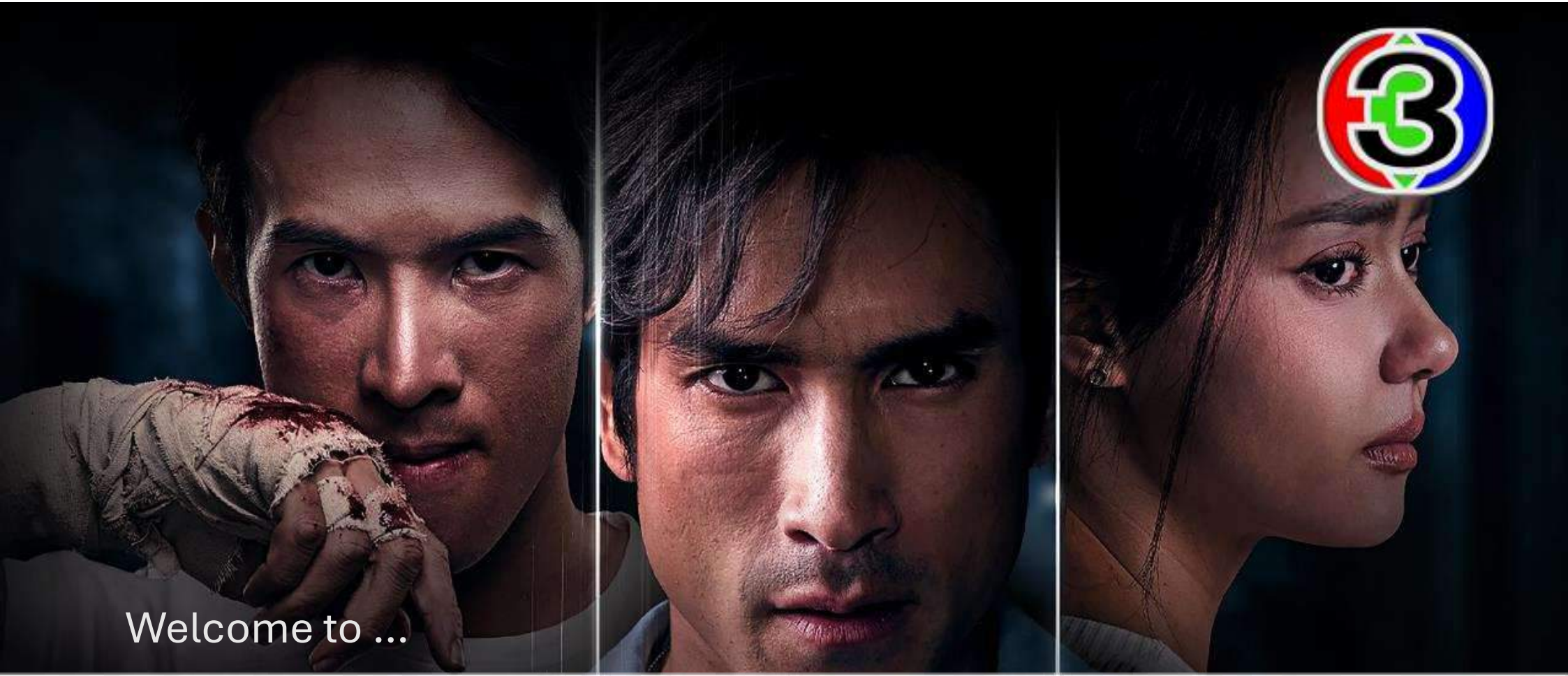




Welcome to ...

BEC World Public Company



Beyond TV, Beyond Thailand



*56 Years of
Pride
and Success IN
THE BUSINESS*



THAILAND'S LEADING CONTENT & ENTERTAINMENT PLATFORM

THAILAND'S HIGHEST TV RATING NEWS STATION





**THAILAND'S MOST FAMOUS
CELEBRITIES & ANCHORPERSONS
ARE WITH CH3 DRAMA & NEWS PROGRAMS**

LEADER IN TV RATINGS IN URBAN AREA



1,000+ OF DRAMA CONTENTS & NEWS FOOTAGES





THE MARKET

Embrace change
& keep moving forward

STEPS OF THE CHANGE



Technology



Viewers



Marketplace

THE ADVERT SPENDING SLOWS ...



