

NEWS FEED

GMM GRAMMY UNIT INKS SOCCER DEAL

GMM B Co, a subsidiary of GMM Grammy, has signed a contract giving it the right to broadcast the Uefa Euro 2016 European Qualifiers and World Cup 2018 European Qualifier. The licences will run from September 2014 to November 2015 and September 2016 to November 2017, according to its filing to the Stock Exchange of Thailand yesterday.

This contract covers 258 matches to select 24 soccer teams for the finals of Euro 2016 and 258 matches for World Cup 2018, including friendly matches, totalling 546 matches. Those programmes will be broadcast via GMM Z Sport channels in both high and standard definition.