

### SELECT-TV SEALS DEAL WITH SOUTH EAST ASIA'S SECOND LARGEST TELCO TOT (TELECOM OF THAILAND) FOR IPTV LAUNCH IN THAILAND

Bangkok, Thailand. — Feb 24, 2012 — Select-TV, a global provider of IPTV systems and solutions today launched a new IPTV and Connected TV service in Thailand with Thailand's largest telecom operator TOT (Telecom of Thailand). The service named TOT IPTV by CUBIC is a partnership between Select-TV and CUBIC Associates Group in Thailand.



from left Datuk Goh Seng Chong (Cubic Global CEO), Mr. Sittichai (Director Cubic Thailand), Mr. Panthep Chamrasromran (TOT Chairman), Mr. Supersak na Nakhonphamom (CEO Cubic Thai), Mr. CS Goh (CEO Select-TV)

TOT IPTV shall be delivered to subscribers of TOT broadband services on Select-TV's EMAGINE IPTV platform. Leveraging on Select-TV's advanced connected TV technologies, TOT IPTV shall deliver interactive content, entertainment and services to subscribers as part of TOT's triple play strategy.

TOT is targeting 30,000 to 35,000 subscribers take up rate in the first year for this service. TOT currently target 109,000 subscribers with 10Mbps broadband packages and subsequently roll out the services to all its broadband subscribers which is more than a million in total.

"TOT is facing an increasingly high churn rate of fixed customers due to the growth of wireless

technology and TOT's IPTV service will complement the four core businesses - fixed lines, m

obile phones, multimedia and broadband internet." said TOT Chairman, Mr. Panthep Chamrasromran. "We intend for IPTV to create a new revenue stream to offset falling fixed-line revenue," he added.

"Our partnership with TOT and CUBIC represents a comprehensive strategy for a successful



from left Mr. Panthep Chamrasromran (TOT Chairman), Mr. Anudith Nakornthap (Minister of ICT Thailand), Mr. CS Goh (CEO Select-TV)

IPTV deployment in Thailand. Our teams have worked very hard to address the key requirements to ensure our subscribers' expectations are exceeded. TOT IPTV is a service that brings 4 key elements to subscribers in Thai land, technology, linear content, advanced

interactive content and online services. These elements differentiates TOT IPTV from other cable or free to air content platforms." said Select-TV CEO, CS Goh.

### **Thailand English Press Coverage:**

<http://www.bangkokpost.com/business/economics/281482/tot-begins-iptv-trial-service>

### **About Select-TV**

Select-TV is a provider of end-to-end systems and content solutions for IPTV deployment. The company's technologies converges internet content and service, communication capabilities and digital entertainment to bring an interactive experience to the television screen. Serving the hospitality and home markets, Select-TV clientele includes prestigious hotels, hospitals and telecommunication operators. For more information on Select-TV, visit

<http://www.selecttv.com.my>

### **About TOT**

TOT Public Company Limited was founded on 24 February 1954, corporatized from Telephone Organization of Thailand on 31 July 2002. TOT has laid a foundation for telecommunications system in Thailand for over 58 years. With its long-lasting experiences, TOT is ready to provide a complete range of telecommunications services to meet the requirements of all target groups to their utmost satisfactions. For more information on TOT, visi

t <http://www.tot.co.th>

### **About CUBIC Thailand**

CAG (Cubic Associates Group Thailand), which was established in March 2011 is a provider in communication technology and IPTV in Thailand. CAG Thailand is also the aggregator of media and content in Thailand with numerous partnerships with large content houses. For more information on CAG Thailand, visit <http://www.cubicthai.com>