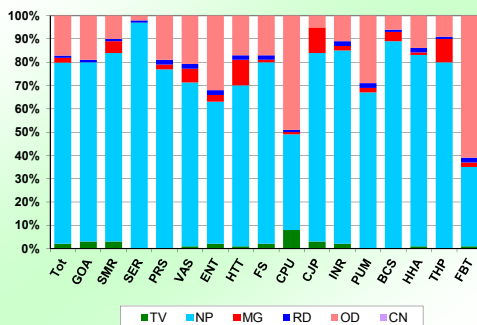


QATAR - 2014

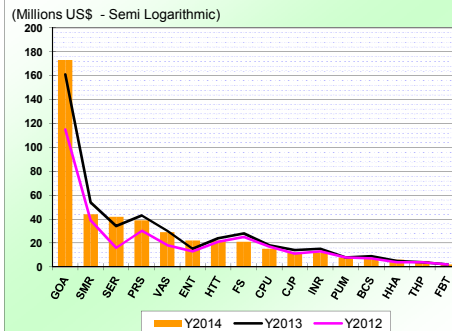
Millions US\$ 461 ▼ - 1%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	115	161	173	38	7	3	77	0	1	19	0
Shopping Malls & Retail Stores	SMR	39	54	44	10	-19	3	81	5	1	10	0
Other Services	SER	16	34	42	9	24	0	97	0	1	2	0
Professional Services	PRS	30	43	39	8	-9	0	77	2	2	19	0
Vehicles Accessories & Supply	VAS	18	30	29	6	-3	1	71	6	2	21	0
Entertainment	ENT	13	15	22	5	47	2	61	3	2	32	0
Hotel Travel & Tourism	HTT	21	24	22	5	-8	1	69	11	2	17	0
Financial Services	FS	25	28	21	5	-25	2	78	1	2	17	0
Communications & Public Utilities	CPU	17	18	15	3	-17	8	41	1	1	49	0
Clothing Jewellery & Personal Acs	CJP	11	14	12	3	-14	3	81	11	0	5	0
Insurance & Real Estate & Properties	INR	13	15	12	3	-20	2	83	2	2	11	0
Publishing Media	PUM	8	8	8	2	0	0	67	2	2	29	0
Business/Construct Equip. & Supply	BCS	7	9	7	2	-22	0	89	4	1	6	0
Household Appliances	HHA	4	5	6	1	20	1	83	1	2	14	0
Toiletries Hygiene/ House Care Products	THP	4	4	5	1	25	0	80	10	1	9	0
Food Beverages And Tobacco	FBT	2	2	2	0	0	1	34	2	2	61	0
Total		341	466	461	100	-1	2	77	2	1	17	0

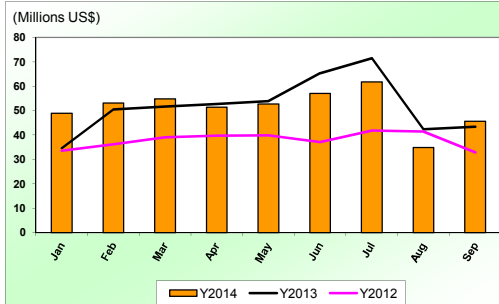
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



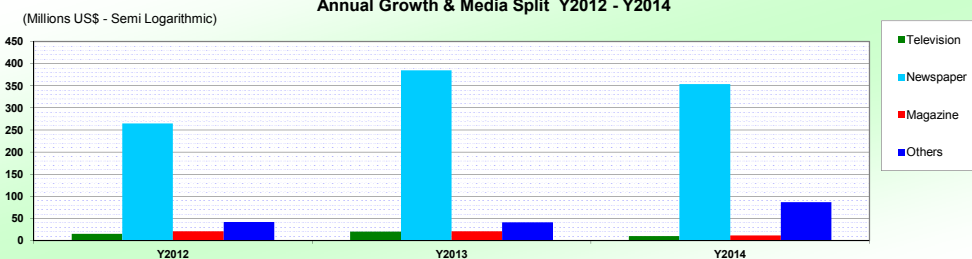
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	34	35	49	42
Feb	36	50	53	5
Mar	39	52	55	6
Apr	40	53	51	-2
May	40	54	53	-2
Jun	37	65	57	-13
Jul	42	71	62	-14
Aug	41	42	35	-18
Sep	33	43	46	5
Total	341	466	461	-1

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13	Y13
Television	15	4	20	4	10	2	-51	66	135	
Newspaper	264	77	384	83	353	77	-8	134	145	
Magazine	21	6	21	4	11	2	-46	53	99	
Others	42	12	41	9	86	19	110	207	99	
Total	341	100	466	100	461	100	-1	135	136	

*Index base Y2012

Annual Growth & Media Split Y2012 - Y2014



Top Brands Y2014 (000 US\$)

Television Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Tarsheed	1059	-19
2	Vodafone	910	-56
3	Al Dawa Islamia	675	-18
4	Raf	551	72
5	Al Jazeera Stores	512	-28
6	Ooredoo	367	-61
7	Seha	296	N
8	Ali Bin Ali	258	-84
9	Comm.b.of Qatar	255	-42
10	Qatar Resort Ar.	232	E
11	Awqaf	228	-3
12	Monoprix	215	N
13	Woqod	190	N
14	Qatar Cancer Soci	185	N
15	Qatar Red Cresc.	185	-84

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Qatar Nat'l Bank	4117	-15
2	Raf	3395	66
3	Doctors Clinic	3062	13
4	Syrian Amer.med.c	2721	N
5	Ooredoo	2533	-17
6	Cineco	2365	E
7	Al Shefa Polycl.	2319	63
8	Qatar Charity	2250	E
9	Nissan	1922	-14
10	Royal Medical C.	1898	1
11	Katara	1806	51
12	Lulu	1736	-11
13	Qatar Elect._ W.	1672	-35
14	Int'l Islamic	1663	15
15	Safari Mall	1658	12

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Nissan	245	-7
2	Infiniti	234	42
3	Al Mourjan Res	202	-10
4	Rolex	187	-38
5	B.m.w.	152	-66
6	Virgin Megastore	145	-12
7	Ahmed Hasan Blal	145	-25
8	Maserati	129	E
9	St.regis	96	-16
10	Intr Continental	90	-43
11	Chevrolet	89	6
12	Movenpick	88	-14
13	Radisson Blu	82	-47
14	Qatar Nat'l Bank	81	-55
15	Chopard	81	140

Radio Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Aspire Zone	360	E
2	Talabat.com	178	E
3	Munazzamat Da'wa	162	15
4	Comm.b.of Qatar	154	85
5	Hamad Med Corp.	152	19
6	Ooredoo	149	36
7	Red Crescent Soc.	131	109
8	Qatar Nat'l Bank	130	-30
9	Qatar Museum Aut	125	-15
10	Fly Dubai	122	E
11	Q.media	93	N
12	Ansar Group	92	-20
13	Raf	87	E
14	Al Fardan	82	-3
15	Qatar Red Cresc.	81	N

E - Exceeding the limit >300% N - New