

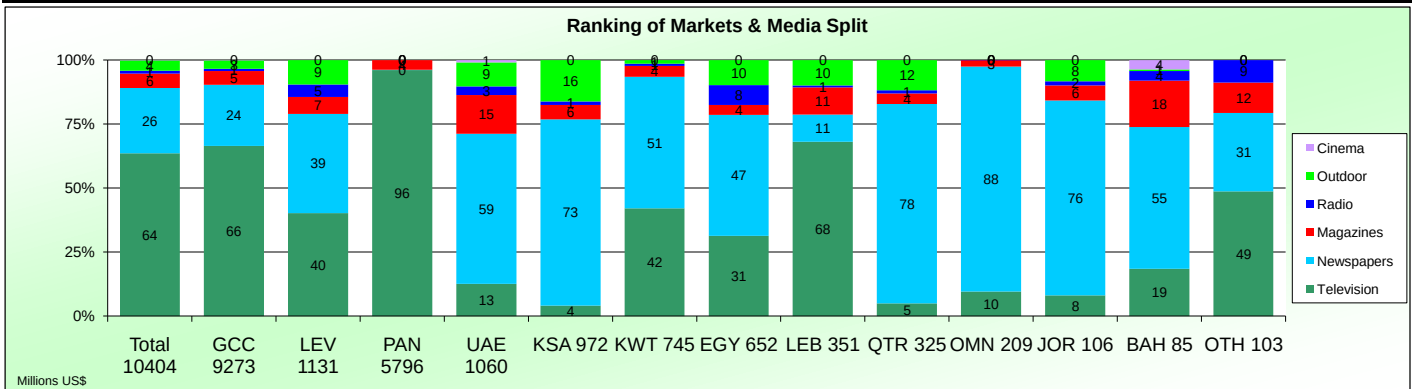


ADVERTISING MARKETS Y2011 [Jan-Sep]

Millions US\$ 10,404 ▲ + 1%

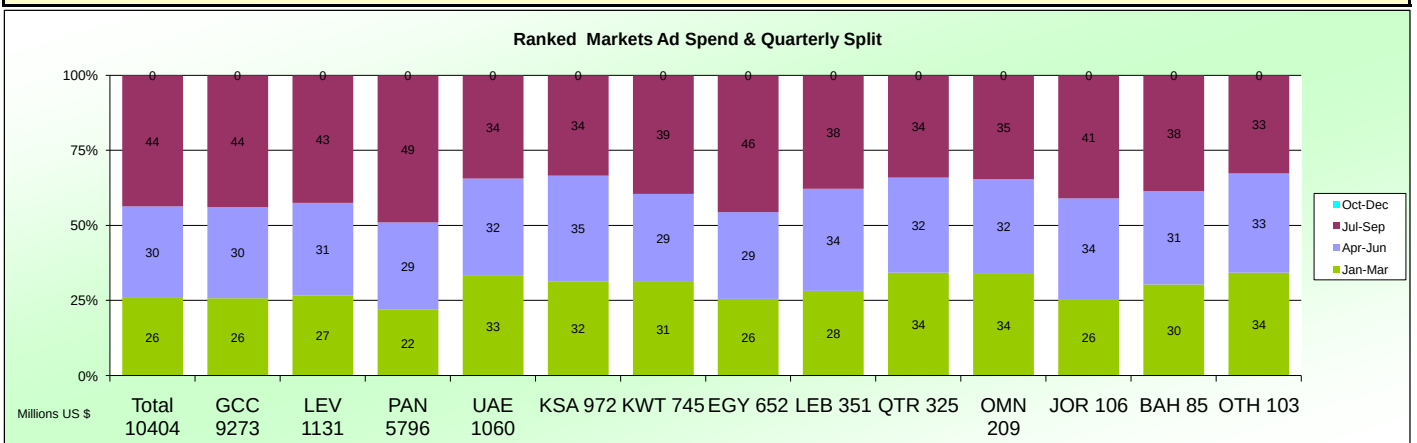
1- Markets Ranking & Media Contribution (US \$ Millions)

					%Var'n	Media Contribution (US \$ Million)										
Rank	Market Name & Abbreviation		Y2009	Y2010	Y2011	Y11/10	Television	Newspapers	Magazines	Radio	Outdoor	Cinema				
1	Pan Arab Media	PAN	3,603	5,286	5,796	10	5,575	7	214	0	0	0				
2	United Arab Emirates	UAE	1,055	1,048	1,060	1	134	621	160	37	99	9				
3	Kindom Of Saudi Arabia	KSA	824	890	972	9	40	708	54	13	157	0				
4	Kuwait	KWT	680	750	745	-1	314	382	32	7	10	0				
5	Egypt	EGY	937	1,137	652	-43	205	308	25	50	64	0				
6	Lebanon	LEB	297	342	351	3	239	37	37	3	35	0				
7	Qatar	QTR	294	327	325	-1	16	253	14	4	38	0				
8	Oman	OMN	180	207	209	1	20	184	5	0	0	0				
9	Jordan	JOR	111	109	106	-3	9	81	6	2	9	0				
10	Bahrain	BAH	75	104	85	-19	16	47	15	3	0	3				
11	Other Markets**	OTH	114	105	103	-3	50	31	12	9	0	0				
Total AGCC & Pan Arab			GCC	6,780	8,679	9,273	7	6,161	2,222	500	73	305	13			
Total Levant Markets			LEV	1,389	1,626	1,131	-30	456	438	75	55	107	0			
Total All Markets			MS	8,169	10,305	10,404	1	6,617	2,660	576	128	412	13			
Markets Growth Index (Base Y2009)						i%	i%	i%	i%	i%	i%	i%				
			Y2009	8,169	100	4,400	100	2,689	100	536	100	106	100	16	100	
			Y2010	10,305	126	6,433	146	2,812	105	552	103	112	106	90	14	87
			Y2011	10,404	127	6,617	150	2,660	99	576	107	128	120	98	13	76



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

Y2011											
Rank	Market Name	Abbreviation	Value	Sh%	JAN - MAR	Value	Sh%	APR-JUN	Value	Sh%	
1	Pan Arab Media	PAN	5,796	56	1272	22	1689	29	2836	49	
2	United Arab Emirates	UAE	1,060	10	353	33	344	32	364	34	
3	Kindom Of Saudi Arabia	KSA	972	9	307	32	344	35	326	34	
4	Kuwait	KWT	745	7	233	31	218	29	294	39	
5	Egypt	EGY	652	6	168	26	190	29	298	46	
6	Lebanon	LEB	351	3	99	28	119	34	132	38	
7	Qatar	QTR	325	3	112	34	103	32	111	34	
8	Oman	OMN	209	2	71	34	66	32	72	35	
9	Jordan	JOR	106	1	27	26	36	34	44	41	
10	Bahrain	BAH	85	1	26	30	26	31	33	38	
11	Other Markets**	OTH	103	1	35	34	34	33	34	33	
Total AGCC & Pan Arab			GCC	9,273	89	2,399	26	2,819	30	4,062	44
Total Levant Markets			LEV	1,131	11	303	27	351	31	481	43
Total All Markets			MS	10,404	100	2,702	26	3,170	30	4,543	44
				i%			i%			i%	
Markets Growth Index (Base Y2009)			Y2009	8,169	100	2,267	100	2,775	100	3,135	100
			Y2010	10,305	126	2,726	120	3,385	122	4,201	134
			Y2011	10,404	127	2,702	119	3,170	114	4,543	145



