

QATAR - 2008

Millions US\$ 355 ▲ + 20%

Chapter	Abbreviation	Y2006	Y2007	Y2008	Sh%	%Var'n Y08/07	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	84	129	142	40	10	3	92	1	1	3	0
Shopping Malls & Retail Stores	SMR	26	22	35	10	64	10	79	6	1	3	0
Financial Services	FS	20	25	27	8	8	7	77	7	4	5	0
Vehicles, Accessories & Supply	VAS	17	18	23	6	26	1	91	7	*	*	0
Communications & Public Utilities	CPU	9	15	21	6	40	10	62	4	1	24	0
Professional Services	PRS	13	13	19	5	50	5	76	8	7	3	0
Insurance & Real Estate	INR	8	15	19	5	24	2	82	14	1	2	0
Clothing, Jewellery & Personal Accs	CJP	11	15	16	5	5	3	80	16	*	1	0
Hotel, Travel & Tourism	HTT	11	13	15	4	19	*	68	17	4	11	0
Other Services	SER	8	6	9	2	40	3	92	4	*	*	0
Business/Construct Equip. & Supply	BCS	4	5	7	2	49	7	80	10	3	1	0
Entertainment	ENT	15	6	7	2	14	5	77	12	6	1	0
Publishing Media	PUM	7	5	6	2	23	1	95	2	3	*	0
Household Appliances	HHA	4	3	4	1	18	1	85	6	*	9	0
Toiletries Hygiene/ House Care Products	THP	2	3	2	1	-6	1	64	25	5	5	0
Food Beverages And Tobacco	FBT	2	2	2	1	16	2	70	1	2	26	0
Total		243	295	355	100	20	4	84	6	2	4	0

Top Brands Y2008 (000 US\$)

Rank	Brand	Y2008	%Var'n Y08/07
1	Supreme Edu.col.	1424	-10
2	Q-tel	1357	56
3	Ali Bin Ali	1001	170
4	Qatar Nat' l Bank	971	E
5	Ict Qatar	881	N
6	Al Majed Stores	810	184
7	Qatar Charity Co	632	146
8	Qatar Indust.man	519	N
9	Shk.eid Bin Mohd	456	-20
10	Qatar Gas	445	169
11	Masraf Al Rayan	435	N
12	North Atlantic	392	N
13	Dasman Centre	365	N
14	Sedar	351	0
15	Al Jazeera Stores	334	29

Television Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Q-tel	5462	48
2	Qatar Nat' l Bank	5199	-11
3	Doha Bank	2523	-10
4	Comm.b.of Qatar	2052	1
5	The Pearl Qatar	1996	1
6	Al Ahli	1803	E
7	North Atlantic	1728	1
8	Mersal	1573	23
9	Al Waab City	1539	N
10	Qatar Islamic Bk	1465	-22
11	Int'l Islamic	1363	76
12	Lulu Hyper Markt	1299	8
13	Nissan	1247	-24
14	Qatar Foundation	1142	-29
15	Qatar Elect._ W.	1135	6

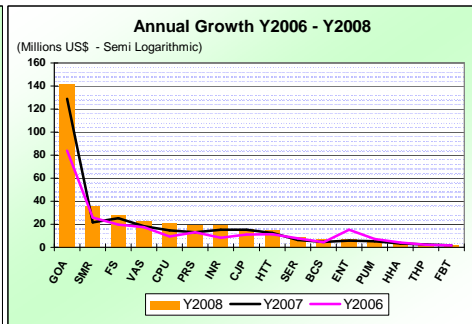
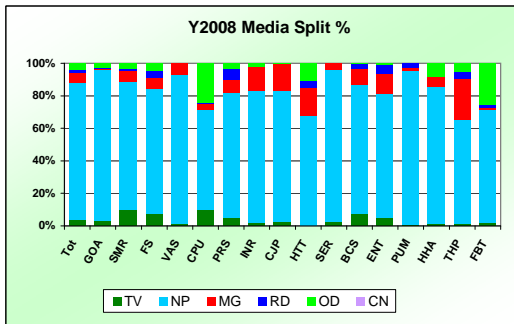
Newspapers Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Qatar Airways	401	-7
2	Q-tel	264	15
3	The Pearl Qatar	263	67
4	Salam	214	85
5	Mercedes	208	54
6	Qatar Islamic Bk	200	109
7	Al Waab City	194	E
8	Qatari Diar	169	-3
9	Rolex	163	33
10	Rasgas Co.	161	10
11	Damas	154	173
12	A.c.i.real Est.	140	N
13	B.m.w.	138	25
14	Infiniti	137	E
15	Dolphin Energy	136	7

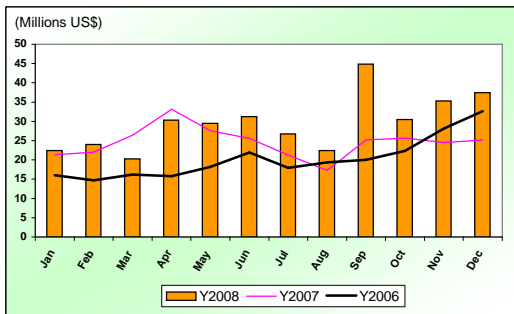
Magazines Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Supreme Edu.col.	787	205
2	Supreme C.fam.af	533	N
3	Lufthansa	422	N
4	Dlala Brok._i.h.	294	N
5	Qatar Foundation	293	E
6	Doha Bank	286	E
7	Q-tel	276	E
8	Masraf Al Rayan	180	N
9	Doha Cultural F.	126	40
10	Islam Web	119	N
11	Raha	116	N
12	Museum Of Isl.a.	102	N
13	Tennis Tournamnt	89	N
14	Red Bull	88	N
15	Mashreq Bank	82	N

E - Exceeding the limit >300% N - New



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



Period	Y2006	Y2007	Y2008	Var'n % Y08/07
Jan	16	21	22	5
Feb	15	22	24	9
Mar	16	26	20	-23
Apr	16	33	30	-8
May	18	28	29	7
Jun	22	26	31	22
Jul	18	21	27	26
Aug	19	17	22	30
Sep	20	25	45	78
Oct	22	26	31	19
Nov	28	25	35	44
Dec	33	25	37	49
Total	243	295	355	20

Overall Media Split Analysis (Millions US\$)

Media	Y2006		Y2007		Y2008		Var'n % Y2007/2008	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y08	Y07
Television	7	3	11	4	16	4	40	223	160
Newspaper	220	91	261	88	298	84	14	135	118
Magazine	9	4	15	5	20	6	30	213	163
Others	7	3	8	3	21	6	175	321	117
Total	243	100	295	100	355	100	20	146	121

