



1Q10 Results


Presentation to Analysts and Fund Managers

May 14, 2010

This 1Q10 presentation will include :

- **Ad Industry**
- **Ad expenditure share**
- **Audience Share**
- **1Q10 In Summary**





**Industry Advertising
Spending**

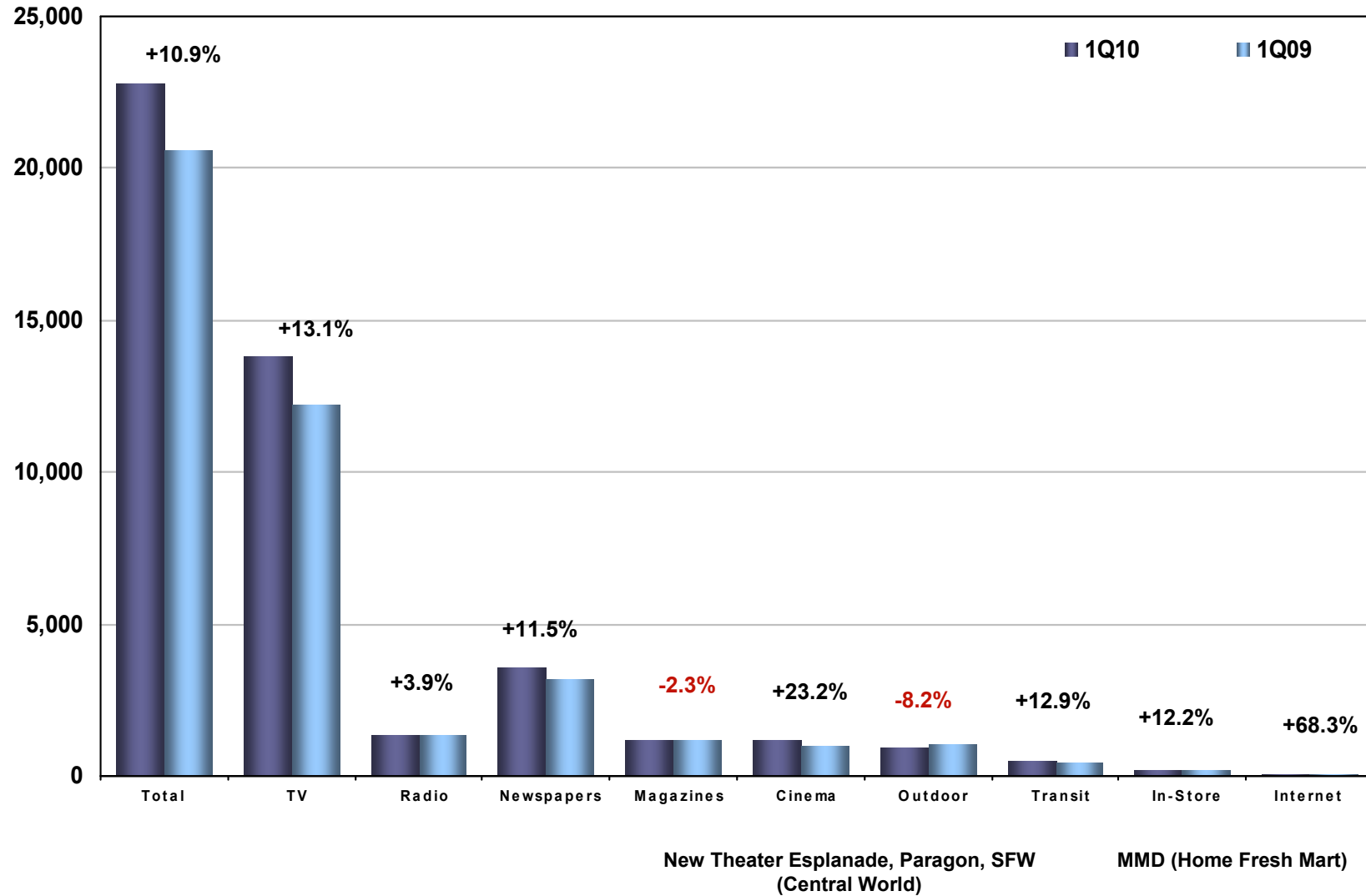
Advertising Industry 1Q10 : Total advertising industry spending rose 10.88 per cent year on year to Bt 22.79 billion. TV continues to outperform other ad mediums with market share rising to 60.6% in 1Q10.

Total Ad spending			
<u>Year</u>	<u>2009</u>	<u>2010</u>	<u>%Chg</u>
TV	12,223	13,824	13.10
Radio	1,322	1,374	3.93
Newspaper	3,170	3,533	11.45
Magazines	1,187	1,160	- 2.27
Cinemas	961	1,184	23.20
Outdoors	1,023	939	- 8.21
Transit	443	500	12.87
In-Store	188	211	12.23
Internet	41	69	68.29
Total	20,558	22,794	10.88

% Media Mix		
<u>Year</u>	<u>2009</u>	<u>2010</u>
TV	59.5	60.6
Radio	6.4	6.0
Newspaper	15.4	15.5
Magazines	5.8	5.1
Cinemas	4.7	5.2
Outdoors	5.0	4.1
Transit	2.2	2.2
In-Store	0.9	0.9
Internet	0.2	0.3
Total	100.0	100.0



Ad Industry 1Q10 vs 1Q09 : Despite political turmoil, TV ad revenue still grew robustly by 13.1% in 1Q10. All others mediums also grew year on year with only the exception of Magazines and outdoors.

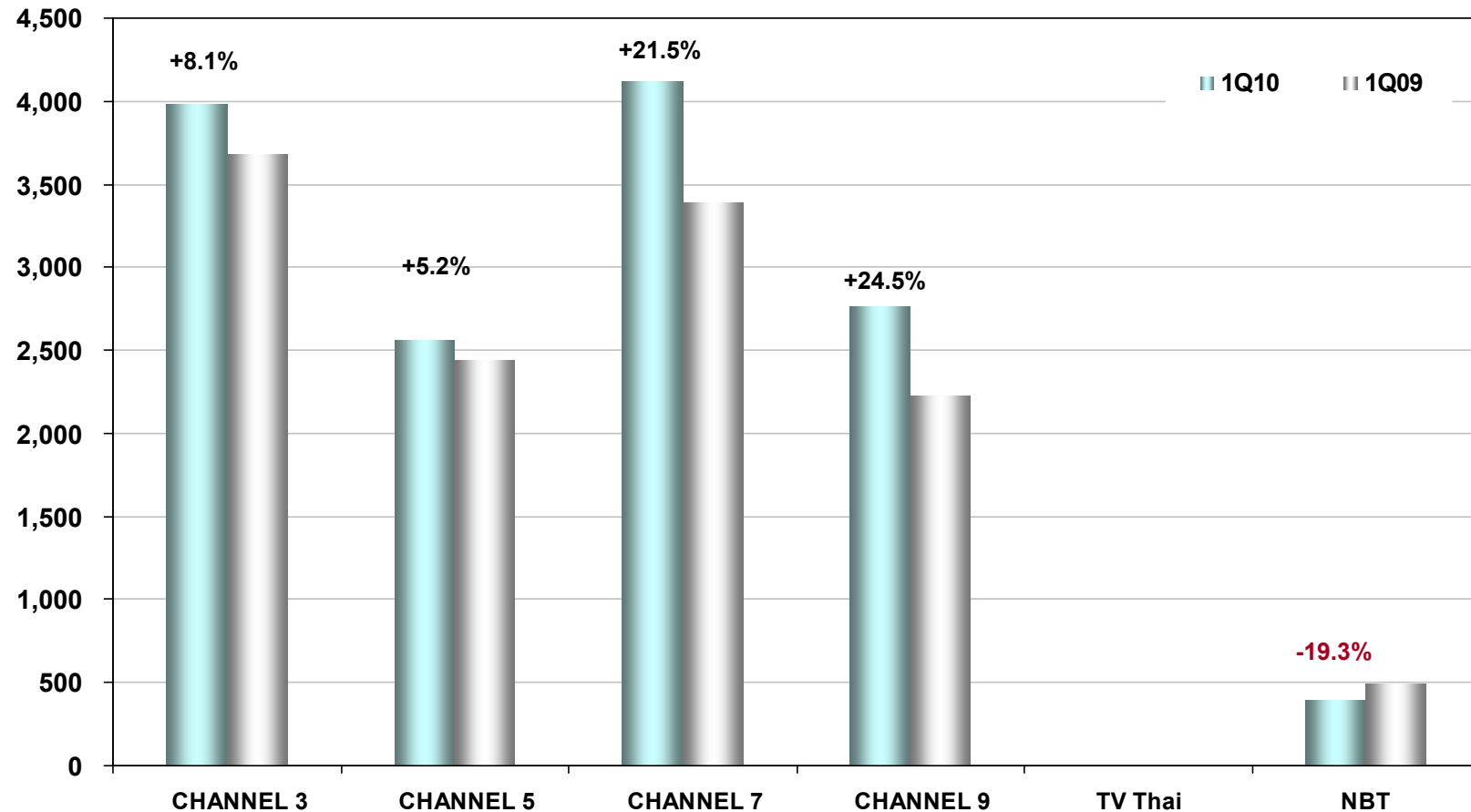


1Q 2010 Result : 14 May 2010

Source: AGB Nielsen

Ad Industry 1Q10 vs 1Q09 : Channel 9 and Channel 7 led ad revenue growth year on year in 1Q10 at 24.5% and 21.5% respectively due to their low-base effect last year.

