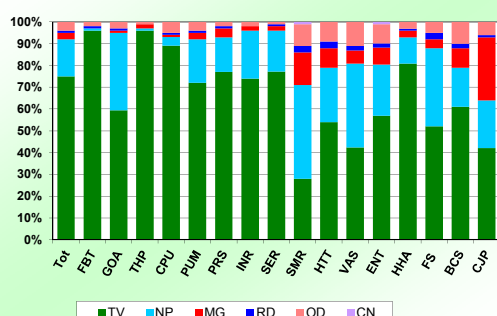
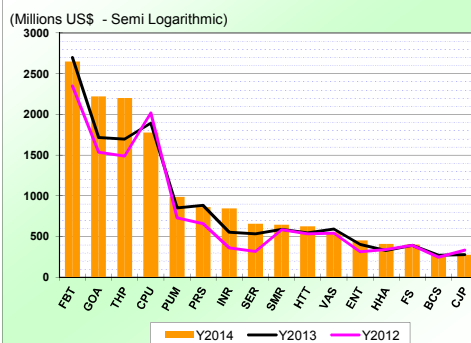


Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	2,349	2,699	2,651	17	-2	96	1	0	1	2	0
Government/Corporate & Organization Ad	GOA	1,537	1,717	2,220	14	29	60	36	1	1	3	0
Toiletries Hygiene/ House Care Products	THP	1,489	1,695	2,200	14	30	96	1	2	0	1	0
Communications & Public Utilities	CPU	2,020	1,893	1,776	11	-6	90	4	1	1	5	0
Publishing Media	PUM	729	853	987	6	16	72	20	3	1	4	0
Professional Services	PRS	661	883	860	5	-3	77	16	4	1	2	0
Insurance & Real Estate & Properties	INR	359	555	846	5	52	74	22	2	0	2	0
Other Services	SER	318	533	657	4	23	78	19	2	1	1	0
Shopping Malls & Retail Stores	SMR	586	590	647	4	10	28	43	15	3	10	1
Hotel Travel & Tourism	HTT	532	544	626	4	15	54	25	9	3	9	0
Vehicles Accessories & Supply	VAS	542	591	554	3	-6	42	38	6	2	11	0
Entertainment	ENT	312	404	454	3	12	58	24	8	2	9	1
Household Appliances	HHA	341	329	411	3	25	80	12	3	1	3	0
Financial Services	FS	392	393	402	3	2	52	36	4	3	5	0
Business/Construct Equip. & Supply	BCS	247	271	277	2	2	61	18	9	2	10	0
Clothing Jewellery & Personal Acs	CJP	332	280	276	2	-1	42	22	29	1	6	0
Total		12,744	14,231	15,842	100	11	75	17	3	1	4	0

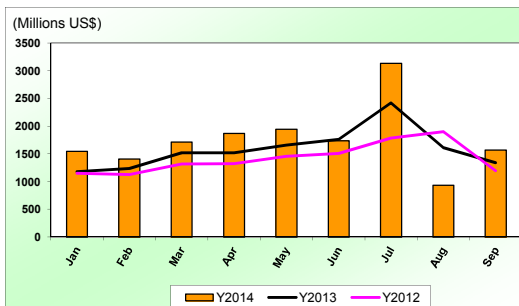
Y2014 Media Split %



Annual Growth Y2012 - Y2014



Monthly Spend Analysis (Millions US\$)Y2012 - 2014



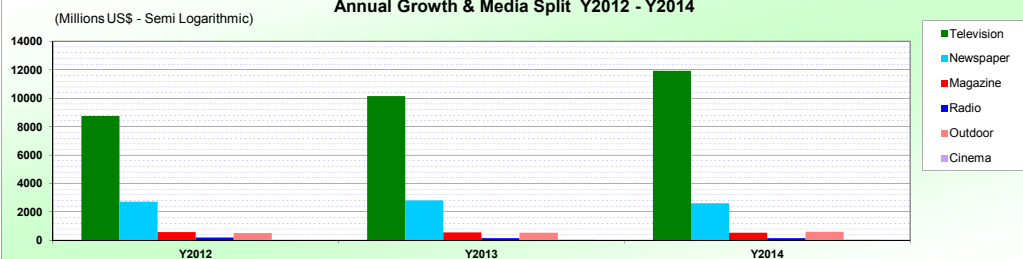
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	1148	1181	1547	31
Feb	1124	1239	1408	14
Mar	1318	1517	1710	13
Apr	1321	1518	1867	23
May	1454	1656	1945	17
Jun	1505	1758	1737	-1
Jul	1783	2419	3134	30
Aug	1897	1611	931	-42
Sep	1197	1337	1569	17
Total	12744	14231	15842	11

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13	
Television	8,741	69	10,149	71	11930	75	18	136	116	
Newspaper	2,705	21	2,812	20	2,607	16	-7	96	104	
Magazine	581	5	547	4	521	3	-5	90	94	
Radio	198	2	157	1	149	1	-5	75	79	
Outdoor	498	4	533	4	596	4	12	120	107	
Cinema	21	0	33	0	38	0	12	179	159	
Total	12,744	100	14,231	100	15,842	100	11	124	112	

*Index base Y2012

Annual Growth & Media Split Y2012 - Y2014



Top Brands Y2014 (000 US\$)

Television Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	57357 Hospital	195,848	0
2	Honest	170,211	-18
3	Coca Cola	156,462	-11
4	Magdi Yacoub H.f	120,817	132
5	Pampers	120,765	192
6	Ariel	102,979	132
7	Dettol	100,665	11
8	Presidency Electi	91,891	N
9	Sedar	91,638	56
10	Pepsi	88,744	-51
11	Dabur	88,222	25
12	Dostourak-egypt	84,897	N

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Emaar	15,455	25
2	Toyota	15,131	-21
3	Samsung	13,479	-37
4	Ford	12,943	-24
5	Nissan	11,534	-5
6	Carrefour	11,073	0
7	Zain Tel.comm.	10,778	5
8	Lulu	9,925	15
9	Chevrolet	9,609	-25
10	Hyundai	8,567	-13
11	Damac	8,012	25
12	Honda	7,863	0

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Rolex	4,300	-7
2	Chanel	3,842	2
3	Christian Dior	3,545	-15
4	Cartier	3,327	-6
5	Bvlgari	2,726	32
6	B.m.w.	2,534	17
7	Louis Vuitton	2,448	28
8	Omega	2,297	25
9	Samsung	2,268	-24
10	Chopard	2,135	8
11	Carrefour	1,828	23
12	Du	1,640	-8

Radio Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Vodafone	2,393	-12
2	Coca Cola	2,207	-33
3	Samsung	2,148	-1
4	Saudi Telecomm.	1,975	-42
5	Beirut Holidays	1,838	200
6	Telecom Egypt	1,797	7
7	Banque Misr	1,453	118
8	Mobilni	1,434	-23
9	57357 Hospital	1,422	22
10	Comm.int'l Bank	1,397	64
11	Te Data	1,289	-32
12	Misr Alkhair	1,281	18

Outdoor Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Saudi Telecomm.	22,174	78
2	Dubai Shop.fest.	14,923	2
3	Toyota	14,850	21
4	Mobily	14,315	39
5	Zain Tel.comm.	14,133	27
6	Samsung	13,307	-62
7	Mcdonald's	9,322	-16
8	Kfc	8,369	-15
9	Etisalat	7,967	29
10	Ford	6,039	-39
11	Al Majid Oud	5,548	48
12	Arabian Oud	5,423	-13

E - Exceeding the limit >300% N - New