



MONO NEXT

3Q 2023





AGENDA



-  **3Q2023 Highlights**
 -  **Financial Highlights**
 -  **Strategic Directions**
 -  **2022-2023(e) Outlook**
- 



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3Q2023 Highlights



Monomax &
3BB Giga TV



Revenue growth YoY **27%**



Member growth YoY **37%**



TV Rating

in 3Q2023 = **0.680***

Growth QoQ **8%**

Ranked **no.4** of in industry

*TVR Source : Nielsen, 4+, 24 hrs.



Performance

Total revenues
THB 470 m (QoQ -2%)

EBITDA
THB 238 m (QoQ -17%)

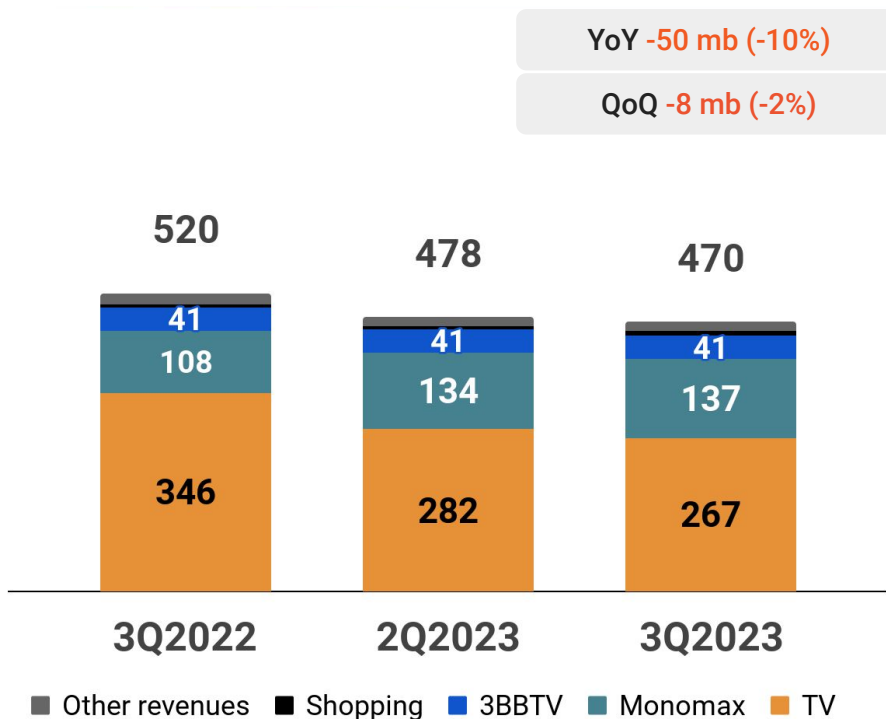
Investment
THB 219 m (QoQ -17%)



