

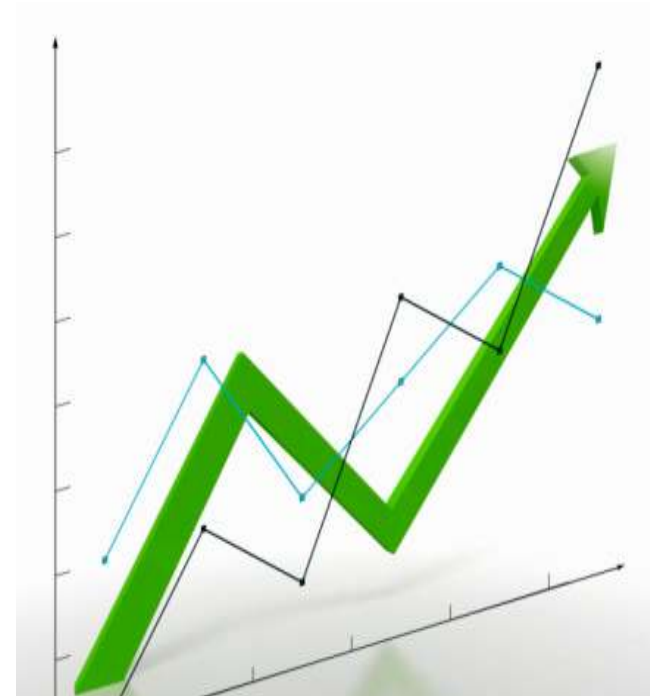
2Q10 Results

Presentation to Analysts and Fund Managers

August 11, 2010

This 2Q10 presentation will include :

- Ad Industry
- Ad expenditure share
- Audience Share
- 2Q10 In Summary



Industry Advertising Spending



Advertising Industry 2Q10 : Even amid political unrest , the TV advertising market in 2010 continues to be red hot posting double – digit gains (+20.54%)

Total Ad spending

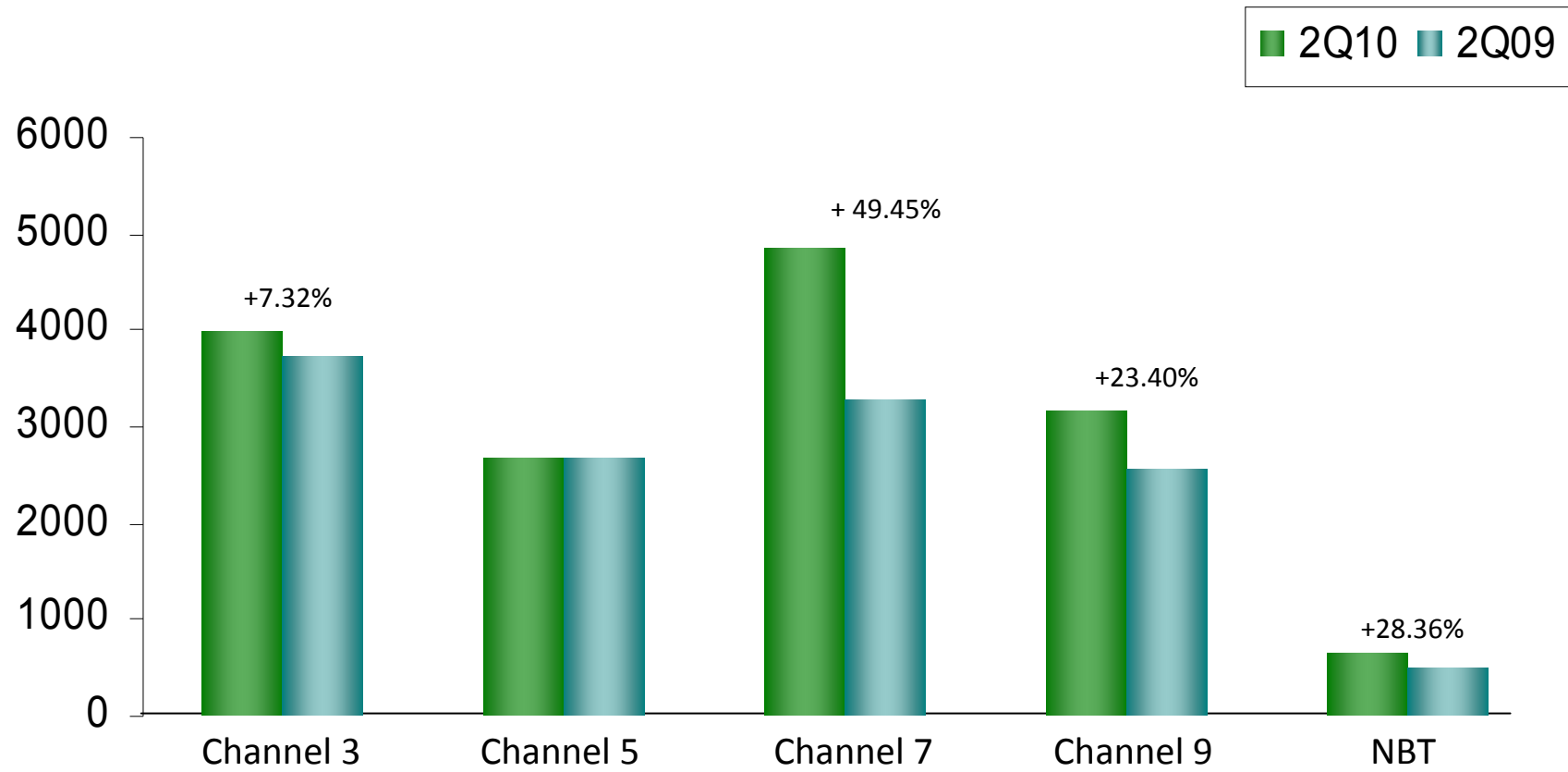
<u>Year</u>	<u>2009</u>	<u>2010</u>	<u>%Chg</u>
TV	12,661	15,261	20.54
Radio	1,516	1,413	- 6.79
Newspaper	3,218	3,366	4.60
Magazines	1,325	1,417	6.94
Cinemas	1,036	1,488	43.63
Outdoors	999	938	- 6.11
Transit	451	544	20.62
In-Store	218	303	38.99
Internet	55	65	18.18
Total	21,479	24,795	15.44

% Media Mix

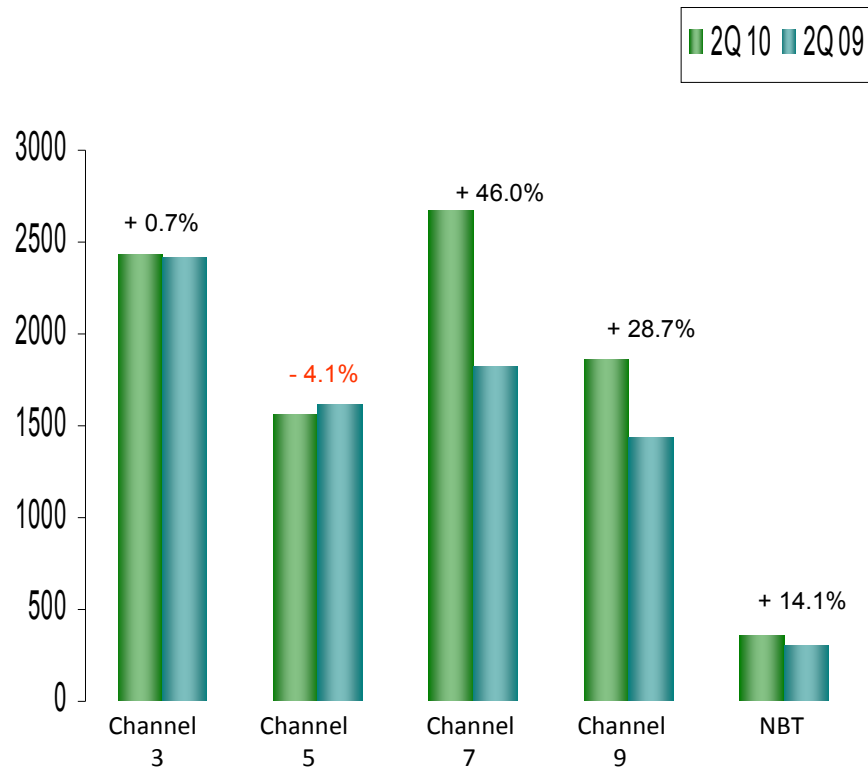
<u>Year</u>	<u>2009</u>	<u>2010</u>
TV	58.9	61.5
Radio	7.1	5.7
Newspaper	15.0	13.6
Magazines	6.2	5.7
Cinemas	4.8	6.0
Outdoors	4.7	3.8
Transit	2.1	2.2
In-Store	1.0	1.2
Internet	0.3	0.3
Total	100.0	100.0



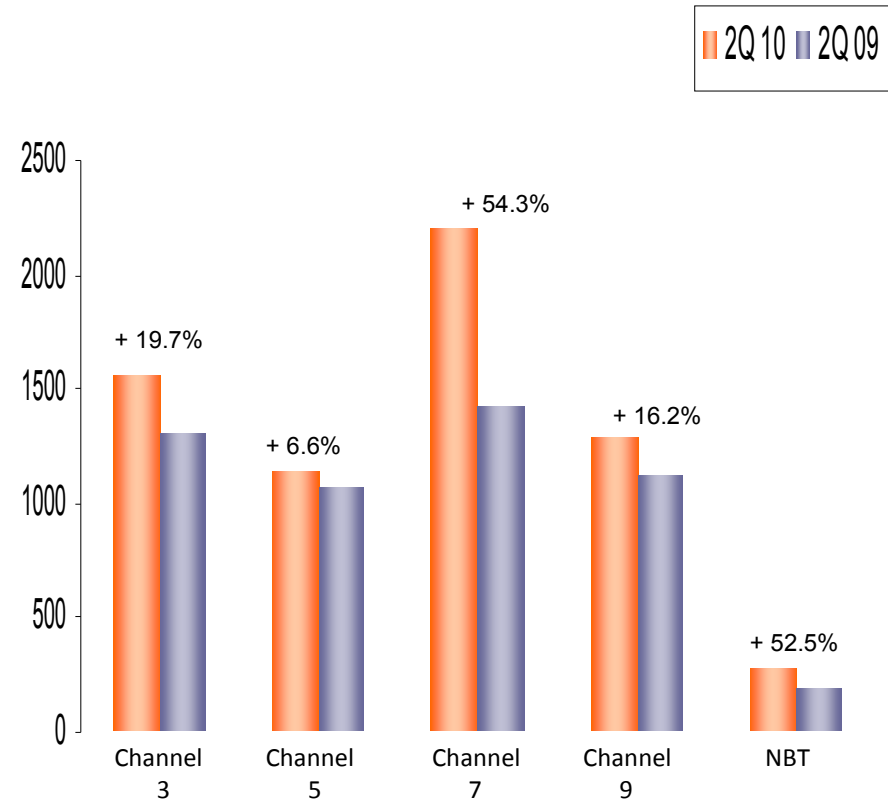
Ad Industry 2Q10 vs 2Q09 : According to AGB Nielsen, Ch7 and Ch9 were gaining highest ad revenue in 2Q10 at 49.5 and 23.4 per cents respectively.



