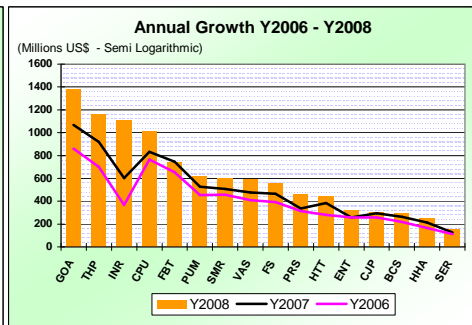
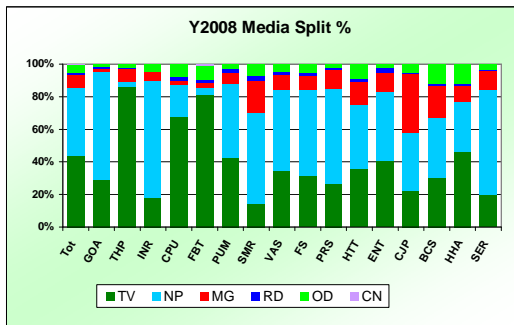


AGCC,LEVANT*,PAN ARAB & ARASIAN MEDIA MARKET

Millions US\$ 10032 ▲ + 25%

Chapter	Abbreviation	Y2006	Y2007	Y2008	Sh%	%Var'n Y08/07	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	861	1,067	1,378	14	29	29	66	2	1	2	*
Toiletries Hygiene/ House Care Products	THP	700	919	1,162	12	26	86	3	8	1	2	*
Insurance & Real Estate	INR	368	603	1,109	11	84	18	72	6	1	4	0
Communications & Public Utilities	CPU	766	831	1,011	10	22	68	20	3	3	8	*
Food Beverages And Tobacco	FBT	653	744	741	7	0	81	4	3	2	9	1
Publishing Media	PUM	454	526	622	6	18	42	46	7	2	3	*
Shopping Malls & Retail Stores	SMR	456	509	602	6	18	14	56	20	3	7	*
Vehicles,Accessories & Supply	VAS	410	476	587	6	23	34	50	10	2	5	*
Financial Services	FS	392	464	557	6	20	32	53	8	2	6	0
Professional Services	PRS	314	337	459	5	36	26	59	12	1	2	*
Hotel, Travel & Tourism	HTT	280	384	445	4	16	35	40	14	2	9	*
Entertainment	ENT	258	258	316	3	23	41	42	12	3	2	*
Clothing,Jewellery & Personal Accs	CJP	258	293	301	3	3	22	36	36	1	5	*
Business/Construct Equip. & Supply	BCS	219	263	294	3	12	31	36	20	2	12	*
Household Appliances	HHA	166	212	252	3	19	47	30	10	1	12	*
Other Services	SER	112	126	153	2	22	20	64	12	1	3	0
Total		6,666	8,012	10,032	100	25	43	41	8	1	5	0



Top Brands Y2008 (000 US\$)

Television Top Spenders			
Rank	Brand	Y2008	%Var'n Y08/07
1	Saudi Telecomm	73817	94
2	Zain	71709	104
3	Etisalat	57951	-7
4	Dove	50592	-10
5	Pantene	49608	57
6	Coca Cola	45421	-9
7	Head & Shoulders	43832	71
8	Lipton	41889	71
9	Pepsi	40806	9
10	Ford	36726	91
11	Clear	36072	46
12	Dettol	34906	82

Newspapers Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Etisalat	21968	14
2	Toyota	21353	20
3	Chevrolet	19857	16
4	Zain	19835	97
5	Saudi Telecomm	19210	-10
6	Emaar	18787	0
7	Election Campain KWT	15087	E
8	Samsung	14944	59
9	Deyaar	14928	112
10	Dynasty Zarooni	14655	E
11	Nissan	14033	11
12	Mobily	13692	1

