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## Thaicom hosts showcase of trends to hit broadcast TV in 2016

**Thaicom PLC**, led by **Chief Executive Officer Paiboon Panuwattanawong** and the management team, recently hosted the “**Next Thailand 2015**” conference for customers in the satellite, telecommunications, and broadcasting businesses. The conference, held at the Dusit Thani Hua Hin Hotel in Petchaburi, focused on the next steps for the Thai broadcasting industry and updated customers on the latest industry trends in both marketing and technological innovation. In a discussion on “**The Future of Broadcasting in Thailand**”, influential members of the broadcasting community, including Dr. Thawatchai Jittrapanun, commissioner at the National Broadcasting and Telecommunications Commission; Dr. Niphon Naksompop, president of the Satellite Television Association of Thailand; Manop Tokarnka, president of IPM TV; and Worasit Leelaburanapong, CEO of PSI Broadcasting, contributed to the future development of the broadcasting community by graciously sharing their opinions and perspectives.

During the event, Thaicom demonstrated a number of technological innovations, allowing customers to be among the first to experience and discuss such advances toward the future of telecommunications. Innovations demonstrated include Communications-on-the-Move

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(COTM), broadband technology designed specifically to provide mobile connectivity; hybrid broadband & broadcast technology which will support the ability to use the internet and view both live and recorded television anywhere in the country; multi-screen content delivery technology which provides the ability to view both live and recorded television over the internet from a smartphone, tablet, or smart TV; and the Thaicom Second Screen Platform, an application which enables users to simultaneously view program-related information on a second screen as they watch. Intent on providing customers with innovative communications solutions, Thaicom is also ready and willing to help equip the telecommunications and broadcasting industries to enter the digital age in full form.

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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 seven satellites into the orbit; four 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 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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