

# Half Year 2022 Media Industry Update

Tuesday August 15<sup>th</sup>, 2022

MS Team



# Speakers



ดร.ธราภุช จารวัฒน์นะ (นุ่ง)  
CEO, IPG MEDIABRANDS/  
MAAT's President



ภวัต เรืองเดชวรชัย  
President & CEO, Media Intelligence Group/  
MAAT's Vice President



กนกกาญจน์ ประจงแสงศรี  
MD, Data & Analytics, Initiative

# Team



จิณนารัชช์ สัมพันธรัตน์ (ต่าย)  
MD, OMD Thailand/ MAAT  
committee



นันท์นภัส โชติรัตนกะกาญจน์ (อุ๋ย)  
DEPUTY HEAD OF INVESTMENT  
OMNICOM MEDIA GROUP  
(THAILAND)



กนกวรรณ คุณาเรืองโรจน์  
MD MAGNA, IPG  
MEDIABRANDS



สันสุดา บริรักษ์สราวุธ  
Executive Implementation Planning  
Director, Dentsu X/MAAT committee

# Agenda

- 2022 Advertising Spending Projection Update Jun'22
- 2022 Advertising Spending H2 Projection Update
- A more likely scene of Media Landscape
- Q&A

# 2022 Advertising Spending Projection Update Jun'22

# The economic recovery uneven with risks

Table 1 GDP, Production Side

%YoY	2020	2021	2020				2021				2022
	Year	Year	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
<b>Agriculture</b>	-3.5	1.0	-8.3	-3.5	-1.6	-0.2	1.0	2.1	2.2	-0.6	4.1
<b>Non-Agriculture</b>	-6.4	1.6	-1.7	-13.0	-6.7	-4.7	-2.6	8.3	-0.3	2.0	2.0
Manufacturing	-5.6	4.9	-2.7	-14.5	-5.0	-0.4	1.1	17.0	-0.9	3.8	1.9
<b>Service</b>	-6.7	0.7	-1.5	-12.5	-7.2	-5.9	-3.8	5.3	0.3	1.7	2.9
Construction	1.3	2.7	-10.4	6.8	9.4	-0.9	13.5	3.1	-4.2	-0.8	-5.5
Wholesale and Retail Trade	-3.2	1.7	4.5	-10.1	-5.7	-3.1	-2.4	5.0	2.7	3.0	2.9
Transportation and Storage	-22.9	-2.9	-9.4	-38.8	-23.9	-21.0	-16.9	10.3	-1.4	3.2	4.6
Accommodation and Food Service Activities	-37.5	-14.4	-24.4	-53.3	-39.8	-34.0	-36.8	16.4	-19.0	-4.9	34.1
Information and Communication	1.1	5.6	1.4	0.4	0.6	1.8	4.5	5.6	6.8	5.3	5.9
Financial and Insurance Activities	5.1	5.7	6.9	3.8	3.7	6.3	6.4	5.9	6.1	4.4	1.5
<b>GDP</b>	-6.2	1.5	-2.2	-12.3	-6.4	-4.2	-2.4	7.7	-0.2	1.8	2.2
<b>GDP SA (%QoQ)</b>			-1.6	-9.3	7.1	0.02	0.5	0.1	-0.9	1.8	1.1

Source: Office of the National Economic and Social Development Council

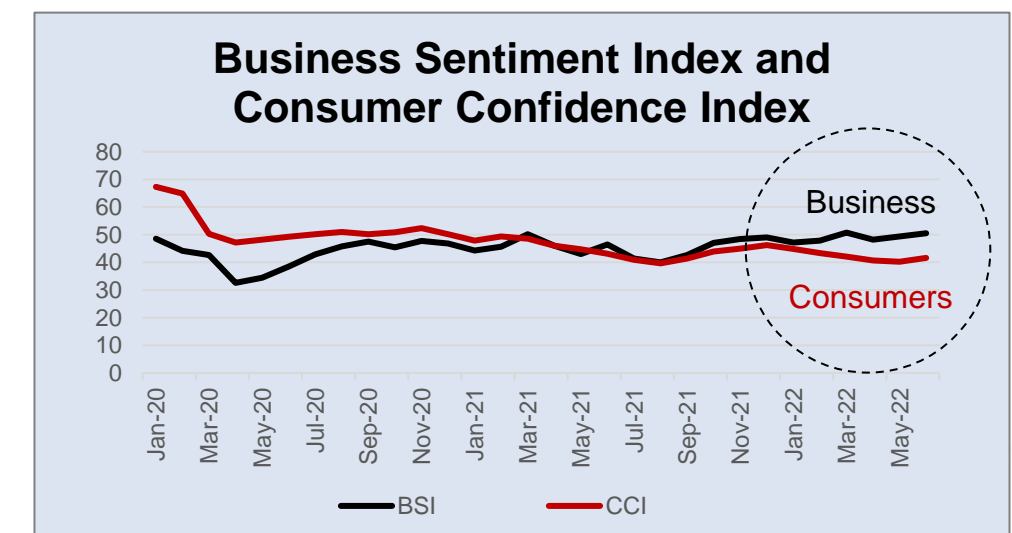
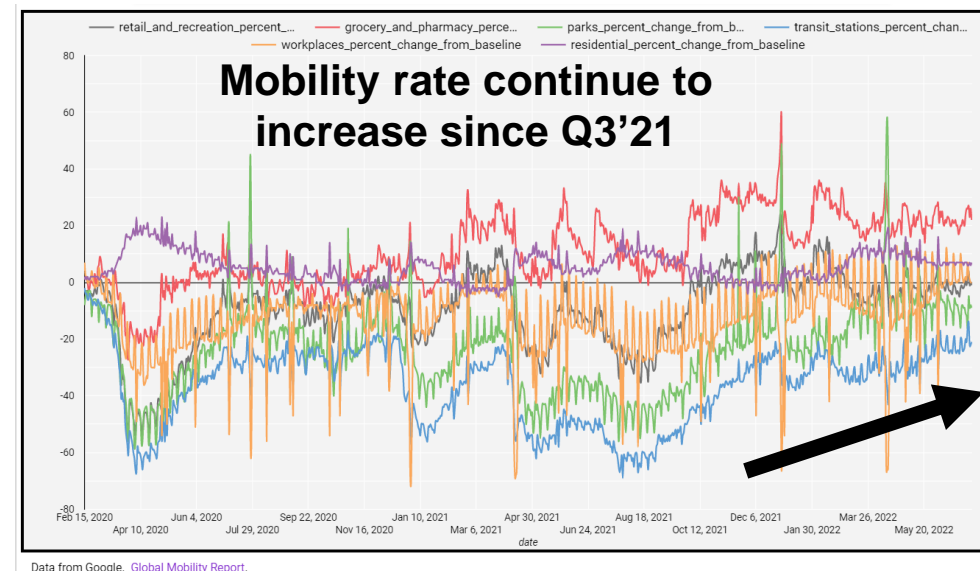
Table 2 GDP, Expenditure Side

%YoY	2020	2021	2020				2021				2022
	Year	Year	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
<b>Private Consumption</b>	-1.0	0.3	2.7	-6.6	-0.6	0.8	-0.3	4.7	-3.2	0.4	3.9
<b>Government Consumption</b>	1.4	3.2	-2.4	1.5	3.7	2.4	2.2	1.0	1.5	8.1	4.6
<b>Investment*</b>	-4.8	3.4	-6.4	-7.7	-2.6	-2.5	7.3	7.4	-0.4	-0.2	0.8
Private	-8.2	3.3	-5.2	-14.4	-10.4	-3.2	3.1	9.2	2.6	-0.8	2.9
Public	5.1	3.8	-9.6	12.0	17.0	0.0	19.8	3.4	-6.2	1.7	-4.7
<b>Exports</b>	-19.7	10.4	-5.9	-28.0	-23.5	-21.7	-10.3	28.4	12.3	17.6	12.0
Goods	-5.8	14.9	1.9	-16.0	-7.4	-1.4	2.9	30.8	12.0	16.6	10.2
Services	-61.3	-23.1	-27.7	-69.4	-74.4	-76.2	-62.3	4.8	14.7	28.8	30.7
<b>Imports</b>	-14.1	17.9	-3.4	-23.6	-20.8	-8.4	1.0	28.7	29.5	16.4	6.7
Goods	-10.6	18.3	-1.0	-19.7	-17.4	-3.8	4.6	29.9	28.0	14.0	4.4
Services	-27.8	16.0	-12.4	-38.2	-34.6	-26.4	-13.4	23.6	37.1	28.1	15.4
<b>GDP</b>	-6.2	1.5	-2.2	-12.3	-6.4	-4.2	-2.4	7.7	-0.2	1.8	2.2
<b>GDP SA (%QoQ)</b>			-1.6	-9.3	7.1	0.02	0.5	0.1	-0.9	1.8	1.1

Source: Office of the National Economic and Social Development Council

Note: \* Investment means Gross Fixed Capital Formation

- Thailand's economy grew faster than expected in Q1'22 supported by increased exports, domestic demand and a recovery in tourism.
- The recovery is uneven across sectors. High growth shown in agriculture, accommodation and foods, retail, transportation and communication.
- Business sentiment and mobility rate resume close to normal
- However, the outlook is highly uncertain with risks of the rise on inflation driven by energy prices



<https://www.bot.or.th> and <http://cebf.utcc.ac.th>

# COVID19 relaxation drive growth unevenly across categories

## PRE-COVID19

ADEX TOP RANK CATEGORY	Y2018	Y2019	%
1 NON-ALCOHOLIC BEVERAGES	7,561	8,351	10%
2 MOTOR VEHICLES	8,535	8,056	-6%
3 SKIN-CARE PREPARATIONS	5,690	5,593	-2%
4 COMMUNICATIONS	6,865	5,043	-27%
5 GOVERNMENT	4,736	4,815	2%
6 LEISURE	4,322	3,998	-7%
7 RETAIL SHOPS/STORES	3,731	3,414	-9%
8 HOUSEHOLD CLEANERS	3,071	3,263	6%
9 DAIRY PRODUCTS	3,510	3,248	-7%
10 HAIR PREPARATIONS	2,799	2,971	6%
11 VITAMINS & SUPPLEMENTARY	2,634	2,837	8%
12 PHARMACEUTICALS	2,665	2,783	4%
13 TOILETRIES	2,570	2,552	-1%
14 ORAL PRODUCTS	1,754	2,441	39%
15 TRAVEL & TOURS	3,279	2,412	-26%
16 FOODSTUFFS	2,426	2,406	-1%
17 BANKS	3,096	2,298	-26%
18 INSURANCE	1,759	2,079	18%
19 FOOD OUTLETS & RESTAURANTS	2,005	1,652	-18%
20 REAL ESTATE	2,071	1,640	-21%

