

KEY GMM EXECS TO PREPARE FOR DIGITAL TERRESTRIAL TV

WATCHIRANONT THONGTEP
THE NATION

To prepare for the debut of digital terrestrial television this year, GMM Grammy has appointed four key persons to look after its GMM One variety satellite TV channel.

The channel is expected to develop into part of its new commercial digital TV channel after the music and entertainment giant secures commercial digital TV licences. Under the new management, GMM One's programming has been revamped and its viewer base expanded to all media platforms such as website, satellite and cable TV, and mobile application.

Takonkiet Viravan, managing director of Exact and Scenario, was appointed chief executive officer of GMM One. He will work with other key persons such as Saithip Montrikul, co-CEO of GMM Grammy and CEO of Atime

Media; Jina Osothip, managing director of film production house GMM Tai Hub or GTH; Sataporn Panichrak-sapong, managing director of GMM TV, which operates many free-to-air satellite TV channels.

Exact and Scenario, which is an expert in TV soap operas and sitcoms, will provide its well-produced TV dramas to this station while ATime Media will offer entertainment news shows.

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This change is considered a part of GMM Grammy's preparations for commercial digital terrestrial TV. The company plans to join an auction for three types of digital TV channels - variety in high definition, news and family.

The National Broadcasting and Telecommunications Commission plans to open bidding for commercial digital TV licences in August or September.

Surapol Perapongpipath, sales and marketing director of GMM One, said yesterday that the revamp would cost about Bt200 million throughout this year, mainly for new content. The station hopes to earn enough income this year to defray the expense.

"Having this change, the company wants to build strong confidence among advertisers, media agencies and viewers," he said.

GMM Grammy also runs nine other satellite TV stations - GMM Music, Fan TV, Bang Channel, Green Channel, Act Channel, Money Channel, Japan-Korea Network, Play Channel and GMM Sport.

Advertising revenue from those free-to-air satellite TV channels is expected to grow 10-15 per cent this year from almost Bt2 billion last year.