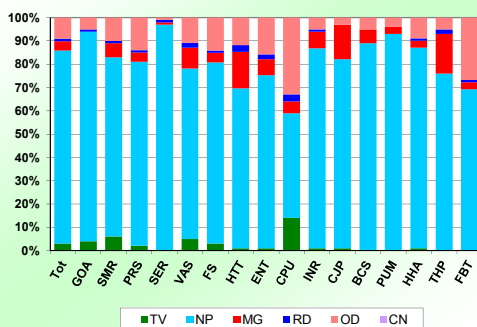


QATAR - 2013

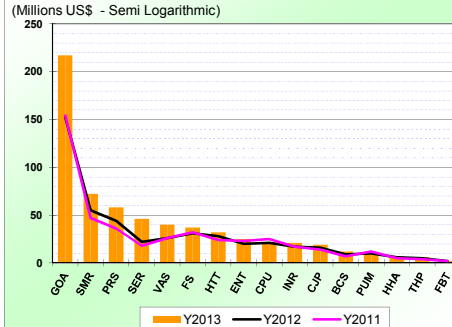
Millions US\$ 628 ▲ + 35%

Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	154	152	217	35	43	4	90	0	1	5	0
Shopping Malls & Retail Stores	SMR	47	55	72	11	31	6	77	6	1	10	0
Professional Services	PRS	36	44	58	9	32	2	79	4	1	14	0
Other Services	SER	18	22	46	7	109	0	98	1	1	1	0
Vehicles Accessories & Supply	VAS	26	26	40	6	54	5	74	9	2	11	0
Financial Services	FS	32	31	37	6	19	3	77	4	1	14	0
Hotel Travel & Tourism	HTT	24	28	32	5	14	1	70	16	3	12	0
Entertainment	ENT	23	20	25	4	25	1	75	7	2	16	0
Communications & Public Utilities	CPU	25	21	22	4	5	14	45	5	3	33	0
Insurance & Real Estate & Properties	INR	17	17	21	3	24	1	85	7	1	5	0
Clothing Jewellery & Personal Acs	CJP	14	16	19	3	19	1	82	15	0	3	0
Business/Construct Equip. & Supply	BCS	7	9	12	2	33	0	89	6	0	5	0
Publish Media	PUM	12	10	11	2	10	0	93	3	0	4	0
Household Appliances	HHA	5	6	7	1	17	1	87	3	1	9	0
Toiletries Hygiene/ House Care Products	THP	4	5	6	1	20	0	76	17	2	5	0
Food Beverages And Tobacco	FBT	2	2	2	0	0	0	70	3	1	27	0
Total		445	464	628	100	35	3	82	4	1	9	0

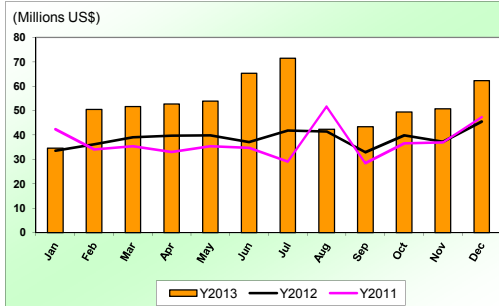
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



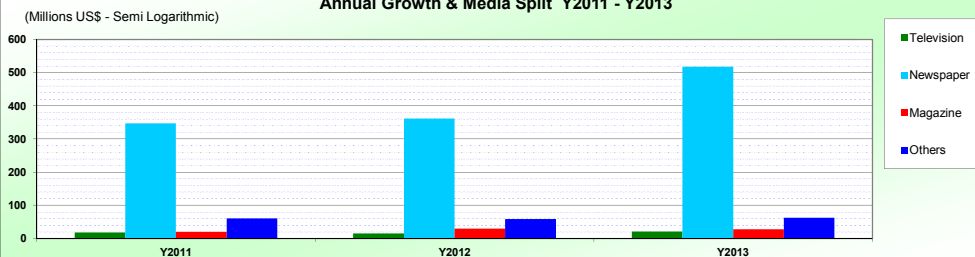
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	42	34	35	3
Feb	34	36	50	40
Mar	35	39	52	32
Apr	33	40	53	33
May	35	40	54	35
Jun	35	37	65	76
Jul	29	42	71	71
Aug	52	41	42	2
Sep	28	33	43	32
Oct	37	40	49	24
Nov	37	37	51	37
Dec	47	45	62	37
Total	445	464	628	35

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	18	4	15	3	21	3	37	116	85	
Newspaper	347	78	361	78	517	82	43	149	104	
Magazine	20	5	29	6	28	4	-5	138	145	
Others	60	14	59	13	63	10	6	104	98	
Total	445	100	464	100	628	100	35	141	104	

*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	Vodafone	2,049	83
2	Ali Bin Ali	1,658	20
3	Tarsheed	1,310	E
4	Al Majed Stores	1,178	37
5	Qatar Red Cresc.	1,176	187
6	Exxonmobil	1,010	107
7	Ooredoo	953	N
8	Sedar	907	15
9	Al Dawa Islamia	828	39
10	Al Jazeera Stores	732	23
11	Toyota	666	E
12	Qatar Elect._ W.	448	E
13	Comm.b.of Qatar	436	N
14	Zakat Fund	371	291
15	Al Fardan	356	17

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Qatar Nat'l Bank	6,690	22
2	Ooredoo	3,931	N
3	Doctors Clinic	3,781	83
4	Qatar Elect._ W.	3,146	69
5	Nissan	3,059	91
6	Raf	2,568	2
7	Lulu	2,535	27
8	Royal Medical C.	2,356	E
9	Int'l Islamic	2,343	60
10	Safari Mall	2,093	47
11	Victoria	2,072	39
12	Comm.b.of Qatar	2,033	3
13	Katara	2,022	E
14	Al Shefa Polycl.	1,924	69
15	Chevrolet	1,914	57

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	B.m.w.	599	36
2	Qatar Airways	527	101
3	Qatar Gas	481	248
4	Souq Waqif	394	-59
5	Rolex	386	25
6	Nissan	358	40
7	Porsche	305	69
8	Salam	303	12
9	Al Mourjan Res	281	-48
10	Carnegie Mellon.u	267	2
11	51 East	256	-13
12	Qatar Develop.b.	254	-1
13	Ahmed Hasan Blal	247	69
14	Qatar Nat'l Bank	246	18
15	Radisson Blu	239	122

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Qatar Nat'l Bank	288	119
2	Qatar Museum Aut	243	3
3	Ooredoo	241	N
4	Regency T._ T.	226	E
5	Vodafone	204	3
6	Qatar Olympic	203	E
7	Ikea	174	N
8	Maersk Oil	170	N
9	Munazzamat Da'wa	162	33
10	Hamad Med Corp.	158	216
11	Ansar Group	144	195
12	Red Crescent Soc.	140	232
13	Comm.b.of Qatar	126	E
14	Qatar Elect._ W.	110	-37
15	Al Fardan	102	148

E - Exceeding the limit >300% N - New