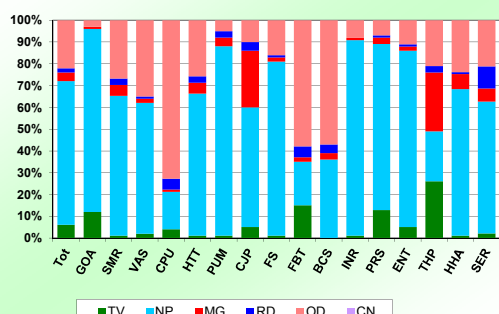


KINGDOM OF SAUDI ARABIA - 2014

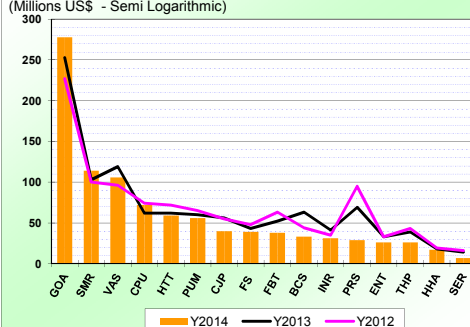
Millions US\$ 972 ▼ - 11%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Adv	GOA	227	253	278	29	10	12	84	1	0	3	0
Shopping Malls & Retail Stores	SMR	100	103	114	12	11	1	65	5	3	27	0
Vehicles Accessories & Supply	VAS	96	119	106	11	-11	2	60	2	1	35	0
Communications & Public Utilities	CPU	74	62	72	7	16	4	17	1	5	72	0
Hotel Travel & Tourism	HTT	72	62	59	6	-5	1	66	5	3	26	0
Publishing Media	PUM	65	60	56	6	-7	1	88	4	3	5	0
Clothing Jewellery & Personal Accs	CJP	55	56	40	4	-29	5	55	26	4	10	0
Financial Services	FS	48	43	39	4	-9	1	80	2	1	16	0
Food Beverages And Tobacco	FBT	63	52	38	4	-27	15	20	2	5	58	0
Business/Construct Equip. & Supply	BCS	44	63	33	3	-48	0	36	3	4	57	0
Insurance & Real Estate & Properties	INR	35	41	31	3	-24	1	89	1	0	8	0
Professional Services	PRS	95	69	29	3	-58	13	77	3	1	7	0
Entertainment	ENT	33	33	26	3	-21	5	81	2	1	11	0
Toiletries Hygiene/ House Care Products	THP	43	39	26	3	-33	26	23	27	3	21	0
Household Appliances	HHA	19	18	17	2	-6	1	68	7	1	24	0
Other Services	SER	16	14	7	1	-50	2	60	6	10	21	0
Total		1,086	1,087	972	100	-11	6	66	4	2	22	0

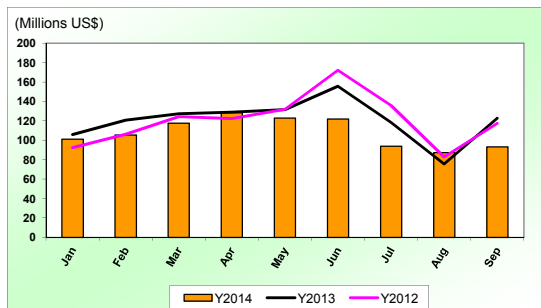
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



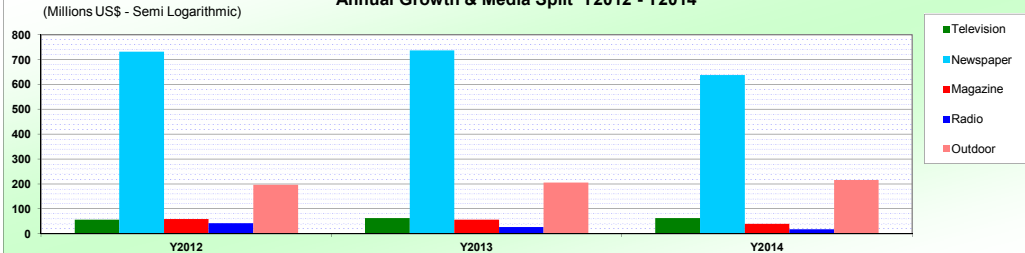
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	92	106	101	-4
Feb	106	121	105	-13
Mar	125	127	118	-8
Apr	122	129	128	0
May	132	132	123	-7
Jun	172	156	122	-22
Jul	136	119	94	-21
Aug	83	76	87	15
Sep	117	123	93	-24
Total	1086	1087	972	-11

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13	
Television	56	5	62	6	62	6	0	111	111	
Newspaper	731	67	737	68	638	66	-13	87	101	
Magazine	59	5	57	5	39	4	-32	65	96	
Radio	42	4	26	2	18	2	-31	43	62	
Outdoor	197	18	206	19	215	22	5	109	105	
Total	1,086	100	1,087	100	972	100	-11	90	100	

*Index base Y2012

Annual Growth & Media Split Y2012 - Y2014



Top Brands Y2014 (000 US\$)

Television Top Spenders

Rank	Brand	Y2014	Y14/13
1	Tam	4312	N
2	Saudi Comdy Star	3549	N
3	Nazaha	3463	E
4	Human Rights Com	1965	-20
5	Baby Joy	1600	279
6	Al Janadria Fest	1028	N
7	Lipton	950	21
8	Ford	878	51
9	Anti-drugs	838	E
10	Saudi Telecomm.	789	-20
11	Drosh	786	E
12	Radio _ Tv Ksa	781	N

Newspapers Top Spenders

Rank	Brand	Y2014	Y14/13
1	Ford	7564	-33
2	Emaar	6405	9
3	Toyota	5595	-37
4	Saudi Telecomm.	5238	-10
5	Hyper Panda	5056	24
6	Arabtec	4476	E
7	Gazzaz	4285	-10
8	Nissan	4190	58
9	Arab Media Co.	3947	N
10	Samba	3684	-26
11	Saudia Airlines	3536	97
12	Zain Tel.comm.	3055	-32

Magazines Top Spenders

Rank	Brand	Y2014	Y14/13
1	Chanel	947	-15
2	Christian Dior	796	-26
3	Gazzaz	688	-28
4	Bvlgari	555	-40
5	Cartier	550	-38
6	Louis Vuitton	503	-16
7	Chopard	468	98
8	Rolex	455	-47
9	Saudia Airlines	421	70
10	Al Tayyar	363	29
11	Kia	359	-26
12	Dolce	346	N

Radio Top Spenders

Rank	Brand	Y2014	Y14/13
1	Saudi Telecomm.	1975	-42
2	Zain Tel.comm.	1018	7
3	Jarir Bookstore	925	-53
4	Tatto Tatti	893	N
5	Mobily	795	-42
6	Al Bassam	767	92
7	Sedar	734	-37
8	Cone Zone	603	N
9	Mobi	555	E
10	Drosh	368	198
11	Dallah Hospital	317	-6
12	Mcdonald's	279	-43

Outdoor Top Spenders

Rank	Brand	Y2014	Y14/13
1	Saudi Telecomm.	22174	78
2	Mobily	14315	39
3	Zain Tel.comm.	14133	35
4	Toyota	12135	22
5	Samsung	10176	-65
6	Al Majid Oud	5548	48
7	Arabian Oud	5423	-13
8	Ford	4821	-48
9	Al Safi Danone	4448	N
10	Nissan	3390	193
11	Lexus	3007	97
12	Gmc chevrolet	2935	225

E - Exceeding the limit >300% N - New