

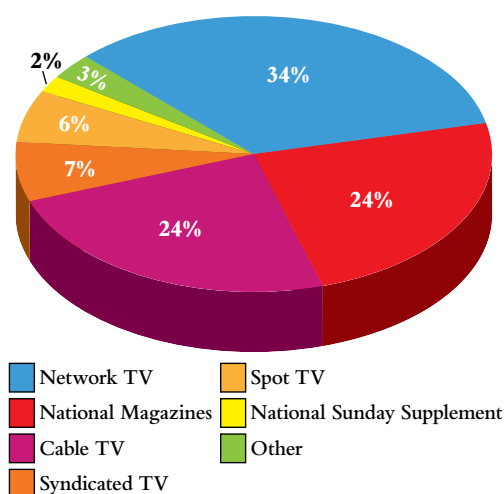
# SPENDING REVIEW

## Seven of Top 10 Brands Increase Advertising in Q1

### Overall 'Reported' Spending Slips Slightly in Period

Brand	Manufacturer	Q1 2007 Total \$ in millions	Q1 2008 Total \$ in millions	\$ Change in millions	% Change
Lyrica	Pfizer	\$12.1	\$45.6	\$33.5	276.6%
Nasonex	Schering-Plough	\$35.7	\$43.7	\$8.0	22.4%
Lunesta	Sepracor	\$74.8	\$43.5	-\$31.3	-41.8%
Plavix	Bristol-Myers Squibb/Sanofi	\$32.6	\$43.3	\$10.7	32.7%
Cialis	Eli Lilly & Co.	\$25.2	\$40.9	\$15.7	62.2%
Cymbalta	Eli Lilly & Co.	\$29.4	\$40.5	\$11.2	38.0%
Advair Diskus	GlaxoSmithKline	\$42.7	\$37.9	-\$4.8	-11.3%
Viagra	Pfizer	\$9.6	\$35.4	\$25.8	269.1%
Ambien CR	Sanofi-Aventis	\$51.3	\$34.3	-\$17.0	-33.1%
Abilify	Otsuka America	\$15.8	\$33.9	\$18.1	114.3%
<b>GRAND TOTAL SPENDING</b>		<b>\$1,293.4</b>	<b>\$1,292.7</b>	<b>-\$0.7</b>	<b>-0.1%</b>

## Incremental Shifts Seen in Media Allocation



Media Type	Q1 2007 \$ in millions	Q1 2008 \$ in millions	\$ Change in millions	% Change
Network TV	\$475.3	\$447.1	-\$28.2	-5.9%
National Magazine	\$344.4	\$315.0	-\$29.4	-8.5%
Cable TV	\$288.7	\$306.2	\$17.5	6.1%
Syndicated TV	\$90.0	\$90.0	\$0.0	0.0%
Spot TV	\$40.7	\$75.7	\$35.0	86.1%
National Sunday Supplement	\$32.0	\$25.9	-\$6.1	-19.1%
Other*	\$22.3	\$32.8	\$10.5	46.9%
<b>GRAND TOTAL</b>	<b>\$1,293.4</b>	<b>\$1,292.7</b>	<b>-\$0.7</b>	<b>-0.1%</b>

All \$ expressed in millions.

\*Other includes Local Magazine, Local Newspaper, Local Sunday Supplement, National Newspaper, Network Radio, Outdoor, Spanish Language TV, and Spot Radio.

Note: Data does not include Internet spending

Source: Nielsen Monitor-Plus for DTC Perspectives

Nielsen Monitor-Plus is the leader in innovative advertising information services and tracks advertising activity across 18 media types. For more information, send an e-mail to Anne Saini at [anne.saini@nielsen.com](mailto:anne.saini@nielsen.com).