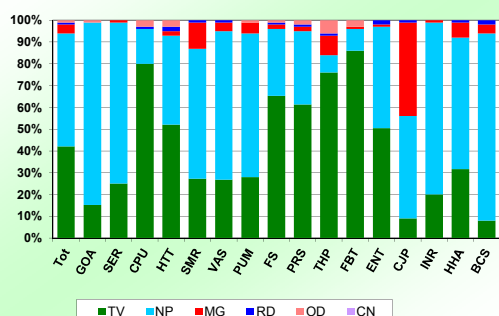
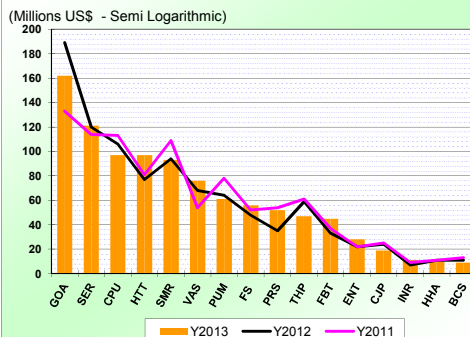


Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	133	189	162	16	-14	15	83	0	0	1	0
Other Services	SER	114	120	121	12	1	25	74	1	0	0	0
Communications & Public Utilities	CPU	113	106	97	10	-8	80	16	0	1	3	0
Hotel Travel & Tourism	HTT	81	77	97	10	26	52	41	2	2	3	0
Shopping Malls & Retail Stores	SMR	109	94	93	9	-1	27	59	12	1	0	0
Vehicles Accessories & Supply	VAS	54	68	76	8	12	27	69	4	1	0	0
Publishing Media	PUM	78	64	61	6	-5	28	66	5	0	1	0
Financial Services	FS	52	48	56	6	17	66	31	2	1	1	0
Professional Services	PRS	54	35	52	5	49	62	34	2	1	2	0
Toiletries Hygiene/ House Care Products	THP	61	59	47	5	-20	76	8	9	1	6	0
Food Beverages And Tobacco	FBT	37	33	45	5	36	86	10	1	0	3	0
Entertainment	ENT	22	22	28	3	27	51	47	1	2	0	0
Clothing Jewellery & Personal Accs	CJP	25	24	19	2	-21	9	47	43	1	0	0
Insurance & Real Estate & Properties	INR	9	7	11	1	57	20	79	1	0	0	0
Household Appliances	HHA	11	11	10	1	-9	32	61	7	1	0	0
Business/Construct Equip. & Supply	BCS	13	11	9	1	-18	8	86	4	2	0	0
Total		966	968	985	100	2	42	52	4	1	1	0

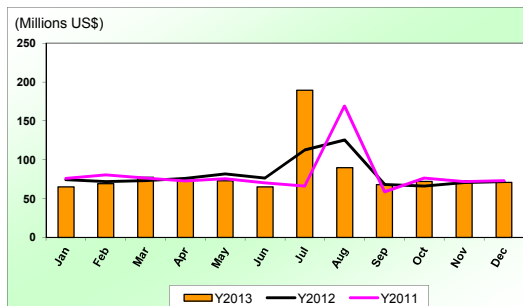
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



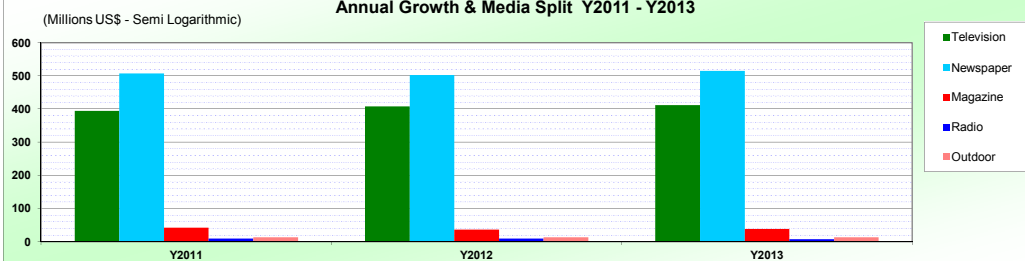
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	76	74	65	-13
Feb	80	72	69	-4
Mar	76	73	77	6
Apr	73	76	73	-3
May	76	82	73	-11
Jun	70	76	65	-15
Jul	66	113	189	68
Aug	169	125	90	-29
Sep	59	68	68	0
Oct	76	66	72	9
Nov	72	71	73	3
Dec	73	72	71	-1
Total	966	968	985	2

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	395	41	407	42	412	42	1	104	103	
Newspaper	507	52	502	52	515	52	3	102	99	
Magazine	42	4	36	4	38	4	7	91	85	
Radio	9	1	9	1	7	1	-22	81	104	
Outdoor	14	1	13	1	13	1	0	98	98	
Total	966	100	968	100	985	100	2	102	100	

*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	Viva	26,337	-18
2	Zain Tel.comm.	24,366	120
3	Mcdonald's	22,774	-5
4	Wataniya Telecom	13,893	12
5	N.b.k.	11,204	171
6	Int'l Clinic	9,587	99
7	Taw9eel.com	9,194	258
8	Sheeel	8,864	N
9	Kfc	8,324	179
10	Election Campai.	7,386	N
11	Subway	6,473	51
12	Al Ahli B.of Kwt	6,224	173

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Toyota	5,732	28
2	Wataniya Telecom	5,182	4
3	Nat'l Assembly	4,664	-60
4	Ford	4,477	35
5	X-cite	4,234	31
6	Kuwait Finance Ho	4,219	65
7	Taw9eel.com	4,073	72
8	Zain Tel.comm.	3,598	-8
9	Eureka Trd.co.	3,521	-18
10	Fifty Two Degre.	3,197	17
11	Lexus	3,191	21
12	N.b.k.	3,117	-15

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Osn Arabia	688	135
2	Christian Dior	678	24
3	Cartier	625	-1
4	Chopard	585	38
5	Porsche	551	49
6	Audemars Piguet	423	4
7	Toyota	399	17
8	Versace	394	73
9	Omega	367	23
10	Damiani Jewellery	365	245
11	Aigner	310	149
12	Lime Light	300	N

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Etihad	399	N
2	Zain Tel.comm.	390	8
3	Mercedes	287	23
4	Scoop A Cone	249	N
5	Red Bull	248	190
6	Tahadi	179	N
7	Burger King	178	E
8	Chevrolet	177	0
9	N.b.k.	151	-36
10	Figs	130	N
11	Taiba Hospital	128	124
12	Red Tag	121	76

E - Exceeding the limit >300% N - New