

Global Marketers spend \$71 billion

Annual ranking shows top 100 spending declined by 2.6% in 2001

By Laurel Wentz

PROCTER & GAMBLE CO. heads the list of top global marketers by worldwide media spending at \$3.82 billion, followed by General Motors Corp. and Unilever. The three are the only marketers to spend more than \$3 billion each on advertising worldwide in 2001, according to Advertising Age's 16th annual Top Global Marketers ranking.

Spending by the top 100 marketers fell by 6.1% in the U.S. last year and grew by a tiny 0.9% in the rest of the world, for a global drop of 2.6%.

In a major change, Ad Age ranked marketers for the first time this year by total worldwide media spending in 77 countries. (see Page 2) In previous years, the ranking was done by non-U.S. media spending to avoid including American companies that advertise heavily but only in the U.S. Under this year's new criteria, a company must advertise in at least three of four regions to qualify as a glob-

al marketer: the U.S., Europe, Asia and Latin America.

DATA GATHERING

Local media monitoring services such as Nielsen Media Research, TNS Media Intelligence (which owns CMR in the U.S.), Ibope in Latin America, Steadman & Associates in East Africa and others generously supply *Ad Age* with lists of the top advertisers by country.

Ad Age editors add up all subsidiaries by parent company both globally and in the local market ranking. The ranking of the top 100 on Page 2 reflects companies at the parent level.

Rankings of the top 10 advertisers by country are shown as they were supplied to *Ad Age*, except in China, Italy, Russia and Turkey, where figures are adjusted to reflect local market discounts.

In the top 100, other adjustments were made by country and region to reconcile gross versus net media spending.

CONTRIBUTING TO THIS REPORT:

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TOP 100 ADVERTISERS' SPENDING BY REGION

By measured media bought in 2001 and 2000

REGION	MEASURED ADVERTISING EXPENDITURES			
	2001	2000	% CHG	% TOTAL
Africa	\$175.5	\$166.7	5.3	0.2
Asia and Pacific	9,189.5	9,318.1	-1.4	13.0
Europe	24,092.5	23,630.9	2.0	34.0
Latin America	1,788.4	2,126.0	-15.9	2.5
Middle East	556.0	228.9	NA	0.8
Canada	981.1	980.1	0.1	1.4
U.S.	34,167.8	36,404.8	-6.1	48.2
Total worldwide	70,950.8	72,855.6	-2.6	100.0

Figures are U.S. dollars in millions and are AA estimates.

TOP 100 ADVERTISERS' SPENDING BY CATEGORY

By measured media bought in 2001 and 2000

CATEGORY	MEASURED ADVERTISING EXPENDITURES			
	2001	2000	% CHG	% TOTAL
Automotive	\$19,334.4	\$20,001.4	-3.3	27.3
Food	11,220.7	12,054.1	-6.9	15.8
Personal care	10,300.2	9,794.9	5.2	14.5
Electronics, computers	6,557.5	7,129.0	-8.0	9.2
Media & entertainment	6,285.4	6,090.6	3.2	8.9
Pharmaceuticals	5,655.8	5,458.9	3.6	8.0
Fast food	2,989.4	3,058.9	-2.3	4.2
Household cleaners	2,203.5	2,067.3	6.6	3.1
Telecommunications	1,733.0	2,157.7	-19.7	2.4
Financial services, credit	1,156.3	1,357.6	-14.8	1.6
Retail	987.3	1,055.2	-6.4	1.4
Beer, wine & liquor	951.3	937.0	1.5	1.3
Toys	529.2	602.6	-12.2	0.7
Photo film	490.4	467.6	4.9	0.7
Miscellaneous	556.3	622.7	-10.7	0.8

Figures are U.S. dollars in millions and are AA estimates.

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Rankings of the top advertisers in 77 countries

Supplement to the *Ad Age* Special Report, Nov. 11, 2002

16TH ANNUAL REPORT

SPECIAL REPORT GLOBAL MARKETERS

TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen Media Research, TNS Media Intelligence, Ibope & others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2001	2000			2001	2000	% CHG	2001	2000	% CHG
1	2	Procter & Gamble Co.	Cincinnati	\$3,820.1	\$3,584.1	6.6	\$1,702.2	\$1,659.7	2.6
2	1	General Motors Corp.	Detroit	3,028.9	3,791.5	-20.1	2,206.9	2,959.1	-25.4
3	3	Unilever	London/Rotterdam	3,005.5	2,928.2	2.6	571.2	677.9	-15.7
4	6	Ford Motor Co.	Dearborn, Mich.	2,309.0	2,242.3	3.0	1,269.8	1,198.4	5.9
5	5	Toyota Motor Corp.	Toyota City, Japan	2,213.3	2,283.9	-3.1	769.5	800.2	-3.8
6	8	AOL Time Warner	New York	2,099.8	1,917.6	9.5	1,564.8	1,473.8	6.2
7	4	Philip Morris Cos.	New York	1,934.6	2,389.2	-19.0	1,325.5	1,769.6	-25.1
8	7	DaimlerChrysler	Stuttgart	1,835.3	2,095.6	-12.4	1,399.6	1,686.6	-17.0
9	9	Nestle	Vevey, Switzerland	1,798.5	1,742.5	3.2	495.4	495.2	0.0
10	10	Volkswagen	Wolfsburg, Germany	1,574.1	1,606.6	-2.0	458.7	430.0	6.7
11	13	Honda Motor Co.	Tokyo	1,426.0	1,350.7	5.6	678.3	662.4	2.4
12	11	McDonald's Corp.	Oak Brook, Ill.	1,405.3	1,458.3	-3.6	666.1	711.1	-6.3
13	14	Coca-Cola Co.	Atlanta	1,402.4	1,316.8	6.5	411.1	403.8	1.8
14	12	L'Oreal	Paris	1,348.8	1,377.7	-2.1	499.6	510.3	-2.1
15	16	Walt Disney Co.	Burbank, Calif.	1,260.4	1,281.5	-1.6	1,054.4	1,091.4	-3.4
16	18	Johnson & Johnson	New Brunswick, N.J.	1,227.3	1,232.1	-0.4	881.8	924.0	-4.6
17	17	Nissan Motor Co.	Tokyo	1,224.0	1,272.1	-3.8	546.2	618.5	-11.7
18	15	Sony Corp.	Tokyo	1,218.9	1,281.7	-4.9	635.4	636.5	-0.2
19	20	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,130.1	1,066.4	6.0	766.6	720.2	6.4
20	21	PepsiCo	Purchase, N.Y.	1,025.8	946.9	8.3	674.2	676.6	-0.4
21	23	PSA Peugeot Citroen	Paris	1,006.2	943.9	6.6	0.0	0.0	NA
22	22	Pfizer	New York	992.5	944.0	5.1	804.6	800.3	0.5
23	19	Mars Inc.	McLean, Va.	953.2	1,085.9	-12.2	279.7	289.6	-3.4
24	30	Fiat	Turin, Italy	890.8	761.6	17.0	0.9	2.0	-55.7
25	24	Vivendi Universal	Paris	881.2	877.5	0.4	383.8	436.8	-12.1
26	27	Renault	Boulogne-Billancourt, France	799.1	813.7	-1.8	0.0	0.0	NA
27	28	Diageo	London	797.4	802.1	-0.6	472.3	502.3	-6.0
28	26	Viacom	New York	796.9	815.1	-2.2	715.6	740.1	-3.3
29	29	Yum Brands	Louisville, Ky.	786.7	798.6	-1.5	566.2	594.2	-4.7
30	38	Reckitt Benckiser	Windsor, Berkshire, U.K.	743.5	644.1	15.4	210.2	176.0	19.5
31	31	Mitsubishi Motors Corp.	Tokyo	710.8	712.2	-0.2	229.2	253.4	-9.5
32	32	Henkel	Duesseldorf	706.7	703.9	0.4	8.9	8.4	6.2
33	36	News Corp.	Sydney	706.6	647.0	9.2	502.8	414.8	21.2
34	42	Danone Group	Paris	682.9	598.7	14.1	65.3	54.6	19.5
35	33	Matsushita Electric Industrial Co.	Osaka, Japan	681.5	685.7	-0.6	35.5	54.0	-34.3
36	35	General Mills	Minneapolis	669.4	653.3	2.5	636.1	614.9	3.5
37	39	Microsoft Corp.	Redmond, Wash.	656.0	633.6	3.5	524.2	500.0	4.9
38	41	Ferrero	Perugia, Italy	628.9	610.9	2.9	35.9	34.5	4.1
39	37	Hewlett-Packard Co.	Palo Alto, Calif.	618.4	646.3	-4.3	287.6	327.6	-12.2
40	47	Beiersdorf	Hamburg, Germany	597.1	515.0	15.9	101.9	64.8	57.4
41	40	Vodafone	Newbury, Berkshire, U.K.	576.3	633.0	-9.0	2.1	41.8	-94.9
42	50	Colgate-Palmolive Co.	New York	548.1	461.5	18.8	106.6	125.8	-15.3
43	34	IBM Corp.	Armonk, N.Y.	527.3	656.2	-19.6	333.6	439.9	-24.2
44	44	France Telecom	Paris	503.8	536.4	-6.1	2.4	1.5	57.0
45	56	Bristol-Myers Squibb Co.	New York	485.4	424.1	14.5	457.7	400.8	14.2
46	46	Mazda Motor Corp.	Hiroshima, Japan	464.8	520.6	-10.7	179.6	208.5	-13.9
47	43	Kellogg Co.	Battle Creek, Mich.	459.2	589.8	-22.1	255.0	340.6	-25.1
48	49	Anheuser-Busch Cos.	St. Louis	439.9	463.8	-5.1	367.2	397.7	-7.7
49	57	Hyundai Motor Co.	Seoul	439.3	418.8	4.9	172.5	146.4	17.8
50	58	S.C. Johnson & Son	Racine, Wis.	430.1	416.0	3.4	287.3	278.9	3.0

