

“Sponsors will be able to deliver more consumer-friendly advertisements, including interactive and “gamified” ads, while retail companies will be able to offer exclusive discounts and shopping opportunities to viewers, even letting them shop for clothes

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seen on TV,” said **Patompob**. “Participating networks will benefit through receiving consumer behavior information that will help them target audiences and, in turn, increase program ratings. We look forward to hearing positive feedback from all parties involved.”

The 2nd screen service will be available to download in Apple Store & Play Store at the end of June. The first show will air on Thailand’s Channel 3 Television Network in early July.

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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 September 2014, THAICOM-7 was 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-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 video 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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