Advertising Spends on TV 2Q10 vs. 2Q09 : Prime vs Non Prime



NON PRIME



PRIME (18:00-22:30)



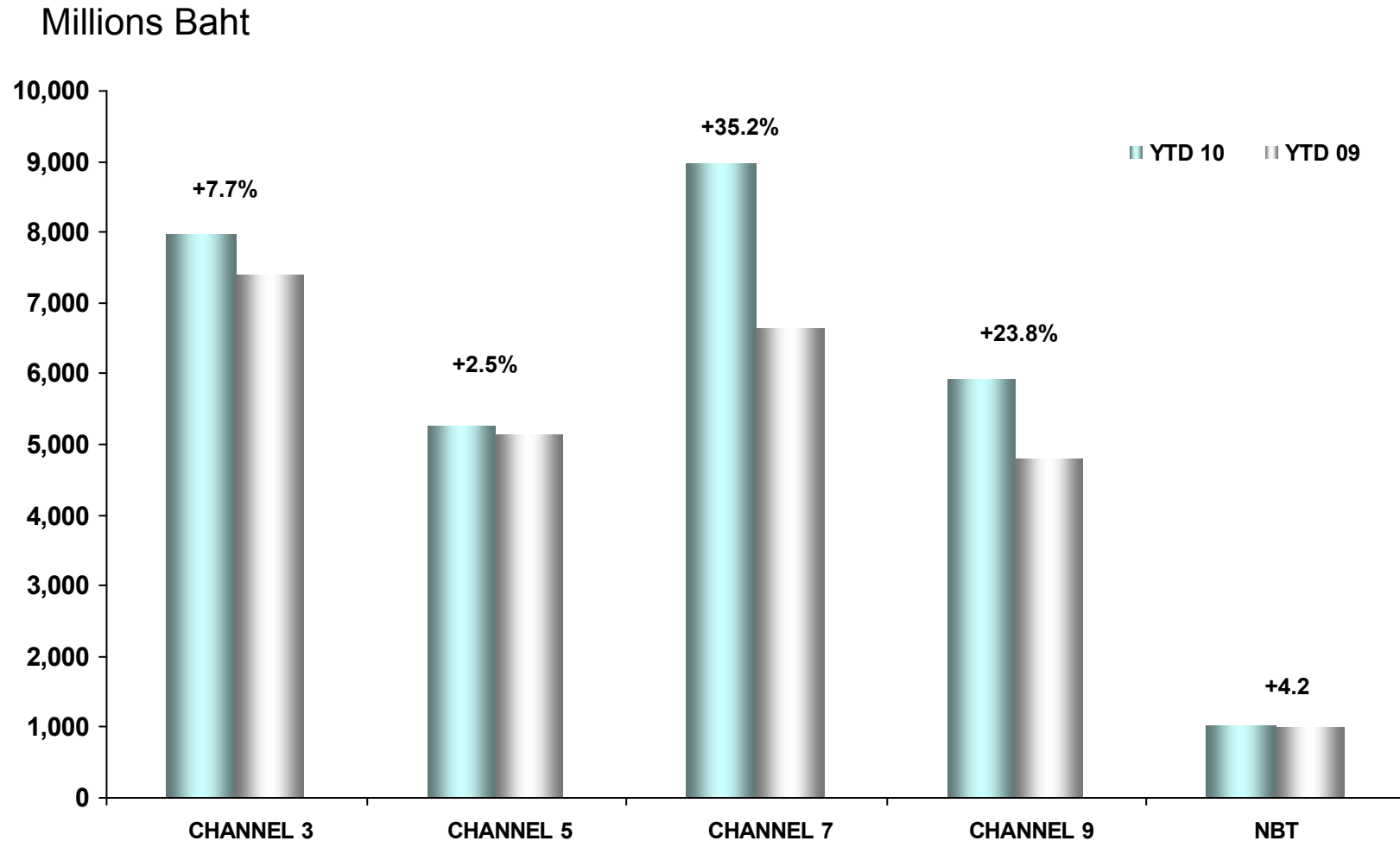
Advertising Industry 1H10 : TV continues to outpace advertising industry with 16.88 per cents growth year-on-year for 1H10

Total Ad spending			
<u>Year</u>	<u>2009</u>	<u>2010</u>	<u>%Chg</u>
TV	24,884	29,085	16.88
Radio	2,838	2,787	- 1.80
Newspaper	6,388	6,899	8.00
Magazines	2,512	2,577	2.59
Cinemas	1,997	2,672	33.80
Outdoors	2,022	1,877	- 7.17
Transit	894	1,044	16.78
In-Store	406	514	26.60
Internet	96	134	39.58
Total	42,037	47,589	13.21

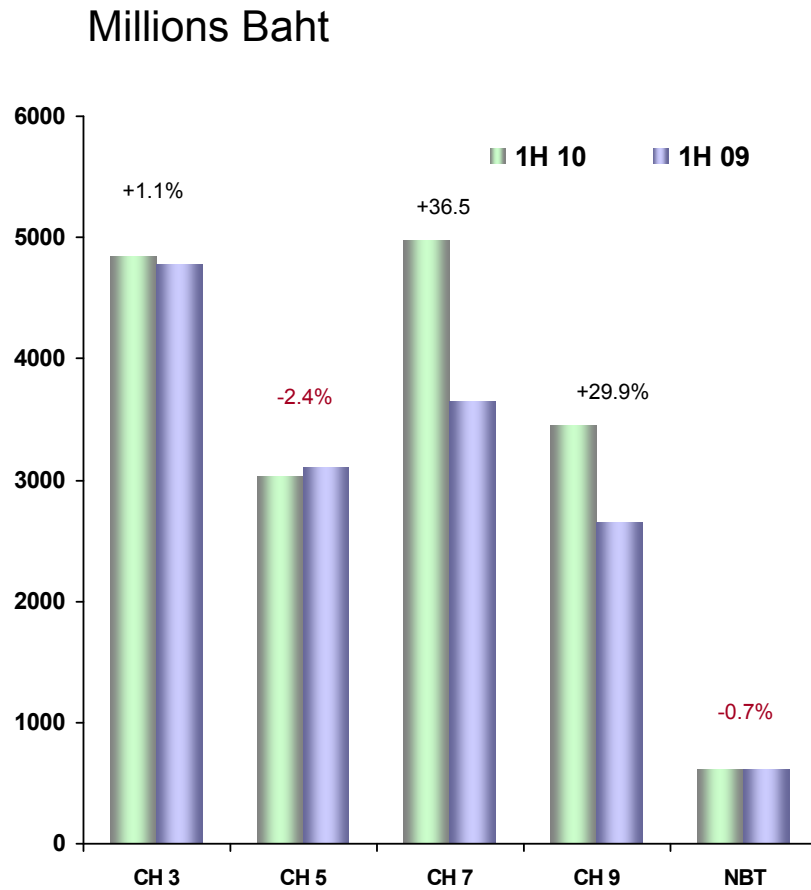
% Media Mix		
<u>Year</u>	<u>2009</u>	<u>2010</u>
TV	59.2	61.1
Radio	6.8	5.9
Newspaper	15.2	14.5
Magazines	6.0	5.4
Cinemas	4.8	5.6
Outdoors	4.8	3.9
Transit	2.1	2.2
In-Store	1.0	1.1
Internet	0.2	0.3
Total	100.0	100.0



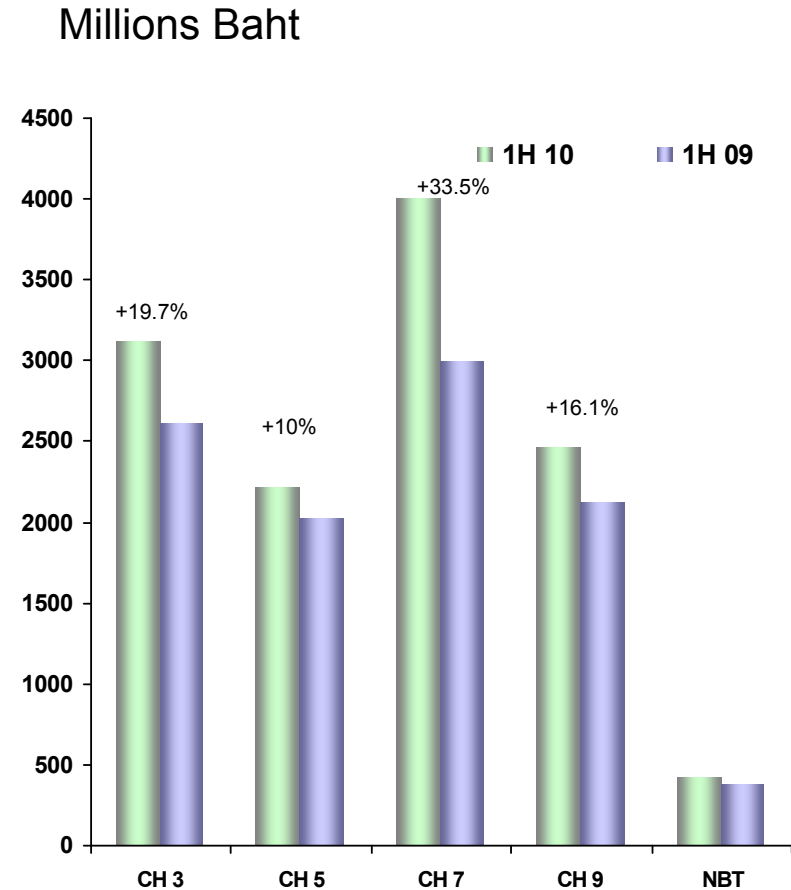
Ad Industry 1H10 vs 1H09 : Strong revenue growth in the television advertising market in 1H10 as all commercial stations received higher advertising revenue year-on-year.



