

GMM Grammy gets Bundesliga

GMM Grammy has secured the broadcast right of Germany's Bundesliga for three seasons.

The three-year deal will begin this year and matches will be shown on its GMM Sport satellite channel, GMM Grammy chairman Paiboon Damrongchaitham announced yesterday.

The channel will show live five Bundesliga matches a week and the contract also covers Bundesliga II, he said.

Under the deal, top clubs such as Bayern Munich and Borussia Dortmund will come to play friendly matches here and train at Thai Premier League club Chonburi FC.

"We believe that this kind of cooperation will not only increase the popularity of German football here but also help in the development of Thai football," Paiboon said.