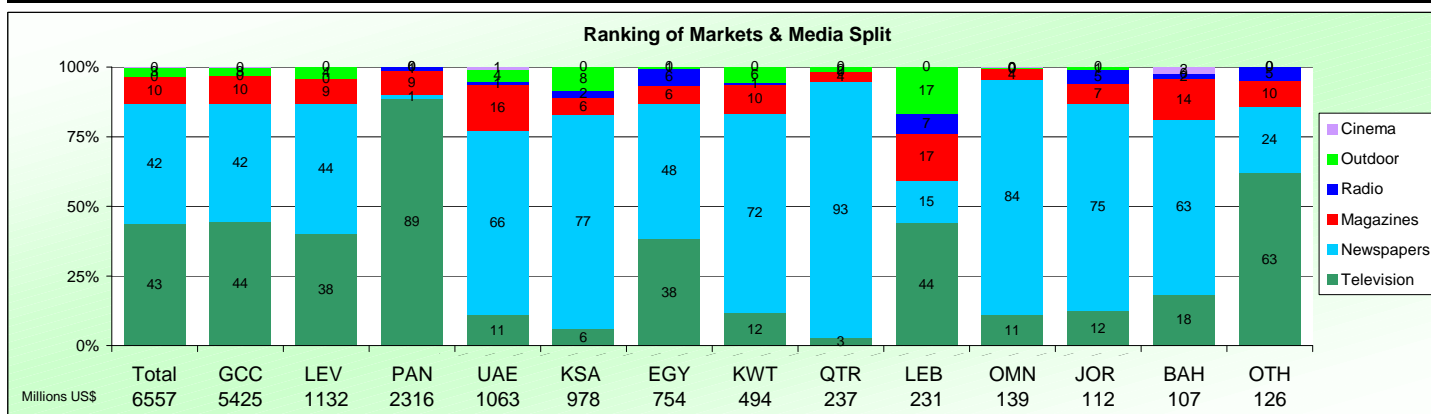


ADVERTISING MARKETS Y2006

Millions US\$ 6557 ▲ + 21%

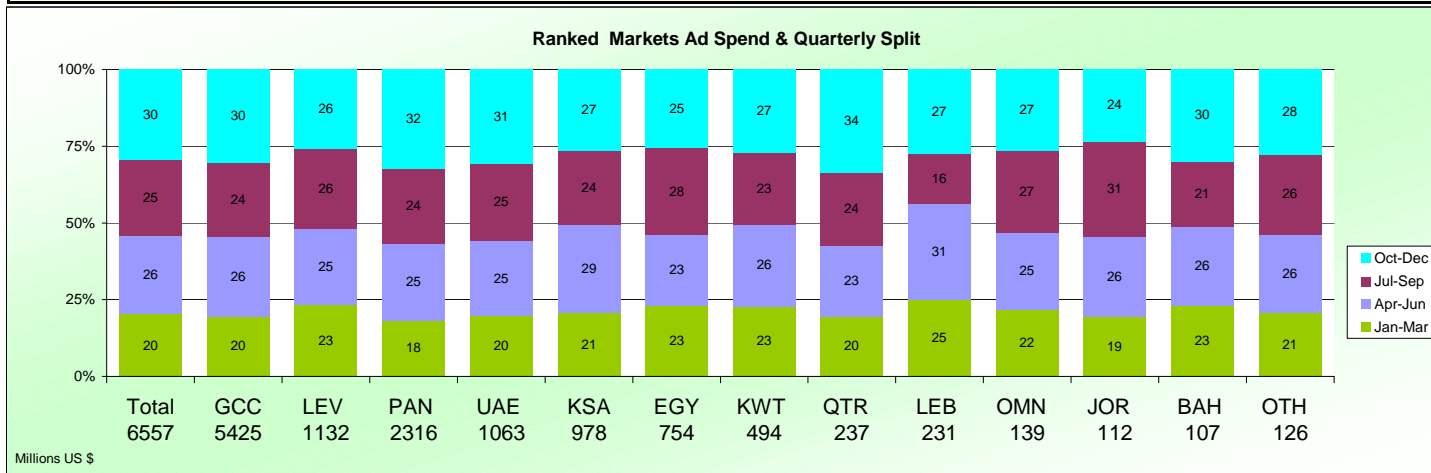
1- Markets Ranking & Media Contribution (US \$ Millions)

Rank	Market Name & Abbreviation	Y2004	Y2005	%Var'n		Media Contribution (US \$ Million)												
				Y2006	Y06/05	Television	Newspapers	Magazines	Radio	Outdoor	Cinema							
1	Pan Arab Media PAN	1,779	1,872	2,316	24	2,054	28	209	25	0	0							
2	United Arab Emirates UAE	634	869	1,063	22	119	701	175	11	47	9							
3	Kindom Of Saudi Arabia KSA	699	911	978	7	59	751	62	23	83	0							
4	Egypt EGY	445	540	754	40	289	365	48	47	4	0							
5	Kuwait KWT	382	438	494	13	58	355	50	4	27	0							
6	Qatar QTR	93	118	237	101	7	219	9	0	4	0							
7	Lebanon LEB	276	270	231	-14	102	35	38	17	39	0							
8	Oman OMN	72	105	139	32	15	117	6	0	0	1							
9	Jordan JOR	76	108	112	4	14	84	8	6	1	0							
10	Bahrain BAH	116	103	107	3	20	67	15	2	0	2							
11	Other Markets** OTH	47	70	126	80	79	31	12	6	0	0							
Total AGCC & Pan Arab GCC		3,802	4,451	5,425	22	2,390	2,258	534	72	162	12							
Total Levant Markets LEV		818	953	1,132	19	426	495	97	70	44	0							
Total All Markets M\$		4,619	5,404	6,557	21	2,816	2,753	631	141	206	12							
Markets Growth Index (Base Y2004)				Y2004	4,619	100	2,190	100	1,702	100	88	100	162	100	12	100		
				Y2005	5,404	117	2,275	104	2,275	134	562	121	102	116	174	108	13	108
				Y2006	6,557	142	2,816	129	2,753	162	631	135	141	160	206	127	12	98



2 - Markets Adspend by Quarter Y2006 (US \$ Millions)

Rank	Market Name	Abbreviation	Y2006		JAN - MAR		APR - JUN		JUL - SEP		OCT - DEC			
			Value	Sh%	Value	Sh%	Value	Sh%	Value	Sh%	Value	Sh%		
1	Pan Arab Media PAN		2,316	35	423	18	582	25	561	24	750	32		
2	United Arab Emirates UAE		1,063	16	209	20	261	25	266	25	327	31		
3	Kindom Of Saudi Arabia KSA		978	15	202	21	282	29	235	24	260	27		
4	Egypt EGY		754	11	173	23	174	23	214	28	192	25		
5	Kuwait KWT		494	8	113	23	131	26	115	23	135	27		
6	Qatar QTR		237	4	47	20	55	23	57	24	80	34		
7	Lebanon LEB		231	4	58	25	72	31	37	16	63	27		
8	Oman OMN		139	2	30	22	35	25	37	27	37	27		
9	Jordan JOR		112	2	22	19	29	26	35	31	26	24		
10	Bahrain BAH		107	2	24	23	28	26	23	21	32	30		
11	Other Markets** OTH		126	2	26	21	33	26	33	26	36	28		
Total AGCC & Pan Arab GCC			5,425	83	1,066	20	1,398	26	1,319	24	1,646	30		
Total Levant Markets LEV			1,132	17	262	23	283	25	295	26	292	26		
Total All Markets M\$			6,557	100	1,327	20	1,681	26	1,614	25	1,938	30		
Markets Growth Index (Base Y2004)				Y2004	4,619	100	880	100	1,174	100	1,135	100	1,430	100
				Y2005	5,404	117	1,119	127	1,336	114	1,306	115	1,641	115
				Y2006	6,557	142	1,327	151	1,681	143	1,614	142	1,938	136



* Egypt Spend Data reported at current market US Dollar value

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

AGCC,LEVANT*,PAN ARAB & ARASIAN MEDIA MARKET

Millions US\$ 6557 ▲ + 21%

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	402	629	854	13	36	25	70	3	1	1	*
Communications & Public Utilities	CPU	368	472	756	12	60	71	20	3	4	3	*
Toiletries Hygiene/ House Care Products	THP	585	552	687	10	24	81	5	10	1	3	*
Food Beverages And Tobacco	FBT	553	577	638	10	10	82	6	4	2	5	1
Publishing Media	PUM	320	382	449	7	18	45	43	8	3	2	0
Shopping Malls & Retail Stores	SMR	320	376	444	7	18	20	54	17	3	6	*
Vehicles,Accessories & Supply	VAS	307	379	401	6	6	28	55	12	2	3	*
Financial Services	FS	203	298	385	6	29	24	62	8	2	4	*
Insurance & Real Estate	INR	190	302	371	6	23	15	77	7	1	1	0
Professional Services	PRS	231	287	311	5	9	15	69	12	2	1	*
Hotel, Travel & Tourism	HTT	255	261	272	4	4	24	43	18	4	11	*
Entertainment	ENT	255	220	254	4	15	46	40	10	3	2	*
Clothing,Jewellery & Personal Acs	CJP	188	214	248	4	16	32	29	33	3	3	*
Business/Construct Equip. & Supply	BCS	176	187	214	3	14	22	46	25	1	5	1
Household Appliances	HHA	177	164	162	2	-2	43	40	13	2	2	*
Other Services	SER	89	101	111	2	10	11	73	13	2	1	0
Total		4,619	5,404	6,557	100	21	47	37	10	2	4	0

Top Brands Y2006 (000 US\$)

Rank	Brand	Y2006	%Var'n Y06/05
1	Dove	42462	37
2	Pepsi	35836	5
3	Galaxy	35124	51
4	Saudi Telecomm	33153	49
5	Coca Cola	31457	12
6	Johnson & Johnson	31455	246
7	Iraq Hope & Peace	30662	267
8	Mobily	30258	98
9	Knorr	23848	11
10	New Boy	23346	44
11	Watani - Uae	23271	N
12	Lipton	22543	-35

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Chevrolet	19274	49
2	Mobily	16653	33
3	Toyota	16406	3
4	Nokia	13195	-36
5	Emaar	12969	-26
6	Mobinil	12085	86
7	Ncb	11815	85
8	Saudi Telecomm	10754	63
9	Panasonic	10579	31
10	Hyundai	9755	10
11	Nissan	9641	2
12	Doha Asian Games	9104	E

Magazines Top Spenders

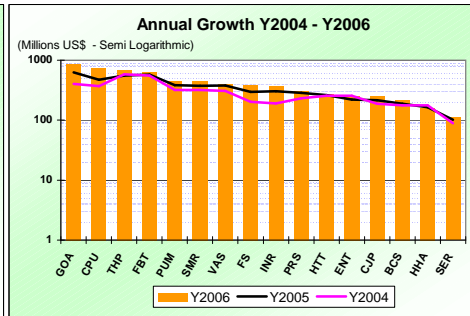
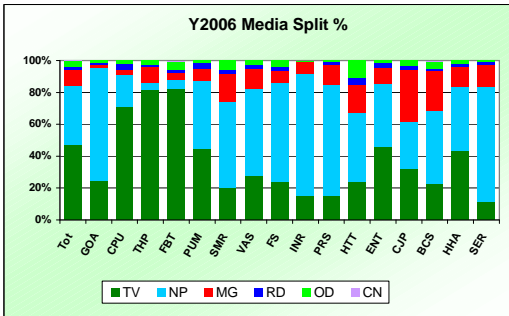
Rank	Brand	Y2006	%Var'n Y06/05
1	Nokia	4816	-26
2	Toyota	3790	-4
3	Damas	3492	33
4	Hewlett Packard	3143	18
5	Rolux	3122	1
6	B.m.w.	2960	38
7	Omega	2655	16
8	Nissan	2529	-48
9	Mitsubishi	2486	95
10	Samsung	2263	4
11	Panasonic	2216	46
12	Mercedes	2191	1

Radio Top Spenders

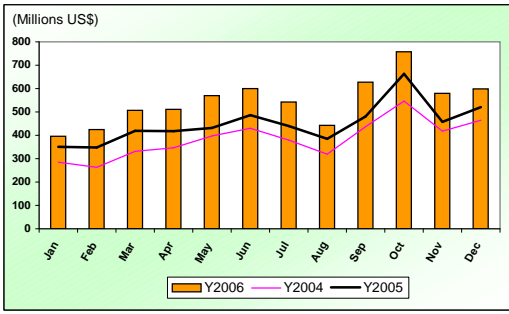
Rank	Brand	Y2006	%Var'n Y06/05
1	Vodafone	2510	57
2	Mobinil	2262	83
3	Jeddah Festival	2180	82
4	Drosh	2107	200
5	Toyota	1612	266
6	Chevrolet	1498	174
7	Sabb	1207	129
8	Projaih	1164	-17
9	Pepsi	1140	24
10	Mobil	1134	38
11	Mobily	1048	113
12	British Airways	1027	E

Outdoor Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Al Marai	7118	E
2	Mobily	6764	63
3	Saudi Telecomm	6676	154
4	Mcdonald's	4913	37
5	Kentucky	4184	6
6	Burger King	4183	35
7	Toyota	3462	192
8	Hardees	2752	10
9	Damas	2688	2
10	Al Tazaj-fakieh	2531	-13
11	Pizza Hut	2160	3
12	Motorola	2127	E



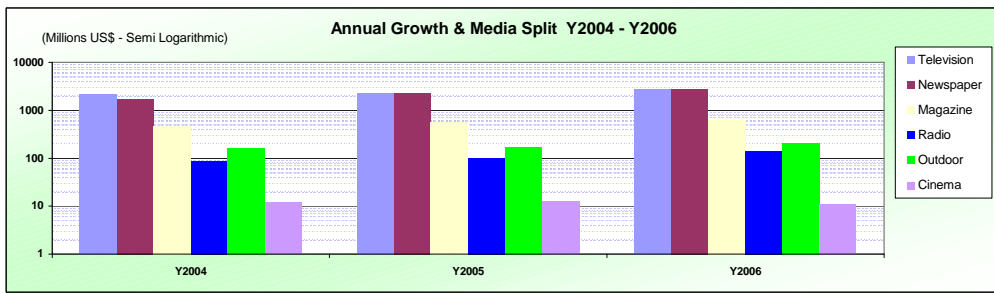
Monthly Spend Analysis (Millions US\$) Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	284	351	396	13
Feb	264	349	425	22
Mar	332	419	506	21
Apr	347	418	511	22
May	397	432	570	32
Jun	431	486	600	23
Jul	379	440	543	24
Aug	319	386	443	15
Sep	437	481	627	30
Oct	547	663	757	14
Nov	418	457	580	27
Dec	465	520	599	15
Total	4619	5404	6557	21

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2006	Y06	Y05	
Television	2,190	47	2,275	42	2816	43	24	129	104	
Newspaper	1,702	37	2,275	42	2,752	42	21	162	134	
Magazine	466	10	562	10	631	10	12	135	121	
Radio	88	2	102	2	141	2	38	160	116	
Outdoor	162	3	174	3	206	3	19	128	108	
Cinema	12	0	13	0	11	0	-15	92	108	
Total	4,619	100	5,404	100	6,557	100	21	142	117	

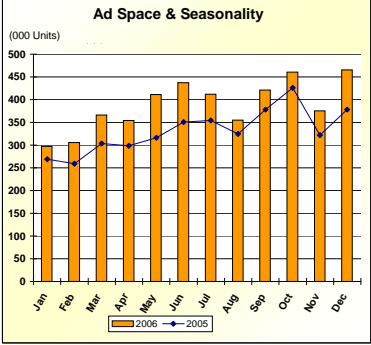


E - Exceeding the limit >300% N - New

Millions US\$ 6557 ▲ + 21%
 Thousand SESU 4662 ▲ + 17%

TOTAL MARKET ADVERTISING SPACE ALLOCATION

Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	297140	268893	11	43714	19	13709	1	160523	9
February	305584	259189	18	43226	15	14279	13	166897	28
March	366302	303751	21	49867	14	16583	20	208880	24
April	354544	298399	19	48696	16	17166	9	191764	16
May	411495	316473	30	51489	13	17946	17	225395	39
June	437101	350633	25	55448	18	18512	15	237036	28
July	412167	353955	16	52727	21	16175	13	224578	16
August	355069	324347	9	44485	8	11298	-8	218251	29
September	421085	377860	11	54533	19	16045	8	235871	27
October	460299	425738	8	49757	-3	18138	3	280281	14
November	375575	321935	17	56808	30	18710	9	218905	22
December	465786	378180	23	63927	38	21106	-4	267763	31
YTD	4662148	3979353	17	614677	17	199667	8	2636144	23

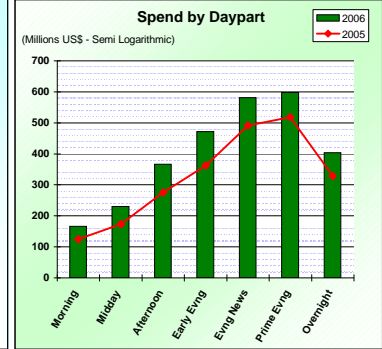
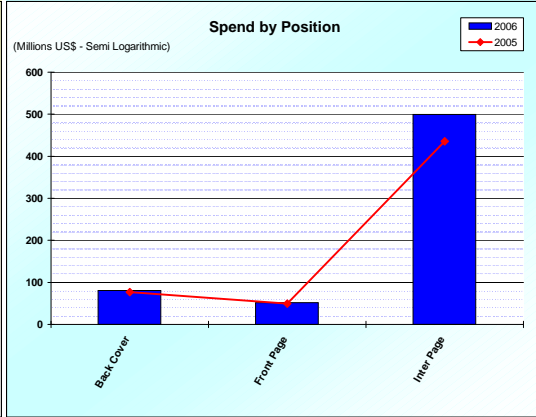
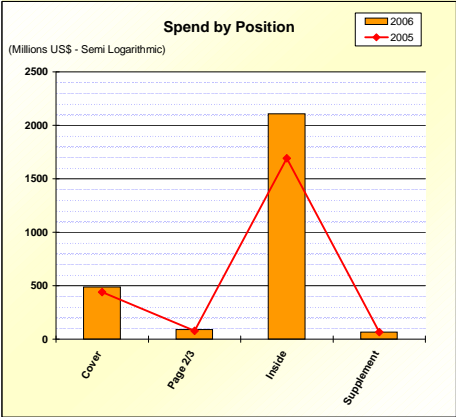


Definition of SESU
 Newspaper - Half a Page Magazine - One page Television, Cinema & Video - 30 seconds Radio - 60 seconds Outdoor - 40 faces * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

Spend by Position	2006		2005		Var'n %
	Value	%	Value	%	
Cover	488	18	439	19	11
Page 2/3	89	3	79	3	13
Inside	2109	77	1691	74	25
Supplement	66	2	66	3	1
Total	2752	100	2275	100	21

Spend by Position	2006		2005		Var'n %
	Value	%	Value	%	
Back Cover	81	13	77	14	5
Front Page	52	8	49	9	5
Inter Page	499	79	436	78	15
Total	631	100	562	100	12

Spend by Daypart	2006		2005		Var'n %
	Value	%	Value	%	
Morning	166	6	125	6	32
Midday	230	8	174	8	32
Afternoon	366	13	276	12	33
Early Evng	472	17	363	16	30
Evng News	581	21	491	22	18
Prime Evng	598	21	519	23	15
Overnight	403	14	328	14	23
Total	2816	100	2275	100	24



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Mobily	55,383	33,516	88,899	44,450	54.63	30.07	1.19	14.11
2 Saudi Telecomm	52,070	33,117	85,187	42,594	63.67	20.65	2.10	13.58
3 Dove	45,396	32,661	78,057	39,029	93.54	0.14	3.80	2.52
4 Pepsi	44,256	39,689	83,945	41,973	80.97	9.35	1.94	7.73
5 Chevrolet	38,921	37,978	76,899	38,450	40.78	49.52	4.57	5.13
6 Toyota	36,679	36,431	73,110	36,555	30.87	44.73	10.33	14.07
7 Galaxy	36,396	24,336	60,732	30,366	96.51	0.67	1.82	1.00
8 Coca Cola	35,738	30,960	66,698	33,349	88.02	4.55	2.52	4.91
9 Johnson & Johnson	33,106	10,607	43,713	21,857	95.01	0.20	1.32	3.46
10 Iraq Hope & Peace	30,663	9,993	40,656	20,328	100.00	0.00	0.00	0.00
11 Mobinil	29,603	20,028	49,631	24,816	47.75	40.82	3.64	7.79
12 Ford	28,083	29,603	57,686	28,843	69.03	24.84	1.81	4.32
13 Vodafone	27,670	16,604	44,274	22,137	59.97	29.18	0.98	9.87
14 Ncb	27,376	34,834	62,210	31,105	47.24	43.16	1.78	7.83
15 Doha Asian Games	26,830	101	26,931	13,466	61.66	33.93	3.43	0.98
16 Nokia	26,766	36,077	62,843	31,422	24.16	49.30	17.99	8.55
17 Watani - Uae	24,507	0	24,507	12,254	94.96	5.04	0.00	0.00
18 Emaar	24,418	18,361	42,779	21,390	44.03	53.11	2.72	0.14
19 Knorr	23,908	21,803	45,711	22,856	99.75	0.02	0.23	0.00
20 Lipton	23,867	36,619	60,486	30,243	94.45	1.30	0.18	4.06
21 New Boy	23,367	16,186	39,553	19,777	99.91	0.06	0.03	0.00
22 Pantene	22,163	17,773	39,936	19,968	94.84	0.20	4.48	0.48
23 Dubai Properties	20,836	10,024	30,860	15,430	57.32	38.04	4.47	0.16
24 Samsung	20,291	16,832	37,123	18,562	42.22	42.41	11.15	4.22
25 Maggi	19,727	11,862	31,589	15,795	97.57	0.11	1.36	0.95
26 Sunsilk	19,629	24,860	44,489	22,245	95.18	0.33	1.65	2.84
27 Nissan	19,233	22,891	42,124	21,062	27.17	50.13	13.15	9.56
28 Al Marai	18,998	9,931	28,929	14,465	51.06	10.67	0.56	37.70
29 Lux	17,666	19,005	36,671	18,336	93.47	0.21	3.72	2.60
30 Etisalat	17,530	7,309	24,839	12,420	59.53	32.09	4.71	3.67

*OT=Radio+Outdoor+Cinema

AGCC, PAN ARAB & ARASIAN MEDIA MARKETS

Millions US\$ 5425 ▲ + 22%

Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	327	542	753	14	39	23	73	2	*	1	*
Toiletries Hygiene/ House Care Products	THP	520	484	629	12	30	83	5	10	1	3	*
Food Beverages And Tobacco	FBT	469	476	536	10	13	85	5	3	1	5	1
Communications & Public Utilities	CPU	277	330	500	9	51	73	18	3	2	4	*
Shopping Malls & Retail Stores	SMR	253	304	361	7	19	22	54	18	2	5	*
Publishing Media	PUM	243	300	359	7	20	49	40	7	3	1	0
Vehicles,Accessories & Supply	VAS	266	333	340	6	2	31	51	13	2	3	1
Insurance & Real Estate	INR	169	273	329	6	20	16	77	6	*	1	*
Financial Services	FS	160	233	306	6	31	26	60	8	2	4	*
Professional Services	PRS	189	236	259	5	10	17	70	11	1	1	*
Clothing,Jewellery & Personal Acs	CJP	164	189	223	4	18	35	28	32	3	3	*
Hotel, Travel & Tourism	HTT	208	207	222	4	7	27	40	18	3	12	*
Entertainment	ENT	195	180	209	4	16	46	39	11	3	2	*
Business/Construct Equip. & Supply	BCS	148	154	181	3	17	23	45	27	1	4	1
Household Appliances	HHA	137	118	123	2	4	49	36	13	1	2	*
Other Services	SER	77	88	95	2	9	9	76	13	1	1	0
Total		3,802	4,450	5,425	100	22	50	36	10	1	3	0

