

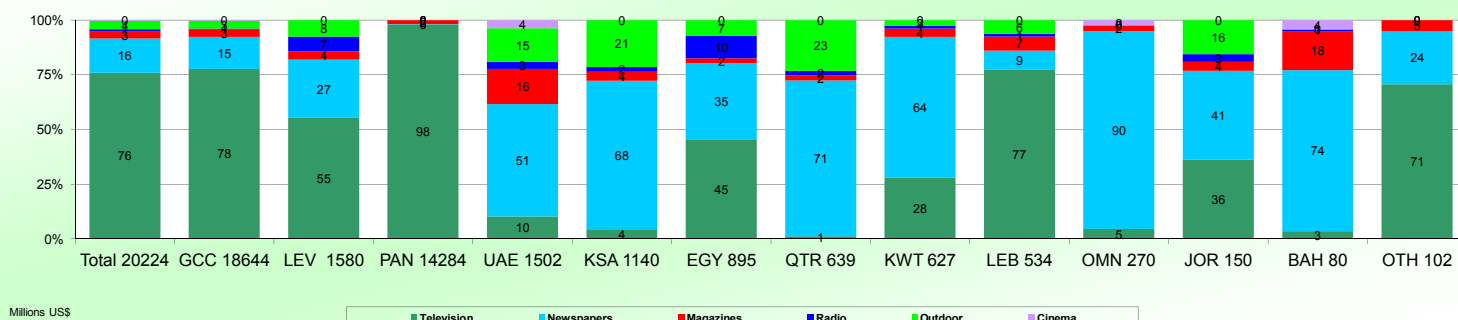
Advertising Digest Y2015



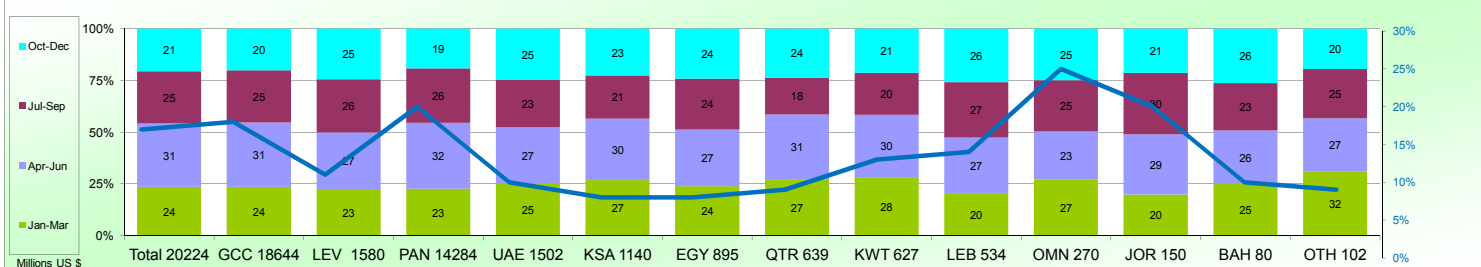
Regional Summary

ARABIAN ADVERTISING MARKETS Y2015 [Jan-Dec]
Total Year Y2015 Ad Spend Millions US\$ 20,224 ▼ - 4%
Total Ramadan Y2015 Ad Spend Millions US\$ 3,447 ▲ + 5%

Markets Ranking		Total Ad Spend				Ramadan Y'15		Media Contribution (US \$ Million) : Total Year & Ramadan											
		Y2013		Y2014	Y2015	%Var'n	%Var'n	TELEVISION		NEWSPAPERS		MAGAZINES		RADIO		OUTDOOR		CINEMA	
Rank	Market Name & Abbreviation	Y2013	Y2014	Y2015	Y15/14	Y15/14	Y15/14	Y'15	Ramadan	Y'15	Ramadan	Y'15	Ramadan	Y'15	Ramadan	Y'15	Ramadan	Y'15	Ramadan
1	Pan Arab Media	PAN	12,458	14,530	14,284	-2	2,844	10	14,017	2,826	7	0	260	17	0	0	0	0	0
2	United Arab Emirates	UAE	1,629	1,617	1,502	-7	151	-3	153	50	772	59	243	16	48	4	231	16	56
3	Kingdom Of Saudi Arabia	KSA	1,392	1,276	1,140	-11	91	-4	50	9	775	65	46	3	25	2	244	12	0
4	Egypt	EGY	747	839	895	7	74	2	407	35	312	25	20	2	94	6	63	6	0
5	Qatar	QTR	628	654	639	-2	58	-12	7	5	455	46	15	0	13	1	148	6	0
6	Kuwait	KWT	985	881	627	-29	82	-50	178	42	404	36	24	2	8	1	16	1	0
7	Lebanon	LEB	518	535	534	0	74	14	413	63	47	5	35	2	7	1	33	3	0
8	Oman	OMN	355	292	270	-7	25	-15	12	3	244	21	6	1	0	0	0	7	1
9	Jordan	JOR	130	162	150	-8	30	-8	54	21	61	6	6	0	5	0	23	2	0
10	Bahrain	BAH	95	90	80	-12	8	-21	3	2	59	5	14	1	1	0	0	3	0
11	Other Markets**	OTH	123	118	102	-14	9	-13	72	6	25	2	5	1	0	0	0	0	0
Total AGCC & Pan Arab		GCC	17,661	19,449	18,644	-4	3,269	5	14,489	2,943	2,741	235	614	41	95	8	639	36	65
Total Levant Markets		LEV	1,399	1,543	1,580	2	178	4	875	120	420	36	61	5	106	7	119	10	0
Total All Markets		M\$	19,060	20,992	20,224	-4	3,447	5	15,364	3,063	3,161	271	675	46	201	15	758	46	65
									TV	NP	MG		RD		OT		CI		
Total Markets			Y2013	19,060	11	2,866	20	13,600	2,421	3,741	317	761	54	211	15	702	55	45	4
			Y2014	20,992	10	3,293	15	15,719	2,876	3,459	289	741	49	198	17	826	58	50	4
			Y2015	20,224	-4	3,447	5	15,364	3,063	3,161	271	675	46	201	15	758	46	65	6
Markets Growth Index (Base Y2013)			Y2013	100		100		100	100	100	100	100	100	100	100	100	100	100	100
			Y2014	110		115		116	119	92	91	97	92	94	113	118	105	111	99
			Y2015	106		120		113	127	84	85	89	86	95	98	108	83	144	153

Ranking of Markets & Media Split


Markets Ad Spend by Quarter Y2015 (US \$ Millions) [Jan-Dec]						RAMADAN Y2015			Ad Spend by Quarter Y2015												
Rank	Market Name	Abvr	YTD	Average Month		Ramadan	Sh%	Index	JAN - MAR			APR-JUN			JUL-SEP			OCT-DEC			
				Avg	Sh%				Value	Sh%	Avm	Value	Sh%	Avm	Value	Sh%	Avm	Value	Sh%	Avm	
1	Pan Arab Media	PAN	14,284	1190	71	2,844	83	239	3243	23	1081	4543	32	1514	3755	26	1252	2744	96	915	
2	United Arab Emirates	UAE	1,502	125	7	151	4	121	382	25	127	405	27	135	343	23	114	373	247	124	
3	Kingdom Of Saudi Arabia	KSA	1,140	95	6	91	3	96	305	27	102	340	30	113	238	21	79	257	282	86	
4	Egypt	EGY	895	75	4	74	2	99	214	24	71	245	27	82	219	24	73	217	293	72	
6	Qatar	QTR	639	53	3	58	2	109	174	27	58	200	31	67	114	18	38	151	260	50	
5	Kuwait	KWT	627	52	3	82	2	157	177	28	59	189	30	63	127	20	42	134	163	45	
7	Lebanon	LEB	534	45	3	74	2	166	108	20	36	145	27	48	143	27	48	138	186	46	
8	Oman	OMN	270	23	1	25	1	111	73	27	24	63	23	21	67	25	22	67	268	22	
9	Jordan	JOR	150	13	1	30	1	240	30	20	10	44	29	15	45	30	15	32	107	11	
10	Bahrain	BAH	80	7	0	8	0	120	20	25	7	21	26	7	18	23	6	21	263	7	
11	Other Markets**	OTH	102	9	1	9	0	106	33	32	11	27	26	9	25	25	8	21	233	7	
Total AGCC & Pan Arab			GCC	18,644	1554	92	3,269	95	210	4,401	24	1467	5,786	31	1929	4,688	25	1563	3,768	115	1256
Total Levant Markets			LEV	1,580	132	8	178	5	135	357	23	119	434	27	145	406	26	135	387	217	129
Total All Markets			M\$	20,224	1685	100	3,447	100	205	4,758	24	1,586	6,220	31	2,073	5,093	25	1698	4,155	121	1385
Total Markets			Y2013	19,060	1588		2,866		3,937	1,312	4,932		1,644	5,363		1788		4,834		1611	
			Y2014	20,992	1749		3,293		4,667	1,556	5,563		1,854	5,773		1924	4,989	1663			
			Y2015	20,224	1685		3,447		4,758	1,586	6,220		2,073	5,093		1698	4,155	1385			
Markets Growth Index (Base Y2013)			Y2013	100			100		100		100		100		100			100			
			Y2014	110			115		119		113		108		103						
			Y2015	106			120		121		126		95		86						

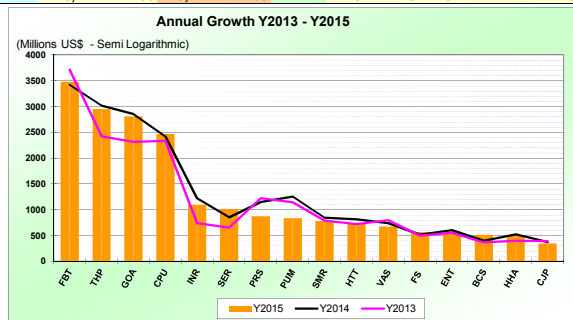
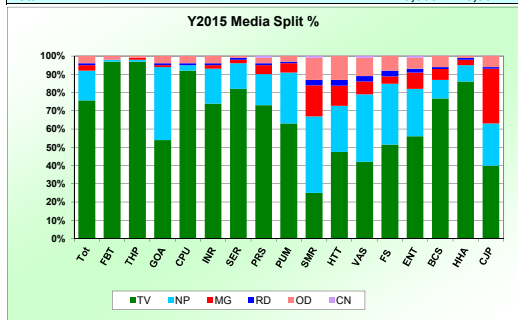
Ranked Markets Ad Spend & Quarterly Split