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Financial Highlights

1. Revenue from core businesses

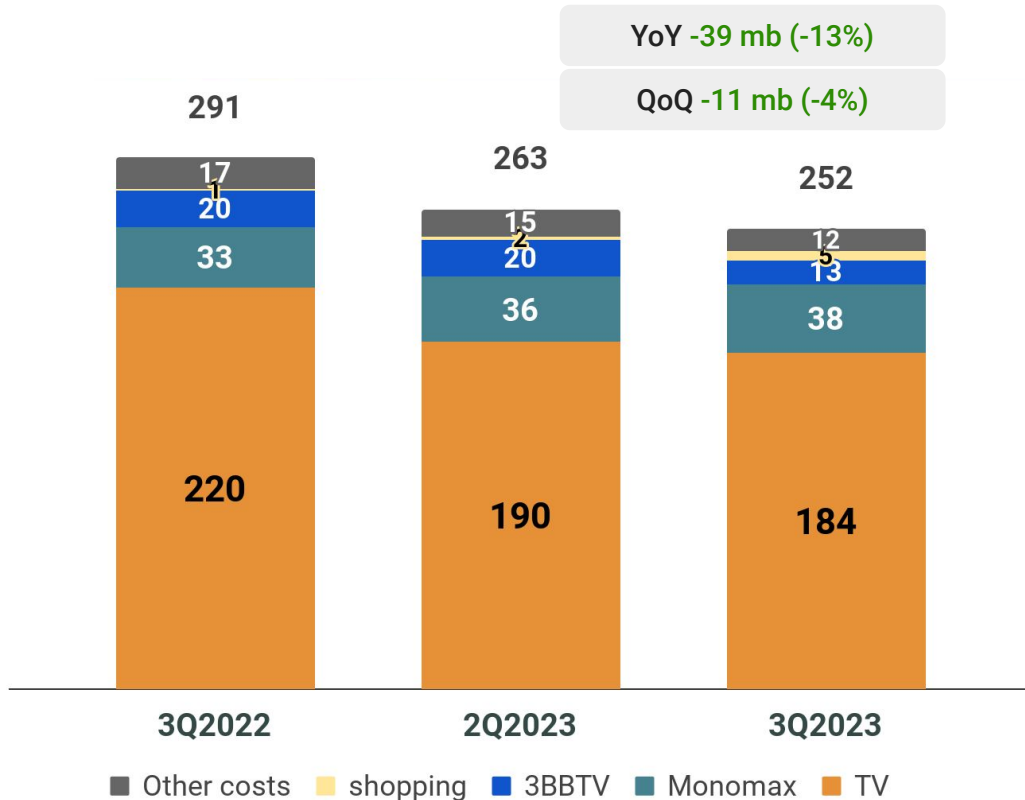


Unit: million Baht

Revenue	YoY	QoQ
TV	-79 (-23%)	-15 (-5%)
Monomax	+29 (+27%)	+3 (+2%)
Shopping	+5 (+100%)	+4 (+67%)
Other rev.*	-5* (-25%)	-

* Online, right management etc.

2. Cost Structure

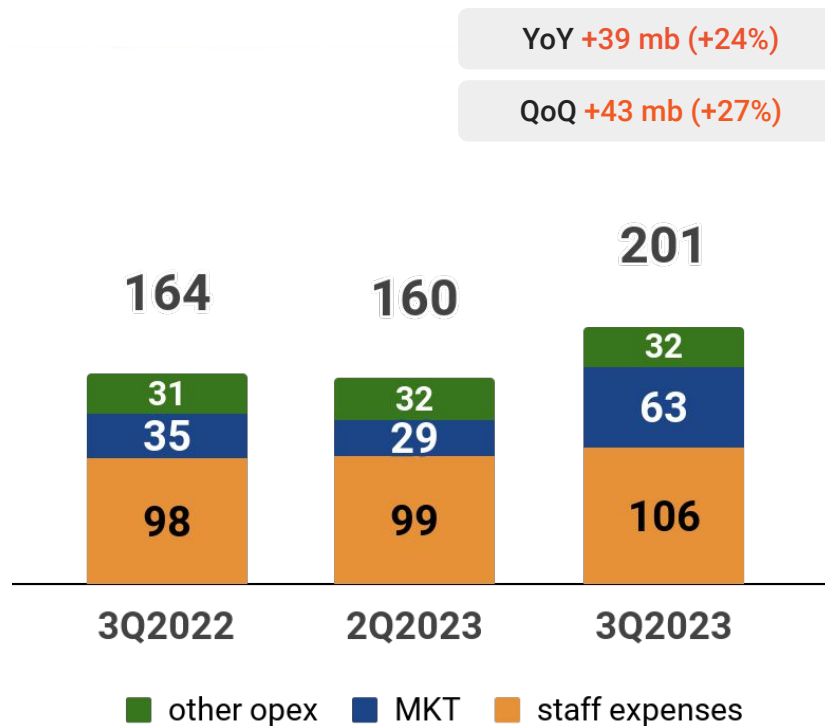


Cost	YoY	QoQ
TV	-36* (-16%)	-6* (-3%)
Monomax	+5* (+15%)	+2* (+6%)
3BBTV	-7 (-40%)	-7 (-40%)
Shopping	+4 (+400%)	+3 (+150%)
Other	-5 (-24%)	-3 (-13%)

