



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.

Nov 15 VS Nov 14 000'BAHT

NO	BRANDS		Nov 2015	Nov 2014
1	SAMSUNG MOBILE PHONE UNIT	↑	97,692	73,241
2	KRUNGTHAI AXA HEALTH ASSURANCE	↑	89,144	700
3	COKE SOFT DRINK	↑	80,294	76,769
4	HAPPY MOBILE PHONE SYSTEM	↑	74,787	38,353
5	TOYOTA PICKUPS	↓	73,408	76,000
6	TMB BANK	↑	64,278	18,815
7	ISUZU PICKUPS	↑	61,194	39,134
8	SUZUKI PASSENGER CAR	↑	56,236	37,182
9	MG PASSENGER CAR	↑	54,453	27,468
10	TOYOTA VEHICLES PRODUCT RANGE	↑	53,724	36,827

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Nov 15 VS Nov 14 BAHT MILLIONS

MEDIA	Nov 15	SOV %	Nov 14	SOV %	DIFF	% Change
ANALOG TV	4,913	46.16	5,349	49.36	-(436)	-(8.15)
CABLE/SATELLITE	524	4.92	496	4.58	28	5.65
DIGITAL TV	1,804	16.95	1,407	12.98	397	28.22
RADIO	576	5.41	540	4.98	36	6.67
NEWSPAPERS	1,138	10.69	1,216	11.22	-(78)	-(6.41)
MAGAZINES	328	3.08	444	4.10	-(116)	-(26.13)
CINEMA	474	4.45	339	3.13	135	39.82
OUTDOOR	377	3.54	332	3.06	45	13.55
TRANSIT	384	3.61	374	3.45	10	2.67
IN STORE	35	0.33	246	2.27	-(211)	-(85.77)
INTERNET	90	0.85	93	0.86	-(3)	-(3.23)
TOTAL	10,643	100.0	10,837	100.0	-(194)	-(1.79)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Nov 2015 VS YTD Nov 2014 000'BAHT

NO	BRANDS		2015	2014
1	TOYOTA PASSENGER CARS	↑	1,084,716	1,066,246
2	COKE SOFT DRINK	↓	900,698	920,367
3	TOYOTA PICKUPS	↑	821,248	782,626
4	SAMSUNG MOBILE PHONE UNIT	↑	774,992	412,903
5	TESCO-LOTUS SUPERCENTER	↑	762,752	482,858
6	CLEAR ANTI DANDRUFF SHAMPOOS	↓	614,903	639,997
7	ISUZU PICKUPS	↑	579,944	541,070
8	CITRA BODY SKINCARE PRODUCT	↑	566,798	503,048
9	BRAND'S ESSENCE OF CHICKEN	↑	551,214	396,795
10	NIVEA BODY SKINCARE PRODUCT	↓	528,178	588,082

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Nov 2015 VS YTD Nov 2014 BAHT MILLIONS

MEDIA	2015	SOV %	2014	SOV %	DIFF	% Change
ANALOG TV	53,183	47.29	58,924	54.60	-(5,741)	-(9.74)
CABLE/SATELLITE	5,592	4.97	6,770	6.27	-(1,178)	-(17.40)
DIGITAL TV	19,413	17.26	7,119	6.60	12,294	172.69
RADIO	5,165	4.59	5,112	4.74	53	1.04
NEWSPAPERS	11,145	9.91	11,925	11.05	-(780)	-(6.54)
MAGAZINES	3,872	3.44	4,517	4.19	-(645)	-(14.28)
CINEMA	4,533	4.03	3,818	3.54	715	18.73
OUTDOOR	3,887	3.46	3,649	3.38	238	6.52
TRANSIT	4,083	3.63	3,428	3.18	655	19.11
IN STORE	607	0.54	1,792	1.66	-(1,185)	-(66.13)
INTERNET	976	0.87	865	0.80	111	12.83
TOTAL	112,456	100.0	107,921	100.0	4,535	4.20

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Nov 15 VS Nov 14 000'BAHT

NO	ADVERTISERS		Nov 2015	Nov 2014
1	UNILEVER (THAI) HOLDINGS	↓	372,035	933,510
2	OFFICE OF THE PRIME MINISTER	↑	280,334	129,384
3	TOYOTA MOTOR THAILAND CO.,LTD.	↑	254,414	246,358
4	TOTAL ACCESS COMMUNICATIONS	↑	218,300	161,829
5	BEIERSDORF (THAILAND) CO.,LTD.	↓	159,800	212,757
6	PROCTER & GAMBLE (THAILAND)	↑	152,374	149,759
7	MCOT PUBLIC COMPANY LIMITED	↑	147,938	83,300
8	COCA-COLA (THAILAND)	↑	146,995	110,918
9	ADVANCE INFO SERVICE PCL.	↓	144,531	160,733
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	127,119	114,128

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Nov 2015 VS YTD Nov 2014 000'BAHT

NO	ADVERTISERS		2015	2014
1	UNILEVER (THAI) HOLDINGS	↓	7,413,378	8,618,498
2	TOYOTA MOTOR THAILAND CO.,LTD.	↑	2,731,442	2,694,441
3	BEIERSDORF (THAILAND) CO.,LTD.	↓	2,456,905	2,466,295
4	OFFICE OF THE PRIME MINISTER	↑	1,844,949	1,114,051
5	ADVANCE INFO SERVICE PCL.	↓	1,584,863	1,641,057
6	TOTAL ACCESS COMMUNICATIONS	↑	1,564,123	1,544,328
7	PROCTER & GAMBLE (THAILAND)	↑	1,513,819	1,213,285
8	COCA-COLA (THAILAND)	↑	1,485,414	1,355,063
9	L'OREAL (THAILAND) LTD.	↓	1,484,030	1,583,045
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	1,211,193	1,131,621

Update : 14/12/2015