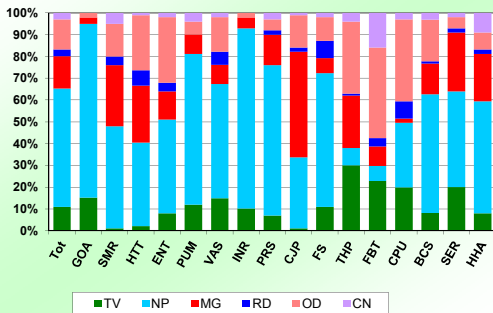


UNITED ARAB EMIRATES - 2013

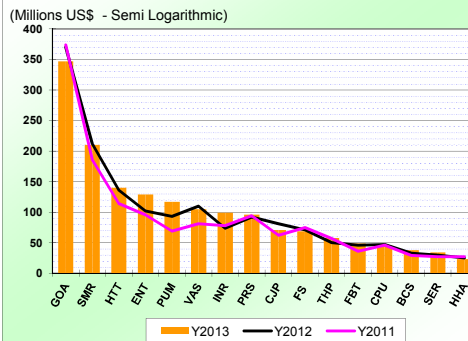
Millions US\$ 1629 ▲ + 4%

Chapter	Abbreviation	Y2011	Y2012	Y2013	Sh%	%Var'n Y13/12	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Adv	GOA	374	370	347	21	-6	15	79	3	0	2	0
Shopping Malls & Retail Stores	SMR	186	212	210	13	-1	1	47	28	4	15	5
Hotel Travel & Tourism	HTT	114	136	140	9	3	2	38	26	7	25	1
Entertainment	ENT	96	102	129	8	26	8	43	13	4	30	2
Publishing Media	PUM	69	93	117	7	26	12	70	9	0	6	4
Vehicles Accessories & Supply	VAS	81	110	105	6	-5	15	53	9	6	16	2
Insurance & Real Estate & Properties	INR	78	74	99	6	34	10	82	5	0	2	0
Professional Services	PRS	94	92	96	6	4	7	69	14	2	5	3
Clothing Jewellery & Personal Accs	CJP	62	81	71	4	-12	1	33	49	2	15	1
Financial Services	FS	75	71	69	4	-3	11	62	7	8	11	2
Toiletries Hygiene/ House Care Products	THP	57	50	58	4	16	30	8	24	1	33	4
Food Beverages And Tobacco	FBT	36	46	49	3	7	23	7	9	4	42	16
Communications & Public Utilities	CPU	46	47	45	3	-4	20	30	2	8	38	3
Business/Construct Equip. & Supply	BCS	29	33	38	2	15	8	54	14	1	19	3
Other Services	SER	27	30	34	2	13	20	44	27	2	5	2
Household Appliances	HHA	27	25	23	1	-8	8	52	22	2	8	9
Total		1,450	1,572	1,629	100	4	11	55	15	3	14	3