*amortization

Unit: million Baht

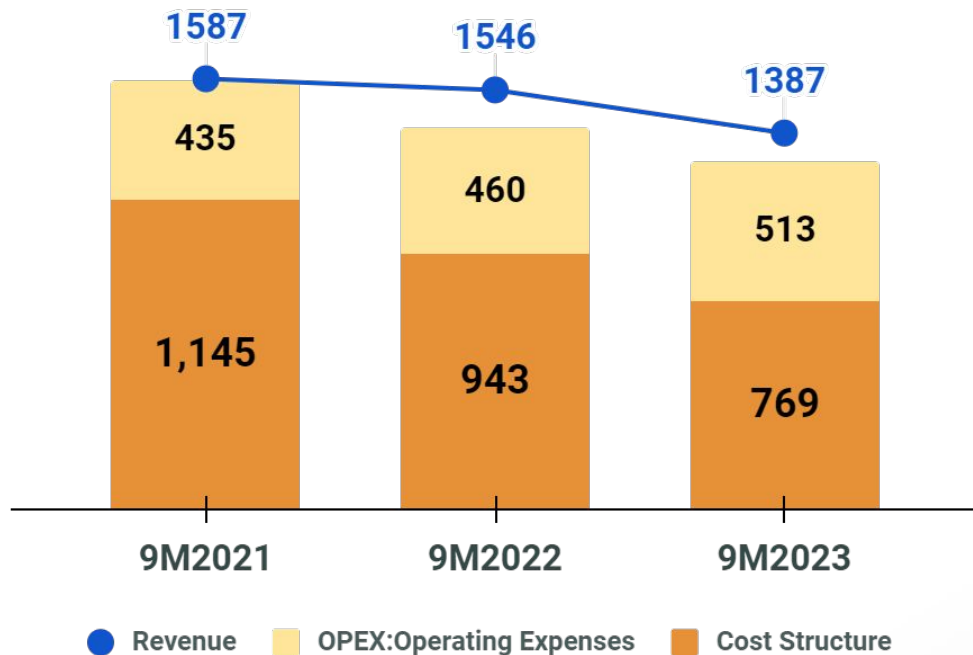
3. OPEX : Operating Expenses



OPEX	YoY	QoQ
Staff expense	+8 (+8%)	+7 (+7%)
MKT	+28 (+80%)	+34 (+117%)
Others opex	+3 (+10%)	+2 (+6%)

