

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.

Since June 2018 data Outdoor include data from Extreme media plus, Since Nov'18 data LED Billboard include data from UBG.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

Mar'19 VS Mar '18 000'BAHT

NO	BRANDS		Mar 2019	Mar 2018
1	TV DIRECT DIRECT SALES	↓	127,688	159,827
2	COKE SOFT DRINK	↑	125,823	92,335
3	SANOOK SHOPPING DIRECT SALES	↑	105,656	
4	O SHOPPING CHANNEL	↑	100,425	410
5	SAMSUNG MOBILE PHONE UNIT	↓	91,442	100,090
6	PEPSI SOFT DRINK	↑	90,297	50,807
7	GOVERNMENT SAVINGS BANK	↓	81,571	86,990
8	MITSUBISHI PICKUPS	↑	66,519	14,360
9	DOWNY FABRIC CONDITIONER	↑	63,819	49,807
10	TOYOTA PASSENGER CARS	↑	59,556	58,506

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Mar 2019 VS YTD Mar 2018 000'BAHT

NO	BRANDS		2019	2018
1	TV DIRECT DIRECT SALES	↓	409,479	680,740
2	SANOOK SHOPPING DIRECT SALES	↑	296,574	
3	COKE SOFT DRINK	↑	278,959	227,908
4	O SHOPPING CHANNEL	↑	273,967	3,205
5	GOVERNMENT SAVINGS BANK	↓	244,206	246,447
6	FORD PICKUPS	↑	210,418	64,336
7	DOWNY FABRIC CONDITIONER	↑	204,693	127,119
8	PEPSI SOFT DRINK	↑	170,197	143,648
9	SAMSUNG MOBILE PHONE UNIT	↓	155,121	159,496
10	ISUZU PICKUPS	↓	149,454	172,032

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Mar 19 VS Mar 18 000'BAHT

NO	ADVERTISERS		Mar 2019	Mar 2018
1	UNILEVER (THAI) HOLDINGS	↓	263,980	354,025
2	PROCTER & GAMBLE (THAILAND)	↓	187,841	191,799
3	UNKNOWN ADVERTISER DIRECT SALE	↑	156,224	7,505
4	TOYOTA MOTOR THAILAND CO.,LTD.	↓	148,709	199,468
5	PEPSI-COLA(TH.)TRADING CO.,LTD	↑	140,636	112,750
6	NESTLE(THAI) LTD.	↑	139,770	121,429
7	BEIERSDORF (THAILAND) CO.,LTD.	↑	137,356	123,178
8	COCA-COLA (THAILAND)	↓	130,935	181,072
9	L'OREAL (THAILAND) LTD.	↑	128,248	104,056
10	TV DIRECT CO.,LTD.	↓	127,688	159,827

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY

MEDIUM

Exclude Section : Classified, House ads

Mar 19 VS Mar 18 BAHT MILLIONS

MEDIA	Mar 19	SOV %	Mar 18	SOV %	DIFF	% Change
TV	6,084	65.65	6,310	66.95	-(226)	-(3.58)
CABLE/SATELLITE	186	2.01	208	2.21	-(22)	-(10.58)
RADIO	406	4.38	419	4.45	-(13)	-(3.10)
NEWSPAPERS	432	4.66	547	5.80	-(115)	-(21.02)
MAGAZINES	93	1.00	123	1.31	-(30)	-(24.39)
CINEMA	642	6.93	519	5.51	123	23.70
OUTDOOR	584	6.30	570	6.05	14	2.46
TRANSIT	617	6.66	505	5.36	112	22.18
IN STORE	114	1.23	103	1.09	11	10.68
INTERNET	108	1.17	121	1.28	-(13)	-(10.74)
TOTAL	9,267	100.0	9,425	100.0	-(158)	-(1.68)

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY

MEDIUM

Exclude Section : Classified, House ads

YTD Mar 2019 VS YTD Mar 2018 BAHT MILLIONS

MEDIA	2019	SOV %	2018	SOV %	DIFF	% Change
TV	15,686	64.97	15,658	63.86	28	0.18
CABLE/SATELLITE	514	2.13	585	2.39	-(71)	-(12.14)
RADIO	1,054	4.37	1,070	4.36	-(16)	-(1.50)
NEWSPAPERS	1,166	4.83	1,455	5.93	-(289)	-(19.86)
MAGAZINES	248	1.03	330	1.35	-(82)	-(24.85)
CINEMA	1,665	6.90	1,714	6.99	-(49)	-(2.86)
OUTDOOR	1,601	6.63	1,640	6.69	-(39)	-(2.38)
TRANSIT	1,613	6.68	1,468	5.99	145	9.88
IN STORE	243	1.01	248	1.01	-(5)	-(2.02)
INTERNET	354	1.47	351	1.43	3	0.85
TOTAL	24,145	100.00	24,520	100.00	-(375)	-(1.53)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Mar 2019 VS YTD Mar 2018 000'BAHT

NO	ADVERTISERS		2019	2018
1	UNILEVER (THAI) HOLDINGS	↓	685,993	921,882
2	PROCTER & GAMBLE (THAILAND)	↑	655,530	519,277
3	TV DIRECT CO.,LTD.	↓	409,479	680,740
4	L'OREAL (THAILAND) LTD.	↑	408,201	278,736
5	UNKNOWN ADVERTISER DIRECT SALE	↑	399,645	13,433
6	NESTLE(THAI) LTD.	↑	388,124	313,844
7	COCA-COLA (THAILAND)	↓	341,781	363,937
8	BEIERSDORF (THAILAND) CO.,LTD.	↑	337,008	298,786
9	TRI PETCH ISUZU SALES CO.,LTD.	↓	327,222	345,981
10	GMM GRAMMY PUBLIC CO.,LTD.	↑	326,063	65,547

Update :12/04/2019