* Outdoor/Radio Data Estimated for some markets

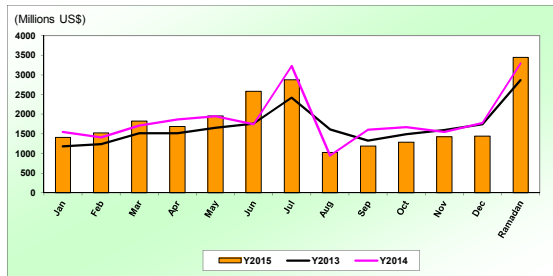
** Other Markets : Combined - Yemen & Arasian

AGCC,LEVANT*,PAN ARAB & ARASIAN MEDIA MARKET

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	Ram	Sh%	%Var'n	Media Split %	TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	3,710	3,420	3,477	17	433	13	2	96	1	0	0	2	0	0
Toiletries Hygiene/ House Care Products	THP	2,424	3,014	2,949	15	132	4	-2	97	1	1	0	1	0	0
Government/Corporate & Organization Adv.	GOA	2,318	2,854	2,809	14	583	17	-2	54	40	1	1	4	0	0
Communications & Public Utilities	CPU	2,333	2,419	2,469	12	556	16	2	92	3	0	1	4	0	0
Insurance & Real Estate & Properties	INR	737	1,217	1,098	5	285	8	-10	74	19	2	1	4	0	0
Other Services	SER	656	851	1,014	5	423	12	19	82	14	2	1	1	0	0
Professional Services	PRS	1,221	1,147	873	4	96	3	-24	73	17	5	1	3	1	1
Publishing Media	PUM	1,142	1,256	834	4	109	3	-34	63	28	5	1	3	0	0
Shopping Malls & Retail Stores	SMR	787	845	780	4	127	4	-8	25	42	17	3	12	1	1
Hotel Travel & Tourism	HTT	720	817	744	4	92	3	-9	47	25	11	3	13	0	0
Vehicles Accessories & Supplies	VAS	796	743	676	3	100	3	-9	42	37	7	3	10	1	1
Financial Services	FS	500	518	570	3	132	4	10	51	33	4	3	8	0	0
Entertainment	ENT	555	604	574	3	38	1	-5	56	26	9	2	6	1	1
Business/Construct Equip. & Supplies	BCS	367	396	515	3	77	2	30	76	10	6	1	6	0	0
Household Appliances	HHA	400	521	493	2	187	5	-5	86	9	3	1	1	0	0
Clothing Jewellery & Personal Acs	CJP	393	371	349	2	77	2	-6	40	23	30	1	6	0	0
Total		19,060	20,992	20,224	100	3,447	100	-4	75	16	3	1	4	0	0



Monthly Spend Analysis (Millions US\$)Y2013 - 2015

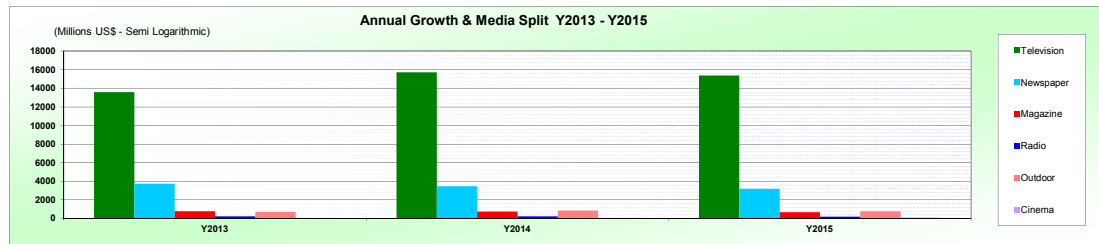


Period	Y2013	Y2014	Y2015	Var'n %
Jan	1,181	1,547	1,409	-9
Feb	1,239	1,408	1,524	8
Mar	1,517	1,711	1,821	6
Apr	1,518	1,868	1,690	-10
May	1,656	1,948	1,953	0
Jun	1,758	1,747	2,578	48
Jul	2,419	3,226	2,874	-11
Aug	1,611	944	1,030	9
Sep	1,333	1,602	1,190	-26
Oct	1,495	1,671	1,285	-23
Nov	1,596	1,545	1,425	-8
Dec	1,744	1,775	1,446	-19
Total	19,060	20,992	20,224	-4
Ramadan	2,866	3,293	3,447	5

Overall Media Split Analysis (Millions US\$)

Media	Y2013			Y2014			Y2015				Var'n % Y15/Y14		Growth Index*	
	Value	Sh%	Ramdn	Value	Sh%	Ramdn	Value	Sh%	Ramdn	Sh%	Val	Ram	Y15	Y14
Television	13,600	71	2,421	15,719	75	2,876	15,364	76	3,063	89	-2	7	113	116
Newspaper	3,741	20	317	3,459	16	289	3,161	16	271	8	-9	-6	84	92
Magazine	761	4	54	741	4	49	675	3	46	1	-9	-6	89	97
Radio	211	1	15	198	1	17	201	1	15	0	2	-12	95	93
Outdoor	702	4	55	826	4	58	758	4	46	1	-8	-21	108	118
Cinema	45	0	4	50	0	4	65	0	6	0	30	50	144	111
Total	19,060	100	2,866	20,992	100	3,293	20,224	100	3,447	100	-4	5	103	110

*Index base Y2013



Millions US\$ 20,224 ▼ - 4%

Ramadan US\$ 3,447 ▲ + 5%

Top Brands Y2015 (000 US\$)

Television Top Spenders

Rank	Brand	Y2015	%Var'n
1	57357 Hospital	302,953	41
2	Dettol	247,261	44
3	Vodafone	210,866	223
4	Dabur	176,045	43
5	Pepsi	142,095	8
6	Magdi Yacoub Heart Clinic	131,859	-9
7	Coca Cola	120,812	-38
8	Juhayna	120,363	79
9	Head & Shoulders	114,660	10
10	Pampers	110,701	-21
11	Taihya Misr	110,665	E
12	Etisalat Egypt	110,458	12

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n
1	Toyota	18,579	-11
2	Nissan	16,854	4
3	Lulu	16,392	24
4	Carrefour	16,096	7
5	Ford	13,923	-13
6	Damac	12,949	29
7	Zain Tel. comm.	12,690	-8
8	Amer Group	10,399	26
9	Samsung	10,300	-36
10	Hyundai	10,107	-9
11	Chevrolet	10,101	-25
12	Renault	9,927	12

Magazines Top Spenders

Rank	Brand	Y2015	%Var'n
1	Rolex	6,580	8
2	Christian Dior	5,353	1
3	Chanel	4,586	-13
4	Louis Vuitton	3,839	16
5	Cartier	3,815	-18
6	Bvlgari	3,640	4
7	Chopard	3,308	10
8	B.m.w.	3,049	-21
9	Samsung	2,742	-11
10	Omega	2,542	-23
11	Carrefour	2,403	1
12	Patek Philippe	2,093	-13

Radio Top Spenders

Rank	Brand	Y2015	%Var'n
1	Saudi Telecomm.	6,500	161
2	Telecom Egypt	3,423	90
3	Mcdonald's	2,630	51
4	Beirut Holidays	2,451	0
5	Mobinil	2,358	13
6	Vodafone	2,350	-19
7	57357 Hospital	2,324	25
8	Amer Group	1,687	17
9	KFC	1,537	8
10	Egyptian Food B. Charity org.	1,464	75
11	Coca Cola	1,391	-47
12	Etisalat Egypt	1,282	21

Outdoor Top Spenders

Rank	Brand	Y2015	%Var'n
1	Etisalat	17,769	27
2	Mcdonald's	15,026	17
3	Mobily	13,872	-37
4	Saudi Telecomm.	13,344	-50
5	KFC	10,625	13
6	Samsung	10,327	-58
7	Ooredoo	9,730	40
8	Toyota	9,728	-58
9	Vodafone	9,165	24
10	Qatar Elect. Water.	8,943	286
11	Du	8,354	10
12	Al Marai	7,794	36

E - Exceeding the limit >300% N - New

AGCC, LEVANT*, PAN ARAB & ARASIAN MEDIA MARKET Y2015 [Jan-Dec]

Millions US\$ 20,224 ▼ - 4%

Thousand SESU 6918 ▼ - 6%

TOTAL MARKET ADVERTISING SPACE ALLOCATION

Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Minutes)	
	2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
January	614624	593900	3	43322	-12	10687	-1	459369	3
February	650002	611076	6	41253	-18	10822	-4	490182	10
March	741937	722966	3	49065	-18	13530	-5	571460	6
April	599526	720487	-17	44320	-22	12842	-2	404090	-25
May	660141	754485	-13	45126	-16	12270	-10	461135	-17
June	646799	590034	10	45705	-14	11192	-12	453095	16
July	602382	706185	-15	37285	-18	8812	-20	427117	-22
August	423256	381769	11	38634	-3	7573	-9	258585	7
Sep	454118	526026	-14	38300	-19	11164	-19	283495	-21
Oct	485565	552031	-12	40189	-3	12522	-12	310876	-21
Nov	513027	545526	-6	42085	-13	11813	-19	333712	-14
Dec	527118	649893	-19	40211	-22	12036	-20	357566	-22
Ramdn	6918495	7354378	-6	505496	-15	135263	-11	4810682	-8
	781392	660010	18	43701	-9	9048	-5	599425	1

