

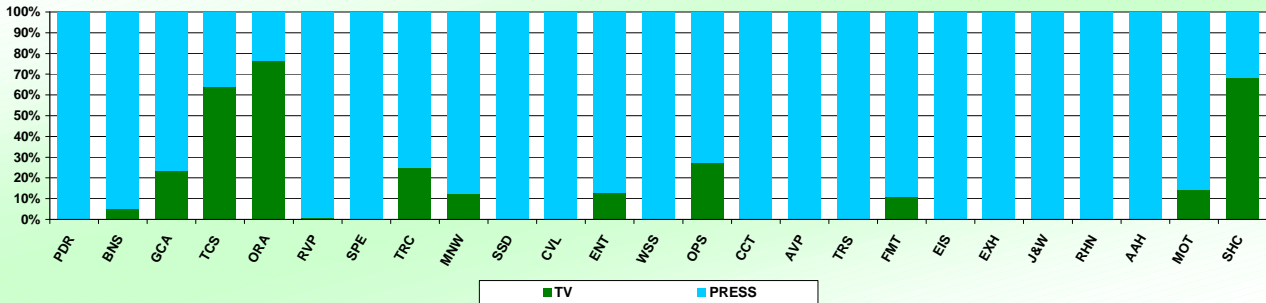
WEEKLY SUMMARY ADVERTISING SPEND



Markets : UAE
 Period :Jan'08 [08 Jan'08 - 14 Jan'08]
 Spend in (000 US\$)
 1 Space : TV = 30 Sec, Nwsp = 1/2 Page, Mag = 1 Full page

Top Categories	Abbr.	Jan'08		Current Week						
		UpToDate - Category		Media Split (000US\$)			Media Split (Spaces)			
		Total	Sh%	Total	Sh%	TV	Press	Total	TV	Press
Property Developer-real Estate	PDR	7050	22	3641	23	7	3634	860	5	855
Banks Services	BNS	1573	5	961	6	50	911	254	54	200
Government And Corporate Advertising	GCA	2062	6	798	5	185	603	391	258	133
Telephone Company-communication System	TCS	1306	4	615	4	395	220	408	365	43
Organizations Advertising	ORA	823	3	497	3	381	115	577	556	21
Road Vehicles Products	RVP	762	2	397	2	4	392	93	5	88
Sport Events	SPE	649	2	347	2		347	77		77
Television-radio-cable Network	TRC	759	2	329	2	82	247	122	67	55
Magazines-newspapers	MNW	584	2	287	2	36	251	106	50	56
Shopping Mall-supermarket-dept.stores	SSD	525	2	271	2		271	65		65
Car Dealers And Vehicles On Lease	CVL	434	1	236	1		236	41		41
Entertainment-amusement-festival	ENT	545	2	229	1	29	200	72	28	44
Web Site Services	WSS	328	1	229	1		229	44		44
Other Professional Services	OPS	443	1	224	1	62	162	144	77	68
Credit Cards-traveller Cheques	CCT	416	1	220	1		220	45		45
Audio-video Productions	AVP	357	1	175	1		175	34		34
Travel Services	TRS	323	1	171	1		171	21		21
Furnitures-mattress-textile Stores	FMT	396	1	166	1	19	147	85	47	39
Educational Institutes-schools	EIS	265	1	165	1		165	37		37
Exhibitions	EXH	301	1	164	1		164	40		40
Jewellery And Watches	J&W	485	1	154	1		154	36		36
Restaurants-hotels And Night Clubs	RHN	250	1	144	1	1	143	39	4	35
Airlines-airline Holiday	AAH	208	1	129	1		129	29		29
Mobiles Telephone	MOT	335	1	109	1	16	94	32	10	22
Shampoo And Conditioner	SHC	168	1	102	1	69	32	68	60	8
Total Market		32431		15874		1596	14277	6162	2357	3805

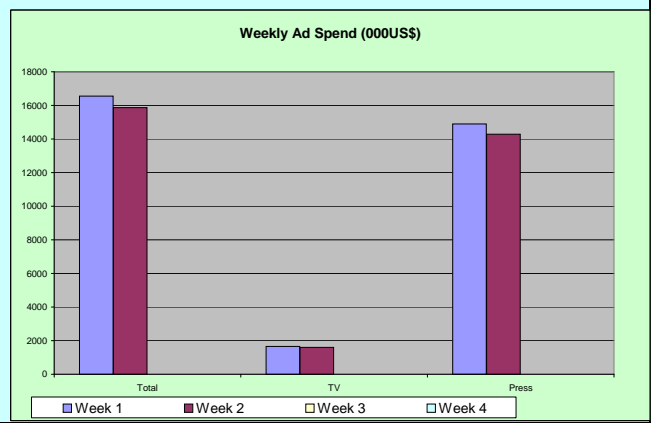
Media Split 000US\$ [08-14Jan'08]



