



ADVERTISING INFORMATION SERVICES PR DATA

nielsen

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.

Mar 16 VS Mar 15 000'BAHT

NO	BRANDS		Mar 2016	Mar 2015
1	KOREA KING COOKING PAN	↑	140,383	
2	COKE SOFT DRINK	↑	124,629	92,570
3	TESCO-LOTUS SUPERCENTER	↓	94,704	123,375
4	TOYOTA PASSENGER CARS	↓	90,947	139,356
5	HONDA PASSENGER CARS	↑	77,900	71,525
6	ENFA POWDER MILK	↑	70,095	18,784
7	SAMSUNG MOBILE PHONE UNIT	↑	68,654	37,295
8	DTAC MOBILE PHONE SYSTEM	↑	67,870	36,966
9	S-26 POWDER MILK	↑	66,946	21,495
10	SIAM COMMERCIAL BANK	↓	65,680	69,568

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Mar 16 VS Mar 15 BAHT MILLIONS

MEDIA	Mar 16	SOV %	Mar 15	SOV %	DIFF	% Change
ANALOG TV	4,841	47.40	5,607	48.54	-(766)	-(13.66)
CABLE/SATELLITE	430	4.21	656	5.68	-(226)	-(34.45)
DIGITAL TV	1,728	16.92	1,921	16.63	-(193)	-(10.05)
RADIO	493	4.83	506	4.38	-(13)	-(2.57)
NEWSPAPERS	991	9.70	1,161	10.05	-(170)	-(14.64)
MAGAZINES	276	2.70	396	3.43	-(120)	-(30.30)
CINEMA	443	4.34	374	3.24	69	18.45
OUTDOOR	423	4.14	366	3.17	57	15.57
TRANSIT	382	3.74	357	3.09	25	7.00
IN STORE	29	0.28	118	1.02	-(89)	-(75.42)
INTERNET	177	1.73	88	0.76	89	101.14
TOTAL	10,214	100.0	11,551	100.0	-(1,337)	-(11.57)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Mar 2016 VS YTD Mar 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	413,876	
2	COKE SOFT DRINK	↑	285,523	226,098
3	TOYOTA PASSENGER CARS	↑	241,519	238,536
4	DTAC ISP.	↑	232,573	23,296
5	TESCO-LOTUS SUPERCENTER	↓	175,033	219,001
6	ISUZU PICKUPS	↑	169,389	162,072
7	DTAC MOBILE PHONE SYSTEM	↑	148,755	52,305
8	AIS MOBILE PHONE SYSTEM	↑	144,822	6,211
9	TOYOTA PICKUPS	↓	144,755	194,708
10	A I A LIFE INSURANCE	↓	141,053	200,322

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Mar 2016 VS YTD Mar 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	12,511	46.80	14,405	49.26	-(1,894)	-(13.15)
CABLE/SATELLITE	1,247	4.66	1,304	4.46	-(57)	-(4.37)
DIGITAL TV	4,485	16.78	4,953	16.94	-(468)	-(9.45)
RADIO	1,258	4.71	1,219	4.17	39	3.20
NEWSPAPERS	2,515	9.41	2,917	9.98	-(402)	-(13.78)
MAGAZINES	744	2.78	1,005	3.44	-(261)	-(25.97)
CINEMA	1,126	4.21	941	3.22	185	19.66
OUTDOOR	1,213	4.54	1,018	3.48	195	19.16
TRANSIT	1,136	4.25	950	3.25	186	19.58
IN STORE	85	0.32	299	1.02	-(214)	-(71.57)
INTERNET	414	1.55	232	0.79	182	78.45
TOTAL	26,733	100.0	29,243	100.0	-(2,510)	-(8.58)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Mar 16 VS Mar 15 000'BAHT

NO	ADVERTISERS		Mar 2016	Mar 2015
1	UNILEVER (THAI) HOLDINGS	↓	428,102	748,270
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	223,734	242,254
3	TOTAL ACCESS COMMUNICATIONS	↑	194,913	128,506
4	COCA-COLA (THAILAND)	↑	156,168	125,929
5	PROCTER & GAMBLE (THAILAND)	↑	145,081	127,466
6	TRI PETCH ISUZU SALES CO.,LTD.	↑	141,943	95,064
7	WIZARD SOLUTIONS CO.,LTD.	↑	140,383	
8	ADVANCE INFO SERVICE PCL.	↓	130,829	138,214
9	NESTLE(THAI) LTD.	↑	129,954	114,351
10	AJINOMOTO SALES CO.,(THAILAND)	↓	127,728	134,189

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Mar 2016 VS YTD Mar 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	1,158,025	1,879,020
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	574,056	625,194
3	TOTAL ACCESS COMMUNICATIONS	↑	541,695	322,213
4	ADVANCE INFO SERVICE PCL.	↑	514,000	402,463
5	WIZARD SOLUTIONS CO.,LTD.	↑	413,876	
6	TRI PETCH ISUZU SALES CO.,LTD.	↑	401,349	297,944
7	PROCTER & GAMBLE (THAILAND)	↓	382,917	435,933
8	NESTLE(THAI) LTD.	↑	367,619	260,861
9	COCA-COLA (THAILAND)	↓	364,214	420,972
10	AJINOMOTO SALES CO.,(THAILAND)	↑	360,771	302,519

Update : 11/03/2016