

## GMM Grammy, RS: plans unchanged

GMM Grammy and RS will continue to focus on local TV programme development and viewer base expansion after Cable Thai Holdings won the right to televise English Premier League matches in Thailand, Cambodia and Laos.

Since the EPL is the most popular league among local soccer fans, local broadcasters were keen on acquiring the audio-visual rights for all 380 matches a season for three seasons starting next year.

Cable Thai Holdings is a group of more than 300 local cable TV operators.

GMM Grammy and RS insist that their plans for the broadcasting business next year, particularly for pay-TV services, were unchanged because they had categorised the EPL as a special project.

Dew Waratangtagoon, managing director for platform strategy at GMM Z, the satellite TV subsidiary of GMM Grammy, said last week that GMM Grammy's key strength was local contents, ranging from music, films and TV programmes to live concerts.

"Our strategy will continue to stress the satellite TV business as it opens more doors for the company to utilise and maximise our own contents for returns," Dew added.

Since GMM Grammy does not have to invest in the EPL, it has more resources for improving the quality of its own programmes and offering more choices such as international shows and sports, for example, Germany's Bundesliga football league.

RS was considering seeking more satellite TV channels and bidding for operating licences for commercial digital terrestrial TV.

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