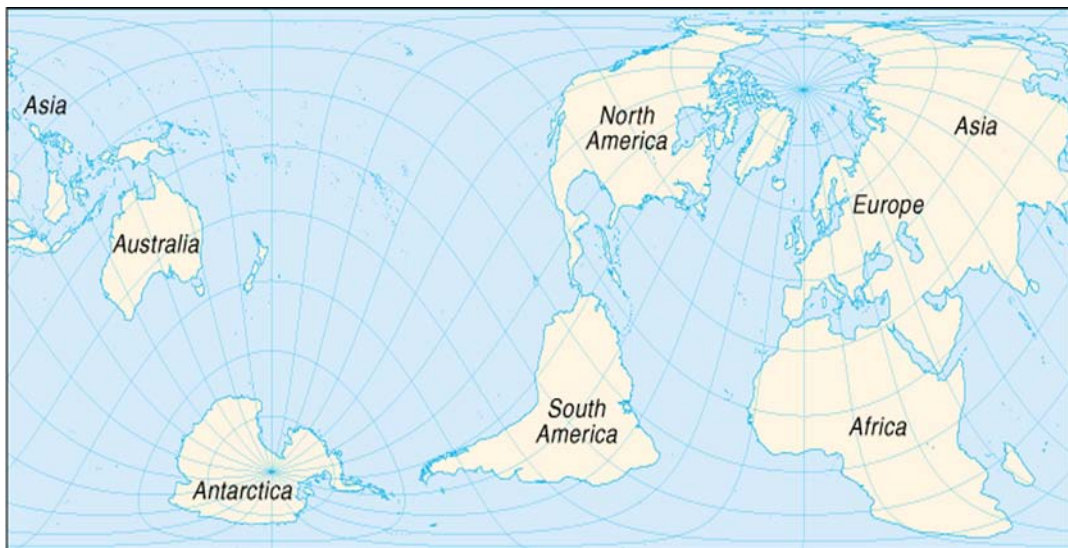


# The 2009-2014 World Outlook for Advertising for Social Media and Widgets

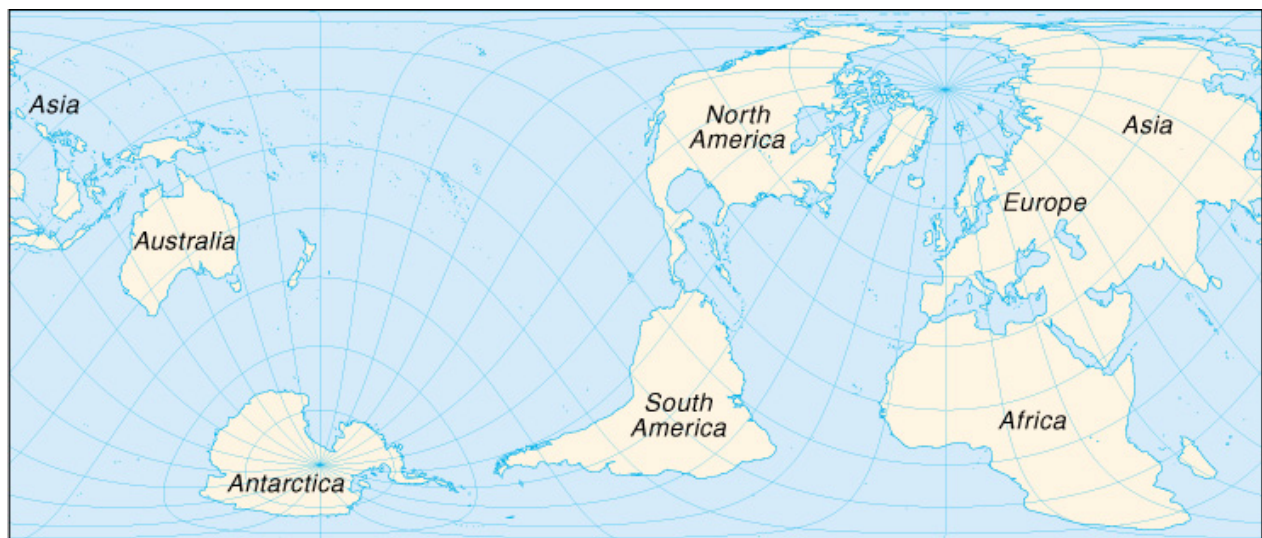


by  
**Professor Philip M. Parker, Ph.D.**  
Chaired Professor of Management Science  
INSEAD (Singapore and Fontainebleau, France)

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## About the Author

Dr. Philip M. Parker is the Eli Lilly Chaired Professor of Innovation, Business and Society at INSEAD where he has taught courses on global competitive strategy since 1988. He has also taught courses at MIT, Stanford University, Harvard University, UCLA, UCSD, and the Hong Kong University of Science and Technology. Professor Parker is the author of six books on the economic convergence of nations. These books introduce the notion of “physioeconomics” which foresees a lack of global convergence in economic behaviors due to physiological and physiographic forces. His latest book is *Physioeconomics: the basis for long-run economic growth* (MIT Press 2000). He has also published numerous articles in academic journals, including, the *Rand Journal of Economics*, *Marketing Science*, the *Journal of International Business Studies*, *Technological Forecasting and Social Change*, the *International Journal of Forecasting*, the *European Management Journal*, the *European Journal of Operational Research*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, and the *Journal of Marketing Research*. He is also on the editorial boards of several academic journals.

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## About this Series

This series was created for international firms who rely on foreign markets for a substantial portion of their business or who might be threatened by international competition. The estimates given in this report were created using a methodology developed by and implemented under the direct supervision of Professor Philip M. Parker, the Eli Lilly Chaired Professor of Innovation, Business and Society, at INSEAD. The methodology relies on historical figures across countries. Reported figures should be seen as estimates of past and future levels of latent demand.

## Acknowledgements

Some of the methodologies and research approaches used in this report have benefited from the R&D Committee at INSEAD, whose research support is gratefully acknowledged.

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Icon Group International, Inc.'s primary mission is to assist managers with their international information needs. U.S.-owned and operated, Icon Group has published hundreds of multi-client databases, and global/regional market data, industry and country publications.

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# 1 INTRODUCTION

## 1.1 OVERVIEW

This study covers the world outlook for advertising for social media and widgets across more than 200 countries. For each year reported, estimates are given for the *latent demand*, or *potential industry earnings (P.I.E.)*, for the country in question (in millions of U.S. dollars), the percent share the country is of the region and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study does not report actual sales data (which are simply unavailable, in a comparable or consistent manner in virtually all of the 230 countries of the world). This study gives, however, my estimates for the worldwide latent demand, or the P.I.E. for advertising for social media and widgets. It also shows how the P.I.E. is divided across the world's regional and national markets. For each country, I also show my estimates of how the P.I.E. grows over time (positive or negative growth). In order to make these estimates, a multi-stage methodology was employed that is often taught in courses on international strategic planning at graduate schools of business.

Another reason why sales do not equate to latent demand is exchange rates. In this report, all figures assume the long-run efficiency of currency markets. Figures, therefore, equate values based on purchasing power parities across countries. Short-run distortions in the value of the dollar, therefore, do not figure into the estimates. Purchasing power parity estimates of country income were collected from official sources, and extrapolated using standard econometric models. The report uses the dollar as the currency of comparison, but not as a measure of transaction volume. The units used in this report are: US\$ Million.

## 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

The concept of *latent demand* is rather subtle. The term *latent* typically refers to something that is dormant, not observable or not yet realized. *Demand* is the notion of an economic quantity that a target population or market requires under different assumptions of price, quality, and distribution, among other factors. Latent demand, therefore, is commonly defined by economists as the industry earnings of a market when that market becomes accessible and attractive to serve by competing firms. It is a measure, therefore, of *potential* industry earnings (P.I.E.) or total revenues (not profit) if a market is served in an efficient manner. It is typically expressed as the total revenues potentially extracted by firms. The “market” is defined at a given level in the value

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chain. There can be latent demand at the retail level, at the wholesale level, the manufacturing level, and the raw materials level (the P.I.E. of higher levels of the value chain being always smaller than the P.I.E. of levels at lower levels of the same value chain, assuming all levels maintain minimum profitability).

The latent demand for advertising for social media and widgets is not actual or historic sales. Nor is latent demand future sales. In fact, latent demand can be lower or higher than actual sales if a market is inefficient (i.e. not representative of relatively competitive levels). Inefficiencies arise from a number of factors, including the lack of international openness, cultural barriers to consumption, regulations, and cartel-like behavior on the part of firms. In general, however, latent demand is typically larger than actual sales in a country market.

For reasons discussed later, this report does not consider the notion of “unit quantities”, only total latent revenues (i.e. a calculation of price times quantity is never made, though one is implied). The units used in this report are U.S. dollars not adjusted for inflation (i.e. the figures incorporate inflationary trends) and not adjusted for future dynamics in exchange rates. If inflation rates or exchange rates vary in a substantial way compared to recent experience, actually sales can also exceed latent demand (when expressed in U.S. dollars, not adjusted for inflation). On the other hand, latent demand can be typically higher than actual sales as there are often distribution inefficiencies that reduce actual sales below the level of latent demand.

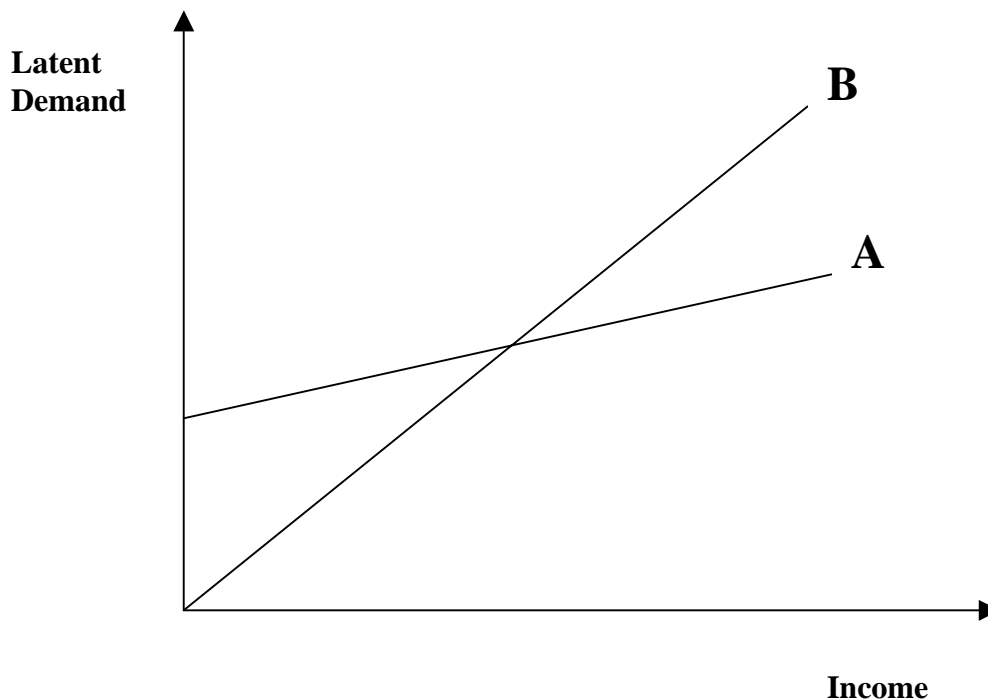
As mentioned in the introduction, this study is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved. In fact, all the current products or services on the market can cease to exist in their present form (i.e. at a brand-, R&D specification, or corporate-image level) and all the players can be replaced by other firms (i.e. via exits, entries, mergers, bankruptcies, etc.), and there will still be an international latent demand for advertising for social media and widgets at the aggregate level. Product and service offering details, and the actual identity of the players involved, while important for certain issues, are relatively unimportant for estimates of latent demand.

### 1.3 THE METHODOLOGY

In order to estimate the latent demand for advertising for social media and widgets on a worldwide basis, I used a multi-stage approach. Before applying the approach, one needs a basic theory from which such estimates are created. In this case, I heavily rely on the use of certain basic economic assumptions. In particular, there is an assumption governing the shape and type of aggregate latent demand functions. Latent demand functions relate the income of a country, city, state, household, or individual to realized consumption. Latent demand (often realized as consumption when an industry is efficient), at any level of the value chain, takes place if an equilibrium is realized. For firms to serve a market, they must perceive a latent demand and be able to serve that demand at a minimal return. The single most important variable determining consumption, assuming latent demand exists, is income (or other financial resources at higher

levels of the value chain). Other factors that can pivot or shape demand curves include external or exogenous shocks (i.e. business cycles), and or changes in utility for the product in question.

Ignoring, for the moment, exogenous shocks and variations in utility across countries, the aggregate relation between income and consumption has been a central theme in economics. The figure below concisely summarizes one aspect of problem. In the 1930s, John Maynard Keynes conjectured that as incomes rise, the average propensity to consume would fall. The average propensity to consume is the level of consumption divided by the level of income, or the slope of the line from the origin to the consumption function. He estimated this relationship empirically and found it to be true in the short-run (mostly based on cross-sectional data). The higher the income, the lower the average propensity to consume. This type of consumption function is labeled "A" in the figure below (note the rather flat slope of the curve). In the 1940s, another macroeconomist, Simon Kuznets, estimated long-run consumption functions which indicated that the marginal propensity to consume was rather constant (using time series data across countries). This type of consumption function is show as "B" in the figure below (note the higher slope and zero-zero intercept).<sup>1</sup> The average propensity to consume is constant.



Is it declining or is it constant? A number of other economists, notably Franco Modigliani and Milton Friedman, in the 1950s (and Irving Fisher earlier), explained why the two functions were different using various assumptions on intertemporal budget constraints, savings, and wealth. The shorter the time horizon, the more consumption can depend on wealth (earned in previous years)

<sup>1</sup> For a general overview of this subject area, see *Principles of Macroeconomics* by N. Gregory Mankiw, South-Western College Publishing; ISBN: 0030340594; 2nd edition (February 2002).

and business cycles. In the long-run, however, the propensity to consume is more constant. Similarly, in the long run, households, industries or countries with no income eventually have no consumption (wealth is depleted). While the debate surrounding beliefs about how income and consumption are related and interesting, in this study a very particular school of thought is adopted. In particular, we are considering the latent demand for advertising for social media and widgets across some 230 countries. The smallest have fewer than 10,000 inhabitants. I assume that all of these countries fall along a "long-run" aggregate consumption function. This long-run function applies despite some of these countries having wealth, current income dominates the latent demand for advertising for social media and widgets. So, latent demand in the long-run has a zero intercept. However, I allow firms to have different propensities to consume (including being on consumption functions with differing slopes, which can account for differences in industrial organization, and end-user preferences).

Given this overriding philosophy, I will now describe the methodology used to create the latent demand estimates for advertising for social media and widgets. Since ICON Group has asked me to apply this methodology to a large number of categories, the rather academic discussion below is general and can be applied to a wide variety of categories, not just advertising for social media and widgets.

### **1.3.1 Step 1. Product Definition and Data Collection**

Any study of latent demand across countries requires that some standard be established to define "efficiently served". Having implemented various alternatives and matched these with market outcomes, I have found that the optimal approach is to assume that certain key countries are more likely to be at or near efficiency than others. These countries are given greater weight than others in the estimation of latent demand compared to other countries for which no known data are available. Of the many alternatives, I have found the assumption that the world's highest aggregate income and highest income-per-capita markets reflect the best standards for "efficiency". High aggregate income alone is not sufficient (i.e. China has high aggregate income, but low income per capita and can not assumed to be efficient). Aggregate income can be operationalized in a number of ways, including gross domestic product (for industrial categories), or total disposable income (for household categories; population times average income per capita, or number of households times average household income per capita). Brunei, Nauru, Kuwait, and Lichtenstein are examples of countries with high income per capita, but not assumed to be efficient, given low aggregate level of income (or gross domestic product); these countries have, however, high incomes per capita but may not benefit from the efficiencies derived from economies of scale associated with larger economies. Only countries with high income per capita and large aggregate income are assumed efficient. This greatly restricts the pool of countries to those in the OECD (Organization for Economic Cooperation and Development), like the United States, or the United Kingdom (which were earlier than other large OECD economies to liberalize their markets).

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The selection of countries is further reduced by the fact that not all countries in the OECD report industry revenues at the category level. Countries that typically have ample data at the aggregate level that meet the efficiency criteria include the United States, the United Kingdom and in some cases France and Germany.

Latent demand is therefore estimated using data collected for relatively efficient markets from independent data sources (e.g. Euromonitor, Mintel, Thomson Financial Services, the U.S. Industrial Outlook, the World Resources Institute, the Organization for Economic Cooperation and Development, various agencies from the United Nations, industry trade associations, the International Monetary Fund, and the World Bank). Depending on original data sources used, the definition of “advertising for social media and widgets” is established. In the case of this report, the data were reported at the aggregate level, with no further breakdown or definition. In other words, any potential product or service that might be incorporated within advertising for social media and widgets falls under this category. Public sources rarely report data at the disaggregated level in order to protect private information from individual firms that might dominate a specific product-market. These sources will therefore aggregate across components of a category and report only the aggregate to the public. While private data are certainly available, this report only relies on public data at the aggregate level without reliance on the summation of various category components. In other words, this report does not aggregate a number of components to arrive at the “whole”. Rather, it starts with the “whole”, and estimates the whole for all countries and the world at large (without needing to know the specific parts that went into the whole in the first place).

Given this caveat, in this report we define the sales of advertising for social media and widgets as including all commonly understood services falling within this broad category, such as advertising for online communities using a graphical user interface (GUI or "widget") that displays an information arrangement changeable by the user, such as a window or a text box. Companies participating in this industry include Facebook, Hi5, Myspace, Bebo, and LinkedIn. In addition to the sources indicated below, additional information available to the public via news and/or press releases published by players in the industry (including reports from AMR Research, Global Industry Analysts, Forrester Research, Frost & Sullivan, Gartner, IDC, and MarketResearch.com) was considered in defining and calibrating this category.

### **1.3.2 Step 2. Filtering and Smoothing**

Based on the aggregate view of advertising for social media and widgets as defined above, data were then collected for as many similar countries as possible for that same definition, at the same level of the value chain. This generates a convenience sample of countries from which comparable figures are available. If the series in question do not reflect the same accounting period, then adjustments are made. In order to eliminate short-term effects of business cycles, the series are smoothed using an 2 year moving average weighting scheme (longer weighting schemes do not substantially change the results). If data are available for a country, but these reflect short-run aberrations due to exogenous shocks (such as would be the case of beef sales in a



country stricken with foot and mouth disease), these observations were dropped or "filtered" from the analysis.

### 1.3.3 Step 3. Filling in Missing Values

In some cases, data are available for countries on a sporadic basis. In other cases, data from a country may be available for only one year. From a Bayesian perspective, these observations should be given greatest weight in estimating missing years. Assuming that other factors are held constant, the missing years are extrapolated using changes and growth in aggregate national income. Based on the overriding philosophy of a long-run consumption function (defined earlier), countries which have missing data for any given year, are estimated based on historical dynamics of aggregate income for that country.<sup>2</sup>

### 1.3.4 Step 4. Varying Parameter, Non-linear Estimation

Given the data available from the first three steps, the latent demand in additional countries is estimated using a "varying-parameter cross-sectionally pooled time series model".<sup>3</sup> Simply stated, the effect of income on latent demand is assumed to be constant across countries unless there is empirical evidence to suggest that this effect varies (i.e. the slope of the income effect is not necessarily same for all countries). This assumption applies across countries along the aggregate consumption function, but also over time (i.e. not all countries are perceived to have the same income growth prospects over time and this effect can vary from country to country as well). Another way of looking at this is to say that latent demand for advertising for social media and widgets is more likely to be similar across countries that have similar characteristics in terms of economic development (i.e. African countries will have similar latent demand structures controlling for the income variation across the pool of African countries).

This approach is useful across countries for which some notion of non-linearity exists in the aggregate cross-country consumption function. For some categories, however, the reader must realize that the numbers will reflect a country's contribution to global latent demand and may never be realized in the form of local sales. For certain country-category combinations this will

<sup>2</sup> This report was prepared from a variety of sources including excerpts from documents and official reports or databases published by the World Bank, the U.S. Department of Commerce, the U.S. State Department, various national agencies, the International Monetary Fund, the Central Intelligence Agency, various agencies from the United Nations (e.g. ILO, ITU, UNDP, etc.), and non-governmental sources, including Icon Group International, Inc., Euromonitor, the World Resources Institute, Mintel, the U.S. Industrial Outlook, and various public sources cited in the trade press.

<sup>3</sup> The interested reader can find longer discussions of this type of modeling in *Studies in Global Econometrics (Advanced Studies in Theoretical and Applied Econometrics V. 30)*, by Henri Theil, et al., Kluwer Academic Publishers; ISBN: 0792336607; (June 1996), and in *Principles of Econometrics*, by Henri Theil John Wiley & Sons; ISBN: 0471858455; (December 1971), and in *Econometric Models and Economic Forecasts* by Robert S. Pindyck, Daniel L. Rubinfeld McGraw Hill Text; ISBN: 0070500983; 3rd edition (December 1991).

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result in what at first glance will be odd results. For example, the latent demand for the category “space vehicles” will exist for “Togo” even though they have no space program. The assumption is that if the economies in these countries did not exist, the world aggregate for these categories would be lower. The share attributed to these countries is based on a proportion of their income (however small) being used to consume the category in question (i.e. perhaps via resellers).

### **1.3.5 Step 5. Fixed-Parameter Linear Estimation**

Nonlinearities are assumed in cases where filtered data exist along the aggregate consumption function. Because the world consists of more than 200 countries, there will always be those countries, especially toward the bottom of the consumption function, where non-linear estimation is simply not possible. For these countries, equilibrium latent demand is assumed to be perfectly parametric and not a function of wealth (i.e. a country’s stock of income), but a function of current income (a country’s flow of income). In the long run, if a country has no current income, the latent demand for advertising for social media and widgets is assumed to approach zero. The assumption is that wealth stocks fall rapidly to zero if flow income falls to zero (i.e. countries which earn low levels of income will not use their savings, in the long run, to demand advertising for social media and widgets). In a graphical sense, for low income countries, latent demand approaches zero in a parametric linear fashion with a zero-zero intercept. In this stage of the estimation procedure, low-income countries are assumed to have a latent demand proportional to their income, based on the country closest to it on the aggregate consumption function.

### **1.3.6 Step 6. Aggregation and Benchmarking**

Based on the models described above, latent demand figures are estimated for all countries of the world, including for the smallest economies. These are then aggregated to get world totals and regional totals. To make the numbers more meaningful, regional and global demand averages are presented. Figures are rounded, so minor inconsistencies may exist across tables.

### **1.3.7 Step 7. Latent Demand Density: Allocating Across Cities**

With the advent of a “borderless world”, cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report also covers the world’s top 2000 cities. The purpose is to understand the density of demand within a country and the extent to which a city might be used as a point of distribution within its region. From an economic perspective, however, a city does not represent a population within rigid geographical boundaries. To an economist or strategic planner, a city represents an area of dominant influence over markets in adjacent areas. This influence varies from one industry to another, but also from one period of time to another.

Similar to country-level data, the reader needs to realize that latent demand allocated to a city may or may not represent real sales. For many items, latent demand is clearly observable in sales, as in the case for food or housing items. Consider, again, the category “satellite launch vehicles.” Clearly, there are no launch pads in most cities of the world. However, the core benefit of the vehicles (e.g. telecommunications, etc.) is "consumed" by residents or industries within the world's cities. Without certain cities, in other words, the world market for satellite launch vehicles would be lower for the world in general. One needs to allocate, therefore, a portion of the worldwide economic demand for launch vehicles to regions, countries and cities. This report takes the broader definition and considers, therefore, a city as a part of the global market. I allocate latent demand across areas of dominant influence based on the relative economic importance of cities within its home country, within its region and across the world total. Not all cities are estimated within each country as demand may be allocated to adjacent areas of influence. Since some cities have higher economic wealth than others within the same country, a city's population is not generally used to allocate latent demand. Rather, the level of economic activity of the city vis-à-vis others.

## 2 SUMMARY OF FINDINGS

Based on the methodology described above, the latent demand for advertising for social media and widgets is estimated to be \$15.9 billion in 2009. The distribution of the world latent demand (or potential industry earnings), however, is not be evenly distributed across regions. North America & the Caribbean is the largest market with \$4.6 billion or 28.92 percent, followed by Asia & the Middle East with \$5.3 billion or 33.48 percent, and then Europe with \$3.9 billion or 24.88 percent of the world market. In essence, if firms target these top 3 regions, they cover come 87.28 percent of the global latent demand for advertising for social media and widgets.

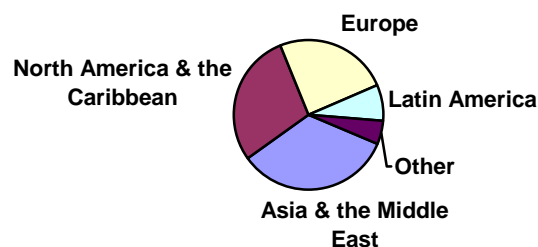
### 2.1 THE WORLDWIDE MARKET POTENTIAL

#### Worldwide Market Potential for Advertising for Social Media and Widgets (US\$ Million): 2009

Region	Latent Demand US\$ Million	% of Globe
Asia & the Middle East	5,310	33.5
North America & the Caribbean	4,586	28.9
Europe	3,944	24.9
Latin America	1,211	7.6
Africa	599	3.8
Oceania	206	1.3
<b>Total</b>	<b>15,857</b>	<b>100.0</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Worldwide Market Potential for Advertising for Social Media and Widgets (US\$ Million): 2009



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**World Market for Advertising for Social Media and Widgets: 2004 - 2014**

<b>Year</b>	<b>World Market US\$ Million</b>
2004	6,943.81
2005	7,557.12
2006	8,227.48
2007	8,960.46
2008	10,428.29
2009	15,856.89
2010	21,311.42
2011	26,382.27
2012	31,001.47
2013	33,979.86
2014	36,894.26

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Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3 AFRICA

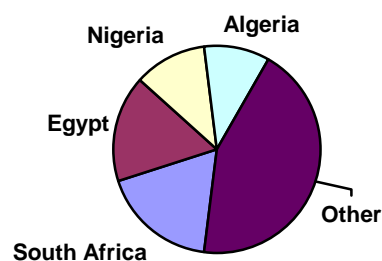
### 3.1 EXECUTIVE SUMMARY

#### Market Potential for Advertising for Social Media and Widgets in Africa (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Africa
South Africa	107.51	17.95%
Egypt	100.10	16.71%
Nigeria	68.10	11.37%
Algeria	61.74	10.31%
Morocco	28.89	4.82%
Sudan	25.49	4.26%
Angola	19.29	3.22%
Libya	18.14	3.03%
Tunisia	17.82	2.98%
Kenya	13.32	2.22%
Ethiopia	12.88	2.15%
Tanzania	10.07	1.68%
Cameroon	9.14	1.53%
Cote d'Ivoire	7.47	1.25%
Uganda	7.26	1.21%
Ghana	7.21	1.20%
Equatorial Guinea	6.07	1.01%
Botswana	5.54	0.93%
Senegal	4.74	0.79%
Gabon	4.61	0.77%
Madagascar	4.61	0.77%
Congo (formerly Zaire)	4.42	0.74%
Mozambique	4.13	0.69%
Burkina Faso	4.01	0.67%
Zambia	3.68	0.61%
Other	42.68	7.13%
<b>Total</b>	<b>598.93</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Advertising for Social Media and Widgets in Africa (US\$ Million): 2009



### The Market for Advertising for Social Media and Widgets in Africa: 2004 - 2014

Year	US\$ Million	% of Globe
2004	281.39	4.05
2005	305.87	4.05
2006	332.57	4.04
2007	361.67	4.04
2008	415.46	3.98
2009	598.93	3.78
2010	772.37	3.62
2011	927.01	3.51
2012	1,066.05	3.44
2013	1,161.49	3.42
2014	1,256.17	3.40

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.2 ALGERIA

### Advertising for Social Media and Widgets (US\$ Million): Algeria 2004 - 2014

Year	Algeria	% of Region	% of Globe
2004	30.11	10.70%	0.43%
2005	32.48	10.62%	0.43%
2006	35.04	10.54%	0.43%
2007	37.80	10.45%	0.42%
2008	43.06	10.37%	0.41%
2009	61.74	10.31%	0.39%
2010	79.14	10.25%	0.37%
2011	94.37	10.18%	0.36%
2012	107.76	10.11%	0.35%
2013	116.52	10.03%	0.34%
2014	125.02	9.95%	0.34%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Algeria: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Algiers	144	22.33	36.17	3.73	0.14
Oran	269	9.32	15.09	1.56	0.06
Constantine	373	6.53	10.58	1.09	0.04
Annaba	490	4.53	7.34	0.76	0.03
Batna	719	2.70	4.37	0.45	0.02
Blida	744	2.53	4.10	0.42	0.02
Setif	746	2.52	4.08	0.42	0.02
Sidi-Bel-Abbes	793	2.27	3.67	0.38	0.01
Ech-Cheliff	863	1.93	3.12	0.32	0.01
Skikda	864	1.91	3.10	0.32	0.01
Tlemcen	871	1.88	3.05	0.31	0.01
Bejaia	916	1.70	2.76	0.28	0.01
Bechar	951	1.59	2.57	0.26	0.01
<b>Total</b>		<b>61.74</b>	<b>100.00</b>	<b>10.31</b>	<b>0.39</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.3 ANGOLA

### Advertising for Social Media and Widgets (US\$ Million): Angola 2004 - 2014

Year	Angola	% of Region	% of Globe
2004	7.21	2.56%	0.10%
2005	8.24	2.69%	0.11%
2006	9.41	2.83%	0.11%
2007	10.76	2.97%	0.12%
2008	12.96	3.12%	0.12%
2009	19.29	3.22%	0.12%
2010	25.71	3.33%	0.12%
2011	31.98	3.45%	0.12%
2012	38.16	3.58%	0.12%
2013	43.23	3.72%	0.13%
2014	48.63	3.87%	0.13%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Angola: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Luanda	195	15.14	78.48	2.53	0.10
Lubango	1,109	1.09	5.65	0.18	0.01
Namibe	1,136	1.04	5.38	0.17	0.01
Huambo	1,355	0.64	3.34	0.11	0.00
Lobito	1,363	0.62	3.23	0.10	0.00
Benguela	1,483	0.43	2.21	0.07	0.00
Malanje	1,558	0.33	1.72	0.06	0.00
<b>Total</b>		<b>19.29</b>	<b>100.00</b>	<b>3.22</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.4 BENIN

#### Advertising for Social Media and Widgets (US\$ Million): Benin 2004 - 2014

Year	Benin	% of Region	% of Globe
2004	1.37	0.49%	0.02%
2005	1.47	0.48%	0.02%
2006	1.59	0.48%	0.02%
2007	1.71	0.47%	0.02%
2008	1.95	0.47%	0.02%
2009	2.80	0.47%	0.02%
2010	3.58	0.46%	0.02%
2011	4.27	0.46%	0.02%
2012	4.87	0.46%	0.02%
2013	5.27	0.45%	0.02%
2014	5.65	0.45%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Benin: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Cotonou	957	1.57	56.24	0.26	0.01
Porto-Novo	1,333	0.67	24.02	0.11	0.00
Parakou	1,678	0.21	7.62	0.04	0.00
Abomey	1,720	0.17	6.24	0.03	0.00
Natitingou	1,731	0.16	5.89	0.03	0.00
<b>Total</b>		<b>2.80</b>	<b>100.00</b>	<b>0.47</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.5 BOTSWANA

#### Advertising for Social Media and Widgets (US\$ Million): Botswana 2004 - 2014

Year	Botswana	% of Region	% of Globe
2004	2.70	0.96%	0.04%
2005	2.91	0.95%	0.04%
2006	3.14	0.94%	0.04%
2007	3.39	0.94%	0.04%
2008	3.87	0.93%	0.04%
2009	5.54	0.93%	0.03%
2010	7.11	0.92%	0.03%
2011	8.48	0.91%	0.03%
2012	9.69	0.91%	0.03%
2013	10.48	0.90%	0.03%
2014	11.25	0.90%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Botswana: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Gaborone	1,182	0.94	17.02	0.16	0.01
Mahalapye	1,222	0.86	15.49	0.14	0.01
Serowe	1,265	0.79	14.26	0.13	0.00
Tutume	1,302	0.72	13.04	0.12	0.00
Bobonong	1,464	0.46	8.28	0.08	0.00
Francistown	1,486	0.42	7.52	0.07	0.00
Selebi-Phikwe	1,506	0.39	7.06	0.07	0.00
Lobatse	1,668	0.22	3.99	0.04	0.00
Molepolole	1,716	0.18	3.22	0.03	0.00
Kanye	1,725	0.17	3.07	0.03	0.00
Mochudi	1,748	0.15	2.76	0.03	0.00
Maun	1,780	0.13	2.30	0.02	0.00
Ramotswa	1,807	0.11	1.99	0.02	0.00
<b>Total</b>		<b>5.54</b>	<b>100.00</b>	<b>0.93</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.6 BURKINA FASO****Advertising for Social Media and Widgets (US\$ Million): Burkina Faso 2004 - 2014**

Year	Burkina Faso	% of Region	% of Globe
2004	1.98	0.70%	0.03%
2005	2.13	0.70%	0.03%
2006	2.29	0.69%	0.03%
2007	2.46	0.68%	0.03%
2008	2.80	0.67%	0.03%
2009	4.01	0.67%	0.03%
2010	5.14	0.66%	0.02%
2011	6.11	0.66%	0.02%
2012	6.97	0.65%	0.02%
2013	7.52	0.65%	0.02%
2014	8.05	0.64%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Burkina Faso: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Ouagadougou	811	2.15	53.58	0.36	0.01
Bobo-Dioulasso	1,095	1.12	28.00	0.19	0.01
Koudougou	1,633	0.25	6.30	0.04	0.00
Ouahigouya	1,709	0.19	4.73	0.03	0.00
Banfora	1,724	0.17	4.24	0.03	0.00
Kaya	1,782	0.13	3.15	0.02	0.00
<b>Total</b>		<b>4.01</b>	<b>100.00</b>	<b>0.67</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.7 BURUNDI

#### Advertising for Social Media and Widgets (US\$ Million): Burundi 2004 - 2014

Year	Burundi	% of Region	% of Globe
2004	0.70	0.25%	0.01%
2005	0.76	0.25%	0.01%
2006	0.82	0.25%	0.01%
2007	0.89	0.25%	0.01%
2008	1.02	0.25%	0.01%
2009	1.47	0.25%	0.01%
2010	1.89	0.25%	0.01%
2011	2.27	0.24%	0.01%
2012	2.60	0.24%	0.01%
2013	2.82	0.24%	0.01%
2014	3.04	0.24%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Burundi: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bujumbura	1,134	1.04	70.91	0.17	0.01
Gitega	1,528	0.36	24.68	0.06	0.00
Bururi	1,979	0.03	2.08	0.01	0.00
Rumonge	2,012	0.02	1.30	0.00	0.00
Ngozi	2,023	0.02	1.04	0.00	0.00
<b>Total</b>		<b>1.47</b>	<b>100.00</b>	<b>0.25</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.8 CAMEROON

#### Advertising for Social Media and Widgets (US\$ Million): Cameroon 2004 - 2014

Year	Cameroon	% of Region	% of Globe
2004	4.62	1.64%	0.07%
2005	4.94	1.62%	0.07%
2006	5.29	1.59%	0.06%
2007	5.67	1.57%	0.06%
2008	6.41	1.54%	0.06%
2009	9.14	1.53%	0.06%
2010	11.65	1.51%	0.05%
2011	13.81	1.49%	0.05%
2012	15.68	1.47%	0.05%
2013	16.85	1.45%	0.05%
2014	17.96	1.43%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Cameroon: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Douala	516	4.25	46.52	0.71	0.03
Yaounde	715	2.71	29.65	0.45	0.02
Nkongsamba	1,482	0.43	4.66	0.07	0.00
Maroua	1,498	0.40	4.41	0.07	0.00
Garoua	1,510	0.39	4.25	0.06	0.00
Bafoussam	1,590	0.29	3.17	0.05	0.00
Kumba	1,685	0.21	2.25	0.03	0.00
Bamenda	1,713	0.18	2.00	0.03	0.00
Foumban	1,746	0.16	1.71	0.03	0.00
Limbe	1,785	0.13	1.37	0.02	0.00
<b>Total</b>		<b>9.14</b>	<b>100.00</b>	<b>1.53</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.9 CAPE VERDE