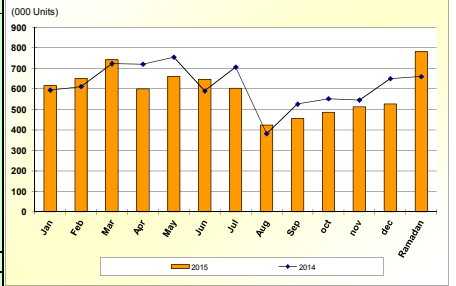
 Definition of SESU
 Newspaper - Half a Page Magazine - One page

Television, Cinema & Video - 30 seconds

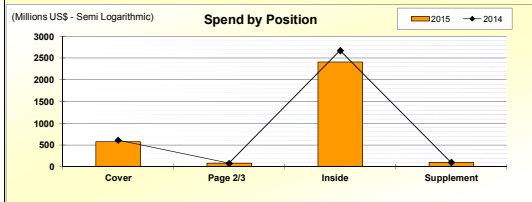
Radio - 60 seconds

Outdoor - 40 faces

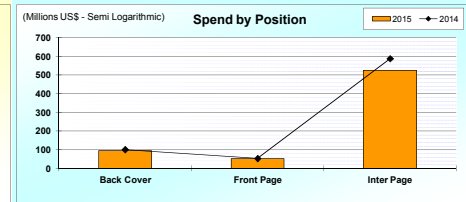
* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

Ad Space & Seasonality

Spnd in MillionsUS \$

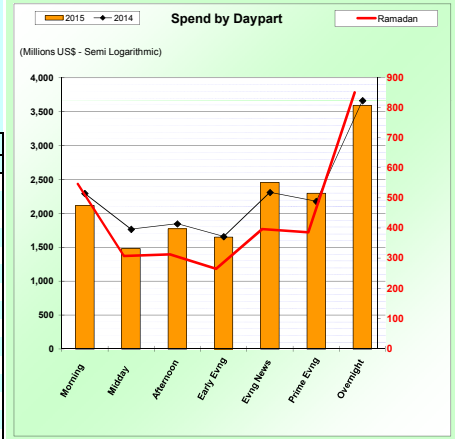
NEWSPAPERS						
Spend by Positi	2015		Ramadan	2014		Y15/Y14
	Value	100%	Value	Value	100%	Var'n %
Cover	576	18	27	611	18	-6
Page 2/3	82	3	10	78	2	5
Inside	2409	76	224	2674	77	-10
Supplement	93	3	9	97	3	-4
	3161	100	271	3459	100	-9



Spend by Position	2015		2014		Y15/Y14
	Value	100%	Value	100%	
Back Cover	96	14	101	14	-5
Front Page	53	8	54	7	-2
Inter Page	525	78	587	79	-11
	675	100	741	100	-9


TELEVISION - KSA Time

Spend by Daypart	2015		Ramadan		2014		Y15/Y14
	Value	100%	Value	100%	Value	100%	
Morning	2,117	14	546	18	2,295	15	-8
Midday	1,479	10	307	10	1,767	11	-16
Afternoon	1,772	12	312	10	1,847	12	-4
Early Evng	1,649	11	265	9	1,658	11	-1
Evng News	2,457	16	396	13	2,311	15	6
Prime Evng	2,299	15	386	13	2,178	14	6
Overnight	3,589	23	850	28	3,663	23	-2
	15,364		3,063		15,719		-2



Spend (Millions US\$)		Ramadan 2015	
Rank & Brand	Spend	Contribution Y15%Jan-dec	
57357 Hospital	183	60	
Vodafone	82	37	
Magdi Yacoub Heart Clinic	79	59	
Misr Italia	61	68	
500 500 Hospital	59	76	
Mobinil	54	53	
Etisalat Egypt	51	44	
Telecom Egypt	50	71	
El Arosa Tea	40	54	
Sharp	38	60	
Toshiba	36	78	
Mobily	35	64	
Misr Alkhair	35	57	
Universal	34	72	
El Araby	34	63	

Spend		Contribution Y15%Jan-dec	
Rank & Brand	Spend	Contribution Y15%Jan-dec	
Emaar	31	72	
Mountain View	30	42	72
Egyptian Food B. Charity	29	54	
Sedar	29	28	102
Nasr City	27	43	
Resala Charity	26	76	34
Baheya Furniture	26	45	
Ma'an Charity	26	81	31
Cottonil	23	86	
Unionaire	23	81	28
Royal	23	63	
Nat'l B.egypt	22	49	45
Shad Agza' movie	22	76	
Dar Al Orman	22	48	45
Banque Misr	22	56	

TOP 30 LEAGUE OF Y2015 (Millions US\$)

Rank & Brand	2015				2014				2 YEARS			
	Spend	Avg	Ramadan	Index %	Spend	Avg	Ramadan	Index %	Total	Avg	Ramadan	Index %
1 57357 Hospital	306	25	183	718	217	18	163	900	523	22	346	794
2 Detol	247	21	0	0	172	14	0	3	419	17	1	2
3 Vodafone	224	19	82	439	77	6	2	31	301	13	84	334
4 Dabur	176	15	5	34	123	10	6	60	299	12	11	45
5 Pepsi	150	13	14	112	140	12	19	163	290	12	33	137
6 Magdi Yacoub Heart Clinic	132	11	79	717	145	12	72	598	278	12	152	655
7 Coca Cola	123	10	8	75	200	17	63	377	324	13	71	262
8 Juhayna	121	10	3	34	69	6	0	6	190	8	4	24
9 Saudi Telecomm.	120	10	21	213	109	9	22	242	229	10	43	227
10 Head & Shoulders	115	10	0	0	104	9	0	0	219	9	0	0
11 Etisalat Egypt	114	10	51	531	102	9	53	624	217	9	104	575
12 Pampers	111	9	2	26	141	12	11	95	253	11	14	65
13 Tahya Misr	111	9	67	723	0	0	0	0	111	5	67	723
14 Sedar	102	9	29	339	120	10	18	180	222	9	47	253
15 Chipsy	102	9	7	81	41	3	7	206	143	6	14	117
16 Mobinil	101	8	54	645	105	9	62	0	206	9	116	674
17 Samsung	98	8	3	31	118	10	9	93	216	9	12	65
18 Crystal	94	8	11	134	59	5	8	158	153	6	18	143
19 Persil	90	8	2	21	48	4	1	0	139	6	3	22
20 Misr Italia	89	7	61	817	26	2	14	653	116	5	75	780
21 Elvive	89	7	1	16	42	4	1	42	131	5	3	24
22 Dream Land Real Estate	87	7	2	26	207	17	0	0	295	12	2	8
23 Ariel	87	7	4	61	175	15	11	75	262	11	15	71
24 Al Marai	84	7	0	0	84	7	2	25	168	7	2	13
25 Garnier	82	7	16	235	38	3	8	255	120	5	24	242
26 500 500 Hospital	77	6	59	910	0	0	0	0	77	3	59	910
27 Lipton	76	6	13	204	60	5	6	120	136	6	19	167
28 Pantene	75	6	7	115	56	5	3	64	131	5	10	93
29 El Arosa Tea	73	6	40	659	6	0	4	853	79	3	44	672
30 Morshedy Group	72	6	15	240	29	2	8	328	102	4	23	265

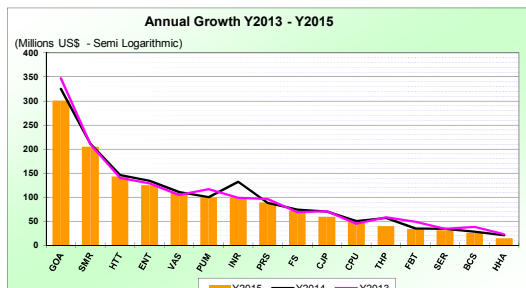
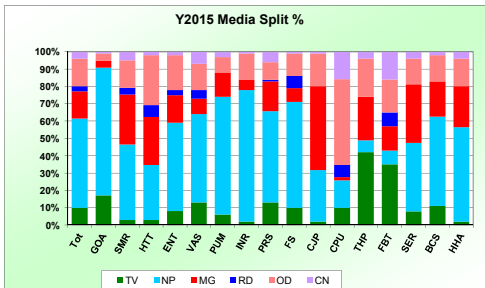
*OT=Radio+OutDoor+Cinema

Media Split % Jan-Dec Y2015

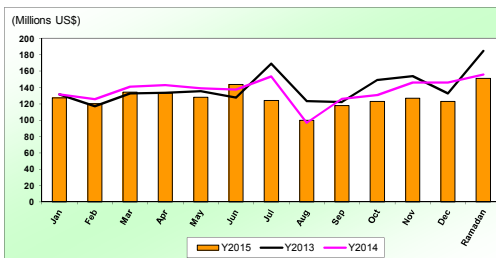
Television		Newspapers		MG		OT*
Spend	Ramadan	Spend	Ramadan	Spend	Ramadan	
99.01	99.40	0.21	0.08	0.02	0.02	0.76
99.96	50.58	0.00	0.00	0.03	0.03	0.01
94.20	99.28	0.64	0.08	0.02	0.02	5.14
99.94	64.86	0.00	0.00	0.06	0.00	0.00
94.69	93.76	0.14	0.49	0.01	0.01	5.16
99.59	99.57	0.00	0.00	0.00	0.00	0.41
98.04	98.77	0.07	0.21	0.00	0.00	1.88
99.32	92.69	0.48	2.90	0.05	0.15	
78.83	83.75	4.27	2.39	0.36	16.53	
99.98	0.00	0.02	0.00	0.00	0.00	0.00
96.57	99.50	0.42	0.09	0.00	0.00	3.01
99.41	100.00	0.00	0.00	0.01	0.58	
99.52	0.00	0.03	0.00	0.00	0.46	
98.90	99.57	0.03	0.00	0.00	1.08	
99.12	77.43	0.02	0.00	0.00	0.86	
92.57	99.20	3.06	0.15	0.12	4.24	
74.72	42.56	10.54	33.27	2.81	11.93	
99.94	99.83	0.01	0.06	0.05	0.00	
99.28	98.33	0.02	0.00	0.00	0.71	
97.76	99.98	1.96	0.00	0.00	0.28	
99.96	100.00	0.00	0.00	0.00	0.04	
99.99	99.93	0.00	0.00	0.00	0.01	
99.88	99.76	0.01	0.00	0.07	0.04	
89.61	0.00	0.97	0.00	0.11	9.31	
99.90	100.00	0.00	0.00	0.02	0.09	
100.00	100.00	0.00	0.00	0.00	0.00	
98.66	99.80	0.04	0.00	0.01	1.29	
98.67	99.73	0.01	0.00	1.32	0.00	
99.78	100.00	0.00	0.00	0.00	0.21	
94.48	98.55	5.46	1.43	0.01	0.06	

