



2009年台灣媒體白皮書

# Media Book

Media Agencies Association  
English Edition

台北市媒體服務代理商協會  
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# **2009 Media Book**

## **Media Agencies Association of Taipei**

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We tried our best to keep the accuracy of the contents in this booklet. But due to this is a collection of data provided by different parties, MAA shall not be held responsible for the correctness of the figures and the legal responsibility. We hope you can understand that all the works were done in a very limited time period, and we had done our best to obtain the latest figures available. We reserve the rights to make correction when needed.

Special thanks to ACNielsen Taiwan



## Contents

Introduction of MAA

2008 Top 10 News

Taiwan General Information

Basic Information

Population Profiles

Economic Statistics and Indices

Advertising Expenditure

Top 10 Categories and Advertisers

Media Coverage

Media Target Audience Profiles

Television

Current Buying Situation

Cable TV Household Penetration

Daily TV Watch Time

Terrestrial/ Cable TV Rating Share

2008 Channel Information

2008 Cable TV Rate Card

2008 TV Audience Profile

2008 Top 10 Programs

2008 Top 10 Categories and Advertisers

Newspaper

Current Buying Situation

Newspaper Number per 100 Households

2008 Newspaper Information

2008 Top 10 Categories and Advertisers



## Contents

### Magazine

Current Buying Situation  
Magazine Number per 100 Households  
2008 Magazine Information  
2008 Top 10 Categories and Advertisers

### Radio

Current Buying Situation  
2008 Radio Information  
2008 Top 10 Categories and Advertisers

### Cinema

Current Buying Situation  
2008 Major Cinema Advertising Rate Cards  
2008 Taipei Box Office Ranking  
2008 Top 10 Categories and Advertisers

### Out-of-Home

Current Buying Situation  
2008 Major Out-of-HomeH Advertising Rate Cards  
2008 Top 10 Categories and Advertisers

### Internet

Internet Advertising Terminology  
Internet Advertising Formats  
Internet Advertising Execution and Principles  
2008 Purpose of Internet Usage Ranking  
2008 Website Ranking for Usage Yesterday  
2009 Major Internet Advertising Rate Card  
2008 Internet Advertising Expenditure

### Appendix :

Appendix : Data Sources



## Introduction of MAA

Media Agency Association of Taipei (MAA) is formed by the agencies that provide “integrated media planning and buying” as the core service, and to promote high quality professional services to support advertisers, advertising services and the media industry.

The missions are as following:

1. To provide a venue for the members of the Association and the industry with a view to facilitating the exchange of opinions and improving communications.
2. To alert, inform and up-date Association members on matters of legislation which might adversely affect the interests of the members and to protect those interests by speaking for and on behalf of the members in dealing with legislative powers.
3. To negotiate with Media and Government Agencies on matters of significance to the trade for and on behalf of members of the Association and to their best interests.
4. To plan, organize and convene periodic forums, seminars and talks relevant to the practice of the industry.
5. To urge members of the Association to observe the highest business ethics in the dealing with Clients and members of the business community.
6. To draw up obligatory Guidelines and a Code of Practice for members to follow and uphold.
7. To promote and educate the general public and Government Agencies to realize and to understand the importance of Media, Advertising and Marketing.
8. To act for and on behalf of members of the Association in negotiations with Government Agencies and to effect positive changes on matters that might compromise members' interests.
9. To uphold and protect the mutual interests of members of the Association and the practice of advertising generally.
10. To promote the members of the Association to produce legal, honest, decent and truthful advertising in the interests of the general public.



## 2008 Top 10 News

1. Global financial crisis.
2. The acquisition of the China Times Group by The Want-Want Group.
3. Direct flights between the straits open up business opportunities to Taiwan.
4. UTV took hold of TTV's management.
5. The presidential election in December.
6. The Want-Want Group took 40% shares of ETTV.
7. Home entertainment continues to be hot, the ad expenditure of on-line games grew significantly.
8. The Government issued Consumption Vouchers and every business strived to grab the opportunity for consumption.
9. Poisoned milk issue.
10. 2008 Olympic Games in Beijing opened an era of HDTV by broadcasting in HD on CHT's MOD.

Source: Result of a vote by the members of MAA (Ranking by numbers of the votes)



## I. Taiwan General Information

### Basic Information

Land Area	35,879 Sq. km
Population	22,849,398 Person
Household	7,592,325 Household
Average Household Size	3.03 People / Household
Per Capita GNP	477,929 NT\$ / Person Per Year
Language	Mandarin

Source: Directorate General of Budget Accounting and Statistics, Executive Yuan, R.O.C.  
<http://61.60.106.82/pxweb/Dialog/statfile9L.asp>

### Population (Age 4 and Above, Taiwan Main Island)

Total	Population	%
4+ Populations	22,048,684	100%
Gender	Population	%
Male	11,109,825	50.5%
Female	10,938,859	49.5%
Age	Population	%
4-9	1,527,678	6.9%
10-14	1,549,488	7.0%
15-19	1,594,558	7.2%
20-24	1,628,409	7.4%
25-29	1,978,954	9.0%
30-34	1,901,044	8.6%
35-39	1,809,023	8.2%
40-44	1,863,623	8.5%
45-49	1,881,053	8.5%
50-54	1,701,364	7.7%
55-59	1,410,629	6.4%
60-64	826,272	3.7%
65+	2,376,589	10.8%
Area	Population	%
Greater Taipei	5,499,392	24.9%
North	3,863,542	17.5%
Central	5,543,284	25.1%
South	6,142,925	27.9%
East	999,541	4.5%

Source: Population Affairs Administration, Ministry of Interior, Executive Yuan.  
 Taiwan R.O.C. 2008. Dec. <http://www.ris.gov.tw/ch4/static/m0s709712.xls>




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**Economic Statistics and Index**


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Year	2003	2004	2005	2006	2007	2008
GDP (Unit: NT\$ million)	10,519,574	11,065,548	11,454,727	11,917,597	12,635,768	12,340,923
Growth %	2.2%	5.2%	3.5%	4.0%	6.0%	-2.3%
GDP /per capita (Unit: NT\$)	467,663	490,168	505,671	524,081	553,507	538,792
Consumer Price Index per year	-0.28%	1.62%	2.3%	0.6%	1.8%	3.5%
Advertising Expenditure (Internet excluded) (Unit: NT\$ million)	--	54,577	49,043	47,778	45,377	42,365
Growth %	--	--	-10.1%	-2.6%	-5.0%	-6.6%
Advertising Expenditure (Internet included)	--	--	52,091	51,476	50,327	48,341
Growth %	--	--	--	-1.2%	-2.2%	-3.9%
Advertising Expenditure* on GDP %	0.49%	0.49%	0.45%	0.43%	0.40%	0.39%

Source: Directorate General of Budget Accounting and Statistics, Executive Yuan, R.O.C.  
 Ad monitored by Nielsen Media Research  
 Internet Ad Expenditure by IAMA

\* Internet included since 2005





## Advertising Expenditure

Unit:'000	Terrestrial TV	Cable TV	Newspaper	Magazine	Radio	Out of Home	Internet
2004	5,690,609	18,190,998	18,097,267	6,395,485	3,462,289	2,740,125	--
Growth%	-26.2%	-14.1%	37.0%	10.9%	8.9%	--	--
2005	4,352,728	16,677,636	15,547,064	6,545,124	3,076,384	2,844,436	3,048,000
Growth%	-23.5%	-8.3%	-14.1%	2.3%	-11.1%	3.8%	--
2006	4,125,130	14,906,171	14,771,396	6,359,225	3,965,920	3,650,537	3,698,000
Growth%	-5.2%	-10.6%	-5.0%	-2.8%	28.9%	28.3%	21.3%
2007	4,094,286	14,047,643	13,667,979	6,444,696	3,770,670	3,351,388	4,950,000
Growth%	-0.7%	-5.8%	-7.5%	1.3%	-4.9%	-8.2%	33.9%
2008	4,445,461	13,582,111	11,078,926	6,050,076	3,838,620	3,369,590	5,976,000
Growth%	8.6%	-3.3%	-18.9%	-6.1%	1.8%	0.5%	20.7%

Source: Ad monitored by Nielsen Media Research  
Internet Ad Expenditure by IAMA

### Adjust Rate

2004: Terr.:0.10, Cable: 0.05, NP: 0.58, MG: 0.44, RD: 0.59, OOH: 1.00

2005: Terr.:0.09, Cable: 0.05, NP: 0.48, MG: 0.44, RD: 0.54, OOH: 1.00

2006: Terr.: 0.09, Cable: 0.04, NP: 0.45, MG: 0.43, RD: 0.48, OOH:1.00

2007: Terr.: 0.111, Cable: 0.0333, NP: 0.39, MG: 0.425, RD: 0.445, OOH: 1.00

2008: Terr.: 0.109, Cable: 0.034, NP: 0.38, MG: 0.435, RD: 0.41, OOH: 1.00

## 2008 Top 10 Categories and Advertisers

Top 10 Categories (newspaper classified and Internet Ads excluded)

Ranking	Category	Spending (NT\$ 1,000)
1	Real Estate	5,233,425
2	Government	1,073,939
3	Cars	976,951
4	Skin Care	818,735
5	Fast Food	681,728
6	Telecom Service	667,091
7	Insurance	622,856
8	CVS, Supermarket	613,918
9	Internet ISP Service	538,238
10	Hypermarket	494,534



### 2008 Top 10 Advertisers (Internet excluded)

Ranking	Advertiser	Spending (NT\$ 1,000)
1	Procter & Gamble	629,028
2	Farglory Real Estate Group	612,987
3	Chung Hwa Telecom	470,894
4	JAYSANLYN REAL ESTATE	411,383
5	Johnson & Johnson	379,499
6	L'Oreal	349,213
7	Taiwan Mobile	332,189
8	7-11	332,129
9	GSK Taiwan	321,408
10	McDonald's	309,714

Source: Ad monitored by Nielsen Media Research

Adjust Rate: Terr.: 0.109, Cable: 0.034, NP: 0.38, MG: 0.435, RD: 0.41, OOH: 1.00

### Media Coverage

%	2001	2002	2003	2004	2005	2006	2007	2008
Watched TV Yesterday	95.7%	95.4%	96.1%	95.5%	95.5%	94.5%	94.5%	95.5%
Newspaper	55.2%	50.8%	50.2%	49.0%	50.5%	45.8%	45.1%	43.9%
*Magazine	36.3%	34.2%	32.9%	36.7%	35.2%	31.8%	32.2%	31.7%
Radio	31.9%	30.5%	28.6%	29.3%	28.6%	26.6%	24.9%	23.8%
Internet	18.4%	22.5%	27.8%	33.0%	35.5%	39.1%	45.5%	48.1%
*OOH	83.5%	83.6%	82.9%	83.9%	83.0%	79.9%	83.1%	79.4%

Source: Nielsen Media Research

Note: \* Read Weekly MG in the past week/read bi-weekly MG in the past two weeks/read monthly MG in the past month; for OOH-in contact with OOH media in the past week; the other media are consumed yesterday.



