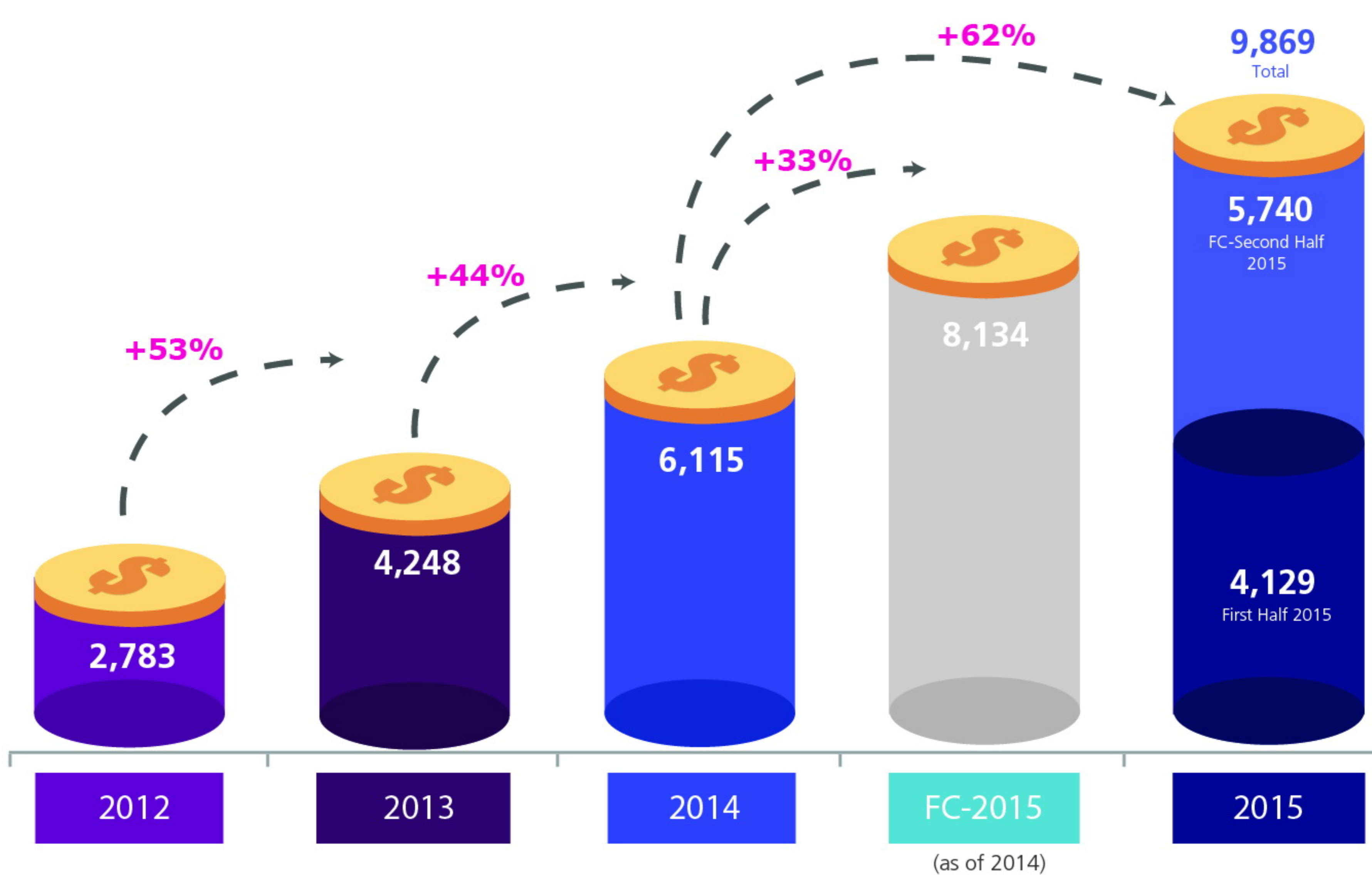


Thailand Digital Advertising Spend Mid-Year 2015

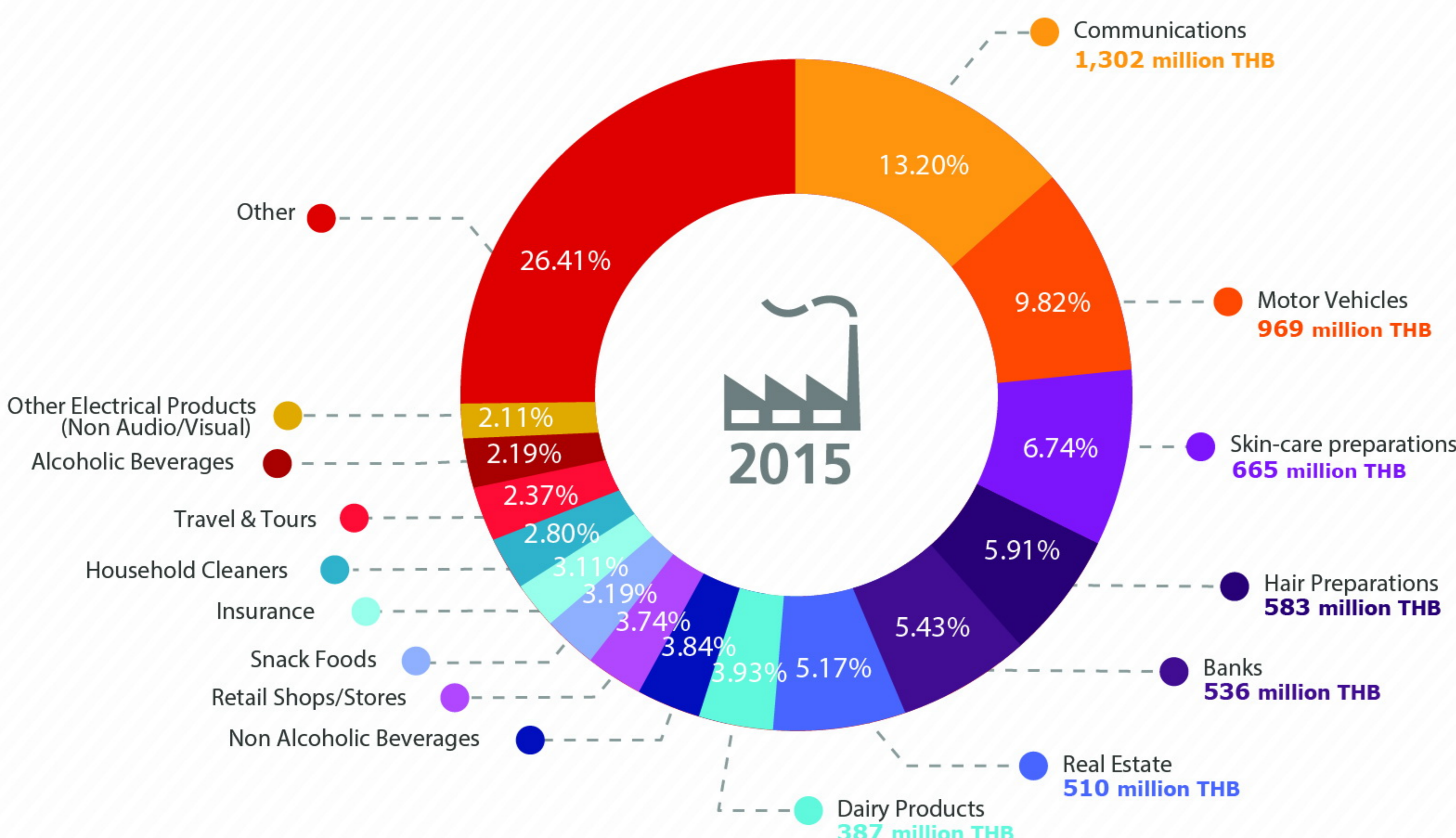
Overview