Advertising Spends on TV 1H10 vs. 1H09 : Prime vs Non Prime



NON PRIME



PRIME (18:00-22:30)



Top 20 Advertisers on Television : 2Q10 vs 2Q09 :

ADVERTISER (000 BAHT)	2Q 10	2Q 09	%CHG	TV					NBT
				3	5	7	9	%CHG	
UNILEVER (THAI) HOLDINGS	1,852,442	1,104,790	67.7%	13.3%	118.6%	571.6%	21.2%		
PROCTER & GAMBLE (THAILAND)	568,655	251,183	126.4%	50.1%	163%	178%	321.3%		
BEIERSDORF (THAILAND) CO.,LTD.	505,039	411,445	22.7%	-14.1%	78.1%	65.2%	89.7%	-78.5%	
NESTLE(THAI) LTD.	471,554	317,767	48.4%	12.5%	1%	121%	-0.6%	-55.8%	
L'OREAL (THAILAND) LTD.	359,880	338,084	6.4%	-10.3%	-45.3%	19.4%	75.3%		
AJINOMOTO SALES CO.,(THAILAND)	257,259	217,381	18.3%	34.7%	45.9%	-4%	51.4%		
OFFICE OF THE PRIME MINISTER	226,451	167,274	35.4%	4.7%	-34.6%	-30.3%	65.8%	121.6%	
TOYOTA MOTOR THAILAND CO.,LTD.	222,700	165,373	34.7%	50.7%	-18.7%	127.1%	56.5%	13.4%	
COCA-COLA (THAILAND)	206,179	84,849	143%	109.1%	109.8%	132%	112.5%	5,335%	
KAO COMMERCIAL (THAILAND) CO.,	204,079	165,233	23.5%	3.4%	24.5%	9.1%	309.3%		
COLGATE-PALMOLIVE(THAILAND)LTD	185,965	244,881	-24.1%	20.2%	-46.5%	-13.9%	-84.9%		
JOHNSON&JOHNSON(THAILAND)LTD.	164,111	189,640	-13.5%	-14.8%	-38.5%	-14%	28.2%		
LION (THAILAND) CO.,LTD.	155,393	132,838	17%	63%	-37.7%	56.3%	9.9%		
BEER THAI (1991) CO.,LTD.	150,222	50,146	199.6%	102.1%	-24.4%	134%	1,639.5%	159.2%	
CEREBOS(THAILAND)LTD.	146,054	101,720	43.6%	15.1%	113.7%	53.3%	40.8%		
BOONRAWD BREWERY CO.,LTD.	134,277	37,091	262%	350.4%	161.5%	533%	158.6%	1,223.1%	
PTT GROUP	132,125	295	44,688.1%		10,201.6%			108,769.9%	
SIAM CEMENT GROUP	129,283	37,061	248.8%	215.7%	197.4%	182.2%	1,006%		
THAI YAMAHA MOTOR CO.,LTD.	120,332	37,430	221.5%	165.2%	32.7%	168.7%	279.3%	2,500.8%	
OSOTSPA CO.,LTD.	119,395	249,095	-52.1%	-51.9%	-65.4%	-42.7%	-51.5%	2.1%	



Top 5 Advertisers' spending on TV 2Q10

Top 5	2Q10	3	5	7	9	NBT
UNILEVER (THAI) HOLDINGS	1,852,442	30.0%	17.9%	25.2%	25.2%	1.2%
PROCTER & GAMBLE (THAILAND)	568,655	29.3%	10.0%	52.8%	7.7%	-
BEIERSDORF (THAILAND) CO.,LTD.	505,039	32.5%	20.3%	32.6%	13.4%	1.2%
NESTLE(THAI) LTD.	471,554	30.8%	6.9%	54.5%	7.2%	-
L'OREAL (THAILAND) LTD.	359,880	32.9%	7.0%	40.8%	19.3%	-



Top 20 Advertisers on Television : 1H10 vs 1H09 :

ADVERTISER (000 BAHT)	1H 10	1H 09	%CHG	TV					NBT
				%CHG	%CHG	%CHG	%CHG	%CHG	
UNILEVER (THAI) HOLDINGS	3,083,734	2,087,118	47.8%	35.5%	107.7%	120.7%	6.7%		
PROCTER & GAMBLE (THAILAND)	1,106,161	638,056	73.4%	30.7%	61.9%	122.5%	52.1%		
BEIERSDORF (THAILAND) CO.,LTD.	995,431	953,438	4.4%	-23.5%	75.7%	38.7%	45.4%	-87.6%	
NESTLE(THAI) LTD.	800,893	604,044	32.6%	4.9%	21%	70.8%	19.8%	-73.8%	
L'OREAL (THAILAND) LTD.	730,277	693,136	5.4%	-6.7%	-26.7%	20.8%	32.1%	646.4%	
AJINOMOTO SALES CO.,(THAILAND)	726,948	290,674	150.1%	171.8%	299.8%	77.1%	254.6%	-96.1%	
COLGATE-PALMOLIVE(THAILAND)LTD	443,689	534,052	-16.9%	9%	-43%	8.4%	-77%		
TOYOTA MOTOR THAILAND CO.,LTD.	438,845	289,032	51.8%	87.4%	-1%	122.2%	78.9%	-14.8%	
OFFICE OF THE PRIME MINISTER	405,239	261,172	55.2%	15.5%	-20.5%	-24.6%	94.1%	132.3%	
KAO COMMERCIAL (THAILAND) CO.,	392,288	301,508	30.1%	12.7%	29.1%	19.2%	195.3%		
OSOTSPA CO.,LTD.	358,288	435,473	-17.7%	-17.8%	-25.4%	-20.7%	-10.5%	14.4%	
COCA-COLA (THAILAND)	325,528	155,472	109.4%	92.9%	92%	109.5%	78.3%	2,828%	
JOHNSON&JOHNSON(THAILAND)LTD.	315,241	396,982	-20.6%	-31%	-21.7%	-22.1%	29.4%		
CEREBOS(THAILAND)LTD.	307,511	254,970	20.6%	9.3%	50.8%	16.7%	31.3%		
LION (THAILAND) CO.,LTD.	265,241	253,379	4.7%	35.2%	-47.9%	41.1%	20.1%		
BETTER WAY(THAILAND)CO.,LTD.	247,538	205,720	20.3%	18.8%	-3.7%	45.3%	46.2%		
PEPSI-COLA(TH.)TRADING CO.,LTD	242,165	152,805	58.5%	58.6%	61.6%	45.3%	85.1%		
RECKITT BENCKISER(THAILAND)LTD	232,349	158,327	46.8%	-29.5%	99.6%	38.9%	194.3%		
PTT GROUP	228,614	555	41,069.9%	-	11,159.9%	-	-	131,281.3%	
BEER THAI (1991) CO.,LTD.	227,285	78,737	188.7%	43.7%	-37.7%	154.8%	1,303.8%	244.9%	



