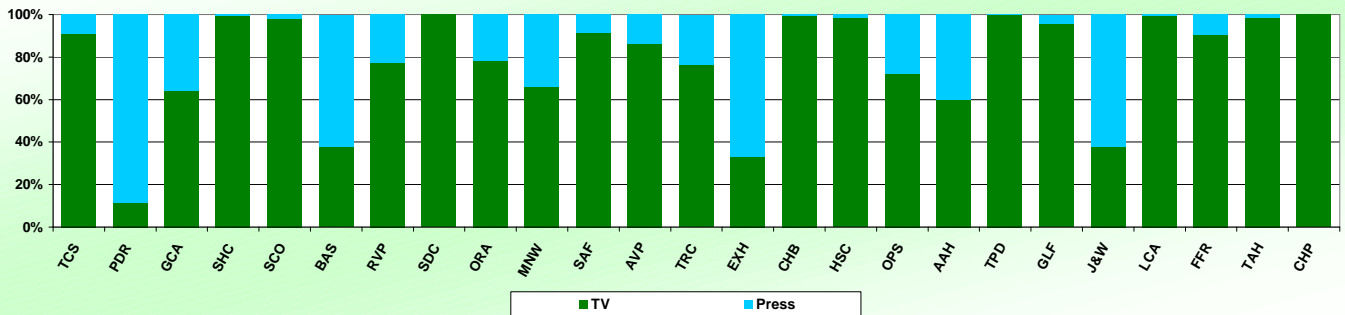


**WEEKLY SUMMARY ADVERTISING SPEND**

Markets : Uae , Panarab  
 Period :Oct'07 [ 22Oct'07 - 31Oct'07]  
 Spend in (000 US\$)  
 1 Space : TV = 30 Sec, Nwsp = 1/2 Page, Mag = 1 Full page

Top Categories	Abrv.	Oct'07		Current Week						
		UpToDate - Category		Media Split (000US\$)			Media Split (Spaces)			
		Total	Sh%	Total	Sh%	TV	Press	Total	TV	Press
Telephone Company_communication System	TCS	51,993	14	9,249	9	8,398	851	7,546	7,360	187
Property Developer/real Estate	PDR	32,868	9	7,953	8	901	7,052	1,879	445	1,434
Government And Corporate Advertising	GCA	18,585	5	5,531	6	3,548	1,983	2,395	2,027	368
Shampoo And Conditioner	SHC	10,399	3	4,435	5	4,406	29	1,962	1,956	6
Skin Cream And Oils	SCO	4,783	1	3,248	3	3,182	65	968	946	22
Banks Services	BAS	7,698	2	3,105	3	1,177	1,928	750	477	273
Road Vehicles Products	RVP	9,845	3	2,970	3	2,296	674	918	768	150
Soft Drinks - Carbonated	SDC	6,677	2	2,266	2	2,266		1,169	1,169	
Organizations Advertising	ORA	14,858	4	1,867	2	1,462	405	1,044	969	75
Magazines/newspapers	MNW	6,114	2	1,816	2	1,197	618	1,061	971	90
Scents And Fragrances	SAF	17,829	5	1,793	2	1,639	155	671	641	31
Audio_video Productions	AVP	5,468	1	1,785	2	1,540	245	2,222	2,179	43
Television/radio/cable Network	TRC	6,450	2	1,783	2	1,365	418	1,232	1,154	78
Exhibitions	EXH	3,438	1	1,782	2	590	1,193	462	281	180
Chocolate And Biscuits	CHB	11,178	3	1,772	2	1,762	10	582	579	2
Hair Styling And Coloring	HSC	2,628	1	1,545	2	1,517	29	419	410	9
Other Professional Services	OPS	5,754	2	1,536	2	1,105	431	1,163	1,039	123
Airlines/airline Holiday	AAH	3,433	1	1,471	1	880	591	435	322	113
Tooth Paste And Dental Care Products	TPD	4,891	1	1,348	1	1,346	2	453	452	1
Gasoline- Lubricants And Fuels	GLF	2,595	1	1,300	1	1,246	54	432	422	11
Jewellery And Watches	J&W	3,894	1	1,283	1	483	800	384	263	121
Laundry And Cleaning Aids	LCA	4,269	1	1,271	1	1,262	9	576	574	3
Fast Food Restaurants	FFR	1,724	0	1,153	1	1,042	111	446	419	27
Toys And Hobbies	TAH	4,263	1	1,072	1	1,055	17	1,198	1,194	4
Cheese Products	CHP	4,464	1	1,068	1	1,068		499	499	
<b>TOTAL</b>		<b>364,643</b>		<b>98,535</b>		<b>66,018</b>	<b>32,517</b>	<b>55,017</b>	<b>47,874</b>	<b>7,143</b>