## Media Audience Profile

<b>Media\Sex</b>	<b>Male</b>	<b>Female</b>
TV	50.2	49.8
NP	52.1	47.9
*MG	45.0	55.0
Radio	54.6	45.4
Internet	54.7	45.3
*OOH	50.9	49.1
Cinema	53.7	46.3

<b>Media\Age</b>	<b>12-14</b>	<b>15-19</b>	<b>20-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50-65</b>
TV	5.4	8.8	20.8	21	21.5	22.4
NP	3.3	8.2	21.7	23.3	24.2	19.3
*MG	3.5	11.5	30.1	26.2	17.6	11.1
Radio	3.3	6.7	20.4	26.2	24.1	19.4
Internet	7.0	15.2	34.2	24.0	13.7	6.0
*OOH	5.3	10.1	23.6	22.4	20.9	17.6
Cinema	5.6	18.7	47.4	17.3	7.9	3.1

<b>Media\Working Status</b>	<b>Working Male</b>	<b>Working Female</b>	<b>Students</b>	<b>House Wife</b>	<b>Retired/ Unemployment</b>
TV	33.6	22.8	19.1	15.8	8.7
NP	37.8	24.6	16.4	13.3	7.9
*MG	31.0	28.8	23.5	10.7	6.0
Radio	42.7	25.1	14.5	11.7	5.9
Internet	33.0	21.4	32.1	7.0	6.5
*OOH	34.3	23.3	21.4	13.5	7.4
Cinema	27.4	22.0	40.5	4.0	6.1

Source: Nielsen Media Research

Note: \* Read Weekly MG in the past week/read bi-weekly MG in the past two weeks/read monthly MG in the past month; for OOH-in contact with OOH media in the past week; the other media are consumed yesterday.



## II. Television

### Buying Situation

#### A. Terrestrial TV

★ Copy Length	Minimum is 5 sec., every 5 sec. as one carry unit, no limit in length.
	Any single 5 sec. material needs to tag on a longer length material.
★ Station Copy Format	TTV- Betacam & Digital Betacam
	CTV- Betacam & Digital Betacam
	CTS- Betacam & Digital Betacam
	FTV- Betacam & Digital Betacam

- Commercials for medical, food, cosmetic products and therapeutic related products are required to obtain approval documents from the health administration. Others must be submitted for approval from the terrestrial TV stations before airing.
- TV commercial broadcast limitation: From Nov. 1<sup>st</sup>, 2000, terrestrial TV stations took over the responsibility of video commercial inspection for 13 categories: 1.Electric Appliances, 2.Household Hardware, 3.Time Pieces, 4.Stationery Items, 5.Travel/Airline, 6.Retail/Daily Product, 7.Cosmetics, 8.Medical Care. 9. Fashion items, 10.Food, 11.Transportation, 12.Real Estate, 13.Others. However, Movies and Charity video commercials are still subjects to approval by the GIO.
- Documents for broadcast license application: 1. Video tape of the completed commercial. 2. Application form. 3. Copies of the script. 4. Music score copyright authorization and other relevant documents. 5. Pharmaceutical products, cosmetics, food and environmental chemicals commercials must provide DOH approval documents. 6. Event, exhibition, venue lease and usage documents. 7. Photo copies of the company registration related documents of the advertiser. 8. Photocopies of the company registration related documents of the advertising agency. 9. Other related documents (for example: work authorization of foreign talent). Broadcast permit due date extension should be applied 7 days prior to the expiration date. Or it is considered broadcasting without a license after the expiration date.



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★ TV commercial broadcast restriction

1. Tobacco products are prohibited for TV advertising. If the product appears in other product's TV commercials, it is not allowed to show the brand name, logo mark, company name and the promotion information.
2. Advertisements for alcohol must put on the warnings phrases such as "No alcohol for under 18s", "Over drinking is hazardous to health" as subtitles. And it is advised to prevent an encouraging or promoting tone and manner. The typeface of the warning subtitles is not restricted. But it is required to run through the whole commercial. The portion of the subtitle area should not be smaller than one tenth of the entire visual area. The size of the subtitle should not be smaller than half of the background portion. The typeface should carry a contrasting colour to the background. All alcohol advertisements are only allowed to be broadcasted from 21:00 to 06:00 the next morning.
3. The advertisements of credit cards are required to display clear contents including the revolving credit interest rate, cash advance interest rate and cash advance fee since Jan. 1<sup>st</sup>, 2006. If the TV commercial contains debt consolidation product, it should also show the interest rate and display the methods for consultation, i.e. website or customer service telephone number.
4. The TV commercials of Cash Cards should follow the following regulations since May 1<sup>st</sup>, 2006. Warnings like "Manage your wealth carefully and evaluate your own capability" or "Use the Cash Cards cautiously to keep good credit record" or Credit is your second life, borrow cautiously" should be displayed in the visual with no less than 1/8 of the full screen through out the whole commercial. The interest rates and fees should be displayed with no less than 1/4 of the screen for at least 4 seconds. Before ending, with the same volume level with the commercial, an announcement of "Please use your cash card cautiously" should last for no less than 1/8 of the commercial length. And with full screen, a message of "Please make sure the details of the contract", " Please balance your income and spending" and "Please Keep a reasonable pay back plan".
5. Birth control product advertising is limited for after 10:30 at night.
6. Infant formula and baby food for infants under 4 months are forbidden for advertising.

★ TV commercial broadcast Time

There are 300 seconds of commercial time in every half hour. On average one commercial break in every 15 minutes.



## B. Cable TV

★ Copy Length	Minimum is 5 sec., every 5 sec. as one carry unit, no limit in length.
	Any single 5 sec. material needs to tag on a longer length material.
★ Station Copy Format	Betacam

- Commercials for medical, food, cosmetic products and therapeutic related products are required to obtain approval documents from the health administration. Others must obtain approval from the GIO before airing. (Starting from May, 2003, “music copyright authorization document” and other related documents are mandatory)
- ★ TVC Broadcast
  1. Tobacco products are prohibited for TV advertising. If the product appears in other product’s TV commercials, it is not allowed to show the brand name, logo mark, company name and the promotion information.
  2. Advertisements for alcohol must put on the warnings phrases such as “No alcohol for under 18s”, “Over drinking is hazardous to health” as subtitles. And it is advised to prevent an encouraging or promoting tone and manner. The typeface of the warning subtitles is not restricted. But it is required to run through the whole commercial. The portion of the subtitle area should not be smaller that one tenth of the entire visual area. The size of the subtitle should not be smaller than half of the background portion. The typeface should carry a contrasting colour to the background. All alcohol advertisements are only allowed to be broadcasted from 21:00 to 06:00 the next morning.
  3. The advertisements of credit cards are required to display clear contents including the revolving credit interest rate, cash advance interest rate and cash advance fee since Jan. 1<sup>st</sup>, 2006. If the TV commercial contains debt consolidation product, it should also show the interest rate and display the methods for consultation, i.e. website or customer service telephone number.
  4. The TV commercials of Cash Cards should follow the following regulations since May 1<sup>st</sup>, 2006. Warnings like “Manage your wealth carefully and evaluate your own capability” or “Use the Cash Cards cautiously to keep good credit record” or Credit is your second life, borrow cautiously” should be displayed in the visual with no less than 1/8 of the full screen through out the whole commercial. The interest rates and fees should be displayed with no less than 1/4 of the screen for at least 4 seconds. Before ending, with the same volume level with the commercial, an announcement of “Please use your cash card cautiously” should last for no less than 1/8 of the commercial length. And with full screen, a message of “Please make sure the details of the contract”, “ Please balance your income and spending” and “Please Keep a reasonable pay back plan”.
  5. Birth control product advertising is limited for after 10:30 at night.
  6. Infant formula and baby food for infants under 4 months are forbidden for advertising.

### ★ TV Commercial broadcast Time

Since The Cable TV Law has been putting into practice in 1999, commercial time increased from 360 sec. to 600 sec. per hour.



## Cable TV Household Penetration

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
%	80.9%	81.7%	82.7%	84.8%	85.1%	85.1%	84.2%	86.4%	86.8%

## TV Viewing Time

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Hr./Viewer	1.94	2.11	2.24	2.36	2.32	2.36	2.51	2.55	2.63

## Terrestrial/Cable TV Rating Share

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Terrestrial	43.7%	38.7%	33.4%	29.8%	26.4%	24.0%	20.8%	21.3%	22.7%
Cable	56.3%	61.3%	66.6%	70.2%	73.6%	76.0%	79.2%	78.7%	77.3%

Source: AGB Nielsen Media Research

Terrestrial: TTV, CTV, CTS, FTV

Cable: 4 Terrestrial TVs and PTV excluded

## 2008 Channel Information

### Terrestrial TV

Channel	Broadcast Time	2008 Average Rating %	Share of Rating %	Average Hr./Viewer
TTV	02 : 00 - 04 : 00 05 : 30 - 25 : 59	0.67	5.29	51.33
CTV	02 : 00 - 04 : 00 05 : 30 - 25 : 59	0.74	5.83	55.85
CTS	02 : 00 - 04 : 00 05 : 30 - 25 : 59	0.47	3.67	35.68
FTV	02 : 00 - 04 : 00 05 : 30 - 25 : 59	1.00	7.85	75.90

### Public TV

Channel	Broadcast Time	2008 Average Rating %	Share of Rating %	Average Hr./Viewer
Public TV	06 : 00 - 25 : 59	0.14	0.98	10.28

**Cable TV**

Channel	Broadcast Time	2008 Average Rating%	Share of Rating%	Average Hr./Viewer
CHIN	02:00-25:59	0.20	1.69	19.15
MVE	02:00-25:59	0.19	1.55	17.40
WMVE	02:00-25:59	0.15	1.26	14.43
Channel V	02:00-25:59	0.07	0.56	7.55
NGC	02:00-25:59	0.05	0.40	4.90
Star Sport	02:00-25:59	0.04	0.37	5.03
ESPN	02:00-25:59	0.11	0.94	12.63
Discovery	02:00-25:59	0.05	0.41	5.05
DTL	02:00-25:59	0.02	0.20	2.57
ANIMA	02:00-25:59	0.05	0.41	4.87
AXN	02:00-25:59	0.08	0.63	8.28
ANIMAX	02:00-25:59	0.03	0.25	4.52
CTiE	02:00-25:59	0.11	0.94	10.72
CTiV	02:00-25:59	0.17	1.44	16.27
CTiN	02:00-25:59	0.37	3.09	34.78
ASIA	02:00-25:59	0.07	0.57	6.60
ERA	02:00-25:59	0.17	1.38	15.60
MUCH	02:00-25:59	0.15	1.26	14.65
*ETV	02:00-25:59	0.03	0.28	3.63
JET	02:00-25:59	0.06	0.51	5.98
DISNY	02:00-25:59	0.15	1.26	15.08
UBN	02:00-25:59	0.20	1.65	19.77
USTV	02:00-25:59	0.04	0.32	7.65
ET-M	02:00-25:59	0.18	1.47	16.60
ET-N	02:00-25:59	0.28	2.36	26.65
ETTV	02:00-25:59	0.10	0.83	9.42
ETToday	02:00-25:59	0.13	1.05	12.22
ET-VM	02:00-25:59	0.14	1.19	13.60
YOYO	02:00-25:59	0.22	1.85	21.48
GTV-1	02:00-25:59	0.20	1.68	18.82
GTV-C	02:00-25:59	0.24	1.98	22.57
GTV-D	02:00-25:59	0.17	1.42	17.12
GTV-K	02:00-25:59	0.01	0.12	2.43



**Television**



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Channel	Broadcast Time	2008 Average Rating%	Share of Rating%	Average Hr./Viewer
HLYWD	02:00-25:59	0.08	0.68	8.35
MOMO Kid	02:00-25:59	0.07	0.6	7.48
TOP	02:00-25:59	0.02	0.2	2.45
SL3	02:00-25:59	0.65	5.41	61.90
SETN	02:00-25:59	0.43	3.57	40.02
SL2	02:00-25:59	0.26	2.13	23.83
STV	02:00-25:59	0.15	1.28	14.70
ET-D	02:00-25:59	0.08	0.71	8.47
KH	02:00-25:59	0.05	0.44	5.62
TVBS	02:00-25:59	0.33	2.76	31.85
TVBSG	02:00-25:59	0.11	0.92	10.62
TVBSN	02:00-25:59	0.42	3.49	38.80
ONTV	02:00-25:59	0.16	1.29	14.35
VLD	02:00-25:59	0.16	1.31	15.60
VLJP	02:00-25:59	0.10	0.82	9.87
VLM	02:00-25:59	0.16	1.29	14.72
VLMAX	02:00-25:59	0.08	0.66	7.67
VLSPT	02:00-25:59	0.10	0.84	10.47
LSMVE	02:00-25:59	0.10	0.82	11.13
PL	02:00-25:59	0.06	0.51	7.97
HAKKA	02:00-25:59	0.02	0.16	2.13
FTVN	02:00-25:59	0.27	2.23	23.03
Cartoon network	02:00-25:59	0.13	1.1	13.57
CNMAX	02:00-25:59	0.07	0.58	7.17
MTV	02:00-25:59	0.02	0.16	2.50
HBO	02:00-25:59	0.15	1.25	14.43
Z	02:00-25:59	0.04	0.3	6.35
DaAi	02:00-25:59	0.15	1.25	15.10

Source: AGB Nielsen Media Research

\* ETV opened its rating to market on Jan. 15.