Note: Figures are U.S. dollars in millions and are AA estimates. 2000 rankings are based on data collected in 2002. Measured media in the U.S. include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from Taylor Nelson Sofres CMR and Yellow Pages from Yellow Pages Integrated Media Association, from 100 Leading National Advertisers Special Report (AA, June 24). Outside the U.S. sources vary and are presented with each country chart beginning on Page 4.

SPECIAL REPORT GLOBAL MARKETERS

TOP 100 GLOBAL MARKETERS

(continued)

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2001	2000			2001	2000	% CHG	2001	2000	% CHG
51	63	Wm. Wrigley Jr. Co.	Chicago	\$415.9	\$368.2	12.9	\$133.9	\$137.7	-2.8
52	61	Kimberly-Clark Corp.	Irving, Texas	409.8	372.4	10.0	232.0	231.1	0.4
53	52	Wyeth	Madison, N.J.	400.1	445.1	-10.1	327.6	374.6	-12.6
54	70	BMW	Munich	399.7	317.6	25.9	81.7	100.2	-18.4
55	78	Campbell Soup Co.	Camden, N.J.	398.2	300.1	32.7	313.6	222.2	41.1
56	62	Gillette Co.	Boston	393.5	369.0	6.6	176.1	178.4	-1.3
57	76	Pharmacia Corp.	Peapack, N.J.	391.7	302.2	29.6	324.7	246.2	31.9
58	60	Wal-Mart Stores	Bentonville, Ark.	388.5	394.6	-1.6	349.8	351.1	-0.4
59	54	Canon	Tokyo	372.8	436.3	-14.6	101.8	102.8	-1.0
60	64	Bertelsmann	Guetersloh, Germany	367.1	365.7	0.4	111.1	117.4	-5.3
61	66	Fuji Heavy Industries	Tokyo	352.2	330.4	6.6	127.0	106.0	19.8
62	73	Suzuki Motor Co.	Hamamatsu, Japan	351.8	304.6	15.5	49.4	34.5	43.2
63	45	WorldCom	Clinton, Miss.	350.0	535.9	-34.7	310.8	474.3	-34.5
64	55	Visa International	San Francisco	348.7	428.5	-18.6	260.5	332.8	-21.7
65	67	Cadbury Schweppes	London	336.6	327.6	2.8	160.2	172.5	-7.1
66	79	Sara Lee Corp.	Chicago	329.5	292.9	12.5	190.8	172.4	10.7
67	53	American Express Co.	New York	325.1	438.2	-25.8	235.6	349.8	-32.7
68	71	Mattel	El Segundo, Calif.	325.0	315.1	3.1	183.9	208.6	-11.8
69	74	Clorox Co.	Oakland, Calif.	323.1	303.2	6.6	300.5	278.4	7.9
70	65	Bayer	Leverkusen, Germany	319.8	354.4	-9.7	215.5	253.2	-14.9
71	75	Samsung Group	Seoul	313.8	303.1	3.5	49.9	71.0	-29.7
72	84	Dell Computer Corp.	Austin, Texas	312.6	260.9	19.8	247.8	210.5	17.7
73	72	LG Group	Seoul	311.4	309.2	0.7	27.1	2.4	NA
74	90	Kia Motors Corp.	Seoul	309.1	235.3	31.4	204.7	119.4	71.4
75	68	Novartis	Basel, Switzerland	305.7	324.1	-5.7	237.5	257.1	-7.6
76	51	Telefonica	Madrid	303.0	452.4	-33.0	25.6	43.6	-41.4
77	77	Nokia	Espoo, Finland	287.1	300.2	-4.4	35.5	56.2	-36.9
78	69	Nike	Beaverton, Ore.	269.3	322.5	-16.5	207.6	234.8	-11.6
79	93	Eastman Kodak Co.	Rochester, N.Y.	264.8	219.7	20.5	152.3	127.6	19.3
80	86	Adolph Coors Co.	Golden, Colo.	262.2	253.9	3.3	202.1	199.9	1.1
81	48	General Electric Co.	Fairfield, Conn.	250.3	479.0	-47.7	231.8	458.5	-49.4
82	81	MasterCard International	New York	249.9	280.0	-10.8	201.7	223.1	-9.6
83	94	Heineken	Amsterdam	249.2	219.3	13.6	69.7	57.1	22.1
84	92	Nintendo Co.	Kyoto, Japan	240.8	225.1	7.0	85.1	100.3	-15.1
85	87	Sharp Corp.	Osaka, Japan	239.5	252.7	-5.2	23.0	4.7	393.3
86	83	Schering-Plough Corp.	Madison, N.J.	235.8	262.7	-10.3	224.0	249.7	-10.3
87	96	Citigroup	New York	232.5	210.9	10.2	171.7	157.7	8.8
88	89	Fuji Photo Film Co.	Tokyo	225.6	247.9	-9.0	13.1	16.6	-20.8
89	91	Toshiba Corp.	Tokyo	215.9	235.0	-8.1	24.8	35.4	-30.0
90	82	Philips Electronics	Eindhoven, Netherlands	207.2	273.6	-24.3	88.9	113.6	-21.8
91	98	Carrefour	Paris	206.0	189.1	9.0	0.0	0.0	NA
92	80	Hasbro	Pawtucket, R.I.	204.1	287.5	-29.0	134.9	188.4	-28.4
93	97	Intel Corp.	Santa Clara, Calif.	198.6	201.7	-1.5	127.8	129.5	-1.3
94	95	LVMH Moet Hennessy Louis Vuitton	Paris	196.5	216.7	-9.3	90.7	116.7	-22.3
95	85	Shiseido Co.	Tokyo	196.3	254.7	-22.9	5.1	3.8	34.5
96	88	Siemens	Munich	192.4	249.0	-22.7	36.1	17.7	104.6
97	25	Hershey Foods Corp.	Hershey, Pa.	185.6	831.4	-77.7	177.3	171.9	3.1
98	100	Estee Lauder Cos.	New York	177.3	187.0	-5.2	122.6	138.9	-11.7
99	101	EMI Group	London	173.5	186.4	-6.9	10.3	9.9	4.1
100	107	Aventis	Strasbourg, France	167.3	103.6	61.5	150.3	89.2	68.5

Note: Figures are U.S. dollars in millions and are AA estimates. 2000 rankings are based on data collected in 2002. Measured media in the U.S. include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from Taylor Nelson Sofres CMR and Yellow Pages from Yellow Pages Integrated Media Association, from 100 Leading National Advertisers Special Report (AA, June 24). Outside the U.S. sources vary and are presented with each country chart beginning on Page 4.

