

ADVERTISING INFORMATION SERVICES DATA

IMPORTANT NOTE

Nielsen has collaborated with the Media Agency Association of Thailand (MAAT) in conducting a survey with media agencies to adjust the rate card and collect the TV advertising spending data as closest to the actual spending as possible. The new rate card will be used starting from April 2020 onwards with details as follows:

1. Adjusting the discount percentage for prime time and non-prime time of each station from the survey results.
2. Subtracting the Agency fee from the rate card including discounts/give away from broadcasters (all cases).
3. Adjusting the price of the broadcaster's time slot between 01:00 - 04.00 to 1,500 Baht, all except for live/special programs that the broadcaster has given advance notice only.

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section: Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

| OCT 21 VS OCT 20 000'BAHT | | | | |
|-----------------------------|-------------------------------|---|----------|----------|
| NO | BRANDS | | OCT 2021 | OCT 2020 |
| 1 | 29 SHOPPING DIRECT SALES | ▼ | 185,895 | 188,420 |
| 2 | TEPTHAI TOOTHPASTE | ▲ | 157,598 | 63,292 |
| 3 | O SHOPPING DIRECT SALES | ▲ | 111,540 | 67,023 |
| 4 | SHOPEE SOFTWARE | ▲ | 97,591 | 41,408 |
| 5 | RS MALL DIRECT SALES | ▼ | 86,971 | 103,589 |
| 6 | LAZADA ONLINE SHOPPING MALLS | ▲ | 84,599 | 43,768 |
| 7 | COKE SOFT DRINKS | ▲ | 80,517 | 45,044 |
| 8 | MALIYA SKIN ACNE PREPARATIONS | ▲ | 76,251 | 398 |
| 9 | COLGATE TOOTHPASTE | ▲ | 70,015 | 39,855 |
| 10 | ISUZU PICKUPS | ▲ | 62,974 | 61,365 |

TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section: Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

| YTD OCT 2021 VS YTD OCT 2020 000'BAHT | | | | |
|-----------------------------------------|------------------------------|---|-----------|-----------|
| NO | BRANDS | | 2021 | 2020 |
| 1 | 29 SHOPPING DIRECT SALES | ▲ | 1,650,617 | 1,249,329 |
| 2 | O SHOPPING DIRECT SALES | ▲ | 1,065,628 | 700,198 |
| 3 | RS MALL DIRECT SALES | ▼ | 954,509 | 1,534,065 |
| 4 | COKE SOFT DRINKS | ▲ | 928,623 | 454,308 |
| 5 | LAZADA ONLINE SHOPPING MALLS | ▲ | 888,821 | 293,921 |
| 6 | TEPTHAI TOOTHPASTE | ▲ | 771,390 | 601,410 |
| 7 | SHOPEE SOFTWARE | ▲ | 636,741 | 206,884 |
| 8 | NESCAFE COFFEE READY MIXED | ▼ | 541,077 | 740,089 |
| 9 | MONOMAX.ME | ▲ | 517,645 | 462,482 |
| 10 | SAMSUNG MOBILE PHONE UNIT | ▲ | 485,670 | 376,177 |

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section: Classified, House ads

| OCT 21 VS OCT 20 000'BAHT | | | | |
|-----------------------------|---------------------------------------|---|----------|----------|
| NO | ADVERTISERS | | OCT 2021 | OCT 2020 |
| 1 | UNILEVER THAI TRADING CO.,LTD. | ▼ | 283,526 | 613,217 |
| 2 | MASS MARKETING CO.,LTD. | ▲ | 242,654 | 126,323 |
| 3 | NESTLE(THAI) LTD. | ▼ | 224,404 | 267,496 |
| 4 | PROCTER & GAMBLE (THAILAND) | ▼ | 206,310 | 252,937 |
| 5 | MONO SHOPPING CO.,LTD. | ▼ | 186,391 | 188,420 |
| 6 | TOYOTA MOTOR THAILAND CO.,LTD. | ▲ | 148,394 | 77,451 |
| 7 | ADVANCE INFO SERVICE PCL. | ▼ | 147,524 | 223,521 |
| 8 | RECKITT BENCKISER (THAILAND) CO.,LTD. | ▲ | 143,301 | 118,786 |
| 9 | AJINOMOTO SALES (THAILAND) CO.,LTD. | ▲ | 126,429 | 34,733 |
| 10 | SHOPEE (THAILAND) CO.,LTD. | ▲ | 118,463 | 49,819 |

