

TOP 10 BRANDS GROUP ESTIMATED ADSPEND AUG 13 VS 12 000'BAHT			
	BRANDS	AUG 2013	AUG 2012
1	AIS ISP.	97,322	17,141
2	COKE SOFT DRINK	88,645	83,064
3	HAPPY MOBILE PHONE SYSTEM	87,800	30,357
4	TOYOTA PASSENGER CARS	87,797	114,478
5	HONDA PASSENGER CARS	83,495	31,615
6	NIVEA BODY SKINCARE PRODUCT	81,585	29,927
7	TESCO-LOTUS SUPERCENTER	80,232	50,036
8	SAMSUNG MOBILE PHONE UNIT	79,861	13,524
9	MITSUBISHI PASSENGER CAR	79,187	41,439
10	7 ELEVEN CONVENIENCE STORES	78,518	54,681

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM AUG 13 VS 12 BAHT MILLIONS						
MEDIA	AUG 13	SOV%	AUG 12	SOV%	DIFF	% Change
TV	6,108	60.37	6,172	59.85	-(64)	-(1.04)
RADIO	557	5.51	560	5.43	-(3)	-(0.54)
NEWSPAPERS	1,365	13.49	1,244	12.06	121	9.73
MAGAZINES	456	4.51	484	4.69	-(28)	-(5.79)
CINEMA	680	6.72	805	7.81	-(125)	-(15.53)
OUTDOOR	345	3.41	395	3.83	-(50)	-(12.66)
TRANSIT	286	2.83	269	2.61	17	6.32
IN STORE	235	2.32	334	3.24	-(99)	-(29.64)
INTERNET	86	0.85	49	0.48	37	75.51
TOTAL	10,117	100.0	10,312	100.0	-(195)	-(1.89)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND YTD AUG 2013 VS YTD AUG 2012 000'BAHT			
	BRANDS	2013	2012
1	COKE SOFT DRINK	822,791	569,707
2	TOYOTA PASSENGER CARS	770,396	724,003
3	AIS ISP.	516,848	203,165
4	A I A LIFE INSURANCE	472,769	342,082
5	ISUZU PICKUPS	467,721	602,786
6	TOYOTA PICKUPS	467,615	260,199
7	TRUE MOVE H ISP	466,093	442,411
8	PTT GROUP	436,107	482,990
9	SAMSUNG MOBILE PHONE UNIT	426,287	195,538
10	TESCO-LOTUS SUPERCENTER	405,687	456,102

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD AUG 2013 VS YTD AUG 2012 BAHT MILLIONS						
MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	46,156	60.97	45,027	60.00	1,129	2.51
RADIO	4,090	5.40	4,123	5.49	-(33)	-(0.80)
NEWSPAPERS	9,799	12.94	9,961	13.27	-(162)	-(1.63)
MAGAZINES	3,531	4.66	3,524	4.70	7	0.20
CINEMA	4,767	6.30	5,219	6.95	-(452)	-(8.66)
OUTDOOR	2,753	3.64	3,049	4.06	-(296)	-(9.71)
TRANSIT	2,269	3.00	1,882	2.51	387	20.56
IN STORE	1,762	2.33	1,883	2.51	-(121)	-(6.43)
INTERNET	583	0.77	383	0.51	200	52.22
TOTAL	75,709	100.0	75,051	100.0	658	0.88

Top Brands - Exclude Section : Classified, Cd's/Vdo & Musical Product,
Government & Community Announce, Leisure, House ad.

Total Industry - Exclude Section : Classified, House ads.
* This Year 30 Website-First Page and Inner page

TOP 10 ADVERTISERS ESTIMATED ADSPEND AUG 13 VS AUG 12 000'BAHT			
	ADVERTISER	AUG 2013	AUG 2012
1	UNILEVER (THAI) HOLDINGS	647,409	616,478
2	TOYOTA MOTOR THAILAND CO.,LTD.	213,680	196,244
3	BEIERSDORF (THAILAND) CO.,LTD.	205,503	133,125
4	PROCTER & GAMBLE (THAILAND)	205,485	258,504
5	ADVANCE INFO SERVICE PCL.	165,954	89,957
6	MITSUBISHI MOTORS(TH)CO.,LTD.	155,606	55,155
7	THAI SAMSUNG ELECTRONICS LTD.	151,852	46,596
8	REAL MOVE CO.,LTD.	151,725	71,773
9	TOTAL ACCESS COMMUNICATIONS	145,921	104,169
10	OFFICE OF THE PRIME MINISTER	133,524	96,610

TOP 10 ADVERTISERS ESTIMATED ADSPEND YTD AUG 2013 VS YTD AUG 2012 000'BAHT			
	ADVERTISER	2013	2012
	UNILEVER (THAI) HOLDINGS	4,409,074	4,528,224
	TOYOTA MOTOR THAILAND CO.,LTD.	1,586,377	1,447,059
	BEIERSDORF (THAILAND) CO.,LTD.	1,374,685	1,234,405
	PROCTER & GAMBLE (THAILAND)	1,268,370	1,509,576
	COCA-COLA (THAILAND)	1,148,040	981,156
	REAL MOVE CO.,LTD.	1,094,172	700,811
	L'OREAL (THAILAND) LTD.	1,056,009	1,241,820
	TOTAL ACCESS COMMUNICATIONS	1,051,874	944,883
	DUTCH MILL (THAILAND)	972,442	687,473
	ADVANCE INFO SERVICE PCL.	959,404	807,932

Top Advertiser - Exclude Section : Classified and House ads.

Radio : Random Survey FM. 36 Station in Bangkok (24 Hours)
Outdoor : Bill Board, City Vision, Panoramic, Drinking, Flyover
 Mupi, Lollipop , Street vision, BTSCity Vision
Instore : Super Market (Big C, Tops, Tang Hua Seng)
 Multi Media (Siam Paragon, Emporium, The Mall-Home Fresh Mart)
 Personal Store (Watsons)
 Hyper Market: (BiG C, Lotus, Carrefour)
 Brand Spot Light, Message Board
 Digital dynamic Display (Paragon, Emporium, MBK, Suvarnnabhumi)- Start Jan11

Note : *
 Please note that cinema rate card has been revised as from Jan 2013 with back data to Jan 2012
 Please also noted that internet measurement has been extended to inner page from top 30 website

Cinema : Bangkok and Up-Country (Major, EGV, SF)
Transit : BTS, Bus body, Bus back Bus side, BTS plasma & LCD,
 Airport Media, U Media, MRT, GripLight, BRT (Start Nov 10)
Internet : 30 Website-First page and inner page *

Television : Channel 3, 5, 7, 9, NBT,



nielsen

Confidential & Proprietary • Copyright © THE NIELSEN COMP