

ADVERTISING INFORMATION SERVICES DATA

Important Note

Outdoor and Transit: Airport data from JCDecaux is included since Feb 2017. Outdoor and Transit data from JCDecaux are included since May 2017. In Jan 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 from N.E.X.T. Co.,Ltd. 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.

Jun 17 VS Jun 16 000'BAHT

NO	BRANDS		Jun 2017	Jun 2016
1	COKE SOFT DRINK	↑	98,821	68,799
2	THAI LIFE INSURANCE PCL.	↑	89,443	1,520
3	TOYOTA PICKUPS	↓	77,944	95,909
4	BRAND'S ESSENCE OF CHICKEN	↑	64,079	38,653
5	VIVO MOBILE PHONE UNITS	↑	62,344	641
6	TRI PETCH ISUZU VEHICLES CORP.	↑	51,690	32,190
7	OPPO MOBILE PHONE UNITS	↑	51,643	10,740
8	GOVERNMENT SAVINGS BANK	↓	51,001	53,785
9	KFC FAST FOOD OUTLETS	↑	47,783	27,749
10	TOYOTA PASSENGER CARS	↑	47,476	46,794

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Jun 2017 VS YTD Jun 2016 000'BAHT

NO	BRANDS		2017	2016
1	KOREA KING COOKING PAN	↑	881,985	868,633
2	TOYOTA PICKUPS	↑	470,864	380,212
3	COKE SOFT DRINK	↓	459,279	552,520
4	TOYOTA PASSENGER CARS	↓	421,727	469,466
5	CHANG CORPORATE	↑	411,341	261,760
6	OPPO MOBILE PHONE UNITS	↑	336,366	63,552
7	TESCO-LOTUS SUPERCENTER	↓	302,707	453,653
8	DTAC ISP.	↓	292,063	365,002
9	VIVO MOBILE PHONE UNITS	↑	283,262	4,728
10	ISUZU PICKUPS	↓	251,867	313,558

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jun 17 VS Jun 16 000'BAHT

NO	ADVERTISERS		Jun 2017	Jun 2016
1	UNILEVER (THAI) HOLDINGS	↓	329,136	448,762
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	147,080	197,716
3	COCA-COLA (THAILAND)	↓	135,125	136,404
4	OFFICE OF THE PRIME MINISTER	↓	129,377	205,606
5	TRI PETCH ISUZU SALES CO.,LTD.	↑	128,978	112,681
6	THAI LIFE INSURANCE PCL.	↑	103,662	12,149
7	PROCTER & GAMBLE (THAILAND)	↓	103,611	129,956
8	THAI BEVERAGE (PUBLIC) CO.,LTD.	↑	99,419	91,636
9	ADVANCE INFO SERVICE PCL.	↓	98,222	141,485
10	COLGATE-PALMOLIVE(THAILAND)LTD	↑	95,019	79,658

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jun 17 VS Jun 16 BAHT MILLIONS

MEDIA	Jun 17	SOV %	Jun 16	SOV %	DIFF	% Change
ANALOG TV	3,230	38.61	4,341	43.48	-(1,111)	-(25.59)
CABLE/SATELLITE	315	3.77	305	3.06	10	3.28
DIGITAL TV	1,856	22.19	1,949	19.52	-(93)	-(4.77)
RADIO	379	4.53	458	4.59	-(79)	-(17.25)
NEWSPAPERS	645	7.71	853	8.54	-(208)	-(24.38)
MAGAZINES	136	1.63	239	2.39	-(103)	-(43.10)
CINEMA	697	8.33	582	5.83	115	19.76
OUTDOOR	514	6.14	558	5.59	-(44)	-(7.89)
TRANSIT	399	4.77	458	4.59	-(59)	-(12.88)
IN STORE	68	0.81	70	0.70	-(2)	-(2.86)
INTERNET	126	1.51	169	1.69	-(43)	-(25.44)
TOTAL	8,366	100.0	9,983	100.0	-(1,617)	-(16.20)

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Jun 2017 VS YTD Jun 2016 BAHT MILLIONS

MEDIA	2017	SOV %	2016	SOV %	DIFF	% Change
ANALOG TV	22,047	41.78	26,027	45.83	-(3,980)	-(15.29)
CABLE/SATELLITE	1,820	3.45	1,937	3.41	-(117)	-(6.04)
DIGITAL TV	11,158	21.15	10,766	18.96	392	3.64
RADIO	2,143	4.06	2,675	4.71	-(532)	-(19.89)
NEWSPAPERS	3,913	7.42	4,932	8.69	-(1,019)	-(20.66)
MAGAZINES	952	1.80	1,524	2.68	-(572)	-(37.53)
CINEMA	3,409	6.46	2,721	4.79	688	25.28
OUTDOOR	2,995	5.68	2,574	4.53	421	16.36
TRANSIT	3,091	5.86	2,438	4.29	653	26.78
IN STORE	474	0.90	343	0.60	131	38.19
INTERNET	763	1.45	849	1.50	-(86)	-(10.13)
TOTAL	52,765	100.0	56,787	100.0	-(4,022)	-(7.08)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Jun 2017 VS YTD Jun 2016 000'BAHT

NO	ADVERTISERS		2017	2016
1	UNILEVER (THAI) HOLDINGS	↓	2,030,096	2,514,594
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,134,445	1,228,827
3	WIZARD SOLUTIONS CO.,LTD.	↑	1,019,808	868,633
4	PROCTER & GAMBLE (THAILAND)	↑	961,948	814,086
5	NESTLE(THAI) LTD.	↓	731,973	817,108
6	THAI BEVERAGE (PUBLIC) CO.,LTD.	↑	719,899	540,093
7	TRI PETCH ISUZU SALES CO.,LTD.	↓	715,649	732,716
8	L'OREAL (THAILAND) LTD.	↓	622,526	738,549
9	COCA-COLA (THAILAND)	↓	610,049	787,192
10	BEIERSDORF (THAILAND) CO.,LTD.	↓	600,056	898,200

Update : 11/7/2017