### Advertising for Social Media and Widgets (US\$ Million): Cape Verde 2004 - 2014

Year	Cape Verde	% of Region	% of Globe
2004	0.39	0.14%	0.01%
2005	0.43	0.14%	0.01%
2006	0.47	0.14%	0.01%
2007	0.51	0.14%	0.01%
2008	0.59	0.14%	0.01%
2009	0.86	0.14%	0.01%
2010	1.11	0.14%	0.01%
2011	1.34	0.14%	0.01%
2012	1.54	0.14%	0.00%
2013	1.69	0.15%	0.00%
2014	1.83	0.15%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Cape Verde: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Praia	1,457	0.47	54.95	0.08	0.00
Mindelo	1,542	0.35	40.66	0.06	0.00
Ribeira Grande	2,013	0.02	2.20	0.00	0.00
Santa Maria	2,050	0.01	1.10	0.00	0.00
Sal Rei	2,051	0.01	1.10	0.00	0.00
<b>Total</b>		<b>0.86</b>	<b>100.00</b>	<b>0.14</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.10 CENTRAL AFRICAN REPUBLIC

#### Advertising for Social Media and Widgets (US\$ Million): Central African Republic 2004 - 2014

Year	Central African Republic	% of Region	% of Globe
2004	0.35	0.12%	0.01%
2005	0.38	0.12%	0.01%
2006	0.41	0.12%	0.00%
2007	0.44	0.12%	0.00%
2008	0.50	0.12%	0.00%
2009	0.71	0.12%	0.00%
2010	0.91	0.12%	0.00%
2011	1.08	0.12%	0.00%
2012	1.23	0.12%	0.00%
2013	1.33	0.11%	0.00%
2014	1.42	0.11%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Central African Republic: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bangui	1,447	0.49	68.70	0.08	0.00
Berberati	1,851	0.08	11.51	0.01	0.00
Bouar	1,926	0.04	6.33	0.01	0.00
Bambari	1,935	0.04	5.98	0.01	0.00
Bangassou	1,984	0.03	4.14	0.00	0.00
Mbaiki	2,003	0.02	3.34	0.00	0.00
<b>Total</b>		<b>0.71</b>	<b>100.00</b>	<b>0.12</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.11 CHAD

#### Advertising for Social Media and Widgets (US\$ Million): Chad 2004 - 2014

Year	Chad	% of Region	% of Globe
2004	2.02	0.72%	0.03%
2005	2.12	0.69%	0.03%
2006	2.21	0.66%	0.03%
2007	2.31	0.64%	0.03%
2008	2.55	0.61%	0.02%
2009	3.58	0.60%	0.02%
2010	4.49	0.58%	0.02%
2011	5.22	0.56%	0.02%
2012	5.81	0.55%	0.02%
2013	6.12	0.53%	0.02%
2014	6.38	0.51%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Chad: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
N'Djamena	891	1.79	50.05	0.30	0.01
Sarh	1,476	0.43	12.12	0.07	0.00
Moundou	1,579	0.30	8.50	0.05	0.00
Abeche	1,637	0.25	6.94	0.04	0.00
Bongor	1,641	0.24	6.74	0.04	0.00
Doba	1,666	0.22	6.26	0.04	0.00
Lai	1,689	0.20	5.67	0.03	0.00
Koumra	1,870	0.07	1.96	0.01	0.00
Kelo	1,882	0.06	1.76	0.01	0.00
<b>Total</b>		<b>3.58</b>	<b>100.00</b>	<b>0.60</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.12 COMOROS****Advertising for Social Media and Widgets (US\$ Million): Comoros 2004 - 2014**

Year	Comoros	% of Region	% of Globe
2004	0.16	0.06%	0.00%
2005	0.17	0.05%	0.00%
2006	0.17	0.05%	0.00%
2007	0.18	0.05%	0.00%
2008	0.20	0.05%	0.00%
2009	0.28	0.05%	0.00%
2010	0.36	0.05%	0.00%
2011	0.41	0.04%	0.00%
2012	0.46	0.04%	0.00%
2013	0.49	0.04%	0.00%
2014	0.51	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Comoros: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Moroni	1,762	0.14	48.84	0.02	0.00
Mutsamudu	1,843	0.09	30.23	0.01	0.00
Fomboni	1,944	0.04	13.95	0.01	0.00
Mitsamiouli	2,010	0.02	6.98	0.00	0.00
<b>Total</b>		<b>0.28</b>	<b>100.00</b>	<b>0.05</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.13 CONGO (FORMERLY ZAIRE)

#### Advertising for Social Media and Widgets (US\$ Million): Congo (formerly Zaire) 2004 - 2014

Year	Congo (formerly Zaire)	% of Region	% of Globe
2004	2.03	0.72%	0.03%
2005	2.22	0.72%	0.03%
2006	2.42	0.73%	0.03%
2007	2.65	0.73%	0.03%
2008	3.05	0.74%	0.03%
2009	4.42	0.74%	0.03%
2010	5.71	0.74%	0.03%
2011	6.88	0.74%	0.03%
2012	7.94	0.74%	0.03%
2013	8.68	0.75%	0.03%
2014	9.42	0.75%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Congo (formerly Zaire): Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kinshasa	801	2.21	50.00	0.37	0.01
Lubumbashi	1,469	0.45	10.23	0.08	0.00
Mbuji-Mayi	1,538	0.35	7.97	0.06	0.00
Kananga	1,640	0.24	5.48	0.04	0.00
Kisangani	1,655	0.24	5.33	0.04	0.00
Likasi	1,738	0.16	3.65	0.03	0.00
Kalemie	1,756	0.14	3.24	0.02	0.00
Bukavu	1,758	0.14	3.22	0.02	0.00
Kamina	1,771	0.13	3.01	0.02	0.00
Kikwit	1,789	0.12	2.77	0.02	0.00
Matadi	1,791	0.12	2.73	0.02	0.00
Mbandaka	1,827	0.10	2.35	0.02	0.00
<b>Total</b>		<b>4.42</b>	<b>100.00</b>	<b>0.74</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.14 COTE D'IVOIRE

#### Advertising for Social Media and Widgets (US\$ Million): Cote d'Ivoire 2004 - 2014

Year	Cote d'Ivoire	% of Region	% of Globe
2004	3.91	1.39%	0.06%
2005	4.16	1.36%	0.06%
2006	4.42	1.33%	0.05%
2007	4.69	1.30%	0.05%
2008	5.26	1.27%	0.05%
2009	7.47	1.25%	0.05%
2010	9.46	1.23%	0.04%
2011	11.15	1.20%	0.04%
2012	12.57	1.18%	0.04%
2013	13.41	1.15%	0.04%
2014	14.20	1.13%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Cote d'Ivoire: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Abidjan	427	5.57	74.60	0.93	0.04
Bouake	1,340	0.66	8.87	0.11	0.00
Yamoussoukro	1,531	0.36	4.84	0.06	0.00
Daloa	1,645	0.24	3.23	0.04	0.00
Port-Bouet	1,714	0.18	2.42	0.03	0.00
Man	1,729	0.17	2.22	0.03	0.00
Korhogo	1,741	0.16	2.14	0.03	0.00
Gagnoa	1,783	0.13	1.69	0.02	0.00
<b>Total</b>		<b>7.47</b>	<b>100.00</b>	<b>1.25</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.15 DJIBOUTI

#### Advertising for Social Media and Widgets (US\$ Million): Djibouti 2004 - 2014

Year	Djibouti	% of Region	% of Globe
2004	0.22	0.08%	0.00%
2005	0.23	0.08%	0.00%
2006	0.25	0.07%	0.00%
2007	0.27	0.07%	0.00%
2008	0.30	0.07%	0.00%
2009	0.43	0.07%	0.00%
2010	0.55	0.07%	0.00%
2011	0.65	0.07%	0.00%
2012	0.74	0.07%	0.00%
2013	0.80	0.07%	0.00%
2014	0.85	0.07%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Djibouti: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Djibouti	1,596	0.29	66.67	0.05	0.00
Dikhil	1,934	0.04	10.11	0.01	0.00
Tadjourah	1,964	0.03	8.05	0.01	0.00
Ali-Sabiah	1,966	0.03	7.82	0.01	0.00
Obock	1,976	0.03	7.36	0.01	0.00
<b>Total</b>		<b>0.43</b>	<b>100.00</b>	<b>0.07</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.16 EGYPT****Advertising for Social Media and Widgets (US\$ Million): Egypt 2004 - 2014**

Year	Egypt	% of Region	% of Globe
2004	45.72	16.25%	0.66%
2005	50.02	16.35%	0.66%
2006	54.72	16.45%	0.67%
2007	59.87	16.55%	0.67%
2008	69.17	16.65%	0.66%
2009	100.10	16.71%	0.63%
2010	129.59	16.78%	0.61%
2011	156.18	16.85%	0.59%
2012	180.35	16.92%	0.58%
2013	197.33	16.99%	0.58%
2014	214.30	17.06%	0.58%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Egypt: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Cairo	52	59.63	59.57	9.96	0.38
Alexandria	190	15.81	15.80	2.64	0.10
Giza	278	9.06	9.05	1.51	0.06
Al-Mahallah al Kubra	824	2.09	2.09	0.35	0.01
Port Said	827	2.07	2.07	0.35	0.01
Tanta	837	2.03	2.03	0.34	0.01
Al-Mansurah	861	1.94	1.94	0.32	0.01
Helwan	865	1.91	1.91	0.32	0.01
Asyut	956	1.58	1.58	0.26	0.01
Zagazig	985	1.49	1.48	0.25	0.01
Suez	1,003	1.44	1.44	0.24	0.01
Aswan	1,122	1.06	1.06	0.18	0.01
<b>Total</b>		<b>100.10</b>	<b>100.00</b>	<b>16.71</b>	<b>0.63</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.17 EQUATORIAL GUINEA

#### Advertising for Social Media and Widgets (US\$ Million): Equatorial Guinea 2004 - 2014

Year	Equatorial Guinea	% of Region	% of Globe
2004	2.41	0.86%	0.03%
2005	2.72	0.89%	0.04%
2006	3.06	0.92%	0.04%
2007	3.46	0.96%	0.04%
2008	4.11	0.99%	0.04%
2009	6.07	1.01%	0.04%
2010	8.02	1.04%	0.04%
2011	9.89	1.07%	0.04%
2012	11.69	1.10%	0.04%
2013	13.11	1.13%	0.04%
2014	14.60	1.16%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Equatorial Guinea: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Malabo	691	2.87	47.24	0.48	0.02
Bata	1,020	1.39	22.83	0.23	0.01
Luba	1,130	1.05	17.32	0.18	0.01
Mbini	1,279	0.77	12.60	0.13	0.00
<b>Total</b>		<b>6.07</b>	<b>100.00</b>	<b>1.01</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.18 ETHIOPIA

#### Advertising for Social Media and Widgets (US\$ Million): Ethiopia 2004 - 2014

Year	Ethiopia	% of Region	% of Globe
2004	5.51	1.96%	0.08%
2005	6.11	2.00%	0.08%
2006	6.78	2.04%	0.08%
2007	7.53	2.08%	0.08%
2008	8.82	2.12%	0.08%
2009	12.88	2.15%	0.08%
2010	16.84	2.18%	0.08%
2011	20.51	2.21%	0.08%
2012	23.95	2.25%	0.08%
2013	26.52	2.28%	0.08%
2014	29.14	2.32%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Ethiopia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Addis Ababa	310	8.00	62.14	1.34	0.05
Asmera	952	1.58	12.30	0.26	0.01
Dire Dawa	1,430	0.52	4.07	0.09	0.00
Gondar	1,478	0.43	3.37	0.07	0.00
Dessye	1,494	0.41	3.16	0.07	0.00
Nazret	1,495	0.41	3.16	0.07	0.00
Jimma	1,548	0.34	2.66	0.06	0.00
Harar	1,553	0.34	2.62	0.06	0.00
Mekele	1,559	0.33	2.58	0.06	0.00
Bahr Dar	1,584	0.29	2.29	0.05	0.00
Debre Markos	1,677	0.21	1.66	0.04	0.00
<b>Total</b>		<b>12.88</b>	<b>100.00</b>	<b>2.15</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.19 GABON****Advertising for Social Media and Widgets (US\$ Million): Gabon 2004 - 2014**

Year	Gabon	% of Region	% of Globe
2004	2.25	0.80%	0.03%
2005	2.43	0.79%	0.03%
2006	2.62	0.79%	0.03%
2007	2.83	0.78%	0.03%
2008	3.22	0.77%	0.03%
2009	4.61	0.77%	0.03%
2010	5.91	0.76%	0.03%
2011	7.04	0.76%	0.03%
2012	8.04	0.75%	0.03%
2013	8.69	0.75%	0.03%
2014	9.32	0.74%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Gabon: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Libreville	703	2.77	60.07	0.46	0.02
Port Gentil	1,053	1.29	27.99	0.22	0.01
Lambarene	1,694	0.20	4.27	0.03	0.00
Mouila	1,784	0.13	2.73	0.02	0.00
Tchibanga	1,797	0.12	2.56	0.02	0.00
Oyem	1,808	0.11	2.39	0.02	0.00
<b>Total</b>		<b>4.61</b>	<b>100.00</b>	<b>0.77</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.20 GHANA

### Advertising for Social Media and Widgets (US\$ Million): Ghana 2004 - 2014

Year	Ghana	% of Region	% of Globe
2004	3.38	1.20%	0.05%
2005	3.68	1.20%	0.05%
2006	4.00	1.20%	0.05%
2007	4.35	1.20%	0.05%
2008	5.00	1.20%	0.05%
2009	7.21	1.20%	0.05%
2010	9.30	1.20%	0.04%
2011	11.16	1.20%	0.04%
2012	12.84	1.20%	0.04%
2013	13.98	1.20%	0.04%
2014	15.11	1.20%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ghana: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Accra	605	3.56	49.30	0.59	0.02
Kumasi	1,000	1.44	20.00	0.24	0.01
Tamale	1,411	0.57	7.84	0.09	0.00
Tema	1,491	0.41	5.66	0.07	0.00
Sekondi-Takoradi	1,508	0.39	5.40	0.07	0.00
Cape Coast	1,669	0.22	3.06	0.04	0.00
Koforidua	1,670	0.22	3.06	0.04	0.00
Sunyani	1,755	0.15	2.03	0.02	0.00
Ho	1,757	0.14	1.97	0.02	0.00
Bolgatanga	1,793	0.12	1.66	0.02	0.00
<b>Total</b>		<b>7.21</b>	<b>100.00</b>	<b>1.20</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.21 GUINEA

#### Advertising for Social Media and Widgets (US\$ Million): Guinea 2004 - 2014

Year	Guinea	% of Region	% of Globe
2004	1.17	0.41%	0.02%
2005	1.24	0.40%	0.02%
2006	1.31	0.39%	0.02%
2007	1.39	0.38%	0.02%
2008	1.56	0.38%	0.01%
2009	2.21	0.37%	0.01%
2010	2.80	0.36%	0.01%
2011	3.30	0.36%	0.01%
2012	3.71	0.35%	0.01%
2013	3.96	0.34%	0.01%
2014	4.19	0.33%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Guinea: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Conakry	896	1.77	79.93	0.30	0.01
Kankan	1,667	0.22	10.09	0.04	0.00
Labe	1,733	0.16	7.37	0.03	0.00
Nzerekore	1,897	0.06	2.61	0.01	0.00
<b>Total</b>		<b>2.21</b>	<b>100.00</b>	<b>0.37</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.22 GUINEA-BISSAU

#### Advertising for Social Media and Widgets (US\$ Million): Guinea-Bissau 2004 - 2014

Year	Guinea-Bissau	% of Region	% of Globe
2004	0.10	0.04%	0.00%
2005	0.11	0.04%	0.00%
2006	0.12	0.04%	0.00%
2007	0.13	0.04%	0.00%
2008	0.14	0.03%	0.00%
2009	0.21	0.03%	0.00%
2010	0.26	0.03%	0.00%
2011	0.31	0.03%	0.00%
2012	0.36	0.03%	0.00%
2013	0.38	0.03%	0.00%
2014	0.41	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guinea-Bissau: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bissau	1,745	0.16	75.76	0.03	0.00
Bafata	2,021	0.02	7.88	0.00	0.00
Gabu	2,044	0.01	4.85	0.00	0.00
Catio	2,059	0.01	3.03	0.00	0.00
Mansoa	2,060	0.01	3.03	0.00	0.00
Cantchungo	2,061	0.01	3.03	0.00	0.00
Farim	2,068	0.00	2.42	0.00	0.00
<b>Total</b>		<b>0.21</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.23 KENYA****Advertising for Social Media and Widgets (US\$ Million): Kenya 2004 - 2014**

Year	Kenya	% of Region	% of Globe
2004	6.22	2.21%	0.09%
2005	6.77	2.21%	0.09%
2006	7.38	2.22%	0.09%
2007	8.03	2.22%	0.09%
2008	9.23	2.22%	0.09%
2009	13.32	2.22%	0.08%
2010	17.18	2.22%	0.08%
2011	20.63	2.23%	0.08%
2012	23.73	2.23%	0.08%
2013	25.86	2.23%	0.08%
2014	27.97	2.23%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Kenya: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Nairobi	334	7.40	55.53	1.23	0.05
Mombasa	693	2.85	21.43	0.48	0.02
Kisumu	1,097	1.12	8.40	0.19	0.01
Nakuru	1,323	0.68	5.13	0.11	0.00
Eldoret	1,499	0.40	3.02	0.07	0.00
Thika	1,604	0.27	2.06	0.05	0.00
Nyeri	1,644	0.24	1.81	0.04	0.00
Nanyuki	1,832	0.10	0.75	0.02	0.00
Kitale	1,837	0.09	0.70	0.02	0.00
Malindi	1,853	0.08	0.60	0.01	0.00
Kericho	1,863	0.07	0.55	0.01	0.00
<b>Total</b>		<b>13.32</b>	<b>100.00</b>	<b>2.22</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.24 LESOTHO

#### Advertising for Social Media and Widgets (US\$ Million): Lesotho 2004 - 2014

Year	Lesotho	% of Region	% of Globe
2004	0.34	0.12%	0.00%
2005	0.37	0.12%	0.00%
2006	0.40	0.12%	0.00%
2007	0.43	0.12%	0.00%
2008	0.49	0.12%	0.00%
2009	0.71	0.12%	0.00%
2010	0.91	0.12%	0.00%
2011	1.09	0.12%	0.00%
2012	1.24	0.12%	0.00%
2013	1.34	0.12%	0.00%
2014	1.44	0.11%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Lesotho: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Maseru	1,378	0.60	85.16	0.10	0.00
Teyateyaneng	1,929	0.04	6.25	0.01	0.00
Leribe	1,969	0.03	4.69	0.01	0.00
Mafeteng	1,989	0.03	3.91	0.00	0.00
<b>Total</b>		<b>0.71</b>	<b>100.00</b>	<b>0.12</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.25 LIBERIA

#### Advertising for Social Media and Widgets (US\$ Million): Liberia 2004 - 2014

Year	Liberia	% of Region	% of Globe
2004	0.15	0.05%	0.00%
2005	0.17	0.06%	0.00%
2006	0.19	0.06%	0.00%
2007	0.21	0.06%	0.00%
2008	0.24	0.06%	0.00%
2009	0.35	0.06%	0.00%
2010	0.45	0.06%	0.00%
2011	0.55	0.06%	0.00%
2012	0.64	0.06%	0.00%
2013	0.70	0.06%	0.00%
2014	0.77	0.06%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Liberia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Monrovia	1,606	0.27	78.41	0.05	0.00
Harbel	1,936	0.04	12.18	0.01	0.00
Buchanan	2,022	0.02	4.43	0.00	0.00
Tubmanburg	2,049	0.01	2.77	0.00	0.00
Harper	2,055	0.01	2.21	0.00	0.00
<b>Total</b>		<b>0.35</b>	<b>100.00</b>	<b>0.06</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.26 LIBYA****Advertising for Social Media and Widgets (US\$ Million): Libya 2004 - 2014**

Year	Libya	% of Region	% of Globe
2004	8.67	3.08%	0.12%
2005	9.39	3.07%	0.12%
2006	10.18	3.06%	0.12%
2007	11.03	3.05%	0.12%
2008	12.62	3.04%	0.12%
2009	18.14	3.03%	0.11%
2010	23.33	3.02%	0.11%
2011	27.91	3.01%	0.11%
2012	31.98	3.00%	0.10%
2013	34.70	2.99%	0.10%
2014	37.38	2.98%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Libya: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tripoli	273	9.23	50.89	1.54	0.06
Benghazi	464	4.80	26.45	0.80	0.03
Misurata	1,046	1.31	7.24	0.22	0.01
Az Zawiyah	1,197	0.91	5.04	0.15	0.01
Al-Bayda	1,546	0.34	1.90	0.06	0.00
Ajdabiya	1,557	0.33	1.84	0.06	0.00
Darnah	1,565	0.32	1.78	0.05	0.00
Sebha	1,573	0.31	1.72	0.05	0.00
Tubruq	1,582	0.30	1.66	0.05	0.00
Al-Marj	1,607	0.27	1.48	0.04	0.00
<b>Total</b>		<b>18.14</b>	<b>100.00</b>	<b>3.03</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.27 MADAGASCAR

#### Advertising for Social Media and Widgets (US\$ Million): Madagascar 2004 - 2014

Year	Madagascar	% of Region	% of Globe
2004	2.15	0.77%	0.03%
2005	2.34	0.77%	0.03%
2006	2.55	0.77%	0.03%
2007	2.78	0.77%	0.03%
2008	3.20	0.77%	0.03%
2009	4.61	0.77%	0.03%
2010	5.95	0.77%	0.03%
2011	7.14	0.77%	0.03%
2012	8.21	0.77%	0.03%
2013	8.95	0.77%	0.03%
2014	9.68	0.77%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Madagascar: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Antananarivo	734	2.58	56.02	0.43	0.02
Toamasina	1,439	0.51	11.08	0.09	0.00
Fianarantsoa	1,492	0.41	8.84	0.07	0.00
Mahajanga	1,493	0.41	8.84	0.07	0.00
Antsirabe	1,588	0.29	6.29	0.05	0.00
Toliara	1,672	0.22	4.70	0.04	0.00
Antsiranana	1,700	0.19	4.22	0.03	0.00
<b>Total</b>		<b>4.61</b>	<b>100.00</b>	<b>0.77</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.28 MALAWI

#### Advertising for Social Media and Widgets (US\$ Million): Malawi 2004 - 2014

Year	Malawi	% of Region	% of Globe
2004	1.14	0.41%	0.02%
2005	1.24	0.41%	0.02%
2006	1.35	0.41%	0.02%
2007	1.46	0.40%	0.02%
2008	1.68	0.40%	0.02%
2009	2.41	0.40%	0.02%
2010	3.11	0.40%	0.01%
2011	3.72	0.40%	0.01%
2012	4.27	0.40%	0.01%
2013	4.64	0.40%	0.01%
2014	5.00	0.40%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Malawi: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Blantyre	1,078	1.19	49.45	0.20	0.01
Lilongwe	1,346	0.65	26.99	0.11	0.00
Mzuzu	1,550	0.34	14.11	0.06	0.00
Zomba	1,744	0.16	6.50	0.03	0.00
Karonga	1,949	0.04	1.60	0.01	0.00
Nkhotakota	1,972	0.03	1.35	0.01	0.00
<b>Total</b>		<b>2.41</b>	<b>100.00</b>	<b>0.40</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.29 MALI****Advertising for Social Media and Widgets (US\$ Million): Mali 2004 - 2014**

Year	Mali	% of Region	% of Globe
2004	1.60	0.57%	0.02%
2005	1.72	0.56%	0.02%
2006	1.85	0.56%	0.02%
2007	2.00	0.55%	0.02%
2008	2.27	0.55%	0.02%
2009	3.25	0.54%	0.02%
2010	4.16	0.54%	0.02%
2011	4.96	0.53%	0.02%
2012	5.66	0.53%	0.02%
2013	6.11	0.53%	0.02%
2014	6.54	0.52%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Mali: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bamako	780	2.31	71.15	0.39	0.01
Segou	1,659	0.23	7.16	0.04	0.00
Mopti	1,704	0.19	5.95	0.03	0.00
Sikasso	1,726	0.17	5.18	0.03	0.00
Kayes	1,739	0.16	4.96	0.03	0.00
Gao	1,806	0.11	3.41	0.02	0.00
Timbuktu	1,865	0.07	2.20	0.01	0.00
<b>Total</b>		<b>3.25</b>	<b>100.00</b>	<b>0.54</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.30 MAURITANIA

#### Advertising for Social Media and Widgets (US\$ Million): Mauritania 2004 - 2014

Year	Mauritania	% of Region	% of Globe
2004	0.70	0.25%	0.01%
2005	0.74	0.24%	0.01%
2006	0.78	0.24%	0.01%
2007	0.83	0.23%	0.01%
2008	0.93	0.22%	0.01%
2009	1.32	0.22%	0.01%
2010	1.67	0.22%	0.01%
2011	1.97	0.21%	0.01%
2012	2.22	0.21%	0.01%
2013	2.36	0.20%	0.01%
2014	2.50	0.20%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Mauritania: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nouakchott	1,105	1.10	82.92	0.18	0.01
Nouadhibou	1,916	0.05	3.65	0.01	0.00
Kaedi	1,920	0.05	3.48	0.01	0.00
Zouerate	1,955	0.04	2.82	0.01	0.00
Rosso	1,960	0.04	2.65	0.01	0.00
Atar	1,961	0.04	2.65	0.01	0.00
Kiffa	2,001	0.02	1.82	0.00	0.00
<b>Total</b>		<b>1.32</b>	<b>100.00</b>	<b>0.22</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.31 MAURITIUS

#### Advertising for Social Media and Widgets (US\$ Million): Mauritius 2004 - 2014

Year	Mauritius	% of Region	% of Globe
2004	1.63	0.58%	0.02%
2005	1.77	0.58%	0.02%
2006	1.92	0.58%	0.02%
2007	2.08	0.58%	0.02%
2008	2.39	0.57%	0.02%
2009	3.43	0.57%	0.02%
2010	4.42	0.57%	0.02%
2011	5.29	0.57%	0.02%
2012	6.07	0.57%	0.02%
2013	6.59	0.57%	0.02%
2014	7.10	0.57%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Mauritius: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Port Louis	1,089	1.14	33.33	0.19	0.01
Beau Bassin	1,278	0.77	22.30	0.13	0.00
Quatre Bornes	1,425	0.54	15.59	0.09	0.00
Curepipe	1,426	0.54	15.59	0.09	0.00
Vacoas-Phoenix	1,468	0.45	13.19	0.08	0.00
<b>Total</b>		<b>3.43</b>	<b>100.00</b>	<b>0.57</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.32 MOROCCO****Advertising for Social Media and Widgets (US\$ Million): Morocco 2004 - 2014**

Year	Morocco	% of Region	% of Globe
2004	15.00	5.33%	0.22%
2005	15.96	5.22%	0.21%
2006	16.99	5.11%	0.21%
2007	18.09	5.00%	0.20%
2008	20.34	4.90%	0.20%
2009	28.89	4.82%	0.18%
2010	36.69	4.75%	0.17%
2011	43.29	4.67%	0.16%
2012	48.90	4.59%	0.16%
2013	52.27	4.50%	0.15%
2014	55.43	4.41%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Morocco: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Casablanca	350	7.12	24.65	1.19	0.04
Marrakech	612	3.49	12.09	0.58	0.02
Rabat	654	3.16	10.92	0.53	0.02
Fez	786	2.29	7.92	0.38	0.01
Oujda	804	2.19	7.60	0.37	0.01
Kenitra	832	2.04	7.07	0.34	0.01
Tetouan	853	1.96	6.79	0.33	0.01
Safi	859	1.94	6.73	0.32	0.01
Meknes	907	1.73	5.97	0.29	0.01
Agadir	911	1.72	5.94	0.29	0.01
Tangier	1,065	1.25	4.32	0.21	0.01
<b>Total</b>		<b>28.89</b>	<b>100.00</b>	<b>4.82</b>	<b>0.18</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.33 MOZAMBIQUE

#### Advertising for Social Media and Widgets (US\$ Million): Mozambique 2004 - 2014

Year	Mozambique	% of Region	% of Globe
2004	1.87	0.67%	0.03%
2005	2.05	0.67%	0.03%
2006	2.25	0.68%	0.03%
2007	2.47	0.68%	0.03%
2008	2.85	0.69%	0.03%
2009	4.13	0.69%	0.03%
2010	5.36	0.69%	0.03%
2011	6.47	0.70%	0.02%
2012	7.48	0.70%	0.02%
2013	8.19	0.71%	0.02%
2014	8.91	0.71%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Mozambique: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Maputo	747	2.51	60.83	0.42	0.02
Beira	1,321	0.69	16.60	0.11	0.00
Nampula	1,463	0.46	11.20	0.08	0.00
Nacala	1,646	0.24	5.80	0.04	0.00
Machaze	1,814	0.11	2.62	0.02	0.00
Chibuto	1,889	0.06	1.48	0.01	0.00
Mandie	1,890	0.06	1.48	0.01	0.00
<b>Total</b>		<b>4.13</b>	<b>100.00</b>	<b>0.69</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.34 NAMIBIA

#### Advertising for Social Media and Widgets (US\$ Million): Namibia 2004 - 2014

Year	Namibia	% of Region	% of Globe
2004	1.20	0.43%	0.02%
2005	1.29	0.42%	0.02%
2006	1.39	0.42%	0.02%
2007	1.50	0.41%	0.02%
2008	1.71	0.41%	0.02%
2009	2.45	0.41%	0.02%
2010	3.14	0.41%	0.01%
2011	3.74	0.40%	0.01%
2012	4.27	0.40%	0.01%
2013	4.61	0.40%	0.01%
2014	4.95	0.39%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Namibia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Windhoek	905	1.73	70.55	0.29	0.01
Tsumeb	1,699	0.20	7.98	0.03	0.00
Keetmanshoop	1,730	0.17	6.75	0.03	0.00
Otjiwarongo	1,765	0.14	5.52	0.02	0.00
Luderitz	1,792	0.12	4.91	0.02	0.00
Swakopmund	1,822	0.11	4.29	0.02	0.00
<b>Total</b>		<b>2.45</b>	<b>100.00</b>	<b>0.41</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.35 NIGER

### Advertising for Social Media and Widgets (US\$ Million): Niger 2004 - 2014

Year	Niger	% of Region	% of Globe
2004	1.01	0.36%	0.01%
2005	1.09	0.36%	0.01%
2006	1.17	0.35%	0.01%
2007	1.27	0.35%	0.01%
2008	1.44	0.35%	0.01%
2009	2.07	0.34%	0.01%
2010	2.65	0.34%	0.01%
2011	3.15	0.34%	0.01%
2012	3.60	0.34%	0.01%
2013	3.89	0.33%	0.01%
2014	4.17	0.33%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Niger: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Niamey	1,056	1.28	61.99	0.21	0.01
Zinder	1,610	0.27	12.93	0.04	0.00
Maradi	1,681	0.21	10.12	0.03	0.00
Tahoua	1,766	0.14	6.54	0.02	0.00
Agadez	1,840	0.09	4.21	0.01	0.00
Birni N'Konni	1,906	0.05	2.49	0.01	0.00
Filingue	1,959	0.04	1.71	0.01	0.00
<b>Total</b>		<b>2.07</b>	<b>100.00</b>	<b>0.34</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.36 NIGERIA

#### Advertising for Social Media and Widgets (US\$ Million): Nigeria 2004 - 2014

Year	Nigeria	% of Region	% of Globe
2004	31.82	11.31%	0.46%
2005	34.64	11.33%	0.46%
2006	37.72	11.34%	0.46%
2007	41.06	11.35%	0.46%
2008	47.21	11.36%	0.45%
2009	68.10	11.37%	0.43%
2010	87.87	11.38%	0.41%
2011	105.50	11.38%	0.40%
2012	121.37	11.38%	0.39%
2013	132.25	11.39%	0.39%
2014	143.03	11.39%	0.39%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Nigeria: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lagos	228	11.62	17.07	1.94	0.07
Ibadan	240	10.96	16.09	1.83	0.07
Ogbomosho	425	5.59	8.20	0.93	0.04
Kano	449	5.16	7.57	0.86	0.03
Oshogbo	587	3.66	5.37	0.61	0.02
Ilorin	592	3.65	5.35	0.61	0.02
Abeokuta	641	3.27	4.81	0.55	0.02
Port Harcourt	655	3.13	4.60	0.52	0.02
Zaria	685	2.90	4.26	0.48	0.02
Ilesha	686	2.90	4.26	0.48	0.02
Onitsha	696	2.85	4.18	0.48	0.02
Kaduna	726	2.62	3.85	0.44	0.02
Enugu	765	2.42	3.55	0.40	0.02
Aba	787	2.29	3.36	0.38	0.01
Benin City	898	1.76	2.59	0.29	0.01
Others		3.34	4.90	0.56	0.02
<b>Total</b>		<b>68.10</b>	<b>100.00</b>	<b>11.37</b>	<b>0.43</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.37 REPUBLIC OF CONGO

#### Advertising for Social Media and Widgets (US\$ Million): Republic of Congo 2004 - 2014

Year	Republic of Congo	% of Region	% of Globe
2004	1.63	0.58%	0.02%
2005	1.74	0.57%	0.02%
2006	1.86	0.56%	0.02%
2007	1.98	0.55%	0.02%
2008	2.24	0.54%	0.02%
2009	3.19	0.53%	0.02%
2010	4.06	0.53%	0.02%
2011	4.80	0.52%	0.02%
2012	5.44	0.51%	0.02%
2013	5.83	0.50%	0.02%
2014	6.21	0.49%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Republic of Congo: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Brazzaville	875	1.86	58.32	0.31	0.01
Pointe-Noire	1,190	0.93	29.16	0.16	0.01
Nkayi	1,795	0.12	3.72	0.02	0.00
Loubomo	1,800	0.12	3.62	0.02	0.00
Ngamaba-Mfilou	1,856	0.08	2.45	0.01	0.00
Loandjili	1,911	0.05	1.57	0.01	0.00
Mossendjo	1,954	0.04	1.17	0.01	0.00
<b>Total</b>		<b>3.19</b>	<b>100.00</b>	<b>0.53</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.38 REUNION

#### Advertising for Social Media and Widgets (US\$ Million): Reunion 2004 - 2014

Year	Reunion	% of Region	% of Globe
2004	0.55	0.20%	0.01%
2005	0.59	0.19%	0.01%
2006	0.63	0.19%	0.01%
2007	0.68	0.19%	0.01%
2008	0.77	0.18%	0.01%
2009	1.09	0.18%	0.01%
2010	1.39	0.18%	0.01%
2011	1.65	0.18%	0.01%
2012	1.87	0.18%	0.01%
2013	2.01	0.17%	0.01%
2014	2.14	0.17%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Reunion: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Saint-Denis	1,535	0.36	32.61	0.06	0.00
Saint-Paul	1,680	0.21	19.41	0.04	0.00
Saint-Pierre	1,721	0.17	15.90	0.03	0.00
Le Tampon	1,759	0.14	12.94	0.02	0.00
Saint-Louis	1,812	0.11	9.97	0.02	0.00
Le Port	1,834	0.10	9.16	0.02	0.00
<b>Total</b>		<b>1.09</b>	<b>100.00</b>	<b>0.18</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.39 RWANDA****Advertising for Social Media and Widgets (US\$ Million): Rwanda 2004 - 2014**

Year	Rwanda	% of Region	% of Globe
2004	0.93	0.33%	0.01%
2005	1.01	0.33%	0.01%
2006	1.10	0.33%	0.01%
2007	1.20	0.33%	0.01%
2008	1.37	0.33%	0.01%
2009	1.98	0.33%	0.01%
2010	2.55	0.33%	0.01%
2011	3.06	0.33%	0.01%
2012	3.51	0.33%	0.01%
2013	3.82	0.33%	0.01%
2014	4.13	0.33%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Rwanda: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kigali	1,024	1.38	69.78	0.23	0.01
Butare	1,703	0.19	9.78	0.03	0.00
Ruhengeri	1,760	0.14	7.11	0.02	0.00
Gisenyi	1,821	0.11	5.33	0.02	0.00
Nyabisindu	1,839	0.09	4.44	0.01	0.00
Cyangugu	1,868	0.07	3.56	0.01	0.00
<b>Total</b>		<b>1.98</b>	<b>100.00</b>	<b>0.33</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.40 SAO TOME E PRINCIPE

