



# ADVERTISING INFORMATION SERVICES PR DATA

## 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

**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.

Jan 16 VS Jan 15 000'BAHT

NO	BRANDS		Jan 2016	Jan 2015
1	KOREA KING COOKING PAN	↑	137,810	
2	TOYOTA PASSENGER CARS	↑	84,439	70,654
3	DTAC ISP.	↑	78,891	10,240
4	ISUZU PICKUPS	↑	61,135	54,329
5	KFC FAST FOOD OUTLETS	↑	47,115	46,834
6	A I A LIFE INSURANCE	↓	46,406	54,018
7	COKE SOFT DRINK	↑	46,124	32,492
8	LAURIER SANITARY NAPKINS	↑	44,912	18,309
9	TESCO-LOTUS SUPERCENTER	↓	44,595	56,280
10	TOYOTA PICKUPS	↓	44,078	66,630

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jan 16 VS Jan 15 BAHT MILLIONS

MEDIA	Jan 16	SOV %	Jan 15	SOV %	DIFF	% Change
ANALOG TV	3,865	47.84	4,251	50.04	-(386)	-(9.08)
CABLE/SATELLITE	416	5.15	304	3.58	112	36.84
DIGITAL TV	1,311	16.23	1,446	17.02	-(135)	-(9.34)
RADIO	354	4.38	336	3.96	18	5.36
NEWSPAPERS	729	9.02	833	9.81	-(104)	-(12.48)
MAGAZINES	198	2.45	291	3.43	-(93)	-(31.96)
CINEMA	328	4.06	293	3.45	35	11.95
OUTDOOR	381	4.72	311	3.66	70	22.51
TRANSIT	365	4.52	283	3.33	82	28.98
IN STORE	27	0.33	76	0.89	-(49)	-(64.47)
INTERNET	108	1.34	72	0.85	36	50.00
<b>TOTAL</b>	<b>8,079</b>	<b>100.0</b>	<b>8,495</b>	<b>100.0</b>	<b>-(416)</b>	<b>-(4.90)</b>

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jan 2016 VS Jan 2015 000'BAHT

NO	BRANDS		Jan 2016	Jan 2015
1	UNILEVER (THAI) HOLDINGS	↓	323,533	461,202
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	179,662	209,352
3	TOTAL ACCESS COMMUNICATIONS	↑	157,571	114,630
4	ADVANCE INFO SERVICE PCL.	↑	157,078	118,887
5	PROCTER & GAMBLE (THAILAND)	↓	145,022	146,786
6	NESTLE(THAI) LTD.	↑	141,802	61,000
7	WIZARD SOLUTIONS CO.,LTD.	↑	137,810	
8	TRI PETCH ISUZU SALES CO.,LTD.	↑	136,126	111,810
9	KAO COMMERCIAL (THAILAND)	↑	121,565	63,183
10	BEIERSDORF (THAILAND) CO.,LTD.	↑	113,825	109,245