

TOP 10 BRANDS GROUP ESTIMATED ADSPEND SEP 13 VS 12 000'BAHT				
	BRANDS	SEP 2013	SEP 2012	
1	SAMSUNG MOBILE PHONE UNIT	↑	100,296	33,485
2	HAPPY MOBILE PHONE SYSTEM	↑	92,924	52,413
3	TMB BANK	↑	92,051	15,584
4	NIVEA BODY SKINCARE PRODUCT	↑	76,263	42,222
5	PTT GROUP	↓	74,183	80,758
6	ISUZU PICKUPS	↑	71,972	68,013
7	TOYOTA PICKUPS	↑	70,420	38,838
8	HONDA PASSENGER CARS	↑	70,225	7,903
9	TRUE MOVE MOBILE PHONE SYSTEM	↑	69,720	40,911
10	COKE SOFT DRINK	↓	69,215	69,451

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM SEP 13 VS 12 BAHT MILLIONS						
MEDIA	SEP 13	SOV%	SEP 12	SOV%	DIFF	% Change
TV	5,915	60.19	5,712	60.30	203	3.55
RADIO	541	5.51	551	5.82	-(10)	-(1.81)
NEWSPAPERS	1,267	12.89	1,189	12.55	78	6.56
MAGAZINES	487	4.96	524	5.53	-(37)	-(7.06)
CINEMA	653	6.64	516	5.45	137	26.55
OUTDOOR	347	3.53	397	4.19	-(50)	-(12.59)
TRANSIT	315	3.21	272	2.87	43	15.81
IN STORE	235	2.39	265	2.80	-(30)	-(11.32)
INTERNET	68	0.69	46	0.49	22	47.83
<b>TOTAL</b>	<b>9,827</b>	<b>100.0</b>	<b>9,472</b>	<b>100.0</b>	<b>355</b>	<b>3.75</b>

TOP 10 BRANDS GROUP ESTIMATED ADSPEND YTD SEP 2013 VS YTD SEP 2012 000'BAHT				
	BRANDS	2013	2012	
1	COKE SOFT DRINK	↑	892,006	639,158
2	TOYOTA PASSENGER CARS	↑	837,212	808,170
3	AIS ISP.	↑	573,330	247,443
4	ISUZU PICKUPS	↓	540,074	670,799
5	TOYOTA PICKUPS	↑	538,150	299,037
6	A I A LIFE INSURANCE	↑	527,508	388,342
7	SAMSUNG MOBILE PHONE UNIT	↑	526,582	229,023
8	TRUE MOVE H ISP	↑	515,903	448,987
9	PTT GROUP	↓	510,289	563,749
10	HAPPY MOBILE PHONE SYSTEM	↑	494,606	366,738

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD SEP 2013 VS YTD SEP 2012 BAHT MILLIONS						
MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	52,071	60.83	50,739	60.03	1,332	2.63
RADIO	4,631	5.41	4,675	5.53	-(44)	-(0.94)
NEWSPAPERS	11,066	12.93	11,150	13.19	-(84)	-(0.75)
MAGAZINES	4,050	4.73	4,048	4.79	2	0.05
CINEMA	5,420	6.33	5,735	6.79	-(315)	-(5.49)
OUTDOOR	3,099	3.62	3,447	4.08	-(348)	-(10.10)
TRANSIT	2,601	3.04	2,154	2.55	447	20.75
IN STORE	2,019	2.36	2,148	2.54	-(129)	-(6.01)
INTERNET	651	0.76	429	0.51	222	51.75
<b>TOTAL</b>	<b>85,607</b>	<b>100.0</b>	<b>84,523</b>	<b>100.0</b>	<b>1,084</b>	<b>1.28</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 SEP 13 VS SEP 12 000'BAHT				
	ADVERTISER	SEP 2013	SEP 2012	
1	UNILEVER (THAI) HOLDINGS	↑	601,585	524,622
2	TOYOTA MOTOR THAILAND CO.,LTD.	↑	212,865	169,507
3	BEIERSDORF (THAILAND) CO.,LTD.	↑	193,622	140,099
4	REAL MOVE CO.,LTD.	↑	162,959	53,513
5	CEREBOS(THAILAND)LTD.	↑	152,852	109,966
6	TOTAL ACCESS COMMUNICATIONS	↑	148,916	103,992
7	PROCTER & GAMBLE (THAILAND)	↓	143,996	225,607
8	ADVANCE INFO SERVICE PCL.	↑	140,121	85,534
9	COCA-COLA (THAILAND)	↑	132,967	118,749
10	TRI PETCH ISUZU SALES CO.,LTD.	↓	124,857	128,788

TOP 10 ADVERTISERS ESTIMATED ADSPEND YTD SEP 2013 VS YTD SEP 2012 000'BAHT				
	ADVERTISER	2013	2012	
	UNILEVER (THAI) HOLDINGS	↓	5,015,913	5,052,846
	TOYOTA MOTOR THAILAND CO.,LTD.	↑	1,799,688	1,616,567
	BEIERSDORF (THAILAND) CO.,LTD.	↑	1,568,608	1,374,504
	PROCTER & GAMBLE (THAILAND)	↓	1,412,653	1,735,183
	COCA-COLA (THAILAND)	↑	1,281,008	1,099,904
	REAL MOVE CO.,LTD.	↑	1,257,609	754,324
	TOTAL ACCESS COMMUNICATIONS	↑	1,200,870	1,048,875
	L'OREAL (THAILAND) LTD.	↓	1,174,443	1,398,203
	ADVANCE INFO SERVICE PCL.	↑	1,099,690	893,466
	DUTCH MILL (THAILAND)	↑	1,063,858	803,687

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, 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,



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