

# AD INTEL: TOP 50 ADVERTISERS

## Q3 2019

1 Diageo	16 Coca Cola Ireland	31 Electric Ireland	46 Volkswagen Ireland
2 Procter & Gamble Ire	17 Virgin Media	32 Specsavers Optical	47 Bord Bia
3 Sky	18 Allied Irish Banks	33 Failte Ireland	48 Universal Pictures
4 Lidl Ireland Gmbh	19 Free Now	34 Lucozade Ribena Suntory	49 Laya Healthcare
5 McDonalds	20 Ulster Bank	35 L'Oreal	50 Dixons Retail
6 Supervalu	21 Harvey Norman	36 Kbc Bank	
7 Heineken Ireland	22 Three	37 Nestle	
8 Vodafone Ireland	23 Road Safety Authority	38 Reckitt Benckiser	
9 Bank Of Ireland	24 Mars Ireland	39 Gas Networks Ireland	
10 Aldi Stores Ltd	25 Unilever	40 Health Service Executive	
11 MCD Productions	26 Irish Life	41 Permanent Tsb	
12 National Lottery	27 Cadbury	42 Pepsico	
13 Tesco Ireland	28 Bargaintown	43 Center Parcs Uk	
14 Dunnes Stores Ltd	29 Energia	44 Phonovation	
15 Eir	30 An Post	45 Centra	

Please Note: Top Advertisers ranking based on Nielsen Methodology & Coverage

Excludes:

- TV Programme Sponsorship
- Radio, Outdoor & Digital Direct Advertisers
- Radio Sponsorship & Promotion Advertisers
- For Digital – Search / Social / Classified

# AD INTEL: ADVERTISING SPEND METHODOLOGY

## Television

TV data is shared from the Nielsen Television Audience service, which is the industry standard for collection of television audience data.

Logs are received from 50+ channels on a daily basis, identifying who advertised on each station at a particular time.

Costs are derived from the multiplication of each spot by a station All Adult, 30 sec equivalent cost per thousand (RTÉ's published monthly CPT). An agreed industry discount is then applied by Broadcaster.

## Press

Press activity is gathered across Nationals, Regionals & Magazines via a scanning Methodology of all publications under Nielsen coverage.

Display ads are identified by column centimeters.

Costs are derived from published rate cards. An agreed industry discount is then applied by Press Sector.

## Radio

Radio data is provided by each Station under the Nielsen coverage via airtime logs file / separate Sponsorship & Promotion file each month.

Costing for Airtime is applied to all daily airtime spots using each station's 30 sec TAP rate, weighted spot duration factors. An agreed industry discount is then applied by station.

Costing for Sponsorship & Promotion is gross actuals.

## Outdoor

Outdoor data is supplied by The Outdoor Media Association members & a number of Outdoor media suppliers that fall into All Other Suppliers under Nielsen coverage.

Costing is derived from gross monthly revenue figures from each supplier. This information is downloaded from their individual sales booking systems. An agreed industry blanket discount is then applied.

## Cinema

Cinema data is supplied by Wide Eye Media, who represent 90% of the cinemas throughout the Republic of Ireland.

Costing is based on Wide Eye's published rate card. An agreed industry blanket discount is then applied.

## Digital

Digital Display & VOD data is supplied to Nielsen from the largest sites / sales houses / publishers in the Irish market.

Costing is gross actuals.

*Excludes Search / Social / Classified*

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