



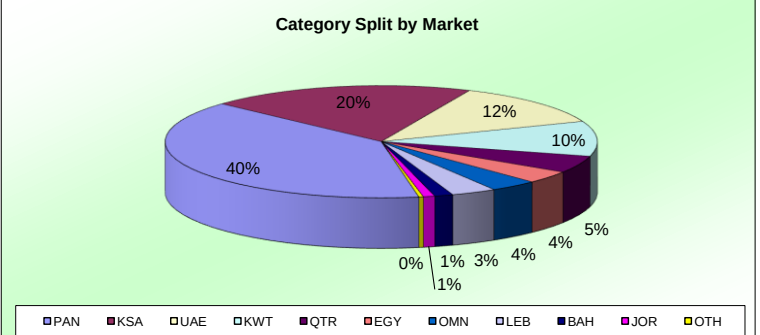
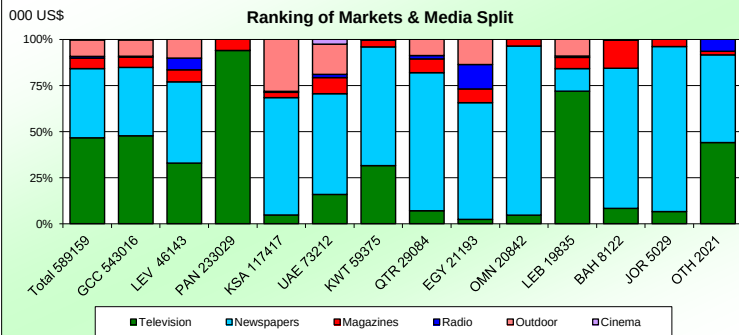
ADVERTISING MARKETS Y2013 [Jan-Sep]

Millions US\$ 589 ▲ + 6%

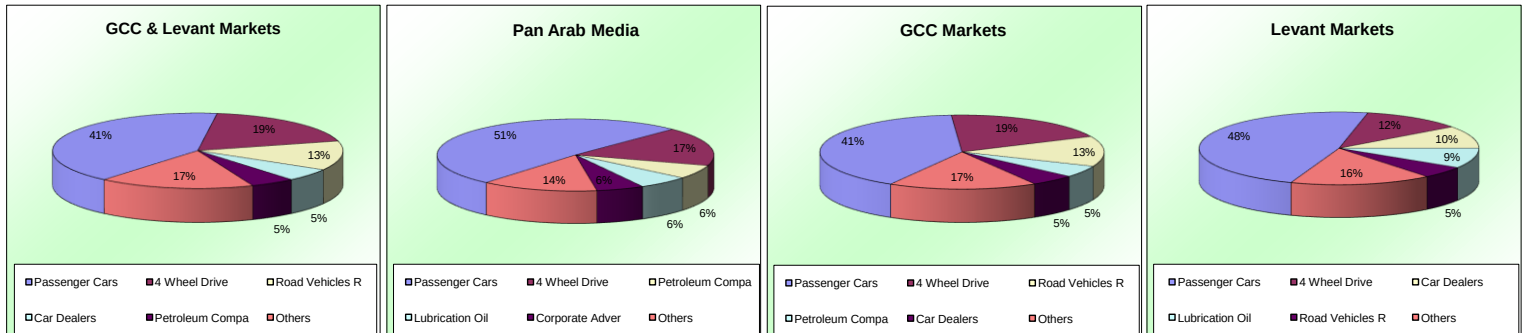
Category : Automotive & Petroleum / Oil Companies

MARKETS RANKING & MEDIA SPLIT (000 US\$)