2Q10 Results : August11, 2010

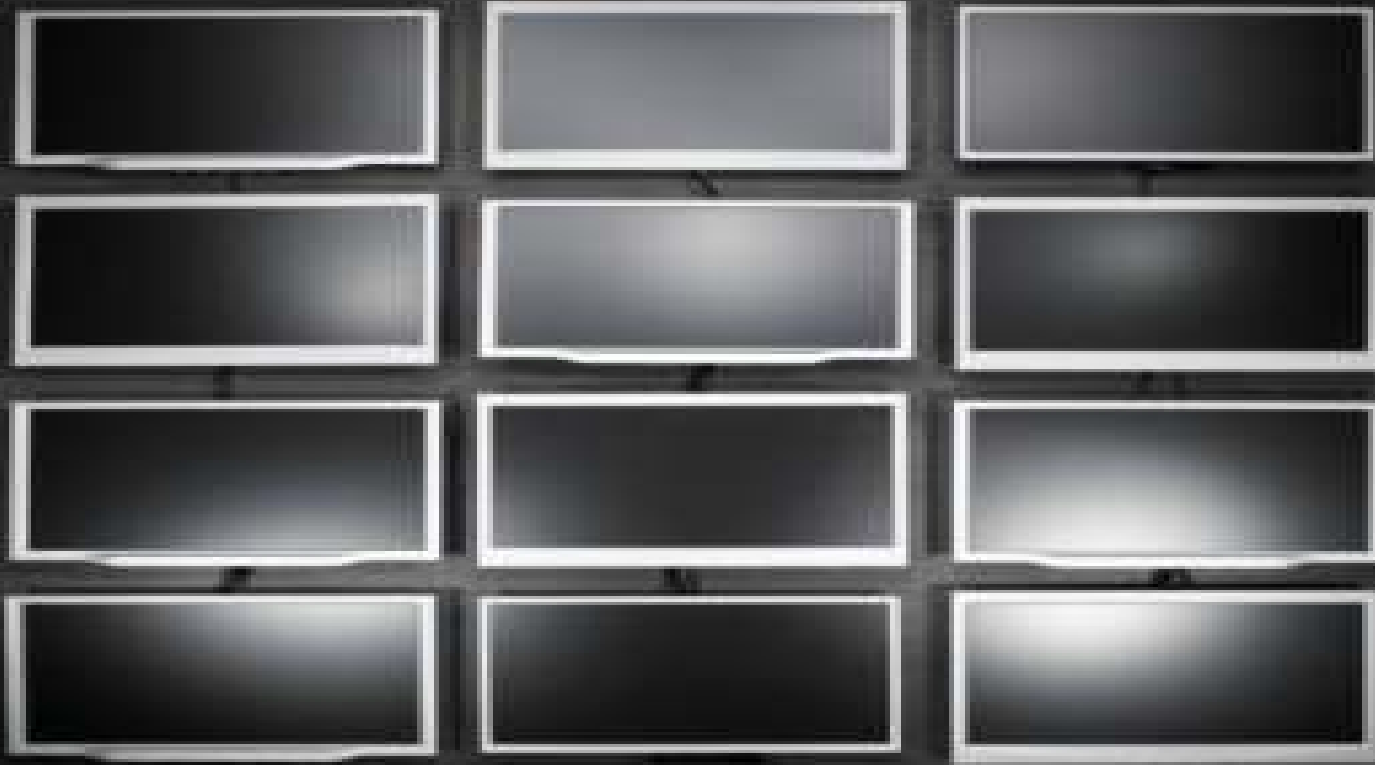
Source: AGB Nielsen

Top 20 Advertisers' spending on TV 1H10

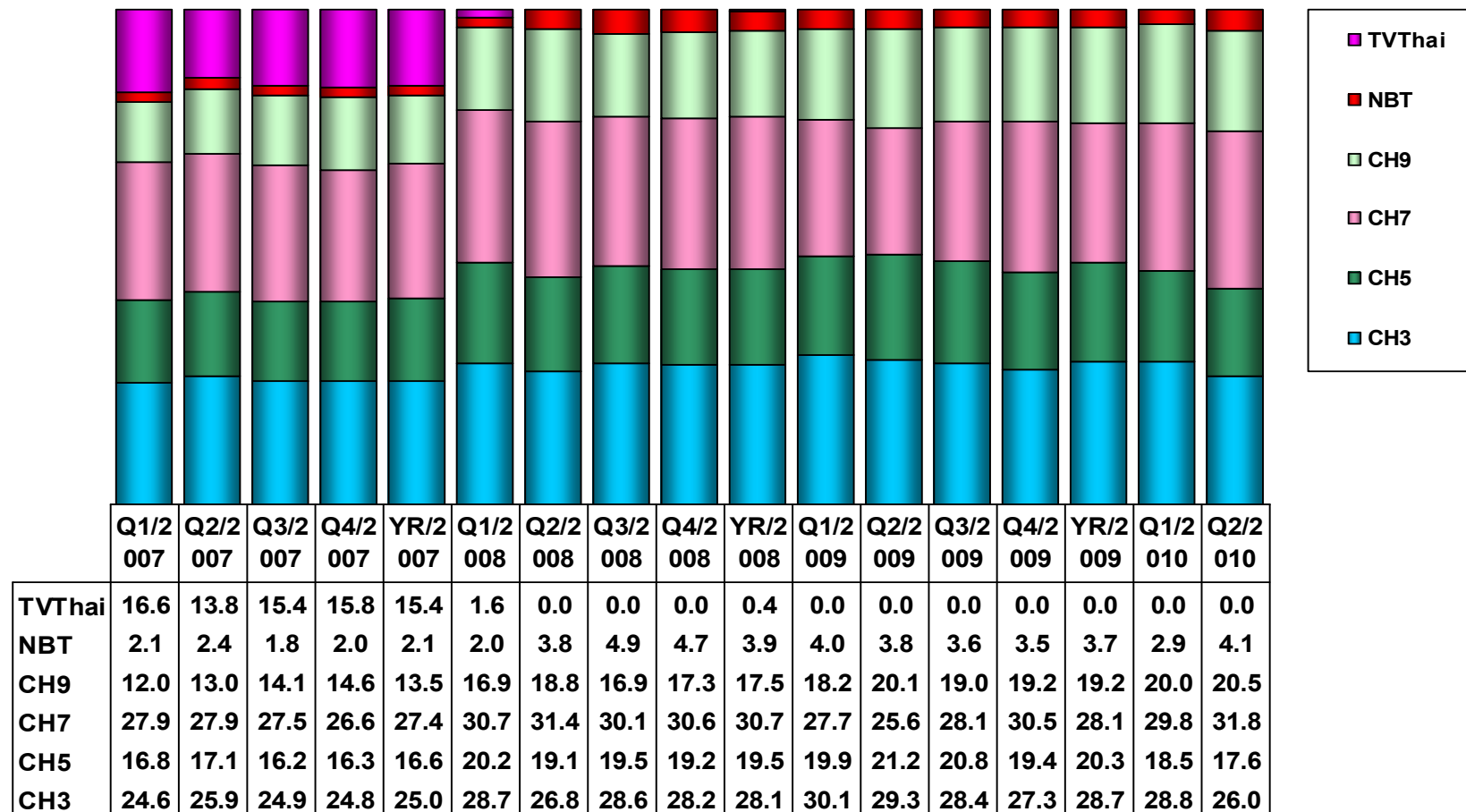
ADVERTISER (000 BAHT)	Grand Total 1H10	TV					
		3 %	5 %	7 %	9 %	TV Thai %	NBT %
UNILEVER (THAI) HOLDINGS	3,083,734	35%	17%	22.1%	25.3%		0.7%
PROCTER & GAMBLE (THAILAND)	1,106,161	30.6%	10.9%	52.2%	6.2%		0.1%
BEIERSDORF (THAILAND) CO.,LTD.	995,431	37.6%	18%	28.7%	15%		0.7%
NESTLE(THAI) LTD.	800,893	33.5%	6.6%	52.5%	6.9%		0.4%
L'OREAL (THAILAND) LTD.	730,277	35%	9.2%	38.4%	17.1%		0.2%
AJINOMOTO SALES CO.,(THAILAND)	726,948	22.9%	21.6%	33.7%	21.8%		
COLGATE-PALMOLIVE(THAILAND)LTD	443,689	60.1%	4.3%	32.9%	2.7%		
TOYOTA MOTOR THAILAND CO.,LTD.	438,845	18.4%	24.6%	23.7%	30.2%		3.1%
OFFICE OF THE PRIME MINISTER	405,239	7.5%	10.1%	7.3%	38.5%		36.6%
KAO COMMERCIAL (THAILAND) CO.,	392,288	28.3%	19.3%	38.2%	14%		0.2%
OSOTSPA CO.,LTD.	358,288	21.8%	19.6%	26.8%	29.5%		2.3%
COCA-COLA (THAILAND)	325,528	29.5%	13.3%	35%	15.4%		6.9%
JOHNSON&JOHNSON(THAILAND)LTD.	315,241	41.5%	14.1%	26.5%	18%		
CEREBOS(THAILAND)LTD.	307,511	35.4%	15.3%	32.6%	16.4%		0.4%
LION (THAILAND) CO.,LTD.	265,241	32.2%	17.7%	32.4%	17.6%		
BETTER WAY(THAILAND)CO.,LTD.	247,538	24.8%	30.1%	34.4%	10.7%		
PEPSI-COLA(TH.)TRADING CO.,LTD	242,165	28.6%	9.6%	38.8%	23%		
RECKITT BENCKISER(THAILAND)LTD	232,349	15.5%	23.1%	32.1%	29.3%		
PTT GROUP	228,614	14.7%	25.6%	17.9%	21.6%		20.3%
BEER THAI (1991) CO.,LTD.	227,285	12.6%	4.1%	38.8%	40.4%		4.2%



Ad Expenditure Share



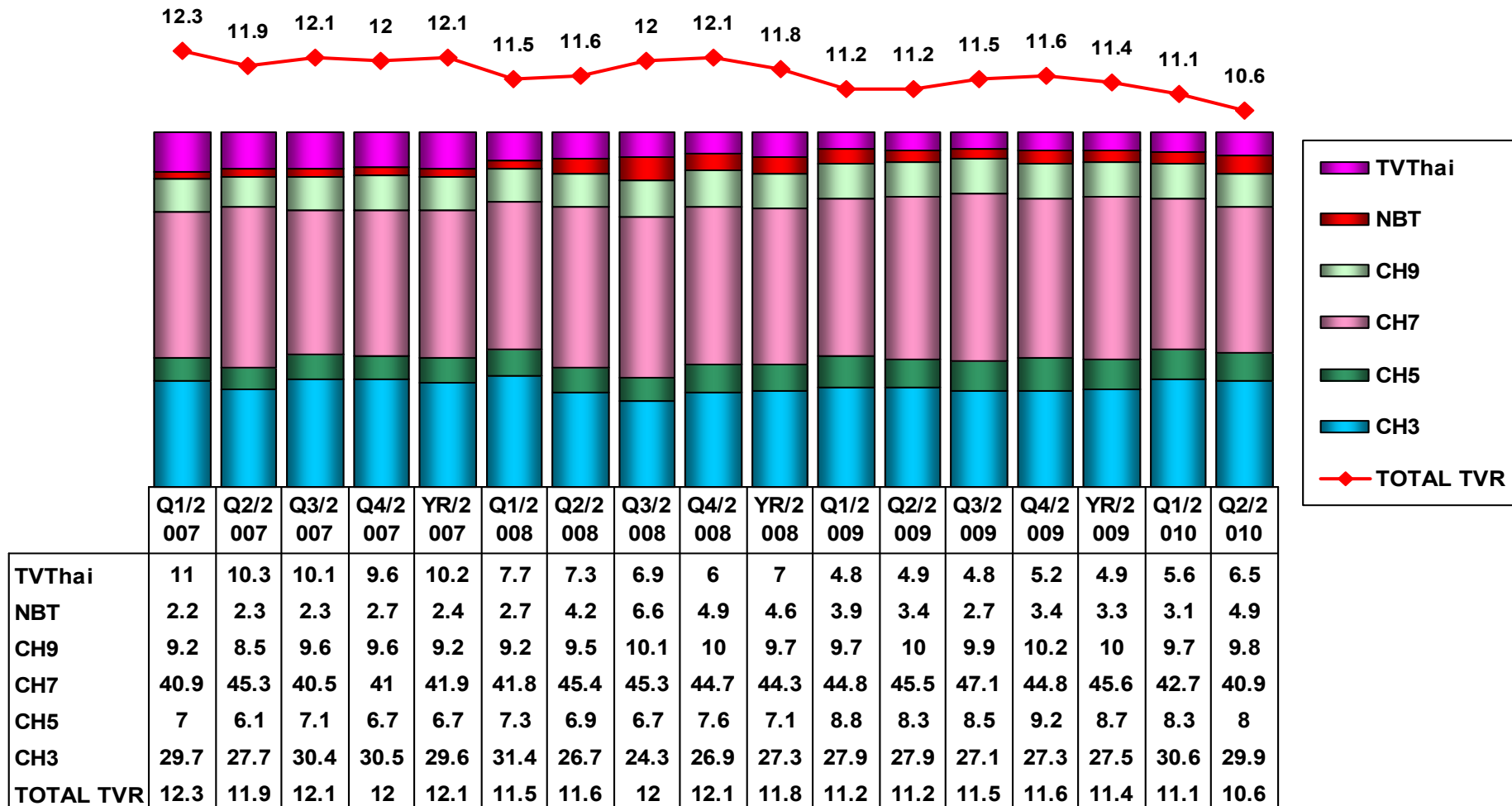
Advertisers Spending on Television by Share



Audience Share



Station Share of Audience 2007 – 2010 ,All 4+ , 06.00 – 24.00 : Audiences were watching more of NBT and TV Thai in 2Q10 due to political crisis in April and May.

