

# **Nation Broadcasting Corporation PCL (Thailand): Market Research Report**

<https://marketpublishers.com/r/N6D394227A5EN.html>

Date: January 2015

Pages: 221

Price: US\$ 3,500.00 (Single User License)

ID: N6D394227A5EN

## **Abstracts**

This report presents quick facts about Nation Broadcasting Corporation PCL, which is principally involved in TV Advertising Media, Radio Advertising Media, and New Media Advertising Business. Illustrated with 220 tables, the report showcases the company's sales performance, key markets and market position as against its competitors operating in the industry.

## Contents

### 1. COMPANY SNIPPETS

### 2. SALES DATA

**Table 1.** Nation Broadcasting Corp., Pcl's Sales by Product Segment (2013-2014) in Percentage for TV Advertising Media, Radio Advertising Media and New Media Advertising

### 3. MARKET OVERVIEW

Advertising

**Table 2.** Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia, Europe, Latin America, United States and Others

**Table 3.** Advertising Market by Medium Worldwide (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Digital (Internet & Mobile), Directories, Local TV (ex. Cable), Magazines, National TV (ex. Cable), Newspapers, Outdoor and Radio

**Table 4.** Advertising Market by Segment Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, Socially-Enabled Advertising, and Others

**Table 5.** Global Marketing/Advertising Automation Market (2014) in US\$ Million

**Table 6.** Spending on Advertising by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, Latin America, North America, Western Europe, and Others

**Table 7.** Spending on Advertising by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for China, Germany, USA, and Others

**Table 8.** Spending on Advertising by Segment Worldwide (2014) – Percentage Breakdown by Value Sales for Online, and Others

**Table 9.** Spending on Advertising by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

**Table 10.** Advertising Market by Category in Australia (2014) - Percentage Share Breakdown by Value Sales for Cinema, Metro TV FTA, Online, Outdoor, Print (ex-directories), Print directories, Radio and Others (Includes Regional TV - FTA, and Subscription)

**Table 11.** Advertising Market by Channel in Australia (2014) - Percentage Share Breakdown by Value for Quokka, Radio, The West Australian (Including Magazines) and Others

**Table 12.** Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Magazines, Metropolitan TV, Newspapers, Online, Radio, Regional TV, Subscription TV, and Others

**Table 13.** Advertising Market in Australia (2014) in A\$ Million

**Table 14.** Advertising Market by Segment in Australia (2014) - Percentage Share Breakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

**Table 15.** Advertising Market by Category in Brazil (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 16.** Advertising Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Catalogue/Direct Mail, Community Newspapers, Conventional Television, Daily Newspapers, Internet, Magazines, Mobile, Out-of-Home, Radio, Specialty Television, Yellow Pages, and Miscellaneous

**Table 17.** Spending on Advertising by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

**Table 18.** Advertising Market by Category in China (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 19.** Advertising Market by Medium in China (2014) - Percentage Share Breakdown by Value for Broadcast, Internet (Non-Video), Magazines, Mobile, Newspapers, Online Videos and Television

**Table 20.** Advertising Market by Medium in France (2014) - Percentage Share Breakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and TV

**Table 21.** Advertisement Market in India (2014) in US\$ Million

**Table 22.** Advertising Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 23.** Advertising Market by Media in Japan (2014) - Percentage Share Breakdown by Value for Internet, Magazine, Newspaper, Radio, Television and Others

**Table 24.** Spending on Advertising by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Colombia, Mexico, and Others

**Table 25.** Spending on Advertising by Country in Middle East and Africa (2014) - Percentage Market Share Breakdown by Value Sales for Egypt, Kuwait, Pan Arab, Saudi Arabia, UAE, and Others

**Table 26.** Advertising Market by Segment in North America (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, and Others

**Table 27.** Spending on Advertising by Country in North America (2014) – Percentage Market Share Breakdown by Value Sales for Canada, and USA

**Table 28.** Advertising Market by Category in Russia (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 29.** Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV, Cinema, and Others

**Table 30.** Advertising Market by Channel in Russia (2014) - Percentage Share Breakdown by Volume Sales for Mail. ru (excl. OK), OK, Radio (Russia), TV (Channel 1), TV (CTC Media), TV (NTV), TV (Russia), TV (TNT), Vkontakte, Yandex, and Others