Millions Baht

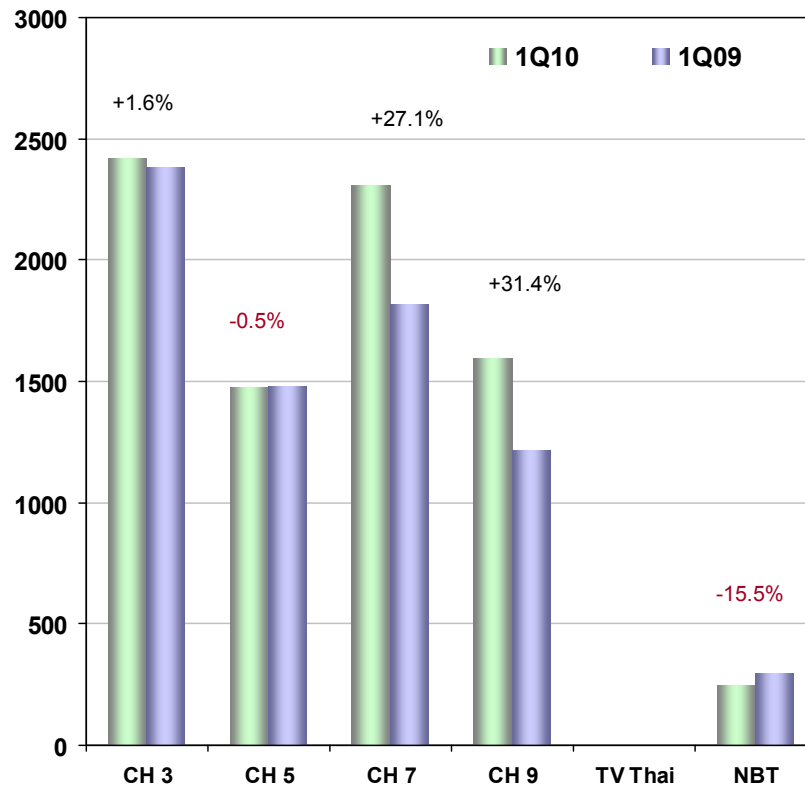


1Q 2010 Result : 14 May 2010

Source: AGB Nielsen

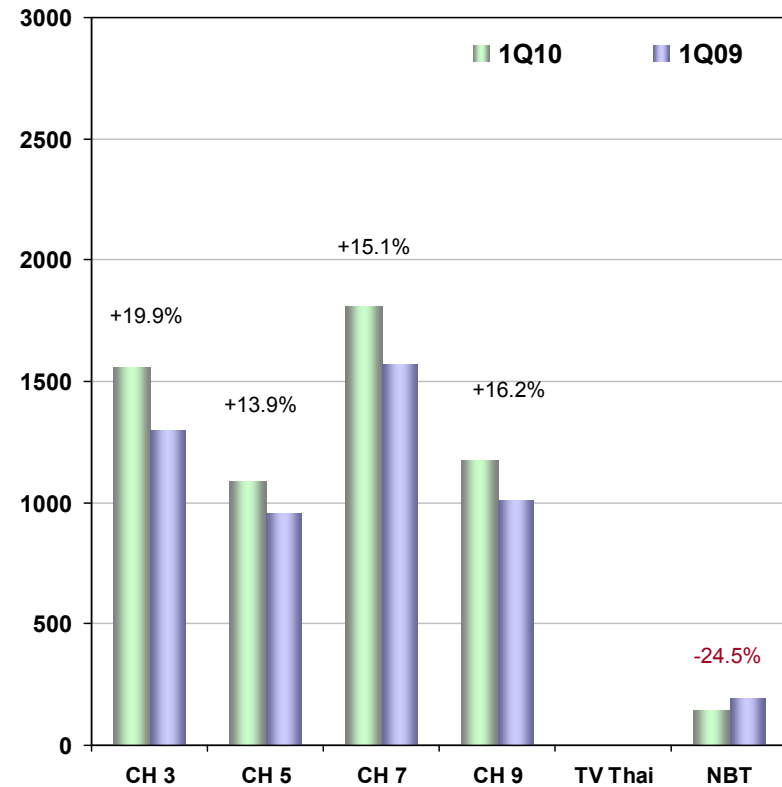
Advertising Spends on TV 1Q10 vs. 1Q09 : Channel 3 has highest ad revenue growth among all stations during Primetime(18.00 – 22.30), grew 19.9% year on year in 1Q10. For Non Primetime, though marginally growth in revenue, Channel 3 remain its status of leading station for Non Prime.

Millions Baht



NON PRIME

Millions Baht



PRIME (18:00-22:30)



Top 20 Advertisers on Television : 1Q10 vs 1Q09 : Unilever increased its spending with Channel 3 by 72.6% in 1Q10 as compared to its overall increase in TV spending of 25.3%

ADVERTISER (000 BAHT)	1Q10	1Q09	%CHG	TV					
				3 %CHG	5 %CHG	7 %CHG	9 %CHG	TVT %CHG	NBT %CHG
UNILEVER (THAI) HOLDINGS	1,231,292	982,328	25.3%	72.6%	91.2%	-10.8%	-9.5%		
PROCTER & GAMBLE (THAILAND)	537,506	386,873	38.9%	16.2%	20.6%	82.9%	-28.4%		
BEIERSDORF (THAILAND) CO.,LTD.	490,392	541,993	-9.5%	-29.5%	72.6%	13.8%	21.7%		-97.5%
AJINOMOTO SALES CO.,(THAILAND)	469,688	73,293	540.8%	621%	1,298.2%	330.8%	748.8%		-93.6%
L'OREAL (THAILAND) LTD.	370,396	355,053	4.3%	-3.4%	-9.7%	22.4%	0.9%		
NESTLE(THAI) LTD.	328,806	285,660	15.1%	-2.9%	73.3%	25.8%	85.9%		-92.8%
COLGATE-PALMOLIVE(THAILAND)LTD	257,724	289,171	-10.9%	1.6%	-40.7%	30.5%	-64.9%		
OSOTSPA CO.,LTD.	238,893	186,378	28.2%	13%	53.1%	0.9%	68.1%		30.2%
TOYOTA MOTOR THAILAND CO.,LTD.	216,144	123,660	74.8%	139.8%	25.2%	117.1%	113.5%		-31.5%
KAO COMMERCIAL (THAILAND) CO.,	188,209	136,275	38.1%	23.9%	33.7%	34.1%	123.3%		
OFFICE OF THE PRIME MINISTER	178,819	93,898	90.4%	40.9%	15.4%	-16.2%	147.8%		145.9%
CEREBOS(THAILAND)LTD.	161,457	153,250	5.4%	5.2%	16.4%	-6.7%	24.2%		
PEPSI-COLA(TH.)TRADING CO.,LTD	157,341	101,484	55%	37.3%	77.8%	44.9%	93.2%		
JOHNSON&JOHNSON(THAILAND)LTD.	151,130	207,342	-27.1%	-41.8%	3.1%	-31.2%	30.9%		
BETTER WAY(THAILAND)CO.,LTD.	132,963	134,389	-1.1%	-10.7%	-18.3%	14.2%	53.1%		
COCA-COLA (THAILAND)	119,349	70,624	69%	73.9%	72.3%	82.3%	33.2%		-49.4%
OISHI GROUP PUBLIC CO.,LTD.	119,143	94,776	25.7%	11%	53.9%	-4.2%	105.1%		
RECKITT BENCKISER(THAILAND)LTD	118,807	76,530	55.2%	-20.2%	52%	51.3%	235.5%		
LION (THAILAND) CO.,LTD.	109,848	120,541	-8.9%	9.8%	-58.7%	22.9%	35.3%		
GLAXO SMITH KLINE(THAILAND)LTD	108,346	35,665	203.8%	96.9%	263.4%	241%			

Source: AGB Nielsen

Top 20 Advertisers on Television 1Q10 : Channel 3 still gained the largest portion of Unilever's TV ad budget in 1Q10 at 41.7 per cent.