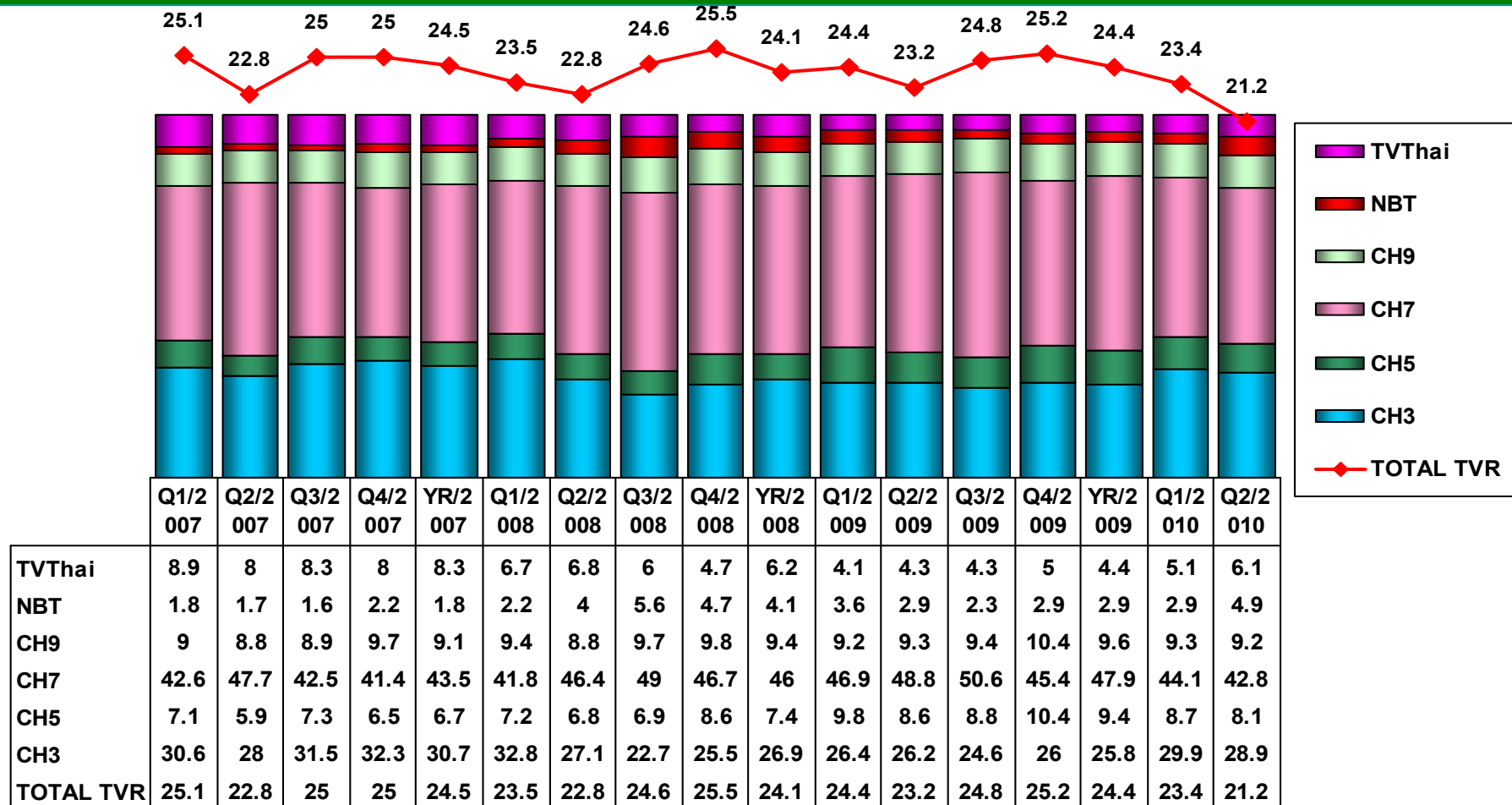


POTENTIAL 2009 : 61,994,000

POTENTIAL 2010 : 62,736,000



Station Share of Audience 2007 – 2010 ,All 4+ ,18.00 – 22.30 : All commercial stations have less audiences watching their programs during 18.00 – 22.30 pm. in 2Q10 as per AGB Nielsen report.



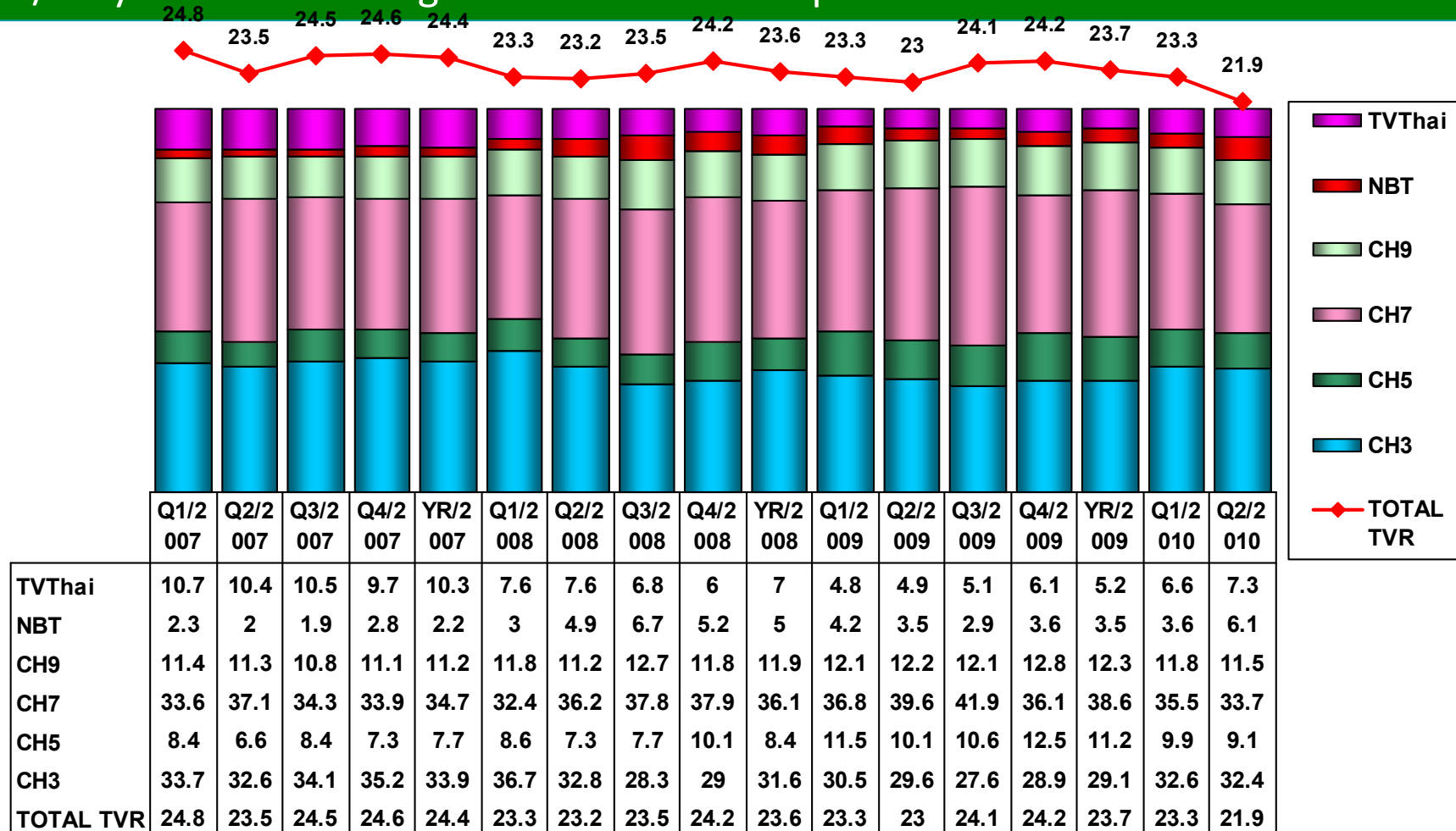
POTENTIAL 2009 : 61,994,000

POTENTIAL 2010 : 62,736,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 ,BU ,18.00 – 22.30 : NBT has gained more BU audiences than other stations in 2Q10 due to its coverage during political unrest in April/May and live coverages of 2010 World Cup.



