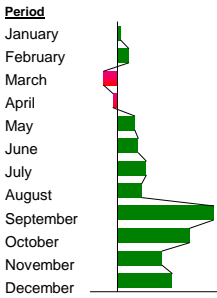
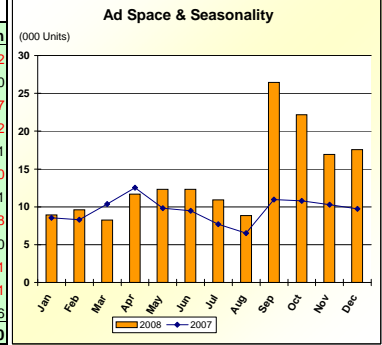


QATAR - 2008
Millions US\$ 355 ▲ + 20%
Thousand SESU 166 ▲ + 44%
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2008/2007Var %



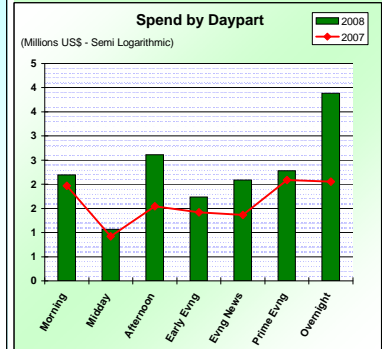
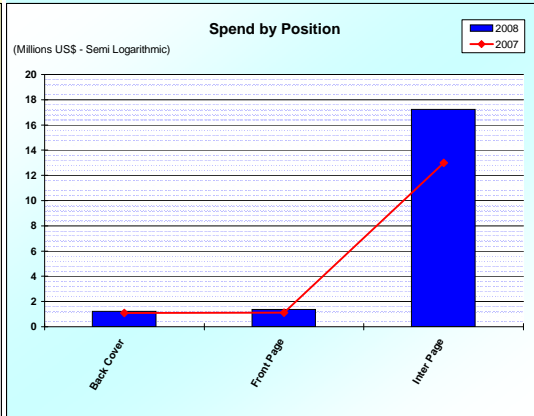
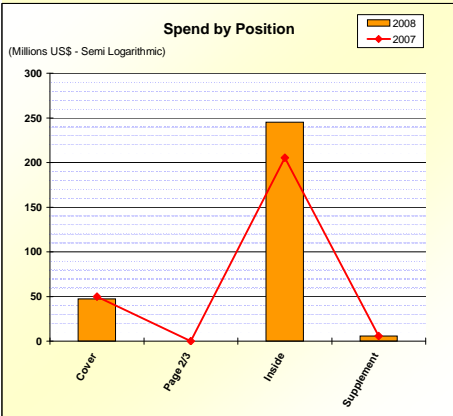
Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2008	2007	% Var'n	2008	% Var'n	2008	% Var'n	2008	% Var'n
January	8922	8557	4	6786	10	773	90	461	-72
February	9625	8304	16	7122	2	729	98	579	30
March	8252	10353	-20	5771	-29	738	62	427	-37
April	11683	12515	-7	9573	-9	681	-5	411	-52
May	12318	9837	25	9027	5	1117	140	756	71
June	12326	9464	30	9802	25	746	63	441	-20
July	10920	7695	42	8625	38	572	33	546	21
August	8855	6527	36	7460	44	325	-17	458	-8
September	26429	10965	141	10666	61	739	28	10201	180
October	22185	10792	106	8295	25	790	22	294	-91
November	16939	10262	65	10566	51	766	7	292	-71
December	17562	9747	80	10012	38	735	-2	754	-16
Total	166017	115017	44	103704	19	8711	36	15619	10


 Definition of SESU
 Newspaper - Half a Page Magazine - One page Television, Cinema & Video - 30 seconds Radio - 60 seconds Outdoor - 40 faces * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

Spend by Position	2008		2007		Var'n %
	Value	%	Value	%	
Cover	47	16	50	19	-5
Page 2/3	0	0	0	0	-30
Inside	245	82	205	79	19
Supplement	6	2	6	2	3
Total	298	100	261	100	14

