

USAGE TABLES

1st SEPTEMBER 2008

AFRICA

Algeria	120%	Malawi	60%
Angola	60%	Mali	60%
Ascension Island	60%	Mauritania	60%
Benin	60%	Mauritius	60%
Botswana	60%	Mayotte	60%
Burkina Faso	60%	Morocco	120%
Burundi	60%	Mozambique	60%
Cameroon	60%	Namibia	60%
Cape Verde Islands	60%	Niger	60%
Central African Rep.	60%	Nigeria	180%
Chad	60%	Reunion	60%
Comoros	60%	Rwanda	60%
Congo	60%	Sao Tome	60%
Djibouti	60%	Senegal	60%
Egypt	165%	Seychelles	60%
Equatorial Guinea	60%	Sierra Leone	60%
Eritrea	60%	Somalia	60%
Ethiopia	60%	South Africa	200%
Gabon	60%	St Helena	60%
Gambia	60%	Sudan	60%
Ghana	60%	Swaziland	60%
Guinea	60%	Tanzania	60%
Guinea-Bissau	60%	Togo	60%
Ivory Coast	60%	Tristan da Cunha	60%
Kenya	60%	Tunisia	60%
Lesotho	60%	Uganda	60%
Liberia	60%	Zaire	60%
Libya	60%	Zambia	60%
Madagascar	60%	Zimbabwe	60%
Africa (Excluding South Africa)			400%
Sub-Saharan Africa			300%

AMERICA (Central & Caribbean)

Anguilla	60%	Honduras	60%
Antigua/Barbuda	60%	Jamaica	60%
Aruba	60%	Martinique	60%
Bahamas	60%	Mexico	300%
Barbados	60%	Montserrat	60%
Belize	60%	Netherlands Antilles	60%
Bermuda	60%	Nicaragua	60%
Cayman Islands	60%	Panama	60%
Costa Rica	60%	Puerto Rico	60%
Cuba	60%	Salvador	60%
Dominica	60%	St. Christopher	60%
Dominican rep.	60%	St. Lucia	60%
El Salvador	60%	St. Vincent	60%
Grenada	60%	Trinidad & Tonga	60%
Guadeloupe	60%	Turks & Caicos	60%
Guatemala	60%	Virgin Islands (British)	60%
Haiti	60%	Virgin Islands (USA)	60%

Caribbean			200%
Caribbean & Central America			400%

AMERICA (NORTH)

Canada	200%	St Pierre & Miquelon	60%
Greenland	60%	United States	600%
USA & Canada			700%

AMERICA (SOUTH)

Argentina	175%	French Guiana	60%
Bolivia	60%	Guyana	60%
Brazil	300%	Paraguay	60%
Chile	60%	Peru	60%
Colombia	165%	Surinam	60%
Ecuador	60%	Uruguay	60%
Falkland Islands	60%	Venezuela	60%
South America			400%

ASIA

Bangladesh	60%	Malaysia	165%
Bhutan	60%	Maldives	60%
Brunei	60%	Mongolia	60%
Cambodia	60%	Myanmar	60%
China	300%	Nepal	60%
Hong Kong	120%	Pakistan	165%
India	300%	Philippines	180%
Indonesia	240%	Singapore	120%
Japan	300%	Sri Lanka	60%
Kazakhstan	60%	Taiwan	180%
Korea (North)	60%	Tajikistan	60%
Korea (South)	240%	Thailand	240%
Kyrgyz Stan	60%	Turkmenistan	60%
Laos	0%	Uzbekistan	60%
Macao	60%	Vietnam	60%
South East Asia			300%
Asia			600%

EUROPE

Albania	60%	Ireland	90%
Andorra	60%	Italy	300%
Armenia	60%	Latvia	60%
Austria	120%	Liechtenstein	60%
Azerbaijan	60%	Lithuania	60%
Azores	60%	Luxemburg	60%
Balearic	60%	Macedonia	60%
Belarus	90%	Madeira	60%
Belgium	120%	Majorca	60%
Bosnia-Herzegovina	60%	Malta	60%
Bulgaria	60%	Moldova	60%
Canaries	60%	Monaco	60%
Croatia	60%	Netherlands	165%
Cyprus	60%	Norway	120%
Czech Republic	120%	Poland	240%
Denmark	120%	Portugal	120%
Estonia	60%	Romania	165%

EUROPE (Cont)			
Faro	60%	Russia	300%
Finland	120%	San Marino	60%
France	300%	Slovakia	60%
Georgia	60%	Spain	300%
Germany	300%	Sweden	120%
Gibraltar	60%	Switzerland	120%
Greece	120%	Ukraine	240%
Hungary	120%	United Kingdom	300%
Iceland	60%	Yugoslavia	120%
Europe			600%
Europe & East Europe			800%
East Europe			400%
Scandinavia			150%
NEAR & MIDDLE EAST			
Afghanistan	60%	Oman	60%
Bahrain	60%	Qatar	60%
Iran	60%	Saudi Arabia	120%
Iraq	60%	Syria	60%
Israel	60%	Turkey	240%
Jordan	60%	United Arab Emirates	120%
Kuwait	60%	Yemen	60%
Lebanon	60%		
Near & Middle East			300%
PACIFIC			
Australia	210%	Norfolk Islands	60%
Cook Islands	60%	Northern Marianas	60%
Easter Islands	60%	Nuie	60%
Fiji	60%	Palau	60%
French Polynesia	60%	Papau New Guinea	60%
Galapagos	60%	Pitcairn Islands	60%
Guam	60%	Samoa Eastern	60%
Kiribati	60%	Samoa Western	60%
Marshal Islands	60%	Tokelau	60%
Micronesia	60%	Tonga	60%
Nauru	60%	Tuvulu	60%
New Caledonia	60%	Vanuatu	60%
New Zealand	90%	Wallis & Futuna	60%
Pacific (Ex Australia)			300%
Australisia			400%
WORLD			1600%

OTHER MEDIA

CINEMA

Cinema is calculated at 25% of the TV % in the country concerned.

E.g TV in France = 300%; therefore Cinema in France = 75%

E.g TV in USA = 600%; therefore Cinema in USA = 150%

Please Note: In South Africa, Cinema is calculated at 50%

STILLS

PRESS & MAGAZINE

Press & Magazine is calculated at 50% of the TV rate of the country concerned

E.g. TV in Germany = 300%; therefore Press & Magazine = 150%

E.g. TV in Europe = 600%; therefore Press & Magazine = 300%

BILLBOARDS OR OUTDOOR POSTER

Billboards/Outdoor Poster is calculated at 50% of the TV% of the country concerned

E.g. TV in UK = 300%; therefore billboard/outdoor poster = 150%

POINT OF SALE

POS includes In-Store Posters, Backing Cards, Swing Tapes etc as well as Sales Promotions i.e. leaflets, brochures, stickers etc. POS also includes in-store electronic transmission of TVC and/or still images

POS is calculated at 25% of the TV % of the country concerned.

E.g. TV in USA & Canada = 700%; therefore POS = 175%

Please note that POS is calculated PER SHOT PER MEDIA

E.g. If 2 posters and 1 leaflet are displayed, then the rate must be multiplied by 3

PACKAGING

Packaging is calculated at 25% of the TV % of the country concerned.

E.g. TV in Italy = 300%; therefore Packaging = 75%

INTERNET

A web site that sells the product on line should be treated as a POS and calculated at 25% of TV

There will be no additional charge for websites that do not sell the product directly to the public i.e. Brand-building

WORLDWIDE ALL MEDIA USAGE

World-wide All Media	2400%
Europe All Media	1200%
US All Media	900%