

ADVERTISING INFORMATION SERVICES DATA

IMPORTANT NOTE

Nielsen has collaborated with the Media Agency Association of Thailand (MAAT) in conducting a survey with media agencies to adjust the rate card and collect the TV advertising spending data as closest to the actual spending as possible. The new rate card will be used starting from April 2020 onwards with details as follows:

1. Adjusting the discount percentage for prime time and non-prime time of each station from the survey results.
2. Subtracting the Agency fee from the rate card including discounts/give away from broadcasters (all cases).
3. Adjusting the price of the broadcaster's time slot between 01:00 - 04:00 to 1,500 Baht, all except for live/special programs that the broadcaster has given advance notice only.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

SEP 22 VS SEP 21 000'BAHT				
NO	BRANDS		SEP 2022	SEP 2021
1	SHOPEE ONLINE MARKETPLACE	▲	134,718	87,482
2	O SHOPPING TV HOME SHOPPINGS	▲	133,246	119,375
3	29 SHOPPING TV HOME SHOPPINGS	▼	126,485	226,186
4	LAZADA ONLINE MARKETPLACE	▲	117,240	110,720
5	TEPTHAI TOOTHPASTE	▲	116,632	102,095
6	THAI LIFE INSURANCE	▲	83,044	2,612
7	GOVERNMENT SAVINGS BANK	▲	82,909	10,861
8	COKE SOFT DRINKS	▲	77,368	45,281
9	MOLFIX BABY DIAPERS	▲	66,971	
10	ISUZU PICKUPS	▲	60,547	6,653

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD SEP 2022 VS YTD SEP 2021 000'BAHT				
NO	BRANDS		2022	2021
1	29 SHOPPING TV HOME SHOPPINGS	▼	1,242,250	1,464,722
2	O SHOPPING TV HOME SHOPPINGS	▲	1,037,324	954,088
3	TEPTHAI TOOTHPASTE	▲	942,668	613,793
4	LAZADA ONLINE MARKETPLACE	▲	928,649	804,223
5	SHOPEE ONLINE MARKETPLACE	▲	898,720	670,993
6	COKE SOFT DRINKS	▼	806,427	851,268
7	ISUZU PICKUPS	▲	704,931	229,610
8	GOVERNMENT SAVINGS BANK	▲	624,613	238,937
9	BANGKOK BROADCASTING&TELEVISION	▲	600,678	215,504
10	RS MALL TV HOME SHOPPINGS	▼	573,196	867,525

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section: Classified, House ads

SEP 22 VS SEP 21 000'BAHT				
NO	ADVERTISERS		SEP 2022	SEP 2021
1	UNILEVER THAI TRADING CO.,LTD.	▲	331,000	197,273
2	PROCTER & GAMBLE (THAILAND)	▲	238,037	145,653
3	MASS MARKETING CO.,LTD.	▲	206,955	112,118
4	NESTLE(THAI) LTD.	▼	157,790	258,101
5	SHOPEE (THAILAND) CO.,LTD.	▲	134,718	87,482
6	GMM C J O SHOPPING CO.,LTD.	▲	133,246	119,375
7	MONO SHOPPING CO.,LTD.	▼	130,855	226,347
8	TOYOTA MOTOR THAILAND CO.,LTD.	▲	122,654	81,367
9	LAZADA CO.,LTD.	▲	117,240	110,720
10	SRINANAPORN MARKETING PUBLIC CO.,LTD.	▲	104,139	46,467

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section: Classified, House ads

SEP 22 VS SEP 21 BAHT MILLIONS						
MEDIA	SEP 22	SOV %	SEP 21	SOV %	DIFF	% CHANGE
TV	5,024	61.49	4,734	71.11	290	6
CABLE/SATELLITE	45	0.55	72	1.08	-27	-38
RADIO	282	3.45	257	3.86	25	10
NEWSPAPERS	180	2.20	184	2.76	-4	-2
MAGAZINES	60	0.73	55	0.83	5	9
CINEMA	547	6.69	13	0.20	534	4,108
OUTDOOR	706	8.64	415	6.23	291	70
TRANSIT	558	6.83	247	3.71	311	126
IN STORE	70	0.86	51	0.77	19	37
DIGITAL	699	8.55	629	9.45	NA	NA
TOTAL	8,171	100.00	6,657	100.00	1,514	23