**Table 31.** Advertising Market by Segment in Russia (2014) - Percentage Share

Breakdown by Value Sales for Internet, TV, and Others

**Table 32.** Advertising Market in the US (2014) in US\$ Million

**Table 33.** Advertising Spending through Network TVs in the US (2014) - Percentage Share Breakdown by Value for CBS Corporation, Comcast Corporation, CW Television Network, Twenty-First Century Fox, Inc., and Walt Disney Company, The

**Table 34.** Advertising Revenue through Television by Type in the US (2014) - Percentage Share Breakdown by Value for Local Broadcast TV, Local Cable TV, National Cable TV, National Syndicati, National T Spanish Language, and Network Broadcast TV

Table 35: Spending on Advertising by Sector in the US (2014) - Percentage Breakdown by Value Sales for Traditional, and Digital

Table 36: Advertising through TV by Type in the UK (2014) - Percentage Market Share Breakdown by Value for Free-to-air TV and Multichannel TV

**Table 37.** Spending on Advertising by Country in Western Europe (2014) – Percentage Market Share Breakdown by Value Sales for France, Germany, Italy, Spain, Switzerland, UK, and Others

**Table 38.** Advertising Market by Country Worldwide (2014) - Percentage Breakdown for Argentina, Australia, Brazil, China, Colombia, Germany, Hong Kong, India, Indonesia, Japan, Russia, UK, USA, and Others

Classifieds Advertising

**Table 39.** Classifieds Advertising Market by Type for Automotives Worldwide (2014) - Percentage Share Breakdown by Value for Carsales, Carsguide, Drive, and Others

**Table 40.** Classifieds Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Newspapers and Online

**Table 41.** Advertising Classifieds Market by Category in Australia (2014) - Percentage Share Breakdown by Value for Automotive, Employment, Residential Real Estate, and Others

**Table 42.** Classifieds Advertising Market in Australia (2014) in A\$ Millions

Contextual Advertising

**Table 43.** Contextual Advertising Market in Europe (2012-2017) in € Million**Table 44.** Contextual Advertising Market in Russia (2012-2017) in US\$ Million**Table 45.** Contextual Advertising Market by Company in Russia (2012) - Percentage Share Breakdown for Yandex Direct, Google AdWords, Begun and Others**Table 46.** Contextual Advertising Spending in the US (2012-2017) in US\$ Million

Cinema Advertising

**Table 47.** Spending on Advertising through Cinema by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia-Pacific, Central & Eastern Europe, Latin America, Middle East & North Africa, North America, Western Europe, and Rest of World**Table 48.** Spending on Advertising through Cinema by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, India, Indonesia, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea and Thailand**Table 49.** Spending on Advertising through Cinema by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Czech Republic, Greece, Hungary, Poland, Romania, Russia, Turkey, Ukraine and Others**Table 50.** Spending on Advertising through Cinema by Country in Latin America (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Chile, Costa Rica, Mexico, Peru, Puerto Rico, Venezuela and Others**Table 51.** Spending on Advertising through Cinema by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value for Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK

## Digital Advertising

**Table 52.** Global Digital Video Ad Spend (2014) in US\$ Million

**Table 53.** Digital Video Ad Spend in the US (2014) in US\$ Million

**Table 54.** Digital Ad Spending by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales for Digital Video Ad Spend, and Others

**Table 55.** Virtual and Digital Goods Advertising Market by Web Sites Worldwide (2014) - Percentage Share Breakdown by Value for Facebook, and Virtual and Digital Goods Websites

## Display Advertising

**Table 56.** Display Advertising Spend through Source in Australia (2014) - Percentage Market Share Breakdown by Value for Communications, Entertainment, Finance, Government, Health, Media, Motor Vehicles, Real Estate, Recruitment, Retail, Services, Travel, and Others

**Table 57.** Display Advertising Domestic Market in the US (2014) in US\$ Million

## Internet Advertising

**Table 58.** Global Internet Advertising (2014) in US\$ Million

**Table 59.** Spending on Advertising through Internet by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia-Pacific, North America, Western Europe, and Others

