



ADVERTISING INFORMATION SERVICES PR DATA

nielsen

Important Note

Digital TV: - From the industry consent, Digital TV expenditure had been revised during April 2014 - August 2015 to be aligned with the latest industry rate card.

- Expenditure amount shows on Digital TV includes all **complimentary spots** and due to lack of visibility on those, hence all spots have rate card applied.

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.

Oct 15 VS Oct 14 000'BAHT

| NO | BRANDS | Oct 2015 | Oct 2014 |
|----|--------------------------------|----------|----------|
| 1 | VASELINE BODY SKINCARE PRODUCT | 95,109 | 112,782 |
| 2 | CHANG DRINKING WATER | 86,093 | 2,210 |
| 3 | DUMEX POWDER MILK | 85,927 | 33,843 |
| 4 | COKE SOFT DRINK | 84,162 | 59,926 |
| 5 | NIVEA BODY SKINCARE PRODUCT | 79,314 | 72,545 |
| 6 | DTAC ISP. | 74,186 | 8,114 |
| 7 | CITRA BODY SKINCARE PRODUCT | 72,287 | 62,460 |
| 8 | AIR ASIA AIRLINES | 70,803 | 30,512 |
| 9 | TOYOTA PASSENGER CARS | 69,602 | 85,824 |
| 10 | CLEAR ANTI DANDRUFF SHAMPOOS | 69,198 | 102,173 |

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Oct 15 VS Oct 14 BAHT MILLIONS

| MEDIA | Oct 15 | SOV % | Oct 14 | SOV % | DIFF | % Change |
|-----------------|---------------|--------------|---------------|--------------|---------------|----------------|
| ANALOG TV | 4,697 | 45.89 | 5,377 | 49.27 | -(680) | -(12.65) |
| CABLE/SATELLITE | 526 | 5.14 | 501 | 4.59 | 25 | 4.99 |
| DIGITAL TV | 1,821 | 17.79 | 1,403 | 12.86 | 418 | 29.79 |
| RADIO | 522 | 5.10 | 550 | 5.04 | -(28) | -(5.09) |
| NEWSPAPERS | 996 | 9.73 | 1,205 | 11.04 | -(209) | -(17.34) |
| MAGAZINES | 367 | 3.59 | 443 | 4.06 | -(76) | -(17.16) |
| CINEMA | 444 | 4.34 | 433 | 3.97 | 11 | 2.54 |
| OUTDOOR | 349 | 3.41 | 326 | 2.99 | 23 | 7.06 |
| TRANSIT | 366 | 3.58 | 346 | 3.17 | 20 | 5.78 |
| IN STORE | 32 | 0.31 | 228 | 2.09 | -(196) | -(85.96) |
| INTERNET | 115 | 1.12 | 101 | 0.93 | 14 | 13.86 |
| TOTAL | 10,235 | 100.0 | 10,913 | 100.0 | -(678) | -(6.21) |

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Oct 2015 VS YTD Oct 2014 000'BAHT

| NO | BRANDS | 2015 | 2014 |
|----|------------------------------|-----------|---------|
| 1 | TOYOTA PASSENGER CARS | 1,034,707 | 988,965 |
| 2 | COKE SOFT DRINK | 820,404 | 843,599 |
| 3 | TOYOTA PICKUPS | 747,671 | 706,626 |
| 4 | TESCO-LOTUS SUPERCENTER | 710,417 | 423,983 |
| 5 | SAMSUNG MOBILE PHONE UNIT | 677,300 | 339,662 |
| 6 | CLEAR ANTI DANDRUFF SHAMPOOS | 587,804 | 579,203 |
| 7 | CITRA BODY SKINCARE PRODUCT | 547,877 | 405,815 |
| 8 | ISUZU PICKUPS | 518,750 | 501,936 |
| 9 | BRAND'S ESSENCE OF CHICKEN | 497,105 | 366,742 |
| 10 | WALL'S ICE CREAM | 491,342 | 529,866 |