#### Advertising for Social Media and Widgets (US\$ Million): Sao Tome E Principe 2004 - 2014

Year	Sao Tome E Principe	% of Region	% of Globe
2004	0.03	0.01%	0.00%
2005	0.03	0.01%	0.00%
2006	0.04	0.01%	0.00%
2007	0.04	0.01%	0.00%
2008	0.04	0.01%	0.00%
2009	0.06	0.01%	0.00%
2010	0.08	0.01%	0.00%
2011	0.10	0.01%	0.00%
2012	0.11	0.01%	0.00%
2013	0.13	0.01%	0.00%
2014	0.14	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Sao Tome E Principe: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sao Tome	1,884	0.06	97.22	0.01	0.00
Santo Antonio	2,075	0.00	2.78	0.00	0.00
<b>Total</b>		<b>0.06</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.41 SENEGAL

#### Advertising for Social Media and Widgets (US\$ Million): Senegal 2004 - 2014

Year	Senegal	% of Region	% of Globe
2004	2.30	0.82%	0.03%
2005	2.48	0.81%	0.03%
2006	2.68	0.81%	0.03%
2007	2.89	0.80%	0.03%
2008	3.30	0.79%	0.03%
2009	4.74	0.79%	0.03%
2010	6.07	0.79%	0.03%
2011	7.25	0.78%	0.03%
2012	8.29	0.78%	0.03%
2013	8.97	0.77%	0.03%
2014	9.63	0.77%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Senegal: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Dakar	626	3.39	71.64	0.57	0.02
Thies	1,515	0.38	8.09	0.06	0.00
Kaolack	1,563	0.32	6.84	0.05	0.00
Ziguinchor	1,618	0.26	5.55	0.04	0.00
Saint-Louis	1,648	0.24	5.03	0.04	0.00
Diourbel	1,767	0.14	2.85	0.02	0.00
<b>Total</b>		<b>4.74</b>	<b>100.00</b>	<b>0.79</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**3.42 SIERRA LEONE****Advertising for Social Media and Widgets (US\$ Million): Sierra Leone 2004 - 2014**

Year	Sierra Leone	% of Region	% of Globe
2004	0.52	0.19%	0.01%
2005	0.57	0.19%	0.01%
2006	0.62	0.19%	0.01%
2007	0.68	0.19%	0.01%
2008	0.78	0.19%	0.01%
2009	1.13	0.19%	0.01%
2010	1.46	0.19%	0.01%
2011	1.76	0.19%	0.01%
2012	2.03	0.19%	0.01%
2013	2.21	0.19%	0.01%
2014	2.40	0.19%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Sierra Leone: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Freetown	1,158	1.00	88.18	0.17	0.01
Bo	1,902	0.06	4.88	0.01	0.00
Kenema	1,990	0.03	2.44	0.00	0.00
Makeni	1,998	0.03	2.25	0.00	0.00
Port Loko	2,032	0.01	1.13	0.00	0.00
Bonthe	2,033	0.01	1.13	0.00	0.00
<b>Total</b>		<b>1.13</b>	<b>100.00</b>	<b>0.19</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.43 SOMALIA

#### Advertising for Social Media and Widgets (US\$ Million): Somalia 2004 - 2014

Year	Somalia	% of Region	% of Globe
2004	0.65	0.23%	0.01%
2005	0.70	0.23%	0.01%
2006	0.74	0.22%	0.01%
2007	0.79	0.22%	0.01%
2008	0.89	0.21%	0.01%
2009	1.27	0.21%	0.01%
2010	1.62	0.21%	0.01%
2011	1.91	0.21%	0.01%
2012	2.16	0.20%	0.01%
2013	2.32	0.20%	0.01%
2014	2.46	0.20%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Somalia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Mogadishu	1,422	0.54	42.66	0.09	0.00
Hargeysa	1,671	0.22	17.06	0.04	0.00
Burao	1,734	0.16	12.80	0.03	0.00
Baidoa	1,735	0.16	12.80	0.03	0.00
Kismaayo	1,813	0.11	8.53	0.02	0.00
Berbera	1,950	0.04	2.99	0.01	0.00
Marka	1,973	0.03	2.56	0.01	0.00
Giohar	2,056	0.01	0.60	0.00	0.00
<b>Total</b>		<b>1.27</b>	<b>100.00</b>	<b>0.21</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.44 SOUTH AFRICA

#### Advertising for Social Media and Widgets (US\$ Million): South Africa 2004 - 2014

Year	South Africa	% of Region	% of Globe
2004	51.91	18.45%	0.75%
2005	56.12	18.35%	0.74%
2006	60.67	18.24%	0.74%
2007	65.58	18.13%	0.73%
2008	74.89	18.03%	0.72%
2009	107.51	17.95%	0.68%
2010	138.03	17.87%	0.65%
2011	164.86	17.78%	0.62%
2012	188.58	17.69%	0.61%
2013	204.28	17.59%	0.60%
2014	219.60	17.48%	0.60%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### South Africa: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Johannesburg	109	33.82	31.46	5.65	0.21
Cape Town	124	28.23	26.26	4.71	0.18
Pretoria	126	26.77	24.90	4.47	0.17
Durban	330	7.45	6.93	1.24	0.05
Roodepoort	771	2.38	2.21	0.40	0.01
Germiston	856	1.96	1.82	0.33	0.01
Boksburg	876	1.86	1.73	0.31	0.01
Umlazi	1,032	1.37	1.27	0.23	0.01
Bloemfontein	1,133	1.04	0.97	0.17	0.01
Pietermaritzburg	1,146	1.02	0.95	0.17	0.01
Port Elizabeth	1,180	0.95	0.88	0.16	0.01
East London	1,330	0.67	0.63	0.11	0.00
<b>Total</b>		<b>107.51</b>	<b>100.00</b>	<b>17.95</b>	<b>0.68</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.45 SUDAN

### Advertising for Social Media and Widgets (US\$ Million): Sudan 2004 - 2014

Year	Sudan	% of Region	% of Globe
2004	10.08	3.58%	0.15%
2005	11.38	3.72%	0.15%
2006	12.85	3.86%	0.16%
2007	14.50	4.01%	0.16%
2008	17.26	4.16%	0.17%
2009	25.49	4.26%	0.16%
2010	33.70	4.36%	0.16%
2011	41.54	4.48%	0.16%
2012	49.12	4.61%	0.16%
2013	55.11	4.74%	0.16%
2014	61.40	4.89%	0.17%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Sudan: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Omdurman	322	7.62	29.89	1.27	0.05
Khartoum	363	6.84	26.85	1.14	0.04
Port Sudan	657	3.12	12.24	0.52	0.02
Wadi Medani	833	2.04	8.01	0.34	0.01
Al Obeid	843	2.01	7.90	0.34	0.01
Atbara	986	1.48	5.81	0.25	0.01
Kassala	1,002	1.44	5.64	0.24	0.01
Kosti	1,186	0.93	3.67	0.16	0.01
<b>Total</b>		<b>25.49</b>	<b>100.00</b>	<b>4.26</b>	<b>0.16</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.46 SWAZILAND

#### Advertising for Social Media and Widgets (US\$ Million): Swaziland 2004 - 2014

Year	Swaziland	% of Region	% of Globe
2004	0.65	0.23%	0.01%
2005	0.69	0.22%	0.01%
2006	0.73	0.22%	0.01%
2007	0.77	0.21%	0.01%
2008	0.87	0.21%	0.01%
2009	1.23	0.21%	0.01%
2010	1.56	0.20%	0.01%
2011	1.84	0.20%	0.01%
2012	2.07	0.19%	0.01%
2013	2.21	0.19%	0.01%
2014	2.34	0.19%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Swaziland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Mbabane	1,402	0.58	46.99	0.10	0.00
Manzini	1,609	0.27	21.69	0.04	0.00
Big Bend	1,752	0.15	12.05	0.02	0.00
Mhlume	1,828	0.10	8.43	0.02	0.00
Nhlangano	1,893	0.06	4.82	0.01	0.00
Pigg's Peak	1,927	0.04	3.61	0.01	0.00
Siteki	1,981	0.03	2.41	0.00	0.00
<b>Total</b>		<b>1.23</b>	<b>100.00</b>	<b>0.21</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.47 TANZANIA

#### Advertising for Social Media and Widgets (US\$ Million): Tanzania 2004 - 2014

Year	Tanzania	% of Region	% of Globe
2004	4.63	1.65%	0.07%
2005	5.06	1.65%	0.07%
2006	5.53	1.66%	0.07%
2007	6.04	1.67%	0.07%
2008	6.96	1.68%	0.07%
2009	10.07	1.68%	0.06%
2010	13.02	1.69%	0.06%
2011	15.67	1.69%	0.06%
2012	18.07	1.70%	0.06%
2013	19.75	1.70%	0.06%
2014	21.42	1.71%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Tanzania: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dar es Salaam	414	5.79	57.47	0.97	0.04
Mwanza	1,238	0.84	8.30	0.14	0.01
Zanzibar	1,242	0.83	8.22	0.14	0.01
Tanga	1,272	0.78	7.70	0.13	0.00
Mbeya	1,400	0.58	5.75	0.10	0.00
Tabora	1,443	0.50	5.01	0.08	0.00
Arusha	1,488	0.41	4.11	0.07	0.00
Dodoma	1,543	0.35	3.44	0.06	0.00
<b>Total</b>		<b>10.07</b>	<b>100.00</b>	<b>1.68</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.48 THE GAMBIA

### Advertising for Social Media and Widgets (US\$ Million): The Gambia 2004 - 2014

Year	The Gambia	% of Region	% of Globe
2004	0.14	0.05%	0.00%
2005	0.16	0.05%	0.00%
2006	0.17	0.05%	0.00%
2007	0.19	0.05%	0.00%
2008	0.21	0.05%	0.00%
2009	0.31	0.05%	0.00%
2010	0.40	0.05%	0.00%
2011	0.48	0.05%	0.00%
2012	0.56	0.05%	0.00%
2013	0.61	0.05%	0.00%
2014	0.66	0.05%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Gambia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Serekunda	1,753	0.15	47.69	0.02	0.00
Banjul	1,881	0.06	20.37	0.01	0.00
Brikama	1,986	0.03	9.26	0.00	0.00
Bakau	1,992	0.03	8.80	0.00	0.00
Farefenni	2,024	0.01	4.63	0.00	0.00
Sukuta	2,042	0.01	3.24	0.00	0.00
Gunjur	2,043	0.01	3.24	0.00	0.00
Georgetown	2,070	0.00	1.39	0.00	0.00
Basse Santa Su	2,071	0.00	1.39	0.00	0.00
<b>Total</b>		<b>0.31</b>	<b>100.00</b>	<b>0.05</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.49 TOGO

#### Advertising for Social Media and Widgets (US\$ Million): Togo 2004 - 2014

Year	Togo	% of Region	% of Globe
2004	0.60	0.21%	0.01%
2005	0.64	0.21%	0.01%
2006	0.68	0.21%	0.01%
2007	0.73	0.20%	0.01%
2008	0.82	0.20%	0.01%
2009	1.17	0.20%	0.01%
2010	1.49	0.19%	0.01%
2011	1.76	0.19%	0.01%
2012	1.99	0.19%	0.01%
2013	2.13	0.18%	0.01%
2014	2.26	0.18%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Togo: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lome	1,274	0.77	66.06	0.13	0.00
Sokodé	1,831	0.10	8.66	0.02	0.00
Palimé	1,874	0.07	5.78	0.01	0.00
Atakpamé	1,899	0.06	4.87	0.01	0.00
Bassari	1,918	0.05	3.97	0.01	0.00
Tsévié	1,958	0.04	3.07	0.01	0.00
Anécho	1,982	0.03	2.53	0.00	0.00
Mango	1,991	0.03	2.35	0.00	0.00
Bafilo	2,008	0.02	1.81	0.00	0.00
Tabligbo	2,039	0.01	0.90	0.00	0.00
<b>Total</b>		<b>1.17</b>	<b>100.00</b>	<b>0.20</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### 3.50 TUNISIA

#### Advertising for Social Media and Widgets (US\$ Million): Tunisia 2004 - 2014

Year	Tunisia	% of Region	% of Globe
2004	8.33	2.96%	0.12%
2005	9.07	2.96%	0.12%
2006	9.87	2.97%	0.12%
2007	10.75	2.97%	0.12%
2008	12.36	2.97%	0.12%
2009	17.82	2.98%	0.11%
2010	23.00	2.98%	0.11%
2011	27.61	2.98%	0.10%
2012	31.77	2.98%	0.10%
2013	34.62	2.98%	0.10%
2014	37.44	2.98%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Tunisia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tunis	346	7.16	40.17	1.20	0.05
Sfax	702	2.78	15.61	0.46	0.02
Ariana	1,079	1.19	6.66	0.20	0.01
Bizerte	1,092	1.14	6.39	0.19	0.01
Djerba	1,101	1.10	6.19	0.18	0.01
Gabes	1,102	1.10	6.19	0.18	0.01
Sousse	1,153	1.01	5.65	0.17	0.01
Kairouan	1,220	0.86	4.85	0.14	0.01
La Goulette	1,290	0.74	4.17	0.12	0.00
Gafsa	1,295	0.73	4.10	0.12	0.00
<b>Total</b>		<b>17.82</b>	<b>100.00</b>	<b>2.98</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.51 UGANDA

#### Advertising for Social Media and Widgets (US\$ Million): Uganda 2004 - 2014

Year	Uganda	% of Region	% of Globe
2004	3.42	1.22%	0.05%
2005	3.72	1.21%	0.05%
2006	4.04	1.21%	0.05%
2007	4.39	1.21%	0.05%
2008	5.04	1.21%	0.05%
2009	7.26	1.21%	0.05%
2010	9.36	1.21%	0.04%
2011	11.22	1.21%	0.04%
2012	12.89	1.21%	0.04%
2013	14.03	1.21%	0.04%
2014	15.15	1.21%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Uganda: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kampala	451	5.14	70.72	0.86	0.03
Jinja	1,385	0.59	8.17	0.10	0.00
Masaka	1,562	0.32	4.47	0.05	0.00
Mbale	1,571	0.31	4.31	0.05	0.00
Mbarara	1,627	0.26	3.54	0.04	0.00
Entebbe	1,656	0.23	3.24	0.04	0.00
Gulu	1,691	0.20	2.77	0.03	0.00
Tororo	1,692	0.20	2.77	0.03	0.00
<b>Total</b>		<b>7.26</b>	<b>100.00</b>	<b>1.21</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.52 WESTERN SAHARA

#### Advertising for Social Media and Widgets (US\$ Million): Western Sahara 2004 - 2014

Year	Western Sahara	% of Region	% of Globe
2004	0.01	0.00%	0.00%
2005	0.01	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.02	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.03	0.00%	0.00%
2012	0.03	0.00%	0.00%
2013	0.03	0.00%	0.00%
2014	0.04	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Western Sahara: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Laayoune	2,028	0.01	72.31	0.00	0.00
Semara	2,073	0.00	13.85	0.00	0.00
Dakhla	2,074	0.00	13.85	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 3.53 ZAMBIA

#### Advertising for Social Media and Widgets (US\$ Million): Zambia 2004 - 2014

Year	Zambia	% of Region	% of Globe
2004	1.73	0.62%	0.02%
2005	1.88	0.61%	0.02%
2006	2.04	0.61%	0.02%
2007	2.22	0.61%	0.02%
2008	2.55	0.61%	0.02%
2009	3.68	0.61%	0.02%
2010	4.74	0.61%	0.02%
2011	5.68	0.61%	0.02%
2012	6.53	0.61%	0.02%
2013	7.10	0.61%	0.02%
2014	7.67	0.61%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Zambia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lusaka	1,093	1.13	30.87	0.19	0.01
Kitwe	1,369	0.62	16.75	0.10	0.00
Ndola	1,404	0.58	15.72	0.10	0.00
Kabwe	1,620	0.26	7.10	0.04	0.00
Mufulira	1,624	0.26	7.06	0.04	0.00
Chingola	1,632	0.25	6.88	0.04	0.00
Luanshya	1,673	0.22	5.89	0.04	0.00
Livingstone	1,779	0.13	3.48	0.02	0.00
Kalulushi	1,788	0.12	3.34	0.02	0.00
Chililabombwe	1,817	0.11	2.91	0.02	0.00
<b>Total</b>		<b>3.68</b>	<b>100.00</b>	<b>0.61</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 3.54 ZIMBABWE

### Advertising for Social Media and Widgets (US\$ Million): Zimbabwe 2004 - 2014

Year	Zimbabwe	% of Region	% of Globe
2004	0.80	0.28%	0.01%
2005	0.83	0.27%	0.01%
2006	0.86	0.26%	0.01%
2007	0.90	0.25%	0.01%
2008	0.99	0.24%	0.01%
2009	1.39	0.23%	0.01%
2010	1.73	0.22%	0.01%
2011	2.01	0.22%	0.01%
2012	2.23	0.21%	0.01%
2013	2.34	0.20%	0.01%
2014	2.43	0.19%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Zimbabwe: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Harare	1,413	0.55	40.01	0.09	0.00
Bulawayo	1,541	0.35	25.21	0.06	0.00
Chitungwiza	1,732	0.16	11.87	0.03	0.00
Gweru	1,880	0.06	4.64	0.01	0.00
Mutare	1,898	0.06	4.11	0.01	0.00
Kwekwe	1,945	0.04	2.82	0.01	0.00
Kadoma	1,956	0.04	2.64	0.01	0.00
Hwange	1,975	0.03	2.29	0.01	0.00
Masvingo	1,999	0.03	1.82	0.00	0.00
Zvishavane	2,005	0.02	1.59	0.00	0.00
Chegutu	2,006	0.02	1.59	0.00	0.00
Chinhoyi	2,011	0.02	1.41	0.00	0.00
<b>Total</b>		<b>1.39</b>	<b>100.00</b>	<b>0.23</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4 ASIA & THE MIDDLE EAST

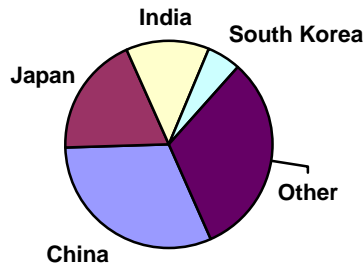
### 4.1 EXECUTIVE SUMMARY

#### Market Potential for Advertising for Social Media and Widgets in Asia & the Middle East (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Asia & the Middle East
China	1,657.08	31.21%
Japan	1,004.17	18.91%
India	690.39	13.00%
South Korea	277.19	5.22%
Indonesia	195.20	3.68%
Taiwan	158.96	2.99%
Turkey	153.58	2.89%
Saudi Arabia	131.42	2.48%
Thailand	119.32	2.25%
Pakistan	103.05	1.94%
Iran	97.77	1.84%
Malaysia	82.50	1.55%
Philippines	69.30	1.31%
Hong Kong	67.66	1.27%
Vietnam	51.81	0.98%
Singapore	51.67	0.97%
Bangladesh	48.27	0.91%
Israel	42.53	0.80%
The United Arab Emirates	33.95	0.64%
Kuwait	31.94	0.60%
Iraq	22.99	0.43%
Burma	20.99	0.40%
Sri Lanka	19.20	0.36%
Syrian Arab Republic	18.97	0.36%
Azerbaijan	17.21	0.32%
Other	142.43	2.68%
<b>Total</b>	<b>5,309.53</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Advertising for Social Media and Widgets in Asia & the Middle East (US\$ Million): 2009



## The Market for Advertising for Social Media and Widgets in Asia & the Middle East: 2004 - 2014

Year	US\$ Million	% of Globe
2004	2,438.81	35.12
2005	2,663.26	35.24
2006	2,909.49	35.36
2007	3,179.72	35.49
2008	3,670.66	35.20
2009	5,309.53	33.48
2010	6,871.57	32.24
2011	8,280.21	31.39
2012	9,562.37	30.84
2013	10,466.08	30.80
2014	11,372.78	30.83

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.2 AFGHANISTAN

### Advertising for Social Media and Widgets (US\$ Million): Afghanistan 2004 - 2014

Year	Afghanistan	% of Region	% of Globe
2004	3.68	0.15%	0.05%
2005	4.03	0.15%	0.05%
2006	4.42	0.15%	0.05%
2007	4.84	0.15%	0.05%
2008	5.61	0.15%	0.05%
2009	8.12	0.15%	0.05%
2010	10.52	0.15%	0.05%
2011	12.70	0.15%	0.05%
2012	14.68	0.15%	0.05%
2013	16.09	0.15%	0.05%
2014	17.50	0.15%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Afghanistan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kabul	447	5.21	64.17	0.10	0.03
Qandahar	1,243	0.83	10.18	0.02	0.01
Herat	1,349	0.65	7.98	0.01	0.00
Mazar-e-Sharif	1,451	0.48	5.90	0.01	0.00
Jalalabad	1,679	0.21	2.61	0.00	0.00
Qonduz	1,682	0.21	2.57	0.00	0.00
Baghlan	1,749	0.15	1.85	0.00	0.00
Meymaneh	1,754	0.15	1.80	0.00	0.00
Pol-e-Khomri	1,790	0.12	1.49	0.00	0.00
Ghazni	1,798	0.12	1.44	0.00	0.00
<b>Total</b>		<b>8.12</b>	<b>100.00</b>	<b>0.15</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.3 ARMENIA****Advertising for Social Media and Widgets (US\$ Million): Armenia 2004 - 2014**

Year	Armenia	% of Region	% of Globe
2004	1.54	0.06%	0.02%
2005	1.75	0.07%	0.02%
2006	1.99	0.07%	0.02%
2007	2.25	0.07%	0.03%
2008	2.70	0.07%	0.03%
2009	3.99	0.08%	0.03%
2010	5.30	0.08%	0.02%
2011	6.55	0.08%	0.02%
2012	7.78	0.08%	0.03%
2013	8.76	0.08%	0.03%
2014	9.80	0.09%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Armenia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Yerevan	794	2.26	56.57	0.04	0.01
Gyumri	1,521	0.37	9.39	0.01	0.00
Kirovakan	1,576	0.31	7.74	0.01	0.00
Hrazdan	1,802	0.12	2.89	0.00	0.00
Echmiadzin	1,811	0.11	2.75	0.00	0.00
Abovian	1,815	0.11	2.70	0.00	0.00
Kaphan	1,842	0.09	2.15	0.00	0.00
Hoktemberian	1,852	0.08	2.02	0.00	0.00
Charentsavan	1,879	0.07	1.65	0.00	0.00
Artashat	1,891	0.06	1.51	0.00	0.00
Kamo	1,894	0.06	1.47	0.00	0.00
Sevan	1,914	0.05	1.24	0.00	0.00
Goris	1,915	0.05	1.24	0.00	0.00
Others		0.18	4.40	0.00	0.00
<b>Total</b>		<b>3.99</b>	<b>100.00</b>	<b>0.08</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.4 AZERBAIJAN****Advertising for Social Media and Widgets (US\$ Million): Azerbaijan 2004 - 2014**

Year	Azerbaijan	% of Region	% of Globe
2004	6.43	0.26%	0.09%
2005	7.34	0.28%	0.10%
2006	8.39	0.29%	0.10%
2007	9.59	0.30%	0.11%
2008	11.56	0.32%	0.11%
2009	17.21	0.32%	0.11%
2010	22.93	0.33%	0.11%
2011	28.52	0.34%	0.11%
2012	34.03	0.36%	0.11%
2013	38.55	0.37%	0.11%
2014	43.37	0.38%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Azerbaijan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Baku	224	11.92	69.28	0.22	0.08
Gyandzha	868	1.89	10.96	0.04	0.01
Sumgait	960	1.57	9.11	0.03	0.01
Mingechaur	1,454	0.47	2.76	0.01	0.00
Sheki	1,533	0.36	2.09	0.01	0.00
Nakhichevan	1,544	0.35	2.01	0.01	0.00
Lenkoran	1,597	0.28	1.66	0.01	0.00
Stepanakert	1,650	0.24	1.38	0.00	0.00
Shemakha	1,777	0.13	0.75	0.00	0.00
<b>Total</b>		<b>17.21</b>	<b>100.00</b>	<b>0.32</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.5 BAHRAIN****Advertising for Social Media and Widgets (US\$ Million): Bahrain 2004 - 2014**

Year	Bahrain	% of Region	% of Globe
2004	2.64	0.11%	0.04%
2005	2.88	0.11%	0.04%
2006	3.14	0.11%	0.04%
2007	3.42	0.11%	0.04%
2008	3.94	0.11%	0.04%
2009	5.69	0.11%	0.04%
2010	7.35	0.11%	0.03%
2011	8.84	0.11%	0.03%
2012	10.18	0.11%	0.03%
2013	11.11	0.11%	0.03%
2014	12.03	0.11%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Bahrain: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Manama	698	2.83	49.67	0.05	0.02
Muharraq	997	1.45	25.49	0.03	0.01
Jidd Hafs	1,208	0.89	15.69	0.02	0.01
Isa Town	1,507	0.39	6.86	0.01	0.00
Al Hidd	1,773	0.13	2.29	0.00	0.00
<b>Total</b>		<b>5.69</b>	<b>100.00</b>	<b>0.11</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.6 BANGLADESH

### Advertising for Social Media and Widgets (US\$ Million): Bangladesh 2004 - 2014

Year	Bangladesh	% of Region	% of Globe
2004	22.73	0.93%	0.33%
2005	24.70	0.93%	0.33%
2006	26.85	0.92%	0.33%
2007	29.19	0.92%	0.33%
2008	33.50	0.91%	0.32%
2009	48.27	0.91%	0.30%
2010	62.21	0.91%	0.29%
2011	74.61	0.90%	0.28%
2012	85.72	0.90%	0.28%
2013	93.28	0.89%	0.27%
2014	100.74	0.89%	0.27%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Bangladesh: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dhaka	161	20.17	41.79	0.38	0.13
Chittagong	298	8.36	17.31	0.16	0.05
Khulna	432	5.51	11.41	0.10	0.03
Narayanganj	781	2.31	4.79	0.04	0.01
Rajshahi	808	2.17	4.49	0.04	0.01
Mymensingh	935	1.63	3.37	0.03	0.01
Comilla	958	1.57	3.25	0.03	0.01
Barisal	989	1.48	3.06	0.03	0.01
Sylhet	1,005	1.43	2.97	0.03	0.01
Rangpur	1,048	1.30	2.70	0.02	0.01
Jessore	1,057	1.27	2.63	0.02	0.01
Saidpur	1,113	1.08	2.24	0.02	0.01
<b>Total</b>		<b>48.27</b>	<b>100.00</b>	<b>0.91</b>	<b>0.30</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.7 BHUTAN

### Advertising for Social Media and Widgets (US\$ Million): Bhutan 2004 - 2014

Year	Bhutan	% of Region	% of Globe
2004	0.36	0.01%	0.01%
2005	0.40	0.01%	0.01%
2006	0.44	0.01%	0.01%
2007	0.48	0.02%	0.01%
2008	0.56	0.02%	0.01%
2009	0.82	0.02%	0.01%
2010	1.06	0.02%	0.00%
2011	1.29	0.02%	0.00%
2012	1.50	0.02%	0.00%
2013	1.65	0.02%	0.00%
2014	1.81	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Bhutan: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Thimphu	1,683	0.21	25.32	0.00	0.00
Taga Dzong	1,697	0.20	24.05	0.00	0.00
Punakha	1,770	0.13	16.46	0.00	0.00
Bumthang	1,804	0.11	13.92	0.00	0.00
Phuntsholing	1,830	0.10	12.66	0.00	0.00
Tongsa Dzong	1,977	0.03	3.80	0.00	0.00
Paro	1,978	0.03	3.80	0.00	0.00
<b>Total</b>		<b>0.82</b>	<b>100.00</b>	<b>0.02</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.8 BRUNEI

### Advertising for Social Media and Widgets (US\$ Million): Brunei 2004 - 2014

Year	Brunei	% of Region	% of Globe
2004	1.17	0.05%	0.02%
2005	1.23	0.05%	0.02%
2006	1.30	0.04%	0.02%
2007	1.37	0.04%	0.02%
2008	1.53	0.04%	0.01%
2009	2.16	0.04%	0.01%
2010	2.73	0.04%	0.01%
2011	3.19	0.04%	0.01%
2012	3.58	0.04%	0.01%
2013	3.80	0.04%	0.01%
2014	3.99	0.04%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Brunei: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bandar Seri Begawan	1,081	1.18	54.74	0.02	0.01
Seria	1,418	0.55	25.26	0.01	0.00
Kuala Belait	1,481	0.43	20.00	0.01	0.00
<b>Total</b>		<b>2.16</b>	<b>100.00</b>	<b>0.04</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.9 BURMA****Advertising for Social Media and Widgets (US\$ Million): Burma 2004 - 2014**

Year	Burma	% of Region	% of Globe
2004	10.01	0.41%	0.14%
2005	10.85	0.41%	0.14%
2006	11.76	0.40%	0.14%
2007	12.75	0.40%	0.14%
2008	14.59	0.40%	0.14%
2009	20.99	0.40%	0.13%
2010	27.00	0.39%	0.13%
2011	32.31	0.39%	0.12%
2012	37.05	0.39%	0.12%
2013	40.22	0.38%	0.12%
2014	43.34	0.38%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Burma: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Yangon	208	13.48	64.22	0.25	0.09
Mandalay	680	2.92	13.92	0.06	0.02
Moulmein	1,074	1.21	5.75	0.02	0.01
Pegu	1,246	0.82	3.92	0.02	0.01
Bassein	1,266	0.79	3.76	0.01	0.00
Sittwe	1,386	0.59	2.82	0.01	0.00
Taunggye	1,387	0.59	2.82	0.01	0.00
Monywa	1,392	0.59	2.79	0.01	0.00
<b>Total</b>		<b>20.99</b>	<b>100.00</b>	<b>0.40</b>	<b>0.13</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.10 CAMBODIA

### Advertising for Social Media and Widgets (US\$ Million): Cambodia 2004 - 2014

Year	Cambodia	% of Region	% of Globe
2004	2.62	0.11%	0.04%
2005	2.90	0.11%	0.04%
2006	3.20	0.11%	0.04%
2007	3.54	0.11%	0.04%
2008	4.13	0.11%	0.04%
2009	6.02	0.11%	0.04%
2010	7.85	0.11%	0.04%
2011	9.53	0.12%	0.04%
2012	11.10	0.12%	0.04%
2013	12.24	0.12%	0.04%
2014	13.41	0.12%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Cambodia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bhnom Penh	471	4.69	77.88	0.09	0.03
Kompong Cham	1,041	1.33	22.12	0.03	0.01
<b>Total</b>		<b>6.02</b>	<b>100.00</b>	<b>0.11</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.11 CHINA

### Advertising for Social Media and Widgets (US\$ Million): China 2004 - 2014

Year	China	% of Region	% of Globe
2004	679.70	27.87%	9.79%
2005	761.14	28.58%	10.07%
2006	852.34	29.30%	10.36%
2007	954.47	30.02%	10.65%
2008	1,127.94	30.73%	10.82%
2009	1,657.08	31.21%	10.45%
2010	2,179.24	31.71%	10.23%
2011	2,671.63	32.27%	10.13%
2012	3,140.53	32.84%	10.13%
2013	3,501.74	33.46%	10.31%
2014	3,876.43	34.09%	10.51%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**China: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Shanghai	5	237.27	14.32	4.47	1.50
Beijing	6	197.74	11.93	3.72	1.25
Chongqing	10	167.35	10.10	3.15	1.06
Guangzhou	12	152.66	9.21	2.88	0.96
Chengdu	13	140.50	8.48	2.65	0.89
Tianjin	16	121.54	7.33	2.29	0.77
Harbin	31	80.18	4.84	1.51	0.51
Nanjing	32	79.51	4.80	1.50	0.50
Wuhan	33	79.16	4.78	1.49	0.50
Jinan	36	73.44	4.43	1.38	0.46
Shenyang	42	67.41	4.07	1.27	0.43
Changchun	45	64.42	3.89	1.21	0.41
Xi'an	47	63.82	3.85	1.20	0.40
Dalian	51	60.73	3.66	1.14	0.38
Shenzhen	82	42.15	2.54	0.79	0.27
Others		29.21	1.76	0.55	0.18
<b>Total</b>		<b>1657.08</b>	<b>100.00</b>	<b>31.21</b>	<b>10.45</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.12 HONG KONG****Advertising for Social Media and Widgets (US\$ Million): Hong Kong 2004 - 2014**

Year	Hong Kong	% of Region	% of Globe
2004	32.01	1.31%	0.46%
2005	34.76	1.31%	0.46%
2006	37.74	1.30%	0.46%
2007	40.98	1.29%	0.46%
2008	46.99	1.28%	0.45%
2009	67.66	1.27%	0.43%
2010	87.13	1.27%	0.41%
2011	104.40	1.26%	0.40%
2012	119.84	1.25%	0.39%
2013	130.29	1.24%	0.38%
2014	140.58	1.24%	0.38%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Hong Kong: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Hong Kong	41	67.66	100.00	1.27	0.43
<b>Total</b>		<b>67.66</b>	<b>100.00</b>	<b>1.27</b>	<b>0.43</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.13 INDIA

### Advertising for Social Media and Widgets (US\$ Million): India 2004 - 2014

Year	India	% of Region	% of Globe
2004	305.06	12.51%	4.39%
2005	336.15	12.62%	4.45%
2006	370.41	12.73%	4.50%
2007	408.17	12.84%	4.56%
2008	474.85	12.94%	4.55%
2009	690.39	13.00%	4.35%
2010	898.18	13.07%	4.21%
2011	1,088.24	13.14%	4.12%
2012	1,263.66	13.21%	4.08%
2013	1,390.81	13.29%	4.09%
2014	1,519.46	13.36%	4.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### India: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Maharashtra State	17	119.08	17.25	2.24	0.75
Uttar Pradesh State	30	81.77	11.84	1.54	0.52
West Bengal State	57	55.17	7.99	1.04	0.35
Andhra Pradesh State	59	53.00	7.68	1.00	0.33
Tamil Nadu State	71	47.60	6.89	0.90	0.30
Gujarat State	79	43.04	6.23	0.81	0.27
Madhya Pradesh State	81	42.95	6.22	0.81	0.27
Karnataka State	92	39.00	5.65	0.73	0.25
Bihar State	94	38.91	5.64	0.73	0.25
Rajasthan State	117	30.43	4.41	0.57	0.19
Punjab State	118	30.24	4.38	0.57	0.19
Haryana State	148	21.72	3.15	0.41	0.14
Kerala State	158	20.24	2.93	0.38	0.13
Orissa State	177	17.23	2.50	0.32	0.11
Union Territories	188	15.92	2.31	0.30	0.10
Others		34.11	4.94	0.64	0.22
<b>Total</b>		<b>690.39</b>	<b>100.00</b>	<b>13.00</b>	<b>4.35</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 4.14 INDONESIA

### Advertising for Social Media and Widgets (US\$ Million): Indonesia 2004 - 2014

Year	Indonesia	% of Region	% of Globe
2004	91.67	3.76%	1.32%
2005	99.69	3.74%	1.32%
2006	108.42	3.73%	1.32%
2007	117.91	3.71%	1.32%
2008	135.42	3.69%	1.30%
2009	195.20	3.68%	1.23%
2010	251.66	3.66%	1.18%
2011	301.93	3.65%	1.14%
2012	347.03	3.63%	1.12%
2013	377.81	3.61%	1.11%
2014	408.22	3.59%	1.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Indonesia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Jawa Barat	103	35.34	18.11	0.67	0.22
DKI Jakarta	116	31.12	15.94	0.59	0.20
Jawa Timur	120	29.89	15.31	0.56	0.19
Jawa Tengah	160	20.18	10.34	0.38	0.13
Sumatra Utara	238	10.98	5.62	0.21	0.07
Riau	281	8.95	4.58	0.17	0.06
Kalimantan Timur	356	6.99	3.58	0.13	0.04
Sumatra Selatan	364	6.75	3.46	0.13	0.04
Daerah Istimewa Aceh	413	5.79	2.97	0.11	0.04
Sulawesi Selatan	486	4.59	2.35	0.09	0.03
Sumatra Barat	596	3.64	1.86	0.07	0.02
Lampung	603	3.57	1.83	0.07	0.02
Kalimantan Barat	616	3.48	1.78	0.07	0.02
Bali	629	3.37	1.72	0.06	0.02
Irian Jaya	650	3.18	1.63	0.06	0.02
Others		17.39	8.91	0.33	0.11
<b>Total</b>		<b>195.20</b>	<b>100.00</b>	<b>3.68</b>	<b>1.23</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.15 IRAN