Top Brands Y2006 (000 US\$)

Rank	Brand	Y2006	%Var'n Y06/05
1	Dove	42087	41
2	Galaxy	33252	67
3	Saudi Telecomm	33153	49
4	Iraq Hope & Peace	30662	275
5	Mobily	30247	98
6	Johnson & Johnson	29718	260
7	Pepsi	23884	3
8	Knorr	23711	12
9	Watani-uae	23271	E
10	New Boy	23081	48
11	Lipton	22234	-35
12	Coca Cola	21524	10

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Chevrolet	17488	53
2	Mobily	16615	35
3	Toyota	14264	2
4	Emaar	12252	-25
5	Ncb	11814	85
6	Nokia	11284	-33
7	Saudi Telecomm	10754	64
8	Doha Asian Games	9034	E
9	Panasonic	8037	34
10	Hewlett Packard	7944	51
11	Nissan	7931	-6
12	Sony Ericsson	7856	69

Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Nokia	4384	-23
2	Damas	3359	31
3	Hewlett Packard	3068	19
4	Toyota	3064	-7
5	Rolex	2742	-2
6	B.m.w.	2653	38
7	Mitsubishi	2422	98
8	Omega	2391	22
9	Nissan	2259	-51
10	Panasonic	2134	51
11	Samsung	2025	6
12	Sony	1915	-12

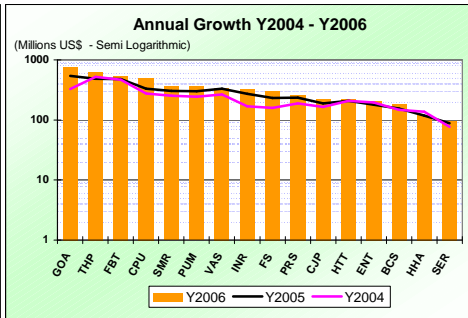
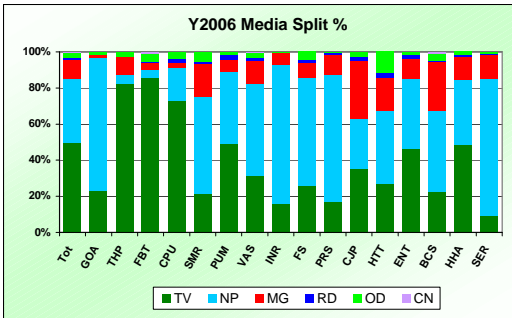
Radio Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Jeddah Festival	2180	82
2	Drosh	2107	200
3	Toyota	1610	E
4	Sabb	1207	129
5	Projain Head Wear	1164	-17
6	Mobily	1048	113
7	Mobil	1030	62
8	British Airways	1018	E
9	Chevrolet	980	173
10	Ajan & Bros.	964	N
11	Botcheny	748	103
12	Ncci	620	135

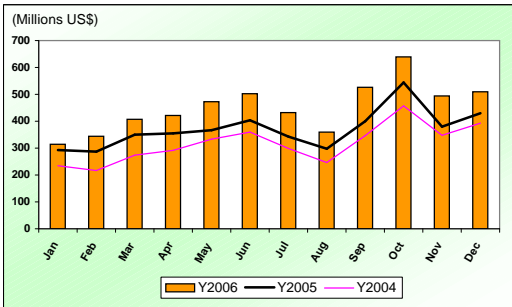
Outdoor Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Al Marai	7118	E
2	Mobily	6764	63
3	Saudi Telecomm	6676	154
4	Mcdonald's	4548	47
5	Burger King	4059	40
6	Kentucky	3309	10
7	Toyota	3131	186
8	Damas	2656	1
9	Al Tazaj-fakieh	2531	-13
10	Hardees	2264	29
11	Pizza Hut	2113	13
12	Motorola	2097	E

E - Exceeding the limit >300% N - New



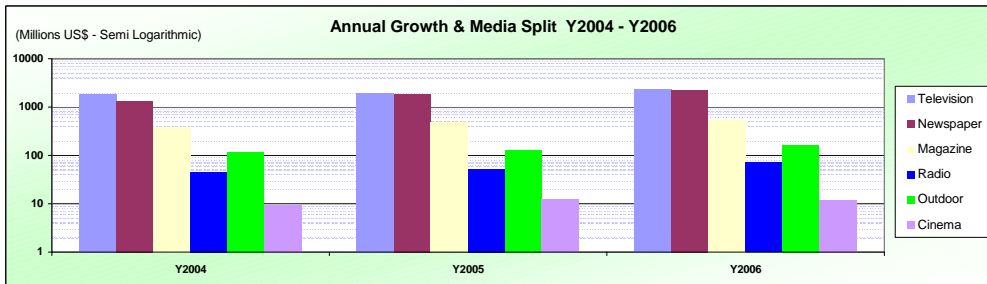
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	235	293	314	7
Feb	217	287	344	20
Mar	274	350	407	16
Apr	292	354	422	19
May	334	367	473	29
Jun	360	403	503	25
Jul	299	343	432	26
Aug	247	298	360	21
Sep	347	400	527	32
Oct	457	544	640	18
Nov	348	380	494	30
Dec	393	430	510	19
Total	3802	4450	5425	22

Overall Media Split Analysis (Millions US\$)

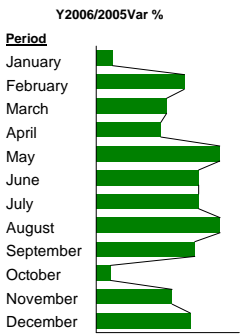
Media	Y2004		Y2005		Y2006		Var'n % Y2005/2006	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y06	Y05
Television	1,885	50	1,934	43	2,389	44	23	127	103
Newspaper	1,349	35	1,841	41	2,257	42	23	167	136
Magazine	395	10	479	11	533	10	11	135	121
Radio	45	1	52	1	72	1	38	160	117
Outdoor	119	3	130	3	162	3	25	137	110
Cinema	9	0	13	0	12	0	-8	127	139
Total	3,802	100	4,450	100	5,425	100	22	143	117



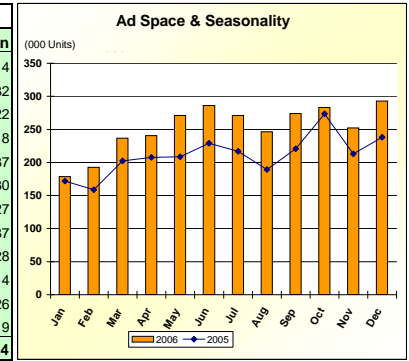
Millions US\$ 5425 ▲ + 22%

Thousand SESU 3026 ▲ + 20%

TOTAL MARKET ADVERTISING SPACE ALLOCATION

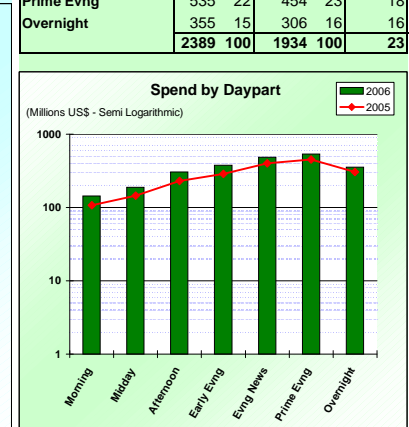
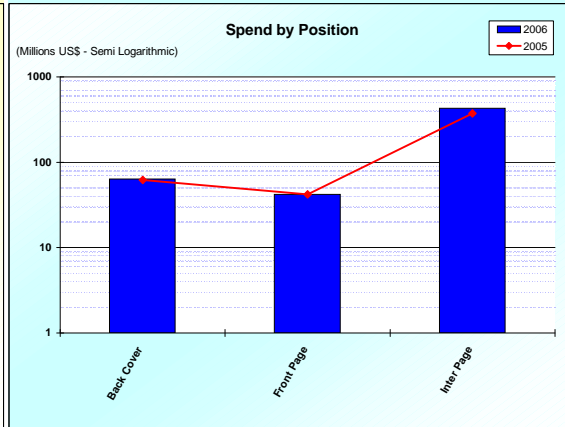
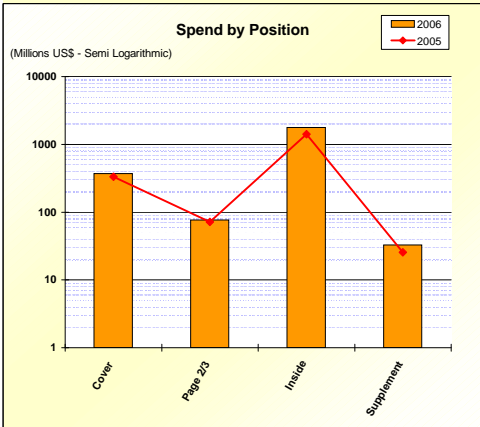


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	178837	172092	4	38935	21	9161	-1	107933	4
February	192615	158567	21	37438	15	10096	13	120373	32
March	236742	202154	17	42588	11	11987	18	146730	22
April	240681	207898	16	41953	14	11960	2	149148	18
May	271305	208440	30	43927	11	13162	15	164676	37
June	286104	228865	25	48329	23	13956	19	175013	30
July	271173	216947	25	43771	27	10609	9	170892	27
August	246303	189162	30	37357	13	7304	4	162482	37
September	274164	220979	24	46160	20	12030	10	175872	28
October	283025	273610	3	43013	0	13925	12	207754	14
November	252185	212850	18	50681	34	13679	12	163130	26
December	292874	238221	23	54326	39	17038	18	173198	19
Total	3026007	2529785	20	528477	19	144908	11	1917200	24



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					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	373	17	332	18	12	Back Cover	64	12	62	13	3	Morning	143	6	108	6	33
Page 2/3	77	3	72	4	7	Front Page	42	8	42	9	0	Midday	188	8	145	8	29
Inside	1775	79	1412	77	26	Inter Page	427	80	375	78	14	Afternoon	306	13	232	12	32
Supplement	33	1	26	1	27							Early Evng	379	16	289	15	31
Total	2257	100	1841	100	23							Evng News	484	20	402	21	20
												Prime Evng	535	22	454	23	18
												Overnight	355	15	306	16	16
												Total	2389	100	1934	100	23



TOP 30 LEAGUE OF Y2006 (000 US\$)

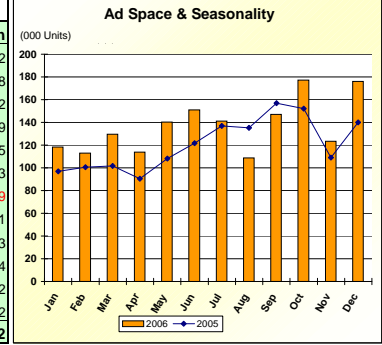
Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Mobily	55,333	33,222	88,555	44,278	54.66	30.03	1.19	14.12
2 Saudi Telecom	52,068	33,061	85,129	42,565	63.67	20.65	2.10	13.58
3 Dove	44,630	31,196	75,826	37,913	94.30	0.05	3.73	1.91
4 Chevrolet	35,226	35,921	71,147	35,574	41.52	49.65	4.76	4.08
5 Galaxy	33,935	20,465	54,400	27,200	97.99	0.13	1.67	0.21
6 Toyota	32,988	32,727	65,715	32,858	32.86	43.24	9.29	14.61
7 Johnson & Johnson	31,114	9,545	40,659	20,330	95.51	0.22	1.23	3.04
8 Iraq Hope & Peace	30,663	9,125	39,788	19,894	100.00	0.00	0.00	0.00
9 Pepsi	29,041	27,194	56,235	28,118	82.24	7.67	2.56	7.53
10 Ncb	27,365	34,826	62,191	31,096	47.26	43.17	1.74	7.83
11 Ford	26,630	27,123	53,753	26,877	69.53	24.44	1.75	4.28
12 Doha Asian Games	25,805	99	25,904	12,952	60.67	35.01	3.30	1.02
13 Watani-uae	24,501	2,786	27,287	13,644	94.98	5.02	0.00	0.00
14 Knorr	23,747	21,438	45,185	22,593	99.85	0.02	0.13	0.00
15 Coca Cola	23,544	21,013	44,557	22,279	91.42	2.19	2.29	4.10
16 Lipton	23,254	35,860	59,114	29,557	95.61	1.32	0.09	2.98
17 New Boy	23,099	15,572	38,671	19,336	99.92	0.05	0.03	0.00
18 Nokia	22,550	30,157	52,707	26,354	23.29	50.04	19.44	7.22
19 Emaar	22,384	17,145	39,529	19,765	42.32	54.74	2.89	0.06
20 Dubai Properties	20,710	9,826	30,536	15,268	57.67	37.67	4.50	0.16
21 Maggi	19,189	9,209	28,398	14,199	98.87	0.04	1.09	0.00
22 Al Marai	18,963	9,892	28,855	14,428	51.16	10.56	0.52	37.77
23 Sunilk	18,751	23,021	41,772	20,886	96.54	0.28	1.21	1.96
24 Samsung	18,309	14,766	33,075	16,538	45.53	39.85	11.06	3.56
25 Etisalat	17,504	7,289	24,793	12,397	59.57	32.07	4.68	3.68
26 Al Safi Danone	17,349	15,304	32,653	16,327	94.88	0.59	0.49	4.04
27 Lux	17,133	18,339	35,472	17,736	94.82	0.12	2.97	2.10
28 Fulla	16,720	11,775	28,495	14,248	99.96	0.04	0.00	0.00
29 Pantene	16,086	10,458	26,544	13,272	94.78	0.28	4.94	0.00
30 Dettol	15,824	9,806	25,630	12,815	97.57	0.05	2.38	0.00

*OT=Radio+OutDoor+Cinema

Millions US\$ 1132 ▲ + 19%
 Thousand SESU 1639 ▲ + 13%

TOTAL MARKET ADVERTISING SPACE ALLOCATION

Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	118303	96801	22	4779	5	4548	7	52590	22
February	112969	100623	12	5788	18	4182	13	46524	18
March	129560	101597	28	7279	29	4596	27	62151	32
April	113863	90501	26	6743	25	5206	31	42616	9
May	140190	108033	30	7562	26	4784	21	60719	45
June	150998	121768	24	7119	-4	4556	5	62023	23
July	140994	137008	3	8957	1	5567	22	53686	-9
August	108767	135186	-20	7129	-11	3994	-24	55769	11
September	146922	156881	-6	8373	17	4015	2	59999	23
October	177274	152128	17	6744	-19	4213	-20	72526	14
November	123390	109085	13	6127	4	5031	3	55774	12
December	175972	139959	26	9601	31	7064	-8	94565	62
Total	1639202	1449567	13	86201	8	57755	4	718944	22

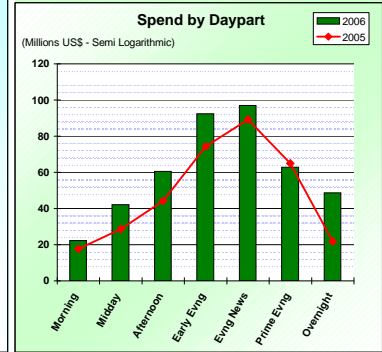
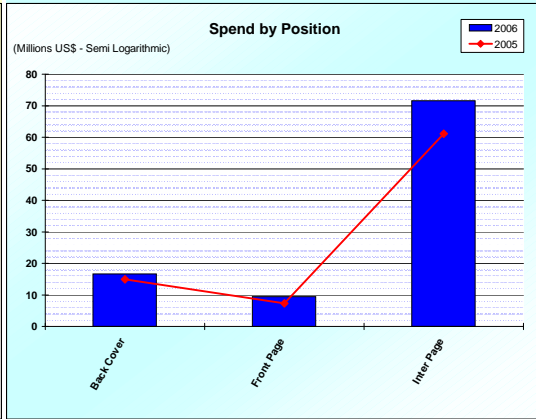
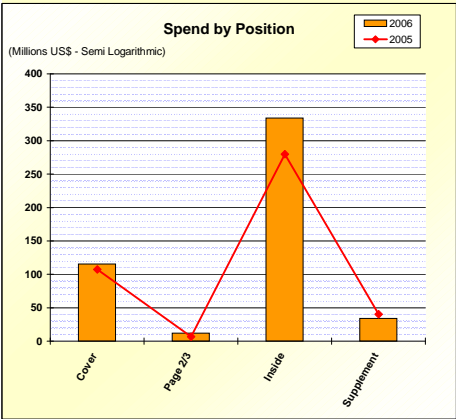


Definition of SESU
 Newspaper - Half a Page Magazine - One page Television, Cinema & Video - 30 seconds Radio - 60 seconds Outdoor - 40 faces * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS					
Spend by Position (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Cover	116	23	107	25	8
Page 2/3	12	2	7	2	76
Inside	334	67	280	64	19
Supplement	34	7	40	9	-16
Total	495	100	434	100	14

MAGAZINES					
Spend by Position (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Back Cover	17	17	15	18	11
Front Page	9	10	7	9	30
Inter Page	72	73	61	73	17
Total	98	100	83	100	17

TELEVISION - KSA Time					
Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Morning	22	5	18	5	26
Midday	42	10	29	8	47
Afternoon	60	14	44	13	36
Early Evng	92	22	74	22	24
Evng News	97	23	89	26	9
Prime Evng	63	15	65	19	-3
Overnight	49	11	22	6	123
Total	426	100	341	100	25



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Mobinil	19,956	12,959	32,915	16,458	22.95	60.25	5.26	11.55
2 Vodafone	15,856	9,480	25,336	12,668	30.74	50.54	1.71	17.02
3 Pepsi	15,200	12,496	27,696	13,848	78.57	12.57	0.76	8.11
4 Coca Cola	12,111	9,947	22,058	11,029	81.78	9.17	2.97	6.09
5 Byblos	11,938	11,282	23,220	11,610	92.05	1.92	0.64	5.39
6 Ranin	9,376	3,095	12,471	6,236	72.13	27.85	0.02	0.00
7 Nat 1 B.egypt	8,405	7,475	15,880	7,940	8.49	86.45	2.90	2.15
8 Pantene	6,065	7,315	13,380	6,690	95.00	0.00	3.23	1.76
9 Ariel	4,993	6,953	11,946	5,973	90.27	1.76	2.74	5.23
10 Arab Bank	4,981	3,680	8,661	4,331	12.73	80.69	3.96	2.63
11 Telecom Egypt	4,811	3,288	8,099	4,050	0.00	78.63	15.71	5.65
12 Blom Bank	4,741	3,964	8,705	4,353	81.94	10.95	4.91	2.19
13 Talaat Moustaf.group	4,740	0	4,740	2,370	42.59	54.79	1.65	0.97
14 Head & Shoulders	4,603	5,450	10,053	5,027	97.46	0.00	2.30	0.24
15 Nido	4,601	3,720	8,321	4,161	95.65	0.89	0.22	3.24
16 Hyundai	4,520	4,324	8,844	4,422	8.52	83.78	1.50	6.19
17 Persil	4,209	2,858	7,067	3,534	93.61	0.95	0.29	5.16
18 Net Vision	4,185	469	4,654	2,327	98.21	0.00	0.00	1.79
19 Nokia	4,163	5,923	10,086	5,043	29.14	44.94	10.09	15.83
20 Fastlink	4,081	5,721	9,802	4,901	15.12	78.29	1.79	4.80
21 Theatre Art.house	3,938	0	3,938	1,969	0.03	99.77	0.20	0.00
22 Nissan	3,876	2,666	6,542	3,271	30.88	44.40	6.60	18.11
23 7-up	3,837	3,988	7,825	3,913	79.38	11.31	1.54	7.77
24 Jordan National	3,830	3,219	7,049	3,525	1.04	96.61	0.52	1.83
25 Tide	3,797	4,342	8,139	4,070	98.24	0.40	0.00	1.37
26 Pampers	3,693	5,092	8,785	4,393	86.57	4.22	2.46	6.74
27 Toyota	3,680	3,703	7,383	3,692	13.04	58.83	19.21	8.91
28 Umniah	3,666	1,983	5,649	2,825	29.41	61.67	1.45	7.47
29 Chevrolet	3,607	2,058	5,665	2,833	32.24	49.85	2.47	15.44
30 Egypt Air	3,484	3,324	6,808	3,404	0.95	83.12	13.17	2.76

*OT=Radio+Outdoor+Cinema



PAN ARAB - 2006

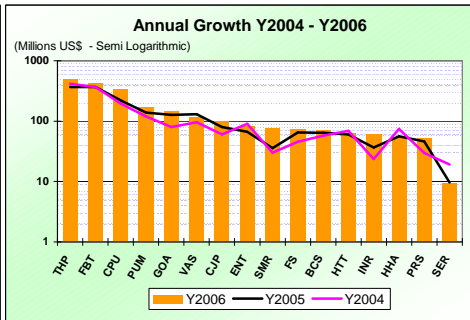
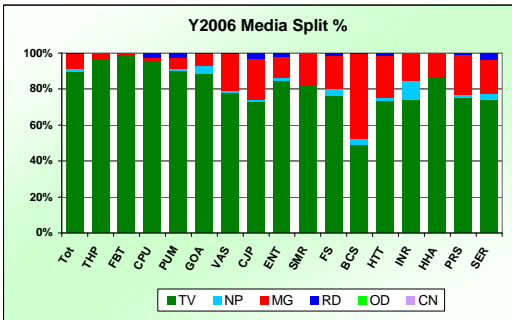
Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Toiletries Hygiene/ House Care Products	THP	418	368	484	21	32	96	0	3	*	0	0
Food Beverages And Tobacco	FBT	369	367	419	18	14	98	0	1	*	0	0
Communications & Public Utilities	CPU	196	220	342	15	56	95	*	3	3	0	0
Publishing Media	PUM	120	139	169	7	22	90	2	6	2	0	0
Government/Organization Advertising	GOA	80	127	146	6	15	89	5	6	1	0	0
Vehicles,Accessories & Supply	VAS	96	131	116	5	-11	78	1	20	1	0	0
Clothing,Jewellery & Personal Accs	CJP	60	80	98	4	23	73	1	23	3	0	0
Entertainment	ENT	91	67	82	4	24	84	2	11	2	0	0
Shopping Malls & Retail Stores	SMR	30	36	75	3	110	82	*	17	*	0	0
Financial Services	FS	46	65	72	3	12	76	4	18	2	0	0
Business/Construct Equip. & Supply	BCS	57	65	72	3	11	49	3	47	1	0	0
Hotel, Travel & Tourism	HTT	69	60	64	3	6	74	1	24	1	0	0
Insurance & Real Estate	INR	24	37	60	3	63	74	11	15	0	0	0
Household Appliances	HHA	74	56	54	2	-5	87	*	13	*	0	0
Professional Services	PRS	30	46	53	2	15	75	2	22	1	0	0
Other Services	SER	19	10	9	0	-5	74	3	19	4	0	0
Total		1,779	1,872	2,316	100	24	90	2	8	0	0	0

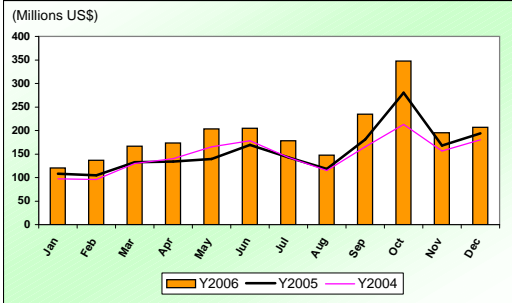
Millions US\$ 2316 ▲ + 24%

Top Brands Y2006 (000 US\$)

