

GMM CLARIFIES VIDEOS' REMOVAL FROM YOUTUBE

THE NATION

Leading music and entertainment giant GMM Grammy has justified its removal of its full range of music videos posted on the YouTube website, saying it wanted to protect its copyright on content it has produced.

The move is aimed at combating online piracy.

Krij Thomas, chief operating officer for the music unit, said yesterday that unauthorised music videos on YouTube had hurt the firm's revenue from digital music and music video downloading services for many years.

The company also found that some Internet users had seized the opportunity to make a profit from the content, which is a breach of copyright.

"This protection measure was

started on a trial basis until GMM Grammy and YouTube Thailand can reach a suitable agreement on revenue-sharing and long-term solutions for the copyright problem," Krij said.

However, the company's promo video clips and short music videos will remain on the site.

Full music videos are available on GMM Grammy's multimedia website, www.gmmember.com.

GMM YOUTUBE

The company has also been in talks with YouTube (Thailand) to start GMM YouTube, which would be the largest online video network in the Kingdom.

If this project is approved, GMM Grammy will gain access to millions of viewers in the social media both at home and overseas,

just like VEVO.

This also could help the company protect its music against online piracy, he said.

Additionally the company plans to partner two leading global digital music-streaming services - Spotify and France's Deezer.

Founded in 2006 in Sweden, Spotify has its headquarters in the United Kingdom with offices in Paris, Oslo, Madrid, Amsterdam and New York. It counts more than 10 million registered users worldwide.

Last year, Deezer integrated its Web-based service with the Facebook platform to allow users to discover music through their Facebook friends. Next year, Spotify will reportedly come to Thailand, where smart-device penetration is growing, while Deezer might follow later.