

Thaicom and Kantana showcase innovative 2nd screen application in The Face Thailand 3

Nonthaburi, 13 September 2016 – **Thaicom PLC**, one of Asia’s leading satellite operators, has partnered with **Kantana Group** to lead the trend in interactive applications, allowing television programs to engage their viewers in real time. The Kantana Play application, designed to deliver a new and fun-filled experience to viewers through their smart devices, will go live in time for audiences to enjoy this October’s premier of The Face Thailand Season 3 interactively.

Thaicom’s Chief Commercial Officer Patompob Suwansiri stated that “Thaicom would like to thank Kantana Group for entrusting Thaicom to develop this 2nd Screen Application. The development of this technology is part of Thaicom’s strategy to develop innovative technology for broadcast-broadband convergence to support modern communications. The focus is on integrating technology into people’s daily lives for seamless and limitless communication available anytime, anywhere, and on any device. This application is an innovative service which meets business demands by building a closer following among program fans and driving e-commerce. Meanwhile, the 2nd screen application also creates a social media space where TV program viewers can interact and share opinions on their smart devices as they watch the same program. This is a new experience which connects viewers to TV programs in a way that fits the lifestyle of today’s online community.”

Kantana Play is a smart device application on the cutting edge of the broadcast industry’s future, a future in which viewers have instant access to a wealth of additional program-related content and are personally invested in programs through their smartphones, tablets, or other smart devices which provide opportunities to interact through functions including:

1. Live Talk – Exclusive!!! Fans can talk with mentors, special guests, and competitors on the show via real-time interactive technology.
2. Chat – Viewers can chat and share stickers in The Face Thailand Fan Club
3. Send Gift – Viewers can encourage mentors, special guests, and competitors by sending them free gifts, like flowers, as well as gifts recharged by money. There is also a function that ranks by number of gifts.
4. Information – Viewers can follow news and exclusive hit stories about mentors, special guests, and competitors and download pictures from the program.
5. Star – Viewers can get access to information about mentors, special guests, and competitors on the show.
6. Video – Viewers have access to previous episodes and exclusive bonus scenes.
7. Shopping – Viewers can shop for clothes and cosmetics like those worn by their favorite supermodels in The Face Thailand with one simple click.

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8. Activity – Viewers can play quizzes, decorate photos, and take part in other gamified interactions for the chance to win prizes.

Kantana Play will be available for download from Apple Store and Play Store on 19 October.

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About THAICOM

THAICOM Public Company Limited, a leading Asian satellite operator, was established in 1991. The Company was the first to launch a broadband satellite in the world, and is a leader in developing integrated solutions for satellite broadband and broadcast services. The Company's engineering teams provide leading-edge innovative solutions for satellite-based telecommunications services. Since its establishment the Company has launched eight satellites, with five satellites in operation: THAICOM 4 (IPSTAR) provides a variety of broadband and data services, including cellular backhaul, mobility, government USO support, content delivery, business continuity and emergency services in thirteen countries in Asia Pacific.

THAICOM 6 is to expand the Company's broadcast carrying capacity in SE Asia and Africa (by the name "AFRICOM 1") and is collocated with THAICOM 5 at 78.5 degrees East; the satellites board a combined 700 TV channels both in SD and HD formats. THAICOM 7 was launched in September 2014 to provide media & data services for Asia's and Australasia's entertainment and telecom industries at 120 degrees East. THAICOM 8 was launched in May 2016 to expand Thaicom's servicing capacity and footprint in the region. Thaicom is traded on the Stock Exchange of Thailand (SET) under the trade symbol "THCOM".

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