

TOP 10 BRANDS GROUP ESTIMATED ADSPEND MAY 13 VS 12 000'BAHT			
	BRANDS	MAY 2013	MAY 2012
1	TRUE MOVE H ISP	106,673	26,556
2	COKE SOFT DRINK	97,330	87,667
3	TOYOTA PASSENGER CARS	97,108	107,724
4	DTAC ISP.	81,313	58,517
5	TOYOTA PICKUPS	77,383	47,703
6	A I A LIFE INSURANCE	76,706	49,045
7	HONDA PASSENGER CARS	73,500	49,477
8	DUTCHIE YOGURT CREAM	68,839	25,490
9	AIS ISP.	67,879	26,824
10	POND'S FACIAL SKINCARE PRODUCT	67,823	43,533

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM MAY 13 VS 12 BAHT MILLIONS						
MEDIA	MAY 13	SOV%	MAY 12	SOV%	DIFF	% Change
TV	6,008	61.58	5,896	59.28	112	1.90
RADIO	542	5.55	541	5.44	1	0.18
NEWSPAPERS	1,233	12.64	1,277	12.84	-(44)	-(3.45)
MAGAZINES	425	4.36	471	4.74	-(46)	-(9.77)
CINEMA	579	5.93	847	8.52	-(268)	-(31.64)
OUTDOOR	348	3.57	385	3.87	-(37)	-(9.61)
TRANSIT	276	2.83	243	2.44	33	13.58
IN STORE	260	2.66	236	2.37	24	10.17
INTERNET	86	0.88	49	0.49	37	75.51
TOTAL	9,757	100.0	9,946	100.0	-(189)	-(1.90)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND YTD MAY 2013 VS YTD MAY 2012 000'BAHT			
	BRANDS	2013	2012
1	COKE SOFT DRINK	531,030	341,028
2	TOYOTA PASSENGER CARS	477,005	429,380
3	TRUE MOVE H ISP	320,820	245,591
4	NISSAN PASSENGER CAR	316,300	119,601
5	A I A LIFE INSURANCE	295,289	210,777
6	ISUZU PICKUPS	287,928	363,628
7	PEPTEIN SUPPLEMENTARY HEALTH DRINK	262,775	118,289
8	TOYOTA PICKUPS	257,532	136,157
9	HONDA PASSENGER CARS	248,522	59,293
10	PTT GROUP	237,955	266,597

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD MAY 2013 VS YTD MAY 2012 BAHT MILLIONS						
MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	28,285	61.99	27,309	60.51	976	3.57
RADIO	2,451	5.37	2,451	5.43	0	0.00
NEWSPAPERS	5,900	12.93	6,094	13.50	-(194)	-(3.18)
MAGAZINES	2,080	4.56	2,135	4.73	-(55)	-(2.58)
CINEMA	2,455	5.38	2,982	6.61	-(527)	-(17.67)
OUTDOOR	1,711	3.75	1,868	4.14	-(157)	-(8.40)
TRANSIT	1,329	2.91	1,084	2.40	245	22.60
IN STORE	1,053	2.31	973	2.16	80	8.22
INTERNET	363	0.80	234	0.52	129	55.13
TOTAL	45,627	100.0	45,129	100.0	498	1.10

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 MAY 13 VS MAY 12 000'BAHT			
	ADVERTISER	MAY 2013	MAY 2012
1	UNILEVER (THAI) HOLDINGS	567,549	495,528
2	TOYOTA MOTOR THAILAND CO.,LTD.	206,412	217,322
3	BEIERSDORF (THAILAND) CO.,LTD.	182,622	165,126
4	L'OREAL (THAILAND) LTD.	164,526	144,019
5	TOTAL ACCESS COMMUNICATIONS	159,374	160,396
6	PROCTER & GAMBLE (THAILAND)	154,345	171,054
7	REAL MOVE CO.,LTD.	153,038	60,706
8	DUTCH MILL (THAILAND)	148,464	81,152
9	NESTLE(THAI) LTD.	146,246	135,572
10	COCA-COLA (THAILAND)	132,828	131,559

TOP 10 ADVERTISERS ESTIMATED ADSPEND YTD MAY 2013 VS YTD MAY 2012 000'BAHT				
	ADVERTISER	2013	2012	
	UNILEVER (THAI) HOLDINGS	2,637,368	2,630,298	
	TOYOTA MOTOR THAILAND CO.,LTD.	962,026	867,355	
	PROCTER & GAMBLE (THAILAND)	772,659	866,725	
	COCA-COLA (THAILAND)	744,316	611,742	
	BEIERSDORF (THAILAND) CO.,LTD.	723,190	788,468	
	NESTLE(THAI) LTD.	654,927	644,677	
	L'OREAL (THAILAND) LTD.	630,304	786,476	
	REAL MOVE CO.,LTD.	628,302	377,755	
	DUTCH MILL (THAILAND)	618,317	357,796	
	OSOTSPA CO.,LTD.	593,693	532,194	

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,



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