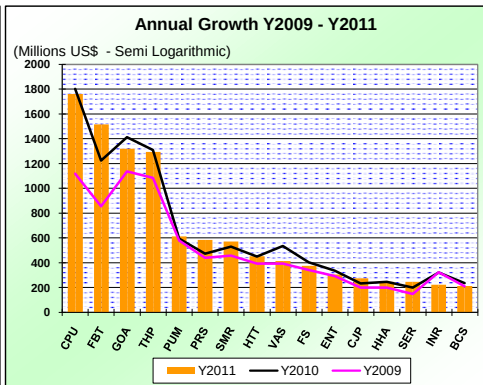
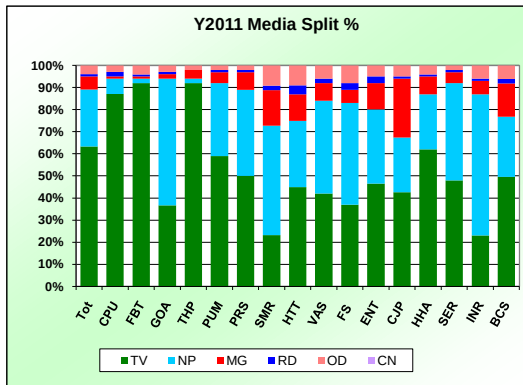
* Egypt Spend Data reported at current market US Dollar value

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

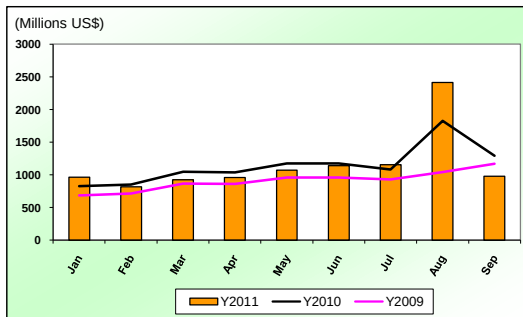
AGCC,LEVANT*,PAN ARAB & ARASIAN MEDIA MARKET [Jan - Sep]

Millions US\$ 10,404 ▲ + 1%

Chapter	Abbreviation	Y2009	Y2010	Y2011	Sh%	%Var'n Y11/10	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	1,119	1,804	1,763	17	-2	88	7	1	2	3	0
Food Beverages And Tobacco	FBT	856	1,225	1,517	15	24	92	2	1	1	4	0
Government/Organization Advertising	GOA	1,138	1,413	1,320	13	-7	37	58	2	1	3	0
Toiletries Hygiene/ House Care Products	THP	1,087	1,310	1,295	12	-1	92	2	4	0	2	0
Publishing Media	PUM	579	594	612	6	3	59	33	5	1	2	0
Professional Services	PRS	439	474	583	6	23	50	39	8	1	2	0
Shopping Malls & Retail Stores	SMR	457	529	570	5	8	23	49	16	2	9	0
Hotel, Travel & Tourism	HTT	393	450	451	4	0	45	30	12	4	9	0
Vehicles,Accessories & Supply	VAS	393	535	414	4	-23	42	42	8	2	6	0
Financial Services	FS	342	404	375	4	-7	37	46	6	3	8	0
Entertainment	ENT	291	337	306	3	-9	47	34	12	3	5	0
Clothing,Jewellery & Personal Acs	CJP	198	232	273	3	18	43	25	27	1	5	0
Household Appliances	HHA	198	245	246	2	0	62	25	8	1	4	0
Other Services	SER	147	199	246	2	24	48	44	5	1	2	0
Insurance & Real Estate & Properties	INR	323	320	221	2	-31	23	64	6	1	6	0
Business/Construct Equip. & Supply	BCS	209	234	213	2	-9	49	27	15	2	6	0
Total		8,169	10,305	10,404	100		1	64	26	6	1	4



Monthly Spend Analysis (Millions US\$)Y2009 - 2011

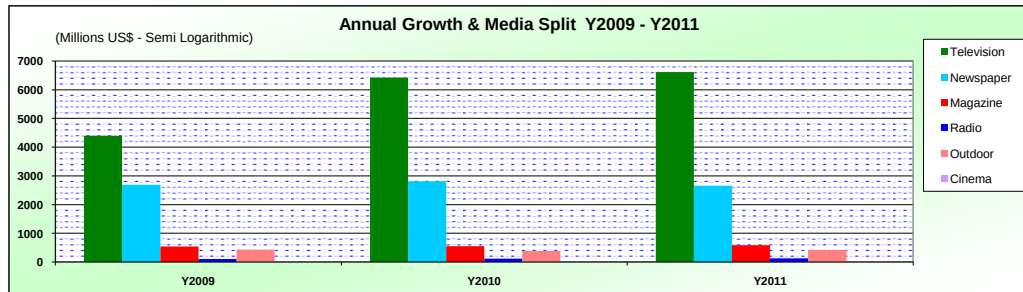


Period	Y2009	Y2010	Y2011	Var'n % Y11/10
Jan	684	827	962	16
Feb	716	851	816	-4
Mar	866	1048	924	-12
Apr	858	1037	961	-7
May	959	1174	1070	-9
Jun	957	1175	1138	-3
Jul	928	1080	1155	7
Aug	1039	1827	2412	32
Sep	1168	1294	976	-25
Total	8169	10305	10404	1

Overall Media Split Analysis (Millions US\$)

Media	Y2009		Y2010		Y2011		Var'n % Y2010/2011	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y11	Y10
Television	4,400	54	6,433	62	6617	64	3	150	146
Newspaper	2,689	33	2,812	27	2,660	26	-5	99	105
Magazine	536	7	552	5	576	6	4	107	103
Radio	106	1	112	1	128	1	14	120	106
Outdoor	422	5	381	4	412	4	8	98	90
Cinema	16	0	14	0	13	0	-12	76	87
Total	8,169	100	10,305	100	10,404	100	1	127	126

*Index base Y2009



Top Brands Y2011 (000 US\$)			
Television Top Spenders			
Rank	Brand	Y2011	%Var'n Y11/10
1	Pepsi	156,894	101
2	Zain	98,494	-3
3	Coca Cola	87,980	60
4	Mobc	85,910	209
5	Head & Shoulders	66,574	16
6	Sedar	66,132	189
7	Vodafone	62,720	38
8	Etisalat Egypt	53,962	-36
9	57357 Hospital	52,994	37
10	Lipton	51,739	19
11	Pampers	51,036	43
12	Dettol	50,935	25

