

TOP 10 BRANDS GROUP ESTIMATED ADSPEND DEC 13 VS 12 000'BAHT			
	BRANDS	DEC 2013	DEC 2012
1	TOYOTA PASSENGER CARS	96,929	141,148
2	COKE SOFT DRINK	94,563	105,752
3	PTT GROUP	93,369	85,063
4	LINE SOFTWARE	73,152	
5	VASELINE BODY SKINCARE PRODUCT	70,581	38,111
6	TOYOTA PICKUPS	69,644	21,184
7	GOVERNMENT SAVINGS BANK	66,328	20,445
8	NIVEA DEODORANTS	57,184	19,146
9	OISHI GREEN TEA READY TO DRINK	56,349	8,176
10	SINGHA CORPORATION CO.,LTD.	55,953	69,797

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM DEC 13 VS 12 BAHT MILLIONS						
MEDIA	DEC 13	SOV%	DEC 12	SOV%	DIFF	% Change
TV	5,221	57.61	5,580	57.55	-(359)	-(6.43)
RADIO	549	6.06	556	5.73	-(7)	-(1.26)
NEWSPAPERS	1,384	15.27	1,397	14.41	-(13)	-(0.93)
MAGAZINES	407	4.49	498	5.14	-(91)	-(18.27)
CINEMA	672	7.41	832	8.58	-(160)	-(19.23)
OUTDOOR	349	3.85	341	3.52	8	2.35
TRANSIT	294	3.24	266	2.74	28	10.53
IN STORE	120	1.32	178	1.84	-(58)	-(32.58)
INTERNET	67	0.74	48	0.50	19	39.58
<b>TOTAL</b>	<b>9,063</b>	<b>100.0</b>	<b>9,696</b>	<b>100.0</b>	<b>-(633)</b>	<b>-(6.53)</b>

TOP 10 BRANDS GROUP ESTIMATED ADSPEND YTD DEC 2013 VS YTD DEC 2012 000'BAHT			
	BRANDS	2013	2012
1	COKE SOFT DRINK	1,193,430	914,112
2	TOYOTA PASSENGER CARS	1,151,896	1,111,113
3	TOYOTA PICKUPS	768,895	385,254
4	PTT GROUP	739,432	810,503
5	ISUZU PICKUPS	696,262	910,952
6	AIA LIFE INSURANCE	694,872	505,999
7	SAMSUNG MOBILE PHONE UNIT	690,802	321,930
8	GOVERNMENT SAVINGS BANK	660,206	217,908
9	HONDA PASSENGER CARS	651,031	285,174
10	AIS ISP.	649,447	344,539

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD DEC 2013 VS YTD DEC 2012 BAHT MILLIONS						
MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	69,249	60.20	68,105	59.77	1,144	1.68
RADIO	6,321	5.50	6,358	5.58	-(37)	-(0.58)
NEWSPAPERS	15,258	13.26	15,183	13.32	75	0.49
MAGAZINES	5,518	4.80	5,595	4.91	-(77)	-(1.38)
CINEMA	7,519	6.54	7,906	6.94	-(387)	-(4.90)
OUTDOOR	4,153	3.61	4,532	3.98	-(379)	-(8.36)
TRANSIT	3,512	3.05	2,960	2.60	552	18.65
IN STORE	2,623	2.28	2,733	2.40	-(110)	-(4.02)
INTERNET	877	0.76	573	0.50	304	53.05
<b>TOTAL</b>	<b>115,029</b>	<b>100.0</b>	<b>113,945</b>	<b>100.0</b>	<b>1,084</b>	<b>0.95</b>

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 DEC 13 VS DEC 12 000'BAHT			
	ADVERTISER	DEC 2013	DEC 2012
1	UNILEVER (THAI) HOLDINGS	445,681	463,468
2	TOYOTA MOTOR THAILAND CO.,LTD.	245,909	212,307
3	BEIERSDORF (THAILAND) CO.,LTD.	186,218	206,482
4	PROCTER & GAMBLE (THAILAND)	171,086	140,854
5	COCA-COLA (THAILAND)	148,684	166,700
6	TRI PETCH ISUZU SALES CO.,LTD.	147,821	170,975
7	OSOTSPA CO.,LTD.	133,956	188,284
8	TOTAL ACCESS COMMUNICATIONS	133,170	112,596
9	ADVANCE INFO SERVICE PCL.	126,992	110,327
10	CEREBOS(THAILAND)LTD.	113,363	147,068

TOP 10 ADVERTISERS ESTIMATED ADSPEND YTD DEC 2013 VS YTD DEC 2012 000'BAHT				
	ADVERTISER	2013	2012	
	UNILEVER (THAI) HOLDINGS	6,692,452	6,624,068	↑
	TOYOTA MOTOR THAILAND CO.,LTD.	2,573,179	2,158,780	↑
	BEIERSDORF (THAILAND) CO.,LTD.	2,044,238	1,930,589	↑
	PROCTER & GAMBLE (THAILAND)	1,961,724	2,236,746	↓
	COCA-COLA (THAILAND)	1,705,296	1,546,926	↑
	TOTAL ACCESS COMMUNICATIONS	1,621,709	1,437,691	↑
	ADVANCE INFO SERVICE PCL.	1,527,946	1,175,305	↑
	L'OREAL (THAILAND) LTD.	1,459,999	1,727,800	↓
	REAL MOVE CO.,LTD.	1,376,163	957,573	↑
	OFFICE OF THE PRIME MINISTER	1,311,445	1,043,251	↑

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 COMPA