

**BROADCASTING**

# GMM Z splashes out to bolster programming

Thailand's pay TV market continues to heat up as GMM Z embarks on a 1-billion-baht spending spree to add entertainment and sports programmes.

The satellite TV arm of GMM Grammy, in collaboration with Warner Bros Entertainment, yesterday launched a Warner TV channel to strengthen its line-up.

"We expect the number of Z Pay TV subscribers to reach 600,000 this year," said Rafah Damrongchaitham, the chief operating officer for content management.

The company reportedly sold 1.5 million set-top boxes last year and is aiming for 1.5 million more this year including soon-to-be-released high-definition boxes.

Of the 3 million overall boxes, 600,000

are expected to be for pay TV.

Set-top boxes and pay TV are forecast to contribute evenly to total revenue of at least 3 billion baht.

Mr Rafah acknowledged that competition in the local pay TV market will intensify as the young industry adds subscribers.

GMM Z last month kicked off its full pay TV services under the Z Pay TV brand.

It has three monthly content packages — 200 baht for four entertainment channels, 300 baht for four sports channels and 400 baht for eight channels with both entertainment and sports.

Customers can purchase Z Pay TV prepaid cards at 7-Eleven stores and satellite dish dealers nationwide.



Rafah Damrongchaitham (centre), GMM Z's chief operating officer for content management, shows a prepaid card for Z Pay TV, which features entertainment content such as the action series 'Arrow' from Warner TV. With him is Pantham Tongsang (right), the company's vice-president for entertainment content management. TAWEECHAI TAWATPAKORN