UNITED ARAB EMIRATES - 2015 [Jan-Dec]

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Ram	Sh%	Media Split %	TV	NP	MG	RD	OD	CN
Government/Corporate & Organization A	GOA	347	325	301	20	-7	38	25	17	73	4	0	4	1	
Shopping Malls & Retail Stores	SMR	210	211	205	14	-3	20	14	3	44	29	4	16	5	
Hotel Travel & Tourism	HTT	140	146	143	10	-2	10	7	3	32	28	7	29	2	
Entertainment	ENT	129	134	125	8	-7	6	4	8	51	16	3	20	2	
Vehicles Accessories & Supplies	VAS	105	111	109	7	-2	13	8	13	51	9	5	15	7	
Publishing Media	PUM	117	100	100	7	0	8	5	6	68	14	0	9	3	
Insurance & Real Estate & Properties	INR	99	132	99	7	-25	5	4	2	76	6	0	15	1	
Professional Services	PRS	96	88	89	6	1	13	8	13	52	17	1	10	6	
Financial Services	FS	69	74	72	5	-3	8	5	10	61	8	7	13	1	
Clothing Jewellery & Personal Accs	CJP	71	70	59	4	-16	6	4	2	30	49	0	19	1	
Communications & Public Utilities	CPU	45	50	53	4	6	7	5	10	16	2	7	50	16	
Toiletries Hygiene/ House Care Products	THP	58	57	40	3	-30	2	1	42	7	25	0	22	4	
Food Beverages And Tobacco	FBT	49	35	34	2	-3	8	5	35	8	14	8	19	16	
Other Services	SER	34	34	31	2	-9	3	2	8	40	34	0	15	4	
Business/Construct Equip. & Supplies	BCS	38	28	26	2	-7	3	2	11	51	20	0	15	2	
Household Appliances	HHA	23	21	15	1	-29	1	1	2	55	24	0	16	4	
Total		1,629	1,617	1,502	100	-7	151	100	10	52	16	3	16	4	



Monthly Spend Analysis (Millions US\$)Y2013 - 2015

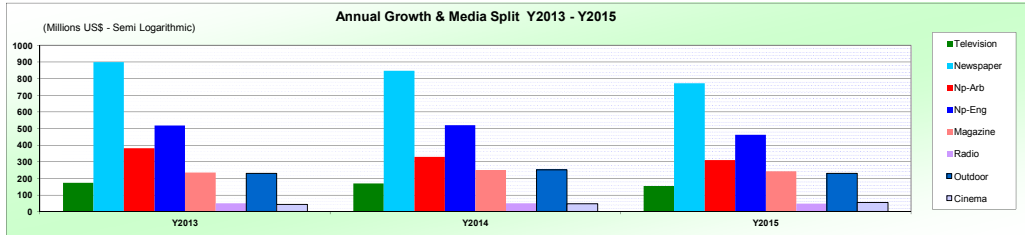


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	132	132	127	-3
Feb	117	126	120	-4
Mar	133	141	134	-5
Apr	134	143	133	-7
May	136	139	128	-8
Jun	127	137	144	5
Jul	169	153	124	-19
Aug	123	97	100	3
Sep	122	126	118	-6
Oct	149	131	123	-6
Nov	154	146	127	-13
Dec	133	146	123	-16
Total	1,630	1,617	1,502	-7
Ramdan	185	156	151	-3

Overall Media Split Analysis (Millions US\$)

Media	Y2013			Y2014			Y2015			Var'n % Y15/Y14		Growth Index*	
	Value	Sh%	Ramdn	Value	Sh%	Ramdn	Value	Sh%	Ramdn	Val	Ramdn	Y15	Y14
Television	173	11	68	169	10	51	153	10	50	33	-9	89	98
Newspaper	899	55	74	849	52	61	772	51	59	39	-9	86	94
Np-Arb	382	23	36	329	20	24	310	21	25	17	-6	7	86
Np-Eng	518	32	38	520	32	37	461	31	34	22	-11	89	100
Magazine	235	14	18	250	15	15	243	16	16	11	-3	7	103
Radio	49	3	3	50	3	5	48	3	4	3	-5	97	102
Outdoor	229	14	18	251	16	21	231	15	16	11	-8	101	109
Cinema	42	3	4	47	3	4	56	4	5	4	18	49	112
Total	1,629	100	185	1,617	100	156	1,502	100	151	100	-7	92	99

*Index base Y2013



Millions US\$ 1,502 ▼ - 7%
Ramadan US\$ 151 ▼ - 3%

Top Brands Y2015 (000 US\$)		
Rank	Brand	%Var'n Y15/14
1	Sedar	10,591 56
2	Adnoc	10,286 163
3	Watani - Uae	7,813 46
4	Dubai Police	7,135 N
5	Judicial Dep.adh	4,916 17
6	Etisalat	4,847 38
7	Dettol	3,925 177
8	Uae Nat'l Elect.	3,238 N
9	Ads Securities (Finance Institute)	2,465 E
10	Date Crown	2,358 93
11	Uae Armed Forces	2,151 -68
12	Shk.mohammed Aw.	2,106 -1

Newspapers Top Spenders		
Rank	Brand	%Var'n Y15/14
1	Carrefour	10,451 7
2	Abu Dhabi Sports	7,517 208
3	Emirates Nbd	5,649 E
4	Damac	5,642 45
5	Etisalat	5,253 8
6	Lulu	5,008 -1
7	Mashreq Bank	4,876 0
8	Samsung	4,118 -12
9	Al Dar	4,115 -15
10	Mitsubishi	4,043 227
11	Nissan	3,715 -10
12	Adib	3,689 34

Magazines Top Spenders		
Rank	Brand	%Var'n Y15/14
1	Carrefour	2,401 2
2	Rolax	1,808 16
3	Chanel	1,345 -5
4	Christian Dior	1,316 1
5	Cartier	1,096 -14
6	Pure Gold Jewel.	1,049 -10
7	Home Center	1,039 -16
8	Pandora	1,019 88
9	Paris Gallery	997 105
10	Lulu	973 -24
11	B.m.w.	959 1
12	Sofitel	857 -16

Cinema Top Spenders		
Rank	Brand	%Var'n Y15/14
1	Du	6,680 10
2	Pepsi	4,553 10
3	Toyota	3,720 178
4	Home Center	3,279 12
5	Axiom	2,512 11
6	Etisalat	1,201 103
7	Magic Planet	924 157
8	E Max	911 -21
9	Centrepont	820 100
10	Mediclinic	761 32
11	Lulu	718 E
12	Chevrolet	710 208

Outdoor Top Spenders		
Rank	Brand	%Var'n Y15/14
1	Etisalat	17,769 27
2	Mcdonald's	9,189 -7
3	Du	8,354 10
4	Kfc	6,648 -9
5	Dubai Shop.fest.	6,086 -69
6	Dubai Tourism	5,877 N
7	Dfre	5,014 199
8	Damac	5,002 88
9	Pure Gold Jewel.	4,158 -11
10	Media Tech	3,157 131
11	Pizza Hut	3,091 -14
12	Adib	2,914 29

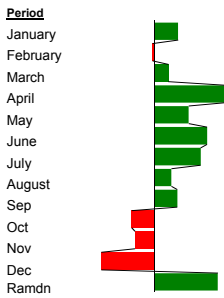
E - Exceeding the limit >300% N - New

UNITED ARAB EMIRATES - 2015 [Jan-Dec]

Millions US\$ 1,502 ▼ - 7%

Thousand SESU 920 ▲ + 7%

Y2015/2014Var %



Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

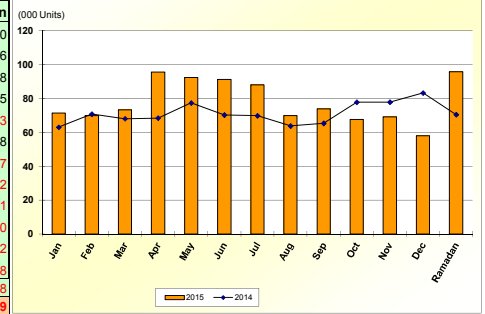
Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

TOTAL MARKET ADVERTISING SPACE ALLOCATION

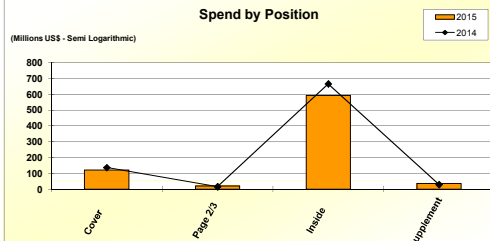
ALL MEDIA (SESU Units)*			Newspapers(pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
71412	63044	13	10218	-22	3261	2	7392	30
69880	70763	-1	9382	-20	3471	2	7899	6
73228	68020	8	10991	-18	4045	-6	9009	18
95483	68414	40	10587	-25	3832	-3	8815	45
92255	77311	19	10128	-22	3845	-6	6047	-3
91175	70222	30	10802	-14	3480	-7	8259	38
88065	69814	26	9475	-2	2623	-12	10507	-27
69836	63786	9	9155	2	2235	-4	6462	-2
73728	65318	13	10816	-3	3492	-19	3869	-21
67547	77771	-13	10397	4	3957	-11	6147	-10
69070	77803	-11	11041	-7	3999	-8	5619	-52
57953	83240	-30	7932	-32	4389	-4	6460	-38
919631	855505	7	120925	-15	42630	-7	86485	-8
95721	70430	36	9739	-2	2834	0	13655	-9