**Table 60.** Spending on Advertising through Internet by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Australia, France, Germany, Japan, South Korea, UK, USA, and Others

**Table 61.** Internet Advertising by Type Worldwide (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and

## Television

**Table 62.** Spending on Advertising through Internet by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

**Table 63.** Spending on Advertising through Internet by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Czech Republic, Poland, Russia, Turkey, and Others

**Table 64.** Advertising through Internet Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

**Table 65.** Internet Advertising Market in China (2014) in RMB Million

**Table 66.** Internet Advertising (including Display, Mobile, Online Video) Market by Country in Europe (2014) - Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others

**Table 67.** Spending on Advertising through Internet by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, Colombia, Venezuela, and Others

**Table 68.** Spending on Advertising through Internet by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

**Table 69.** Spending on Advertising through Internet by Type in the US (2014) - Percentage Paid Search, and Social Media

**Table 70.** Spending on Advertising through Internet by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, UK, and Others

Table 71: Internet Advertising in Western Europe (2014) in US\$ Million

Radio Advertising



**Table 72.** Spending on Advertising through Radio by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe, North America, Western Europe, and Rest of World

**Table 73.** Spending on Advertising through Radio by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, and Thailand

**Table 74.** Advertising through Radio Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media Promotion, Petroleum & Auto Parts, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

**Table 75.** Spending on Advertising through Radio by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Croatia, Czech Rep., Greece, Hungary, Poland, Romania, Russia, and Turkey

**Table 76.** Spending on Advertising through Radio by Country in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Latin America, Mexico, Puerto Rico, Saudi Arabia, and UAE (United Arab Emirates)

**Table 77.** North America Land Radio Market (2014) in US\$ Million

**Table 78.** Spending on Advertising through Radio by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

**Table 79.** Spending on Advertising through Radio by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Local Radio, and Network Radio

**Table 80.** Spending on Advertising through Radio by Country in Western Europe (2014) - Percentage Share Breakdown by Value for Austria, Belgium, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, and UK

Magazine Advertising

**Table 81.** Spending on Advertising through Magazine by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe,

Latin America, North America, and Western Europe

**Table 82.** Spending on Advertising through Magazines by County in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, Hong Kong, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, and Thailand

**Table 83.** Advertising through Magazines Market Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Cosmetics & Toiletries, Drug Products, Entertainment, Financial/Insurance, Food, Hair Products, Media Promotion, Retail, Travel & Transportation and Others

**Table 84.** Spending on Advertising through Magazines by County in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Czech, Greece, Hungary, Poland, Romania, Russia, and Turkey

**Table 85.** Spending on Advertising through Magazines by County in Latin America (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Chile, Colombia, Mexico, Panama, Puerto Rico, and Venezuela

**Table 86.** Spending on Advertising through Magazines by County in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Egypt, Pan Arab, and Saudi Arabia

**Table 87.** Spending on Advertising through Magazines by County in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

**Table 88.** Advertising through Magazines by Type in the UK (2014) - Percentage Market Share Breakdown by Value for B2B magazines and B2C magazines

**Table 89.** Spending on Advertising through Magazines by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for B to B Magazines, and Consumer Magazines

**Table 90.** Spending on Advertising through Magazines by County in Western Europe (2014) - Percentage Share Breakdown by Value for Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, and UK

Media Advertising

**Table 91.** Global Spending on Media through Advertising (2014) in US\$ Billion

**Table 92.** Global Automotive Ad Spending through Media (2014) in US\$ Thousand

**Table 93.** Spending on Media by Region Worldwide (2014) - Percentage Market Share Breakdown by Value for Asia-Pacific, Europe, Latin America, Middle East & Africa, and North America

**Table 94.** Global Market for Media Tablets by Region/Country (2014P): Percentage Market Share Breakdown for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa and Latin America

**Table 95.** Media Intelligence Market in Asia-Pacific (2014) in US\$ Million

**Table 96.** Media Measurement & Analysis Market in Asia-Pacific (2014) in US\$ Thousand

**Table 97.** Media Monitoring Market in Asia-Pacific (2014) in US\$ Million

**Table 98.** Media Release & Distribution Market in Asia-Pacific (2014) in US\$ Thousand

**Table 99.** Advertising through Media Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Dealer Automotive, Drug Products, Entertainment, Financial/Insurance, Food, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

