

TOP 10 BRANDS GROUP ESTIMATED ADSPEND JAN 14 VS 13 000'BAHT			
	BRANDS	JAN 2014	JAN 2013
1	COKE SOFT DRINK	117,017	121,372
2	TOYOTA PASSENGER CARS	107,582	87,140
3	TOYOTA PICKUPS	94,243	33,808
4	TRI PETCH ISUZU VEHICLES CORP.	84,562	28,651
5	GOVERNMENT SAVINGS BANK	84,420	4,449
6	OISHI GREEN TEA READY TO DRINK	66,558	13,989
7	AIS ISP.	63,754	46,044
8	SUNSIK SHAM./COND. GROUP	59,375	7,675
9	TMB BANK	57,897	40,069
10	HAPPY MOBILE PHONE SYSTEM	54,680	51,589

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

TOP 10 ADVERTISERS ESTIMATED ADSPEND JAN 14 VS JAN 13 000'BAHT			
	ADVERTISER	JAN 2014	JAN 2013
1	UNILEVER (THAI) HOLDINGS	468,697	439,412
2	TOYOTA MOTOR THAILAND CO.,LTD.	221,142	156,561
3	TRI PETCH ISUZU SALES CO.,LTD.	175,416	128,811
4	COCA-COLA (THAILAND)	161,818	169,319
5	BEIERSDORF (THAILAND) CO.,LTD.	152,225	116,708
6	TOTAL ACCESS COMMUNICATIONS	137,853	84,318
7	ADVANCE INFO SERVICE PCL.	129,745	80,089
8	PROCTER & GAMBLE (THAILAND)	118,734	147,818
9	L'OREAL (THAILAND) LTD.	108,982	79,179
10	GOVERNMENT SAVINGS BANK	93,211	10,090

Top Advertiser - Exclude Section : Classified and House ads.

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM JAN 14 VS 13 BAHT MILLIONS						
MEDIA	JAN 14	SOV%	JAN 13	SOV%	DIFF	% Change
TV	4,712	59.96	5,006	62.93	-(294)	-(5.87)
RADIO	362	4.61	404	5.08	-(42)	-(10.40)
NEWSPAPERS	939	11.95	997	12.53	-(58)	-(5.82)
MAGAZINES	307	3.91	353	4.44	-(46)	-(13.03)
CINEMA	826	10.51	440	5.53	386	87.73
OUTDOOR	334	4.25	329	4.14	5	1.52
TRANSIT	237	3.02	241	3.03	-(4)	-(1.66)
IN STORE	89	1.13	113	1.42	-(24)	-(21.24)
INTERNET	52	0.66	73	0.92	-(21)	-(28.77)
TOTAL	7,859	100.0	7,955	100.0	-(96)	-(1.21)

Total Industry - Exclude Section : Classified, House ads.

* This Year 30 Website-First Page and Inner page

* Exclude Channel CabSat

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, Suvarnabhumi)- 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,

Exclude Channel CabSat *



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