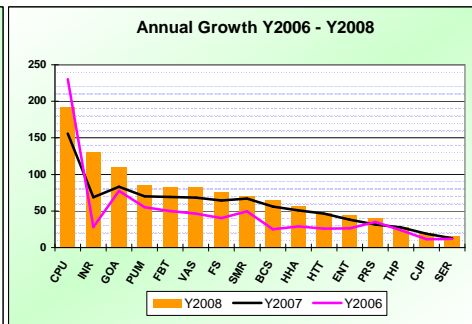
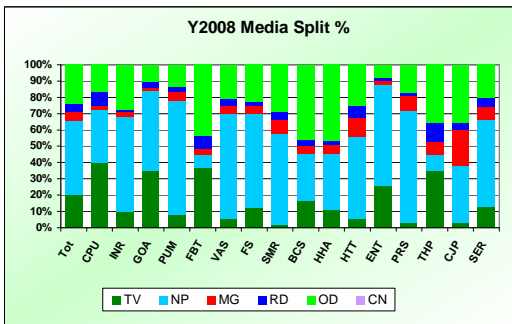
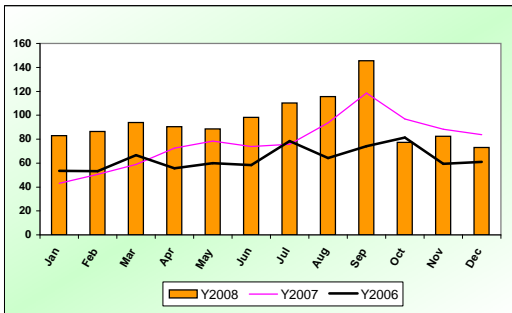



EGYPT* - 2008
Millions US\$ 1139 ▲ + 23%

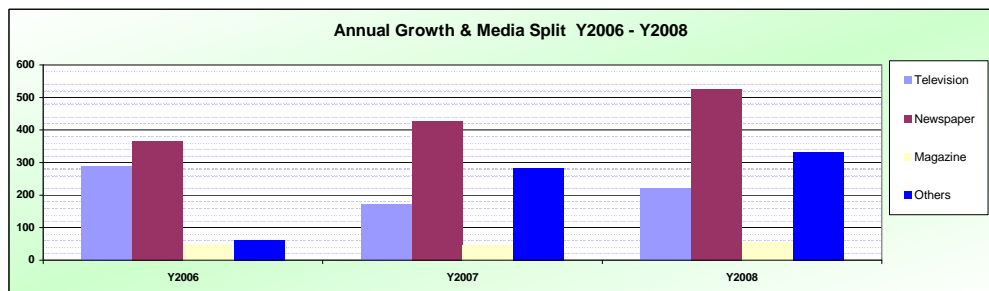
Chapter	Abbreviation	Y2006	Y2007	Y2008	Sh%	%Var'n Y08/07	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	230	156	191	17	23	40	33	2	9	17	0
Insurance & Real Estate	INR	28	69	130	11	89	10	58	3	2	27	0
Government/Organization Advertising	GOA	77	83	109	10	32	35	50	2	4	11	0
Publishing Media	PUM	55	70	85	7	20	8	70	5	4	13	0
Food Beverages And Tobacco	FBT	50	69	83	7	20	37	8	4	8	44	0
Vehicles,Accessories & Supply	VAS	46	68	83	7	21	6	64	5	4	21	0
Financial Services	FS	40	65	76	7	17	12	58	5	2	23	0
Shopping Malls & Retail Stores	SMR	49	67	70	6	4	2	56	9	4	29	0
Business/Construct Equip. & Supply	BCS	25	56	65	6	15	17	28	5	4	46	0
Household Appliances	HHA	29	51	57	5	12	11	34	6	2	47	0
Hotel, Travel & Tourism	HTT	26	46	47	4	0	5	51	12	7	25	0
Entertainment	ENT	26	38	43	4	14	26	62	2	2	8	0
Professional Services	PRS	35	32	39	3	25	3	69	9	2	17	0
Toiletries Hygiene/ House Care Products	THP	24	28	28	2	1	35	10	8	11	36	0
Clothing,Jewellery & Personal Accs	CJP	12	19	19	2	0	3	35	22	5	36	0
Other Services	SER	12	13	15	1	21	13	53	9	5	21	0
Total		765	929	1,139	100	23	20	46	5	5	24	0


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


Period	Y2006	Y2007	Y2008	Var'n % Y08/07
Jan	54	43	83	93
Feb	53	51	87	71
Mar	67	59	94	60
Apr	56	73	90	25
May	60	78	89	13
Jun	58	74	98	33
Jul	78	76	110	46
Aug	64	94	116	24
Sep	74	119	146	23
Oct	81	97	77	-20
Nov	59	88	82	-7
Dec	61	84	73	-13
Total	765	929	1139	23

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	289	38	172	19	223	20	30	77	59
Newspaper	365	48	429	46	528	46	23	145	118
Magazine	48	6	46	5	55	5	21	116	96
Others	63	8	282	30	333	29	18	528	447
Total	765	100	929	100	1,139	100	23	149	121


Top Brands Y2008 (000 US\$)

Rank	Brand	Y2008	%Var'n Y08/07
1	Vodafone	7372	50
2	Etisalat	6929	-34
3	Reading Festival	5987	E
4	Talaat Moustaf Group	5326	-5
5	Ezdk	5053	52
6	Pepsi	4320	63
7	Food Saving Camp	3834	N
8	Waqfa Masrya Ca.	2746	N
9	Coca Cola	2684	10
10	Eta	2394	81
11	Telecom Egypt	2283	24
12	Mobinil	2177	-61

Newspapers Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Vodafone	12295	26
2	Mobinil	11839	-24
3	Etisalat	10931	11
4	Telecom Egypt	9151	-2
5	Talaat Moustaf Group	7959	20
6	Nat'l B.egypt	7411	-6
7	Theatre Art.hse.	6840	-2
8	Amer Group	5267	233
9	Degla Real S.inv	5187	52
10	Short Numb_s.d.	4893	E
11	Ezdk	4109	E
12	Damac Properties	3685	51

Magazines Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Vodafone	1233	44
2	Mobinil	946	-14
3	Telecom Egypt	850	98
4	Comm.int'l Bank	833	281
5	Sodic	751	E
6	Kiriazzi	697	80
7	Etisalat	688	41
8	Degla Real S.inv	645	17
9	Arab African Int	477	66
10	Melody Trix	386	E
11	Egypt Air	370	0
12	Beymen	353	64

Radio Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Vodafone	2718	1
2	Pepsi	2479	144
3	Etisalat	2076	0
4	Mobinil	1907	-30
5	Telecom Egypt	1035	78
6	Amer Group	769	E
7	Nokia	738	28
8	Resident	590	-3
9	Coca Cola	520	-12
10	Link Dot Net	491	2
11	Kentucky	428	-33
12	Mcdonald's	418	-19

Outdoor Top Spenders

Rank	Brand	Y2008	%Var'n Y08/07
1	Etisalat	9791	35
2	Vodafone	9408	50
3	Mobinil	7655	14
4	Talaat Moustaf Group	4829	35
5	Palm Hills	3984	E
6	Nouval	3584	31
7	Damac Properties	3450	228
8	Kiriazzi	3059	52
9	Sodic	2944	E
10	12	2546	16
11	Misr Insurance	2462	53
12	Coca Cola	2265	10

E - Exceeding the limit >300% N - New