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Oct 2015 VS YTD Oct 2014 BAHT MILLIONS

| MEDIA | 2015 | SOV % | 2014 | SOV % | DIFF | % Change |
|-----------------|----------------|--------------|---------------|--------------|--------------|-------------|
| ANALOG TV | 48,262 | 47.42 | 53,575 | 55.18 | -(5,313) | -(9.92) |
| CABLE/SATELLITE | 5,068 | 4.98 | 6,274 | 6.46 | -(1,206) | -(19.22) |
| DIGITAL TV | 17,609 | 17.30 | 5,712 | 5.88 | 11,897 | 208.28 |
| RADIO | 4,589 | 4.51 | 4,572 | 4.71 | 17 | 0.37 |
| NEWSPAPERS | 10,009 | 9.83 | 10,711 | 11.03 | -(702) | -(6.55) |
| MAGAZINES | 3,541 | 3.48 | 4,073 | 4.20 | -(532) | -(13.06) |
| CINEMA | 4,059 | 3.99 | 3,479 | 3.58 | 580 | 16.67 |
| OUTDOOR | 3,509 | 3.45 | 3,317 | 3.42 | 192 | 5.79 |
| TRANSIT | 3,683 | 3.62 | 3,054 | 3.15 | 629 | 20.60 |
| IN STORE | 571 | 0.56 | 1,546 | 1.59 | -(975) | -(63.07) |
| INTERNET | 886 | 0.87 | 772 | 0.80 | 114 | 14.77 |
| TOTAL | 101,785 | 100.0 | 97,085 | 100.0 | 4,700 | 4.84 |

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Oct 15 VS Oct 14 000'BAHT

| NO | ADVERTISERS | Oct 2015 | Oct 2014 |
|----|--------------------------------|----------|----------|
| 1 | UNILEVER (THAI) HOLDINGS | 786,560 | 926,148 |
| 2 | BEIERSDORF (THAILAND) CO.,LTD. | 275,368 | 286,489 |
| 3 | TOYOTA MOTOR THAILAND CO.,LTD. | 273,274 | 281,806 |
| 4 | TOTAL ACCESS COMMUNICATIONS | 237,836 | 210,566 |
| 5 | COCA-COLA (THAILAND) | 168,153 | 94,849 |
| 6 | PROCTER & GAMBLE (THAILAND) | 131,603 | 118,906 |
| 7 | TRI PETCH ISUZU SALES CO.,LTD. | 125,078 | 120,494 |
| 8 | KAO COMMERCIAL (THAILAND) | 124,294 | 110,395 |
| 9 | L'OREAL (THAILAND) LTD. | 116,953 | 152,384 |
| 10 | OFFICE OF THE PRIME MINISTER | 115,106 | 117,311 |

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Oct 2015 VS YTD Oct 2014 000'BAHT

| NO | ADVERTISERS | 2015 | 2014 |
|----|--------------------------------|-----------|-----------|
| 1 | UNILEVER (THAI) HOLDINGS | 7,037,942 | 7,684,988 |
| 2 | TOYOTA MOTOR THAILAND CO.,LTD. | 2,476,576 | 2,448,083 |
| 3 | BEIERSDORF (THAILAND) CO.,LTD. | 2,296,879 | 2,253,538 |
| 4 | OFFICE OF THE PRIME MINISTER | 1,564,551 | 984,667 |
| 5 | ADVANCE INFO SERVICE PCL. | 1,440,278 | 1,480,324 |
| 6 | L'OREAL (THAILAND) LTD. | 1,364,360 | 1,397,518 |
| 7 | PROCTER & GAMBLE (THAILAND) | 1,360,828 | 1,063,526 |
| 8 | TOTAL ACCESS COMMUNICATIONS | 1,344,806 | 1,382,499 |
| 9 | COCA-COLA (THAILAND) | 1,338,418 | 1,244,145 |
| 10 | TRI PETCH ISUZU SALES CO.,LTD. | 1,084,075 | 1,017,493 |

Update : 11/11/2015