



## Channel 8 ranks 3<sup>rd</sup> in news, with plans to add 10 new dramas and 5 variety shows

Channel 8 executive rejoices as the channel ranks 3rd in news. Plans are in place for the second half of the year to welcome tough competition in digital TV, with new dramas and added 30 minutes airtime. Ten new dramas and five variety shows will be introduced. “

Ong-art Singlumpong, executive vice-president of Channel 8, RS Public Company Limited, said that in the first half of the year, the competition in digital TV did not exceed the company's expectation. However, some operators already pulled out from the industry, which was quite a surprise after just one year. After this, the competition will get tougher.

Dramas continue to be the main player in the digital TV industry, because it is a powerful and impactful content that brings awareness and recognition. Channel 8 is already strong in this department, but its news content, especially Khui Khao Chao, is another strength of the channel. At present, the channel's news rating is at number three nationwide, thanks to the experienced team who can produce interesting content.

Channel 8 adjusts its strategy on a monthly basis. The second quarter of the year was significantly better than the first. Recently, it has revamped its dramas to expand its viewership base to include Bangkokians, on top of its existing fan base in other cities. The pilot drama for this strategy is Khunying Nok Thamniab, which begins on June 19. Channel 8 is positive that it will be well-received.

The channel will also extend its drama airtime by 30 minutes, from 60 minutes to 90 minutes. Ten new dramas are lined up, including Khunying Nok Thamniab, Dok Son Chu, Mon Rak Asun, La Dub Tawan, Rabam Fai, and Phleng Sud Thai. There will also be sit-coms and series, such as Hotel Welcome, which is about hoteliers, and Rak Story, which will air in August. Five new variety shows will be added, such as Dao Prajam Muang, which introduces good-looking people in various industries, Big Heng, which is about celebrities and their beliefs, and Jew Sa,



which is a children's reality show. The ratio of dramas therefore increases from 15% to 20%, while variety, news, and sports are 50%, 25%, and 5% respectively.

Channel 8 will also partner with JSL and Happy Together, experienced content producers, to produce new dramas and variety shows, some of which will be launched this August. In the second half of the year, the ratio of in-house content is 90%, while outsourced content is 10%. The change will help attract more viewers, from 250,000 to 350,000 viewers per minute. This is a satisfactory number, as it means the channel will be 4<sup>th</sup> of the country in terms of overall rating.

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