



# ADVERTISING INFORMATION SERVICES DATA



**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.

**Since June 2016 data Outdoor, Transit and In-Store include data from Plan B media.**

## TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

Sep 16 VS Sep 15 000'BAHT

NO	BRANDS		Sep 2016	Sep 2015
1	KOREA KING COOKING PAN	↑	170,469	4,151
2	TOYOTA PICKUPS	↑	91,624	67,928
3	DUMEX POWDER MILK	↑	84,577	29,618
4	BANGKOK BROADCASTING&TELEVISION	↑	78,874	23,331
5	TOURISM AUTHORITY OF THAI	↑	76,437	26,752
6	COKE SOFT DRINK	↑	75,583	61,599
7	AIS ISP.	↑	69,731	1,132
8	TOYOTA PASSENGER CARS	↓	68,438	104,886
9	TRUE MOVE H ISP	↑	67,572	22,785
10	ALLIANZ AYUDHYA HEALTH INSURANCE	↑	61,976	35

## ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Sep 16 VS Sep 15 BAHT MILLIONS

MEDIA	Sep 16	SOV %	Sep 15	SOV %	DIFF	% Change
ANALOG TV	4,122	42.80	4,393	45.44	-(271)	-(6.17)
CABLE/SATELLITE	284	2.95	511	5.29	-(227)	-(44.42)
DIGITAL TV	1,858	19.29	1,642	16.99	216	13.15
RADIO	495	5.14	449	4.64	46	10.24
NEWSPAPERS	832	8.64	955	9.88	-(123)	-(12.88)
MAGAZINES	265	2.75	392	4.06	-(127)	-(32.40)
CINEMA	490	5.09	401	4.15	89	22.19
OUTDOOR	544	5.65	347	3.59	197	56.77
TRANSIT	500	5.19	446	4.61	54	12.11
IN STORE	78	0.81	37	0.38	41	110.81
INTERNET	162	1.68	94	0.97	68	72.34
<b>TOTAL</b>	<b>9,630</b>	<b>100.0</b>	<b>9,667</b>	<b>100.0</b>	<b>-(37)</b>	<b>-(0.38)</b>

## TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Sep 2016 VS YTD Sep 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	1,352,961	16,949
2	COKE SOFT DRINK	↑	768,893	735,122
3	TOYOTA PICKUPS	↓	676,139	679,332
4	TESCO-LOTUS SUPERCENTER	↓	633,059	662,819
5	TOYOTA PASSENGER CARS	↓	612,281	965,054
6	SAMSUNG MOBILE PHONE UNIT	↓	529,781	624,386
7	TOURISM AUTHORITY OF THAI	↑	465,501	214,958
8	SIAM COMMERCIAL BANK	↑	462,328	295,085
9	ISUZU PICKUPS	↑	461,925	461,742
10	TRUE MOVE H ISP	↑	403,659	290,268

## ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Sep 2016 VS YTD Sep 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	38,951	45.02	43,499	47.57	-(4,548)	-(10.46)
CABLE/SATELLITE	2,855	3.30	4,543	4.97	-(1,688)	-(37.16)
DIGITAL TV	16,677	19.27	15,788	17.26	889	5.63
RADIO	4,142	4.79	4,066	4.45	76	1.87
NEWSPAPERS	7,431	8.59	8,997	9.84	-(1,566)	-(17.41)
MAGAZINES	2,255	2.61	3,185	3.48	-(930)	-(29.20)
CINEMA	4,231	4.89	3,615	3.95	616	17.04
OUTDOOR	4,190	4.84	3,123	3.42	1,067	34.17
TRANSIT	3,906	4.51	3,317	3.63	589	17.76
IN STORE	550	0.64	545	0.60	5	0.92
INTERNET	1,337	1.55	770	0.84	567	73.64
<b>TOTAL</b>	<b>86,526</b>	<b>100.0</b>	<b>91,448</b>	<b>100.0</b>	<b>-(4,922)</b>	<b>-(5.38)</b>

## TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Sep 16 VS Sep 15 000'BAHT

NO	ADVERTISERS		Sep 2016	Sep 2015
1	UNILEVER (THAI) HOLDINGS	↓	456,537	704,777
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	208,706	235,275
3	ADVANCE INFO SERVICE PCL.	↑	198,364	104,890
4	PROCTER & GAMBLE (THAILAND)	↑	193,762	136,295
5	WIZARD SOLUTIONS CO.,LTD.	↑	170,469	4,151
6	COCA-COLA (THAILAND)	↑	148,942	109,242
7	PEPSI-COLA(TH.)TRADING CO.,LTD	↑	142,874	100,727
8	L'OREAL (THAILAND) LTD.	↓	122,612	135,684
9	BEIERSDORF (THAILAND) CO.,LTD.	↓	120,373	163,810
10	NISSAN MOTOR(THAILAND)CO.,LTD.	↑	101,018	68,446

## TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Sep 2016 VS YTD Sep 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	4,031,554	6,216,438
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,800,192	2,203,108
3	ADVANCE INFO SERVICE PCL.	↑	1,615,168	1,328,513
4	PROCTER & GAMBLE (THAILAND)	↑	1,420,880	1,227,691
5	TOTAL ACCESS COMMUNICATIONS	↑	1,408,512	1,105,833
6	WIZARD SOLUTIONS CO.,LTD.	↑	1,352,961	16,949
7	COCA-COLA (THAILAND)	↑	1,288,644	1,168,473
8	BEIERSDORF (THAILAND) CO.,LTD.	↓	1,227,556	2,019,965
9	L'OREAL (THAILAND) LTD.	↓	1,128,806	1,247,407
10	NESTLE(THAI) LTD.	↑	1,119,424	939,238

Update : 10/10/2016