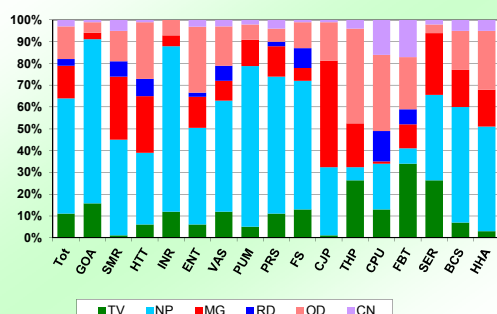


UNITED ARAB EMIRATES - 2014

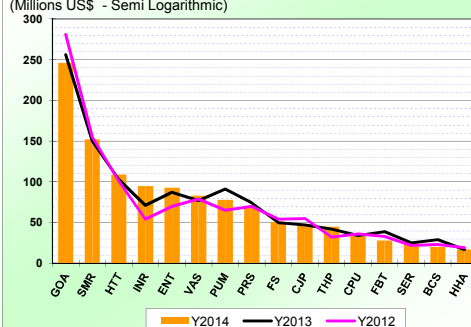
Millions US\$ 1193 ▲ + 0%

Chapter	Abbreviation	Y2012	Y2013	Y2014	Sh%	%Var'n Y14/13	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Adv	GOA	281	256	246	21	-4	16	77	3	0	5	1
Shopping Malls & Retail Stores	SMR	155	150	152	13	1	1	44	29	7	14	5
Hotel Travel & Tourism	HTT	101	103	109	9	6	6	33	26	8	26	1
Insurance & Real Estate & Properties	INR	54	71	95	8	34	12	76	5	0	7	0
Entertainment	ENT	70	87	93	8	7	6	44	14	2	30	3
Vehicles Accessories & Supply	VAS	79	77	83	7	8	12	51	9	7	18	3
Publishing Media	PUM	65	91	78	7	-14	5	73	12	0	7	2
Professional Services	PRS	70	74	68	6	-8	11	63	14	2	6	4
Financial Services	FS	54	50	51	4	2	13	59	6	9	12	1
Clothing Jewellery & Personal Accs	CJP	55	47	48	4	2	1	32	50	0	18	1
Toiletries Hygiene/ House Care Products	THP	32	42	45	4	7	26	6	20	0	43	4
Communications & Public Utilities	CPU	36	34	35	3	3	13	21	1	14	35	16
Food Beverages And Tobacco	FBT	33	39	28	2	-28	34	7	11	7	24	17
Other Services	SER	22	25	25	2	0	26	39	28	0	4	2
Business/Construct Equip. & Supply	BCS	23	29	20	2	-31	7	53	17	0	18	5
Household Appliances	HHA	19	17	17	1	0	3	48	17	0	27	5
Total		1,149	1,193	1,193	100	0	11	53	15	3	15	3

