

ADVERTISING MARKETS 2011 [JANUARY-JUNE]

Rank	Market Name & Abbreviation	2009	2010	2011	%Variation		Media Contribution (\$ million)										
					11/10	Television	Newspapers	Magazines	Radio	Outdoor	Cinema						
1	Pan Arab Media	2,141	2,874	2,961	3	2,805	5	151	0	0	0						
2	United Arab Emirates	711	688	696	1	65	425	112	27	61	7						
3	Saudi Arabia	558	594	643	8	28	480	36	3	96	0						
4	Kuwait	429	463	451	-3	155	260	24	5	7	0						
5	Egypt	521	713	355	-50	92	176	17	26	45	0						
6	Lebanon	178	213	219	3	147	24	25	1	22	0						
7	Qatar	197	221	215	-3	3	175	10	2	25	0						
8	Oman	118	134	137	2	12	122	3	0	0	0						
9	Jordan	64	70	56	-19	4	48	4	0	0	0						
10	Bahrain	48	67	52	-22	7	31	10	2	0	2						
11	Other Markets**	71	71	69	-3	34	21	8	6	0	0						
Total	AGCC & Pan Arab	4,249	5,086	5,209	2	3,106	1,509	350	46	189	9						
Total	Levant Markets	787	1,020	645	-37	245	256	50	27	67	0						
Total	All Markets (in \$m)	5,036	6,106	5,854	-4	3,351	1,765	400	72	256	9						
					%	%	%	%	%	%	%						
		2009	5,036	100		2,513	100	1,791	100	370	100	67	100	285	100	10	100
Markets Growth Index (Base Y2009)		2010	6,106	121		3,500	139	1,898	106	375	101	74	111	250	88	9	93
		2011	5,854	116		3,351	133	1,765	99	400	108	72	108	256	90	9	91

** Other Markets: Combined — Syria, Yemen & Arabian