



# 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.

Feb 16 VS Feb 15 000'BAHT

NO	BRANDS		Feb 2016	Feb 2015
1	KOREA KING COOKING PAN	↑	135,635	
2	COKE SOFT DRINK	↑	115,418	101,037
3	DTAC ISP.	↑	106,653	7,691
4	TOYOTA PASSENGER CARS	↑	65,833	28,527
5	AIS ISP.	↑	58,080	5,793
6	HONDA SUV CAR	↑	56,352	4,710
7	AIS MOBILE PHONE SYSTEM	↑	55,522	1,710
8	DTAC MOBILE PHONE SYSTEM	↑	53,709	5,451
9	ISUZU PICKUPS	↓	51,689	53,734
10	TOYOTA PICKUPS	↓	50,510	64,011

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Feb 16 VS Feb 15 BAHT MILLIONS

MEDIA	Feb 16	SOV %	Feb 15	SOV %	DIFF	% Change
ANALOG TV	3,808	45.43	4,547	49.43	-(739)	-(16.25)
CABLE/SATELLITE	402	4.80	345	3.75	57	16.52
DIGITAL TV	1,447	17.26	1,586	17.24	-(139)	-(8.76)
RADIO	409	4.88	376	4.09	33	8.78
NEWSPAPERS	794	9.47	923	10.03	-(129)	-(13.98)
MAGAZINES	228	2.72	318	3.46	-(90)	-(28.30)
CINEMA	355	4.23	274	2.98	81	29.56
OUTDOOR	407	4.86	341	3.71	66	19.35
TRANSIT	376	4.49	310	3.37	66	21.29
IN STORE	29	0.35	105	1.14	-(76)	-(72.38)
INTERNET	128	1.53	72	0.78	56	77.78
<b>TOTAL</b>	<b>8,383</b>	<b>100.0</b>	<b>9,198</b>	<b>100.0</b>	<b>-(815)</b>	<b>-(8.86)</b>

### TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Feb 2016 VS YTD Feb 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	273,446	
2	DTAC ISP.	↑	183,854	17,932
3	COKE SOFT DRINK	↑	160,595	133,529
4	TOYOTA PASSENGER CARS	↑	151,141	99,180
5	ISUZU PICKUPS	↑	112,950	108,064
6	AIS ISP.	↑	100,340	11,319
7	TOYOTA PICKUPS	↓	94,583	130,641
8	AIS MOBILE PHONE SYSTEM	↑	93,665	4,846
9	A I A LIFE INSURANCE	↓	92,695	118,374
10	REGENCY BRANDY	↑	83,173	58,286

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Feb 2016 VS YTD Feb 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	7,669	46.47	8,798	49.73	-(1,129)	-(12.83)
CABLE/SATELLITE	818	4.96	648	3.66	170	26.23
DIGITAL TV	2,757	16.71	3,032	17.14	-(275)	-(9.07)
RADIO	764	4.63	712	4.02	52	7.30
NEWSPAPERS	1,523	9.23	1,756	9.93	-(233)	-(13.27)
MAGAZINES	458	2.78	609	3.44	-(151)	-(24.79)
CINEMA	683	4.14	567	3.20	116	20.46
OUTDOOR	804	4.87	652	3.69	152	23.31
TRANSIT	734	4.45	593	3.35	141	23.78
IN STORE	56	0.34	181	1.02	-(125)	-(69.06)
INTERNET	237	1.44	144	0.81	93	64.58
<b>TOTAL</b>	<b>16,502</b>	<b>100.0</b>	<b>17,692</b>	<b>100.0</b>	<b>-(1,190)</b>	<b>-(6.73)</b>

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Feb 16 VS Feb 15 000'BAHT

NO	ADVERTISERS		Feb 2016	Feb 2015
1	UNILEVER (THAI) HOLDINGS	↓	409,812	669,549
2	ADVANCE INFO SERVICE PCL.	↑	226,053	145,362
3	TOTAL ACCESS COMMUNICATIONS	↑	189,723	79,077
4	TOYOTA MOTOR THAILAND CO.,LTD.	↓	170,603	173,588
5	COCA-COLA (THAILAND)	↓	148,665	151,283
6	WIZARD SOLUTIONS CO.,LTD.	↑	135,635	
7	TRI PETCH ISUZU SALES CO.,LTD.	↑	123,080	91,070
8	AJINOMOTO SALES CO.,(THAILAND)	↑	120,007	65,422
9	HONDA AUTOMOBILE(THAILAND)LTD	↑	116,570	66,646
10	BEIERSDORF (THAILAND) CO.,LTD.	↓	113,108	156,580

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Feb 2016 VS YTD Feb 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	733,923	1,130,751
2	ADVANCE INFO SERVICE PCL.	↑	383,959	264,249
3	TOYOTA MOTOR THAILAND CO.,LTD.	↓	351,937	382,940
4	TOTAL ACCESS COMMUNICATIONS	↑	344,953	193,707
5	WIZARD SOLUTIONS CO.,LTD.	↑	273,446	
6	TRI PETCH ISUZU SALES CO.,LTD.	↑	259,332	202,880
7	NESTLE(THAI) LTD.	↑	238,665	146,510
8	PROCTER & GAMBLE (THAILAND)	↓	237,245	308,467
9	AJINOMOTO SALES CO.,(THAILAND)	↑	233,044	168,330
10	BEIERSDORF (THAILAND) CO.,LTD.	↓	226,592	265,825

Update : 11/02/2016