Ad Space & Seasonality



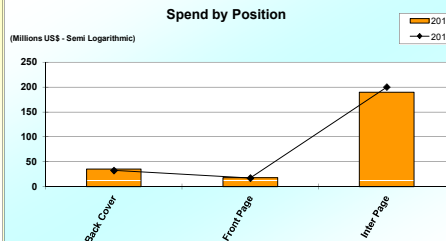
NEWSPAPERS

Spend by Position (Millions US \$)	2015		Ramadn		2014		Var'n %
	Value	%	Val	%	Value	%	
Cover	122	16	9	16	137	16	-11
Page 2/3	20	3	43	73	15	2	31
Inside	594	77	2	4	668	79	-11
Supplement	36	5	3	6	29	3	22
	772	100	59	100	849	100	-9



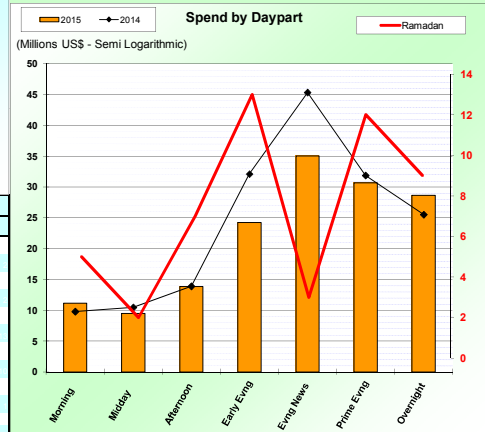
MAGAZINES

Spend by Position (Millions US \$)	2015	2014	Var'n %
	Value	Value	
Back Cover	35	33	8
Front Page	18	17	5
Inter Page	189	200	-5
	243	250	-3



TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		Ramadan		2014		Var'n %
	Value	%	Rm	%	Value	%	
Morning	11	7	5	11	10	6	14
Midday	10	6	2	4	10	6	-9
Afternoon	14	9	7	13	14	8	0
Early Evng	24	16	13	25	32	19	-25
Evng News	35	23	3	5	45	27	-23
Prime Evng	31	20	12	25	32	19	-4
Overnight	29	19	9	18	26	15	12
	153	100	50	100	169	100	-9



Spend (Millions US\$)		Ramadan Y2015	
Top 20 Brands	Spend	Contribution Y15%Jan-dec	
Sedar	9.2	87	
Etisalat	5.0	17	
Judicial Dep.adh	4.1	73	
Adnoc	3.0	28	
Dubai Police	2.8	37	
Date Crown	2.4	100	
Adib	1.8	23	
Du	1.7	10	
57357 Hospital	1.4	91	
Lipton	1.3	53	

Brand		Spend		Contribution Y15%Jan-dec	
Zakat Fund	1.3	56			
Al Ain	1.3	60			
Emaar	1.2	29			
Emirates Red Crescent	1.1	50			
Carrefour	1.0	8			
Mcdonald's	1.0	8			
Awqaf	0.9	100			
Toyota	0.9	9			
Pure Gold Jewel.	0.8	14			
KFC	0.8	82			

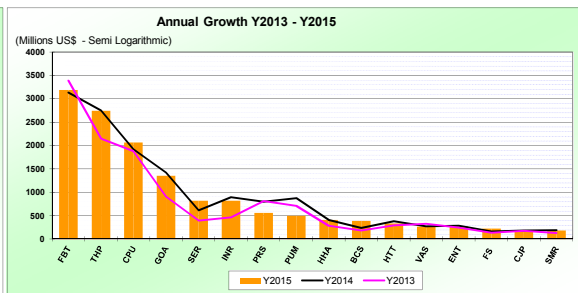
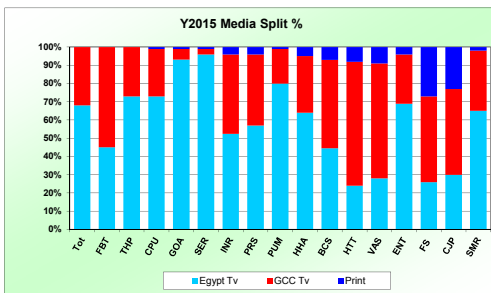
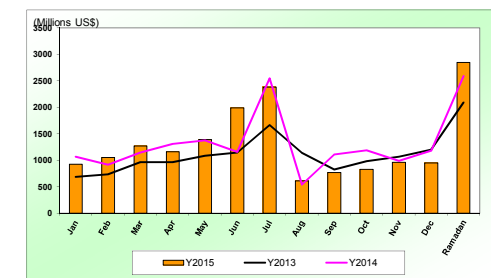
TOP 30 LEAGUE OF Y2015 (Millions US\$)

Rank & Brand	2015				2014				2 YEARS		Television		Newspaper		MG	OT*
	Spend	Avg	Ramadan	Index%	Spend	Avg	Ramadan	Index%	Total	Ramadan	Spend	Ramadan	Spend	Ramadan		
1 Etisalat	29	2.4	5.0	206	24	2.0	4.4	225	53	9	16.5	82.2	17.9	7.2	0.8	64.8
2 Du	17	1.4	1.7	121	18	1.5	1.9	123	36	4	2.0	2.7	10.6	2.7	0.4	87.0
3 Carrefour	13	1.1	1.0	92	13	1.1	0.9	87	26	2	0.0	0.0	77.9	70.4	17.9	4.2
4 Mcdonald's	13	1.1	1.0	91	14	1.1	1.0	90	27	2	0.0	0.0	23.0	17.2	3.9	73.1
5 Damac	11	0.9	0.2	27	8	0.7	0.8	121	19	1	0.0	0.0	52.1	90.1	0.3	47.6
6 Adnoc	11	0.9	3.0	337	5	0.4	1.9	452	16	5	95.3	99.8	4.6	0.2	0.1	0.0
7 Sedar	11	0.9	9.2	1,039	7	0.6	1.4	245	17	11	100.0	100.0	0.0	0.0	0.0	0.0
8 Toyota	10	0.8	0.9	106	11	1.0	2.8	297	22	4	2.8	0.0	29.6	24.2	2.8	64.7
9 Kfc	9	0.8	0.8	99	9	0.8	0.7	94	19	1	1.4	16.8	27.4	7.5	0.1	71.1
10 Dubai Shop.fest.	8	0.7	0.5	70	21	1.8	1.6	91	29	2	0.7	0.0	16.4	0.0	2.7	80.1
11 Adib	8	0.7	1.8	275	5	0.4	1.1	239	13	3	11.1	48.3	46.7	38.1	5.4	36.9
12 Watani - Uae	8	0.7	0.0	7	5	0.5	0.1	18	13	0	99.8	72.0	0.2	28.0	0.0	0.0
13 Dubai Police	8	0.6	2.8	441	0	0.0	0.1	149	8	3	93.1	97.1	5.1	2.9	0.0	1.8
14 Abu Dhabi Sports	8	0.6	0.6	91	2	0.2	0.1	46	10	1	0.1	0.0	99.4	100.0	0.5	0.0
15 Emirates Nbd	7	0.6	0.1	14	6	0.5	0.1	12	13	0	0.3	0.0	92.5	100.0	6.3	0.9
16 Mashreq Bank	7	0.6	0.3	47	5	0.4	0.3	76	12	1	0.0	0.0	70.1	96.7	2.0	27.8
17 Lulu	7	0.6	0.7	117	6	0.5	0.5	102	13	1	0.0	0.0	72.2	68.9	14.0	13.8
18 Samsung	7	0.6	0.4	76	9	0.8	0.9	123	16	1	15.8	0.0	59.5	56.7	9.6	15.1
19 Home Center	6	0.5	0.5	91	6	0.5	0.4	96	12	1	0.0	0.0	17.8	16.5	16.2	66.0
20 Dubai Tourism	6	0.5	0.0	0	0	0.0	0.0	0	6	0	0.0	0.0	1.3	0.0	0.0	98.7
21 Nissan	6	0.5	0.6	119	5	0.5	0.3	73	11	1	4.0	0.0	64.1	69.5	9.6	22.3
22 Judicial Dep.adh	6	0.5	4.1	879	6	0.5	2.8	615	11	7	87.0	97.1	3.8	0.2	0.0	9.3
23 Pure Gold Jewel.	6	0.5	0.8	172	7	0.6	0.8	133	13	2	0.0	0.0	7.5	0.0	18.6	73.9
24 Mitsubishi	5	0.4	0.4	99	4	0.4	0.5	139	9	1	0.0	0.0	80.3	95.7	4.4	15.2
25 Dfne	5	0.4	0.5	113	2	0.1	0.2	117	7	1	0.0	0.0	0.0	0.0	0.0	100.0
26 Motivate Val Mo.	5	0.4	0.6	159	3	0.2	0.3	116	8	1	0.0	0.0	0.0	0.0	0.0	100.0
27 Volkswagen	5	0.4	0.3	81	5	0.4	0.4	98	10	1	2.5	1.3	54.9	77.1	8.9	33.8
28 Pepsi	5	0.4	0.5	125	5	0.4	0.5	125	10	1	0.0	0.0	0.0	0.0	0.3	99.7
29 Mercedes	4	0.4	0.2	57	5	0.4	0.4	107	9	1	8.7	0.0	49.0	93.3	7.3	35.0
30 Ethihad	4	0.4	0.1	26	4	0.3	0.1	22	8	0	2.1	0.0	75.4	55.2	10.6	11.9

*OT=Radio+OutDoor+Cinema

PAN ARAB MEDIA - 2015 [Jan-Dec]

