

**BROADCASTING**

People watch digital content on smartphones while taking mass transit. APICHIIT JINAKUL

# Alternate TV ratings system set by NBTC

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The National Broadcasting and Telecommunications Commission (NBTC) has initiated an alternative rating system for TV programmes that takes into account digital platform viewing, especially from mobile applications.

The move was driven by digital TV operators, who urged the regulator to collect more precise data on TV ratings to increase advertising revenue and better gauge the popularity of online TV viewing.

The initial stage of digital ratings for TV networks was generated exclusively by

Super Broadband Network (SBN), a subsidiary of Advanced Info Services (AIS) that holds a broadcasting licence for business without spectrum use.

SBN operates AIS Play, an entertainment application for AIS's mobile service, and Playbox, AIS entertainment service through its fibre-optic network.

Col Natee Sukonrat, vice-chairman of NBTC, said SBN offered to cooperate with the NBTC to develop a TV rating system for digital platforms. The digital rating is divided into two categories — unique audience rating, a non-repeat count for TV channels per month and view rate or viewing time for each TV channel every month.

“In October, 7 million people watched TV via AIS's digital platform, with more than 100 million views via the AIS Play app and AIS Playbox,” said Col Natee.

Of the 7 million viewers, 60% of them viewed TV programmes via the AIS Play app and the remaining 40% used AIS's Playbox.

He said information on TV viewers via AIS's online platforms will initiate the development of digital ratings for domestic TV businesses.

Only two companies hold a broadcasting licence for businesses without using spectrum — SBN and Cloud IPTV, a subsidiary of Triple Three Broadband (3BB).

Col Natee spoke at a meeting yesterday hosted by the NBTC and attended by representatives of digital TV operators and SBN.

The representatives of the digital TV operators supported the NBTC's latest move and asked the regulator to provide information on digital ratings to all digital TV operators every month.

NBTC will start providing digital ratings from November 2018 shortly.

Col Natee said the NBTC is urging Cloud IPTV to share available information on TV viewer's behaviour with the NBTC to complement digital ratings in the future.

Suthep Tamanuwat, head for business relationship and development at AIS, said the company needs to help generate more precise information on TV ratings to help the industry cope with digital disruption.

“TV operators could use digital ratings information to better benefit from advertising revenue in the long term,” Mr Suthep said.

The NBTC recently reported the top 10 most popular TV channels in November were the same as in October. In order of popularity — Channel 7 HD, Channel 3 HD, MONO 29, Workpoint TV, ONE HD, Channel 8, Thairath TV, Channel 3 SD, Amarin TV HD, and NOW TV.

TV advertising in November was valued at 5.8 billion baht, a 113 million baht decline (2%) from October.

Advertising value in November 2018 was 417 million baht higher than November 2018.