

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.

Jun 20 VS Jun 19 000'BAHT

NO	BRANDS		Jun 2020	Jun 2019
1	TV DIRECT DIRECT SALES	↑	251,702	99,586
2	29 SHOPPING DIRECT SALES	↑	141,745	14,594
3	RS MALL DIRECT SALES	↑	136,413	
4	OK HERBAL COLOURANTS	↑	97,179	38,071
5	O SHOPPING DIRECT SALES	↑	95,801	81,740
6	FUZ FIZ HARD BOILED CANDY	↑	72,704	
7	DOWNY FABRIC CONDITIONER	↓	60,797	63,583
8	NESCAFE COFFEE READY MIXED	↑	54,274	49,987
9	TESCO-LOTUS SUPERCENTER	↓	52,595	56,580
10	L'OREAL BEAUTY SHAMPOOS	↑	51,184	

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jun 20 VS Jun 19 BAHT MILLIONS

MEDIA	Jun 20	SOV %	Jun 19	SOV %	DIFF	% Change
TV	4,318	65.4	5,935	65.50	-(1,617)	-(27.25)
CABLE/SATELLITE	117	1.8	174	1.92	-(57)	-(32.76)
RADIO	267	4.0	418	4.61	-(151)	-(36.12)
NEWSPAPERS	240	3.6	398	4.39	-(158)	-(39.70)
MAGAZINES	42	0.6	86	0.95	-(44)	-(51.16)
CINEMA	252	3.8	632	6.97	-(380)	-(60.13)
OUTDOOR	421	6.4	616	6.80	-(195)	-(31.66)
TRANSIT	329	5.0	547	6.04	-(218)	-(39.85)
IN STORE	28	0.4	97	1.07	-(69)	-(71.13)
DIGITAL	589	8.9	NA	NA	NA	NA
TOTAL	6,603	100.0	9,061	100.0	-(2,458)	-(27.13)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

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

YTD Jun 2020 VS YTD Jun 2019 000'BAHT

NO	BRANDS		2020	2019
1	TV DIRECT DIRECT SALES	↑	1,270,765	747,650
2	RS MALL DIRECT SALES	↑	1,111,811	
3	29 SHOPPING DIRECT SALES	↑	609,457	110,738
4	O SHOPPING DIRECT SALES	↓	372,232	528,948
5	DOWNY FABRIC CONDITIONER	↓	369,080	410,242
6	GOVERNMENT SAVINGS BANK	↓	348,158	535,510
7	NESCAFE COFFEE READY MIXED	↑	297,205	261,425
8	REGENCY BRANDY	↑	291,969	270,310
9	CORDY PLUS SUPPLEMENT PRODUCTS	↑	291,642	24,462
10	COKE SOFT DRINK	↓	283,544	586,919

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Jun 2020 VS YTD Jun 2019 BAHT MILLIONS

MEDIA	2020	SOV %	2019	SOV %	DIFF	% Change
TV	28,413	66.12	33,091	65.22	-(4,678)	-(14.14)
CABLE/SATELLITE	780	1.82	1,075	2.12	-(295)	-(27.44)
RADIO	1,766	4.11	2,175	4.29	-(409)	-(18.80)
NEWSPAPERS	1,407	3.27	2,388	4.71	-(981)	-(41.08)
MAGAZINES	364	0.85	521	1.03	-(157)	-(30.13)
CINEMA	1,674	3.90	3,699	7.29	-(2,025)	-(54.74)
OUTDOOR	3,004	6.99	3,393	6.69	-(389)	-(11.46)
TRANSIT	2,404	5.59	3,117	6.14	-(713)	-(22.87)
IN STORE	309	0.72	514	1.01	-(205)	-(39.88)
DIGITAL	2,853	6.64	NA	NA	NA	NA
TOTAL	42,973	100.00	50,738	100.00	-(7,765)	-(15.30)

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jun 20 VS Jun 19 000'BAHT

NO	ADVERTISERS		Jun 2020	Jun 2019
1	TV DIRECT PUBLIC CO.,LTD.	↑	252,147	128,215
2	NESTLE(THAI) LTD.	↑	244,690	205,418
3	L'OREAL (THAILAND) LTD.	↑	236,061	108,257
4	PROCTER & GAMBLE (THAILAND)	↑	146,725	143,738
5	MONO TRAVEL CO.,LTD.	↑	141,745	14,595
6	LIFESTAR CO.,LTD.	↓	136,541	219,694
7	MASS MARKETING CO.,LTD.	↑	122,407	107,034
8	TOYOTA MOTOR THAILAND CO.,LTD.	↓	121,891	194,051
9	UNILEVER THAI TRADING CO.,LTD.	↓	110,731	230,910
10	ADVANCE INFO SERVICE PCL.	↓	103,997	132,739

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Jun 2020 VS YTD Jun 2019 000'BAHT

NO	ADVERTISERS		2020	2019
1	UNILEVER THAI TRADING CO.,LTD.	↑	1,738,221	1,491,319
2	TV DIRECT PUBLIC CO.,LTD.	↑	1,271,299	860,314
3	LIFESTAR CO.,LTD.	↓	1,121,670	1,349,596
4	NESTLE(THAI) LTD.	↓	1,030,059	1,088,092
5	PROCTER & GAMBLE (THAILAND)	↓	938,268	1,236,430
6	L'OREAL (THAILAND) LTD.	↓	713,500	761,313
7	ADVANCE INFO SERVICE PCL.	↑	640,178	608,532
8	MONO TRAVEL CO.,LTD.	↑	609,457	110,739
9	MASS MARKETING CO.,LTD.	↑	546,590	379,611
10	TOYOTA MOTOR THAILAND CO.,LTD.	↓	518,811	802,442

Update :15/07/2020