SPECIAL REPORT GLOBAL MARKETERS

TOP 10 MARKETERS BY COUNTRY AND MEDIA MONITORING SERVICE

Africa

Kenya

Steadman & Associates

Advertiser	2001	2000	%chg
Unilever	\$2.07	\$1.73	19.6
KenCell Communications	2.05	NA	NA
Kenya Breweries	1.88	2.02	-7.0
GlaxoSmithKline	1.86	0.90	106.1
Cola-Cola Co.	1.43	1.56	-8.3
National Media House	1.20	1.52	-20.8
Safaricom	1.13	NA	NA
WorldSpace Corp.	0.84	NA	NA
Nukamatt	0.82	NA	NA
Reckitt Benckiser	0.79	NA	NA

Figures are U.S. dollars in millions.

South Africa

Nielsen Media Research

Advertiser	2001	2000	%chg
M-Net	\$63.11	\$52.64	19.9
ETV	46.92	4.30	990.0
South African Broadcasting Corp.	33.46	30.29	10.4
Unilever	25.31	28.48	-11.1
SAB Miller	19.58	16.09	21.7
Pick 'n Pay Holdings	16.00	14.41	11.1
Shoprite Holdings	15.98	15.10	5.8
Vodacom Group	15.02	14.32	4.9
Standard Bank of South Africa	13.70	12.72	7.6
Government of South Africa	13.65	10.62	28.5

Figures are U.S. dollars in millions.

Tanzania

Steadman & Associates

Advertiser	2001	2000	%chg
Coca-Cola Co.	\$2.50	\$3.09	-19.1
Millicom International Cellular	1.77	1.19	48.4
Tanzania Cigarette Co.	1.19	NA	NA
Kbrew	1.05	0.48	118.5
Tanzania Breweries	0.68	1.47	-54.0
Chemipack	0.64	1.08	-41.1
GlaxoSmithKline	0.38	0.42	-8.5
Kibo Breweries	0.24	0.55	-56.3
Tri Teleco	0.19	0.43	-56.0
Abod Co.	0.19	NA	NA

Figures are U.S. dollars in millions.

Tunisia

Med Media

Advertiser	2001	2000	%chg
Telematiqués Services	\$2.64	NA	NA
Coca-Cola Co.	1.54	NA	NA
Danone Group	1.41	NA	NA
Sotubi	1.06	NA	NA
Unilever	0.97	NA	NA
Henkel	0.86	NA	NA
Sotuchoc	0.76	NA	NA
Batam	0.67	NA	NA
LG Group	0.63	NA	NA
Laboratoires Jasminal	0.56	NA	NA

Figures are U.S. dollars in millions.

Uganda

Steadman & Associates

Advertiser	2001	2000	%chg
SABMiller	\$1.72	\$1.45	18.3
Ministry of Health	1.53	1.32	15.7
MTN	1.48	1.16	27.2
Uganda Telecom	1.44	1.28	12.0
Uganda Breweries	0.96	0.85	12.3
Century Bottling	0.83	0.70	18.3
MSI Cellular Investments Holdings	0.72	0.58	23.6
Unilever	0.49	0.39	27.5
Crane Bank	0.27	0.20	34.8
Gold Trust Bank	0.17	0.12	41.9

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Asia Pacific

Australia

Nielsen Media Research

Advertiser	2001	2000	%chg
Coles Myer	\$98.24	\$107.88	-8.9
Telstra Corp	.86.01	119.69	-28.1
Toyota Motor Corp.	.62.88	66.65	-5.7
Harvey Norman Holdings	.49.94	56.05	-10.9
Ford Motor Co.	.49.25	53.70	-8.3
McDonald's Corp.	.48.36	62.83	-23.0
Unilever	.44.44	57.97	-23.4
General Motors Corp.	.44.02	42.53	3.5
Woolworths	.43.13	51.43	-16.1
Mars Inc.	.37.25	39.59	-5.9

Figures are U.S. dollars in millions.

Azerbaijan

SIAR Social & Marketing Research Center

Advertiser	2001	2000	%chg
Azerbaijan Cinema Club	\$2.28	NA	NA
Azersun Holding	.0.95	0.48	96.5
Procter & Gamble Co.	.0.92	1.22	-25.1
Unilever	.0.81	NA	NA
Alainform	.0.65	NA	NA
Sonera Corp.	.0.53	0.21	153.6
Coca-Cola Co.	.0.50	1.00	-49.7
Beta Group of Cos.	.0.41	0.23	74.4
Mars Inc.	.0.37	0.35	6.8
Colgate-Palmolive Co.	.0.29	0.19	56.8

Figures are U.S. dollars in millions.

China

Nielsen Media Research

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$102.45	\$47.68	114.9
Taita Pharmaceutical	.56.54	28.47	98.6
Diaopai	.55.41	21.87	153.4
Naobaijin Pharmaceutical	.52.66	62.40	-15.6
Changjia	.50.96	14.97	240.4
Medical Treatment Information	.50.54	46.31	9.1
Sanjing Pharmaceutical	.44.85	72.92	-38.5
Hutong Pharmaceutical	.42.68	NA	NA
Danwang Pharmaceutical	.41.91	NA	NA
Neptunus	.37.52	1.56	2305.5

Figures are U.S. dollars in millions and have been adjusted by Ad Age.

Hong Kong

Nielsen Media Research

Advertiser	2001	2000	%chg
Hutchison Whampoa	\$69.86	\$53.57	30.4
HSBC Holdings	.65.44	57.23	14.3
McDonald's Corp.	.49.94	35.95	38.9
Country Garden	.45.06	42.07	7.1
Jardine Matheson Holdings	.41.00	37.63	9.0
Wharf Holdings	.40.40	8.57	371.4
Pacific Century CyberWorks	.38.12	16.76	127.5
Procter & Gamble Co.	.37.77	23.95	57.7
Wm. Wrigley Jr. Co.	.27.52	23.16	18.8
Tai Tai Oral Liquid	.26.47	5.73	362.1

Figures are U.S. dollars in millions.

India

Nielsen Media Research

Advertiser	2001	2000	%chg
Unilever	\$372.88	\$250.61	48.8
Procter & Gamble Co.	.93.14	77.93	19.5
Coca-Cola Co.	.92.08	66.72	38.0
Paras Pharmaceuticals	.89.35	60.00	48.9
Godrej & Boyce Manufacturing Co.	.89.14	64.03	39.2
Nestle	.54.47	40.90	33.2
PepsiCo	.53.44	37.97	40.7
Colgate-Palmolive Co.	.48.71	34.00	43.3
Dabur India	.47.85	35.33	35.4
Marico Industries	.37.27	19.14	94.7

Figures are U.S. dollars in millions.

Indonesia

Nielsen Media Research

Advertiser	2001	2000	%chg
Unilever	\$83.59	\$67.15	24.5
Procter & Gamble Co.	.25.88	20.39	27.0
Wings Corp.	.18.02	14.37	25.4
Djarum	.14.68	6.67	120.0
Nestle	.13.00	8.25	57.7
Konimex	.10.39	8.23	26.3
HM Sampoerna	.10.17	8.80	15.5
Lionindo Jaya	.9.66	6.87	40.7
Tempo Scan Pacific	.9.14	4.50	103.0
Bintang Toedjoe	.8.94	5.90	51.5

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Japan

Nikkei Advertising Research Institute

Advertiser	2001	2000	%chg
Toyota Motor Corp.	\$943.01	\$985.05	-4.3
Matsushita Electric Industrial Co.	534.04	517.88	3.1
Honda Motor Co.	506.48	505.63	0.2
Asahi Breweries	457.12	412.57	10.8
Kirin Brewery Co.	446.10	501.77	-11.1
Kao Corp.	427.09	499.45	-14.5
KDDI Corp.	421.77	294.42	43.3
Nissan Motor Co.	382.96	334.19	14.6
Ito-Yokado Co.	381.05	448.42	-15.0
Suntory	361.77	406.07	-10.9

Figures are U.S. dollars in millions.

