

## GMM Z hopes to go digital, will broadcast Euro 2012 over mobile

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GMM Z Co, the satellite TV arm of GMM Grammy, plans to enter the field of digital TV to add new distribution channels for content.

The company intends to apply for a content licence for digital TV from the National Broadcasting and Telecommunications Commission when the moment comes, said GMM Z chief executive Thana Thienachariya.

"Our position is to focus on content in all media — satellite TV, cable TV and digital TV," he said.

"Highlighted content will include entertainment, sports, music and soap operas."

GMM also wants to produce set-top boxes for digital TV, he added.

GMM Z yesterday allied with mobile leader Advanced Info Service (AIS) to broadcast the 2012 Uefa Euro Football Championship live via mobile phone for the first time.

AIS customers can watch all 31 matches live plus video highlights and updates for 39 baht during the tournament, which begins June 8.

Mr Thana said mobile phones are now "the fifth broadcasting channel" for GMM Z apart from set-top boxes, local cable under a partnership with Thai Cable Holding, satellite in cooperation with Thaicom's DTV and conventional antenna broadcasts.

"We expect at least 300,000 customers for the mobile Euro service," he said.

The company sold 500,000 set-top boxes, aiming for 2 million by year-end.

Titipong Khiewpaisal, AIS's senior vice-president for marketing, expressed confidence that streaming football over mobile would not impact network quality since the broadcasts will be on air mostly during off-peak periods.

"We expect our non-voice revenue to grow by 25% this year," he said.

In the year to March 31, AIS had 5.9 billion baht from non-voice service, up by 32% from the previous year.

Mr Thana said if GMM Grammy can win a licence for English Premier League football, then the company plans to provide matches via mobile phone.

For now, GMM is looking for more collaboration with AIS to broadcast Bundesliga and the J League.

Mr Thana said GMM is open to discussions with True and Cable Thai Holding for a partnership Premier League licence bid to save costs for the country.