Unit: million Baht

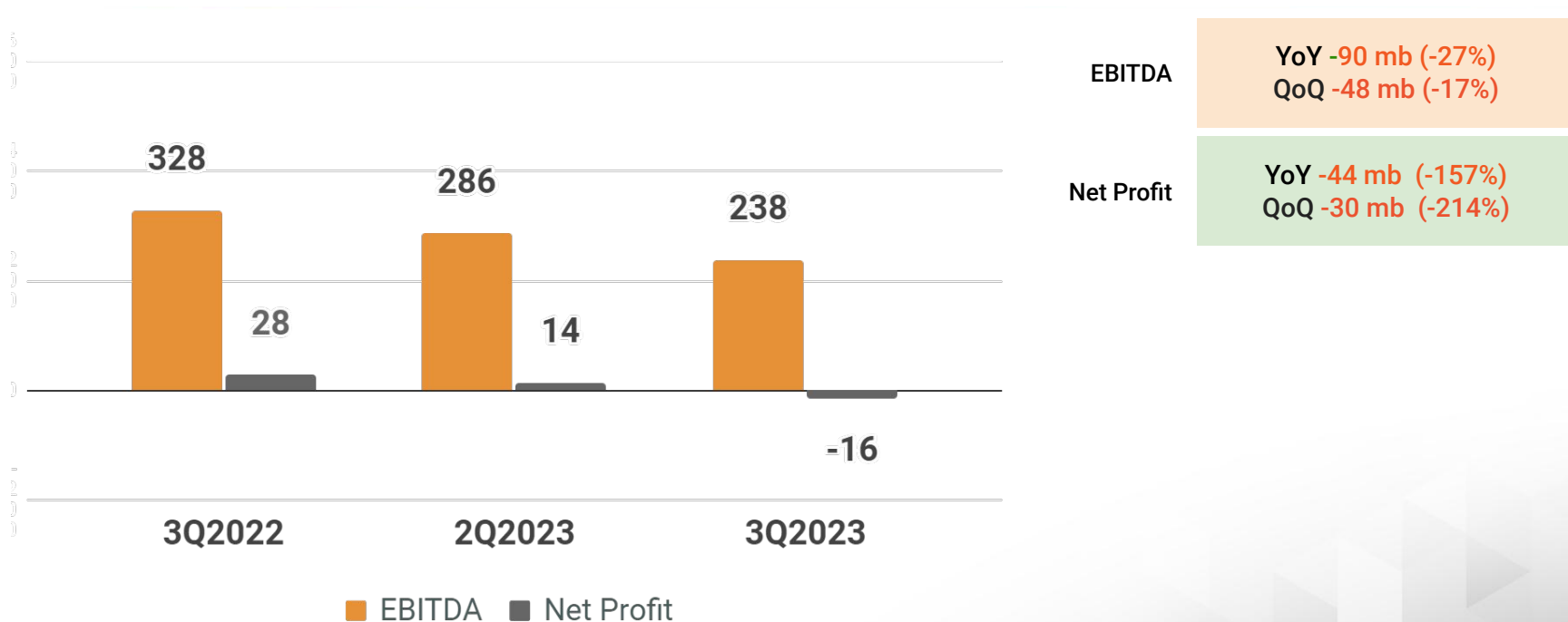
4. Compare 9-month performance



Unit: million Baht

YoY	
Revenue	-159 (-10%)
Cost	-174 (-18%)
Opex	+53 (+12%)
Net Profit	-51 (-85%)
EBITDA	-220 (-22%)

5. EBITDA and Net Profit

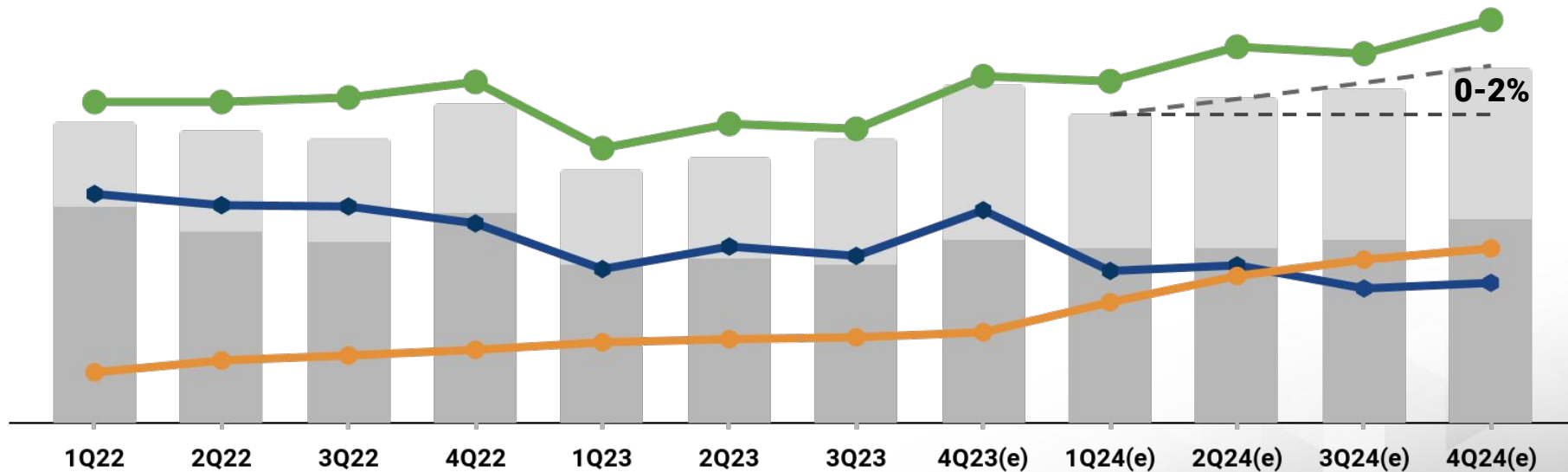


Unit: million Baht

6. TV and SVOD Growth

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● Total Revenue ● Revenue Mono Max ● Revenue Ads.TV ■ opex ■ Cost



