

Workpoint, One31 invest in content to draw adverts

MORE EFFORT IN DISTRIBUTION TO ONLINE MEDIA

WATCHIRANONT THONGTEP
THE NATION

SOME LEADING digital-TV broadcasters are still optimistic of strong advertising revenue this year, so they are continuing to invest in content development both for traditional television screens and online platforms.

Chalakov Panyashom, chief operating officer at Workpoint Entertainment, operator of the Workpoint TV digital channel, said yesterday that his company had budgeted Bt600 million to Bt700 million for content production, about the same as last year. But this year, the company will put more effort into expanding content distribution to online media such as YouTube, Facebook and Line TV.

"Revenue from online content distribution has now become significant for the company. Last year, Workpoint generated Bt70 million from distribution of their top-rated TV programmes on those social-media giants. But YouTube was still the top source of revenue," Chalakov

said.

He said there would be more activity via those online platforms and cross-functioning between traditional and secondary screens, so revenue from online channels could surge to between Bt80 million and Bt90 million this year.

By building up its online audiences, Workpoint will be able to monetise its content further, as well as lure advertisers and sponsors "to engage with us across media platforms", he said.

Last month, its new flagship TV programmes "I Can See Your Voice Thailand" and "The Mask Singer" generated high ratings, at 8.981 and 10.447 points respectively. This has made Workpoint TV more popular among its audience and advertisers, while the popularity of other key TV programmes is following this path.

Chalakov said his company saw an opportunity to raise average advertising rates this year by at least 20 per cent to Bt65,000-Bt70,000 per minute from Bt50,000 in last year. It targets an increase of 20 per cent in revenue to Bt3.2 billion, of

which Bt2.8 billion is from its digital-TV business.

Another digital-TV station, One31, run by GMM Grammy, has increased its investment in content production and marketing by at least 10 per cent over last year as it wants to enhance the quality of its content to lure viewers and gain new audience groups, as well as more revenue from advertisers and sponsors.

"Quality content is the key to making our TV station different and attractive to today's audiences. Good content can travel cross platforms, ranging from normal TV screens to personal computers, tablets and mobile phones," said Dew Waratangtragoon, deputy chief executive of One31.

Last year, GMM Grammy subsidiary One Enterprise invested about Bt1.5 billion in content, marketing and broadcasting costs.

Latelast year, One Enterprise welcomed a new investor by issuing 19.05 million new shares at Bt100 per share to Pranaporn Co, which now holds 49 per cent of the company. After this change, One Enterprise's registered capital totalled Bt3.81 billion.

Dew said that after the dramatic series "Pit Sawat" generated high ratings last year, his TV channel wanted to create similar top-rated dramas this year. Apart from this kind of content, One31 wants to expand its target viewership from a mass audience to specific segments such as males, families and young people.

Under its marketing strategy for the first quarter, One31 CEO Takonkiet Viravan said the station planned to introduce new competition shows such as "Top Chef Thailand" in March, and "Ha Koo Duet", a singing-competition show produced by the team behind "The Star" singing contest.

Dew hopes that his TV station's ratings will rise by at least 10 per cent from last year across all airtime slots, along with corresponding growth in revenue.

Last year, One31 made revenue of Bt1.6 billion, slightly below its original forecast of Bt1.8 billion. It accordingly announced an increase in advertising rates.