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section: Classified, House ads

| OCT21 VS OCT 20 BAHT MILLIONS | | | | | | |
|---------------------------------|--------------|---------------|--------------|---------------|-------------|-----------|
| MEDIA | OCT 21 | SOV % | OCT 20 | SOV % | DIFF | % CHANGE |
| TV | 5,316 | 68.32 | 5,582 | 66.28 | -266 | -5 |
| CABLE/SATELLITE | 89 | 1.14 | 120 | 1.42 | -31 | -26 |
| RADIO | 284 | 3.65 | 319 | 3.79 | -35 | -11 |
| NEWSPAPERS | 191 | 2.45 | 279 | 3.31 | -88 | -32 |
| MAGAZINES | 52 | 0.67 | 60 | 0.71 | -8 | -13 |
| CINEMA | 428 | 5.50 | 450 | 5.34 | -22 | -5 |
| OUTDOOR | 468 | 6.01 | 508 | 6.03 | -40 | -8 |
| TRANSIT | 271 | 3.48 | 377 | 4.48 | -106 | -28 |
| IN STORE | 59 | 0.76 | 66 | 0.78 | -7 | -11 |
| DIGITAL | 623 | 8.01 | NA | NA | NA | NA |
| TOTAL | 7,781 | 100.00 | 8,422 | 100.00 | -641 | -8 |

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section: Classified, House ads

| YTD OCT 2021 VS YTD OCT 2020 BAHT MILLIONS | | | | | | |
|----------------------------------------------|---------------|---------------|---------------|---------------|-----------|----------|
| MEDIA | 2021 | SOV % | 2020 | SOV % | DIFF | % CHANGE |
| TV | 51,598 | 68.75 | 49,840 | 66.44 | 1,758 | 4 |
| CABLE/SATELLITE | 824 | 1.10 | 1,289 | 1.72 | -465 | -36 |
| RADIO | 2,651 | 3.53 | 2,972 | 3.96 | -321 | -11 |
| NEWSPAPERS | 2,049 | 2.73 | 2,515 | 3.35 | -466 | -19 |
| MAGAZINES | 498 | 0.66 | 596 | 0.79 | -98 | -16 |
| CINEMA | 2,267 | 3.02 | 3,237 | 4.32 | -970 | -30 |
| OUTDOOR | 4,884 | 6.51 | 4,858 | 6.48 | 26 | 1 |
| TRANSIT | 2,959 | 3.94 | 3,958 | 5.28 | -999 | -25 |
| IN STORE | 545 | 0.73 | 522 | 0.70 | 23 | 4 |
| DIGITAL | 6,779 | 9.03 | NA | NA | NA | NA |
| TOTAL | 75,054 | 100.00 | 75,012 | 100.00 | 42 | 0 |

TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section: Classified, House ads

| YTD OCT 2021 VS YTD OCT 2020 000'BAHT | | | | |
|-----------------------------------------|--------------------------------|---|-----------|-----------|
| NO | ADVERTISERS | | 2021 | 2020 |
| 1 | UNILEVER THAI TRADING CO.,LTD. | ▲ | 3,954,482 | 3,779,341 |
| 2 | NESTLE(THAI) LTD. | ▲ | 2,493,377 | 2,234,574 |
| 3 | PROCTER & GAMBLE (THAILAND) | ▲ | 1,917,339 | 1,849,022 |
| 4 | MONO SHOPPING CO.,LTD. | ▲ | 1,680,343 | 648,668 |
| 5 | MASS MARKETING CO.,LTD. | ▲ | 1,429,234 | 1,135,441 |
| 6 | COCA-COLA (THAILAND) CO.,LTD. | ▲ | 1,195,754 | 899,394 |
| 7 | GMM CJ O SHOPPING CO.,LTD. | ▲ | 1,065,628 | 700,198 |
| 8 | LIFESTAR CO.,LTD. | ▼ | 1,041,169 | 1,543,925 |
| 9 | COLGATE-PALMOLIVE(THAILAND)LTD | ▲ | 1,033,856 | 536,190 |
| 10 | ADVANCE INFO SERVICE PCL. | ▼ | 1,015,866 | 1,179,698 |

UPDATE: 12/11/2021

TELEVISION AUDIENCE DATA – October 2021

IMPORTANT NOTE

Nielsen's Television Audience Measurement (TAM) captures and delivers unparalleled insights into what audiences are watching across Thailand nationwide, aged 4 years old and above.