TOP 10	50,819	48,752	-4.1%
TOP 20	75,079	71,852	-4.3%

## 2021

ADEX TOP RANK CATEGORY	Y2020	Y2021	%
1 NON-ALCOHOLIC BEVERAGES	7,433	8,327	12%
2 RETAIL STORES exc Direct Sales	3,545	4,680	32%
3 MOTOR VEHICLES	5,092	4,659	-9%
4 SKIN-CARE PREPARATIONS	5,476	4,575	-16%
5 COMMUNICATIONS	4,743	4,218	-11%
6 HAIR PREPARATIONS	3,670	4,051	10%
7 VITAMINS & SUPPLEMENTARY	3,655	3,561	-3%
8 HOUSEHOLD CLEANERS	3,739	3,452	-8%
9 ORAL PRODUCTS	2,878	3,222	12%
10 DAIRY PRODUCTS	3,511	3,098	-12%
11 TOILETRIES	2,659	2,790	5%
12 GOVERNMENT	3,257	2,559	-21%
13 FOODSTUFFS	2,493	2,310	-7%
14 PHARMACEUTICALS	2,090	1,988	-5%
15 WEBSITES & APPLICATIONS	1,449	1,702	17%
16 SEASONING PRODUCTS	986	1,522	54%
17 ELECTRICAL NON-AUDIO/VISUAL	999	1,485	49%
18 INSURANCE	1,691	1,463	-13%
19 SNACK FOODS	950	1,339	41%
20 BANKS	1,721	1,256	-27%

TOP 10	43,742	43,842	0.2%
TOP 20	62,037	62,256	0.4%

## 2022 Jan-Jun

ADEX TOP RANK CATEGORY	Jan-Jun21	Jan-Jun22	%
1 NON-ALCOHOLIC BEVERAGES	4,237	4,390	4%
2 RETAIL STORES exc Direct Sales ✓	2,387	2,546	7%
3 MOTOR VEHICLES	2,395	2,384	-0.5%
4 SKIN-CARE PREPARATIONS	2,506	2,255	-10%
5 GOVERNMENT	1,229	1,940	58%
6 ORAL PRODUCTS	1,595	1,884	18%
7 DAIRY PRODUCTS	1,757	1,837	5%
8 VITAMINS & SUPPLEMENTARY	1,806	1,718	-5%
9 TOILETRIES	1,647	1,622	-2%
10 HOUSEHOLD CLEANERS	1,961	1,620	-17%
11 COMMUNICATIONS	1,912	1,537	-20%
12 HAIR PREPARATIONS	2,065	1,500	-27%
13 FOODSTUFFS	1,173	1,197	2%
14 WEBSITES & APPLICATIONS ✓	920	1,129	23%
15 PHARMACEUTICALS	959	1,045	9%
16 ELECTRICAL NON-AUDIO/VISUAL	1,016	879	-13%
17 SEASONING PRODUCTS	761	855	12%
18 SNACK FOODS	789	839	6%
19 BANKS ✓	589	770	31%
20 INSURANCE	786	615	-22%

TOP 10	21,521	22,196	3.1%
TOP 20	32,490	32,562	0.2%

Post COVID growing categories are

### DIGITAL LIFESTYLE

- Pay TV/OTT +258%
- TV +126%
- E-marketplace +36%

### OUT-OF-HOME ENJOYMENT











- Restaurants +58%
- Trade/Fair +184%
- Travel & Tours +30%

### FINANCIAL SECURITY











- 2<sup>nd</sup> Hand Car App +1127%
- Commercial Loans +1069%
- Auto Leasing +64%

# Only brand leaders enjoy the growth

## TOP 1-10 BRANDS

		J-J'21	J-J'22	
	Lazada	1. 493	647	+31%
	Tepthai	2. 493	619	+26%
	Shopee	3. 360	615	+71%
	Prime Mins	4. 156	597	+283%
	Isuzu	5. 657	526	-20%
	Coke	6. 203	496	+144%
	GSB	7. 211	389	+84
	Colgate	8. 306	341	+11%
	Carrier	9. 245	296	+21%
	Lay's	10. 207	291	+41%

## TOP 11-20 BRANDS

		J-J'21	J-J'22	
	Regency	11. 285	287	+1%
	Nescafe 3in1	12. 320	281	-21%
	OK Herbal	13. 169	276	+63%
	Foremost	14. 108	239	+121%
	Toyota	15. 242	236	-2%
	Pepsi	16. 241	234	-3%
	Samsung Mobile	17. 277	213	-23%
	Sunsilk	18. 160	200	+25%
	Wall's	19. 81	200	+146%
	Cars 24	20. 0	196	+196193900%

Under slow ADEX growth at category level, however majority of brand leaders aggressively increased ad investment



# Launch of new brands & new variants also contributed to Adex growth

## New Entry

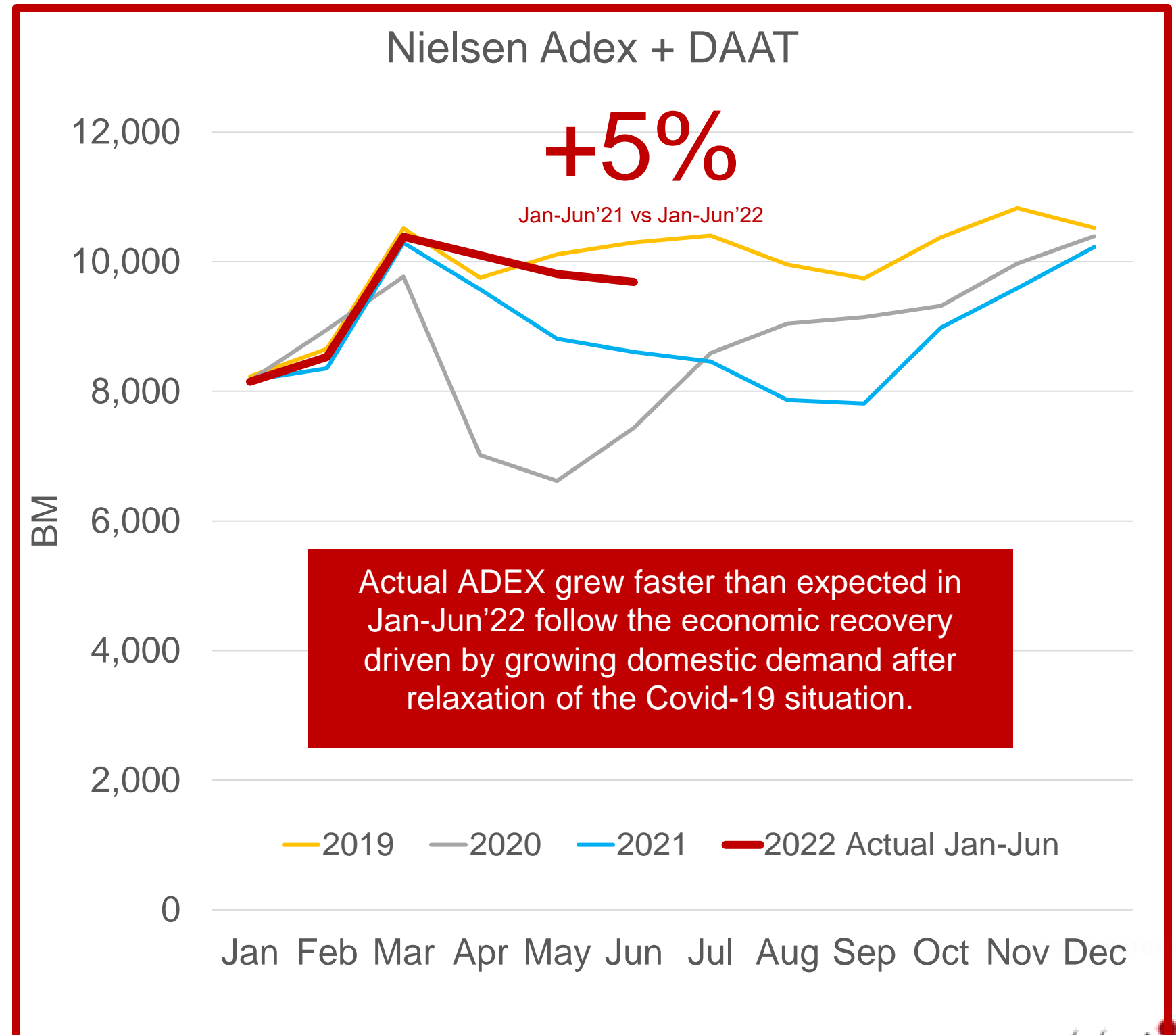
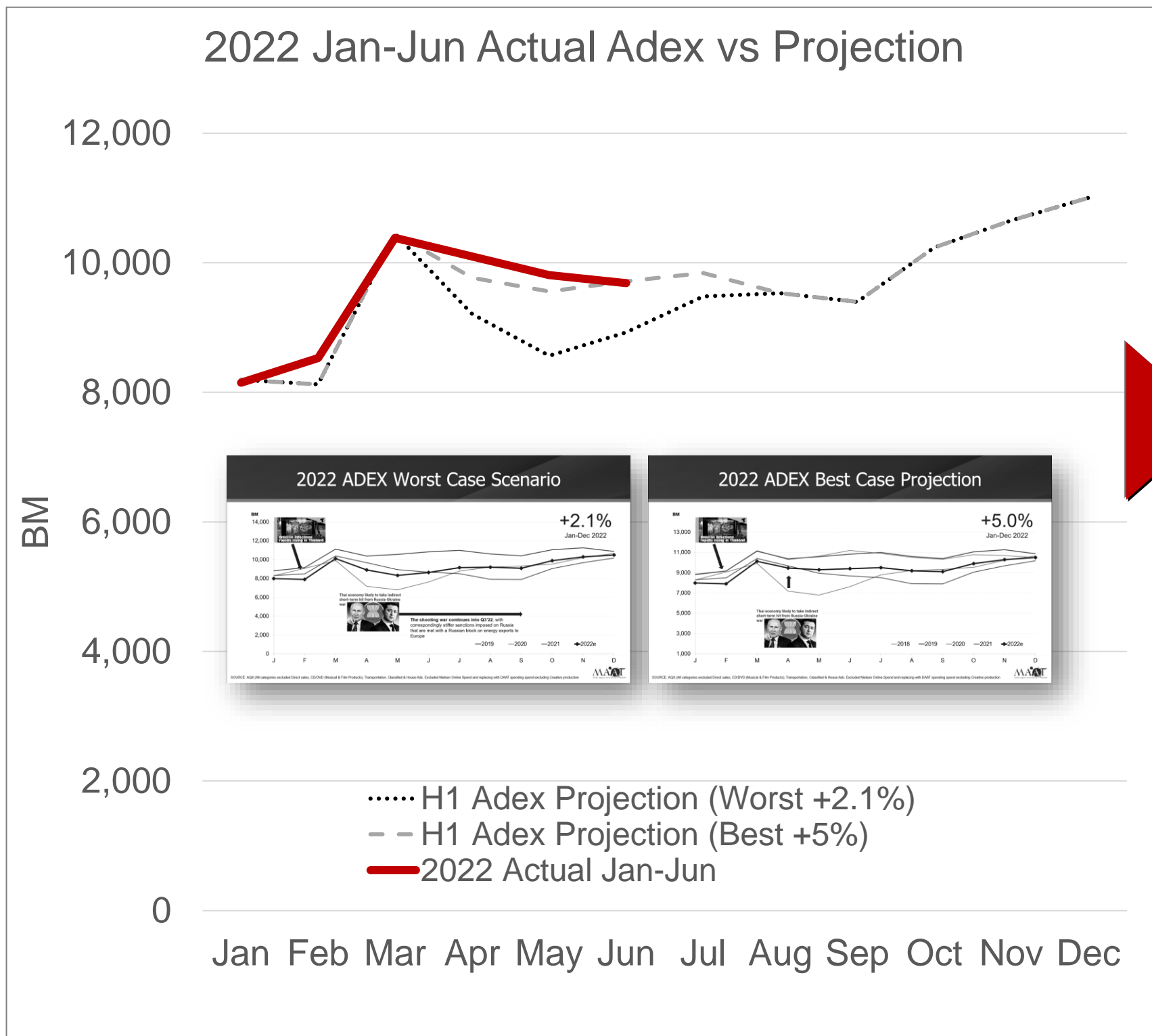