Spend by Position	2008		2007		Var'n %
	Value	%	Value	%	
Back Cover	1	6	1	7	11
Front Page	1	7	1	7	24
Inter Page	17	87	13	86	33
Total	20	100	15	100	30

Spend by Daypart	2008		2007		Var'n %
	Value	%	Value	%	
Morning	2	14	2	17	11
Midday	1	7	1	8	16
Afternoon	3	16	2	14	69
Early Evng	2	11	1	12	22
Evng News	2	13	1	12	53
Prime Evng	2	14	2	18	9
Overnight	4	24	2	18	89
Total	16	100	11	100	40


TOP 30 LEAGUE OF Y2008 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2008			
	2008	2007	TOTAL	AVG	TV	NP	MG	OT*
1 Q-tel	12,288	6,938	19,226	9,613	11.04	44.45	2.15	42.36
2 Qatar Nat'l Bank	6,312	6,170	12,482	6,241	15.38	82.37	2.08	0.17
3 Doha Bank	2,886	3,063	5,949	2,975	0.00	87.42	0.70	11.89
4 Supreme Edu.col.	2,652	2,067	4,719	2,360	53.70	16.01	0.63	29.67
5 Museum Of Isl.a.	2,549	0	2,549	1,274	4.20	3.65	0.00	92.13
6 The Pearl Qatar	2,409	2,762	5,171	2,585	3.36	82.85	10.90	2.87
7 Comm.b. of Qatar	2,208	2,166	4,374	2,187	3.03	92.93	3.55	0.49
8 North Atlantic	2,149	1,706	3,855	1,928	18.26	80.40	1.36	0.00
9 Ibaq	1,969	1,269	3,238	1,619	0.00	56.29	2.00	41.74
10 Masraf Al Rayan	1,968	613	2,581	1,290	22.11	50.18	3.30	24.38
11 Al Waab City	1,829	5	1,834	917	5.24	84.17	10.58	0.00
12 Al Ahli	1,808	117	1,925	963	0.00	99.74	0.26	0.00
13 Dasman Centre	1,790	751	2,541	1,271	20.36	58.10	0.08	21.48
14 Qatar Islamic Bk	1,671	2,122	3,793	1,897	0.36	87.70	11.95	0.00
15 Mersal	1,573	1,276	2,849	1,425	0.00	100.00	0.00	0.00
16 Qatar Foundation	1,529	1,679	3,208	1,604	0.65	74.66	4.42	20.26
17 Qatar Elect.& W.	1,468	1,237	2,705	1,353	19.71	77.34	2.95	0.00
18 Int'l Islamic	1,414	845	2,259	1,129	0.68	96.38	2.92	0.00
19 Nissan	1,379	1,829	3,208	1,604	0.00	90.40	9.57	0.00
20 Lulu Hyper Markt	1,342	1,288	2,630	1,315	0.00	96.78	3.25	0.00
21 Toyota	1,292	857	2,149	1,075	18.05	78.58	3.39	0.00
22 Lg	1,200	1,094	2,294	1,147	0.00	51.03	2.81	46.12
23 Ali Bin Ali	1,181	628	1,809	904	84.78	14.39	0.12	0.70
24 Qatari Diar	1,175	1,829	3,004	1,502	0.00	77.71	14.39	7.94
25 Ict Qatar	1,174	95	1,269	634	75.04	24.00	0.92	0.00
26 Mcdonald's	1,142	1,201	2,343	1,171	2.45	36.65	5.28	55.61
27 Al Ahli B.qatar	1,123	997	2,120	1,060	0.00	86.07	8.18	5.70
28 Mercedes	1,111	771	1,882	941	0.00	80.75	18.76	0.45
29 Mitsubishi	1,056	1,215	2,271	1,135	0.00	95.83	4.13	0.00
30 Al Emadi Hospital	1,036	1,684	2,720	1,360	0.00	98.72	1.32	0.00

*OT=Radio+Outdoor+Cinema