

Advertising Age's

22nd Annual

GLOBAL

MARKETERS

PART 1:
Global
ad spending
by marketer

crain

Published December 8, 2008

This document, and information contained therein, is the copyrighted property of Crain Communications Inc. and The Ad Age Group (© Copyright 2008) and is for your personal, non-commercial use only. You may not reproduce, display on a website, distribute, sell or republish this document, or the information contained therein, without prior written consent of The Ad Age Group. Additional copies of this report are available for download on AdAge.com in the DataCenter.

GM falls out of top 3 global spenders

L'Oréal passes carmaker, moves in behind solid No. 1 P&G, Unilever

By LAUREL WENTZ
lwentz@adage.com

AFTER MANY YEARS as one of the top three global marketers, General Motors Corp. dropped to No. 4 based on 2007 ad spending, behind perennial leaders Procter & Gamble Co. and Unilever, as well as newly elevated L'Oréal, according to Ad Age's 22nd-annual Global Marketers report, which covers 86 countries.

In 2007, General Motors was the only one of the top 10 Global Marketers to cut ad spending, by 0.9% to \$3.3 billion. Just 21 of Ad Age's Top 100 Global Marketers spent less in 2007 than in the previous year. The Top 100 as a whole spent \$107.64 billion on measured media, an increase of 8% from 2006, although the U.S. was flat. U.S. spending was down 0.1% to \$46.61 billion. (The high growth rate for spending outside the U.S. was partly due to appreciation of foreign currencies against the downtrodden dollar; the euro, for instance, was up 9.3% in 2007.)

Of course, that's likely to change dramatically in the next couple of years as

ad-spending growth skids in a worldwide recession.

In a forecast out Dec. 8, Group M is predicting that 2008 ad spending will rise 0.3% in the U.S. and worldwide growth will slow to 2.6%. And the outlook for 2009 is bleak. Group M is forecasting a 3.2% decline in U.S. ad spending—a loss of \$5.2 billion ad dollars—and a 0.2% fall for worldwide ad spending next year.

Prospects for other major markets also look grim. In early 2008, Group M hoped for 3% growth in U.K. ad spending next year, but the company's new global forecast slashes U.K. ad spending in 2009 by an estimated 5.6%, or \$1.2 billion. For 2008, the group expects a 3% drop in the U.K.

If anything is certain in a turbulent economy, it's that Procter & Gamble will continue to be the world's biggest global advertiser. The company's global spending is almost twice as much as No. 2 Unilever's—\$9.36 billion compared with \$5.3 billion in 2007. More than half of P&G's advertising budget is invested outside the U.S., with Europe getting the most ad dollars: \$3.11 billion, not far behind P&G's U.S. spending of \$3.7 billion in 2007. P&G also spent \$1.94 billion

hot date?

**AD AGE INDUSTRY EVENTS
IS THE PLACE FOR EVERY
MARKETING, AGENCY AND MEDIA
EVENT THAT MATTERS.**

Keep your finger on the pulse.

Once upon a time it was easy to track all the industry events you'd need to succeed. But as business evolves, merges and melds into exotic new platforms, partnerships and paths, today's event landscape can be difficult to navigate. And since none of us can afford to miss even a beat, there's Industry Events at AdAge.com.

All together now.

AdAge.com/Events is your go-to site for every conference, luncheon, forum, expo, summit, meeting, workshop, seminar, banquet, trade show, awards show and roadshow worth attending.

Get what you need.

So whether you're simply trying to keep your calendar on point, or interested in featuring your own event, AdAge.com/Events is the place to keep abreast of the great and powerful Ad Age Nation.

AdAge.com/Events.

Because if you're not up-to-date... you're down for the count.

AdAge
INDUSTRYEVENTS

For advertising information contact Karen Gaul at 212•210•0159 or via email at kgaul@adage.com

See Top 100 on Page 3

Top 100

From Page 2

in Asia and \$251 million in Latin America.

The Top 100 spent 43.3% of their measured-media budgets in the U.S. in 2007. In part, that reflects that the U.S. is the home market for 48 of the Top 100 Global Marketers, up from 46 last year.

Another 14 companies in the ranking are based in Japan, followed by Germany (10), France (9), the U.K. (6) and Korea (4). One marketer has changed nationalities: Following the acquisition of Anheuser-Busch Cos. by Belgian brewer InBev, Anheuser-Busch InBev is based in Leuven, Belgium.

An ad budget of \$300 million was the cutoff for inclusion in the Top 100 Global Marketers ranking, though several

American companies, such as AT&T, Verizon and Sprint, spent more than \$1 billion but didn't make the list because their spending was almost entirely in the U.S. (A marketer had to report media spending on at least three continents to qualify as "global," regardless of its headquarters.)

Other American companies are expanding their global footprints. eBay made a first-time appearance in the ranking, at No. 100, after ramping up its ad budget, including an 82% jump in U.K. spending.

Five other marketers were added to the Top 100 list this year: U.S. companies Avon Products, Sara Lee Corp. and Eli Lilly & Co.; Japan's Mitsubishi Motors Corp.; and German pharmaceutical group Boehringer Ingelheim, which boosted its U.S. ad spending \$42 million after acquiring the Zantac brand.

CONTENTS

Top 100 global marketers by media spending	4
Top 100 marketers' spending by category	7
Top 100 marketers' spending by region	7
Methodology for global marketers	7
Top 10 marketers in 86 countries by region	8-15
Africa	8
Asia, Australia and New Zealand	9
Europe	10
Latin America	13
Middle East	14
Canada and the U.S.	15

jobs à la mode.

You're very, very good, but not very happy; you're sometimes happy, but always broke; you're looking, but not finding; finding, but not interested. Meanwhile, world-wide staffing is on the rise, killer companies are in competition for hires and star-seeking employers are hungrier than ever. How does one navigate this window of opportunity?

Welcome to **TalentWorks at AdAge.com.**

AdAge.com/TalentWorks is the premier crossroads for top advertising, marketing and media talent – and the HR professionals trying to bring them on board.

Torn from the pages of our weekly publication, **AdAge.com/TalentWorks** – the on-line version – is an effervescent, all-inclusive, interactive jobs boutique featuring leads, perspective, expertise and advice. And we are very much open for business.

So whether you're looking to climb, or looking to hire, the King of All Advertising Industry Media is also the place to grab your piece of the pie.

AdAge.com/TalentWorks. Brand new jobs. With a cherry on top.

AdAge **TALENT WORKS**

Careers. Community. Life.

For advertising information contact Greg Altieri at 212•210•0752 or via email at galtieri@adage.com

TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY MAJOR REGION IN 2007*		
2007	2006			2007	2006	% CHG	2007	2006	% CHG	ASIA	EUROPE	LATIN AMERICA
1	1	Procter & Gamble Co.	Cincinnati	\$9,358	\$8,419	11.2	\$3,700	\$3,516	5.2	\$1,943	\$3,113	\$251
2	2	Unilever	London/Rotterdam	5,295	4,535	16.7	910	848	7.3	1,504	2,285	397
3	5	L'Oreal	Clichy, France	3,426	3,060	12.0	782	754	3.8	393	2,048	88
4	3	General Motors Corp.	Detroit	3,345	3,375	-0.9	2,062	2,208	-6.6	79	926	114
5	4	Toyota Motor Corp.	Toyota City, Japan	3,202	3,129	2.3	1,072	1,203	-10.8	1,221	735	55
6	6	Ford Motor Co.	Dearborn, Mich.	2,902	2,778	4.4	1,653	1,701	-2.8	118	895	108
7	7	Johnson & Johnson	New Brunswick, N.J.	2,361	2,192	7.7	1,421	1,417	0.3	317	486	54
8	10	Nestle	Vevey, Switzerland	2,181	2,046	6.6	693	691	0.4	236	1,091	102
9	12	Coca-Cola Co.	Atlanta	2,177	1,909	14.0	411	497	-17.2	538	999	131
10	11	Honda Motor Co.	Tokyo	2,047	1,957	4.6	849	878	-3.3	926	197	18
11	9	Time Warner	New York	2,022	2,048	-1.3	1,738	1,829	-5.0	8	210	33
12	21	Reckitt Benckiser	Slough, Berkshire, U.K.	1,983	1,487	33.4	469	368	27.5	200	1,172	70
13	8	Sony Corp.	Tokyo	1,886	2,080	-9.3	973	1,121	-13.2	248	548	40
14	16	Kraft Foods	Northfield, Ill.	1,853	1,682	10.2	1,083	999	8.4	25	643	43
15	14	Nissan Motor Co.	Tokyo	1,826	1,770	3.2	953	943	1.1	396	361	43
16	13	GlaxoSmithKline	Brentford, Middlesex, U.K.	1,802	1,821	-1.0	1,187	1,327	-10.6	126	390	59
17	17	McDonald's Corp.	Oak Brook, Ill.	1,740	1,609	8.2	809	777	4.1	317	509	32
18	18	Volkswagen	Wolfsburg, Germany	1,729	1,585	9.1	201	302	-33.4	101	1,309	67
19	20	Mars Inc.	McLean, Va.	1,708	1,561	9.4	570	555	2.7	210	843	23
20	15	Walt Disney Co.	Burbank, Calif.	1,677	1,709	-1.9	1,387	1,426	-2.7	30	212	10
21	19	PepsiCo	Purchase, N.Y.	1,553	1,583	-1.9	890	966	-7.9	193	283	110
22	22	Chrysler	Auburn Hills, Mich.	1,319	1,373	-3.9	1,148	1,245	-7.8	23	68	30
23	28	Danone Group	Paris	1,306	1,088	20.0	100	80	24.8	56	993	131
24	26	PSA Peugeot Citroen	Paris	1,292	1,132	14.2	0	0	NA	30	1,190	56
25	23	General Electric Co.	Fairfield, Conn.	1,277	1,318	-3.1	1,057	1,131	-6.6	22	163	1
26	25	Yum Brands	Louisville, Ky.	1,238	1,153	7.3	738	749	-1.4	323	70	26
27	24	News Corp.	New York	1,144	1,309	-12.6	847	980	-13.6	40	220	11
28	31	Maxingvest'	Hamburg, Germany	1,076	925	16.3	113	82	38.4	118	792	26
29	33	Kellogg Co.	Battle Creek, Mich.	1,054	876	20.4	562	495	13.6	49	345	49
30	37	Viacom	New York	1,002	806	24.3	809	707	14.4	27	127	3
31	29	Panasonic Corp.	Kadoma, Japan	999	946	5.5	66	110	-40.4	830	83	2
32	34	Colgate-Palmolive Co.	New York	994	838	18.6	139	152	-8.0	338	314	169
33	40	Henkel	Duesseldorf	993	778	27.6	69	68	0.7	40	869	9