## New variants



Majority of new brands and new variants launched with TV heavy campaigns

# Adex growth driven by economic recovery & growing online and OOH consumption



# High Adex growth across Digital & OOH media

Advertising Spend by medium (Nielsen&DAAT)	2020		2021		%	2021 Jan-Jun		2022 Jan-Jun		%
	Bt. M.	%	Bt. M.	%		Bt. M.	%	Bt. M.	%	
TV	61,318	57%	63,112	58%	3%	31,647	59%	30,607	54%	-3%
Radio	3,539	3%	3,421	3%	-3%	1,688	3%	1,588	3%	-6%
Newspapers	4,516	4%	3,537	3%	-22%	1,341	2%	1,232	2%	-8%
Magazines	803	0.8%	694	0.6%	-14%	333	0.6%	304	0.5%	-9%
Cinema	4,198	4%	3,398	3%	-19%	1,958	4%	3,739	7%	91%
Outdoor	5,842	5%	6,042	6%	3%	3,363	6%	3,724	7%	11%
Transit	4,726	4%	3,594	3%	-24%	2,012	4%	2,800	5%	39%
In-Store	650	0.6%	672	0.6%	3%	366	0.7%	450	0.8%	23%
Online (DAAT)	21,059	20%	24,766	23%	18%	11,094	21%	12,212	22%	10%
Total	106,651	100%	109,236	100%	2%	53,802	100%	56,655	100%	5%

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.  
Excluded Nielsen Online Spend and replacing with DAAT spending spend excluding Creative production

- **ONLINE** Ad spend rebounded as the acceleration in digital adoption and ecommerce continue.
- **CINEMA** 98% of ad Spend reported increase from existing list of movie theatres both in Bkk (+60%) and UPC (+78%). There are 2% of ad spend reported from new added theatres in H1'22, mainly from UPC.
- **OUTDOOR** : ad spend increased in Bkk +12% and UPC +29%. Plan B +50%
- **TRANSIT** : majority of growth came from VGI +90% recorded under "NOT APPLICABLE" category could not be broken down in detail which is hardly explain the source of growth.

# 2022 Advertising Spending H2 Projection Update

# The recovery continue unevenly in K-shaped

**Key factors in 2H22:** Ukraine crisis would hurt demand and supply; China slowdown and high inflation remain headwinds; US rate hikes to see more visible impact



Major factors affecting Thai economy	2Q22	2H22
● Russia-Ukraine crisis (global slowdown led by EU, supply disruption, rising commodity prices)	Red	Red
● China lockdown (economic slowdown and supply disruption)	Red	Orange
● Surging inflation in 2Q and high inflation in 2H	Red	Red
● Interest rate hikes led by the US	Orange	Red
● Reopening effects in Thailand and ASEAN	Green	Green
● Domestic political uncertainty	Orange	Orange
● Domestic stimulus measures	Green	Green

Krungsri Research Forecast		2020	2021	2022F
GDP growth	YoY (%)	-6.2	1.5	2.8
Private Consumption Expenditure	YoY (%)	-1.0	0.3	3.0
Government Consumption Expenditure	YoY (%)	1.4	3.2	-0.5
Private Investment	YoY (%)	-8.2	3.3	3.3
Public Investment	YoY (%)	5.1	3.8	3.0
Nominal Exports in USD (f.o.b.)*	YoY (%)	-6.5	18.8	6.5
Nominal Imports in USD (f.o.b.)	YoY (%)	-13.8	23.4	10.5
Current Account Balance	USD, bn	20.3	-10.6	-5.1
Tourist Arrivals	Mn, persons	6.7	0.4	5.5
Headline Inflation	YoY (%)	-0.8	1.2	6.0
Policy Interest rate (end of period)	(%)	0.50	0.50	0.75
Dubai crude price - period average	USD/bbl	41.5	69.0	102.5

Source: Krungsri Research

Negative in

The recovery continue unevenly in K-shaped

est: +6.0% in 2022

berg, Krungsri Research

**คนละครึ่ง เฟส 5**  
**800 บาท/คน**  
 (ไม่เกิน 150 บาท/วัน)  
**1 ก.ย. - 31 ต.ค. 65 (2 เดือน)**  
 กลุ่มเป้าหมาย 26.5 ล้านคน

คนที่ยื่นขึ้นสิทธิ์: 19 ส.ค. 65  
 คนที่ปล่อยทะเบียน: 19 ส.ค. 65  
 \*ใช้สิทธิ์ครั้งแรก: 14 ก.ย. 65

2022 GDP

**Key factors in 2H22:** Ukraine crisis would hurt demand and supply; China slowdown and high inflation remain headwinds; US rate hikes to see more visible impact

**Major factors affecting Thai economy**

	2Q22	2H22
● Russia-Ukraine crisis (global slowdown led by EU, supply disruption, rising commodity prices)	Red	Red
● China lockdown (economic slowdown and supply disruption)	Red	Orange
● Surging inflation in 2Q and high inflation in 2H	Red	Red
● Interest rate hikes led by the US	Orange	Red
● Reopening effects in Thailand and ASEAN	Green	Green
● Domestic political uncertainty	Orange	Orange
● Domestic stimulus measures	Green	Green

**Wangari Research Forecast**

	2020	2021	2022F
GDP growth	-6.2	1.5	2.8
Private Consumption Expenditure	-1.0	0.3	3.0
Government Consumption Expenditure	1.4	3.2	-0.5
Private Investment	-8.2	3.3	3.3
Public Investment	5.1	3.8	3.0
Nominal Exports in USD (f.o.b.)*	-6.5	18.8	6.5
Nominal Imports in USD (f.o.b.)	-13.8	23.4	10.5
Current Account Balance	20.3	-10.6	-5.1
Tourist Arrivals	6.7	0.4	5.5
Headline Inflation	-0.8	1.2	6.0
Policy Interest rate (end of period)	0.50	0.50	0.75
Dubai crude price - period average	41.5	69.0	102.5

The recovery continue unevenly in K-shaped

mid the upside and downside risks

mid the upside and downside risks

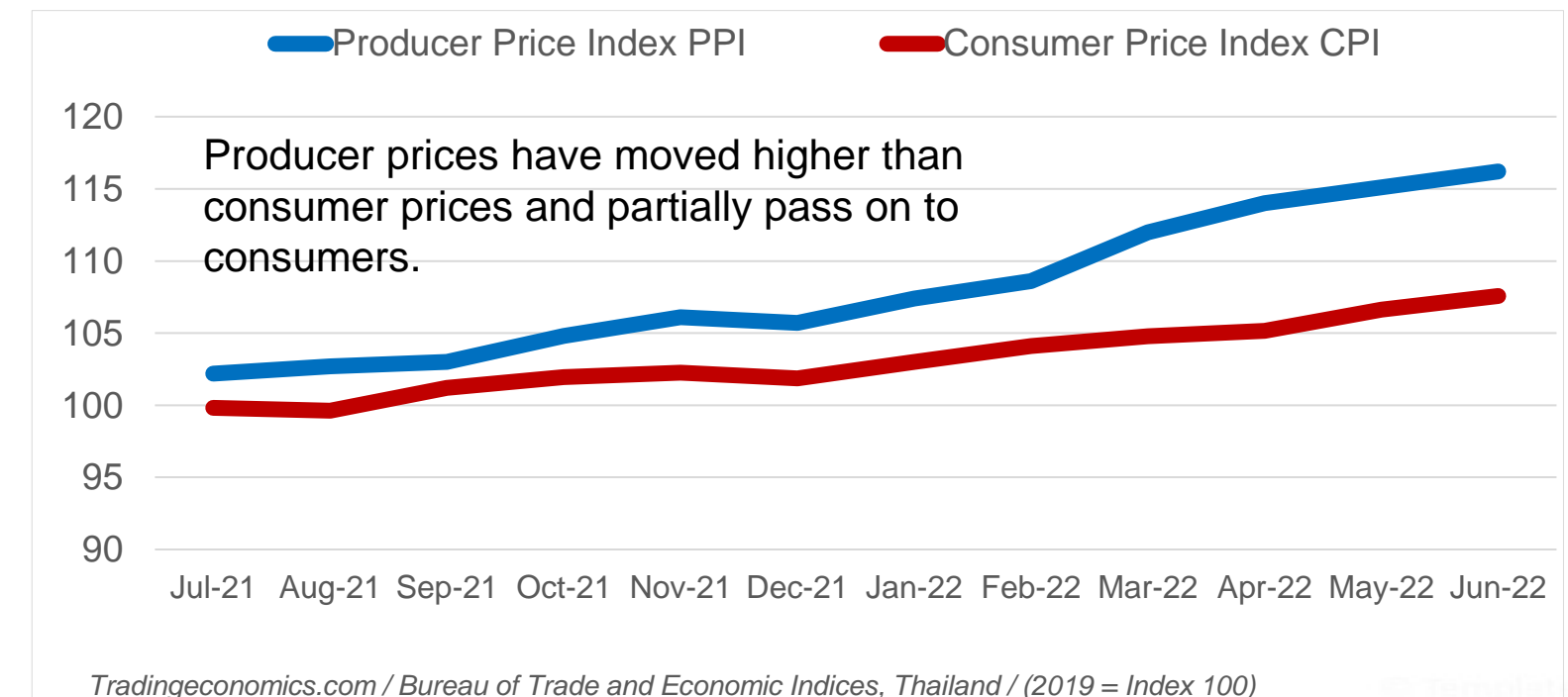
# The recovery continue unevenly in K-shaped

## POSITIVE FACTORS

- The softening Baht currently in short-term will be drive growth in export value. Growth expect to be continued in **AGRICULTURE** and **FOODS**.
- The higher inflation and decreased consumer's purchasing power. Potential growth categories are **LOAN, LEASING** and **USED CAR/HOUSE MARKETPLACE**.
- Rising global awareness of Green energy and zero carbon will drive growth in **ALTERNATIVE ENERGY, EV CAR, CSR** campaigns.
- Health-conscious trend continue, **HEALTH AND MEDICAL SERVICES** expect to grow from both domestic and in-bound demand.
- Business and mobility rate resume close to normal. **RETAIL, ENTERTAINMENT, EVENT FAIRS** and exhibition continue to recover.
- In-bound and domestic **TOURISM AND HOSPITALITY** will continue to grow. "Thai Tiew Thai Phase 4" will also stimulate short-term domestic consumption.
- Digital disruption related categories will continue to grow such as **E-COMMERCE, SUPER APPLICATION, OTT, FINANCIAL APPLICATION**.