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	Ram	Sh%	%Var'n	Y15/14	TV	Egypt Tv	GCC Tv	Print
Food Beverages And Tobacco	FBT	3,383	3,131	3,184	22	396	14	2	100	68	32	0	
Toiletries Hygiene/ House Care Products	THP	2,147	2,749	2,739	19	116	4	0	100	45	55	0	
Communications & Public Utilities	CPU	1,877	1,921	2,067	14	503	18	8	100	73	27	0	
Government/Corporate & Organization Ad	GOA	906	1,422	1,356	9	441	16	-5	99	73	26	1	
Other Services	SER	393	616	821	6	395	14	33	100	94	6	1	
Insurance & Real Estate & Properties	INR	464	893	816	6	266	9	-9	99	96	3	1	
Professional Services	PRS	814	801	561	4	67	2	-30	96	53	44	4	
Publishing Media	PUM	708	874	497	3	79	3	-43	96	57	39	4	
Household Appliances	HHA	284	407	411	3	179	6	1	99	80	19	1	
Business/Construct Equip. & Supplies	BCS	184	240	389	3	64	2	62	95	64	31	5	
Hotel Travel & Tourism	HTT	290	380	331	2	57	2	-13	93	44	48	7	
Vehicles Accessories & Supplies	VAS	327	273	268	2	54	2	-2	92	24	68	8	
Entertainment	ENT	244	287	271	2	16	1	-6	91	28	63	9	
Financial Services	FS	135	164	224	2	98	3	37	97	69	27	4	
Clothing Jewellery & Personal Acs	CJP	177	180	170	1	54	2	-6	72	26	47	27	
Shopping Malls & Retail Stores	SMR	126	192	180	1	60	2	-6	78	30	47	23	
Total		12,458	14,530	14,284	100	2,844	100	-2	98	65	33	2	

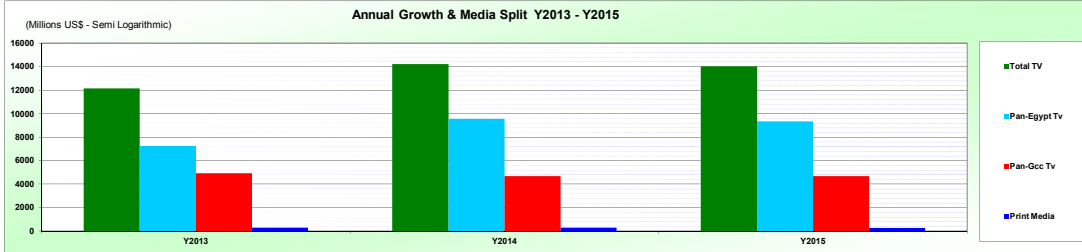

Monthly Spend Analysis (Millions US\$) Y2013 - 2015


Period	Y2013	Y2014	Total	Gccvt	Egyptv	Var'n %
Jan	689	1,068	925	260	646	-13
Feb	735	919	1,050	341	688	14
Mar	966	1,146	1,267	345	893	11
Apr	964	1,309	1,162	356	782	-11
May	1,084	1,378	1,393	421	947	1
Jun	1,144	1,157	1,987	485	1,482	72
Jul	1,666	2,549	2,379	537	1,827	-7
Aug	1,141	539	609	231	366	13
Sep	824	1,108	767	286	458	-31
Oct	980	1,185	829	435	367	-30
Nov	1,065	990	963	479	456	-3
Dec	1,200	1,182	952	491	439	-19
Total	12,458	14,530	14,284	4,667	9,350	-2
Ramadan	2,087	2,592	2,844	761	2,065	10

Overall Media Split Analysis (Millions US\$)

Media	Y2013	Y2014	Y2015	Var'n Y14/Y15 %	Growth Index*
	Value	Sh% Ramdn	Value	Ramdn	Sh% Y14
Total TV	12,160	98 2,069	14,228	2,573	98
Pan-Egypt Tv	7,230	58 1,470	9,551	1,786	66
Pan-Gcc Tv	4,930	40 599	4,667	787	32
Print Media	299	2 1	302	0	2
Total	12,458	100 2,087	14,530	2,592	100
			14,284	2,844	100
					-2
				10	115
					117

Index Base Y2013



Millions US\$ 14,284 ▼ -2%
Ramadan US\$ 2,844 ▲ +10%

Top Brands Y2015 (000 US\$)

Rank	Brand	Y2015	%Var'n
1	57357 Hospital	283,707	49
2	Vodafone	205,646	228
3	Magdi Yacoub Health Clinic	131,859	-9
4	Dabur	125,745	31
5	Juhayna	118,271	79
6	Dettol	116,496	74
7	Etisalat Egypt	109,050	12
8	Tahya Misr	96,861	N
9	Crystal	94,217	64
10	Chipsy	93,062	132
11	Mobilni	91,447	-6
12	Misr Italia	87,421	248
13	Dream Land Real Estate	87,254	-58
14	500 500 Hospital	77,198	N
15	Pepsi	75,475	8
16	El Arosa Tea	72,660	E
17	Mountain View	70,939	30
18	Morshedy Group	68,432	141
19	Tiger	66,892	11
20	Persil	66,826	130
21	Telecom Egypt	65,775	70
22	Lactel	61,720	158
23	Sharp	60,880	80
24	Egyptian I.a.giv	60,578	E
25	Nasr City For Health	60,211	246

Rank	Brand	Y2015	%Var'n
1	Dettol	125,530	21
2	Saudi Telecomm.	94,349	41
3	Head & Shoulders	86,684	32
4	Coca Cola	72,608	40
5	Sedar	66,729	-14
6	Al Marai	65,116	0
7	Pepsi	53,289	3
8	Pantene	49,481	32
9	Dabur	49,187	96
10	Elvive	46,321	85
11	Garnier	43,597	153
12	Samsung	40,210	-3
13	Nivea	39,703	5
14	Pampers	39,149	0
15	Lipton	38,203	25
16	Shahid.net	37,922	163
17	Mobily	36,519	-44
18	Omo	32,191	-20
19	Vanish	31,919	58
20	Galaxy	31,503	-25
21	Dove	29,776	-43
22	Toyota	29,694	-32
23	Sensodyne	28,630	92
24	Johnson & Johnson	28,146	30
25	Ariel	28,066	-32

Rank	Brand	Y2015	%Var'n
1	Rolex	3,455	4
2	Christian Dior	2,727	20
3	Louis Vuitton	2,285	33
4	Chanel	2,255	-1
5	Cartier	1,668	-3
6	Bvlgari	1,558	18
7	Samsung	1,494	5
8	Chopard	1,372	42
9	B.m.w.	1,351	-34
10	Omega	1,256	-32
11	Du	1,223	-36
12	Ethiad	1,168	8
13	Huawei	1,153	16
14	Gucci	1,043	-7
15	Turkish Air.	1,042	14
16	Etisalat	1,032	26
17	Audemars Piguet	1,020	59
18	Mercedes	990	-23
19	Patek Philippe	985	-7
20	Dodge	946	103
21	Prada	935	-3
22	Cocoon	868	95
23	Roberto Cavalli	865	28
24	Bonja	864	-14
25	Hermes	853	133

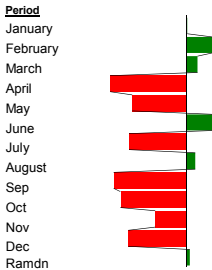
E - Exceeding the limit >300% N - New

PAN ARAB MEDIA - 2015

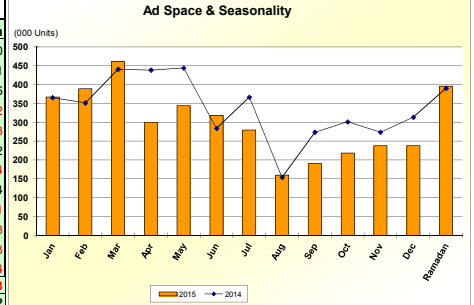
Millions US\$ 14,284 ▼ - 2%

Thousand SESU 3502 ▼ - 13%

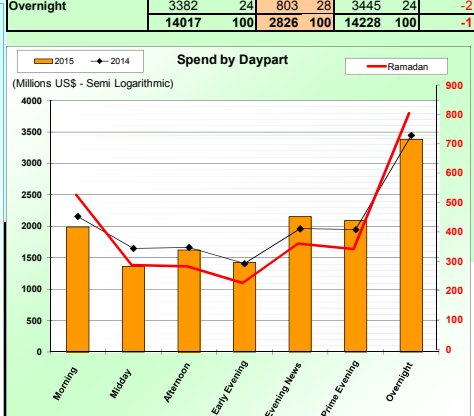
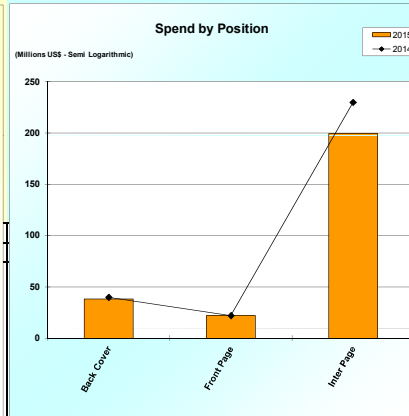
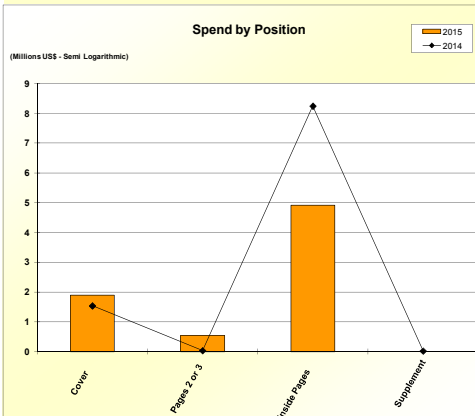
Y2015/2014Var %



TOTAL MARKET ADVERTISING SPACE ALLOCATION									
ALL MEDIA (SESU Units)*			Newspapers (Pages)		MAGAZINES (Pages)		TELEVISION (Min)		
2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n	2015
366587	365434	0	100	5	2759	-4	363728	0	0
389472	351645	11	61	-43	2885	-5	386526	11	11
461145	440911	5	86	-29	4007	-9	457052	5	5
299128	438627	-32	60	-64	3239	-8	295829	-32	-32
343969	444121	-23	93	-44	3300	-16	340576	-23	-23
317896	283876	12	95	-64	2617	-17	315184	12	12
279208	366793	-24	35	182	2197	-23	276976	-24	-24
159648	154039	4	57	258	1499	-23	158092	4	4
190636	273678	-30	78	136	3182	-21	187375	-30	-30
218430	301185	-27	75	-32	3753	-8	214602	-27	-27
238224	273693	-13	82	-37	3804	-16	234337	-13	-13
237524	313457	-24	69	18	3059	-18	234396	-24	-24
3501867	4007459	-13	891	-30	36301	-14	3464674	-13	-13
396309	390492	1	41	-5	2388	-4	393880	1	2