### Advertising for Social Media and Widgets (US\$ Million): Iran 2004 - 2014

Year	Iran	% of Region	% of Globe
2004	48.04	1.97%	0.69%
2005	51.74	1.94%	0.68%
2006	55.72	1.92%	0.68%
2007	60.01	1.89%	0.67%
2008	68.27	1.86%	0.65%
2009	97.77	1.84%	0.62%
2010	125.19	1.82%	0.59%
2011	149.08	1.80%	0.57%
2012	170.02	1.78%	0.55%
2013	183.59	1.75%	0.54%
2014	196.71	1.73%	0.53%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Iran: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tehran	83	41.90	42.86	0.79	0.26
Mashad	253	10.15	10.38	0.19	0.06
Isfahan	362	6.84	7.00	0.13	0.04
Tabriz	365	6.73	6.89	0.13	0.04
Shiraz	409	5.88	6.01	0.11	0.04
Ahvaz	534	4.02	4.11	0.08	0.03
Bakhtaran	549	3.89	3.98	0.07	0.02
Qom	569	3.77	3.85	0.07	0.02
Karaj	589	3.65	3.74	0.07	0.02
Orumiyeh	823	2.09	2.13	0.04	0.01
Abadan	834	2.04	2.09	0.04	0.01
Rasht	842	2.02	2.06	0.04	0.01
Kerman	893	1.78	1.82	0.03	0.01
Yazd	946	1.59	1.63	0.03	0.01
Bandar 'Abbas	1,016	1.40	1.43	0.03	0.01
<b>Total</b>		<b>97.77</b>	<b>100.00</b>	<b>1.84</b>	<b>0.62</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.16 IRAQ

### Advertising for Social Media and Widgets (US\$ Million): Iraq 2004 - 2014

Year	Iraq	% of Region	% of Globe
2004	11.10	0.46%	0.16%
2005	12.00	0.45%	0.16%
2006	12.97	0.45%	0.16%
2007	14.03	0.44%	0.16%
2008	16.02	0.44%	0.15%
2009	22.99	0.43%	0.14%
2010	29.52	0.43%	0.14%
2011	35.26	0.43%	0.13%
2012	40.33	0.42%	0.13%
2013	43.69	0.42%	0.13%
2014	46.96	0.41%	0.13%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Iraq: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Baghdad	211	13.01	56.60	0.25	0.08
Basra	906	1.73	7.51	0.03	0.01
Mosul	944	1.60	6.95	0.03	0.01
Kirkuk	981	1.50	6.51	0.03	0.01
Irbil	1,185	0.94	4.07	0.02	0.01
As-Sulaymaniyah	1,269	0.78	3.40	0.01	0.00
An-Najaf	1,326	0.68	2.96	0.01	0.00
Al-Hillah	1,380	0.60	2.62	0.01	0.00
Karbala	1,434	0.52	2.25	0.01	0.00
An-Nasiriyah	1,509	0.39	1.69	0.01	0.00
Ar-Ramadi	1,514	0.38	1.67	0.01	0.00
Al-Amarah	1,523	0.37	1.61	0.01	0.00
Ba'qubah	1,567	0.32	1.40	0.01	0.00
Samarra	1,722	0.17	0.75	0.00	0.00
<b>Total</b>		<b>22.99</b>	<b>100.00</b>	<b>0.43</b>	<b>0.14</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.17 ISRAEL

### Advertising for Social Media and Widgets (US\$ Million): Israel 2004 - 2014

Year	Israel	% of Region	% of Globe
2004	20.48	0.84%	0.29%
2005	22.15	0.83%	0.29%
2006	23.96	0.82%	0.29%
2007	25.92	0.82%	0.29%
2008	29.61	0.81%	0.28%
2009	42.53	0.80%	0.27%
2010	54.62	0.79%	0.26%
2011	65.26	0.79%	0.25%
2012	74.69	0.78%	0.24%
2013	80.94	0.77%	0.24%
2014	87.05	0.77%	0.24%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Israel: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Jerusalem	221	12.32	28.97	0.23	0.08
Tel Aviv	296	8.41	19.77	0.16	0.05
Haifa	411	5.86	13.77	0.11	0.04
Holon	581	3.68	8.65	0.07	0.02
Petach-Tikva	624	3.44	8.09	0.06	0.02
Ramat Gan	667	3.05	7.16	0.06	0.02
Beersheba	670	3.02	7.10	0.06	0.02
Bene Beraq	705	2.76	6.49	0.05	0.02
<b>Total</b>		<b>42.53</b>	<b>100.00</b>	<b>0.80</b>	<b>0.27</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.18 JAPAN

### Advertising for Social Media and Widgets (US\$ Million): Japan 2004 - 2014

Year	Japan	% of Region	% of Globe
2004	523.87	21.48%	7.54%
2005	557.01	20.91%	7.37%
2006	592.25	20.36%	7.20%
2007	629.72	19.80%	7.03%
2008	707.39	19.27%	6.78%
2009	1,004.17	18.91%	6.33%
2010	1,274.07	18.54%	5.98%
2011	1,502.13	18.14%	5.69%
2012	1,695.34	17.73%	5.47%
2013	1,810.39	17.30%	5.33%
2014	1,918.11	16.87%	5.20%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Japan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tokyo	9	168.21	16.75	3.17	1.06
Yokohama	40	68.15	6.79	1.28	0.43
Nagoya	93	38.98	3.88	0.73	0.25
Osaka	96	37.16	3.70	0.70	0.23
Sapporo	127	26.75	2.66	0.50	0.17
Kawasaki	137	24.20	2.41	0.46	0.15
Kyoto	145	22.08	2.20	0.42	0.14
Kobe	152	20.94	2.09	0.39	0.13
Fukuoka	163	19.80	1.97	0.37	0.12
Hiroshima	169	18.86	1.88	0.36	0.12
Chiba	187	15.96	1.59	0.30	0.10
Sendai	189	15.90	1.58	0.30	0.10
Kitakyushu	212	13.00	1.29	0.24	0.08
Sakai	220	12.38	1.23	0.23	0.08
Sagamihara	242	10.80	1.08	0.20	0.07
Others		490.99	48.89	9.25	3.10
<b>Total</b>		<b>1004.17</b>	<b>100.00</b>	<b>18.91</b>	<b>6.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.19 JORDAN****Advertising for Social Media and Widgets (US\$ Million): Jordan 2004 - 2014**

Year	Jordan	% of Region	% of Globe
2004	3.08	0.13%	0.04%
2005	3.34	0.13%	0.04%
2006	3.63	0.12%	0.04%
2007	3.94	0.12%	0.04%
2008	4.51	0.12%	0.04%
2009	6.50	0.12%	0.04%
2010	8.36	0.12%	0.04%
2011	10.02	0.12%	0.04%
2012	11.49	0.12%	0.04%
2013	12.49	0.12%	0.04%
2014	13.47	0.12%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Jordan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Amman	597	3.64	55.97	0.07	0.02
Zarqa	1,068	1.24	19.09	0.02	0.01
Irbid	1,343	0.65	10.07	0.01	0.00
Salt	1,423	0.54	8.33	0.01	0.00
Ajlun	1,707	0.19	2.92	0.00	0.00
Jarash	1,776	0.13	1.99	0.00	0.00
Madaba	1,823	0.11	1.62	0.00	0.00
<b>Total</b>		<b>6.50</b>	<b>100.00</b>	<b>0.12</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.20 KUWAIT****Advertising for Social Media and Widgets (US\$ Million): Kuwait 2004 - 2014**

Year	Kuwait	% of Region	% of Globe
2004	15.19	0.62%	0.22%
2005	16.47	0.62%	0.22%
2006	17.87	0.61%	0.22%
2007	19.38	0.61%	0.22%
2008	22.20	0.60%	0.21%
2009	31.94	0.60%	0.20%
2010	41.10	0.60%	0.19%
2011	49.20	0.59%	0.19%
2012	56.43	0.59%	0.18%
2013	61.30	0.59%	0.18%
2014	66.08	0.58%	0.18%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Kuwait: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Salmiya	243	10.79	33.77	0.20	0.07
Hawalli	251	10.22	32.01	0.19	0.06
Jahra	315	7.83	24.50	0.15	0.05
Kuwait	661	3.10	9.71	0.06	0.02
<b>Total</b>		<b>31.94</b>	<b>100.00</b>	<b>0.60</b>	<b>0.20</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.21 KYRGYZSTAN

### Advertising for Social Media and Widgets (US\$ Million): Kyrgyzstan 2004 - 2014

Year	Kyrgyzstan	% of Region	% of Globe
2004	1.12	0.05%	0.02%
2005	1.22	0.05%	0.02%
2006	1.33	0.05%	0.02%
2007	1.44	0.05%	0.02%
2008	1.66	0.05%	0.02%
2009	2.40	0.05%	0.02%
2010	3.10	0.05%	0.01%
2011	3.72	0.04%	0.01%
2012	4.29	0.04%	0.01%
2013	4.68	0.04%	0.01%
2014	5.06	0.04%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Kyrgyzstan: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bishkek	983	1.49	62.08	0.03	0.01
Osh	1,444	0.50	20.92	0.01	0.00
Dzhalal-Abad	1,761	0.14	5.80	0.00	0.00
Przhevalsk	1,772	0.13	5.50	0.00	0.00
Kyzyl-Kiya	1,858	0.08	3.14	0.00	0.00
Naryn	1,888	0.06	2.55	0.00	0.00
<b>Total</b>		<b>2.40</b>	<b>100.00</b>	<b>0.05</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.22 LAOS

### Advertising for Social Media and Widgets (US\$ Million): Laos 2004 - 2014

Year	Laos	% of Region	% of Globe
2004	1.34	0.05%	0.02%
2005	1.47	0.06%	0.02%
2006	1.60	0.06%	0.02%
2007	1.75	0.06%	0.02%
2008	2.02	0.06%	0.02%
2009	2.92	0.06%	0.02%
2010	3.78	0.05%	0.02%
2011	4.55	0.05%	0.02%
2012	5.25	0.05%	0.02%
2013	5.74	0.05%	0.02%
2014	6.23	0.05%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Laos: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Vientiane	838	2.02	69.30	0.04	0.01
Savannakhet	1,605	0.27	9.38	0.01	0.00
Pakse	1,642	0.24	8.27	0.00	0.00
Luang Prabang	1,654	0.24	8.09	0.00	0.00
Sayaboury	1,860	0.08	2.57	0.00	0.00
Khammouane	1,872	0.07	2.39	0.00	0.00
<b>Total</b>		<b>2.92</b>	<b>100.00</b>	<b>0.06</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.23 LEBANON****Advertising for Social Media and Widgets (US\$ Million): Lebanon 2004 - 2014**

Year	Lebanon	% of Region	% of Globe
2004	4.99	0.20%	0.07%
2005	5.26	0.20%	0.07%
2006	5.54	0.19%	0.07%
2007	5.84	0.18%	0.07%
2008	6.51	0.18%	0.06%
2009	9.19	0.17%	0.06%
2010	11.59	0.17%	0.05%
2011	13.57	0.16%	0.05%
2012	15.21	0.16%	0.05%
2013	16.12	0.15%	0.05%
2014	16.95	0.15%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Lebanon: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Beirut	405	5.96	64.82	0.11	0.04
Tripoli	849	1.99	21.61	0.04	0.01
Zahle	1,263	0.79	8.64	0.01	0.01
Sidon	1,502	0.40	4.32	0.01	0.00
Tyre	1,900	0.06	0.61	0.00	0.00
<b>Total</b>		<b>9.19</b>	<b>100.00</b>	<b>0.17</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 4.24 MACAU

### Advertising for Social Media and Widgets (US\$ Million): Macau 2004 - 2014

Year	Macau	% of Region	% of Globe
2004	1.11	0.05%	0.02%
2005	1.27	0.05%	0.02%
2006	1.45	0.05%	0.02%
2007	1.66	0.05%	0.02%
2008	2.00	0.05%	0.02%
2009	2.98	0.06%	0.02%
2010	3.97	0.06%	0.02%
2011	4.94	0.06%	0.02%
2012	5.89	0.06%	0.02%
2013	6.67	0.06%	0.02%
2014	7.51	0.07%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Macau: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Macau	699	2.80	94.12	0.05	0.02
Taipa	1,769	0.13	4.52	0.00	0.00
Coloane	1,941	0.04	1.36	0.00	0.00
<b>Total</b>		<b>2.98</b>	<b>100.00</b>	<b>0.06</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.25 MALAYSIA

### Advertising for Social Media and Widgets (US\$ Million): Malaysia 2004 - 2014

Year	Malaysia	% of Region	% of Globe
2004	39.13	1.60%	0.56%
2005	42.47	1.59%	0.56%
2006	46.09	1.58%	0.56%
2007	50.01	1.57%	0.56%
2008	57.32	1.56%	0.55%
2009	82.50	1.55%	0.52%
2010	106.20	1.55%	0.50%
2011	127.20	1.54%	0.48%
2012	145.95	1.53%	0.47%
2013	158.61	1.52%	0.47%
2014	171.06	1.50%	0.46%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Malaysia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kuala Lumpur	174	18.22	22.08	0.34	0.11
Ipoh	396	6.09	7.38	0.11	0.04
Johor Baharu	446	5.23	6.34	0.10	0.03
Melaka	470	4.71	5.71	0.09	0.03
Petaling Jaya	532	4.05	4.92	0.08	0.03
Tawai	547	3.89	4.72	0.07	0.02
Kelang	552	3.88	4.70	0.07	0.02
Kuala Terengganu	595	3.64	4.41	0.07	0.02
Sandakan	606	3.56	4.31	0.07	0.02
Kota Baharu	611	3.50	4.24	0.07	0.02
George Town	613	3.49	4.23	0.07	0.02
Kota Kinabalu	633	3.32	4.02	0.06	0.02
Kuantan	653	3.16	3.83	0.06	0.02
Taiping	682	2.91	3.53	0.05	0.02
Seremban	684	2.91	3.52	0.05	0.02
Others		9.95	12.06	0.19	0.06
<b>Total</b>		<b>82.50</b>	<b>100.00</b>	<b>1.55</b>	<b>0.52</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.26 MALDIVES****Advertising for Social Media and Widgets (US\$ Million): Maldives 2004 - 2014**

Year	Maldives	% of Region	% of Globe
2004	0.31	0.01%	0.00%
2005	0.34	0.01%	0.00%
2006	0.37	0.01%	0.00%
2007	0.40	0.01%	0.00%
2008	0.45	0.01%	0.00%
2009	0.65	0.01%	0.00%
2010	0.84	0.01%	0.00%
2011	1.01	0.01%	0.00%
2012	1.15	0.01%	0.00%
2013	1.25	0.01%	0.00%
2014	1.35	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Maldives: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Male	1,344	0.65	100.00	0.01	0.00
<b>Total</b>		<b>0.65</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.27 MONGOLIA

### Advertising for Social Media and Widgets (US\$ Million): Mongolia 2004 - 2014

Year	Mongolia	% of Region	% of Globe
2004	0.84	0.03%	0.01%
2005	0.94	0.04%	0.01%
2006	1.04	0.04%	0.01%
2007	1.15	0.04%	0.01%
2008	1.35	0.04%	0.01%
2009	1.98	0.04%	0.01%
2010	2.59	0.04%	0.01%
2011	3.15	0.04%	0.01%
2012	3.68	0.04%	0.01%
2013	4.08	0.04%	0.01%
2014	4.48	0.04%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Mongolia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Ulaanbaatar	992	1.47	74.25	0.03	0.01
Darhan	1,676	0.21	10.84	0.00	0.00
Erdenedalay	1,803	0.12	5.83	0.00	0.00
Choybalsan	1,887	0.06	3.12	0.00	0.00
Nalayh	1,942	0.04	2.03	0.00	0.00
Ulaangom	1,943	0.04	2.03	0.00	0.00
Uliastay	1,951	0.04	1.90	0.00	0.00
<b>Total</b>		<b>1.98</b>	<b>100.00</b>	<b>0.04</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.28 NEPAL

### Advertising for Social Media and Widgets (US\$ Million): Nepal 2004 - 2014

Year	Nepal	% of Region	% of Globe
2004	3.59	0.15%	0.05%
2005	3.83	0.14%	0.05%
2006	4.09	0.14%	0.05%
2007	4.36	0.14%	0.05%
2008	4.91	0.13%	0.05%
2009	6.99	0.13%	0.04%
2010	8.88	0.13%	0.04%
2011	10.50	0.13%	0.04%
2012	11.88	0.12%	0.04%
2013	12.72	0.12%	0.04%
2014	13.52	0.12%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Nepal: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Kathmandu	877	1.85	26.43	0.03	0.01
Sallyan	1,077	1.19	17.10	0.02	0.01
Pyuthan	1,083	1.16	16.65	0.02	0.01
Jumla	1,137	1.04	14.85	0.02	0.01
Biratnagar	1,292	0.74	10.57	0.01	0.00
Lalitpur	1,359	0.63	9.00	0.01	0.00
Bhaktapur	1,518	0.38	5.40	0.01	0.00
<b>Total</b>		<b>6.99</b>	<b>100.00</b>	<b>0.13</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.29 NORTH KOREA****Advertising for Social Media and Widgets (US\$ Million): North Korea 2004 - 2014**

Year	North Korea	% of Region	% of Globe
2004	5.05	0.21%	0.07%
2005	5.29	0.20%	0.07%
2006	5.53	0.19%	0.07%
2007	5.79	0.18%	0.06%
2008	6.41	0.17%	0.06%
2009	8.99	0.17%	0.06%
2010	11.28	0.16%	0.05%
2011	13.13	0.16%	0.05%
2012	14.63	0.15%	0.05%
2013	15.40	0.15%	0.05%
2014	16.09	0.14%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**North Korea: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Pyongyang	602	3.58	39.81	0.07	0.02
Chongjin	1,144	1.02	11.37	0.02	0.01
Nampo	1,184	0.94	10.42	0.02	0.01
Sinuiju	1,327	0.68	7.54	0.01	0.00
Hungnam	1,421	0.54	6.03	0.01	0.00
Wonsan	1,455	0.47	5.28	0.01	0.00
Kaesong	1,460	0.47	5.22	0.01	0.00
Hamhung	1,475	0.44	4.90	0.01	0.00
Kimchaek	1,516	0.38	4.24	0.01	0.00
Haeju	1,591	0.29	3.21	0.01	0.00
Sariwon	1,718	0.18	1.96	0.00	0.00
<b>Total</b>		<b>8.99</b>	<b>100.00</b>	<b>0.17</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 4.30 OMAN

#### Advertising for Social Media and Widgets (US\$ Million): Oman 2004 - 2014

Year	Oman	% of Region	% of Globe
2004	6.75	0.28%	0.10%
2005	7.31	0.27%	0.10%
2006	7.92	0.27%	0.10%
2007	8.57	0.27%	0.10%
2008	9.80	0.27%	0.09%
2009	14.09	0.27%	0.09%
2010	18.11	0.26%	0.08%
2011	21.66	0.26%	0.08%
2012	24.80	0.26%	0.08%
2013	26.91	0.26%	0.08%
2014	28.96	0.25%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Oman: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Muscat	307	8.10	57.47	0.15	0.05
Matrah	707	2.75	19.54	0.05	0.02
Salala	938	1.62	11.49	0.03	0.01
Nizwa	939	1.62	11.49	0.03	0.01
<b>Total</b>		<b>14.09</b>	<b>100.00</b>	<b>0.27</b>	<b>0.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 4.31 PAKISTAN

#### Advertising for Social Media and Widgets (US\$ Million): Pakistan 2004 - 2014

Year	Pakistan	% of Region	% of Globe
2004	48.15	1.97%	0.69%
2005	52.42	1.97%	0.69%
2006	57.07	1.96%	0.69%
2007	62.14	1.95%	0.69%
2008	71.44	1.95%	0.69%
2009	103.05	1.94%	0.65%
2010	132.96	1.93%	0.62%
2011	159.65	1.93%	0.61%
2012	183.65	1.92%	0.59%
2013	200.13	1.91%	0.59%
2014	216.44	1.90%	0.59%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Pakistan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Karachi	90	39.57	38.40	0.75	0.25
Lahore	143	22.44	21.77	0.42	0.14
Faisalabad	297	8.39	8.14	0.16	0.05
Rawalpindi	398	6.04	5.86	0.11	0.04
Hyderabad	419	5.71	5.54	0.11	0.04
Multan	428	5.55	5.38	0.10	0.03
Gujranwala	459	5.01	4.86	0.09	0.03
Peshawar	511	4.30	4.17	0.08	0.03
Sialkot	784	2.29	2.23	0.04	0.01
Sargodha	800	2.21	2.15	0.04	0.01
Islamabad	967	1.55	1.50	0.03	0.01
<b>Total</b>		<b>103.05</b>	<b>100.00</b>	<b>1.94</b>	<b>0.65</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.32 PALESTINE****Advertising for Social Media and Widgets (US\$ Million): Palestine 2004 - 2014**

Year	Palestine	% of Region	% of Globe
2004	0.31	0.01%	0.00%
2005	0.34	0.01%	0.00%
2006	0.36	0.01%	0.00%
2007	0.38	0.01%	0.00%
2008	0.43	0.01%	0.00%
2009	0.62	0.01%	0.00%
2010	0.79	0.01%	0.00%
2011	0.94	0.01%	0.00%
2012	1.06	0.01%	0.00%
2013	1.14	0.01%	0.00%
2014	1.21	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Palestine: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
West Bank	1,505	0.39	63.56	0.01	0.00
Gaza Strip	1,664	0.23	36.44	0.00	0.00
<b>Total</b>		<b>0.62</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 4.33 PAPUA NEW GUINEA

#### Advertising for Social Media and Widgets (US\$ Million): Papua New Guinea 2004 - 2014

Year	Papua New Guinea	% of Region	% of Globe
2004	1.88	0.08%	0.03%
2005	2.02	0.08%	0.03%
2006	2.17	0.07%	0.03%
2007	2.33	0.07%	0.03%
2008	2.65	0.07%	0.03%
2009	3.79	0.07%	0.02%
2010	4.85	0.07%	0.02%
2011	5.77	0.07%	0.02%
2012	6.57	0.07%	0.02%
2013	7.09	0.07%	0.02%
2014	7.58	0.07%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Papua New Guinea: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Port Moresby	901	1.74	45.92	0.03	0.01
Lae	1,195	0.92	24.17	0.02	0.01
Madang	1,595	0.29	7.55	0.01	0.00
Wewak	1,615	0.26	6.95	0.00	0.00
Goroka	1,634	0.25	6.65	0.00	0.00
Rabaul	1,711	0.18	4.83	0.00	0.00
Mount Hagen	1,751	0.15	3.93	0.00	0.00
<b>Total</b>		<b>3.79</b>	<b>100.00</b>	<b>0.07</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 4.34 PHILIPPINES

#### Advertising for Social Media and Widgets (US\$ Million): Philippines 2004 - 2014

Year	Philippines	% of Region	% of Globe
2004	31.57	1.29%	0.45%
2005	34.56	1.30%	0.46%
2006	37.83	1.30%	0.46%
2007	41.41	1.30%	0.46%
2008	47.87	1.30%	0.46%
2009	69.30	1.31%	0.44%
2010	89.75	1.31%	0.42%
2011	108.21	1.31%	0.41%
2012	125.01	1.31%	0.40%
2013	136.84	1.31%	0.40%
2014	148.68	1.31%	0.40%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Philippines: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Manila	50	61.30	88.46	1.15	0.39
Quezon City	1,006	1.42	2.05	0.03	0.01
Davao	1,252	0.81	1.18	0.02	0.01
Cebu	1,396	0.58	0.84	0.01	0.00
Caloocan	1,419	0.55	0.79	0.01	0.00
Makati	1,513	0.38	0.55	0.01	0.00
Zamboanga	1,520	0.38	0.54	0.01	0.00
Cagayan de Oro	1,540	0.35	0.51	0.01	0.00
Pasig	1,554	0.34	0.49	0.01	0.00
Pasay	1,560	0.33	0.48	0.01	0.00
Las Pinas	1,566	0.32	0.47	0.01	0.00
Bacolod	1,586	0.29	0.42	0.01	0.00
Valenzuela	1,592	0.29	0.42	0.01	0.00
Marikina	1,616	0.26	0.38	0.00	0.00
Paranaque	1,619	0.26	0.38	0.00	0.00
Others		1.42	2.06	0.03	0.01
<b>Total</b>		<b>69.30</b>	<b>100.00</b>	<b>1.31</b>	<b>0.44</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.35 QATAR****Advertising for Social Media and Widgets (US\$ Million): Qatar 2004 - 2014**

Year	Qatar	% of Region	% of Globe
2004	6.03	0.25%	0.09%
2005	6.62	0.25%	0.09%
2006	7.26	0.25%	0.09%
2007	7.97	0.25%	0.09%
2008	9.24	0.25%	0.09%
2009	13.40	0.25%	0.08%
2010	17.39	0.25%	0.08%
2011	21.01	0.25%	0.08%
2012	24.32	0.25%	0.08%
2013	26.68	0.25%	0.08%
2014	29.06	0.26%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Qatar: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Doha	209	13.40	100.00	0.25	0.08
<b>Total</b>		<b>13.40</b>	<b>100.00</b>	<b>0.25</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 4.36 SAUDI ARABIA

### Advertising for Social Media and Widgets (US\$ Million): Saudi Arabia 2004 - 2014

Year	Saudi Arabia	% of Region	% of Globe
2004	63.93	2.62%	0.92%
2005	69.00	2.59%	0.91%
2006	74.48	2.56%	0.91%
2007	80.38	2.53%	0.90%
2008	91.64	2.50%	0.88%
2009	131.42	2.48%	0.83%
2010	168.54	2.45%	0.79%
2011	201.04	2.43%	0.76%
2012	229.67	2.40%	0.74%
2013	248.45	2.37%	0.73%
2014	266.71	2.35%	0.72%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Saudi Arabia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Jiddah	68	49.04	37.31	0.92	0.31
Riyadh	147	21.81	16.59	0.41	0.14
Mecca	175	17.98	13.68	0.34	0.11
Taif	258	9.81	7.46	0.18	0.06
Medina	266	9.48	7.21	0.18	0.06
Dammam	371	6.54	4.98	0.12	0.04
Hufuf	634	3.30	2.51	0.06	0.02
Haradh	643	3.27	2.49	0.06	0.02
Tabuk	755	2.45	1.87	0.05	0.02
Buraydah	785	2.29	1.74	0.04	0.01
Al-Mubarraz	897	1.77	1.34	0.03	0.01
Khamis-Mushait	934	1.63	1.24	0.03	0.01
Jizan	1,116	1.08	0.82	0.02	0.01
Abha	1,165	0.98	0.75	0.02	0.01
<b>Total</b>		<b>131.42</b>	<b>100.00</b>	<b>2.48</b>	<b>0.83</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.37 SEYCHELLES

### Advertising for Social Media and Widgets (US\$ Million): Seychelles 2004 - 2014

Year	Seychelles	% of Region	% of Globe
2004	0.18	0.01%	0.00%
2005	0.20	0.01%	0.00%
2006	0.21	0.01%	0.00%
2007	0.23	0.01%	0.00%
2008	0.27	0.01%	0.00%
2009	0.38	0.01%	0.00%
2010	0.49	0.01%	0.00%
2011	0.59	0.01%	0.00%
2012	0.68	0.01%	0.00%
2013	0.73	0.01%	0.00%
2014	0.79	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Seychelles: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Victoria	1,611	0.27	69.70	0.01	0.00
Anse Boileau	1,919	0.05	12.12	0.00	0.00
Anse Royale	1,962	0.03	9.09	0.00	0.00
Cascade	1,963	0.03	9.09	0.00	0.00
<b>Total</b>		<b>0.38</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.38 SINGAPORE

### Advertising for Social Media and Widgets (US\$ Million): Singapore 2004 - 2014

Year	Singapore	% of Region	% of Globe
2004	23.42	0.96%	0.34%
2005	25.66	0.96%	0.34%
2006	28.13	0.97%	0.34%
2007	30.82	0.97%	0.34%
2008	35.67	0.97%	0.34%
2009	51.67	0.97%	0.33%
2010	66.97	0.97%	0.31%
2011	80.81	0.98%	0.31%
2012	93.43	0.98%	0.30%
2013	102.37	0.98%	0.30%
2014	111.33	0.98%	0.30%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Singapore: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Singapore	62	51.67	100.00	0.97	0.33
<b>Total</b>		<b>51.67</b>	<b>100.00</b>	<b>0.97</b>	<b>0.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.39 SOUTH KOREA****Advertising for Social Media and Widgets (US\$ Million): South Korea 2004 - 2014**

Year	South Korea	% of Region	% of Globe
2004	134.16	5.50%	1.93%
2005	144.96	5.44%	1.92%
2006	156.63	5.38%	1.90%
2007	169.24	5.32%	1.89%
2008	193.14	5.26%	1.85%
2009	277.19	5.22%	1.75%
2010	355.74	5.18%	1.67%
2011	424.69	5.13%	1.61%
2012	485.61	5.08%	1.57%
2013	525.79	5.02%	1.55%
2014	564.96	4.97%	1.53%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**South Korea: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Seoul	14	135.40	48.85	2.55	0.85
Pusan	108	34.07	12.29	0.64	0.21
Inchon	138	24.05	8.68	0.45	0.15
Taegu	164	19.54	7.05	0.37	0.12
Taejon	229	11.52	4.16	0.22	0.07
Kwangju	230	11.52	4.16	0.22	0.07
Ulsan	234	11.07	3.99	0.21	0.07
Suwon	255	10.04	3.62	0.19	0.06
Masan	369	6.58	2.37	0.12	0.04
Chonju	431	5.53	1.99	0.10	0.03
Cheju	457	5.01	1.81	0.09	0.03
Mokpo	694	2.85	1.03	0.05	0.02
<b>Total</b>		<b>277.19</b>	<b>100.00</b>	<b>5.22</b>	<b>1.75</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.40 SRI LANKA

### Advertising for Social Media and Widgets (US\$ Million): Sri Lanka 2004 - 2014

Year	Sri Lanka	% of Region	% of Globe
2004	9.04	0.37%	0.13%
2005	9.83	0.37%	0.13%
2006	10.68	0.37%	0.13%
2007	11.61	0.37%	0.13%
2008	13.33	0.36%	0.13%
2009	19.20	0.36%	0.12%
2010	24.75	0.36%	0.12%
2011	29.68	0.36%	0.11%
2012	34.09	0.36%	0.11%
2013	37.10	0.35%	0.11%
2014	40.07	0.35%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Sri Lanka: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Colombo	288	8.75	45.56	0.16	0.06
Dehiwala	756	2.45	12.74	0.05	0.02
Jaffna	881	1.83	9.54	0.03	0.01
Moratuwa	895	1.77	9.21	0.03	0.01
Kandy	929	1.67	8.67	0.03	0.01
Galle	1,018	1.40	7.27	0.03	0.01
Negombo	1,268	0.78	4.07	0.01	0.00
Trincomalee	1,412	0.56	2.94	0.01	0.00
<b>Total</b>		<b>19.20</b>	<b>100.00</b>	<b>0.36</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.41 SYRIAN ARAB REPUBLIC

### Advertising for Social Media and Widgets (US\$ Million): Syrian Arab Republic 2004 - 2014

Year	Syrian Arab Republic	% of Region	% of Globe
2004	9.56	0.39%	0.14%
2005	10.24	0.38%	0.14%
2006	10.97	0.38%	0.13%
2007	11.75	0.37%	0.13%
2008	13.29	0.36%	0.13%
2009	18.97	0.36%	0.12%
2010	24.19	0.35%	0.11%
2011	28.69	0.35%	0.11%
2012	32.58	0.34%	0.11%
2013	35.02	0.33%	0.10%
2014	37.35	0.33%	0.10%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Syrian Arab Republic: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Damascus	379	6.45	33.99	0.12	0.04
Aleppo	397	6.07	31.99	0.11	0.04
Homs	810	2.15	11.34	0.04	0.01
Latakia	1,076	1.20	6.34	0.02	0.01
Hama	1,120	1.07	5.63	0.02	0.01
Dayr az-Zawr	1,465	0.46	2.42	0.01	0.00
Raqqa	1,477	0.43	2.29	0.01	0.00
Hasakeh	1,527	0.36	1.92	0.01	0.00
Tartus	1,613	0.26	1.39	0.00	0.00
Idlib	1,625	0.26	1.37	0.00	0.00
Dar'a	1,636	0.25	1.32	0.00	0.00
<b>Total</b>		<b>18.97</b>	<b>100.00</b>	<b>0.36</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.42 TAIWAN

### Advertising for Social Media and Widgets (US\$ Million): Taiwan 2004 - 2014

Year	Taiwan	% of Region	% of Globe
2004	75.79	3.11%	1.09%
2005	82.15	3.08%	1.09%
2006	89.05	3.06%	1.08%
2007	96.54	3.04%	1.08%
2008	110.52	3.01%	1.06%
2009	158.96	2.99%	1.00%
2010	204.47	2.98%	0.96%
2011	244.71	2.96%	0.93%
2012	280.53	2.93%	0.90%
2013	304.58	2.91%	0.90%
2014	328.19	2.89%	0.89%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Taiwan: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Taipei	70	47.62	29.96	0.90	0.30
Kaohsiung	162	20.04	12.60	0.38	0.13
Taichung	207	13.54	8.52	0.26	0.09
Tainan	303	8.18	5.14	0.15	0.05
Panchiao	377	6.47	4.07	0.12	0.04
Hsinchu	466	4.76	2.99	0.09	0.03
Chungho	469	4.72	2.97	0.09	0.03
Sanchung	482	4.64	2.92	0.09	0.03
Keelung	505	4.40	2.77	0.08	0.03
Chungli	586	3.66	2.30	0.07	0.02
Chiayi	607	3.54	2.23	0.07	0.02
Taoyuan	635	3.29	2.07	0.06	0.02
Fengshan	647	3.20	2.01	0.06	0.02
Hsintien	664	3.06	1.92	0.06	0.02
Yungho	695	2.85	1.79	0.05	0.02
Others		25.00	15.72	0.47	0.16
<b>Total</b>		<b>158.96</b>	<b>100.00</b>	<b>2.99</b>	<b>1.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.43 TAJIKISTAN

### Advertising for Social Media and Widgets (US\$ Million): Tajikistan 2004 - 2014

Year	Tajikistan	% of Region	% of Globe
2004	1.24	0.05%	0.02%
2005	1.36	0.05%	0.02%
2006	1.49	0.05%	0.02%
2007	1.64	0.05%	0.02%
2008	1.90	0.05%	0.02%
2009	2.76	0.05%	0.02%
2010	3.58	0.05%	0.02%
2011	4.32	0.05%	0.02%
2012	5.00	0.05%	0.02%
2013	5.49	0.05%	0.02%
2014	5.98	0.05%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Tajikistan: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dushanbe	899	1.75	63.64	0.03	0.01
Khodzhent	1,458	0.47	17.11	0.01	0.00
Kulyab	1,712	0.18	6.63	0.00	0.00
Kurgan-Tyube	1,736	0.16	5.88	0.00	0.00
Kanibadam	1,848	0.08	2.99	0.00	0.00
Tursunzade	1,885	0.06	2.25	0.00	0.00
Khorog	1,939	0.04	1.50	0.00	0.00
<b>Total</b>		<b>2.76</b>	<b>100.00</b>	<b>0.05</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.44 THAILAND

### Advertising for Social Media and Widgets (US\$ Million): Thailand 2004 - 2014

Year	Thailand	% of Region	% of Globe
2004	58.34	2.39%	0.84%
2005	62.90	2.36%	0.83%
2006	67.81	2.33%	0.82%
2007	73.11	2.30%	0.82%
2008	83.26	2.27%	0.80%
2009	119.32	2.25%	0.75%
2010	152.90	2.23%	0.72%
2011	182.24	2.20%	0.69%
2012	208.02	2.18%	0.67%
2013	224.82	2.15%	0.66%
2014	241.12	2.12%	0.65%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Thailand: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bangkok	22	111.09	93.11	2.09	0.70
Chon Buri	524	4.13	3.46	0.08	0.03
Songkhla	1,064	1.26	1.06	0.02	0.01
Nakhon Ratchasima	1,287	0.75	0.63	0.01	0.00
Chiang Mai	1,298	0.73	0.61	0.01	0.00
Khon Kaen	1,342	0.65	0.55	0.01	0.00
Nakhon Si Thammarat	1,456	0.47	0.40	0.01	0.00
Phitsanulok	1,687	0.21	0.17	0.00	0.00
Hat Yai	1,987	0.03	0.02	0.00	0.00
<b>Total</b>		<b>119.32</b>	<b>100.00</b>	<b>2.25</b>	<b>0.75</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.45 THE UNITED ARAB EMIRATES****Advertising for Social Media and Widgets (US\$ Million): The United Arab Emirates 2004 - 2014**