The common cliché that lacks universal truth ..

“Advertising spending on traditional media is down again.”

However, **the role** of helping our clients sell better **remains.**

FACT: AUDIENCE NEEDS CONTENT

Terrestrial TV .. Own Online .. Streaming

- * Entertainment
- * Up-to-date
- * Peaceful Society



TO OVERCOME THE CHANGING MARKET



DIVERSIFY INCOME



BUILD COMMUNITY



BE RELIABLE

FACTORS FOR THE TV BUSINESS



AUDIENCES AND FANCLUBS GENERATE POPULARITY

Revenues

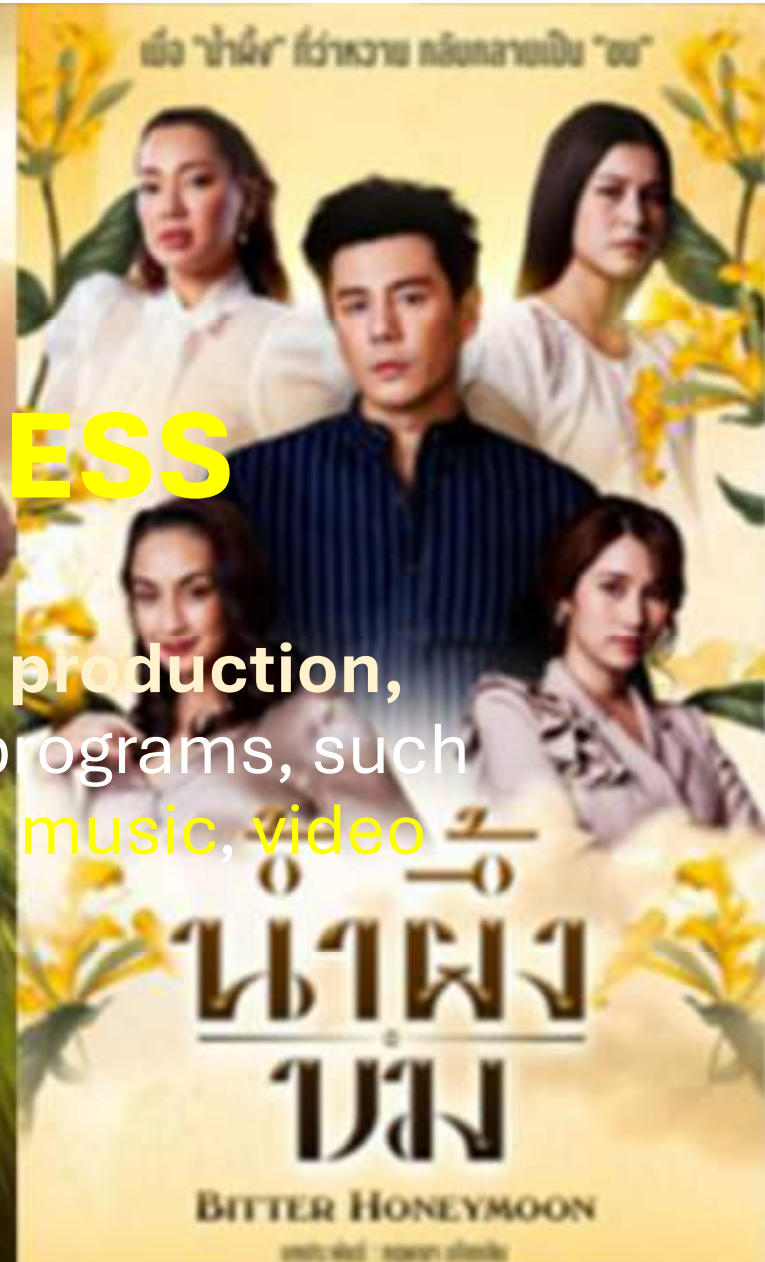


AUDIENCES AND FANCLUBS GENERATE POPULARITY

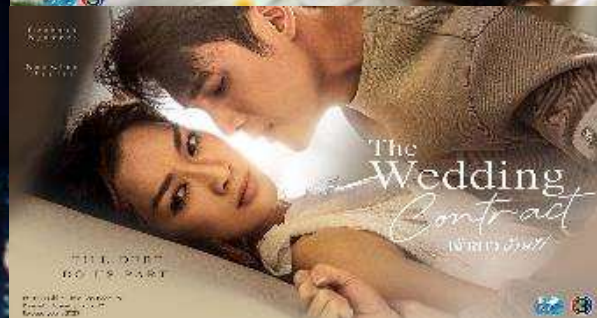
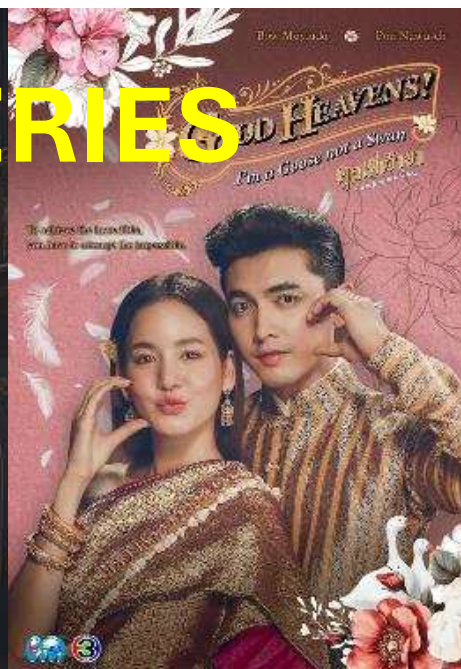


CONTENT BUSINESS

TV industry is involved in the **Creation, production, distribution, and broadcasting** of TV programs, such as drama **series, news, movies, variety, music, video games**, and more.