## 2008 Cable Channel Advertising Rate Card

Channel	Net	Buying Package	Spot	10" Average Gross	Note	
ET	ET-N	28,000	1S+1A2+2B+1C	5	5,600	Extra 20% more, if only on Thu-Sat
		26,400	2A+2B+1C	5	5,280	
	ETToday	20,000	1S+1A+2B+1C	5	4,000	
	ET-M	20,000	1S+1A+2B+2C	6	3,333	
		18,000	2A+2B+2C	6	3,000	
	ET-WM	20,000	1S+1A+2B+2C	6	3,333	
		18,000	2A+2B+2C	6	3,000	
	ETTV	26,400	1S+1A2+2B+2C	6	4,400	
		24,000	2A+2B+2C	6	4,000	
YOYO TV	20,000	1S+1A+2B+3C	7	3,571		
	18,000	2A+2B+3C	5	3,600		
A X N	AXN	30,000	1SA+1A1+1A2+2A3	5	6,000	SA : 21:00-23:00(TUE~FRI) 23:00-24:00(MON~FRI) 18:00-02:00 ( SAT, SUN ) A <sub>1</sub> : 18:00-20:00/2400:0200 (MON~FRI) 11:00-18:00 ( SAT, SUN ) A <sub>2</sub> : 11:00-18:00 (MON~FRI) 06:00-11:00 ( SAT, SUN ) A <sub>3</sub> : 02:00-06:00 CSI series : MON 21:00-23:00 / SUN 20:00-22:00 NT\$ 30,000
						SA : 17:00-21:00(MON~FRI) 17:00-22:00 ( SAT, SUN ) A <sub>1</sub> : 12:00-13:00/21:00-22:00 15:00-17:00(MON~FRI) 12:00-13:00/2200-2300/ 15:00-17:00(SAT, SUN) A <sub>2</sub> : 13:00-15:00/10:00-12:00 (MON~FRI) ; 14:00-15:00/ 08:00-12:00 ( SAT, SUN ) A <sub>3</sub> : 22:00 ~ 10:00(MON~FRI) 23:00-08:00(SAT, SUN)
TVBS Family	40,000 or 30,000	1A8+1A3+2B+2C or 1A1+1A2+2B+2C	6	6,666or 5,000	TVBS Family : TVBS, TVBSG, TVBSN (\$5,000 surcharge for each A2, A3 spot change)	
C T N	CTIN	40,000	1A+1B1+1B2+1C	4	10,000	Extra rate for designated spot
		45,000	1S+1B1+1B2+1C	4	11,250	
	CTIV	40,000	1A+1B2+1B3+1C	4	10,000	
		45,000	1S+1B2+1B3+1C	4	11,250	
	CTiE	40,000	1A+1B1+1B2+1B3+1C	5	8,000	
		45,000	1S2+1B1+1B2+1B3+1C	5	9,000	



Channel	Net	Buying Package	Spot	10" Average Gross	Note		
GT V	GTV-1	25,000	1 Spc.A+2A+2B+4C+ 1H/K/MT	10+	2,500	Special spot buy programs available for each channel. H.K.M.T sets please see blow.	
	GTV -C						
	GTV -D						
	HLYW D(H)						
	GTV-K (K)						
	MOMO K (M)						
	TOP (T)						
VL	VL- JP	60,000	1A+1A2+3B1+4B2 or 1Spe.A+1B1+1B2	9or 3	6,667 OR 20,000		
	ONTV	60,000	1 A 1+1A2+3B1+4B2	9	6,667		
	VLD	60,000	1 A1+1A2+3B1+4B2	9	6,667		
	VLM LS-MV E	60,000	1Spe.A+1B1+1B2 OR 1A1+1A2+3B1+4B2	3or9	20,000 OR 6,667		
	VL- SPT	80,000	1B1+1B2	2	40,000		CPBL Championship
		60,000	1A+1B1+1B2	3	20,000		CPBL All Star
		50,000	1A+1B1+1B2	3	16,667		Chinese Pprofessional Baseball League Live, Amway Cup, IBAF World Youth Baseball Camphionship, World Billiards Star Association Dual Meet, World Cup Floral formula Billiards Intercontinental Dual Meet, William Jones Cup Int'l Baseetball Tournament, Ryder Cup, Johnnie Waker Golf, Formula 1, High School Baseball League, VL Sports News, High School Basketball League, Asian Cup Table Sports Match

Television



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Channel	Net	Buying Package	Spot	10" Average Gross	Note	
	40,000	1A+1B1+1B2	3	13,333	World University Baseball, Association Cup Cheng Bang, Baseball Weekly, Male Professional Billiards, University Basketball League, Asian Female Floral Formula Billiards Tour Tournament, Int'l High School Basketball, IDSF World Latin Championship, IDSF World Standard Championship, WWW Raw Zone, WWE Smack Down, WWE ECW, ISU World Figure Skating Championships, FIVB World Grand Prix, Sports News, High School Volleyball League, University Volleyball League, World Gymnastic Championships, Universtity of Hawaii Series Sports Event	
	20,000	B1orB2	1	20,000	Mon. - Sun. 10:00am - 17:59pm Non-prime Competition or Mon. - Fri. 01:00am - 09:59am Non-prime Competition	
	VL-MAX	60,000	2A1+2A2+2B1+3B2	9	6,667	
	*PL	60,000	2A1+2A2+2B1+3B2	9	6,667	Represented by VL until Dec. 31, 2008.
UB	45,000	1SA+1A2+1B2+2C1+2C2	7	6,429		
	UBN	30,000	1A1+1B1+1B2+1C1+2C2	6		5,000
		24,000	1A2+1B1+1B2+2C1+2C2	7		3,429
		18,000	1B1+1B2+2C1+2C2	6		3,000
	UBN+	60,000	UBN(1SA+1A2+1B2+1C1+2C2)+USTV(2A+2B+2C)	12		5,000
	USTV	48,000	UBN(1A1+1A2+1B2+2C1+2C2)+USTV(2A+2B+1C)	12		4,000
SL	SL3	26,400	1S+1A+1B+1C	4	6,600	S: S1 or S2/ B: B1 or B2 MON ~ FRI 20:00-22:00 NT\$39,600/ SS:MON~FRI. 19:30-20:00 NT\$26,400
	SETN	25,000 20,000	1SS+1A+1B+1C 1S+1A+1B+1C	4	6,250or 5,000	S: S1 or S2
	SL2	20,000	1S+1A+1B+1C	4	5,000	S: S1 or S2 SAT2230-2430/ NT\$20,000 SAT2100-2330/ NT\$20,000 SUN2200-2400+SAT 1130-1330+SUN1000-1200/NT\$20,000 MON ~ FRI:1900-2000+ 1100-1200+1500-1600+ 0100-0200 NT\$16,000
STV/KH	30,000	1S+1A+2B+2C	6	5,000		

Television



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Channel	Net	Buying Package	Spot	10" Average Gross	Note	
	ET-D	50,000	1S+1A+2B+2C	6	8,333	
	STV	50,000	1S+1A+2B+2C	6	8,333	
Discovery	Dscvry	60,000	1A1+2A2+3B1+3B2	9	6,667	A1 : 2100-2300 A2 : 1800-2100/2300-2400 B1 : 00:00-0200/1200:1800 B2 : 0200-1200
	Animal					
	Planet	50,000	1A1+2A2+3B1+3B2	9	5,556	
	DTL					
STAR	*CHIN	50,000	1Super+1A+2B+2C	6	8,333	
	*MVE	50,000	1Super+1A+2B+2C	6	8,333	
	Star					
	Movie	44,000	1Super+1A+2B+2C	6	7,333	
	Ch [V]	35,000	1Super+1A+1B+1C	4	8,750	
	* NGC	35,000	1Super+1A+1B+1C	4	8,750	
ESPN/Star Sports		30,000	( 18:00-25:00 )			World class tournaments not eligible
		16,000	( 06:00-18:00 )			
		10,000	( 01:00-06:00 )			
ERA	ETVN	25,000	1S+3A+3B	7	3,571	Single: S option: NT\$20,000 A option: NT\$12,500 B option: NT\$5,000
	MUCH ASIA ETV	35,000	2SS+2S+3A+3B	10	3,500	
	JET TV	25,000	1S+1A+2B+2C	6	4,167	
	Disney	15,000	1S+3A+5B+1C	10	15,000	Limited to 14 under and 25 above (female priority)
FTVN		32,000	1S+1A1+2A2+1B1+1B2+2C	8	4,000	Project A
		12,000	1A1+1B1+1B2	3	4,000	Project B
		24,000	1A1+1A2+1B1+1B2+2C1	6	4,000	Special rates (CPRP)
MTV	12,000	1A+2B+3C	6	2,000		

All the above rates are net as of Dec. 2008. Any changes please check with each TV channel.

\* PL is represented by VL until Dec. 31, 2008 only.