Newspapers Top Spenders			
Rank	Brand	Y2011	%Var'n Y11/10
1	Zain	17,492	28
2	Toyota	15,577	-14
3	Hyundai	13,376	20
4	Samsung	11,872	8
5	Stc	11,122	-13
6	Carrefour	10,329	20
7	Ford	9,610	-1
8	Mobinil	9,331	-7
9	Chevrolet	9,141	-42
10	Nissan	8,578	-43
11	Al Hayah	8,088	173
12	Sony	7,725	-19

Magazines Top Spenders			
Rank	Brand	Y2011	%Var'n Y11/10
1	Rolex	4,762	23
2	Cartier	3,878	36
3	Chanel	2,908	0
4	Mercedes	2,852	2
5	Du	2,754	23
6	Audi	2,635	10
7	Home Center	2,284	-36
8	Samsung	2,244	6
9	Dior	2,080	-2
10	B.m.w.	1,788	-27
11	Chopard	1,707	1
12	Ford	1,707	3

Radio Top Spenders			
Rank	Brand	Y2011	%Var'n Y11/10
1	Mobinil	3,373	73
2	Etisalat Egypt	2,886	17
3	Pepsi	2,763	115
4	Vodafone	2,504	42
5	Bahrain Saudi B.	1,706	E
6	Coca Cola	1,687	218
7	Stc	1,361	40
8	Zain	1,303	34
9	Mobily	1,059	150
10	Nokia	958	38
11	Kentucky	917	146
12	Lg	829	E

Outdoor Top Spenders			
Rank	Brand	Y2011	%Var'n Y11/10
1	Jarir Bookstore	11,263	156
2	Mobily	10,069	102
3	Zain	9,897	71
4	Mcdonald's	9,018	17
5	Q-tel	8,039	-48
6	Kentucky	6,258	15
7	Ford	5,533	E
8	Samsung	4,969	62
9	Stc	4,686	-19
10	Abu Dhabi Islamic Bank	4,258	270
11	Burger King	4,013	264
12	Dubai Shop.fest.	3,814	260

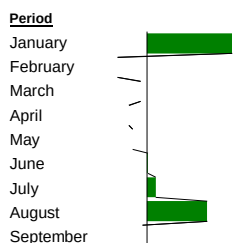
E - Exceeding the limit >300% N - New

Millions US\$ 10,404 ▲ + 1%

Thousand SESU 4964 ▲ + 3%

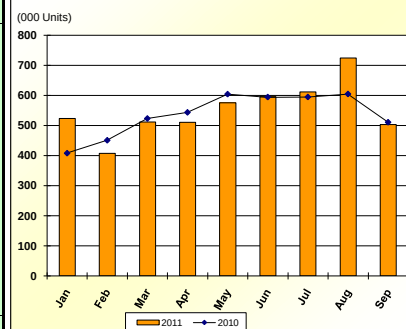
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2011/2010Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2011	2010	% Var'n	2011	% Var'n	2011	% Var'n	2011	% Var'n
January	523145	408019	28	50047	1	14022	387413	38
February	406947	450817	-10	49774	-1	15623	272170	-12
March	512035	523134	-2	51326	-9	16570	349755	-5
April	510900	543392	-6	49786	-7	15762	369481	-5
May	575375	603884	-5	52236	-9	17381	419537	-5
June	596068	594158	0	51591	-10	15357	442665	3
July	611628	594447	3	52111	2	12964	449252	5
August	724953	604358	20	54217	-5	12872	568964	29
September	503266	510603	-1	42037	-7	14688	361126	-1
4964319	4832810	3	453124	-5	135239	-11	3620363	5

Ad Space & Seasonality



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

NEWSPAPERS

Spend by Position (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Cover	475	18	481	17	-1
Page 2/3	111	4	109	4	2
Inside	2009	76	2160	77	-7
Supplement	74	3	68	2	9
	2660	100	2812	100	-5

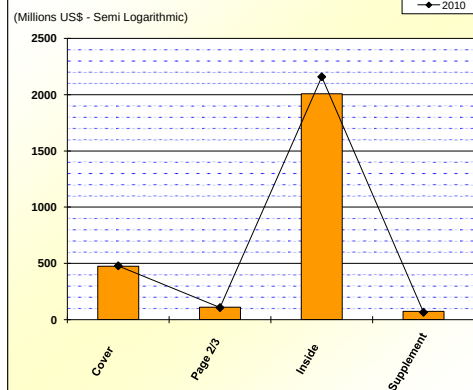
MAGAZINES

Spend by Position (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Back Cover	78	14	77	14	1
Front Page	51	9	50	9	0
Inter Page	447	78	424	77	5
	576	100	552	100	4

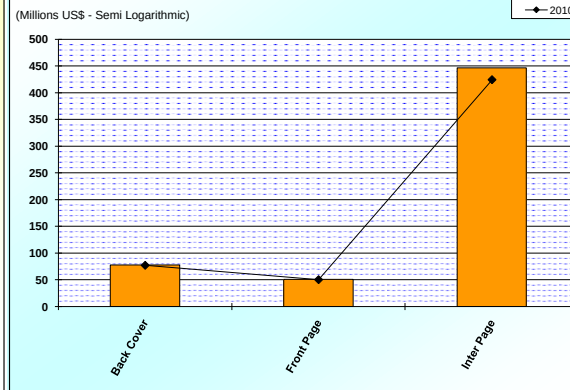
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Morning	703	11	611	9	15
Midday	636	10	579	9	10
Afternoon	770	12	745	12	3
Early Evng	839	13	796	12	5
Evng News	1171	18	1163	18	1
Prime Evng	1176	18	1219	19	-4
Overnight	1321	20	1320	21	0
	6617	100	6433	100	3