Rank	Brand	Y2006	%Var'n Y06/05
1	Dove	39405	36
2	Galaxy	31633	68
3	Iraq Hope & Peace	30662	275
4	Johnson & Johnson	28963	258
5	Saudi Telecomm	27482	50
6	Mobily	24468	80
7	New Boy	23081	48
8	Knorr	22888	11
9	Pepsi	21575	0
10	Lipton	20757	-36
11	Coca Cola	20040	6
12	Maggi	18509	112
13	Sunsilk	16742	-23
14	Fulla	16713	42
15	Al Safi Danone	15189	25



Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	97	108	120	11
Feb	96	105	137	31
Mar	130	132	166	26
Apr	140	134	174	30
May	165	139	204	46
Jun	178	169	205	21
Jul	143	143	178	25
Aug	115	119	148	24
Sep	166	181	235	30
Oct	213	280	348	24
Nov	157	168	195	16
Dec	180	194	207	7
Total	1779	1872	2316	24

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Tatweer	493	N
2	Abu Dhabi Inv. House	480	N
3	Shell	345	203
4	Rolex	341	15
5	Royal City	341	E
6	Hewlett Packard	317	31
7	Bawadi	286	N
8	Emaar	278	-74
9	Tameer	270	N
10	Arab Bank	249	17
11	Manazel	237	N
12	Al Khairan R.e.c	221	N
13	Saraya Aqaba	218	N
14	Talaat Moustaf.group	206	N
15	Dubai Investment	206	N

Magazines Top Spenders

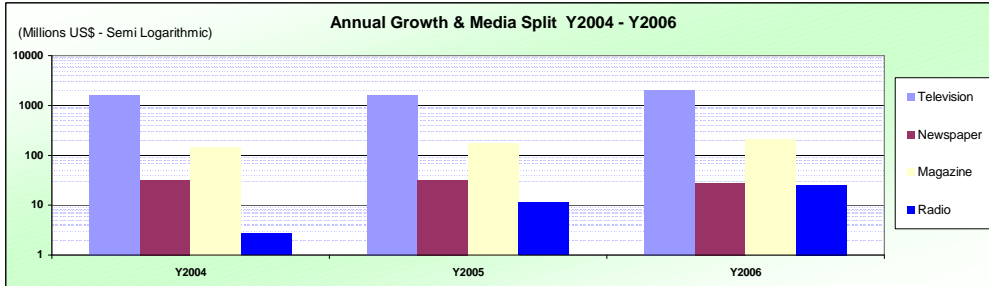
Rank	Brand	Y2006	%Var'n Y06/05
1	Nokia	2428	-21
2	Hewlett Packard	2368	9
3	Toyota	1470	38
4	Rolex	1456	4
5	Samsung	1401	0
6	Nissan	1286	-53
7	B.m.w.	1154	30
8	Mitsubishi	1135	214
9	Mercedes	1124	41
10	Omega	1062	44
11	Cmn	1042	55
12	Land Rover	1033	257
13	Jaguar	1008	254
14	Xerox	996	229
15	Canon	957	-54

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2004	Y06	Y05	
Television	1,596	90	1,649	88	2054	89	25	129	103	
Newspaper	32	2	32	2	28	1	-12	88	100	
Magazine	148	8	179	10	208	9	16	141	121	
Radio	3	0	11	1	25	1	126	935	414	
Total	1,779	100	1,872	100	2,316	100	24	130	105	

Radio Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Jeddah Festival	1509	137
2	Drosh	1046	219
3	Sabb	735	157
4	Projaih	703	-6
5	Ajlan _ Bros.	613	N
6	Mobily	533	80
7	Botcheny	468	211
8	Chevrolet	316	E
9	Nescafe	257	E
10	Domino's Pizza	248	E
11	Motorola	242	N
12	Ajmal	242	118
13	Lebanon Embassy	233	N
14	Abdullatif Jamil	216	82
15	Jungle Land	202	E



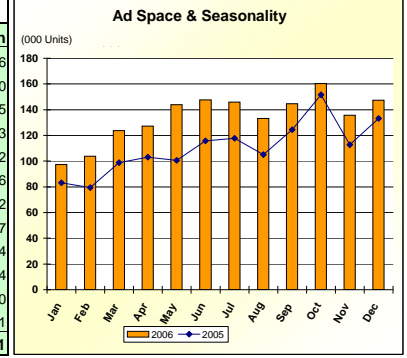
E - Exceeding the limit >300% N - New

Millions US\$ 2316 ▲ + 24%

Thousand SESU 1611 ▲ + 21%

TOTAL MARKET ADVERTISING SPACE ALLOCATION

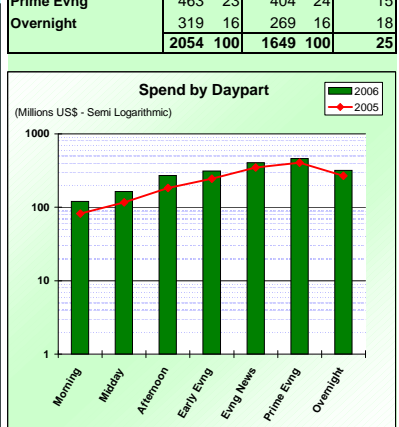
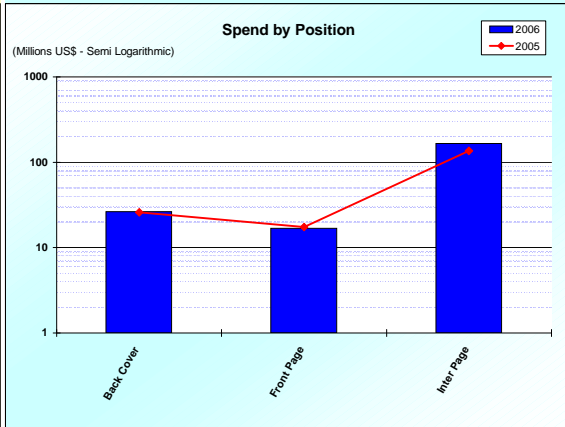
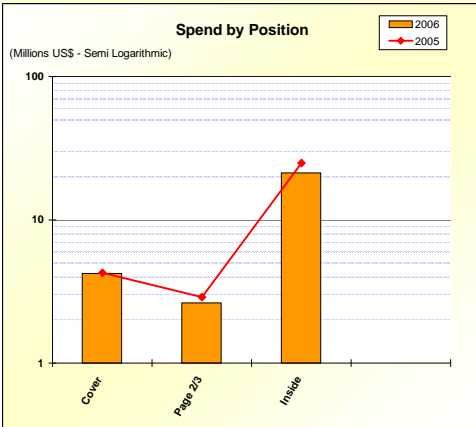
Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	97437	83139	17	276	-9	2770	8	93215	16
February	103767	79471	31	333	-18	2695	17	99731	30
March	123704	98961	25	368	-11	3122	26	119032	25
April	127234	103163	23	374	-6	3126	9	122230	23
May	143839	100538	43	404	0	3427	17	136656	42
June	147596	115854	27	291	-32	3580	29	140044	26
July	145842	117840	24	329	-33	2977	9	138201	27
August	133296	105173	27	222	-48	2086	8	129389	22
September	144598	124519	16	335	-28	3403	12	135814	14
October	160419	151639	6	307	-31	3647	18	151814	4
November	135744	112855	20	447	-19	3942	13	129741	20
December	147473	133248	11	352	-14	3732	-8	141890	11
Total	1610948	1326400	21	4039	-19	38507	12	1537758	21



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 | MAGAZINES | TELEVISION - KSA Time

NEWSPAPERS					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	4	15	4	13	-1	Back Cover	26	13	26	14	2	Morning	120	6	82	5	46
Page 2/3	3	9	3	9	-9	Front Page	17	8	18	10	-4	Midday	164	8	117	7	41
Inside	21	76	25	78	-15	Inter Page	165	79	136	76	22	Afternoon	271	13	184	11	47
Total	28	100	32	100	-12		208	100	179	100	16	Early Evng	313	15	245	15	28
												Evng News	404	20	349	21	16
												Prime Evng	463	23	404	24	15
												Overnight	319	16	269	16	18
												Total	2054	100	1649	100	25



TOP 30 LEAGUE OF Y2006 (000 US\$)

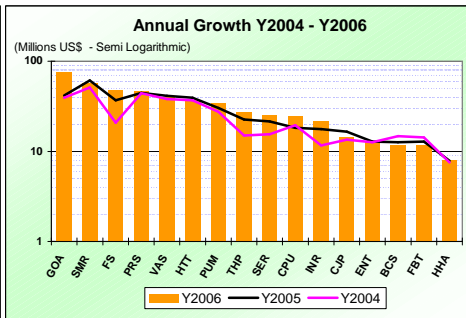
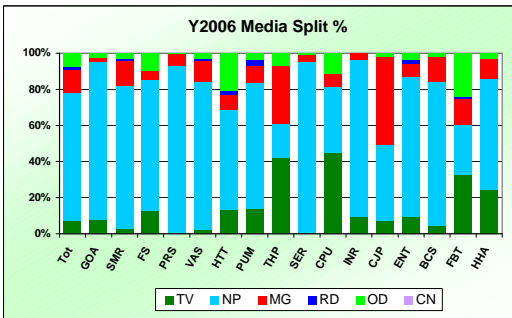
Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Dove	40,048	29,350	69,398	34,699	98.39	0.00	1.45	0.16
2 Galaxy	31,760	18,870	50,630	25,315	99.60	0.00	0.40	0.00
3 Iraq Hope & Peace	30,662	8,517	39,179	19,589	100.00	0.00	0.00	0.00
4 Johnson & Johnson	29,029	8,142	37,171	18,586	99.77	0.00	0.23	0.00
5 Saudi Telecomm	28,252	19,174	47,426	23,713	97.27	0.12	1.90	0.71
6 Mobily	25,201	14,337	39,538	19,769	97.09	0.09	0.69	2.12
7 New Boy	23,081	15,572	38,653	19,326	100.00	0.00	0.00	0.00
8 Knorr	22,912	20,711	43,623	21,812	99.89	0.00	0.11	0.00
9 Pepsi	22,129	21,818	43,947	21,974	97.50	0.00	2.42	0.08
10 Lipton	20,763	32,668	53,431	26,715	99.97	0.00	0.03	0.00
11 Coca Cola	20,303	19,017	39,320	19,660	98.71	0.00	1.29	0.00
12 Maggi	18,521	8,764	27,285	13,643	99.94	0.00	0.07	0.00
13 Sunsilk	16,997	21,920	38,917	19,459	98.50	0.00	0.71	0.79
14 Fulla	16,713	11,751	28,464	14,232	100.00	0.00	0.00	0.00
15 Ford	15,377	14,215	29,592	14,796	98.00	0.09	1.89	0.01
16 Al Safi Danone	15,195	12,276	27,471	13,735	99.96	0.00	0.04	0.00
17 Lux	14,758	17,565	32,323	16,161	98.09	0.00	1.49	0.42
18 Pantene	14,341	8,204	22,545	11,273	98.20	0.00	1.80	0.00
19 Dettol	14,052	8,855	22,907	11,453	100.00	0.00	0.00	0.00
20 Doha Asian Games	13,550	0	13,550	6,775	98.43	0.00	1.57	0.00
21 Signal	13,483	15,438	28,921	14,461	100.00	0.00	0.00	0.00
22 Chevrolet	13,209	20,266	33,475	16,738	93.09	0.43	4.09	2.39
23 Dubai Properties	12,578	6,941	19,519	9,759	94.35	1.61	4.04	0.00
24 Fair & Lovely	12,222	12,830	25,052	12,526	99.21	0.00	0.50	0.28
25 Ncb	12,199	21,885	34,084	17,042	98.21	0.00	1.52	0.26
26 Vodafone	11,595	6,998	18,593	9,297	99.96	0.05	0.00	0.00
27 Close-up	11,383	10,637	22,020	11,010	99.52	0.00	0.00	0.48
28 Tang	10,921	7,631	18,552	9,276	99.77	0.00	0.23	0.00
29 Head & Shoulders	10,515	6,557	17,072	8,536	99.95	0.00	0.05	0.00
30 Toyota	10,463	13,658	24,121	12,061	85.75	0.12	14.05	0.09

*OT=Radio+OutDoor+Cinema

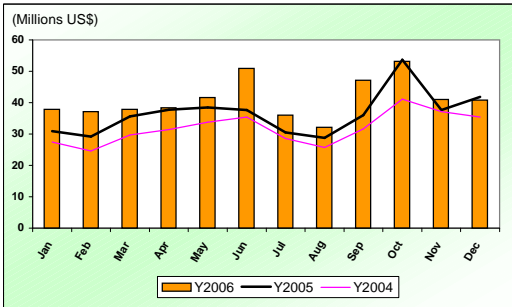


Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	39	42	76	15	81	8	87	2	*	3	0
Shopping Malls & Retail Stores	SMR	51	61	57	12	-7	3	79	14	1	3	0
Financial Services	FS	21	37	47	10	28	13	72	5	*	10	0
Professional Services	PRS	44	45	47	9	4	1	92	6	*	1	0
Vehicles,Accessories & Supply	VAS	38	41	40	8	-3	2	82	11	1	3	0
Hotel, Travel & Tourism	HTT	37	39	37	8	-5	14	55	8	3	21	0
Publishig Media	PUM	27	30	34	7	13	14	70	10	3	4	0
Toiletries Hygiene/ House Care Products	THP	15	23	27	5	20	42	19	32	*	7	0
Other Services	SER	16	22	25	5	16	1	94	4	*	1	0
Communications & Public Utilities	CPU	19	18	25	5	34	45	36	7	*	11	0
Insurance & Real Estate	INR	12	18	21	4	22	9	87	3	*	*	0
Clothing,Jewellery & Personal Acs	CJP	13	17	14	3	-13	8	42	49	*	2	0
Entertainment	ENT	13	13	13	3	-2	9	78	7	3	3	0
Business/Construct Equip. & Supply	BCS	15	13	12	2	-7	4	80	14	0	2	0
Food Beverages And Tobacco	FBT	14	13	12	2	-9	33	28	14	1	24	0
Household Appliances	HHA	8	8	8	2	2	24	62	11	0	3	0
Total		382	438	494	100	13	7	71	13	2	8	0



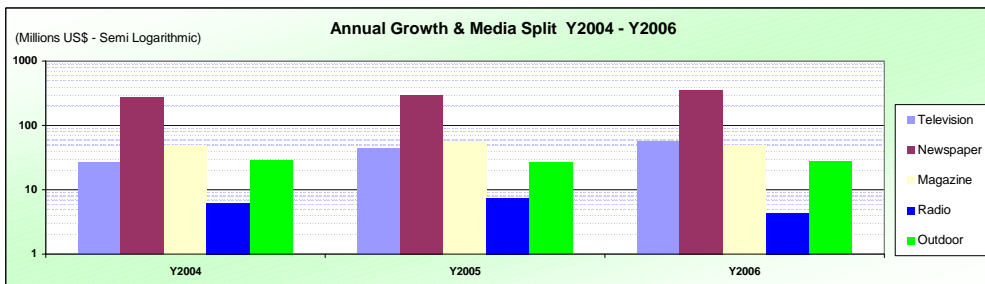
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	28	31	38	22
Feb	25	29	37	27
Mar	30	36	38	6
Apr	31	38	38	2
May	34	38	42	8
Jun	35	38	51	35
Jul	29	30	36	18
Aug	26	29	32	12
Sep	32	36	47	31
Oct	41	54	53	-1
Nov	37	38	41	9
Dec	35	42	41	-2
Total	382	438	494	13

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n % Y2005/2006	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y06	Y05
Television	27	7	44	10	58	12	30	216	166
Newspaper	271	71	302	69	355	72	18	131	111
Magazine	49	13	58	13	50	10	-14	102	119
Radio	6	2	7	2	4	1	-42	69	119
Outdoor	29	8	27	6	27	6	3	94	91
Total	382	100	438	100	494	100	13	129	115



Millions US\$ 494 ▲ + 13%

Top Brands Y2006 (000 US\$)

Rank	Brand	Y2006	%Var'n Y06/05
1	Mtc-vodafone	2821	E
2	Silvikrin	1719	E
3	Little Caesar	1559	-37
4	Martele	1524	-44
5	Mcdonald's	1438	228
6	Popeyes	1148	-15
7	Nat'l Assemb.'06	1052	N
8	Tri Power	885	-56
9	Lux	843	N
10	Wataniya Telecom	840	-64
11	Kamco Asset M.	823	-39
12	Mirinda	780	N

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Nat'l Assemb.'06	7825	N
2	N.b.k.	4344	44
3	B.k.m.e.	4127	110
4	Demise	3627	1
5	Wataniya Telecom	3546	19
6	Toyota	3434	-4
7	Gulf Bank	3401	32
8	Kuwait Finan. House	3017	21
9	Al Ahli B.of Kwt	2242	81
10	Chevrolet	2136	11
11	Ifa	2097	160
12	Mtc-vodafone	2084	-25

Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Wataniya Telecom	859	17
2	Virgin	712	91
3	Orbit	510	E
4	Audemars Piguet	475	31
5	Toyota	448	-10
6	N.b.k.	427	2
7	Givenchy	418	283
8	Midas	396	84
9	Mtc-vodafone	371	-35
10	Gulf Bank	366	220
11	Nafaes	342	53
12	Subaru	332	E

Radio Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Little Caesar	400	-13
2	Popeyes	307	26
3	Dunlop	148	72
4	Mitsubishi	140	-16
5	Audi	111	N
6	N.b.k.	102	63
7	Ole	97	N
8	Mtc-vodafone	72	-27
9	Centrepont	69	-6
10	H_m	55	N
11	Al Alali	46	85
12	Al Mulla	42	7

Outdoor Top Spenders

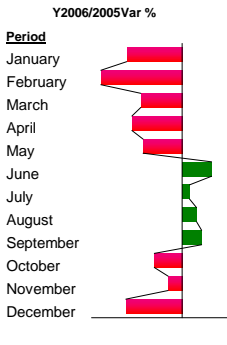
Rank	Brand	Y2006	%Var'n Y06/05
1	Burger King	1717	-1
2	Kentucky	1451	-20
3	Mtc-vodafone	1358	-2
4	Mcdonald's	1136	92
5	Hardees	1123	2
6	Pizza Hut	1029	2
7	Wataniya Telecom	1024	-1
8	N.b.k.	958	23
9	Gulf Bank	835	101
10	Burgan Bank	791	E
11	Kuwait Finan. House	717	188
12	C.b.k.	437	244

E - Exceeding the limit >300% N - New

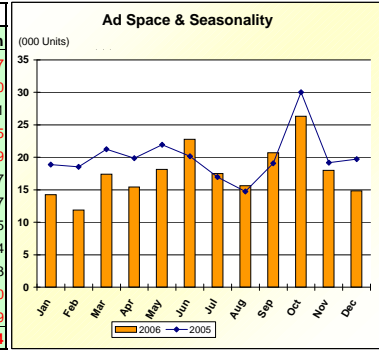
Millions US\$ 494 ▲ + 13%
 Thousand SESU 213 ▼ - 11%

ADVERTISING SPACE ALLOCATION AND POSITIONING

TOTAL MARKET ADVERTISING SPACE ALLOCATION



Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	14265	18863	-24	8230	48	1065	-21	2496	-47
February	11896	18543	-36	7198	32	1179	-7	2767	-20
March	17397	21258	-18	7173	8	1249	-14	4608	21
April	15453	19872	-22	7632	8	1290	-45	3000	-15
May	18146	21914	-17	8425	19	1403	-24	3220	-19
June	22799	20179	13	9419	37	1347	-23	7309	77
July	17490	16948	3	7308	23	988	-31	5539	47
August	15648	14719	6	6428	14	847	-25	4929	35
September	20694	19057	9	8652	34	1149	3	7644	14
October	26342	30010	-12	7211	-2	1303	-23	14455	3
November	18003	19182	-6	7930	30	1255	-13	5188	-20
December	14826	19735	-25	9214	26	1276	-29	655	-89
Total	212959	240280	-11	94820	22	14351	-23	61811	-4



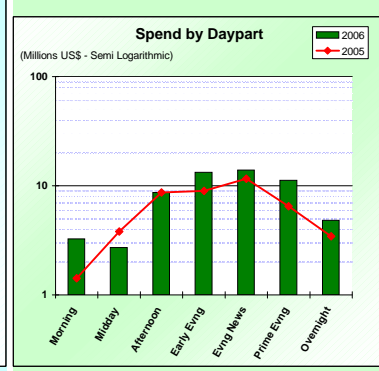
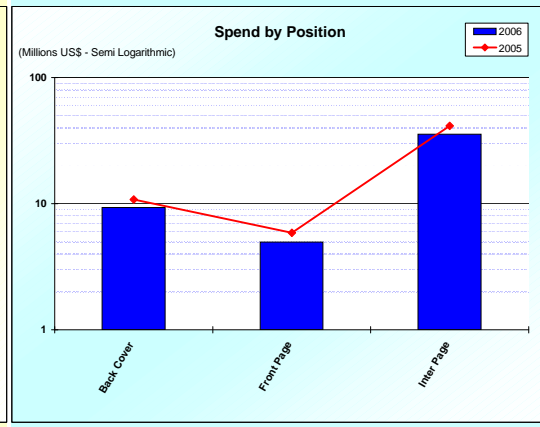
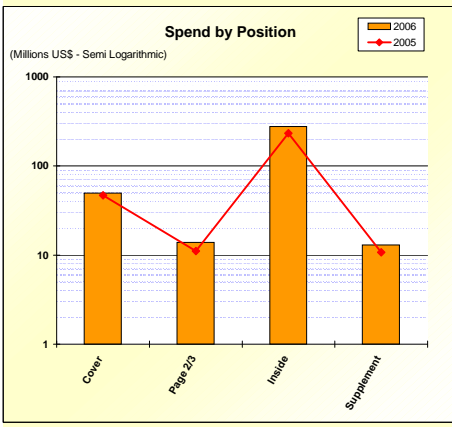
Definition of SESU: Newspaper - Half a Page, Magazine - One page, Television, Cinema & Video - 30 seconds, Radio - 60 seconds, Outdoor - 40 faces. * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS | MAGAZINES | TELEVISION - KSA Time

Spend by Position (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Cover	50	14	47	16	6
Page 2/3	14	4	11	4	25
Inside	278	78	233	77	19
Supplement	13	4	11	4	20
Total	355	100	302	100	18

Spend by Position (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Back Cover	9	19	11	19	-13
Front Page	5	10	6	10	-15
Inter Page	36	71	41	71	-14
Total	50	100	58	100	-14

Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Morning	3	6	1	3	130
Midday	3	5	4	9	-29
Afternoon	9	15	9	20	0
Early Evng	13	23	9	20	48
Evng News	14	24	12	26	20
Prime Evng	11	19	6	15	72
Overnight	5	8	3	8	40
Total	58	100	44	100	30