## 2008 TV Audience Profile

SEX / %	MALE	FEMALE
Terrestrial	45.5	54.5
Cable	52.4	47.6
Total	50.8	49.2

AGE / %	4-14	15-24	25-34	35-44	45-54	55+
Terrestrial	10.4	11.9	13.1	16.0	17.9	30.7
Cable	10.6	9.4	15.7	18.1	19.7	26.6
Total	10.5	9.9	15.1	17.7	19.3	27.5

Working / %	Working Male	Working Female	Student	Housewife	Retired/ Not Working
Terrestrial	25.0	21.3	16.0	17.2	20.4
Cable	31.3	20.5	14.6	14.4	19.1
Total	29.8	20.7	14.9	15.1	19.5

Source : AGB Nielsen Media Research

## 2008 Top 10 Rating Programs

Ranking	Program Name	Chn	Prog Type	TVR%
1	Wife's Family	FTV	Taiwanese Drama	6.27
2	Love	FTV	Taiwanese Drama	6.19
3	CNY's Eve Special Program	CTV	Special Program	4.94
4	2008 Beijing Olympics Opening	CTV	Special Program	4.30
5	Destiny	TTV	Mandarin Drama	4.18
6	The 45 <sup>th</sup> Golden Horse Award	*MVE	Special Program	3.94
7	True Love	SANLI	Taiwanese Drama	3.80
8	Super Star Talent Show	CTV	Variety	3.71
9	Variety Club	FTV	Variety	3.57
10	2008 Beijing Olympics Opening Live	TTV	Special Program	3.52

Source : AGB Nielsen Media Research




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## 2008 Top 10 Categories

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Ranking	Category	Spending(NT\$,000)
1	Food : Fast Food Chain Store	643,324
2	Transportation : Automobile	558,650
3	Telecom : Mobile Telecom Service	461,569
4	Others : Government	453,858
5	Telecom : Internet Service	422,692
6	Computer : Game Software/ On-line Game	422,004
7	Beverage : Tea Drink	381,430
8	Financial & Banking : Insurance	357,638
9	Hair Care : Shampoo, Hair Conditioner	348,378
10	Beauty Care : Personal Care	340,349

Source : Nielsen Media Research

Adjust Rate by MAA : Terrestrial: 0.109, Cable: 0.034

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## Top 10 Advertisers

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Ranking	Advertiser	Spending (NT\$,000)
1	Procter & Gamble	518,093
2	Johnson & Johnson	334,861
3	Chunghwa Telecom	329,749
4	GlaxoSmithKline (GSK)	301,611
5	McDonald's	296,809
6	Taiwan Mobile	270,351
7	Kao	259,808
8	Standard Foods	247,638
9	Unilever	212,475
10	Colgate	206,870

Source : Nielsen Media Research

Adjust Rate by MAA : Terrestrial: 0.109, Cable: 0.034



## III. Newspaper

### Buying Situation

#### Overview

- ★ Public Issued Newspapers      346 Titles
- ★ Space Booking Time              30 days before.
- ★ Material Deadline                5 days before; 7 days before for special Sizes
- ★ Cancellation                      7 days before.
- ★ Material Format                    Color – Positive Film, 100 lines  
     B/W – Positive Film, 90 lines  
     In Compact Disc
  
- ★ Buying Notes
- ★ After booking, still not guaranteed for acquisition of the space.
- ★ Some newspapers split various different editions for advertising. China Times and United Daily split into 26 editions, Apple Daily 8 editions, Commercial Times and Economic Daily 2 editions. The advertising rate card is for single edition. Rates will be doubled for double editions (Apple Daily rate card is usually for double editions, single edition rate is usually 30% off the double edition rate)
- ★ The front page ad will rotate between the two editions when on the Economic Daily and the Commercial Times.
- ★ The discount rate of the Apple Daily rate card varies according to the market demand.

### Newspaper Number per 100 Households

Year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Copies/ Hundred Household	53.6	51.7	46.9	41.4	40.4	37.9	35.4	33.7	29.4	27.9

Source: Directorate General of Budget Accounting and Statistics, Executive Yuan, R.O.C

<http://fies2.tpg.gov.tw/result.asp>





## 2008 Newspaper Information

### Daily Newspaper

Title	Type	ABC Circulation	Readership %	Gross Rate(NT\$) (Outer H1/2 Page)
Apple Daily	General	512,084 (De. 2008 Average)	16.3	275,000
Liberty Times	General	696,630 (Oct - Dec)	16.0	330,000
United Daily	General	N/A	8.5	300,000
China Daily News	General	N/A	7.1	240,000
Economic Daily News	Finance	N/A	1.0	Weekday:218300 Weekend:215,900
Commercial Times	Finance	N/A	0.8	218,259
China Daily News	General	N/A	0.7	169,000
Mandarin Daily News	Other	N/A	0.5	136,000
Merit Times	General	N/A	0.3	200,000
Taiwan Times	General	N/A	0.3	84,500
Keng Sheng Daily News	General	N/A	0.3	NA
The Commons Daily	General	N/A	0.1	208,000
Taiwan Shin Sheng Daily News	General	N/A	0.02	169,000
Sharp Daily	Free of Charge	116,087 Copies (Dec. 2008 Average)	0.6	112,000

### Evening Newspaper

Title	Type	ABC Circulation	Readership %	Gross Rate(NT\$) (Outer H1/2 Page)
United Evening	Evening News	N/A	0.9	Regular : 280,000 Fri : 228,000

Readership Source : Nielsen Media Research

Circulation Source : The Audit Bureau Circulations, R.O.C.



## 2008 Top 10 Newspaper Advertising Categories

Ranking	Category	Spending (NT\$,000)
1	Construction : Real Estate	4,147,424
2	Computer : 3C Channel	290,528
3	General Service : Shopping Carters	249,253
4	Household Appliances : Electric Appliance Shops	227,734
5	Other : Political Parties / Election Campaigns	220,186
6	Other : Government Organization	211,613
7	Transportation : Automobile	158,640
8	Beauty Care : Personal Care	130,938
9	Education & Entertainment : Intensive Study Schools	130,804
10	Finance : Mutual Funds	128,080

Source : Nielsen Media Research

Adjustment Rate by MAA : NP: 0.38

(Classified ad expenditure not included)

## 2008 Top 10 Newspaper Advertisers

Ranking	Advertiser	Spending (NT\$,000)
1	Farglory	546,502
2	Tsann Kuen	261,522
3	Elifemall	222,209
4	Jaysanlyn Real Estate	214,892
5	Highwealth Construction	150,969
6	Radium Life Tech	119,208
7	Carrefour	117,629
8	Yuanlih Group	100,070
9	Lih Pao Construction	79,898
10	Bao Jia Construction	76,691

Source: AGB Nielsen Media Research

Adjustment Rate: NP: 0.38



## IV. Magazine

### Buying Situation

#### Overview

- ★ Magazine Numbers      Chinese magazine: total around 700, with 550 active.  
Foreign magazine: around 2500 (Japanese: around 450, English and others: around 2000)  
\*Data provided by Elite Book Store
- ★ Space Booking Time      No need to register after the Publication Law abrogated  
Weekly: 30 days before  
Others: 40 days before  
Reader's Digest: 75 days before
- ★ Material Deadline      Weekly: 10 days before  
Others: 15 days before  
Reader's Digest: 60 days before
- ★ Cancellation      Weekly and Monthly: 30 days before  
Reader's Digest: 60 days before
- ★ Material Requirement      Color – Positive Film, 175 lines  
B/W – Positive Film, 150 lines, Right Reading/Emulsion  
Down  
Compact Disc
- ★ Magazine Advertisement Specs      FP, DPS, Insert, Gatefold, Booklet, Wrap, HP, Advertorial  
  
\* Special sizes upon request

#### Buying Notes

- ★ Gradually turning to package buy or group central buying which offer lower price than single purchase.
- ★ Most publications announce new rates for the following year in Q4. Space booked before price change can maintain old price.
- ★ It is not just assigning the location in the first half and first sight page of the magazine, but also assigning to the articles that fit the product to enhance effectiveness.
- ★ Certain magazines require one year booking lead time for special sizes: China Times Weekly, female and financial magazines (but not absolutely due to economy downturn).
- ★ The ad positions of the first half of Weekly magazines, e.g. Business Weekly and Next Magazine etc., are in great demand.



## MG Numbers per 100 Households

Year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Copies/ Hundred Household	16.0	17.7	18.0	19.1	18.3	16.3	15.6	14.7	14.4	13.1

Source: Directorate General of Budget Accounting and Statistics, Executive Yuan, R.O.C.

<http://fies2.tpg.gov.tw/result.asp>

## 2008 Magazine Information

### Weekly Magazine

Title	Type	Circulation	Readership %	Gross Rate (Inner FP / NT\$)
Next Magazine	General Interest	120,901 (Jul - Dec)	9.3	200,000 (First Half)
Business Weekly	News/ Business	158,298 (Apr - Jun)	5.8	265,000
China Times Weekly	General Interest	N/A	3.5	180,000
Business Today	News /Business	N/A	1.5	120,000
Money Weekly	News /Business	N/A	1.5	125,000
TVBS Weekly	General Interest	N/A	1.3	150,000 (First Half)
Super Taste	Leisure/ Travel	N/A	1.3	100,000
UBN Weekly	News /Business	N/A	0.9	120,000
Yazhou Zhoukan	News /Business	N/A	N/A	519,000
The Journalist	News /Business	N/A	N/A	120,000
Marbo Weekly	News /Business	N/A	N/A	120,000
*Scoop Weekly	General Interest	N/A	N/A	150,000

P.S.: Scoop Weekly changed to bi-weekly since Feb. 2009

### Biweekly

Title	Type	Circulation	Readership%	Gross Rate (Inner Full / NT\$)
Common Wealth	News/ Business	N/A	2.4	260,000 (First Half)
*ppaper	Literature	N/A	0.3	140,000

\* ppaper changed to monthly in November, 2008.



### Monthly

Title	Type	Circulation	Readership %	Gross Rate (Inner Full / NT\$)
Global Views	News/ Business	N/A	2.2	180,000
Queen	Fashion	N/A	1.6	140,000
SMART	News/ Business	68,446(1 <sup>st</sup> HY)	1.5	150,000
CAR NEWS	Automobile	N/A	1.4	130,000
Studio Classroom	Language Learning	N/A	1.4	160,000
PC Home	Computer	N/A	1.4	180,000
Let's Talk in English	Language Learning	N/A	1.2	160,000
VIVI MAGAZINE	Fashion	N/A	1.1	110,000 (First Half)
COCO	Fashion	N/A	1.1	110,000 (First Half)
Reader's Digest (Chinese)	Literature	N/A	1	215,000
Wealth Magazine	News / Business	N/A	1	160,000
Citta Bella (Chinese)	Fashion	N/A	0.9	140,000
Girl	Fashion	N/A	0.9	100,000 (First Half)
VOGUE (Chinese)	Fashion	N/A	0.9	85,000
'ef	Fashion	N/A	0.8	130,000
Beauty	Fashion	N/A	0.8	140,000
Common Health	Healthy/ Nursery	N/A	0.8	140000 (First Half)
Car Magazine	Automobile	N/A	0.8	150,000
ELLE	Fashion	N/A	0.7	128,000 (First Half)
Elder Beauty	Fashion	N/A	0.7	180,000
Marie Claire	Fashion	N/A	0.7	130,000
* nana	Fashion	N/A	0.7	125,000 (First Half)
National Geographic	Leisure/ Travel	N/A	0.7	180,000
Mina	Fashion	N/A	0.7	140,000
Baby & Mother	Healthy/ Nursery	N/A	0.7	150,000
Cosmopolitan	Fashion	N/A	0.7	150,000
FHM	Fashion	N/A	0.7	120,000
Taiwan Motor	Automobile	N/A	0.7	120,000
My HOME	Architecture	N/A	0.6	100,000
ViVi (Chinese)	Fashion	N/A	0.6	140000 (First 1/3)



Title	Type	Circulation	Readership %	Gross Rate (Inner Full / NT\$)
7-Watch	Leisure/ Travel	N/A	0.6	130,000
CHEERS	News/ Business	N/A	0.5	144,000
Mom Baby	Healthy/ Nursery	N/A	0.5	100,000
Management Mag.	News/ Business	N/A	0.5	151,000
Business NEXT	Computer	N/A	0.5	130,000
AUTO DRIVER	Automobile	N/A	0.4	120,000 (First Half)
Taipei Walker	Leisure/ Travel	N/A	0.4	150,000
GQ (Chinese)	Fashion	N/A	0.4	77,300 (First Half)
BAZAAR	Fashion	N/A	0.4	170,000
Geophone	Computer	N/A	0.4	100,000
Mommy Baby	Healthy/ Nursery	N/A	0.4	120,000
Ray	Fashion	N/A	0.3	120,000
M'S	Fashion	N/A	0.3	135,000
Men's uno	Fashion	N/A	0.3	130,000
30 Magazine	News/ Business	N/A	0.2	135,000
WITH	Fashion	N/A	0.2	110,000 (First 1/3))
ARCH	Architecture	N/A	0.2	130,000
Manager Today	News/ Business	N/A	0.2	120,000
Baby Life	Healthy/ Nursery	N/A	0.2	120,000
* here	Leisure/ Travel	N/A	0.1	140,000
Marie Claire - Accessories	Fashion	N/A	0.1	130,000
TO' GO	Leisure/ Travel	N/A	0.1	125,000
GOLF	Sports	N/A	0.1	150,000
Stuff (Chinese)	Computer	N/A	0.1	132,000
Golf Digest	Sports	N/A	0.1	150,000
La Vie	Architecture	N/A	0.1	120,000
BODY	Fashion	N/A	0.1	110,000 (First Half)
Esquire	Fashion	N/A	0.03	60,000
AANGEL	Fashion	N/A	N/A	120,000
BANG	Fashion	N/A	N/A	120,000
BRAND	Fashion	N/A	N/A	170,000
CAREER	News/ Business	N/A	N/A	100,000
Cawaii	Fashion	N/A	N/A	100,000