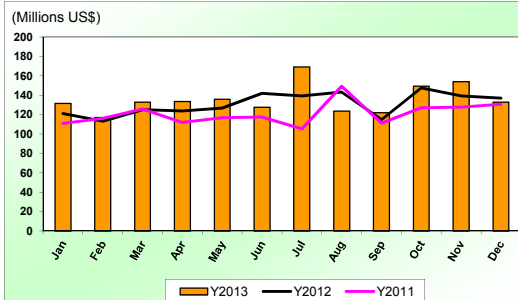
Y2013 Media Split %



Annual Growth Y2011 - Y2013



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



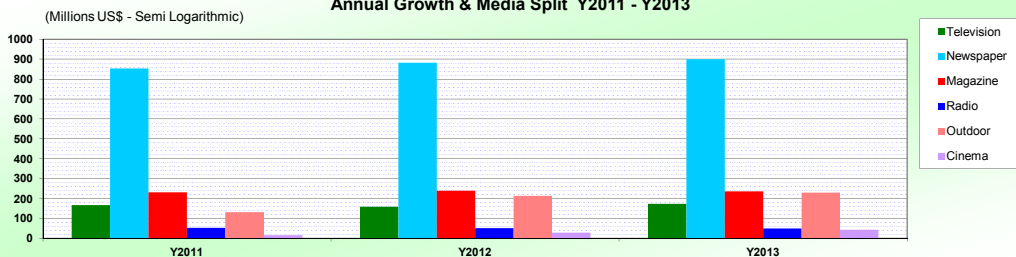
Period	Y2011	Y2012	Y2013	Var'n % Y13/12
Jan	111	121	132	9
Feb	116	113	117	4
Mar	126	125	133	6
Apr	112	124	134	8
May	117	127	136	7
Jun	118	142	127	-10
Jul	105	139	169	22
Aug	149	143	123	-14
Sep	111	115	122	6
Oct	127	147	149	1
Nov	128	139	154	11
Dec	131	137	133	-3
Total	1450	1572	1629	4

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	166	11	159	10	173	11	9	104	95	
Newspaper	854	59	882	56	899	55	2	105	103	
Magazine	231	16	238	15	235	14	-1	102	103	
Radio	52	4	51	3	49	3	-2	95	98	
Outdoor	132	9	214	14	229	14	7	174	162	
Cinema	15	1	29	2	42	3	48	288	194	
Total	1,450	100	1,572	100	1,629	100	4	112	108	

*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	Arabtec	7,351	N
2	Etisalat	7,295	-33
3	Adnoc	6,603	6
4	Sedar	5,597	-6
5	Mohd.bin Rashed	3,554	N
6	Family Dev.found	3,431	13
7	Watani - Uae	3,376	-22
8	Seha	3,327	26
9	Chevrolet	3,258	258
10	Judicial Dept.	3,143	N
11	Pepsi	2,232	-23
12	Red Crescent Uae	2,071	80

Newspapers Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Carrefour	9,827	-8
2	Samsung	7,356	23
3	Etisalat	6,929	-20
4	Du	5,444	-30
5	Emaar	5,049	229
6	First Select Int	4,703	-8
7	Mitsubishi	4,011	6
8	Abu Dhabi Sports	3,991	54
9	Union Nat'l Bank	3,835	29
10	Lulu	3,530	-30
11	Volkswagen	3,523	1
12	Cartier	3,431	48

Magazines Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Carrefour	1,987	-16
2	Damas Watch_jewlr	1,751	-3
3	Lulu	1,605	21
4	Cartier	1,472	-11
5	Rolex	1,295	-4
6	Home Center	1,276	-32
7	Chanel	1,225	16
8	Christian Dior	1,221	-3
9	Thrifty	1,176	E
10	Samsung	1,155	31
11	Jumeirah Hotel	1,012	40
12	Pan Emirates Furn	989	61

Radio Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Emirates Airlines	1,008	49
2	Hsbc	524	35
3	Pan Emirates Furn	491	44
4	Du	447	-25
5	Yas Waterworld	385	E
6	Etihad	303	-27
7	Dubai Fest.city	302	10
8	Jw Marriott Marqui	281	N
9	Union Nat'l Bank	265	142
10	Elect_ Water D.	264	19
11	Al Rostamani	255	28
12	Al Ansari Exch.	252	-6

Outdoor Top Spenders

Rank	Brand	Y2013	%Var'n Y13/12
1	Dubai Shop.fest.	19,470	22
2	Etisalat	9,626	268
3	Mcdonald's	9,560	21
4	Kfc	8,429	15
5	Du	7,510	-9
6	Pure Gold Jewel.	4,415	-5
7	Damas Watch_jewlr	4,042	E
8	Pizza Hut	3,594	-1
9	Wild Wadi	3,418	32
10	Hardees	3,009	-1
11	Al Haramain	2,741	150
12	Samsung	2,677	114

E - Exceeding the limit >300% N - New