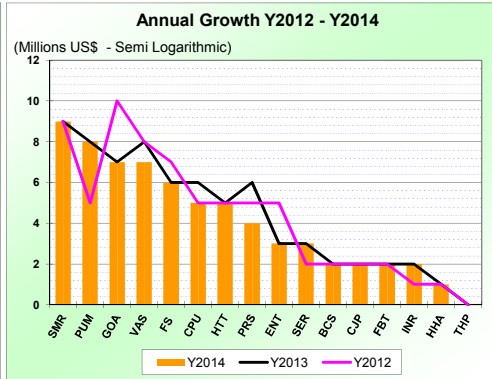
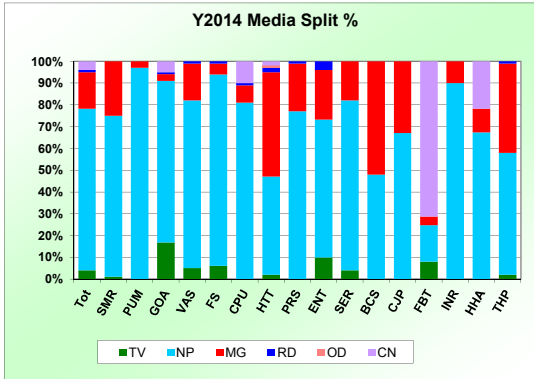


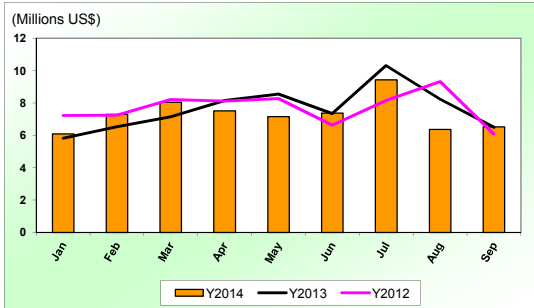
BAHRAIN - 2014

Millions US\$ 66 ▼ - 4%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Shopping Malls & Retail Stores	SMR	9	9	9	14	0	1	74	25	0	0	0
Publishing Media	PUM	5	8	8	12	0	0	97	3	0	0	0
Government/Corporate & Organization Ad	GOA	10	7	7	11	0	17	75	3	1	0	5
Vehicles Accessories & Supply	VAS	8	8	7	11	-13	5	77	17	1	0	0
Financial Services	FS	7	6	6	9	0	6	88	5	1	0	0
Communications & Public Utilities	CPU	5	5	5	8	-17	0	81	8	1	0	10
Hotel Travel & Tourism	HTT	5	5	5	8	0	2	45	48	2	1	2
Professional Services	PRS	5	6	4	6	-33	0	77	22	1	0	0
Entertainment	ENT	5	3	3	5	0	10	64	23	4	0	0
Other Services	SER	2	3	3	5	0	4	78	18	0	0	0
Business/Construct Equip. & Supply	BCS	2	2	2	3	0	0	48	52	0	0	0
Clothing Jewellery & Personal Accs	CJP	2	2	2	3	0	0	67	33	0	0	0
Food Beverages And Tobacco	FBT	2	2	2	3	0	8	17	4	0	0	72
Insurance & Real Estate & Properties	INR	1	2	2	3	0	0	90	10	0	0	0
Household Appliances	HHA	1	1	1	2	0	0	68	11	0	0	22
Toiletries Hygiene/ House Care Products	THP	0	0	0	0	#DIV/0!	2	56	41	1	0	0
Total		69	69	66	100	-4	4	75	17	1	0	4



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

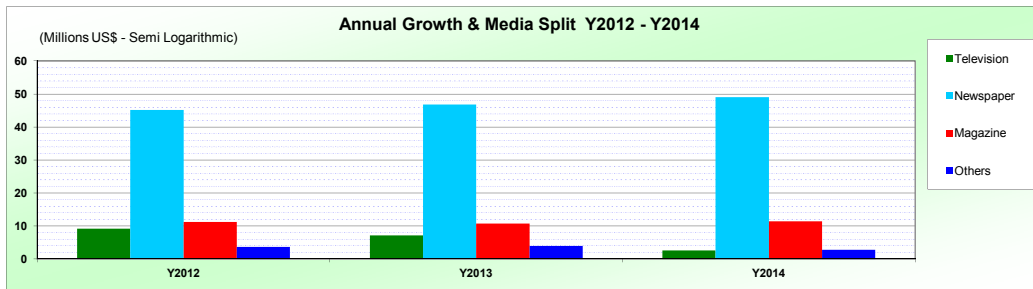


Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	7	6	6	5
Feb	7	7	7	11
Mar	8	7	8	13
Apr	8	8	8	-8
May	8	9	7	-16
Jun	7	7	7	1
Jul	8	10	9	-9
Aug	9	8	6	-23
Sep	6	6	7	0
Total	69	69	66	-4

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	9	13	7	10	3	4	-64	28	78	
Newspaper	45	65	47	68	49	74	5	109	104	
Magazine	11	16	11	16	11	17	6	101	96	
Others	4	5	4	6	3	4	-27	77	106	
Total	69	100	69	100	66	100	-4	95	99	

*Index base Y2012



Top Brands Y2014 (000 US\$)				
Television Top Spenders				
Rank	Brand	Y2014	Y14/13	%Var'n
1	Montreal Car C.	470	70	
2	Gen.org.y.sport	178	N	
3	Nasser B.hamad	131	E	
4	Exotic Cars	129	-30	
5	Ithmaar Bank	117	E	
6	Bahrain Summer	99	-88	
7	Euro Motors	95	N	
8	Bmi Bank	92	-55	
9	Gulf Commercial	81	E	
10	Good Word Societ	77	N	
11	Al Jazeera Stores	64	E	
12	Mega Chips	62	N	
Newspapers Top Spenders				
Rank	Brand	Y2014	Y14/13	%Var'n
1	Dana Cinema	2218	-6	
2	Cineco 20	1921	39	
3	Zain Tel.comm.	1836	41	
4	Cc_seef_s_j_awa	1328	-21	
5	Viva	1217	-38	
6	Batelco	883	28	
7	Kuwait Finance Ho	729	42	
8	Star Real Estate	641	22	
9	B.m.w.	583	181	
10	Lulu	534	-33	
11	Ahli United Bank	514	44	
12	Montreal Car C.	489	-44	
Magazines Top Spenders				
Rank	Brand	Y2014	Y14/13	%Var'n
1	Viva	212	7	
2	Batelco	140	50	
3	Ramee Grand	119	E	
4	Porsche	110	39	
5	Costa Coffee	105	176	
6	Gap	101	45	
7	Lost Paradise	83	118	
8	Tod's	82	63	
9	Jaguar Road Vehic	80	51	
10	338 Garden Res.	76	N	
11	Toyota	76	-23	
12	Le Chocolat	76	191	
Radio Top Spenders				
Rank	Brand	Y2014	Y14/13	%Var'n
1	Bah.int'l Circuit	34	160	
2	Nasser B.hamad	28	N	
3	Civil Defenc.bah	14	N	
4	B.m.w.	13	N	
5	Talabat.com	13	135	
6	Kenza	12	N	
7	Emirates Airlines	12	-24	
8	Batelco	11	-14	
9	Qatar Airways	11	236	
10	Gen.dir.traf.bah	10	E	
11	Spring Of Cultur	10	E	
12	Central Govt.	10	N	

E - Exceeding the limit >300% N - New