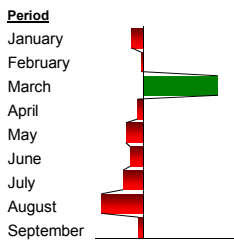


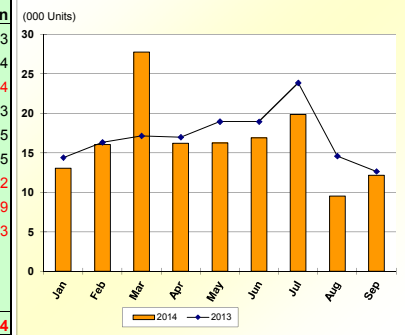
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2014/2013Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2014	2013	% Var'n	2014	% Var'n	2014	% Var'n	2014	% Var'n
13025	14395	-10	10469	-2	296	-20	493	1063
16020	16324	-2	11303	-1	415	-50	517	54
27715	17139	62	12417	5	403	-33	314	-24
16193	16969	-5	11894	3	474	-20	348	13
16232	18944	-14	12397	6	360	-45	649	55
16884	18934	-11	12822	-8	342	-56	721	55
19845	23830	-17	12084	-4	328	-48	3334	-42
9530	14591	-35	7870	-7	204	-55	241	-89
12160	12648	-4	10348	-1	471	-10	126	-63
147605	153776	-4	101603	-1	3292	-39	6743	-34

Ad Space & Seasonality



Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Cover	49	14	55	14	-10
Page 2/3	0	0	0	0	-98
Inside	295	83	319	83	-8
Supplement	9	3	10	3	-8
	353	100	384	100	-8

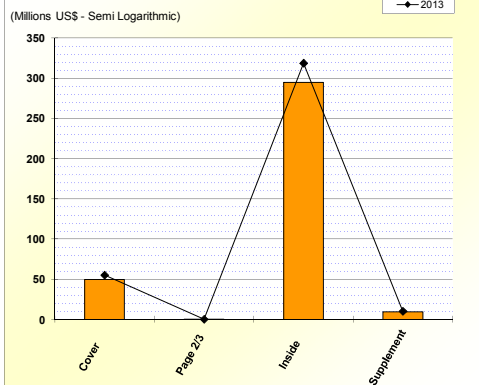
MAGAZINES

Spend by Position (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Back Cover	2	14	3	13	-41
Front Page	1	8	1	6	-22
Inter Page	9	78	17	82	-49
	11	100	21	100	-46

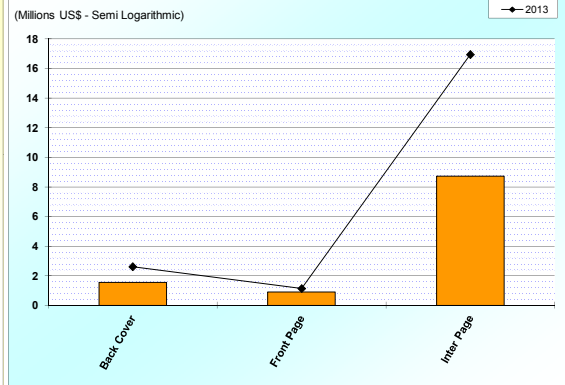
TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2014		2013		Var'n %
	Value	%	Value	%	
Morning	1	9	2	8	-49
Midday	0	4	1	5	-57
Afternoon	2	20	4	18	-46
Early Evng	3	28	5	24	-43
Evng News	2	21	3	17	-38
Prime Evng	1	12	3	13	-55
Overnight	1	6	3	15	-81
	10	100	20	100	-51

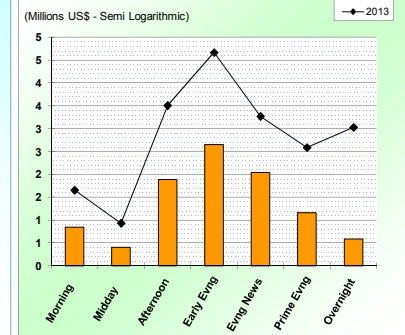
Spend by Position



Spend by Position



Spend by Daypart



TOP 30 LEAGUE OF Y2014 (000 US\$)

Rank & Brand	JANUARY - SEPTEMBER		2 YEARS		MEDIA SPLIT % - JAN - SEP 2014			
	2014	2013	TOTAL	AVG	TV	NP	MG	OT*
1 Ooredoo	7,785	7,683	15,468	7,734	4.71	32.53	0.76	62.01
2 Qatar Nat'l Bank	5,115	5,710	10,825	5,412	3.40	80.48	1.58	14.54
3 Raf	4,412	2,516	6,928	3,464	12.49	76.95	0.00	10.56
4 Qatar Elect. W.	4,084	3,198	7,282	3,641	0.00	40.94	0.76	58.32
5 Vodafone	4,021	4,532	8,553	4,277	22.62	13.58	0.00	63.81
6 Qatar Foundation	3,221	3,680	6,901	3,451	0.00	20.50	0.07	79.43
7 Doctors Clinic	3,067	2,764	5,831	2,916	0.00	99.84	0.16	0.00
8 Souq Waqif	2,909	1,068	3,977	1,989	0.00	17.27	1.48	81.26
9 Qatar Tour.auth.	2,803	643	3,446	1,723	0.15	24.96	0.00	74.90
10 Qatar Handball	2,753	0	2,753	1,376	0.00	14.04	0.40	85.55
11 Syrian Amer.med.c	2,751	0	2,751	1,376	0.00	98.90	0.25	0.86
12 Qatar Charity	2,745	268	3,013	1,506	6.48	81.96	0.00	11.54
13 Q.media	2,736	47	2,783	1,391	0.00	3.25	0.00	96.75
14 Nissan	2,521	2,970	5,491	2,745	0.00	76.22	9.71	14.06
15 Cineco	2,365	345	2,710	1,355	0.00	100.00	0.00	0.00
16 Al Shefa Polycl.	2,348	1,436	3,784	1,892	0.00	98.77	0.00	1.21
17 Doha Bank	2,230	2,550	4,780	2,390	0.00	45.11	1.53	53.35
18 Katara	2,104	1,673	3,777	1,888	3.09	85.84	3.81	7.24
19 Munazzamat Da'wa	1,951	1,167	3,118	1,559	0.67	42.76	0.00	56.57
20 Novo Cinemas	1,945	0	1,945	972	0.00	12.57	2.00	85.42
21 Total	1,937	418	2,355	1,177	0.48	35.21	0.40	63.89
22 Royal Medical C.	1,918	1,907	3,825	1,912	0.00	98.98	0.00	1.01
23 Tarsheed	1,879	1,817	3,696	1,848	56.39	42.57	1.03	0.00
24 Aspire Zone	1,840	769	2,609	1,304	0.00	52.32	1.07	46.61
25 Qatar Museum Aut	1,833	423	2,256	1,128	0.00	10.71	1.38	87.92
26 Lulu	1,754	1,953	3,707	1,854	0.00	98.99	0.68	0.36
27 Samsung	1,753	1,681	3,434	1,717	2.05	46.48	1.73	49.77
28 Qatar Airways	1,750	1,287	3,037	1,519	0.00	84.65	3.98	11.38
29 Int'l Islamic	1,690	1,698	3,388	1,694	0.85	98.41	0.71	0.00
30 Hamad Med Corp.	1,663	510	2,173	1,086	7.92	53.58	0.76	37.73

*OT=Radio+Outdoor+Cinema