

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.

Sep 20 VS Sep 19 000'BAHT

NO	BRANDS		Sep 2020	Sep 2019
1	29 SHOPPING DIRECT SALES	↑	173,403	36,025
2	COKE SOFT DRINK	↑	126,699	77,671
3	RS MALL DIRECT SALES	↑	98,413	
4	O SHOPPING DIRECT SALES	↑	92,547	72,875
5	NESCAFE COFFEE READY MIXED	↑	80,153	39,600
6	TEPHAI HERBAL TOOTHPASTE	↑	64,181	39,415
7	ALLIANZ AYUDHYA HEALTH INSURANCE	↑	64,157	63,597
8	BRAND'S ESSENCE OF CHICKEN	↑	61,973	34,479
9	BREEZE LAUNDRY DETERGENTS	↑	61,576	6,805
10	ISUZU PICKUPS	↑	61,378	54,277

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Sep 20 VS Sep19 BAHT MILLIONS

MEDIA	Sep 20	SOV %	Sep 19	SOV %	DIFF	% Change
TV	5,324	65.45	5,610	64.66	-(286)	-(5.10)
CABLE/SATELLITE	104	1.28	202	2.33	-(98)	-(48.51)
RADIO	299	3.68	419	4.83	-(120)	-(28.64)
NEWSPAPERS	275	3.38	346	3.99	-(71)	-(20.52)
MAGAZINES	65	0.80	94	1.08	-(29)	-(30.85)
CINEMA	537	6.60	645	7.43	-(108)	-(16.74)
OUTDOOR	492	6.05	612	7.05	-(120)	-(19.61)
TRANSIT	409	5.03	554	6.39	-(145)	-(26.17)
IN STORE	57	0.70	93	1.07	-(36)	-(38.71)
DIGITAL	571	7.02	NA	NA	NA	NA
TOTAL	8,134	100.0	8,676	100.0	-(542)	-(6.25)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Sep 2020 VS YTD Sep 2019 000'BAHT

NO	BRANDS		2020	2019
1	TV DIRECT DIRECT SALES	↑	1,534,312	1,384,657
2	RS MALL DIRECT SALES	↑	1,430,388	
3	29 SHOPPING DIRECT SALES	↑	1,059,552	196,404
4	NESCAFE COFFEE READY MIXED	↑	646,144	366,512
5	O SHOPPING DIRECT SALES	↓	633,271	757,612
6	DOWNY FABRIC CONDITIONER	↓	562,124	649,972
7	TEPHAI HERBAL TOOTHPASTE	↑	537,816	362,796
8	OK HERBAL COLOURANTS	↑	470,447	159,683
9	TESCO-LOTUS SUPERCENTER	↑	460,849	410,484
10	GOVERNMENT SAVINGS BANK	↓	448,049	742,613

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Sep 2020 VS YTD Sep 2019 BAHT MILLIONS

MEDIA	2020	SOV %	2019	SOV %	DIFF	% Change
TV	44,243	66.47	50,183	64.76	-(5,940)	-(11.84)
CABLE/SATELLITE	1,169	1.76	1,674	2.16	-(505)	-(30.17)
RADIO	2,654	3.99	3,430	4.43	-(776)	-(22.62)
NEWSPAPERS	2,236	3.36	3,530	4.56	-(1,294)	-(36.66)
MAGAZINES	532	0.80	781	1.01	-(249)	-(31.88)
CINEMA	2,786	4.19	6,131	7.91	-(3,345)	-(54.56)
OUTDOOR	4,381	6.58	5,167	6.67	-(786)	-(15.21)
TRANSIT	3,581	5.38	4,718	6.09	-(1,137)	-(24.10)
IN STORE	456	0.69	794	1.02	-(338)	-(42.57)
DIGITAL	4,527	6.80	NA	NA	NA	NA
TOTAL	66,564	100.00	77,491	100.00	-(10,927)	-(14.10)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Sep 20 VS Sep 19 000'BAHT

NO	ADVERTISERS		Sep 2020	Sep 2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	556,565	278,777
2	NESTLE(THAI) LTD.	↑	294,573	111,294
3	PROCTER & GAMBLE (THAILAND)	↓	205,615	206,806
4	MONO TRAVEL CO.,LTD.	↑	173,403	36,025
5	RECKITT BENCKISER (THAILAND) CO.,LTD.	↑	131,177	58,549
6	COCA-COLA (THAILAND)	↑	127,349	79,922
7	TOYOTA MOTOR THAILAND CO.,LTD.	↓	124,520	211,129
8	MASS MARKETING CO.,LTD.	↑	123,888	54,560
9	COLGATE-PALMOLIVE(THAILAND)LTD	↑	105,275	59,570
10	TRI PETCH ISUZU SALES CO.,LTD.	↑	105,185	104,252

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Sep 2020 VS YTD Sep 2019 000'BAHT

NO	ADVERTISERS		2020	2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	3,165,221	2,340,660
2	NESTLE(THAI) LTD.	↑	1,966,287	1,420,793
3	PROCTER & GAMBLE (THAILAND)	↓	1,595,739	1,976,041
4	TV DIRECT PUBLIC CO.,LTD.	↑	1,535,731	1,497,715
5	LIFESTAR CO.,LTD.	↓	1,440,248	2,085,639
6	MONO TRAVEL CO.,LTD.	↑	1,059,552	196,443
7	L'OREAL (THAILAND) LTD.	↓	1,012,645	1,357,764
8	MASS MARKETING CO.,LTD.	↑	1,008,608	539,586
9	ADVANCE INFO SERVICE PCL.	↑	954,687	897,656
10	TOYOTA MOTOR THAILAND CO.,LTD.	↓	861,742	1,326,631

Update :12/10/2020