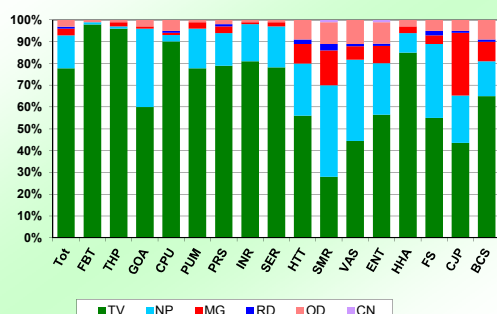
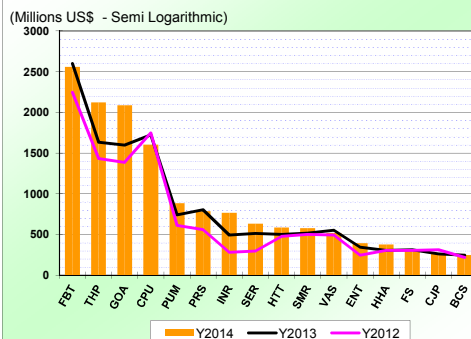


Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	2,246	2,600	2,558	17	-2	97	1	0	0	1	0
Toiletries Hygiene/ House Care Products	THP	1,432	1,635	2,124	14	30	96	1	2	0	1	0
Government/Corporate & Organization Ad	GOA	1,388	1,597	2,087	14	31	60	36	1	0	3	0
Communications & Public Utilities	CPU	1,748	1,724	1,605	11	-7	91	3	1	1	5	0
Publishing Media	PUM	611	743	887	6	19	77	18	3	0	1	0
Professional Services	PRS	563	804	787	5	-2	79	15	3	1	2	0
Insurance & Real Estate & Properties	INR	284	493	767	5	56	81	17	1	0	1	0
Other Services	SER	298	514	635	4	24	79	19	2	0	1	0
Hotel Travel & Tourism	HTT	478	504	587	4	16	56	24	9	2	9	0
Shopping Malls & Retail Stores	SMR	502	518	577	4	11	28	42	16	3	10	1
Vehicles Accessories & Supply	VAS	495	554	519	4	-6	44	37	6	1	11	0
Entertainment	ENT	246	346	396	3	14	57	24	8	1	10	1
Household Appliances	HHA	306	304	379	3	25	85	9	3	0	3	0
Financial Services	FS	305	314	312	2	-1	55	34	4	2	5	0
Clothing Jewellery & Personal Accs	CJP	312	264	262	2	-1	44	22	29	1	5	0
Business/Construct Equip. & Supply	BCS	219	245	250	2	2	65	16	9	1	9	0
Total		11,434	13,158	14,732	100	12	77	15	3	1	3	0

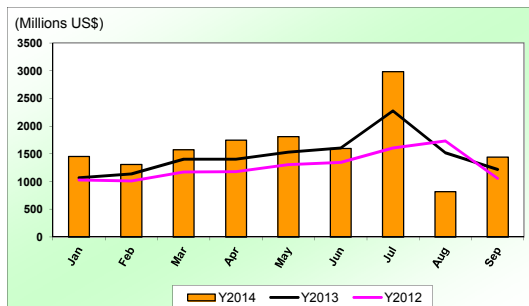
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



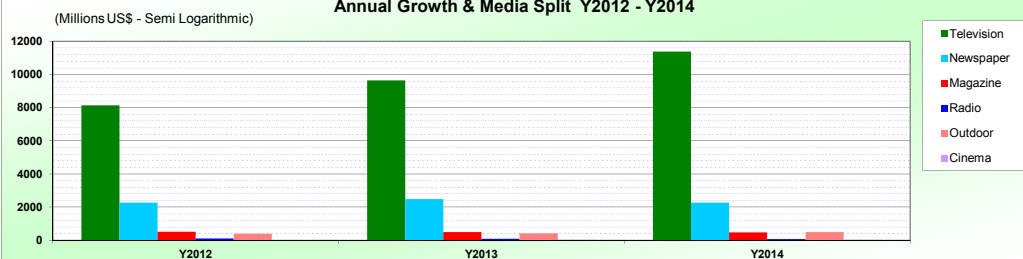
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	1027	1069	1452	36
Feb	1012	1135	1310	15
Mar	1170	1405	1573	12
Apr	1180	1404	1745	24
May	1302	1529	1808	18
Jun	1348	1606	1596	-1
Jul	1603	2273	2984	31
Aug	1734	1516	820	-46
Sep	1058	1221	1443	18
Total	11434	13158	14732	12

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	8,129	71	9,637	73	11,384	77	18	140	119	
Newspaper	2,262	20	2,484	19	2,272	15	-9	100	110	
Magazine	521	5	496	4	477	3	-4	91	95	
Radio	103	1	84	1	72	0	-14	69	81	
Outdoor	398	3	424	3	490	3	16	123	107	
Cinema	21	0	33	0	38	0	12	179	159	
Total	11,434	100	13,158	100	14,732	100	12	129	115	

*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	194,557	0
2	Honest	170,211	-18
3	Coca Cola	156,384	-11
4	Magdi Yacoub H.f	120,817	132
5	Pampers	113,979	215
6	Dettol	100,665	11
7	Ariel	89,943	135
8	Dabur	87,516	25
9	Sedar	86,127	64
10	Mobilnil	83,859	22
11	Pepsi	83,431	-52
12	Etisalat Egypt	82,809	4

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Emaar	15,374	30
2	Toyota	14,282	-22
3	Ford	12,345	-27
4	Nissan	11,140	0
5	Samsung	10,109	-41
6	Lulu	9,925	15
7	Carrefour	9,528	-3
8	Zain Tel.comm.	9,500	11
9	Chevrolet	8,504	-25
10	Damac	7,912	25
11	Honda	7,559	-1
12	Hyundai	6,931	-12

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Rolex	4,135	-5
2	Chanel	3,743	6
3	Christian Dior	3,495	-14
4	Cartier	3,252	-5
5	Bvlgari	2,590	30
6	B.m.w.	2,381	16
7	Louis Vuitton	2,355	28
8	Omega	2,246	23
9	Chopard	2,100	10
10	Samsung	1,886	-29
11	Carrefour	1,820	23
12	Du	1,538	-7

Radio Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Saudi Telecomm.	1,975	-42
2	Zain Tel.comm.	1,219	-4
3	Jarir Bookstore	970	-52
4	Tatto Tatti	893	N
5	Al Shaya	890	E
6	Mobily	795	-42
7	Al Bassam	767	92
8	Sedar	734	-37
9	Cone Zone	603	N
10	Mobi	555	E
11	Showtime	372	E
12	Drosh	368	199

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	14,573	21
4	Mobily	14,315	39
5	Zain Tel.comm.	14,133	35
6	Samsung	12,643	-61
7	Mcdonald's	8,643	-17
8	Kfc	8,263	-2
9	Etisalat	7,967	29
10	Ford	5,863	-40
11	Al Majid Oud	5,548	48
12	Arabian Oud	5,423	-13

E - Exceeding the limit >300% N - New