Kazakhstan

TNS Media Intelligence/Gallup Media Asia

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$10.31	NA	NA
Unilever	2.76	NA	NA
Urker Cosmetik	2.61	NA	NA
LG Group	2.36	NA	NA
Colgate-Palmolive Co.	2.07	NA	NA
Otau Cinema	1.90	NA	NA
Coca-Cola Co.	1.68	NA	NA
Kazkommertsbank	1.48	NA	NA
Philip Morris Cos.	1.44	NA	NA
Gallaher	1.40	NA	NA

Figures are U.S. dollars in millions.

Malaysia

Nielsen Media Research

Advertiser	2001	2000	%chg
Telekom Malaysia	\$15.88	\$10.65	49.1
Nestle	15.37	18.79	-18.2
B.A.T Industries	14.81	25.94	-42.9
Unilever	12.01	12.70	-5.4
Japan Tobacco	12.00	16.19	-25.9
Petronas	10.32	10.32	-0.0
Maxis Communications	9.43	8.13	16.1
Telenor	9.12	9.38	-2.8
Celcom	7.09	9.07	-21.8
Procter & Gamble Co.	6.59	7.93	-16.9

Figures are U.S. dollars in millions.

New Zealand

Nielsen Media Research

Advertiser	2001	2000	%chg
Telecom Corp. of NZ	\$16.73	\$22.23	-24.8
Foodstuffs	14.89	12.88	15.6
Unilever	13.54	16.52	-18.0
Foodland Associated	13.32	14.44	-7.8
NZ Lotteries Commission	11.60	13.12	-11.6
Vodafone	11.29	11.73	-3.7
The Warehouse	10.76	11.25	-4.4
Mars Inc.	10.33	10.40	-0.7
Enterprises Merchandise	10.24	5.21	96.6
McDonald's Corp.	8.93	7.19	24.3

Figures are U.S. dollars in millions.

Philippines

Nielsen Media Research

Advertiser	2001	2000	%chg
Unilever	\$100.32	\$131.15	-23.5
Procter & Gamble Co.	90.28	65.27	38.3
Nestle	59.74	59.78	-0.1
United Laboratories	38.49	34.67	11.0
Philip Morris Cos.	35.19	51.54	-31.7
Philippine Long Distance Telephone Co.	31.10	28.25	10.1
Colgate-Palmolive Co.	30.11	21.93	37.3
Globe Telecom	29.14	15.96	82.6
Smart Communications	21.68	11.99	80.8
Wyeth	21.39	24.49	-12.7

Figures are U.S. dollars in millions.

Singapore

Nielsen Media Research

Advertiser	2001	2000	%chg
McDonald's Corp.	\$8.46	\$8.02	5.4
Media Corp. of Singapore	8.42	NA	NA
Courts	7.57	6.65	13.8
Yum Brands	6.86	7.24	-5.2
Singapore Press Holdings	6.36	7.59	-16.2
Citigroup	6.35	3.12	103.4
Asia Pacific Breweries	6.14	2.79	120.1
Samsung Group	5.51	3.59	53.2
Sony Corp.	5.27	4.27	23.3
Music Street	4.58	2.20	108.7

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

South Korea

KADD via Carat Korea

Advertiser	2001	2000	%chg
LG Group	\$164.19	\$197.60	-16.9
KT Corp.	126.46	88.81	42.4
Lotte Group	104.82	92.06	13.9
SK Telecom	98.07	68.46	43.2
Samsung Group	95.77	101.89	-6.0
Amore Pacific	53.32	51.33	3.9
Namyang Dairy Products	49.93	49.82	0.2
Hyundai Motor Co.	49.59	52.13	-4.9
Kia Motors Corp.	45.23	50.99	-11.3
Dong-A Pharmaceutical Co.	33.33	26.89	24.0

Figures are U.S. dollars in millions.

Taiwan

Carat Taiwan

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$48.18	\$50.46	-4.5
Unilever	43.34	36.09	20.1
Mitsubishi Motors Corp.	34.49	27.04	27.6
President	30.65	32.18	-4.7
Kao Corp.	20.90	25.91	-19.3
Wm. Wrigley Jr. Co.	18.36	14.58	26.0
McDonald's Corp.	16.19	17.20	-5.9
Taiwan Cellular Corp.	15.08	NA	NA
FarEasTone	14.64	18.98	-22.9
China Telecommunications Corp.	12.21	16.79	-27.3

Figures are U.S. dollars in millions.

Thailand

Nielsen Media Research

Advertiser	2001	2000	%chg
Unilever	\$51.07	\$52.41	-2.6
Advance Info Service.	25.80	14.16	82.2
GMM Grammy Public Co.	17.35	15.00	15.7
Total Access Communications	16.62	5.77	187.8
Procter & Gamble Co.	15.04	16.48	-8.7
Boon Rawd Brewery Co.	14.46	20.86	-30.7
RS Promotion Co.	13.32	12.54	6.2
Sony Corp.	11.91	9.22	29.2
Lion Nathan	11.63	10.87	7.1
Nestle	11.59	13.39	-13.5

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Europe

Austria

Nielsen Media Research/Media Focus

Advertiser	2001	2000	%chg
Mobilkom Austria	\$26.91	\$23.52	14.4
Telekom Austria	19.95	25.40	-21.4
Kika Furniture	19.46	NA	NA
Deutsche Telekom	18.93	NA	NA
Western Wireless Corp.	17.63	NA	NA
Volkswagen	16.83	16.40	2.6
Connect Austria	16.40	18.84	-12.9
SPAR Gruppe	14.40	NA	NA
Hartlauer	13.99	NA	NA
Lutz	12.71	NA	NA

Figures are U.S. dollars in millions.

Belarus

TNS/BMF Gallup Media

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$3.51	\$2.44	43.8
Wm. Wrigley Jr. Co.	1.58	0.89	77.1
Colgate-Palmolive Co.	1.30	0.28	363.5
Magazin na Divane	1.18	0.75	57.8
Nestle	0.79	0.26	208.6
Dandy Candy Co.	0.56	0.24	135.8
McDonald's Corp.	0.46	0.26	80.3
Pivovarni Ivana Taranova	0.38	NA	NA
Beiersdorf	0.31	0.14	119.6
Palas Magazin	0.27	NA	NA

Figures are U.S. dollars in millions.

Belgium

CIM via PUB Agency Book

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$57.95	\$53.85	7.6
Belgacom	47.15	68.48	-31.1
Unilever	44.51	47.07	-5.4
Government of Belgium	36.94	NA	NA
Danone Group	35.98	31.12	15.6
L'Oreal	31.49	41.13	-23.4
France Telecom	24.33	27.48	-11.5
Volkswagen	22.56	24.54	-8.0
Roularta Media Group	17.98	9.26	94.1
Henkel	17.17	23.65	-27.4

Figures are U.S. dollars in millions.

Bosnia and Herzegovina

AGB Strategic Research

Advertiser	2001	2000	%
Procter & Gamble Co.	\$2.85	\$4.77	-40.1
Coca-Cola Co.	0.68	1.23	-44.9
Wm. Wrigley Jr. Co.	0.65	1.01	-35.7
Tvornica	0.53	0.14	292.6
Reckitt Benckiser	0.36	0.29	22.3
Colgate-Palmolive Co.	0.34	0.44	-22.5
Henkel	0.33	0.66	-50.2
Saponia Osijek	0.30	0.43	-29.6
Unilever	0.27	0.69	-61.0
Heineken	0.24	0.15	58.8

Figures are U.S. dollars in millions.

Bulgaria

TNS Media Intelligence/Gallup Adfacts

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$11.57	\$18.04	-35.9
MobilTel	7.97	10.07	-20.9
Hellenic Telecommunications Org.	5.33	NA	NA
Unilever	3.29	4.91	-32.9
Brew Invest	2.97	5.30	-43.9
Coca-Cola Co.	2.78	4.46	-37.7
Philip Morris Cos.	2.71	5.34	-49.2
Wm. Wrigley Jr. Co.	2.35	2.74	-14.2
Interbrew	2.08	5.82	-64.2
Germanos	1.69	NA	NA

Figures are U.S. dollars in millions.

