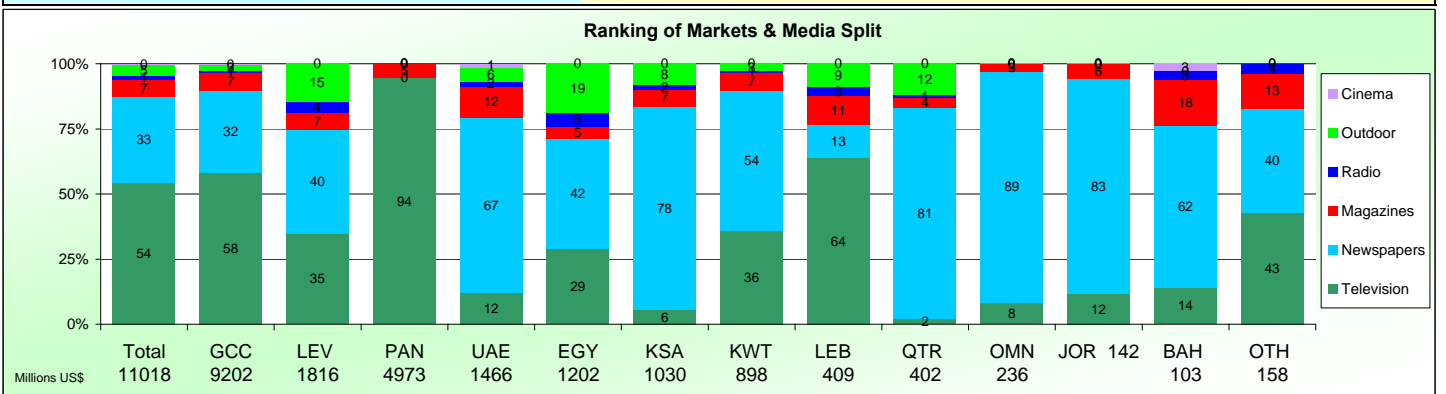


# ADVERTISING MARKETS Y2009 [ Jan-Dec ]

Millions US\$ 11,018 ▲ + 9%

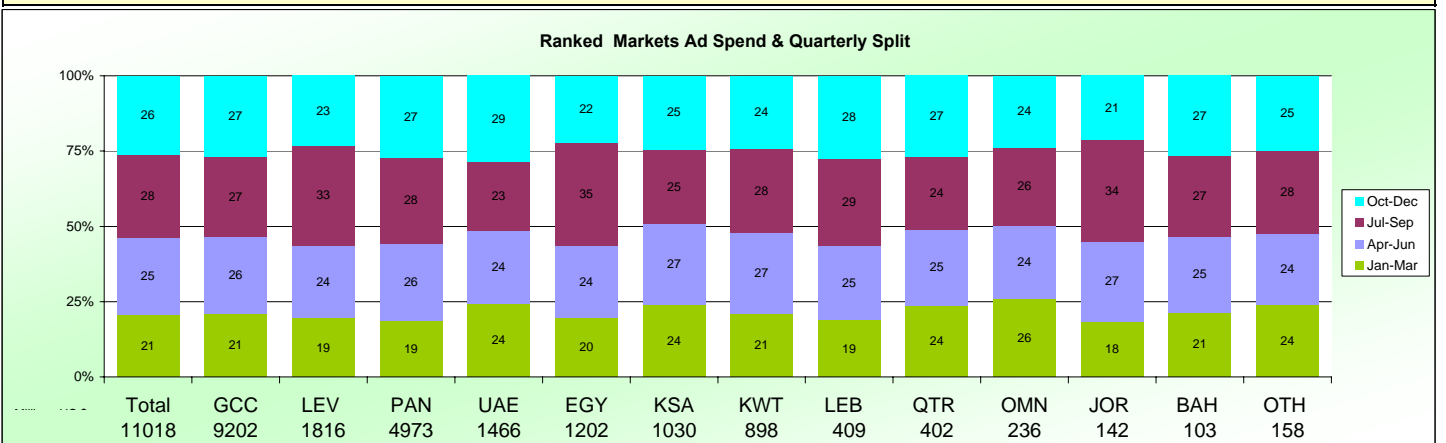
## 1 - Markets Ranking & Media Contribution (US \$ Millions)