## NEGATIVE FACTORS

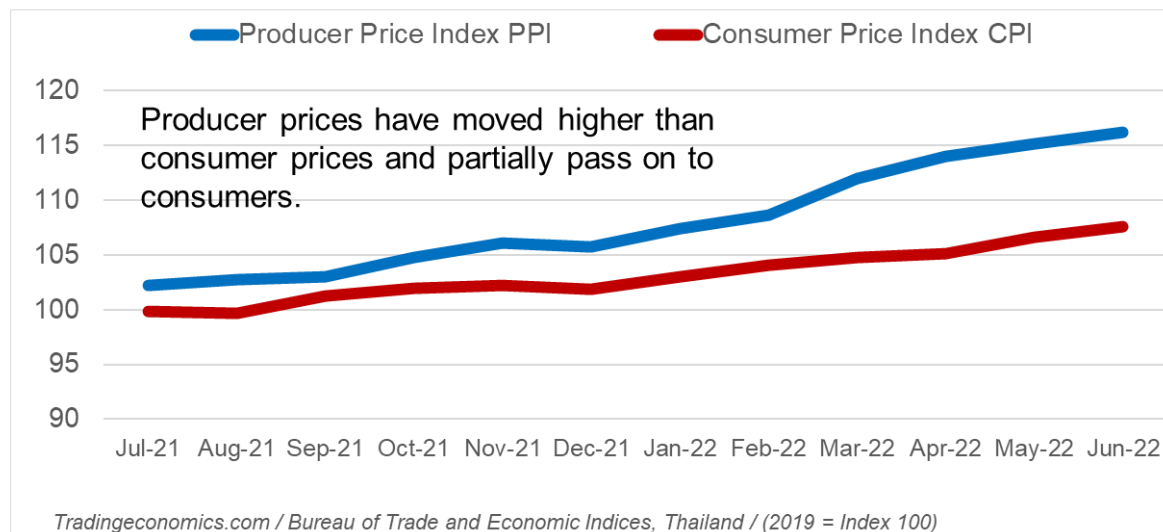
- **INFLATION** rate and production costs continue to rise.
- **HOUSEHOLD DEBT** now exceeds 90% of Thai gross domestic product (GDP).
- Weakening consumer purchasing power, household will have to reduce their consumption to pay off their debts, which will slow economic growth.
- The rising cost of production may impact some advertisers to lower down or postpone the spend to assess the situation



# If inflation continue to rise higher in H2

## NEGATIVE FACTORS

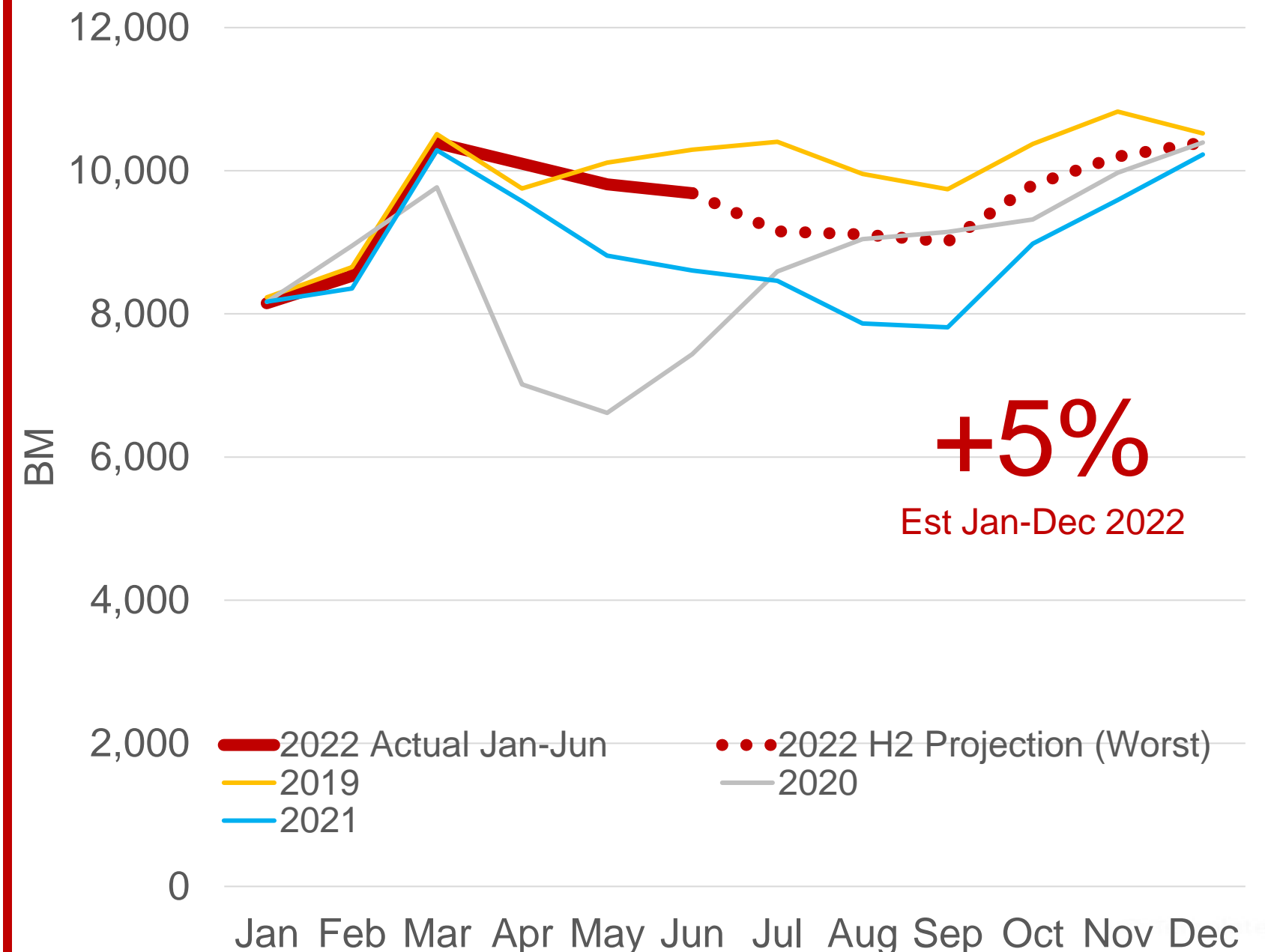
- **INFLATION** rate and production costs continue to rise.
- **HOUSEHOLD DEBT** now exceeds 90% of Thai gross domestic product (GDP).
- Weakening consumer purchasing power, household will have to reduce their consumption to pay off their debts, which will slow economic growth.
- The rising cost of production may impact some advertisers to lower down or postpone the spend to assess the situation



## WORST Scenario

Among the potential opportunities in H2 2022,  
**WHAT-IF inflation** and costs of production  
 continue to **rise higher?**

## 2022 ADEX H2 Projection (WORST Scenario)



# If the recovery continue in wider categories

## POSITIVE FACTORS

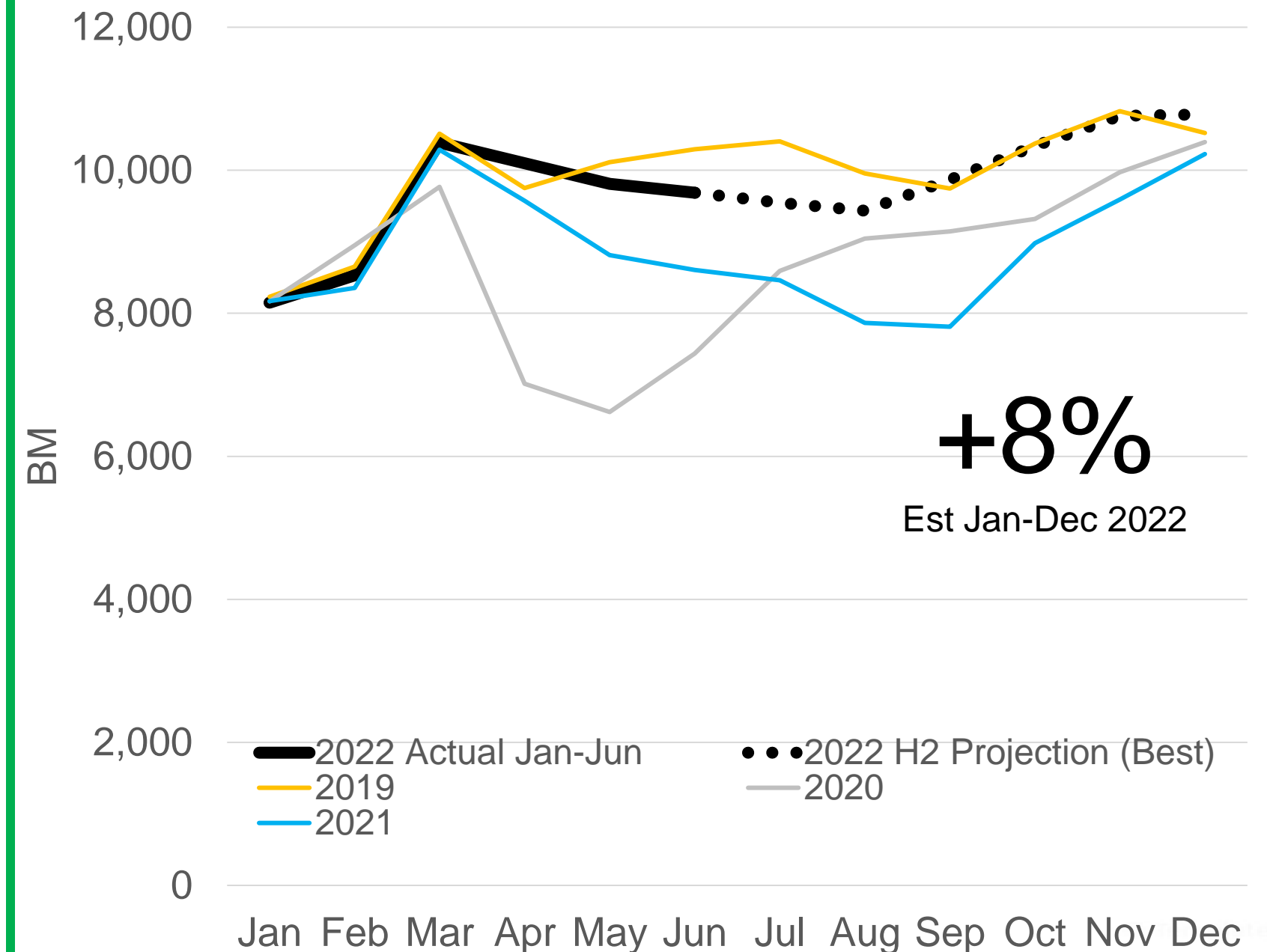
- The softening Baht currently in short-term will be drive growth in export value. Growth expect to be continued in **AGRICULTURE** and **FOODS**.
- The higher inflation and decreased consumer's purchasing power. Potential growth categories are **LOAN, LEASING** and **USED CAR/HOUSE MARKETPLACE**.
- Rising global awareness of Green energy and zero carbon will drive growth in **ALTERNATIVE ENERGY, EV CAR, CSR** campaigns.
- Health-conscious trend continue, **HEALTH AND MEDICAL SERVICES** expect to grow from both domestic and in-bound demand.
- Business and mobility rate resume close to normal. **RETAIL, ENTERTAINMENT, EVENT FAIRS** and exhibition continue to recover.
- In-bound and domestic **TOURISM AND HOSPITALITY** will continue to grow. "Thai Tiew Thai Phase 4" will also stimulate short-term domestic consumption.
- Digital disruption related categories will continue to grow such as **E-COMMERCE, SUPER APPLICATION, OTT, FINANCIAL APPLICATION**.

