



Important Note

ADVERTISING INFORMATION SERVICES DATA



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: In June 2016, Radio In-store data in Big C and 7 Eleven are included with back data since January 2016. Since May 2015 data In-Store exclude Tesco Lotus, Big C.

Since June 2016 data Outdoor, Transit and In-Store include data from Plan B media.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

Jul 16 VS Jul 15 000'BAHT

NO	BRANDS		Jul 2016	Jul 2015
1	KOREA KING COOKING PAN	↑	142,402	4,497
2	BANGKOK BROADCASTING&TELEVISION	↑	88,983	25,907
3	SAMSUNG MOBILE PHONE UNIT	↑	87,225	78,242
4	SIAM COMMERCIAL BANK	↑	84,556	35,189
5	TOYOTA PICKUPS	↑	82,217	65,292
6	AIS COMMUNICATION CORPORATE	↑	77,176	15,693
7	TESCO-LOTUS SUPERCENTER	↓	68,940	75,128
8	TOURISM AUTHORITY OF THAI	↑	58,642	19,183
9	KRUNG THAI BANK	↑	54,050	20,805
10	SUNSIK CONDITIONERS	↑	53,030	38,075

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jul 16 VS Jul 15 BAHT MILLIONS

MEDIA	Jul 16	SOV %	Jul 15	SOV %	DIFF	% Change
ANALOG TV	4,419	45.21	5,023	46.99	-(604)	-(12.02)
CABLE/SATELLITE	419	4.29	558	5.22	-(139)	-(24.91)
DIGITAL TV	1,829	18.71	1,840	17.21	-(11)	-(0.60)
RADIO	463	4.74	496	4.64	-(33)	-(6.65)
NEWSPAPERS	789	8.07	1,036	9.69	-(247)	-(23.84)
MAGAZINES	197	2.02	335	3.13	-(138)	-(41.19)
CINEMA	457	4.68	542	5.07	-(85)	-(15.68)
OUTDOOR	565	5.78	346	3.24	219	63.29
TRANSIT	449	4.59	402	3.76	47	11.69
IN STORE	55	0.56	28	0.26	27	96.43
INTERNET	134	1.37	83	0.78	51	61.45
TOTAL	9,775	100.0	10,689	100.0	-(914)	-(8.55)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Jul 2016 VS YTD Jul 2015 000'BAHT

NO	BRANDS		2016	2015
1	KOREA KING COOKING PAN	↑	1,006,873	7,610
2	COKE SOFT DRINK	↑	594,322	575,955
3	TESCO-LOTUS SUPERCENTER	↓	518,637	553,629
4	TOYOTA PASSENGER CARS	↓	498,299	770,056
5	TOYOTA PICKUPS	↓	473,406	544,424
6	SAMSUNG MOBILE PHONE UNIT	↓	416,481	486,991
7	ISUZU PICKUPS	↓	364,047	370,141
8	DTAC ISP.	↑	360,188	149,032
9	SIAM COMMERCIAL BANK	↑	354,807	243,244
10	PEPSI SOFT DRINK	↑	315,893	275,612

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Jul 2016 VS YTD Jul 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	30,445	46.23	34,261	47.96	-(3,816)	-(11.14)
CABLE/SATELLITE	2,860	4.34	3,512	4.92	-(652)	-(18.56)
DIGITAL TV	11,399	17.31	12,360	17.30	-(961)	-(7.78)
RADIO	3,106	4.72	3,124	4.37	-(18)	-(0.58)
NEWSPAPERS	5,719	8.68	7,007	9.81	-(1,288)	-(18.38)
MAGAZINES	1,710	2.60	2,432	3.40	-(722)	-(29.69)
CINEMA	3,177	4.82	2,785	3.90	392	14.08
OUTDOOR	3,168	4.81	2,436	3.41	732	30.05
TRANSIT	2,887	4.38	2,463	3.45	424	17.21
IN STORE	397	0.60	481	0.67	-(84)	-(17.46)
INTERNET	983	1.49	575	0.80	408	70.96
TOTAL	65,852	100.0	71,435	100.0	-(5,583)	-(7.82)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jul 16 VS Jul 15 000'BAHT

NO	ADVERTISERS		Jul 2016	Jul 2015
1	UNILEVER (THAI) HOLDINGS	↓	506,455	819,434
2	PROCTER & GAMBLE (THAILAND)	↑	212,499	161,899
3	COCA-COLA (THAILAND)	↑	169,419	138,015
4	TOYOTA MOTOR THAILAND CO.,LTD.	↓	164,732	265,533
5	L'OREAL (THAILAND) LTD	↑	148,834	127,706
6	TOTAL ACCESS COMMUNICATIONS	↑	143,324	114,846
7	WIZARD SOLUTIONS CO.,LTD.	↑	142,402	4,497
8	ADVANCE INFO SERVICE PCL.	↑	137,742	122,877
9	THAI SAMSUNG ELECTRONICS LTD.	↑	125,612	103,863
10	RECKITT BENCKISER(THAILAND)LTD	↑	124,364	59,749

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Jul 2016 VS YTD Jul 2015 000'BAHT

NO	ADVERTISERS		2016	2015
1	UNILEVER (THAI) HOLDINGS	↓	2,929,002	4,698,913
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,389,139	1,746,306
3	TOTAL ACCESS COMMUNICATIONS	↑	1,187,306	837,638
4	ADVANCE INFO SERVICE PCL.	↑	1,170,953	1,069,617
5	PROCTER & GAMBLE (THAILAND)	↑	1,007,743	925,926
6	WIZARD SOLUTIONS CO.,LTD.	↑	1,006,873	7,610
7	BEIERSDORF (THAILAND) CO.,LTD.	↓	977,537	1,643,748
8	COCA-COLA (THAILAND)	↑	953,591	918,751
9	NESTLE(THAI) LTD.	↑	898,806	769,158
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	845,275	754,540

Update : 11/08/2016