Strategic Directions

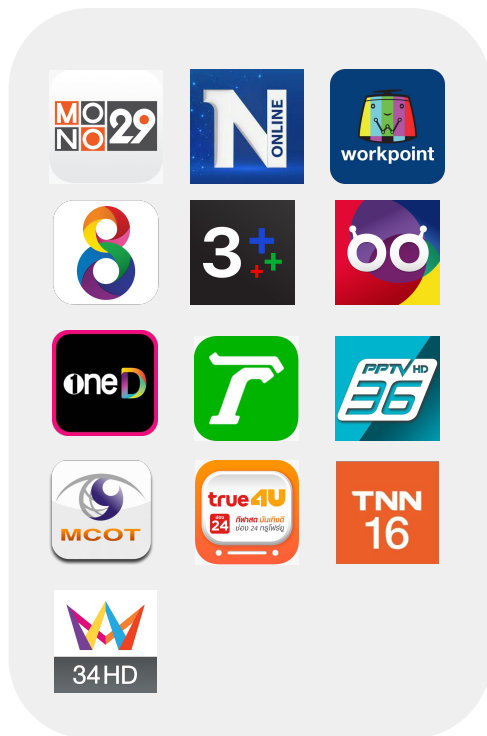
- 1. TV and SVOD and Report**
- 2. Monomax packages & Contents**
- 3. AI technology**



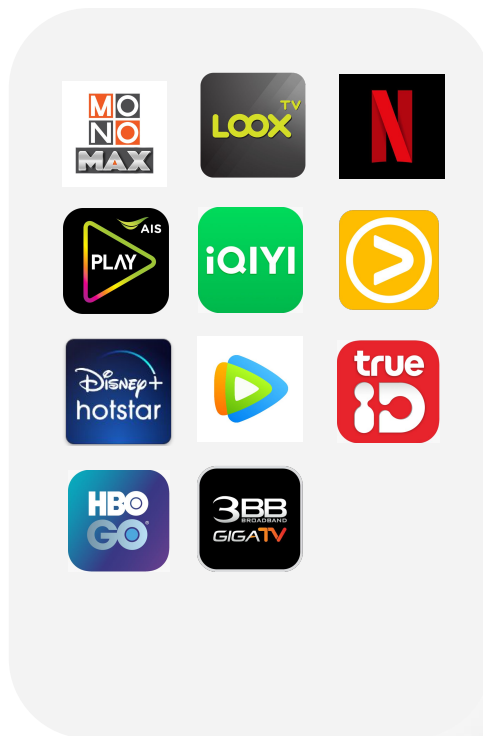
1) TV and SVOD

Nationwide digital platform.

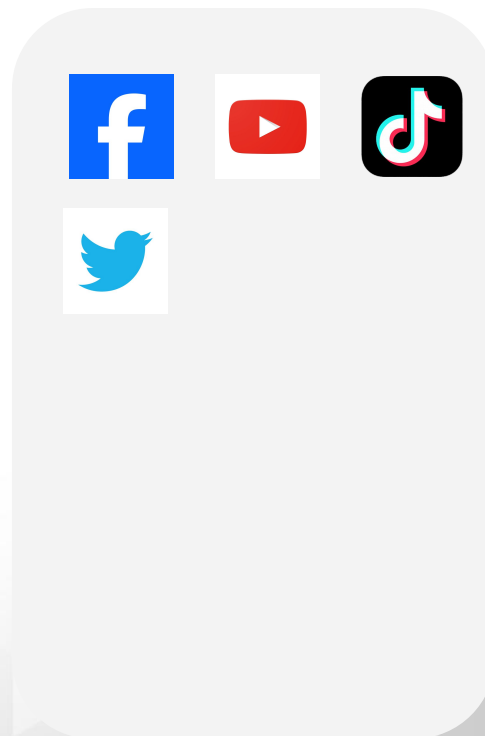
Platform owned by Channel



Svod



Global Platform





1) TV and SVOD

Nationwide digital platform rating: September 2023

			Rating (%)	AVG. Viewer				Rating (%)	AVG. Viewer
1		Youtube	1.485	912,974	11		MONOMAX	0.010	5,937
2		Tiktok	0.758	465,784	12		CH3 Player	0.007	4,357
3		Facebook	0.630	387,400	13		CH7 Player	0.005	3,352
4		Other Streaming	0.271	166,784	14		MCOT Player	0.005	3,060
5		TrueID	0.173	106,523	15		Disney+ hotstar	0.005	2,874
6		AIS Play	0.163	100,416	16		IQIYI	0.004	2,709
7		Netflix	0.044	26,955	17		Thairath Player	0.003	2,137
8		3BB Giga TV	0.034	20,833	18		VIU	0.003	1,981
9		We TV	0.026	16,043	19		ONED Player	0.002	1,374
10		Twitter	0.018	11,202	20		HBO Go	0.002	1,327

