

ENTERTAINMENT

Grammy airs 7th satellite channel

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GMM Grammy Plc (GRAMMY), the country's biggest entertainment company, has spent 100 million baht on its new satellite music channel, expecting additional revenue of up to 60 million baht in the first year.

Krij Thomas, the chief operations officer for the music business, said the new GMM Music channel, to air from this Thursday, has been designed to serve the company's large music library, which continues to grow in terms of the number of songs, while educating viewers about the music industry.

Grammy's 7th satellite channel is also aimed at recruiting new artists and music experts.

Revenue of 50-60 million baht will come from sponsorship and music download fees in the first year, increasing to 100 million in the second year.

Mr Krij said the channel will be promoted mainly through social networking and other online sites.

Grammy is now negotiating with YouTube Thailand to create its own GMM YouTube channel to accumulate more views and draw more revenue.

Grammy's music business generated 2 billion baht last year, and Mr Krij said revenue from this sector will expand by 4-5% this year.

Grammy's music business plans this year include introducing more MP3 albums, increasing its presence in modern trade outlets nationwide and improving its online platform.

Mr Krij said Grammy is working with TJ Media, South Korea's second-largest media firm, to develop a prepaid karaoke set for home entertainment.

Some 100,000 boxes are expected to be sold during the first year.

GRAMMY shares closed yesterday on the SET at 18.80 baht, down 10 satang, in light trade worth 681,000 baht.



Krij: Grammy's large music library served