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section: Classified, House ads

YTD SEP 2022 VS YTD SEP 2021 BAHT MILLIONS						
MEDIA	2022	SOV %	2021	SOV %	DIFF	% CHANGE
TV	47,038	63.43	46,274	68.82	764	2
CABLE/SATELLITE	452	0.61	734	1.09	-282	-38
RADIO	2,463	3.32	2,381	3.54	82	3
NEWSPAPERS	1,807	2.44	1,858	2.76	-51	-3
MAGAZINES	448	0.60	447	0.66	1	0
CINEMA	5,636	7.60	1,849	2.75	3787	205
OUTDOOR	5,579	7.52	4,416	6.57	1163	26
TRANSIT	4,215	5.68	2,684	3.99	1531	57
IN STORE	653	0.88	486	0.72	167	34
DIGITAL	5,864	7.91	6,110	9.09	NA	NA
TOTAL	74,156	100.00	67,240	100.00	6,916	10

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section: Classified, House ads

YTD SEP 2022 VS YTD SEP 2021 000'BAHT				
NO	ADVERTISERS		2022	2021
1	UNILEVER THAI TRADING CO.,LTD.	▼	2,784,513	3,670,956
2	NESTLE(THAI) LTD.	▼	2,112,733	2,268,974
3	PROCTER & GAMBLE (THAILAND)	▲	1,801,762	1,711,029
4	MASS MARKETING CO.,LTD.	▲	1,556,878	1,186,580
5	MONO SHOPPING CO.,LTD.	▼	1,285,413	1,493,952
6	COCA-COLA (THAILAND) CO.,LTD.	▼	1,071,573	1,082,235
7	TOYOTA MOTOR THAILAND CO.,LTD.	▲	1,064,948	785,543
8	GMM C J O SHOPPING CO.,LTD.	▲	1,037,324	954,088
9	OFFICE OF THE PRIME MINISTER	▲	980,656	288,965
10	TRI PETCH ISUZU SALES CO.,LTD.	▲	966,210	509,980

UPDATE: 12/10/2022

TELEVISION AUDIENCE DATA – September 2022

IMPORTANT NOTE

Nielsen's Television Audience Measurement (TAM) captures and delivers unparalleled insights into what audiences are watching across Thailand nationwide, aged 4 years old and above.

% Reach = Number of different individuals which have seen at least one minute of a channel

Average TVR = Average number of individuals watching TV during a specific time

TOP 10 CHANNELS AMONG ADULTS (35+ YEARS OLD): 38.3 MILLION PEOPLE

UPDATE: 03/10/2022

	BANGKOK	
	% Reach	Average TVR
CH3	79.35	2.98
CH7	73.10	1.86
THAIRATH TV	72.68	1.35
WORKPOINT TV	66.08	1.25
ONE	72.70	1.15
MONO 29	66.85	1.13
AMARIN TV	66.99	1.00
CH8	51.98	0.41
PPTV	52.76	0.35
MCOT HD	55.36	0.35

	URBAN UPCOUNTRY	
	% Reach	Average TVR
CH3	71.81	1.89
CH7	70.51	1.76
WORKPOINT TV	64.61	1.33
THAIRATH TV	70.60	1.13
ONE	68.09	1.11
MONO 29	64.05	1.04
AMARIN TV	65.43	0.94
CH8	55.78	0.51
TRUE4U	51.17	0.34
PPTV	51.86	0.31

	RURAL UPCOUNTRY	
	% Reach	Average TVR
CH7	76.35	1.96
ONE	67.16	0.96
CH3	69.45	0.88
WORKPOINT TV	57.32	0.77
MONO 29	56.28	0.70
THAIRATH TV	65.56	0.64
AMARIN TV	63.55	0.62
CH8	51.69	0.35
TRUE4U	45.89	0.27
PPTV	48.74	0.21