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Nat'l Assemb. '06	7,825	0	7,825	3,913	0.00	100.00	0.00	0.00
2 Mtc-vodafone	6,706	5,495	12,201	6,100	42.07	31.07	5.53	21.33
3 Wataniya Telecom	6,270	7,125	13,395	6,697	13.40	56.56	13.70	16.33
4 N.b.k.	6,254	4,725	10,979	5,490	6.77	69.46	6.82	16.95
5 Gulf Bank	5,319	3,103	8,422	4,211	13.49	63.94	6.88	15.70
6 B.k.m.e.	4,545	2,243	6,788	3,394	1.46	90.81	1.11	6.63
7 Toyota	4,007	4,115	8,122	4,061	2.09	85.69	11.18	1.04
8 Kuwait Finan. House	3,956	2,932	6,888	3,444	3.57	76.27	2.04	18.11
9 Demise	3,627	3,579	7,206	3,603	0.00	100.01	0.00	0.00
10 Kentucky	3,045	4,873	7,918	3,959	15.26	36.20	0.50	48.04
11 Mcdonald's	2,943	1,592	4,535	2,268	48.88	3.98	8.56	38.58
12 C.b.k.	2,671	1,552	4,223	2,112	5.55	65.27	12.04	17.15
13 Al Ahli B.of Kwt	2,668	1,858	4,526	2,263	13.51	84.03	1.85	0.63
14 Mitsubishi	2,601	2,628	5,229	2,615	0.00	70.56	12.53	16.92
15 Hardees	2,383	2,545	4,928	2,464	9.66	41.60	0.57	48.19
16 Ford	2,294	3,057	5,351	2,676	11.13	78.37	0.67	9.85
17 Burger King	2,283	2,733	5,016	2,508	0.47	24.00	0.31	75.22
18 Chevrolet	2,281	2,057	4,338	2,169	0.00	93.66	4.88	1.45
19 Nissan	2,193	2,497	4,690	2,345	0.00	71.43	8.28	20.29
20 Borgan Bank	2,188	1,685	3,873	1,937	0.00	50.45	13.42	36.13
21 Little Caesar	2,157	3,414	5,571	2,786	72.27	7.38	1.18	19.18
22 Iifa	2,118	813	2,931	1,466	0.00	99.00	0.33	0.67
23 Taiba Clinic	2,070	1,173	3,243	1,622	0.00	95.78	4.24	0.00
24 Ikea	1,842	1,195	3,037	1,519	0.00	78.63	12.13	9.25
25 Panasonic	1,838	2,488	4,326	2,163	0.00	96.93	3.07	0.00
26 Silvikrin	1,802	285	2,087	1,043	95.37	2.00	0.00	2.63
27 Lexus	1,748	1,844	3,592	1,796	2.06	86.01	11.91	0.00
28 Popeyes	1,566	1,838	3,404	1,702	73.29	5.13	1.97	19.61
29 Pizza Hut	1,557	1,702	3,259	1,630	0.68	32.21	0.38	66.74
30 Martele	1,524	2,703	4,227	2,114	100.03	0.00	0.00	0.00

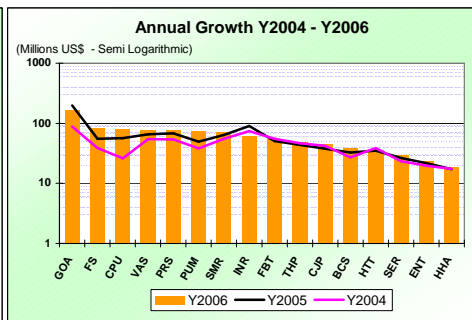
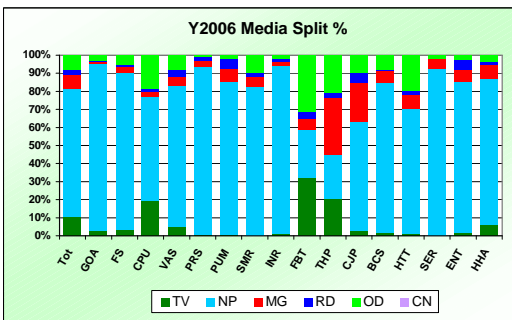
*OT=Radio+OutDoor+Cinema



Millions US\$ 978 ▲ + 7%

Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	88	198	167	17	-16	3	93	1	1	3	0
Financial Services	FS	39	55	82	8	48	4	87	3	2	5	0
Communications & Public Utilities	CPU	26	56	80	8	41	19	58	3	2	18	0
Vehicles,Accessories & Supply	VAS	55	65	78	8	19	5	78	6	3	8	0
Professional Services	PRS	54	68	76	8	12	1	93	3	2	1	0
Publishing Media	PUM	38	50	74	8	48	1	85	7	6	2	0
Shopping Malls & Retail Stores	SMR	55	64	70	7	10	*	83	6	2	10	0
Insurance & Real Estate	INR	74	90	61	6	-32	2	92	3	1	2	0
Food Beverages And Tobacco	FBT	55	50	54	6	7	32	27	6	4	31	0
Toiletries Hygiene/ House Care Products	THP	47	44	48	5	9	20	24	32	3	21	0
Clothing,Jewellery & Personal Accs	CJP	42	38	45	5	19	3	61	22	5	10	0
Business/Construct Equip. & Supply	BCS	27	33	38	4	16	2	83	6	1	8	0
Hotel, Travel & Tourism	HTT	39	35	35	4	1	1	69	8	2	20	0
Other Services	SER	23	26	30	3	12	*	92	5	*	2	0
Entertainment	ENT	20	22	24	2	10	2	84	7	6	2	0
Household Appliances	HHA	17	17	18	2	6	6	81	8	2	4	0
Total		699	911	978	100	7	11	71	8	3	8	0



Top Brands Y2006 (000 US\$)

Rank	Brand	Y2006	%Var'n Y06/05
1	Saudi Telecomm	4993	112
2	Mobily	4656	234
3	Save Lebanon (ksa) Campaign	1314	N
4	Al Safi Danone	1230	-22
5	Dettol	1192	100
6	Chevrolet	976	-25
7	Al Marai	938	-46
8	Ncb	919	-81
9	Head & Shoulders	894	-25
10	Rabea	887	7
11	Ford	773	71
12	Kraft	685	82

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Mobily	16579	36
2	Ncb	11813	85
3	Saudi Telecomm	10716	64
4	Chevrolet	9109	64
5	Al Jawal	7669	2
6	Samba	7178	37
7	Toyota	6806	7
8	Sabb	5877	37
9	Riyad Bank	5518	-9
10	Al Rajhi Bank	5292	64
11	Arab National Bank	4710	43
12	Nokia	4606	-38

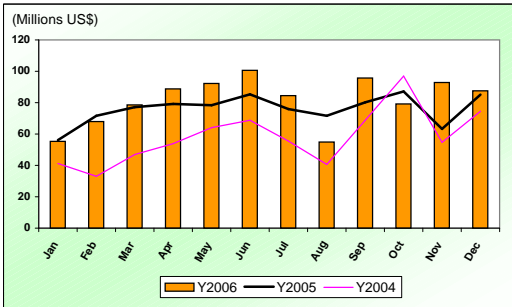
Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Sabb	770	161
2	Al Jawal	548	-5
3	Rolex	443	58
4	Saad Special. Hospital	423	61
5	Mobily	419	-23
6	Olay	416	-17
7	Omega	411	11
8	Dettol	373	8
9	Saudi Telecomm	370	-7
10	Nokia	365	-12
11	Panasonic	342	47
12	Nissan	324	-24

Radio Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Toyota	1478	E
2	Drosh	1061	182
3	Mobil	1030	64
4	Jeddah Festival	672	20
5	Ncci	620	135
6	Mobily	515	163
7	Chevrolet	514	E
8	Sabb	473	96
9	Projaih	461	-29
10	Ajan _ Bros.	351	N
11	Supreme C.tourism	301	-32
12	Lebanese Consul.	298	N

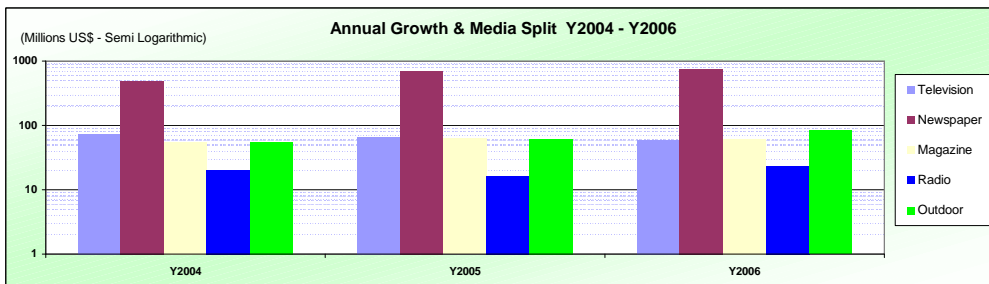
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	41	56	55	-2
Feb	33	72	68	-5
Mar	47	77	79	2
Apr	54	79	89	12
May	64	78	92	18
Jun	69	85	101	18
Jul	56	76	85	11
Aug	41	72	55	-23
Sep	69	80	96	19
Oct	97	87	79	-9
Nov	55	63	93	47
Dec	75	85	88	3
Total	699	911	978	7

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n % Y2005/2006	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y06	Y05
Television	74	11	66	7	59	6	-10	80	89
Newspaper	495	71	706	77	751	77	6	152	143
Magazine	55	8	63	7	62	6	-1	113	114
Radio	20	3	16	2	23	2	42	115	80
Outdoor	55	8	61	7	83	8	37	151	111
Total	699	100	911	100	978	100	7	140	130

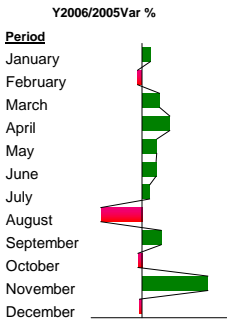


Outdoor Top Spenders

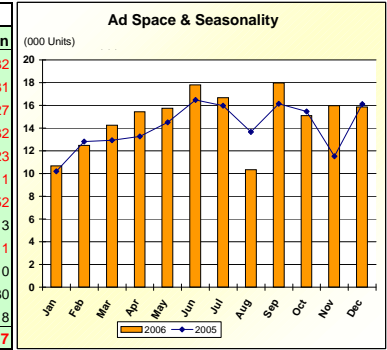
Rank	Brand	Y2006	%Var'n Y06/05
1	Mobily	6764	63
2	Saudi Telecomm	6676	154
3	Al Marai	6394	E
4	Toyota	3043	205
5	Al Tazaj-fakieh	2517	-13
6	Ncb	2075	112
7	Arabian Oud	1591	144
8	Supreme C.tourism	1416	E
9	Al Rabie	1376	57
10	Sabb	1100	186
11	Obeikan	1024	154
12	Sony Ericsson	885	E

E - Exceeding the limit >300% N - New

TOTAL MARKET ADVERTISING SPACE ALLOCATION

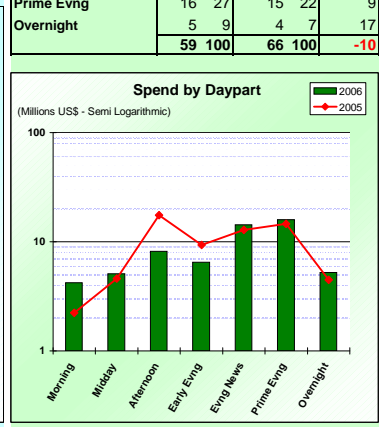
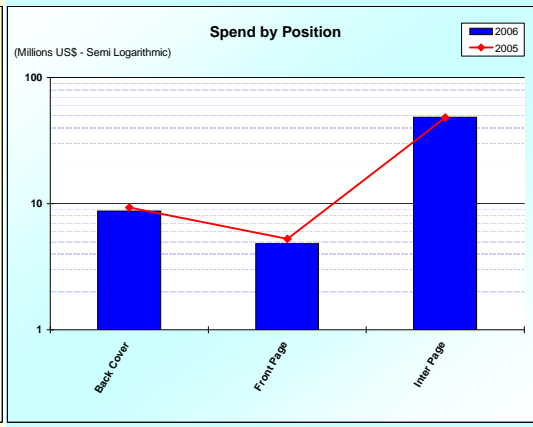
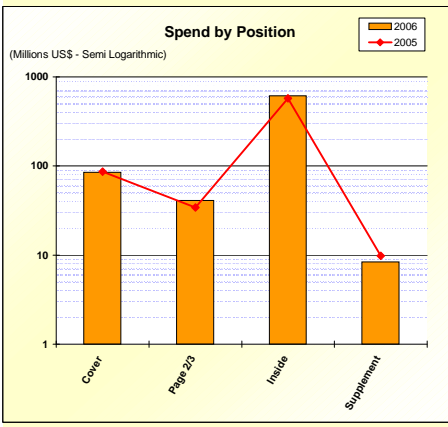


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	10674	10191	5	5791	6	706	-13	1164	-32
February	12484	12813	-3	7144	-7	765	16	1590	-31
March	14264	12939	10	8163	-1	917	3	2137	-27
April	15427	13265	16	8869	3	1056	6	1771	-32
May	15734	14498	9	9350	15	1235	12	1811	-23
June	17807	16471	8	10411	22	1274	8	2476	-11
July	16667	15965	4	8990	20	977	-3	1641	-52
August	10337	13650	-24	5391	-43	573	-7	1412	13
September	17959	16147	11	8740	8	1072	8	2510	-11
October	15094	15461	-2	6871	-22	1180	-15	2425	10
November	15980	11524	39	8802	39	1232	25	2042	30
December	15855	16112	-2	8122	-3	1268	-4	2351	8
Total	178280	169036	5	96642	1	12257	3	23330	-17



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					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	85	11	87	12	-2	Back Cover	9	14	9	15	-6	Morning	4	7	2	3	88
Page 2/3	41	5	34	5	20	Front Page	5	8	5	8	-9	Midday	5	9	5	7	11
Inside	616	82	575	81	7	Inter Page	48	78	48	77	1	Afternoon	8	14	18	27	-53
Supplement	8	1	10	1	-14							Early Evng	6	11	9	14	-31
Total	751	100	706	100	6		62	100	63	100	-1	Evng News	14	24	13	20	11
												Prime Evng	16	27	15	22	9
												Overnight	5	9	4	7	17
												Total	59	100	66	100	-10



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Mobily	28,932	18,434	47,366	23,683	16.09	57.30	1.45	25.16
2 Saudi Telecomm	22,947	12,044	34,991	17,496	21.76	46.70	1.61	29.93
3 Ncb	15,055	12,777	27,832	13,916	6.10	78.47	1.41	14.02
4 Toyota	11,891	9,128	21,019	10,509	3.71	57.24	1.03	38.02
5 Chevrolet	10,982	7,628	18,610	9,305	8.89	82.94	2.47	5.70
6 Al Marai	9,021	4,355	13,376	6,688	10.40	18.21	0.52	70.87
7 Sabb	8,479	5,222	13,701	6,851	3.07	69.31	9.08	18.54
8 Al Jawal	8,411	8,136	16,547	8,273	0.02	91.18	6.51	2.28
9 Samba	8,065	5,965	14,030	7,015	3.23	89.00	3.72	4.05
10 Al Rajhi Bank	6,220	3,931	10,151	5,075	2.26	85.08	5.14	7.51
11 Riyad Bank	5,808	6,388	12,196	6,098	0.00	95.00	4.60	0.39
12 Nokia	5,382	8,533	13,915	6,958	0.35	85.58	6.79	7.29
13 Arab National Bank	4,923	3,548	8,471	4,236	0.00	95.68	1.99	2.33
14 Gmc	4,178	2,645	6,823	3,412	3.64	76.66	2.47	17.24
15 Saudi French Bank	4,130	3,668	7,798	3,899	0.00	90.95	3.98	5.07
16 Saudi Invest. Bank	4,119	1,480	5,599	2,799	0.00	93.41	1.98	4.60
17 Sabic	4,054	1,554	5,608	2,804	15.50	73.24	0.00	11.25
18 Emaar	4,000	5,739	9,739	4,869	12.72	86.90	0.37	0.00
19 Supreme C.tourism	3,881	2,041	5,922	2,961	0.00	53.76	2.00	44.22
20 Al Jomaih	3,876	3,901	7,777	3,888	0.00	98.40	0.10	1.49
21 Hewlett Packard	3,723	2,584	6,307	3,153	0.00	95.76	2.34	1.90
22 Sony Ericsson	3,689	2,559	6,248	3,124	0.00	73.08	2.93	23.99
23 Al Bilad Bank	3,590	3,014	6,604	3,302	17.34	75.77	3.26	3.62
24 Ford	3,576	3,470	7,046	3,523	21.62	68.66	0.35	9.38
25 Nissan	3,394	4,197	7,591	3,796	0.00	76.82	9.54	13.64
26 Dubai Holding	3,209	1,244	4,453	2,226	0.00	99.29	0.70	0.00
27 Extra	3,050	2,681	5,731	2,866	0.00	92.68	1.69	5.64
28 Samsung	2,844	1,852	4,696	2,348	0.00	89.83	4.41	5.77
29 Gazzaz	2,832	4,278	7,110	3,555	0.00	90.81	9.08	0.12
30 Sayidaty	2,772	1,379	4,151	2,075	0.00	92.86	0.73	6.41

*OT=Radio+OutDoor+Cinema



QATAR - 2006

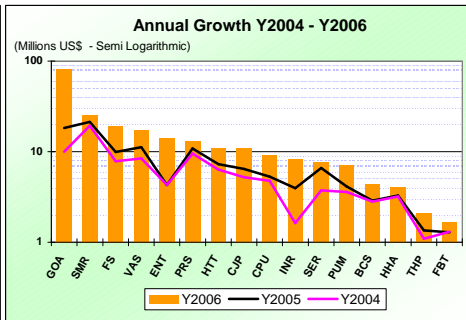
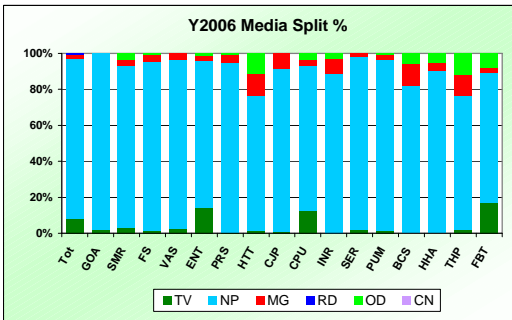
Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	10	18	82	34	349	2	98	*	0	*	0
Shopping Malls & Retail Stores	SMR	19	21	26	11	20	3	90	4	0	3	0
Financial Services	FS	8	10	19	8	93	1	95	4	0	1	0
Vehicles,Accessories & Supply	VAS	8	11	17	7	54	2	94	4	0	*	0
Entertainment	ENT	4	4	14	6	236	14	82	3	*	1	0
Professional Services	PRS	10	11	13	5	20	1	94	4	*	1	0
Hotel, Travel & Tourism	HTT	6	7	11	5	50	2	75	12	0	11	0
Clothing,Jewellery & Personal Acs	CJP	5	6	11	5	68	1	91	8	0	*	0
Communications & Public Utilities	CPU	5	5	9	4	72	12	81	4	0	3	0
Insurance & Real Estate	INR	2	4	8	4	111	*	88	9	0	3	0
Other Services	SER	4	7	8	3	19	2	96	2	0	*	0
Publishing Media	PUM	4	4	7	3	71	1	95	3	*	1	0
Business/Construct Equip. & Supply	BCS	3	3	4	2	52	0	82	12	0	6	0
Household Appliances	HHA	3	3	4	2	23	0	90	4	0	6	0
Toiletries Hygiene/ House Care Products	THP	1	1	2	1	56	2	74	12	*	12	0
Food Beverages And Tobacco	FBT	1	1	2	1	28	17	72	3	*	8	0
Total		93	118	237	100	101	8	89	2	1	0	0

Millions US\$ 237 ▲ + 101%

Top Brands Y2006 (000 US\$)

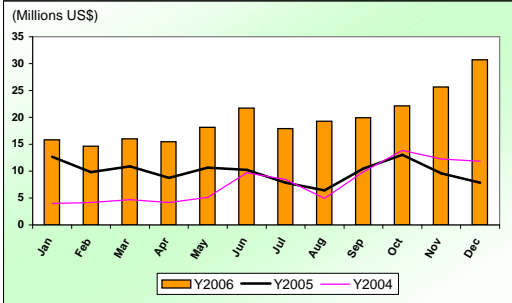
Television Top Spenders		%Var'n	
Rank	Brand	Y2006	Y06/05
1	Doha Asian Games	1554	N
2	Q-tel	737	91
3	Ali Bin Ali	322	53
4	Nat'l Human Rsrc	262	10
5	Red Crescent Soc	258	E
6	B.m.w.	228	N
7	Mtc-vodafone	184	E
8	Al Majed	181	52
9	Qatar Nat'l Bank	177	56
10	Qatar Resort Area	169	-10
11	Qatar Gas	169	N
12	Qatar Orphan Fo.	169	21
13	Nat'l Counc.c.h.	146	N
14	Intelligen.qatar	126	N
15	Qatar Red Cresc.	124	147



Newspapers Top Spenders

Newspapers Top Spenders		%Var'n	
Rank	Brand	Y2006	Y06/05
1	Doha Asian Games	7280	E
2	Q-tel	4951	192
3	Qatar Nat'l Bank	4623	280
4	Doha Bank	3001	68
5	Comm.b.of Qatar	1773	63
6	Al Emadi Hospital	1657	N
7	Nissan	1314	116
8	Al Ahli B.qatar	1134	56
9	Panasonic	1008	114
10	Qatar Foundation	938	134
11	Kia	926	9
12	Qatari Diar	880	209
13	Toyota	868	177
14	Lulu Hyper Market	844	N
15	Qatar Airways	839	-18

Monthly Spend Analysis (Millions US\$)Y2004 - 2006



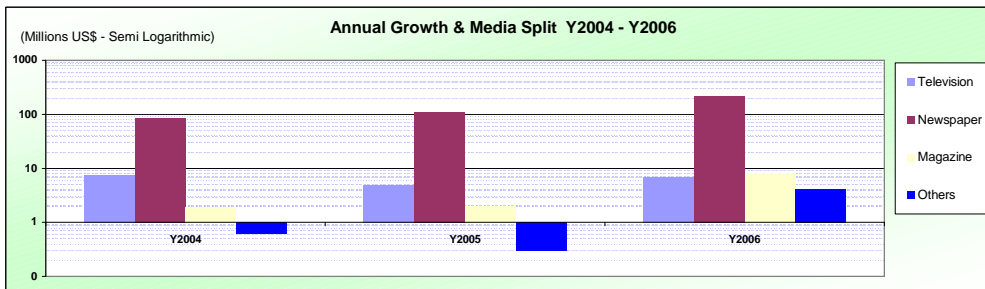
Period	Y06/05			Var'n %
	Y2004	Y2005	Y2006	
Jan	4	13	16	25
Feb	4	10	15	49
Mar	5	11	16	47
Apr	4	9	15	77
May	5	11	18	70
Jun	10	10	22	113
Jul	8	8	18	128
Aug	5	6	19	199
Sep	10	10	20	91
Oct	14	13	22	70
Nov	12	10	26	168
Dec	12	8	31	289
Total	93	118	237	101

Magazines Top Spenders

Magazines Top Spenders		%Var'n	
Rank	Brand	Y2006	Y06/05
1	Qatar Airways	193	146
2	Nokia	175	N
3	Q-tel	166	E
4	Qatari Diar	151	N
5	Doha Asian Games	114	N
6	Bvlgari	87	E
7	Lg	81	E
8	Emirates Airline	77	N
9	Damas	75	10
10	Consultant Den.c	72	118
11	Coffee Beanery	69	N
12	Panasonic	69	E
13	Sterling	68	E
14	Aspire	66	103
15	Hsbc	60	E

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2006	Y06	
Television	7	8	5	4	7	3	44	93	65
Newspaper	83	89	111	94	218	92	96	262	134
Magazine	2	2	2	2	8	3	306	425	105
Others	1	1	0	0	4	2	1310	682	48
Total	93	100	118	100	237	100	101	255	127