## BEST Scenario

Among the potential opportunities in H2 2022,  
**WHAT-IF** the inflation drop and the recovery  
 continue in **wider categories**



## 2022 ADEX H2 Projection (BEST Scenario)



**+8%**

Est Jan-Dec 2022

— 2022 Actual Jan-Jun      ••• 2022 H2 Projection (Best)  
 — 2019      — 2020  
 — 2021



# 2022 FY PROJECTION BY MEDIUM : SCENARIO +5%

Advertising Spend by medium (Nielsen&DAAT)	2020		2021		%	2021 Jan-Jun		2022 Jan-Jun		%
	Bt. M.	%	Bt. M.	%		Bt. M.	%	Bt. M.	%	
TV	61,318	57%	63,112	58%	3%	31,647	59%	30,607	54%	-3%
Radio	3,539	3%	3,421	3%	-3%	1,688	3%	1,588	3%	-6%
Newspapers	4,516	4%	3,537	3%	-22%	1,341	2%	1,232	2%	-8%
Magazines	803	0.8%	694	0.6%	-14%	333	0.6%	304	0.5%	-9%
Cinema	4,198	4%	3,398	3%	-19%	1,958	4%	3,739	7%	91%
Outdoor	5,842	5%	6,042	6%	3%	3,363	6%	3,724	7%	11%
Transit	4,726	4%	3,594	3%	-24%	2,012	4%	2,800	5%	39%
In-Store	650	0.6%	672	0.6%	3%	366	0.7%	450	0.8%	23%
Online (DAAT)	21,059	20%	24,766	23%	18%	11,094	21%	12,212	22%	10%
<b>Total</b>	<b>106,651</b>	<b>100%</b>	<b>109,236</b>	<b>100%</b>	<b>2%</b>	<b>53,802</b>	<b>100%</b>	<b>56,655</b>	<b>100%</b>	<b>5%</b>

2022 Full Year Projection

2022 Jan-Dec		%
Bt. M.	%	
62,000	54%	-2%
3,000	3%	-12%
2,500	2%	-29%
500	0.4%	-28%
5,500	5%	62%
7,000	6%	16%
5,000	4%	39%
1,000	0.9%	49%
28,000	24%	13%
<b>114,500</b>	<b>100%</b>	<b>5%</b>



**2H22: HOLLYWOOD/LOCAL - MOVIE LINE UP**

HOLLYWOOD	THAI MOVIES
Avatar 2: The Way of Water	Ungkarakong 6
Black Panther: Wakanda Forever	Minions
Thor: Love and Thunder	Bullet Train
Black Adam	Paranormal Activity: The Other Side
Shazam! Fury of the Gods	DC League of Super-Pets
Avatar 1 (Re-released)	Minions: The Rise of Gru
Bullet Train	Puss in Boots: The Last Wish
The Woman King	
Babylon	
Samaritan	
Mummies	
Halloween Ends	
Paranormal Activity: The Other Side	
DC League of Super-Pets	
Minions: The Rise of Gru	
Puss in Boots: The Last Wish	

36 additional screens in year 2022 in expansion plan

All 12+ NA	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
TV	92.4	91.0	89.1	88.0	86.4
Radio	5.6	5.7	4.5	4.7	5.0
Newspaper All	1.0	0.9	0.7	0.6	0.5
Magazine All	0.2	0.1	0.1	0.1	0.1
Cinema	0.2	0.3	0.2	0.2	0.3
Outdoor	59.2	60.8	62.2	60.5	55.2
Transit	18.8	18.9	17.8	17.7	17.9
In-store	13.3	14.4	13.4	14.9	17.4
Online	77.2	79.3	81.7	83.9	85.0

Source : NMR Media Consumption

- **Online media consumption continue to accelerate**
- **Positive trend across Out-of-home media** : Business re-opening driving higher mobility rate and daily commuters on public transportation.



SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified & House Ads. Excluded Nielsen Online Spend and replacing with DAAT spending spend excluding Creative production)

# 2022 FY PROJECTION BY MEDIUM : SCENARIO +8%

Advertising Spend by medium (Nielsen&DAAT)	2020		2021		%	2021 Jan-Jun		2022 Jan-Jun		%
	Bt. M.	%	Bt. M.	%		Bt. M.	%	Bt. M.	%	
✓ TV	61,318	57%	63,112	58%	3%	31,647	59%	30,607	54%	-3%
Radio	3,539	3%	3,421	3%	-3%	1,688	3%	1,588	3%	-6%
Newspapers	4,516	4%	3,537	3%	-22%	1,341	2%	1,232	2%	-8%
Magazines	803	0.8%	694	0.6%	-14%	333	0.6%	304	0.5%	-9%
✓ Cinema	4,198	4%	3,398	3%	-19%	1,958	4%	3,739	7%	91%
Outdoor	5,842	5%	6,042	6%	3%	3,363	6%	3,724	7%	11%
✓ Transit	4,726	4%	3,594	3%	-24%	2,012	4%	2,800	5%	39%
✓ In-Store	650	0.6%	672	0.6%	3%	366	0.7%	450	0.8%	23%
✓ Online (DAAT)	21,059	20%	24,766	23%	18%	11,094	21%	12,212	22%	10%
Total	106,651	100%	109,236	100%	2%	53,802	100%	56,655	100%	5%

2022 Full Year Projection

2022 Jan-Dec		%
Bt. M.	%	
✓ 63,500	55%	1%
3,000	3%	-12%
2,500	2%	-29%
500	0.4%	-28%
✓ 5,800	5%	71%
7,000	6%	16%
✓ 5,500	5%	53%
✓ 1,200	1.0%	79%
✓ 29,000	25%	17%
118,000	100%	8%



**2H22: HOLLYWOOD/LOCAL - MOVIE LINE UP**

HOLLYWOOD	THAI MOVIES
Avatar 2: The Way of Water	Ungkarakong 6
Black Panther: Wakanda Forever	Minions
Thor: Love and Thunder	Bullet Train
Black Adam	The Woman King
Shazam! Fury of the Gods	Babylon
Avatar 1 (Re-released)	Samaritan
Bullet Train	Mummies
The Woman King	Halloween Ends
Babylon	Paranormal Activity: The Other Side
Samaritan	DC League of Super-Pets
Mummies	Minions: The Rise of Gru
Halloween Ends	Puss in Boots: The Last Wish
Paranormal Activity: The Other Side	
DC League of Super-Pets	
Minions: The Rise of Gru	
Puss in Boots: The Last Wish	

36 additional screens in year 2022 in expansion plan

All 12+ NA	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
TV	92.4	91.0	89.1	88.0	86.4
Radio	5.6	5.7	4.5	4.7	5.0
Newspaper All	1.0	0.9	0.7	0.6	0.5
Magazine All	0.2	0.1	0.1	0.1	0.1
Cinema	0.2	0.3	0.2	0.2	0.3
Outdoor	59.2	60.8	62.2	60.5	55.2
Transit	18.8	18.9	17.8	17.7	17.9
In-store	13.3	14.4	13.4	14.9	17.4
Online	77.2	79.3	81.7	83.9	85.0

Source : NMR Media Consumption

- Online media consumption continue to accelerate
- Positive trend across Out-of-home media
- TV campaign from new market entry brand and nationwide festive campaign in Q4



SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified & House Ads. Excluded Nielsen Online Spend and replacing with DAAT spending spend excluding Creative production)

# A more likely scene of Media Landscape

# Media Mix Investigation

- Achieving 100% accuracy of Ad expenditure is literally impossible. The difference between actual and monitored varied from brand to brand depending on media mix, brand size, negotiation power and relationship with media owners.
- MAAT tries to establish how accurate the published figures are via **three methods**
  1. Comparing Nielsen monitored Adex with Ad Revenue reported in **Annual report** of media owners and **Financial Statement acquired through the Department of Business Development (DBD)** (กรมพัฒนาธุรกิจการค้า กระทรวงพาณิชย์). This method is applied for TV, Outdoor, Transit, In-store and Cinema Adex validation.
  2. Comparing Nielsen's reported media **Rate Card** with media **Agency Rate With %Discount**. This method is applied for Newspaper, Magazine and Radio Adex validation.
  3. Replacing Nielsen's Online monitored Adex with an **Online Ad Revenue Of Foreign Online Platform Provider** reported from **The Revenue Department** (กรมสรรพากร) and **DAAT Online Ad report**
- MAAT tried to cover as much media owners as possible but cannot cover 100% because our members do not buy from all. Roughly overall 60% is covered to represent majority. After that MAAT calculated the percentage difference between Nielsen from Actual Financial reports then the %different are translated into "% Discount Rate". Industry could apply it on Nielsen Monitored Adex figures to see the real picture of media spending landscape.