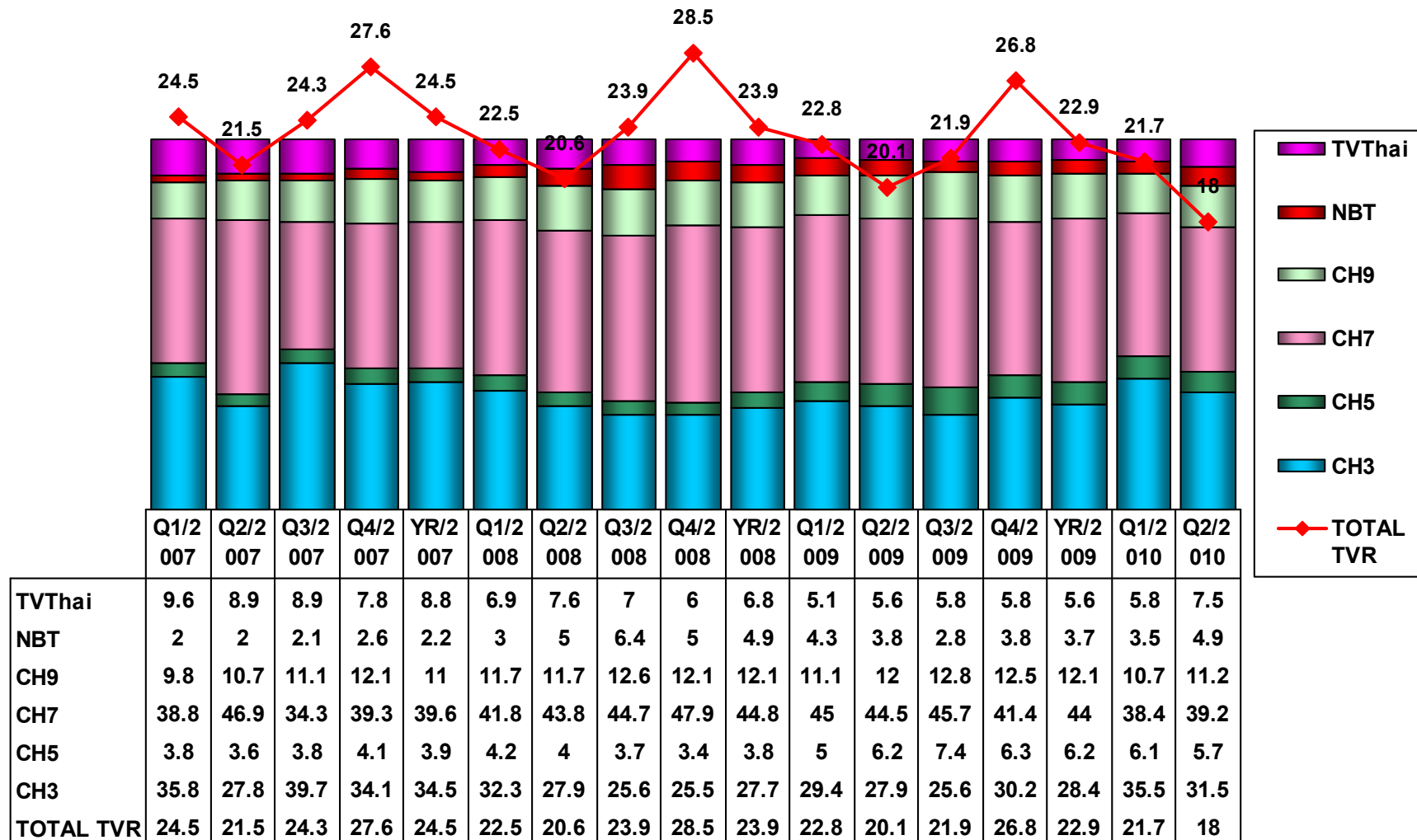
POTENTIAL 2009 : 21,087,000

POTENTIAL 2010 : 21,483,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 ,Female 15+ ,18.00 – 20.00



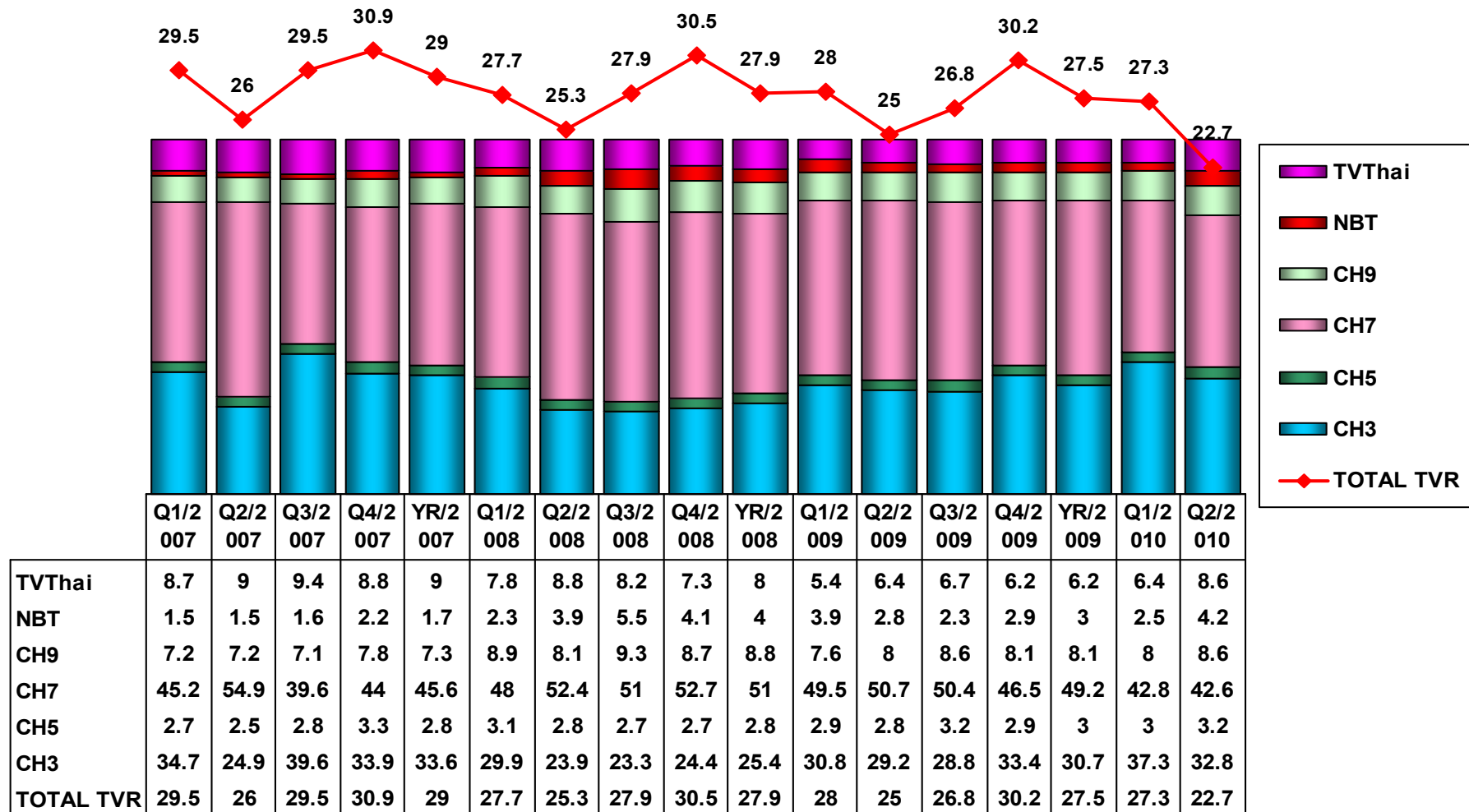
POTENTIAL 2009 : 26,579,000

POTENTIAL 2010 : 26,993,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 ,All 4+ ,19.00 – 20.00



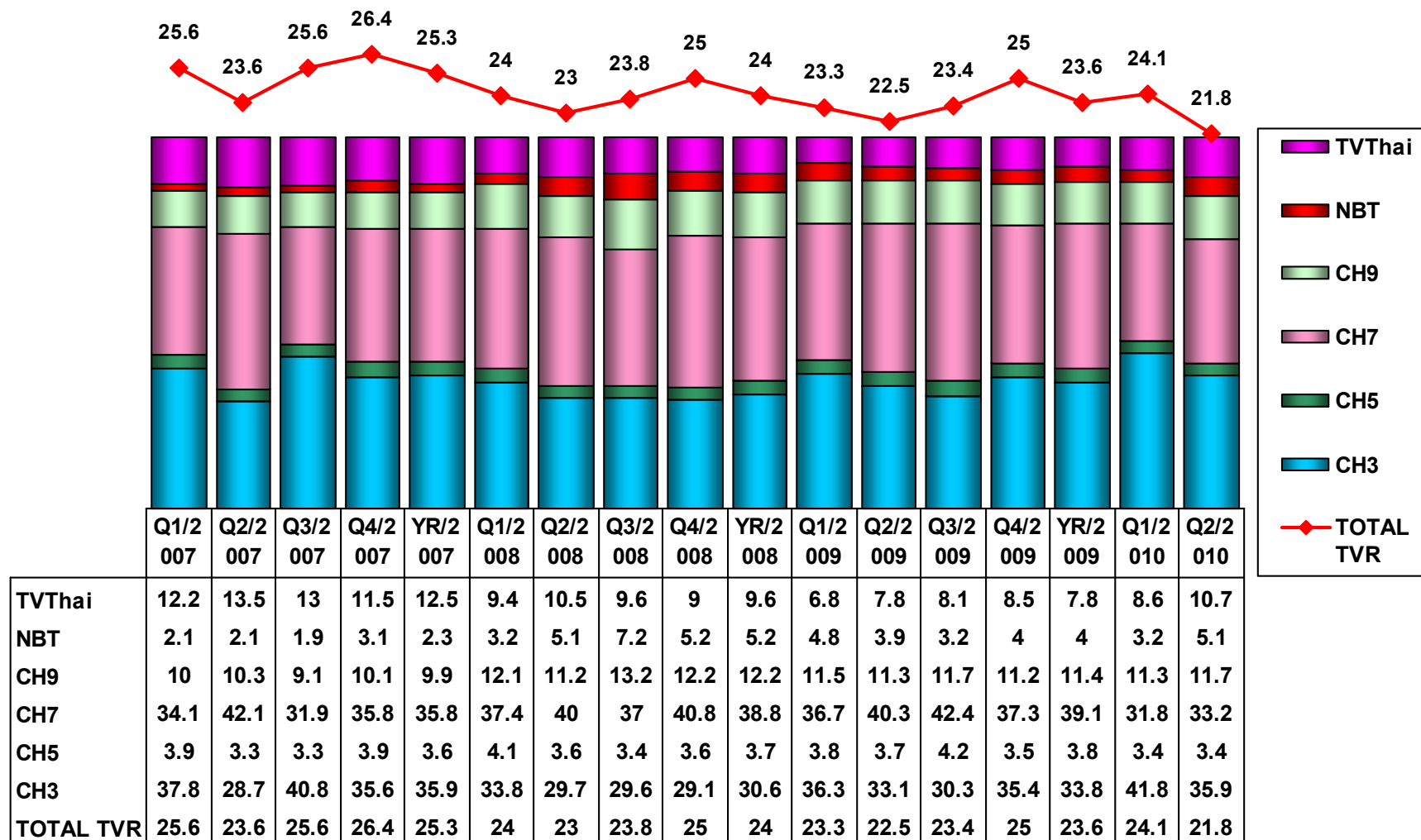
POTENTIAL 2009 : 61,994,000

POTENTIAL 2010 : 62,736,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 ,BU ,19.00 – 20.00