Note: Figures are in millions of U.S. dollars and are AA DataCenter estimates. 2006 rankings are based on data collected in 2008. Measured media in the U.S. include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, local radio, network radio, national spot radio, Spanish-language media and internet from TNS Media Intelligence found in the 100 Leading National Advertisers Special Report (AA, June 23). Outside the U.S., sources vary and are presented with each country chart beginning on Page 8. *Media spending in Canada, the Middle East and Africa are not broken out but are included in advertiser worldwide totals. 1) Tchibo Holding, which owns German coffee marketer Tchibo and controls personal-care marketer Beiersdorf, in July 2007 changed its name to Maxingvest.

TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY MAJOR REGION IN 2007*		
2007	2006			2007	2006	% CHG	2007	2006	% CHG	ASIA	EUROPE	LATIN AMERICA
34	35	Pfizer	New York	\$918	\$823	11.6	\$752	\$604	24.5	\$11	\$106	\$32
35	45	Vodafone	Newbury, U.K.	913	728	25.4	0	0	0.0	50	827	7
36	39	France Telecom	Paris	897	785	14.2	1	6	-80.3	1	872	0
37	32	Sears Holdings Corp.	Hoffman Estates, Ill.	893	908	-1.6	761	792	-4.0	34	0	51
38	38	Renault	Boulogne-Billancourt, France	873	802	8.9	0	0	NA	9	821	29
39	30	Hyundai Motor Co.	Seoul	848	930	-8.7	443	550	-19.5	123	143	51
40	42	SC Johnson	Racine, Wis.	843	750	12.4	414	447	-7.4	54	279	69
41	36	Anheuser-Busch InBev	Leuven, Belgium	829	821	1.0	532	569	-6.4	0	156	97
42	27	Dell	Round Rock, Texas	824	1,114	-26.0	548	738	-25.7	114	127	18
43	52	Ferrero	Pino Torinese, Italy	820	657	24.9	30	25	18.2	22	746	11
44	50	Bayer	Leverkusen, Germany	780	663	17.6	473	376	26.0	23	222	53
45	44	Canon	Tokyo	760	738	2.9	144	142	1.2	513	91	0
46	54	Daimler	Auburn Hills, Mich./Stuttgart, Germ	748	636	17.6	202	180	12.5	36	478	1
47	53	General Mills	Minneapolis	741	641	15.5	669	590	13.3	11	37	1
48	47	Wal-Mart Stores	Bentonville, Ark.	734	690	6.4	553	537	2.9	0	102	33
49	51	Vivendi	Paris	729	663	10.0	86	105	-18.0	22	613	0
50	46	Kao Corp.	Tokyo	719	716	0.4	151	156	-3.0	556	6	0
51	57	Telefonica	Madrid	700	574	21.9	43	54	-21.6	1	538	118
52	65	Metro Group	Duesseldorf	667	528	26.3	0	0	NA	2	656	3
53	49	Samsung Group	Seoul	656	665	-1.5	144	157	-8.6	266	197	12
54	43	American International Group	New York	654	744	-12.1	119	116	2.5	533	3	0
55	48	Microsoft Corp.	Redmond, Wash.	628	668	-6.0	444	448	-0.9	19	149	0
56	41	Hewlett-Packard Co.	Palo Alto, Calif.	624	755	-17.4	407	472	-13.8	53	128	14
57	60	Fiat	Turin, Italy	613	550	11.5	5	4	45.9	7	516	81
58	56	Wyeth	Madison, N.J.	610	599	2.0	435	439	-0.9	64	60	21
59	66	Citigroup	New York	602	527	14.3	451	428	5.2	37	64	49
60	62	Suzuki Motor Co.	Hamamatsu, Japan	586	544	7.7	118	121	-2.5	255	186	7
61	69	LVMH Moet Hennessy Louis Vuitton	Paris	584	476	22.8	247	206	19.5	64	267	0
62	71	Campbell Soup Co.	Camden, N.J.	581	456	27.4	522	411	27.0	23	23	0
63	81	IAC/InterActiveCorp	New York	570	381	49.5	492	306	60.8	2	62	0
64	58	American Express Co.	New York	565	564	0.2	524	534	-2.0	17	3	8
65	68	BMW	Munich, Germany	554	486	14.1	147	135	9.3	22	351	0
66	73	Schering-Plough Corp.	Kenilworth, N.J.	550	446	23.2	502	406	23.6	20	3	15
67	61	Mazda Motor Corp.	Hiroshima, Japan	548	548	0.0	230	230	-0.0	197	97	1

Note: Figures are in millions of U.S. dollars and are AA DataCenter estimates. See footnotes, Page 4.

TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY MAJOR REGION IN 2007*		
2007	2006			2007	2006	% CHG	2007	2006	% CHG	ASIA	EUROPE	LATIN AMERICA
68	59	Visa	San Francisco	\$543	\$557	-2.6	\$392	\$418	-6.2	\$54	\$27	\$47
69	55	Novartis	Basel, Switzerland	518	609	-15.0	300	428	-30.0	14	183	10
70	64	Clorox Co.	Oakland, Calif.	508	530	-4.1	475	495	-4.0	8	0	19
71	78	Kia Motors Corp.	Seoul	499	415	20.1	187	185	1.4	24	234	17
72	88	Nintendo Co.	Kyoto, Japan	494	351	41.0	111	77	44.4	188	190	0
73	75	Kimberly-Clark Corp.	Irving, Texas	478	430	11.4	256	255	0.1	54	95	52
74	76	Mattel	El Segundo, Calif.	466	423	10.0	220	204	7.8	16	156	62
75	83	Carrefour	Levallois-Perret, France	462	377	22.5	0	0	NA	13	397	47
76	72	Sharp Corp.	Osaka, Japan	456	452	0.8	87	71	23.1	362	3	0
77	74	Nokia Corp.	Espoo, Finland	450	444	1.3	13	49	-73.0	144	253	7
78	80	Apple	Cupertino, Calif.	447	392	13.9	320	292	9.6	12	94	0
79	93	Coty (JAB Investments)	Ludwigshafen, Germany	440	322	36.9	211	166	27.0	8	213	0
80	91	Ikea International	Delft, Sweden	437	339	28.8	95	85	11.7	14	298	0
81	70	MasterCard International	Purchase, N.Y.	431	461	-6.6	311	346	-9.9	29	53	24
82	77	Doctor's Associates	Milford, Conn.	428	416	2.8	362	362	0.0	19	20	0
83	82	Cadbury	London	425	378	12.5	126	122	3.5	72	151	46
84	85	Bristol-Myers Squibb Co.	New York	419	356	17.8	375	311	20.8	16	9	18
85	79	Fuji Heavy Industries	Tokyo	414	403	2.7	155	159	-2.5	212	38	0
86	122	Boehringer Ingelheim	Ingelheim, Germany	399	198	101.8	303	115	163.5	3	75	15
87	90	LG Group	Seoul	396	340	16.4	86	73	17.9	189	87	11
88	67	Merck & Co.	Whitehouse Station, N.J.	395	525	-24.7	376	512	-26.6	1	9	4
89	92	Heineken	Amsterdam	394	330	19.2	136	129	5.4	3	249	0
90	97	ING Group	Amsterdam	386	293	32.0	82	56	48.0	15	283	0
91	87	Diageo	London	375	352	6.5	173	176	-1.8	34	147	1
92	84	Aldi Group	Essen, Germany	374	366	2.2	4	4	4.0	3	367	0
93	105	Mitsubishi Motors Corp.	Tokyo	365	249	46.5	155	109	42.7	76	77	35
94	110	Eli Lilly & Co.	Indianapolis	357	235	52.2	348	230	51.5	1	0	3
95	86	Burger King Holdings	Miami	356	356	0.2	275	286	-3.9	0	64	7
96	102	Sara Lee Corp.	Chicago	336	259	29.7	82	78	5.3	18	228	0
97	115	Avon Products	New York	326	224	45.1	120	80	50.1	50	106	50
98	96	Sanofi-Aventis	Paris	318	294	8.1	247	245	0.5	2	55	11
99	95	Shiseido Co.	Tokyo	310	301	3.0	7	6	27.6	299	4	0
100	111	Ebay	San Jose, Calif.	305	234	30.7	174	144	20.7	5	126	0

Note: Figures are in millions of U.S. dollars and are AA DataCenter estimates. See footnotes, Page 4.

