

## TALKS ON FOR LAUNCH OF GMM YOUTUBE

WATCHIRANONT THONGTEP  
THE NATION

GMM Grammy plans to add more digital music services to boost revenue and appeal to new-generation listeners while retaining existing ones.

Krij Thomas, chief operating officer for the music unit, said yesterday that the company was negotiating with YouTube (Thailand) to start GMM YouTube, the largest online video network. If this project is approved, GMM Grammy will gain access to millions of eyeballs in the social media both at home and overseas, just like VEVO.

This also could help the company protect its music against online piracy, he said.

GMM Grammy is joining with



KRIJ

TJ Media, a leading South Korean manufacturer of karaoke players, to offer digital music playlist arrangement services in a karaoke format. The services will be embedded in the removable memory card in karaoke players, namely the AJ and Soken DVD models. Users of these DVD players can buy and download the latest playlist to get new songs at TJ Media's authorised dealers.

The service will be launched next month and is expected to generate Bt50 million in revenue from music downloads this year and Bt100 million next year.

GMM Grammy is interested in music- and video-streaming services that are similar to those on Apple TV. It plans to expand its distribution channels for physical and digital products to convenience store chains like 7-Eleven and B2S bookstores and online outlets like ensogo.com.

"We hope that such marketing efforts will be a key strategy to manage more than 700 songs that are produced by our composers each year," Krij said.

A satellite TV channel called GMM Music will be introduced at a cost of Bt100 million.