Monomax is a monthly subscription service

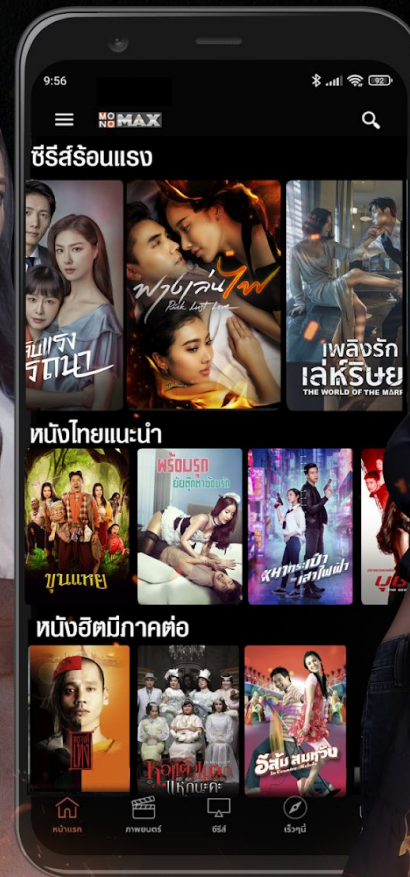
Provide unlimited watching **3,000** Titles
or **20,000** hours of contents.

Package price*

*as of 30 Sep. 2023

	AIS	59 baht/month	1 device
	One-Time	99 baht/month	1 device
	Jumbo	250 baht/month	3 devices

