

Grammy defend coverage

TrueVisions subscribers will not be able to watch live Euro 2012 matches, GMM Grammy, the broadcast rights holders, reconfirmed yesterday.

Thana Thienachariya, chief executive of GMM Z, the broadcasting unit of Grammy, made the announcement a day after TrueVisions lashed out, arguing that it should be treated the same as free TV channels and be allowed to air some matches without paying Grammy.

Matches will be aired on free TV Channels 3, 5 and 9.

Viewers can watch them if they have conventional antennas, otherwise they will have to buy GMM Z set-top boxes and connect them to satellite dishes to then receive signals directly from Grammy.

Customers using other cable and satellite TV providers will not be able to watch matches even if they are aired on free TV.

Thana said Grammy asked TrueVisions in December last year for talks regarding the Euro 2012 broadcasting rights but the company had not received a reply.

Cable and satellite TV stations DTV, CTH and COA have agreed to pay fees to Grammy so matches can be viewed on those channels while AIS mobile phones and certain websites will also show the tournament because they have bought the necessary broadcasting rights from Grammy.

"This is normal in business," Thana said.