TOP 100 AD SPENDING BY CATEGORY

In measured media bought in 2007 and 2006

CATEGORY	MEASURED ADVERTISING EXPENDITURES				ADVERTISER COUNT
	2007	2006	% CHG	% TOTAL	
Automotive	\$23,712	\$22,662	4.6	22.0	18
Personal care	23,414	20,548	13.9	21.8	11
Food	11,006	9,644	14.1	10.2	10
Entertainment & media	9,737	9,932	-2.0	9.0	7
Drugs	9,428	8,760	7.6	8.8	12
Computers and other electronics	5,789	6,071	-4.7	5.4	9
Retail	5,026	4,298	16.9	4.7	9
Restaurants	3,762	3,534	6.4	3.5	4
Soft drinks	3,730	3,492	6.8	3.5	2
Cleaners	3,333	2,766	20.5	3.1	3
Financial	3,182	3,146	1.1	3.0	6
Telephone	2,960	2,531	16.9	2.7	4
Beer, wine & liquor	1,598	1,504	6.3	1.5	3
Toys	960	774	24.0	0.9	2

Figures are U.S. dollars in millions and represent the top 100 only. All figures are considered AA DataCenter estimates.

MEASURED MEDIA SPENDING BY REGION

Advertising data from 86 countries

REGION	MEASURED ADVERTISING EXPENDITURES			
	2007	2006	% CHG	% OF TOTAL
Africa	\$738	\$683	8.1	0.7
Asia and Pacific	16,146	15,109	6.9	15.0
Europe	37,711	31,736	18.8	35.0
Latin America*	3,630	2,849	27.4	3.4
Middle East	700	569	23.1	0.7
Canada	2,094	2,043	2.5	1.9
Total outside the U.S.	61,020	52,989	15.2	56.7
U.S.	46,615	46,675	-0.1	43.3
Worldwide	107,635	99,664	8.0	100.0

Figures are U.S. dollars in millions and represent the top 100 only. All figures are AA DataCenter estimates.

METHODOLOGY FOR THE 2008 GLOBAL MARKETERS

GLOBAL MARKETERS that became the Top 100 were collated from media lists from 86 countries provided by monitoring services, primarily Nielsen, TNS, Ibope, PARC, Steadman, Sigma, and Ifat. In some cases, monitoring services are licensees or partners of Nielsen or TNS. Other independent companies also supplied data. McCann, JWT, Saatchi and MindShare also contributed significantly to the report.

Rankings provided by country listed as many as 500 advertisers to as few as 10. In all cases, the Ad Age DataCenter aggregated spending by parent company. For example, ASDA spending in the U.K. is attributed to Wal-Mart Stores for the Top 100 ranking. Data reported by brand were similarly summed by parent advertiser. (Wrigley is included in Mars, for example.)

Media lists per country were by gross ad rates. Advertising Age adjusted some markets' gross media expenditures to reflect a market's global media volume among all countries.

A Top 100 marketer had to have reported media spending this year on at least three

continents to qualify as "global" regardless of headquarters.

As it was, Germany had 10 headquarters, France had nine and the U.K. had six among Top 100 marketers. Japan was home base for 14 and the U.S. for 48.

Because Ad Age treats exchange rates on a historic basis, exchange rate fluctuations increased spending outside the U.S. due to the falling dollar. Europe's 2007 media tallies were affected by a 9.3% increase in the euro and a 9.3% increase in the British pound versus the dollar. The yen was fairly stable, increasing only 0.3% against the dollar.

Revenue percent changes are based on more statistically accurate data than the printed revenues figures, which are in millions and rounded to one decimal place.

STAFF FOR THIS REPORT

Bradley Johnson, Kevin Brown, Maureen Morrison, Maura Wall, Keri Lynch, Jessica Lane, Alica Lasek, Laurel Wentz, Normandy Madden, Dagmar Mussey and Joyce-Ann Gatsoulis.

TO REACH US

For questions about this report, e-mail DataCenter@AdAge.com

For general editorial information, write to Edit@AdAge.com

Subscription and single copy sales 1-888-288-5900 or Subs@Crain.com;
Advertising (212) 210-0159; **Classified** 1-800-248-1299; **Library services** (312) 649-5476, (312) 649-5329

AFRICA

Algeria

Sigma Conseil

<http://www.e-sigmaconseil.com>

Advertiser	2007	2006	% chg
Orascom Telecom Holding	\$34.0	\$26.0	30.8
Wataniya Telecom	19.0	12.0	58.3
Algerie Telecom	15.0	13.0	15.4
Danone Group	7.0	4.0	75.0
Cevital	2.0	1.0	100.0
Hyundai Motor Co.	2.0	6.0	-66.7
Procter & Gamble Co.	2.0	1.0	100.0
PSA Peugeot Citroen	2.0	2.0	0.0
Renault	2.0	2.0	0.0
Sarl Elsecom	2.0	2.0	0.0

Figures are in millions of U.S. dollars.

Ghana

Steadman Group

<http://www.steadman-group.com/>

Advertiser	2007	2006	% chg
GT Onetouch	\$2.1	NA	NA
Scancom	1.6	NA	NA
Millicom	1.2	NA	NA
GT Fixed Network Services	1.0	NA	NA
Kinapharma	0.9	NA	NA
Unilever	0.6	NA	NA
Kasapreko Company	0.5	NA	NA
Angel Group of Cos.	0.5	NA	NA
Diageo	0.5	NA	NA
Kasapa Telecom	0.4	NA	NA

Figures are in millions of U.S. dollars.

Kenya

Steadman Group

<http://www.steadman-group.com/>

Advertiser	2007	2006	% chg
Telkom Kenya	\$29.3	\$13.4	118.6
Zain	9.2	11.0	-16.6
Coca-Cola Co.	7.4	3.8	94.6
Unilever	7.2	5.8	25.4
East African Breweries	6.8	6.9	-0.5
Reckitt Benckiser	6.7	4.2	57.9
Nakumatt Supermarkets	5.6	3.1	80.9
Population Service Intern.	5.0	5.3	-4.1
Kapa Oil Kenya	3.4	2.5	35.2
Electoral Commission of Kenya	3.4	0.4	691.4

Figures are in millions of U.S. dollars.

Morocco

Sigma Conseil

<http://www.e-sigmaconseil.com>

Advertiser	2007	2006	% chg
Maroc Telecom	\$52.0	\$51.0	2.0
Medi Telecom	34.0	25.0	36.0
Wana	33.0	NA	NA
Procter & Gamble Co.	14.0	16.0	-12.5
Unilever	10.0	7.0	42.9
Centrale Laitiere	9.0	6.0	50.0
Min. De L'Interieur	9.0	7.0	28.6
Coca-Cola Co.	8.0	3.0	166.7
Lesieur Cristal	8.0	8.0	0.0
Attijariwafa Bank	7.0	5.0	40.0

Figures are in millions of U.S. dollars.

Nigeria

Media Monitoring Report via SO&U Saatchi & Saatchi

Advertiser	2007	2006	% chg
MTN Group	\$14.0	\$19.0	-26.3
Zain	11.0	8.0	37.5
Globalcom	8.0	9.0	-11.1
Indomie Noodles	6.0	NA	NA
Diageo	6.0	9.0	-33.3
Heineken	5.0	10.0	-50.0
Platium Habib Bank	3.0	3.0	0.0
Skye Bank	3.0	3.0	0.0
United Bank For Africa	3.0	3.0	0.0
Nokia Corp.	3.0	3.0	0.0

Figures are in millions of U.S. dollars.

South Africa

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Naspers	\$556.3	\$265.3	109.7
SABC	364.1	285.5	27.6
ETV Network	107.3	110.1	-2.6
Unilever	88.9	66.4	33.9
Vodacom	68.3	63.9	6.9
MTN Group	61.2	62.0	-1.2
Pick n Pay	49.1	44.3	10.8
Shoprite Holdings	48.8	49.0	-0.2
Government National	46.4	29.9	55.5
Standard Bank	44.0	37.6	16.9

Figures are in millions of U.S. dollars.

Tanzania

Steadman Group

<http://www.steadman-group.com/>

Advertiser	2007	2006	% chg
Zain	\$5.1	\$4.6	12.2
Coca-Cola Co.	3.7	2.4	58.5
Vodacom	3.7	3.1	18.0
Haki Elimu	2.8	NA	NA
SBC Tanzania	2.3	1.1	113.3
MIC Tanzania	1.9	1.4	31.8
Naspers	1.7	0.6	185.4
Population Service Intern	1.5	1.1	32.0
TZ Telcom. Corp.	1.3	0.9	49.2
Sponsors	1.2	NA	NA

Figures are in millions of U.S. dollars.

Tunisia

Sigma Conseil

<http://www.e-sigmaconseil.com>

Advertiser	2007	2006	% chg
Tunisie Telecom	\$11.0	\$5.0	120.0
OTT (Tunisiana)	7.0	6.0	16.7
Danone Group	4.0	3.0	33.3
Sotubi	3.0	3.0	0.0
Sotuchoc	3.0	2.0	50.0
SFBT	3.0	2.0	50.0
SAH (Lilas)	2.0	1.0	100.0
ATB	2.0	1.0	100.0
IAT (President)	2.0	1.0	100.0
Gipa - Selja	2.0	1.0	100.0

Figures are in millions of U.S. dollars.

Uganda

Steadman Group

<http://www.steadman-group.com/>

Advertiser	2007	2006	% chg
Zain	\$7.6	\$4.9	54.9
MTN Group	5.5	3.4	61.1
East African Breweries	2.2	2.0	10.1
SABMiller	2.1	1.4	47.8
Uganda Telcom	2.0	1.4	45.4
Crown Bottlers	1.9	1.2	54.9
Unilever	1.8	0.9	95.6
Century Bottling	1.6	0.6	194.4
Mukwano Industries	1.3	0.9	52.8
Naspers	1.2	0.6	105.9

Figures are in millions of U.S. dollars.

