

GMM to spend B10bn on satellite TV content

Beefing up football offerings is top of list

PRAPASRI VASUHIRUN

GMM Grammy, the country's largest entertainment company, plans to spend over 10 billion baht on content to support its satellite television platform over the next three years, said chairman Paiboon Damrongchaitham.

The company said it will further select both international and local content from several categories including entertainment, documentaries and sports to add to its GMM Z set-top box.

"We are ready to fully engage in the TV set-top box business. We are trying to bring best content like the Thailand Premier League as well as the English Premier League to our platform," the chairman said.

Mr Paiboon said Grammy is now preparing clear rules about the broadcast of pay TV with the National Broadcasting and Telecommunications Commission (NBTC). It will soon add GMM Sports as a new satellite TV channel and three pay TV channels which will offer world-class content when the rules are finalised.

The company has already spent around 3 billion baht since the beginning of the year on content including

the Uefa Euro 2012 which ended last month.

Grammy has sold over a million GMM Z boxes to date.

It is confident that sports will help propel its satellite television box sales to 2 million boxes this year.

It will also launch a low-cost set-top box called GMM Mini in August. Grammy expects to sell around 500,000 boxes over the next six months.

The company will spend around 500 million baht improving its existing 10 satellite TV channels this year.

Grammy has been appointed by sports media agency MP&Silva as the official broadcaster of the English NPower Championship (formerly known as the Championship League) and Capital One Cup (also known as Carling Cup) for Thailand, Laos and Cambodia.

The deal for the two leagues is estimated to be worth almost 100 million baht.

Kobkiat Sangwanich, managing director of GMM Sports and content development, said the company is trying to introduce various content to audiences and educate grass-roots viewers to become fans of other football leagues, not just the English Premier League.

Grammy shares closed yesterday on the Stock Exchange of Thailand at 23.80 baht, up 10 satang, in trade worth 18.23 million baht.

GRAMMY IS BETTING ON SPORTS TO DRIVE GMM Z BOX SALES

1 million to date ➡ 2 million this year