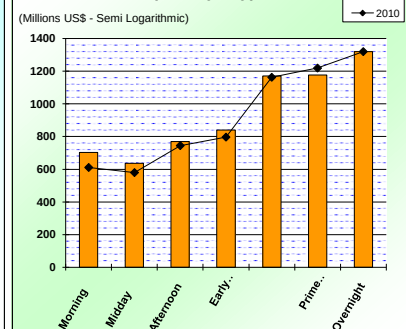
Spend by Position



Spend by Position



Spend by Daypart

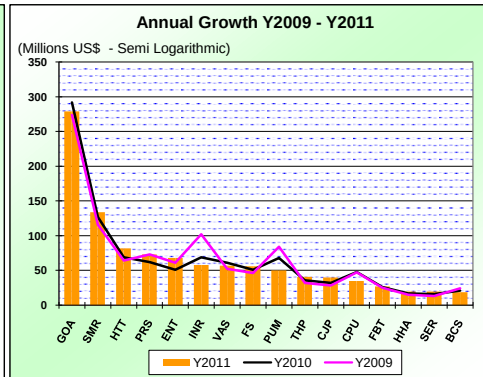
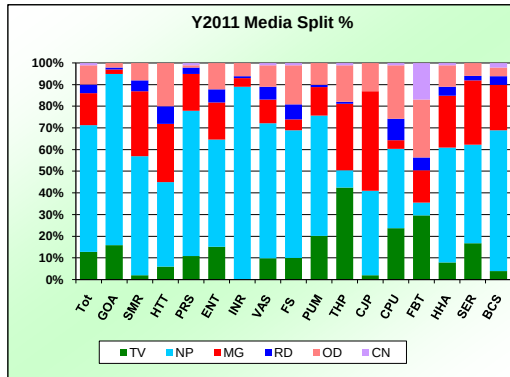
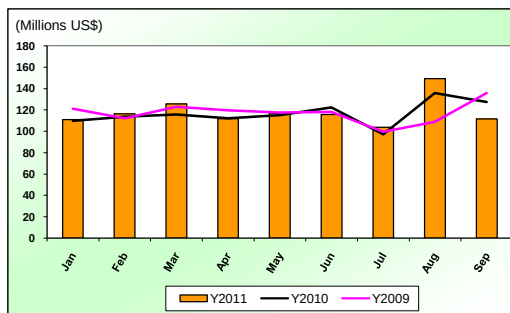


TOP 30 LEAGUE OF Y2011 (000 US\$)

Rank & Brand	JANUARY - SEPTEMBER		2 YEARS		MEDIA SPLIT % - JAN - SEP 2011			
	2011	2010	TOTAL	AVG	TV	NP	MG	OT*
1 Pepsi	166,705	88,178	254,883	127,442	94.11	0.48	0.03	5.38
2 Zain	122,956	122,492	250,448	125,224	76.97	13.67	0.60	8.75
3 Coca Cola	92,603	59,759	152,362	76,181	95.01	0.22	0.04	4.74
4 Mobc	86,206	27,809	114,015	57,008	99.66	0.28	0.07	0.00
5 Vodafone	75,363	60,038	135,401	67,701	83.22	9.20	0.92	6.65
6 Head & Shoulders	67,654	58,919	126,573	63,287	98.40	0.03	0.13	1.44
7 Sedar	66,451	25,264	91,715	45,858	99.52	0.00	0.05	0.43
8 Etisalat Egypt	64,520	96,815	161,335	80,668	83.64	7.87	0.22	8.28
9 Mobily	63,771	83,308	147,079	73,540	71.19	10.87	0.49	17.45
10 Stc	61,034	85,376	146,410	73,205	71.49	18.22	0.38	9.91
11 Mobinil	57,693	79,937	137,630	68,815	72.36	16.17	1.00	10.47
12 57357 Hospital	54,593	40,291	94,884	47,442	97.07	1.68	0.32	0.93
13 Pampers	52,459	37,199	89,658	44,829	97.29	0.06	1.13	1.52
14 Dettol	52,089	41,048	93,137	46,569	97.78	0.01	0.02	2.19
15 Lipton	51,911	44,256	96,167	48,084	99.67	0.09	0.06	0.18
16 Chevrolet	49,161	94,750	143,911	71,956	75.65	18.59	2.08	3.68
17 Pantene	47,775	58,883	106,658	53,329	96.31	0.09	3.57	0.02
18 Mcdonald's	46,430	38,356	84,786	42,393	63.69	13.53	1.25	21.54
19 Hyundai	45,350	46,508	91,858	45,929	63.96	29.50	3.75	2.80
20 Mbc.net	44,990	16,753	61,743	30,872	99.96	0.04	0.00	0.00
21 Dove	44,431	34,200	78,631	39,316	99.32	0.01	0.15	0.52
22 Clear	43,651	31,136	74,787	37,394	97.88	0.52	0.03	1.58
23 Al Marai	43,201	43,651	86,852	43,426	87.48	4.24	0.22	8.06
24 Samsung	42,421	24,315	66,736	33,368	53.94	27.99	5.29	12.79
25 Galaxy	40,737	24,273	65,010	32,505	96.12	0.00	0.01	3.86
26 Terrorist Campgn	38,424	26,578	65,002	32,501	97.56	1.66	0.16	0.63
27 Dabur	36,999	57,549	94,548	47,274	99.95	0.00	0.05	0.00
28 Universal	34,913	17,983	52,896	26,448	96.84	1.90	0.05	1.21
29 Galaxy Jewels	34,458	28,338	62,796	31,398	100.00	0.00	0.00	0.00
30 Freez	34,308	16,136	50,444	25,222	100.00	0.00	0.00	0.00

*OT=Radio+OutDoor+Cinema

Chapter	Abbreviation	Y2009	Y2010	Y2011	Sh%	%Var'n Y11/10	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	274	292	279	26	-4	16	79	2	1	2	0
Shopping Malls & Retail Stores	SMR	116	127	134	13	6	2	55	30	5	8	0
Hotel, Travel & Tourism	HTT	64	69	82	8	19	6	39	27	8	20	0
Professional Services	PRS	73	62	73	7	18	11	67	17	3	1	1
Entertainment	ENT	61	51	68	6	33	15	49	17	6	12	0
Insurance & Real Estate & Properties	INR	102	69	58	5	-16	0	89	4	1	6	0
Vehicles,Accessories & Supply	VAS	52	61	57	5	-7	10	63	11	6	10	1
Financial Services	FS	46	51	56	5	10	10	59	5	7	18	1
Publishing Media	PUM	84	68	50	5	-26	20	55	13	1	10	0
Toiletries Hygiene/ House Care Products	THP	32	36	41	4	14	43	8	31	1	17	1
Clothing,Jewellery & Personal Acs	CJP	28	32	40	4	25	2	39	46	0	13	0
Communications & Public Utilities	CPU	47	48	35	3	-27	24	37	4	10	25	1
Food Beverages And Tobacco	FBT	25	26	27	3	4	30	6	15	6	27	17
Household Appliances	HHA	15	17	20	2	18	8	53	24	4	10	1
Other Services	SER	13	16	20	2	25	17	46	30	2	6	0
Business/Construct Equip. & Supply	BCS	24	21	19	2	-10	4	65	21	4	4	2
Total		1,055	1,048	1,060	100	1	13	59	15	4	9	1