TOP 10 CHANNELS AMONG YOUNG ADULTS (15-34 YEARS OLD): 16.4 MILLION PEOPLE

	BANGKOK	
	% Reach	Average TVR
CH3	55.89	1.00
CH7	45.86	0.59
MONO 29	41.61	0.56
WORKPOINT TV	39.48	0.36
ONE	45.56	0.35
THAIRATH TV	41.57	0.32
AMARIN TV	37.34	0.23
CH8	26.58	0.11
PPTV	28.49	0.09
TRUE4U	25.61	0.08

	URBAN UPCOUNTRY	
	% Reach	Average TVR
CH7	47.57	0.65
MONO 29	43.97	0.52
CH3	47.42	0.51
ONE	43.59	0.43
WORKPOINT TV	38.46	0.36
THAIRATH TV	39.96	0.34
AMARIN TV	36.86	0.23
TRUE4U	28.59	0.16
CH8	30.09	0.13
MCOT HD	30.48	0.09

	RURAL UPCOUNTRY	
	% Reach	Average TVR
CH7	52.32	0.73
ONE	39.26	0.34
CH3	43.32	0.32
MONO 29	35.74	0.32
WORKPOINT TV	32.51	0.26
THAIRATH TV	36.15	0.24
AMARIN TV	38.13	0.19
CH8	22.62	0.09
TRUE4U	25.30	0.09
NATION TV	13.40	0.06

TOP 10 CHANNELS AMONG KIDS (4-14 YEARS OLD): 8.4 MILLION PEOPLE

	BANGKOK	
	% Reach	Average TVR
CH3	56.48	0.85
CH7	50.93	0.79
MONO 29	47.20	0.46
THAIRATH TV	42.11	0.45
AMARIN TV	43.78	0.41
WORKPOINT TV	50.28	0.39
ONE	45.45	0.34
TRUE4U	30.71	0.14
CH8	30.94	0.13
GMM25	32.25	0.10

	URBAN UPCOUNTRY	
	% Reach	Average TVR
CH3	50.86	0.79
CH7	52.48	0.74
MONO 29	47.78	0.46
ONE	46.69	0.45
WORKPOINT TV	39.84	0.38
THAIRATH TV	44.10	0.34
AMARIN TV	42.34	0.24
CH8	33.75	0.14
TRUE4U	34.10	0.09
GMM25	27.07	0.09

	RURAL UPCOUNTRY	
	% Reach	Average TVR
CH7	62.66	0.77
ONE	50.41	0.48
MONO 29	44.34	0.33
CH3	49.90	0.30
AMARIN TV	48.48	0.26
WORKPOINT TV	37.64	0.25
THAIRATH TV	47.02	0.21
TRUE4U	30.75	0.12
CH8	31.03	0.08
MCOT HD	33.25	0.07

TOP 10 CHANNELS AMONG ALL 4+ YEARS OLD: 63.1 MILLION PEOPLE

	4-14	
	% Reach	Average TVR
CH7	58.86	0.77
CH3	50.96	0.48
ONE	48.93	0.45
MONO 29	45.49	0.38
WORKPOINT TV	39.75	0.30
AMARIN TV	46.49	0.27
THAIRATH TV	45.73	0.27
TRUE4U	31.51	0.12
CH8	31.64	0.10
MCOT HD	31.70	0.07

	15-34	
	% Reach	Average TVR
CH7	50.28	0.69
CH3	46.13	0.46
MONO 29	38.47	0.40
ONE	41.18	0.36
WORKPOINT TV	34.90	0.30
THAIRATH TV	37.82	0.27
AMARIN TV	37.72	0.20
TRUE4U	26.09	0.10
CH8	24.90	0.10
GMM25	26.35	0.06

	35+	
	% Reach	Average TVR
CH7	74.55	1.90
CH3	71.41	1.41
ONE	68.17	1.02
WORKPOINT TV	60.24	0.97
THAIRATH TV	67.73	0.85
MONO 29	59.57	0.84
AMARIN TV	64.47	0.75
CH8	52.67	0.40
TRUE4U	47.79	0.29
PPTV	50.03	0.25