Year	The United Arab Emirates	% of Region	% of Globe
2004	15.00	0.62%	0.22%
2005	16.53	0.62%	0.22%
2006	18.21	0.63%	0.22%
2007	20.07	0.63%	0.22%
2008	23.35	0.64%	0.22%
2009	33.95	0.64%	0.21%
2010	44.17	0.64%	0.21%
2011	53.51	0.65%	0.20%
2012	62.14	0.65%	0.20%
2013	68.39	0.65%	0.20%
2014	74.72	0.66%	0.20%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The United Arab Emirates: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Dubai	223	12.04	35.47	0.23	0.08
Abu Dhabi	236	11.00	32.40	0.21	0.07
Sharjah	421	5.66	16.67	0.11	0.04
Ras al-Khaimah	445	5.25	15.47	0.10	0.03
<b>Total</b>		<b>33.95</b>	<b>100.00</b>	<b>0.64</b>	<b>0.21</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 4.46 TURKEY

### Advertising for Social Media and Widgets (US\$ Million): Turkey 2004 - 2014

Year	Turkey	% of Region	% of Globe
2004	73.96	3.03%	1.07%
2005	80.00	3.00%	1.06%
2006	86.53	2.97%	1.05%
2007	93.60	2.94%	1.04%
2008	106.93	2.91%	1.03%
2009	153.58	2.89%	0.97%
2010	197.25	2.87%	0.93%
2011	235.68	2.85%	0.89%
2012	269.71	2.82%	0.87%
2013	292.30	2.79%	0.86%
2014	314.37	2.76%	0.85%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Turkey: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Istanbul	53	59.01	38.42	1.11	0.37
Izmir	171	18.44	12.01	0.35	0.12
Ankara	176	17.67	11.51	0.33	0.11
Bursa	277	9.13	5.94	0.17	0.06
Adana	305	8.15	5.30	0.15	0.05
Mersin (Icel)	348	7.15	4.65	0.13	0.05
Antalya	358	6.96	4.54	0.13	0.04
Konya	389	6.24	4.07	0.12	0.04
Samsun	574	3.72	2.42	0.07	0.02
Gaziantep	610	3.50	2.28	0.07	0.02
Kayseri	665	3.06	1.99	0.06	0.02
Diyarbakir	672	3.02	1.97	0.06	0.02
Eskisehir	675	3.00	1.95	0.06	0.02
Sanli-Urfa	766	2.42	1.57	0.05	0.02
Malatya	820	2.11	1.37	0.04	0.01
<b>Total</b>		<b>153.58</b>	<b>100.00</b>	<b>2.89</b>	<b>0.97</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.47 TURKMENISTAN

### Advertising for Social Media and Widgets (US\$ Million): Turkmenistan 2004 - 2014

Year	Turkmenistan	% of Region	% of Globe
2004	5.04	0.21%	0.07%
2005	5.50	0.21%	0.07%
2006	6.01	0.21%	0.07%
2007	6.57	0.21%	0.07%
2008	7.59	0.21%	0.07%
2009	10.97	0.21%	0.07%
2010	14.19	0.21%	0.07%
2011	17.09	0.21%	0.06%
2012	19.72	0.21%	0.06%
2013	21.56	0.21%	0.06%
2014	23.39	0.21%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Turkmenistan: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Ashgabat	401	6.01	54.82	0.11	0.04
Chardzhou	763	2.43	22.18	0.05	0.02
Tashauz	919	1.69	15.43	0.03	0.01
Krasnovodsk	1,240	0.83	7.58	0.02	0.01
<b>Total</b>		<b>10.97</b>	<b>100.00</b>	<b>0.21</b>	<b>0.07</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 4.48 UZBEKISTAN

### Advertising for Social Media and Widgets (US\$ Million): Uzbekistan 2004 - 2014

Year	Uzbekistan	% of Region	% of Globe
2004	6.46	0.27%	0.09%
2005	7.11	0.27%	0.09%
2006	7.81	0.27%	0.09%
2007	8.59	0.27%	0.10%
2008	9.97	0.27%	0.10%
2009	14.48	0.27%	0.09%
2010	18.81	0.27%	0.09%
2011	22.75	0.27%	0.09%
2012	26.37	0.28%	0.09%
2013	28.97	0.28%	0.09%
2014	31.60	0.28%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Uzbekistan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tashkent	403	5.96	41.18	0.11	0.04
Samarkand	936	1.63	11.24	0.03	0.01
Namangan	1,212	0.89	6.12	0.02	0.01
Andizhan	1,229	0.84	5.82	0.02	0.01
Bukhara	1,353	0.64	4.45	0.01	0.00
Fergana	1,406	0.58	3.97	0.01	0.00
Kokand	1,431	0.52	3.62	0.01	0.00
Nukus	1,449	0.49	3.36	0.01	0.00
Chirchik	1,470	0.45	3.10	0.01	0.00
Karshi	1,471	0.45	3.10	0.01	0.00
Angren	1,519	0.38	2.60	0.01	0.00
Urgench	1,524	0.37	2.54	0.01	0.00
Margilan	1,534	0.36	2.48	0.01	0.00
Almalyk	1,561	0.33	2.26	0.01	0.00
Navoi	1,577	0.31	2.13	0.01	0.00
Others		0.29	2.03	0.01	0.00
<b>Total</b>		<b>14.48</b>	<b>100.00</b>	<b>0.27</b>	<b>0.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.49 VIETNAM****Advertising for Social Media and Widgets (US\$ Million): Vietnam 2004 - 2014**

Year	Vietnam	% of Region	% of Globe
2004	22.89	0.94%	0.33%
2005	25.23	0.95%	0.33%
2006	27.80	0.96%	0.34%
2007	30.63	0.96%	0.34%
2008	35.63	0.97%	0.34%
2009	51.81	0.98%	0.33%
2010	67.40	0.98%	0.32%
2011	81.66	0.99%	0.31%
2012	94.83	0.99%	0.31%
2013	104.37	1.00%	0.31%
2014	114.02	1.00%	0.31%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Vietnam: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Ho Chi Minh	183	16.30	31.46	0.31	0.10
Can Tho	203	13.83	26.70	0.26	0.09
Hanoi	268	9.35	18.05	0.18	0.06
Thai Nguyen	530	4.06	7.83	0.08	0.03
Da Nang	533	4.05	7.81	0.08	0.03
Hue	649	3.18	6.15	0.06	0.02
Pleyku	1,138	1.03	2.00	0.02	0.01
<b>Total</b>		<b>51.81</b>	<b>100.00</b>	<b>0.98</b>	<b>0.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**4.50 YEMEN****Advertising for Social Media and Widgets (US\$ Million): Yemen 2004 - 2014**

Year	Yemen	% of Region	% of Globe
2004	6.07	0.25%	0.09%
2005	6.50	0.24%	0.09%
2006	6.96	0.24%	0.08%
2007	7.45	0.23%	0.08%
2008	8.43	0.23%	0.08%
2009	12.02	0.23%	0.08%
2010	15.32	0.22%	0.07%
2011	18.16	0.22%	0.07%
2012	20.62	0.22%	0.07%
2013	22.15	0.21%	0.07%
2014	23.61	0.21%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Yemen: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Sanaa	535	4.01	33.39	0.08	0.03
Aden	676	2.99	24.86	0.06	0.02
Taizz	925	1.67	13.92	0.03	0.01
Hodeida	995	1.46	12.12	0.03	0.01
Mukalla	998	1.45	12.04	0.03	0.01
Dhamar	1,599	0.28	2.35	0.01	0.00
El Beida	1,844	0.08	0.70	0.00	0.00
Hajja	1,859	0.08	0.63	0.00	0.00
<b>Total</b>		<b>12.02</b>	<b>100.00</b>	<b>0.23</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5 EUROPE

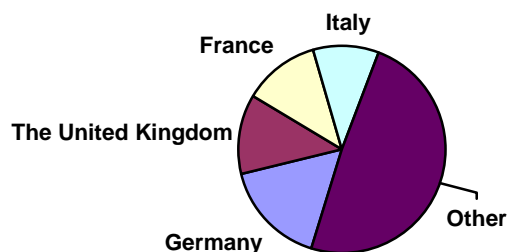
### 5.1 EXECUTIVE SUMMARY

#### Market Potential for Advertising for Social Media and Widgets in Europe (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Europe
Germany	645.71	16.37%
The United Kingdom	489.89	12.42%
France	469.74	11.91%
Italy	409.22	10.37%
Spain	311.79	7.90%
Russia	241.35	6.12%
The Netherlands	146.10	3.70%
Poland	144.39	3.66%
Belgium	86.39	2.19%
Sweden	76.14	1.93%
Greece	74.69	1.89%
Ukraine	74.38	1.89%
Austria	73.05	1.85%
Switzerland	68.58	1.74%
Norway	59.16	1.50%
Czech Republic	57.42	1.46%
Romania	56.91	1.44%
Portugal	52.74	1.34%
Denmark	46.48	1.18%
Hungary	44.18	1.12%
Ireland	43.16	1.09%
Finland	42.65	1.08%
Kazakhstan	37.63	0.95%
Slovakia	25.08	0.64%
Belarus	24.24	0.61%
Other	143.33	3.63%
<b>Total</b>	<b>3,944.42</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Advertising for Social Media and Widgets in Europe (US\$ Million): 2009



### The Market for Advertising for Social Media and Widgets in Europe: 2004 - 2014

Year	US\$ Million	% of Globe
2004	1,973.32	28.42
2005	2,116.69	28.01
2006	2,270.73	27.60
2007	2,436.25	27.19
2008	2,761.35	26.48
2009	3,944.42	24.88
2010	5,037.73	23.64
2011	5,982.74	22.68
2012	6,804.03	21.95
2013	7,325.58	21.56
2014	7,827.02	21.21

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.2 ALBANIA

### Advertising for Social Media and Widgets (US\$ Million): Albania 2004 - 2014

Year	Albania	% of Region	% of Globe
2004	2.19	0.11%	0.03%
2005	2.37	0.11%	0.03%
2006	2.56	0.11%	0.03%
2007	2.77	0.11%	0.03%
2008	3.16	0.11%	0.03%
2009	4.54	0.12%	0.03%
2010	5.83	0.12%	0.03%
2011	6.97	0.12%	0.03%
2012	7.97	0.12%	0.03%
2013	8.63	0.12%	0.03%
2014	9.28	0.12%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Albania: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tirane	990	1.47	32.42	0.04	0.01
Durres	1,436	0.51	11.33	0.01	0.00
Elbasan	1,440	0.51	11.19	0.01	0.00
Shkoder	1,446	0.50	10.90	0.01	0.00
Vlore	1,474	0.44	9.76	0.01	0.00
Korce	1,497	0.40	8.90	0.01	0.00
Berat	1,608	0.27	5.88	0.01	0.00
Fier	1,621	0.26	5.74	0.01	0.00
Lushnje	1,719	0.18	3.87	0.00	0.00
<b>Total</b>		<b>4.54</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 5.3 ANDORRA

**Advertising for Social Media and Widgets (US\$ Million): Andorra 2004 - 2014**

Year	Andorra	% of Region	% of Globe
2004	0.32	0.02%	0.00%
2005	0.34	0.02%	0.00%
2006	0.37	0.02%	0.00%
2007	0.39	0.02%	0.00%
2008	0.44	0.02%	0.00%
2009	0.63	0.02%	0.00%
2010	0.81	0.02%	0.00%
2011	0.96	0.02%	0.00%
2012	1.09	0.02%	0.00%
2013	1.17	0.02%	0.00%
2014	1.25	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Andorra: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Andorra la Vella	1,517	0.38	60.00	0.01	0.00
Les Escaldes	1,631	0.25	40.00	0.01	0.00
<b>Total</b>		<b>0.63</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.4 AUSTRIA

### Advertising for Social Media and Widgets (US\$ Million): Austria 2004 - 2014

Year	Austria	% of Region	% of Globe
2004	36.81	1.87%	0.53%
2005	39.43	1.86%	0.52%
2006	42.24	1.86%	0.51%
2007	45.24	1.86%	0.50%
2008	51.20	1.85%	0.49%
2009	73.05	1.85%	0.46%
2010	93.19	1.85%	0.44%
2011	110.51	1.85%	0.42%
2012	125.49	1.84%	0.40%
2013	134.88	1.84%	0.40%
2014	143.85	1.84%	0.39%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Austria: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vienna	78	43.88	60.06	1.11	0.28
Graz	359	6.96	9.53	0.18	0.04
Linz	417	5.73	7.85	0.15	0.04
Salzburg	538	3.98	5.45	0.10	0.03
Innsbruck	630	3.35	4.59	0.09	0.02
Klagenfurt	749	2.49	3.41	0.06	0.02
Villach	975	1.52	2.08	0.04	0.01
Wels	993	1.46	2.00	0.04	0.01
Sankt Poelten	1,004	1.43	1.96	0.04	0.01
Steyr	1,110	1.09	1.49	0.03	0.01
Bregenz	1,261	0.80	1.10	0.02	0.01
Eisenstadt	1,547	0.34	0.47	0.01	0.00
<b>Total</b>		<b>73.05</b>	<b>100.00</b>	<b>1.85</b>	<b>0.46</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.5 BELARUS

### Advertising for Social Media and Widgets (US\$ Million): Belarus 2004 - 2014

Year	Belarus	% of Region	% of Globe
2004	11.15	0.57%	0.16%
2005	12.18	0.58%	0.16%
2006	13.31	0.59%	0.16%
2007	14.54	0.60%	0.16%
2008	16.77	0.61%	0.16%
2009	24.24	0.61%	0.15%
2010	31.34	0.62%	0.15%
2011	37.73	0.63%	0.14%
2012	43.51	0.64%	0.14%
2013	47.55	0.65%	0.14%
2014	51.56	0.66%	0.14%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Belarus: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Minsk	275	9.19	37.91	0.23	0.06
Gomel	687	2.89	11.93	0.07	0.02
Mogilyov	831	2.06	8.49	0.05	0.01
Vitebsk	839	2.02	8.35	0.05	0.01
Grodno	963	1.56	6.44	0.04	0.01
Brest	982	1.49	6.15	0.04	0.01
Bobruysk	1,054	1.29	5.32	0.03	0.01
Baranovichi	1,193	0.92	3.79	0.02	0.01
Borisov	1,239	0.83	3.44	0.02	0.01
Orsha	1,308	0.71	2.93	0.02	0.00
Pinsk	1,320	0.69	2.84	0.02	0.00
Mozyr	1,395	0.58	2.41	0.01	0.00
<b>Total</b>		<b>24.24</b>	<b>100.00</b>	<b>0.61</b>	<b>0.15</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.6 BELGIUM

### Advertising for Social Media and Widgets (US\$ Million): Belgium 2004 - 2014

Year	Belgium	% of Region	% of Globe
2004	44.18	2.24%	0.64%
2005	47.18	2.23%	0.62%
2006	50.38	2.22%	0.61%
2007	53.79	2.21%	0.60%
2008	60.68	2.20%	0.58%
2009	86.39	2.19%	0.54%
2010	109.95	2.18%	0.52%
2011	130.07	2.17%	0.49%
2012	147.31	2.17%	0.48%
2013	157.89	2.16%	0.46%
2014	167.92	2.15%	0.46%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Belgium: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Brussels	119	30.14	34.89	0.76	0.19
Antwerp	200	14.79	17.12	0.38	0.09
Ghent	341	7.24	8.38	0.18	0.05
Charleroi	374	6.49	7.52	0.16	0.04
Liege	390	6.22	7.19	0.16	0.04
Bruges	583	3.67	4.24	0.09	0.02
Namur	648	3.20	3.71	0.08	0.02
Mons	700	2.80	3.24	0.07	0.02
Leuven	728	2.61	3.02	0.07	0.02
Aalst	770	2.39	2.77	0.06	0.02
Kortrijk	772	2.36	2.73	0.06	0.01
Mechelen	773	2.36	2.73	0.06	0.01
Oostende	819	2.11	2.45	0.05	0.01
<b>Total</b>		<b>86.39</b>	<b>100.00</b>	<b>2.19</b>	<b>0.54</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.7 BOSNIA AND HERZEGOVINA

### Advertising for Social Media and Widgets (US\$ Million): Bosnia and Herzegovina 2004 - 2014

Year	Bosnia and Herzegovina	% of Region	% of Globe
2004	3.28	0.17%	0.05%
2005	3.56	0.17%	0.05%
2006	3.86	0.17%	0.05%
2007	4.18	0.17%	0.05%
2008	4.79	0.17%	0.05%
2009	6.88	0.17%	0.04%
2010	8.86	0.18%	0.04%
2011	10.60	0.18%	0.04%
2012	12.15	0.18%	0.04%
2013	13.19	0.18%	0.04%
2014	14.21	0.18%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Bosnia and Herzegovina: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sarajevo	717	2.71	39.33	0.07	0.02
Banja Luca	1,155	1.00	14.57	0.03	0.01
Zenica	1,288	0.75	10.84	0.02	0.00
Tuzla	1,328	0.67	9.80	0.02	0.00
Mostar	1,348	0.65	9.44	0.02	0.00
Prijedor	1,405	0.58	8.37	0.01	0.00
Doboj	1,429	0.53	7.63	0.01	0.00
<b>Total</b>		<b>6.88</b>	<b>100.00</b>	<b>0.17</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.8 BULGARIA

### Advertising for Social Media and Widgets (US\$ Million): Bulgaria 2004 - 2014

Year	Bulgaria	% of Region	% of Globe
2004	9.40	0.48%	0.14%
2005	10.22	0.48%	0.14%
2006	11.12	0.49%	0.14%
2007	12.09	0.50%	0.13%
2008	13.89	0.50%	0.13%
2009	20.02	0.51%	0.13%
2010	25.81	0.51%	0.12%
2011	30.97	0.52%	0.12%
2012	35.59	0.52%	0.11%
2013	38.75	0.53%	0.11%
2014	41.87	0.53%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Bulgaria: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sofia	316	7.82	39.05	0.20	0.05
Plovdiv	751	2.47	12.35	0.06	0.02
Varna	818	2.12	10.58	0.05	0.01
Burgas	1,028	1.37	6.85	0.03	0.01
Ruse	1,044	1.32	6.57	0.03	0.01
Stara Zagora	1,115	1.08	5.40	0.03	0.01
Pleven	1,191	0.93	4.64	0.02	0.01
Tolbukhin	1,276	0.77	3.84	0.02	0.00
Sliven	1,291	0.74	3.70	0.02	0.00
Shumen	1,293	0.73	3.67	0.02	0.00
Pernik	1,332	0.67	3.36	0.02	0.00
<b>Total</b>		<b>20.02</b>	<b>100.00</b>	<b>0.51</b>	<b>0.13</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.9 CROATIA

### Advertising for Social Media and Widgets (US\$ Million): Croatia 2004 - 2014

Year	Croatia	% of Region	% of Globe
2004	7.61	0.39%	0.11%
2005	8.25	0.39%	0.11%
2006	8.95	0.39%	0.11%
2007	9.71	0.40%	0.11%
2008	11.12	0.40%	0.11%
2009	16.00	0.41%	0.10%
2010	20.59	0.41%	0.10%
2011	24.65	0.41%	0.09%
2012	28.27	0.42%	0.09%
2013	30.71	0.42%	0.09%
2014	33.11	0.42%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Croatia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Zagreb	279	9.04	56.52	0.23	0.06
Rijeka	979	1.50	9.38	0.04	0.01
Split	1,019	1.39	8.71	0.04	0.01
Osijek	1,070	1.22	7.65	0.03	0.01
Zadar	1,207	0.89	5.58	0.02	0.01
Slavonski Brod	1,251	0.82	5.10	0.02	0.01
Vukovar	1,362	0.62	3.90	0.02	0.00
Dubrovnik	1,441	0.51	3.17	0.01	0.00
<b>Total</b>		<b>16.00</b>	<b>100.00</b>	<b>0.41</b>	<b>0.10</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.10 CYPRUS

### Advertising for Social Media and Widgets (US\$ Million): Cyprus 2004 - 2014

Year	Cyprus	% of Region	% of Globe
2004	2.41	0.12%	0.03%
2005	2.59	0.12%	0.03%
2006	2.80	0.12%	0.03%
2007	3.01	0.12%	0.03%
2008	3.43	0.12%	0.03%
2009	4.91	0.12%	0.03%
2010	6.29	0.12%	0.03%
2011	7.50	0.13%	0.03%
2012	8.55	0.13%	0.03%
2013	9.24	0.13%	0.03%
2014	9.90	0.13%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Cyprus: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nicosia	809	2.15	43.83	0.05	0.01
Limassol	968	1.55	31.50	0.04	0.01
Larnaca	1,324	0.68	13.91	0.02	0.00
Famagusta	1,427	0.53	10.76	0.01	0.00
<b>Total</b>		<b>4.91</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.11 CZECH REPUBLIC

### Advertising for Social Media and Widgets (US\$ Million): Czech Republic 2004 - 2014

Year	Czech Republic	% of Region	% of Globe
2004	27.24	1.38%	0.39%
2005	29.56	1.40%	0.39%
2006	32.08	1.41%	0.39%
2007	34.81	1.43%	0.39%
2008	39.89	1.44%	0.38%
2009	57.42	1.46%	0.36%
2010	73.92	1.47%	0.35%
2011	88.54	1.48%	0.34%
2012	101.58	1.49%	0.33%
2013	110.39	1.51%	0.32%
2014	119.06	1.52%	0.32%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Czech Republic: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Prague	134	25.62	44.62	0.65	0.16
Brno	302	8.24	14.35	0.21	0.05
Ostrava	355	7.01	12.21	0.18	0.04
Plzen	575	3.72	6.47	0.09	0.02
Olomouc	796	2.25	3.92	0.06	0.01
Usti nad Labem	798	2.23	3.88	0.06	0.01
Liberec	805	2.19	3.81	0.06	0.01
Hradec Kralove	816	2.12	3.70	0.05	0.01
Pardubice	840	2.02	3.51	0.05	0.01
Ceske Budejovice	841	2.02	3.51	0.05	0.01
<b>Total</b>		<b>57.42</b>	<b>100.00</b>	<b>1.46</b>	<b>0.36</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.12 DENMARK

### Advertising for Social Media and Widgets (US\$ Million): Denmark 2004 - 2014

Year	Denmark	% of Region	% of Globe
2004	24.37	1.23%	0.35%
2005	25.88	1.22%	0.34%
2006	27.49	1.21%	0.33%
2007	29.20	1.20%	0.33%
2008	32.77	1.19%	0.31%
2009	46.48	1.18%	0.29%
2010	58.93	1.17%	0.28%
2011	69.42	1.16%	0.26%
2012	78.28	1.15%	0.25%
2013	83.51	1.14%	0.25%
2014	88.40	1.13%	0.24%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Denmark: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Copenhagen	133	25.88	55.68	0.66	0.16
Aarhus	460	4.94	10.63	0.13	0.03
Odense	632	3.33	7.17	0.08	0.02
Aalborg	677	2.97	6.38	0.08	0.02
Esbjerg	966	1.55	3.34	0.04	0.01
Randers	1,082	1.17	2.51	0.03	0.01
Helsingor	1,107	1.09	2.35	0.03	0.01
Kolding	1,108	1.09	2.35	0.03	0.01
Herning	1,119	1.07	2.31	0.03	0.01
Horsens	1,129	1.05	2.27	0.03	0.01
Vejle	1,231	0.84	1.81	0.02	0.01
Roskilde	1,277	0.77	1.65	0.02	0.00
Naestved	1,300	0.73	1.57	0.02	0.00
<b>Total</b>		<b>46.48</b>	<b>100.00</b>	<b>1.18</b>	<b>0.29</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.13 ESTONIA

### Advertising for Social Media and Widgets (US\$ Million): Estonia 2004 - 2014

Year	Estonia	% of Region	% of Globe
2004	3.10	0.16%	0.04%
2005	3.39	0.16%	0.04%
2006	3.71	0.16%	0.05%
2007	4.07	0.17%	0.05%
2008	4.70	0.17%	0.05%
2009	6.80	0.17%	0.04%
2010	8.81	0.17%	0.04%
2011	10.63	0.18%	0.04%
2012	12.28	0.18%	0.04%
2013	13.44	0.18%	0.04%
2014	14.60	0.19%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Estonia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tallinn	554	3.86	56.71	0.10	0.02
Tartu	1,199	0.91	13.41	0.02	0.01
Narva	1,341	0.66	9.65	0.02	0.00
Kohtla-Järve	1,367	0.62	9.06	0.02	0.00
Pärnu	1,480	0.43	6.35	0.01	0.00
Sillamäe	1,727	0.17	2.47	0.00	0.00
Rakvere	1,740	0.16	2.35	0.00	0.00
<b>Total</b>		<b>6.80</b>	<b>100.00</b>	<b>0.17</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.14 FINLAND

### Advertising for Social Media and Widgets (US\$ Million): Finland 2004 - 2014

Year	Finland	% of Region	% of Globe
2004	20.90	1.06%	0.30%
2005	22.53	1.06%	0.30%
2006	24.27	1.07%	0.30%
2007	26.16	1.07%	0.29%
2008	29.77	1.08%	0.29%
2009	42.65	1.08%	0.27%
2010	54.63	1.08%	0.26%
2011	65.09	1.09%	0.25%
2012	74.26	1.09%	0.24%
2013	80.22	1.10%	0.24%
2014	86.00	1.10%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



### Finland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Helsinki	213	12.94	30.33	0.33	0.08
Tampere	494	4.50	10.54	0.11	0.03
Espoo	501	4.42	10.36	0.11	0.03
Turku	514	4.26	9.99	0.11	0.03
Vantaa	540	3.97	9.31	0.10	0.03
Oulu	730	2.60	6.10	0.07	0.02
Lahti	752	2.47	5.80	0.06	0.02
Pori	821	2.10	4.93	0.05	0.01
Kuopio	825	2.08	4.87	0.05	0.01
Jyvaskyla	903	1.74	4.07	0.04	0.01
Kotka	955	1.58	3.70	0.04	0.01
<b>Total</b>		<b>42.65</b>	<b>100.00</b>	<b>1.08</b>	<b>0.27</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.15 FRANCE

### Advertising for Social Media and Widgets (US\$ Million): France 2004 - 2014

Year	France	% of Region	% of Globe
2004	245.67	12.45%	3.54%
2005	261.08	12.33%	3.45%
2006	277.44	12.22%	3.37%
2007	294.84	12.10%	3.29%
2008	331.03	11.99%	3.17%
2009	469.74	11.91%	2.96%
2010	595.77	11.83%	2.80%
2011	702.12	11.74%	2.66%
2012	792.09	11.64%	2.55%
2013	845.45	11.54%	2.49%
2014	895.33	11.44%	2.43%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### France: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Paris	3	330.23	70.30	8.37	2.08
Marseille	129	26.46	5.63	0.67	0.17
Lyon	131	26.17	5.57	0.66	0.17
Lille	167	19.04	4.05	0.48	0.12
Toulouse	337	7.33	1.56	0.19	0.05
Nice	383	6.32	1.34	0.16	0.04
Strasbourg	385	6.28	1.34	0.16	0.04
Nantes	437	5.34	1.14	0.14	0.03
Rennes	465	4.76	1.01	0.12	0.03
Bordeaux	483	4.64	0.99	0.12	0.03
Saint-Etienne	497	4.44	0.94	0.11	0.03
Reims	528	4.07	0.87	0.10	0.03
Le Havre	529	4.07	0.87	0.10	0.03
Toulon	545	3.90	0.83	0.10	0.02
Grenoble	562	3.81	0.81	0.10	0.02
Others		12.89	2.75	0.33	0.08
<b>Total</b>		<b>469.74</b>	<b>100.00</b>	<b>11.91</b>	<b>2.96</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.16 GEORGIA

### Advertising for Social Media and Widgets (US\$ Million): Georgia 2004 - 2014

Year	Georgia	% of Region	% of Globe
2004	1.87	0.09%	0.03%
2005	2.10	0.10%	0.03%
2006	2.36	0.10%	0.03%
2007	2.65	0.11%	0.03%
2008	3.15	0.11%	0.03%
2009	4.63	0.12%	0.03%
2010	6.11	0.12%	0.03%
2011	7.50	0.13%	0.03%
2012	8.84	0.13%	0.03%
2013	9.89	0.13%	0.03%
2014	10.98	0.14%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Georgia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
T'bilisi	689	2.89	62.35	0.07	0.02
Kutaisi	1,424	0.54	11.63	0.01	0.00
Rustavi	1,526	0.36	7.87	0.01	0.00
Batumi	1,574	0.31	6.73	0.01	0.00
Sukhumi	1,602	0.28	5.99	0.01	0.00
Poti	1,799	0.12	2.52	0.00	0.00
Tskhinvali	1,857	0.08	1.63	0.00	0.00
Chiatura	1,892	0.06	1.29	0.00	0.00
<b>Total</b>		<b>4.63</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.17 GERMANY

### Advertising for Social Media and Widgets (US\$ Million): Germany 2004 - 2014

Year	Germany	% of Region	% of Globe
2004	331.05	16.78%	4.77%
2005	353.31	16.69%	4.68%
2006	377.06	16.61%	4.58%
2007	402.41	16.52%	4.49%
2008	453.71	16.43%	4.35%
2009	645.71	16.37%	4.07%
2010	821.47	16.31%	3.85%
2011	971.35	16.24%	3.68%
2012	1,099.64	16.16%	3.55%
2013	1,178.09	16.08%	3.47%
2014	1,252.31	16.00%	3.39%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Germany: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Berlin	15	131.21	20.32	3.33	0.83
Cologne	98	36.57	5.66	0.93	0.23
Dresden	142	22.65	3.51	0.57	0.14
Dusseldorf	149	21.70	3.36	0.55	0.14
Dortmund	150	21.55	3.34	0.55	0.14
Bremen	154	20.82	3.23	0.53	0.13
Duisburg	159	20.22	3.13	0.51	0.13
Cottbus	462	4.86	0.75	0.12	0.03
Dessau	541	3.94	0.61	0.10	0.02
<b>Total</b>		<b>283.50</b>	<b>43.91</b>	<b>7.19</b>	<b>1.79</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.18 GREECE

### Advertising for Social Media and Widgets (US\$ Million): Greece 2004 - 2014

Year	Greece	% of Region	% of Globe
2004	37.26	1.89%	0.54%
2005	40.00	1.89%	0.53%
2006	42.94	1.89%	0.52%
2007	46.10	1.89%	0.51%
2008	52.27	1.89%	0.50%
2009	74.69	1.89%	0.47%
2010	95.42	1.89%	0.45%
2011	113.35	1.89%	0.43%
2012	128.94	1.90%	0.42%
2013	138.84	1.90%	0.41%
2014	148.35	1.90%	0.40%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Greece: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Athens	111	32.17	43.07	0.82	0.20
Thessaloniki	201	14.74	19.74	0.37	0.09
Piraeus	347	7.15	9.58	0.18	0.05
Patras	450	5.16	6.90	0.13	0.03
Larissa	573	3.74	5.01	0.09	0.02
Iraklion	577	3.70	4.96	0.09	0.02
Volos	736	2.58	3.45	0.07	0.02
Kavalla	828	2.07	2.77	0.05	0.01
Canea	915	1.71	2.28	0.04	0.01
Serrai	927	1.67	2.24	0.04	0.01
<b>Total</b>		<b>74.69</b>	<b>100.00</b>	<b>1.89</b>	<b>0.47</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.19 HUNGARY

### Advertising for Social Media and Widgets (US\$ Million): Hungary 2004 - 2014

Year	Hungary	% of Region	% of Globe
2004	22.94	1.16%	0.33%
2005	24.41	1.15%	0.32%
2006	25.98	1.14%	0.32%
2007	27.66	1.14%	0.31%
2008	31.10	1.13%	0.30%
2009	44.18	1.12%	0.28%
2010	56.10	1.11%	0.26%
2011	66.20	1.11%	0.25%
2012	74.78	1.10%	0.24%
2013	79.93	1.09%	0.24%
2014	84.76	1.08%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Hungary: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Budapest	130	26.29	59.51	0.67	0.17
Debrecen	711	2.73	6.19	0.07	0.02
Miskolc	733	2.59	5.85	0.07	0.02
Szeged	777	2.35	5.32	0.06	0.01
Pécs	791	2.27	5.15	0.06	0.01
Győr	932	1.64	3.71	0.04	0.01
Nyiregyha	988	1.48	3.35	0.04	0.01
Szekesfehervar	1,008	1.42	3.21	0.04	0.01
Kecskemét	1,043	1.32	2.98	0.03	0.01
Szombathely	1,114	1.08	2.45	0.03	0.01
Szolnok	1,154	1.01	2.28	0.03	0.01
<b>Total</b>		<b>44.18</b>	<b>100.00</b>	<b>1.12</b>	<b>0.28</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.20 ICELAND

### Advertising for Social Media and Widgets (US\$ Million): Iceland 2004 - 2014

Year	Iceland	% of Region	% of Globe
2004	1.41	0.07%	0.02%
2005	1.50	0.07%	0.02%
2006	1.60	0.07%	0.02%
2007	1.70	0.07%	0.02%
2008	1.90	0.07%	0.02%
2009	2.70	0.07%	0.02%
2010	3.43	0.07%	0.02%
2011	4.04	0.07%	0.02%
2012	4.56	0.07%	0.01%
2013	4.86	0.07%	0.01%
2014	5.15	0.07%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Iceland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Reykjavik	953	1.58	58.54	0.04	0.01
Kopavogur	1,638	0.25	9.15	0.01	0.00
Hafnarfjordhur	1,660	0.23	8.54	0.01	0.00
Akureyri	1,661	0.23	8.54	0.01	0.00
Keflavik	1,801	0.12	4.27	0.00	0.00
Akranes	1,849	0.08	3.05	0.00	0.00
Vestmannaeyjar	1,850	0.08	3.05	0.00	0.00
Husavik	1,912	0.05	1.83	0.00	0.00
Isafjorour	1,913	0.05	1.83	0.00	0.00
Neskaupstaour	1,970	0.03	1.22	0.00	0.00
<b>Total</b>		<b>2.70</b>	<b>100.00</b>	<b>0.07</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.21 IRELAND

### Advertising for Social Media and Widgets (US\$ Million): Ireland 2004 - 2014

Year	Ireland	% of Region	% of Globe
2004	20.68	1.05%	0.30%
2005	22.39	1.06%	0.30%
2006	24.25	1.07%	0.29%
2007	26.26	1.08%	0.29%
2008	30.03	1.09%	0.29%
2009	43.16	1.09%	0.27%
2010	55.47	1.10%	0.26%
2011	66.33	1.11%	0.25%
2012	75.98	1.12%	0.25%
2013	82.42	1.13%	0.24%
2014	88.72	1.13%	0.24%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ireland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Dublin	115	31.55	73.10	0.80	0.20
Cork	404	5.96	13.81	0.15	0.04
Limerick	724	2.64	6.11	0.07	0.02
Galway	943	1.61	3.73	0.04	0.01
Waterford	1,014	1.40	3.25	0.04	0.01
<b>Total</b>		<b>43.16</b>	<b>100.00</b>	<b>1.09</b>	<b>0.27</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.22 ITALY

### Advertising for Social Media and Widgets (US\$ Million): Italy 2004 - 2014

Year	Italy	% of Region	% of Globe
2004	213.49	10.82%	3.07%
2005	226.99	10.72%	3.00%
2006	241.35	10.63%	2.93%
2007	256.62	10.53%	2.86%
2008	288.27	10.44%	2.76%
2009	409.22	10.37%	2.58%
2010	519.21	10.31%	2.44%
2011	612.14	10.23%	2.32%
2012	690.88	10.15%	2.23%
2013	737.76	10.07%	2.17%
2014	781.66	9.99%	2.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Italy: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Rome	25	103.72	25.35	2.63	0.65
Milan	58	54.46	13.31	1.38	0.34
Naples	76	44.22	10.81	1.12	0.28
Turin	95	37.74	9.22	0.96	0.24
Palermo	125	26.84	6.56	0.68	0.17
Genoa	128	26.58	6.50	0.67	0.17
Bologna	191	15.72	3.84	0.40	0.10
Florence	193	15.50	3.79	0.39	0.10
Catania	206	13.70	3.35	0.35	0.09
Bari	210	13.22	3.23	0.34	0.08
Venice	222	12.08	2.95	0.31	0.08
Messina	256	9.98	2.44	0.25	0.06
Verona	262	9.54	2.33	0.24	0.06
Taranto	280	9.02	2.20	0.23	0.06
Trieste	289	8.73	2.13	0.22	0.06
Others		8.17	2.00	0.21	0.05
<b>Total</b>		<b>409.22</b>	<b>100.00</b>	<b>10.37</b>	<b>2.58</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.23 KAZAKHSTAN

