



GMM Grammy, the country's largest entertainment company, is throwing a budget of 3 billion baht into its satellite TV business over the next three years in the hope of becoming a leader in the growing Thailand television market.



Mr Paiboon presents a set-top box designed for use with the company's new 1-Sky broadcasting platform aimed at becoming a market leader in satellite TV programming.

Of the total budget, 2.1 billion baht will be spent to acquire rights for entertainment and sports programs and 900 million baht will go to investment, with Grammy turning platform operator via its 1-Sky broadcasting platform, to be launched Nov 1st 2011.

Some 2.5 billion baht will be generated from sales of 1.5 million set-top boxes by the end of 2012. The sales will represent 2% of Grammy's revenue next year, said chairman Paiboon Damrongchaitham.

Set-top boxes are priced at 500 baht for the Easy version, 1,500 baht for the Standard version and 2,500 baht for the HD version, which will be available in February next year.

"By 2014, we hope to sell 4 million 1-Sky set-top boxes," Mr Paiboon said.

Over the next three years, 60% of revenue will come from subscription and pay-per-view activities and the rest from set-top box sales. The subscription target will be 334,000 in 2012, increasing to 459,000 and 584,000 in 2013 and 2014.

Mr Paiboon said the 1-Sky broadcasting platform would complete Grammy's existing satellite line-up, which now has six channels. By 2014 the satellite TV business will contribute 28% of total revenue.

"The satellite TV business will drive Grammy to grow at least 12% per year, and this year we hope to generate total revenue of 8 billion baht," Mr Paiboon said.

The satellite TV business has expanded rapidly to provide access to 20 million Thai families. Some 5.68 million households still use old-fashioned antenna, and the balance have switched to either cable or satellite TV.

The 1-Sky platform has three channels: One Sky 1 for previews, One Sky 2 for blockbuster films and One Sky 3 for series, documentaries and entertainment programmes.

More than 100 free TV channels will be available. Pay-per-view prices will range from 200 to 500 baht.

Set-top boxes will be plug-and-play, connectable to C- and Ku-band dishes and sold through electronics dealers and the modern trades. No technicians are needed, and call-centre staff can assist customers in installation.



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