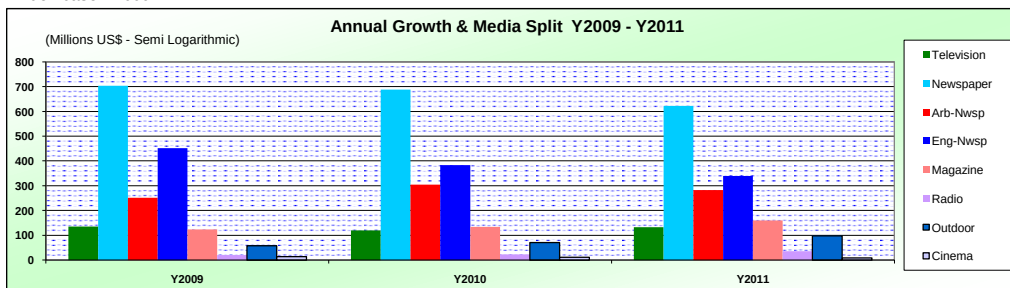
**Monthly Spend Analysis (Millions US\$)Y2009 - 2011**

Period	Y2009	Y2010	Y2011	Var'n % Y11/10
Jan	121	110	111	1
Feb	112	114	116	2
Mar	123	116	126	9
Apr	120	112	112	0
May	118	115	117	1
Jun	118	122	116	-6
Jul	99	97	104	7
Aug	109	136	149	10
Sep	136	127	111	-12
Total	1055	1048	1060	1

Overall Media Split Analysis (Millions US\$)

Media	Y2009		Y2010		Y2011		Var'n %	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2010/2011	Y11	Y10
Television	135	13	120	11	134	13	11	99	89
Newspaper	704	67	688	66	621	59	-10	88	98
Arb-Nwsp	252	24	305	29	283	27	-7	112	121
Eng-Nwsp	452	43	383	37	339	32	-11	75	85
Magazine	124	12	134	13	160	15	20	130	108
Radio	20	2	23	2	37	3	58	180	114
Outdoor	57	5	70	7	99	9	40	172	123
Cinema	15	1	12	1	9	1	-20	65	81
Total	1,055	100	1,048	100	1,060	100	1	101	99

*Index base Y2009

**Top Brands Y2011 (000 US\$)****Television Top Spenders**

Rank	Brand	Y2011	%Var'n Y11/10
1	Sedar	8,021	154
2	Etisalat	7,047	35
3	Watani - Uae	5,106	-14
4	Family Gathering	3,772	138
5	Family Dev.center	2,871	N
6	Abu Dhabi Sports Council	2,772	N
7	Head & Shoulders	2,628	238
8	Judicial Dep.adh	2,584	-15
9	Uae Armed Forces	2,253	198
10	Seha	2,216	N
11	Election Campaign	2,167	N
12	Securities & C.A.	2,128	-40

Newspapers Top Spenders

Rank	Brand	Y2011	%Var'n Y11/10
1	Carrefour	8,148	22
2	Du	6,508	-45
3	Uae Nat'l Elect.	5,288	N
4	Sony	4,432	25
5	Etisalat	3,971	-48
6	First Select Int	3,699	1
7	Toyota	3,421	-29
8	Lulu	3,211	-22
9	Samsung	2,904	-10
10	Mitsubishi	2,793	26
11	Hsbc	2,283	45
12	Dubai Elec._wat.	2,218	78

Magazines Top Spenders

Rank	Brand	Y2011	%Var'n Y11/10
1	Home Center	1,839	-20
2	Carrefour	1,351	191
3	Cartier	1,177	43
4	Pure Gold Jewel.	925	39
5	Du	889	17
6	Q Home Decor	889	E
7	Rolex	883	37
8	Lulu	841	47
9	Ford	780	72
10	Nivea	759	64
11	Marina Gulf	676	92
12	Panasonic	633	-4

Radio Top Spenders

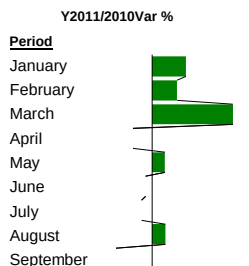
Rank	Brand	Y2011	%Var'n Y11/10
1	Du	675	44
2	Etisalat	636	51
3	Lg	408	E
4	Rak Bank	379	E
5	Hsbc	356	E
6	Al Rostamani l.e	331	E
7	Dubai Elec._wat.	281	N
8	Etihad Airways	242	285
9	National Bonds	218	E
10	Qatar Airways	211	E
11	Pan Emirates	194	E
12	Roads & Transport	193	E

Outdoor Top Spenders

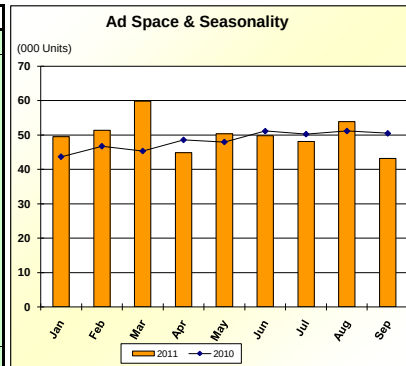
Rank	Brand	Y2011	%Var'n Y11/10
1	Abu Dhabi Islamic Bank	4,258	270
2	Kentucky	4,233	29
3	Mcdonald's	4,065	16
4	Dubai Shop.fest.	3,814	260
5	Du	3,732	-42
6	Etisalat	3,222	117
7	Damas	2,547	82
8	Burger King	2,535	E
9	Arn	2,486	247
10	Hardees	2,317	40
11	Pizza Hut	2,044	-3
12	Pure Gold Jewel.	1,835	-33

E - Exceeding the limit >300% N - New

TOTAL MARKET ADVERTISING SPACE ALLOCATION



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2011	2010	% Var'n	2011	% Var'n	2011	% Var'n	2011	% Var'n
49556	43644	14	10766	-4	3258	-2	8704	-11
51366	46700	10	10854	-5	4139	2	8245	-7
59876	45303	32	11561	-3	4850	12	8769	15
44891	48562	-8	10399	-11	4079	-15	7388	-12
50399	47949	5	10803	-3	4678	-1	7188	-4
49815	51124	-3	11087	-4	3706	-13	7476	8
48134	50237	-4	9864	7	3199	-15	6715	30
53864	51153	5	11033	-3	3147	-4	16966	55
43220	50468	-14	9732	-9	3871	-17	7489	-19
451121	435140	4	96100	-4	34926	-6	78941	6



Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

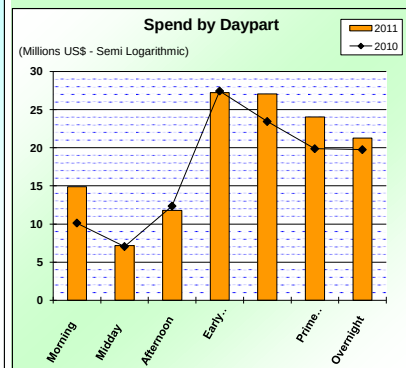
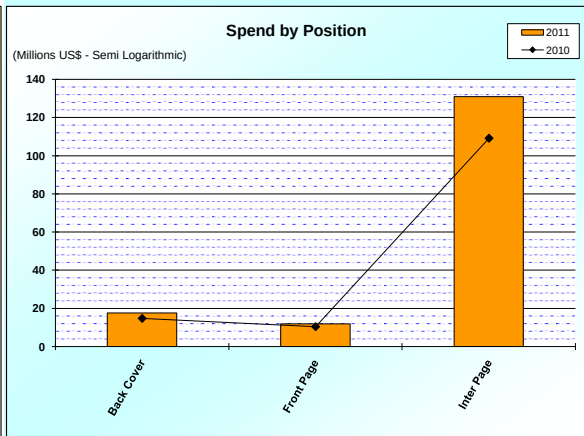
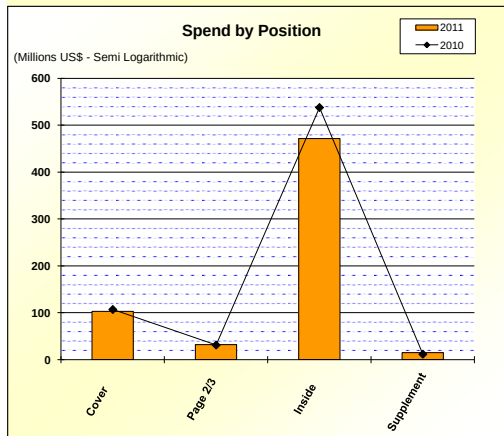
Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS				
Spend by Position (Millions US \$)	2011		2010	
	Value	%	Value	%
Cover	103	17	107	16
Page 2/3	32	5	31	5
Inside	471	76	538	78
Supplement	15	2	12	2
	621	100	688	100

MAGAZINES				
Spend by Position (Millions US \$)	2011		2010	
	Value	%	Value	%
Back Cover	18	11	15	11
Front Page	12	7	10	8
Inter Page	131	82	109	81
	160	100	134	100

TELEVISION - KSA Time				
Spend by Daypart (Millions US \$)	2011		2010	
	Value	%	Value	%
Morning	15	11	10	8
Midday	7	5	7	6
Afternoon	12	9	12	10
Early Evng	27	20	27	23
Evng News	27	20	23	20
Prime Evng	24	18	20	17
Overnight	21	16	20	16
	134	100	120	100

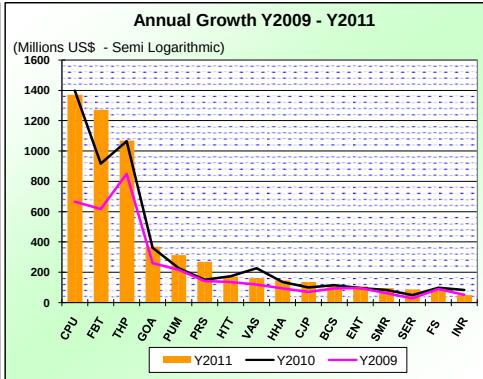
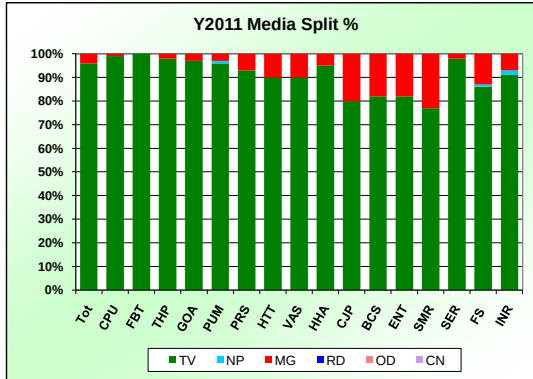


TOP 30 LEAGUE OF Y2011 (000 US\$)

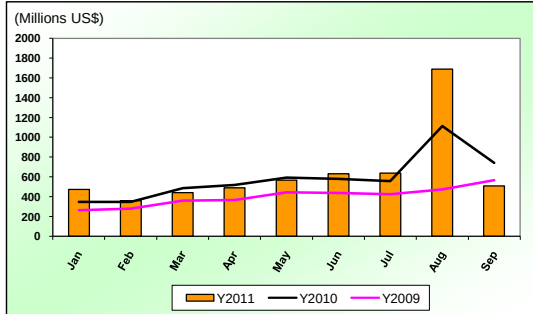
Rank & Brand	JANUARY - SEPTEMBER		2 YEARS		MEDIA SPLIT % - JAN - SEP 2011			
	2011	2010	TOTAL	AVG	TV	NP	MG	OT*
1 Etisalat	15,159	15,830	30,989	15,494	46.49	26.19	0.95	26.36
2 Du	12,778	25,754	38,532	19,266	4.84	50.93	6.96	37.27
3 Carrefour	9,677	7,330	17,007	8,503	0.00	84.20	13.96	1.84
4 Sedar	8,021	3,893	11,914	5,957	100.00	0.00	0.00	0.00
5 Mcdonald's	6,481	4,796	11,277	5,639	0.00	27.66	4.69	67.65
6 Sony	6,378	5,207	11,585	5,793	2.51	69.50	9.07	18.92
7 Abu Dhabi Islamic Bank	6,204	4,523	10,727	5,364	6.92	22.52	1.25	69.32
8 Uae Nat'l Elect.	5,340	0	5,340	2,670	0.00	99.02	0.00	0.99
9 Samsung	5,322	4,912	10,234	5,117	22.56	54.57	7.48	15.39
10 Kentucky	5,257	5,178	10,435	5,218	1.02	17.95	0.00	81.04
11 Watani - Uae	5,121	5,998	11,119	5,560	99.70	0.31	0.00	0.00
12 Dubai Shop.fest.	4,862	2,214	7,076	3,538	4.00	11.68	3.40	80.93
13 Nissan	4,445	2,636	7,081	3,540	43.10	42.21	3.70	10.98
14 Damas	4,260	3,244	7,504	3,752	0.00	26.48	11.98	61.55
15 Toyota	4,209	5,445	9,654	4,827	0.00	81.27	5.85	12.87
16 Lulu	4,168	4,691	8,859	4,429	0.00	77.04	20.17	2.79
17 Family Gathering	4,091	1,739	5,830	2,915	92.19	7.81	0.00	0.00
18 Hsbc	4,046	2,569	6,615	3,307	7.39	56.44	8.48	27.69
19 Dubai Elec. wat.	3,908	1,749	5,657	2,829	34.81	56.76	0.11	8.33
20 Mercedes	3,900	1,331	5,231	2,616	0.00	39.76	13.59	46.66
21 Roads & Transport	3,866	2,501	6,367	3,183	6.22	49.80	0.06	43.93
22 First Select Int	3,699	3,667	7,366	3,683	0.00	100.00	0.00	0.00
23 Pepsi	3,659	3,517	7,176	3,588	12.83	1.81	0.09	85.27
24 Pure Gold Jewel.	3,592	4,683	8,275	4,137	0.00	23.16	25.76	51.08
25 Pizza Hut	3,532	3,774	7,306	3,653	0.00	41.24	0.00	58.76
26 Ford	3,431	3,491	6,922	3,461	16.88	40.09	22.72	20.32
27 Adcb	3,429	3,771	7,200	3,600	7.08	45.35	5.81	41.76
28 Abu Dhabi Police	3,378	2,185	5,563	2,781	41.21	44.28	1.24	13.27
29 Emirates Nbd	3,337	2,839	6,176	3,088	2.70	55.65	4.12	37.54
30 Home Center	3,292	4,204	7,496	3,748	0.00	36.27	55.87	7.87