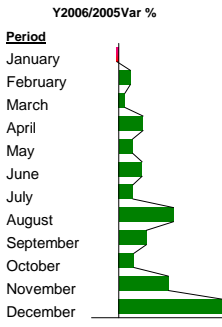


Radio Top Spenders

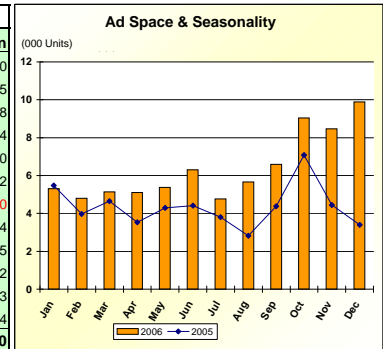
Radio Top Spenders		%Var'n	
Rank	Brand	Y2006	Y06/05
1	Doha Asian Games	24	N
2	Supreme Edu.col.	6	N
3	Red Bull	5	N
4	Doha Cultural F.	4	N
5	Qatar Nat'l Bank	3	N
6	Damac	3	N
7	North A.qatar C.	3	N
8	Al Massa Art Pr.	3	N
9	Ltc	3	N
10	Visa	2	N
11	Qatar Tour.auth.	2	N
12	Debenhams	1	-77
13	Lufthansa	1	N
14	The Land	1	N
15	M.h. Al Shaya	1	-53

E - Exceeding the limit >300% N - New

TOTAL MARKET ADVERTISING SPACE ALLOCATION

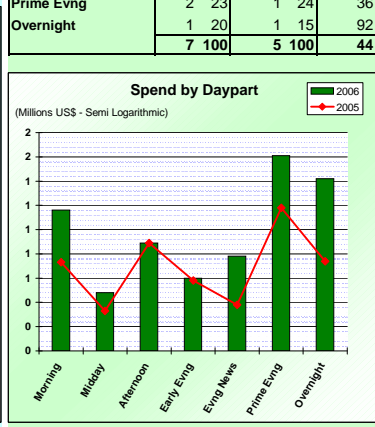
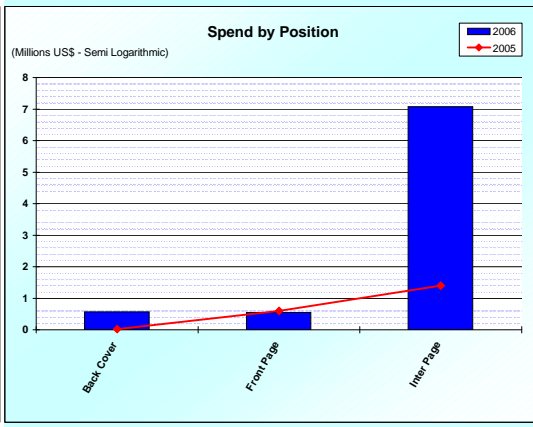
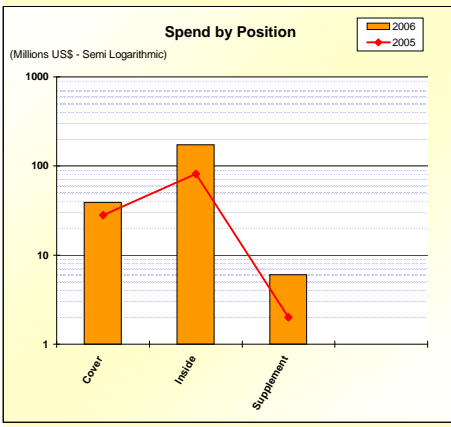


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	5302	5478	-3	4266	-4	161	16	804	10
February	4803	3971	21	4117	17	172	-14	452	165
March	5142	4654	10	4424	9	178	39	462	28
April	5111	3540	44	4093	30	90	-27	812	814
May	5378	4299	25	4222	5	539	360	494	760
June	6309	4417	43	5282	39	469	205	469	62
July	4775	3808	25	4185	47	402	183	126	-70
August	5668	2826	101	4840	98	267	310	473	114
September	6592	4380	50	4940	26	285	200	1280	355
October	9034	7089	27	4793	24	501	111	3638	22
November	8475	4444	91	6556	90	275	96	1644	93
December	9880	3405	190	8342	199	279	128	1156	134
Total	76469	52312	46	60058	42	3616	118	11810	70



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					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	39	18	28	25	40	Back Cover	1	7	0	1	2750	Morning	1	17	1	15	59
Inside	173	79	81	73	113	Front Page	1	7	1	30	-8	Midday	0	7	0	7	45
Supplement	6	3	2	1	309	Inter Page	7	86	1	69	406	Afternoon	1	13	1	18	0
Total	218	100	111	100	96	Total	8	100	2	100	306	Early Evng	1	9	1	12	3
												Evng News	1	11	0	8	105
												Prime Evng	2	23	1	24	36
												Overnight	1	20	1	15	92
												Total	7	100	5	100	44



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Doha Asian Games	9,104	1	9,105	4,552	17.07	79.96	1.25	1.71
2 Q-tel	6,132	2,129	8,261	4,131	12.02	80.74	2.71	4.54
3 Qatar Nat'l Bank	4,904	1,328	6,232	3,116	3.61	94.26	0.54	1.58
4 Doha Bank	3,045	2,012	5,057	2,528	0.00	98.57	1.42	0.00
5 Comm.b. of Qatar	1,812	1,100	2,912	1,456	0.00	97.83	2.09	0.07
6 Al Emadi Hospital	1,662	0	1,662	831	0.00	99.70	0.29	0.00
7 Nissan	1,391	619	2,010	1,005	0.00	94.47	4.28	1.22
8 Lg	1,190	516	1,706	853	0.00	66.12	6.84	27.09
9 Al Ahli B.qatar	1,159	766	1,925	963	0.00	97.87	1.40	0.73
10 Panasonic	1,077	474	1,551	775	0.00	93.57	6.42	0.00
11 Kentucky	1,073	153	1,226	613	0.00	67.21	1.19	31.58
12 Qatar Airways	1,037	1,123	2,160	1,080	0.51	80.90	18.59	0.00
13 Qatari Diar	1,031	285	1,316	658	0.00	85.36	14.68	0.00
14 Mcdonald's	1,008	299	1,307	653	0.76	34.97	2.75	61.50
15 Lulu Hyper Market	995	0	995	498	0.00	84.81	1.10	14.12
16 Dasman Centre	974	118	1,092	546	0.00	66.04	0.00	33.94
17 Kia	967	864	1,831	916	0.00	95.72	4.31	0.00
18 Qatar Foundation	941	463	1,404	702	0.00	99.64	0.35	0.00
19 Toyota	876	313	1,189	594	0.00	99.10	0.88	0.00
20 North A.qatar C.	866	858	1,724	862	8.43	87.20	4.02	0.32
21 B.m.w.	844	463	1,307	653	26.98	69.91	3.05	0.00
22 Hsbc	815	608	1,423	712	0.00	92.61	7.41	0.00
23 Lulu Center	813	759	1,572	786	0.00	94.11	5.85	0.00
24 Mitsubishi	795	660	1,455	727	0.00	95.41	3.53	1.04
25 Carrefour	784	421	1,205	602	0.00	99.98	0.00	0.00
26 Samsung	756	396	1,152	576	0.70	97.39	1.85	0.00
27 Mercedes	735	141	876	438	0.00	94.72	5.30	0.00
28 Modern Home	727	327	1,054	527	0.00	87.91	2.99	9.09
29 Qatar Gas	717	106	823	412	23.63	71.67	0.00	4.73
30 Honda	704	455	1,159	580	0.00	99.69	0.33	0.00

*OT=Radio+OutDoor+Cinema



BAHRAIN - 2006

Millions US\$ 107 ▲ + 3%

Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n		Media Split %					
						Y06/05	TV	NP	MG	RD	OD	CN	
Government/Organization Advertising	GOA	13	12	14	13	19	11	87	2	*	0	*	
Financial Services	FS	9	7	10	9	37	27	67	5	2	*	0	
Hotel, Travel & Tourism	HTT	12	10	10	9	-1	11	46	23	14	0	6	
Shopping Malls & Retail Stores	SMR	8	9	9	8	-5	10	66	22	2	*	1	
Publishing Media	PUM	7	6	8	8	32	14	81	5	*	*	0	
Entertainment	ENT	11	14	8	8	-39	38	48	12	1	*	1	
Vehicles,Accessories & Supply	VAS	10	8	8	7	0	3	75	20	1	*	2	
Professional Services	PRS	6	7	7	6	2	3	68	23	1	*	4	
Communications & Public Utilities	CPU	9	6	7	6	19	10	73	9	1	*	7	
Household Appliances	HHA	9	5	5	4	-15	51	39	10	0	0	0	
Food Beverages And Tobacco	FBT	4	3	4	4	37	62	19	3	1	*	16	
Insurance & Real Estate	INR	2	2	4	4	67	4	81	14	0	0	0	
Business/Construct Equip. & Supply	BCS	7	5	4	4	-12	0	48	52	0	0	*	
Clothing,Jewellery & Personal Acs	CJP	4	3	3	3	6	19	51	30	*	0	1	
Toiletries Hygiene/ House Care Products	THP	5	4	3	3	-22	66	15	17	*	1	1	
Other Services	SER	2	3	2	2	-8	13	60	27	0	0	0	
Total		116	103	107	100	3	38	48	11	1	0	1	

Top Brands Y2006 (000 US\$)

Television Top Spenders		%Var'n	
Rank	Brand	Y2006	Y06/05
1	Bah.int'l Circuit	1228	N
2	Kuwait Finan. House	1078	E
3	Pepsi	755	147
4	Emjoi	713	-46
5	Revart	587	E
6	Jet Aire	565	N
7	Durrat Albahrain	556	149
8	Mirinda	530	E
9	Mtc-vodafone	522	E
10	Al Waqt	493	N
11	Magic Mirror	477	81
12	Shamil Bank	471	N

Newspapers Top Spenders

Rank	Brand	Y2006	Y06/05
1	Batelco	1714	15
2	Mtc-vodafone	1238	-25
3	North Star Communication	954	E
4	Gulf Bid	849	N
5	Ahli United Bank	830	49
6	Hertz	768	97
7	Riffa Views	720	E
8	Bah.int'l Circuit	626	N
9	Chevrolet	597	-4
10	Bank Of Bah _kw	570	-6
11	Entrada	541	31
12	Gulf Air	528	-1

Magazines Top Spenders

Rank	Brand	Y2006	Y06/05
1	Batelco	170	47
2	Bah.int'l Circuit	162	N
3	B.m.w.	149	98
4	Prodesign Arabia	128	N
5	Mtc-vodafone	120	136
6	Zamil Steel	115	-4
7	Hertz	111	-24
8	Gulf Bid	109	E
9	Crowne Plaza	108	269
10	Qanbar Dywidag	101	-6
11	Bah.special.hospital	98	2
12	Mitsubishi	93	5

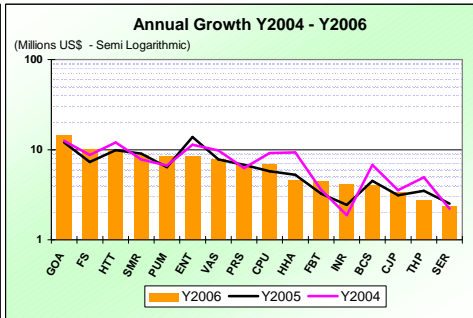
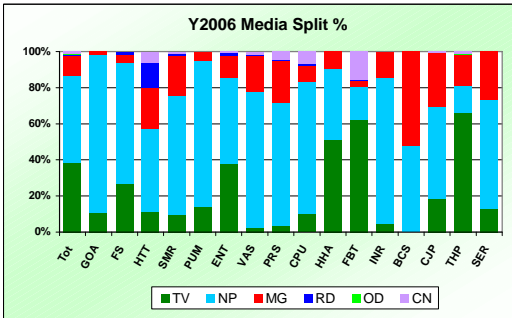
Radio Top Spenders

Rank	Brand	Y2006	Y06/05
1	British Airways	1018	E
2	Bah.int'l Circuit	57	N
3	Diplomat Radis.s	48	E
4	Ahli United Bank	45	N
5	Nat'l B.bahrain	43	-33
6	Bj's	41	E
7	Chilis	40	182
8	Batelco	37	E
9	Gulf Hotel	36	-34
10	Ama Int'l Univ.	32	189
11	Riffa Golf Club	31	132
12	Visa	27	E

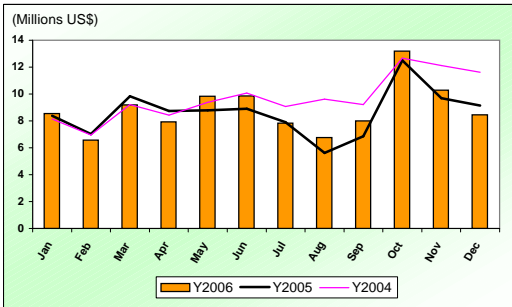
Outdoor Top Spenders

Rank	Brand	Y2006	Y06/05
1	Batelco	9	-75
2	Jawad Group	8	E
3	Mango	6	133
4	Ford	6	-30
5	Pepsi	5	20
6	Bah.int'l Circuit	5	N
7	Ama	5	200
8	Nissan	3	-83
9	Bahrain Saudi Bank	3	100
10	Mont Blanc	3	298
11	Toyota	3	100
12	Bank Muscat	3	76

E - Exceeding the limit >300% N - New



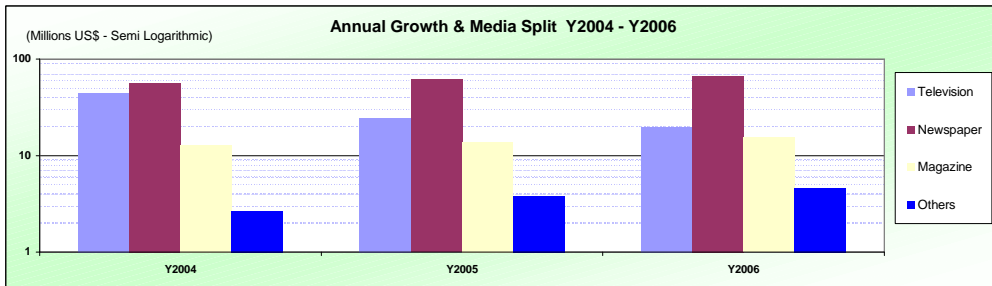
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



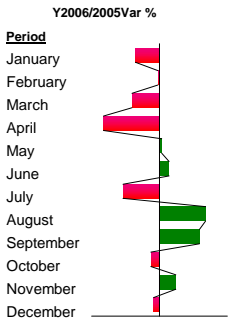
Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	8	8	9	2
Feb	7	7	7	-7
Mar	9	10	9	-7
Apr	8	9	8	-9
May	9	9	10	12
Jun	10	9	10	11
Jul	9	8	8	-1
Aug	10	6	7	20
Sep	9	7	8	17
Oct	13	12	13	6
Nov	12	10	10	6
Dec	12	9	8	-8
Total	116	103	107	3

Overall Media Split Analysis (Millions US\$)

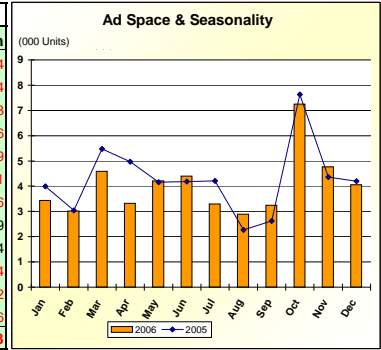
Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2006	Y06	Y05	
Television	45	38	24	24	20	18	-20	44	55	
Newspaper	56	48	61	59	67	63	9	119	109	
Magazine	13	11	14	13	15	14	11	119	107	
Others	3	2	4	4	5	4	20	171	143	
Total	116	100	103	100	107	100	3	91	89	



TOTAL MARKET ADVERTISING SPACE ALLOCATION



Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	3430	3993	-14	1963	44	338	-10	718	-64
February	3012	3039	-1	1002	-12	401	2	1088	-14
March	4586	5471	-16	1545	14	510	19	1768	-43
April	3327	4964	-33	1436	22	404	-6	720	-76
May	4207	4159	1	1670	22	567	34	1284	-39
June	4404	4177	5	1746	30	426	2	1616	-21
July	3301	4207	-22	1410	20	400	15	792	-66
August	2887	2273	27	1126	13	420	28	648	19
September	3242	2630	23	1186	7	568	45	853	14
October	7244	7635	-5	1562	19	634	43	4425	-14
November	4767	4358	9	1659	15	619	5	1803	-2
December	4052	4194	-3	1705	6	800	45	1345	-6
Total	48457	51099	-5	18010	17	6088	19	17060	-33



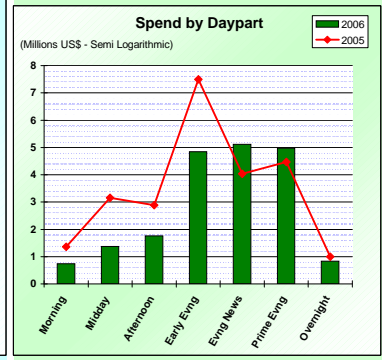
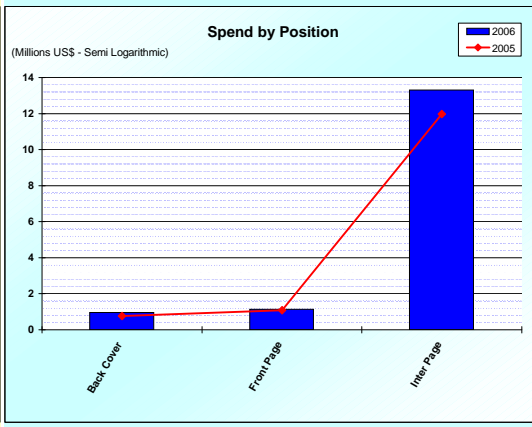
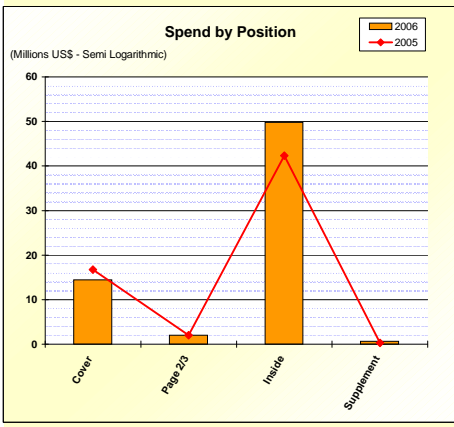
Definition of SESU Newspaper - Half a Page Magazine - One page Television, Cinema & Video - 30 seconds Radio - 60 seconds Outdoor - 40 faces * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS MAGAZINES TELEVISION - KSA Time

Spend by Position (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Cover	14	22	17	27	-13
Page 2/3	2	3	2	3	0
Inside	50	74	42	69	18
Supplement	1	1	0	0	125
Total	67	100	61	100	9

Spend by Position (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Back Cover	1	6	1	6	25
Front Page	1	7	1	8	5
Inter Page	13	86	12	87	11
Total	15	100	14	100	11

Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%	
Morning	1	4	1	6	-46
Midday	1	7	3	13	-57
Afternoon	2	9	3	12	-39
Early Evng	5	25	8	31	-35
Evng News	5	26	4	17	26
Prime Evng	5	25	4	18	11
Overnight	1	4	1	4	-17
Total	20	100	24	100	-20



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006				
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*	
1 Bah.int'l Circuit	2,101	0	2,101	1,050	58.46	29.81	7.73	3.98	
2 Batelco	2,056	1,897	3,953	1,977	5.64	83.37	8.29	2.73	
3 Mtc-vodafone	1,942	1,721	3,663	1,831	26.86	63.75	6.19	3.18	
4 Kuwait Finan. House	1,278	422	1,700	850	84.36	15.10	0.51	0.00	
5 Pepsi	1,197	433	1,630	815	63.04	15.56	0.19	21.21	
6 British Airways	1,065	220	1,285	643	0.00	4.46	0.00	95.59	
7 North Star Communication	965	232	1,197	599	0.00	98.91	0.22	0.92	
8 Gulf Bid	958	11	969	485	0.00	88.60	11.41	0.00	
9 Ahli United Bank	886	587	1,473	737	0.00	93.69	1.05	5.29	
10 Hertz	878	536	1,414	707	0.00	87.42	12.62	0.00	
11 Riffa Views	796	156	952	476	0.00	90.46	9.55	0.00	
12 Gulf Air	729	626	1,355	678	17.94	72.42	8.17	1.53	
13 Emjoi	713	1,332	2,045	1,023	100.05	0.00	0.00	0.00	
14 Bank Muscat Int.	667	386	1,053	527	14.13	78.80	5.91	1.20	
15 Shamil Bank	664	121	785	392	70.98	28.88	0.00	0.12	
16 Chevrolet	658	741	1,399	700	0.00	90.78	1.03	8.23	
17 Bank Of Bah _kwt	628	934	1,562	781	0.00	90.82	9.25	0.00	
18 Durrat Albahrain	624	756	1,380	690	89.14	10.14	0.64	0.00	
19 Mirinda	592	163	755	377	89.55	9.93	0.38	0.07	
20 Revart	587	30	617	309	100.05	0.00	0.00	0.00	
21 Entrada	568	436	1,004	502	0.00	95.33	4.74	0.00	
22 Jet Aire	565	0	565	283	100.02	0.00	0.00	0.00	
23 Ithmaar Bank	563	4	567	284	53.17	45.47	1.42	0.00	
24 Tra	549	1,064	1,613	806	10.99	20.90	0.85	67.19	
25 Doha Asian Games	534	6	540	270	32.56	64.67	0.00	2.79	
26 Al Waqt	519	0	519	259	95.05	4.58	0.00	0.31	
27 Directorate E_r	513	0	513	257	40.42	59.61	0.00	0.00	
28 Magic Mirror	477	263	740	370	100.03	0.00	0.00	0.00	
29 Sharp	468	330	798	399	0.00	99.96	0.00	0.00	
30 Conair	464	1,140	1,604	802	99.92	0.00	0.00	0.00	

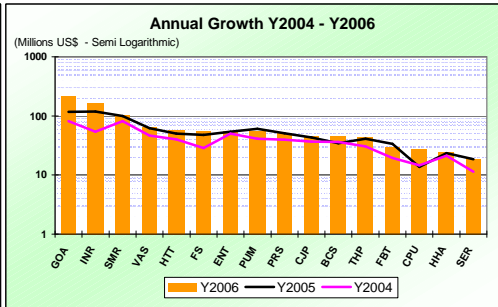
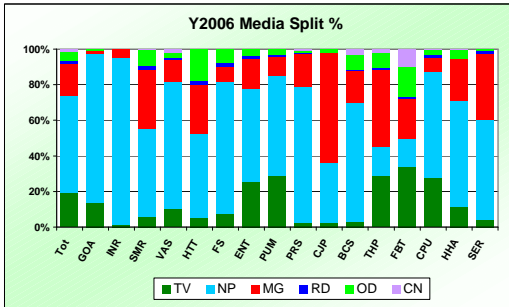
*OT=Radio+OutDoor+Cinema