Zambia

Steadman Group

<http://www.steadman-group.com/>

Advertiser	2007	2006	% chg
MTN Group	\$1.5	NA	NA
Zain	1.4	NA	NA
Trade Kings	0.9	NA	NA
Zambia Telecommunication	0.5	NA	NA
Naspers	0.3	NA	NA
Zambian Airways	0.3	NA	NA
Reckitt Benckiser	0.2	NA	NA
Carliforntian Beverages	0.2	NA	NA
Home Mark Store	0.1	NA	NA
Unilever	0.1	NA	NA

Figures are in millions of U.S. dollars.

ASIA & PACIFIC

Australia

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Australian Government	\$112.6	\$51.5	118.6
Telstra Corp.	96.5	79.5	21.4
Coles Myer	86.8	71.6	21.3
Woolworths	85.1	62.5	36.1
Harvey Norman Holdings	78.4	66.0	18.8
Holden Limited	57.1	35.9	59.1
Toyota Motor Corp.	54.3	39.0	39.2
L'Oreal	50.1	38.4	30.4
Mitsubishi Motors Corp.	49.8	30.0	65.7
Reckitt Benckiser	49.5	37.2	33.1

Figures are in millions of U.S. dollars.

Azerbaijan

TV MR AZ, an AGB Nielsen Media Research licensee

<http://www.agb.az>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$15.7	\$3.1	400.9
Azercell J.V.	8.4	10.7	-21.3
Colgate-Palmolive Co.	7.4	10.6	-29.7
Reckitt Benckiser	5.9	3.6	63.0
Henkel	5.5	0.9	493.3
Azerfon	4.8	NA	NA
Mars Inc.	4.5	2.4	86.4
Bakcell	3.8	4.9	-21.7
Danone Group	3.2	0.4	641.4
Coca-Cola Co.	3.0	0.9	215.8

Figures are in millions of U.S. dollars.

China

CTR Media Intelligence (TNS)

<http://www.ctrchina.cn>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$1,097.5	\$1,084.5	1.2
Unilever	446.5	417.3	7.0
Harbin Pharma Group Pharmaceutical	434.0	391.8	10.8
Shanghai Goldenpartner Biology Technology	227.3	197.5	15.1
Hayao Group Sanchine Pharmacy	212.3	138.0	53.8
Yum Brands	203.3	147.8	37.6
L'Oreal	196.5	132.5	48.3
China Mobile Telecom	191.0	191.5	-0.3
Colgate-Palmolive Co.	157.3	119.0	32.1
Coca-Cola Co.	136.5	98.3	38.9

Figures are in millions of U.S. dollars, discounted by AA.

Hong Kong

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$53.3	\$49.2	8.5
Cheung Kong	46.0	37.7	22.0
HSBC	31.8	38.3	-17.1
Sun Hung Kai Property Co	19.9	23.4	-14.6
HK Government	19.8	15.4	28.8
Henderson GP	18.5	22.1	-16.3
Dairy Farm	17.5	15.3	14.5
Pacific Century Group	17.4	13.2	31.4
Mars Inc.	17.2	15.1	13.6
Standard Chartered	17.1	14.0	22.3

Figures are in millions of U.S. dollars, discounted by AA.

India

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Unilever	\$254.6	\$221.6	14.9
Tata Group	83.2	48.4	72.1
Procter & Gamble Co.	80.2	62.1	29.0
Reckitt Benckiser	76.3	51.9	47.1
PepsiCo	47.9	36.9	29.8
Bharti Airtel	46.5	17.5	165.1
Paras Pharmaceuticals	41.5	42.7	-2.9
Honda Motor Co.	39.8	27.5	44.7
Nokia Corp.	39.0	23.1	69.0
L'Oreal	34.9	32.0	8.9

Figures are in millions of U.S. dollars, discounted by AA.

Indonesia

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Unilever	\$200.4	\$182.0	10.1
Metro TV	49.8	56.2	-11.4
Global TV	48.1	37.0	30.0
Cakrawala Andalas Televisi	47.5	49.1	-3.3
Rajawali Citra Televisi	45.9	43.5	5.4
Indosiar Visual Mandiri	38.4	36.5	4.9
Televisi Pendidikan Indonesia	37.6	47.3	-20.3
Televisi Transformasi Indonesia	34.9	30.2	15.4
Telkomsel	34.8	25.4	36.8
Suzuki Motor Co.	29.2	25.6	14.3

Figures are in millions of U.S. dollars, discounted by AA.

Japan

Nikkei Adv. Rsch Inst. and Universal McCann

<http://www.nikkei-koken.gr.jp/english/english.php>

Advertiser	2007	2006	% chg
Toyota Motor Corp.	\$1,044.4	\$1,028.7	1.5
Panasonic Corp.	784.3	715.0	9.7
Honda Motor Co.	774.6	701.9	10.4
Kao Corp.	489.7	482.0	1.6
Aeon Co.	456.2	412.9	10.5
Canon	417.2	448.7	-7.0
KDDI Corp.	383.1	387.1	-1.0
American International Group	375.6	523.9	-28.3
Seven & I Holdings Co.	375.1	435.4	-13.9
Suntory Group	353.5	325.1	8.7

Figures are in millions of U.S. dollars.

Kazakhstan

TNS Gallup Media Asia (Kazakhstan)

<http://www.tnsglobal.com>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$72.9	\$58.3	25.2
K Cell (Kazakhstan Cellular)	33.1	12.5	164.7
Mars Inc.	31.0	28.4	9.0
Unilever	24.7	16.3	51.4
Colgate-Palmolive Co.	24.2	21.1	14.7
Henkel	19.1	17.7	8.3
Vimpel-Communications	17.8	9.3	90.9
LG Group	15.4	19.3	-20.3
Coca-Cola Co.	13.7	8.5	60.3
Reckitt Benckiser	11.5	7.0	64.9

Figures are in millions of U.S. dollars.

Malaysia

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Telenor	\$44.0	\$29.0	51.5
Procter & Gamble Co.	38.3	31.1	23.0
Maxis Communication Bhd	37.3	42.7	-12.7
Unilever	36.7	32.0	14.9
Celcom	32.8	29.0	13.1
Nestle	21.7	21.7	0.1
Telekom Malaysia	16.6	10.4	58.8
Petronas	16.3	10.7	52.6
Yum Brands	12.9	12.7	1.8
Johnson & Johnson	11.8	8.0	47.3

Figures are in millions of U.S. dollars.

New Zealand

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Telecom Corp. of Nz	\$35.0	\$39.1	-10.5
Foodstuffs	34.7	34.3	1.3
Harvey Norman Holdings	30.3	22.8	32.7
Progressive Enterprises	28.0	26.2	6.8
The Warehouse	26.3	20.7	26.9
NZ Lotteries Commission	24.2	21.8	11.1
Reckitt Benckiser	22.8	17.2	33.1
Noel Leeming Group	21.1	15.3	38.1
Mitre 10	19.2	16.0	19.8
Brandworld	19.1	15.1	25.9

Figures are in millions of U.S. dollars.

Pakistan

Gallup Pakistan

<http://www.gallup.com.pk>

Advertiser	2007	2006	% chg
Unilever	\$20.2	\$16.9	19.6
Orascom	14.9	10.6	40.7
Pakistan Telecommunication Co.	13.5	11.1	22.5
Procter & Gamble Co.	10.2	7.0	46.3
Telenor	8.7	7.5	16.3
PepsiCo	8.0	7.6	5.3
LG Group	7.0	0.5	NA
Jang Group	6.8	7.1	-4.9
Nestle	6.7	4.4	53.8
Coca-Cola Co.	4.8	2.0	135.7

Figures are in millions of U.S. dollars.

Philippines

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Unilever	\$55.5	\$40.7	36.3
Procter & Gamble Co.	38.9	36.7	5.8
United Laboratories	27.3	19.5	39.7
Nestle	22.4	21.1	6.4
Colgate-Palmolive Co.	22.0	19.7	11.8
Philippine Long Distance Telephone Co.	14.7	15.8	-6.9
Globe Telecom	14.7	10.4	40.7
Johnson & Johnson	14.1	10.0	40.6
San Miguel Corp.	9.0	7.9	14.1
Wyeth	7.3	5.2	40.2

Figures are in millions of U.S. dollars, discounted by AA.

GLOBAL MARKETERS: Top 10 Global Marketers by Country

December 8, 2008 | Advertising Age | 10

Singapore

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$15.9	\$10.7	49.4
Courts	13.3	11.5	16.2
Yum Brands	12.2	11.7	4.2
S'Pore Telecom Mobile Pte	12.0	3.9	204.4
Warner Music Group	11.8	7.7	53.3
HSBC	11.7	10.1	16.7
Far East Organization Centre	11.7	4.5	157.7
Starhub CableTV	10.9	13.8	-20.8
Malaysia Dairy Industries	10.9	8.6	26.8
NTUC FairPrice	10.7	7.1	50.1

Figures are in millions of U.S. dollars.

South Korea

KADD (Nielsen)

Advertiser	2007	2006	% chg
American International Group	\$144.0	\$91.8	56.9
Samsung Group	143.0	160.9	-11.1
SK Telecom	130.0	118.2	10.0
KTF	92.7	82.5	12.4
LG Group	81.3	94.1	-13.7
KT Corp.	75.1	62.1	20.9
Hyundai Motor Co.	62.0	67.9	-8.7
Amore Pacific	56.2	62.7	-10.3
Hi Mart	50.0	47.4	5.3

Figures are in millions of U.S. dollars.