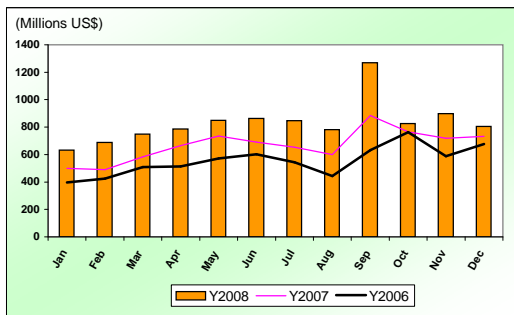
Magazines Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Damas	4929	11
2	Nivea	4736	98
3	Rolex	4392	30
4	Samsung	3978	108
5	Chanel	3926	53
6	Lancome	3715	55
7	Cartier	3649	27
8	Mercedes	3099	42
9	Dior	3092	32
10	B.m.w.	3081	-1
11	Toyota	3020	-31
12	Audi	3017	16

Radio Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Etisalat	3057	20
2	Pepsi	2818	105
3	Vodafone	2742	2
4	Saudi Telecomm	2154	264
5	Mobinil	1907	-30
6	Nokia	1319	27
7	Telecom Egypt	1035	78
8	Red Bull	864	99
9	Mashreq Bank	850	60
10	Mcdonald's	850	20
11	Lipton	839	-16
12	Chevrolet	819	7

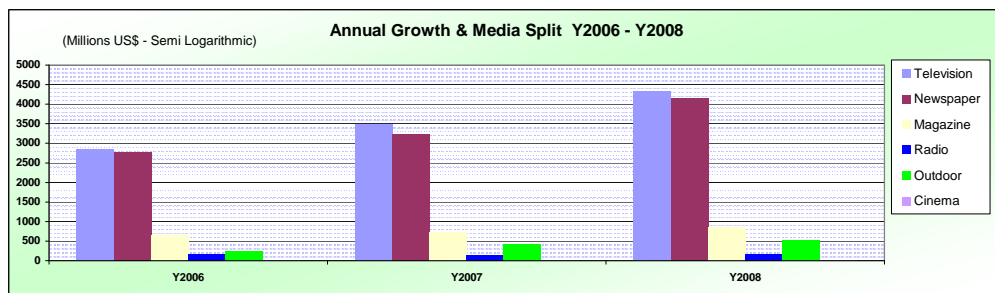
Monthly Spend Analysis (Millions US\$)Y2006 - 2008



Period	Y2006	Y2007	Y2008	Var'n % Y08/07
Jan	397	499	633	27
Feb	426	490	688	41
Mar	508	584	749	28
Apr	512	666	787	18
May	571	734	856	17
Jun	602	690	871	26
Jul	545	653	853	31
Aug	443	599	788	32
Sep	633	884	1277	44
Oct	764	765	833	9
Nov	589	720	898	25
Dec	677	733	804	10
Total	6666	8012	10032	25

Overall Media Split Analysis (Millions US\$)

Media	Y2006		Y2007		Y2008		Var'n % Y2007/2008		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y08	Y07	Y08	Y07
Television	2,852	43	3,488	44	4,363	43	25	153	122	122
Newspaper	2,754	41	3,217	40	4,152	41	29	151	117	117
Magazine	658	10	725	9	848	8	17	129	110	110
Radio	148	2	141	2	144	1	3	98	95	95
Outdoor	241	4	427	5	507	5	19	211	177	177
Cinema	14	0	14	0	16	0	16	117	101	101
Total	6,666	100	8,012	100	10,032	100	25	150	120	120



Outdoor Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Zain	17341	E
2	Etisalat	10036	32
3	Vodafone	9408	50
4	Saudi Telecomm	8286	37
5	Mobinil	7655	14
6	Mcdonald's	6864	5
7	Mobily	5922	-48
8	Al Marai	5833	-43
9	Americana	5356	58
10	Kentucky	5034	75
11	Q-tel	4929	131
12	Talaat Moustaf Group	4829	35

E - Exceeding the limit >300% N - New