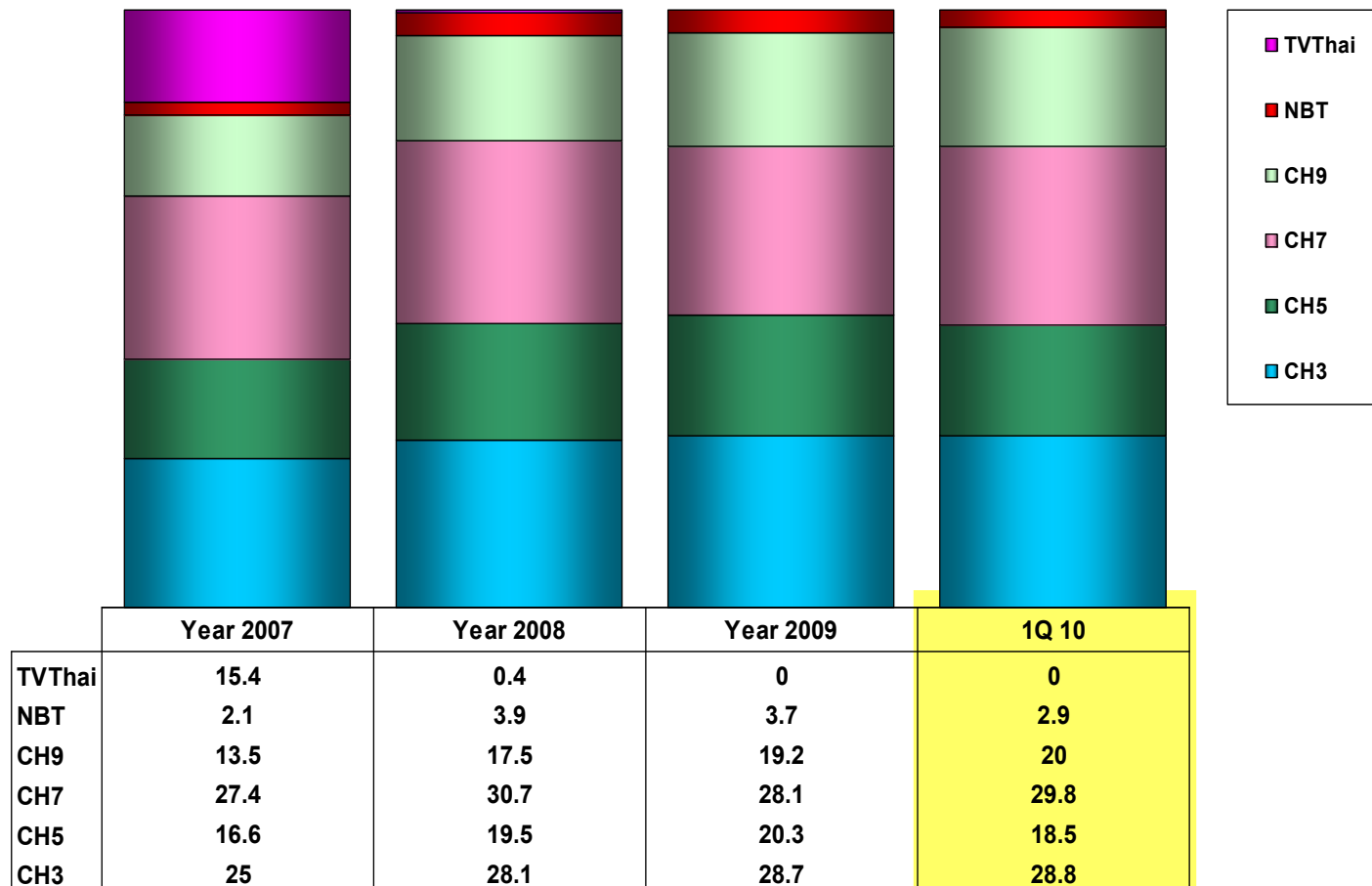
ADVERTISER (000 BAHT)	Grand Total	TV					
		3 %	5 %	7 %	9 %	TV Thai %	NBT %
UNILEVER (THAI) HOLDINGS	1,231,292	41.7%	15.6%	17.3%	25.4%		
PROCTER & GAMBLE (THAILAND)	537,506	31.9%	11.9%	51.6%	4.6%		
BEIERSDORF (THAILAND) CO.,LTD.	490,392	42.9%	15.6%	24.8%	16.6%		0.1%
AJINOMOTO SALES CO.,(THAILAND)	469,688	22%	23.7%	30.7%	23.5%		0.1%
L'OREAL (THAILAND) LTD.	370,396	37.1%	11.7%	36.3%	14.9%		
NESTLE(THAI) LTD.	328,806	37.5%	6.1%	49.8%	6.6%		0.1%
COLGATE-PALMOLIVE(THAILAND)LTD	257,724	58.2%	4.6%	34.4%	2.8%		
OSOTSPA CO.,LTD.	238,893	23.6%	20.4%	25.7%	28.5%		1.7%
TOYOTA MOTOR THAILAND CO.,LTD.	216,144	19.7%	25.4%	22.8%	28.9%		3.2%
KAO COMMERCIAL (THAILAND) CO.,	188,209	29.4%	20.8%	36.2%	13.5%		
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CEREBOS(THAILAND)LTD.	161,457	38.2%	14.6%	30.3%	16.9%		
PEPSI-COLA(TH.)TRADING CO.,LTD	157,341	26%	9.1%	39.7%	25.2%		
JOHNSON&JOHNSON(THAILAND)LTD.	151,130	43.6%	15.6%	23.2%	17.7%		
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COCA-COLA (THAILAND)	119,349	33.4%	15.4%	37.6%	13.5%		0.2%
OISHI GROUP PUBLIC CO.,LTD.	119,143	24.8%	20%	29.1%	26.1%		
RECKITT BENCKISER(THAILAND)LTD	118,807	16.3%	17.3%	28.3%	38%		
LION (THAILAND) CO.,LTD.	109,848	33.1%	16.5%	31%	19.3%		
GLAXO SMITH KLINE(THAILAND)LTD	108,346	31.5%	9.3%	49%	10.2%		





**Ad Expenditure
Share**

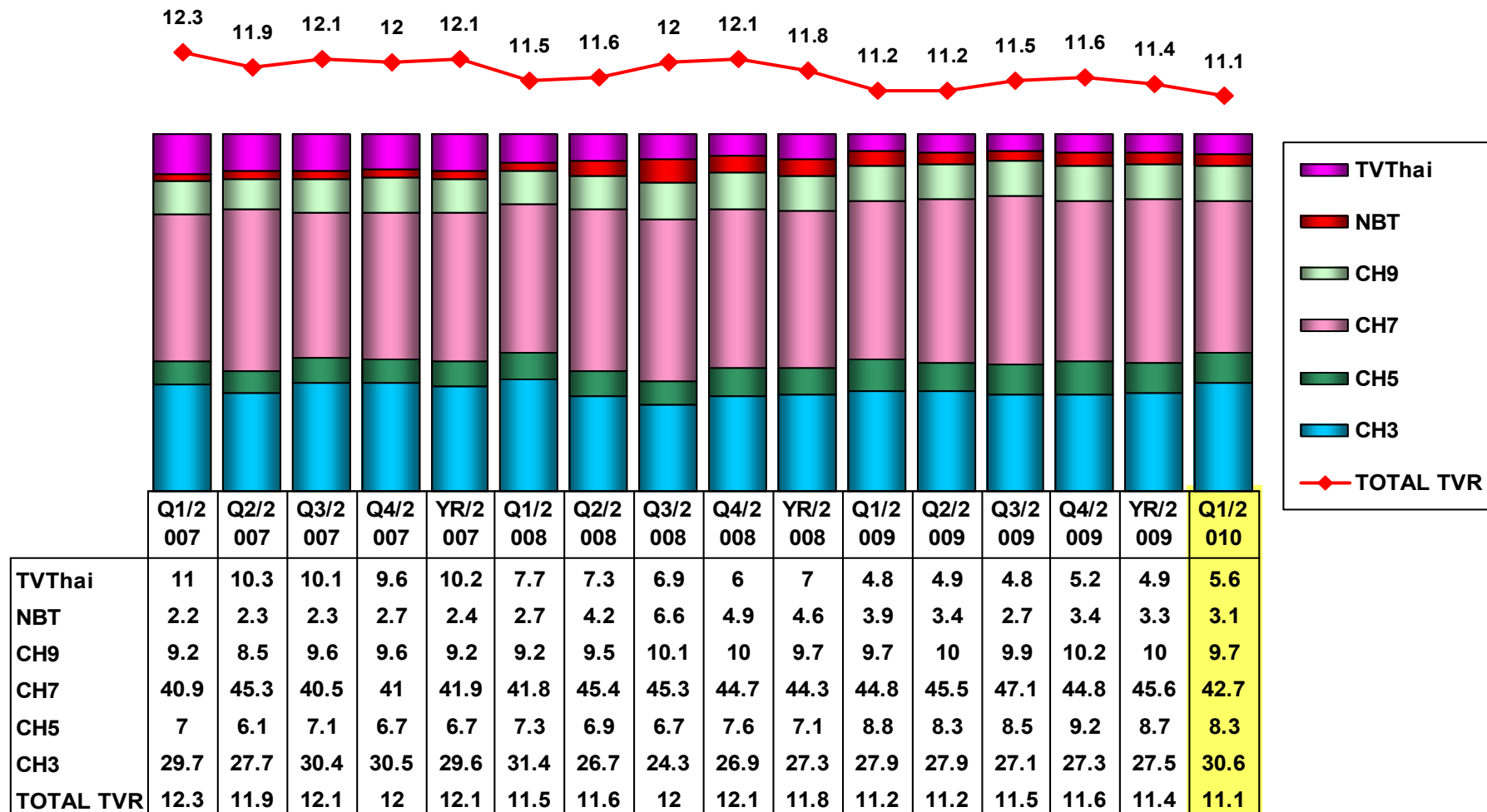
Advertisers Spending on Television by Share : Channel 3's share of TV ad spending continues to rise.