Sri Lanka

Nielsen

Advertiser	2007	2006	% chg
Unilever	\$12.0	\$9.4	28.0
Telekom Malaysia	10.0	5.6	77.7
Sri Lanka Telecom	9.0	4.8	89.3
Nestle	5.0	4.2	19.6
Ceylon Biscuits	4.0	3.6	9.9
National Lotteries	3.0	NA	NA
Singer Sri Lanka	3.0	1.7	71.6
Tigo	3.0	NA	NA
Suntel	2.0	NA	NA

Figures are in millions of U.S. dollars.

Taiwan

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Far Glory	\$33.8	\$38.6	-12.6
Procter & Gamble Co.	21.3	24.1	-11.4
L'Oreal	12.7	13.9	-8.6
Tsan Kuenn 3C Mall	12.6	7.5	69.1
Unilever	12.0	11.5	3.6
Chunghwa Telecom	11.4	11.8	-2.8
E Life Mall	10.7	6.2	70.7
Uni-President Enterprises Group	10.3	10.7	-3.8
GlaxoSmithKline	10.0	10.3	-2.8
Johnson & Johnson	9.3	9.1	2.2

Figures are in millions of U.S. dollars.

Thailand

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Unilever	\$164.2	\$134.7	21.9
Procter & Gamble Co.	53.4	44.4	20.2
Advance Info Service Pcl.	47.0	42.2	11.2
Toyota Motor Corp.	43.8	36.9	18.9
L'Oreal	36.6	20.7	77.2
Osotspa Co.	34.9	15.1	130.9
Nestle	34.9	26.3	32.4
Office of The Prime Minister	34.0	20.7	64.2
Tchibo Holding	33.2	24.7	34.7
Total Access Communications	31.5	23.7	33.2

Figures are in millions of U.S. dollars.

Vietnam

TNS Media Intelligence/Vietnam

<http://www.tns-global.com>

Advertiser	2007	2006	% chg
Unilever	\$41.9	\$48.3	-13.1
Procter & Gamble Co.	17.9	22.1	-19.1
VMS - Mobifone	9.5	8.2	15.6
Royal Friesland Foods	9.3	9.8	-5.3
Vinamilk Corporation	8.9	9.3	-3.9
Tan Hiep Phat Brewery Co.	7.7	2.7	187.1
Johnson & Johnson	6.9	5.3	28.9
Vietnam Brewery	5.8	6.9	-16.6
Nokia Corp.	5.3	6.5	-19.7
Nestle	5.2	5.0	4.5

Figures are in millions of U.S. dollars.

EUROPE Austria

Focus Research

Advertiser	2007	2006	% chg
Deutsche Telekom	\$61.9	\$51.9	19.3
Aldi Group	50.7	35.0	44.8
Metro Group	48.1	25.9	85.3
Edeka Zentrale	34.4	25.8	33.6
Volkswagen	32.3	32.9	-2.0
Hutchison Whampoa	31.3	32.8	-4.5
L'Oreal	29.7	NA	NA
One GSM	29.6	31.2	-5.2
Mobilkom Austria	28.8	20.3	41.6
Bank Austria	27.1	24.4	10.9

Figures are in millions of U.S. dollars.

Belarus

McCann Erickson Universal Belarus

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$28.9	\$29.9	-3.4
Henkel	23.8	14.0	70.5
Nestle	15.1	9.9	52.2
Unilever	13.5	7.5	80.7
Mars Inc.	11.7	13.4	-12.4
Coca-Cola Co.	11.6	6.1	91.2
L'Oreal	10.7	2.6	310.6
Reckitt Benckiser	9.1	12.5	-27.2
MDS (Velcom)	8.2	4.4	87.6
PepsiCo	8.0	5.1	55.7

Figures are in millions of U.S. dollars.

Belgium

MediaXim CIM MDB

<http://www.mediaxim.com>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$114.2	\$116.3	-1.8
Belgacom Group	103.5	93.3	10.9
Federale Belgische Staat	100.1	85.9	16.6
Danone Group	74.4	70.3	5.8
Volkswagen	59.9	44.9	33.3
Corelio	57.6	NA	NA
Vlaamse Media Maatschappij	56.4	39.2	43.9
Unilever	56.0	63.0	-11.0
PSA Peugeot Citroen	51.1	35.6	43.3
L'Oreal	50.0	46.2	8.1

Figures are in millions of U.S. dollars.

Bosnia and Herzegovina

Mareco Index Bosnia Gallup/TNS Media Intelligence

<http://www.mib.ba>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$18.9	\$10.4	81.3
Coca-Cola Co.	13.8	10.1	37.0
Reckitt Benckiser	10.0	8.7	14.3
Henkel	9.5	3.5	173.4
Tchibo Holding	6.8	4.3	58.2
Podravka	4.7	1.1	335.2
Mars Inc.	4.7	3.5	34.5
Unilever	4.1	1.7	141.5
SC Johnson	4.0	3.4	17.9
Drenik	3.8	2.2	74.4

Figures are in millions of U.S. dollars.

Bulgaria

TNS TV Plan AdEx Monitoring

<http://www.tnsglobal.com>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$32.8	\$28.7	14.1
Mobitel	24.6	20.0	23.0
BTKVivatel	21.9	18.7	16.6
Ficosota Syntez	17.8	8.7	103.1
Coca-Cola Co.	16.4	15.0	9.3
Globul	16.4	15.0	9.3
Nestle	15.0	12.5	20.3
Henkel	12.3	7.5	64.0
Reckitt Benckiser	10.9	2.5	337.4
Zagorka	9.6	6.2	53.1

Figures are in millions of U.S. dollars.

Croatia

AGB Nielsen Media Research

<http://www.agbnielsen.net>

Advertiser	2007	2006	% chg
Deutsche Telekom	\$47.2	\$45.8	3.1
Procter & Gamble Co.	30.7	28.2	9.0
Reckitt Benckiser	28.0	28.3	-0.8
Telekom Austria	24.5	21.9	12.0
Coca-Cola Co.	19.4	15.3	26.4
Henkel	19.0	13.8	37.3
L'Oreal	18.9	12.5	50.9
Unilever	16.5	13.7	21.1
Podravka	15.9	10.8	47.4
Tele2	14.5	6.5	122.1

Figures are in millions of U.S. dollars.

Cyprus

AGB Nielsen Media Research Cyprus

<http://www.agbnielsen.net>

Advertiser	2007	2006	% chg
Bank of Cyprus	\$7.9	\$12.8	-38.2
Golden Telemedia	7.4	12.8	-42.3
Hellenic Bank	6.8	17.0	-60.3
Laiki Bank	6.2	15.1	-59.0
Orfanides	5.8	19.2	-69.6
Procter & Gamble Co.	5.4	10.6	-49.0
Carrefour	4.9	11.0	-55.7
Nestle	4.8	7.9	-38.8
Coca-Cola Co.	4.2	12.2	-65.4
Opap	3.5	5.9	-40.8

Figures are in millions of U.S. dollars.

Czech Republic

TNS A-Connect

<http://www.tnsmi.cz/>

Advertiser	2007	2006	% chg
Telefonica	\$80.8	\$81.7	-1.1
Vodafone	68.9	77.5	-11.1
Procter & Gamble Co.	67.2	59.8	12.3
Unilever	58.6	34.7	69.2
Henkel	47.3	39.2	20.7
Deutsche Telekom	42.2	48.4	-12.9
L'Oreal	37.9	33.7	12.4
Kraft Foods	37.2	36.0	3.4
Volkswagen	35.7	31.5	13.5
Reckitt Benckiser	33.3	27.6	20.7

Figures are in millions of U.S. dollars.

Denmark

TNS Gallup

<http://www.tns-gallup.dk/>

Advertiser	2007	2006	% chg
Dansk Supermarked	\$49.3	\$39.4	25.0
Ukendt Annoncør	48.6	43.5	11.8
TDC	48.6	37.6	29.1
Telenor	48.0	35.9	33.8
Danske Bank Group	30.4	30.3	0.3
Nykredit Realkredit	26.0	28.0	-7.3
Semler Gruppen	25.7	22.1	16.8
DSB	24.2	18.2	33.0
TeliaSonera	24.2	20.4	18.3
Danske Spil	23.0	22.4	2.9

Figures are in millions of U.S. dollars.

Estonia

TNS Emor/TNS Media Intelligence

<http://www.emoree>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$4.8	\$4.5	6.6
EMT	3.4	2.4	42.0
Tele2	3.0	2.0	48.4
L'Oreal	1.6	1.2	37.0
Rimi Baltic	1.6	1.4	12.6
Saku Õlletehas	1.5	0.9	71.8
Swedbank	1.5	1.6	-5.7
A-Selver	1.5	1.3	16.7
Elisa Eesti	1.4	1.1	27.7
Eliion Ettevõtte	1.4	1.2	17.4

Figures are in millions of U.S. dollars.

Finland

TNS Gallup

<http://www.tns-gallup.fi>

Advertiser	2007	2006	% chg
Unilever	\$21.2	\$17.2	23.7
TeliaSonera	18.2	17.2	6.1
Suomi-Soffa	14.9	8.7	70.6
Elisa	14.8	20.4	-27.5
L'Oreal	13.5	12.8	5.4
Toyota Motor Corp.	13.1	10.3	26.6
Volkswagen	12.2	11.4	6.9
Procter & Gamble Co.	12.1	11.8	2.5
Valio	11.6	9.7	19.4
Ford Motor Co.	10.4	9.3	11.4

Figures are in millions of U.S. dollars.

