

**NOW/26**

Think Tomorrow Today

# WE ARE **DIFFERENT** WITH SMART CONTENTS

MOVING FROM OLD ENTERTAINMENT CONCEPT TO ..... **NOW/26**

A diver in a blue wetsuit and yellow tank is seen from behind, sitting on a wooden pier. The pier extends from the bottom center towards the horizon. The ocean is split vertically: the left side is a deep red color, and the right side is a deep blue color. The sky is a clear, light blue with some faint clouds. On the right side of the image, there is a vertical stack of four colored circles, each containing text. The circles are connected by a thin black line.

NEWS

MONEY  
WISE

BIZ  
INSPIRE

HANG  
OUT

# WORK – LIFE BALANCE



# NOW

# What you get from watching **NOW**



**Insight**  
**Sense of success**  
**Inspiration & Creativity**  
**Opportunity**

# TARGET AUDIENCES



Urban Mass



Business



New Gen  
Young Entrepreneurs

# NOW



# NOW/GENERATION



A close-up photograph of a hand in a blue suit jacket moving a black chess king piece on a white board. The hand is positioned at the top right, with fingers gripping the top of the king piece. The king piece is a tall, black, cylindrical piece with a flared top. In the background, several other black chess pieces (pawns and knights) are visible on the board, slightly out of focus. The lighting is bright, creating soft shadows on the white surface.