**Magazine**



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Title	Type	Circulation	Readership %	Gross Rate (Inner Full / NT\$)
Choc	Fashion	N/A	N/A	100,000
COOL	Fashion	N/A	N/A	100,000
DECO	Architecture	N/A	N/A	120,000
DIGITAL HOME	Computer	N/A	N/A	155,000
EMBA	News/ Business	N/A	N/A	90,000
Popteen	Fashion	N/A	N/A	100,000
Traveler	Leisure/ Travel	N/A	N/A	110,000
Vita	Fashion	N/A	N/A	150,000
WE PEOPLE	Fashion	N/A	N/A	120,000
WORLD SCREEN	Leisure/ Travel	N/A	N/A	90,000
Travel Com	Leisure/ Travel	N/A	N/A	120,000
Option	Automobile	N/A	N/A	60,000
Motor Magazine	Automobile	N/A	N/A	110,000
Car Life	Automobile	N/A	N/A	100,000
Harvard Business Review	Leisure/ Travel	N/A	N/A	150,000
JASMINE	Fashion	N/A	N/A	120,000
EVERGREEN	Healthy/ Nursery	N/A	N/A	120,000
My Birthday	Leisure/ Travel	N/A	N/A	120,000
VIVI Bride	Fashion	N/A	N/A	100,000
Better Life	Literature	N/A	N/A	150,000

Readership Source : Nielsen Media Research

Circulation numbers are provided by ABC

\*Magazines closed in 2008(month) : PC office (01), DVD info (01), Eslite (04), PC SHOPPER (05), Car and Driver(05), Coco (06), Figaro (08), Infoweeks (08), smart max (11), New Taiwan (12). Magazines changed to online edition(month) : Nana(05), Here(6)




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### 2008 Top 10 Categories

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Ranking	Category	Spending (NT\$,000)
1	Beauty Care : Personal Care	343,657
2	Real Estate	297,459
3	Clocks & Watches	222,715
4	Transportation : Automobile	163,571
5	Sport/casual wearing	149,476
6	General wearing	148,106
7	Jewelry & Gold	145,331
8	Whiskey	114,335
9	Cigarette	109,226
10	Auto Accessories	102,100

Source : Nielsen Media Research

Adjustment Rate by MAA : MG: 0.435

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### 2008 Top 10 Advertisers

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Ranking	Advertiser	Spending (NT\$,000)
1	L'Oreal	146,416
2	CHANEL	78,873
3	ESTEE LAUDER	59,720
4	Shiseido Taiwan	59,546
5	Procter & Gamble	55,288
6	Christine Dior	54,625
7	Piaget	44,515
8	Shiseido	41,579
9	Hotai Motor (TOYOTA)	37,721
10	Unilever	36,923

Source : Nielsen Media Research

Adjust Rate by MAA : MG: 0.435





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## V. Radio

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### Buying Situation

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**Legal radio stations number : 208**

#### Station Types

★ Amplitude Modulation Broadcast

AM means keeping the fixed frequency but with changeable wave range. According to international agreement, the standard frequency range is from 535Khz to 1,605Khz. All the frequencies are controlled and assigned by the government when new station application submitted. It is easy to interfere with each other when the frequencies are too close. But even one signal is much stronger than the others; it is still unable to suppress them completely, unless the difference is higher than 20 times. The transmission effect is closely related to the height of the broadcast tower, frequency and the power itself.

★ Frequency Modulation Broadcast

FM means keep the fixed wave range but with changeable frequency. The frequency range is high, from 88Mhz to 108Mhz, and with no interference to each other. According to international practice, it should be at least 200Khz difference between two stations. It is also not interfered by static in the sky. Even in bad weather the signal is still very clear. The wave travels straighter and shorter, therefore the broadcast towers are often built on the mountaintop to avoid obstacles.

★ High Power Station

The power is limited under 30 Kwatts and the coverage is island wide. Minimum capital is NT\$50 million.

★ Medium Power Station

The power is limited under 3 Kwatts and the coverage radius is around 20 Km. Minimum capital is NT\$50 million.

★ Small Power Station

The power is limited under 750 watts and the coverage radius is around 10 km~15 km. Minimum capital is NT\$ 1 million.

**Buying Situation**

The rates are different from station to station. Generally monthly package is lower cost comparing to single spot purchase. The programs are developed and produced by the stations. The program co-op can also be handled through brokers. The rates do not include the production cost.

**★ Monitoring**

There are 15 stations monitored in 2008, including I like radio, I radio, BBC News, UFO, Philharmonic, POP RADIO, News 98, HIT FM, ICRT, BEST 989, ASIA, M Radio FM106.1, Super FM99.1, Best Radio, KISS Radio.

**★ Booking Time**

Different from station to station. Generally 3 days before airing in low season, 5~7 days before airing in peak season.

**★ Material Deadline**

3 days before airing to provide material and to confirm booking. Music copyright authorization and DOH approval or license is needed for different categories.

**★ Cancellation**

Different from station to station. Generally 10 days before airing.

**★ Advertising Time (major stations)**

It is stipulated that there are a minimum of 9 mins to a maximum of 12 mins advertising time for radio stations for each hour. However, except BCC, UFO, NEWS 98, others usually exceed the time limit during peak season.

**★ Length**

10", 15", 20", 30", 40", 45", 60"




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## 2008 Radio Information

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**Remarks:**

1. The following listenership data is for monitored commercial radio stations only.
2. In 2009 Taipei Pop Radio changed to Pop Radio. And it is independent from the HIT FM network. The Voice of Taipei joined the HIT FM network from 2009.
3. The advertising rate cards are provided by the stations for May, 2009 onward. The unit rate example is for a 30" spot. A monthly package means 30 spots. All the rates are subjects to changes by all the stations.

Island wide (Weighted population=17,531 thousands)

Station	Listenership%	Gross Rate (NT\$)
I Radio	4.5	5,000-13,500/spot/Mon - Fri 5,000-9,000/spot/Sat - Sun
I Like Radio	3.8	6,000-15,000/spot/Mon - Fri 5,000-10,000/spot/Sat - Sun
ICRT	2.1	5,000-10,800/spot
BCC News Network	2.0	2,000-5,000/spot/Mon - Fri 2,000-4,000/spot/Sat - Sun
KISS Radio	1.9	1,400-4,800/spot
UFO Taipei	1.8	4,000-14,000/spot
Best Radio	1.6	1,200-4,300/spot
NEWS98	1.3	4,200-11,040/spot/Mon- Fri 4,000-5,000/spot/Sat - Sun
Apple Online	1.3	2,500-5,700/spot
Asia Broadcast Network	1.2	2,500-4,400/spot/Mon - Fri 1,100-2,400/spot/Sat - Sun



## Greater Taipei (Weighted population =5,356 thousands)

Station	Listenership%	Gross Rate (NT\$)
UFO Taipei	5.8	4,000-14,000/spot
I radio	5.4	5,000-13,500/spot/Mon – Fri 5,000-9,000/spot/Sat -Sun
NEWS98	4.1	4,200-11,040/ spot/Mon – Fri 4,000-5,000/ spot/Sat -Sun
I like radio	3.8	6,000-15,000/ spot/Mon – Fri 5,000-10,000/ spot/Sat -Sun
POP Radio	3.5	4,000-8,000/spot
BEST 989	3.3	3,200-6,000/spot
ICRT	2.8	5,000-10,800/spot
Philharmonic Radio	2.8	2,500-6,000/spot
Super FM 98.5	2.7	2,000-6,000/spot
Voice of Taipei	2.2	2,000-10,000/spot

Source : Nielsen Media Research Radio Survey

## Taoyuan, Hsinchu &amp; Miaoli (Weighted=2,564 thousands)

Station	Listenership%	Gross Rate (NT\$)
Asia Broadcast Network	7.2	2,500-4,400/spot/Mon - Fri 1,100-2,400/spot/Sat - Sun
I Radio	6.1	5,000-13,500/spot/Mon - Fri 5,000-9,000/spot/Sat - Sun
I Like radio	4.9	6,000-15,000/spot/Mon – Fri 5,000-10,000/spot/Sat - Sun
UNI FM96.7	4.1	20,000-70,000/Monthly/Mon - Fri 13,000-45,500/Monthly/Sat - Sun
ASIA FM92.3	2.7	2,500-4,400/spot/Mon - Fri 1,100-2,400/Spot/Sat - Sun

Source : Nielsen Media Research Radio Survey



Taichung, Changhua and Nantou (Weighted Population=3,410 thousands)

Station	Listenership%	Gross Rate (NT\$)
I Radio	4.4	5,000-13,500/spot/Mon – Fri 5,000-9,000/spot/Sat – Sun
Hit FM Affiliate FM91.5Mhz	4.2	2,000-10,000/Spot
I Like radio	3.8	6,000-15,000/Spot/Mon - Fri 5,000-10,000/ spot/Sat – Sun
Taichung Broadcast Station	3.6	65,000-90,000/monthly
Super FM99.1	3.4	2,500-4,000/spot
M Radio FM106.1	3.4	50,000-109,000/monthly/Mon - Sat 10,000/Monthly/Sun
NanTou	3.2	1,400-4,800/spot
FM933 City Station	3.1	1,500-3,000/spot

Source : Nielsen Media Research Radio Survey

Yunlin, Chiayi and Tainan (Weighted Population=2,585 thousands)

Station	Listenership%	Gross Rate (NT\$)
Apple Online	8.4	2,500-5,700/spot
Kiss Affiliate FM97.1	4.9	1,400-4,800/spot
Apple Line	4.9	2,500-5,700/spot
I Like radio	3.5	6,000-15,000/spot/Mon - Fri 5,000-10,000/ spot/Sat – Sun
I Radio	2.6	5,000-13,500/spot/Mon - Fri 5,000-9,000/ spot/Sat – Sun

Source : Nielsen Media Research Radio Survey



Kaoshiung and Pingtung (Weighted Population =2,839 thousands)

Station	Listenership%	Gross Rate (NT\$)
Kiss Radio	11.8	1,400-3,350/spot
Best Radio	9.7	1,200-4,300/spot
I Radio	3.0	5,000-13,500/spot/Mon - Fri 5,000-9,000/ spot/Sat – Sun
I Like radio	2.9	6,000-15,000/spot/Mon - Fri 5,000-10,000/ spot/Sat – Sun
Voice of Southern Taiwan	2.1	4,000-14,000/spot

Source : Nielsen Media Research Radio Survey

Yilan, Hualien and Taitung (Weighted Population =777 thousands)

