

NIELSEN AD INTEL: TOP 50 ADVERTISERS

Q3 2020

1 Sky	16 Dept Taoiseach	31 Coca Cola Ireland	46 KBC Bank
2 Vodafone Ireland	17 Government Of Ireland	32 Permanent TSB	47 Ladbrokes
3 National Lottery	18 Harvey Norman	33 Centra	48 Spar
4 Lidl Ireland Gmbh	19 Ulster Bank	34 Lucozade Ribena Suntory	49 Gas Networks Ireland
5 Diageo	20 Dunnes Stores Ltd	35 Energia	50 Laya Healthcare
6 Procter & Gamble Ire	21 Three	36 Volkswagen Ireland	
7 Tesco Ireland	22 An Post	37 Irish Life	
8 Failte Ireland	23 McDonalds	38 Ebs	
9 Bank Of Ireland	24 L'Oreal	39 Bord Bia	
10 Aldi Stores Ltd	25 Cadbury	40 Allianz Ins	
11 Health Service Executive	26 Henry Ford & Son Ltd	41 Phonovation	
12 Unilever	27 Nestlé	42 Kelloggs	
13 Virgin Media	28 Eir	43 Road Safety Authority	
14 Allied Irish Banks	29 Audi Ireland	44 Dixons Retail	
15 Supervalu	30 Reckitt Benckiser	45 Just Eat	

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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