

November 27, 2020



Announcement of Business Partnership with GMMTV Thailand

Tokyo (November 27, 2020) – Through its Bangkok Business Bureau established in 2015, which continues to be the only commercial broadcasters’ business office in Bangkok, Thailand, TV Asahi Corporation (“TV Asahi”) has focused on strengthening its business ties with Thailand through content production and cultural exchanges.

TV Asahi hereby announces that it has entered into a business partnership with GMMTV Co., Ltd. (50 GMM Grammy Place, Sukhumvit 21 Rd., Khlongtoeinuea, Wattana, Bangkok 10110, Thailand), a subsidiary company of GMM Grammy Plc., and will promote GMMTV’s diverse and singular content in Japan, as well as jointly execute various peripheral businesses with GMMTV.

TV Asahi will also leverage its position as a leading broadcaster to launch the world’s first “GMMTV EXHIBITION In JAPAN 2021” which will showcase the breadth of GMMTV’s unique artists and world of entertainment. Plans are also underway to produce “Thai Language and culture business (tentative).”

TV Asahi looks forward to working closely with GMMTV to deliver fresh and stellar Thai content to the Japanese market and further unlock the great potential “Thai Style” entertainment holds.

Sataporn Panichraksapong(Mr.), Chief Executive Officer of GMMTV, said: GMMTV Co., Ltd. is honored and excited about this collaboration, as this is the first time we’re officially partnering with a leading and well-established Japanese television network. We believe that this collaboration is an important opportunity to promote Thai content and actors to a wider audience, and we hope that this partnership is only the beginning of our journey to take Thailand’s and Japan’s entertainment industry to new horizons together.

Toru Takeda(Mr.), Executive Vice President, TV Asahi, said: TV Asahi established its Bangkok Business Bureau ahead of the other commercial broadcasters and we have been a pioneer in developing our content business in Thailand. We are very excited to build on such business relationships and to have the opportunity to explore and expand on new prospects together with GMMTV. With the strong content line-up that GMMTV has, we look forward to mutually developing our entertainment business.