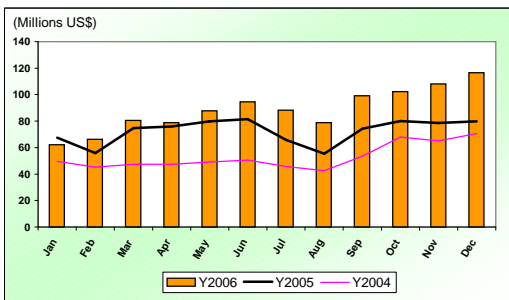
UNITED ARAB EMIRATES - 2006

Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	82	117	218	21	86	14	84	1	*	1	*
Insurance & Real Estate	INR	54	119	166	16	40	1	93	5	*	*	*
Shopping Malls & Retail Stores	SMR	81	99	105	10	6	6	50	33	2	9	1
Vehicles, Accessories & Supply	VAS	47	62	65	6	4	11	71	13	1	3	2
Hotel, Travel & Tourism	HTT	40	50	57	5	13	5	47	27	2	18	*
Financial Services	FS	29	48	56	5	18	8	74	8	2	8	*
Entertainment	ENT	50	54	55	5	3	25	52	17	2	4	*
Publishing Media	PUM	41	61	54	5	-10	29	56	10	2	3	*
Professional Services	PRS	40	51	51	5	-1	2	77	18	1	1	1
Clothing, Jewellery & Personal Acs	CJP	37	43	46	4	7	2	33	62	*	2	*
Business/Construct Equip. & Supply	BCS	36	34	45	4	31	3	67	18	1	9	3
Toiletries Hygiene/ House Care Products	THP	30	41	44	4	6	29	16	43	1	8	2
Food Beverages And Tobacco	FBT	19	34	29	3	-13	34	16	22	2	17	10
Communications & Public Utilities	CPU	15	14	28	3	105	28	60	8	2	3	1
Household Appliances	HHA	21	23	25	2	6	12	60	23	1	5	1
Other Services	SER	11	19	18	2	0	4	56	37	1	1	0
Total		634	869	1,063	100	22	19	54	18	2	5	1



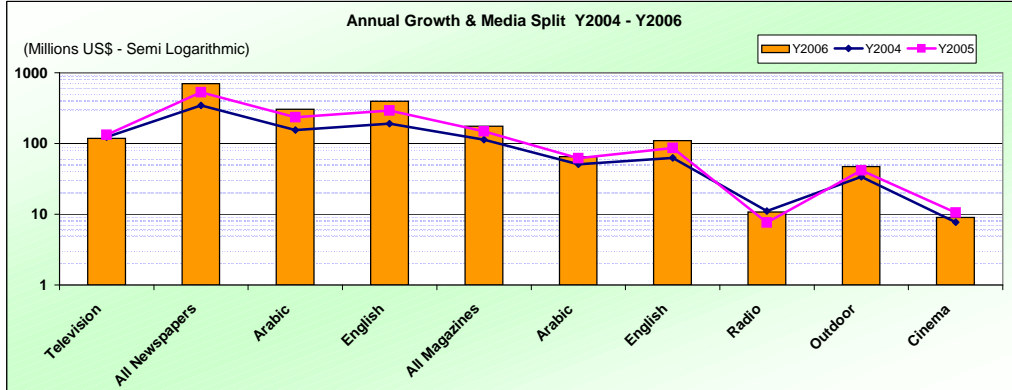
Monthly Spend Analysis (Millions US\$) Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	50	67	62	-8
Feb	45	56	66	19
Mar	47	75	81	8
Apr	47	76	79	4
May	49	80	88	10
Jun	51	81	94	16
Jul	46	66	88	34
Aug	43	55	79	42
Sep	53	74	99	33
Oct	68	80	102	28
Nov	65	79	108	37
Dec	71	80	116	46
Total	634	869	1063	22

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n % Y2005/2006	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y06	Y05
Television	123	19	132	15	119	11	-10	97	108
All Newspapers	345	54	527	61	702	66	33	203	153
Arabic	155	24	236	27	306	29	30	198	153
English	190	30	291	34	396	37	36	208	153
All Magazines	113	18	149	17	175	16	18	155	131
Arabic	51	8	62	7	65	6	5	128	122
English	62	10	87	10	110	10	27	176	139
Radio	11	2	8	1	11	1	41	98	69
Outdoor	34	5	42	5	47	4	13	140	123
Cinema	8	1	10	1	9	1	-14	116	136
Total	634	100	869	100	1,063	100	22	168	137



Millions US\$ 1063 ▲ +22%

Top Brands Y2006 (000 US\$)

Rank	Brand	Y2006	%Var'n Y06/05
1	Watani -uae	13313	E
2	Save Lebanon (UAE) Campaign	5941	N
3	Tatweer	3287	N
4	Uae Nat'l Election	2787	N
5	Etisalat	2192	E
6	Ford	2189	-37
7	Du	2087	N
8	Red Crescent Soc	1709	E
9	Dubai Int'l Awrd	1687	161
10	Dubai Summer Sr.	1466	-44
11	Sedar	1427	-27
12	Dove	1289	46

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Emaar	8240	3
2	Dubai Properties	6060	157
3	Uae Nat'l Election	6033	N
4	Etisalat	5412	66
5	Nokia	4919	-17
6	Better Homes	4696	17
7	Chevrolet	4377	110
8	Sony Ericsson	4252	165
9	Hewlett Packard	3249	88
10	Deyaar	3230	53
11	Vakson	3228	-28
12	Sorouh	3027	84

Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Damas	2833	20
2	Nokia	994	-42
3	Sony	944	-3
4	Panasonic	828	161
5	Toyota	814	-17
6	Burjuman	793	-3
7	Chopard	769	-13
8	B.m.w.	766	57
9	Showtime	722	45
10	Rolex	709	-16
11	Chevrolet	702	16
12	Marlboro	648	40

Radio Top Spenders

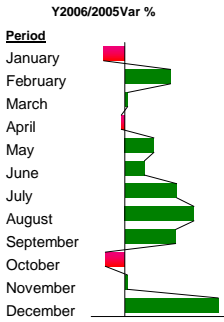
Rank	Brand	Y2006	%Var'n Y06/05
1	Ethad	435	E
2	Uae Nat'l Election	303	N
3	Rak Bank	301	23
4	Nat'l B.dubai	264	-12
5	Honda	154	196
6	Mohamed Sharif	148	E
7	Etisalat	139	109
8	Chilis	138	E
9	Abu Dhabi Co-op	135	69
10	Du	132	N
11	Chevrolet	128	30
12	Emirates Post	127	E

Outdoor Top Spenders

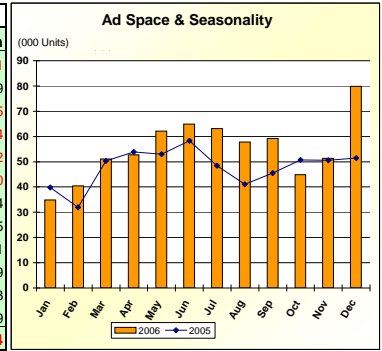
Rank	Brand	Y2006	%Var'n Y06/05
1	Damas	2656	1
2	Burger King	2119	90
3	Motorola	2097	E
4	Mcdonald's	2081	-13
5	Kentucky	1386	19
6	Pure Gold Jewel.	1148	62
7	Hardees	1141	75
8	Pizza Hut	1060	44
9	Air Arabia	934	159
10	Alukkas Jewellery	857	E
11	Hsbc	847	12
12	Rak Bank	785	9

E - Exceeding the limit >300% N - New

TOTAL MARKET ADVERTISING SPACE ALLOCATION

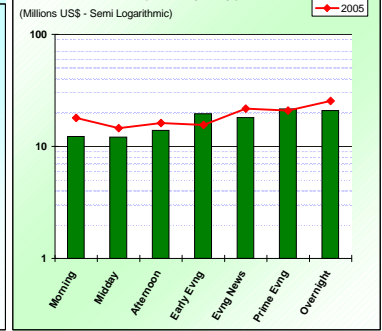
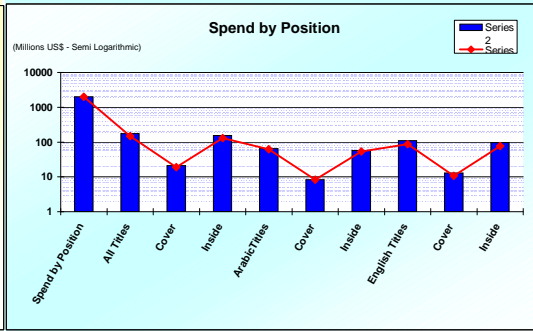
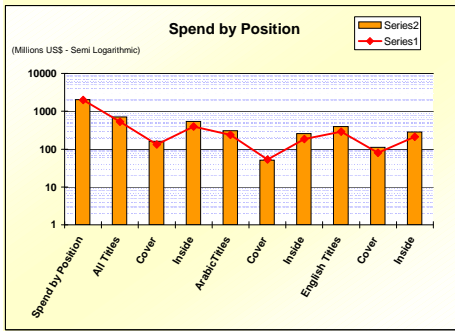


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	34807	39801	-13	14853	14	3539	3	3516	-71
February	40495	31893	27	14603	17	4352	20	6057	9
March	51085	50322	2	17429	15	5361	29	6817	-55
April	52670	53836	-2	15994	15	5297	23	8391	-54
May	62078	53039	17	15991	0	5327	24	8958	-42
June	64848	58279	11	16989	8	6240	31	9780	-30
July	63184	48377	31	17989	29	4194	23	13121	24
August	57775	41048	41	16044	38	2599	9	13090	55
September	59230	45563	30	18709	18	5157	14	14675	111
October	44841	50727	-12	18665	8	5933	21	17304	69
November	51295	50628	1	21662	27	5625	13	11339	33
December	79877	51457	55	23098	49	6207	6	14289	89
Total	662186	574969	15	212027	20	59829	18	127336	-4



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					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
All Titles	702	100	527	100	33	All Titles	175	100	149	100	18	Morning	12	10	18	14	-32
Cover	162	23	134	25	21	Cover	21	12	19	13	11	Midday	12	10	15	11	-17
Inside	539	77	394	75	37	Inside	154	88	130	87	19	Afternoon	14	12	16	12	-14
ArabicTitles	306	44	236	45	30	ArabicTitles	65	37	62	42	5	Early Evng	20	17	16	12	27
Cover	51	7	53	10	-4	Cover	8	5	8	6	-1	Evng News	18	15	22	16	-17
Inside	255	36	183	35	39	Inside	57	33	54	36	6	Prime Evng	22	18	21	16	4
English Titles	396	56	291	55	36	English Titles	110	63	87	58	27	Overnight	21	18	25	19	-18
Cover	111	16	81	15	38	Cover	13	7	11	7	21	119	100	132	100	-10	
Inside	284	41	211	40	35	Inside	97	55	76	51	28						
Total	702	100	527	100	33	Total	175	100	149	100	18						



TOP 30 LEAGUE OF Y2006 (000 US\$)

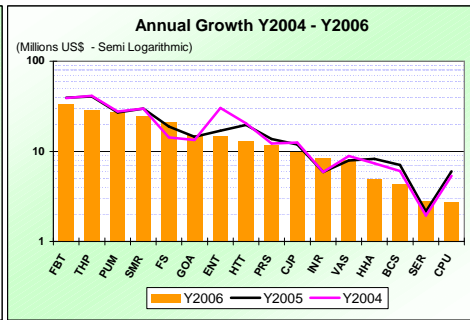
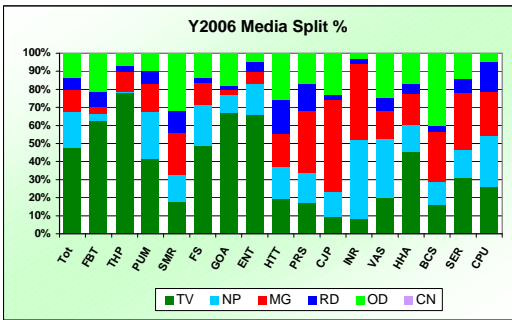
Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Watani-uae	14,543	1,336	15,879	7,939	91.54	8.45	0.00	0.00
2 Emaar	9,147	8,474	17,621	8,811	7.90	90.09	1.87	0.14
3 Etisalat	8,772	3,609	12,381	6,191	24.99	61.69	6.51	6.81
4 Damas	7,208	5,862	13,070	6,535	3.91	19.66	39.31	37.12
5 Nokia	7,092	8,658	15,750	7,875	1.38	69.36	14.02	15.24
6 Dubai Properties	6,543	2,555	9,098	4,549	1.14	92.61	5.72	0.52
7 Chevrolet	6,474	3,761	10,235	5,117	15.37	67.61	10.85	6.17
8 Save Lebanon (UAE) Camp	6,298	0	6,298	3,149	94.33	4.97	0.00	0.70
9 Uae Nat'l Election	6,083	0	6,083	3,042	0.00	99.18	0.16	0.66
10 Motorola	5,404	1,246	6,650	3,325	13.67	30.75	11.45	44.13
11 Du	5,329	0	5,329	2,665	39.15	51.32	4.71	4.83
12 Sony Ericsson	5,199	2,362	7,561	3,781	0.00	81.78	9.16	9.07
13 Better Homes	5,032	4,185	9,217	4,609	0.00	93.33	6.58	0.10
14 Sony	4,763	4,362	9,125	4,562	1.33	62.19	19.81	16.67
15 Tatweer	4,603	13	4,616	2,308	71.42	28.46	0.12	0.00
16 Ford	4,041	5,341	9,382	4,691	54.16	29.10	2.90	13.85
17 Hewlett Packard	3,894	2,165	6,059	3,030	0.00	83.43	14.18	2.40
18 Tameer	3,673	2,235	5,908	2,954	17.58	73.94	8.34	0.15
19 Hsbc	3,640	2,978	6,618	3,309	5.29	64.39	5.47	24.85
20 Samsung	3,624	4,087	7,711	3,855	5.33	73.96	8.53	12.17
21 Adcb	3,566	1,630	5,196	2,598	15.29	62.48	12.63	9.61
22 Panasonic	3,418	2,370	5,788	2,894	6.08	69.58	24.22	0.14
23 Deyaar	3,418	2,134	5,552	2,776	0.00	94.50	4.67	0.83
24 Dubai Summer Sr.	3,289	3,487	6,776	3,388	44.58	42.10	4.68	8.64
25 Vakson	3,262	4,479	7,741	3,871	0.00	98.96	1.05	0.00
26 National Bonds	3,230	0	3,230	1,615	23.96	55.85	0.17	20.02
27 Sorouh	3,227	1,828	5,055	2,528	4.88	93.81	1.31	0.00
28 Dubai Islamic B.	3,144	2,238	5,382	2,691	0.78	89.51	2.59	7.13
29 Ethad	3,142	2,365	5,507	2,754	2.58	81.61	1.97	13.85
30 Nat'l B.dubai	3,114	4,408	7,522	3,761	0.48	75.11	14.64	9.78

*OT=Radio+OutDoor+Cinema

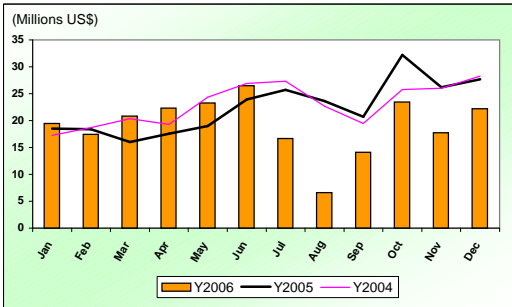


Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	39	39	34	15	-15	63	4	4	9	21	0
Toiletries Hygiene/ House Care Products	THP	41	41	29	12	-29	78	1	11	3	7	0
Publishing Media	PUM	28	27	27	12	1	42	26	16	7	10	0
Shopping Malls & Retail Stores	SMR	30	30	24	11	-18	18	15	23	13	32	0
Financial Services	FS	14	19	21	9	12	49	23	12	3	13	0
Government/Organization Advertising	GOA	13	14	15	7	4	67	11	3	2	18	0
Entertainment	ENT	30	17	15	6	-12	66	17	7	6	5	0
Hotel, Travel & Tourism	HTT	20	20	13	6	-34	20	17	18	19	26	0
Professional Services	PRS	12	14	12	5	-15	17	16	35	15	17	0
Clothing,Jewellery & Personal Acs	CJP	13	12	10	4	-18	9	14	51	3	23	0
Insurance & Real Estate	INR	6	6	8	4	41	8	44	42	3	3	0
Vehicles,Accessories & Supply	VAS	9	8	8	3	1	20	32	16	7	25	0
Household Appliances	HHA	7	8	5	2	-41	46	15	18	5	17	0
Business/Construct Equip. & Supply	BCS	6	7	4	2	-38	16	13	28	3	40	0
Other Services	SER	2	2	3	1	30	31	16	31	8	14	0
Communications & Public Utilities	CPU	5	6	3	1	-55	26	28	25	16	5	0
Total		276	270	231	100	-14	48	20	12	7	13	0



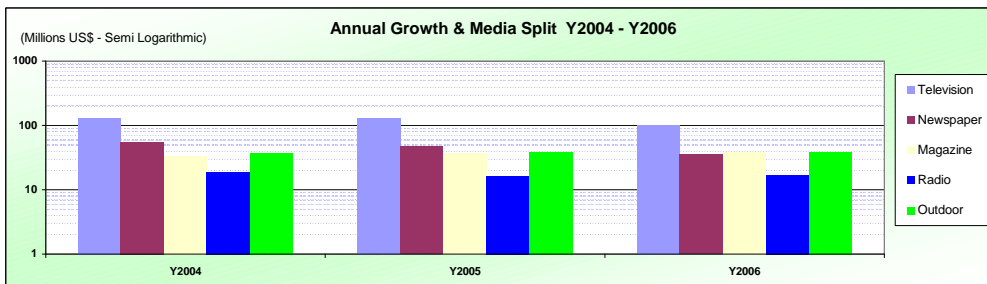
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Value			Var'n %	
	Y2004	Y2005	Y2006	Y06/05	Y05/04
Jan	17	19	19	5	
Feb	19	18	17	-5	
Mar	20	16	21	30	
Apr	19	18	22	27	
May	24	19	23	22	
Jun	27	24	26	11	
Jul	27	26	17	-35	
Aug	23	24	7	-72	
Sep	19	21	14	-32	
Oct	26	32	23	-27	
Nov	26	26	18	-32	
Dec	28	28	22	-20	
Total	276	270	231	-14	

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2006	Y06	Y05	
Television	132	48	130	48	102	44	-22	77	98	
Newspaper	55	20	47	17	35	15	-25	64	86	
Magazine	34	12	38	14	38	17	1	114	113	
Radio	19	7	16	6	17	7	4	88	85	
Outdoor	37	13	39	14	39	17	0	104	105	
Total	276	100	270	100	231	100	-14	83	98	



Millions US\$ 231 ▼ - 14%

Top Brands Y2006 (000 US\$)

Television Top Spenders		Y2006	%Var'n Y06/05
Rank	Brand		
1	Byblos	10989	4
2	Pepsi	6627	-11
3	Coca Cola	6530	8
4	Pantene	4867	-21
5	Nido	3918	35
6	Blom Bank	3885	18
7	Head & Shoulders	3789	-18
8	Smeds	3287	85
9	Herbal Essences	3185	17
10	Ariel	3180	-39
11	Persil	3012	78
12	Crest	2729	17

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Dubai Holding	908	197
2	Winston	685	-1
3	Bankmed	471	N
4	Mobili Top	352	-30
5	Banque Audi	325	61
6	Aishti	311	-32
7	Blom Bank	279	-40
8	Shell	262	71
9	Libano-francaise	237	E
10	Rolex	236	-39
11	Audi	236	10
12	Med Gulf	233	-17

Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Oris	407	E
2	Naharnet	292	-23
3	S.t.dupont	288	272
4	Fransa Bank	229	2
5	Blom Bank	227	24
6	Virgin Megastore	221	186
7	Patek Philippe	219	107
8	Libano-francaise	204	221
9	Chaumet	198	247
10	M.e.airlines	173	-54
11	L & M	173	N
12	Jammal Trust	164	39

Radio Top Spenders

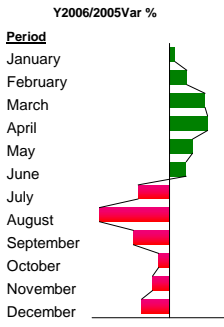
Rank	Brand	Y2006	%Var'n Y06/05
1	Aquarium	428	2
2	Al Tawil Roasted	414	N
3	Tropicana	245	N
4	Efes Extra	226	N
5	Fahed	225	-55
6	Al Amana	210	E
7	Dolly's	206	N
8	Aishti	203	-47
9	Kyphi	203	208
10	United Courriers	200	52
11	Ways Group	200	N
12	Le Rodin	197	215

Outdoor Top Spenders

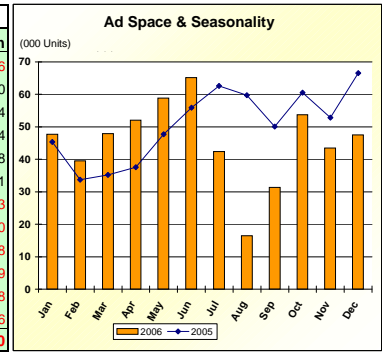
Rank	Brand	Y2006	%Var'n Y06/05
1	Aishti	1592	-13
2	Ciment Liban	1060	N
3	Winston	920	E
4	Kentucky	872	-6
5	Bhv	709	-24
6	Byblos	626	25
7	City Mall	593	57
8	Gandour	508	116
9	Halls	504	N
10	Daniela Tobler	489	170
11	Hardees	488	-32
12	Almaza	456	E

E - Exceeding the limit >300% N - New

TOTAL MARKET ADVERTISING SPACE ALLOCATION

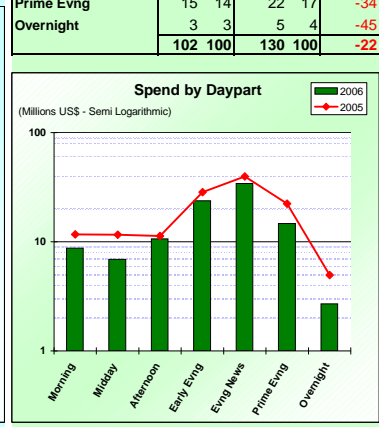
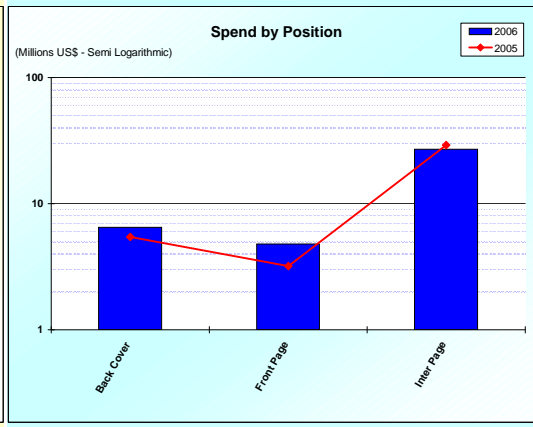
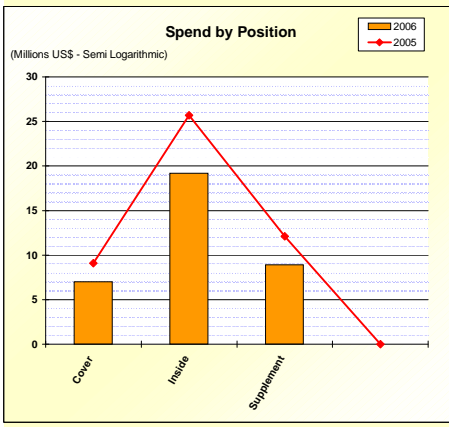


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	47720	45334	5	648	-29	1915	7	16547	-6
February	39577	33672	18	748	-28	1592	1	13955	20
March	47925	35148	36	886	4	1834	49	19629	44
April	52079	37537	39	783	-5	2451	59	19273	44
May	58907	47746	23	932	9	1847	24	20435	38
June	65190	55912	17	1042	8	2274	10	21210	11
July	42361	62606	-32	785	-36	1832	4	9752	-63
August	16473	59722	-72	319	-70	718	-63	6390	-70
September	31309	50108	-38	747	-30	969	-9	10041	-48
October	53725	60568	-11	752	-42	1340	-36	21235	-29
November	43496	52883	-18	728	-31	1365	-41	11837	-48
December	47475	66579	-29	772	-34	2230	-19	14907	-36
Total	546237	607813	-10	9143	-26	20368	-6	185210	-20