Audience Share

Station Share of Audience 2007 – 2010 ,All 4+ , 06.00 – 24.00 : Despite lowest TV audiences in 1Q10 as compared to audiences in the past 3 years, Channel 3's audience share rose to 30.6%, up from 27.3% in 4Q09 and 27.9% in 1Q09.

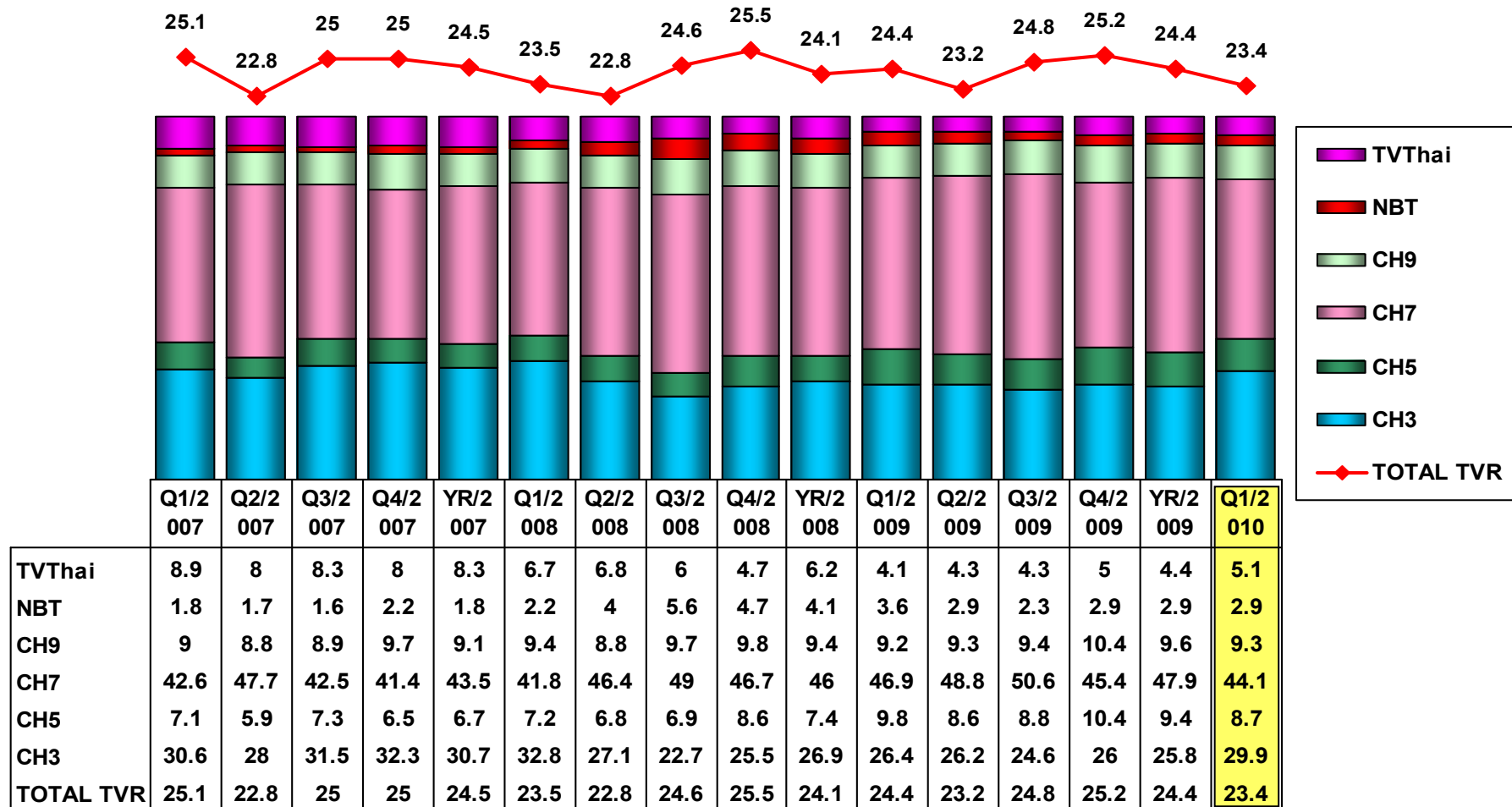


POTENTIAL 2009 : 61,994,000

POTENTIAL 2010 : 62,736,000



Station Share of Audience 2007 – 2010 ,All 4+ ,18.00 – 22.30 : Channel 3 's share of audience has been at its highest since 2Q08, risen sharply to 29.9 per cent in 1Q10.



