



AIS executives yesterday line up to launch the new packages featuring popular content from the operator's global partners.

AIS expects sign-up rush with entertainment push

SIGHTS ON 500,000 CUSTOMERS FOR TOP MOBILE PACKAGES OFFERED AS ADD-ONS

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ADVANCED Info Service has high hopes that its new Premier Full HD Package and Premier Full HD Package Extra, featuring international mobile titles, will attract 500,000 subscribers this year.

"Now, AIS is ready to bring you the world's best entertainment through our partnerships with world-leading content providers to fulfil the public's desire for video viewing on multiple screens including mobile phone, tablet and TV," Prattana Leelapanang, acting chief marketing officer for AIS, said at the launch of the packages yesterday.

For the company's Gold Full HD and Platinum Full HD packages, featuring international fixed broadband content, the target is 100,000 subscribers.

The largest cellular operator yesterday unveiled these add-ons for its postpaid and prepaid subscribers to

access content of its global partners via their mobile phones and its broadband Internet service.

The Premier Full HD Package charges a promotional monthly price of Bt299 for 12 months of viewing against the regular price of Bt399 a month.

Subscribers before June 30 will get 14 premium channels including six featuring hit series from HBO, HBO Go and Warner TV; three featuring Fox sports; Fox Fight Sports; HLN news; Nick Jr cartoons; and Baby TV.

The Premier Full HD Package Extra offers 12 months of viewing 14 premium channels for Bt399 per month, a discount from the regular

price of Bt499. It includes 4GB Internet for video viewing.

For its AIS Fibre broadband Internet customers with AIS Playbox Internet Protocol TV service, the Gold Full HD Package charges Bt299 a month for 12 months.

The customer gets movies, documentaries and creatively stimulating programmes for families from 13 premium channels including Cinemax, National Geographic, Warner, Fox, HLN, Nick Jr and Baby TV.

The Platinum Full HD Package charges Bt599 per month for 12 months. The regular price is Bt899.

Those subscribing to the package by June 30 will get over 30 premium channels packed with movies, series, cartoons, sports and news.

AIS says there will be world-class entertainment from HBO, Fox, Warner TV, tvN, Fight Sports and Nick Jr, and unlimited movie reruns from HBO Go.

Soon to join the package are Gone Viral TV, a US channel featuring a collection of funny Internet videos from around the world; Gone Viral Vogue, specialising in fashion and beauty; Gone Viral X-Treme highlighting extreme sports; and Pet Club TV for animal lovers.

Prattana said AIS could bring world-class digital content to customers as a result of its strength and readiness in network quality and the capacity of its 4G wireless and fixed broadband networks.

"Explore choices of video-on-demand for your enjoyment anywhere and anytime supported by AIS Play application for mobile viewing and AIS Playbox for Internet TV at home," he said.

"Experience the excitement from over 100 free-TV channels, live-streaming concerts, series and exclusive collection of videos on demand.

"To multiply the fun for everyone in the family, AIS adds world-class entertainment with over 30 premium channels including HBO, FOX, Warner TV, HLN and Nick Jr."