MY (IM) PERFECT DRAMA/SERIES



NEWS

M-F 15:00- 15:10



M-F 05:30- 08:20



M-F 11:10- 12:25



M-F 14:20- 14:55



M-F 16:30- 18:00



M-S 20:00- 20:20



M-F 21:45- 22:30



M-F 04:55- 05:20



S-S 06:00- 06:50



S-S 10:15- 12:15

M-F 12:25- 13:20



S-S 17:30- 18:20

S-S 21:50- 22:40



NEWS MAKE IMPACT

- Trust
- Reliable

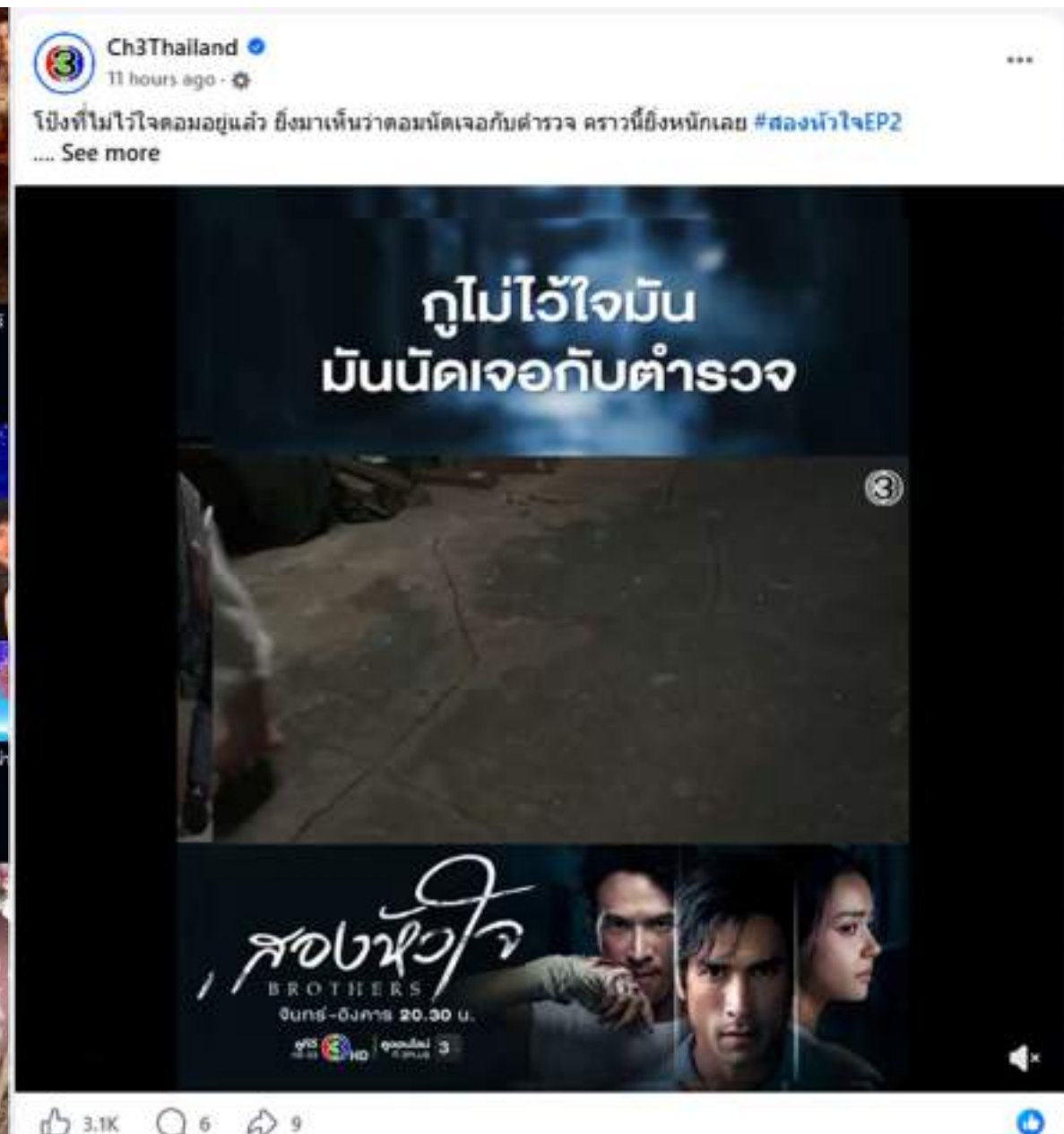


น้ำท่วมเทศบาลนครเชียงใหม่วิกฤต

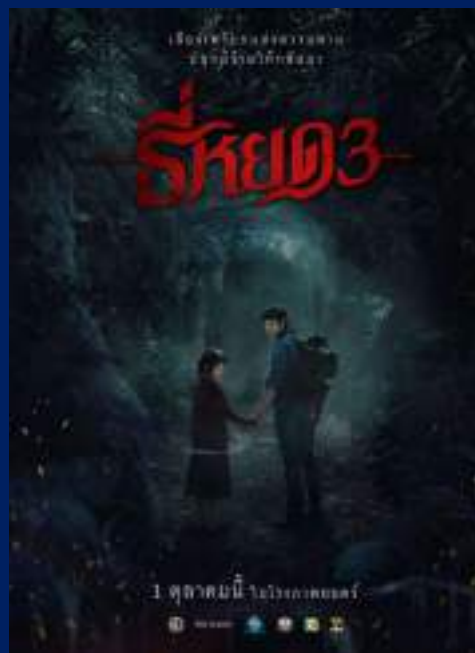


22:16:48

ONLINE CONTENT



MOVIE



IDOL MARKETING



MASCOT MARKETING



COPYRIGHT



INTELLECTUAL PROPERTY



OUR CONTENTS ARE DISTRIBUTED TO MULTI-PLATFORM

Broadcast to
Terrestrial TV



Streams to
3Plus & local
Platform



Social Media



Inter
Platforms



International Business

OUR CUSTOMERS



Agencies



Brand Owner



Subscribers



Platforms



Fans

OUR REGULATORS



The Regulator



The Involved
Units



HUMAN
RIGHTS
WATCH

The Charitable
Organization

IMPACT TO SOCIETY: Thai Dress Phenomenon



SOCIAL LEARNING FROM CONTENTS

- 
- ❖ Good and Bad
 - ❖ Save the World
 - ❖ Cheering Up

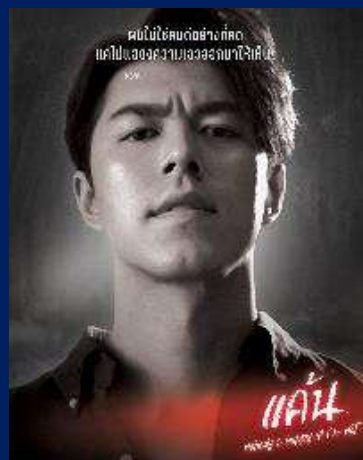
KEY TAKEAWAYS

We need to make our content ...

POPULAR



USEFUL



KEEP THE LAW

