

Grammy readies prepaid satellite TV, rejigs broadcasting unit

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GMM Grammy will launch a prepaid satellite TV service in July as part of plans to expand its customer base and stimulate usage demand.

"We will promote our satellite TV service to all audiences, not niche markets [like before]," said Thana Thienachariya, the newly appointed chief executive of broadcasting for GMM Grammy.

"We are going to launch a major overhaul of our satellite business with various restructuring programmes," said Mr Thana, who took the post on Feb 1. He declined to elaborate on details.

GMM Grammy yesterday told the Stock Exchange of Thailand (SET) its broadcasting company has been renamed GMM Z from GMM 1 Sky Co Ltd. The firm also changed the logo of its satellite service from 1 Sky to Z.

GMM Grammy spun off its broadcasting business into a new unit, apart from the existing music and media units. It covers satellite television, animation and home shopping.

Saithip Montrikul na Ayudhaya is in charge of the music unit, while Busaba



Thana: Big changes to satellite business

Daoruang oversees the media business.

Premon Pinskul, the chief financial officer, said Grammy expects the broadcasting business to book 1 billion baht in revenue in its first year of operations this year even though it is unlikely to turn a profit.

GMM Grammy expects 10 billion baht in consolidated revenue this year, up from 9 billion last year, he said.

GRAMMY shares closed yesterday on the SET at 20.50 baht, up 60 satang, in trade worth 11.6 million baht.