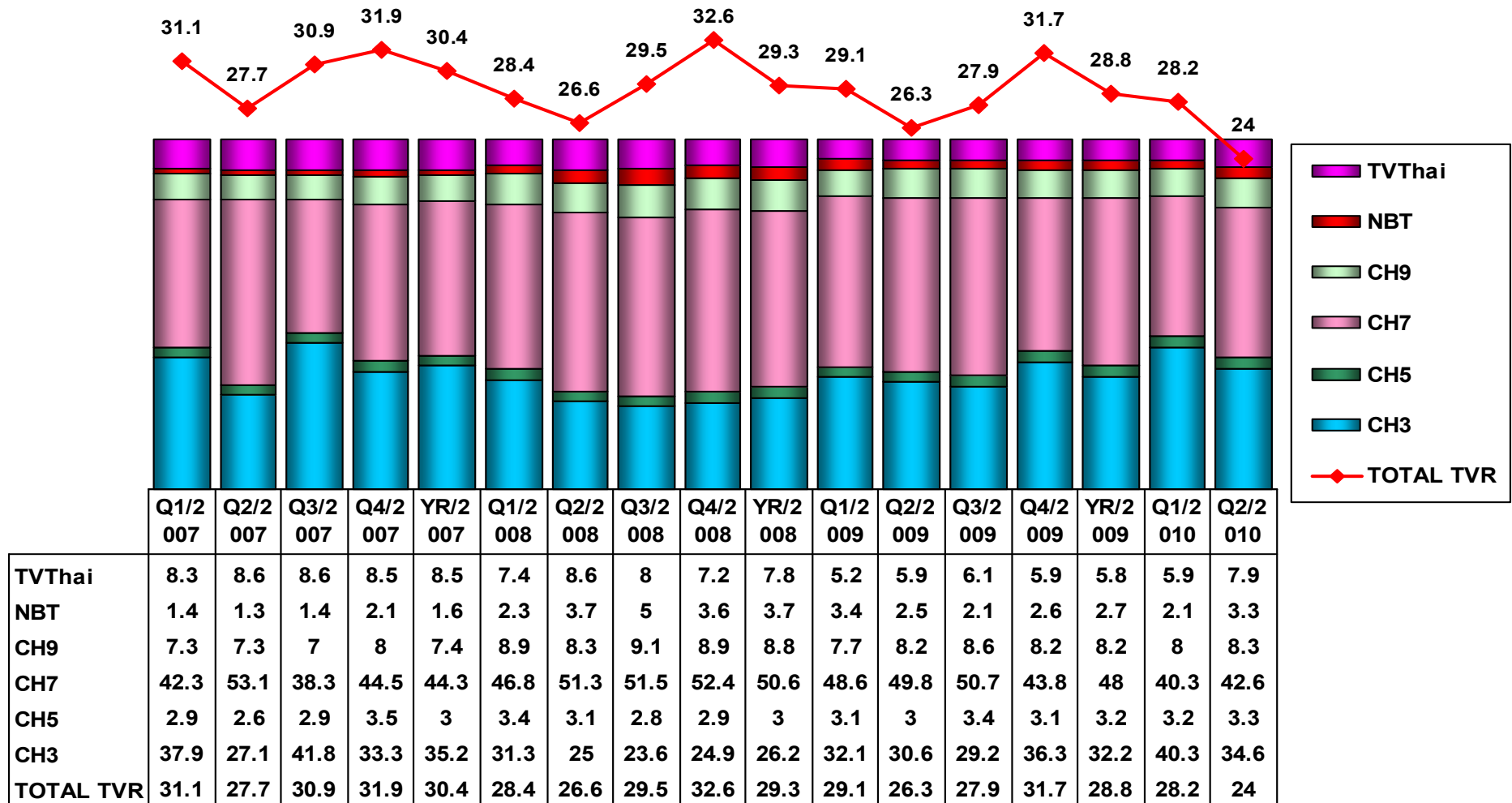
POTENTIAL 2009 : 21,087,000

POTENTIAL 2010 : 21,483,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 ,Female 15+ ,19.00 – 20.00



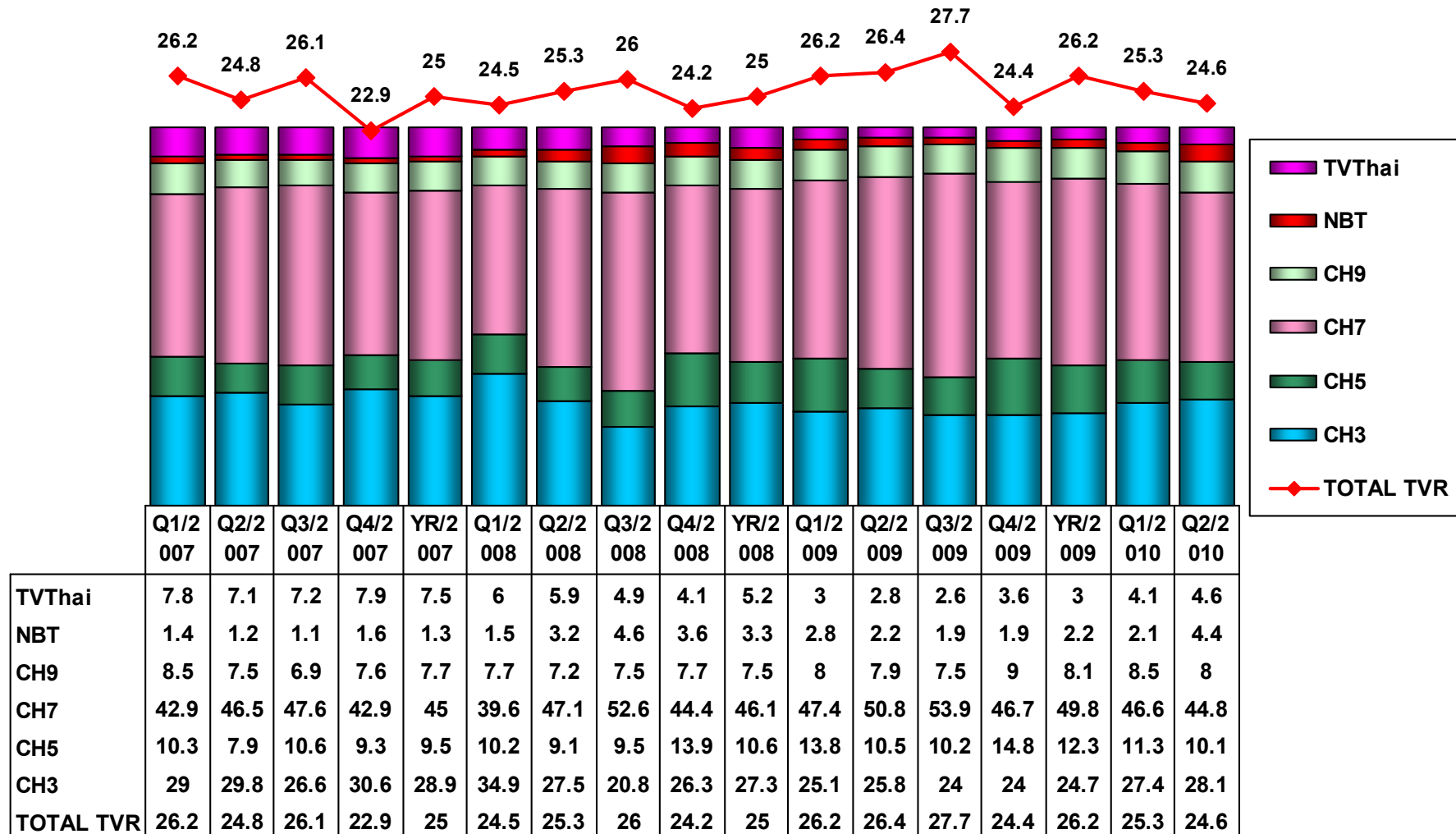
POTENTIAL 2009 : 26,579,000

POTENTIAL 2010 : 26,993,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 ,All 4+ ,20.15 – 22.30 : Ch3's shares of audience during Primetime (20.15 – 22.30) was at the highest (28.1%) since 1Q08.