Croatia

Mediana

Advertiser	2001	2000	%chg
Deutsche Telekom	\$14.12	\$11.33	24.6
Telekom Austria	11.47	7.32	56.7
Procter & Gamble Co.	9.32	6.94	34.3
Beiersdorf	6.18	1.57	293.5
Reckitt Benckiser	5.04	1.89	166.5
Henkel	4.83	1.49	225.0
Coca-Cola Co.	4.22	3.52	19.8
Interbrew	3.52	3.17	11.0
Unilever	3.22	3.56	-9.8
Europapress Holding	3.17	3.65	-13.1

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Cyprus

AGB

Advertiser	2001	2000	%chg
Telemarketing	\$5.79	\$5.50	5.2
Chris Cash & Carry	4.68	1.98	136.0
Procter & Gamble Co.	2.83	3.17	-11.0
Bank of Cyprus	2.80	1.88	49.2
PepsiCo	2.21	1.31	67.9
Peoplestel	2.14	2.21	-3.0
Hellenic Bank	1.82	1.09	67.2
Orfanides X/Mas Prosfores	1.75	0.44	300.4
Coca-Cola Co.	1.73	1.10	57.4
Orfanides S/M	1.67	1.32	26.2

Figures are U.S. dollars in millions.

Czech Republic

Nielsen Media Research

Advertiser	2001	2000	%chg
Danone Group	\$42.09	NA	NA
Cesky Telecom	34.87	\$33.13	5.2
Procter & Gamble Co.	27.88	24.62	13.3
Nestle	20.88	18.58	12.3
Unilever	20.74	19.37	7.1
Deutsche Telekom	19.60	18.73	4.6
Telesystem International Wireless	16.17	25.10	-35.6
Philip Morris Cos.	15.41	12.05	27.9
Henkel	12.82	12.05	6.3
Sazka	10.12	9.71	4.2

Figures are U.S. dollars in millions.

Denmark

TNS Media Intelligence

Advertiser	2001	2000	%chg
Dansk Supermarked Gruppen	\$14.52	NA	NA
EMI Group	11.38	8.09	40.7
France Telecom	11.18	7.64	46.4
Vivendi Universal	10.81	9.67	11.8
Dansk Tipstjeneste	10.66	11.23	-5.0
Telenor	9.82	10.96	-10.4
Sony Corp.	9.32	9.38	-0.7
Unilever	9.30	12.51	-25.7
Aller Press	8.49	7.51	13.0
Arla Foods	8.47	9.26	-8.6

Figures are U.S. dollars in millions.

Estonia

TNS Media Intelligence/Emor Gallup Media

Advertiser	2001	2000	%chg
Colgate-Palmolive Co.	\$6.42	\$1.84	248.6
TV 3	6.28	0.15	4184.4
Procter & Gamble Co.	5.04	4.31	16.9
Kanal 2	3.12	0.21	1370.4
Coca-Cola Co.	2.61	1.27	105.8
TV 1	1.45	0.14	904.0
Eesti Mobiiltelefon	1.28	NA	NA
Unilever	1.24	2.02	-38.5
Viru Õlu	1.04	NA	NA
Eesti Telefon	1.04	0.72	44.6

Figures are U.S. dollars in millions.

Finland

TNS Media Intelligence/Gallup

Advertiser	2001	2000	%chg
Sonera Corp.	\$17.32	\$16.35	5.9
Unilever	10.97	8.07	36.0
Ford Motor Co.	10.90	8.15	33.7
Nokia	10.88	9.95	9.3
Valio	9.05	8.04	12.6
L'Oreal	8.06	6.77	19.1
Scottish & Newcastle	7.35	5.56	32.3
DNA Finland	7.10	NA	NA
Veikkaus	6.76	5.17	30.8
Radiolinja	6.50	7.58	-14.2

Figures are U.S. dollars in millions.

France

TNS Media Intelligence

Advertiser	2001	2000	%chg
France Telecom	\$297.90	\$311.94	-4.5
Vivendi Universal	283.40	240.35	17.9
Nestle	243.74	253.62	-3.9
L'Oreal	238.19	233.05	2.2
PSA Peugeot Citroen	227.02	235.78	-3.7
Renault	181.54	197.13	-7.9
Danone Group	175.34	170.57	2.8
Unilever	167.33	210.33	-20.4
Carrefour	138.52	130.03	6.5
Volkswagen	119.27	110.38	8.1

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Georgia

IPM Media

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$.082	\$1.01	-18.5
Medicines	.058	NA	NA
8 - 07	.056	NA	NA
Unilever	.046	0.15	199.2
Coca-Cola Co.	.027	0.37	-27.2
Geocell	.024	0.55	-55.6
Colgate-Palmolive Co.	.022	0.23	-3.5
Magti GSM	.014	0.27	-46.8
Orbit	.013	0.16	-20.1
Saq Telecom	.012	NA	NA

Figures are U.S. dollars in millions.

Germany

Nielsen Media Research

Advertiser	2001	2000	%chg
Volkswagen	\$232.17	\$287.10	-19.1
Henkel	.229.81	235.62	-2.5
Ferrero	.209.87	216.86	-3.2
Mars Inc.	.184.16	252.21	-27.0
Unilever	.180.73	174.05	3.8
Media Markt	.178.30	172.35	3.5
Procter & Gamble Co.	.177.04	234.92	-24.6
Ford Motor Co.	.173.44	169.28	2.5
PSA Peugeot Citroen	.170.50	144.40	18.1
Deutsche Telekom	.167.88	316.79	-47.0

Figures are U.S. dollars in millions.

Greece

Media Services

Advertiser	2001	2000	%chg
Hellenic Telecommunications Org.	\$.10.25	\$5.32	92.6
Unilever	.8.08	6.90	17.2
Vodafone	.6.56	3.76	74.6
Procter & Gamble Co.	.6.30	6.94	-9.2
Bodyline	.5.84	5.13	13.8
OPAP	.5.26	4.69	12.3
Diageo	.4.67	4.61	1.3
Germanos	.4.52	4.61	-2.1
Anelor	.4.40	4.64	-5.2
Nestle	.4.23	4.17	1.4

Figures are U.S. dollars in millions.

Hungary

Mediagnozis

Advertiser	2001	2000	%chg
Unilever	\$.38.47	\$32.54	18.2
Procter & Gamble Co.	.36.64	24.04	52.4
Telenor	.24.63	20.09	22.6
Henkel	.23.60	25.31	-6.8
Westel Mobil.	.18.43	18.08	1.9
Vodafone	.15.45	6.83	126.2
Reckitt Benckiser	.14.09	9.08	55.1
Philip Morris Cos.	.13.35	10.93	22.1
Nestle	.12.80	14.00	-8.6
L'Oreal	.12.79	13.77	-7.1

Figures are U.S. dollars in millions.

Ireland

Institute of Advertising Practitioners in Ireland

Advertiser	2001	2000	%chg
Government of Ireland	\$.47.38	\$24.69	91.9
Unilever	.14.81	14.21	4.2
Procter & Gamble Co.	.11.78	6.96	69.2
Diageo	.8.88	8.22	8.1
Mars Inc.	.8.24	6.96	18.5
Eircom	.7.09	21.40	-66.9
Showerings	.6.92	6.21	11.4
Electricity Supply Board	.6.69	6.00	11.6
Esat Digifone	.6.24	9.09	-31.3
McDonald's Corp.	.6.24	2.46	153.4

Figures are U.S. dollars in millions.

Italy

Nielsen Media Research

Advertiser	2001	2000	%chg
Fiat	\$.385.59	\$290.88	32.6
Enel	.190.15	188.70	0.8
Unilever	.181.36	175.61	3.3
Vodafone	.174.80	132.32	32.1
Volkswagen	.154.22	171.75	-10.2
Barilla	.139.01	123.59	12.5
Ferrero	.130.49	121.81	7.1
Gruppo Editoriale	.124.97	147.74	-15.4
Renault	.118.49	102.82	15.2
Ford Motor Co.	.114.29	94.19	21.3

Figures are U.S. dollars in millions and have been adjusted by Ad Age.

