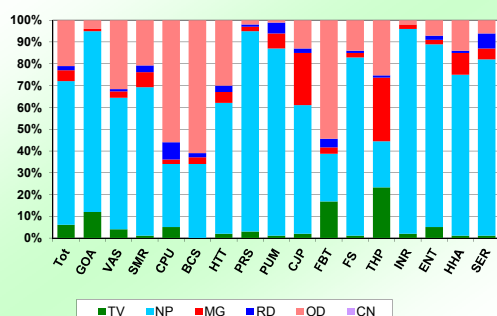


KINGDOM OF SAUDI ARABIA - 2013

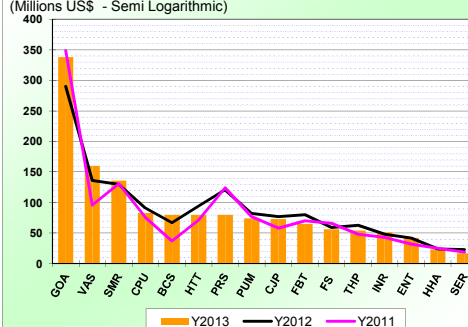
Millions US\$ 1419 ▼ - 1%

Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Adv	GOA	349	290	338	24	17	12	83	1	0	4	0
Vehicles Accessories & Supply	VAS	96	136	160	11	18	4	61	3	1	32	0
Shopping Malls & Retail Stores	SMR	131	130	136	10	5	1	69	7	3	21	0
Communications & Public Utilities	CPU	76	91	83	6	-9	5	29	2	8	56	0
Business/Construct Equip. & Supply	BCS	37	67	80	6	19	0	34	3	2	61	0
Hotel Travel & Tourism	HTT	71	94	80	6	-15	2	60	5	3	30	0
Professional Services	PRS	124	121	80	6	-34	3	92	2	1	2	0
Publishing Media	PUM	77	82	74	5	-10	1	86	7	5	1	0
Clothing Jewellery & Personal Accs	CJP	58	77	73	5	-5	2	59	24	2	13	0
Food Beverages And Tobacco	FBT	70	80	65	5	-19	17	22	3	4	55	0
Financial Services	FS	66	59	56	4	-5	1	82	2	1	14	0
Toiletries Hygiene/ House Care Products	THP	48	63	54	4	-14	23	21	29	1	25	0
Insurance & Real Estate & Properties	INR	43	48	51	4	6	2	94	2	0	2	0
Entertainment	ENT	32	42	42	3	0	5	84	2	2	7	0
Household Appliances	HHA	25	24	23	2	-4	1	74	10	1	14	0
Other Services	SER	19	23	17	1	-26	1	81	5	7	6	0
Total		1,319	1,427	1,419	100	-1	6	66	5	2	21	0