Current Week TV & Press Top Advertising Spend In (000 US\$)			
Brand	Total	TV	Press
Noor Islamic	531	50	481
Etisalat	489	335	154
Watani	252		252
Deyaar	209		209
Thinkblue.ae	176		176
Salem Ahmed Mosa	155		155
Abu Dh.emiratiz.	147	147	
Endurance Cup	133		133
Lulu	125		125
Adcb	122		122
Nakheel	116		116
E-vision	84	82	2
Mashreq Bank	81		81
Nissan	80		80
Falcon City	73		73
Sherwoods	73		73
Family Dev.cent	73	70	3
Manazel	72		72
Better Homes	69		69
Career Junction	68		68
Shk.mohammed Est	67		67
Roads & Transp.	66	5	61
Nadia	64		64
Vakson	63		63
National Bonds	62		62
Canon	61	16	45
Red Crescent Soc.	61	60	1
Nivea	58		58
Emirates Airlines	57		57
Landmark Propert	57		57
Abu Dhabi Islam.	56		56
Du	55	55	
Al Masah	54		54
Infiniti	53		53
Eta Star	53		53
Hyundai	52		52
Nokia	51		51
First Gulf Bank	50		50
Dubai Pearl	50		50
Dubai Shop.fest.	49	13	36
Ocean View	48		48
Aspire	48		48
Shk.mohd.i.football	46		46
Dynasty Zarooni	46		46
Dubai Waterfr.p.	46		46
Eqarat	44		44
Zabadani	43		43
Sos	42	42	
Al Futtaim	41		41
Finance House	41		41
Dubai Sports City	39		39
Hydra	38		38
Forsa	38		38
Group 7 Prop.	38		38
Shk.Jatifa Award	38		38
4x4 Motors	38		38
Oryx	37		37
Abu Dhabi Golf C	36		36
Opera Int I	36		36
Citibank	36		36

Current Week		Current Week	
Television Top Spenders(000US\$)		Press Top Spenders(000US\$)	
Brand	Y2007	Brand	Y2007
Etisalat	335	Noor Islamic	481
Watani	252	Deyaar	209
Abu Dh.emiratiz.	147	Thinkblue.ae	176
E-vision	82	Salem Ahmed Mosa	155
Family Dev.cent	70	Etisalat	154
Red Crescent Soc.	60	Endurance Cup	133
Du	55	Lulu	125
Noor Islamic	50	Adcb	122
Sos	42	Nakheel	116
Dove	22	Mashreq Bank	81
Sedar	22	Nissan	80
Lg	21	Falcon City	73
Lipton	17	Sherwoods	73
Muscat Festival	16	Manazel	72
Canon	16	Better Homes	69
Clear	15	Career Junction	68
KFC	14	Shk.mohammed Est	67
Dubai Shop.fest.	13	Nadia	64
Vaseline	13	Vakson	63
Sunsilk	13	National Bonds	62

Ad Spend (000US\$)-Jan'08			
Period	Total	TV	Press
Week # 1	16558	1658	14900
Week # 2	15874	1596	14278
Week # 3			
Week # 4			
Total	32432	3254	29178



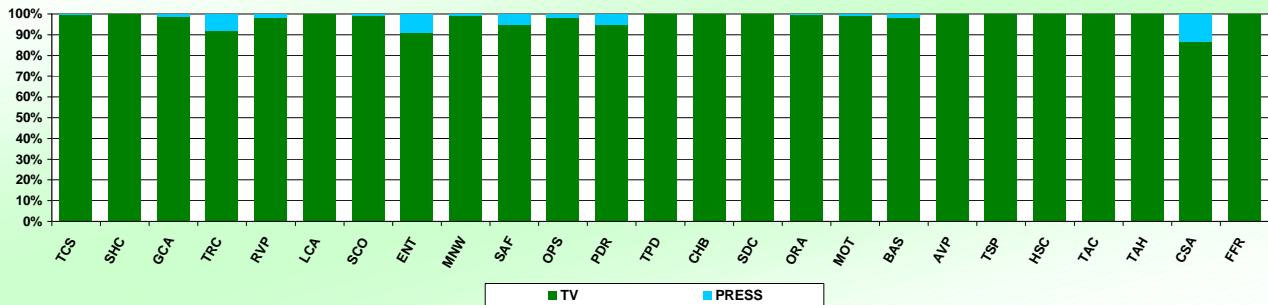
WEEKLY SUMMARY ADVERTISING SPEND



Markets : Panarab Media
 Period :Jan'08 [08 Jan'08 - 14 Jan'08]
 Spend in (000 US\$)
 1 Space : TV = 30 Sec, Nwsp = 1/2 Page, Mag = 1 Full page

