

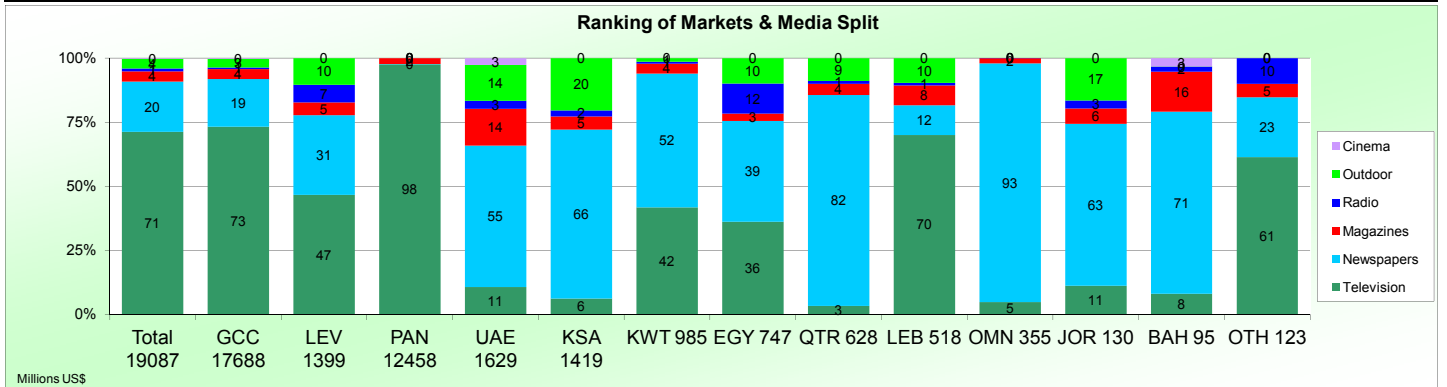


ADVERTISING MARKETS Y2013 [Jan-Dec]

Millions US\$ 19,087 ▲ + 11%

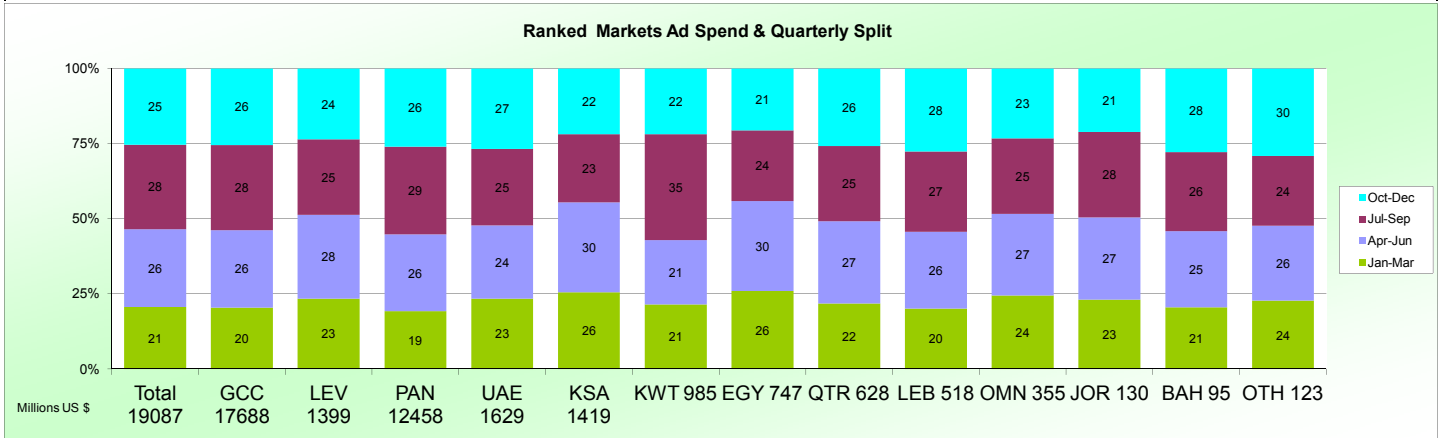
1- Markets Ranking & Media Contribution (US \$ Millions)