SPECIAL REPORT GLOBAL MARKETERS

Latvia

TNS Media Intelligence/BMF Gallup Media

Advertiser	2001	2000	%chg
Colgate-Palmolive Co.	\$14.57	\$2.04	613.2
Procter & Gamble Co.	10.19	7.34	38.9
Coca-Cola Co.	4.07	1.36	198.3
Philip Morris Cos.	2.73	2.15	27.0
Unilever	2.35	3.32	-29.3
LMT	2.31	0.91	154.2
Lattelekom	1.88	0.98	92.3
Modern Times Group	1.80	0.46	290.6
Tele2	1.57	0.82	92.2
Elcor	1.50	0.63	136.6

Figures are U.S. dollars in millions.

Lithuania

TNS Media Intelligence/SIC Gallup Media

Advertiser	2001	2000	%chg
Colgate-Palmolive Co.	\$22.70	\$3.29	589.4
Procter & Gamble Co.	10.87	6.79	60.0
Coca-Cola Co.	5.39	1.33	304.8
Philip Morris Cos.	3.72	2.61	42.7
Vodafone	2.93	1.63	79.8
Bite GSM	2.79	1.18	136.5
Makrokoncertas	2.72	NA	NA
Unilever	2.50	3.31	-24.5
Tele2	1.91	0.65	195.2
VP Market	1.43	0.63	127.3

Figures are U.S. dollars in millions.

Macedonia

Analytica Social and Marketing Research

Advertiser	2001	2000	%chg
Vemaks	\$1.07	NA	NA
Procter & Gamble Co.	0.99	1.56	-36.7
Macedonian Telecommunications	0.93	1.52	-39.0
News Phone	0.86	0.44	93.5
National Lottery	0.77	1.53	-50.0
Brewery Skopje	0.76	NA	NA
Promet Tutun Lottery	0.73	1.53	-52.2
Makpetrol	0.72	NA	NA
Mobile Telecommunications-GSM	0.65	NA	NA
Alkaloid	0.62	0.67	-7.6

Figures are U.S. dollars in millions.

Netherlands

BBC de Media en Reclame Bank

Advertiser	2001	2000	%chg
Unilever	\$142.96	\$134.62	6.2
RVD Holding	106.21	92.62	14.7
Nestle	67.29	72.49	-7.2
Heineken	56.54	51.70	9.4
Procter & Gamble Co.	55.65	47.60	16.9
Royal KPN	53.33	104.81	-49.1
ING Group	32.84	41.98	-21.8
Royal Ahold	30.66	32.36	-5.2
Rabobank Holding	30.57	22.25	37.4
Achmea Holding	29.53	15.97	84.9

Figures are U.S. dollars in millions.

Norway

Nielsen Media Research

Advertiser	2001	2000	%chg
Telenor	\$33.97	\$34.48	-1.5
Lilleborg Dagligvare	25.61	24.99	2.5
Norsk Tipping	16.56	14.83	11.7
Ford Motor Co.	14.84	14.54	2.1
Moeller, Harald A.	14.64	17.14	-14.6
ICA Ahold	14.29	21.25	-32.7
Vivendi Universal	13.83	11.05	25.1
Dressmann	12.50	8.71	43.5
Cubus	12.44	8.68	43.3
Hennes & Mauritz	12.17	11.24	8.3

Figures are U.S. dollars in millions.

Poland

ExpertMonitor

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$80.63	\$36.13	123.2
Unilever	76.53	69.76	9.7
Telekomunikacja Polska	57.43	45.48	26.3
Henkel	45.92	31.83	44.3
Polska Telefonii Cyfrowa	44.66	30.54	46.2
TV Promotion Group	43.88	NA	NA
Polkomtel	43.15	NA	NA
Nestle	39.90	34.87	14.4
Reckitt Benckiser	38.03	33.13	14.8
Wm. Wrigley Jr. Co.	37.70	14.06	168.2

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Portugal

Sabatina

Advertiser	2001	2000	%chg
Unilever	\$55.26	\$49.87	10.8
Procter & Gamble Co.	39.78	37.08	7.3
TMN	38.71	37.19	4.1
L'Oreal	38.45	31.87	20.7
Optimus	35.92	38.03	-5.6
Telecel	32.51	44.50	-26.9
Danone Group	30.77	17.99	71.0
Lactogal	29.12	NA	NA
Portugal Telecom	27.28	42.37	-35.6
Coca-Cola Co.	25.57	13.72	86.4

Figures are U.S. dollars in millions.

Romania

TNS' CSOP

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$42.05	\$32.20	30.6
Unilever	27.88	29.16	-4.4
Philip Morris Cos.	19.89	7.33	171.5
Telesystem International Wireless	17.93	13.65	31.4
Elite	17.06	3.40	401.2
Colgate-Palmolive Co.	14.87	6.76	119.9
Beiersdorf	13.58	2.39	468.1
Coca-Cola Co.	12.51	6.24	100.4
France Telecom	11.77	NA	NA
Brau Union	10.05	2.66	277.6

Figures are U.S. dollars in millions.

Russia

TNS Media Intelligence

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$105.32	\$86.05	22.4
Nestle	61.19	41.17	48.7
Mars Inc.	54.85	43.75	25.4
Unilever	50.44	33.41	51.0
PepsiCo	45.88	28.29	62.2
Wm. Wrigley Jr. Co.	42.80	44.45	-3.7
Danone Group	38.08	11.61	227.9
Wimm-Bill-Dann	35.53	24.34	46.0
Henkel	31.23	7.28	328.9
Coca-Cola Co.	23.88	16.08	48.5

Figures are U.S. dollars in millions and have been adjusted by Ad Age.

Serbia

AGB Strategic Research

Advertiser	2001	2000	%chg
Fresh & Co., Subotica	\$5.40	\$0.71	658.2
SI&SI Co.	5.30	NA	NA
Drenik	4.04	3.54	14.2
Procter & Gamble Co.	3.83	3.75	2.0
Suboticanka	3.75	2.82	32.8
Golex	2.97	0.71	316.1
Reckitt Benckiser	2.75	0.08	3169.5
Hyundai Motor Co.	2.64	2.93	-10.1
Grand Prom	2.27	0.34	571.9
C Market	1.26	0.21	484.3

Figures are U.S. dollars in millions.

Slovak Republic

Nielsen Media Research

Advertiser	2001	2000	%chg
Cesky Telecom	\$6.33	\$6.51	-2.8
Globtel	5.32	4.82	10.3
Procter & Gamble Co.	5.10	6.31	-19.2
Unilever	4.67	5.44	-14.2
Slovenske Telekomunikacie	4.66	2.00	133.5
Drukos	3.97	6.03	-34.1
Horizont	3.92	1.61	143.8
Teltex	3.89	3.82	1.9
Nestle	3.82	4.97	-23.2
Coca-Cola Co.	3.80	3.89	-2.4

Figures are U.S. dollars in millions.

Slovenia

Mediana

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$10.59	\$7.90	34.0
Mobitel	8.50	4.94	72.0
Henkel	7.03	7.21	-2.5
L'Oreal	6.77	6.29	7.5
Telekom Austria	5.60	NA	NA
Beiersdorf	4.89	3.10	57.8
Reckitt Benckiser	4.85	6.21	-22.0
PSA Peugeot Citroen	3.88	2.54	53.0
Unilever	3.41	2.02	68.9
Loterija Slovenije	3.30	3.63	-9.1

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Spain

Nielsen Media Research

Advertiser	2001	2000	%chg
Telefonica	\$224.79	\$284.23	-20.9
Procter & Gamble Co.	170.18	147.60	15.3
Volkswagen	166.33	163.49	1.7
PSA Peugeot Citroen	144.70	145.69	-0.7
El Corte Ingles	140.18	129.54	8.2
Danone Group	132.51	106.68	24.2
Unilever	111.45	91.54	21.7
Renault	98.62	104.45	-5.6
Org. Nacional de Ciegos	92.10	97.39	-5.4
Nestle	88.71	81.05	9.5

Figures are U.S. dollars in millions.