**Table 100.** Spending on Advertising through Major Media by Medium in France (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

**Table 101.** Spending on Media through Advertising in France (2014) in ? Million

**Table 102.** Spending on Media through Advertising in Germany (2014) in ? Million

**Table 103.** Spending on Advertising through Major Media by Medium in Germany (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

**Table 104.** Media & Entertainment Market in India (2014) in INR Million

**Table 105.** Media and Entertainment Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Animation & Visual Effects (VFX), Digital Advertising, Films, Gaming, Music, Out of Home (OOH), Print, Radio, and Television

**Table 106.** Spending on Advertising through Media and Entertainment by Machinery and Equipment Manufacturers in India (2014) - Percentage Market Share Breakdown by Value Sales for Digital Advertising, Out of Home (OOH), Print, Radio, and Television

**Table 107.** Spending on Advertising through Major Media by Medium in Italy (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

**Table 108.** Spending on Advertising through Major Media by Medium in Spain (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

**Table 109.** Spending on Media through Advertising in Spain (2014) in ? Million

**Table 110.** Spending on Media by Category in the UK (2014) - Percentage Market Share Breakdown by Value for Cinema, Magazines, News Papers, Outdoor, Radio, Search & Online, and TV

**Table 111.** Spending on Media through Advertising in the UK (2014) in ? Millions

**Table 112.** Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Direct Media, Local Media, and National Media

**Table 113.** Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Direct Mail, Directories, Local Broadcast TV, Magazines, National Broadcast, Syndicated TV, Newspapers, Outdoor, Radio, and Others

**Table 114.** Direct Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Direct Mail, Directories, Internet Yellow Pages, Lead Generation, and Paid Search

**Table 115.** Spending on Advertising through Major Media by Medium in the US (2014) -

Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

**Table 116.** Time Spent on Media by Adults in the US (2014) - Percentage Market Share Breakdown by Volume for Digital, Print, Radio, TV, and Others

**Table 117.** Local Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Local Broadcast Radio, Local Broadcast TV, Local Cable TV, Local Digital, Online Media, Local Newspapers, Local TV Political Advertising, and Outdoor

**Table 118.** Retail Ad Spending through Media in the US (2014) in US\$ Million

**Table 119.** Wireless Ad Spending through Media in the US (2014) in US\$ Thousand

**Table 120.** National Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Magazines, National Cable TV, National Digital, Online Media, National Newspapers, National Syndication, Network Broadcast TV English Language, Network Broadcast TV Spanish Language, Network, and Satellite Radio

**Table 121.** Beer Ad Spending through Media in the US (2014) in US\$ Thousand

**Table 122.** Insurance Ad Spending through Media in the US (2014) in US\$ Thousand

**Table 123.** Market Shares of Leading Insurance Providers Advertising Spending through Media in the US (2014) - Percentage Breakdown by Value for Aflac Incorporated, Allstate Corporation, American Family Mutual Insurance Company, Government Employees Insurance Company, Liberty Mutual Group, Nationwide Mutual Insurance Company, Progressive Corporation, State Farm Mutual Automobile Insurance Company, UnitedHealth Group, Inc., Zurich Insurance Group Ltd. and Others

Mobile Advertising

**Table 124.** Global Mobile Ad Spend (2014) in US\$ Million

**Table 125.** Global Mobile Advertisement Market (2014) in US\$ Million

**Table 126.** Spending on Advertising through Mobile by Category Worldwide (2014) - Percentage Market Share Breakdown by Value for Display Ads in the US, International and Search Ads in the US

**Table 127.** Advertising through Mobile Market by Segment in Canada (2014) – Percentage Share Breakdown by Value Sales for Automotive, Drug Products, Entertainment, Financial/Insurance, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

**Table 128.** Mobile Advertising Market in China (2014) in US\$ Million

Newspaper Advertising (2014)

**Table 129.** Spending on Advertising through Newspaper by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe, North America, Western Europe, and Rest of World

**Table 130.** Newspaper Revenue through Media by Type Worldwide (2014) – Percentage Share Breakdown by Value for Circulation, Digital Advertising, New Revenue, Non-Daily/Niche/Direct Mktg, and Print Newspaper Advertising