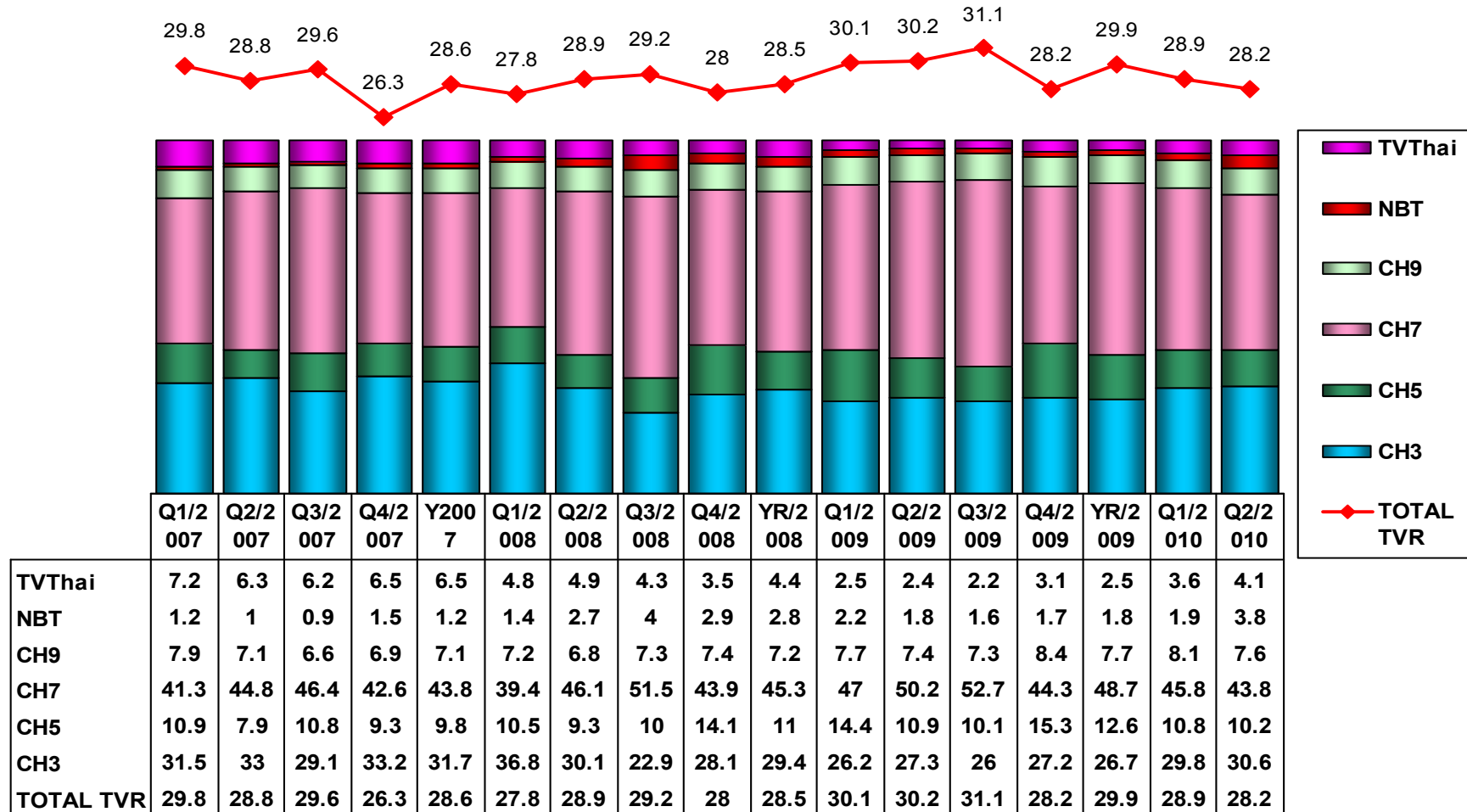
POTENTIAL 2009 : 61,994,000

POTENTIAL 2010 : 62,736,000



2Q10 Results : August11, 2010

Station Share of Audience 2007 – 2010 , All Female 15+ ,20.15 – 22.30 : The popularity of Thai drama at Primetime has drawn more Female 15+ audiences to Channel 3 .



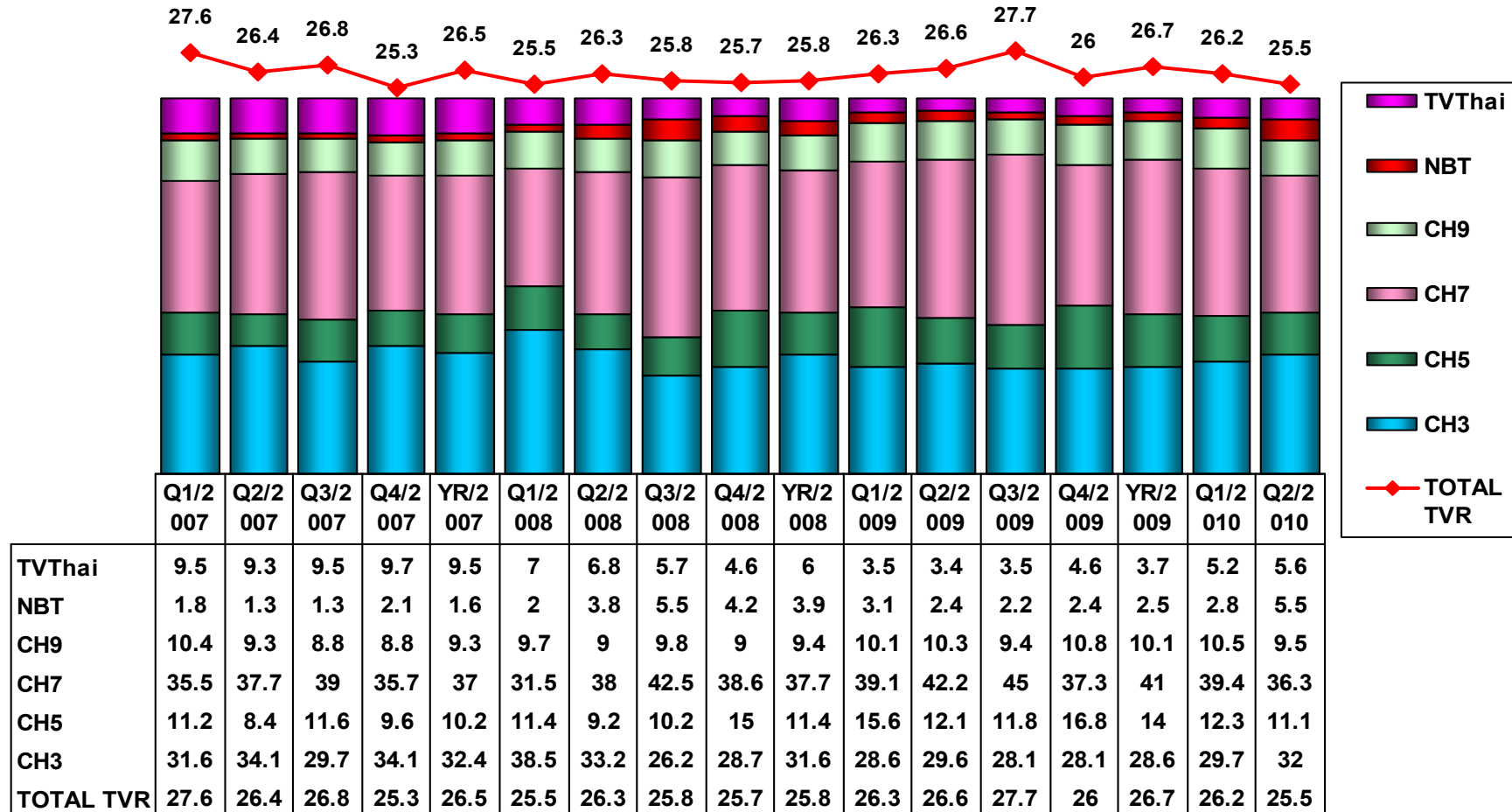
POTENTIAL 2009 : 26,579,000

POTENTIAL 2010 : 26,993,000



2Q10 Results : August 11, 2010

Station Share of Audience 2007 – 2010 , BU ,20.15 – 22.30



POTENTIAL 2009 : 21,087,000

POTENTIAL 2010 : 21,483,000



2Q10 Results : August 11, 2010

2Q10 in Summary



สรุปผลประกอบการ ไตรมาส 2 / 2010

1.) ส่วนแบ่งผู้ชมโทรทัศน์ (หน่วย : ร้อยละ)

	<u>ไตรมาส 1/2010</u>	<u>ไตรมาส 2/2009</u>	<u>ไตรมาส 2/2010</u>
All 4+ ; 06.00 – 24.00	30.6	27.9	29.9
All 4+ ; 18.00 – 22.30	29.9	26.2	28.9
BKK/ Urban ; 18.00 – 22.30	32.6	29.6	32.4
All 4+ ; 19.00 – 20.00	37.3	29.2	32.8
Female15+ ; 20.15 – 22.30	29.8	27.3	30.6

Source : AGB Nielsen Media Research

2.) ส่วนแบ่งการตลาดเม็ดเงินโฆษณา (หน่วย : ร้อยละ)

	<u>ไตรมาส 1/2010</u>	<u>ไตรมาส 2/2009</u>	<u>ไตรมาส 2/2010</u>
Channel 3	29	29	26
Channel 5	18	21	18
Channel 7	30	26	32
Channel 9	20	20	20
NBT	3	4	4
TPBS	-	-	-

Source : AGB Nielsen Media Research



3.) อัตราการเติบโตของเม็ดเงินโฆษณาผ่านช่อง 3 เปรียบเทียบกับอุตสาหกรรมโทรทัศน์โดยรวม

ไตรมาส 2/2010

	<u>เมษายน</u>	<u>พฤษภาคม</u>	<u>มิถุนายน</u>	<u>ไตรมาส 2/2010</u>
อุตสาหกรรมโทรทัศน์โดยรวม	20.2	12.1	29.5	20.5
ช่อง 3 (AGB Nielsen Report)	7.8	- 2.1	16.5	7.32
ช่อง 3 (Internal Data)	8.1	- 0.5	22.8	9.9

4.) นาทียขายของละครช่วงไพรม์ไทม์ Source : Ch3 Internal Sales Data

นาทียขายเฉลี่ยต่อเดือน

<u>ไตรมาส 2 / 2005</u>	<u>ไตรมาส 2 / 2006</u>	<u>ไตรมาส 2 / 2007</u>	<u>ไตรมาส 2/2008</u>	<u>ไตรมาส 2/2009</u>	<u>ไตรมาส 2/2010</u>
523	671	724	792	815	771

5.) Ch3 2Q10 Result by program (revenue base)

% Change (2Q10 vs 2Q09)

Primetime Drama	- 5.3 %
Krob-Krua-Khao	+ 8.1 %
Early Primetime Thai Drama	+36.4 %

Source : Ch3 Internal Sales Data

Price Increase : Effective July 2010

Early Prime Drama 19.00 – 20.00

Current Price : 330,000 Baht / Min. 20% Discount
New Price : 360,000 Baht / Min. 20% Discount



Price Increase 9%

Keb-Tok / Sisan Bunturng 20.10 – 20.30

Current Price : 330,000 Baht / Min. 25% Discount
New Price : 360,000 Baht / Min. 25% Discount



Price Increase 9%

Rueng Lao Sat – Sun 11.00 – 12.15

Current Price : 230,000 Baht / Min. 20% Discount
New Price : 260,000 Baht / Min. 20% Discount



Price Increase 13%



Price Increase / Rate card change : Plan for October 2010

Prime Drama 20.20 – 22.30

Current Price : 450,000 Baht / Min. 15% Discount

New Price : 480,000 Baht / Min. 15% Discount

Price Increase 6%

Korea Series Sat-Sun 17.45 – 19.45

Current Rate Card : 290,000 Baht / Min. 40% Discount

New Rate Card : 290,000 Baht / Min. 20% Discount



Thank you

