

GMM GRAMMY TO TELECAST BUNDESLIGA

THE NATION

GMM Grammy has acquired the multimedia distribution rights of the German top-flight league in Thailand, Laos and Cambodia from DFL Sports Enterprises in a three-year deal, covering the 2012-2015 seasons.

GMM Grammy Plc's chairman Paiboon Damrongchaitham said, "We are thrilled and proud to have entered into an agreement with DFL Sports Enterprises. The Bundesliga will be broadcast live, five matches a week, totalling 306 matches per season, including HD matches on our television network, the GMM Sport channel and GMM Football Plus Channel through the 1-Sky set-top box to fulfill the appetite of Thai football viewers throughout the country.

"We are confident that the Bundesliga will gain popularity among the people of Thailand. We aim to make



FROM LEFT, Thana Thienachariya, GMM Grammy chairman Paiboon Damrongchaitham, GMM Grammy CEO Boosaba Daorueng, managing director DFL Sports Enterprises Jorg Daubitzer, vice president sales audio-visual rights Sports Enterprises Kay Dammholz, Germany's Ambassador to Thailand Rolf Schulze, and Chonburi FC president Wittaya Khunpluem during the press conference.

Bundesliga a big driver of our 1-Sky set-top box, which we target to hit 1.5 million subscribers by next year."

Jorg Daubitzer, the managing director of DFL Sports Enterprises, said: "With several star players currently involved in the Bundesliga, such as Bastian Schweinsteiger, Arjen Robben and Franck Ribery (FC Bayern Munich), Spaniard Raul Gonzalez and Dutchman Klaas-Jar Huntelaar (both

FC Schalke 04) and Mario Goetze (of current champions Borussia Dortmund), we are very happy that GMM Grammy will become the best home of Bundesliga in Thailand."

Kobkiat Sangwanich, managing director of GMM Sport, said: "We plan to bring the top five Bundesliga teams to come and play a few friendly matches, starting from the next season break, in Thailand."