

# NIELSEN AD INTEL: TOP 50 ADVERTISERS

## Q2 2020

<b>1</b> Dept of Taoiseach	<b>16</b> Aldi Stores Ltd	<b>31</b> Eir	<b>46</b> MCD Productions
<b>2</b> Sky	<b>17</b> Unilever	<b>32</b> FBD Insurance	<b>47</b> Pfizer Consumer Healthcare
<b>3</b> Procter & Gamble Ire	<b>18</b> L'Oreal	<b>33</b> Vhi	<b>48</b> Bord Gais Energy
<b>4</b> Government Of Ireland	<b>19</b> Bord Bia	<b>34</b> Sse Airtricity	<b>49</b> Aviva
<b>5</b> Lidl Ireland Gmbh	<b>20</b> An Post	<b>35</b> Mars Ireland	<b>50</b> Disney+
<b>6</b> Health Service Executive	<b>21</b> Reckitt Benckiser	<b>36</b> Electric Ireland	
<b>7</b> Tesco Ireland	<b>22</b> Irish Life	<b>37</b> Volkswagen Ireland	
<b>8</b> Allied Irish Banks	<b>23</b> Centra	<b>38</b> Gsk Consumer Health	
<b>9</b> Supervalu	<b>24</b> Department Of Health	<b>39</b> Nestle	
<b>10</b> National Lottery	<b>25</b> Energia	<b>40</b> Failte Ireland	
<b>11</b> Dunnes Stores Ltd	<b>26</b> Phonovation	<b>41</b> Allianz Ins	
<b>12</b> Vodafone Ireland	<b>27</b> KBC Bank	<b>42</b> Toyota Ireland	
<b>13</b> Bank Of Ireland	<b>28</b> Diageo	<b>43</b> Musgrave Group	
<b>14</b> Virgin Media	<b>29</b> Cadbury	<b>44</b> Ulster Bank	
<b>15</b> Three	<b>30</b> Renault	<b>45</b> SEAT 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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