

Media, USD, m	2006	2007f	2008f
NORTH AMERICA	167,794	173,019	179,655
yoy %	5	3	4
LATIN AMERICA	15,126	17,795	19,778
yoy %	17	18	11
WESTERN EUROPE	107,719	112,074	116,716
yoy %	4	4	4
EMERGING EUROPE	16,222	19,320	22,694
yoy %	22	19	17
ASIA-PACIFIC (all)	92,876	100,108	111,158
yoy %	8	8	11
NORTH ASIA	33,463	37,573	45,321
yoy %	17	12	21
ASEAN	7,828	8,754	9,785
yoy %	8	12	12
MIDDLE EAST & AFRICA	9,563	10,854	12,177
yoy %	15	13	12
WORLD	409,301	433,171	462,177
yoy %	7	6	7

Marketing Services, USDm	2006	2007f	2008f
PR	6,445	6,988	7,651
Market Research	24,544	26,099	27,929
Direct & specialist	240,465	253,767	268,771
Healthcare	6,484	6,800	7,200
<i>Rest-of-world sponsorship</i>	<i>1,700</i>	<i>1,800</i>	<i>2,000</i>
Total sponsorship	33,670	37,730	43,500
Total	311,608	331,385	355,051

YOY% change

PR	10	8	9
Market Research	7	6	7
Direct & specialist	7	6	6
Healthcare	5	5	6
Sponsorship	10	12	15
Total	7	6	7