Update : 10/04/2013

TOP 10 BRANDS GROUP ESTIMATED ADSPEND
MAR 13 VS 12
000'BAHT

	BRANDS	MAR 2013	MAR 2012
1	COKE SOFT DRINK	121,848	78,147
2	TOYOTA PASSENGER CARS	108,960	86,159
3	PEPTEIN SUPPLEMENTARY HEALTH DRINK	98,415	27,124
4	NISSAN PASSENGER CAR	93,879	35,072
5	HONDA PASSENGER CARS	76,473	906
6	TRUE MOVE H ISP	64,785	66,095
7	A I A LIFE INSURANCE	61,541	39,827
8	HAPPY MOBILE PHONE SYSTEM	60,143	50,389
9	SIAM CEMENT BUILDING CORPORATE	58,530	5,462
10	ICHITAN NON ALCOHOL.BEVERAGES PROD.RANGE	57,926	40,874

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM
MAR 13 VS 12
BAHT MILLIONS

MEDIA	MAR 13	SOV%	MAR 12	SOV%	DIFF	% Change
TV	6,204	62.13	5,990	61.45	214	3.57
RADIO	575	5.76	538	5.52	37	6.88
NEWSPAPERS	1,379	13.81	1,374	14.10	5	0.36
MAGAZINES	451	4.52	469	4.81	-(18)	-(3.84)
CINEMA	394	3.95	552	5.66	-(158)	-(28.62)
OUTDOOR	355	3.56	385	3.95	-(30)	-(7.79)
TRANSIT	286	2.86	208	2.13	78	37.50
IN STORE	270	2.70	181	1.86	89	49.17
INTERNET	71	0.71	51	0.52	20	39.22
TOTAL	9,985	100.0	9,748	100.0	237	2.43

TOP 10 BRANDS GROUP ESTIMATED ADSPEND
YTD MAR 2013 VS YTD MAR 2012
000'BAHT

	BRANDS	2013	2012
1	COKE SOFT DRINK	320,636	170,620
2	TOYOTA PASSENGER CARS	268,705	201,333
3	ISUZU PICKUPS	212,843	208,454
4	NISSAN PASSENGER CAR	181,220	53,317
5	A I A LIFE INSURANCE	167,045	128,162
6	PEPTEIN SUPPLEMENTARY HEALTH DRINK	159,051	74,538
7	SIAM CEMENT BUILDING CORPORATE	150,373	21,239
8	HAPPY MOBILE PHONE SYSTEM	145,088	103,841
9	CLEAR ANTI DANDRUFF SHAMPOOS	137,868	38,028
10	WALL'S ICE CREAM	134,783	37,583

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

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM
YTD MAR 2013 VS YTD MAR 2012
BAHT MILLIONS

MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	16,536	62.74	15,886	61.06	650	4.09
RADIO	1416	5.37	1426	5.48	-(10)	-(0.70)
NEWSPAPERS	3,504	13.29	3,694	14.20	-(190)	-(5.14)
MAGAZINES	1196	4.54	1215	4.67	-(19)	-(1.56)
CINEMA	1205	4.57	1544	5.93	-(339)	-(21.96)
OUTDOOR	1017	3.86	1094	4.20	-(77)	-(7.04)
TRANSIT	766	2.91	588	2.26	178	30.27
IN STORE	508	1.93	434	1.67	74	17.05
INTERNET	210	0.80	137	0.53	73	53.28
TOTAL	26,357	100.0	26,019	100.0	338	1.30

Total Industry - Exclude Section : Classified, House ads.

This Year 30 Website-First Page and Inner page

TOP 10 ADVERTISERS ESTIMATED ADSPEND
MAR 13 VS 12
000'BAHT

	ADVERTISER	MAR 2013	MAR 2012
1	UNILEVER (THAI) HOLDINGS	457,229	650,017
2	TOYOTA MOTOR THAILAND CO.,LTD.	208,747	172,286
3	OSOTSPA CO.,LTD.	181,489	112,357
4	PROCTER & GAMBLE (THAILAND)	180,216	214,591
5	NESTLE(THAI) LTD.	176,156	153,229
6	BEIERSDORF (THAILAND) CO.,LTD.	159,456	172,340
7	COCA-COLA (THAILAND)	157,315	158,084
8	L'OREAL (THAILAND) LTD.	152,278	139,305
9	MITSUBISHI MOTORS(TH)CO,.LTD.	151,614	70,460
10	ADVANCE INFO SERVICE PCL.	130,474	112,188

TOP 10 ADVERTISERS ESTIMATED ADSPEND
YTD MAR 2013 VS YTD MAR 2012
000'BAHT

ADVERTISER	2013	2012
UNILEVER (THAI) HOLDINGS	1,480,069	1,507,402
TOYOTA MOTOR THAILAND CO.,LTD.	505,313	469,316
PROCTER & GAMBLE (THAILAND)	489,988	534,380
COCA-COLA (THAILAND)	454,397	334,967
OSOTSPA CO.,LTD.	377,016	329,338
BEIERSDORF (THAILAND) CO.,LTD.	372,650	452,222
NESTLE(THAI) LTD.	370,876	353,517
DUTCH MILL (THAILAND)	351,529	217,590
L'OREAL (THAILAND) LTD.	337,344	464,469
MITSUBISHI MOTORS(TH)CO,.LTD.	327,145	174,964

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

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,

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

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Source : The Nielsen company (Thailand)-Estimated figures only based on industry standard rate card

Contact Tel.02 6746000 ext. 5083, 5084