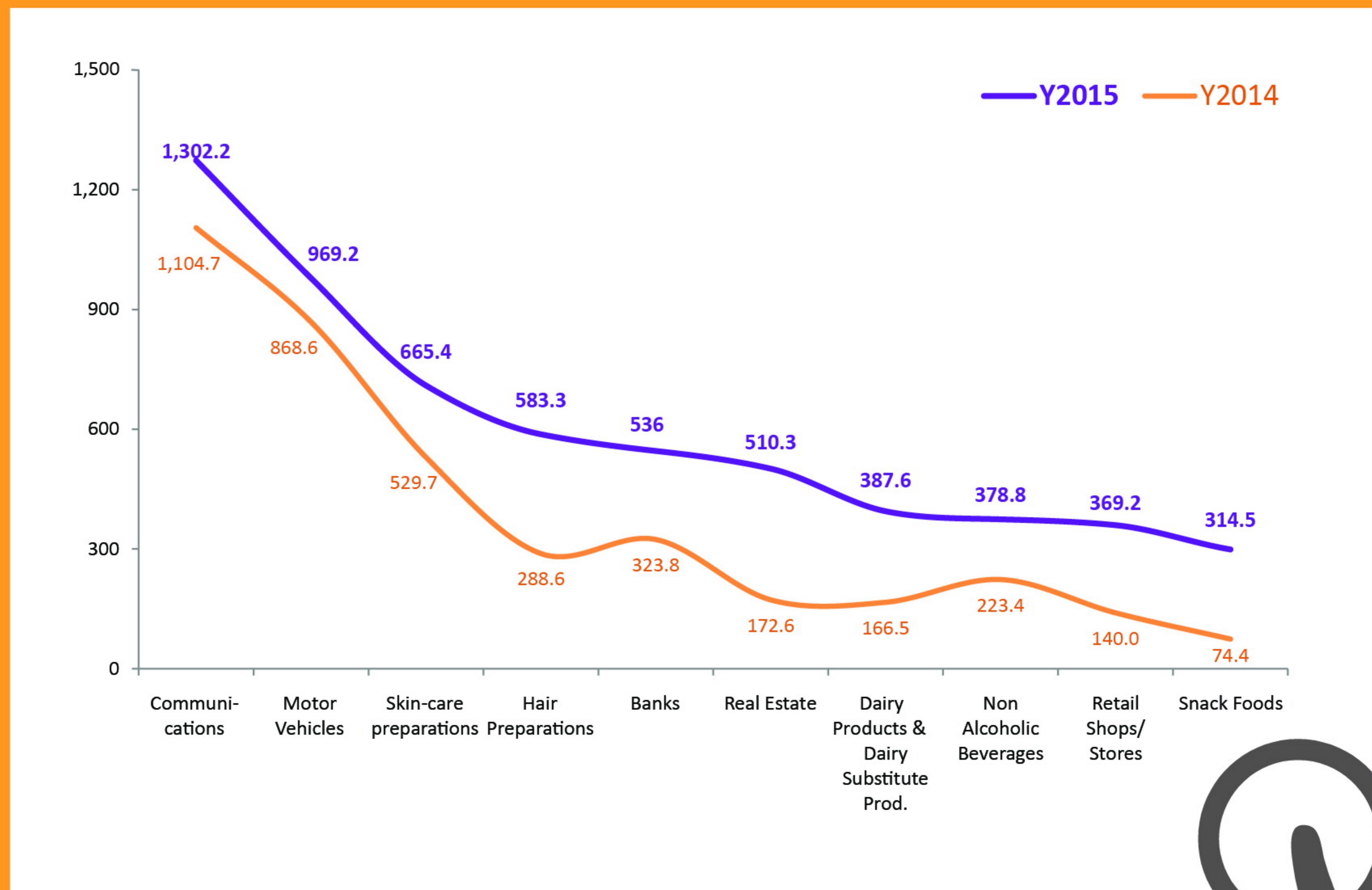
2012-2015 Digital Spending



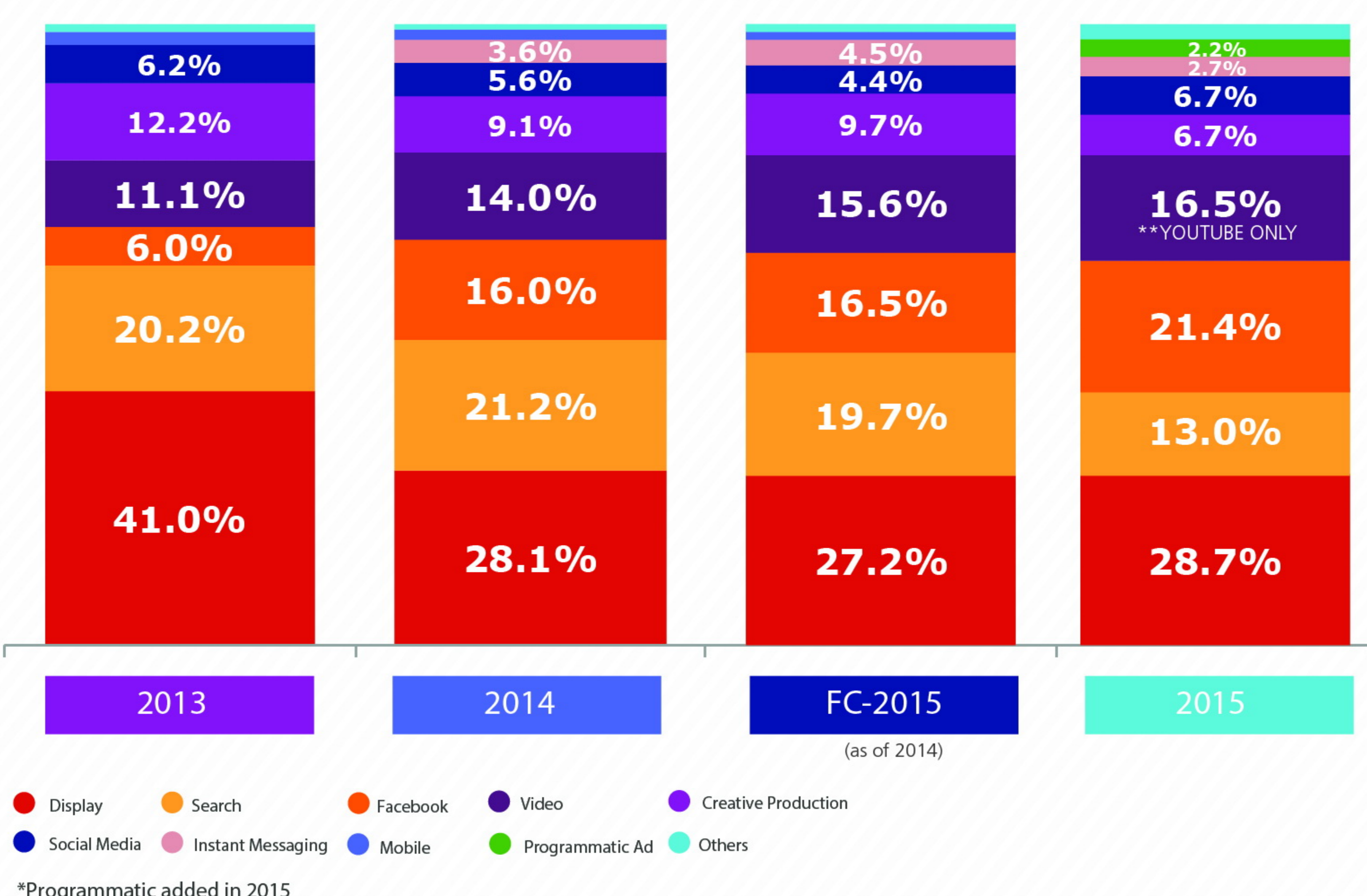
2015 spending by industry



Comparison 2014-2015



Spending by discipline



Rising digital advertising platforms



Numbers are based on a sample of 17 agencies. DAAT estimates that the sample of agencies represents 80% of spending in the market. The numbers presented on this page are upgraded proportionally to reflect 100% of the market.