### Advertising for Social Media and Widgets (US\$ Million): Kazakhstan 2004 - 2014

Year	Kazakhstan	% of Region	% of Globe
2004	16.54	0.84%	0.24%
2005	18.25	0.86%	0.24%
2006	20.13	0.89%	0.24%
2007	22.21	0.91%	0.25%
2008	25.86	0.94%	0.25%
2009	37.63	0.95%	0.24%
2010	48.99	0.97%	0.23%
2011	59.41	0.99%	0.23%
2012	69.05	1.01%	0.22%
2013	76.06	1.04%	0.22%
2014	83.17	1.06%	0.23%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Kazakhstan: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Almaty	329	7.45	19.81	0.19	0.05
Karaganda	531	4.06	10.78	0.10	0.03
Chimkent	731	2.60	6.90	0.07	0.02
Semipalatinsk	802	2.21	5.86	0.06	0.01
Pavlodar	806	2.19	5.81	0.06	0.01
Ust-Kamenogorsk	812	2.14	5.69	0.05	0.01
Dzhambul	836	2.03	5.39	0.05	0.01
Tselinograd	882	1.83	4.86	0.05	0.01
Aktyubinsk	926	1.67	4.44	0.04	0.01
Petropavlovsk	949	1.59	4.23	0.04	0.01
Kustanay	987	1.48	3.93	0.04	0.01
Temirtau	1,015	1.40	3.72	0.04	0.01
Uralsk	1,042	1.32	3.51	0.03	0.01
Shevchenko	1,131	1.05	2.79	0.03	0.01
Kzyl-Orda	1,151	1.01	2.69	0.03	0.01
Others		3.60	9.57	0.09	0.02
<b>Total</b>		<b>37.63</b>	<b>100.00</b>	<b>0.95</b>	<b>0.24</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**5.24 LATVIA****Advertising for Social Media and Widgets (US\$ Million): Latvia 2004 - 2014**

Year	Latvia	% of Region	% of Globe
2004	3.96	0.20%	0.06%
2005	4.41	0.21%	0.06%
2006	4.90	0.22%	0.06%
2007	5.46	0.22%	0.06%
2008	6.41	0.23%	0.06%
2009	9.38	0.24%	0.06%
2010	12.29	0.24%	0.06%
2011	15.00	0.25%	0.06%
2012	17.55	0.26%	0.06%
2013	19.47	0.27%	0.06%
2014	21.45	0.27%	0.06%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Latvia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Riga	393	6.17	65.78	0.16	0.04
Daugavpils	1,221	0.86	9.18	0.02	0.01
Liepaja	1,273	0.77	8.25	0.02	0.00
Jelgava	1,442	0.50	5.38	0.01	0.00
Jurmala	1,473	0.44	4.73	0.01	0.00
Ventspils	1,555	0.34	3.59	0.01	0.00
Rezekne	1,589	0.29	3.08	0.01	0.00
<b>Total</b>		<b>9.38</b>	<b>100.00</b>	<b>0.24</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.25 LIECHTENSTEIN

### Advertising for Social Media and Widgets (US\$ Million): Liechtenstein 2004 - 2014

Year	Liechtenstein	% of Region	% of Globe
2004	0.17	0.01%	0.00%
2005	0.19	0.01%	0.00%
2006	0.22	0.01%	0.00%
2007	0.24	0.01%	0.00%
2008	0.29	0.01%	0.00%
2009	0.42	0.01%	0.00%
2010	0.55	0.01%	0.00%
2011	0.67	0.01%	0.00%
2012	0.79	0.01%	0.00%
2013	0.88	0.01%	0.00%
2014	0.97	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Liechtenstein: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vaduz	1,845	0.08	20.00	0.00	0.00
Schaan	1,846	0.08	20.00	0.00	0.00
Balzers	1,875	0.07	16.00	0.00	0.00
Eschen	1,907	0.05	12.00	0.00	0.00
Mauren	1,908	0.05	12.00	0.00	0.00
Triesen	1,909	0.05	12.00	0.00	0.00
Triesenberg	1,965	0.03	8.00	0.00	0.00
<b>Total</b>		<b>0.42</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.26 LITHUANIA

### Advertising for Social Media and Widgets (US\$ Million): Lithuania 2004 - 2014

Year	Lithuania	% of Region	% of Globe
2004	6.20	0.31%	0.09%
2005	6.81	0.32%	0.09%
2006	7.49	0.33%	0.09%
2007	8.23	0.34%	0.09%
2008	9.54	0.35%	0.09%
2009	13.85	0.35%	0.09%
2010	17.99	0.36%	0.08%
2011	21.75	0.36%	0.08%
2012	25.20	0.37%	0.08%
2013	27.67	0.38%	0.08%
2014	30.16	0.39%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Lithuania: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Vilnius	418	5.73	41.37	0.15	0.04
Kaunas	560	3.82	27.56	0.10	0.02
Klaipeda	879	1.83	13.24	0.05	0.01
Siauliai	1,045	1.31	9.48	0.03	0.01
Panevezys	1,087	1.15	8.34	0.03	0.01
<b>Total</b>		<b>13.85</b>	<b>100.00</b>	<b>0.35</b>	<b>0.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.27 LUXEMBOURG

### Advertising for Social Media and Widgets (US\$ Million): Luxembourg 2004 - 2014

Year	Luxembourg	% of Region	% of Globe
2004	4.31	0.22%	0.06%
2005	4.66	0.22%	0.06%
2006	5.03	0.22%	0.06%
2007	5.44	0.22%	0.06%
2008	6.21	0.22%	0.06%
2009	8.92	0.23%	0.06%
2010	11.45	0.23%	0.05%
2011	13.68	0.23%	0.05%
2012	15.64	0.23%	0.05%
2013	16.95	0.23%	0.05%
2014	18.22	0.23%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Luxembourg: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Luxembourg	499	4.43	49.68	0.11	0.03
Esch	1,023	1.38	15.48	0.04	0.01
Differdange	1,192	0.92	10.32	0.02	0.01
Dudelange	1,257	0.81	9.03	0.02	0.01
Remich	1,316	0.69	7.74	0.02	0.00
Petange	1,317	0.69	7.74	0.02	0.00
<b>Total</b>		<b>8.92</b>	<b>100.00</b>	<b>0.23</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.28 MALTA

### Advertising for Social Media and Widgets (US\$ Million): Malta 2004 - 2014

Year	Malta	% of Region	% of Globe
2004	1.07	0.05%	0.02%
2005	1.15	0.05%	0.02%
2006	1.23	0.05%	0.01%
2007	1.32	0.05%	0.01%
2008	1.50	0.05%	0.01%
2009	2.14	0.05%	0.01%
2010	2.73	0.05%	0.01%
2011	3.23	0.05%	0.01%
2012	3.67	0.05%	0.01%
2013	3.95	0.05%	0.01%
2014	4.21	0.05%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Malta: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Birkirkara	1,358	0.64	29.85	0.02	0.00
Qormi	1,376	0.61	28.36	0.02	0.00
Sliema	1,472	0.45	20.90	0.01	0.00
Valletta	1,594	0.29	13.43	0.01	0.00
Victoria	1,742	0.16	7.46	0.00	0.00
<b>Total</b>		<b>2.14</b>	<b>100.00</b>	<b>0.05</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.29 MOLDOVA

### Advertising for Social Media and Widgets (US\$ Million): Moldova 2004 - 2014

Year	Moldova	% of Region	% of Globe
2004	1.09	0.06%	0.02%
2005	1.18	0.06%	0.02%
2006	1.28	0.06%	0.02%
2007	1.40	0.06%	0.02%
2008	1.60	0.06%	0.02%
2009	2.31	0.06%	0.01%
2010	2.97	0.06%	0.01%
2011	3.57	0.06%	0.01%
2012	4.10	0.06%	0.01%
2013	4.46	0.06%	0.01%
2014	4.82	0.06%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Moldova: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Chisinau	1,036	1.35	58.54	0.03	0.01
Tiraspol	1,522	0.37	16.02	0.01	0.00
Beltsy	1,564	0.32	14.00	0.01	0.00
Bendery	1,614	0.26	11.44	0.01	0.00
<b>Total</b>		<b>2.31</b>	<b>100.00</b>	<b>0.06</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.30 MONACO

### Advertising for Social Media and Widgets (US\$ Million): Monaco 2004 - 2014

Year	Monaco	% of Region	% of Globe
2004	0.12	0.01%	0.00%
2005	0.13	0.01%	0.00%
2006	0.13	0.01%	0.00%
2007	0.14	0.01%	0.00%
2008	0.16	0.01%	0.00%
2009	0.22	0.01%	0.00%
2010	0.28	0.01%	0.00%
2011	0.33	0.01%	0.00%
2012	0.37	0.01%	0.00%
2013	0.39	0.01%	0.00%
2014	0.41	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Monaco: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Monte Carlo	1,706	0.19	86.67	0.00	0.00
Monaco	1,983	0.03	13.33	0.00	0.00
<b>Total</b>		<b>0.22</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**5.31 NORWAY****Advertising for Social Media and Widgets (US\$ Million): Norway 2004 - 2014**

Year	Norway	% of Region	% of Globe
2004	28.63	1.45%	0.41%
2005	30.94	1.46%	0.41%
2006	33.43	1.47%	0.41%
2007	36.12	1.48%	0.40%
2008	41.22	1.49%	0.40%
2009	59.16	1.50%	0.37%
2010	75.93	1.51%	0.36%
2011	90.64	1.52%	0.34%
2012	103.64	1.52%	0.33%
2013	112.22	1.53%	0.33%
2014	120.58	1.54%	0.33%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Norway: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Oslo	139	23.75	40.14	0.60	0.15
Bergen	237	10.99	18.57	0.28	0.07
Trondheim	349	7.13	12.06	0.18	0.04
Stavanger	454	5.05	8.54	0.13	0.03
Kristiansand	638	3.28	5.55	0.08	0.02
Drammen	716	2.71	4.58	0.07	0.02
Tromso	739	2.55	4.31	0.06	0.02
Alesund	872	1.87	3.17	0.05	0.01
Bodo	887	1.82	3.08	0.05	0.01
<b>Total</b>		<b>59.16</b>	<b>100.00</b>	<b>1.50</b>	<b>0.37</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.32 POLAND

### Advertising for Social Media and Widgets (US\$ Million): Poland 2004 - 2014

Year	Poland	% of Region	% of Globe
2004	67.13	3.40%	0.97%
2005	73.16	3.46%	0.97%
2006	79.74	3.51%	0.97%
2007	86.91	3.57%	0.97%
2008	100.03	3.62%	0.96%
2009	144.39	3.66%	0.91%
2010	186.44	3.70%	0.87%
2011	224.05	3.74%	0.85%
2012	257.95	3.79%	0.83%
2013	281.35	3.84%	0.83%
2014	304.56	3.89%	0.83%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Poland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Warsaw	101	36.08	24.99	0.91	0.23
Lodz	173	18.25	12.64	0.46	0.12
Krakow	186	16.09	11.14	0.41	0.10
Wroclaw	204	13.82	9.57	0.35	0.09
Poznan	216	12.65	8.76	0.32	0.08
Gdansk	254	10.13	7.01	0.26	0.06
Szczecin	294	8.55	5.92	0.22	0.05
Bydgoszcz	308	8.05	5.58	0.20	0.05
Katowice	311	7.97	5.52	0.20	0.05
Lublin	345	7.19	4.98	0.18	0.05
Sosnowiec	423	5.61	3.89	0.14	0.04
<b>Total</b>		<b>144.39</b>	<b>100.00</b>	<b>3.66</b>	<b>0.91</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### 5.33 PORTUGAL

#### Advertising for Social Media and Widgets (US\$ Million): Portugal 2004 - 2014

Year	Portugal	% of Region	% of Globe
2004	27.52	1.39%	0.40%
2005	29.26	1.38%	0.39%
2006	31.11	1.37%	0.38%
2007	33.08	1.36%	0.37%
2008	37.15	1.35%	0.36%
2009	52.74	1.34%	0.33%
2010	66.92	1.33%	0.31%
2011	78.90	1.32%	0.30%
2012	89.05	1.31%	0.29%
2013	95.09	1.30%	0.28%
2014	100.75	1.29%	0.27%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Portugal: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lisbon	132	25.92	49.14	0.66	0.16
Oporto	241	10.84	20.54	0.27	0.07
Amadora	674	3.00	5.68	0.08	0.02
Setubal	761	2.44	4.62	0.06	0.02
Coimbra	778	2.34	4.44	0.06	0.01
Braga	852	1.97	3.73	0.05	0.01
Vila Nova de Gaia	862	1.94	3.67	0.05	0.01
Barreiro	948	1.59	3.02	0.04	0.01
Funchal	1,026	1.37	2.61	0.03	0.01
Almada	1,037	1.34	2.55	0.03	0.01
<b>Total</b>		<b>52.74</b>	<b>100.00</b>	<b>1.34</b>	<b>0.33</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.34 ROMANIA

### Advertising for Social Media and Widgets (US\$ Million): Romania 2004 - 2014

Year	Romania	% of Region	% of Globe
2004	26.86	1.36%	0.39%
2005	29.18	1.38%	0.39%
2006	31.70	1.40%	0.39%
2007	34.44	1.41%	0.38%
2008	39.51	1.43%	0.38%
2009	56.91	1.44%	0.36%
2010	73.31	1.46%	0.34%
2011	87.88	1.47%	0.33%
2012	100.92	1.48%	0.33%
2013	109.78	1.50%	0.32%
2014	118.50	1.51%	0.32%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Romania: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bucharest	140	23.22	40.80	0.59	0.15
Brasov	526	4.09	7.20	0.10	0.03
Constanta	557	3.83	6.72	0.10	0.02
Timisoara	567	3.79	6.66	0.10	0.02
Iasi	590	3.65	6.42	0.09	0.02
Cluj-Napoca	600	3.62	6.36	0.09	0.02
Galati	620	3.44	6.05	0.09	0.02
Craiova	639	3.28	5.76	0.08	0.02
Braila	706	2.75	4.84	0.07	0.02
Ploiesti	708	2.74	4.82	0.07	0.02
Oradea	748	2.50	4.39	0.06	0.02
<b>Total</b>		<b>56.91</b>	<b>100.00</b>	<b>1.44</b>	<b>0.36</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.35 RUSSIA

### Advertising for Social Media and Widgets (US\$ Million): Russia 2004 - 2014

Year	Russia	% of Region	% of Globe
2004	107.73	5.46%	1.55%
2005	118.45	5.60%	1.57%
2006	130.24	5.74%	1.58%
2007	143.20	5.88%	1.60%
2008	166.24	6.02%	1.59%
2009	241.35	6.12%	1.52%
2010	313.51	6.22%	1.47%
2011	379.24	6.34%	1.44%
2012	439.62	6.46%	1.42%
2013	482.98	6.59%	1.42%
2014	526.69	6.73%	1.43%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Russia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Moscow	37	72.78	30.16	1.85	0.46
Saint Petersburg	87	40.75	16.88	1.03	0.26
Nizhni Novgorod	226	11.67	4.84	0.30	0.07
Novosibirsk	227	11.66	4.83	0.30	0.07
Yekaterinburg	233	11.10	4.60	0.28	0.07
Kuybyshev	252	10.20	4.23	0.26	0.06
Omsk	270	9.32	3.86	0.24	0.06
Chelyabinsk	272	9.28	3.84	0.24	0.06
Kazan	283	8.88	3.68	0.23	0.06
Rostov-on-Don	299	8.28	3.43	0.21	0.05
Volgograd	306	8.11	3.36	0.21	0.05
Krasnoyark	333	7.40	3.07	0.19	0.05
Saratov	336	7.35	3.04	0.19	0.05
Vladivostok	442	5.26	2.18	0.13	0.03
Irkutsk	453	5.08	2.11	0.13	0.03
Others		14.24	5.90	0.36	0.09
<b>Total</b>		<b>241.35</b>	<b>100.00</b>	<b>6.12</b>	<b>1.52</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.36 SAN MARINO

### Advertising for Social Media and Widgets (US\$ Million): San Marino 2004 - 2014

Year	San Marino	% of Region	% of Globe
2004	0.10	0.00%	0.00%
2005	0.10	0.00%	0.00%
2006	0.11	0.00%	0.00%
2007	0.12	0.00%	0.00%
2008	0.14	0.00%	0.00%
2009	0.20	0.00%	0.00%
2010	0.25	0.00%	0.00%
2011	0.30	0.00%	0.00%
2012	0.34	0.01%	0.00%
2013	0.37	0.01%	0.00%
2014	0.40	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### San Marino: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Serravalle	1,787	0.12	63.64	0.00	0.00
San Marino	1,867	0.07	36.36	0.00	0.00
<b>Total</b>		<b>0.20</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.37 SLOVAKIA

### Advertising for Social Media and Widgets (US\$ Million): Slovakia 2004 - 2014

Year	Slovakia	% of Region	% of Globe
2004	11.00	0.56%	0.16%
2005	12.14	0.57%	0.16%
2006	13.40	0.59%	0.16%
2007	14.79	0.61%	0.17%
2008	17.23	0.62%	0.17%
2009	25.08	0.64%	0.16%
2010	32.67	0.65%	0.15%
2011	39.63	0.66%	0.15%
2012	46.07	0.68%	0.15%
2013	50.78	0.69%	0.15%
2014	55.55	0.71%	0.15%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Slovakia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bratislava	182	16.37	65.25	0.41	0.10
Kosice	290	8.72	34.75	0.22	0.05
<b>Total</b>		<b>25.08</b>	<b>100.00</b>	<b>0.64</b>	<b>0.16</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.38 SLOVENIA

**Advertising for Social Media and Widgets (US\$ Million): Slovenia 2004 - 2014**

Year	Slovenia	% of Region	% of Globe
2004	5.98	0.30%	0.09%
2005	6.49	0.31%	0.09%
2006	7.05	0.31%	0.09%
2007	7.65	0.31%	0.09%
2008	8.77	0.32%	0.08%
2009	12.63	0.32%	0.08%
2010	16.27	0.32%	0.08%
2011	19.50	0.33%	0.07%
2012	22.38	0.33%	0.07%
2013	24.33	0.33%	0.07%
2014	26.25	0.34%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Slovenia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Ljubljana	400	6.02	47.66	0.15	0.04
Maribor	582	3.67	29.06	0.09	0.02
Koper	1,241	0.83	6.56	0.02	0.01
Kranj	1,334	0.67	5.31	0.02	0.00
Celje	1,347	0.65	5.16	0.02	0.00
Jesenice	1,503	0.39	3.13	0.01	0.00
Trbovlje	1,504	0.39	3.13	0.01	0.00
<b>Total</b>		<b>12.63</b>	<b>100.00</b>	<b>0.32</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.39 SPAIN

### Advertising for Social Media and Widgets (US\$ Million): Spain 2004 - 2014

Year	Spain	% of Region	% of Globe
2004	155.13	7.86%	2.23%
2005	166.63	7.87%	2.20%
2006	178.98	7.88%	2.18%
2007	192.25	7.89%	2.15%
2008	218.13	7.90%	2.09%
2009	311.79	7.90%	1.97%
2010	398.49	7.91%	1.87%
2011	473.56	7.92%	1.79%
2012	538.90	7.92%	1.74%
2013	580.56	7.93%	1.71%
2014	620.62	7.93%	1.68%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Spain: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Madrid	26	89.76	28.79	2.28	0.57
Barcelona	67	49.32	15.82	1.25	0.31
Valencia	151	21.19	6.80	0.54	0.13
Sevilla	168	18.96	6.08	0.48	0.12
Zaragoza	179	16.64	5.34	0.42	0.10
Malaga	181	16.38	5.25	0.42	0.10
Bilbao	235	11.06	3.55	0.28	0.07
Las Palmas	249	10.36	3.32	0.26	0.07
Valladolid	264	9.52	3.05	0.24	0.06
Palma	282	8.89	2.85	0.23	0.06
Murcia	284	8.83	2.83	0.22	0.06
Cordoba	293	8.63	2.77	0.22	0.05
Hospitalet	309	8.05	2.58	0.20	0.05
Alicante	326	7.47	2.40	0.19	0.05
Granada	331	7.44	2.39	0.19	0.05
Others		19.31	6.19	0.49	0.12
<b>Total</b>		<b>311.79</b>	<b>100.00</b>	<b>7.90</b>	<b>1.97</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.40 SWEDEN

### Advertising for Social Media and Widgets (US\$ Million): Sweden 2004 - 2014

Year	Sweden	% of Region	% of Globe
2004	38.27	1.94%	0.55%
2005	41.01	1.94%	0.54%
2006	43.96	1.94%	0.53%
2007	47.12	1.93%	0.53%
2008	53.35	1.93%	0.51%
2009	76.14	1.93%	0.48%
2010	97.17	1.93%	0.46%
2011	115.28	1.93%	0.44%
2012	130.96	1.92%	0.42%
2013	140.82	1.92%	0.41%
2014	150.26	1.92%	0.41%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Sweden: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Stockholm	166	19.35	25.41	0.49	0.12
Göteborg	218	12.46	16.37	0.32	0.08
Malmö	367	6.71	8.81	0.17	0.04
Uppsala	474	4.68	6.15	0.12	0.03
Örebro	617	3.47	4.56	0.09	0.02
Norrköping	621	3.44	4.52	0.09	0.02
Västerås	622	3.44	4.52	0.09	0.02
Linköping	623	3.44	4.52	0.09	0.02
Jönköping	651	3.18	4.18	0.08	0.02
Helsingborg	662	3.09	4.06	0.08	0.02
Boras	681	2.92	3.84	0.07	0.02
Sundsvall	720	2.69	3.53	0.07	0.02
Umeå	737	2.57	3.38	0.07	0.02
Gävle	742	2.54	3.34	0.06	0.02
Skellefteå	813	2.14	2.81	0.05	0.01
<b>Total</b>		<b>76.14</b>	<b>100.00</b>	<b>1.93</b>	<b>0.48</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.41 SWITZERLAND

### Advertising for Social Media and Widgets (US\$ Million): Switzerland 2004 - 2014

Year	Switzerland	% of Region	% of Globe
2004	35.16	1.78%	0.51%
2005	37.53	1.77%	0.50%
2006	40.05	1.76%	0.49%
2007	42.74	1.75%	0.48%
2008	48.19	1.75%	0.46%
2009	68.58	1.74%	0.43%
2010	87.25	1.73%	0.41%
2011	103.17	1.72%	0.39%
2012	116.80	1.72%	0.38%
2013	125.13	1.71%	0.37%
2014	133.01	1.70%	0.36%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Switzerland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Zürich	170	18.59	27.10	0.47	0.12
Basel	274	9.21	13.44	0.23	0.06
Geneva	291	8.69	12.66	0.22	0.05
Bern	339	7.31	10.66	0.19	0.05
Lausanne	368	6.67	9.73	0.17	0.04
Winterthur	493	4.50	6.56	0.11	0.03
Saint Gallen	553	3.87	5.64	0.10	0.02
Luzern	652	3.18	4.63	0.08	0.02
Biel	718	2.70	3.94	0.07	0.02
Thun	855	1.96	2.86	0.05	0.01
Koniz	866	1.91	2.78	0.05	0.01
<b>Total</b>		<b>68.58</b>	<b>100.00</b>	<b>1.74</b>	<b>0.43</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.42 THE NETHERLANDS

### Advertising for Social Media and Widgets (US\$ Million): The Netherlands 2004 - 2014

Year	The Netherlands	% of Region	% of Globe
2004	73.24	3.71%	1.05%
2005	78.54	3.71%	1.04%
2006	84.23	3.71%	1.02%
2007	90.32	3.71%	1.01%
2008	102.32	3.71%	0.98%
2009	146.10	3.70%	0.92%
2010	186.51	3.70%	0.88%
2011	221.37	3.70%	0.84%
2012	251.59	3.70%	0.81%
2013	270.66	3.69%	0.80%
2014	288.93	3.69%	0.78%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Netherlands: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Rotterdam	106	34.47	23.59	0.87	0.22
Amsterdam - Haarlem	136	24.95	17.08	0.63	0.16
Eindhoven - Tilberg	146	21.81	14.93	0.55	0.14
Gelderland	194	15.15	10.37	0.38	0.10
Utrecht	239	10.96	7.50	0.28	0.07
Limburg	257	9.87	6.75	0.25	0.06
Overijssel	292	8.68	5.94	0.22	0.05
Groningen	375	6.49	4.44	0.16	0.04
Friesland	478	4.68	3.20	0.12	0.03
Zeeland	598	3.63	2.49	0.09	0.02
Drenthe	608	3.54	2.42	0.09	0.02
Flevoland	874	1.86	1.27	0.05	0.01
<b>Total</b>		<b>146.10</b>	<b>100.00</b>	<b>3.70</b>	<b>0.92</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 5.43 THE UNITED KINGDOM

### Advertising for Social Media and Widgets (US\$ Million): The United Kingdom 2004 - 2014

Year	The United Kingdom	% of Region	% of Globe
2004	249.29	12.63%	3.59%
2005	266.48	12.59%	3.53%
2006	284.85	12.54%	3.46%
2007	304.49	12.50%	3.40%
2008	343.84	12.45%	3.30%
2009	489.89	12.42%	3.09%
2010	623.95	12.39%	2.93%
2011	738.72	12.35%	2.80%
2012	837.38	12.31%	2.70%
2013	898.36	12.26%	2.64%
2014	956.31	12.22%	2.59%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The United Kingdom: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
London	8	171.61	35.03	4.35	1.08
Birmingham	69	47.69	9.73	1.21	0.30
Manchester	72	47.37	9.67	1.20	0.30
Bradford	88	39.63	8.09	1.00	0.25
Leeds	89	39.63	8.09	1.00	0.25
Liverpool	135	25.54	5.21	0.65	0.16
Sheffield	141	22.80	4.65	0.58	0.14
Bristol	153	20.83	4.25	0.53	0.13
Coventry	157	20.67	4.22	0.52	0.13
Nottingham	165	19.36	3.95	0.49	0.12
Leicester	172	18.29	3.73	0.46	0.12
Hull	180	16.48	3.36	0.42	0.10
<b>Total</b>		<b>489.89</b>	<b>100.00</b>	<b>12.42</b>	<b>3.09</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5.44 UKRAINE

### Advertising for Social Media and Widgets (US\$ Million): Ukraine 2004 - 2014

Year	Ukraine	% of Region	% of Globe
2004	34.23	1.73%	0.49%
2005	37.39	1.77%	0.49%
2006	40.84	1.80%	0.50%
2007	44.61	1.83%	0.50%
2008	51.46	1.86%	0.49%
2009	74.38	1.89%	0.47%
2010	96.19	1.91%	0.45%
2011	115.78	1.94%	0.44%
2012	133.53	1.96%	0.43%
2013	145.91	1.99%	0.43%
2014	158.24	2.02%	0.43%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ukraine: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kiev	205	13.71	18.44	0.35	0.09
Kharkiv	295	8.54	11.48	0.22	0.05
Dnipropetrovsk	388	6.25	8.40	0.16	0.04
Odessa	406	5.91	7.95	0.15	0.04
Donetsk	408	5.88	7.91	0.15	0.04
Zaporozhye	472	4.69	6.30	0.12	0.03
Lviv	520	4.19	5.63	0.11	0.03
Krivoy Rog	568	3.78	5.08	0.10	0.02
Mariupol (Zhdanov)	709	2.74	3.68	0.07	0.02
Nikolayev	722	2.67	3.58	0.07	0.02
Lugansk	725	2.63	3.54	0.07	0.02
Makeyevka	789	2.28	3.06	0.06	0.01
Vinnitsa	851	1.98	2.67	0.05	0.01
Sevastopol	867	1.89	2.54	0.05	0.01
Kherson	870	1.88	2.53	0.05	0.01
Others		5.36	7.20	0.14	0.03
<b>Total</b>		<b>74.38</b>	<b>100.00</b>	<b>1.89</b>	<b>0.47</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6 LATIN AMERICA

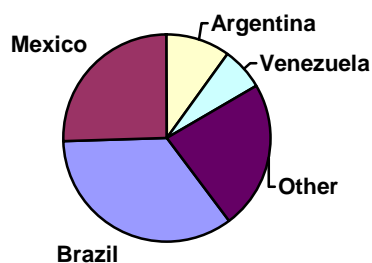
### 6.1 EXECUTIVE SUMMARY

#### Market Potential for Advertising for Social Media and Widgets in Latin America (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Latin America
Brazil	421.83	34.83%
Mexico	308.83	25.50%
Argentina	121.94	10.07%
Venezuela	77.95	6.44%
Colombia	74.07	6.12%
Chile	53.93	4.45%
Peru	50.46	4.17%
Ecuador	22.40	1.85%
Guatemala	15.54	1.28%
Costa Rica	12.92	1.07%
Bolivia	9.11	0.75%
Uruguay	8.59	0.71%
El Salvador	8.26	0.68%
Panama	6.77	0.56%
Paraguay	6.09	0.50%
Honduras	5.70	0.47%
Nicaragua	4.15	0.34%
Guyana	0.93	0.08%
Suriname	0.79	0.07%
Belize	0.53	0.04%
French Guiana	0.39	0.03%
The Falkland Islands	0.02	0.00%
<b>Total</b>	<b>1,211.21</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

#### Market Potential for Advertising for Social Media and Widgets in Latin America (US\$ Million): 2009



### The Market for Advertising for Social Media and Widgets in Latin America: 2004 - 2014

Year	US\$ Million	% of Globe
2004	584.23	8.41
2005	631.62	8.36
2006	682.91	8.30
2007	738.46	8.24
2008	843.46	8.09
2009	1,211.21	7.64
2010	1,555.51	7.30
2011	1,858.46	7.04
2012	2,126.88	6.86
2013	2,305.21	6.78
2014	2,479.69	6.72

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.2 ARGENTINA

### Advertising for Social Media and Widgets (US\$ Million): Argentina 2004 - 2014

Year	Argentina	% of Region	% of Globe
2004	53.88	9.22%	0.78%
2005	59.37	9.40%	0.79%
2006	65.42	9.58%	0.80%
2007	72.09	9.76%	0.80%
2008	83.87	9.94%	0.80%
2009	121.94	10.07%	0.77%
2010	158.64	10.20%	0.74%
2011	192.21	10.34%	0.73%
2012	223.20	10.49%	0.72%
2013	245.66	10.66%	0.72%
2014	268.38	10.82%	0.73%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Argentina: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Buenos Aires	197	14.89	12.21	1.23	0.09
Santa Fe	198	14.88	12.20	1.23	0.09
Cordoba	199	14.82	12.15	1.22	0.09
Mendoza	319	7.68	6.30	0.63	0.05
Tucumán	392	6.18	5.07	0.51	0.04
Entre Rios	436	5.37	4.40	0.44	0.03
Salta	458	5.01	4.11	0.41	0.03
Rosario	473	4.69	3.84	0.39	0.03
Misiones	481	4.65	3.82	0.38	0.03
Chaco	488	4.55	3.73	0.38	0.03
Corrientes	506	4.39	3.60	0.36	0.03
Santiago del Estero	609	3.51	2.87	0.29	0.02
Río Negro	683	2.91	2.39	0.24	0.02
Jujuy	692	2.86	2.35	0.24	0.02
San Juan	701	2.79	2.29	0.23	0.02
Others		22.77	18.67	1.88	0.14
<b>Total</b>		<b>121.94</b>	<b>100.00</b>	<b>10.07</b>	<b>0.77</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.3 BELIZE****Advertising for Social Media and Widgets (US\$ Million): Belize 2004 - 2014**

Year	Belize	% of Region	% of Globe
2004	0.27	0.05%	0.00%
2005	0.29	0.05%	0.00%
2006	0.31	0.05%	0.00%
2007	0.33	0.04%	0.00%
2008	0.37	0.04%	0.00%
2009	0.53	0.04%	0.00%
2010	0.68	0.04%	0.00%
2011	0.80	0.04%	0.00%
2012	0.91	0.04%	0.00%
2013	0.98	0.04%	0.00%
2014	1.04	0.04%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Belize: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Belize City	1,569	0.32	60.00	0.03	0.00
Corozal	1,876	0.07	12.50	0.01	0.00
Orange Walk	1,877	0.07	12.50	0.01	0.00
Dangriga	1,905	0.05	10.00	0.00	0.00
Belmopan	1,994	0.03	5.00	0.00	0.00
<b>Total</b>		<b>0.53</b>	<b>100.00</b>	<b>0.04</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.4 BOLIVIA****Advertising for Social Media and Widgets (US\$ Million): Bolivia 2004 - 2014**

Year	Bolivia	% of Region	% of Globe
2004	4.51	0.77%	0.06%
2005	4.85	0.77%	0.06%
2006	5.22	0.76%	0.06%
2007	5.61	0.76%	0.06%
2008	6.37	0.76%	0.06%
2009	9.11	0.75%	0.06%
2010	11.66	0.75%	0.05%
2011	13.86	0.75%	0.05%
2012	15.79	0.74%	0.05%
2013	17.03	0.74%	0.05%
2014	18.22	0.73%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Bolivia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
La Paz	566	3.80	41.65	0.31	0.02
Santa Cruz	795	2.25	24.74	0.19	0.01
Cochabamba	1,031	1.37	15.01	0.11	0.01
Oruro	1,309	0.70	7.72	0.06	0.00
Potosi	1,490	0.41	4.49	0.03	0.00
Sucre	1,545	0.34	3.78	0.03	0.00
Tarija	1,651	0.24	2.60	0.02	0.00
<b>Total</b>		<b>9.11</b>	<b>100.00</b>	<b>0.75</b>	<b>0.06</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.5 BRAZIL

### Advertising for Social Media and Widgets (US\$ Million): Brazil 2004 - 2014

Year	Brazil	% of Region	% of Globe
2004	206.24	35.30%	2.97%
2005	222.36	35.20%	2.94%
2006	239.74	35.11%	2.91%
2007	258.48	35.00%	2.88%
2008	294.36	34.90%	2.82%
2009	421.83	34.83%	2.66%
2010	540.56	34.75%	2.54%
2011	644.26	34.67%	2.44%
2012	735.40	34.58%	2.37%
2013	794.79	34.48%	2.34%
2014	852.41	34.38%	2.31%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Brazil: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Sao Paulo	56	56.33	13.35	4.65	0.36
Rio de Janeiro	114	31.75	7.53	2.62	0.20
Salvador	219	12.44	2.95	1.03	0.08
Belo Horizonte	225	11.79	2.80	0.97	0.07
Fortaleza	245	10.57	2.51	0.87	0.07
Brasilia	248	10.40	2.47	0.86	0.07
Curitiba	317	7.81	1.85	0.64	0.05
Recife	324	7.53	1.78	0.62	0.05
Belem	332	7.43	1.76	0.61	0.05
Pórtó Alegre	338	7.33	1.74	0.60	0.05
Manaus	394	6.17	1.46	0.51	0.04
Goiânia	434	5.48	1.30	0.45	0.03
Campinas	456	5.03	1.19	0.42	0.03
Guarulhos	467	4.76	1.13	0.39	0.03
Sao Gonçalo	485	4.62	1.10	0.38	0.03
Others		232.40	55.09	19.19	1.47
<b>Total</b>		<b>421.83</b>	<b>100.00</b>	<b>34.83</b>	<b>2.66</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.6 CHILE

### Advertising for Social Media and Widgets (US\$ Million): Chile 2004 - 2014

Year	Chile	% of Region	% of Globe
2004	25.91	4.43%	0.37%
2005	28.04	4.44%	0.37%
2006	30.35	4.44%	0.37%
2007	32.84	4.45%	0.37%
2008	37.54	4.45%	0.36%
2009	53.93	4.45%	0.34%
2010	69.30	4.45%	0.33%
2011	82.83	4.46%	0.31%
2012	94.83	4.46%	0.31%
2013	102.82	4.46%	0.30%
2014	110.64	4.46%	0.30%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Chile: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Santiago	105	34.59	64.14	2.86	0.22
Concepcion	723	2.66	4.92	0.22	0.02
Viña del Mar	758	2.44	4.53	0.20	0.02
Valparaiso	792	2.27	4.21	0.19	0.01
Talcahuano	847	1.99	3.70	0.16	0.01
Temuco	858	1.95	3.62	0.16	0.01
Antofagasta	880	1.83	3.40	0.15	0.01
Rancagua	977	1.50	2.79	0.12	0.01
Talca	1,025	1.38	2.55	0.11	0.01
Arica	1,033	1.36	2.52	0.11	0.01
Puerto Montt	1,135	1.04	1.93	0.09	0.01
Punta Arenas	1,200	0.91	1.69	0.08	0.01
<b>Total</b>		<b>53.93</b>	<b>100.00</b>	<b>4.45</b>	<b>0.34</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 6.7 COLOMBIA

