

ADVERTISING INFORMATION SERVICES DATA

IMPORTANT NOTE

The Nielsen Company (Thailand) 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.

Apr 20 VS Apr 19 000'BAHT

NO	BRANDS		Apr 2019	Apr 2018
1	TV DIRECT DIRECT SALES	↑	220,114	139,604
2	29 SHOPPING DIRECT SALES	↑	134,990	14,337
3	RS MALL DIRECT SALES	↑	132,010	
4	TEPHAI HERBAL TOOTHPASTE	↑	78,078	43,455
5	O SHOPPING CHANNEL	↓	74,340	90,324
6	DOWNY FABRIC CONDITIONER	↑	70,591	67,573
7	S-26 POWDER MILK	↑	59,683	43,699
8	WWW.MONOMAX.ME	↑	57,975	4,914
9	OK HERBAL COLOURANTS	↑	54,606	34,189
10	NESCAFE COFFEE READY MIXED	↓	53,655	53,900

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Apr 20 VS Apr 19 BAHT MILLIONS

MEDIA	Apr 20	SOV %	Apr 19	SOV %	DIFF	% Change
TV	4,071	65.6	5,725	66.02	-(1,654)	-(28.89)
CABLE/SATELLITE	122	2.0	187	2.16	-(65)	-(34.76)
RADIO	275	4.4	348	4.01	-(73)	-(20.98)
NEWSPAPERS	207	3.3	348	4.01	-(141)	-(40.52)
MAGAZINES	57	0.9	87	1.00	-(30)	-(34.48)
CINEMA	-	-	725	8.36	-(725)	-(100.00)
OUTDOOR	564	9.1	580	6.69	-(16)	-(2.76)
TRANSIT	344	5.5	491	5.66	-(147)	-(29.94)
IN STORE	40	0.6	81	0.93	-(41)	-(50.62)
DIGITAL	523	8.4	NA	NA	NA	NA
TOTAL	6,204	100.0	8,671	100.0	-(2,467)	-(28.45)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Apr 2020 VS YTD Apr 2019 000'BAHT

NO	BRANDS		2020	2019
1	RS MALL DIRECT SALES	↑	825,817	
2	TV DIRECT DIRECT SALES	↑	700,521	548,908
3	29 SHOPPING DIRECT SALES	↑	326,696	83,234
4	GOVERNMENT SAVINGS BANK	↓	270,361	348,767
5	COKE SOFT DRINK	↓	248,451	379,418
6	DOWNY FABRIC CONDITIONER	↓	248,294	272,294
7	REGENCY BRANDY	↑	210,347	178,120
8	CORDY PLUS SUPPLEMENT PRODUCTS	↑	200,319	2,166
9	TESCO-LOTUS SUPERCENTER	↑	197,999	165,756
10	TEPHAI HERBAL TOOTHPASTE	↑	195,065	121,609

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Apr 2020 VS YTD Apr 2019 BAHT MILLIONS

MEDIA	2020	SOV %	2019	SOV %	DIFF	% Change
TV	20,166	65.93	21,430	65.21	-(1,264)	-(5.90)
CABLE/SATELLITE	561	1.83	701	2.13	-(140)	-(19.97)
RADIO	1,222	4.00	1,404	4.27	-(182)	-(12.96)
NEWSPAPERS	961	3.14	1,515	4.61	-(554)	-(36.57)
MAGAZINES	262	0.86	344	1.05	-(82)	-(23.84)
CINEMA	1,422	4.65	2,393	7.28	-(971)	-(40.58)
OUTDOOR	2,247	7.35	2,208	6.72	39	1.77
TRANSIT	1,782	5.83	2,090	6.36	-(308)	-(14.74)
IN STORE	240	0.78	324	0.99	-(84)	-(25.93)
DIGITAL	1,723	5.63	NA	NA	NA	NA
TOTAL	30,586	100.00	32,861	100.00	-(2,275)	-(6.92)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Apr 20 VS Apr 19 000'BAHT

NO	ADVERTISERS		Apr 2020	Apr 2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	396,511	249,688
2	TV DIRECT PUBLIC CO.,LTD.	↑	220,115	151,692
3	NESTLE(THAI) LTD.	↑	194,060	182,196
4	PROCTER & GAMBLE (THAILAND)	↓	156,289	221,505
5	MONO TRAVEL CO.,LTD.	↑	134,990	14,337
6	MASS MARKETING CO.,LTD.	↑	132,745	77,644
7	LIFESTAR CO.,LTD.	↓	132,058	223,050
8	GMM GRAMMY PUBLIC CO.,LTD.	↓	102,241	108,496
9	ADVANCE INFO SERVICE PCL.	↓	82,553	108,578
10	GLAXO SMITH KLINE (THAILAND) CO.,LTD.	↑	66,002	37,131

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Apr 2020 VS YTD Apr 2019 000'BAHT

NO	ADVERTISERS		2020	2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	1,423,449	937,562
2	LIFESTAR CO.,LTD.	↓	834,783	916,746
3	TV DIRECT PUBLIC CO.,LTD.	↑	700,546	605,295
4	PROCTER & GAMBLE (THAILAND)	↓	647,103	877,098
5	NESTLE(THAI) LTD.	↓	617,011	649,505
6	ADVANCE INFO SERVICE PCL.	↑	449,332	393,699
7	L'OREAL (THAILAND) LTD.	↓	440,737	527,496
8	COCA-COLA (THAILAND)	↓	375,692	509,930
9	TRI PETCH ISUZU SALES CO.,LTD.	↓	368,526	450,269
10	MASS MARKETING CO.,LTD.	↑	365,616	201,952

Update :21/05/2020