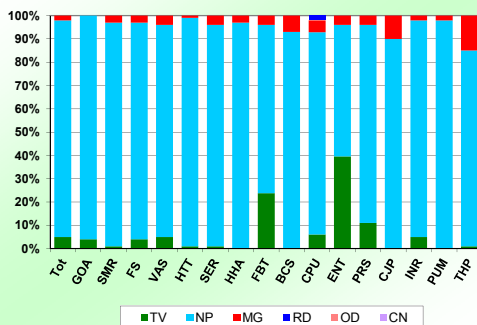
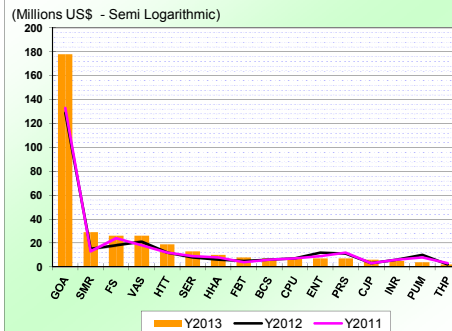


Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	133	129	178	50	38	4	95	0	0	0	0
Shopping Malls & Retail Stores	SMR	13	15	29	8	93	1	96	3	0	0	0
Financial Services	FS	24	18	26	7	44	4	93	3	0	0	0
Vehicles Accessories & Supply	VAS	18	21	26	7	24	5	92	4	0	0	0
Hotel Travel & Tourism	HTT	12	12	19	5	58	1	98	1	0	0	0
Other Services	SER	9	8	13	4	63	1	95	4	0	0	0
Household Appliances	HHA	8	6	10	3	67	0	97	3	0	0	0
Food Beverages And Tobacco	FBT	4	5	8	2	60	24	73	4	0	0	0
Business/Construct Equip. & Supply	BCS	6	6	7	2	17	0	93	7	0	0	0
Communications & Public Utilities	CPU	7	7	7	2	0	6	86	5	2	0	0
Entertainment	ENT	9	12	7	2	-42	40	57	4	0	0	0
Professional Services	PRS	12	11	7	2	-36	11	85	4	0	0	0
Clothing Jewellery & Personal Acs	CJP	3	3	6	2	100	0	90	10	0	0	0
Insurance & Real Estate & Properties	INR	6	6	5	1	-17	5	93	2	0	0	0
Publishing Media	PUM	8	10	4	1	-60	0	98	2	0	0	0
Toiletries Hygiene/ House Care Products	THP	3	2	2	1	0	1	84	15	0	0	0
Total		273	271	355	100	31	5	93	2	0	0	0

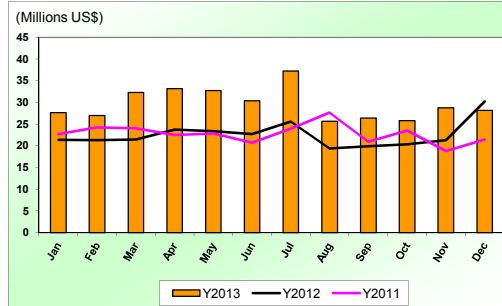
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



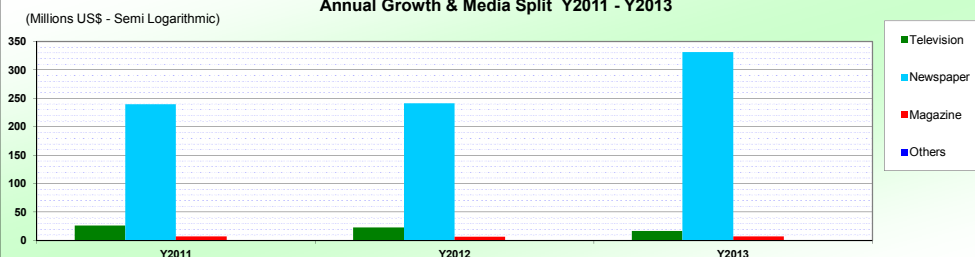
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	23	21	28	29
Feb	24	21	27	27
Mar	24	21	32	50
Apr	23	24	33	40
May	23	23	33	40
Jun	21	23	30	34
Jul	24	26	37	45
Aug	28	19	26	32
Sep	21	20	26	33
Oct	24	20	26	27
Nov	19	21	29	35
Dec	21	30	28	-7
Total	273	271	355	31

Overall Media Split Analysis (Millions US\$)

Media	Y2011		Y2012		Y2013		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2012/2013	Y13	Y12	Y12
Television	26	10	23	8	17	5	-26	64	87	
Newspaper	240	88	241	89	331	93	37	138	101	
Magazine	7	3	7	2	7	2	6	96	90	
Total	273	100	271	100	355	100	31	130	99	

*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	Consumer Protect	3,906	141
2	Royal Opera Hous	1,528	-35
3	Nat'l C.narcotic	711	-44
4	Sedar	694	23
5	Muscat Festival	506	-51
6	Kia	484	11
7	Muscat Call Cente	385	E
8	Salalah Toursm F	370	-62
9	Bank Muscat	367	15
10	Mountain Dew	323	N
11	Snickers	313	N
12	Tilal	248	N
13	Public A.sme Dev.	241	N
14	Omantel	237	-70
15	Twix	211	N

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Bank Muscat	7,583	115
2	Mcdonald's	4,781	187
3	Muscat Electrnc.	4,711	E
4	Omantel	4,004	34
5	Nat'l B.oman	3,253	61
6	Philips	2,835	E
7	Manam Sohar	2,674	E
8	Lulu	2,618	48
9	Nissan	2,458	-16
10	Capital Store	2,423	E
11	Mughlai Zaika	2,377	6
12	Royal Opera Hous	2,258	-30
13	Mustafa Sultan	2,178	243
14	Swiss Arabian	2,168	238
15	Toyota	2,154	25

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Nawras Telecom	262	95
2	Omantel	151	-36
3	Sadolin	149	195
4	Jotun	146	50
5	Bank Muscat	141	-20
6	A'saffa	123	76
7	Nissan	114	30
8	Hsbc	93	53
9	Nat'l B.oman	93	208
10	Bank Dhofar	86	172
11	Mitsubishi	81	77
12	Panasonic	79	E
13	Muscat Eye Laser	77	-2
14	Mercedes	72	287
15	Oman Arab Bank	66	-1

E - Exceeding the limit >300% N - New