

GMM Z buys Fox broadcast rights

GMM Z, the satellite TV unit of GMM Grammy Plc, has acquired the broadcast rights for 27 channels of Fox International Channels to strengthen its pay-TV service.

Featured new channels include Fox Movies Premium, Fox Family Movies, Fox Action Movies, Channel V Thailand and National Geographic.

Chief operating officer Rafah Damrongchaitham said all 27 channels will be broadcast on its platform for five years.

The company seeks to add more packages from the existing three comprising entertainment, sports and a combination. The new packages will be launched next month.

Initially, it will bring highlighted content from Star World channel for broadcast via its GMM Movie channel such as

American Idol, Got to Dance, Glee and America's Next Top Model.

Then it will gradually add more Fox channels to its line-up over the next two or three months, depending on available satellite transponders.

The acquisition also strengthens its high-definition (HD) set-top box position, launched on May 1, by adding eight Fox HD channels.

GMM Z has three HD channels now — Nat Geo Wild HD, Euro Sport HD and GMM Sport Two HD.

Mr Rafah said GMM Z will add more imported and self-created content to strengthen its pay-TV platform. It expects 100,000 subscribers this year.

Cable Thai Holding, the newly established cable TV operator, also acquired broadcast rights for 24 Fox channels.