# 1) Nielsen Adex report vs Financial Revenue

TV <i>Media (Jan-Dec 2021, Bt m)</i>	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
<b>TV Total Vendors</b>	<b>23,887</b>	<b>63,661</b>	-
CHANNEL 3*	4,834	15,591	69%
MONO29*	1,479	10,629	86%
ONE*	3,000	8,834	66%
CHANNEL 7**	8,078	8,189	1%
WORKPOINT*	2,075	4,993	58%
THAIRATH TV**	1,848	2,640	30%
CH 8*	755	2,269	67%
CHANNEL 9*	475	1,559	70%
AMARIN TV*	1,342	1,510	11%
Others		7,447	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>23,887</b>	<b>56,213</b> <i>88%</i>	<b>58%</b>

\*Media Vendor's Financial Report

\*\*Total Revenue from DBD (Department of business development)

Outdoor <i>Media (Jan-Dec 2021, Bt m)</i>	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
<b>Outdoor Total Vendors</b>	<b>2,738</b>	<b>6,090</b>	-
PLAN B*	2,638	4,858	46%
VGI*	100	264	62%
BMN**		3	100%
Others		964	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>2,738</b>	<b>5,125</b> <i>84%</i>	<b>47%</b>

Transit	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
<b>Transit Total Vendors</b>	<b>2,083</b>	<b>3,617</b>	-
PLAN B*	274	245	-12%
VGI*	1,480	1,846	20%
BMN**	329	942	65%
Others		583	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>2,083</b>	<b>3,033</b> <i>84%</i>	<b>31%</b>

In-Store <i>Media (Jan-Dec 2021, Bt m)</i>	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
<b>In-Store Total Vendors</b>	<b>375</b>	<b>665</b>	-
PLAN B*	375	458	18%
Others		207	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>375</b>	<b>458</b> <i>69%</i>	<b>18%</b>

Cinema	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
<b>Cinema Total Vendors</b>	<b>190</b>	<b>3,555</b>	-
MAJOR*	190	2,408	92%
Others		1,155	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>190</b>	<b>2,401</b> <i>68%</i>	<b>92%</b>

Industry could apply “%Discount or %Deduction rate” on Nielsen Monitored Adex figures to see the real picture of media spending landscape.

# 2) Nielsen rate card vs Agency discount rate

Radio <i>Media (Jan-Dec 2021, Bt m)</i>	Adex With Agency Rate	Nielsen Adex	%Deduction from Nielsen Adex*
<b>Radio Total Vendors</b>	<b>2,596</b>	<b>3,266</b>	-
FM.93.0 (SOR TOR ROR)	219	299	27%
FM.94.5 (JOR SOR)	213	295	28%
FM.106.5 (1 POR NOR)	113	253	55%
FM.90.0 (POL 1)	81	168	52%
FM.94.0 (TOR TOR BOR)	93	144	36%
FM.97.0 (SOR VOR TOR)	84	138	39%
FM.100.0 (JOR SOR)	91	136	33%
FM.105.5 (OR SOR MOR TOR(TV3))	68	131	48%
FM.90.5 (VOR POR TOR)	99	116	14%
FM.95.0 (TOR TOR TOR)	81	111	28%
FM.103.5 (TOR TOR BOR (TV7))	88	109	20%
Others	1,366	1,366	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>1,230</b>	<b>1,900</b> 58%	<b>35%</b>

\*%Deduction from Nielsen Adex = an agency discount rate against Nielsen Adex Rate Card per commercial spot buy

Newspaper <i>Media (Jan-Dec 2021, Bt m)</i>	Adex With Agency Rate	Nielsen Adex	%Deduction from Nielsen Adex*
<b>Newspaper Total Vendors</b>	<b>1,824</b>	<b>3,560</b>	-
STAR'S SOCCER DAILY	268	383	30%
KRUNGTHEP TURAKIJ	295	348	15%
BANGKOK POST	249	311	20%
SIAM KEE-LA	189	271	30%
SPORT POOL	189	270	30%
NAEW NAH	174	249	30%
THAI RATH	187	234	20%
MA-TI-CHON DAILY	140	224	38%
DAILY NEWS	132	174	24%
Others		1,097	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>1,824,306</b>	<b>2,463</b> 69%	<b>26%</b>

\*%Deduction from Nielsen Adex = an agency discount rate against Nielsen Adex Rate Card of the same ad space e.g. 12Col x 10" and 12Col x 20".  
Sport Pool and Star's Soccer Daily were compared at 8Col x 14" and 8Col x 7"

Magazine <i>Media (Jan-Dec 2021, Bt m)</i>	Adex With Agency Rate	Nielsen Adex	%Deduction from Nielsen Adex*
<b>Magazine Total Vendors</b>	<b>645</b>	<b>708</b>	-
MA-TI-CHON SUD SUBDHA	38	48	20%
VOGUE (THAILAND)	40	48	15%
ELLE	36	42	15%
L'OFFICIEL(THAILAND)	33	39	15%
HARPER'S BAZAAR	25	29	15%
KARN-NGERN THANAKARN	22	28	20%
CHEE VA JIT	20	25	20%
BAHN LAE SUAN	19	24	20%
WHAT HI-FI	19	23	15%
FORBES THAILAND	19	22	15%
L'OFFICIEL HOMMES	18	21	15%
PRAEW (MONTHLY)	17	21	20%
Others	338	338	
<b>Total Checked Vendors</b> <i>% from total vendors</i>	<b>307</b>	<b>370</b> 52%	<b>17%</b>

\*%Deduction from Nielsen Adex = an agency discount rate against Nielsen Adex Rate Card of the same ad position e.g. Inside Full Page, Inside Back Cover and Back Cover page

Industry could apply “%Discount or %Deduction rate” on Nielsen Monitored Adex figures to see the real picture of media spending landscape.

# 3) Apply Online Ad Revenue of Foreign Online Platform from The Revenue Dept.



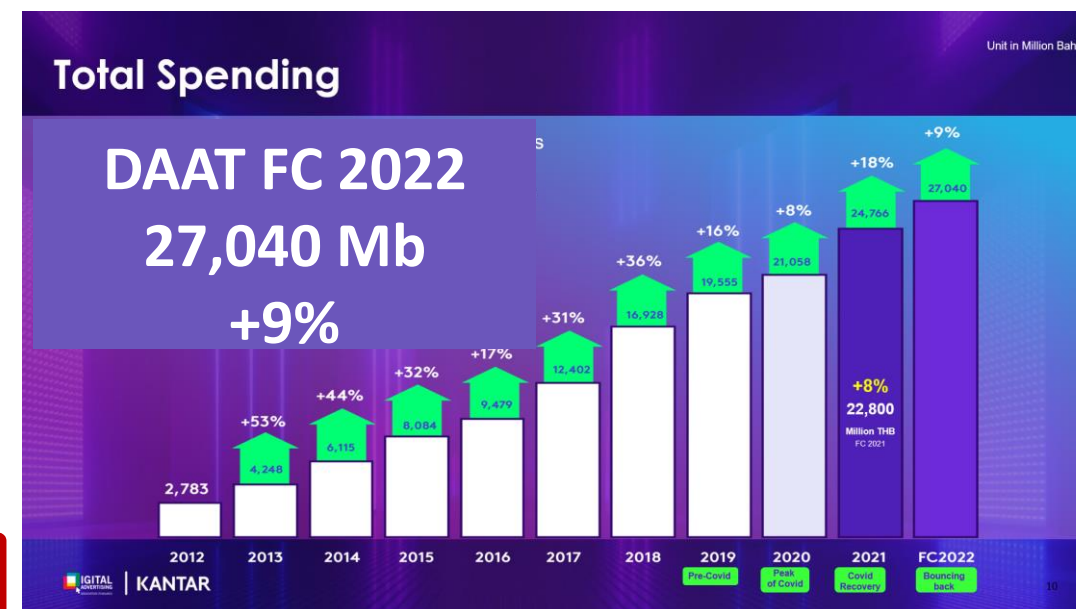
## NIELSEN

## DAAT



## REVENUE OF FOREIGN ELECTRONIC SERVICE IN THAILAND

Advertising Spend by medium (Nielsen&DAAT)	2021 Bt. M.	2021 Jan-Jun Bt. M.	2022 Jan-Jun Bt. M.
TV	63,112	28,802	28,745
Radio	3,421	1,536	1,491
Newspapers	3,537	1,221	1,157
Magazines	694	303	285
Cinema	3,398	1,782	3,511
Outdoor	6,042	3,061	3,497
Transit	3,594	1,831	2,630
In-Store	672	333	422
Online (Nielsen)	7,996	4,307	4,055