Station	Listenership%	Gross Rate (NT\$)
I Radio	6.6	5,000-13,500/spot/Mon - Fri 5,000-9,000/ spot/Sat – Sun
Bei Yi Chen Yeh	4.9	4,000-14,000/spot
I Like radio	4.5	6,000-15,000/spot/Mon - Fri 5,000-10,000/ spot/Sat – Sun
Tai Lu Ger	3.3	4,000-14,000/spot
Tai Gon Jy Been	3.2	4,000-14,000/spot
BCC News Network	2.7	2,000-5,000/spot/Mon - Fri 2,000-4,000/ spot/Sat – Sun

Source : Nielsen Media Research Radio Survey



## 2008 Top 10 Advertising Categories

Ranking	Category	Spending (NT\$,000)
1	Construction : Real Estate	587,174
2	General Service: Supermarket, Convenient Store	244,194
3	Other : Government	194,080
4	Entertainment : Mandarin Music Album	136,697
5	Education & Entertainment : Intensive Study School	104,595
6	Entertainment : Shows & Concerts	83,873
7	Finance : Finance	80,805
8	Other : Government Campaign	77,951
9	Entertainment : Foreign Music Album	77,495
10	General Service : Hotels, Resorts	70,152

Source : Nielsen Media Research

Adjustment Rate by MAA : Radio: 0.41

Notes : 15 Radio Stations Statistics

## 2008 Top 10 Advertisers

Ranking	Advertiser	Spending (NT\$,000)
1	Jaysanlyn Real Estate	158,895
2	Family Mart	113,357
3	7-11	95,777
4	Radium Life Tech	80,397
5	Universal Music	54,595
6	Far Eastone Telecommunications	50,308
7	Highwealth Construction	49,424
8	Paolyta	45,236
9	Ministry of Transportation & Communications	43,301
10	hp	32,105

Source : Nielsen Media Research

Adjustment Rate by MAA : Radio: 0.41

Notes : 15 Radio Stations Statistics



## VI. Cinema

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### Buying Situation

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- ★ Booking  
Via cinema advertising brokers.
- ★ Booking Time  
Peak season (Summer and winter vacations): 2 month before
- ★ Special Holiday: Spring Break, Confucius Day to October: 1 and 1/2 month before  
Others: one month before (material and license ready)
- ★ Material Deadline  
Taipei City: 10 days before, Other Cities: 10 days before
- ★ Material Requirement  
35mm film, requires the broadcast license issued by GIO. DOH approval needed for cosmetics, food and medical care products.
- ★ Copy Length  
Minimum 5 sec. ( Less than 5 sec. will be charged as 5 sec. )





## 2008 Major Cinema Advertising Rates

Cinema	Area	Screening	Gross Rate (NT\$)
Vieshow Cinemas (Xin-Yi)	Taipei City	4 Theaters	30 sec. /216,000
Miramar Cinemas (Tien -Mu)	Taipei City	4 Theaters	30sec. /96,000
Miramar Cinemas (Dazhi)	Taipei City	4 Theaters	30sec. /96,000
Ambassador Theaters	Taipei City	3 Theaters	30sec. /72,000
Ambassador (Breeze Center)	Taipei City	6 Theaters	30sec. /144,000
Cinemark	Taipei City	6 Theaters	30sec. /144,000
Shin Kong Cineplex	Taipei City	3 Theaters	30sec. /72,000
Le Sheng	Taipei City	All screenings	30sec. /45,000 60sec. /90,000
Vieshow Cinema (IMAX)	Taipei City	All screenings	30sec. /160,000
Tung Nan Ya	Taipei City	All screenings	30sec. /30,000 60sec. /60,000
Chang Chun	Taipei City	All screenings	30sec. /35,000 60sec. /70,000
Governor	Taipei City	All screenings	30sec. /32,000 40sec. /42,700 60sec. /64,000
Capital	Taipei City	All screenings	30sec. /32,000
Yung Ho Hollywood	Taipei County	All screenings	30sec. /10,000 60sec. /20,000
Hsin Juang Hong Chin Pao	Taipei County	All screenings	30sec. /10,000 60sec. /20,000
Venice	Chung Li City	All screenings	30sec. /120,000
Huan Yi Chen	Tao Yuan County	7 Theaters 14 Theaters	30sec. /70,000 60sec. /140,000
Vieshow Cinemas	Hsinchu	4 Theaters	30sec. /151,200
Sunrise	Taichung City	All screenings All screenings All screenings	30sec. /16,000 40sec. /20,000 60sec. /25,000
Shin Kong Cineplex	Taichung City	8 Theaters	30sec. /192,000
Vieshow Cinemas (De An)	Taichung City	4 Theaters	30sec. /172,800
Vieshow Cinemas TIGER CITY	Taichung City	4 Theaters	30sec. /172,800



Cinema	Area	Screening	Gross Rate (NT\$)
In 89 Digital Cinema	Taichung City	All screenings	30sec. /16,000
		All screenings	40sec. /20,000
Vieshow Cinemas	Tainan	4 Theaters	30sec. /129,600
Ambassador Theaters (Tainan)	Tainan	5 Theaters	30sec. /120,000
Shin Kong Cineplex	Tainan	8 Theaters	30sec. /192,000
Nantai	Tainan	6 screenings/day	30sec. /30,000
		6 screenings/day	60sec. /60,000
Vieshow Cinemas	Kaohsiung	4 Theaters	30sec. /172,800
Cannes	Kaohsiung	2 screenings/day	30sec. /10,000
		2 screenings/day	40sec. /13,400
		2 screenings/day	60sec. /20,000
San Duo Movie City	Kaohsiung	7 screenings/day	30sec. /30,000
		7 screenings/day	60sec. /60,000
Universal	Kaohsiung Linya	All screenings	30sec. /16,000
		All screenings	40sec. /21,500
		All screenings	60sec. /32,000
East Asia Movie City	Kaohsiung Fongshan	2 screenings/day	30sec. /10,000
		2 screenings/day	40sec. /13,400
		2 screenings/day	60sec. /20,000
Lo Tung Tung 1	I-Lan County	All screenings	30sec. /10,000
		All screenings	40sec. /13,500
		All screenings	60sec. /20,000
Lo Tung Sunrise	I-Lan County	All screenings	30sec. /10,000
		All screenings	40sec. /13,500
		All screenings	60sec. /20,000
Movie City	Hwa Lien City	All screenings	30sec. /35,000
		All screenings	40sec. /45,500
		All screenings	60sec. /60,000

\* All the above are net rates, VAT excluded.




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### 2008 Top 10 Box Office Movies

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Ranking	Title	Box-Office Record(NT\$ million)
1	Cape No. 7	23.07
2	The Mummy 3: Tomb of the Dragon	11.16
3	The Dark Knight	10.92
4	CJ 7	8.69
5	Iron Man	8.25
6	Red Cliff	7.96
7	Hancock	7.32
8	Indiana Jones 4 : The Kingdom of the Crystal Skull	7.02
9	Wanted	5.71
10	Bond 22: Quantum of Solace	5.67

Source : TPBO <http://www.taipeibo.com/>

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### 2008 Top 10 Advertising Categories

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Ranking	Category	Spending (NT\$,000)
1	Clothing: Corporate/Store	28,557
2	Shampoo / Conditioner	14,238
3	Automobile	12,101
4	General Beauty Care	8,687
5	Clocks & Watches	8,289
6	Telecom Services	8,269
7	Motorcycle	7,805
8	Computer: Corporate	7,434
9	Clothing: Jeans	4,063
10	Game Softwares/ On-line games	3,785

Source : Nielsen Media Research  
 Adjustment Rate by MAA : Cinema: 1.00



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**2008 Top 10 Advertisers**

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<b>Ranking</b>	<b>Advertiser</b>	<b>Spending (NT\$,000)</b>
1	BRS Nike Taiwan Inc	26,252
2	Procter & Gamble	22,595
3	Hotai Motor (Toyota)	8,773
4	SYM	6,477
5	Oris – Swiss Made Watches	4,608
6	Bobson Jeans	4,063
7	Asus	3,562
8	LOUIS VUITTON	3,532
9	Gamania Digital Entertainment	3,492
10	Far Eastone Telecommunications	3,464

Source : Nielsen Media Research  
Adjust Rate by MAA : Cinema: 1.00



## VII. Out-Of-Home

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### Buying Situation

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- ★ Booking  
Via outdoor advertising brokers
- ★ Booking Lead Time  
At least one month before. Popular spots and routes need 2 months before. The current clients have the rights for contract renewal.
- ★ Material Deadline: 20 days before
- ★ Material Format : CD



## 2008 Key OOH Media Rate Cards

### ★ Bus

<b>Bus Company</b>	<b>Region</b>	<b>Gross Rate (NT\$)</b>
MTC Bus	Taipei	20,000
San Chung	Taipei	12,000
Taipei	Taipei	12,000
Capital	Taipei	12,000
Hsin Hsin	Taipei	12,000
Hisn Dian	Taipei	12,000
Kuang Hwa	Taipei	12,000
Da Nan	Taipei	12,000
Air Bus	Taipei	12,000
Chung Hsin	Taipei	12,000
Ji Nan	Taipei	12,000
Tam Sui	Taipei	20,000
Hsin Ho	Taipei	20,000
Fu Ho	Taipei	20,000
I Hsing	Yi-Lan	10,000
Keelung	Keelung	20,000
Tao Yuan	Tao Yuan	12,000
Hsin Chu	Hsin Chu	12,000
Miao Li	Miao Li/Taichung	12,000
Taichung	Taichung	12,000
Jen Lou	Taichung	14,000
Fung Yuan	Taichung	12,000
Jiu Yeh	Taichung	18,000
Changhua	Changhua	10,000
Yuan Lin	Changhua/Nan Tao	10,000
Nan Tao	Nan Tao	10,000
Chai Yi	Yun Lin/Chai Yi	10,000
Hsin Nan	Tainan	12,000
Hsin Ying	Tainan	10,000
Kaohsiung City	Kaohsiung	16,000
Kaohsiung	Kaohsiung	12,000
Ping Tung	Ping Tung	10,000



## ★ MRT

Type	Region	Gross Rate (NT\$)
Aisle Light Box	Taipei City	480,000~250,000 Panel/Month
*		850,000~350,000 *Package(Month)
*Inside Poster	Taipei City	*High capacity Horizontal 150,000/week/300 panels
		*High capacity Vertical 120,000/week/300 panels
*Full Train Painting	Taipei City	*1,800,000/Train/Month
Platform Light Box	Taipei City	250,000~80,000 Panel/Month
*		900,000~600,000 *Package(Month)
*Outside Door Sticker	Taipei City	*1,200,000/Train/Month
*Banner	Taipei City	*480,000/Month
Escalator Wall Sticker	Taipei City	*1,000,000/Month

Notes : \* The ad positions are not available since there's no agency representing them.  
The Ping He Media takes the dealership of Taipei MRT's advertisement of light box, windows, LED, inside/outside cabin advertisement since Feb. 2009.

## ★ Airport

Region	Type	Gross Rate (NT\$)
CKS Airport	Light Box	200*400cm 580,000~300,000 Panel/Month
		150*300cm 420,000~238,000 Panel/Month
*	Banner	1,200,000~480,000 *Month
*	Wall Sticker	*1,000,000/ Month
*	Cart	*870,000/300 cart
Taipei Airport	Light Box	500,000~400,000 Month
	Display Window	400,000~250,000 Month
Tainan Airport	Light Box	300,000~200,000 Month
*Kaohsiung Airport	Banner	200,000~380,000 *Month
	Light Box	150*300cm 380,000~200,000 Panel/Month
		200*400cm 420,000~250,000 Panel/Month

Note : \*The ad positions are not available since there's no agency representing them.

