

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.

Apr 16 VS Apr 15 000'BAHT

NO	BRANDS		Apr 2016	Apr 2015
1	KOREA KING COOKING PAN	↑	142,103	
2	COKE SOFT DRINK	↑	99,882	79,767
3	TESCO-LOTUS SUPERCENTER	↓	93,249	105,349
4	CLEAR ANTI DANDRUFF SHAMPOOS	↓	84,292	87,707
5	CHANG CORPORATE	↑	84,141	
6	TOYOTA PASSENGER CARS	↓	83,803	163,369
7	TOYOTA PICKUPS	↑	68,546	59,529
8	SAMSUNG MOBILE PHONE UNIT	↓	60,599	76,916
9	TRUE MOVE H ISP	↑	57,337	22,219
10	SIAM COMMERCIAL BANK	↑	56,660	30,781

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Apr 16 VS Apr 15 BAHT MILLIONS

MEDIA	Apr 16	SOV %	Apr 15	SOV %	DIFF	% Change
ANALOG TV	4,505	46.44	4,971	47.11	-(466)	-(9.37)
CABLE/SATELLITE	394	4.06	572	5.42	-(178)	-(31.12)
DIGITAL TV	1,641	16.92	1,793	16.99	-(152)	-(8.48)
RADIO	447	4.61	453	4.29	-(6)	-(1.32)
NEWSPAPERS	775	7.99	999	9.47	-(224)	-(22.42)
MAGAZINES	256	2.64	377	3.57	-(121)	-(32.10)
CINEMA	510	5.26	483	4.58	27	5.59
OUTDOOR	420	4.33	363	3.44	57	15.70
TRANSIT	578	5.96	366	3.47	212	57.92
IN STORE	38	0.39	93	0.88	-(55)	-(59.14)
INTERNET	134	1.38	82	0.78	52	63.41
TOTAL	9,700	100.0	10,551	100.0	-(851)	-(8.07)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Apr 2016 VS YTD Apr 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	555,979	
2	COKE SOFT DRINK	↑	385,345	305,865
3	TOYOTA PASSENGER CARS	↓	325,432	401,905
4	TESCO-LOTUS SUPERCENTER	↓	268,282	324,350
5	DTAC ISP.	↑	267,498	84,137
6	ISUZU PICKUPS	↑	219,384	213,867
7	TOYOTA PICKUPS	↓	213,277	254,237
8	AIS MOBILE PHONE SYSTEM	↑	195,921	69,566
9	SAMSUNG MOBILE PHONE UNIT	↓	192,867	249,294
10	PEPSI SOFT DRINK	↓	184,932	217,503

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Apr 2016 VS YTD Apr 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	17,016	46.62	19,375	48.69	-(2,359)	-(12.18)
CABLE/SATELLITE	1,642	4.50	1,876	4.71	-(234)	-(12.47)
DIGITAL TV	6,126	16.78	6,747	16.95	-(621)	-(9.20)
RADIO	1,704	4.67	1,671	4.20	33	1.97
NEWSPAPERS	3,291	9.02	3,916	9.84	-(625)	-(15.96)
MAGAZINES	1,013	2.78	1,382	3.47	-(369)	-(26.70)
CINEMA	1,636	4.48	1,424	3.58	212	14.89
OUTDOOR	1,632	4.47	1,381	3.47	251	18.18
TRANSIT	1,757	4.81	1,316	3.31	441	33.51
IN STORE	134	0.37	392	0.99	-(258)	-(65.82)
INTERNET	548	1.50	314	0.79	234	74.52
TOTAL	36,498	100.0	39,794	100.0	-(3,296)	-(8.28)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Apr 16 VS Apr 15 000'BAHT

NO	ADVERTISERS		Apr 2016	Apr 2015
1	UNILEVER (THAI) HOLDINGS	↓	441,838	690,838
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	223,403	291,575
3	ADVANCE INFO SERVICE PCL.	↑	197,368	169,192
4	BEIERSDORF (THAILAND) CO.,LTD.	↓	189,248	302,681
5	PROCTER & GAMBLE (THAILAND)	↑	159,115	139,688
6	NESTLE(THAI) LTD.	↑	145,653	128,036
7	WIZARD SOLUTIONS CO.,LTD.	↑	142,103	
8	TRI PETCH ISUZU SALES CO.,LTD.	↑	137,334	119,045
9	TOTAL ACCESS COMMUNICATIONS	↓	134,940	160,260
10	BEER THAI (1991) CO.,LTD.	↑	125,550	47,170

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Apr 2016 VS YTD Apr 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	1,603,886	2,569,859
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	797,625	916,769
3	ADVANCE INFO SERVICE PCL.	↑	710,732	571,655
4	TOTAL ACCESS COMMUNICATIONS	↑	679,740	482,473
5	WIZARD SOLUTIONS CO.,LTD.	↑	555,979	
6	PROCTER & GAMBLE (THAILAND)	↓	541,664	575,621
7	BEIERSDORF (THAILAND) CO.,LTD.	↓	539,316	769,008
8	TRI PETCH ISUZU SALES CO.,LTD.	↑	538,707	416,988
9	NESTLE(THAI) LTD.	↑	515,437	388,897
10	COCA-COLA (THAILAND)	↓	485,831	559,373

Update : 13/05/2016