Sweden

Advertisers Association

Advertiser	2001	2000	%chg
ICA Ahold	\$52.75	\$57.24	-7.8
Telia	43.41	58.13	-25.3
Unilever	33.94	41.27	-17.8
General Motors Corp.	29.72	40.36	-26.4
Ford Motor Co.	29.56	49.63	-40.4
Axel Johnson	27.69	11.18	147.7
Svenska Spel	24.72	26.69	-7.4
Procter & Gamble Co.	23.30	23.95	-2.7
Carlsberg	22.85	20.77	10.0
Tele2	21.07	24.04	-12.3

Figures are U.S. dollars in millions.

Switzerland

Nielsen Media Research

Advertiser	2001	2000	%chg
Coop Schweiz	\$118.09	\$111.13	6.3
Koc Holding	106.34	125.40	-15.2
Swisscom	57.85	53.67	7.8
Volkswagen	27.48	25.05	9.7
TDC	24.54	6.73	264.4
Tamedia	24.11	26.36	-8.5
Nestle	23.40	25.48	-8.2
Procter & Gamble Co.	22.27	19.45	14.5
Mars Inc.	20.48	20.70	-1.1
UBS	20.02	26.64	-24.8

Figures are U.S. dollars in millions.

Turkey

Bilesim Media

Advertiser	2001	2000	%chg
Unilever	\$66.07	\$36.35	81.7
Procter & Gamble Co.	56.25	44.18	27.3
Ulker	17.35	15.72	10.3
Istim Telekomunikasyon	16.50	NA	NA
Telsim	16.19	NA	NA
Turkcell	14.23	NA	NA
Bilgin Yayincilik	12.87	18.41	-30.1
Coca-Cola Co.	12.18	9.69	25.8
Reckitt Benckiser	10.92	19.52	-44.1
Park Medya	10.82	19.41	-44.3

Figures are U.S. dollars in millions and have been adjusted by Ad Age.

Ukraine

Monitoring Ukraine

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$29.24	\$17.91	63.2
Philip Morris Cos.	20.50	12.00	70.8
Nestle	19.85	6.58	201.6
Unilever	13.34	5.08	162.6
Samsung Group	11.72	5.28	122.1
Inter	11.36	4.23	168.9
UMC	10.08	4.23	138.2
Kievstar GSM	9.97	4.09	143.6
Drugaya Firma	9.68	NA	NA
Henkel	9.30	1.25	645.5

Figures are U.S. dollars in millions.

United Kingdom

Nielsen Media Research

Advertiser	2001	2000	%chg
Unilever	\$227.75	\$241.61	-5.7
Government of the U.K.	209.24	148.51	40.9
Ford Motor Co.	179.28	154.22	16.2
Procter & Gamble Co.	174.63	183.81	-5.0
British Telecom	136.92	151.74	-9.8
Volkswagen	126.79	126.66	0.1
Royal Bank of Scotland Group	120.95	110.30	9.7
PSA Peugeot Citroen	118.33	112.01	5.6
Dixons Group	113.83	139.97	-18.7
News Corp.	106.47	129.07	-17.5

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Latin America

Argentina

Ibope

Advertiser	2001	2000	%chg
Unilever	\$197.30	\$92.67	112.9
Sprayette	120.85	NA	NA
Procter & Gamble Co.	119.71	52.57	127.7
Cencosud	59.34	25.05	136.8
Telefonica	57.82	64.80	-10.8
Nortel Inversora	55.90	44.55	25.5
Danone Group	55.05	13.81	298.5
Coca-Cola Co.	50.13	34.03	47.3
Bayer	49.91	14.52	243.7
Garbarino	39.39	23.17	70.0

Figures are U.S. dollars in millions.

Brazil

Intermeios via Meio & Mensagem

Advertiser	2001	2000	%chg
Unilever	\$55.18	\$67.60	-18.4
Companhia de Bebidas das Americas	49.56	56.74	-12.7
Volkswagen	48.34	62.07	-22.1
WorldCom	38.90	61.60	-36.9
Fiat	38.45	38.56	-0.3
General Motors Corp.	38.03	47.03	-19.1
Casas Bahia	36.76	40.72	-9.7
Liderança Capitalização	36.15	58.24	-37.9
Itaú	33.49	51.71	-35.2
Companhia Brasileira de Distribucao	33.32	42.68	-21.9

Figures are U.S. dollars in millions.

Chile

Ibope

Advertiser	2001	2000	%chg
Unilever	\$37.38	\$23.51	59.0
Nestle	31.70	19.99	58.5
Procter & Gamble Co.	31.07	18.26	70.1
Telefonica	30.01	32.71	-8.3
Falabella	21.99	16.37	34.3
Almacenes Paris	20.85	15.88	31.3
Comercial E.C.C.S.A.	18.94	15.57	21.7
Coca-Cola Co.	18.67	16.55	12.8
Laboratorios Maver	17.28	14.51	19.0
L'Oreal	16.55	9.35	77.1

Figures are U.S. dollars in millions.

Colombia

Ibope

Advertiser	2001	2000	%chg
Postobon	\$33.84	\$16.01	111.3
Intermarketing	30.58	12.32	148.2
ETB	24.89	9.51	161.7
Nacional de Chocolates	23.33	6.06	285.3
Tecnoquimicas	21.91	2.18	904.4
World TV	20.47	NA	NA
Coca-Cola Co.	18.52	12.29	50.7
Bavaria	17.43	16.46	5.9
Colgate-Palmolive Co.	17.36	3.08	464.0
Orbitel	15.78	7.24	117.9

Figures are U.S. dollars in millions.

Mexico

Ibope

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$235.59	\$76.73	207.0
PepsiCo	190.62	52.63	262.2
Coca-Cola Co.	162.47	50.05	224.6
Colgate-Palmolive Co.	153.62	61.09	151.5
AOL Time Warner	149.23	28.65	420.9
Unilever	131.49	30.04	337.6
Carso Global Telecom	130.16	61.34	112.2
Central Impulsora	119.01	NA	NA
Nestle	94.32	34.67	172.1
Kimberly-Clark Corp.	71.17	25.01	184.6

Figures are U.S. dollars in millions.

Peru

Ibope

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$68.65	\$47.91	43.3
Alicorp	39.01	44.54	-12.4
Union de Cervecerias Peruanas B&J	34.88	7.86	343.8
ONPE	33.75	NA	NA
Telefonica	24.32	33.32	-27.0
Coca-Cola Co.	21.11	10.11	108.8
Telecom Italia	19.87	NA	NA
Nestle	19.74	15.35	28.6
Unilever	17.23	NA	NA
Pfizer	15.67	15.52	1.0

Figures are U.S. dollars in millions.

SPECIAL **REPORT** GLOBAL MARKETERS

Puerto Rico

Mediafax

Advertiser	2001	2000	%chg
Sears, Roebuck & Co.	\$28.25	\$28.68	-1.5
Colgate-Palmolive Co.	26.01	25.55	1.8
Procter & Gamble Co.	25.87	31.01	-16.6
Anheuser-Busch Cos.	24.63	24.72	-0.4
Adolph Coors Co.	24.12	18.89	27.7
BMJ Foods	22.99	9.41	144.3
Pfizer	22.86	9.97	129.4
General Motors Corp.	22.61	17.34	30.4
Yum Brands	21.42	23.53	-9.0
Popular Inc.	19.71	12.09	63.0

Figures are U.S. dollars in millions.

Venezuela

Ibope

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$117.95	\$67.96	73.6
Prokompra 2002	58.20	NA	NA
Empresas Polar	51.34	60.12	-14.6
Coca-Cola Co.	38.35	20.22	89.7
CANTV	28.92	56.38	-48.7
CA Nacional Telefonos	28.90	NA	NA
America Movil	27.37	36.09	-24.2
Intriga	26.03	NA	NA
Colgate-Palmolive Co.	24.55	37.70	-34.9
Inst. Beneficencia del Tachira	18.67	NA	NA

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Middle East

Bahrain

Pan Arab Research Center

Advertiser	2001	2000	%chg
Unilever	\$1.85	\$0.91	103.8
City Line	1.36	NA	NA
Batelco	1.19	0.80	49.9
Ford Motor Co.	0.80	NA	NA
Kuwait & Bahrain Bank	0.77	NA	NA
Coca-Cola Co.	0.65	NA	NA
Call Group	0.60	NA	NA
Toyota Motor Corp.	0.52	0.38	39.0
Nestle	0.51	0.28	83.2
Gulf Air	0.51	0.23	121.4

Figures are U.S. dollars in millions.