Rank	Market Name & Abbreviation	Y2011	Y2012	Y2013	%Var'n YTD	Television		Newspapers		Magazines		Radio		Outdoor		Cinema	
						Y2013	%Var'n YTD	Y2013	%Var'n YTD	Y2013	%Var'n YTD	Y2013	%Var'n YTD	Y2013	%Var'n YTD	Y2013	%Var'n YTD
1	Pan Arab Media	PAN	158,286	231,915	233,029	0	218,897	2	44	-33	14,088	-13	0	0	0	0	0
2	Kindom Of Saudi Arabia	KSA	69,736	95,516	117,417	23	5,534	43	74,761	21	3,403	-2	628	-66	33,091	34	0
3	United Arab Emirates	UAE	54,142	73,878	73,212	-1	11,590	18	40,012	0	6,430	-23	1,245	-26	12,037	-10	1,898
4	Kuwait	KWT	41,616	55,683	59,375	7	18,692	-16	38,268	23	2,167	-1	248	53	0	0	0
5	Qatar	QTR	16,722	17,538	29,084	66	2,049	39	21,774	76	2,174	40	542	259	2,545	28	0
6	Egypt	EGY	25,471	33,468	21,193	-37	486	-81	13,419	-40	1,591	-2	2,794	-23	2,903	-9	0
7	Oman	OMN	14,059	15,819	20,842	32	971	33	19,113	33	758	11	0	-100	0	0	0
8	Lebanon	LEB	18,464	15,808	19,835	25	14,266	40	2,413	17	1,219	-26	137	93	1,800	-4	0
9	Bahrain	BAH	6,170	8,426	8,122	-4	673	-39	6,174	7	1,237	-20	38	138	0	0	0
10	Jordan	JOR	6,342	4,510	5,029	12	329	67	4,504	19	196	-20	0	-100	0	-100	0
11	Other Markets**	OTH	1,684	4,000	2,021	-49	890	-70	960	27	40	-58	131	-42	0	0	0
Total All Markets			412,692	556,561	589,159	6	274,377	1	221,442	14	33,303	-11	5,763	-28	52,376	16	1,898



SPLIT BY PRODUCTS (000 US\$) B74



TOP BRANDS - ALL MEDIA (000 US\$)

GCC & Levant			Pan Arab Media			GCC			Levant		
Rank	Brand	Value	Rank	Brand	Value	Rank	Brand	Value	Rank	Brand	Value
1	Ford	63,415	1	Ford	33,420	1	Ford	62,863	1	Toyota	4,159
2	Toyota	52,869	2	Chevrolet	30,226	2	Toyota	48,710	2	Chevrolet	3,554
3	Chevrolet	48,509	3	Kia	26,475	3	Chevrolet	44,955	3	Hyundai	2,967
4	Kia	38,197	4	Toyota	15,767	4	Kia	35,411	4	Kia	2,786
5	Hyundai	28,455	5	Hyundai	14,010	5	Hyundai	25,488	5	Total	2,224
6	Nissan	21,809	6	Volkswagen	11,526	6	Nissan	20,322	6	Mercedes	1,533
7	Volkswagen	20,111	7	Qatar Petroleum	6,738	7	Volkswagen	19,398	7	Nissan	1,487
8	Dodge	14,245	8	Dodge	6,701	8	Dodge	13,716	8	Mighty Jump	1,092
9	Honda	12,457	9	Shell	5,874	9	Honda	12,236	9	Renault	1,033
10	B.m.w.	12,191	10	Jeep	5,425	10	B.m.w.	11,361	10	Volvo	999
11	Jeep	11,352	11	Cadillac	5,388	11	Jeep	10,939	11	Citroen	961
12	Cadillac	10,262	12	Qafac	4,880	12	Cadillac	9,853	12	Opel	896
13	Lexus	10,141	13	Nissan	4,798	13	Chrysler	9,521	13	Peugeot	851
14	Mercedes	10,006	14	Chrysler	4,534	14	Lexus	9,306	14	Shell	838
15	Chrysler	9,604	15	Shield	3,693	15	Renault	8,529	15	Lexus	835
16	Renault	9,562	16	Al Jazirah Veh.	3,252	16	Mercedes	8,473	16	B.m.w.	830
17	Gmc	8,586	17	Opel	2,993	17	Gmc	8,354	17	Geely	777
18	Audi	8,289	18	Renault	2,929	18	Audi	8,126	18	Suzuki	751
19	Porsche	8,222	19	Hankook	2,416	19	Porsche	8,065	19	Volkswagen	713
20	Qatar Petroleum	7,995	20	Jaguar	2,376	20	Qatar Petroleum	7,936	20	Medco	618
21	Shell	7,515	21	Audi	2,360	21	Adnoc	7,166	21	Modern Car	617
22	Adnoc	7,166	22	Infiniti	2,209	22	Shell	6,677	22	Al Masreya	612
23	Infiniti	6,900	23	Chevron	2,183	23	Infiniti	6,649	23	Ford	552
24	Mitsubishi	6,660	24	Caltex	2,069	24	Mitsubishi	6,317	24	Skoda	542
25	Jaguar	5,521	25	Skoda	1,969	25	Jaguar	5,424	25	Dodge	529

** Other Markets : Combined - Yemen & Arasian