**Table 131.** Spending on Advertising through Newspaper by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, and Thailand

**Table 132.** Newspaper Advertising Market by Sector in Australia (2014) – Percentage Share Breakdown by Value for Automotive, Banking & Finance, Real Estate, Retail, Travel and Others

**Table 133.** Advertising through Daily Newspapers Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Dealer Automotive, Entertainment, Financial/Insurance, Internet Sites & Services, Media Promotion, Real Estate, Retail, Telecommunications, Travel & Transportation and Others

**Table 134.** Spending on Advertising through Newspaper by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Croatia, Czech Republic, The, Greece, Hungary, Poland, Russia, and Turkey

**Table 135.** Spending on Advertising through Newspaper by Country in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Egypt, Kuwait, Latin America, Mexico, Puerto Rico, Saudi Arabia, and UAE (United Arab Emirates)

**Table 136.** Spending on Advertising through Newspaper by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

**Table 137.** Advertising through Newspapers by Type in the UK (2014) - Percentage Market Share Breakdown by Value for National Newspapers and Regional Newspapers

**Table 138.** Newspaper Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Automotive, Help Wanted, Real Estate and Others

**Table 139.** Newspaper Advertising by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales, for Classifieds, National, Online and Retail

**Table 140.** Spending on Advertising through Newspaper by Country in Western Europe (2014) - Percentage Share Breakdown by Value for Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, and UK

Online Advertising

**Table 141.** Global Online Advertisement Market (2014) in US\$ Million

**Table 142.** Global Online Advertising Market (2014) in US\$ Millions

**Table 143.** Global Online Advertising Spend (2014) in US\$ Million

**Table 144.** Global Online Search Advertising Market (2014) in US\$ Million

**Table 145.** Online Advertising by Segment Worldwide (2014) - in Units for Mobile formats, Out of home, Print, Radio, Search, Social formats, TV, Video, and Others

**Table 146.** Online Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia-Pacific, Central and Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe

**Table 147.** Spending on Advertising through Online by Type Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display Ads, Lead Generation, Mobile, Rich Media, Search, and Sponsorship

**Table 148.** Online Search Advertising Market by Country Worldwide (2014) – Percentage Share Breakdown by Value for US, and Others

**Table 149.** Online Advertising Spend through Medium in Australia (2014) - Percentage Breakdown by Value for Classifieds, Display, Search and Directories

**Table 150.** Online Classifieds Advertising Market in Australia (2014) in A\$ Millions

**Table 151.** Online Search Ads Market in China (2012-2017) in US\$ Million

**Table 152.** Online Advertising Market by Segment in China (2014) - Percentage Share Breakdown by Value Sales for Display, Paid Search, and Others

**Table 153.** Online Advertisement Market in India (2014) in US\$ Million

**Table 154.** Advertising through Internet by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display/Banner Ads, Email, Lead Generation, Mobile, Paid Search, Rich Media and Sponsorship

**Table 155.** Advertising through Online by Type in the UK (2014) - Percentage Market Share Breakdown by Value for Online Classified, Online Display, Paid Search, and Online Other

**Table 156.** Online Advertising Market by Category in the US (2014) – Percentage Share Breakdown by Value for Classifieds / Auctions, Display Advertising, Lead Generation/E-mail, Mobile, and Search

**Table 157.** Online Advertising Market in the US (2014) in US\$ Million

**Table 158.** Online Real Estate Spending on Advertising by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Broadcast TV, Cable TV, Direct Mail, Newspapers, Other Print, Out of Home, Radio, and Others

**Table 159.** Online Search Ads Market by Company in the US (2012) - Percentage Share Breakdown for Google and Others



**Table 160.** Online Search Ads Market by Media in the US (2012-2017) in US\$ Million for Mobile and Others

Outdoor Advertising

**Table 161.** Outdoor Advertising Market by Type Worldwide (2014) - Percentage Share Breakdown by Value for Alternative Outdoor, Billboards, Street Furniture and Transit

**Table 162.** Spending on Advertising through Outdoor by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for France, Japan, USA, and Others

**Table 163.** Spending on Advertising through Outdoor by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, North America, Western Europe, and Others