### Advertising for Social Media and Widgets (US\$ Million): Colombia 2004 - 2014

Year	Colombia	% of Region	% of Globe
2004	34.43	5.89%	0.50%
2005	37.53	5.94%	0.50%
2006	40.90	5.99%	0.50%
2007	44.58	6.04%	0.50%
2008	51.31	6.08%	0.49%
2009	74.07	6.12%	0.47%
2010	95.64	6.15%	0.45%
2011	114.93	6.18%	0.44%
2012	132.32	6.22%	0.43%
2013	144.32	6.26%	0.42%
2014	156.23	6.30%	0.42%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Colombia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Bogota	110	33.60	45.36	2.77	0.21
Cali	260	9.70	13.10	0.80	0.06
Medell;n	265	9.49	12.81	0.78	0.06
Barranquilla	555	3.86	5.21	0.32	0.02
Cartagena	558	3.82	5.16	0.32	0.02
Bucaramanga	846	2.01	2.71	0.17	0.01
Cucuta	873	1.87	2.53	0.15	0.01
Pereira	921	1.69	2.28	0.14	0.01
Manizales	991	1.47	1.99	0.12	0.01
Ibague	1,007	1.42	1.91	0.12	0.01
Armenia	1,111	1.08	1.46	0.09	0.01
Santa Marta	1,244	0.83	1.12	0.07	0.01
Neiva	1,296	0.73	0.99	0.06	0.00
Pasto	1,322	0.68	0.92	0.06	0.00
Monteria	1,356	0.64	0.87	0.05	0.00
Others		1.17	1.58	0.10	0.01
<b>Total</b>		<b>74.07</b>	<b>100.00</b>	<b>6.12</b>	<b>0.47</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.8 COSTA RICA

### Advertising for Social Media and Widgets (US\$ Million): Costa Rica 2004 - 2014

Year	Costa Rica	% of Region	% of Globe
2004	6.07	1.04%	0.09%
2005	6.60	1.04%	0.09%
2006	7.17	1.05%	0.09%
2007	7.80	1.06%	0.09%
2008	8.96	1.06%	0.09%
2009	12.92	1.07%	0.08%
2010	16.65	1.07%	0.08%
2011	19.98	1.07%	0.08%
2012	22.96	1.08%	0.07%
2013	25.00	1.08%	0.07%
2014	27.01	1.09%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Costa Rica: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
San Jose	479	4.67	36.14	0.39	0.03
Alajuela	754	2.46	19.04	0.20	0.02
Cartago	920	1.69	13.08	0.14	0.01
Puntarenas	1,001	1.44	11.14	0.12	0.01
Heredia	1,127	1.05	8.16	0.09	0.01
Limon	1,128	1.05	8.16	0.09	0.01
Liberia	1,415	0.55	4.27	0.05	0.00
<b>Total</b>		<b>12.92</b>	<b>100.00</b>	<b>1.07</b>	<b>0.08</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.9 ECUADOR

### Advertising for Social Media and Widgets (US\$ Million): Ecuador 2004 - 2014

Year	Ecuador	% of Region	% of Globe
2004	11.48	1.97%	0.17%
2005	12.26	1.94%	0.16%
2006	13.08	1.92%	0.16%
2007	13.96	1.89%	0.16%
2008	15.74	1.87%	0.15%
2009	22.40	1.85%	0.14%
2010	28.50	1.83%	0.13%
2011	33.70	1.81%	0.13%
2012	38.15	1.79%	0.12%
2013	40.87	1.77%	0.12%
2014	43.44	1.75%	0.12%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Ecuador: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Guayaquil	263	9.53	42.53	0.79	0.06
Quito	360	6.92	30.89	0.57	0.04
Cuenca	1,072	1.22	5.46	0.10	0.01
Machala	1,210	0.89	3.98	0.07	0.01
Portoviejo	1,216	0.87	3.90	0.07	0.01
Riobamba	1,232	0.84	3.75	0.07	0.01
Ambato	1,284	0.75	3.35	0.06	0.00
Manta	1,297	0.73	3.25	0.06	0.00
Esmeraldas	1,352	0.64	2.88	0.05	0.00
<b>Total</b>		<b>22.40</b>	<b>100.00</b>	<b>1.85</b>	<b>0.14</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.10 EL SALVADOR****Advertising for Social Media and Widgets (US\$ Million): El Salvador 2004 - 2014**

Year	El Salvador	% of Region	% of Globe
2004	4.02	0.69%	0.06%
2005	4.34	0.69%	0.06%
2006	4.68	0.69%	0.06%
2007	5.05	0.68%	0.06%
2008	5.76	0.68%	0.06%
2009	8.26	0.68%	0.05%
2010	10.59	0.68%	0.05%
2011	12.64	0.68%	0.05%
2012	14.44	0.68%	0.05%
2013	15.62	0.68%	0.05%
2014	16.77	0.68%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**El Salvador: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
San Salvador	480	4.66	56.44	0.38	0.03
Santa Ana	1,017	1.40	16.93	0.12	0.01
San Miguel	1,214	0.88	10.67	0.07	0.01
Nueva San Salvador	1,428	0.53	6.38	0.04	0.00
Sonsonate	1,453	0.48	5.77	0.04	0.00
Cojutepeque	1,570	0.31	3.80	0.03	0.00
<b>Total</b>		<b>8.26</b>	<b>100.00</b>	<b>0.68</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.11 FRENCH GUIANA

### Advertising for Social Media and Widgets (US\$ Million): French Guiana 2004 - 2014

Year	French Guiana	% of Region	% of Globe
2004	0.20	0.03%	0.00%
2005	0.21	0.03%	0.00%
2006	0.23	0.03%	0.00%
2007	0.24	0.03%	0.00%
2008	0.27	0.03%	0.00%
2009	0.39	0.03%	0.00%
2010	0.50	0.03%	0.00%
2011	0.59	0.03%	0.00%
2012	0.67	0.03%	0.00%
2013	0.72	0.03%	0.00%
2014	0.76	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### French Guiana: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Cayenne	1,623	0.26	66.67	0.02	0.00
Kourou	1,925	0.05	11.67	0.00	0.00
Remire	1,946	0.04	10.00	0.00	0.00
Saint Laurent	1,974	0.03	8.33	0.00	0.00
Sinnamary	2,029	0.01	3.33	0.00	0.00
<b>Total</b>		<b>0.39</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.12 GUATEMALA

### Advertising for Social Media and Widgets (US\$ Million): Guatemala 2004 - 2014

Year	Guatemala	% of Region	% of Globe
2004	7.39	1.27%	0.11%
2005	8.02	1.27%	0.11%
2006	8.69	1.27%	0.11%
2007	9.43	1.28%	0.11%
2008	10.80	1.28%	0.10%
2009	15.54	1.28%	0.10%
2010	20.00	1.29%	0.09%
2011	23.95	1.29%	0.09%
2012	27.46	1.29%	0.09%
2013	29.83	1.29%	0.09%
2014	32.16	1.30%	0.09%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guatemala: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Guatemala City	231	11.50	74.02	0.95	0.07
Escuintla	1,235	0.84	5.39	0.07	0.01
Quezaltenango	1,262	0.79	5.11	0.07	0.01
Puerto Barrios	1,432	0.52	3.36	0.04	0.00
Retalhuleu	1,438	0.51	3.29	0.04	0.00
Coban	1,452	0.48	3.08	0.04	0.00
Chiquimula	1,461	0.47	3.01	0.04	0.00
Mazatenango	1,484	0.42	2.73	0.04	0.00
<b>Total</b>		<b>15.54</b>	<b>100.00</b>	<b>1.28</b>	<b>0.10</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.13 GUYANA****Advertising for Social Media and Widgets (US\$ Million): Guyana 2004 - 2014**

Year	Guyana	% of Region	% of Globe
2004	0.46	0.08%	0.01%
2005	0.49	0.08%	0.01%
2006	0.53	0.08%	0.01%
2007	0.57	0.08%	0.01%
2008	0.65	0.08%	0.01%
2009	0.93	0.08%	0.01%
2010	1.19	0.08%	0.01%
2011	1.42	0.08%	0.01%
2012	1.62	0.08%	0.01%
2013	1.75	0.08%	0.01%
2014	1.88	0.08%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guyana: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Georgetown	1,310	0.70	75.19	0.06	0.00
Linden	1,824	0.11	11.28	0.01	0.00
New Amsterdam	1,871	0.07	7.52	0.01	0.00
Corriverton	1,948	0.04	4.14	0.00	0.00
Mahaicony	2,018	0.02	1.88	0.00	0.00
<b>Total</b>		<b>0.93</b>	<b>100.00</b>	<b>0.08</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.14 HONDURAS

### Advertising for Social Media and Widgets (US\$ Million): Honduras 2004 - 2014

Year	Honduras	% of Region	% of Globe
2004	2.68	0.46%	0.04%
2005	2.92	0.46%	0.04%
2006	3.17	0.46%	0.04%
2007	3.44	0.47%	0.04%
2008	3.95	0.47%	0.04%
2009	5.70	0.47%	0.04%
2010	7.34	0.47%	0.03%
2011	8.81	0.47%	0.03%
2012	10.12	0.48%	0.03%
2013	11.01	0.48%	0.03%
2014	11.89	0.48%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Honduras: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Tegucigalpa	738	2.55	44.79	0.21	0.02
San Pedro Sula	914	1.71	29.98	0.14	0.01
La Ceiba	1,617	0.26	4.61	0.02	0.00
Choluteca	1,626	0.26	4.54	0.02	0.00
El Progreso	1,639	0.24	4.26	0.02	0.00
Puerto Cortes	1,728	0.17	2.94	0.01	0.00
Comayagua	1,781	0.13	2.24	0.01	0.00
Tela	1,805	0.11	1.96	0.01	0.00
Siguatopeque	1,829	0.10	1.82	0.01	0.00
Santa Rosa de Copan	1,847	0.08	1.47	0.01	0.00
Danli	1,854	0.08	1.40	0.01	0.00
<b>Total</b>		<b>5.70</b>	<b>100.00</b>	<b>0.47</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.15 MEXICO

### Advertising for Social Media and Widgets (US\$ Million): Mexico 2004 - 2014

Year	Mexico	% of Region	% of Globe
2004	156.76	26.83%	2.26%
2005	167.66	26.54%	2.22%
2006	179.32	26.26%	2.18%
2007	191.78	25.97%	2.14%
2008	216.68	25.69%	2.08%
2009	308.83	25.50%	1.95%
2010	393.50	25.30%	1.85%
2011	466.07	25.08%	1.77%
2012	528.55	24.85%	1.70%
2013	567.30	24.61%	1.67%
2014	604.18	24.36%	1.64%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Mexico: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Mexico City	28	87.76	28.42	7.25	0.55
Guadalajara	178	16.90	5.47	1.39	0.11
Nezahualcoyotl	215	12.76	4.13	1.05	0.08
Puebla	217	12.65	4.10	1.04	0.08
Monterrey	232	11.26	3.64	0.93	0.07
Leon	244	10.78	3.49	0.89	0.07
Ciudad Juarez	247	10.47	3.39	0.86	0.07
Tijuana	250	10.26	3.32	0.85	0.06
Culiacan	343	7.20	2.33	0.59	0.05
Mexicali	344	7.20	2.33	0.59	0.05
Acapulco	351	7.11	2.30	0.59	0.04
Chihuahua	376	6.49	2.10	0.54	0.04
S. Luis Potosi	378	6.47	2.10	0.53	0.04
Aguascalientes	399	6.03	1.95	0.50	0.04
Morelia	402	5.98	1.94	0.49	0.04
Others		89.52	28.99	7.39	0.56
<b>Total</b>		<b>308.83</b>	<b>100.00</b>	<b>25.50</b>	<b>1.95</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.16 NICARAGUA

### Advertising for Social Media and Widgets (US\$ Million): Nicaragua 2004 - 2014

Year	Nicaragua	% of Region	% of Globe
2004	2.11	0.36%	0.03%
2005	2.26	0.36%	0.03%
2006	2.41	0.35%	0.03%
2007	2.58	0.35%	0.03%
2008	2.91	0.35%	0.03%
2009	4.15	0.34%	0.03%
2010	5.28	0.34%	0.02%
2011	6.25	0.34%	0.02%
2012	7.09	0.33%	0.02%
2013	7.60	0.33%	0.02%
2014	8.09	0.33%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Nicaragua: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Managua	854	1.96	47.30	0.16	0.01
Rosita	1,187	0.93	22.54	0.08	0.01
Leon	1,587	0.29	7.00	0.02	0.00
Granada	1,630	0.26	6.17	0.02	0.00
Masaya	1,674	0.22	5.20	0.02	0.00
Chinandega	1,698	0.20	4.72	0.02	0.00
Matagalpa	1,818	0.11	2.57	0.01	0.00
San Carlos	1,836	0.10	2.36	0.01	0.00
Esteli	1,838	0.09	2.15	0.01	0.00
<b>Total</b>		<b>4.15</b>	<b>100.00</b>	<b>0.34</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.17 PANAMA

### Advertising for Social Media and Widgets (US\$ Million): Panama 2004 - 2014

Year	Panama	% of Region	% of Globe
2004	3.04	0.52%	0.04%
2005	3.34	0.53%	0.04%
2006	3.67	0.54%	0.04%
2007	4.03	0.55%	0.04%
2008	4.67	0.55%	0.04%
2009	6.77	0.56%	0.04%
2010	8.78	0.56%	0.04%
2011	10.61	0.57%	0.04%
2012	12.28	0.58%	0.04%
2013	13.48	0.58%	0.04%
2014	14.68	0.59%	0.04%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Panama: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Panama	515	4.26	62.90	0.35	0.03
Colon	1,305	0.71	10.55	0.06	0.00
David	1,435	0.52	7.64	0.04	0.00
La Chorrera	1,459	0.47	6.94	0.04	0.00
Penonome	1,578	0.30	4.51	0.03	0.00
Santiago	1,581	0.30	4.46	0.02	0.00
Bocas del Toro	1,826	0.10	1.54	0.01	0.00
Tocumen	1,835	0.10	1.46	0.01	0.00
<b>Total</b>		<b>6.77</b>	<b>100.00</b>	<b>0.56</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**6.18 PARAGUAY****Advertising for Social Media and Widgets (US\$ Million): Paraguay 2004 - 2014**

Year	Paraguay	% of Region	% of Globe
2004	2.98	0.51%	0.04%
2005	3.21	0.51%	0.04%
2006	3.46	0.51%	0.04%
2007	3.73	0.51%	0.04%
2008	4.25	0.50%	0.04%
2009	6.09	0.50%	0.04%
2010	7.81	0.50%	0.04%
2011	9.31	0.50%	0.04%
2012	10.62	0.50%	0.03%
2013	11.48	0.50%	0.03%
2014	12.31	0.50%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Paraguay: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Asuncion	591	3.65	59.85	0.30	0.02
Puerto Stroessner	1,416	0.55	9.03	0.05	0.00
San Lorenzo	1,500	0.40	6.57	0.03	0.00
Pedro Juan Caballero	1,501	0.40	6.57	0.03	0.00
Fernando de la Mora	1,532	0.36	5.91	0.03	0.00
Encarnacion	1,747	0.16	2.55	0.01	0.00
Concepción	1,774	0.13	2.13	0.01	0.00
Pilar	1,775	0.13	2.13	0.01	0.00
Coronel Oviedo	1,809	0.11	1.81	0.01	0.00
Villarrica	1,810	0.11	1.81	0.01	0.00
Caaguazu	1,833	0.10	1.64	0.01	0.00
<b>Total</b>		<b>6.09</b>	<b>100.00</b>	<b>0.50</b>	<b>0.04</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.19 PERU

### Advertising for Social Media and Widgets (US\$ Million): Peru 2004 - 2014

Year	Peru	% of Region	% of Globe
2004	22.87	3.91%	0.33%
2005	25.07	3.97%	0.33%
2006	27.47	4.02%	0.33%
2007	30.10	4.08%	0.34%
2008	34.83	4.13%	0.33%
2009	50.46	4.17%	0.32%
2010	65.40	4.20%	0.31%
2011	78.92	4.25%	0.30%
2012	91.25	4.29%	0.29%
2013	99.98	4.34%	0.29%
2014	108.73	4.38%	0.29%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Peru: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Lima	123	28.31	56.10	2.34	0.18
Arequipa	594	3.64	7.21	0.30	0.02
Callao	619	3.44	6.82	0.28	0.02
Trujillo	671	3.02	5.98	0.25	0.02
Chiclayo	764	2.43	4.81	0.20	0.02
Piura	884	1.83	3.62	0.15	0.01
Chimbote	912	1.72	3.40	0.14	0.01
Cuzco	959	1.57	3.11	0.13	0.01
Iquitos	974	1.52	3.02	0.13	0.01
Huancayo	1,071	1.22	2.42	0.10	0.01
Sullana	1,206	0.90	1.78	0.07	0.01
Pucallpa	1,217	0.87	1.72	0.07	0.01
<b>Total</b>		<b>50.46</b>	<b>100.00</b>	<b>4.17</b>	<b>0.32</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.20 SURINAME

### Advertising for Social Media and Widgets (US\$ Million): Suriname 2004 - 2014

Year	Suriname	% of Region	% of Globe
2004	0.38	0.07%	0.01%
2005	0.41	0.07%	0.01%
2006	0.45	0.07%	0.01%
2007	0.48	0.07%	0.01%
2008	0.55	0.07%	0.01%
2009	0.79	0.07%	0.01%
2010	1.02	0.07%	0.00%
2011	1.22	0.07%	0.00%
2012	1.39	0.07%	0.00%
2013	1.51	0.07%	0.00%
2014	1.62	0.07%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Suriname: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Paramaribo	1,315	0.69	87.39	0.06	0.00
Nieuw Nickerie	1,904	0.05	6.72	0.00	0.00
Marienburg	1,993	0.03	3.36	0.00	0.00
Moengo	2,027	0.01	1.68	0.00	0.00
Totness	2,058	0.01	0.84	0.00	0.00
<b>Total</b>		<b>0.79</b>	<b>100.00</b>	<b>0.07</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.21 THE FALKLAND ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): The Falkland Islands 2004 - 2014

Year	The Falkland Islands	% of Region	% of Globe
2004	0.01	0.00%	0.00%
2005	0.01	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.02	0.00%	0.00%
2010	0.02	0.00%	0.00%
2011	0.03	0.00%	0.00%
2012	0.03	0.00%	0.00%
2013	0.03	0.00%	0.00%
2014	0.03	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Falkland Islands: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Stanley	2,019	0.02	100.00	0.00	0.00
<b>Total</b>		<b>0.02</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.22 URUGUAY

### Advertising for Social Media and Widgets (US\$ Million): Uruguay 2004 - 2014

Year	Uruguay	% of Region	% of Globe
2004	3.92	0.67%	0.06%
2005	4.29	0.68%	0.06%
2006	4.69	0.69%	0.06%
2007	5.14	0.70%	0.06%
2008	5.93	0.70%	0.06%
2009	8.59	0.71%	0.05%
2010	11.12	0.71%	0.05%
2011	13.40	0.72%	0.05%
2012	15.47	0.73%	0.05%
2013	16.93	0.73%	0.05%
2014	18.38	0.74%	0.05%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Uruguay: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Montevideo	381	6.40	74.51	0.53	0.04
Salto	1,487	0.42	4.84	0.03	0.00
Paysandu	1,512	0.38	4.48	0.03	0.00
Las Piedras	1,572	0.31	3.64	0.03	0.00
Rivera	1,593	0.29	3.34	0.02	0.00
Melo	1,675	0.22	2.51	0.02	0.00
Tacuarembó	1,688	0.21	2.39	0.02	0.00
Mercedes	1,708	0.19	2.21	0.02	0.00
Minas	1,715	0.18	2.09	0.01	0.00
<b>Total</b>		<b>8.59</b>	<b>100.00</b>	<b>0.71</b>	<b>0.05</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6.23 VENEZUELA

### Advertising for Social Media and Widgets (US\$ Million): Venezuela 2004 - 2014

Year	Venezuela	% of Region	% of Globe
2004	34.62	5.93%	0.50%
2005	38.10	6.03%	0.50%
2006	41.94	6.14%	0.51%
2007	46.17	6.25%	0.52%
2008	53.65	6.36%	0.51%
2009	77.95	6.44%	0.49%
2010	101.33	6.51%	0.48%
2011	122.67	6.60%	0.46%
2012	142.33	6.69%	0.46%
2013	156.51	6.79%	0.46%
2014	170.83	6.89%	0.46%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Venezuela: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Caracas	155	20.81	26.70	1.72	0.13
Maracaibo	312	7.91	10.15	0.65	0.05
Valencia	354	7.02	9.01	0.58	0.04
Maracay	440	5.30	6.80	0.44	0.03
Barquisimeto	503	4.41	5.65	0.36	0.03
Petare	663	3.09	3.97	0.26	0.02
Ciudad Guayana	669	3.03	3.89	0.25	0.02
San Cristobal	829	2.06	2.65	0.17	0.01
La Guaira	857	1.96	2.51	0.16	0.01
Baruta	941	1.62	2.08	0.13	0.01
Ciudad Bolivar	947	1.59	2.04	0.13	0.01
Maturin	965	1.55	1.99	0.13	0.01
Merida	970	1.54	1.98	0.13	0.01
Cumana	976	1.52	1.95	0.13	0.01
Barcelona	1,011	1.41	1.81	0.12	0.01
Others		13.12	16.83	1.08	0.08
<b>Total</b>		<b>77.95</b>	<b>100.00</b>	<b>6.44</b>	<b>0.49</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7 NORTH AMERICA & THE CARIBBEAN

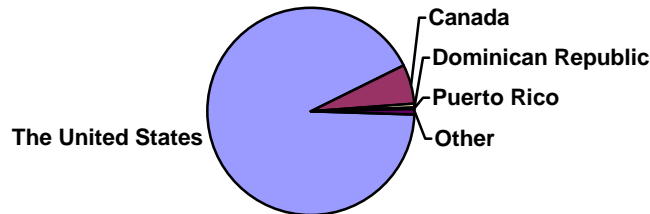
### 7.1 EXECUTIVE SUMMARY

#### Market Potential for Advertising for Social Media and Widgets in North America & the Caribbean (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of North America & the Caribbean
The United States	4,225.00	92.12%
Canada	290.48	6.33%
Dominican Republic	19.79	0.43%
Puerto Rico	17.40	0.38%
Cuba	11.84	0.26%
Trinidad and Tobago	5.28	0.12%
Haiti	3.62	0.08%
Jamaica	3.06	0.07%
The Bahamas	1.58	0.03%
Martinique	1.54	0.03%
Barbados	1.27	0.03%
Bermuda	1.03	0.02%
Guadeloupe	0.88	0.02%
The Netherlands Antilles	0.63	0.01%
Aruba	0.51	0.01%
The Cayman Islands	0.44	0.01%
The U.S. Virgin Islands	0.36	0.01%
Antigua and Barbuda	0.27	0.01%
St. Lucia	0.27	0.01%
Greenland	0.25	0.01%
Grenada	0.22	0.00%
St. Vincent and the Grenadines	0.21	0.00%
The British Virgin Islands	0.19	0.00%
St. Kitts and Nevis	0.17	0.00%
Dominica	0.11	0.00%
Other	0.09	0.00%
<b>Total</b>	<b>4,586.50</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Market Potential for Advertising for Social Media and Widgets in North America & the Caribbean (US\$ Million): 2009**



**The Market for Advertising for Social Media and Widgets in North America & the Caribbean: 2004 - 2014**

Year	US\$ Million	% of Globe
2004	1,563.58	22.52
2005	1,729.56	22.89
2006	1,913.46	23.26
2007	2,117.24	23.63
2008	2,593.07	24.87
2009	4,586.50	28.92
2010	6,810.51	31.96
2011	9,020.35	34.19
2012	11,085.24	35.76
2013	12,336.89	36.31
2014	13,547.33	36.72

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.2 ANTIGUA AND BARBUDA

### Advertising for Social Media and Widgets (US\$ Million): Antigua and Barbuda 2004 - 2014

Year	Antigua and Barbuda	% of Region	% of Globe
2004	0.14	0.01%	0.00%
2005	0.15	0.01%	0.00%
2006	0.16	0.01%	0.00%
2007	0.17	0.01%	0.00%
2008	0.19	0.01%	0.00%
2009	0.27	0.01%	0.00%
2010	0.35	0.01%	0.00%
2011	0.41	0.00%	0.00%
2012	0.47	0.00%	0.00%
2013	0.51	0.00%	0.00%
2014	0.54	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Antigua and Barbuda: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Saint John's	1,612	0.26	97.30	0.01	0.00
Codrington	2,057	0.01	2.70	0.00	0.00
<b>Total</b>		<b>0.27</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.3 ARUBA

### Advertising for Social Media and Widgets (US\$ Million): Aruba 2004 - 2014

Year	Aruba	% of Region	% of Globe
2004	0.26	0.02%	0.00%
2005	0.28	0.02%	0.00%
2006	0.30	0.02%	0.00%
2007	0.32	0.02%	0.00%
2008	0.36	0.01%	0.00%
2009	0.51	0.01%	0.00%
2010	0.65	0.01%	0.00%
2011	0.77	0.01%	0.00%
2012	0.87	0.01%	0.00%
2013	0.94	0.01%	0.00%
2014	0.99	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Aruba: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Oranjestad	1,601	0.28	54.05	0.01	0.00
Sint Nicolaas	1,653	0.24	45.95	0.01	0.00
<b>Total</b>		<b>0.51</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.4 BARBADOS****Advertising for Social Media and Widgets (US\$ Million): Barbados 2004 - 2014**

Year	Barbados	% of Region	% of Globe
2004	0.63	0.04%	0.01%
2005	0.67	0.04%	0.01%
2006	0.73	0.04%	0.01%
2007	0.78	0.04%	0.01%
2008	0.89	0.03%	0.01%
2009	1.27	0.03%	0.01%
2010	1.62	0.02%	0.01%
2011	1.93	0.02%	0.01%
2012	2.20	0.02%	0.01%
2013	2.37	0.02%	0.01%
2014	2.53	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Barbados: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Bridgetown	1,058	1.27	100.00	0.03	0.01
<b>Total</b>		<b>1.27</b>	<b>100.00</b>	<b>0.03</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.5 BERMUDA

### Advertising for Social Media and Widgets (US\$ Million): Bermuda 2004 - 2014

Year	Bermuda	% of Region	% of Globe
2004	0.50	0.03%	0.01%
2005	0.54	0.03%	0.01%
2006	0.59	0.03%	0.01%
2007	0.63	0.03%	0.01%
2008	0.72	0.03%	0.01%
2009	1.03	0.02%	0.01%
2010	1.32	0.02%	0.01%
2011	1.58	0.02%	0.01%
2012	1.80	0.02%	0.01%
2013	1.95	0.02%	0.01%
2014	2.09	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Bermuda: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Hamilton	1,366	0.62	60.00	0.01	0.00
Saint George	1,489	0.41	40.00	0.01	0.00
<b>Total</b>		<b>1.03</b>	<b>100.00</b>	<b>0.02</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.6 CANADA

### Advertising for Social Media and Widgets (US\$ Million): Canada 2004 - 2014

Year	Canada	% of Region	% of Globe
2004	148.56	9.50%	2.14%
2005	158.63	9.17%	2.10%
2006	169.38	8.85%	2.06%
2007	180.87	8.54%	2.02%
2008	204.03	7.87%	1.96%
2009	290.48	6.33%	1.83%
2010	369.69	5.43%	1.73%
2011	437.33	4.85%	1.66%
2012	495.30	4.47%	1.60%
2013	530.88	4.30%	1.56%
2014	564.59	4.17%	1.53%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Canada: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Toronto	29	86.87	29.90	1.89	0.55
Montreal	35	74.04	25.49	1.61	0.47
Vancouver	104	35.00	12.05	0.76	0.22
Ottawa	156	20.76	7.15	0.45	0.13
Calgary	185	16.12	5.55	0.35	0.10
Winnipeg	196	15.08	5.19	0.33	0.10
Edmonton	202	14.55	5.01	0.32	0.09
Hamilton	318	7.78	2.68	0.17	0.05
Regina	498	4.44	1.53	0.10	0.03
Quebec	521	4.18	1.44	0.09	0.03
Halifax	688	2.89	0.99	0.06	0.02
Thunder Bay	697	2.84	0.98	0.06	0.02
Saint John's	762	2.43	0.84	0.05	0.02
Niagara Falls	885	1.83	0.63	0.04	0.01
Victoria	924	1.67	0.58	0.04	0.01
<b>Total</b>		<b>290.48</b>	<b>100.00</b>	<b>6.33</b>	<b>1.83</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.7 CUBA****Advertising for Social Media and Widgets (US\$ Million): Cuba 2004 - 2014**

Year	Cuba	% of Region	% of Globe
2004	5.43	0.35%	0.08%
2005	5.94	0.34%	0.08%
2006	6.49	0.34%	0.08%
2007	7.09	0.33%	0.08%
2008	8.19	0.32%	0.08%
2009	11.84	0.26%	0.07%
2010	15.31	0.22%	0.07%
2011	18.44	0.20%	0.07%
2012	21.28	0.19%	0.07%
2013	23.26	0.19%	0.07%
2014	25.23	0.19%	0.07%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Cuba: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Havana	387	6.26	52.92	0.14	0.04
Santiago de Cuba	1,080	1.19	10.02	0.03	0.01
Camagüey	1,236	0.84	7.07	0.02	0.01
Holguin	1,339	0.66	5.60	0.01	0.00
Guantanamo	1,391	0.59	4.96	0.01	0.00
Santa Clara	1,410	0.57	4.83	0.01	0.00
Bayamo	1,530	0.36	3.06	0.01	0.00
Cienfuegos	1,537	0.35	2.98	0.01	0.00
Pinar del Rio	1,549	0.34	2.88	0.01	0.00
Las Tunas	1,552	0.34	2.85	0.01	0.00
Matanzas	1,556	0.33	2.83	0.01	0.00
<b>Total</b>		<b>11.84</b>	<b>100.00</b>	<b>0.26</b>	<b>0.07</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.8 DOMINICA****Advertising for Social Media and Widgets (US\$ Million): Dominica 2004 - 2014**

Year	Dominica	% of Region	% of Globe
2004	0.06	0.00%	0.00%
2005	0.06	0.00%	0.00%
2006	0.06	0.00%	0.00%
2007	0.07	0.00%	0.00%
2008	0.08	0.00%	0.00%
2009	0.11	0.00%	0.00%
2010	0.14	0.00%	0.00%
2011	0.17	0.00%	0.00%
2012	0.19	0.00%	0.00%
2013	0.20	0.00%	0.00%
2014	0.22	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Dominica: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Roseau	1,864	0.07	64.71	0.00	0.00
Berekua	2,045	0.01	8.82	0.00	0.00
Portsmouth	2,046	0.01	8.82	0.00	0.00
Saint Joseph	2,047	0.01	8.82	0.00	0.00
Marigot	2,048	0.01	8.82	0.00	0.00
<b>Total</b>		<b>0.11</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.9 DOMINICAN REPUBLIC

### Advertising for Social Media and Widgets (US\$ Million): Dominican Republic 2004 - 2014

Year	Dominican Republic	% of Region	% of Globe
2004	9.04	0.58%	0.13%
2005	9.89	0.57%	0.13%
2006	10.82	0.57%	0.13%
2007	11.84	0.56%	0.13%
2008	13.68	0.53%	0.13%
2009	19.79	0.43%	0.12%
2010	25.62	0.38%	0.12%
2011	30.88	0.34%	0.12%
2012	35.66	0.32%	0.12%
2013	39.02	0.32%	0.11%
2014	42.37	0.31%	0.11%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Dominican Republic: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Santo Domingo	214	12.80	64.68	0.28	0.08
Santiago	732	2.59	13.07	0.06	0.02
La Romana	1,194	0.92	4.63	0.02	0.01
San Pedro de Macoris	1,250	0.82	4.13	0.02	0.01
San Francisco de Macoris	1,281	0.76	3.85	0.02	0.00
La Vega	1,398	0.58	2.94	0.01	0.00
Barahona	1,466	0.45	2.29	0.01	0.00
San Juan	1,467	0.45	2.29	0.01	0.00
Puerto Plata	1,485	0.42	2.11	0.01	0.00
<b>Total</b>		<b>19.79</b>	<b>100.00</b>	<b>0.43</b>	<b>0.12</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.10 GREENLAND

### Advertising for Social Media and Widgets (US\$ Million): Greenland 2004 - 2014

Year	Greenland	% of Region	% of Globe
2004	0.13	0.01%	0.00%
2005	0.14	0.01%	0.00%
2006	0.15	0.01%	0.00%
2007	0.16	0.01%	0.00%
2008	0.18	0.01%	0.00%
2009	0.25	0.01%	0.00%
2010	0.32	0.00%	0.00%
2011	0.37	0.00%	0.00%
2012	0.42	0.00%	0.00%
2013	0.45	0.00%	0.00%
2014	0.48	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Greenland: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Nuuk	1,866	0.07	28.57	0.00	0.00
Holsteinsborg	1,980	0.03	11.90	0.00	0.00
Jakobshavn	2,002	0.02	9.52	0.00	0.00
Sukkertoppen	2,015	0.02	7.14	0.00	0.00
Egedesminde	2,016	0.02	7.14	0.00	0.00
Julianehab	2,017	0.02	7.14	0.00	0.00
Narsarsuaq	2,035	0.01	4.76	0.00	0.00
Frederikshab	2,036	0.01	4.76	0.00	0.00
Christianshab	2,037	0.01	4.76	0.00	0.00
Ammassalik	2,062	0.01	2.38	0.00	0.00
Nanortalik	2,063	0.01	2.38	0.00	0.00
Scoresbysund	2,064	0.01	2.38	0.00	0.00
Thule	2,065	0.01	2.38	0.00	0.00
Uppernavik	2,066	0.01	2.38	0.00	0.00
Godhavn	2,067	0.01	2.38	0.00	0.00
<b>Total</b>		<b>0.25</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.11 GRENADA

### Advertising for Social Media and Widgets (US\$ Million): Grenada 2004 - 2014

Year	Grenada	% of Region	% of Globe
2004	0.12	0.01%	0.00%
2005	0.13	0.01%	0.00%
2006	0.13	0.01%	0.00%
2007	0.14	0.01%	0.00%
2008	0.16	0.01%	0.00%
2009	0.22	0.00%	0.00%
2010	0.28	0.00%	0.00%
2011	0.33	0.00%	0.00%
2012	0.37	0.00%	0.00%
2013	0.39	0.00%	0.00%
2014	0.42	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Grenada: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Saint George's	1,717	0.18	80.00	0.00	0.00
Gouyave	1,928	0.04	20.00	0.00	0.00
<b>Total</b>		<b>0.22</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.12 GUADELOUPE

### Advertising for Social Media and Widgets (US\$ Million): Guadeloupe 2004 - 2014

Year	Guadeloupe	% of Region	% of Globe
2004	0.45	0.03%	0.01%
2005	0.48	0.03%	0.01%
2006	0.51	0.03%	0.01%
2007	0.55	0.03%	0.01%
2008	0.62	0.02%	0.01%
2009	0.88	0.02%	0.01%
2010	1.12	0.02%	0.01%
2011	1.33	0.01%	0.01%
2012	1.51	0.01%	0.00%
2013	1.62	0.01%	0.00%
2014	1.73	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Guadeloupe: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Les Abymes	1,622	0.26	29.44	0.01	0.00
Pointe-a-Pitre	1,816	0.11	12.15	0.00	0.00
Le Gosier	1,841	0.09	9.81	0.00	0.00
Moule	1,862	0.07	8.41	0.00	0.00
Sainte Anne	1,869	0.07	7.94	0.00	0.00
Morne-a-l'Eau	1,878	0.07	7.48	0.00	0.00
Petit Bourg	1,886	0.06	7.01	0.00	0.00
Basse-Terre	1,895	0.06	6.54	0.00	0.00
Sainte Rose	1,896	0.06	6.54	0.00	0.00
Saint-Claude	1,940	0.04	4.67	0.00	0.00
<b>Total</b>		<b>0.88</b>	<b>100.00</b>	<b>0.02</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.13 HAITI****Advertising for Social Media and Widgets (US\$ Million): Haiti 2004 - 2014**

