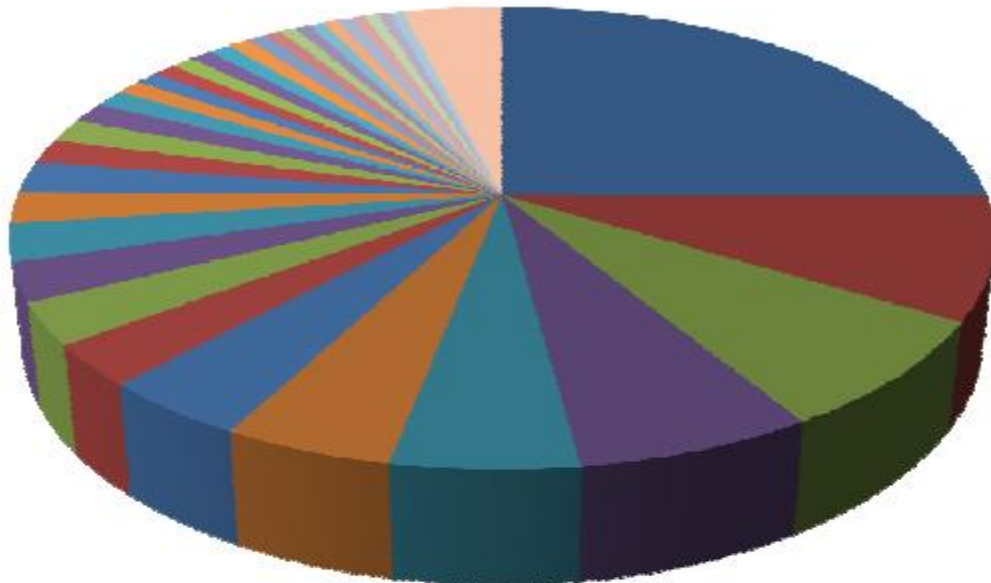


International Outdoor

2008 Top Countries by Outdoor Spending in Millions of US Dollars



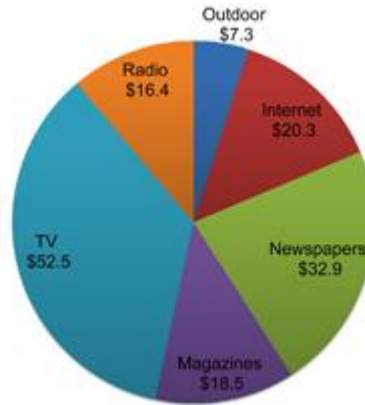
■ United States, 25%	■ Japan, 9%	■ China, 8%	■ Germany, 7%
■ UK, 5%	■ France, 5%	■ Italy, 4%	■ Russia, 3%
■ Spain, 3%	■ Brazil, 3%	■ Canada, 3%	■ India, 2%
■ South Korea, 2%	■ Mexico, 2%	■ Australia, 2%	■ Netherlands, 1%
■ Turkey, 1%	■ Indonesia, 1%	■ Saudi Arabia, 1%	■ Poland, 1%
■ Sweden, 1%	■ Switzerland, 1%	■ Belgium, 1%	■ Norway, 1%
■ Austria, 1%	■ Greece, 1%	■ Taiwan, 1%	■ Ireland, 1%
■ Denmark, 1%	■ Iran, 1%	■ Thailand, 1%	■ Argentina, 1%
■ South Africa, 1%	■ Finland, 1%	■ Venezuela, 1%	■ All Others, 4%

International Advertising Expenditures

The top 10 countries based on *Ad Age's 2010 Global Markets* 2009 advertising expenditures.

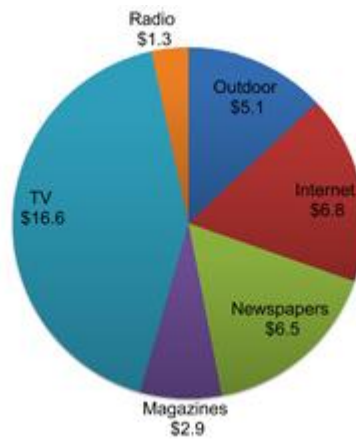
1. United States - \$148.19 Billion

Media	% of Total
Outdoor	4.9
Internet	13.7
Newspapers	22.2
Magazines	12.5
TV	35.4
Radio	11.1



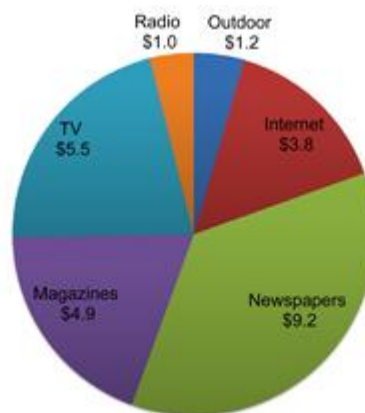
2. Japan - \$39.29 Billion

Media	% of Total
Outdoor	13.0
Internet	17.4
Newspapers	16.6
Magazines	7.5
TV	42.2
Radio	3.4



