

DON'T TOUCH THAT DIAL
GMM Grammy kicks off its pay-TV service. **B2**

GMM Grammy kicks off its new 11-channel pay-TV service today

GMM Grammy Plc, Thailand's largest entertainment company, starts its pay-TV service today.

The company and its subsidiary GMM B received a pay-TV licence from the National Broadcasting and Tele-

communications Commission for 14 channels. Its broadcasting unit GMM Z will broadcast 11 channels for pay-TV service and three for free-to-box system.

Customers with GMM Z set-top

boxes can receive pay-TV packages by buying pre-paid cards at convenience stores including 7-Eleven. There are three monthly viewing packages, and GMM Z said it has distributed 1 million set-top boxes over the past nine months.