**Table 164.** Spending on Advertising through Outdoor by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

**Table 165.** Spending on Advertising through Outdoor by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

**Table 166.** Spending on Advertising through Outdoor by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, and Others

**Table 167.** Spending on Advertising through Outdoor by Country in Middle East and North Africa (2014) - Percentage Market Share Breakdown by Value Sales for Saudi Arabia, UAE, and Others

**Table 168.** Spending on Advertising through Outdoor by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

**Table 169.** Spending on Advertising through Outdoor by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Billboards, and Others

**Table 170.** Spending on Advertising through Outdoor by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for Belgium, France, Germany, Italy, Spain, Switzerland, UK, and Others

Search Advertising

**Table 171.** Search Advertising Market by Country in Europe (2014) - Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others

Spending on Advertising

**Table 172.** Global Spending on Advertising (2014) in US\$ Million

**Table 173.** Spending on Advertising through Sector Worldwide (2014) - Percentage Share Breakdown by Value for Automotive, Consumer Electronics and Technology, Entertainment and Media, Food and Beverages (incl. Alcohol), Household Products, Personal Care, Pharmaceuticals, Restaurants, Retail, Telecommunications, and Others

**Table 174.** Spending on Advertising through Medium Worldwide (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

**Table 175.** Spending on Advertising through Hispanic Media Worldwide (2014) - Percentage Market Share Breakdown by Value for Cable TV, Internet, Magazines, Network TV, Newspapers, Spot Radio and Spot TV

**Table 176.** Spending on Advertising through Medium in Asia-Pacific (2014) – Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

**Table 177.** Advertising through Out-of-Home Medium Market by Segment in Canada (2014) - (2014)Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Entertainment, Financial/Insurance, Food, Media Promotion, Restaurants, Retail, Telecommunications, Travel/Leisure and Others

**Table 178.** Spending on Advertising through Medium in China (2014) - Percentage Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor,

## Radio and Television

**Table 179.** Personal Computer (PC) Advertising Market in China (2014) in US\$ Million

**Table 180.** Spending on Advertising through Media in India (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

**Table 181.** Spending on Advertising through Print Media by Language in India (2014) - Percentage Market Share Breakdown by Value for English, Hindi, Tamil, Telugu, and Others

**Table 182.** Spending on Advertising through Media in the UK (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

**Table 183.** Spending on Advertising through Media in the US (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

**Table 184.** Spending on Advertising through Media in the US (2014) in US\$ Million

**Table 185.** Spending on Direct Mail Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

**Table 186.** Spending on Advertising by Category in the US (2014) – Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

**Table 187.** Spending on Advertising through Cable TV in the US (2014) in US\$ Million

**Table 188.** Spending on Advertising through Network TV in the US (2014) in US\$ Million

**Table 189.** Personal Care Ad Spending through Media in the US (2014) in US\$ Thousand

**Table 190.** Beverages Ad Spending through Media in the US (2014) in US\$ Thousand

**Table 191.** Spending on Advertising through Cinema in the US (2014) in US\$ Thousand

**Table 192.** Spending on Advertising through Medium in Western European (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines,

Newspapers, Outdoor, Radio and Television

Television Advertising

**Table 193.** Spending on Advertising through Television by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Indonesia, Japan, South Korea, and Others

**Table 194.** Advertising through Television by Type in Australia (2014) – Percentage Market Share Breakdown by Value Sales for Metropolitan TV, Regional TV, Subscription TV and Others

**Table 195.** Advertising through Television Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Cosmetics & Toiletries, Drug Products, Entertainment, Financial/Insurance, Food, Restaurants, Retail and Others

**Table 196.** Spending on Advertising through Television by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

**Table 197.** Spending on Advertising through Television by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, Latin America, North America, Western Europe, and Others

**Table 198.** Spending on Advertising through Television by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Mexico, and Others

**Table 199.** Spending on Advertising through Television by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Brazil, China, USA, and Others

**Table 200.** Spending on Advertising through Television by Country in Middle East and North Africa (2014) - Percentage Market Share Breakdown by Value Sales for Egypt, Pan Arab, and Others

**Table 201.** Spending on Advertising through Television by Country in North America

(2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

**Table 202.** Spending on Advertising through Television by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for National Cable, Network, Spot TV, and Syndication