*OT=Radio+OutDoor+Cinema

Chapter	Abbreviation	Y2009	Y2010	Y2011	Sh%	%Var'n Y11/10	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	666	1,397	1,369	24	-2	99	0	1	0	0	0
Food Beverages And Tobacco	FBT	618	917	1,270	22	38	100	0	0	0	0	0
Toiletries Hygiene/ House Care Products	THP	849	1,063	1,069	18	1	99	0	2	0	0	0
Government/Organization Advertising	GOA	261	362	368	6	2	96	0	3	0	0	0
Publishing Media	PUM	217	228	313	5	37	96	1	3	0	0	0
Professional Services	PRS	143	152	269	5	77	92	0	7	0	0	0
Hotel, Travel & Tourism	HTT	137	174	170	3	-2	90	0	10	0	0	0
Vehicles,Accessories & Supply	VAS	119	227	160	3	-30	90	0	10	0	0	0
Household Appliances	HHA	94	136	145	3	7	95	0	5	0	0	0
Clothing,Jewellery & Personal Acs	CJP	72	101	135	2	34	80	0	20	0	0	0
Business/Construct Equip. & Supply	BCS	95	116	111	2	-4	82	0	18	0	0	0
Entertainment	ENT	96	97	105	2	8	82	0	18	0	0	0
Shopping Malls & Retail Stores	SMR	63	84	96	2	14	77	0	23	0	0	0
Other Services	SER	29	50	86	1	72	98	0	2	0	0	0
Financial Services	FS	91	98	81	1	-17	86	1	13	0	0	0
Insurance & Real Estate & Properties	INR	52	84	49	1	-42	91	2	7	0	0	0
Total		3,603	5,286	5,796	100	10	96	0	4	0	0	0



Monthly Spend Analysis (Millions US\$)Y2009 - 2011

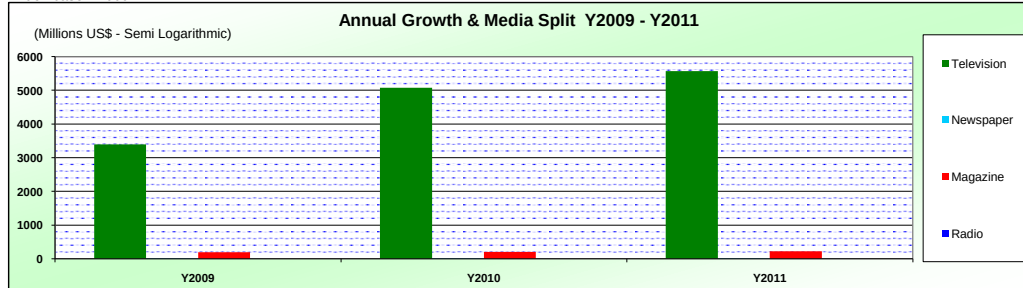


Period	Y2009	Y2010	Y2011	Var'n % Y11/10
Jan	262	348	471	35
Feb	278	349	360	3
Mar	358	486	440	-9
Apr	364	518	490	-5
May	442	594	568	-4
Jun	437	580	631	9
Jul	425	558	636	14
Aug	471	1112	1690	52
Sep	565	742	510	-31
Total	3603	5286	5796	10

Overall Media Split Analysis (Millions US\$)

Media	Y2009		Y2010		Y2011		Var'n % Y2010/2011		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y11	Y10	Y11	Y10
Television	3,399	94	5,081	96	5,575	96	10	164	149	
Newspaper	11	0	9	0	7	0	-29	59	82	
Magazine	192	5	195	4	214	4	10	111	102	
Radio	0	0	0	0	0	0				
Total	3,603	100	5,286	100	5,796	100	10	161	147	

*Index base Y2009



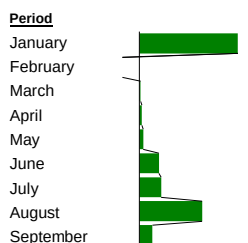
Top Brands Y2011 (000 US\$)		
Television Top Spenders		
Rank	Brand	%Var'n Y11/10
1	Pepsi	187
2	Coca Cola	64
3	Mobc	209
4	Vodafone	80
5	Zain	-21
6	Head & Shoulders	38
7	Etisalat Egypt	-21
8	57357 Hospital	67
9	Sedar	E
10	Lipton	21
11	Mbc.net	169
12	Dettol	23
13	Pantene	4
14	Mobinil	-27
15	Stc	-35

Newspapers Top Spenders		
Rank	Brand	%Var'n Y11/10
1	Nat'l B.egypt	-25
2	Emirates Hights	N
3	Cpc	-31
4	Zain	117
5	Qatar Nat'l Bank	E
6	Rolex	-34
7	Degla Real S.inv	-58
8	Marseilia Group	191
9	Renault	N
10	Better Home	-37
11	Damac Properties	187
12	Chatila	N
13	Credit Agricole	N

Magazines Top Spenders		
Rank	Brand	%Var'n Y11/10
1	Rolex	21
2	Du	27
3	Audi	11
4	Mercedes	-2
5	Chanel	17
6	Cartier	32
7	Samsung	56
8	Hyundai	-6
9	Siemens	152
10	Hewlett Packard	-15
11	Max Factor	-4
12	B.m.v.	-41
13	Ford	-2
14	Hsbc	6
15	Patek Philippe	16

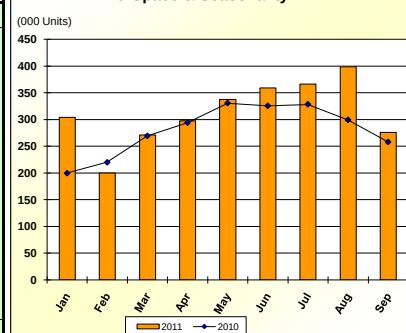
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2011/2010Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2011	2010	% Var'n	2011	% Var'n	2011	% Var'n	2011	% Var'n
303695	199564	52	117	-24	2885	1	300692	53
200099	219896	-9	188	44	3659	9	196253	-9
270936	269317	1	73	-59	4075	-3	266788	1
297701	293959	1	75	-44	3908	-5	293718	1
337450	330524	2	87	-32	4464	5	332899	2
359326	325480	10	110	-8	3921	2	355294	11
366243	328362	12	116	-20	3044	5	363083	12
398725	299234	33	63	-69	2490	5	396172	34
275699	257925	7	94	-13	3948	-1	271658	7
2809873	2524262	11	924	-29	32392	2	2776557	11

