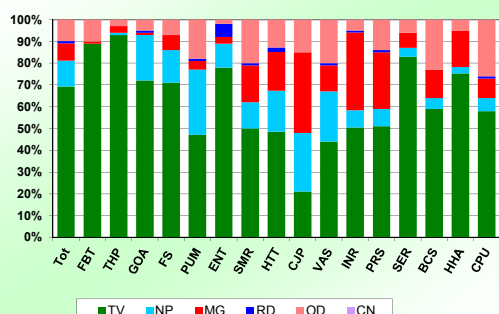


LEBANON - 2013

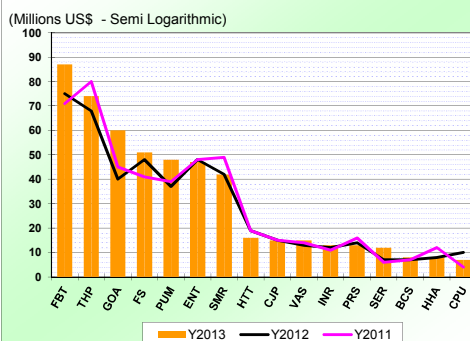
Millions US\$ 518 ▲ + 12%

Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	71	75	87	17	16	89	0	1	0	10	0
Toiletries Hygiene/ House Care Products	THP	80	68	74	14	9	93	1	3	0	3	0
Government/Corporate & Organization Ad	GOA	45	40	60	12	50	72	21	1	1	5	0
Financial Services	FS	41	48	51	10	6	71	15	7	0	7	0
Publishing Media	PUM	39	37	48	9	30	47	30	4	1	18	0
Entertainment	ENT	48	48	47	9	-2	78	11	3	6	2	0
Shopping Malls & Retail Stores	SMR	49	42	42	8	0	50	12	17	1	20	0
Hotel Travel & Tourism	HTT	19	19	16	3	-16	49	19	18	2	13	0
Clothing Jewellery & Personal Accs	CJP	15	15	15	3	0	21	27	37	0	15	0
Vehicles Accessories & Supply	VAS	14	13	15	3	15	44	23	12	1	20	0
Insurance & Real Estate & Properties	INR	11	12	13	3	8	51	8	36	1	5	0
Professional Services	PRS	16	14	13	3	-7	51	8	26	1	14	0
Other Services	SER	6	7	12	2	71	83	4	7	0	6	0
Business/Construct Equip. & Supply	BCS	7	7	8	2	14	59	5	13	0	23	0
Household Appliances	HHA	12	8	8	2	0	76	3	17	0	5	0
Communications & Public Utilities	CPU	4	10	7	1	-30	58	6	9	1	26	0
Total		477	463	518	100	12	70	12	8	1	10	0

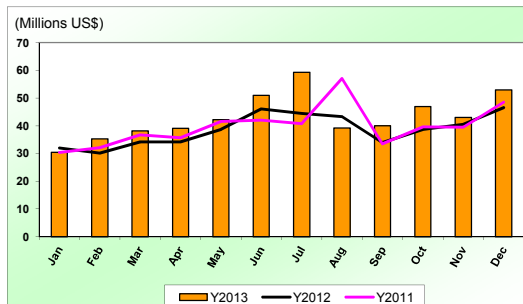
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



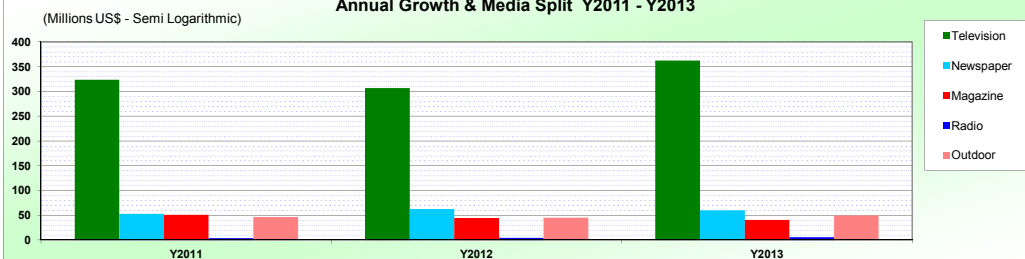
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	30	32	30	-5
Feb	32	30	35	17
Mar	37	34	38	12
Apr	36	34	39	14
May	42	39	42	9
Jun	42	46	51	11
Jul	41	44	59	34
Aug	57	43	39	-10
Sep	33	34	40	18
Oct	40	39	47	21
Nov	40	41	43	6
Dec	49	46	53	14
Total	477	463	518	12

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	324	68	307	66	363	70	18	112	95	
Newspaper	53	11	62	13	60	12	-4	114	118	
Magazine	51	11	44	10	40	8	-9	79	87	
Radio	4	1	4	1	5	1	23	143	116	
Outdoor	47	10	45	10	50	10	11	107	96	
Total	477	100	463	100	518	100	12	108	97	

*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	Buzz	45,367	38
2	Darwish Co	27,636	N
3	Xxl	21,736	75
4	Bankmed	18,872	-6
5	Freez	17,067	-11
6	Jane Nassar	16,621	294
7	Byblos Bank	15,878	35
8	Nescafe	14,471	113
9	Chateau Ka	13,276	285
10	Always	10,926	283
11	Blom Bank	10,462	48
12	Kassatly Chtaura	10,034	13

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Bankmed	3,079	-29
2	Banque Audi	763	-46
3	Mercedes	656	84
4	Rolex	597	11
5	Achabaka	516	E
6	Emirates Airlines	499	21
7	Tsc Plus_mega	493	-26
8	Nissan	450	-20
9	Blom Bank	417	-8
10	Loto Libanais	415	36
11	Cartier	404	31
12	Spinneys	366	66

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Patek Philippe	660	46
2	M.e.airlines	431	-15
3	Chanel	404	-27
4	A.lange _ Sohne	350	72
5	S.t.dupont	297	-44
6	Fransa Bank	270	-13
7	Blom Bank	268	13
8	Jammal Trust	265	7
9	Zoughaib	222	7
10	Banque Audi	208	-1
11	Globe Med	207	39
12	Lancome	207	105

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Beirut Holidays	1,226	N
2	Baalbeck Int'l F	305	E
3	Cirque Du Soleil	198	141
4	Anthony Touma	149	N
5	Basma	128	E
6	Jounieh Int'l F	114	N
7	Forest Ronika	103	N
8	Zouk Mikael I.f	83	N
9	Yokohama	79	N
10	Tsc Plus_mega	71	E
11	Rock Festival	69	N
12	Waterfront City C	65	N

Outdoor Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Khoury Home	1,510	127
2	Monoprix	1,253	E
3	Al Rif	1,235	N
4	Blom Bank	1,156	96
5	Le Mall	971	E
6	Touch	943	122
7	Makhzoumi Found.	938	N
8	Lg	886	173
9	Nutisal	867	N
10	Nescafe	819	E
11	Vape	696	E
12	Byblos Bank	625	26

E - Exceeding the limit >300% N - New