

# 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.

LED Billboard from YBIS are included with back data since January 2017.

**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.

Nov 17 VS Nov 16 000'BAHT

NO	BRANDS		Nov 2017	Nov 2016
1	TV DIRECT DIRECT SALES	↑	215,560	11,517
2	SAMSUNG MOBILE PHONE UNIT	↑	104,450	33,806
3	COKE SOFT DRINK	↑	81,686	2,681
4	TESCO-LOTUS SUPERCENTER	↑	75,808	35,740
5	ISUZU PICKUPS	↑	69,234	24,437
6	7 ELEVEN CONVENIENCE STORES	↑	65,412	16,537
7	MG SUV CAR	↑	62,832	4,090
8	OPPO MOBILE PHONE UNITS	↑	61,568	41,696
9	GOVERNMENT SAVINGS BANK	↑	55,884	36,895
10	PEPSI SOFT DRINK	↑	54,987	15,010

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Nov 17 VS Nov 16 BAHT MILLIONS

MEDIA	Nov 17	SOV %	Nov 16	SOV %	DIFF	% Change
ANALOG TV	3,404	38.66	2,207	36.00	1,197	54.24
CABLE/SATELLITE	205	2.33	184	3.00	21	11.41
DIGITAL TV	1,977	22.45	1,025	16.72	952	92.88
RADIO	439	4.99	341	5.56	98	28.74
NEWSPAPERS	672	7.63	730	11.91	-(58)	-(7.95)
MAGAZINES	145	1.65	217	3.54	-(72)	-(33.18)
CINEMA	627	7.12	337	5.50	290	86.05
OUTDOOR	598	6.79	470	7.67	128	27.23
TRANSIT	492	5.59	430	7.01	62	14.42
IN STORE	99	1.12	34	0.55	65	191.18
INTERNET	145	1.65	155	2.53	-(10)	-(6.45)
<b>TOTAL</b>	<b>8,806</b>	<b>100.0</b>	<b>6,130</b>	<b>100.0</b>	<b>2,676</b>	<b>43.65</b>

### TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Nov 2017 VS YTD Nov 2016 000'BAHT

NO	BRANDS		2017	2016
1	KOREA KING COOKING PAN	↓	1,025,449	1,493,199
2	COKE SOFT DRINK	↓	781,719	792,773
3	TOYOTA PASSENGER CARS	↓	624,271	685,974
4	GOVERNMENT SAVINGS BANK	↑	603,765	340,496
5	TESCO-LOTUS SUPERCENTER	↓	602,985	696,885
6	TOYOTA PICKUPS	↓	600,990	749,519
7	OPPO MOBILE PHONE UNITS	↑	600,232	189,144
8	TV DIRECT DIRECT SALES	↑	591,864	299,357
9	SAMSUNG MOBILE PHONE UNIT	↓	549,833	588,449
10	VIVO MOBILE PHONE UNITS	↑	533,634	19,926

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Nov 2017 VS YTD Nov 2016 BAHT MILLIONS

MEDIA	2017	SOV %	2016	SOV %	DIFF	% Change
ANALOG TV	37,341	40.29	43,056	43.79	-(5,715)	-(13.27)
CABLE/SATELLITE	2,697	2.91	3,191	3.25	-(494)	-(15.48)
DIGITAL TV	19,992	21.57	18,652	18.97	1,340	7.18
RADIO	4,069	4.39	4,773	4.85	-(704)	-(14.75)
NEWSPAPERS	7,070	7.63	8,896	9.05	-(1,826)	-(20.53)
MAGAZINES	1,784	1.93	2,711	2.76	-(927)	-(34.19)
CINEMA	6,258	6.75	4,913	5.00	1,345	27.38
OUTDOOR	5,815	6.27	5,134	5.22	681	13.26
TRANSIT	5,395	5.82	4,778	4.86	617	12.91
IN STORE	860	0.93	621	0.63	239	38.49
INTERNET	1,392	1.50	1,595	1.62	-(203)	-(12.73)
<b>TOTAL</b>	<b>92,673</b>	<b>100.0</b>	<b>98,321</b>	<b>100.0</b>	<b>-(5,648)</b>	<b>-(5.74)</b>

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Nov 17VS Nov16 000'BAHT

NO	ADVERTISERS		Nov 2017	Nov 2016
1	UNILEVER (THAI) HOLDINGS	↑	279,746	90,114
2	TV DIRECT CO.,LTD.	↑	215,560	11,517
3	PROCTER & GAMBLE (THAILAND)	↑	203,872	136,107
4	TOYOTA MOTOR THAILAND CO.,LTD.	↑	165,032	158,679
5	COCA-COLA (THAILAND)	↑	141,253	22,336
6	BEIERSDORF (THAILAND) CO.,LTD.	↑	121,875	111,861
7	TRI PETCH ISUZU SALES CO.,LTD.	↑	119,432	71,376
8	L'OREAL (THAILAND) LTD.	↑	113,587	35,211
9	THAI SAMSUNG ELECTRONICS LTD.	↑	111,625	42,921
10	AJINOMOTO SALES CO.,(THAILAND)	↑	104,729	44,347

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Nov 2017 VS YTD Nov 2016 000'BAHT

NO	ADVERTISERS		2017	2016
1	UNILEVER (THAI) HOLDINGS	↓	3,508,708	4,301,603
2	TOYOTA MOTOR THAILAND CO.,LTD.	↓	1,851,680	2,083,119
3	PROCTER & GAMBLE (THAILAND)	↑	1,774,725	1,645,549
4	TRI PETCH ISUZU SALES CO.,LTD.	↑	1,264,258	1,205,163
5	WIZARD SOLUTIONS CO.,LTD.	↓	1,205,045	1,493,199
6	COCA-COLA (THAILAND)	↓	1,185,497	1,378,924
7	BEIERSDORF (THAILAND) CO.,LTD.	↓	1,119,355	1,401,804
8	OFFICE OF THE PRIME MINISTER	↑	1,075,843	1,033,762
9	THAI BEVERAGE (PUBLIC) CO.,LTD.	↑	1,053,513	804,272
10	NESTLE(THAI) LTD.	↓	1,034,278	1,193,905