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					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	7	20	9	19	-23	Back Cover	7	17	5	14	19	Morning	9	9	12	9	-25
Inside	19	55	26	55	-25	Front Page	5	13	3	8	50	Midday	7	7	12	9	-40
Supplement	9	25	12	26	-26	Inter Page	27	70	29	77	-7	Afternoon	11	10	11	9	-6
Total	35	100	47	100	-25		38	100	38	100	1	Early Evng	24	23	29	22	-17
												Evng News	34	34	40	30	-14
												Prime Evng	15	14	22	17	-34
												Overnight	3	3	5	4	-45
												Total	102	100	130	100	-22



TOP 30 LEAGUE OF Y2006 (000 US\$)

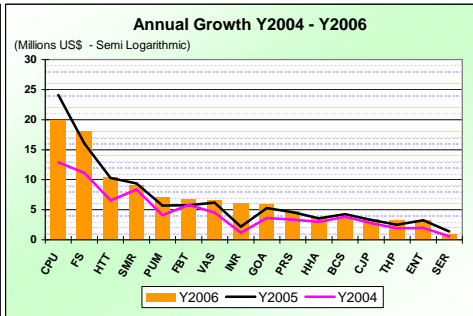
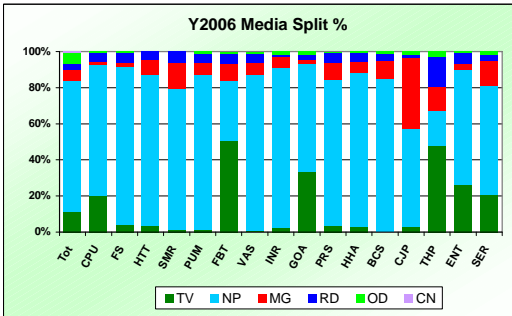
Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006				
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*	
1 Byblos	11,906	11,273	23,179	11,589	92.30	1.71	0.58	5.41	
2 Pepsi	6,957	7,675	14,632	7,316	95.26	0.00	0.00	4.74	
3 Coca Cola	6,566	6,103	12,669	6,335	99.45	0.00	0.55	0.00	
4 Pantene	5,044	6,629	11,673	5,836	96.49	0.00	2.12	1.38	
5 Blom Bank	4,495	3,952	8,447	4,224	86.42	6.22	5.05	2.32	
6 Nido	4,046	3,202	7,248	3,624	96.84	0.22	0.02	2.91	
7 Head & Shoulders	3,850	4,830	8,680	4,340	98.42	0.00	1.59	0.00	
8 Smeds	3,292	1,774	5,066	2,533	99.85	0.00	0.14	0.00	
9 Herbal Essences	3,291	2,915	6,206	3,103	96.79	0.00	0.65	2.55	
10 Aishtl	3,266	4,834	8,100	4,050	31.83	9.53	3.69	54.97	
11 Persil	3,226	1,773	4,999	2,499	93.36	0.00	0.00	6.63	
12 Ariel	3,206	5,197	8,403	4,202	99.20	0.00	0.18	0.62	
13 Crest	2,899	2,397	5,296	2,648	94.14	0.01	1.51	4.33	
14 Banque Audi	2,763	4,643	7,406	3,703	74.01	11.76	4.69	9.53	
15 Pampers	2,687	4,210	6,897	3,449	96.82	0.00	1.92	1.27	
16 Tide	2,662	3,376	6,038	3,019	99.60	0.00	0.00	0.40	
17 Loto Libanais	2,369	2,571	4,940	2,470	89.54	8.79	0.00	1.66	
18 Always	2,314	5,289	7,603	3,802	99.96	0.00	0.04	0.00	
19 Gma	2,264	3,843	6,107	3,054	99.78	0.00	0.00	0.22	
20 Libano-francaise	2,255	108	2,363	1,181	68.02	10.51	9.04	12.41	
21 Beirut Marathon	2,201	409	2,610	1,305	86.74	1.90	2.30	9.07	
22 General Security	2,168	1,095	3,263	1,631	99.99	0.00	0.00	0.00	
23 Higher Relief C.	2,054	0	2,054	1,027	99.99	0.00	0.00	0.00	
24 Fairy	2,034	2,518	4,552	2,276	99.18	0.00	0.00	0.81	
25 Loterie National	1,997	1,643	3,640	1,820	99.89	0.00	0.12	0.00	
26 Sayeda...horra...m	1,912	128	2,040	1,020	100.00	0.00	0.00	0.00	
27 La Youmal Show	1,896	2,064	3,960	1,980	98.02	0.00	0.00	1.99	
28 Mirinda	1,895	1,480	3,375	1,688	98.01	0.00	0.00	1.99	
29 Auxilia	1,891	1,811	3,702	1,851	98.62	1.38	0.03	0.00	
30 Western Union	1,808	1,621	3,429	1,714	88.98	3.13	2.69	5.17	

*OT=Radio+Outdoor+Cinema

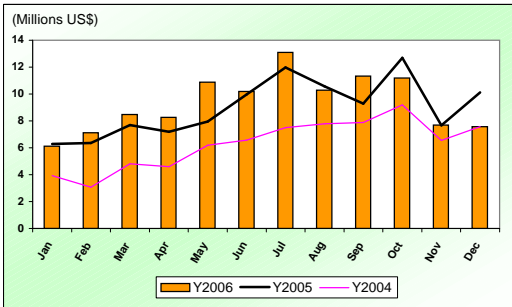


Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	13	24	20	18	-18	20	73	2	5	1	0
Financial Services	FS	11	16	18	16	12	4	88	2	5	1	0
Hotel, Travel & Tourism	HTT	7	10	10	9	1	4	83	8	5	*	0
Shopping Malls & Retail Stores	SMR	8	9	9	8	-4	1	78	14	7	*	0
Publishing Media	PUM	4	6	7	6	22	1	86	6	5	2	0
Food Beverages And Tobacco	FBT	6	6	7	6	18	51	33	10	6	1	0
Vehicles,Accessories & Supply	VAS	5	6	7	6	7	1	86	7	5	1	0
Insurance & Real Estate	INR	1	2	6	5	173	3	88	6	1	2	0
Government/Organization Advertising	GOA	4	5	6	5	13	33	60	2	3	2	0
Professional Services	PRS	3	5	5	4	4	4	81	9	6	1	0
Household Appliances	HHA	3	4	4	3	0	3	86	7	4	1	0
Business/Construct Equip. & Supply	BCS	4	4	4	3	-18	*	85	10	4	1	0
Clothing,Jewellery & Personal Acs	CJP	3	3	3	3	3	3	54	39	2	2	0
Toiletries Hygiene/ House Care Products	THP	2	3	3	3	30	48	19	13	17	3	0
Entertainment	ENT	2	3	3	3	-3	26	64	3	6	1	0
Other Services	SER	1	1	1	1	-30	21	60	13	4	2	0
Total		76	108	112	100	4	11	73	6	4	6	1



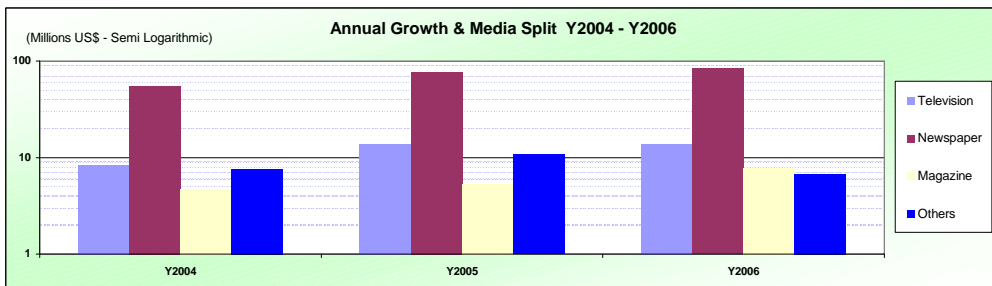
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n %	
				Y06/05	Y05/04
Jan	4	6	6	-3	
Feb	3	6	7	12	
Mar	5	8	8	10	
Apr	5	7	8	15	
May	6	8	11	37	
Jun	7	10	10	2	
Jul	7	12	13	9	
Aug	8	11	10	-3	
Sep	8	9	11	22	
Oct	9	13	11	-12	
Nov	7	8	8	0	
Dec	8	10	8	-25	
Total	76	108	112	4	

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2006	Y06	Y05	
Television	8	11	14	13	14	12	1	164	163	
Newspaper	55	73	78	72	84	75	7	152	142	
Magazine	5	6	5	5	8	7	46	168	114	
Others	8	10	11	10	7	6	-37	90	143	
Total	76	100	108	100	112	100	4	148	143	



Millions US\$ 112 ▲ + 4%

Top Brands Y2006 (000 US\$)

Television Top Spenders		Y2006	%Var'n Y06/05
Rank	Brand		
1	Umniah	1078	57
2	Fastlink	617	-23
3	Pepsi	599	21
4	Mobilecom	554	E
5	Fine	493	254
6	Sama Telecom	346	N
7	Coca Cola	343	25
8	7-up	329	28
9	Domet Ward	315	N
10	Mountain Dew	313	60
11	Usaid	276	N
12	Head & Shoulders	236	115

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Jordan National	3700	20
2	Fastlink	3195	-30
3	Arab Bank	2717	19
4	Mobilecom	2608	-21
5	Umniah	2261	90
6	Housing Bank	1943	48
7	Jordan Telecom	1475	-12
8	Cairo Amman Bank	1100	69
9	Dallas	756	41
10	B.of Jordan Ltd	755	-33
11	Holiday T. & T.	693	N
12	Capital Bank Ltd	641	N

Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Royal Jordanian	103	112
2	Kurdi Jewellery	100	33
3	Mobilecom	83	46
4	Damas	80	E
5	Breitling	80	189
6	Chopard	78	65
7	Fastlink	73	69
8	Jwico	68	64
9	Nokia	67	84
10	Arab Bank	66	155
11	Hsbc	62	85
12	Ayla Oasis Dv.co	61	N

Radio Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Fine	271	158
2	Umniah	236	E
3	Cadillac	214	-20
4	Rocca	210	N
5	Fastlink	196	-29
6	Egyptian Arab L.	128	7
7	Visa	128	N
8	Cairo Amman Bank	121	98
9	Usaid	112	93
10	Mobilecom	110	-70
11	Jordan Telecom	108	-14
12	Catalyst	103	110

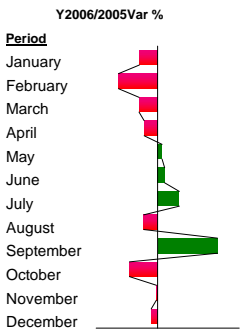
Outdoor Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Jordan Telecom	44	-26
2	B.of Jordan Ltd	44	1
3	Umniah	38	-43
4	Mobilecom	31	-25
5	Mcdonald's	30	-74
6	Insurance Commis	29	-50
7	Pantene	29	-61
8	Societe Generale	29	-22
9	Xpress	26	-70
10	Pwc Logistics	26	78
11	Sunsilk	24	280
12	Nike	23	N

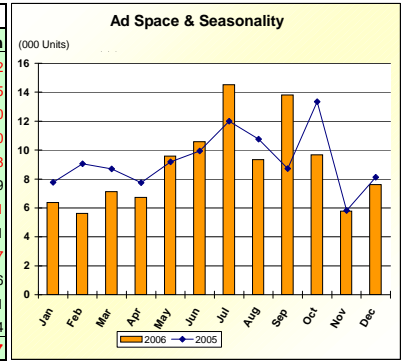
E - Exceeding the limit >300% N - New

Millions US\$ 112 ▲ + 4%
 Thousand SESU 107 ▼ - 4%

TOTAL MARKET ADVERTISING SPACE ALLOCATION

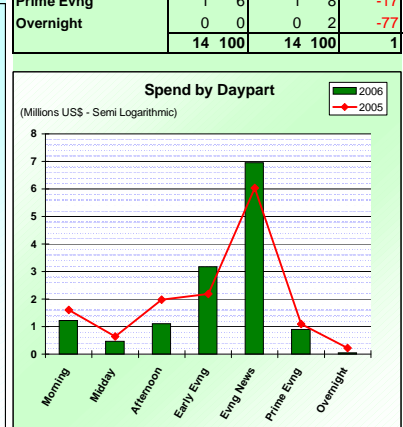
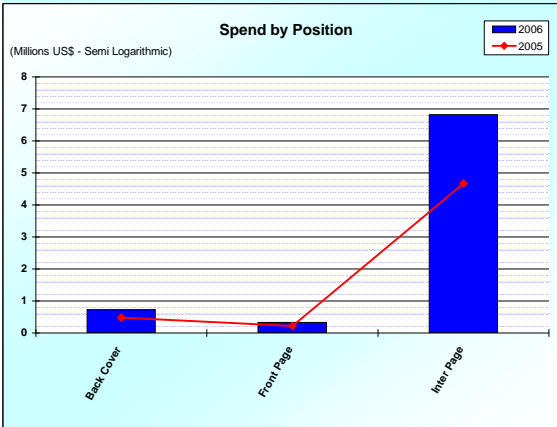
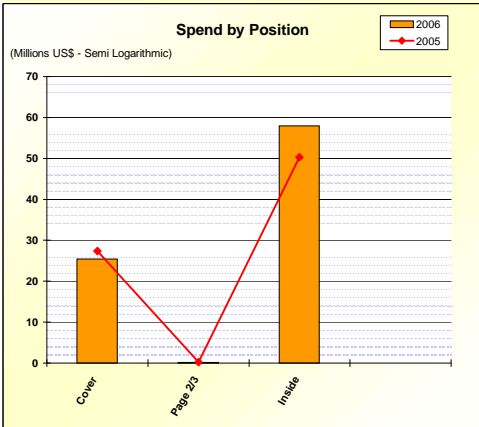


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	6379	7759	-18	2010	0	502	61	1978	-12
February	5620	9061	-38	2785	34	504	43	1274	-65
March	7119	8695	-18	3364	36	625	74	1401	-60
April	6723	7738	-13	3462	21	533	48	1206	-40
May	9572	9188	4	4115	38	729	44	1884	-28
June	10579	9927	7	3918	9	613	58	3212	9
July	14521	11986	21	5104	5	676	50	2197	-31
August	9333	10752	-13	3932	-5	545	6	2159	1
September	13808	8725	58	4477	34	628	33	2154	-17
October	9678	13354	-28	3565	-18	586	17	5526	6
November	5768	5827	-1	2813	3	569	61	2386	91
December	7623	8129	-6	4005	6	727	-4	2892	14
Total	106724	111142	-4	43550	11	7237	36	28270	-17



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					MAGAZINES					TELEVISION - KSA Time					
Spend by Position (Millions US \$)		2006 Value %	2005 Value %	Var'n %	Spend by Position (Millions US \$)		2006 Value %	2005 Value %	Var'n %	Spend by Daypart (Millions US \$)		2006 Value %	2005 Value %	Var'n %	
Cover	25 30	27 35	-7	Back Cover	1 9	0 9	52	Morning	1 9	2 12	-24	Midday	0 3	1 5	-27
Page 2/3	0.15 0	0.20 0	-25	Front Page	0 4	0 4	50	Afternoon	1 8	2 14	-44	Early Evng	3 23	2 16	45
Inside	58 69	50 65	15	Inter Page	7 87	5 87	46	Evng News	7 50	6 44	15	Prime Evng	1 6	1 8	-17
	84 100	78 100	7		8 100	5 100	47	Overnight	0 0	0 2	-77		14 100	14 100	1



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Fastlink	4,082	5,721	9,803	4,901	15.10	78.27	1.80	4.81
2 Jordan National	3,830	3,217	7,047	3,523	1.05	96.61	0.51	1.82
3 Umniah	3,666	1,983	5,649	2,825	29.41	61.68	1.44	7.47
4 Mobilecom	3,386	3,852	7,238	3,619	16.35	77.03	2.44	4.16
5 Arab Bank	2,878	2,718	5,596	2,798	1.17	94.40	2.30	2.12
6 Housing Bank	2,142	1,540	3,682	1,841	7.20	90.71	1.87	0.20
7 Jordan Telecom	1,789	2,073	3,862	1,931	7.08	82.42	1.99	8.50
8 Cairo Amman Bank	1,260	719	1,979	989	1.94	87.27	0.73	10.04
9 B. of Jordan Ltd	1,021	1,459	2,480	1,240	11.83	73.99	1.09	13.09
10 Royal Jordanian	824	474	1,298	649	28.15	58.13	12.45	1.26
11 Fine	766	429	1,195	597	64.32	0.03	0.32	35.32
12 Dallas	760	536	1,296	648	0.00	99.47	0.59	0.00
13 Pepsi	750	769	1,519	760	79.81	11.96	0.40	7.90
14 Holiday T. & T.	697	0	697	349	0.00	99.40	0.65	0.00
15 Capital Bank Ltd	697	0	697	348	0.00	92.03	2.31	5.66
16 Ayla Oasis Dv.co	688	61	749	375	0.00	89.54	8.84	1.66
17 Saraya Aqaba	594	238	832	416	0.00	93.29	6.77	0.00
18 Wanadoo	591	730	1,321	660	0.71	83.49	0.33	15.47
19 Nokia	547	1,000	1,547	774	0.00	73.55	12.20	14.30
20 Jordan Aviation	498	823	1,321	661	0.00	100.05	0.00	0.00
21 Toyota	494	437	931	465	0.00	86.97	9.58	3.35
22 Sony Ericsson	491	453	944	472	0.00	96.95	3.13	0.00
23 Coca Cola	488	474	962	481	70.27	16.45	0.67	12.66
24 Next	448	10	458	229	0.00	100.08	0.00	0.00
25 Batelco	435	183	618	309	0.00	89.64	0.53	9.93
26 Cadillac	428	358	786	393	0.00	41.55	4.94	53.42
27 Jordan Comm.bank	422	529	951	476	0.00	96.55	3.48	0.00
28 Tala Bay	421	81	502	251	0.00	87.14	12.96	0.00
29 Al Dostoor	421	799	1,220	610	1.10	98.83	0.07	0.00
30 Sun White	421	286	707	353	35.85	41.58	14.05	8.41

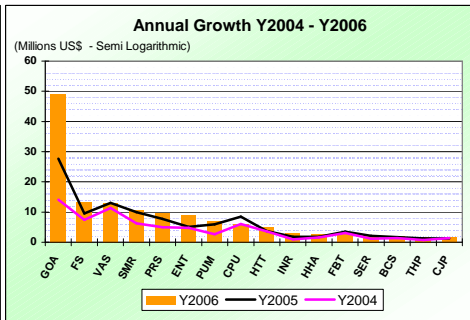
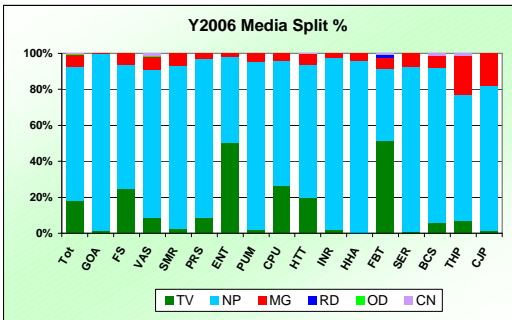
*OT=Radio+OutDoor+Cinema



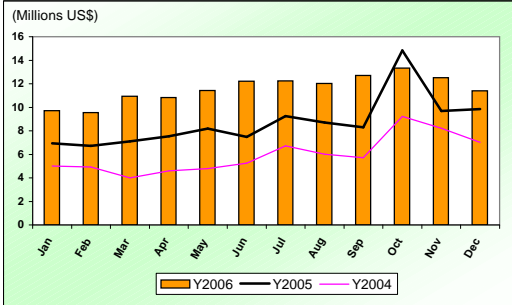
OMAN - 2006

Advertising Expenditure for Chapters (Millions US\$) Y2004 - 2006(Jan - Dec)

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Organization Advertising	GOA	14	28	49	35	77	1	98	1	0	0	0
Financial Services	FS	7	10	13	10	38	25	68	7	0	*	*
Vehicles,Accessories & Supply	VAS	11	13	13	9	-1	9	82	7	*	1	2
Shopping Malls & Retail Stores	SMR	6	10	11	8	6	2	91	7	0	0	0
Professional Services	PRS	5	8	10	7	25	9	89	3	0	0	0
Entertainment	ENT	5	5	9	7	78	50	48	2	0	0	0
Publishig Media	PUM	3	6	7	5	15	2	93	5	0	0	0
Communications & Public Utilities	CPU	6	8	6	4	-28	27	69	4	*	*	*
Hotel, Travel & Tourism	HTT	4	4	5	4	31	20	74	6	0	0	1
Insurance & Real Estate	INR	1	2	3	2	81	2	96	2	0	*	0
Household Appliances	HHA	2	2	3	2	58	0	96	4	0	0	0
Food Beverages And Tobacco	FBT	3	4	3	2	-26	51	40	6	1	*	1
Other Services	SER	1	2	2	2	11	1	92	8	0	0	0
Business/Construct Equip. & Supply	BCS	1	2	2	1	19	6	86	7	0	*	1
Toiletries Hygiene/ House Care Products	THP	1	1	2	1	46	7	70	22	0	0	1
Clothing,Jewellery & Personal Acs	CJP	1	1	2	1	46	2	80	18	0	0	0
Total		72	105	139	100	32	18	75	6	0	0	0



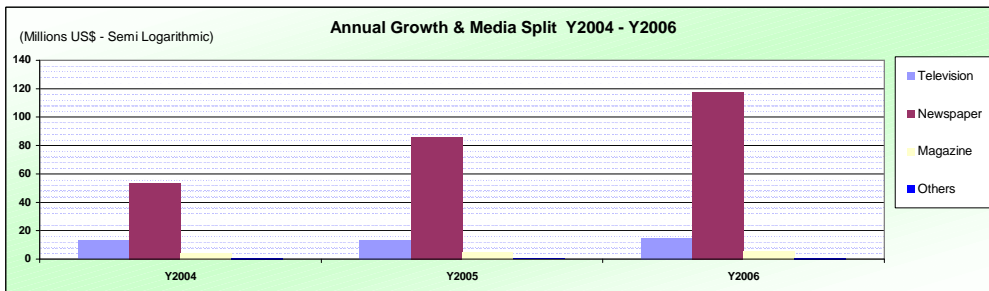
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n %	
				Y06/05	Y06/04
Jan	5	7	10	40	80
Feb	5	7	10	42	84
Mar	4	7	11	54	108
Apr	5	8	11	44	88
May	5	8	11	40	80
Jun	5	7	12	63	126
Jul	7	9	12	32	64
Aug	6	9	12	38	76
Sep	6	8	13	53	106
Oct	9	15	13	-10	20
Nov	8	10	13	29	58
Dec	7	10	11	16	32
Total	72	105	139	32	194

Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2005/2006	Y06	Y05	
Television	13	18	14	13	15	11	11	116	104	
Newspaper	53	75	86	82	118	85	37	221	161	
Magazine	5	6	5	5	5	4	15	120	104	
Others	1	1	1	1	1	0	21	107	88	
Total	72	100	105	100	139	100	32	194	146	



Millions US\$ 139 ▲ + 32%

Top Brands Y2006 (000 US\$)

Rank	Brand	%Var'n	
		Y2006	Y06/05
1	Muscat Arab.c.c.	2597	N
2	Bank Muscat	1028	89
3	Bank Dhofar	879	E
4	Oman Int'l Bank	848	86
5	Gulf Air	721	E
6	Muscat Festival	698	-21
7	Salalah Autumn Festival	676	46
8	Oman Mobile	673	-58
9	Nawras Telecom	453	45
10	Hyundai	423	9
11	Pepsi	382	189
12	Social Sec.corp.	365	N
13	Muscat Int.bk.f.	271	2
14	Oman Song Festival	258	N
15	Al Madina	248	6

