

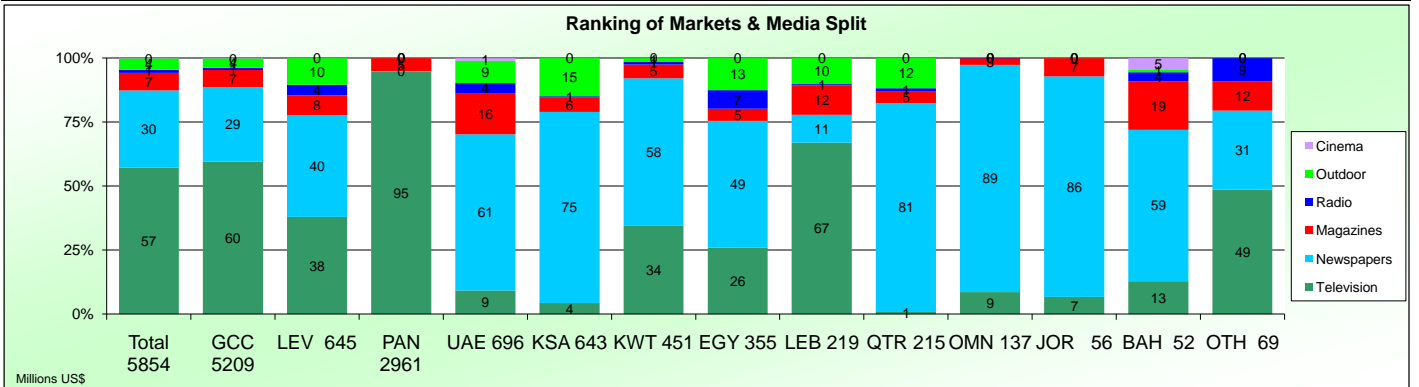


ADVERTISING MARKETS Y2011 [Jan - Jun]

Millions US\$ 5,854 ▼ - 4%

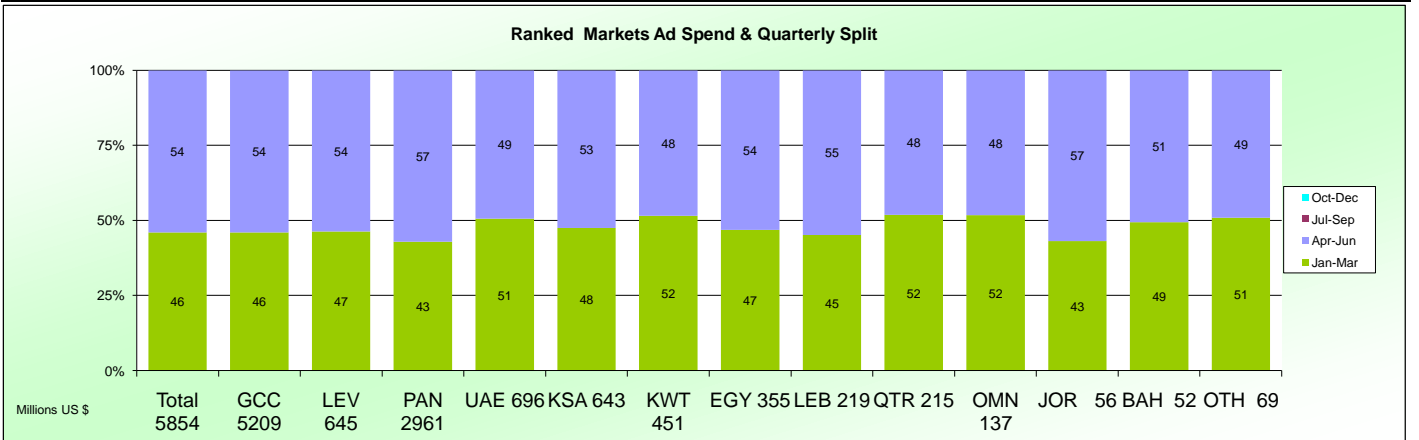
1- Markets Ranking & Media Contribution (US \$ Millions)

Rank	Market Name & Abbreviation	Y2009	Y2010	Y2011	%Var'n Y11/10	Media Contribution (US \$ Million)										
						Television	Newspapers	Magazines	Radio	Outdoor	Cinema					
1	Pan Arab Media PAN	2,141	2,874	2,961	3	2,805	5	151	0	0	0					
2	United Arab Emirates UAE	711	688	696	1	65	425	112	27	61	7					
3	Kindom Of Saudi Arabia KSA	558	594	643	8	28	480	36	3	96	0					
4	Kuwait KWT	429	463	451	-3	155	260	24	5	7	0					
5	Egypt EGY	521	713	355	-50	92	176	17	26	45	0					
6	Lebanon LEB	178	213	219	3	147	24	25	1	22	0					
7	Qatar QTR	197	221	215	-3	3	175	10	2	25	0					
8	Oman OMN	118	134	137	2	12	122	3	0	0	0					
9	Jordan JOR	64	70	56	-19	4	48	4	0	0	0					
10	Bahrain BAH	48	67	52	-22	7	31	10	2	0	2					
11	Other Markets** OTH	71	71	69	-3	34	21	8	6	0	0					
Total AGCC & Pan Arab GCC		4,249	5,086	5,209	2	3,106	1,509	350	46	189	9					
Total Levant Markets LEV		787	1,020	645	-37	245	256	50	27	67	0					
Total All Markets M\$		5,036	6,106	5,854	-4	3,351	1,765	400	72	256	9					
Markets Growth Index (Base Y2009)		Y2009	5,036	100	2,513	100	1,791	100	370	100	67	100	285	100	10	100
		Y2010	6,106	121	3,500	139	1,898	106	375	101	74	111	250	88	9	93
		Y2011	5,854	116	3,351	133	1,765	99	400	108	72	108	256	90	9	91



2 - Markets Adspend by Quarter Y2011 (US \$ Millions)

Rank	Market Name	Abbreviation	Y2011		JAN - MAR		APR - JUN	
			Value	Sh%	Value	Sh%	Value	Sh%
1	Pan Arab Media PAN		2,961	51	1272	43	1689	57
2	United Arab Emirates UAE		696	12	353	51	344	49
3	Kindom Of Saudi Arabia KSA		643	11	307	48	339	53
4	Kuwait KWT		451	8	233	52	218	48
5	Egypt EGY		355	6	168	47	190	54
6	Lebanon LEB		219	4	99	45	120	55
7	Qatar QTR		215	4	112	52	104	48
8	Oman OMN		137	2	71	52	66	48
9	Jordan JOR		56	1	24	43	32	57
10	Bahrain BAH		52	1	26	49	26	51
11	Other Markets** OTH		69	1	35	51	34	49
Total AGCC & Pan Arab GCC			5,209	89	2,399	46	2,815	54
Total Levant Markets LEV			645	11	300	47	348	54
Total All Markets M\$			5,854	100	2,699	46	3,162	54
Markets Growth Index (Base Y2009)		Y2009	5,036	100	2,267	100	2,775	100
		Y2010	6,106	121	2,726	120	3,385	122
		Y2011	5,854	116	2,699	119	3,162	114



** Other Markets : Combined - Syria, Yemen & Arasian