				%Var'n		Media Contribution (US \$ Million)												
Rank	Market Name & Abbreviation		Y2011	Y2012	Y2013	Y13/12	Television	Newspapers	Magazines	Radio	Outdoor	Cinema						
1	Pan Arab Media	PAN	8,131	10,530	12,458	18	12,160	10	288	0	0	0						
2	United Arab Emirates	UAE	1,450	1,572	1,629	4	173	899	235	49	229	42						
3	Kindom Of Saudi Arabia	KSA	1,319	1,427	1,419	-1	88	936	72	34	289	0						
4	Kuwait	KWT	966	968	985	2	412	515	38	7	13	0						
5	Egypt	EGY	967	1,136	747	-34	270	294	21	88	73	0						
6	Qatar	QTR	445	464	628	35	21	517	28	7	55	0						
7	Lebanon	LEB	477	463	518	12	363	60	40	5	50	0						
8	Oman	OMN	273	271	355	31	17	331	7	0	0	0						
9	Jordan	JOR	143	139	130	-7	15	82	8	4	21	0						
10	Bahrain	BAH	112	90	95	6	8	68	15	2	0	3						
11	Other Markets**	OTH	138	135	123	-9	76	29	6	12	0	0						
Total AGCC & Pan Arab			GCC	12,809	15,453	17,688	14	12,948	3,306	690	112	587	45					
Total Levant Markets			LEV	1,612	1,742	1,399	-20	652	435	70	98	145	0					
Total All Markets			M\$	14,421	17,195	19,087	11	13,600	3,741	760	210	732	45					
						i%	i%	i%	i%	i%	i%	i%	i%					
Markets Growth Index (Base Y2011)				Y2011	14,421	100	9,257	100	3,588	100	816	100	194	100	547	100	19	100
				Y2012	17,195	119	11,810	128	3,609	101	813	100	259	133	672	123	32	165
				Y2013	19,087	132	13,600	147	3,741	104	760	93	210	108	732	134	45	237



2 - Markets Adspend by Quarter Y2013 (US \$ Millions)

Rank	Market Name	Abbreviation	Y2013		JAN - MAR		APR-JUN		JUL-SEP		OCT-DEC		
			Value	Sh%	Value	Sh%	Value	Sh%	Value	Sh%	Value	Sh%	
1	Pan Arab Media	PAN	12,458	65	2390	19	3192	26	3631	29	3245	26	
2	United Arab Emirates	UAE	1,629	9	381	23	397	24	415	25	436	27	
3	Kindom Of Saudi Arabia	KSA	1,419	7	362	26	424	30	321	23	311	22	
4	Kuwait	KWT	985	5	211	21	211	21	347	35	216	22	
5	Egypt	EGY	747	4	193	26	224	30	176	24	154	21	
6	Qatar	QTR	628	3	137	22	172	27	157	25	163	26	
7	Lebanon	LEB	518	3	104	20	132	26	139	27	143	28	
8	Oman	OMN	355	2	87	24	96	27	89	25	83	23	
9	Jordan	JOR	130	1	30	23	35	27	37	28	27	21	
10	Bahrain	BAH	95	0	20	21	24	25	25	26	26	28	
11	Other Markets**	OTH	123	1	29	24	32	26	30	24	38	30	
Total AGCC & Pan Arab			GCC	17,681	93	3,617	20	4,548	26	5,014	28	4,510	26
Total Levant Markets			LEV	1,399	7	328	23	393	28	353	25	331	24
Total All Markets			M\$	19,080	100	3,945	21	4,940	26	5,367	28	4,841	25
				i%		i%		i%		i%		i%	
Markets Growth Index (Base Y2011)			Y2011	14,421	100	2,699	100	3,172	100	4,544	100	4,005	100
			Y2012	17,195	119	3,590	133	4,280	135	4,874	107	4,455	111
			Y2013	19,087	132	3,945	146	4,940	156	5,367	118	4,841	121



** Other Markets : Combined - Yemen & Arasian