



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.

Oct 16 VS Oct 15 000'BAHT

NO	BRANDS		Oct 2016	Oct 2015
1	KOREA KING COOKING PAN	↑	64,032	7,135
2	BANGKOK BROADCASTING&TELEVISION	↑	57,559	18,530
3	TRI PETCH ISUZU VEHICLES CORP.	↓	38,266	61,957
4	PTT GROUP	↓	37,260	60,656
5	AEON CREDIT CARDS-NON BANKS	↑	35,347	8,656
6	TOYOTA PICKUPS	↓	33,308	68,358
7	ISUZU PICKUPS	↓	32,977	56,840
8	SIAM COMMERCIAL BANK	↑	32,014	22,858
9	BANGCHAK PETROLEUM PCL.	↓	32,007	32,632
10	COKE SOFT DRINK	↓	29,558	83,936

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Oct 16 VS Oct 15 BAHT MILLIONS

MEDIA	Oct 16	SOV %	Oct 15	SOV %	DIFF	% Change
ANALOG TV	1,856	33.05	4,685	45.73	-(2,829)	-(60.38)
CABLE/SATELLITE	173	3.08	526	5.13	-(353)	-(67.11)
DIGITAL TV	950	16.92	1,821	17.78	-(871)	-(47.83)
RADIO	287	5.11	523	5.11	-(236)	-(45.12)
NEWSPAPERS	733	13.05	997	9.73	-(264)	-(26.48)
MAGAZINES	231	4.11	373	3.64	-(142)	-(38.07)
CINEMA	360	6.41	444	4.33	-(84)	-(18.92)
OUTDOOR	469	8.35	347	3.39	122	35.16
TRANSIT	420	7.48	382	3.73	38	9.95
IN STORE	35	0.62	33	0.32	2	6.06
INTERNET	103	1.83	115	1.12	-(12)	-(10.43)
TOTAL	5,616	100.0	10,244	100.0	-(4,628)	-(45.18)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Oct 2016 VS YTD Oct 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	1,416,993	24,083
2	COKE SOFT DRINK	↓	798,451	819,058
3	TOYOTA PICKUPS	↓	707,677	747,690
4	TESCO-LOTUS SUPERCENTER	↓	660,998	710,099
5	TOYOTA PASSENGER CARS	↓	638,637	1,034,713
6	SAMSUNG MOBILE PHONE UNIT	↓	554,586	674,000
7	ISUZU PICKUPS	↓	494,903	518,582
8	SIAM COMMERCIAL BANK	↑	494,666	317,942
9	TOURISM AUTHORITY OF THAI	↑	477,552	228,606
10	TRUE MOVE H ISP	↑	432,758	312,163

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Oct 2016 VS YTD Oct 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	40,807	44.27	48,184	47.38	-(7,377)	-(15.31)
CABLE/SATELLITE	3,028	3.29	5,068	4.98	-(2,040)	-(40.25)
DIGITAL TV	17,627	19.12	17,609	17.32	18	0.10
RADIO	4,429	4.80	4,588	4.51	-(159)	-(3.47)
NEWSPAPERS	8,164	8.86	9,993	9.83	-(1,829)	-(18.30)
MAGAZINES	2,510	2.72	3,557	3.50	-(1,047)	-(29.43)
CINEMA	4,579	4.97	4,058	3.99	521	12.84
OUTDOOR	4,669	5.07	3,470	3.41	1,199	34.55
TRANSIT	4,336	4.70	3,699	3.64	637	17.22
IN STORE	586	0.64	578	0.57	8	1.38
INTERNET	1,440	1.56	886	0.87	554	62.53
TOTAL	92,175	100.0	101,691	100.0	-(9,516)	-(9.36)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Oct 16 VS Oct 15 000'BAHT

NO	ADVERTISERS		Oct 2016	Oct 2015
1	UNILEVER (THAI) HOLDINGS	↓	180,986	783,035
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	118,504	273,460
3	PROCTER & GAMBLE (THAILAND)	↓	86,904	131,942
4	TRI PETCH ISUZU SALES CO.,LTD.	↓	81,729	125,078
5	OFFICE OF THE PRIME MINISTER	↓	81,239	141,319
6	ADVANCE INFO SERVICE PCL.	↓	78,111	112,430
7	COCA-COLA (THAILAND)	↓	76,294	167,588
8	MCOT PUBLIC COMPANY LIMITED	↓	72,077	90,514
9	BANGKOK BROADCASTING & TV	↑	67,156	23,181
10	WIZARD SOLUTIONS CO.,LTD.	↑	64,032	7,135

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Oct 2016 VS YTD Oct 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	4,214,670	6,999,473
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,917,241	2,476,568
3	ADVANCE INFO SERVICE PCL.	↑	1,694,699	1,440,943
4	PROCTER & GAMBLE (THAILAND)	↑	1,507,783	1,359,633
5	TOTAL ACCESS COMMUNICATIONS	↑	1,447,294	1,343,275
6	WIZARD SOLUTIONS CO.,LTD.	↑	1,416,993	24,083
7	COCA-COLA (THAILAND)	↑	1,364,926	1,336,061
8	BEIERSDORF (THAILAND) CO.,LTD.	↓	1,288,657	2,294,995
9	L'OREAL (THAILAND) LTD.	↓	1,182,688	1,364,360
10	NESTLE(THAI) LTD.	↑	1,147,650	1,049,086

Update : 10/11/2016