

**THANKS FOR THE MUSIC**GMM Grammy removes videos from YouTube to post on its own website. **B4**

# GMM Grammy gets tough with YouTube

**PRAPASRI VASUHIRUN**

GMM Grammy, Thailand's largest entertainment company, yesterday announced it will remove its official music videos from YouTube, the world's biggest video sharing website, to avoid copyright infringement.

Krij Thomas, chief executive for media business, said the company last Friday stopped uploading new music videos by Grammy artists via its YouTube account, Gmmgrammyofficial.

"The removal is necessary for us, as this channel has caused serious copyright violations, leading to lower music download revenues for us," he said.

Grammy will also gradually remove existing full-version music videos from the account.

All music videos will be posted on its own Gmember.com website instead.

"We have to admit that removing full-version music videos from YouTube may cause inconvenience to listeners, but it's necessary. We have to do so to protect our business and artists, and we believe Grammy's true fans will understand," said Mr Krij.

He said Grammy has felt the impact from the growing smartphone craze and emerging third-generation technology that has threatened its music download business in recent years.

"Who wants to pay for our music if they can access to it via YouTube free of charge?" said Mr Krij.

He said Thailand's lax enforcement



Mr Krij shows a slide illustrating GMM Grammy's price structure yesterday. KIT.JA APICHONROJAREK

of copyright and intellectual property laws and regulations have barred the company from doing business with YouTube.

Grammy is not able to generate revenue from advertising on YouTube, as there is still no advertising-supported model between the site and Thai content owners, said Mr Krij.

"However, we're working with YouTube to figure out the best solution. We're also looking for other potential websites to broadcast our works," he said.

Mr Krij said from now, on Gmember.com will become the main channel to broadcast its music and will attract more revenue from advertising.

He is also confident the website is as user-friendly as YouTube and said it can serve 10,000 users per second.

"We believe this move will help us to boost revenue to our music download business," said Mr Krij.

GRAMMY shares closed yesterday on the Stock Exchange of Thailand at 23.30 baht, down 10 satang, in trade worth 12.8 million baht.