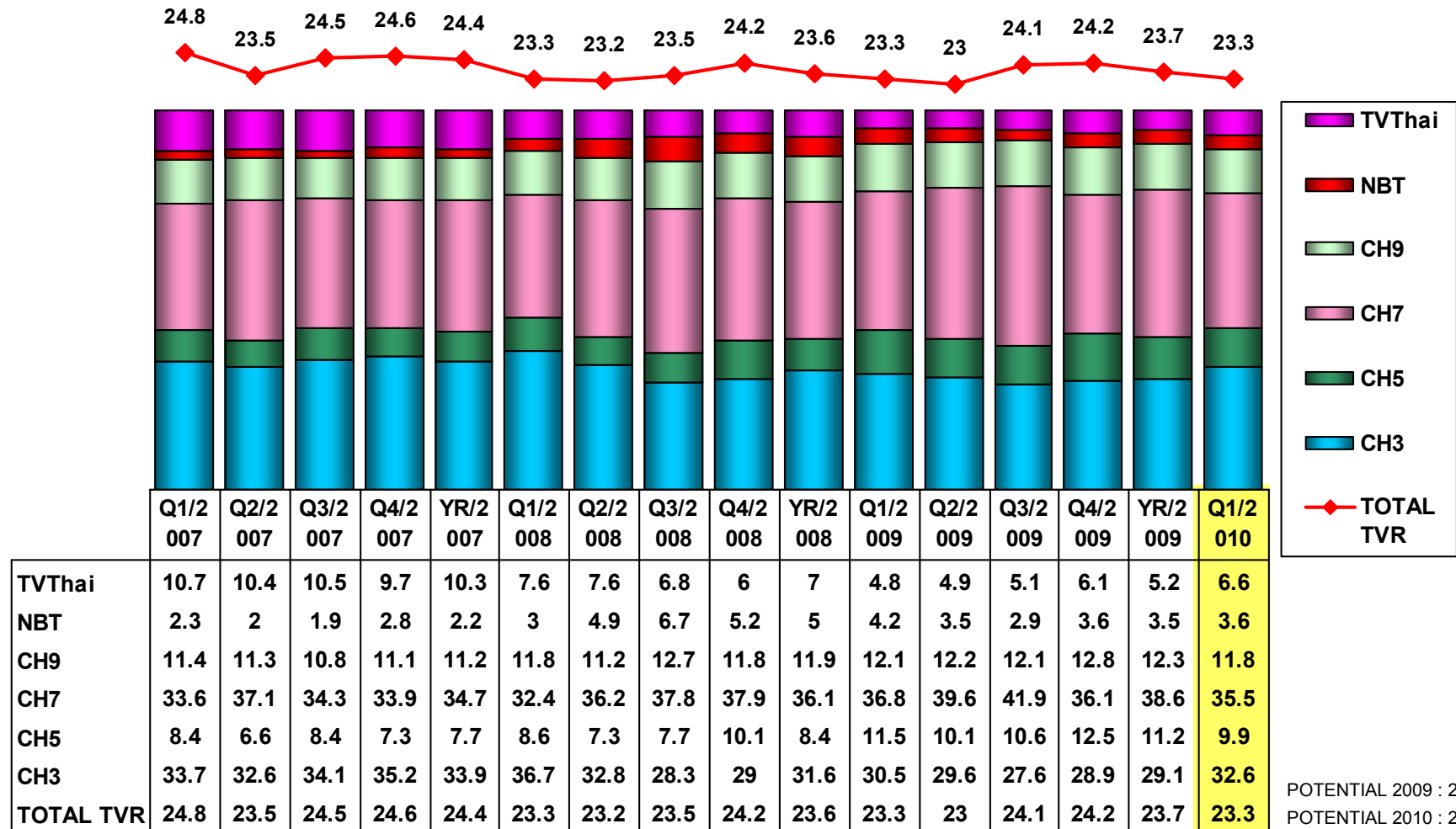
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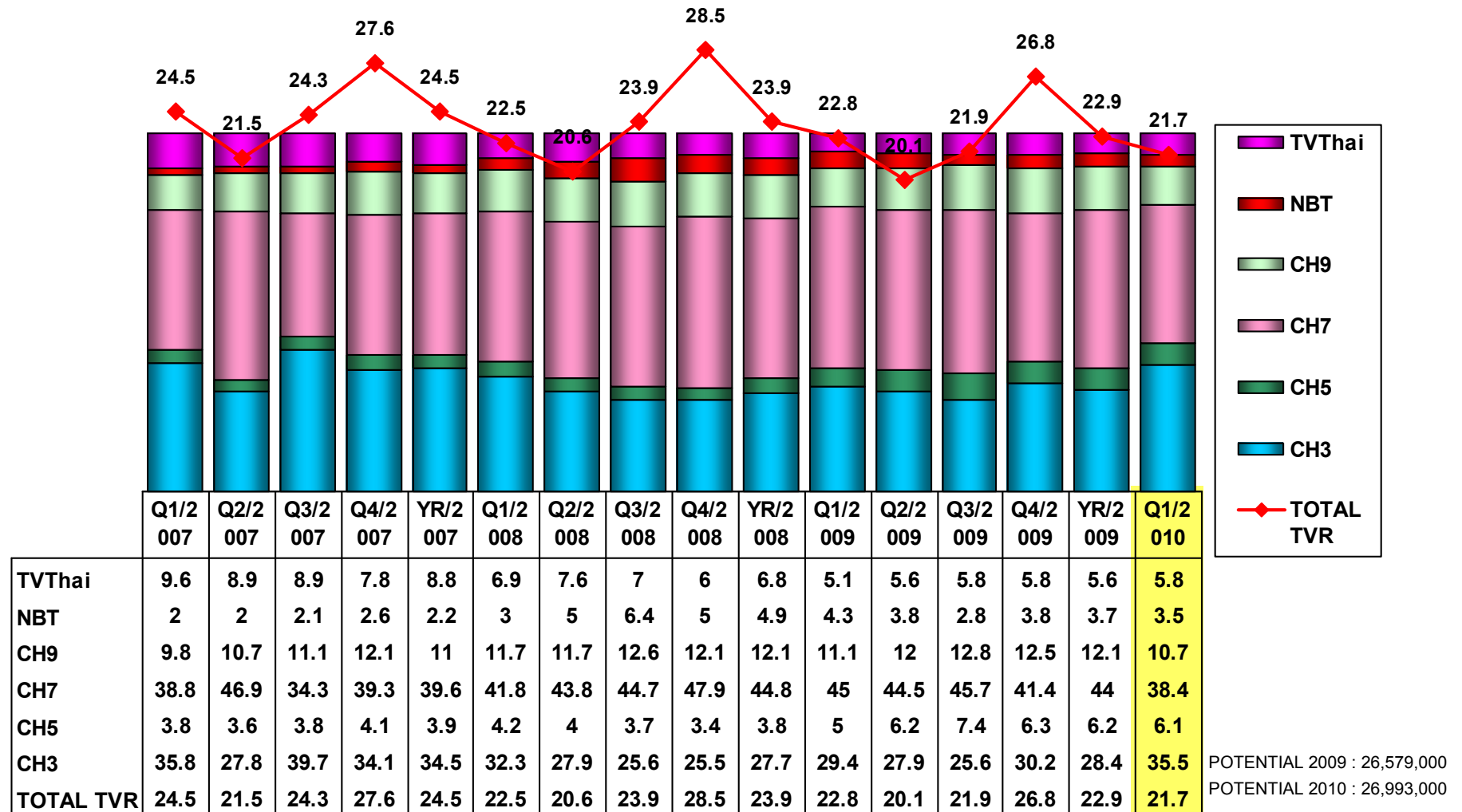


1Q 2010 Result : 14 May 2010

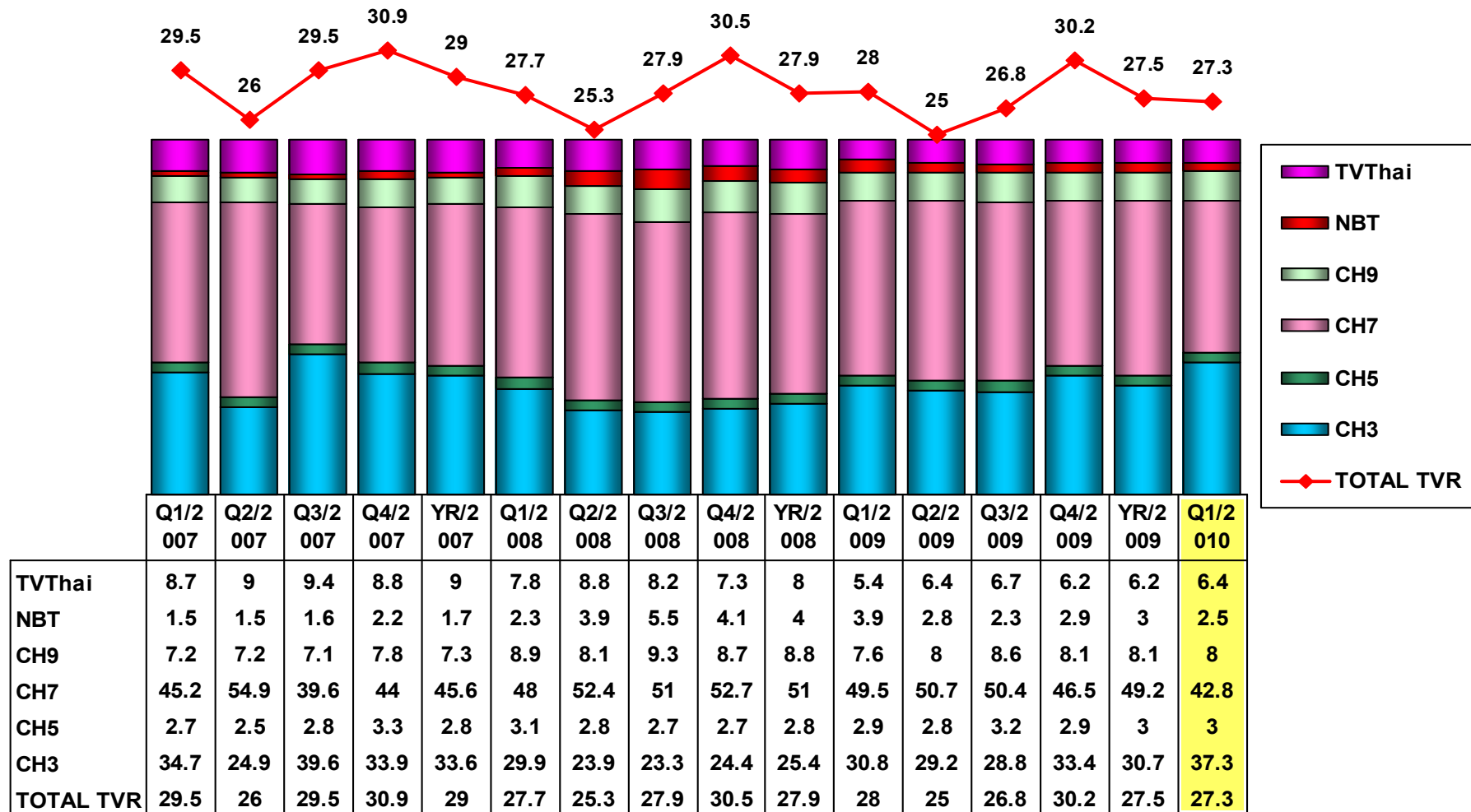
Station Share of Audience 2007 – 2010 ,BU ,18.00 – 22.30 : Channel3’s TV programs during 18.00 – 22.30 have increased its popularity among Bangkok/Urban with audience share for 1Q10 rose to 32.6%.



