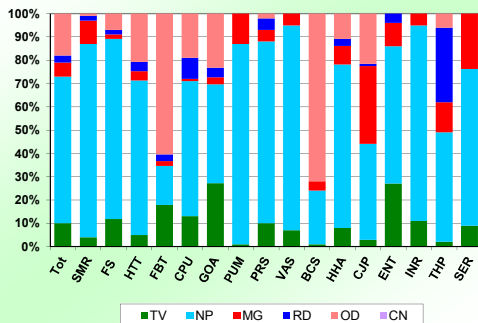


JORDAN - 2014

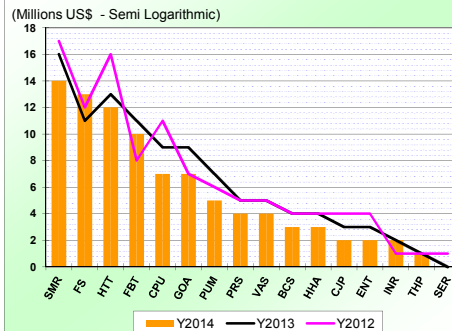
Millions US\$ 91 ▼ - 11%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Shopping Malls & Retail Stores	SMR	17	16	14	15	-13	4	83	10	2	1	0
Financial Services	FS	12	11	13	14	18	12	78	2	2	7	0
Hotel Travel & Tourism	HTT	16	13	12	13	-8	5	67	4	4	21	0
Food Beverages And Tobacco	FBT	8	11	10	11	-9	18	17	2	3	61	0
Communications & Public Utilities	CPU	11	9	7	8	-22	13	58	1	9	19	0
Government/Corporate & Organization Ad	GOA	7	9	7	8	-22	27	42	3	4	23	0
Publishing Media	PUM	6	7	5	5	-29	1	86	13	0	0	0
Professional Services	PRS	5	5	4	4	-20	10	78	5	5	2	0
Vehicles Accessories & Supply	VAS	5	5	4	4	-20	7	88	5	0	0	0
Business/Construct Equip. & Supply	BCS	4	4	3	3	-25	1	23	4	0	72	0
Household Appliances	HHA	4	4	3	3	-25	8	71	8	3	11	0
Clothing Jewellery & Personal Accs	CJP	4	3	2	2	-33	3	42	34	1	22	0
Entertainment	ENT	4	3	2	2	-33	27	59	10	4	0	0
Insurance & Real Estate & Properties	INR	1	2	2	2	0	11	84	5	0	0	0
Toiletries Hygiene/ House Care Products	THP	1	1	1	1	0	2	47	13	32	6	0
Other Services	SER	1	0	0	0	0	9	68	24	0	0	0
Total		107	102	91	98	-11	10	63	6	3	18	0

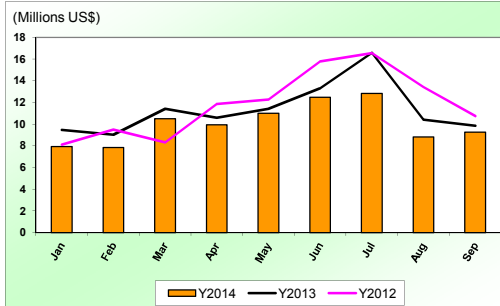
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



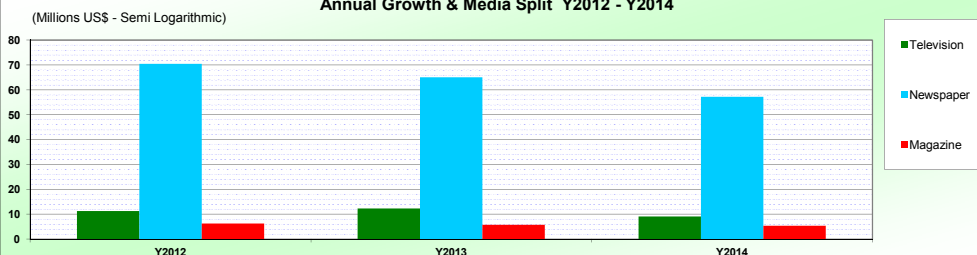
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	8	9	8	-16
Feb	9	9	8	-13
Mar	8	11	11	-8
Apr	12	11	10	-6
May	12	11	11	-4
Jun	16	13	12	-6
Jul	17	17	13	-23
Aug	13	10	9	-15
Sep	11	10	9	-6
Total	107	102	91	-11

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13	Y13
Television	11	13	12	15	9	13	-26	81	110	
Newspaper	70	80	65	78	57	80	-12	81	92	
Magazine	6	7	6	7	5	7	-6	85	91	
Total	88	100	83	100	72	100	-14	81	94	

*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	Jor.heritage Rev.	533	20
2	Pepsi	505	-50
3	Housing Bank	466	-20
4	Taqarob	428	68
5	Jordan Islamic Ba	326	-5
6	Royal Jordanian A	273	E
7	Orange Telecom.	270	E
8	Sehetna	252	-25
9	Electricity Reg.	237	-26
10	Tkiet Um Ali	224	E
11	Bario	217	39
12	Zain Tel.comm.	216	154
13	Jerash Festival	208	125
14	Bank Al Etihad	162	N
15	Lipton	158	E

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Samih Mall	2368	-38
2	Housing Bank	1998	12
3	Orange Telecom.	1477	-38
4	Zain Tel.comm.	1277	-26
5	Umniah	1178	-15
6	Ikea	1178	E
7	Dallas Travel	1146	34
8	Jordan Ahli Bank	957	26
9	Cairo Amman Bank	848	49
10	Jordan Aviation	815	E
11	Samsung	799	-15
12	Monasara	780	224
13	Bank Al Etihad	770	E
14	Arab Bank	688	40
15	Hyundai	652	7

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Samsung	129	79
2	Ikea	103	N
3	Rolex	101	7
4	Al Faridah	96	12
5	Amazing Rooms	85	16
6	Shawkat Shami	84	89
7	Imseeh Jewellery	81	11
8	Royal Jordanian A	75	3
9	Kurdi Jewellery	70	-13
10	Tudor	61	1
11	Hyundai	60	E
12	Jordan Kuwait Ban	58	31
13	King Hussein C.f	57	20
14	Trendesign	56	E
15	Breitling	53	-27

Outdoor Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Pepsi	392	0
2	Coca Cola	23	0

E - Exceeding the limit >300% N - New