Egypt

Pan Arab Research Center

Advertiser	2001	2000	%chg
Mobinil	\$11.39	\$8.55	33.2
Misrfone	11.23	12.56	-10.6
Procter & Gamble Co.	9.10	3.58	154.4
Al Akhbar	6.58	3.02	117.9
Toshiba Corp.	5.91	5.40	9.4
Unilever	5.33	2.72	96.4
PepsiCo	4.52	3.04	48.6
EgyptAir	4.50	3.96	13.5
Coca-Cola Co.	4.35	2.41	80.9
Goldi	4.15	2.42	71.1

Figures are U.S. dollars in millions.

Israel

IFAT

Advertiser	2001	2000	%chg
Mifal Hapayis	\$32.78	NA	NA
Tnuva	32.50	33.22	-2.2
France Telecom	31.51	37.62	-16.3
Procter & Gamble Co.	31.31	26.76	17.0
Yediot Achronot	28.37	NA	NA
Strauss	27.88	26.36	5.8
Pelephone	27.51	34.31	-19.8
BellSouth Corp.	26.48	30.18	-12.3
Super-Sol	24.42	NA	NA
Ma'ariv	22.18	NA	NA

Figures are U.S. dollars in millions.

Jordan

Pan Arab Research Center

Advertiser	2001	2000	%chg
MobileCom	\$4.10	\$2.90	41.4
JTC	3.04	2.19	39.0
Shoot	1.63	NA	NA
Fastline	1.63	2.51	-35.1
CardCom	1.60	0.67	137.4
EZ Link	1.51	0.26	484.2
Bank of Jordan	1.44	0.99	45.1
Coca-Cola Co.	1.30	1.12	16.0
Housing Bank	1.20	0.80	49.1
PepsiCo	1.08	1.37	-20.9

Figures are U.S. dollars in millions.

Kuwait

Pan Arab Research Center

Advertiser	2001	2000	%chg
Ford Motor Co.	\$4.57	\$1.70	169.2
Toyota Motor Corp.	3.44	1.72	99.8
Philip Morris Cos.	2.86	1.79	59.6
Yum Brands	2.83	2.24	25.9
Mobile Telecom	2.58	3.01	-14.3
General Motors Corp.	2.37	2.00	18.7
Wataniya Telecom	2.21	2.56	-13.6
Diageo	2.08	1.15	80.8
Nissan Motor Co.	1.97	1.47	34.1
DaimlerChrysler	1.97	1.60	22.6

Figures are U.S. dollars in millions.

Lebanon

Pan Arab Research Center

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$16.90	\$9.94	70.0
Bissell	9.65	2.37	307.8
Banque Audi	8.18	5.83	40.2
Diageo	7.73	5.57	38.9
Byblos Bank	7.61	6.86	10.8
Cafe Rio	5.85	NA	NA
Bacardi	5.55	3.28	68.9
Japan Tobacco Co.	4.89	NA	NA
B.A.T Industries	4.28	1.72	148.5
Nestle	4.17	NA	NA

Figures are U.S. dollars in millions.

SPECIAL REPORT GLOBAL MARKETERS

Oman

Pan Arab Research Center

Advertiser	2001	2000	%chg
Oman International Bank	\$1.27	NA	NA
Salalah Autumn Festival	1.22	0.12	910.2
Muscat Festival	1.21	0.80	50.7
Nissan Motor Co.	1.18	1.26	-6.2
GM Daewoo Auto & Technology Co.	1.04	1.20	-13.8
Bank Muscat	0.97	0.67	43.9
Hyundai Motor Co.	0.93	1.50	-38.4
Toyota Motor Corp.	0.68	3.95	-82.8
General Motors Corp.	0.68	1.00	-32.5
Ford Motor Co.	0.58	0.46	26.0

Figures are U.S. dollars in millions.

Qatar

Pan Arab Research Center

Advertiser	2001	2000	%chg
Nissan Motor Co.	\$1.12	\$1.21	-7.8
Toyota Motor Corp.	0.99	0.66	49.6
Carrefour	0.85	0.24	256.5
General Motors Corp.	0.77	0.81	-4.9
Q-Tel	0.71	0.56	27.4
Standard Chartered Bank	0.60	NA	NA
McDonald's Corp.	0.53	0.52	2.3
Ford Motor Co.	0.46	0.31	47.4
DaimlerChrysler	0.45	NA	NA
HSBC Holdings	0.44	0.29	52.2

Figures are U.S. dollars in millions.

Saudi Arabia

Pan Arab Research Center

Advertiser	2001	2000	%chg
Saudi Telecom	\$6.11	\$2.55	139.8
General Motors Corp.	5.79	4.48	29.4
Toyota Motor Corp.	5.56	4.18	33.0
National Comm. Bank	5.08	3.26	56.0
Ford Motor Co.	5.04	3.43	46.9
Saudi Distribution	3.74	NA	NA
Yum Brands	3.70	3.50	5.6
Al Rajhi	3.43	4.82	-28.8
Al Marai	3.22	2.45	31.3
Danone Group	2.81	NA	NA

Figures are U.S. dollars in millions.

Syria

Pan Arab Research Center

Advertiser	2001	2000	%chg
Procter & Gamble Co.	\$0.65	\$0.15	337.9
Nestle	0.42	0.15	183.8
Unilever	0.26	0.31	-14.2
SyriaTel	0.24	NA	NA
Investcom	0.21	NA	NA
Topper Detergent	0.14	NA	NA
Max	0.13	NA	NA
Prince Automatic Detergents	0.13	NA	NA
Madar Detergents	0.12	NA	NA
Sun White Rice	0.12	NA	NA

Figures are U.S. dollars in millions.

United Arab Emirates

Pan Arab Research Center

Advertiser	2001	2000	%chg
Nokia	\$4.52	\$1.59	184.8
City Line	4.05	NA	NA
Procter & Gamble Co.	3.89	NA	NA
Emirates Call	3.44	2.04	68.0
General Motors Corp.	3.41	3.24	5.3
Toyota Motor Corp.	3.36	2.10	60.1
Samsung Group	3.35	1.15	191.3
Unilever	3.26	NA	NA
HSBC Holdings	2.58	1.64	57.5
Carrefour	2.52	1.02	147.0

Figures are U.S. dollars in millions.

SPECIAL **REPORT** GLOBAL MARKETERS

North America

Canada

Nielsen Media Research

Advertiser	2001	2000	%chg
BCE	\$79.16	\$81.11	-2.4
Procter & Gamble Co.	.65.45	69.07	-5.2
General Motors Corp.	.60.52	67.13	-9.8
Hudson's Bay Co.	.56.11	46.64	20.3
Philip Morris Cos.	.55.92	56.54	-1.1
Government of Canada	.53.43	47.33	12.9
CanWest Global Communications Corp.	.45.87	34.18	34.2
Sears, Roebuck & Co.	.39.63	48.54	-18.4
Viacom	.38.21	36.84	3.7
Wendy's International	.33.68	31.96	5.4

Figures are U.S. dollars in millions.

United States

TNS Media Intelligence/CMR

Advertiser	2001	2000	%chg
General Motors Corp.	\$2.21	\$2.96	-25.4
Procter & Gamble Co.	1.70	1.66	2.6
AOL Time Warner	1.56	1.47	6.2
DaimlerChrysler	1.40	1.69	-17.0
Philip Morris Cos.	1.33	1.77	-25.1
Ford Motor Co.	1.27	1.20	5.9
Walt Disney Co.	1.05	1.09	-3.4
Johnson & Johnson	0.88	0.92	-4.6
Verizon Communications	0.86	0.75	14.0
Pfizer	0.80	0.80	0.5

Figures are U.S. dollars in billions.