Station Share of Audience 2007 – 2010 ,Female 15+ ,18.00 – 20.00 : Substantial improvement in Channel 3's share of audience during 18.00 – 20.00 for Female 15+, due mainly to the success of Thai drama at Early Prime(19.00 – 20.00), share of audience rose to 35.5% in 1Q10.



Station Share of Audience 2007 – 2010 ,All 4+ ,19.00 – 20.00 : Share of audience during 19.00 – 20.00 for channel 3 increased significantly to 37.3% in 1Q10.



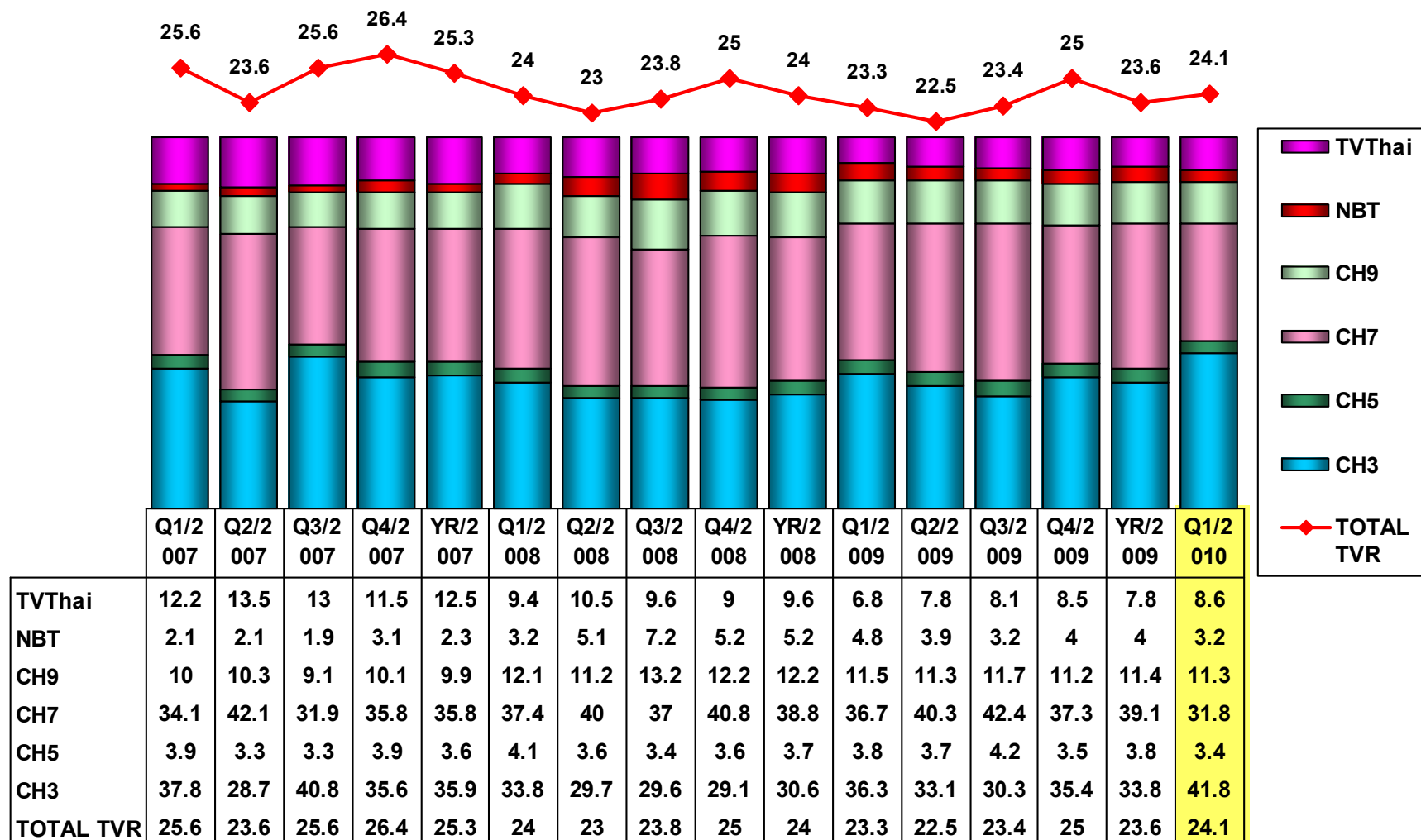
POTENTIAL 2009 : 61,994,000

POTENTIAL 2010 : 62,736,000



1Q 2010 Result : 14 May 2010

Station Share of Audience 2007 – 2010 ,BU ,19.00 – 20.00 : Bangkok/Urban audiences watched channel 3 more than any channels during 19.00 – 20.00.

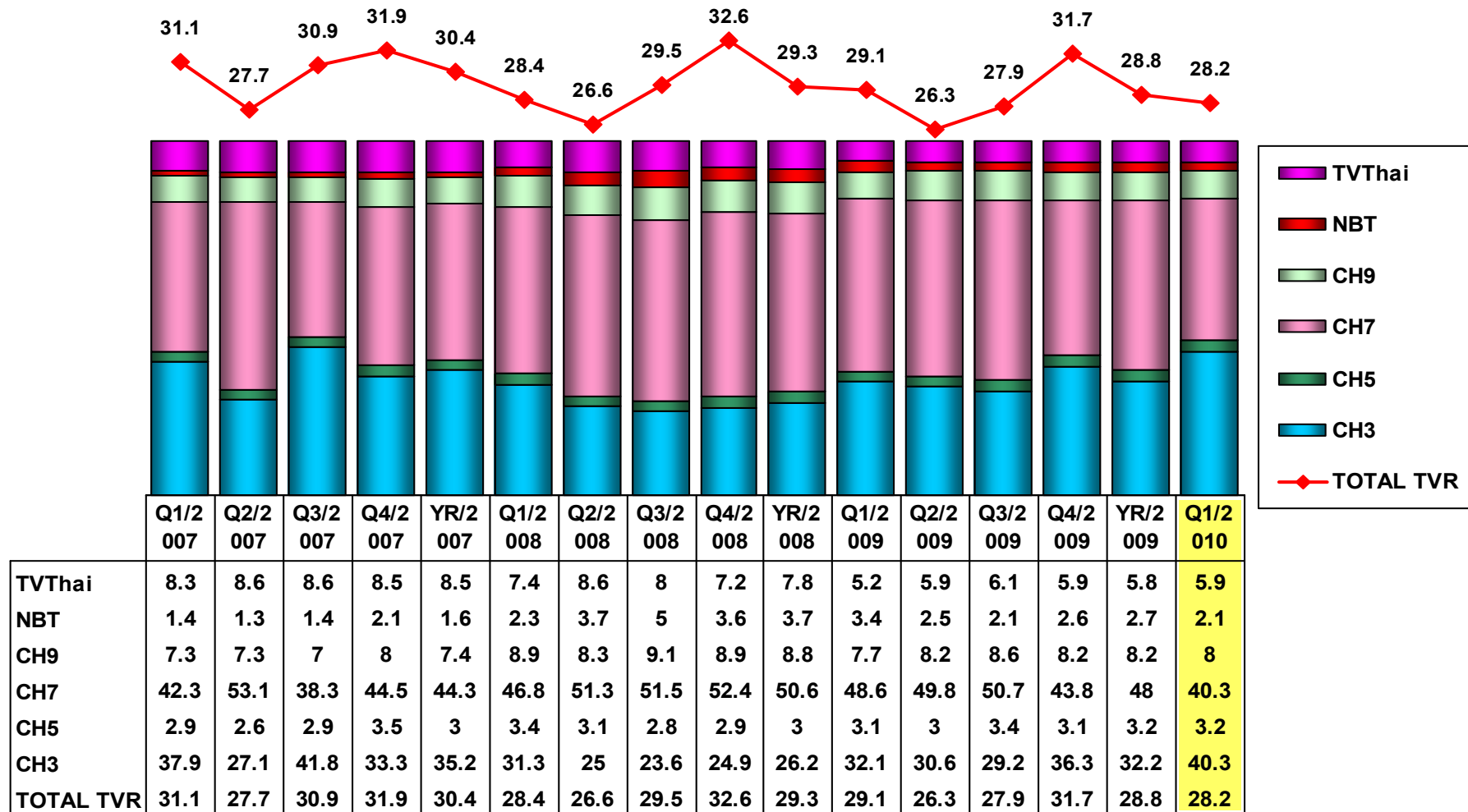


POTENTIAL 2009 : 21,087,000

POTENTIAL 2010 : 21,483,000



Station Share of Audience 2007 – 2010 ,Female 15+ ,19.00 – 20.00 : Strong recovery of Female 15+ in 1Q10, with share of Female 15+ audience rose to 40.3%