**Table 203.** Advertising through Television Market in the US (2014) in US\$ Million

**Table 204.** Advertising Spending through Cable TVs in the US (2014) - Percentage Share Breakdown by Value for Comcast Corporation, Time Warner, Inc., Viacom Media Networks, and Walt Disney Company, The

**Table 205.** Spending on Advertising through Television by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for Belgium, France, Germany, Italy, Spain, UK, and Others

#### **4. COMPETITIVE LANDSCAPE**

Advertising and Marketing

**Table 206.** Global Marketing Analytics Market (2014) in US\$ Million

**Table 207.** Market Shares of Leading Advertising and Marketing Providers Worldwide (2014) - Percentage Market Share Breakdown by Value for Dentsu Aegis Network Ltd., Havas Media Group, Interpublic Group Plc, Omnicom Group, Inc., Publicis Groupe, and WPP Plc

Digital Advertising

**Table 208.** Market Shares of Leading Digital Advertising Companies in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

**Table 209.** Market Shares of Leading Digital Display, Rich Media, Video Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc., Twitter, Inc., and Others

## Display Advertising (2014)

**Table 210.** Market Shares of Leading Display Advertising Companies by Value Sales in Russia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

**Table 211.** Market Shares of Leading Domestic Display Advertising Companies in the US (2014) - Percentage Breakdown by Value for AOL Inc., Facebook. com, Google, Yahoo! Inc., and Others

## Media Ad Spending

**Table 212.** Market Shares of Leading Media Intelligence Companies by Value Worldwide (2014) - Percentage Breakdown for Business Wire, Cision AB, Gorkana, iSentia, Marketwired, Meltwater Group, NASDAQ OMX Group, Inc., UBM-PR Newswire, Vocus, and Others

**Table 213.** Market Shares of Leading Automotive Manufacturers Advertising Spending through Media Worldwide (2014) - Percentage Breakdown by Value for Bayerische Motoren Werke AG, Fiat (Chrysler Group LLC), Ford Motor Company, General Motors Company, Honda Motor Company, Ltd., Hyundai Motor Company, Kia Motors Corporation, Nissan Motor Company, Ltd., Toyota Motor Corporation, Volkswagen Automotive Company, Ltd. and Others

**Table 214.** Market Shares of Leading Media Ad Spending Retailers in the US (2014) - Percentage Breakdown by Value for Best Buy Company, Inc., Gap, Inc., The Home Depot, The J. C. Penney Company, Inc., Kohl's Corporation, Lowe's Companies, Inc., R. H. Macy & Co., Sears Holdings Corporation, Target Corporation, Wal-Mart Stores, Inc., and Others

**Table 215.** Market Shares of Leading Beverage Brands Spending through Media Ads in the US (2014) - Percentage Share Breakdown by Volume for Coca-Cola Company, The (Coke, Minute Maid), Dr Pepper Snapple Group Inc. (Dr Pepper), Nestle S.A. (Nestle Pure Life), PepsiCo, Inc. (Gatorade, Mountain Dew, Pepsi), Others

## Mobile Display Advertising

**Table 216.** Market Shares of Leading Mobile Display Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Apple, Inc., Google, Inc., Millennial Media, and Others

Newspaper

**Table 217.** Market Shares of Newspaper Companies by Circulation in Australia (2014) - Percentage Breakdown by Value Sales for APN News & Media, Fairfax Media Limited, News Corporation, and The West Australian

Online Advertising

**Table 218.** Market Shares of Leading Online Advertising Companies Worldwide (2014) - Percentage Breakdown by Value Sales for Facebook, Inc., Google, IAC/InterActiveCorp (IAC), Microsoft Corporation, Twitter Inc., Yahoo! Inc., and Others (Includes AOL, Inc., Pandora, LinkedIn, Millennial Media)

Social Advertising

**Table 219.** Market Shares of Leading Social Online Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc., Twitter, Inc., and Others

Television Advertising

**Table 220.** Market Shares of Leading Advertising Companies through Television in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

## I would like to order

Product name: Nation Broadcasting Corporation PCL (Thailand): Market Research Report

Product link: <https://marketpublishers.com/r/N6D394227A5EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N6D394227A5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970