 Definition of SESU
 Newspaper - Half a Page Magazine - One page
 Television, Cinema & Video - 30 seconds Radio - 60 seconds Outdoor - 40 faces
 * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS							MAGAZINES					TELEVISION - KSA Time									
Spend by Position (Millions US \$)	2015		Ramadan		2014		Var'n %	Spend by Position (Millions US \$)	2015		2014		Var'n %	Spend by Daypart (Millions US \$)	2015		Ramadan		2014		Var'n %
	Value	%	Val	%	Value	%			Value	%	Value	%			Value	%	Rm	%	Value	%	
Cover	2	26	0.1	15	2	16	24	Back Cover	38	40		-4	Morning	1986	14	526	19	2157	15		-8
Pages 2 or 3	1	7	0.1	16	0	0	1287	Front Page	22	22		-1	Midday	1360	10	287	10	1648	12		-17
Inside Pages	5	67	0.3	64	8	84	-40	Inter Page	200	230		-13	Afternoon	1624	12	283	10	1663	12		-2
Supplement	0	0	0.0	0	0	0	0						Early Evening	1422	10	226	8	1407	10		1
Total	7	100	0.4	100	10	100	-25	Total	260	292		-11	Evening News	2151	15	360	13	1962	14		10

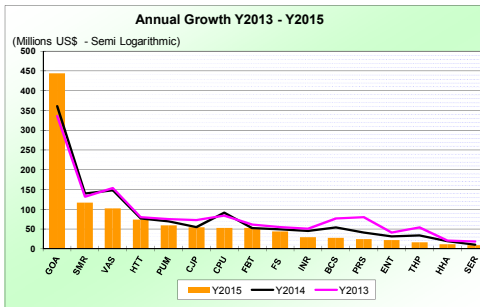
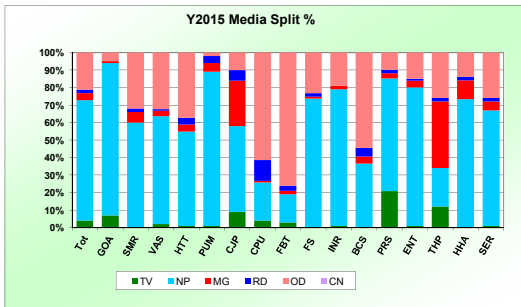

TOP 30 LEAGUE OF Y2015 (Millions US\$)

Rank & Brand	2015				2014				2 YEARS		Ramadan - Y2015			
	Spend	Avg	Ramadan	Index%	Spend	Avg	Ramadan	Index%	Total	Ramadan	Brands	Spend	Contribution	Y15 % Jan-Dec
1 57357 Hospital	297	24.8	177.9	719	207	17.2	102.5	595	504	280	1 57357 Hospital	177.9	59.9	
2 Dettol	242	20.2	0.1	1	170	14.2	4.1	29	412	4	2 Vodafone	80.7	38.9	
3 Vodafone	207	17.3	80.7	467	64	5.4	0.5	10	272	81	3 Magdi Yacoub Health Clinic	78.8	59.7	
4 Dabur	175	14.6	0.0	0	121	10.1	4.2	41	296	4	4 Tahya Misr	67.0	69.3	
5 Magdi Yacoub Health Clinic	132	11.0	78.8	717	145	12.1	44.4	367	277	123	5 Misr Italia	60.9	69.7	
6 Pepsi	129	10.7	10.7	100	122	10.1	16.2	159	250	27	6 500 500 Hospital	58.7	75.8	
7 Juhayna	120	10.0	3.1	31	66	5.5	0.1	2	186	3	7 Mobinil	53.5	58.2	
8 Coca Cola	117	9.8	7.4	76	191	16.0	41.5	260	309	49	8 Etisalat Egypt	50.3	45.6	
9 Etisalat Egypt	110	9.2	50.3	548	98	8.2	33.2	405	209	84	9 Telecom Egypt	49.0	74.5	
10 Head & Shoulders	103	8.6	13.1	153	103	8.6	2.6	31	207	16	10 El Arosa Tea	39.7	54.6	
11 Tahya Misr	97	8.1	67.0	832	0	0.0	0.0	0	97	67	11 Sharp	38.1	62.4	
12 Saudi Telecomm.	94	7.9	17.8	226	72	6.0	18.5	309	166	36	12 Toshiba	35.8	81.1	
13 Crystal	94	7.9	10.5	134	58	4.8	4.0	83	152	15	13 Universal	34.3	74.7	
14 Chipsy	93	7.8	6.9	88	40	3.4	4.7	141	134	12	14 Misr Alkhair	34.2	58.3	
15 Mobinil	92	7.7	53.5	698	97	8.1	41.2	507	189	95	15 El Araby	34.2	64.8	
16 Pampers	90	7.5	0.0	0	132	11.0	0.0	0	222	0	16 Mobily	30.3	82.9	
17 Misr Italia	87	7.3	60.9	836	25	2.1	8.7	416	113	70	17 Mountain View	30.3	42.5	
18 Dream Land Real Estate	87	7.3	1.9	27	207	17.3	0.0	0	295	2	18 Emaar	29.9	81.4	
19 Persil	84	7.0	1.1	16	43	3.6	0.7	19	127	2	19 Egyptian Food B. Org.	28.8	55.5	
20 Elvive	83	6.9	0.3	5	36	3.0	1.2	0	119	2	20 Nasr City	26.6	44.1	
21 Sedar	82	6.9	19.2	280	104	8.7	16.5	190	187	36	21 Resala Religion/Charity	26.0	76.2	
22 Garnier	78	6.5	15.4	236	32	2.7	6.9	254	111	22	22 Baheya Furniture	25.9	45.4	
23 500 500 Hospital	77	6.4	58.7	909	0	0.0	0.0	0	77	59	23 Ma'an Religion/Charity	25.7	82.3	
24 Al Marai	74	6.2	0.0	0	75	6.2	1.7	27	149	2	24 Cottonil	23.4	86.1	
25 El Arosa Tea	73	6.1	39.7	655	5	0.5	2.4	523	78	42	25 Unionaire	23.2	80.7	
26 Lipton	72	6.0	11.6	193	51	4.3	4.3	101	123	16	26 Royal	22.9	62.6	
27 Mountain View	71	5.9	30.3	510	55	4.6	12.4	273	126	43	26 Nat'l B. Egypt	22.2	48.5	
28 Galaxy	70	5.8	5.6	97	84	7.0	9.4	134	154	15	27 Shad Agza' Movie	22.0	75.5	
29 Ariel	69	5.8	4.2	72	157	13.1	10.0	76	226	14	28 Dar Al Orman Religion/Charity	21.9	48.0	
30 Morshedy Group	68	5.7	14.3	250	28	2.4	5.4	227	97	20	29 Banque Misr	21.7	55.7	

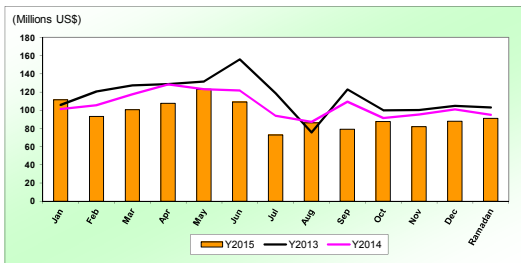
*OT=Radio+Outdoor+Cinema

KINGDOM OF SAUDI ARABIA - 2015 [Jan-Dec]

Chapter	Abbreviation	Y2013	Y2014	Y2015		%Var'n		Media Split %							
				Value	Sh%	Y15/14	Ram	TV	NP	MG	RD	OD	CN		
Government/Corporate & Organization Ac	GOA	336	361	444	39	23	28	31	7	87	1	0	5	0	
Shopping Malls & Retail Stores	SMR	132	140	117	10	-16	12	14	0	60	6	2	32	0	
Vehicles Accessories & Supplies	VAS	154	148	102	9	-31	9	10	2	61	3	1	32	0	
Hotel Travel & Tourism	HTT	80	77	74	6	-4	7	7	1	55	4	4	38	0	
Publishing Media	PUM	75	69	59	5	-14	6	7	1	89	5	4	2	0	
Clothing Jewellery & Personal Accs	CJP	73	55	54	5	-2	8	9	9	49	26	6	10	0	
Communications & Public Utilities	CPU	84	91	53	5	-42	10	10	4	22	1	12	62	0	
Food Beverages And Tobacco	FBT	61	52	53	5	2	2	2	3	16	2	3	76	0	
Financial Services	FS	55	49	44	4	-10	2	2	0	73	1	2	23	0	
Insurance & Real Estate & Properties	INR	51	45	29	3	-36	2	2	1	78	2	0	19	0	
Business/Construct Equip. & Supplies	BCS	77	54	28	2	-48	1	1	0	37	4	5	55	0	
Professional Services	PRS	80	41	24	2	-41	2	2	21	65	3	2	10	0	
Entertainment	ENT	41	31	22	2	-29	1	1	1	79	4	1	15	0	
Toiletries Hygiene/ House Care Products	THP	54	34	16	1	-53	1	1	12	22	38	2	26	0	
Household Appliances	HHA	21	19	11	1	-42	1	1	0	74	11	2	14	0	
Other Services	SER	18	10	9	1	-10	0	0	1	66	5	2	26	0	
Total		1,392	1,276	1,140	100	-11	91	100	4	68	4	2	21	0	



