

NIELSEN AD INTEL: TOP 50 ADVERTISERS

Q1 2020

1 Sky	16 An Post	31 Cadbury	46 Specsavers Optical
2 Procter & Gamble Ire	17 Dunnes Stores Ltd	32 Eir	47 Disney+
3 Diageo	18 Vodafone Ireland	33 Travel Department	48 Allianz Ins
4 Aldi Stores Ltd	19 Toyota Ireland	34 Lucozade Ribena Suntory	49 Nestlé
5 McDonalds	20 Coca Cola Ireland	35 Renault	50 Axa Insurance Ltd
6 Lidl Ireland Gmbh	21 Hyundai Ireland	36 Henry Ford & Son Ltd	
7 Health Service Executive	22 Harvey Norman	37 Energia	
8 Supervalu	23 Mars Ireland	38 EBS	
9 Bank Of Ireland	24 Tesco Ireland	39 Irish Life	
10 Ulster Bank	25 KBC Bank	40 Road Safety Authority	
11 Virgin Media	26 Reckitt Benckiser	41 Paddy Power	
12 MCD Productions	27 Electric Ireland	42 Bargaintown	
13 Three	28 L'Oreal	43 Fáilte Ireland	
14 National Lottery	29 Heineken Ireland	44 Permanent Tsb	
15 Allied Irish Banks	30 Vhi	45 Volkswagen Ireland	

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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