รับชมหนังและซีรีส์
จากทั่วโลกมีให้เลือกแบบจุใจ



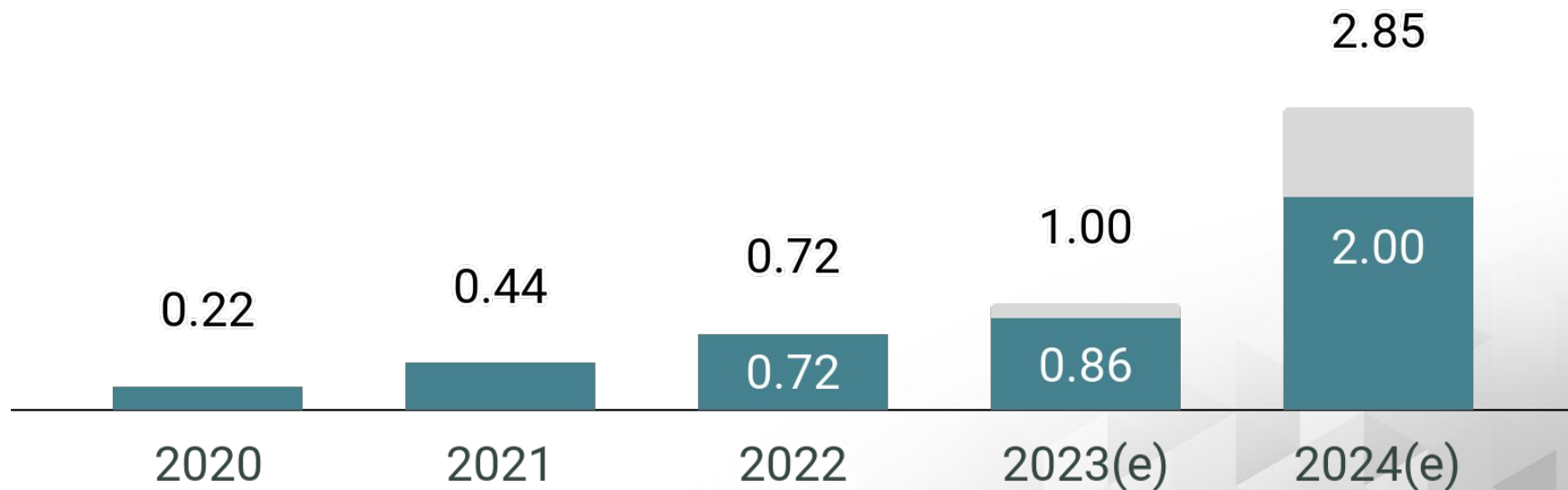
2) **MONOMAX**: member target

Member target = 2.85 Mil.sub (about 5% of internet penetration in TH)

Monomax members

As of Sep. 2023 = 0.86 mil.sub

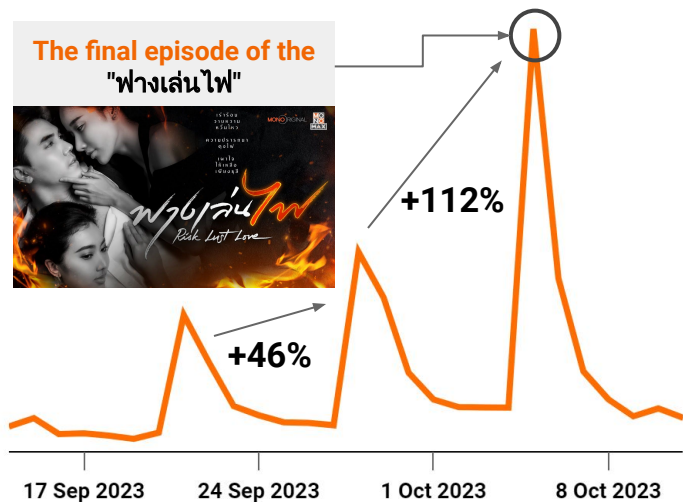
(about 1% of internet penetration in TH)



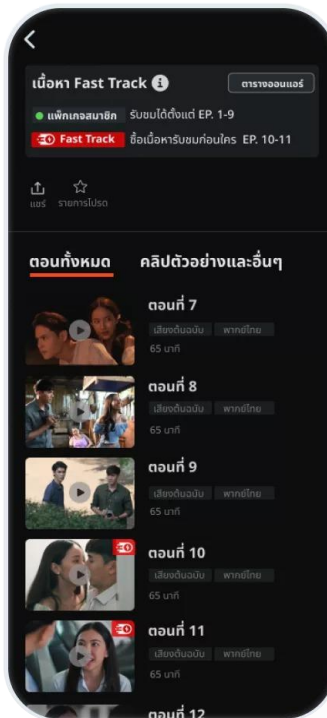
2) MONOMAX: Fast Track Experimental package.

Fast track episodes can be bought to watch before actual release dates.

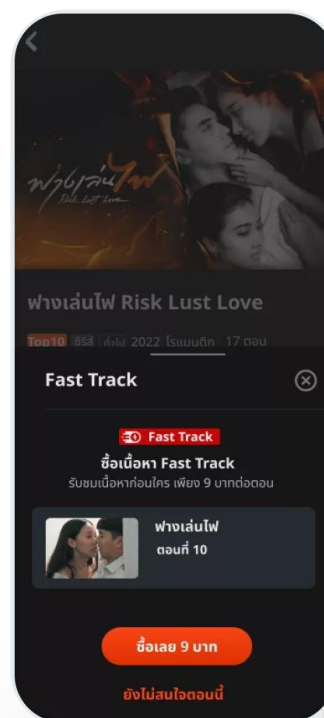
Transaction trend Fast track



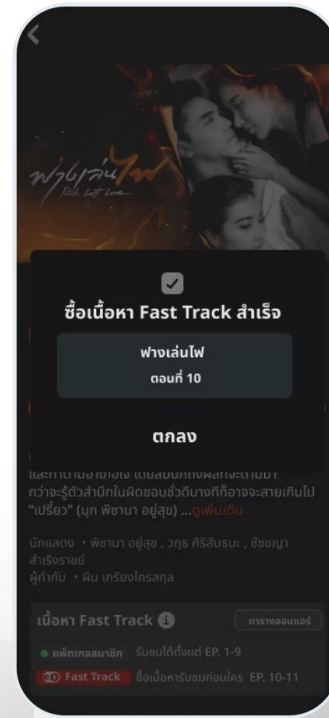
Fast track price Competitor	We TV	iQiyi
1 ep. (Price depends on each title.)	9 THB	-
Express (the final 6 eps.)	99 THB	99 THB