% Reach = Number of different individuals which have seen at least one minute of a channel

Average TVR = Average number of individuals watching TV during a specific time

TOP 10 CHANNELS AMONG ADULTS (35+ YEARS OLD): 37.2 MILLION PEOPLE

UPDATE: 01/11/2021

| | BANGKOK | |
|--------------|---------|-------------|
| | % Reach | Average TVR |
| CH3 | 80.44 | 2.87 |
| CH7 | 72.96 | 1.97 |
| MONO 29 | 67.81 | 1.34 |
| THAIRATH TV | 71.47 | 1.23 |
| WORKPOINT TV | 63.14 | 1.18 |
| AMARIN TV | 69.26 | 0.94 |
| ONE | 54.14 | 0.85 |
| CH8 | 54.70 | 0.57 |
| PPTV | 58.24 | 0.52 |
| MCOT HD | 58.28 | 0.37 |

| | URBAN UPCOUNTRY | |
|--------------|-----------------|-------------|
| | % Reach | Average TVR |
| CH3 | 74.46 | 1.84 |
| CH7 | 73.76 | 1.81 |
| MONO 29 | 64.97 | 1.30 |
| WORKPOINT TV | 60.12 | 1.13 |
| THAIRATH TV | 68.49 | 1.07 |
| AMARIN TV | 67.54 | 1.06 |
| ONE | 57.46 | 0.92 |
| CH8 | 53.72 | 0.76 |
| PPTV | 57.46 | 0.50 |
| TRUE4U | 51.06 | 0.32 |

| | RURAL UPCOUNTRY | |
|--------------|-----------------|-------------|
| | % Reach | Average TVR |
| CH7 | 76.08 | 1.94 |
| CH3 | 70.65 | 0.99 |
| MONO 29 | 57.55 | 0.89 |
| ONE | 63.09 | 0.75 |
| AMARIN TV | 65.02 | 0.70 |
| THAIRATH TV | 65.03 | 0.63 |
| WORKPOINT TV | 53.89 | 0.58 |
| CH8 | 51.77 | 0.48 |
| PPTV | 51.59 | 0.29 |
| TRUE4U | 46.19 | 0.23 |

TOP 10 CHANNELS AMONG YOUNG ADULTS (15-34 YEARS OLD): 18.5 MILLION PEOPLE

| | BANGKOK | |
|--------------|---------|-------------|
| | % Reach | Average TVR |
| CH3 | 56.43 | 1.21 |
| CH7 | 50.13 | 0.69 |
| MONO 29 | 43.90 | 0.46 |
| WORKPOINT TV | 39.94 | 0.41 |
| THAIRATH TV | 41.62 | 0.39 |
| ONE | 37.33 | 0.39 |
| AMARIN TV | 40.82 | 0.31 |
| CH8 | 31.85 | 0.20 |
| PPTV | 33.32 | 0.15 |
| MCOT HD | 29.93 | 0.12 |

| | URBAN UPCOUNTRY | |
|--------------|-----------------|-------------|
| | % Reach | Average TVR |
| CH3 | 52.86 | 0.79 |
| CH7 | 51.49 | 0.76 |
| MONO 29 | 45.14 | 0.55 |
| ONE | 36.15 | 0.41 |
| THAIRATH TV | 41.90 | 0.36 |
| WORKPOINT TV | 40.26 | 0.34 |
| AMARIN TV | 40.59 | 0.28 |
| CH8 | 29.95 | 0.18 |
| PPTV | 31.93 | 0.16 |
| TRUE4U | 27.90 | 0.10 |

| | RURAL UPCOUNTRY | |
|--------------|-----------------|-------------|
| | % Reach | Average TVR |
| CH7 | 55.00 | 0.91 |
| MONO 29 | 42.22 | 0.51 |
| CH3 | 49.87 | 0.44 |
| ONE | 43.93 | 0.33 |
| WORKPOINT TV | 35.01 | 0.27 |
| AMARIN TV | 41.81 | 0.23 |
| THAIRATH TV | 42.02 | 0.23 |
| CH8 | 28.93 | 0.16 |
| TRUE4U | 28.73 | 0.10 |
| PPTV | 32.05 | 0.09 |