France

TNS Media Intelligence

<http://www.tnsmi.fr/>

Advertiser	2007	2006	% chg
Vivendi	\$489.3	\$414.6	18.0
L'Oreal	436.7	420.8	3.8
PSA Peugeot Citroen	372.2	337.8	10.2
France Telecom	357.9	340.6	5.1
Association Familiale Mulliez	318.6	269.3	18.3
Renault	304.0	266.3	14.1
Carrefour	274.9	213.4	28.8
Procter & Gamble Co.	229.0	184.6	24.1
Sony Corp.	215.1	206.2	4.3
E.Leclerc Magasins	201.3	183.9	9.5

Figures are in millions of U.S. dollars, discounted by AA.

Georgia

TV MR GE, an AGB Nielsen Media Research licensee

<http://www.agbnielsen.net>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$2.7	\$2.7	0.3
Metromedia	2.6	NA	NA
TeliaSonera	2.3	NA	NA
Colgate-Palmolive Co.	2.2	5.1	-56.3
Aversi	2.1	1.2	68.8
Coca-Cola Co.	2.0	1.2	61.2
PSP Pharma	1.9	NA	NA
Mars Inc.	1.8	1.5	14.4
Brewery Natakhtari	1.7	0.7	136.5
Elite Electronics Trading Network	1.3	1.7	-22.5

Figures are in millions of U.S. dollars.

Germany

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Metro Group	\$496.3	\$402.1	23.4
Volkswagen	332.8	257.2	29.4
Procter & Gamble Co.	314.1	274.2	14.6
Aldi Group	243.5	215.9	12.8
Axel Springer	232.5	193.4	20.2
L'Oreal	229.3	236.6	-3.1
Deutsche Telekom	227.9	269.4	-15.4
Bertelsmann	218.4	228.2	-4.3
Unilever	205.1	202.9	1.1
Edeka Zentrale	203.7	55.4	267.9

Figures are in millions of U.S. dollars.

Greece

Media Services

<http://www.mediaservices.gr>

Advertiser	2007	2006	% chg
Hellenic Telecommunications Org. (OTE)	\$107.8	\$70.2	53.6
Vodafone	69.6	45.3	53.7
Procter & Gamble Co.	66.8	47.6	40.4
Wind Telecommunications	63.3	NA	NA
Unilever	47.2	21.7	117.1
L'Oreal	46.5	43.5	7.0
OPAP	42.4	33.7	25.8
Piraeus Bank	39.5	23.2	70.2
Vivartia	39.3	NA	NA
EFG Eurobank	32.0	NA	NA

Figures are in millions of U.S. dollars.

Hungary

TNS Media Intelligence

<http://www.tnsmi.hu>

Advertiser	2007	2006	% chg
Deutsche Telekom	\$111.8	\$103.0	8.5
Unilever	93.9	87.3	7.6
Procter & Gamble Co.	90.3	98.4	-8.2
Henkel	64.2	53.6	19.6
Telenor	60.7	60.5	0.4
Reckitt Benckiser	58.5	58.1	0.7
Danone Group	52.4	47.1	11.3
Bayer	51.7	52.3	-1.2
Mars Inc.	50.0	48.8	2.6
Vodafone	49.4	41.9	17.9

Figures are in millions of U.S. dollars.

Ireland

Institute of Advertising Practitioners in Ireland

<http://www.iapi.ie/>

Advertiser	2007	2006	% chg
Diageo	\$33.7	\$25.1	34.4
Unilever	31.6	27.4	15.4
Procter & Gamble Co.	25.6	20.0	28.2
Tesco	24.6	13.7	80.2
Vodafone	23.2	16.8	38.3
Meteor Mobile Communications	20.0	NA	NA
Heineken	18.9	14.7	28.9
Kellogg Co.	18.7	13.3	40.6
Coca-Cola Co.	18.5	13.0	42.2
Dunnes Stores	18.5	14.4	28.5

Figures are in millions of U.S. dollars.

Italy

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Telecom Italia	\$154.7	\$107.5	44.0
Procter & Gamble Co.	147.0	124.6	18.0
Fiat	145.8	157.4	-7.4
Ferrero	135.2	121.7	11.1
Unilever	129.2	122.8	5.3
L'Oreal	111.4	105.8	5.3
Vodafone	108.9	95.9	13.6
Wind Telecommunications	108.8	83.1	30.9
General Motors Corp.	97.6	81.3	20.0
Barilla Holding	95.9	96.5	-0.6

Figures are in millions of U.S. dollars, discounted by AA.

Latvia

TNS Latvia/TNS Media Intelligence

<http://www.tns.lv>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$46.3	\$33.4	38.7
Tele2	21.0	14.9	41.0
TeliaSonera	16.7	11.2	48.5
Unilever	14.6	5.8	153.3
Reckitt Benckiser	14.1	11.5	22.6
Coca-Cola Co.	12.9	10.4	23.5
Henkel	12.1	5.7	111.0
L'Oreal	10.3	8.4	23.0
Bite	10.2	9.6	6.8
Mars Inc.	10.0	6.7	48.8

Figures are in millions of U.S. dollars.

Lithuania

TNS Gallup/TNS Media Intelligence

<http://www.tns-gallup.lt>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$41.6	\$36.6	13.7
Tele2	30.5	14.8	105.4
TeliaSonera	26.1	17.4	50.4
Reckitt Benckiser	17.8	12.7	40.6
Henkel	15.8	8.7	82.2
Danone Group	15.4	8.3	85.4
Svyturys-Utenos Alus	15.0	10.9	38.5
Studio Moderna	14.2	12.7	12.5
Unilever	13.1	6.9	89.9
Coca-Cola Co.	12.7	8.0	59.1

Figures are in millions of U.S. dollars.

Macedonia

AGB Nielsen Media Research and SMMRI Skopje

<http://www.agbnielsen.net> and <http://www.smmri.co.yu>

Advertiser	2007	2006	% chg
Deutsche Telekom	\$11.8	\$2.9	300.3
Procter & Gamble Co.	11.2	3.2	247.0
Unilever	9.8	6.4	52.0
Coca-Cola Co.	9.1	5.5	65.8
Hedi'S Market	8.4	1.2	625.3
Nectar Backa Palanka	7.6	4.9	55.3
Hellenic Telecommunications Org. (OTE)	5.8	3.8	54.0
Kia Motors Corp.	5.8	0.8	583.7
Fiat	5.7	1.8	220.2
Vodafone	5.0	NA	NA

Figures are in millions of U.S. dollars.

Moldova

TV MR MLD SRL, an AGB Nielsen Media Research licensee

<http://www.agb.md>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$3.1	\$1.7	83.0
Moldcell	2.0	1.8	8.7
Efes Breweries	1.8	NA	NA
France Telecom	1.8	NA	NA
Moldtelecom	1.8	0.4	334.5
Unilever	1.6	NA	NA
Patria	1.5	0.7	107.8
Nestle	1.4	0.5	202.8
Kraft Foods	1.4	0.8	84.9
Mobias Banca S.A.	1.2	0.6	107.2

Figures are in millions of U.S. dollars.

Netherlands

Nielsen Global AdView

<http://www.nielsen-globaladview.com/>

Advertiser	2007	2006	% chg
Unilever	\$237.9	\$206.9	15.0
Procter & Gamble Co.	136.8	103.4	32.3
Royal KPN	118.5	88.6	33.7
L'Oreal	91.7	73.4	24.9
Tchibo Holding	52.6	48.9	7.6
Reckitt Benckiser	51.2	32.4	57.8
Sara Lee Corp.	50.6	32.5	55.7
Albert Heijn	46.8	35.6	31.5
Mars Inc.	46.0	43.0	6.9
Kras Ammerzoden	46.0	26.2	75.3

Figures are in millions of U.S. dollars, discounted by AA.

Norway

Nielsen Global AdView

<http://www.nielsen-globaladview.com/>

Advertiser	2007	2006	% chg
Telenor	\$80.8	\$48.3	67.4
Lilleborg As	51.2	48.7	5.0
Royal Ahold	37.6	30.6	23.2
L'Oreal	32.7	30.1	8.7
Norsk Tipping As	31.8	22.8	39.6
Expert	31.1	23.9	30.4
Tele2	30.3	23.1	31.2
Tine Ba	26.4	22.7	16.0
Steen Bertel O.	26.2	17.2	52.6
Rema 1000	25.0	22.5	10.7

Figures are in millions of U.S. dollars.

Poland

Expert Monitor (TNS Media Intelligence)

www.expert-monitor.pl

Advertiser	2007	2006	% chg
Unilever	\$196.0	\$142.4	37.7
Procter & Gamble Co.	161.9	134.1	20.8
Deutsche Telekom	157.3	125.9	24.9
Polkomtel	134.5	85.3	57.7
France Telecom	111.3	71.4	56.0
L'Oreal	111.0	90.4	22.8
Nestle	108.8	94.1	15.6
P4	74.6	NA	NA
Mars Inc.	73.6	53.7	37.0
Telekomunikacja Polska	70.6	59.3	19.1

Figures are in millions of U.S. dollars.

Romania

Alfa Cont

<http://www.alfacont.ro>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$81.6	\$44.8	82.1
Unilever	52.7	26.2	101.5
L'Oreal	52.5	21.6	143.3
Coca-Cola Co.	32.3	15.7	105.4
Danone Group	28.4	19.5	46.1
Colgate-Palmolive Co.	26.3	13.4	96.0
Henkel	25.9	15.3	69.6
Hellenic Telecommunications Org. (OTE)	25.7	16.2	58.3
Nestle	20.9	12.7	64.2
France Telecom	20.4	13.0	57.3

Figures are in millions of U.S. dollars, discounted by AA.