1. Click on episode with Fast Track sign



2. Click confirm in the dialog to buy Fast Track



3. Purchase using App Store or Play Store and click OK when done

2) MONOMAX: Success Case 3Q2023

ฟางเล่นไฟ Risk Lust Love

- 1st top sales (New record!!!) in subscriptions 2023.
- 2nd top trend on Twitter since the first day of on air.
- 2nd top views during 2 months of streaming.
- Over 25,000 times in Fast Track purchases.
- More than, 200 million views on Tiktok (clips).

#อเปรี้ยวผิวสับ

ซีรีส์ไทยเปิดตัวแรง อันดับ 1

MONOMAX

ฟางเล่นไฟ

อเปรี้ยวผิวสับ

เปิดตัวแรง ยอดวิวอันดับ 3

ติดเทรนด์ทวิตเตอร์อันดับ 2

#อเปรี้ยวผิวสับ ร่อนแรงติด TOP 2

เทรนด์ TWITTER ประเทศไทย

เป็นที่ยอมรับในไทย

2 · กำลังได้รับความนิยม #อเปรี้ยวผิวสับ

ซีรีส์ไทย 200 ล้านวิว

ขอบคุณทุกยอดวิว และทุกกำลังใจ

ฟางเล่นไฟ

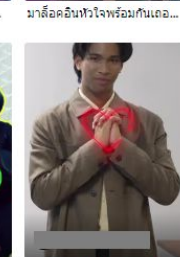
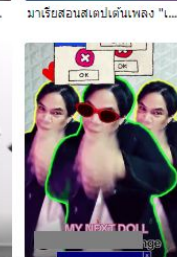
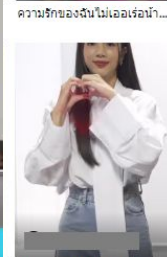
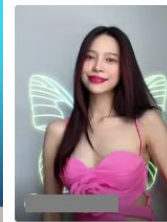
ละครไทยสุดเข้มข้น สะท้อนสังคมยุคใหม่ได้ถึงแก่น!

[ขอบขอบคุณทุกกำลังใจ ที่ทำให้ซีรีส์ "ฟางเล่นไฟ" ยอดวิวทะลุกว่า 200 ล้านวิว!](#)

2) MONOMAX: Success Case 3Q2023

ยัยตุ๊กตาช่อมรัยยกกำลังสอง My Next Doll

- 1st top views of the October 2023.
- #เล่นซ่อนหาchallenge has more than **460,000 views** on TikTok.



2) MONOMAX: Success Case 3Q2023

Hang Out (Coming soon in November 2023)



<https://entertain.teenee.com/series/258178.html>

<https://today.line.me/th/v2/article/9mrxxM3>

2) MONOMAX: Original Contents, Exclusive Contents Y2024

To be Officially Revealed at Open-house
in **December 2023**



MONO ORIGINAL
— 2024 —

2) **MONOMAX:** See You Again in Cambodia.



wanna watch it. 🙄

Like Reply See Original (Khmer) 3w

↳ 1 Reply

Are you free?

Like Reply See Original (Khmer) 3w

#S is it possible👉

Like Reply See Original (Khmer) 1w

 Top fan

Interesting 😏

Like Reply See Original (Khmer) 1w

Will never meet again because he has a new one 😞

Like Reply See Original (Khmer) 1w 🤔🤔 2

↳ 3 Replies

 Top fan

Hold up hold up they gone have 2-3 kids 🤔

Like Reply See Original (Khmer) 3d

Follow

Indeed, age is just a number, but if the number is many, it's hard to count.

Like Reply See Original (Khmer) 6d

2) MONOMAX: Lineup Chinese and Korean series Y2024





3) AI Technology.

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Example Chinese voice dubbing or “**fortune teller voice cloning (dubbing)**”





THANK YOU