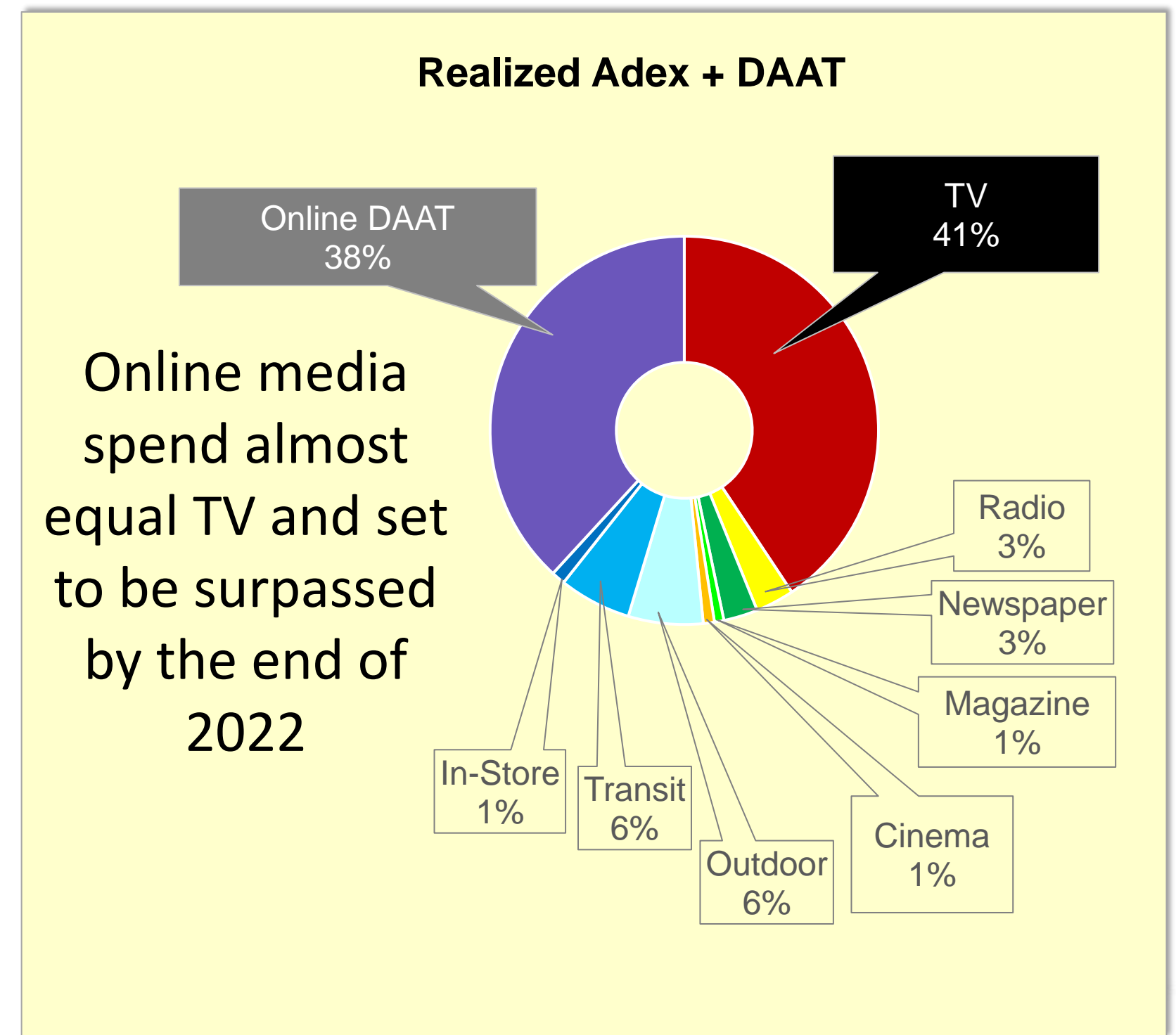
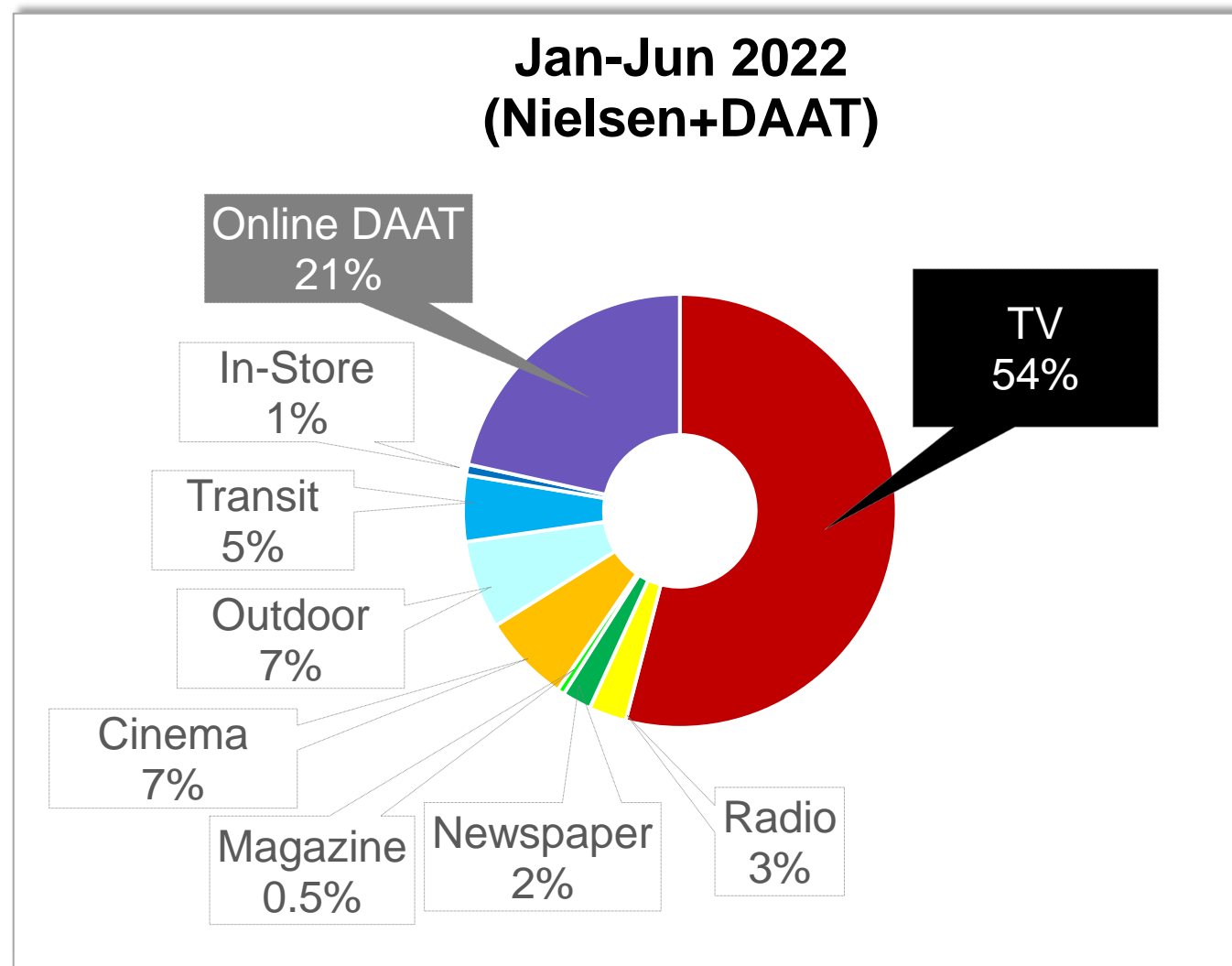
Type of platform	Total Electronic service Value (Mb) Oct'21-Mar'22	Estimated Value 12 months
Online advertising services บริการโฆษณาออนไลน์	38,422	76,843
E-commerce บริการขายสินค้าออนไลน์	15,904	
Subscription online music, films, and games บริการสมาชิก เพลง หนังสือ เกมส์ ฯลฯ	5,719	
Intermediary platform services e.g, transport services (Peer to Peer) บริการแพลตฟอร์มที่เป็นตัวกลาง	529	
Hotel/Travel e-booking บริการแพลตฟอร์มจองที่พัก ตัวเดินทาง ฯลฯ	302	
<b>Total</b>	<b>60,875</b>	

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.)

SOURCE: DAAT Online Ad Spending 2022

Source : <https://eservice.rd.go.th> (As of 25 April 2022)

# Changing media outlook with a realistic Adex + DAAT

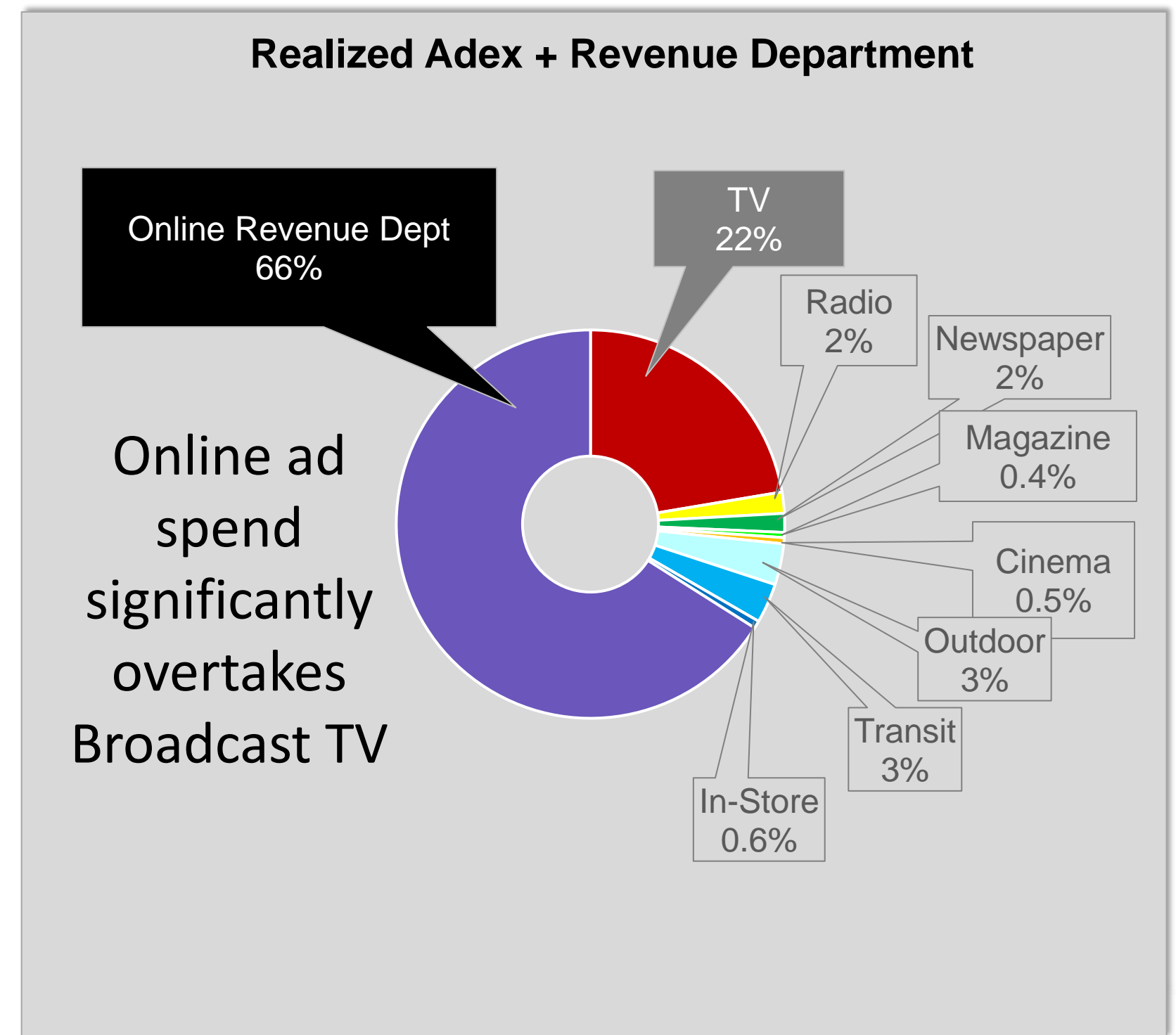
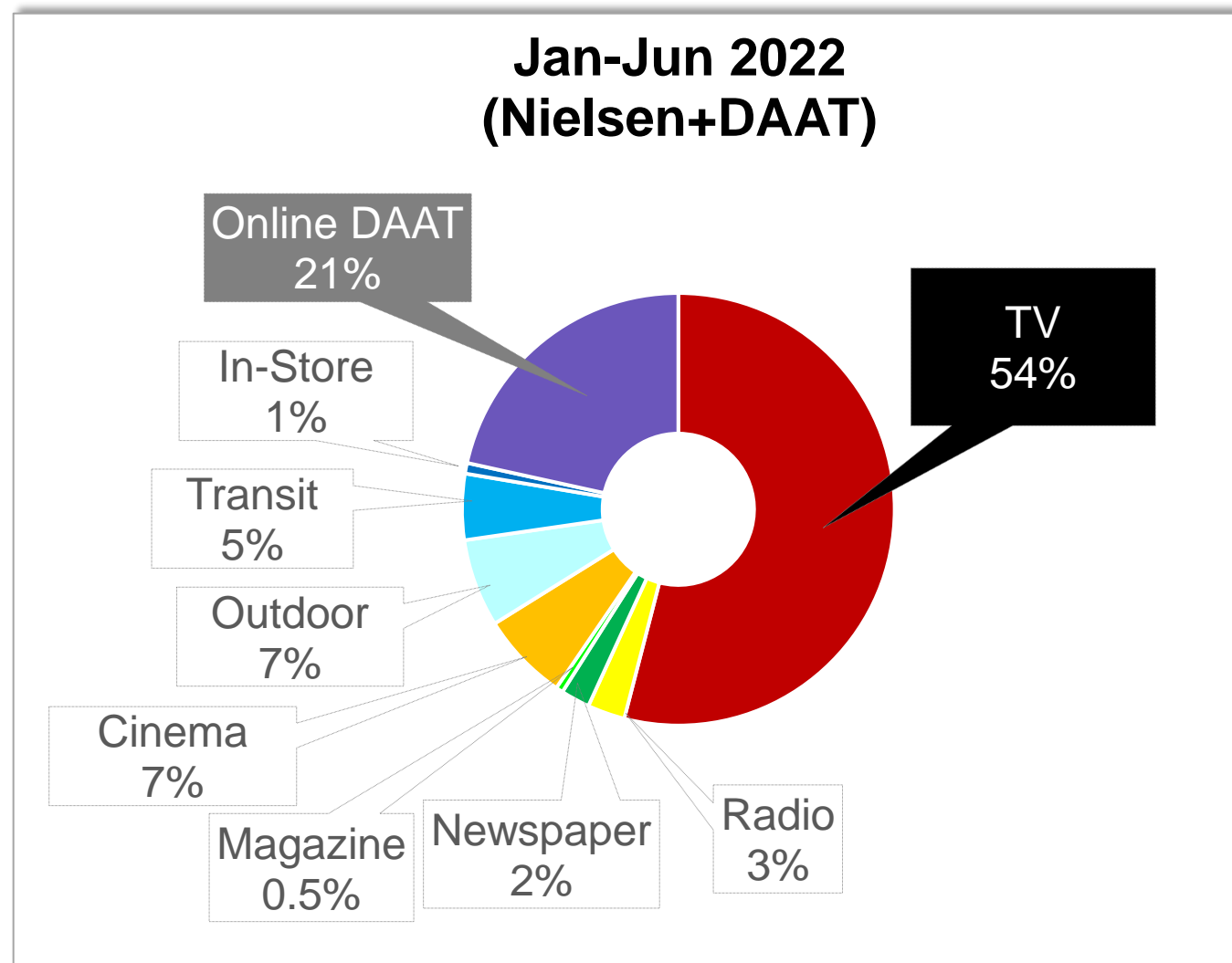


