

## GMM Z targets major provinces for pay-TV service, sets aside Bt2.5 billion for imported content

GMM Z, a satellite-television business arm of GMM Grammy, has set its sights on the provinces as a key market for its pay-TV service, while earmarking more than Bt2.5 billion to purchase imported content next year.

"We are putting the mass market first, as in a low-cost airline's business strategy.

We have set affordable prices, and will have killer content from leading international production houses to attract almost a million subscribers by the end of next year," Rafah Damrongchaitham, chief operating officer for content management, said yesterday.

Some 70 per cent of the company's pay-TV subscribers will be in key provinces such as Chiang Mai, Phuket and Udon Thani,

with the remainder in Greater Bangkok.

By the end of this year, GMM Z expects to have between 450,000 and 600,000 pay-TV subscribers. The target is that this will rise to a million customers next year.

The company reportedly sold 1.5 million set-top boxes last year and is targeting 1.5 million more this year, including high-definition boxes, which are scheduled for launch soon.

Customers must pay by pre-paid card to access exclusive TV channels. The entertainment package is priced at Bt200 per month, the sports package at Bt300, and the combo package at Bt400.

Rafah said GMM Z had set aside about Bt2.5 billion for new imported entertainment content from leading international pro-

duction houses such as Warner TV and Fox, and for sports content from leading soccer leagues.

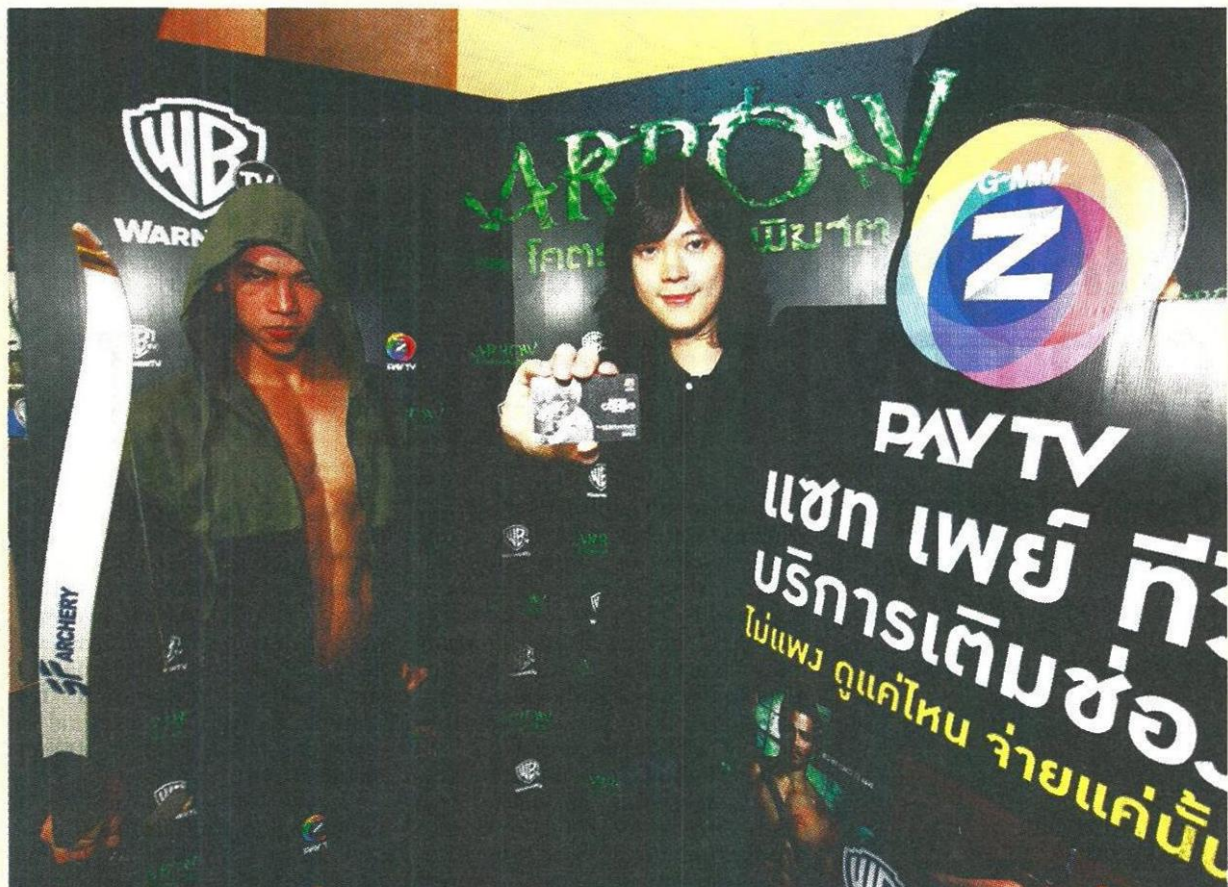
Currently, GMM Z's pay-TV service provides eight exclusive channels via its set-top boxes. By the end of this year, it will add three more channels: Star Chinese, Star Chinese Legend and Fox Crime.

By the end of next year, the number of pay-TV channels will grow to 30, Rafah added.

To promote its pay-TV service, the company is spending Bt200 million this year on marketing activities and sales promotions.

This forms part of GMM Grammy's plan to promote its pay-TV and imported content in line with incentive programmes for dealers.

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RAFAH DAMRONGCHAITHAM, right, chief operating officer for content management.