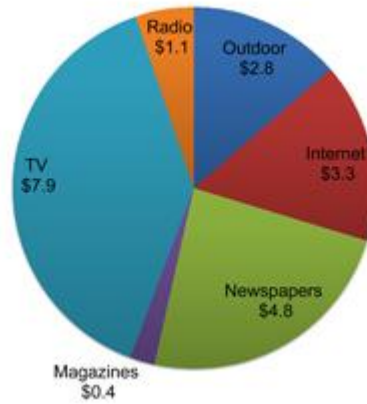
3. Germany - \$25.59 Billion

Media	% of Total
Outdoor	4.5
Internet	15.0
Newspapers	36.0
Magazines	19.2
TV	21.3
Radio	3.9



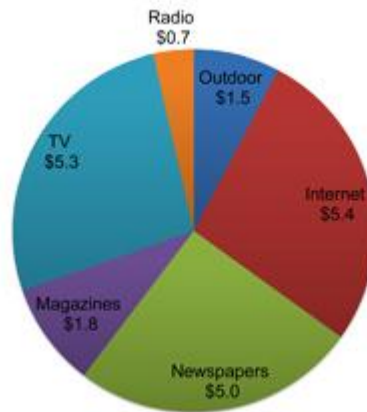
4. China - \$20.29 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	13.6
Internet	16.1
Newspapers	23.8
Magazines	2.2
TV	39.1
Radio	5.2



5. UK- \$19.84 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	7.7
Internet	27.2
Newspapers	25.4
Magazines	9.3
TV	26.7
Radio	3.6



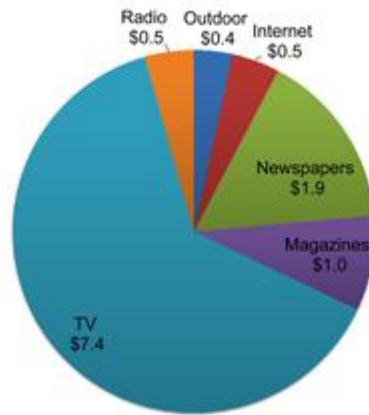
6. France - \$12.89 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	13.7
Internet	17.2
Newspapers	10.7
Magazines	16.4
TV	34.3
Radio	7.7



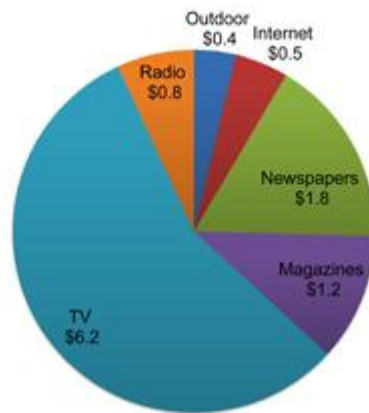
7. Brazil - \$11.68 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	3.4
Internet	4.3
Newspapers	15.9
Magazines	8.5
TV	63.6
Radio	4.4



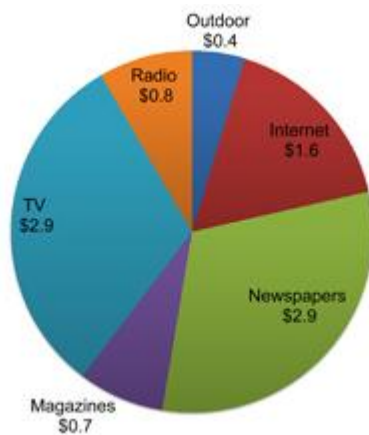
8. Italy - \$10.94 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	3.7
Internet	4.8
Newspapers	16.9
Magazines	11.4
TV	56.3
Radio	6.9



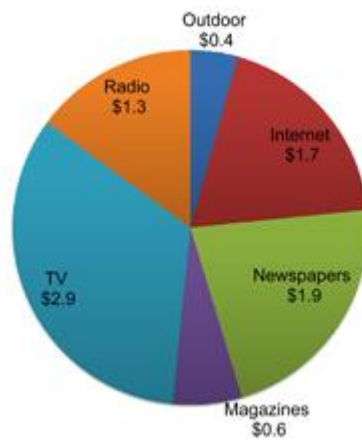
9. Australia - \$9.32 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	4.7
Internet	16.8
Newspapers	31.3
Magazines	7.7
TV	31.4
Radio	8.4



10. Canada - \$8.74 Billion

<u>Media</u>	<u>% of Total</u>
Outdoor	4.3
Internet	19.1
Newspapers	21.9
Magazines	6.3
TV	33.5
Radio	14.9



Note: Figures in Billions of US Dollars.
Source: *Advertising Age*