1) Nielsen Adex report vs Financial Revenue				2) Nielsen rate card vs Agency discount rate				3) Apply Online Ad Revenue of Foreign Online Platform from The Revenue Dept.					
<b>TV</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>Radio</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>DAAT</b>	Revenue	Revenue	Revenue	Revenue	Revenue
TV Total Revenue	15,875,107	15,875,107	100%	Radio Total Revenue	1,000,000	1,000,000	100%	DAAT Total Revenue	12,212 Mb	12,212 Mb	100%	Foreign Online Revenue	38,422 Mb
TV Adex	15,875,107	15,875,107	100%	Radio Adex	1,000,000	1,000,000	100%	DAAT Adex	12,212 Mb	12,212 Mb	100%	Foreign Online Adex	38,422 Mb
TV Adex vs Revenue	100%	100%	100%	Radio Adex vs Revenue	100%	100%	100%	DAAT Adex vs Revenue	100%	100%	100%	Foreign Online Adex vs Revenue	100%
<b>Outdoor</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>Newspaper</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>NIelsen</b>	Revenue	Revenue	Revenue	Revenue	Revenue
Outdoor Total Revenue	1,000,000	1,000,000	100%	Newspaper Total Revenue	1,000,000	1,000,000	100%	NIelsen Total Revenue	4,055 Mb	4,055 Mb	100%	Foreign Online Revenue	38,422 Mb
Outdoor Adex	1,000,000	1,000,000	100%	Newspaper Adex	1,000,000	1,000,000	100%	NIelsen Adex	4,055 Mb	4,055 Mb	100%	Foreign Online Adex	38,422 Mb
Outdoor Adex vs Revenue	100%	100%	100%	Newspaper Adex vs Revenue	100%	100%	100%	NIelsen Adex vs Revenue	100%	100%	100%	Foreign Online Adex vs Revenue	100%
<b>In-Store</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>Magazine</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>DAAT</b>	Revenue	Revenue	Revenue	Revenue	Revenue
In-Store Total Revenue	1,000,000	1,000,000	100%	Magazine Total Revenue	1,000,000	1,000,000	100%	DAAT Total Revenue	12,212 Mb	12,212 Mb	100%	Foreign Online Revenue	38,422 Mb
In-Store Adex	1,000,000	1,000,000	100%	Magazine Adex	1,000,000	1,000,000	100%	DAAT Adex	12,212 Mb	12,212 Mb	100%	Foreign Online Adex	38,422 Mb
In-Store Adex vs Revenue	100%	100%	100%	Magazine Adex vs Revenue	100%	100%	100%	DAAT Adex vs Revenue	100%	100%	100%	Foreign Online Adex vs Revenue	100%
<b>Transit</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>Cinema</b>	Financial Ad Revenue	Media Adex	Discount Rate	<b>NIelsen</b>	Revenue	Revenue	Revenue	Revenue	Revenue
Transit Total Revenue	1,000,000	1,000,000	100%	Cinema Total Revenue	1,000,000	1,000,000	100%	NIelsen Total Revenue	4,055 Mb	4,055 Mb	100%	Foreign Online Revenue	38,422 Mb
Transit Adex	1,000,000	1,000,000	100%	Cinema Adex	1,000,000	1,000,000	100%	NIelsen Adex	4,055 Mb	4,055 Mb	100%	Foreign Online Adex	38,422 Mb
Transit Adex vs Revenue	100%	100%	100%	Cinema Adex vs Revenue	100%	100%	100%	NIelsen Adex vs Revenue	100%	100%	100%	Foreign Online Adex vs Revenue	100%

\*“% Discount Rate” industry applied on Nielsen Monitored Adex figures. MAAT tries to establish how accurate the published figures are via three methodologies. 1) Validate Nielsen Adex with Media Vendor’s Financial Report or Total Revenue from DBD (Department of business development) 2) Compare Agency discounted media rate against Nielsen Adex Rate Card 3) Apply Online ad revenue of foreign online media platform from The Revenue Department



# Changing media outlook with a realistic Adex + Revenue Department



1) Nielsen Adex report vs Financial Revenue	2) Nielsen rate card vs Agency discount rate	3) Apply Online Ad Revenue of Foreign Online Platform from The Revenue Dept.																																												
<table border="1"> <thead> <tr> <th>Category</th> <th>Adex</th> <th>Revenue</th> <th>Discount Rate</th> </tr> </thead> <tbody> <tr> <td>TV</td> <td>1,234,567</td> <td>12,345,678</td> <td>10%</td> </tr> <tr> <td>Outdoor</td> <td>123,456</td> <td>1,234,567</td> <td>10%</td> </tr> <tr> <td>In-Store</td> <td>12,345</td> <td>123,456</td> <td>10%</td> </tr> <tr> <td>Transit</td> <td>123,456</td> <td>1,234,567</td> <td>10%</td> </tr> <tr> <td>Cinema</td> <td>123,456</td> <td>1,234,567</td> <td>10%</td> </tr> </tbody> </table>	Category	Adex	Revenue	Discount Rate	TV	1,234,567	12,345,678	10%	Outdoor	123,456	1,234,567	10%	In-Store	12,345	123,456	10%	Transit	123,456	1,234,567	10%	Cinema	123,456	1,234,567	10%	<table border="1"> <thead> <tr> <th>Category</th> <th>Rate Card</th> <th>Agency Discount</th> </tr> </thead> <tbody> <tr> <td>Radio</td> <td>100,000</td> <td>90,000</td> </tr> <tr> <td>Newspaper</td> <td>200,000</td> <td>180,000</td> </tr> <tr> <td>Magazine</td> <td>50,000</td> <td>45,000</td> </tr> </tbody> </table>	Category	Rate Card	Agency Discount	Radio	100,000	90,000	Newspaper	200,000	180,000	Magazine	50,000	45,000	<table border="1"> <thead> <tr> <th>Platform</th> <th>Revenue</th> </tr> </thead> <tbody> <tr> <td>Nielsen</td> <td>4,055 Mb</td> </tr> <tr> <td>DAAT</td> <td>12,212 Mb</td> </tr> <tr> <td>Revenue Dept</td> <td>38,422 Mb</td> </tr> </tbody> </table>	Platform	Revenue	Nielsen	4,055 Mb	DAAT	12,212 Mb	Revenue Dept	38,422 Mb
Category	Adex	Revenue	Discount Rate																																											
TV	1,234,567	12,345,678	10%																																											
Outdoor	123,456	1,234,567	10%																																											
In-Store	12,345	123,456	10%																																											
Transit	123,456	1,234,567	10%																																											
Cinema	123,456	1,234,567	10%																																											
Category	Rate Card	Agency Discount																																												
Radio	100,000	90,000																																												
Newspaper	200,000	180,000																																												
Magazine	50,000	45,000																																												
Platform	Revenue																																													
Nielsen	4,055 Mb																																													
DAAT	12,212 Mb																																													
Revenue Dept	38,422 Mb																																													

\*“% Discount Rate” industry applied on Nielsen Monitored Adex figures. MAAT tries to establish how accurate the published figures are via three methodologies. 1) Validate Nielsen Adex with Media Vendor’s Financial Report or Total Revenue from DBD (Department of business development) 2) Compare Agency discounted media rate against Nielsen Adex Rate Card 3) Apply Online ad revenue of foreign online media platform from The Revenue Department

Q&A