Russia

TNS Russia

<http://www.tns-global.ru>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$190.0	\$163.9	15.9
Mars Inc.	101.6	84.4	20.4
L'Oreal	93.9	73.3	28.0
Unilever	84.7	71.5	18.5
Henkel	70.4	55.3	27.4
Danone Group	66.5	45.5	46.1
Vimpel-Communications	59.7	50.3	18.6
Wimm-Bill-Dann	55.7	50.9	9.4
Coca-Cola Co.	50.4	40.4	24.9
Reckitt Benckiser	48.2	37.4	28.9

Figures are in millions of U.S. dollars, discounted by AA.

Serbia

AGB Nielsen Media Research

<http://www.agbnielsen.net>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$75.1	\$47.4	58.5
Henkel	46.6	24.8	87.4
Telekom Srbije	44.9	6.6	577.9
Anheuser-Busch InBev	38.2	18.0	112.6
Coca-Cola Co.	37.5	22.8	64.5
Tchibo Holding	36.0	17.8	102.4
Telenor	35.9	2.2	NA
Vodafone	34.6	NA	NA
Drzavna Lutrija Srbije	30.3	22.6	33.8
Unilever	24.9	18.2	36.4

Figures are in millions of U.S. dollars.

Slovak Republic

TNS A-Connect

<http://www.tnsmi.cz/>

Advertiser	2007	2006	% chg
Deutsche Telekom	\$132.9	\$104.0	27.8
France Telecom	86.9	61.6	41.2
Telefonica	60.5	3.2	NA
Procter & Gamble Co.	60.1	49.4	21.5
Henkel	54.6	27.7	97.2
Unilever	41.6	26.4	57.5
Reckitt Benckiser	38.6	25.5	51.4
L'Oreal	37.5	26.1	44.1
Nestle	34.5	26.4	30.8
Kraft Foods	27.5	21.1	30.5

Figures are in millions of U.S. dollars.

Slovenia

Mediana

<http://www.mediana.si>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$31.9	\$25.0	27.5
Henkel	20.1	13.0	54.6
Telekom Slovenije	19.2	15.6	23.1
Reckitt Benckiser	16.4	13.3	23.5
Mercator	15.4	9.9	55.4
L'Oreal	13.6	12.5	8.4
Mars Inc.	12.1	11.7	3.4
Telekom Austria	11.8	11.3	4.4
Tchibo Holding	11.2	8.0	39.7
Edeka Zentrale	8.6	5.2	66.1

Figures are in millions of U.S. dollars.

Spain

InfoAdex (a TNS partner)

<http://www.infoadex.es>

Advertiser	2007	2006	% chg
El Corte Ingles	\$236.0	\$177.2	33.2
Telefonica	201.8	177.7	13.5
Volkswagen	187.4	151.4	23.8
Procter & Gamble Co.	170.3	110.4	54.3
L'Oreal	140.6	123.8	13.5
PSA Peugeot Citroen	109.2	93.5	16.8
Danone Group	100.3	91.1	10.1
France Telecom	97.9	83.9	16.7
Ford Motor Co.	94.3	90.1	4.7
Vodafone	93.3	73.2	27.5

Figures are in millions of U.S. dollars, discounted by AA.

Sweden

Sifo Research International

<http://www.sifo.se>

Advertiser	2007	2006	% chg
Royal Ahold	\$129.5	\$119.5	8.3
TeliaSonera	103.7	84.2	23.1
KF (Swedish Cooperative Union)	103.6	109.6	-5.5
Unilever	82.6	72.1	14.7
Procter & Gamble Co.	69.7	46.6	49.5
Tele2	61.6	39.0	58.1
L'Oreal	58.2	52.3	11.3
Elgiganten	55.6	50.5	10.2
Ford Motor Co.	51.8	47.9	8.1
Volkswagen	47.9	51.9	-7.7

Figures are in millions of U.S. dollars.

Switzerland

Nielsen Global AdView

<http://www.nielsenlobaladview.com/>

Advertiser	2007	2006	% chg
Federation of Migros Cooperatives	\$215.8	\$173.4	24.4
Coop	153.8	138.2	11.2
L'Oreal	65.3	45.0	45.0
Nestle	61.9	41.4	49.4
Swisscom	60.9	56.4	8.0
Procter & Gamble Co.	52.2	44.2	18.2
Volkswagen	37.1	28.9	28.6
Unilever	35.3	25.1	40.9
PSA Peugeot Citroen	33.0	30.3	9.1
Renault	30.9	25.2	22.8

Figures are in millions of U.S. dollars.

Turkey

Nielsen Co.

<http://www.nielsen.com.tr>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$295.0	\$207.9	41.9
Unilever	237.3	84.4	181.3
Reckitt Benckiser	130.9	43.5	201.2
Coca-Cola Co.	122.2	60.5	101.9
Ulker	109.2	160.2	-31.8
Vodafone	105.3	15.6	577.1
ETI	76.7	29.4	160.6
Koc Holding	70.6	51.4	37.4
PepsiCo	65.1	48.3	35.0
Is Bankasi	64.9	18.0	260.9

Figures are in millions of U.S. dollars.

United Kingdom

Nielsen Global AdView

<http://www.nielsenlobaladview.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$462.0	\$381.4	21.1
COI Communications	299.1	253.3	18.1
Unilever	285.0	305.8	-6.8
L'Oreal	236.3	231.7	2.0
British Sky Broadcasting Group	228.6	132.2	73.0
Reckitt Benckiser	179.4	152.0	18.0
DFS	178.6	180.7	-1.2
General Motors Corp.	168.3	144.4	16.5
Volkswagen	165.0	152.1	8.5
Nestle	158.1	124.5	27.0

Figures are in millions of U.S. dollars.

LATIN AMERICA Argentina

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Unilever	\$77.5	\$56.3	37.5
Danone Group	72.2	49.8	45.0
Clasificados	40.8	33.6	21.6
SC Johnson	27.8	15.5	79.2
Procter & Gamble Co.	26.8	22.8	17.6
Varios Grafica	24.1	20.2	19.3
Telecom Argentina	23.2	15.3	51.1
Cencosud	21.7	16.7	29.3
Editorial Agea	19.2	15.3	25.3
PepsiCo	18.1	12.3	46.6

Figures are in millions of U.S. dollars, discounted by AA.

Brazil

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Casas Bahia	\$437.6	\$313.2	39.7
Unilever	196.0	112.5	74.3
Caixa	84.4	NA	NA
Anheuser-Busch InBev	81.9	69.8	17.3
Fiat	79.3	60.9	30.1
Ford Motor Co.	76.4	52.9	44.4
General Motors Corp.	72.4	63.5	14.0
Vivo	70.4	42.6	65.1
Abril	68.5	53.3	28.4
America Movil	64.5	42.6	51.4

Figures are in millions of U.S. dollars, discounted by AA.

Chile

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Unilever	\$15.1	\$10.8	40.0
Falabella	12.6	9.6	31.3
Paris	9.2	7.2	27.9
Procter & Gamble Co.	8.4	5.8	44.9
Telefonica	7.9	5.5	42.6
Comercial E.C.C.	7.8	5.8	33.8
SC Johnson	6.5	4.7	40.3
Nestle	6.1	4.4	40.0
Ecusa	5.6	3.8	45.2
Distrib. y Servicio D&S	5.5	NA	NA

Figures are in millions of U.S. dollars, discounted by AA.

Colombia

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Bancolombia	\$11.4	\$22.1	-48.4
America Movil	10.5	19.0	-44.7
SABMiller	10.2	18.8	-45.8
Unilever	10.1	21.6	-53.2
Colgate-Palmolive Co.	9.0	19.3	-53.3
Procter & Gamble Co.	8.9	NA	NA
Postobon	8.7	17.3	-49.7
Tecnoquimicas	8.1	15.0	-46.2
Quala	7.7	17.0	-54.8
Nacional de Chocolates	7.1	12.9	-44.6

Figures are in millions of U.S. dollars, discounted by AA.

Guatemala

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Telgua	\$2.9	\$2.2	36.7
Cines	2.8	NA	NA
Unilever	2.8	2.3	21.4
Colgate-Palmolive Co.	2.7	2.8	-1.1
Canal 3	2.7	NA	NA
Telepromos	2.5	NA	NA
Televisiete	2.5	NA	NA
Procter & Gamble Co.	2.4	1.8	27.7
America Movil	2.3	NA	NA
PepsiCo	2.1	NA	NA

Figures are in millions of U.S. dollars, discounted by AA.

Mexico

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Televisa Group	\$347.4	\$389.0	-10.7
Television Azteca	184.9	162.0	14.2
Orfeon	137.7	88.6	55.5
Procter & Gamble Co.	124.0	108.4	14.4
Pres De La Rep Mex	88.9	89.3	-0.5
Unilever	79.4	83.6	-5.1
Organizacion Bimbo	76.8	65.6	17.0
Lab Genomma	70.8	52.3	35.2
Radiomovil Dipsa	70.0	NA	NA
Colgate-Palmolive Co.	66.7	49.5	34.8

Figures are in millions of U.S. dollars, discounted by AA.

Panama

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Cable & Wireless	\$12.3	\$9.0	37.7
Televisora Nacional	9.0	NA	NA
Medcom	5.3	NA	NA
Dist Comercial	5.2	3.3	55.9
Chacal Sa	5.1	NA	NA
Cable Onda	5.0	3.4	45.4
TV Shopping	4.7	5.8	-18.7
Telefonica	4.3	5.2	-16.6
Nestle	4.0	NA	NA
Premier Marketing	4.0	NA	NA

Figures are in millions of U.S. dollars.

Paraguay

Ibope

<http://www.ibope.com.br>

Advertiser	2007	2006	% chg
Unilever	\$2.7	\$2.2	21.9
Gateway Telecommunications	1.9	1.8	7.9
Varios Particulares	1.7	NA	NA
Telecom Argentina	1.5	1.3	17.5
Telecel	1.4	NA	NA
Gobierno Nacional	1.2	1.0	17.2
Cervepar	1.1	1.0	15.9
Tchibo Holding	1.0	0.8	32.0
America Movil	1.0	0.9	15.3
SC Johnson	1.0	0.6	66.4

Figures are in millions of U.S. dollars, discounted by AA.