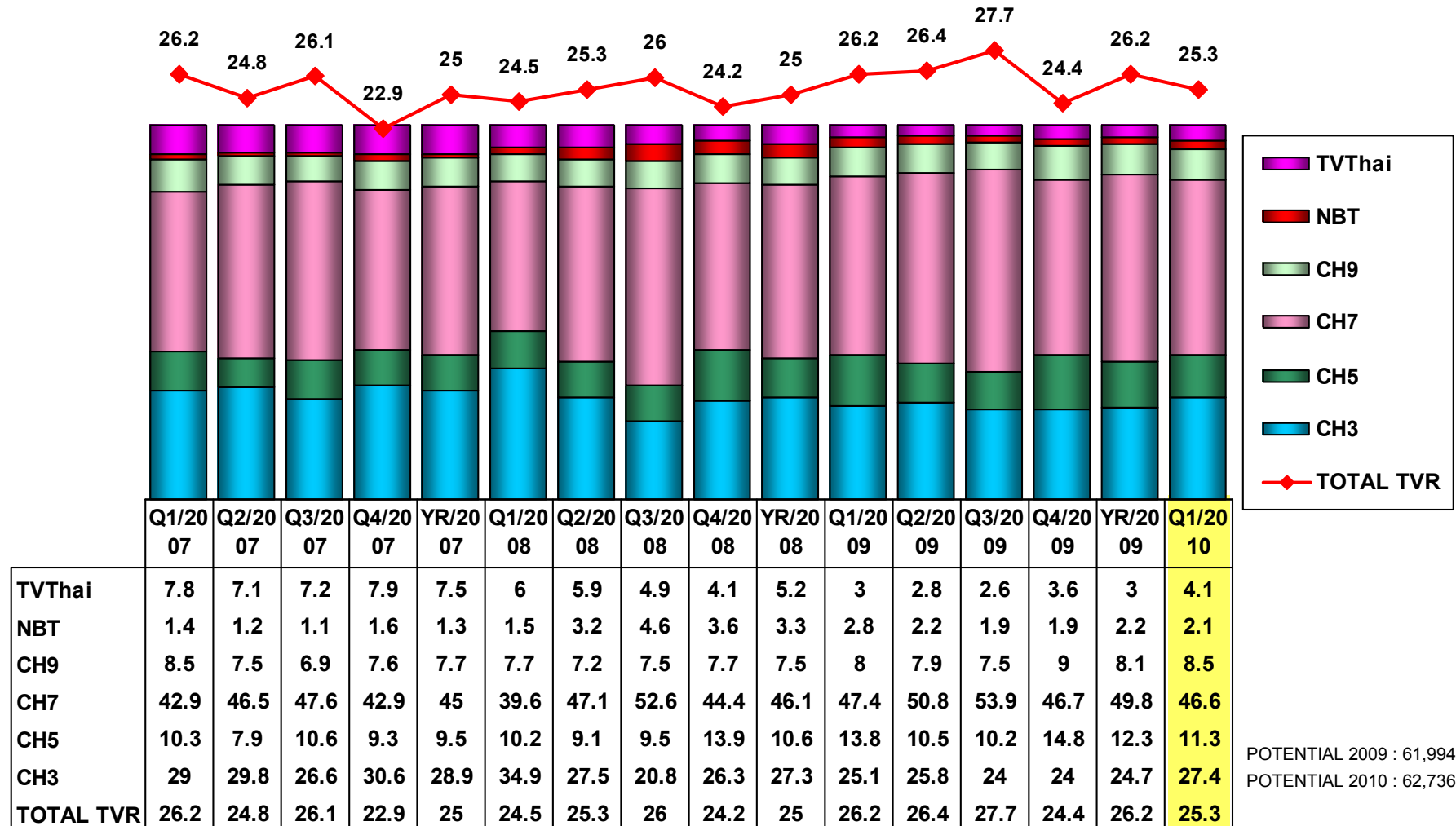
POTENTIAL 2009 : 26,579,000

POTENTIAL 2010 : 26,993,000

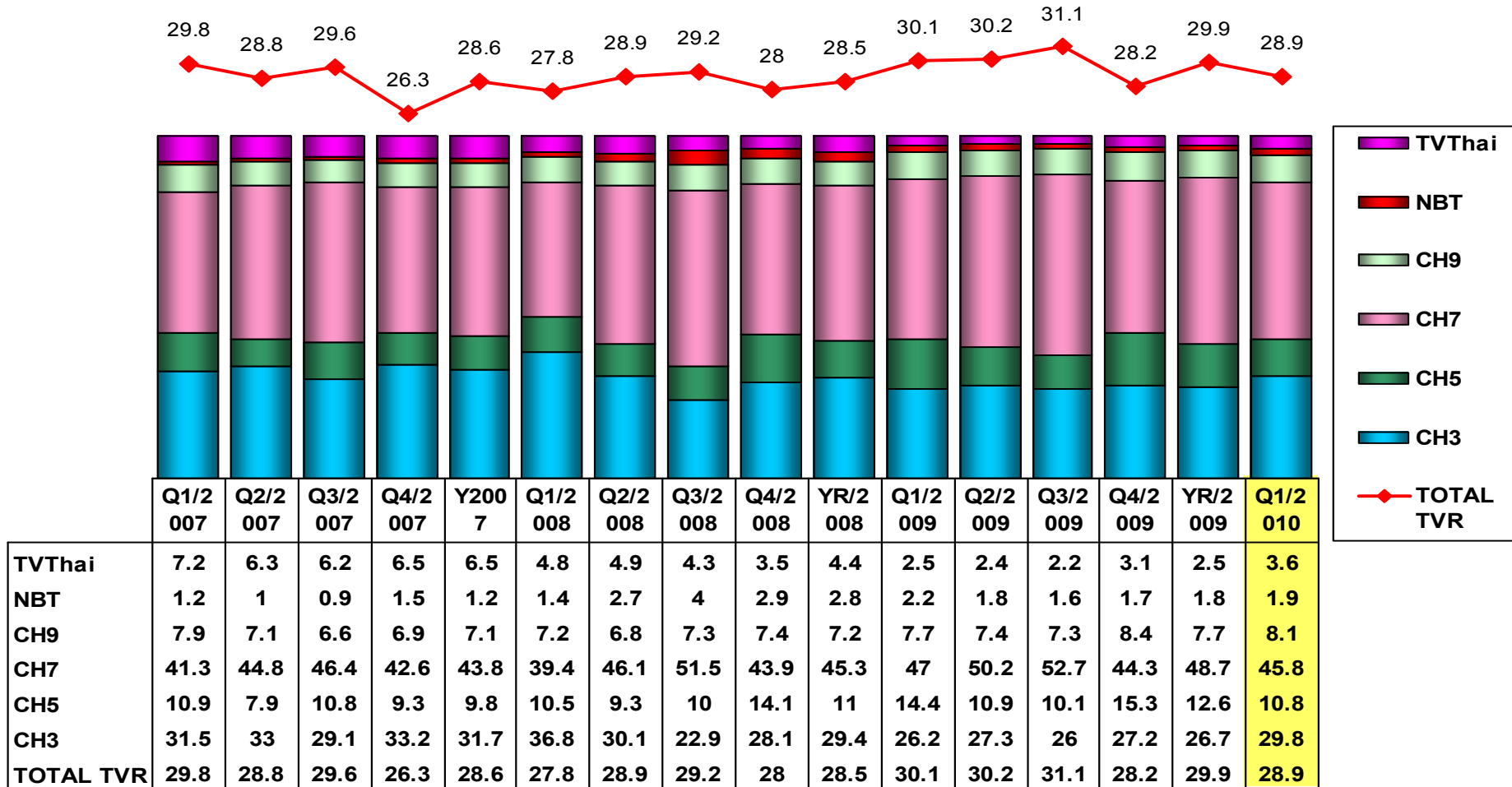


1Q 2010 Result : 14 May 2010

Station Share of Audience 2007 – 2010 ,All 4+ ,20.15 – 22.30 : Primetime Thai Drama during 20.15 – 22.30, share of audience improved to 27.4%, up from 24.0% in 4Q09 and 25.1% in 1Q09.



