



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 Please refer to DAAT total ad spend report for the top line ad spend full coverage.

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.

May 16 VS May 15 000'BAHT

NO	BRANDS		May 2016	May 2015
1	KOREA KING COOKING PAN	↑	146,385	
2	DUMEX POWDER MILK	↑	125,945	33,874
3	TESCO-LOTUS SUPERCENTER	↑	109,957	92,100
4	TOYOTA PASSENGER CARS	↓	81,733	142,656
5	COKE SOFT DRINK	↓	81,149	92,915
6	CHANG CORPORATE	↑	70,119	
7	TOURISM AUTHORITY OF THAI	↑	67,926	23,094
8	TOYOTA PICKUPS	↓	64,022	104,885
9	DTAC ISP.	↑	55,669	32,606
10	CITRA BODY SKINCARE PRODUCT	↑	55,358	54,047

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

May 16 VS May 15 BAHT MILLIONS

MEDIA	May 16	SOV %	May 15	SOV %	DIFF	% Change
ANALOG TV	4,643	47.52	5,054	47.47	-(411)	-(8.13)
CABLE/SATELLITE	402	4.11	541	5.08	-(139)	-(25.69)
DIGITAL TV	1,697	17.37	1,928	18.11	-(231)	-(11.98)
RADIO	487	4.98	458	4.30	29	6.33
NEWSPAPERS	788	8.06	1,010	9.49	-(222)	-(21.98)
MAGAZINES	244	2.50	374	3.51	-(130)	-(34.76)
CINEMA	492	5.04	414	3.89	78	18.84
OUTDOOR	420	4.30	354	3.32	66	18.64
TRANSIT	428	4.38	388	3.64	40	10.31
IN STORE	38	0.39	28	0.26	10	35.71
INTERNET	132	1.35	99	0.93	33	33.33
TOTAL	9,771	100.0	10,647	100.0	-(876)	-(8.23)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD May 2016 VS YTD May 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	702,364	
2	COKE SOFT DRINK	↑	473,013	398,780
3	TOYOTA PASSENGER CARS	↓	407,775	544,561
4	TESCO-LOTUS SUPERCENTER	↓	378,456	416,450
5	DTAC ISP.	↑	322,345	116,743
6	TOYOTA PICKUPS	↓	277,364	359,122
7	ISUZU PICKUPS	↓	265,485	267,175
8	SAMSUNG MOBILE PHONE UNIT	↓	235,640	323,240
9	AIS MOBILE PHONE SYSTEM	↑	235,619	97,348
10	PEPSI SOFT DRINK	↓	232,152	244,646

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD May 2016 VS YTD May 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	21,683	46.98	24,429	48.43	-(2,746)	-(11.24)
CABLE/SATELLITE	2,044	4.43	2,418	4.79	-(374)	-(15.47)
DIGITAL TV	7,823	16.95	8,674	17.20	-(851)	-(9.81)
RADIO	2,191	4.75	2,129	4.22	62	2.91
NEWSPAPERS	4,079	8.84	4,926	9.77	-(847)	-(17.19)
MAGAZINES	1,267	2.75	1,756	3.48	-(489)	-(27.85)
CINEMA	2,128	4.61	1,837	3.64	291	15.84
OUTDOOR	2,042	4.42	1,735	3.44	307	17.69
TRANSIT	2,043	4.43	1,704	3.38	339	19.89
IN STORE	172	0.37	420	0.83	-(248)	-(59.05)
INTERNET	680	1.47	412	0.82	268	65.05
TOTAL	46,151	100.0	50,441	100.0	-(4,290)	-(8.50)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

May 16 VS May 15 000'BAHT

NO	ADVERTISERS		May 2016	May 2015
1	UNILEVER (THAI) HOLDINGS	↓	398,800	677,231
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	204,189	284,614
3	BEIERSDORF (THAILAND) CO.,LTD.	↓	203,577	277,769
4	ADVANCE INFO SERVICE PCL.	↑	175,783	171,209
5	TOTAL ACCESS COMMUNICATIONS	↑	149,542	113,330
6	WIZARD SOLUTIONS CO.,LTD.	↑	146,385	
7	COCA-COLA (THAILAND)	↑	144,450	121,526
8	DUMEX LTD.	↑	142,954	34,222
9	NESTLE(THAI) LTD.	↓	136,145	136,743
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	130,717	114,785

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD May 2016 VS YTD May 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	2,002,933	3,247,090
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,002,486	1,201,383
3	ADVANCE INFO SERVICE PCL.	↑	884,312	742,864
4	TOTAL ACCESS COMMUNICATIONS	↑	825,383	595,803
5	BEIERSDORF (THAILAND) CO.,LTD.	↓	744,261	1,046,777
6	WIZARD SOLUTIONS CO.,LTD.	↑	702,364	
7	PROCTER & GAMBLE (THAILAND)	↓	670,115	700,908
8	TRI PETCH ISUZU SALES CO.,LTD.	↑	669,967	531,755
9	NESTLE(THAI) LTD.	↑	652,369	525,640
10	COCA-COLA (THAILAND)	↓	636,603	680,899

Update : 13/06/2016