TOP 10 CHANNELS AMONG KIDS (4-14 YEARS OLD): 8.7 MILLION PEOPLE

| | BANGKOK | |
|--------------|---------|-------------|
| | % Reach | Average TVR |
| CH3 | 57.45 | 1.45 |
| CH7 | 64.05 | 1.18 |
| MONO 29 | 57.65 | 0.70 |
| WORKPOINT TV | 45.37 | 0.64 |
| THAIRATH TV | 48.65 | 0.53 |
| AMARIN TV | 47.16 | 0.51 |
| ONE | 35.64 | 0.28 |
| CH8 | 38.22 | 0.26 |
| TRUE4U | 39.26 | 0.19 |
| PPTV | 34.26 | 0.17 |

| | URBAN UPCOUNTRY | |
|--------------|-----------------|-------------|
| | % Reach | Average TVR |
| MONO 29 | 51.02 | 0.81 |
| CH7 | 58.06 | 0.79 |
| CH3 | 49.58 | 0.61 |
| WORKPOINT TV | 43.79 | 0.44 |
| THAIRATH TV | 43.41 | 0.30 |
| ONE | 40.70 | 0.26 |
| CH8 | 32.37 | 0.26 |
| AMARIN TV | 45.93 | 0.25 |
| TRUE4U | 31.99 | 0.15 |
| MCOT HD | 33.87 | 0.13 |

| | RURAL UPCOUNTRY | |
|--------------|-----------------|-------------|
| | % Reach | Average TVR |
| CH7 | 65.03 | 0.99 |
| MONO 29 | 46.63 | 0.44 |
| CH3 | 52.37 | 0.41 |
| ONE | 49.17 | 0.36 |
| AMARIN TV | 50.23 | 0.26 |
| THAIRATH TV | 46.16 | 0.26 |
| WORKPOINT TV | 37.32 | 0.24 |
| CH8 | 32.91 | 0.16 |
| TRUE4U | 32.09 | 0.10 |
| PPTV | 33.66 | 0.09 |

TOP 10 CHANNELS AMONG ALL 4+ YEARS OLD: 64.5 MILLION PEOPLE

| | 4-14 | |
|--------------|---------|-------------|
| | % Reach | Average TVR |
| CH7 | 63.31 | 0.97 |
| CH3 | 52.38 | 0.59 |
| MONO 29 | 49.04 | 0.56 |
| WORKPOINT TV | 39.83 | 0.34 |
| ONE | 45.51 | 0.33 |
| THAIRATH TV | 45.85 | 0.30 |
| AMARIN TV | 48.85 | 0.29 |
| CH8 | 33.46 | 0.19 |
| TRUE4U | 32.98 | 0.13 |
| PPTV | 32.94 | 0.11 |

| | 15-34 | |
|--------------|---------|-------------|
| | % Reach | Average TVR |
| CH7 | 53.45 | 0.84 |
| CH3 | 51.55 | 0.64 |
| MONO 29 | 43.15 | 0.51 |
| ONE | 41.13 | 0.36 |
| WORKPOINT TV | 36.97 | 0.31 |
| THAIRATH TV | 41.93 | 0.28 |
| AMARIN TV | 41.38 | 0.25 |
| CH8 | 29.61 | 0.17 |
| PPTV | 32.21 | 0.12 |
| TRUE4U | 28.79 | 0.10 |

| | 35+ | |
|--------------|---------|-------------|
| | % Reach | Average TVR |
| CH7 | 75.11 | 1.91 |
| CH3 | 72.91 | 1.45 |
| MONO 29 | 60.70 | 1.05 |
| AMARIN TV | 66.20 | 0.82 |
| THAIRATH TV | 66.74 | 0.81 |
| ONE | 60.53 | 0.80 |
| WORKPOINT TV | 56.62 | 0.79 |
| CH8 | 52.63 | 0.56 |
| PPTV | 53.87 | 0.37 |
| TRUE4U | 48.32 | 0.27 |