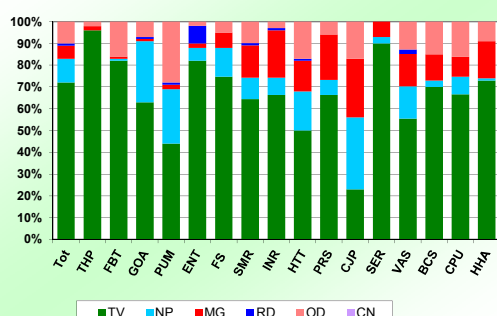


LEBANON - 2014

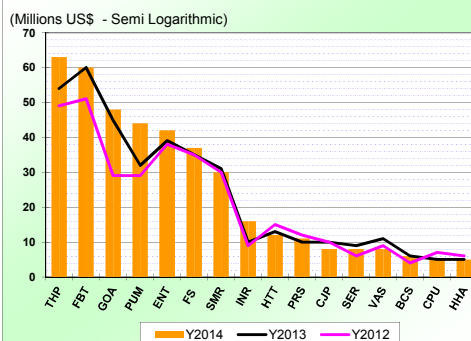
Millions US\$ 402 ▲ + 7%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Toiletries Hygiene/ House Care Products	THP	49	54	63	16	17	95	0	2	0	2	0
Food Beverages And Tobacco	FBT	51	60	60	15	0	82	1	1	0	16	0
Government/Corporate & Organization Ad	GOA	29	45	48	12	7	63	28	1	1	7	0
Publishing Media	PUM	29	32	44	11	38	44	25	2	1	28	0
Entertainment	ENT	38	39	42	10	8	82	6	2	8	2	0
Financial Services	FS	35	35	37	9	6	74	13	7	0	5	0
Shopping Malls & Retail Stores	SMR	30	31	30	7	-3	65	10	15	1	10	0
Insurance & Real Estate & Properties	INR	9	10	16	4	60	67	8	22	1	3	0
Hotel Travel & Tourism	HTT	15	13	12	3	-8	50	18	14	1	17	0
Professional Services	PRS	12	10	11	3	10	67	7	21	0	6	0
Clothing Jewellery & Personal Acs	CJP	10	10	8	2	-20	23	33	27	0	17	0
Other Services	SER	6	9	8	2	-11	90	3	7	0	0	0
Vehicles Accessories & Supply	VAS	9	11	8	2	-27	56	15	15	2	13	0
Business/Construct Equip. & Supply	BCS	4	6	6	1	0	70	3	12	0	15	0
Communications & Public Utilities	CPU	7	5	5	1	0	66	8	9	0	16	0
Household Appliances	HHA	6	5	5	1	0	73	1	17	0	9	0
Total		337	375	402	100	7	72	11	6	1	10	0

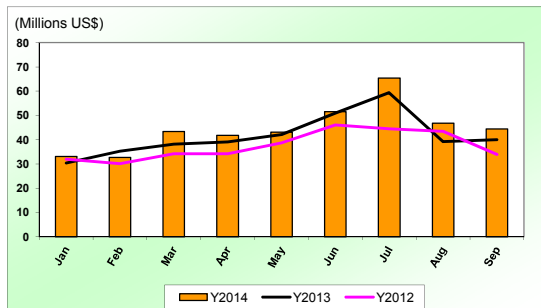
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



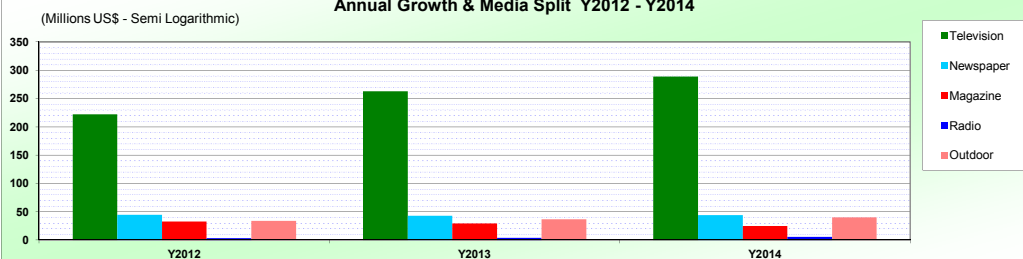
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	32	30	33	9
Feb	30	35	33	-7
Mar	34	38	43	13
Apr	34	39	42	7
May	39	42	43	2
Jun	46	51	52	1
Jul	44	59	65	10
Aug	43	39	47	19
Sep	34	40	44	11
Total	337	375	402	7

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	222	66	263	70	289	72	10	130	118	
Newspaper	45	13	43	11	44	11	3	99	96	
Magazine	33	10	29	8	25	6	-16	75	89	
Radio	3	1	4	1	5	1	46	154	106	
Outdoor	34	10	36	10	40	10	9	118	108	
Total	337	100	375	100	402	100	7	119	111	

*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	Buzz	38839	24
2	Xxl	19342	4
3	Bankmed	16336	22
4	Ariel	13023	117
5	Jane Nassar	11603	-4
6	Byblos Bank	11245	45
7	Darwish Co	10345	-37
8	Itm	9715	32
9	Ibl	9693	108
10	Lebanese Army	9554	265
11	Al Shahid Est.	9365	E
12	Pampers	6786	31

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Bankmed	2138	-10
2	Banque Audi	865	56
3	Achabaka	538	72
4	Kfc	412	N
5	Rolax	381	-4
6	M.e.airlines	344	17
7	Sayfco Holding	303	E
8	Vdl	287	E
9	Mercedes	283	-48
10	Cartier	281	29
11	Tsc Plus_mega	265	-39
12	Majid Al Futtaim	265	E

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	M.e.airlines	282	-16
2	Fransa Bank	253	31
3	Banque Audi	226	61
4	Jammal Trust	207	14
5	Blom Bank	204	7
6	Le Cercle Hitti	189	41
7	Moukarzel	167	33
8	Samsung	152	44
9	Globe Med	145	-1
10	Libano-francaise	144	7
11	Plus Properties	130	-10
12	Bed _ Bed	125	60

Radio Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Beirut Holidays	1838	200
2	Baalbeck Int'l F	458	200
3	Cirque Du Soleil	297	200
4	Anthony Touma	223	200
5	Basma	192	200
6	Jounieh Int'l F	128	79
7	Zouk Mikael I.f.	125	200
8	Waterfront City C	98	200
9	Ziad Rahbani	81	200
10	Kettaneh	68	143
11	Aishiti	67	70
12	Beiteddine Fest.	66	65

Outdoor Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Almaza	3695	E
2	Samsung	543	-9
3	Ariel	482	198
4	Sunbulah	453	N
5	Credit Bank (s)	417	E
6	Trident Chwng.	409	E
7	Puck	404	217
8	Tik Tak	377	192
9	Banque Audi	365	110
10	Buitoni	361	N
11	Himo	353	N
12	Byblos Bank	346	-42

E - Exceeding the limit >300% N - New