Top Categories	Abv.	Jan'08		Current Week							
		UpToDate - Category		Media Split (000US\$)			Media Split (Spaces)				
		Total	Sh%	Total	Sh%	TV	Press	Total	TV	Press	
Telephone Company-communication System	TCS	11887	14	6166	14	6142		24	5349	5347	2
Shampoo And Conditioner	SHC	5235	6	3072	7	3072			1015	1015	
Government And Corporate Advertising	GCA	4923	6	2439	6	2404		35	989	988	3
Television-radio-cable Network	TRC	4203	5	2239	5	2058		181	1169	1146	22
Road Vehicles Products	RVP	3596	4	1771	4	1739		32	682	675	7
Laundry And Cleaning Aids	LCA	2480	3	1630	4	1630			586	586	
Skin Cream And Oils	SCO	2410	3	1403	3	1390		12	389	387	2
Entertainment-amusement-festival	ENT	2444	3	1339	3	1219		119	691	680	11
Magazines-newspapers	MNW	2239	3	1278	3	1268		11	1396	1394	2
Scents And Fragrances	SAF	2385	3	1221	3	1160		60	493	487	6
Other Professional Services	OPS	2416	3	1186	3	1165		21	914	910	5
Property Developer-real Estate	PDR	2295	3	1095	2	1038		57	671	662	9
Tooth Paste And Dental Care Products	TPD	1886	2	1091	2	1091			338	338	
Chocolate And Biscuits	CHB	1976	2	921	2	921			396	396	
Soft Drinks - Carbonated	SDC	1414	2	900	2	900			647	647	
Organizations Advertising	ORA	1856	2	896	2	895		1	551	551	0
Mobiles Telephone	MOT	1084	1	781	2	775		6	344	343	1
Banks Services	BAS	1401	2	746	2	734		12	288	285	3
Audio-video Productions	AVP	1843	2	710	2	710			1119	1119	
Toilet Soap Products	TSP	1101	1	690	2	690			172	172	
Hair Styling And Coloring	HSC	1404	2	667	2	667			149	149	
Tea And Coffee	TAC	988	1	639	1	639			158	158	
Toys And Hobbies	TAH	1229	1	638	1	638			663	663	
Computers-sofwares And Accessories	CSA	1189	1	626	1	544		82	628	620	8
Fast Food Restaurants	FFR	1235	1	612	1	612			319	319	
Total Market		84035		44262		43049		1213	32615	32451	165

Media Split 000US\$ [08-14Jan'08]



Current Week TV & Press Top Advertising Spend In (000 US\$)			
Brand	Total	TV	Press
Saudi Telecomm.	982	982	
Dove	838	838	
Nokia	683	677	6
Pantene	661	661	
Clear	653	653	
Lipton	592	592	
Iraq	547	547	
Goldi	509	509	
Vaseline	489	489	
Coca Cola	478	478	
Comfort	450	450	
Terrorist Campaign	434	434	
Sunsilk	425	425	
Zain	413	413	
New Boy	409	409	
Fair & Lovely	393	393	
Ford	374	374	
Pepsi	370	370	
Al Khaleidiah A.h	368	251	117
Olay	367	367	
Head & Shoulders	347	347	
Crest	341	341	
Al Safi Danone	337	337	
Mobily	331	331	
Close Up	329	329	
Signal	324	324	
Hydra	322	322	
Lifebuoy	320	320	
Ariel	318	318	
Herbal Essences	313	313	
Arabsat	304	304	
Sedar	300	300	
Mobinil	297	297	
KFC	294	294	
Mtg	291	291	
Auditions Arabia	282	282	
Mohammad Mojit	280	280	
Dabur	274	274	
Nissan	271	265	6
Sorouh	269	269	
Vanish	267	267	
Pert	257	257	
Vodafone	256	256	
Kinder	248	248	
Koleston	240	240	
Retzie	240	240	
Tide	234	234	
Nivea	234	221	12
Downy	233	233	
Kiri	233	233	
Kitkat	232	232	
Braun	227	227	
Pampers	221	221	
Always	208	208	
Dubai Shop.fest.	208	208	
Bambi	203	203	
Kurdistan	199	199	
Noor	194	194	
Du	192	192	
Power Horse	192	192	

Current Week		Current Week	
Television Top Spenders(000US\$)		Press Top Spenders(000US\$)	
Brand	Y2007	Brand	Y2007
Saudi Telecomm.	982	Al Khaleidiah A.h	117
Dove	838	Thinkblue.ae	34
Nokia	677	Fidelity Int'l	29
Pantene	661	Siemens	29
Clear	653	Turkish Air.	20
Lipton	592	Swatch	19
Iraq	547	The One	19
Goldi	509	Al Wataniya	17
Vaseline	489	Shell	16
Coca Cola	478	Honda	16
Comfort	450	Alex West	16
Terrorist Campaign	434	Midnight Poison	16
Sunsilk	425	Sun Guard	15
Zain	413	At&t	14
New Boy	409	Windows Mobile	14
Fair & Lovely	393	Panasonic	14
Ford	374	Cdw	14
Pepsi	370	Dell	14
Olay	367	Grant Thornton	14
Head & Shoulders	347	Greener Gadgets	14

Ad Spend (000US\$)-Jan'08			
Period	Total	TV	Press
Week # 1	39773	38043	1730
Week # 2	44262	43049	1213
Week # 3			
Week # 4			
Total	84035	81092	2943

