



## RS cashes in 800 million baht revenue in the first quarter, with its media business thriving steadily

Ladprao – RS Public Company Limited chief financial officer Darm Nana revealed that in the first quarter of 2015, RS has bagged 805.4 million baht revenue, or a 15.7% increase from the same period last year. Of that number, 571.9 million baht came from its media business, 106.7 million from its music business, and 70.4 million from its event business. Its net loss is now only 41.5 million baht, which goes as expected. It is a result of the expenses of licenses, digital TV network system, and production cost of new content. The company is confident that digital TV will continue to grow and has a lot of potential, and the company will be greatly profitable in the long run.

The biggest money maker of the company is the media segment, especially television. Channel 8 Digital TV has seen a sharp increase in advertising revenue because of the new content which adds diversity to the channel, such as news programmes and sports programmes. Existing programmes have also been upgraded and the schedule has been adjusted. Its marketing strategy has been changed accordingly. More time is given to new dramas, increased from one new drama weekly to two. The most popular content is dramas such as Mia Thuen, Waen Thong Lueng, Mae Luek Kerd Dai, LuangPhee Digital, and Lun Rak Kham Rua. Music programmes such as Siang Sawan Pichit Fan is also popular. For the second half of 2015, the channel has prepared many new dramas, such as Khunying Nok Thamniab, Sud Tae Jai JaKhwai Khwa, and Jao Sao Chapoh Kit. Meanwhile, Channel 2 is going to have a major makeover, turning its already good performance up a notch.

In its music segment, listeners continue to listen to music in this quarter, but the way they listen has changed. The company knows and understands the change and has adjusted accordingly using synergy strategy, merging the music business with other segments within the company to generate new opportunities and maximize its revenue. It uses its strength as the owner of TV and radio channels to offer one stop service, and introduces customer-oriented strategy to generate catchy content that meets the customers' needs – both listeners and business partners who use music marketing. In the



second half of the year, there will be over 100 new singles across the range. Highlight artists are Baitoey, Film Rathaphum, Ja, Kratae, Khanomjeen, Tham Thai, Neko Jump, Thank You, Black Jack, Luang Kai, Bao Wee, JintaraPoonlap, and Kung Sutthirat. RS is planning a press conference announcing its partnership with LINE, a chat application provider in Japan with the highest number of users in Thailand, to release a new service. It is sure to be a talk of the town and a new phenomenon in the music industry.

For its event business, this past quarter was packed with successful concerts and events such as Sabaidee On Tour 6 and Channel 8 Meets Friends in Chiang Mai. In the second half of the year, RS has big events planned, such as SabaideeOn Tour and Lookthung Festival 5.

The target for this year's revenue is 4.6 billion baht – 3.78 billion or 82% from media business, 350 million or 8% from music business, and 500 million baht or 11% from event business. The net profit is expected to be 15%, a record-breaking growth the company has ever witnessed.

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สายงานสื่อสารองค์กร บริษัท อาร์เอส จำกัด (มหาชน) ขอขอบพระคุณมา ณ โอกาสนี้  
สอบถามรายละเอียดเพิ่มเติมได้ที่สายงานสื่อสารองค์กร บมจ.อาร์เอส โทร 0-2511-0555 ต่อ 2148  
ก๊อช (นุสรรา) 087-085-5511 / เอ๋ (บุษกร) : 08-1551-2840