



## **GMM GRAMMY PUBLIC COMPANY LIMITED ADDS OUTDOOR SPORT CHANNEL®**

### **Wide Variety of Global Sports Content Now Available to 1-SKY Thailand platform**

**London, September 19<sup>th</sup> 2011**) – GMM Grammy Public Company Limited, the leading Thailand media services company, today announced a comprehensive Exclusive Thailand distribution deal with global sports television network: Outdoor Sport Channel®. The agreement gives GMM Grammy affiliate base, via its 1-SKY platform, access to Outdoor Sport Channel® programming which includes its 24/7 linear broadcast channel, Outdoor Sport Channel®-Globalwide as well as Outdoor Sport Channel® VOD programming.

“With GMM Grammy Public Company Limited, we get tremendous flexibility to leverage the 1-SKY platform for real-time and on-demand programming with the option for to extend to other screens,” said Henk van Meer, founder & CEO of Outdoor Sport Channel Ltd®. “GMM Grammy makes it easy for us to get our content out across a broad footprint across Thailand, in multiple distribution platforms, using just one company and in order to successfully offer and launch our brand, to GMM Grammy’s affiliate operators, into Thailand, we did team up with GMM Grammy for its excellent television market experience and reputation. Outdoor Sport Channel® will be a true and unique value like never experienced in this area, as it covers all international major sports into one single television network.

I’m very happy to find our new distribution needs with GMM Grammy. We all are sure we’ve found again a fantastic distribution partner, in the international world called “ Outdoor Sport Channel® “.

Outdoor Sport Channel® prides itself on being an exclusive, unique, fun and both a family and animal friendly sports channel.

Outdoor Sport Channel® features a range of quality outdoor sports programming designed to inform and entertain sportsmen across the world, promoting traditional outdoor activities, alongside daily sport news programming, about world cup skiing, car racing, paragliding, mountain climbing, horse riding, hot air ballooning, motor sports, cycling, wake board sports, beach volleyball cup, marathons, air flight days, drag racing, kart racing, surfing competitions, golf and the football Leagues.

All programming is a combination of Outdoor Sport Channel's® own content production team and productions from many well known independent sports producers across the world, like; Red-Bull, Swatch, O'Neil, Adidas, Dunlop, Stimorol, Columbia, Nissan, WMRT, Cap Sports Group, Wright productions, Raceline Nascar Magazine among many others.

### **About Outdoor Sport Channel**

Outdoor Sport Channel® (Global Outdoor Sports Television ©2009-2011) is a exclusive and unique 24 hours sports television network about all kinds of outdoor sports. The channel is a International leader, which offers global sports television content, to distribution companies that distribute them in their own countries areas and directly to viewers at their homes. This offers an interesting mix of sports programming so far, unknown in the world. For more information please visit:

[www.outdoorsportchannel.com](http://www.outdoorsportchannel.com) or [www.outdoorsportchannel-globalwide.com](http://www.outdoorsportchannel-globalwide.com)

### **About GMM Grammy Public Company Limited**

GMM Grammy Public Company Limited is the largest media conglomerate entertainment which engages in various entertainment businesses in Thailand and internationally. The Company's businesses can be divided into four main categories according to each type of business operation:

1. Music Business and related businesses operates under the "Total Music Business" model which consists of music production and copyrights, digital content business, show business, and artist management.
2. Media Business comprises of radio business, television business, broadcasting (satellite television), publishing business and full-service events creation and management business.
3. Movie Business produces featured films for screening in movie theatres.
4. Other businesses include operating a fitness center, call center, and education related businesses like Music and Vocal Academy.

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