**Media Split 000US\$ [22-31Oct'07]**



Current Week TV & Press Top Advertising Spend In ( 000 US\$ )			
Brand	Total	TV	Press
Saudi Telecomm.	1,892	1,882	10
Dove	1,844	1,844	
Coca Cola	1,678	1,678	
Vaseline	1,241	1,241	
Johnson & Johnson	1,208	1,208	
Nivea	1,158	1,108	51
Abu Dhabi Awards	1,099	1,032	67
Sunsilk	1,019	1,002	16
Etisalat	1,012	561	451
Du	1,007	795	212
Clear	908	908	
Dabur	801	801	
Hyundai	769	681	89
Head & Shoulders	767	767	
Dubai Care	739	586	153
Lipton	639	620	19
Zain	613	593	20
New Boy	576	576	
Abu Dh.emiratiz.	571	571	
Mobinil	560	560	
Al Safi Danone	558	558	
Mobily	533	533	
Petromin	530	530	
Kentucky Fried Ch	522	494	28
Al Wadi Alakhdar	513	513	
Close Up	507	507	
Olay	498	479	19
Sorouh	496	109	388
Qatar Airways	486	486	
Vodafone	485	485	
Lux	480	480	
Signal	468	468	
Sedar	456	456	
Kindr	440	440	
Goldi	438	438	
Iraq	437	437	
Ford	430	403	28
Daewoo	421	421	
Braun	421	421	
Fert	405	405	
Al Fursan Center	401		401
Kraft	382	382	
Vanish	375	375	
Nokia	374	331	43
Motorola	364	355	9
Damas	350	285	66
Pantene	343	343	
Etoile	342	329	13
Nissan	335	255	80
Mohammad Mojil	334	334	
Dettol	334	334	
Puck	331	331	
Mcdonald's	324	277	47
Sofy	306	306	
Dubai Investment	306	42	264
Retzie	304	304	
Fulla	288	288	
Chevrolet	277	259	18
Snickers	275	275	
Difc Week	270	42	228

Current Week Television Top Spenders		Current Week Press Top Spenders	
Brand	Y2007	Brand	Y2007
Saudi Telecomm.	1,892	Etisalat	451
Dove	1,844	Al Fursan Center	401
Coca Cola	1,678	Sorouh	388
Vaseline	1,241	Dubai Investment	264
Johnson & Johnson	1,208	Rolex	231
Nivea	1,108	Difc Week	228
Abu Dhabi Awards	1,032	Emirates Airlines	219
Sunsilk	1,002	Deyaar	216
Clear	908	Du	212
Dabur	801	Nakheel	206
Du	795	M.e.bus.achiev.a	206
Head & Shoulders	767	Egyptian Arab Bank	205
Hyundai	681	Osoul	204
Lipton	620	Royal City	204
Zain	593	Banque Misr	203
Dubai Care	586	Green City	202
New Boy	576	Arab African Int	202
Abu Dh.emiratiz.	571	Degla Real S.inv	201
Etisalat	561	New Venicia	201
Mobinil	560	Dp World	192

Ad Spend (000US\$)			
Period	Total	TV	Press
Week # 1	115,411	98,385	17,026
Week # 2	96,279	76,446	19,833
Week # 3	54,418	35,851	18,566
Week # 4	98,535	66,018	32,517
<b>Total</b>	<b>364,643</b>	<b>276,701</b>	<b>87,942</b>

