



MONGOL TV MAKES THE MONGOLIAN TV MARKET EVOLVE



Nomin Chinbat, the CEO of Mongol TV

First launched in September 2009 by a group of former TV engineers and financed by its current private owners, **Mongol TV's CEO, Nomin Chinbat**, initiated a major re-launch that started in 2011. It is a 3-year multimillion-dollar project led by **Michel Rodrigue**, CEO of **The Format People**, with a bit team. Is the first HD network in the country.

The revolution inspired by station owner **Nomin Chinbat** includes a full station re-brand, two state-of-the-art



studios, a new programming a mobile unit for live outside broadcast, and a mobile unit for live outside broadcast. She describes to **PRENSARIO**: 'There are 16 national broadcasters (most of them ad-funded), pan-Asian satellite TV and five cable networks in the capital Ulaanbaatar, and it is very hard to assess trends as there are currently no audience measurement systems, so they have to trust their own research and social media responses'.

'Our new programming grid features local productions, localized formats and acquisitions (50% of the grid is local). Top shows are the daily news and entertainment show *This Morning*, a live three-hour show, six days a week; and international drama such as *Homeland* and *Hawaii Five-O*, and a Saturday morning children's block'.

The CEO remarks the key role of the Korean dramas 'one of the most viewed programs' in the country. And adds: 'We also air top US/UK dramas (*Downtown Abbey*) a weekly occurrence so prime time is mostly scripted. We have output deals with **Universal, Sony, Disney, CBS Paramount and Warner Bros**'.

'There is a large population of younger people: 65% of its three million citizens are under the age of 30 and 35% under 14, and around 1.5 million live in and around Ulaanbaatar, the capital city. There is a lot of kids' shows in daytime, because as a way to attract the rest of the family. This includes cartoons for younger kids from **ABC (Australia)** and **Cookie Jar**'.

On formats, the channel has bought Belgian youth action game show *Go 4* from **Sultan Sushi**, picked up from **Red Arrow International** (locally titled *4vs4*). 'Dutch game show *Who Am I* from **Absolutely Independent** is now in pre-production. Eventually we will produce original Mongolian documentaries and news programs for Mongolia and the world. Original drama production is something that Mongol TV hopes to do in a few years', completes the executive.



Mongol TV production team lead by Michel Rodrigue, CEO of The Format People

CHANNEL 7, THAILAND: MORE ENTERTAINMENT FORMATS IN 2013

In 2012, **BBTV Channel 7** remained the number one TV station in Thailand with the highest ratings and audience share 37%, according to the data provided by **AGB Nielsen Media Research**.

Palakorn Somsuwan, Senior Manager Program and Content Department, explains to **PRENSARIO** the programming plans for 2013: 'We added more formats in 2012 and this trend will continue to grow this year.

Still, our focus on both in-house production and acquired content has remained the same'.

About the Thai TV market, he adds: 'Top shows in 2013 are the local drama series *Mae Poo Preaw*, the local variety show *Kik Doo Songkram Pleng* and the format *Dancing With The Stars Thailand*. Local content is still strong, while local version of international formats like *Iron Chef*, and *Hole in the Wall* are increasingly receptive among Thai viewers, as well'.

The channel leadership is also based on the acquired content. The key executives of the station attend the main trade shows of the year, and they are also in Cannes for this MIPTV. 'Our acquisition plan does not focus on any particular vendors. If they have interesting programs that suit our needs, we will pick up them'.

New media is also a trend in Thailand. **Somsuwan** comments: 'We have been preparing for the change for many years. **BBTV New Media**, our subsidiary, has overseen this kind of convergence and new technology in the industry. **Bugaboo.tv**, for instance, was launched to expand our audience bases to Internet viewers'.

Lastly, the executive completes: 'We have been operating international projects for many years, for example, hosting the semi-final round of judging of International Emmy Awards in News and Current Affairs, hosting Honda LPG A Thailand since 2006-present, and co-producing a variety show *Garigeru Aitai* with **Yomiuri Telecasting Corporation** from Japan'.



Palakorn Somsuwan, Senior Manager Program and Content Department



Local drama series *Mae Poo Preaw* and the variety show *Kik Doo Songkram Pleng* are two of the top shows in 2013 on Channel 7