

Top 20 companies by DTC spending, 2012

Rank	Company	US DTC media \$ (000s)*	% change vs. prior year
1	Pfizer	\$621,989.8	-30%
2	Eli Lilly	\$433,502.8	-3%
3	Abbott	\$301,141.1	65%
4	Merck	\$285,660.1	53%
5	Amgen	\$229,451.2	63%
6	AstraZeneca	\$209,161.7	-38%
7	Allergan	\$185,653.0	16%
8	Boehringer Ingelheim	\$174,708.7	-8%
9	GlaxoSmithKline	\$171,839.5	-16%
10	Otsuka	\$115,135.7	-15%
11	Novo Nordisk	\$81,171.9	12%
12	Novartis	\$72,655.6	-27%
13	Bristol Myers-Squibb	\$60,827.6	-28%
14	Johnson & Johnson	\$58,336.6	4%
15	Teva	\$49,768.7	64%
16	Sumitomo	\$47,840.1	-36%
17	Roche	\$46,921.5	-27%
18	Sanofi	\$38,335.6	-13%
19	Astellas	\$30,816.1	-28%
20	Shire	\$26,103.2	-21%

*Total spend comprises broadcast, print, outdoor and B2B, but not digital

Source: Nielsen

Top 20 brands by DTC spending, 2012

Rank	Brand	Company	US DTC media \$ (000s)*	% change vs. prior year
1	Cymbalta [†]	Eli Lilly	\$165,789.5	-1%
2	Cialis	Eli Lilly	\$162,919.2	13%
3	Celebrex	Pfizer	\$129,840.0	14%
4	Enbrel	Amgen	\$127,123.1	28%
5	Abilify	BMS	\$114,785.0	-13%
6	Viagra	Pfizer	\$107,864.0	-15%
7	Advair Diskus	GSK	\$99,813.9	22%
8	Lyrica	Pfizer	\$91,730.8	-11%
9	Spiriva	BI	\$89,752.4	18%
10	Humira ^{††}	Abbott	\$83,952.1	71%
11	Pradaxa	BI	\$80,412.4	-26%
12	Androgel	Abbott	\$79,988.2	100%
13	Cymbalta ^{†††}	Eli Lilly	\$77,197.7	-26%
14	Chantix	Pfizer	\$65,367.9	-19%
15	Prolia	Amgen	\$60,004.0	181%
16	Symbicort	AstraZeneca	\$57,292.4	-2%
17	Nexium	AstraZeneca	\$57,251.4	187%
18	Humira ^{††††}	Abbott	\$57,224.4	100%
19	Restasis	Allergan	\$56,689.3.	8%
20	Humira ^{†††††}	Abbott	\$53,953.7	27%

Total spend comprises broadcast, print, outdoor and B2B, but not digital [†] for pain ^{††} for arthritis ^{†††} for depression ^{††††} for Crohn's disease ^{†††††} for psoriasis

Source: Nielsen