## ★ Office Building LCD TV Ads

Region	Schedule	Gross Rate (NT\$)
Islandwide	a week	150,000 ~ 450,000



## ★ In-store Ads

Region	Schedule	Gross Rate (NT\$)
Islandwide	a week	56,000 ~ 100,000
Islandwide	Two-week (4 hours/day)	150,000

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**2008 Top 10 OOH Advertising Categories**


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Ranking	Category	Spending(NT\$,000)
1	Real Estate	156,028
2	Computer Corporate	145,311
3	Household Appliances	143,205
4	Banking	121,367
5	Government Organizations	118,631
6	Construction	111,909
7	Clothing Corporate	110,336
8	Telecom Service	108,747
9	Beauty Care	97,203
10	Insurance	82,570

Source : Nielsen Media Research

Adjustment Rate by MAA : Outdoor (Transit/Billboard/Building TV Screen/In-store Ads): 1.00

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**2008 Top 10 OOH Advertising Advertisers**


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Ranking	Advertiser	Spending (NT\$,000)
1	Sony	116,788
2	Coca Cola	56,267
3	Nokia	50,669
4	Samsung	45,574
5	Taiwan Mobile	33,729
6	BRS Nike Taiwan Inc	31,767
7	Cathay Financial Holdings	31,521
8	Kaohsiung City Government	31,352
9	20th Century Fox Taiwan	28,618
10	VIBO Telecom	24,483

Source : Nielsen Media Research

Adjustment Rate by MAA : Outdoor(Transit/Billboard/Building TV Screen/In-store Ads): 1.00





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## VIII. Internet

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### Internet Glossary

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Data source: Websites

- ★ Visit  
The continuing viewing on the web page. Often treated as one of the indices of web page traffic.
- ★ AD Impression  
A successful exposure of an advertisement to the visitor of the web page. The key point is whether the visitor saw the ad.
- ★ Click  
An action that the visitor saw certain advertising message and entered to another web page via it, usually to the advertiser's web page.
- ★ Click Through Rate  
The rate of clicks divided by the Impression, usually shown in %.
- ★ Conversion  
The real action of web page visitor after click in, includes purchase or fill in information.
- ★ CPM : Cost Per Millenarian  
The cost for 1,000 advertising exposures. Often used for comparison with other advertising tools.
- ★ Hit  
Every request that the browser sent to the server for downloading data (text, graphic, image file). The server will record every hit.
- ★ Page View  
The record of the numbers of times the web page been shown
- ★ Rich Media  
Via moving graphic effect to attract interaction with the visitor. Not just a still advertisement, it can also increase advertising effect and click rate.



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## Internet Advertisement

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Data source: Websites

- ★ **Super Size Banner Ad**  
Feb. 2001, Internet Advertising Bureau, IAB, acknowledged 7 standard sizes of internet ad: 250×250 Square Pop-Up, 180×150 Rectangle, 336×280, 240×400, 300×250, 160×600, 120×600.
- ★ **Dynamic Rotation Banner Ad**  
Not fixed in certain position in the web page. Emphasize on exposure times.
- ★ **Fixed Button Ad**  
In fixed page, fixed position, always appear along with the web page.
- ★ **Pop Up Window Ad**  
The advertising automatically shows up when pre-linked banner been clicked. Often contains smaller image or short message. Can be designed to link to other web page and will automatically close after about 10 sec. The purpose is to impress the viewer.
- ★ **Pop Under Window Ad**  
Pop-under ads are similar to pop-up ads, but the ad window appears hidden behind the main browser window rather than superimposed in front of it. Pop-under ads do not immediately impede a user's ability to view the site content, and thus usually remain unnoticed until the main browser window is closed, leaving the user's attention free for the advertisement.
- ★ **Key Word**  
The advertisement appears when the visitor keys in relevant words which were pre-linked in the search engine.
- ★ **Content Match**  
Content Match enables publishers to monetize their sites by leveraging user interest. Targeted Content Match results may be displayed based on the specific content of a publisher's site, geographic location, and other factors.
- ★ **E-Mail**  
Sending information or advertisement to visitor's mailbox according to previously left information.



- ★ **Steaming Ad**  
Putting the TV commercial in the web page that the visitor can click and view the commercial.
- ★ **Crazy Ad**  
Special format of ad, usually put on in the homepage of the website, it will appear when linking to the site. Normally showing in an active and big-sized way, a very effective ad but is one of the most expensive ad.
- ★ **eDM**  
Emailing DM can pass the ad message direct to the very targeting audience by selecting the age, sex, occupation and interests.

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## Internet Advertising Principles

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- ★ **Purpose**  
Often as follow:
  - A. Promote the brand
  - B. Sale promotion
  - C. Build up database
  - D. E-commerce
  - E. Announce events
- ★ **Effectively manage the “Catalyst Issue”**  
The event to arouse the action of getting onto internet for certain reasons.
- ★ **Choosing the website**
  - 1. Does it fit to the target audience?
  - 2. Does it have sufficient traffic and attractive enough to them?
  - 3. Does it have good CPM?
- ★ **Ad presenting**
  - 1. Consistent with marketing and advertising campaign.
  - 2. Simple message, attractive visual
  - 3. Creative way of saying the message.
  - 4. Small and fast graphics (10-15k).




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## Internet Usage

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Base : Users who used the internet yesterday

%	Usage	%
1	Searching information	94.3
2	E-mailing	82.8
3	Reading News	71.0
4	IM	67.7
5	Surfing Blog/ Video	58.3
6	On-line Shopping	48.7
7	Auction	45.0
8	Browsing	38.8
9	On-line Game	35.0
10	Chat Room/Friend Matching	32.6

Source : Nielsen Media Research NetWatch

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## Reach of Major Websites

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Base : Users who used the internet yesterday

Website	Occupation %
Yahoo	97.8
MSN Taiwan	35.6
Wretch	30.3
Google	17.8
PCHome	12.7
YouTube	11.5
HiNet	8.6
Yam	7.6
UDN.COM	2.8
Chinatimes	1.9
Sina	1.6

Source : Nielsen Media Research NetWatch




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## 2009 On-line Ads Rate Cards

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★ The following rates are provided by the webstes for April, 2009 onward.

★ Yahoo / Wretch

	Type	Gross Rate	Format
HomePage	Golden Text link	300,000 /week	12 words
	Golden Text link	0.15 /each	12 words
	T-BAR	450,000 /week	350*100 pixel,gif20k flash20k
	T-BAR	0.20 /each	350*100 pixel,gif20k flash20k
	Expando	580,000 ~ 660,000 /spot	Homepage / 420*200 flash 35K, Show 10 seconds then freeze.), 420*80 20K (flash and gif, Show 10 seconds then freeze.)
	Mantle	580,000 ~ 660,000 /spot	350*200,gif20k/ flash30k, Show 10 seconds then freeze.
	Mantle (Weekend)	300,000 /spot	350*200,gif20k/flash30k, Show 10 seconds then freeze.

Above are the price of the Homepage , Pleas check the details in the links below.

<http://tw.emarketing.yahoo.com/ems2/superior/product/download/ad.xls>

<http://tw.emarketing.yahoo.com/wretch/product/ad.xls>



## ★ MSN Taiwan

	Types	Unit	Gross Rate	Format
MSN Homepage	Super Banner	1day/Fixed	NT\$280,000	728x90 Pixel(>40K gif/jpeg, >40K flash)
	Super Banner	1day/Fixed	NT\$200,000	728x90 Pixel (>40K gif/jpeg, >40K flash)
	OTP Super Banner	1day/Fixed	NT\$700,000	
	Expandable Super Banner	1day/Fixed	NT\$550,000	
	Super Banner Skinner	1day/Fixed	NT\$500,000	
	Catfish (Pre-expand)	1day/Fixed	NT\$1,000,000	
	Peel Back	1day/Fixed	NT\$1,000,000	
	Floating TV Show	1day/Fixed	NT\$800,000	
	Showcase Ad	1week/Rotate	NT\$300,000 (150 million impressions)	300x250 pixel (>40K gif/jpeg, >40K flash)
	Richmedia Showcase Ad	1week/Rotate	NT\$350,000 (150 million impressions)	
	Sidekick	1week/Rotate	NT\$900,000 (150 million impressions)	
	NIP Int/Lif/Ent Text Link	1week/Fixed	NT\$120,000	>15 words
	NIP Int/Lif/Ent Text Link Sponsorship	1month/Fixed	NT\$1,000,000	Three Lines , Each one should under 15 words.
	Header Text Link	1week/Rotate	NT\$60,000 (400 million impressions)	>15 words
	Business Link	1year/ Fixed	NT\$60,000	>15 words
	Quick Link	1 week / Fixed	NT\$38,000	>10 words
	Featured Column	1 week / Fixed	NT\$480,000	MSN format
	Partner Link	1Month/ Fixed	NT\$1,000,000	MSN format
	Partner Module	1Year/ Fixed	NT\$20,000,000	MSN format

Above are the price of the Homepage , Pleas check the details in the links below.

[http://advertising.microsoft.com/taiwan/Home/Article.aspx?pageid=1265&Adv\\_Articleid=5926](http://advertising.microsoft.com/taiwan/Home/Article.aspx?pageid=1265&Adv_Articleid=5926)



## ★ PC Home

Type	Placement	F/R	Gross Rate	Format
Expando T-Bar	Homepage	Rotate	150,000 / day	350*100 Pixel+ 350*200 Pixel <50k
Special Banner	Homepage	Fixed	250,000 / day	420*80 Pixel <40k
Special Banner + Expando		Fixed	400,000 / day	420*80 Pixel <40k + 420*200 Pixel <50k
Special Banner + Expando + Crazy Ad.		Fixed	500,000 / day	Unique Spec.
Square Banner	Homepage	Rotate	200,000 / day	350*200 Pixel <40k
Movies Square Banner		Fixed	400,000 / day	350*200 Pixel <1m
Square Banner + Movies Crazy Ad.		Fixed	600,000 / day	Unique Spec.
Interact Banner	Homepage	Fixed	500,000 / day	Unique Spec.
Interactive Banner + Crazy Ad.		Fixed	600,000 / day	Unique Spec.
Interactive Banner + Movies Crazy Ad.		Fixed	700,000 /day	Unique Spec.
Shopping News	Homepage	Fixed	240,000 /week	1Map (60*60 Pixel <5k freeze),3 text line ( >16 words ),suppose 4 Linkages
Living News	Homepage	Fixed	300,000 /week	1Map (60*60 Pixel <5k freeze),6 text line (>10 words), Suppose 7Linkages
Discount Zone	Homepage	Rotate	5000,000 /month	4 maps (60*60 Pixel <5k freeze ),12 text line ( >7words), Suppose 16linkages
Text Link	Homepage + Whole page	Rotate	100,000 / day	>12 words
Benefit Button	Homepage + Grouping Channel	Rotate	35,000 / day	120*120 Pixel <20k
Text Link	Homepage + Grouping Channel	Fixed	30,000 /day	>11 words

Please see the details at the link below.

