

Channel 7 retains digital TV lead

Channel 7 remained the most-watched digital TV channel in August, according to a National Broadcasting and Telecommunications Commission (NBTC) survey.

The NBTC survey found the top 10 rated digital TV channels in August were 7HD (with a 1.704 rating), 3HD (1.253 rating), Workpoint TV (1.001), Mono29 (0.870), One HD (0.536), Chanel 8 (0.445), Thairath TV (0.424), 3SD (0.333), Amarin TV (0.260), and Now channel (0.206).

Although the top 10 TV channels ratings were close in July 2018, there have been changes in the rankings. The popularity of Workpoint TV, One HD and Now channel has increased. The live broadcast of Asian Games from Aug 18 to last Sunday essentially boosted Workpoint TV's rating in August by 0.224.

The survey finds that the highest rating was during the China-Japan volleyball match (5.649), followed by the Thailand-Japan match (5.347), and the Thailand-South Korea match (5.301).

This surge in average monthly popularity enabled Workpoint TV to overtake rival Mono29 and rise from fourth place in July 2018 to third in August 2018.

As the *Mia 2018* (Wife 2018) series went viral on social media, ratings reached as high as 3.157. The popularity of *Mia 2018* was a crucial in raising the average monthly rating of One HD in August, successfully securing its place in the top five.