Ad Space & Seasonality



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

NEWSPAPERS

Spend by Position (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Cover	1	19	1	13	6
Page 2/3	1	13	2	17	-44
Inside	5	72	7	70	-27
	7	100	9	100	-29

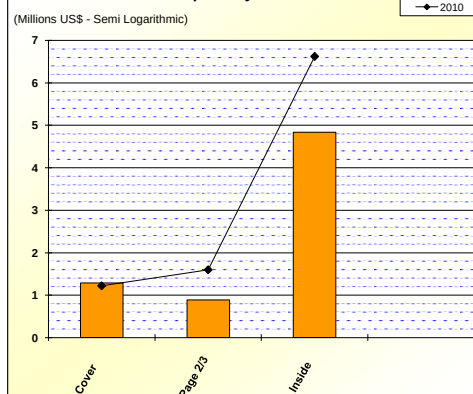
MAGAZINES

Spend by Position (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Back Cover	29	14	28	14	4
Front Page	18	9	17	9	8
Inter Page	167	78	150	77	11
	214	100	195	100	10

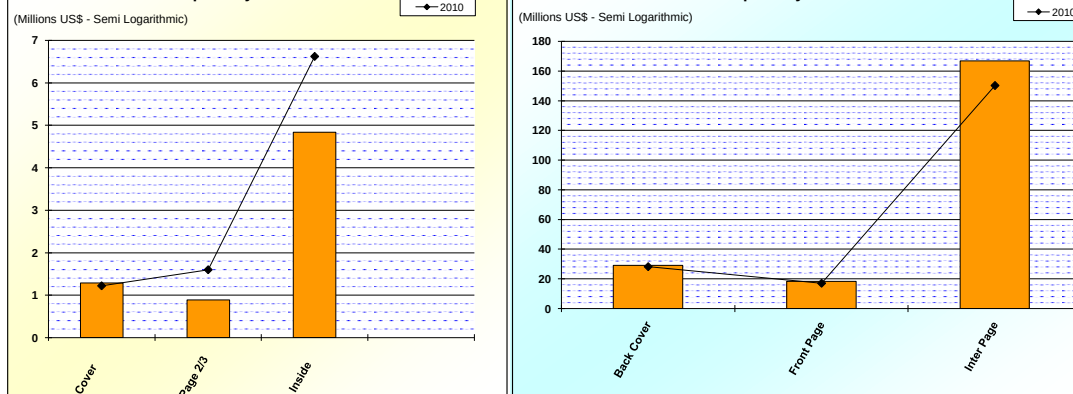
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2011		2010		Var'n %
	Value	%	Value	%	
Morning	619	11	482	9	29
Midday	556	10	457	9	21
Afternoon	647	12	593	12	9
Early Evng	659	12	577	11	14
Evng News	925	17	893	18	4
Prime Evng	987	18	985	19	0
Overnight	1182	21	1095	22	8
	5575	100	5081	100	10

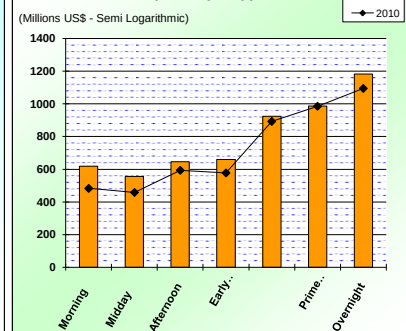
Spend by Position



Spend by Position



Spend by Daypart



TOP 30 LEAGUE OF Y2011 (000 US\$)

Rank & Brand	JANUARY - SEPTEMBER		2 YEARS		MEDIA SPLIT % - JAN - SEP 2011			
	2011	2010	TOTAL	AVG	TV	NP	MG	OT*
1 Pepsi	145,904	50,790	196,694	98,347	100.00	0.00	0.00	0.00
2 Coca Cola	86,612	52,990	139,602	69,801	100.00	0.00	0.00	0.00
3 Mobc	85,951	27,809	113,760	56,880	99.95	0.02	0.03	0.00
4 Vodafone	61,001	33,797	94,798	47,399	99.90	0.07	0.03	0.00
5 Zain	60,969	76,772	137,741	68,871	99.58	0.20	0.22	0.00
6 Head & Shoulders	59,613	43,359	102,972	51,486	99.89	0.00	0.11	0.00
7 Etisalat Egypt	53,921	68,447	122,368	61,184	100.00	0.00	0.00	0.00
8 57357 Hospital	50,741	30,344	81,085	40,542	100.00	0.00	0.00	0.00
9 Sedar	48,784	10,196	58,980	29,490	99.94	0.00	0.06	0.00
10 Lipton	48,092	39,680	87,772	43,886	99.98	0.00	0.02	0.00
11 Mbc.net	44,980	16,737	61,717	30,859	99.98	0.02	0.00	0.00
12 Dettol	44,570	36,125	80,695	40,347	100.00	0.00	0.00	0.00
13 Pantene	41,986	40,082	82,068	41,034	99.08	0.00	0.92	0.00
14 Mobinil	41,509	56,831	98,340	49,170	99.80	0.02	0.18	0.00
15 Sbc	41,276	63,459	104,735	52,367	99.74	0.00	0.26	0.00
16 Dove	40,740	31,482	72,222	36,111	99.99	0.00	0.01	0.00
17 Clear	39,983	25,927	65,910	32,955	99.98	0.00	0.01	0.00
18 Pampers	39,932	25,448	65,380	32,690	99.35	0.00	0.65	0.00
19 Mobily	39,451	65,579	105,030	52,515	99.72	0.01	0.27	0.00
20 Galaxy	36,394	21,535	57,929	28,964	100.00	0.00	0.00	0.00
21 Terrorist Campgn	36,146	25,628	61,774	30,887	99.89	0.00	0.11	0.00
22 Chevrolet	35,256	60,665	95,921	47,960	98.92	0.00	1.08	0.00
23 Dabur	34,312	53,094	87,406	43,703	100.00	0.00	0.00	0.00
24 Universal	33,731	13,980	47,711	23,856	100.00	0.00	0.00	0.00
25 Galaxy Jewels	32,947	25,724	58,671	29,336	100.00	0.00	0.00	0.00
26 Al Marai	32,597	34,776	67,373	33,686	99.87	0.00	0.13	0.00
27 Sunilk	31,549	32,118	63,667	31,834	99.82	0.00	0.18	0.00
28 Shahid.net	30,980	778	31,758	15,879	99.66	0.00	0.34	0.00
29 Khalek Egaby Kh.	29,765	0	29,765	14,882	100.00	0.00	0.00	0.00
30 Hyundai	27,390	28,804	56,194	28,097	96.58	0.00	3.42	0.00

*OT=Radio+OutDoor+Cinema