[http://4c.pchome.com.tw/product/download\\_ok.html](http://4c.pchome.com.tw/product/download_ok.html)



## ★ HiNet

Position	F/R	Rotate Ads	Gross Rate	Format
Homepage Left Text link(*WP)	R	6	120,000/week	>11 words
Homepage (*WP)	R	6	120,000/week	>11 words
Homepage T-Bar (*WP)	R	8	120,000/week	300x100 pixel <20K,jpg,gif,flash
Homepage(*WP)	R	8	150,000/week	300x250 pixel <30K,gif,flash, Show 10 seconds then freeze.
Homepage Travel Zone Text Link 1	F	1	Bundle by Package	4 words With <b>【】</b> for headline, 15 words for content (Suppose 3 combination)
Homepage Travel Zone Text Link 2	F	1	Bundle by Package	4 words With <b>【】</b> for headline, 15 words for content (Suppose 3 combination)
Homepage Travel Zone Text Link 3	F	1	Bundle by Package	4 words With <b>【】</b> for headline, 15 words for content (Suppose 3 combination)
Homepage Travel Zone Text Link 4	F	1	Bundle by Package	4 words With <b>【】</b> for headline, 15 words for content (Suppose 3 combination)
Homepage commend Banner	F	1	120,000/week	300x300 pixel <30K,jpg,gif, freeze
Homepage stand Banner (*WP)	R	5	100,000/week	120x300 pixel <15K,jpg,gif,flash
Homepage Life text link 1	F	1	Bundle by Package	120x90 pixel <6K,jpg,gif, freeze+10words
Homepage Life text link 2	F	1	Bundle by Package	120x90 pixel <6K,jpg,gif, freeze+10words
Homepage Life text link 3	F	1	100,000/week	120x90 pixel <6K,jpg,gif, freeze+10words

Note: \*WP: whole Pages





## ★ Yam

	Type	Week/day		Gross Rate	Format	Content
		R/F				
Homepage	Homepage Text Link	R	Day	30,000	10words	Text
	Text Link	R	Day	50,000	10words	Text
	Banner	R	Day	80,000	420*80<25K	Flash
	HomepageT-bar	R	Day	60,000	350*100<25K	Gif/Flash
	SquareBnaaer(non-including Movies)	R	Day	80,000	350*200<25K	Flash
	SquareBnaaer(including Movies)	R	Day	CPM =500	350*200<25K	Flash
	Homepage Tag (foot)	3R	week	200,000	420*80<25K	Gif/Flash
	Homepage Tag + Text 1,2	F	week	420,000	55*55 pixel Freeze<3K+12words (suppose 3 combination)	Gif+ Text
	Homepage Tag + Text 3,4	F	week	350,000	55*55 pixel Freeze<3K+12words (Suppose 3 combination)	Gif+ Text
	Homepage Event Text Link	F	week	200,000	10words	Text
	Homepage Crazy Ad	F	Day	NA	100*100<10K&500*500<60k	Flash

Reference: yam Homepage Price Dec. 2007, please see the updates in the link below.

<http://value.yam.com/>



## ★ UDN

Type	R/F	Gross Rate	Format
Homepage text link	4 rotate	100,000/week	14words
Homepage map+text ad	3 rotate	150,000/week	Map 75*75pixels<10K;Headline 10 words; contents in 50words。 Display in 300*75 pixels
Homepage Square Banner	5 rotate	250,000/week	300*250pixels<25K
Homepage Special Belt	2 rotate	200,000/week	512*100pixels<25K
Homepage Text	Fixed	30,000/day	>14 words
Homepage Belt Button	Fixed	80,000/week	260*20pixels<15K
Homepage Floating Map	2 rotate	120,000/week	90*135pixels<10K
Homepage Crazy Ad	Fixed	400,000/day	512*450pixels<30KFlash, show 5 seconds then freeze ; 140*50pixels<20k,
Homepage A	Fixed	150,000/week	120*350 Pixels <15k
Homepage B	Fixed	100,000/week	120*350 Pixels <15k
Homepage Special Ad	Fixed	200,000/week	Main map 280*90pixels<15K 3 Tag 90*70pixels<8K
Homepage CoBrand logo	Fixed	250,000/天	140*50pixels<8K
Homepage News Menu 5 Text	Fixed	120,000/week	
Homepage News Menu 5Text	Fixed	150,000/week	

Above are the price of the Homepage , Pleas check the details in the links below.

<http://udn.com/AD/goods.shtml>



## ★ China Times

	Types	Week/Day R/F		Gross Rate	Size	Format
Homepage	Push Ad	F	Day	200,000	985x250<50K	jpg/gif/flash
	Floating Map	F	Day		65x95<10K	jpg/gif
	pop under	2 R	Day	120,000	800x600<50K	jpg/gif/flash
	Square Banner	5 R	week	200,000	300x250<30K	jpg/gif/flash/wmv <30sec, wmv, avi
	Text Link(R)	5 R	week	100,000		
	Button	5 R	week	100,000	300x100<20K	jpg/gif/flash
	Square Banner (B)	5 R	week	100,000	300x250<30K	jpg/gif/flash
	Text Link (F)	F	week	60,000		
	Full Board Banner	5 R	天	100,000	980x600<50k	jpg/gif/flash
	Text Link(R)	2 R	week	50,000	Text Link<15 字	
	Text Link(R)	R	week	20,000	Text Link<12 字	

Above are the price of the Homepage , Pleas check the details in the links below.

<http://news.chinatimes.com/Chinatimes/Ads/AdsPrice/>

## ★ Sina

	Type	Week/day	Gross Rate/Impression	Size
Home page	Homepage Square Banner	1week/rotate	375,000 (75 million impression)	350x200<30K
	Homepage T-bar	1week/rotate	280,000 (75 million impression)	350x100<30K
	Text Link(Left)	1week/rotate	45,000 (45 million impression)	12words
	Text Link(middle)	1week/rotate	90,000 (45 million impression)	12words
	Text Link(right)	1week/rotate	45,000 (45 million impression)	12words
	Homepage Banner	1week/rotate	88,000 (35 million impression)	420x80<15K
	Text link (1)(2)(3)(4)(5)	1week/rotate	45,000 (35 million impression)	
	Button Link (1)(2)(3)(4)(5)	1week/rotate	38,800 (35 million impression)	120x60<10K
	Tag Link (1)(2)(3)(4)(5)	1week/Fixed	75,000 (75 million impression)	

Above are the price of Homepage , Pleas check the details in the links below.

<http://bonus.sina.com.tw/saleskit/ad.html>



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## 2008 Internet Advertising Spending

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<b>Category</b>	<b>2006 (NT\$,000)</b>	<b>2007 (NT\$,000)</b>	<b>2008 (NT\$,000)</b>	<b>Growth%</b>
Internet	2,698,000	3,356,000	3,894,000	16.0%
Key-words	1,000,000	1,594,000	2,082,000	30.6%
Total	3,698,000	4,950,000	5,976,000	20.7%

Source: IAMA



## Appendix

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### Appendix: Information Sources

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Nielsen, the largest marketing research company in the world. Founded in Chicago, USA, 1923. Entered Asia market via SRG Group in 1994. Became listed company in USA in 1996, and began integration of worldwide services under one name, Nielsen. Merged to VNU at the end of 2000. ACNielsen Media Research and VNU Global Media Research Business integrated as Nielsen Media Research in 2002. Mar. 2005 Nielsen Group and AGB Group had another business integrated according to the TV research and relevant service outside U.S. and co-invested a new TV research company named “AGB Nielsen Media Research (Taiwan) Ltd.”, in 2008, ACNielsen and Nielsen Media Research formally renamed “The Nielsen company”.

Nielsen Taiwan branch office was set up in 1982 as the leading pioneer of market research in the Taiwan.

Major services include:

- Customized Research Service
- Retail Measurement Service
- Media Research Service



<b>Product</b>	<b>TAM</b>	<b>Media Index</b>
<b>Method</b>	Peoplemeter	CATI
<b>Subject</b>	Age 4 and above	Age 12-65
<b>Area</b>	Islandwide (main island only)	Islandwide (main island only)
<b>Sampling</b>	The Latest Village List · Multi-Stage Stratified Random Sampling	Disproportional Multi-Stage Stratified Random Sampling
<b>Sample Allocation</b>	Disposed by Ratio	Disposed by Ratio
<b>Execution</b>	Daily	Every day all year round
<b>Sample Size/ Year</b>	Household: 1,800 Person: 6,500	10,000/Year; 833/month, average
<b>First application</b>	1994~ Present	1988~Present
<b>Purpose</b>	1. The quantitative research on TV media in Taiwan for understanding consumer TV watching behavior.	1. A long continuing research on the development of radio industry and listener behavior trend in Taiwan.
	2. Provide information of market competition and support TV stations and program production companies in program making and marketing.	2. Provide information of market competition and support radio stations in program making and marketing.
	3. Provide information to ad agencies for media planning. As a reference to TV stations, ad agencies, advertisers when buying.	3. Provide information to ad agencies for media planning. As a reference to radio stations, ad agencies, advertisers when buying.



<b>Product</b>	<b>NetWatch</b>	<b>Consuming &amp; Life Index</b>
<b>Method</b>	Household Face to Face Interview	Household Face to Face Interview
<b>Target</b>	Age 12-65	Age12-65
<b>Area</b>	Islandwide (main island only)	Islandwide (main island only)
<b>Sampling</b>	Multi-Staged Stratified random Sampling	Multi-Staged Stratified random Sampling
<b>Sample Allocation</b>	Disposed by Ratio	Disposed by Ratio
<b>Execution</b>	Every day all year round	Every day all year round
<b>Sample Size/ Year</b>	10,000/ Year; average 833/Month Using the same sample as Media Index.	10,000/ Year; average 833/Month Using the same sample as Media Index 7500/ Year; average 625/Month
<b>First Application</b>	1997 ~ Present	2002~ Present
<b>Purpose</b>	1. Focus on the behavior of internet usage. As a reference for website management, internet marketing, internet advertising and e-commerce.	1. Focus on the consumer behavior trend on media and product buying. For understanding the characters of different consumers and the competition of media market.
	2. Provide information of market competition and support website management and marketing.	2. As a reference for understanding print media and as a marketing tool for advertisers.
	3. Support advertising agencies for media planning and as a reference to media owners, ad agencies and advertisers when buying.	3. As a reference for media planning and buying for media owners, ad agencies and advertisers.



<b>Product</b>	<b>Radio Survey</b>
<b>Method</b>	( CATI )
<b>Target</b>	12-65
<b>Area</b>	Islandwide(main island only)
<b>Sampling</b>	Multi-Staged Stratified random Sampling
<b>Execution</b>	Every day all year round
<b>Sample Size/ Year</b>	28,000/ Year; radio yesterday 10,000/Year Using the same sample as Media Index.
<b>First Application</b>	2000 ~ Present
<b>Purpose</b>	<ol style="list-style-type: none"> <li>1. Focus on the behavior of radio listenership, as a long-term research.</li> <li>2. Provide information of market competition and support radio stations management and marketing.</li> <li>3. Support advertising agencies for media planning and as a reference to media owners, ad agencies and advertisers when buying.</li> </ol>

<b>Product</b>	<b>Axed Information Service (AIS)</b>
<b>Monitored Media</b>	2008 63 TV Channels, 5 Radio Stations 100 Newspapers、 114 Magazines、 16 OOH Agencies
<b>Execution</b>	Daily: TV, Radio Monthly: Newspaper, Magazines, OOH
<b>First Application</b>	TV, Radio: 2003.4~Present Newspaper, Magazines: 2002.7 ~ Present OOH: 2003.1~ Present
<b>Purpose</b>	Collect the advertising spending statistics from 5 main media and provide 1,300,000 units of record every month, help users to analyze the media investment of the Taiwan market.
<b>Remark</b>	The 16 OOH media agencies include Omni Ad Meida Incorporation、OTTO Adcertsing Co., Ltd.、Occupy Advertising Co., Ltd.、Creation Advertising、Northwest Communicaton Co.、PMI Media、Lian-Yi Advertising Co., Ltd.、Silver Partner、Allbright Adverting Co., Ltd.、Fishing Song Advertising Co.、Win Media Corporation、Jo-Jing Advertising Co., Ltd.、PINFLOW Media、FocusMedia Taiwan Co., Ltd.、Powerful Integrated Marketing Communication Co.、X-Line Hypermedia Ltd.