



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.

Aug 16 VS Aug 15 000'BAHT

NO	BRANDS	Aug 2016	Aug 2015
1	KOREA KING COOKING PAN	169,959	5,188
2	BANGKOK BROADCASTING&TELEVISION	138,176	24,919
3	TOYOTA PICKUPS	121,498	66,980
4	COKE SOFT DRINK	96,343	98,245
5	TOURISM AUTHORITY OF THAI	80,366	19,135
6	SAMSUNG MOBILE PHONE UNIT	66,473	66,541
7	BRAND'S ESSENCE OF CHICKEN	62,145	64,517
8	TESCO-LOTUS SUPERCENTER	56,992	61,254
9	TRUE MOVE H ISP	56,290	36,845
10	AIS COMMUNICATION CORPORATE	55,838	12,326

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Aug 16 VS Aug 15 BAHT MILLIONS

MEDIA	Aug 16	SOV %	Aug 15	SOV %	DIFF	% Change
ANALOG TV	4,384	43.23	4,890	47.04	-(506)	-(10.35)
CABLE/SATELLITE	314	3.10	520	5.00	-(206)	-(39.62)
DIGITAL TV	2,007	19.79	1,785	17.17	222	12.44
RADIO	501	4.94	494	4.75	7	1.42
NEWSPAPERS	881	8.69	1,034	9.95	-(153)	-(14.80)
MAGAZINES	226	2.23	361	3.47	-(135)	-(37.40)
CINEMA	563	5.55	429	4.13	134	31.24
OUTDOOR	513	5.06	346	3.33	167	48.27
TRANSIT	485	4.78	408	3.92	77	18.87
IN STORE	75	0.74	27	0.26	48	177.78
INTERNET	192	1.89	102	0.98	90	88.24
TOTAL	10,140	100.0	10,396	100.0	-(256)	-(2.46)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Aug 2016 VS YTD Aug 2015 000'BAHT

NO	BRANDS	2016	2015
1	KOREA KING COOKING PAN	1,182,492	12,798
2	COKE SOFT DRINK	693,310	674,200
3	TOYOTA PICKUPS	584,650	611,404
4	TESCO-LOTUS SUPERCENTER	580,047	614,882
5	TOYOTA PASSENGER CARS	544,000	860,161
6	SAMSUNG MOBILE PHONE UNIT	484,289	551,732
7	SIAM COMMERCIAL BANK	417,550	271,618
8	ISUZU PICKUPS	413,881	415,739
9	TOURISM AUTHORITY OF THAI	389,788	188,206
10	DTAC ISP.	376,346	165,777

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Aug 2016 VS YTD Aug 2015 BAHT MILLIONS

MEDIA	2016	SOV %	2015	SOV %	DIFF	% Change
ANALOG TV	34,830	45.30	39,151	47.85	-(4,321)	-(11.04)
CABLE/SATELLITE	2,571	3.34	4,032	4.93	-(1,461)	-(36.24)
DIGITAL TV	14,819	19.27	14,145	17.29	674	4.76
RADIO	3,647	4.74	3,618	4.42	29	0.80
NEWSPAPERS	6,599	8.58	8,041	9.83	-(1,442)	-(17.93)
MAGAZINES	1,971	2.56	2,792	3.41	-(821)	-(29.41)
CINEMA	3,741	4.87	3,213	3.93	528	16.43
OUTDOOR	3,658	4.76	2,779	3.40	879	31.63
TRANSIT	3,401	4.42	2,871	3.51	530	18.46
IN STORE	471	0.61	508	0.62	-(37)	-(7.28)
INTERNET	1,175	1.53	677	0.83	498	73.56
TOTAL	76,882	100.0	81,828	100.0	-(4,946)	-(6.04)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Aug 16 VS Aug 15 000'BAHT

NO	ADVERTISERS	Aug 2016	Aug 2015
1	UNILEVER (THAI) HOLDINGS	529,827	832,435
2	ADVANCE INFO SERVICE PCL.	233,216	154,003
3	TOYOTA MOTOR THAILAND CO.,LTD.	199,710	221,575
4	PROCTER & GAMBLE (THAILAND)	190,861	165,922
5	COCA-COLA (THAILAND)	176,609	141,581
6	WIZARD SOLUTIONS CO.,LTD.	169,959	5,188
7	BANGKOK BROADCASTING & TV	153,669	31,863
8	OFFICE OF THE PRIME MINISTER	122,058	244,422
9	RECKITT BENCKISER(THAILAND)LTD	121,990	60,742
10	TOTAL ACCESS COMMUNICATIONS	118,886	107,339

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Aug 2016 VS YTD Aug 2015 000'BAHT

NO	ADVERTISERS	2016	2015
1	UNILEVER (THAI) HOLDINGS	3,576,008	5,531,348
2	TOYOTA MOTOR THAILAND CO.,LTD.	1,591,613	1,967,881
3	ADVANCE INFO SERVICE PCL.	1,416,460	1,223,620
4	TOTAL ACCESS COMMUNICATIONS	1,339,501	944,977
5	PROCTER & GAMBLE (THAILAND)	1,227,118	1,091,848
6	WIZARD SOLUTIONS CO.,LTD.	1,182,492	12,798
7	COCA-COLA (THAILAND)	1,138,912	1,060,331
8	BEIERSDORF (THAILAND) CO.,LTD.	1,107,183	1,857,231
9	NESTLE(THAI) LTD.	1,025,074	839,869
10	L'OREAL (THAILAND) LTD.	1,006,194	1,111,724

Update : 13/09/2016