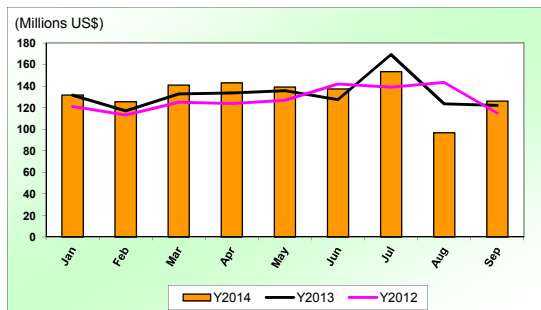
Y2014 Media Split %



Annual Growth Y2012 - Y2014



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



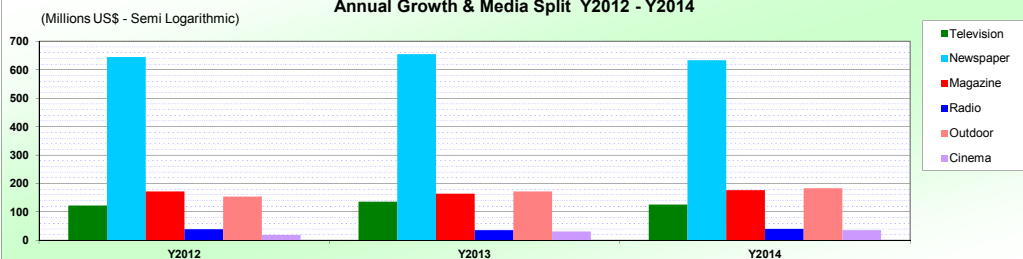
Period	Y2012	Y2013	Y2014	Var'n % Y14/13
Jan	121	132	132	0
Feb	113	117	126	7
Mar	125	133	141	6
Apr	124	134	143	7
May	127	136	139	3
Jun	142	127	137	8
Jul	139	169	153	-9
Aug	143	123	97	-22
Sep	115	122	126	3
Total	1149	1193	1193	0

Overall Media Split Analysis (Millions US\$)

Media	Y2012		Y2013		Y2014		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13	
Television	123	11	136	11	126	11	-7	103	111	
Newspaper	644	56	654	55	633	53	-3	98	102	
Magazine	171	15	163	14	176	15	8	103	95	
Radio	39	3	36	3	40	3	10	102	93	
Outdoor	154	13	172	14	183	15	6	119	112	
Cinema	19	2	31	3	35	3	13	188	166	
Total	1,149	100	1,193	100	1,193	100	0	104	104	

*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	Arabtec	8,346	41
2	Uae Armed Forces	6,323	E
3	Sedar	5,334	17
4	Seha	4,295	50
5	Etisalat	3,100	-57
6	Toyota	3,037	E
7	Adnoc	2,980	-50
8	Emirates Red Cres	2,338	N
9	Watani - Uae	2,225	-11
10	Egypt Resort	2,089	N
11	N.bank Abu Dhabi	2,070	E
12	Abu Dhabi Airport	2,069	N

Newspapers Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Carrefour	7,199	0
2	Emaar	6,440	59
3	Nakheel	4,248	103
4	Etisalat	3,896	-26
5	Samsung	3,885	-37
6	Damac	3,858	93
7	First Select Int	3,708	0
8	Lulu	3,705	36
9	Mashreq Bank	3,307	30
10	Mitsubishi	3,152	-3
11	Volkswagen	3,050	26
12	Armed Forces	2,951	E

Magazines Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Carrefour	1,820	23
2	Rolex	1,135	33
3	Lulu	1,118	-5
4	Chanel	1,059	15
5	Cartier	983	-4
6	Home Center	935	-1
7	Pure Gold Jewel.	845	23
8	Pan Emirates Furn	808	46
9	Christian Dior	789	-11
10	Aldo	695	24
11	Sofitel	678	169
12	Jumeirah Hotel	648	-12

Radio Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Etisalat	118	-37
2	Du	84	-75
3	Dubai Fest.city	81	-64
4	Nissan	66	180
5	Mcdonald's	62	-29
6	Total	62	37
7	Emirates Airlines	61	-92
8	Adib	61	-1
9	Etihad	57	-75
10	Bait Al Khair	54	226
11	Pan Emirates Furn	53	-85
12	Toyota	53	-63

Outdoor Top Spenders

Rank	Brand	Y2014	%Var'n Y14/13
1	Dubai Shop.fest.	14,904	2
2	Etisalat	7,967	29
3	Mcdonald's	7,069	1
4	Kfc	6,251	-12
5	Du	4,430	-12
6	Wild Wadi	3,903	41
7	Pure Gold Jewel.	3,442	0
8	Lenovo	2,824	N
9	Pizza Hut	2,735	-3
10	Hardees	2,711	12
11	Mercedes	2,608	E
12	Rexona	2,448	E

E - Exceeding the limit >300% N - New