



ADVERTISING INFORMATION SERVICES PR DATA

nielsen

Important Note

Digital TV: - From the industry consent, Digital TV expenditure had been revised during April 2014 - August 2015 to be aligned with the latest industry rate card.

- Expenditure amount shows on Digital TV includes all **complimentary spots** and due to lack of visibility on those, hence all spots have rate card applied.

In-Store: Since May 2015 data In-Store exclude Lotus, Big C.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

Dec 15 VS Dec 14 000'BAHT

NO	BRANDS		Dec 2015	Dec 2014
1	KOREA KING COOKING PAN	↑	113,378	
2	TOYOTA PICKUPS	↓	84,469	84,659
3	COKE SOFT DRINK	↓	73,440	105,169
4	TESCO-LOTUS SUPERCENTER	↑	68,280	56,272
5	KRUNGTHAI AXA HEALTH ASSURANCE	↑	66,111	700
6	PEPSI SOFT DRINK	↑	61,751	21,979
7	TOYOTA PASSENGER CARS	↓	60,484	75,949
8	SUZUKI PASSENGER CAR	↑	60,476	34,160
9	BRAND'S SUPPLEMENTARY FOOD	↑	58,605	49,609
10	ISUZU PICKUPS	↑	57,225	42,161

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Dec 15 VS Dec 14 BAHT MILLIONS

MEDIA	Dec 15	SOV %	Dec 14	SOV %	DIFF	% Change
ANALOG TV	4,343	44.22	4,853	46.44	-(510)	-(10.51)
CABLE/SATELLITE	462	4.70	462	4.42	0	0.00
DIGITAL TV	1,516	15.44	1,462	13.99	54	3.69
RADIO	510	5.19	498	4.77	12	2.41
NEWSPAPERS	1,188	12.10	1,257	12.03	-(69)	-(5.49)
MAGAZINES	321	3.27	414	3.96	-(93)	-(22.46)
CINEMA	601	6.12	531	5.08	70	13.18
OUTDOOR	370	3.77	330	3.16	40	12.12
TRANSIT	396	4.03	386	3.69	10	2.59
IN STORE	32	0.33	172	1.65	-(140)	-(81.40)
INTERNET	83	0.85	85	0.81	-(2)	-(2.35)
TOTAL	9,821	100.0	10,449	100.0	-(628)	-(6.01)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Dec 2015 VS YTD Dec 2014 000'BAHT

NO	BRANDS		2015	2014
1	TOYOTA PASSENGER CARS	↑	1,145,296	1,142,195
2	COKE SOFT DRINK	↓	974,134	1,025,536
3	TOYOTA PICKUPS	↑	905,974	867,286
4	TESCO-LOTUS SUPERCENTER	↑	831,034	539,130
5	SAMSUNG MOBILE PHONE UNIT	↑	817,499	458,577
6	ISUZU PICKUPS	↑	637,269	583,230
7	CLEAR ANTI DANDRUFF SHAMPOOS	↓	629,118	678,386
8	CITRA BODY SKINCARE PRODUCT	↑	579,089	561,215
9	SINGHA CORPORATION CO.,LTD.	↑	568,446	444,368
10	NIVEA BODY SKINCARE PRODUCT	↓	565,878	716,911

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Dec 2015 VS YTD Dec 2014 BAHT MILLIONS

MEDIA	2015	SOV %	2014	SOV %	DIFF	% Change
ANALOG TV	57,526	47.03	63,777	53.88	-(6,251)	-(9.80)
CABLE/SATELLITE	6,055	4.95	7,232	6.11	-(1,177)	-(16.27)
DIGITAL TV	20,930	17.11	8,581	7.25	12,349	143.91
RADIO	5,675	4.64	5,610	4.74	65	1.16
NEWSPAPERS	12,332	10.08	13,182	11.14	-(850)	-(6.45)
MAGAZINES	4,227	3.46	4,931	4.17	-(704)	-(14.28)
CINEMA	5,134	4.20	4,349	3.67	785	18.05
OUTDOOR	4,265	3.49	3,974	3.36	291	7.32
TRANSIT	4,478	3.66	3,813	3.22	665	17.44
IN STORE	639	0.52	1,964	1.66	-(1,325)	-(67.46)
INTERNET	1,058	0.86	950	0.80	108	11.37
TOTAL	122,318	100.0	118,364	100.0	3,954	3.34

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Dec 15 VS Dec 14 000'BAHT

NO	ADVERTISERS		Dec 2015	Dec 2014
1	TOYOTA MOTOR THAILAND CO.,LTD.	↓	241,806	267,217
2	UNILEVER (THAI) HOLDINGS	↓	159,719	463,520
3	TOTAL ACCESS COMMUNICATIONS	↓	154,019	154,974
4	OFFICE OF THE PRIME MINISTER	↓	152,701	159,897
5	ADVANCE INFO SERVICE PCL.	↓	151,842	170,816
6	PROCTER & GAMBLE (THAILAND)	↑	144,478	135,769
7	TRI PETCH ISUZU SALES CO.,LTD.	↑	143,380	128,707
8	COCA-COLA (THAILAND)	↓	121,609	209,344
9	BEIERSDORF (THAILAND) CO.,LTD.	↓	120,930	314,970
10	WIZARD SOLUTIONS CO.,LTD.	↑	113,378	

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Dec 2015 VS YTD Dec 2014 000'BAHT

NO	ADVERTISERS		2015	2014
1	UNILEVER (THAI) HOLDINGS	↓	7,573,103	9,082,018
2	TOYOTA MOTOR THAILAND CO.,LTD.	↑	2,974,294	2,961,658
3	BEIERSDORF (THAILAND) CO.,LTD.	↓	2,578,195	2,781,266
4	OFFICE OF THE PRIME MINISTER	↑	1,997,969	1,273,948
5	ADVANCE INFO SERVICE PCL.	↓	1,736,803	1,811,873
6	TOTAL ACCESS COMMUNICATIONS	↑	1,718,059	1,699,302
7	PROCTER & GAMBLE (THAILAND)	↑	1,658,297	1,349,054
8	COCA-COLA (THAILAND)	↑	1,607,016	1,564,407
9	L'OREAL (THAILAND) LTD.	↓	1,557,543	1,613,990
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	1,354,673	1,260,328

Update : 12/01/2016