

**BROADCASTING**

# GMM Z anticipates rapid 2012 growth

**CHADAMAS CHINMANEEVONG**

Revenue from GMM Z, the satellite TV business unit of GMM Grammy, will exceed the parent company's revenue in five years.

Grammy chairman Paiboon Damrongchaitham said the big rise in GMM Z's revenue will come as households switch from terrestrial to satellite TV.

GMM Z, formerly GMM 1 Sky, is confident of generating 2 billion baht in revenue this year, mainly from the sale of 2 million set-top boxes and content packages.

Mr Paiboon said Grammy's combined revenue will surpass 10 billion baht this year, while the satellite TV business will contribute 20% of the total.

GMM Z sold 60,000 set-top boxes in January and February. It expects to sell 1 million boxes by June.

Grammy has the broadcast rights to air all matches of the 2012 Uefa European Football Championship.

Thana Thienachariya, GMM Z's chief executive, said the service will offer quality content, and there will be no monthly charge for the standard package.

"We also have special packages such as sports and entertainment channels at reasonable prices, from 200 baht a month," he said.

Mr Thana, who comes from a mobile phone business background, strongly believes in satellite TV.

In the past, Thailand had only free TV channels — Channels 3, 5, 7, 9 and 11 — plus Thai PBS.

Today, there are more than 200 satellite TV channels reaching 20 million Thai households.

Mr Thana predicts old-fashioned antennas, numbering 5.68 million, will disappear from rooftops this year and

be replaced by either cable or satellite TV.

In addition to selling its set-top TV boxes through 6,000 dealers nationwide, GMM Z plans to sell the boxes at Tesco Lotus, Big C, 7-Eleven and PowerBuy under the Zap Mak Mak name by mid-April.

GMM Z has spent 1 billion baht on content.

The Uefa tournament will be the programming highlight this year as well as the key revenue driver for the company.

Advanced Info Service is one of GMM Z's main partners in supervising the payment system for special packages.

Mr Thana said he does not expect price wars to break out in the sale of set-box tops.

GRAMMY shares closed on the Stock Exchange of Thailand at 19.50 baht, down one baht, in trade worth 7.53 million baht.