Year	Haiti	% of Region	% of Globe
2004	1.81	0.12%	0.03%
2005	1.94	0.11%	0.03%
2006	2.09	0.11%	0.03%
2007	2.24	0.11%	0.02%
2008	2.53	0.10%	0.02%
2009	3.62	0.08%	0.02%
2010	4.62	0.07%	0.02%
2011	5.48	0.06%	0.02%
2012	6.23	0.06%	0.02%
2013	6.70	0.05%	0.02%
2014	7.15	0.05%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Haiti: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Port-au-Prince	741	2.55	70.39	0.06	0.02
Cap-Haitien	1,525	0.37	10.12	0.01	0.00
Petionville	1,693	0.20	5.51	0.00	0.00
Les Cayes	1,701	0.19	5.36	0.00	0.00
Gonaives	1,702	0.19	5.36	0.00	0.00
Port-de-Paix	1,796	0.12	3.27	0.00	0.00
<b>Total</b>		<b>3.62</b>	<b>100.00</b>	<b>0.08</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 7.14 JAMAICA

### Advertising for Social Media and Widgets (US\$ Million): Jamaica 2004 - 2014

Year	Jamaica	% of Region	% of Globe
2004	1.61	0.10%	0.02%
2005	1.71	0.10%	0.02%
2006	1.81	0.09%	0.02%
2007	1.92	0.09%	0.02%
2008	2.16	0.08%	0.02%
2009	3.06	0.07%	0.02%
2010	3.87	0.06%	0.02%
2011	4.56	0.05%	0.02%
2012	5.14	0.05%	0.02%
2013	5.48	0.04%	0.02%
2014	5.79	0.04%	0.02%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Jamaica: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kingston	826	2.07	67.83	0.05	0.01
Spanish Town	1,539	0.35	11.50	0.01	0.00
Montego Bay	1,603	0.28	9.04	0.01	0.00
May Pen	1,737	0.16	5.30	0.00	0.00
Mandeville	1,763	0.14	4.52	0.00	0.00
Savanna-la-Mar	1,901	0.06	1.81	0.00	0.00
<b>Total</b>		<b>3.06</b>	<b>100.00</b>	<b>0.07</b>	<b>0.02</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.15 MARTINIQUE

### Advertising for Social Media and Widgets (US\$ Million): Martinique 2004 - 2014

Year	Martinique	% of Region	% of Globe
2004	0.78	0.05%	0.01%
2005	0.83	0.05%	0.01%
2006	0.89	0.05%	0.01%
2007	0.95	0.05%	0.01%
2008	1.08	0.04%	0.01%
2009	1.54	0.03%	0.01%
2010	1.96	0.03%	0.01%
2011	2.32	0.03%	0.01%
2012	2.63	0.02%	0.01%
2013	2.82	0.02%	0.01%
2014	3.00	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Martinique: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Fort-de-France	1,245	0.82	53.66	0.02	0.01
Le Lamentin	1,690	0.20	13.17	0.00	0.00
Sainte Marie	1,768	0.13	8.78	0.00	0.00
Schoelcher	1,794	0.12	7.80	0.00	0.00
Le François	1,825	0.10	6.83	0.00	0.00
La Trinité	1,861	0.07	4.88	0.00	0.00
Ducos	1,952	0.04	2.44	0.00	0.00
Saint Pierre	1,953	0.04	2.44	0.00	0.00
<b>Total</b>		<b>1.54</b>	<b>100.00</b>	<b>0.03</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.16 PUERTO RICO****Advertising for Social Media and Widgets (US\$ Million): Puerto Rico 2004 - 2014**

Year	Puerto Rico	% of Region	% of Globe
2004	9.80	0.63%	0.14%
2005	10.25	0.59%	0.14%
2006	10.72	0.56%	0.13%
2007	11.22	0.53%	0.13%
2008	12.40	0.48%	0.12%
2009	17.40	0.38%	0.11%
2010	21.81	0.32%	0.10%
2011	25.38	0.28%	0.10%
2012	28.26	0.25%	0.09%
2013	29.74	0.24%	0.09%
2014	31.05	0.23%	0.08%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Puerto Rico: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
San Juan	536	4.00	22.99	0.09	0.03
Bayamon	814	2.14	12.29	0.05	0.01
Ponce	900	1.75	10.07	0.04	0.01
Carolina	902	1.74	9.99	0.04	0.01
Caguas	1,051	1.29	7.43	0.03	0.01
Guaynabo	1,172	0.97	5.56	0.02	0.01
Mayaguez	1,188	0.93	5.35	0.02	0.01
Arecibo	1,189	0.93	5.34	0.02	0.01
Toa Baja	1,224	0.85	4.91	0.02	0.01
Trujillo Alto	1,319	0.69	3.96	0.02	0.00
Aguadilla	1,381	0.60	3.46	0.01	0.00
Cayey	1,462	0.47	2.69	0.01	0.00
Guayama	1,511	0.39	2.23	0.01	0.00
Fajardo	1,536	0.35	2.03	0.01	0.00
Catano	1,583	0.30	1.72	0.01	0.00
<b>Total</b>		<b>17.40</b>	<b>100.00</b>	<b>0.38</b>	<b>0.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.17 ST. KITTS AND NEVIS****Advertising for Social Media and Widgets (US\$ Million): St. Kitts and Nevis 2004 - 2014**

Year	St. Kitts and Nevis	% of Region	% of Globe
2004	0.08	0.01%	0.00%
2005	0.09	0.00%	0.00%
2006	0.09	0.00%	0.00%
2007	0.10	0.00%	0.00%
2008	0.12	0.00%	0.00%
2009	0.17	0.00%	0.00%
2010	0.22	0.00%	0.00%
2011	0.26	0.00%	0.00%
2012	0.30	0.00%	0.00%
2013	0.32	0.00%	0.00%
2014	0.35	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**St. Kitts and Nevis: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Basseterre	1,743	0.16	95.00	0.00	0.00
Charlestown	2,054	0.01	5.00	0.00	0.00
<b>Total</b>		<b>0.17</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.18 ST. LUCIA

### Advertising for Social Media and Widgets (US\$ Million): St. Lucia 2004 - 2014

Year	St. Lucia	% of Region	% of Globe
2004	0.13	0.01%	0.00%
2005	0.14	0.01%	0.00%
2006	0.15	0.01%	0.00%
2007	0.17	0.01%	0.00%
2008	0.19	0.01%	0.00%
2009	0.27	0.01%	0.00%
2010	0.35	0.01%	0.00%
2011	0.42	0.00%	0.00%
2012	0.48	0.00%	0.00%
2013	0.52	0.00%	0.00%
2014	0.56	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### St. Lucia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Castries	1,665	0.22	82.81	0.00	0.00
Vieux Fort	1,917	0.05	17.19	0.00	0.00
<b>Total</b>		<b>0.27</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.19 ST. VINCENT AND THE GRENADINES

### Advertising for Social Media and Widgets (US\$ Million): St. Vincent and the Grenadines 2004 - 2014

Year	St. Vincent and the Grenadines	% of Region	% of Globe
2004	0.10	0.01%	0.00%
2005	0.11	0.01%	0.00%
2006	0.12	0.01%	0.00%
2007	0.13	0.01%	0.00%
2008	0.14	0.01%	0.00%
2009	0.21	0.00%	0.00%
2010	0.27	0.00%	0.00%
2011	0.32	0.00%	0.00%
2012	0.36	0.00%	0.00%
2013	0.39	0.00%	0.00%
2014	0.42	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**St. Vincent and the Grenadines: Advertising for Social Media and Widgets in 2009,**

City	World Rank	US\$ Million			
		US \$ mln	%Country	%Region	%World
Kingstown	1,695	0.20	95.00	0.00	0.00
Georgetown	2,040	0.01	5.00	0.00	0.00
<b>Total</b>		<b>0.21</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**7.20 THE BAHAMAS****Advertising for Social Media and Widgets (US\$ Million): The Bahamas 2004 - 2014**

Year	The Bahamas	% of Region	% of Globe
2004	0.81	0.05%	0.01%
2005	0.86	0.05%	0.01%
2006	0.92	0.05%	0.01%
2007	0.98	0.05%	0.01%
2008	1.11	0.04%	0.01%
2009	1.58	0.03%	0.01%
2010	2.01	0.03%	0.01%
2011	2.38	0.03%	0.01%
2012	2.70	0.02%	0.01%
2013	2.89	0.02%	0.01%
2014	3.08	0.02%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The Bahamas: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Nassau	1,039	1.34	84.91	0.03	0.01
Freeport	1,647	0.24	15.09	0.01	0.00
<b>Total</b>		<b>1.58</b>	<b>100.00</b>	<b>0.03</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.21 THE BRITISH VIRGIN ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): The British Virgin Islands 2004 - 2014

Year	The British Virgin Islands	% of Region	% of Globe
2004	0.10	0.01%	0.00%
2005	0.11	0.01%	0.00%
2006	0.12	0.01%	0.00%
2007	0.12	0.01%	0.00%
2008	0.14	0.01%	0.00%
2009	0.19	0.00%	0.00%
2010	0.24	0.00%	0.00%
2011	0.29	0.00%	0.00%
2012	0.32	0.00%	0.00%
2013	0.34	0.00%	0.00%
2014	0.36	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The British Virgin Islands: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Road Town	1,705	0.19	100.00	0.00	0.00
<b>Total</b>		<b>0.19</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.22 THE CAYMAN ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): The Cayman Islands 2004 - 2014

Year	The Cayman Islands	% of Region	% of Globe
2004	0.23	0.02%	0.00%
2005	0.25	0.01%	0.00%
2006	0.26	0.01%	0.00%
2007	0.28	0.01%	0.00%
2008	0.31	0.01%	0.00%
2009	0.44	0.01%	0.00%
2010	0.56	0.01%	0.00%
2011	0.65	0.01%	0.00%
2012	0.73	0.01%	0.00%
2013	0.78	0.01%	0.00%
2014	0.82	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The Cayman Islands: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
George Town	1,629	0.26	58.33	0.01	0.00
West Bay	1,778	0.13	29.17	0.00	0.00
Savannah	1,957	0.04	8.33	0.00	0.00
Bodden Town	2,014	0.02	4.17	0.00	0.00
<b>Total</b>		<b>0.44</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.23 THE NETHERLANDS ANTILLES

**Advertising for Social Media and Widgets (US\$ Million): The Netherlands Antilles 2004 - 2014**

Year	The Netherlands Antilles	% of Region	% of Globe
2004	0.34	0.02%	0.00%
2005	0.36	0.02%	0.00%
2006	0.38	0.02%	0.00%
2007	0.40	0.02%	0.00%
2008	0.45	0.02%	0.00%
2009	0.63	0.01%	0.00%
2010	0.80	0.01%	0.00%
2011	0.94	0.01%	0.00%
2012	1.06	0.01%	0.00%
2013	1.13	0.01%	0.00%
2014	1.19	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**The Netherlands Antilles: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Willemstad	1,382	0.60	94.70	0.01	0.00
Philipsburg	1,985	0.03	4.55	0.00	0.00
Kralendijk	2,069	0.00	0.76	0.00	0.00
<b>Total</b>		<b>0.63</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.24 THE U.S. VIRGIN ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): The U.S. Virgin Islands 2004 - 2014

Year	The U.S. Virgin Islands	% of Region	% of Globe
2004	0.19	0.01%	0.00%
2005	0.20	0.01%	0.00%
2006	0.21	0.01%	0.00%
2007	0.22	0.01%	0.00%
2008	0.25	0.01%	0.00%
2009	0.36	0.01%	0.00%
2010	0.46	0.01%	0.00%
2011	0.54	0.01%	0.00%
2012	0.61	0.01%	0.00%
2013	0.65	0.01%	0.00%
2014	0.69	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The U.S. Virgin Islands: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Charlotte Amalie	1,684	0.21	57.58	0.00	0.00
Road Town	1,932	0.04	12.12	0.00	0.00
Frederiksted	1,933	0.04	12.12	0.00	0.00
Christiansted	1,971	0.03	9.09	0.00	0.00
Cruz Bay	2,007	0.02	6.06	0.00	0.00
Spanish Town	2,038	0.01	3.03	0.00	0.00
<b>Total</b>		<b>0.36</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



## 7.25 THE UNITED STATES

### Advertising for Social Media and Widgets (US\$ Million): The United States 2004 - 2014

Year	The United States	% of Region	% of Globe
2004	1,379.72	88.24%	19.87%
2005	1,533.03	88.64%	20.29%
2006	1,703.36	89.02%	20.70%
2007	1,892.63	89.39%	21.12%
2008	2,339.38	90.22%	22.43%
2009	4,225.00	92.12%	26.64%
2010	6,350.00	93.24%	29.80%
2011	8,475.00	93.95%	32.12%
2012	10,466.88	94.42%	33.76%
2013	11,673.25	94.62%	34.35%
2014	12,840.58	94.78%	34.80%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The United States: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
New York	1	961.12	22.75	20.96	6.06
Los Angeles	2	347.93	8.23	7.59	2.19
Chicago	4	319.81	7.57	6.97	2.02
Houston	7	186.16	4.41	4.06	1.17
Philadelphia	11	165.02	3.91	3.60	1.04
Dallas	18	117.87	2.79	2.57	0.74
San Jose	19	116.52	2.76	2.54	0.73
San Francisco	20	114.71	2.71	2.50	0.72
San Diego	21	111.61	2.64	2.43	0.70
Detroit	23	106.98	2.53	2.33	0.67
Phoenix	24	106.34	2.52	2.32	0.67
San Antonio	27	89.01	2.11	1.94	0.56
Indianapolis	34	75.90	1.80	1.65	0.48
Baltimore	38	70.86	1.68	1.54	0.45
Washington D.C.	39	69.03	1.63	1.51	0.44
Others		1,266.13	29.97	27.61	7.98
<b>Total</b>		<b>4225.00</b>	<b>100.00</b>	<b>92.12</b>	<b>26.64</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7.26 TRINIDAD AND TOBAGO

### Advertising for Social Media and Widgets (US\$ Million): Trinidad and Tobago 2004 - 2014

Year	Trinidad and Tobago	% of Region	% of Globe
2004	2.52	0.16%	0.04%
2005	2.73	0.16%	0.04%
2006	2.96	0.15%	0.04%
2007	3.21	0.15%	0.04%
2008	3.67	0.14%	0.04%
2009	5.28	0.12%	0.03%
2010	6.79	0.10%	0.03%
2011	8.13	0.09%	0.03%
2012	9.32	0.08%	0.03%
2013	10.12	0.08%	0.03%
2014	10.90	0.08%	0.03%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Trinidad and Tobago: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Port-of-Spain	767	2.41	45.67	0.05	0.02
San Fernando	1,010	1.41	26.77	0.03	0.01
Arima	1,075	1.21	22.83	0.03	0.01
Scarborough	1,635	0.25	4.72	0.01	0.00
<b>Total</b>		<b>5.28</b>	<b>100.00</b>	<b>0.12</b>	<b>0.03</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8 OCEANA

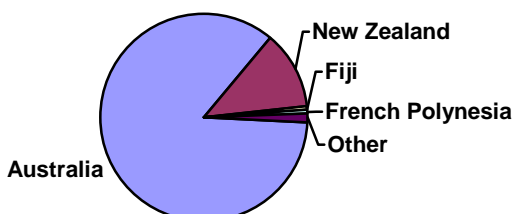
### 8.1 EXECUTIVE SUMMARY

#### Market Potential for Advertising for Social Media and Widgets in Oceana (US\$ Million): 2009

Country	Latent Demand US\$ Million	% of Oceana
Australia	175.67	85.15%
New Zealand	25.70	12.46%
Fiji	1.16	0.56%
French Polynesia	1.05	0.51%
New Caledonia	0.72	0.35%
Guam	0.57	0.28%
Western Samoa	0.28	0.14%
The Northern Mariana Island	0.21	0.10%
Tonga	0.20	0.10%
Solomon Islands	0.18	0.09%
Vanuatu	0.17	0.08%
American Samoa	0.12	0.06%
Micronesia Federation	0.06	0.03%
Kiribati	0.05	0.03%
Cook Islands	0.04	0.02%
Palau	0.03	0.01%
Marshall Islands	0.03	0.01%
Wallis and Futuna	0.01	0.01%
Nauru	0.01	0.01%
Norfolk Island	0.01	0.01%
Pacific Islands Trust	0.01	0.00%
Christmas Island	0.01	0.00%
Tuvalu	0.00	0.00%
Niue	0.00	0.00%
Tokelau	0.00	0.00%
Other	0.00	0.00%
<b>Total</b>	<b>206.31</b>	<b>100.00%</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## Market Potential for Advertising for Social Media and Widgets in Oceania (US\$ Million): 2009



### The Market for Advertising for Social Media and Widgets in Oceania: 2004 - 2014

Year	US\$ Million	% of Globe
2004	102.48	1.48
2005	110.11	1.46
2006	118.31	1.44
2007	127.13	1.42
2008	144.29	1.38
2009	206.31	1.30
2010	263.74	1.24
2011	313.51	1.19
2012	356.89	1.15
2013	384.60	1.13
2014	411.27	1.11

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.2 AMERICAN SAMOEA

### Advertising for Social Media and Widgets (US\$ Million): American Samoa 2004 - 2014

Year	American Samoa	% of Region	% of Globe
2004	0.06	0.06%	0.00%
2005	0.06	0.06%	0.00%
2006	0.07	0.06%	0.00%
2007	0.07	0.06%	0.00%
2008	0.08	0.06%	0.00%
2009	0.12	0.06%	0.00%
2010	0.15	0.06%	0.00%
2011	0.18	0.06%	0.00%
2012	0.20	0.06%	0.00%
2013	0.21	0.06%	0.00%
2014	0.23	0.06%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**American Samoa: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Pago Pago	1,947	0.04	33.33	0.02	0.00
Leone	1,996	0.03	22.22	0.01	0.00
Fagatogo	1,997	0.03	22.22	0.01	0.00
Utulei	2,030	0.01	11.11	0.01	0.00
Vaitogi	2,031	0.01	11.11	0.01	0.00
<b>Total</b>		<b>0.12</b>	<b>100.00</b>	<b>0.06</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.3 AUSTRALIA****Advertising for Social Media and Widgets (US\$ Million): Australia 2004 - 2014**

Year	Australia	% of Region	% of Globe
2004	86.97	84.86%	1.25%
2005	93.51	84.93%	1.24%
2006	100.55	84.99%	1.22%
2007	108.12	85.05%	1.21%
2008	122.80	85.11%	1.18%
2009	175.67	85.15%	1.11%
2010	224.68	85.19%	1.05%
2011	267.23	85.24%	1.01%
2012	304.37	85.28%	0.98%
2013	328.20	85.34%	0.97%
2014	351.17	85.39%	0.95%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Australia: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Sydney	63	51.50	29.32	24.96	0.32
Melbourne	64	50.80	28.92	24.62	0.32
Brisbane	112	32.08	18.26	15.55	0.20
Perth	184	16.19	9.21	7.85	0.10
Adelaide	301	8.25	4.70	4.00	0.05
Canberra	430	5.54	3.15	2.68	0.03
Newcastle	727	2.62	1.49	1.27	0.02
Gold Coast	729	2.61	1.49	1.26	0.02
Hobart	889	1.81	1.03	0.88	0.01
Wollongong	1,055	1.28	0.73	0.62	0.01
Townsville	1,085	1.16	0.66	0.56	0.01
Darwin	1,171	0.97	0.55	0.47	0.01
Geelong	1,225	0.85	0.49	0.41	0.01
<b>Total</b>		<b>175.67</b>	<b>100.00</b>	<b>85.15</b>	<b>1.11</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.4 CHRISTMAS ISLAND

### Advertising for Social Media and Widgets (US\$ Million): Christmas Island 2004 - 2014

Year	Christmas Island	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.01	0.00%	0.00%
2006	0.01	0.00%	0.00%
2007	0.01	0.00%	0.00%
2008	0.01	0.00%	0.00%
2009	0.01	0.00%	0.00%
2010	0.01	0.00%	0.00%
2011	0.01	0.00%	0.00%
2012	0.02	0.00%	0.00%
2013	0.02	0.00%	0.00%
2014	0.02	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Christmas Island: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
The Settlement	2,052	0.01	100.00	0.00	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.5 COOK ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): Cook Islands 2004 - 2014

Year	Cook Islands	% of Region	% of Globe
2004	0.02	0.02%	0.00%
2005	0.02	0.02%	0.00%
2006	0.03	0.02%	0.00%
2007	0.03	0.02%	0.00%
2008	0.03	0.02%	0.00%
2009	0.04	0.02%	0.00%
2010	0.05	0.02%	0.00%
2011	0.06	0.02%	0.00%
2012	0.07	0.02%	0.00%
2013	0.07	0.02%	0.00%
2014	0.08	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Cook Islands: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Avarua	1,938	0.04	100.00	0.02	0.00
<b>Total</b>		<b>0.04</b>	<b>100.00</b>	<b>0.02</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.6 FIJI****Advertising for Social Media and Widgets (US\$ Million): Fiji 2004 - 2014**

Year	Fiji	% of Region	% of Globe
2004	0.58	0.56%	0.01%
2005	0.62	0.56%	0.01%
2006	0.67	0.56%	0.01%
2007	0.72	0.56%	0.01%
2008	0.81	0.56%	0.01%
2009	1.16	0.56%	0.01%
2010	1.49	0.56%	0.01%
2011	1.77	0.56%	0.01%
2012	2.01	0.56%	0.01%
2013	2.17	0.56%	0.01%
2014	2.32	0.56%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Fiji: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Suva	1,124	1.06	90.91	0.51	0.01
Nadi	1,820	0.11	9.09	0.05	0.00
<b>Total</b>		<b>1.16</b>	<b>100.00</b>	<b>0.56</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.7 FRENCH POLYNESIA

### Advertising for Social Media and Widgets (US\$ Million): French Polynesia 2004 - 2014

Year	French Polynesia	% of Region	% of Globe
2004	0.51	0.50%	0.01%
2005	0.55	0.50%	0.01%
2006	0.59	0.50%	0.01%
2007	0.64	0.51%	0.01%
2008	0.73	0.51%	0.01%
2009	1.05	0.51%	0.01%
2010	1.35	0.51%	0.01%
2011	1.62	0.52%	0.01%
2012	1.85	0.52%	0.01%
2013	2.00	0.52%	0.01%
2014	2.16	0.52%	0.01%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### French Polynesia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Papeete	1,417	0.55	52.17	0.27	0.00
Mahina	1,662	0.23	21.74	0.11	0.00
Papara	1,764	0.14	13.04	0.07	0.00
Mataiea	1,873	0.07	6.52	0.03	0.00
Afareaitu	1,921	0.05	4.35	0.02	0.00
Teahupoo	2,004	0.02	2.17	0.01	0.00
<b>Total</b>		<b>1.05</b>	<b>100.00</b>	<b>0.51</b>	<b>0.01</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.8 GUAM

### Advertising for Social Media and Widgets (US\$ Million): Guam 2004 - 2014

Year	Guam	% of Region	% of Globe
2004	0.29	0.28%	0.00%
2005	0.31	0.28%	0.00%
2006	0.33	0.28%	0.00%
2007	0.35	0.28%	0.00%
2008	0.40	0.28%	0.00%
2009	0.57	0.28%	0.00%
2010	0.73	0.28%	0.00%
2011	0.86	0.27%	0.00%
2012	0.98	0.27%	0.00%
2013	1.05	0.27%	0.00%
2014	1.12	0.27%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Guam: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Dededo	1,598	0.28	49.80	0.14	0.00
Tamuning	1,750	0.15	26.17	0.07	0.00
Santa Rita	1,819	0.11	18.61	0.05	0.00
Talofofo	2,009	0.02	3.63	0.01	0.00
Agana	2,041	0.01	1.79	0.00	0.00
<b>Total</b>		<b>0.57</b>	<b>100.00</b>	<b>0.28</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.9 KIRIBATI****Advertising for Social Media and Widgets (US\$ Million): Kiribati 2004 - 2014**

Year	Kiribati	% of Region	% of Globe
2004	0.03	0.03%	0.00%
2005	0.03	0.03%	0.00%
2006	0.03	0.03%	0.00%
2007	0.03	0.03%	0.00%
2008	0.04	0.03%	0.00%
2009	0.05	0.03%	0.00%
2010	0.07	0.03%	0.00%
2011	0.08	0.03%	0.00%
2012	0.09	0.03%	0.00%
2013	0.10	0.02%	0.00%
2014	0.10	0.02%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Kiribati: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tarawa	1,903	0.05	100.00	0.03	0.00
<b>Total</b>		<b>0.05</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.10 MARSHALL ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): Marshall Islands 2004 - 2014

Year	Marshall Islands	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.03	0.01%	0.00%
2010	0.03	0.01%	0.00%
2011	0.04	0.01%	0.00%
2012	0.05	0.01%	0.00%
2013	0.05	0.01%	0.00%
2014	0.05	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Marshall Islands: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Majuro	1,995	0.03	100.00	0.01	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.11 MICRONESIA FEDERATION

### Advertising for Social Media and Widgets (US\$ Million): Micronesia Federation 2004 - 2014

Year	Micronesia Federation	% of Region	% of Globe
2004	0.03	0.03%	0.00%
2005	0.04	0.03%	0.00%
2006	0.04	0.03%	0.00%
2007	0.04	0.03%	0.00%
2008	0.04	0.03%	0.00%
2009	0.06	0.03%	0.00%
2010	0.08	0.03%	0.00%
2011	0.09	0.03%	0.00%
2012	0.10	0.03%	0.00%
2013	0.11	0.03%	0.00%
2014	0.12	0.03%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Micronesia Federation: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Palikir	1,883	0.06	100.00	0.03	0.00
<b>Total</b>		<b>0.06</b>	<b>100.00</b>	<b>0.03</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.12 NAURU

**Advertising for Social Media and Widgets (US\$ Million): Nauru 2004 - 2014**

Year	Nauru	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.01	0.01%	0.00%
2010	0.02	0.01%	0.00%
2011	0.02	0.01%	0.00%
2012	0.02	0.01%	0.00%
2013	0.03	0.01%	0.00%
2014	0.03	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Nauru: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Yaren	2,026	0.01	100.00	0.01	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.13 NEW CALEDONIA

### Advertising for Social Media and Widgets (US\$ Million): New Caledonia 2004 - 2014

Year	New Caledonia	% of Region	% of Globe
2004	0.37	0.36%	0.01%
2005	0.39	0.36%	0.01%
2006	0.42	0.35%	0.01%
2007	0.45	0.35%	0.00%
2008	0.51	0.35%	0.00%
2009	0.72	0.35%	0.00%
2010	0.92	0.35%	0.00%
2011	1.09	0.35%	0.00%
2012	1.23	0.35%	0.00%
2013	1.32	0.34%	0.00%
2014	1.41	0.34%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### New Caledonia: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Noumea	1,414	0.55	76.74	0.27	0.00
Dumbea	1,910	0.05	6.98	0.02	0.00
Canala	1,967	0.03	4.65	0.02	0.00
Bourail	1,968	0.03	4.65	0.02	0.00
Thio	2,000	0.03	3.49	0.01	0.00
Hienghene	2,020	0.02	2.33	0.01	0.00
Houailu	2,053	0.01	1.16	0.00	0.00
<b>Total</b>		<b>0.72</b>	<b>100.00</b>	<b>0.35</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.14 NEW ZEALAND

### Advertising for Social Media and Widgets (US\$ Million): New Zealand 2004 - 2014

Year	New Zealand	% of Region	% of Globe
2004	13.05	12.73%	0.19%
2005	13.95	12.67%	0.18%
2006	14.92	12.61%	0.18%
2007	15.96	12.55%	0.18%
2008	18.03	12.50%	0.17%
2009	25.70	12.46%	0.16%
2010	32.75	12.42%	0.15%
2011	38.79	12.37%	0.15%
2012	43.99	12.33%	0.14%
2013	47.21	12.28%	0.14%
2014	50.28	12.23%	0.14%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### New Zealand: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Auckland	259	9.77	38.01	4.73	0.06
Wellington	636	3.29	12.80	1.59	0.02
Christchurch	646	3.20	12.46	1.55	0.02
Hamilton	964	1.56	6.06	0.75	0.01
Napier-Hastings	1,100	1.11	4.32	0.54	0.01
Dunedin	1,106	1.09	4.25	0.53	0.01
Waitemata	1,159	0.99	3.87	0.48	0.01
Tauranga	1,256	0.81	3.15	0.39	0.01
Palmerston North	1,299	0.73	2.83	0.35	0.00
Rotorua	1,433	0.52	2.03	0.25	0.00
Nelson	1,445	0.50	1.94	0.24	0.00
Invercargill	1,448	0.49	1.89	0.24	0.00
New Plymouth	1,450	0.48	1.87	0.23	0.00
Whangarei	1,479	0.43	1.69	0.21	0.00
Wanganui	1,496	0.40	1.57	0.20	0.00
Others		0.32	1.25	0.16	0.00
<b>Total</b>		<b>25.70</b>	<b>100.00</b>	<b>12.46</b>	<b>0.16</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.15 NIUE

### Advertising for Social Media and Widgets (US\$ Million): Niue 2004 - 2014

Year	Niue	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Niue: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Alofi	2,076	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.16 NORFOLK ISLAND

### Advertising for Social Media and Widgets (US\$ Million): Norfolk Island 2004 - 2014

Year	Norfolk Island	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.01	0.01%	0.00%
2010	0.02	0.01%	0.00%
2011	0.02	0.01%	0.00%
2012	0.02	0.01%	0.00%
2013	0.02	0.01%	0.00%
2014	0.02	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Norfolk Island: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Kingston	2,034	0.01	100.00	0.01	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.17 PALAU

### Advertising for Social Media and Widgets (US\$ Million): Palau 2004 - 2014

Year	Palau	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.02	0.01%	0.00%
2007	0.02	0.01%	0.00%
2008	0.02	0.01%	0.00%
2009	0.03	0.01%	0.00%
2010	0.04	0.01%	0.00%
2011	0.04	0.01%	0.00%
2012	0.05	0.01%	0.00%
2013	0.05	0.01%	0.00%
2014	0.06	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Palau: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Koror	1,988	0.03	100.00	0.01	0.00
<b>Total</b>		<b>0.03</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.18 SOLOMON ISLANDS

### Advertising for Social Media and Widgets (US\$ Million): Solomon Islands 2004 - 2014

Year	Solomon Islands	% of Region	% of Globe
2004	0.09	0.09%	0.00%
2005	0.10	0.09%	0.00%
2006	0.10	0.09%	0.00%
2007	0.11	0.09%	0.00%
2008	0.13	0.09%	0.00%
2009	0.18	0.09%	0.00%
2010	0.24	0.09%	0.00%
2011	0.28	0.09%	0.00%
2012	0.32	0.09%	0.00%
2013	0.35	0.09%	0.00%
2014	0.37	0.09%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Solomon Islands: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Honiara	1,710	0.18	100.00	0.09	0.00
<b>Total</b>		<b>0.18</b>	<b>100.00</b>	<b>0.09</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.19 THE NORTHERN MARIANA ISLAND

### Advertising for Social Media and Widgets (US\$ Million): The Northern Mariana Island 2004 - 2014

Year	The Northern Mariana Island	% of Region	% of Globe
2004	0.10	0.10%	0.00%
2005	0.11	0.10%	0.00%
2006	0.12	0.10%	0.00%
2007	0.13	0.10%	0.00%
2008	0.14	0.10%	0.00%
2009	0.21	0.10%	0.00%
2010	0.26	0.10%	0.00%
2011	0.31	0.10%	0.00%
2012	0.35	0.10%	0.00%
2013	0.38	0.10%	0.00%
2014	0.40	0.10%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### The Northern Mariana Island: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Saipan	1,686	0.21	100.00	0.10	0.00
<b>Total</b>		<b>0.21</b>	<b>100.00</b>	<b>0.10</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.20 TOKELAU

### Advertising for Social Media and Widgets (US\$ Million): Tokelau 2004 - 2014

Year	Tokelau	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.00	0.00%	0.00%
2012	0.00	0.00%	0.00%
2013	0.00	0.00%	0.00%
2014	0.00	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)



**Tokelau: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Tokelau	2,077	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**8.21 TONGA****Advertising for Social Media and Widgets (US\$ Million): Tonga 2004 - 2014**

Year	Tonga	% of Region	% of Globe
2004	0.11	0.11%	0.00%
2005	0.12	0.11%	0.00%
2006	0.12	0.10%	0.00%
2007	0.13	0.10%	0.00%
2008	0.14	0.10%	0.00%
2009	0.20	0.10%	0.00%
2010	0.25	0.09%	0.00%
2011	0.28	0.09%	0.00%
2012	0.32	0.09%	0.00%
2013	0.33	0.09%	0.00%
2014	0.34	0.08%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

**Tonga: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Nuku'alofa	1,696	0.20	100.00	0.10	0.00
<b>Total</b>		<b>0.20</b>	<b>100.00</b>	<b>0.10</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.22 TUVALU

### Advertising for Social Media and Widgets (US\$ Million): Tuvalu 2004 - 2014

Year	Tuvalu	% of Region	% of Globe
2004	0.00	0.00%	0.00%
2005	0.00	0.00%	0.00%
2006	0.00	0.00%	0.00%
2007	0.00	0.00%	0.00%
2008	0.00	0.00%	0.00%
2009	0.00	0.00%	0.00%
2010	0.00	0.00%	0.00%
2011	0.01	0.00%	0.00%
2012	0.01	0.00%	0.00%
2013	0.01	0.00%	0.00%
2014	0.01	0.00%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Tuvalu: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Funafuti	2,072	0.00	100.00	0.00	0.00
<b>Total</b>		<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.23 VANUATU

### Advertising for Social Media and Widgets (US\$ Million): Vanuatu 2004 - 2014

Year	Vanuatu	% of Region	% of Globe
2004	0.08	0.08%	0.00%
2005	0.09	0.08%	0.00%
2006	0.09	0.08%	0.00%
2007	0.10	0.08%	0.00%
2008	0.12	0.08%	0.00%
2009	0.17	0.08%	0.00%
2010	0.22	0.08%	0.00%
2011	0.27	0.08%	0.00%
2012	0.31	0.09%	0.00%
2013	0.33	0.09%	0.00%
2014	0.36	0.09%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Vanuatu: Advertising for Social Media and Widgets in 2009, US\$ Million**

City	World Rank	US \$ mln	%Country	%Region	%World
Port Vila	1,723	0.17	100.00	0.08	0.00
<b>Total</b>		<b>0.17</b>	<b>100.00</b>	<b>0.08</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.24 WALLIS AND FUTUNA

### Advertising for Social Media and Widgets (US\$ Million): Wallis and Futuna 2004 - 2014

Year	Wallis and Futuna	% of Region	% of Globe
2004	0.01	0.01%	0.00%
2005	0.01	0.01%	0.00%
2006	0.01	0.01%	0.00%
2007	0.01	0.01%	0.00%
2008	0.01	0.01%	0.00%
2009	0.01	0.01%	0.00%
2010	0.02	0.01%	0.00%
2011	0.02	0.01%	0.00%
2012	0.02	0.01%	0.00%
2013	0.03	0.01%	0.00%
2014	0.03	0.01%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Wallis and Futuna: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Mata-Utu	2,025	0.01	100.00	0.01	0.00
<b>Total</b>		<b>0.01</b>	<b>100.00</b>	<b>0.01</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8.25 WESTERN SAMOA

### Advertising for Social Media and Widgets (US\$ Million): Western Samoa 2004 - 2014

Year	Western Samoa	% of Region	% of Globe
2004	0.13	0.13%	0.00%
2005	0.14	0.13%	0.00%
2006	0.16	0.13%	0.00%
2007	0.17	0.13%	0.00%
2008	0.20	0.14%	0.00%
2009	0.28	0.14%	0.00%
2010	0.36	0.14%	0.00%
2011	0.43	0.14%	0.00%
2012	0.50	0.14%	0.00%
2013	0.54	0.14%	0.00%
2014	0.58	0.14%	0.00%

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

### Western Samoa: Advertising for Social Media and Widgets in 2009, US\$ Million

City	World Rank	US \$ mln	%Country	%Region	%World
Apia	1,600	0.28	100.00	0.14	0.00
<b>Total</b>		<b>0.28</b>	<b>100.00</b>	<b>0.14</b>	<b>0.00</b>

Source: Philip M. Parker, INSEAD, copyright 2008, [www.icongrouponline.com](http://www.icongrouponline.com)

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