Station Share of Audience 2007 – 2010 , All Female 15+ ,20.15 – 22.30



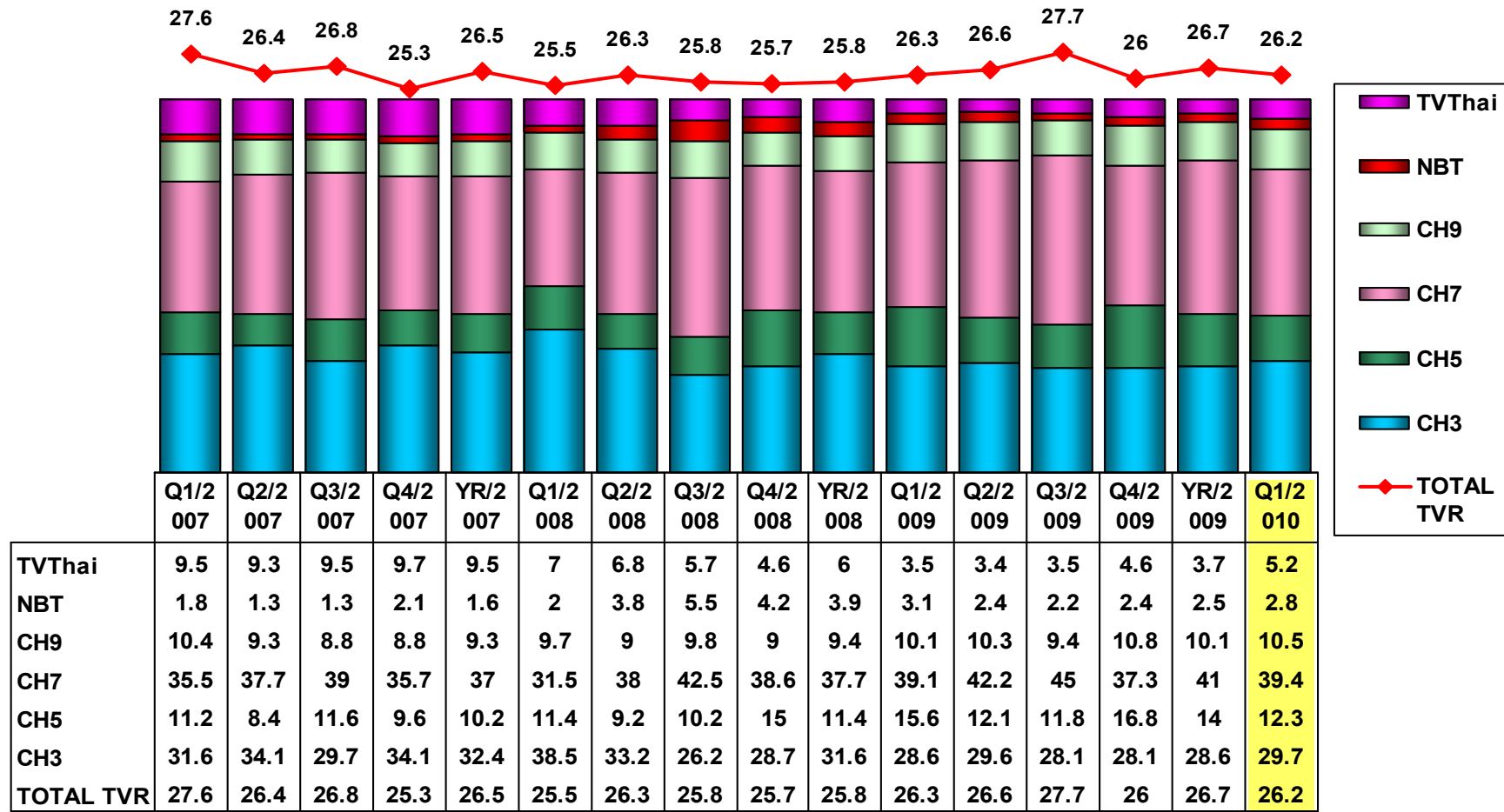
POTENTIAL 2009 : 26,579,000

POTENTIAL 2010 : 26,993,000



1Q 2010 Result : 14 May 2010

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



POTENTIAL 2009 : 21,087,000

POTENTIAL 2010 : 21,483,000



1Q 2010 Result : 14 May 2010

สรุปผลประกอบการ ไตรมาส 1 / 2010

1.) ส่วนแบ่งผู้ชมโทรทัศน์ (หน่วย : ร้อยละ)

	<u>ไตรมาส 4/2009</u>	<u>ไตรมาส 1/2009</u>	<u>ไตรมาส 1/2010</u>
All 4+ ; 06.00 – 24.00	27.3	27.9	30.6
All 4+ ; 18.00 – 22.30	26.0	26.4	29.9
BKK/ Urban ; 18.00 – 22.30	28.9	30.5	32.6
All 4+ ; 19.00 – 20.00	33.4	30.8	37.3
Female15+ ; 20.15 – 22.30	27.2	26.2	29.8

Source : AGB Nielsen Media Research

2.) ส่วนแบ่งการตลาดเม็ดเงินโฆษณา (หน่วย : ร้อยละ)

	<u>ไตรมาส 4/2009</u>	<u>ไตรมาส 1/2009</u>	<u>ไตรมาส 1/2010</u>
Channel 3	27	30	29
Channel 5	19	20	18
Channel 7	31	28	30
Channel 9	19	18	20
NBT	4	4	3
TPBS	-	-	-

Source : AGB Nielsen Media Research



3.) อัตราการเติบโตของเม็ดเงินโฆษณาผ่านช่อง 3 เปรียบเทียบกับอุตสาหกรรมโทรทัศน์โดยรวม

ไตรมาส 1/2010

	มกราคม	กุมภาพันธ์	มีนาคม	ไตรมาส 1/2010
อุตสาหกรรมโทรทัศน์โดยรวม	10.6	14.9	15.8	13.1
ช่อง 3 (AGB Nielsen Report)	7.8	8.2	8.2	8.1
ช่อง 3 (Internal Data)	25.5	21.7	13.4	19.4

Note: Internal Sales data showed that in March 2010 ad revenue of Ch3 was at the highest level ever in our historical sales data

4.) นาฬิกาขายของละครช่วงไพรม์ไทม์ Source : Ch3 Internal Sales Data

นาฬิกาขายเฉลี่ยต่อเดือน

ไตรมาส 1 / 2005	ไตรมาส 1 / 2006	ไตรมาส 1 / 2007	ไตรมาส 1/2008	ไตรมาส 1/2009	ไตรมาส 1/2010
452	613	678	733	719	786

5.) Ch3 1Q10 Result by program (revenue base)

	% Change (1Q10 vs 1Q09)	
Primetime Drama	+9.2%	----->
Krob-Krua-Khao	+34.4%	
Early Primetime Thai Drama	+73.3%	
		Rueng Den +34.6%
		Rueng Lao +14.5%
		3 Miti news +82.9%
		Rueng Lao Sat – Sun + 54.9%

Source : Ch3 Internal Sales Data

1Q10 in Numbers : 1Q10 has been a great success for channel 3. A strong start into the year 2010

<p>+ 19.4% : Highest ad revenue growth on Y-o-Y by quarter since 2Q08</p>	<p>41.8% : Highest Audience share for B/U during 19.00 – 20.00 (Ch7 has 31.8%)</p>	<p>37.3% : Highest Audience share for 4+ Nationwide during 19.00 – 20.00 (since 2007)</p>
<p>40.3% : Highest Audience share for F15+ during 19.00 – 20.00 (Ch7 has 40.3%)</p>	<p>36.1% : Highest Audience share for B/U during 18.00 – 20.00 (Ch7 has 29.7%)</p>	<p>30.6% : Highest Audience shares for 4+ Nationwide during 06.00 – 24.00 (since 2008)</p>





Thank you