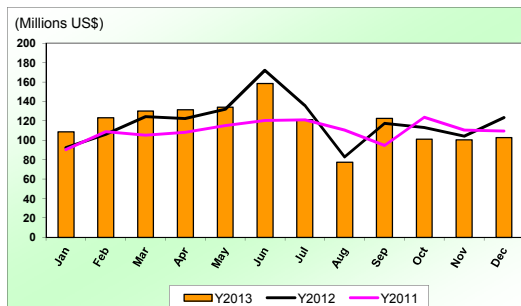
Y2013 Media Split %



Annual Growth Y2011 - Y2013



Monthly Spend Analysis (Millions US\$)Y2011 - 2013



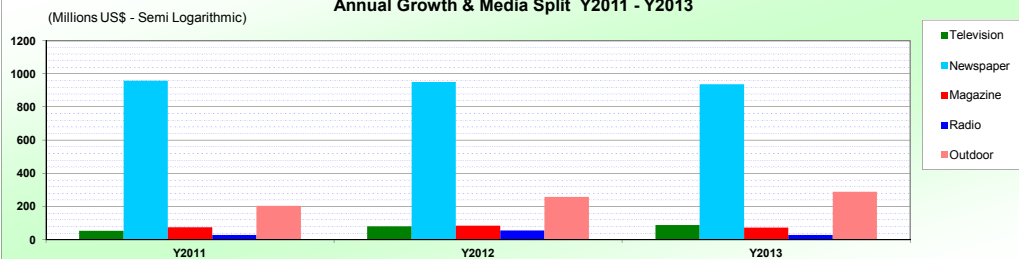
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	90	92	109	18
Feb	109	106	123	16
Mar	105	125	130	4
Apr	108	122	132	8
May	115	132	134	2
Jun	120	172	158	-8
Jul	121	136	121	-11
Aug	110	83	77	-7
Sep	95	117	123	5
Oct	124	113	103	-9
Nov	111	104	104	0
Dec	110	123	104	-16
Total	1319	1427	1419	-1

Overall Media Split Analysis (Millions US\$)

Media	Y2011		Y2012		Y2013		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2012/2013	Y13	Y12	
Television	53	4	81	6	88	6	9	166	153	
Newspaper	959	73	950	67	936	66	-1	98	99	
Magazine	75	6	84	6	72	5	-14	96	112	
Radio	28	2	55	4	34	2	-38	121	194	
Outdoor	204	16	258	18	289	20	12	141	126	
Total	1,319	100	1,427	100	1,419	100	-1	107	108	

*Index base Y2011

Annual Growth & Media Split Y2011 - Y2013



Top Brands Y2013 (000 US\$)

Television Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Human Rights Com	3,780	31
2	Nazaha	2,718	279
3	Toyota	2,042	15
4	Traffic Safety Co	1,999	N
5	Al Mostawda'a K.	1,963	N
6	Mobily	1,774	E
7	Dove	1,709	57
8	Saudi Telecomm.	1,544	165
9	Waqf Al Baraka	1,421	N
10	Culture Festival	1,093	N
11	Lipton	1,056	17
12	Sunsilk	1,035	3

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Ford	14,098	36
2	Toyota	11,019	-23
3	Samsung	8,120	22
4	Saudi Telecomm.	7,755	-28
5	Mobily	7,520	5
6	Emaar	6,952	E
7	Chevrolet	6,618	0
8	Gazzaz	6,291	5
9	Samba	6,002	1
10	Al Rajhi Financia	5,644	67
11	Zain Tel.comm.	5,538	-11
12	Hyper Panda	5,429	-15

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Christian Dior	1,417	13
2	Chanel	1,299	11
3	Patek Philippe	1,251	8
4	Bvlgari	1,227	6
5	Cartier	1,183	-17
6	Gazzaz	1,131	-6
7	Rolex	1,071	-14
8	Givenchy	972	52
9	Gucci	898	6
10	Louis Vuitton	746	14
11	Samsung	745	-10
12	Van Cleef_arpels	679	-6

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Saudi Telecomm.	3,489	-51
2	Jarir Bookstore	2,089	-28
3	Mobily	1,560	-52
4	Sedar	1,130	-23
5	Zain Tel.comm.	959	-50
6	Mcdonald's	473	-33
7	Al Bassam	467	-58
8	Samsung	408	19
9	Dallah Hospital	405	-49
10	Florina	327	E
11	Ulker Dairy	314	-46
12	Hayya Jeddah Fest	312	N

Outdoor Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Samsung	34,277	87
2	Zain Tel.comm.	16,103	69
3	Saudi Telecomm.	15,862	119
4	Mobily	15,096	-40
5	Ford	14,646	22
6	Toyota	13,070	-10
7	Arabian Oud	6,227	204
8	Nadec	5,672	2
9	Domino's Pizza	4,676	26
10	Al Riyadh Bank	4,061	31
11	Noukhat Oud	3,975	N
12	Al Tazaj-fakieh	3,822	8

E - Exceeding the limit >300% N - New