Rank	Market Name & Abbreviation	Y2007	Y2008	Y2009	%Var'n Y09/08	Media Contribution (US \$ Million)											
						Television	Newspapers	Magazines	Radio	Outdoor	Cinema						
1	Pan Arab Media	PAN	2,923	3,717	4,973	34	4,693	16	265	0	0	0					
2	United Arab Emirates	UAE	1,421	2,012	1,466	-27	177	987	174	27	81	20					
3	Egypt	EGY	929	1,139	1,202	6	348	509	54	64	228	0					
4	Kindom Of Saudi Arabia	KSA	974	1,101	1,030	-6	57	801	70	17	84	0					
5	Kuwait	KWT	647	764	898	18	322	483	60	8	24	0					
6	Lebanon	LEB	278	354	409	15	261	52	45	13	37	0					
7	Qatar	QTR	295	358	402	12	9	324	16	4	49	0					
8	Oman	OMN	170	253	236	-7	20	209	7	0	0	0					
9	Jordan	JOR	121	103	142	37	16	117	8	0	0	0					
10	Bahrain	BAH	108	109	103	-6	14	64	18	3	0	3					
11	Other Markets**	OTH	145	152	158	4	67	63	21	6	0	0					
<b>Total AGCC &amp; Pan Arab</b>		<b>GCC</b>	<b>6,650</b>	<b>8,423</b>	<b>9,202</b>	<b>9</b>	<b>5,352</b>	<b>2,907</b>	<b>617</b>	<b>65</b>	<b>239</b>	<b>23</b>					
<b>Total Levant Markets</b>		<b>LEV</b>	<b>1,361</b>	<b>1,639</b>	<b>1,816</b>	<b>11</b>	<b>634</b>	<b>719</b>	<b>121</b>	<b>77</b>	<b>264</b>	<b>0</b>					
<b>Total All Markets</b>		<b>M\$</b>	<b>8,012</b>	<b>10,062</b>	<b>11,018</b>	<b>9</b>	<b>5,986</b>	<b>3,626</b>	<b>738</b>	<b>142</b>	<b>503</b>	<b>23</b>					
<b>Markets Growth Index (Base Y2007)</b>		<b>Y2007</b>		8,012	100	3,488	100	3,217	100	725	100	141	100	427	100	14	100
		<b>Y2008</b>		10,062	126	4,410	126	4,110	128	861	119	149	106	516	121	16	115
		<b>Y2009</b>		11,018	138	5,986	172	3,626	113	738	102	142	101	503	118	23	160



## 2 - Markets Adspend by Quarter Y2009 (US \$ Millions)

Rank	Market Name	Abbreviation	Y2009		JAN - MAR		APR - JUN		JUL - SEP		OCT - DEC		
			Value	Sh%	Value	Sh%	Value	Sh%	Value	Sh%	Value	Sh%	
1	Pan Arab Media	PAN	4,973	45	928	19	1276	26	1417	28	1352	27	
2	United Arab Emirates	UAE	1,466	13	355	24	357	24	333	23	421	29	
3	Egypt	EGY	1,202	11	236	20	289	24	417	35	267	22	
4	Kindom Of Saudi Arabia	KSA	1,030	9	248	24	275	27	254	25	253	25	
5	Kuwait	KWT	898	8	189	21	240	27	250	28	218	24	
6	Lebanon	LEB	409	4	77	19	101	25	118	29	113	28	
7	Qatar	QTR	402	4	96	24	101	25	97	24	109	27	
8	Oman	OMN	236	2	61	26	57	24	61	26	56	24	
9	Jordan	JOR	142	1	26	18	38	27	48	34	30	21	
10	Bahrain	BAH	103	1	22	21	26	25	28	27	27	27	
11	Other Markets**	OTH	158	1	38	24	37	24	44	28	39	25	
<b>Total AGCC &amp; Pan Arab</b>		<b>GCC</b>	<b>9,202</b>	<b>84</b>	<b>1,923</b>	<b>21</b>	<b>2,356</b>	<b>26</b>	<b>2,465</b>	<b>27</b>	<b>2,461</b>	<b>27</b>	
<b>Total Levant Markets</b>		<b>LEV</b>	<b>1,816</b>	<b>16</b>	<b>354</b>	<b>19</b>	<b>442</b>	<b>24</b>	<b>603</b>	<b>33</b>	<b>425</b>	<b>23</b>	
<b>Total All Markets</b>		<b>M\$</b>	<b>11,018</b>	<b>100</b>	<b>2,276</b>	<b>21</b>	<b>2,798</b>	<b>25</b>	<b>3,068</b>	<b>28</b>	<b>2,885</b>	<b>26</b>	
<b>Markets Growth Index (Base Y2007)</b>		<b>Y2007</b>		8,012	100	1,573	100	2,090	100	2,136	100	2,219	100
		<b>Y2008</b>		10,062	126	2,071	132	2,512	120	2,951	138	2,536	114
		<b>Y2009</b>		11,018	138	2,276	145	2,798	134	3,068	144	2,885	130



\* Egypt Spend Data reported at current market US Dollar value

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