

# NIELSEN AD INTEL: TOP 50 ADVERTISERS

## Q4 2021

<b>1</b> Diageo	<b>16</b> Mcdonalds	<b>31</b> Facebook	<b>46</b> Mcd Productions
<b>2</b> Aldi Stores Ltd	<b>17</b> Harvey Norman	<b>32</b> Dixons Retail	<b>47</b> Dept Of The Taoiseach
<b>3</b> Sky	<b>18</b> Vodafone Ireland	<b>33</b> Toyota Ireland	<b>48</b> Volkswagen Ireland
<b>4</b> Dunnes Stores Ltd	<b>19</b> Heineken Ireland	<b>34</b> Vhi	<b>49</b> Renault
<b>5</b> Tesco Ireland	<b>20</b> Disney+	<b>35</b> Electric Ireland	<b>50</b> Irish Life
<b>6</b> Lidl Ireland Gmbh	<b>21</b> Amazon.co.uk	<b>36</b> Aiken Promotions	
<b>7</b> Procter & Gamble Ire	<b>22</b> Mars Ireland	<b>37</b> Pepsico	
<b>8</b> Supervalu	<b>23</b> Three	<b>38</b> Free Now	
<b>9</b> Health Service Executive	<b>24</b> Nestle	<b>39</b> Marks & Spencer	
<b>10</b> National Lottery	<b>25</b> Road Safety Authority	<b>40</b> Failte Ireland	
<b>11</b> Bank Of Ireland	<b>26</b> Reckitt Benckiser	<b>41</b> Centra	
<b>12</b> Allied Irish Banks	<b>27</b> Government Of Ireland	<b>42</b> Nissan Ireland Ltd	
<b>13</b> Coca Cola Ireland	<b>28</b> Laya Healthcare	<b>43</b> Hyundai Ireland	
<b>14</b> An Post	<b>29</b> Loreal	<b>44</b> Universal Pictures	
<b>15</b> Virgin Media	<b>30</b> Eir	<b>45</b> Chanel	

### 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	Press	Radio	Outdoor	Cinema	Digital
<p>TV data is shared from the Nielsen Television Audience service, which is the industry standard for collection of television audience data.</p> <p>Logs are received from 50+ channels on a daily basis, identifying who advertised on each station at a particular time.</p> <p>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.</p>	<p>Press activity is gathered across Nationals, Regionals &amp; Magazines via a scanning Methodology of all publications under Nielsen Coverage.</p> <p>Display ads are identified by column centimeters.</p> <p>Costs are derived from published rate cards. An agreed industry discount is then applied by Press Sector.</p>	<p>Radio data is provided by each Station under the Nielsen coverage via airtime logs file/separate Sponsorship &amp; Promotion file each month.</p> <p>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.</p> <p>Costing for Sponsorship &amp; Promotion is gross actuals</p>	<p>Outdoor data is supplied by The Outdoor Media Association members &amp; a number of Outdoor media suppliers that fall into All Other Suppliers under Nielsen coverage.</p> <p>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.</p>	<p>Cinema data is supplied by Wide Eye Media, who represent 90% of the cinemas throughout the Republic of Ireland.</p> <p>Costing is based on Wide Eye's published rate card. An agreed industry blanket discount is then applied.</p>	<p>Digital Display &amp; VOD data is supplied to Nielsen from the largest sites / sales houses / publishers in the Irish market.</p> <p>Costing is gross actuals.</p> <p><i>Excludes Search / Social / Classified</i></p>

