

**IT & ENTERTAINMENT**

# Grammy hails iTunes boost

GMM Grammy Plc, the SET-listed entertainment company, expects revenue from song downloads via Apple's iTunes store to double this year after the platform's launch in Thailand.

Surachai Sensri, the managing director of GMM International, said the opening comes on the heels of Apple's move to introduce the e-store to 12 Asian markets: Brunei, Cambodia, Hong Kong, Laos, Macau, Malaysia, the Philippines, Singapore, Taiwan, Thailand, Sri Lanka and Vietnam.

"The new download channel will help Thai iPhone users to reach Grammy's songs easier, and we believe Grammy's songs will be warmly welcomed by Asian markets," said Mr Surachai.

The company said it has benefited greatly from making songs available on iTunes three years ago.

Listeners in Europe, the US, Japan and Australia now download Grammy's songs from the largest online digital media marketplace.

Currently, Grammy estimates more than 1 million downloads have been made from iTunes, and this number



**The Apple Store in Hong Kong. Apple's move to introduce the e-store in Thailand is a boon for Grammy, which claims more than 1 million downloads from iTunes to date. EPA**

should grow by 15% per quarter.

Grammy expects to see at least 500,000 downloads this year.

Mr Surachai added that customers will now be able to choose from Grammy's library of more than 20,000 songs for less than US\$1 per download.