Puerto Rico

Mediafax

<http://www.mediafaxpr.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$34.5	\$34.9	-1.1
Televisa Group	34.4	7.4	363.6
Sears Holdings Corp.	27.7	21.4	29.2
Walgreens	21.6	21.9	-1.4
Toyota Motor Corp.	19.4	22.7	-14.5
Yum Brands	18.4	9.8	87.6
Caribbean Restaurant	17.0	15.4	10.4
Suncom Wireless	16.7	15.4	8.1
AT&T	15.8	18.5	-14.5
Banco Popular	14.1	13.0	8.5

Figures are in millions of U.S. dollars.

MIDDLE EAST

Bahrain

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Batelco	\$2.2	\$2.1	7.1
Zain	2.1	NA	NA
Bahrain International Circuit	2.1	2.2	-3.1
PepsiCo	1.7	2.3	-24.8
General Motors Corp.	1.1	1.1	0.9
Toyota Motor Corp.	1.1	0.6	70.1
Chrysler	1.0	0.4	141.5
Seef/Saar/Jazira	1.0	NA	NA
Vodafone	1.0	2.0	-50.5
Ahli United Bank	0.9	0.9	-2.7

Figures are in millions of U.S. dollars.

Egypt

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Mobinil	\$31.8	\$20.0	59.2
Etisalat	30.1	NA	NA
Vodafone	24.5	16.1	51.7
Talaat Moustaf.Group	16.3	4.9	231.5
Telecom Egypt	13.3	4.9	171.6
PepsiCo	11.9	9.9	19.9
National Bank of Egypt	10.5	8.4	24.4
Theatre Art.House	7.2	3.9	82.7
Procter & Gamble Co.	6.5	6.2	4.1
Emaar	6.0	NA	NA

Figures are in millions of U.S. dollars.

Israel

Ifat

Advertiser	2007	2006	% chg
Bezeq	\$24.0	\$22.0	9.1
Strauss-Elite	21.0	19.0	10.5
Procter & Gamble Co.	18.0	16.0	12.5
France Telecom	17.0	16.0	6.3
Supersal	16.0	16.0	0.0
Cellcom	15.0	13.0	15.4
Coca-Cola Co.	15.0	13.0	15.4
Co-Op, Haribua Hakahol	14.0	11.0	27.3
Electra	13.0	7.0	85.7
Tnuva	12.0	10.0	20.0

Figures are in millions of U.S. dollars.

Jordan

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
France Telecom	\$6.3	\$0.6	972.2
Arab Bank	4.2	2.9	43.4
Umniah	3.2	3.9	-16.8
Zain	3.1	NA	NA
Jordan National	3.0	3.4	-13.5
Fastlink	2.8	4.4	-36.7
Housing Bank	2.4	2.2	7.7
Mobilecom	2.4	3.6	-32.9
Procter & Gamble Co.	2.2	1.3	76.0
Sama Telecom	1.9	0.4	357.3

Figures are in millions of U.S. dollars.

Kuwait

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$15.2	\$5.7	165.4
McDonald's Corp.	12.0	3.0	300.9
Unilever	9.0	6.8	32.0
National Bank of Kuwait	7.7	6.7	14.7
Wataniya Telecom	7.3	6.3	16.0
Toyota Motor Corp.	7.1	5.9	21.0
General Motors Corp.	6.1	4.1	47.1
Gulf Bank	5.5	6.2	-11.6
Zain	5.5	NA	NA
Kuwait Finance House	4.4	4.5	-1.1

Figures are in millions of U.S. dollars.

Lebanon

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$59.8	\$35.3	69.6
L'Oreal	18.7	6.0	210.9
PepsiCo	13.7	13.2	4.0
Coca-Cola Co.	9.8	6.7	46.9
Byblos Bank	9.6	12.4	-22.7
Toyota Motor Corp.	7.2	NA	NA
Zain	6.2	NA	NA
Henkel	5.6	4.4	27.3
Blom Bank	5.5	4.5	20.9
Mars Inc.	5.0	2.6	95.8

Figures are in millions of U.S. dollars.

Oman

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Oman International Bank	\$5.9	\$2.1	176.8
Oman Mobile	3.8	0.7	434.3
Bank Muscat	2.9	4.0	-27.5
Toyota Motor Corp.	2.8	2.5	11.9
Nawras Telecom	2.2	3.5	-36.1
Muscat Festival	1.8	1.9	-2.9
Bank Dhofar	1.8	1.5	16.1
Khareef Salalah	1.7	NA	NA
National Bank of Oman	1.6	1.2	33.7
Omantel	1.6	1.9	-18.5

Figures are in millions of U.S. dollars.

Qatar

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Q-Tel	\$6.9	\$6.1	14.5
Qatar National Bank	6.2	NA	NA
Doha Bank	3.1	3.0	2.2
The Pearl Qatar	2.8	NA	NA
Commercial Bank of Qatar	2.1	1.7	22.4
Qatar Islamic Bank	2.1	0.6	283.0
Supreme Education Col.	2.1	NA	NA
Nissan Motor Co.	2.0	1.5	34.7
Qatari Diar	1.8	0.9	93.4
Americana	1.8	2.1	-16.7

Figures are in millions of U.S. dollars.

Saudi Arabia

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Saudi Telecomm	\$31.8	\$32.8	-3.0
Etihad Etisalat Co.	26.6	29.0	-8.3
National Commercial Bank	14.4	NA	NA
Al Marai	14.2	9.9	43.2
Toyota Motor Corp.	13.1	14.3	-8.0
General Motors Corp.	10.6	18.1	-41.3
Samba	10.2	8.2	25.2
Al Riyadh Bank	6.9	5.8	17.6
Procter & Gamble Co.	6.5	7.3	-10.5
Reckitt Benckiser	6.2	NA	NA

Figures are in millions of U.S. dollars.

Syria

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
PepsiCo	\$1.3	\$1.0	29.8
Syriatel	0.8	0.2	243.8
Vag	0.6	0.2	250.9
Nokia Corp.	0.5	0.3	41.2
Damascus International	0.5	0.4	35.1
Samsung Group	0.4	0.2	151.9
Areeba	0.4	0.6	-35.1
Volkswagen	0.4	0.2	93.0
Banque Audi	0.3	0.2	83.3
MTN Group	0.3	NA	NA

Figures are in millions of U.S. dollars.

United Arab Emirates

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Etisalat	\$34.7	\$9.1	283.2
Du	22.6	5.7	298.0
Dubai Holding	15.6	18.2	-14.3
Watani	13.6	14.4	-5.5
Yum Brands	10.8	NA	NA
Better Homes	9.7	5.0	95.1
Unilever	9.7	7.7	26.1
Emaar	9.3	9.0	3.2
General Motors Corp.	9.1	9.3	-2.3
Dubai Care	8.7	NA	NA

Figures are in millions of U.S. dollars.

Yemen

Pan Arab Research Center

<http://arabiandemographics.iniquus.com/>

Advertiser	2007	2006	% chg
Sabafon	\$0.3	NA	NA
Why	0.2	NA	NA
MTN Group	0.2	NA	NA
Science & Tech. Univ.	0.1	NA	NA
Al Hamadani	0.1	NA	NA
Dilsi	0.1	NA	NA
Coca-Cola Co.	0.1	0.1	-22.1
Tadamon Islamic	0.1	NA	NA
Yemen Mobile	0.1	0.3	-68.7
PepsiCo	0.1	NA	NA

Figures are in millions of U.S. dollars.

CANADA AND U.S.

Canada

Nielsen Global AdView

<http://www.nielsenglobaladview.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$179.9	\$175.4	2.5
BCE	117.6	78.5	49.8
General Motors Corp.	102.4	99.1	3.3
Canada Other Ministries/Crown Corp.	84.4	61.9	36.3
Provincial Government Lotteries	80.4	71.8	12.0
Telus Corp.	76.3	77.3	-1.3
Ford Motor Co.	73.2	62.1	17.8
Johnson & Johnson	72.6	64.5	12.5
L'Oreal	64.4	64.9	-0.7
Rogers Wireless Division	63.2	50.1	26.2

Figures are in millions of U.S. dollars.

U.S.

TNS Media Intelligence*

<http://www.tns-mi.com/>

Advertiser	2007	2006	% chg
Procter & Gamble Co.	\$3,700.3	\$3,516.3	5.2
AT&T	2,245.1	2,341.1	-4.1
Verizon Communications	2,144.5	1,926.4	11.3
General Motors Corp.	2,061.9	2,208.4	-6.6
Time Warner	1,737.6	1,828.9	-5.0
Ford Motor Co.	1,653.2	1,700.5	-2.8
Johnson & Johnson	1,421.2	1,416.8	0.3
Walt Disney Co.	1,387.4	1,426.3	-2.7
Sprint Nextel Corp.	1,313.2	1,252.0	4.9
GlaxoSmithKline	1,187.0	1,327.1	-10.6

Figures above are measured media only, in millions of dollars.

ABOUT THE U.S. DATA

Ad Age annually publishes a ranking of the 100 Leading National Advertisers (AA, June 23). That ranking is based on combined measured media figures (shown above) and estimated unmeasured advertising spending (not shown). The ranking and an interactive database featuring profiles of the top 100 can be found in the **DataCenter** on **AdAge.com**. Go to <http://adage.com/marketertrees08>. See notes on Page 4. *Nielsen also monitors U.S. ad spending.