



ADVERTISING INFORMATION SERVICES PR DATA

nielsen

Important Note

Outdoor and Transit: - In January 2016 expand coverage in up-country for Outdoor and Transit e.g. Billboard, Street Furniture, Airport.

Internet: In January 2016 expand covers 50 websites and lifestyle websites and cover top 10 mobile websites
Please refer to DAAT total ad spend report for the top line ad spend full coverage.

In-Store: In June 2016, Radio In-store data in Big C and 7 Eleven are included with back data since January 2016.
Since May 2015 data In-Store exclude Tesco Lotus, Big C.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section : Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

Jun 16 VS Jun 15 000'BAHT

NO	BRANDS		Jun 2016	Jun 2015
1	KOREA KING COOKING PAN	↑	162,034	3,113
2	TOYOTA PICKUPS	↓	99,741	120,009
3	SAMSUNG MOBILE PHONE UNIT	↑	94,744	85,509
4	DTAC MOBILE PHONE SYSTEM	↑	73,177	7,946
5	TESCO-LOTUS SUPERCENTER	↑	71,501	62,051
6	COKE SOFT DRINK	↓	67,847	86,096
7	TOURISM AUTHORITY OF THAI	↑	65,931	25,151
8	NESCAFE COFFEE READY MIXED	↑	63,661	7,786
9	TMB BANK	↑	63,644	36,017
10	S-26 POWDER MILK	↑	59,721	45,884

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jun 16 VS Jun 15 BAHT MILLIONS

MEDIA	Jun 16	SOV %	Jun 15	SOV %	DIFF	% Change
ANALOG TV	4,340	44.79	4,809	46.68	-(469)	-(9.75)
CABLE/SATELLITE	397	4.10	537	5.21	-(140)	-(26.07)
DIGITAL TV	1,747	18.03	1,846	17.92	-(99)	-(5.36)
RADIO	452	4.66	499	4.84	-(47)	-(9.42)
NEWSPAPERS	853	8.80	1,048	10.17	-(195)	-(18.61)
MAGAZINES	229	2.36	340	3.30	-(111)	-(32.65)
CINEMA	582	6.01	406	3.94	176	43.35
OUTDOOR	427	4.41	356	3.46	71	19.94
TRANSIT	434	4.48	357	3.47	77	21.57
IN STORE	61	0.63	26	0.25	35	134.62
INTERNET	169	1.74	79	0.77	90	113.92
TOTAL	9,690	100.0	10,303	100.0	-(613)	-(5.95)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section : Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

YTD Jun 2016 VS YTD Jun 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	864,399	3,113
2	COKE SOFT DRINK	↑	550,593	484,876
3	TOYOTA PASSENGER CARS	↓	460,168	669,204
4	TESCO-LOTUS SUPERCENTER	↓	449,697	478,501
5	TOYOTA PICKUPS	↓	389,189	479,132
6	DTAC ISP.	↑	359,527	137,392
7	SAMSUNG MOBILE PHONE UNIT	↓	330,456	408,749
8	ISUZU PICKUPS	↓	316,233	319,868
9	PEPSI SOFT DRINK	↑	279,356	252,960
10	DTAC MOBILE PHONE SYSTEM	↑	277,289	113,921

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Jun 2016 VS YTD Jun 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	26,023	46.49	29,238	48.13	-(3,215)	-(11.00)
CABLE/SATELLITE	2,440	4.36	2,954	4.86	-(514)	-(17.40)
DIGITAL TV	9,570	17.10	10,520	17.32	-(950)	-(9.03)
RADIO	2,643	4.72	2,628	4.33	15	0.57
NEWSPAPERS	4,930	8.81	5,971	9.83	-(1,041)	-(17.43)
MAGAZINES	1,506	2.69	2,096	3.45	-(590)	-(28.15)
CINEMA	2,721	4.86	2,243	3.69	478	21.31
OUTDOOR	2,464	4.40	2,090	3.44	374	17.89
TRANSIT	2,477	4.43	2,061	3.39	416	20.18
IN STORE	349	0.62	452	0.74	-(103)	-(22.79)
INTERNET	849	1.52	492	0.81	357	72.56
TOTAL	55,972	100.0	60,746	100.0	-(4,774)	-(7.86)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jun 16 VS Jun 15 000'BAHT

NO	ADVERTISERS		Jun 2016	Jun 2015
1	UNILEVER (THAI) HOLDINGS	↓	431,290	632,389
2	TOTAL ACCESS COMMUNICATIONS	↑	211,563	126,989
3	TOYOTA MOTOR THAILAND CO.,LTD.	↓	200,569	279,390
4	OFFICE OF THE PRIME MINISTER	↓	169,692	186,834
5	WIZARD SOLUTIONS CO.,LTD.	↑	162,034	3,113
6	NESTLE(THAI) LTD.	↑	150,665	133,069
7	ADVANCE INFO SERVICE PCL.	↓	139,105	203,876
8	THAI SAMSUNG ELECTRONICS LTD.	↑	138,604	129,352
9	COCA-COLA (THAILAND)	↑	132,851	99,837
10	L'OREAL (THAILAND) LTD.	↑	129,680	105,447

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Jun 2016 VS YTD Jun 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	2,434,223	3,879,479
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,222,247	1,480,772
3	TOTAL ACCESS COMMUNICATIONS	↑	1,048,972	722,792
4	ADVANCE INFO SERVICE PCL.	↑	1,031,611	946,740
5	BEIERSDORF (THAILAND) CO.,LTD.	↓	866,750	1,404,961
6	WIZARD SOLUTIONS CO.,LTD.	↑	864,399	3,113
7	NESTLE(THAI) LTD.	↑	803,034	658,710
8	PROCTER & GAMBLE (THAILAND)	↑	796,044	764,026
9	COCA-COLA (THAILAND)	↑	780,872	780,736
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	736,354	636,942

Update : 11/07/2016