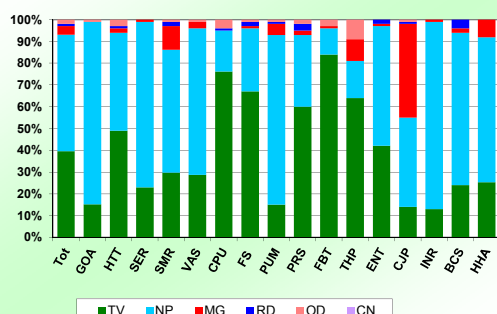
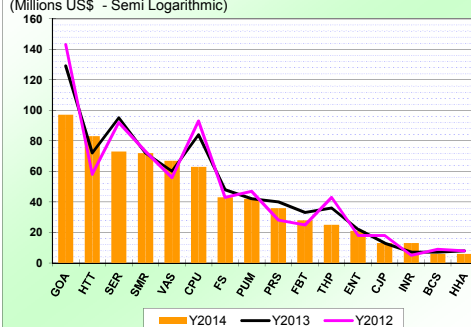


Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	143	129	97	14	-25	15	83	0	0	1	0
Hotel Travel & Tourism	HTT	58	72	83	12	15	49	45	2	1	3	0
Other Services	SER	92	95	73	11	-23	23	76	1	0	0	0
Shopping Malls & Retail Stores	SMR	73	72	72	10	0	30	57	11	2	1	0
Vehicles Accessories & Supply	VAS	56	60	67	10	12	29	68	3	0	1	0
Communications & Public Utilities	CPU	93	84	63	9	-25	77	19	0	1	4	0
Financial Services	FS	43	48	43	6	-10	67	29	1	2	1	0
Publishing Media	PUM	47	42	42	6	0	15	78	5	1	1	0
Professional Services	PRS	28	40	36	5	-10	60	33	2	3	2	0
Food Beverages And Tobacco	FBT	25	33	28	4	-15	84	12	1	0	3	0
Toiletries Hygiene/ House Care Products	THP	43	36	25	4	-31	64	17	10	0	9	0
Entertainment	ENT	18	22	21	3	-5	42	55	1	2	0	0
Clothing Jewellery & Personal Acs	CJP	18	13	13	2	0	14	41	43	1	1	0
Insurance & Real Estate & Properties	INR	5	7	13	2	86	13	86	1	0	0	0
Business/Construct Equip. & Supply	BCS	9	7	6	1	-14	24	70	2	4	0	0
Household Appliances	HHA	8	8	6	1	-25	25	66	8	0	0	0
Total		759	770	687	100	-11	40	54	4	1	2	0

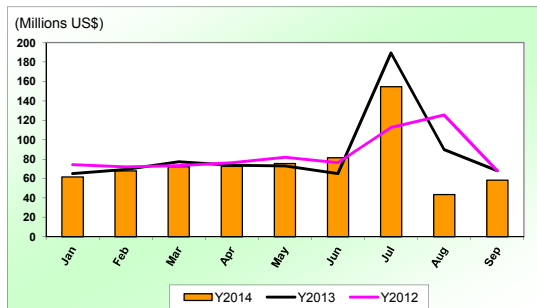
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



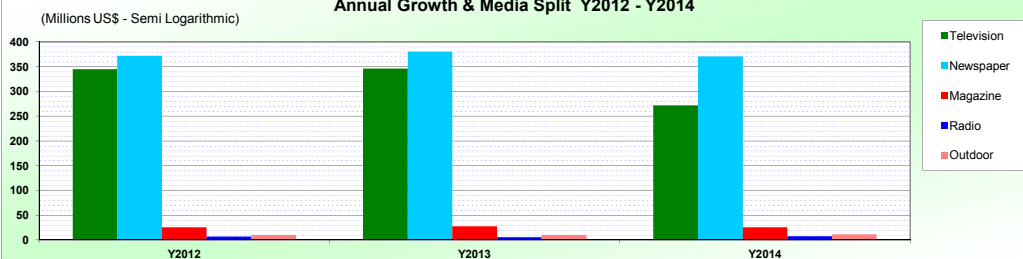
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	74	65	61	-5
Feb	72	69	68	-2
Mar	73	77	72	-7
Apr	76	73	72	-1
May	82	73	75	3
Jun	76	65	81	25
Jul	113	189	155	-18
Aug	125	90	43	-52
Sep	68	68	58	-14
Total	759	770	687	-11

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n % Y2013/2014	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y14	Y13
Television	345	45	346	45	272	40	-22	79	100
Newspaper	372	49	380	49	371	54	-2	100	102
Magazine	25	3	27	4	25	4	-7	100	108
Radio	7	1	5	1	7	1	37	106	77
Outdoor	10	1	10	1	12	2	16	115	100
Total	759	100	770	100	687	100	-11	90	101

*Index base Y2012

Annual Growth & Media Split Y2012 - Y2014



Top Brands Y2014 (000 US\$)

Television Top Spenders

Rank	Brand	Y2014	Y14/13
1	Ooredoo	14140	N
2	Mcdonald's	12063	-27
3	Viva	11405	-52
4	Subway	8063	33
5	Wataniya Telecom	7692	-39
6	Al Kanafani	7263	115
7	Sheeel	5587	-10
8	Zain Tel.comm.	5140	-76
9	Kfc	4963	-17
10	N.b.k.	4732	-58
11	Al Khabez	4454	144
12	Al Ahli B.of Kwt	4446	-29

Newspapers Top Spenders

Rank	Brand	Y2014	Y14/13
1	Zain Tel.comm.	4459	71
2	Toyota	4160	2
3	Eureka Trd.co.	3613	31
4	X-cite	3567	12
5	Best	3270	E
6	Viva	3247	25
7	Taw9eel.com	2950	-6
8	Ford	2758	-11
9	Lexus	2726	12
10	Chevrolet	2502	24
11	B.m.w.	2344	-5
12	Honda	2292	48

Magazines Top Spenders

Rank	Brand	Y2014	Y14/13
1	Osn Arabia	570	2
2	Cartier	492	15
3	Porsche	384	-7
4	Christian Dior	352	-28
5	Chopard	340	-22
6	Toyota	311	-5
7	Audemars Piguet	301	-6
8	N.b.k.	287	55
9	Bvlgari	284	62
10	Al Imtiaz Inv.	211	0
11	Omega	211	-4
12	Ebel	204	266

Radio Top Spenders

Rank	Brand	Y2014	Y14/13
1	Al Shaya	888	E
2	Showtime	348	E
3	N.b.k.	312	206
4	Al Bisher	310	N
5	Fly Dubai	230	N
6	Nokia	223	N
7	Kuwait Telecom	203	275
8	Emirates Airlines	198	E
9	Zain Tel.comm.	196	-38
10	Hardees	165	N
11	Burgan Bank	158	E
12	Western Union	151	E

E - Exceeding the limit >300% N - New