# STRONG POSITIONING

## 26 YEARS OF EXPERIENCE

กรุงเทพธุรกิจ



**COLLABORATIVE NETWORKING**

**WITH TOP CEOs & ENTREPRENEURS**



# GREAT MARKETING & PR

- 5 SCREEN STRATEGY
- SOCIAL ENGAGEMENT
- SYNERGY WITH ALL MEDIA OF NATION GROUP TO EXPAND AUDIENCE BASE

# NOW is on ALL SCREENS



**Judprakai Concert**  
ON MOBILE



**CEO Up-Close**  
ON TV

**NOW Hang Out**  
ON DIGITAL SIGNAGE



**Biz Rider**  
ON TABLET



**Love U 3 times**  
ON COMPUTER



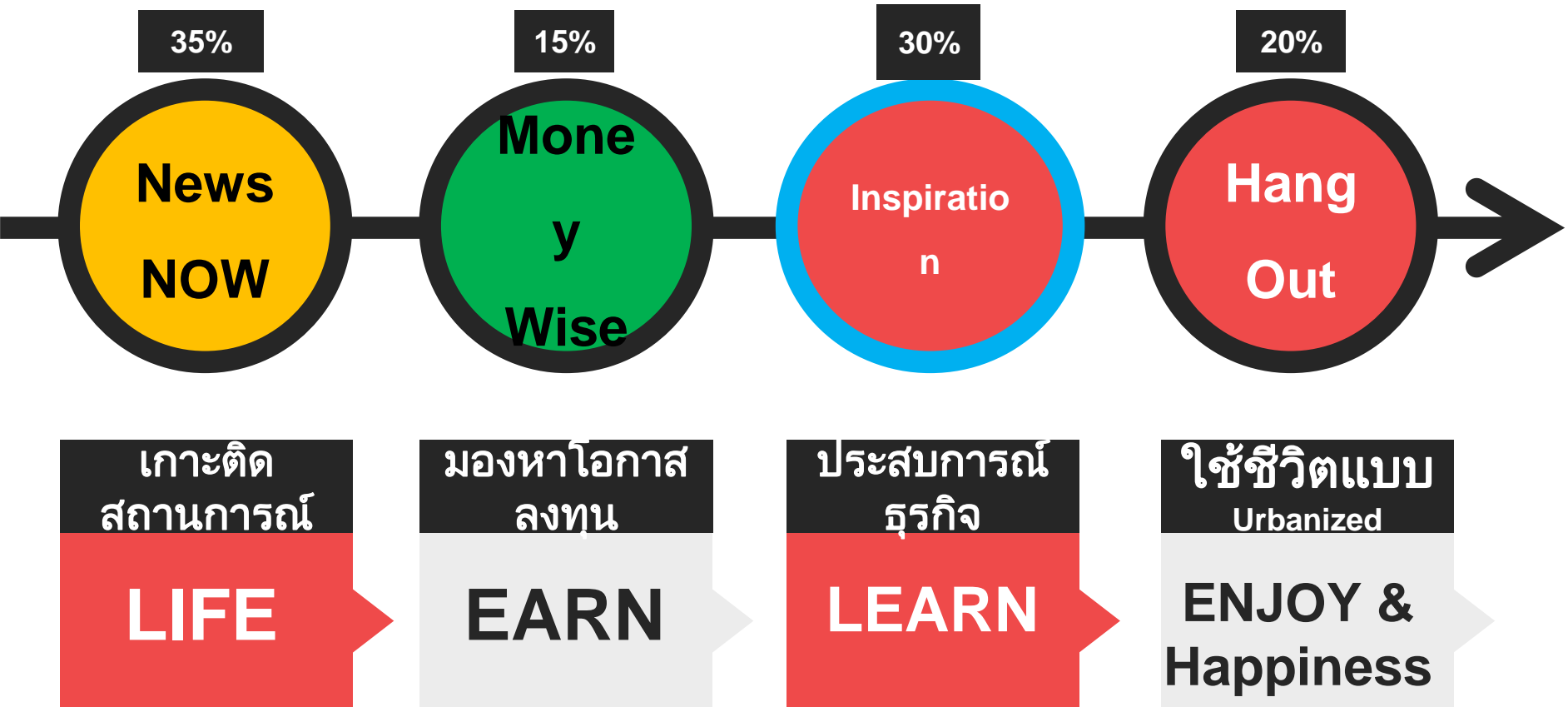
# SOCIAL ENGAGEMENT

## Live Audiences



# Group of Contents

## All in NOW



ดิจิทัลทีวี  
ดูได้แล้ว

Nation

THINK TOMORROW TODAY

NOW

โทรทัศน์ภาคพื้นดินระบบดิจิทัล เริ่ม **7** เมษายน

Nation ช่อง 22 THINK TOMORROW TODAY NOW ช่อง 26



จานดาวเทียม

Nation ช่อง 32 THINK TOMORROW TODAY NOW ช่อง 36

C-band

เริ่ม **1** เมษายน

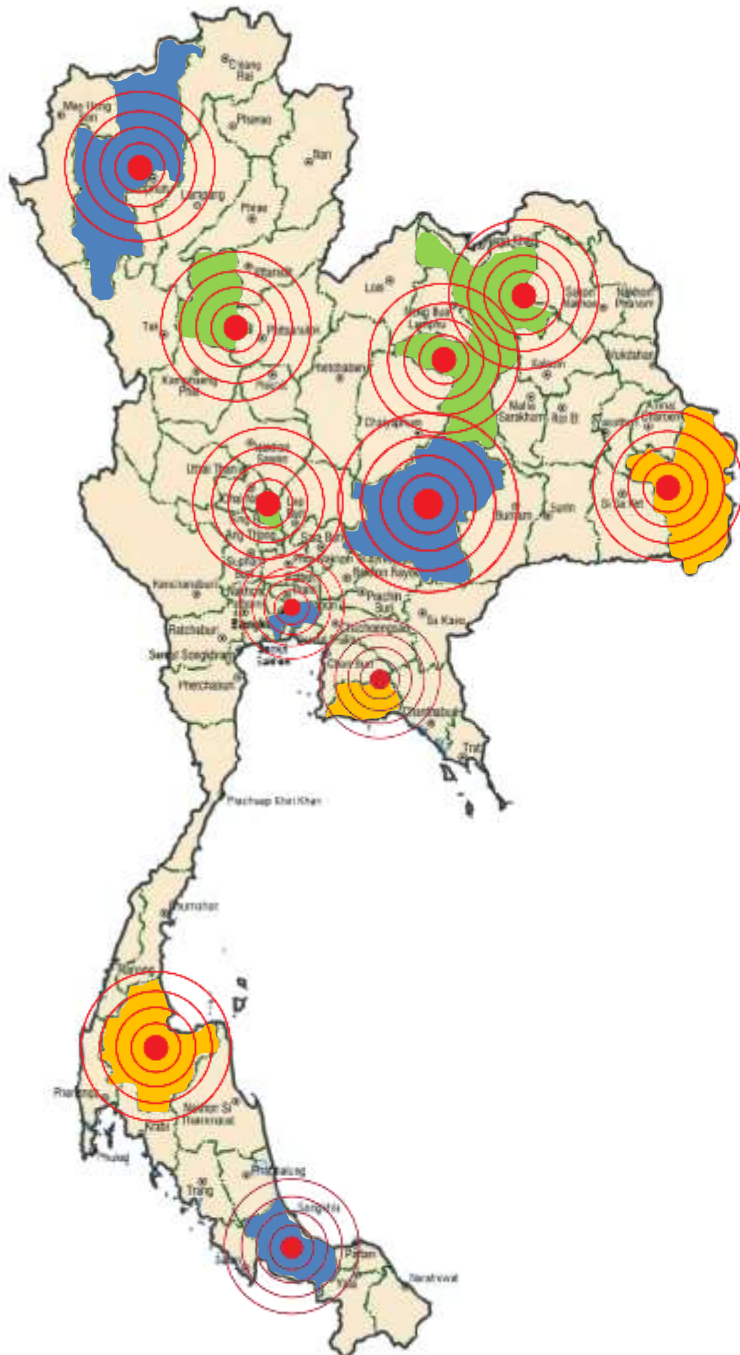


KU-band

เริ่ม **22** เมษายน



# DIGITAL TV COVERAGE



**APRIL 2014**

Bangkok, Nakornratchasima, Chiang Mai, Songkhla

**MAY 2014**

Ubonratchathani, Surathani, Rayong

**JUNE 2014**

Singburi, Sukhothai, Khonkaen, Udonthani



50% in 2014

80% in 2015

90% in 2016

95% in 2017



**THANK YOU**