Newspapers Top Spenders

Rank	Brand	%Var'n	
		Y2006	Y06/05
1	Nawras Telecom	2767	62
2	Mobile Telecom.s	2670	-24
3	Bank Muscat	2574	12
4	Toyota	1690	-15
5	Oman Tel	1521	-44
6	Lulu Hyper Market	1175	71
7	Oman Int'l Bank	1165	26
8	Muscat Festival	1024	32
9	Hyundai	918	17
10	Nat'l B.oman	812	89
11	Nissan	789	-38
12	Port Of Salalah	748	213
13	Oman Charit.org.	747	276
14	Panasonic	726	89
15	Kia	711	21

Magazines Top Spenders

Rank	Brand	%Var'n	
		Y2006	Y06/05
1	Bank Muscat	278	3
2	Mobile Telecom.s	181	69
3	Nat'l B.oman	121	E
4	Nawras Telecom	120	150
5	Housing B.oman	119	E
6	Mercedes	118	-25
7	Toyota	103	12
8	Oman Tel	98	-3
9	Nissan	72	-21
10	Oman Int'l Bank	72	-22
11	Kia	69	115
12	Hyundai	67	168
13	B.m.w.	65	37
14	Volkswagen	63	149
15	A'saffa	60	63

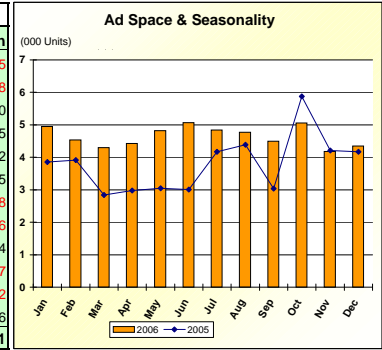
Outdoor Top Spenders

Rank	Brand	%Var'n	
		Y2006	Y06/05
1	Toyota	51	E
2	Bank Muscat	30	N
3	Oman Int'l Bank	17	255
4	Daihatsu	15	N
5	Ali Shaihani G.	15	N
6	Oman Mobile	6	-34
7	Al Omaniya United	5	-58
8	Muscat Finance	5	-58
9	Nat'l B.oman	5	E
10	Oman Cable	4	-33
11	Oman Lng	4	-67
12	Mountain Dew	4	N
13	Pepsi	3	N
14	Kia	2	N
15	Ali Shaihani F.i	1	N

E - Exceeding the limit >300% N - New

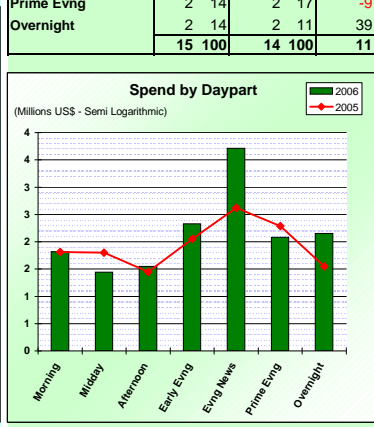
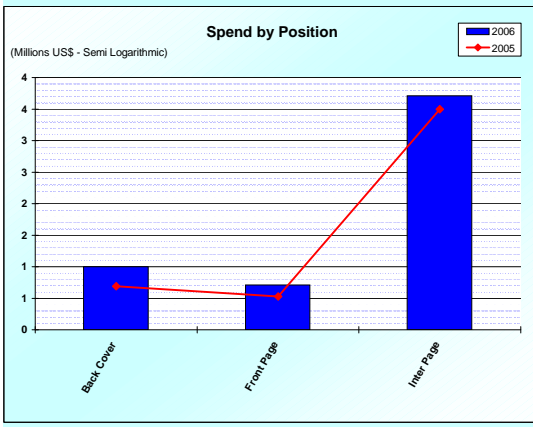
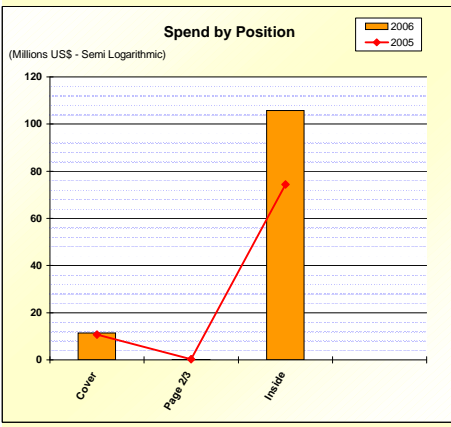
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n
January	4949	3858	28	3222	108	319	42	1344	-35
February	4539	3915	16	2787	82	277	33	1321	-38
March	4300	2840	51	3097	56	353	12	820	80
April	4422	2975	49	3148	54	373	15	870	75
May	4820	3045	58	3398	51	339	18	1053	212
June	5068	3010	68	3738	68	304	-8	996	275
July	4839	4168	16	3139	36	275	-1	1395	-8
August	4768	4385	9	2839	39	228	0	1671	-16
September	4495	3033	48	3055	37	204	-22	1237	164
October	5062	5873	-14	3178	-15	306	46	1547	-17
November	4177	4214	-1	3048	19	323	17	776	-42
December	4345	4167	4	3011	11	312	-9	1021	6
Y2006/2005 Var %	55784	45483	23	37661	39	3614	10	14051	1



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					MAGAZINES					TELEVISION - KSA Time							
Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Position (Millions US \$)	2006		2005		Var'n %	Spend by Daypart (Millions US \$)	2006		2005		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	11	10	11	13	7	Back Cover	1	18	1	15	45	Morning	2	12	2	13	1
Page 2/3	0.20	0	0.24	0	-17	Front Page	1	13	1	11	34	Midday	1	10	2	13	-20
Inside	106	90	74	87	42	Inter Page	4	68	4	74	6	Afternoon	2	10	1	11	7
	117	100	85	100	38		5	100	5	100	15	Early Evng	2	15	2	15	14
												Evng News	4	25	3	19	42
												Prime Evng	2	14	2	17	-9
												Overnight	2	14	2	11	39
													15	100	14	100	11



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Bank Muscat	3,937	3,133	7,070	3,535	26.12	65.39	7.06	1.42
2 Nawras Telecom	3,340	2,110	5,450	2,725	13.56	82.86	3.59	0.00
3 Mobile Telecom.s	2,852	3,635	6,487	3,243	0.00	93.63	6.36	0.00
4 Muscat Arab.c.c.	2,597	0	2,597	1,298	99.99	0.00	0.00	0.00
5 Toyota	2,138	2,409	4,547	2,274	10.13	79.06	4.80	6.03
6 Oman Int'l Bank	2,101	1,474	3,575	1,788	40.35	55.43	3.41	0.81
7 Oman Tel	1,867	4,004	5,871	2,935	12.78	81.47	5.25	0.48
8 Muscat Festival	1,740	1,676	3,416	1,708	40.11	58.85	1.04	0.00
9 Bank Dhofar	1,512	624	2,136	1,068	58.16	39.91	1.95	0.00
10 Hyundai	1,408	1,199	2,607	1,304	30.08	65.16	4.77	0.00
11 Gulf Air	1,240	388	1,628	814	58.14	41.73	0.12	0.00
12 Lulu Hyper Market	1,182	690	1,872	936	0.00	99.44	0.55	0.00
13 Nat'l B.oman	979	508	1,487	743	1.37	82.90	12.34	3.37
14 Kia	929	914	1,843	922	15.81	76.53	7.48	0.22
15 Salalah Autumn Festival	873	631	1,504	752	77.40	22.61	0.00	0.00
16 Nissan	861	1,363	2,224	1,112	0.00	91.63	8.39	0.00
17 Oman Charit.org.	751	199	950	475	0.00	99.43	0.52	0.00
18 Panasonic	749	406	1,155	577	0.00	96.99	2.95	0.00
19 Port Of Salalah	748	239	987	494	0.00	100.03	0.00	0.00
20 Oman Mobile	711	1,634	2,345	1,173	94.60	0.97	0.00	4.46
21 Global Inv.house	699	24	723	361	0.00	99.56	0.41	0.00
22 United Secur.co.	691	451	1,142	571	0.00	99.57	0.39	0.00
23 Pepsi	655	212	867	434	58.27	41.01	0.31	0.44
24 Chevrolet	650	687	1,337	669	0.00	95.79	4.28	0.00
25 Diwan Of Royal.c	554	743	1,297	648	0.00	99.98	0.00	0.00
26 Oman Nat'l T.co.	540	727	1,267	633	0.00	99.84	0.14	0.00
27 Alliance H.bank	499	570	1,069	535	0.00	88.49	11.55	0.00
28 Al Madina Financ	454	299	753	377	1.06	93.25	5.77	0.00
29 Mitsubishi	450	680	1,130	565	0.00	77.61	10.86	11.56
30 Shell	449	349	798	399	36.74	61.43	1.73	0.00

*OT=Radio+OutDoor+Cinema



EGYPT* - 2006

Millions US\$ 754 ▲ + 40%

Chapter	Abbreviation	Y2004	Y2005	Y2006	Sh%	%Var'n Y06/05	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	70	110	230	30	109	72	20	2	7	*	0
Government/Organization Advertising	GOA	58	62	77	10	25	34	54	5	7	*	0
Publishing Media	PUM	45	48	54	7	12	23	64	7	5	1	0
Shopping Malls & Retail Stores	SMR	27	33	48	6	48	11	75	10	4	1	0
Food Beverages And Tobacco	FBT	36	44	48	6	10	64	15	6	14	1	0
Vehicles,Accessories & Supply	VAS	26	30	46	6	53	5	80	8	6	1	0
Financial Services	FS	18	29	40	5	37	9	82	5	3	1	0
Professional Services	PRS	24	30	35	5	14	2	82	14	2	*	0
Household Appliances	HHA	28	33	28	4	-14	27	54	12	6	1	0
Insurance & Real Estate	INR	14	21	28	4	33	14	81	3	1	*	0
Entertainment	ENT	26	19	26	3	40	33	61	3	3	*	0
Hotel, Travel & Tourism	HTT	19	23	25	3	10	7	68	14	11	*	0
Business/Construct Equip. & Supply	BCS	17	20	24	3	21	24	59	10	6	1	0
Toiletries Hygiene/ House Care Products	THP	20	22	23	3	5	56	17	12	13	1	0
Other Services	SER	9	10	12	2	21	22	61	10	6	1	0
Clothing,Jewellery & Personal Acs	CJP	8	9	11	1	28	4	56	31	7	1	0
Total		445	540	754	100	40	35	53	7	5	0	1

Top Brands Y2006 (000 US\$)

Television Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Ranin	6763	171
2	Vodafone	4874	90
3	Mobinil	4579	1
4	Pepsi	4343	58
5	Net Vision	4110	E
6	Coca Cola	2891	44
7	Talaat Moustaf.group	2019	N
8	Childern Cancer	1955	31
9	Chipsy	1733	-29
10	African Nations	1590	E
11	Comprehensive H.	1447	-15
12	Family Health	1361	194

Newspapers Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Mobinil	12023	87
2	Vodafone	8013	61
3	Nat I B.egypt	7266	29
4	Theatre Art.house	3929	N
5	Telecom Egypt	3783	67
6	Hyundai	3363	8
7	Egypt Air	2835	7
8	Ranin	2611	E
9	Talaat Moustaf.group	2597	N
10	Banque Misr	2278	48
11	Panasonic	2241	21
12	Al Masreya	2186	26

Magazines Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Sokhna Port	2083	E
2	Zanussi	2063	E
3	Mobinil	1049	36
4	Telecom Egypt	756	63
5	Toyota	618	-1
6	Tecnogas	544	82
7	Egypt Air	447	-16
8	Fiance'e	433	E
9	Sports Page	350	N
10	Al Salab	339	219
11	Coca Cola	321	25
12	Kiriazi	309	18

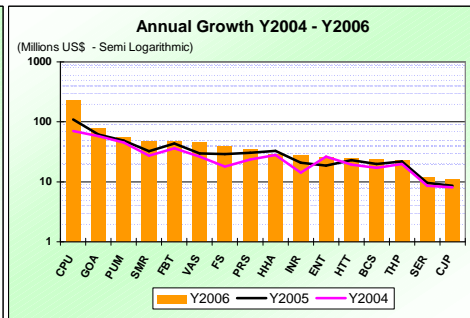
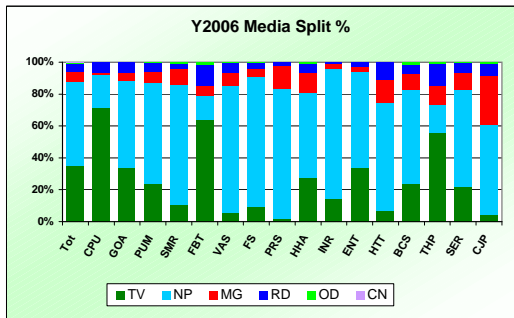
Radio Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Vodafone	2510	57
2	Mobinil	2262	83
3	Pepsi	829	59
4	Coca Cola	642	19
5	Ringo	594	E
6	Eta	583	N
7	Aramex	567	68
8	Chevrolet	493	194
9	Cadbury	484	11
10	Family Health	481	N
11	Shell	473	98
12	Raya	405	274

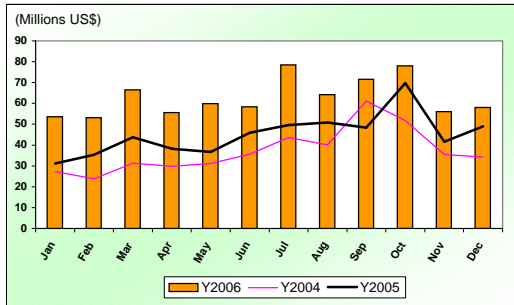
Outdoor Top Spenders

Rank	Brand	Y2006	%Var'n Y06/05
1	Vodafone	188	-18
2	Five Fives	82	N
3	Constitute C.f.	72	E
4	Al Saray Mall	59	N
5	Al Masryeen	52	E
6	I2	51	N
7	Croke	50	N
8	Nestle	43	N
9	Mobinil	43	N
10	Ariel	38	N
11	Fiance'e	36	N
12	Nesvita	35	N

E - Exceeding the limit >300% N - New



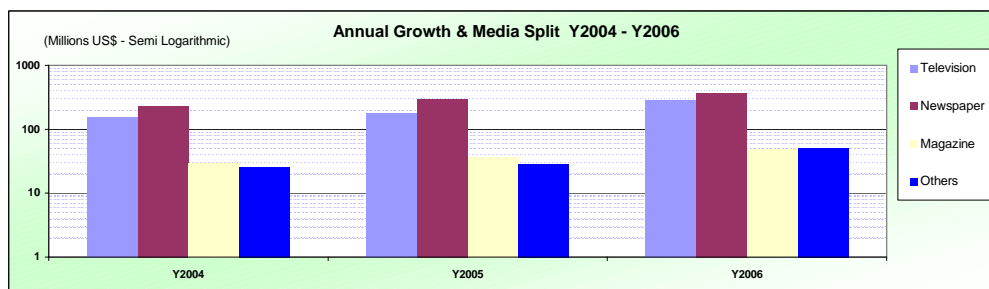
Monthly Spend Analysis (Millions US\$)Y2004 - 2006



Period	Y2004	Y2005	Y2006	Var'n % Y06/05
Jan	27	31	54	72
Feb	24	35	53	50
Mar	31	44	67	52
Apr	30	38	56	45
May	31	37	60	64
Jun	36	46	58	27
Jul	44	50	78	58
Aug	40	51	64	26
Sep	61	48	72	48
Oct	52	70	78	12
Nov	35	42	56	35
Dec	34	49	58	19
Total	445	540	754	40

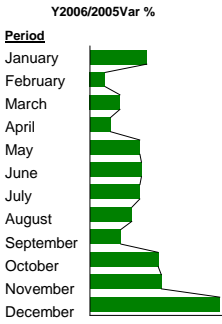
Overall Media Split Analysis (Millions US\$)

Media	Y2004		Y2005		Y2006		Var'n % Y2005/2006	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y06	Y05
Television	156	35	178	33	289	38	63	186	114
Newspaper	234	53	297	55	365	48	23	156	127
Magazine	30	7	37	7	48	6	31	160	122
Others	26	6	28	5	51	7	82	201	110
Total	445	100	540	100	754	100	39	169	121

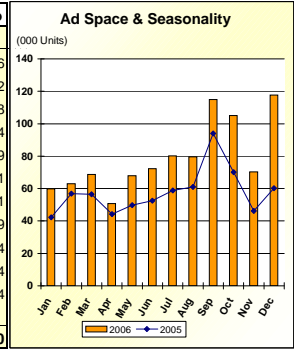


Millions US\$ 754 ▲ + 40%
 Thousand SESU 950 ▲ + 37%

TOTAL MARKET ADVERTISING SPACE ALLOCATION



Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)		OD - Metro
	2006	2005	% Var'n	2006	% Var'n	2006	% Var'n	2006	% Var'n	
January	59826	42234	42	1730	40	2021	5	29687	33	18316
February	62932	56810	11	1820	27	1905	23	27073	14	23932
March	68740	56404	22	2557	39	1972	8	35744	22	18838
April	50841	44247	15	1935	25	1999	6	18467	-20	19204
May	67894	49718	37	2072	40	2030	18	35204	46	19739
June	72192	52430	38	1702	-11	1492	-11	34302	32	23391
July	80252	58830	36	2526	23	2843	32	38635	43	24171
August	79538	60922	31	2465	9	2522	-2	44419	82	23519
September	114856	93916	22	2497	17	2195	-1	43336	83	19204
October	105103	70163	50	2076	1	2013	-19	37620	77	19204
November	70363	46194	52	2146	24	2851	40	38473	74	19204
December	117720	60305	95	4516	139	3882	-2	74148	162	19204
Total	950256	692173	37	28043	30	27724	7	457110	55	228720

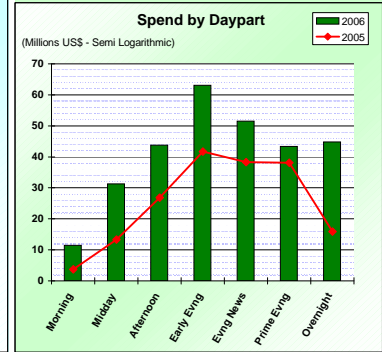
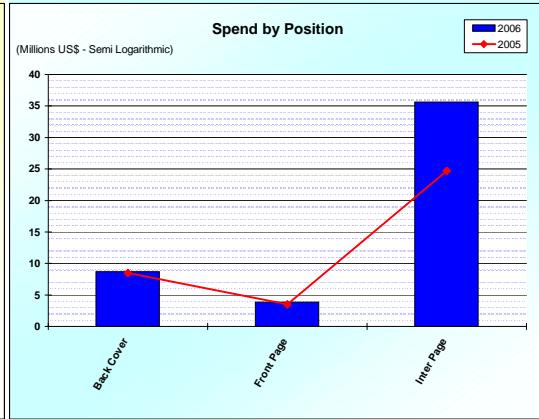
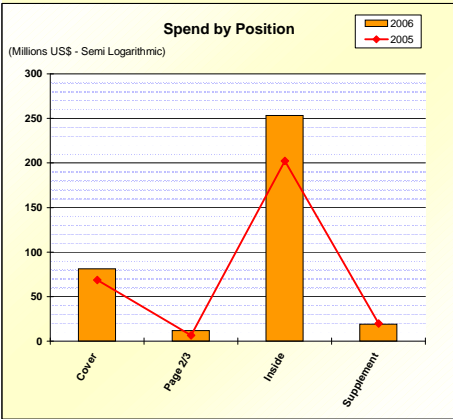


Definition of SESU
 Newspaper - Half a Page Magazine - One page Television, Cinema & Video - 30 seconds Radio - 60 seconds Outdoor - 40 faces * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

Spend by Position	2006		2005		Var'n %
	Value	%	Value	%	
Cover	81	22	69	23	18
Page 2/3	12	3	7	2	78
Inside	253	69	202	68	25
Supplement	19	5	20	7	-4
Total	365	100	297	100	23

Spend by Position	2006		2005		Var'n %
	Value	%	Value	%	
Back Cover	9	18	8	23	2
Front Page	4	8	4	10	10
Inter Page	36	74	25	67	44
Total	48	100	37	100	31

Spend by Daypart	2006		2005		Var'n %
	Value	%	Value	%	
Morning	12	4	4	2	213
Midday	31	11	13	7	135
Afternoon	44	15	27	15	63
Early Evng	63	22	42	23	51
Evng News	52	18	38	22	35
Prime Evng	43	15	38	21	14
Overnight	45	15	16	9	181
Total	289	100	178	100	63



TOP 30 LEAGUE OF Y2006 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEAR		MEDIA SPLIT % - JAN - DEC 2006			
	2006	2005	TOTAL	AVG	TV	NP	MG	OT*
1 Mobinil	19,957	12,953	32,910	16,455	22.95	60.25	5.25	11.55
2 Vodafone	15,855	9,481	25,336	12,668	30.74	50.54	1.71	17.02
3 Ranin	9,375	3,094	12,469	6,235	72.13	27.85	0.02	0.00
4 Nat'l B.egypt	8,405	7,475	15,880	7,940	8.49	86.45	2.91	2.15
5 Pepsi	7,031	3,890	10,921	5,461	61.77	24.72	1.51	12.00
6 Coca Cola	4,917	3,063	7,980	3,990	58.79	20.95	6.52	13.75
7 Telecom Egypt	4,811	3,288	8,099	4,050	0.00	78.63	15.72	5.66
8 Talaat Moustaf.group	4,740	0	4,740	2,370	42.59	54.79	1.65	0.97
9 Net Vision	4,185	469	4,654	2,327	98.20	0.00	0.00	1.80
10 Theatre Art.house	3,939	0	3,939	1,969	0.04	99.75	0.21	0.00
11 Hyundai	3,553	3,252	6,805	3,403	2.69	94.65	0.53	2.14
12 Egypt Air	3,412	3,245	6,657	3,328	0.98	83.08	13.11	2.82
13 Banque Misr	3,402	1,700	5,102	2,551	25.84	66.95	1.27	5.93
14 Zanussi	3,158	1,286	4,444	2,222	7.60	26.42	65.32	0.65
15 Chevrolet	3,088	1,650	4,738	2,369	36.40	45.01	2.03	16.55
16 Childern Cancer	2,849	2,469	5,318	2,659	68.64	20.37	2.05	8.94
17 Te Data	2,680	728	3,408	1,704	8.04	72.12	8.92	10.94
18 Sokhna Port	2,524	333	2,857	1,428	0.00	17.47	82.52	0.00
19 Toshiba	2,410	1,689	4,099	2,050	55.74	25.74	4.96	13.57
20 Panasonic	2,388	2,127	4,515	2,258	3.48	93.84	0.37	2.32
21 Al Masreya	2,381	1,866	4,247	2,124	0.00	91.81	3.74	4.47
22 Raya	2,375	925	3,300	1,650	29.87	50.52	1.38	18.24
23 Eta	2,342	0	2,342	1,171	55.33	16.33	2.41	25.94
24 Toyota	2,196	2,353	4,549	2,274	3.72	67.64	28.13	0.50
25 Nokia	2,185	2,622	4,807	2,404	31.71	49.06	7.42	11.81
26 Al Forsan Co.	2,166	1,770	3,936	1,968	0.00	95.38	4.32	0.29
27 Link Dot Net	2,111	2,129	4,240	2,120	11.18	72.10	4.11	12.62
28 Nissan	1,967	1,246	3,213	1,606	12.93	67.86	7.28	11.91
29 Panasonic Svrce	1,931	962	2,893	1,446	0.00	99.99	0.00	0.00
30 African Nations	1,927	17	1,944	972	82.53	17.39	0.10	0.00

*OT=Radio+Outdoor+Cinema