Monthly Spend Analysis (Millions US\$) Y2013 - 2015

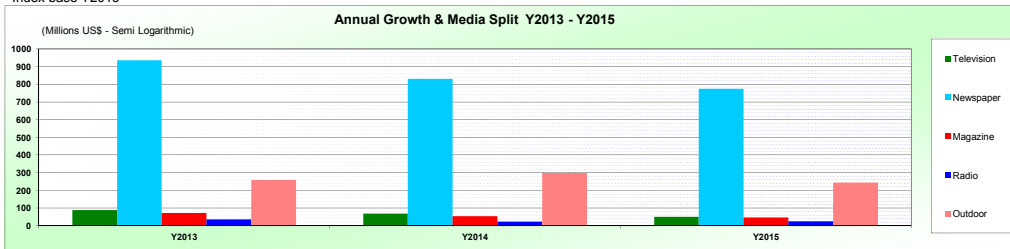


Period	Y2013		Y2014		Y2015		Var'n %	
	Value	Sh%	Value	Sh%	Value	Sh%	Y15/14	Y15/14
Jan	106		101		112		10	10
Feb	121		105		93		-12	-12
Mar	127		118		101		-15	-15
Apr	129		128		108		-16	-16
May	132		123		123		0	0
Jun	156		122		109		-10	-10
Jul	119		94		73		-22	-22
Aug	76		87		86		-1	-1
Sep	123		109		79		-28	-28
Oct	100		91		88		-4	-4
Nov	100		95		82		-14	-14
Dec	105		101		88		-13	-13
Total	1392		1276		1140		-11	-11
Ramadan	103		95		91		-4	-4

Overall Media Split Analysis (Millions US\$)

Media	Y2013			Y2014			Y2015			Var'n %		Growth Index*	
	Value	Sh%	Ramdn	Value	Sh%	Ramdn	Value	Sh%	Ramdn	Val	Ramdn	Y15	Y14
Television	88	6	12	69	5	5	50	4	9	-27	96	57	78
Newspaper	936	67	63	831	65	66	775	68	65	-7	-2	83	89
Magazine	73	5	6	54	4	4	46	4	3	-14	-23	63	74
Radio	36	3	1	24	2	2	25	2	2	2	2	11	68
Outdoor	259	19	21	298	23	18	244	21	12	-18	-35	94	115
Total	1,392	100	103	1,276	100	95	1,140	100	91	-11	-4	82	92

*Index base Y2013



Millions US\$ 1,140 ▼ - 11%
Ramadan US\$ 91 ▼ - 4%

Top Brands Y2015 (000 US\$)		
Television Top Spenders		
Rank	Brand	%Var'n
1	Drosh	78
2	Watana Amanah	N
3	Nazaha	-47
4	Brojeh	100
5	Mobily	137
6	Baby Joy	-25
7	Nebras	N
8	Ford	11
9	Sofy	E
10	Nido	N
11	Abdullatif Jamil	E
12	Lincoln	N

Newspapers Top Spenders		
Rank	Brand	%Var'n
1	Ford	-25
2	Toyota	-33
3	Saudi Telecomm.	-21
4	Saudia Airlines	-11
5	Samba	-8
6	Mazda	26
7	Asharqia Chamber	27
8	Al Yaum	219
9	Mbc Pro Sports 1	E
10	Kia	0
11	Nissan	-38
12	Renault	-4

Magazines Top Spenders		
Rank	Brand	%Var'n
1	Christian Dior	-17
2	Chopard	36
3	Bvlgari	6
4	Rolex	26
5	Chanel	-35
6	Louis Vuitton	4
7	Kia	2
8	Cartier	-31
9	Al Tayyar	-4
10	Audemars Piguet	23
11	Piaget	70
12	Van Cleef arpels	-1

Radio Top Spenders		
Rank	Brand	%Var'n
1	Saudi Telecomm.	161
2	Drosh	60
3	Tatto Tatti	12
4	Sedar	-7
5	Kfc	E
6	Brojeh	94
7	Al Bassam	14
8	Mcdonald's	-23
9	Al Qabany	E
10	Al Mithali	166
11	Perfetto	E
12	Chevrolet	73

Outdoor Top Spenders		
Rank	Brand	%Var'n
1	Mobily	-37
2	Saudi Telecomm.	-50
3	Al Marai	31
4	Toyota	-68
5	Al Youm	147
6	Ford	-3
7	Samsung	-72
8	Zain Tel.comm.	-64
9	Jarir Bookstore	72
10	Chevrolet	81
11	Saudi Holand Bank	E
12	Maestro Pizza	N

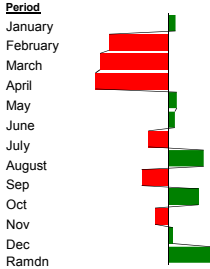
E - Exceeding the limit >300% N - New

KINGDOM OF SAUDI ARABIA - 2015

Millions US\$ 1,140 ▼ -11%

Thousand SESU 142 ▼ -6%

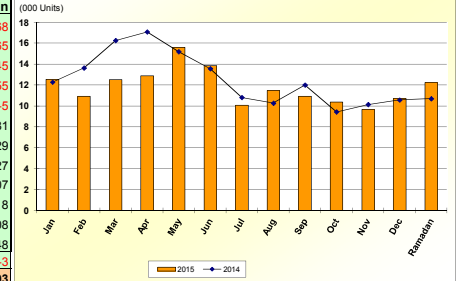
Y2015/2014Var %



TOTAL MARKET ADVERTISING SPACE ALLOCATION

ALL MEDIA (SESU Units)*				Newspapers (pages)				MAGAZINES (Pages)				TELEVISION (Min)			
2015	2014	% Var'n		2015	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
12552	12267	2		9087	38	489	22	980	-68						
10913	13627	-20		6607	-12	451	-23	1275	-65						
12502	16248	-23		6904	-18	539	-16	2265	-45						
12869	17069	-25		7457	-10	576	-2	1982	-55						
15602	15181	3		8431	6	469	-33	3736	-5						
13853	13555	2		7022	-10	433	-29	3495	81						
10068	10803	-7		4937	-20	410	-17	2353	29						
11476	10262	12		5426	-9	249	-32	2759	127						
10911	11995	-9		5203	-28	370	-42	2695	107						
10375	9429	10		5074	8	564	-10	1571	8						
9674	10136	-5		4535	-15	500	-24	1985	108						
10713	10570	1		4980	-24	528	-23	2525	248						
141506	151142	-6		75664	-8	5576	-20	27619	-3						
12226	10695	14		6342	0.2	361	-20	3160	93						

Ad Space & Seasonality

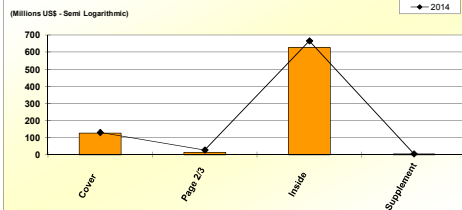


Definition of SESU
 Newspaper - Half a Page
 Magazine - One page
 Television, Cinema & Video - 30 seconds
 Radio - 60 seconds
 Outdoor - 40 faces
 * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

Spend by Position (Millions US \$)	2015		Ramadan		2014		Var'n %
	Value	%	Value	%	Value	%	
Cover	127	16	7	10	131	16	-3
Page 2/3	15	2	2	3	28	3	-47
Inside	627	81	56	86	666	80	-6
Supplement	5	1	1	1	6	1	-6
	775	100	65	100	831	100	-7

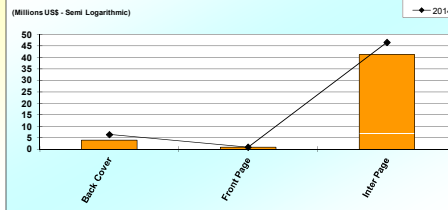
Spend by Position



MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	4		6		-38
Front Page	1		1		5
Inter Page	41		47		-11
	46		54		-14

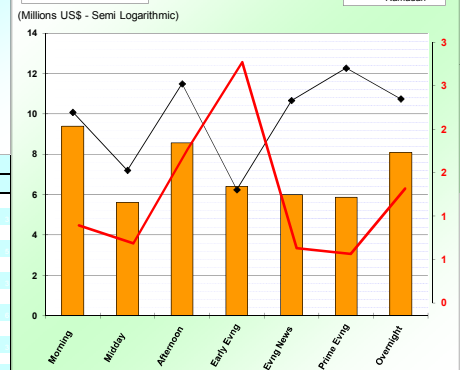
Spend by Position



TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		Ramadan		2014		Var'n %
	Value	%	Value	%	Value	%	
Morning	9	19	1	2	10	15	-7
Midday	6	11	1	1	7	10	-22
Afternoon	9	17	2	4	11	17	-25
Early Evng	6	13	3	6	6	9	3
Evng News	6	12	1	1	11	16	-44
Prime Evng	6	12	1	1	12	18	-52
Overnight	8	16	1	3	11	16	-25
	50	100	9	17	69	100	-27

Spend by Daypart



Spend (Millions US\$)				Ramadan Y2015			
Top 20 Brands		Spend		Contribution Y15%Jan-dec			
Mobily	2.8		16				
Saudi Telecomm.	1.6		6				
Saudi Transport	0.9		94				
Al Shalla	0.8		47				
Maestro Pizza	0.8		21				
Goody	0.7		33				
Drosh	0.6		16				
City Max	0.6		24				
Asharqia Chamber	0.6		14				
Souq.com	0.6		25				

Brand				Spend			
				Contribution Y15%Jan-dec			
Dodge	0.6		24				
Brojeh	0.5		17				
Abdullatif Jamil	0.5		52				
Samba	0.5		10				
Zain Tel.comm.	0.5		6				
Al Nahdi	0.4		17				
Skittles	0.4		50				
Nissan	0.4		7				
Saudia Airlines	0.4		218				
Gazzaz	0.4		14				

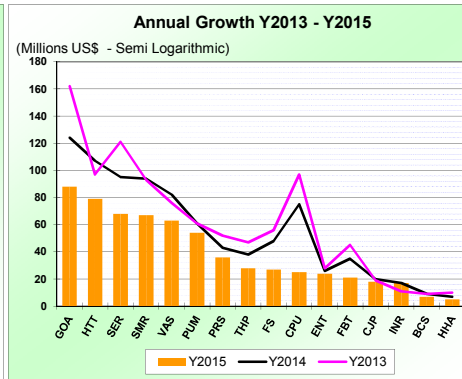
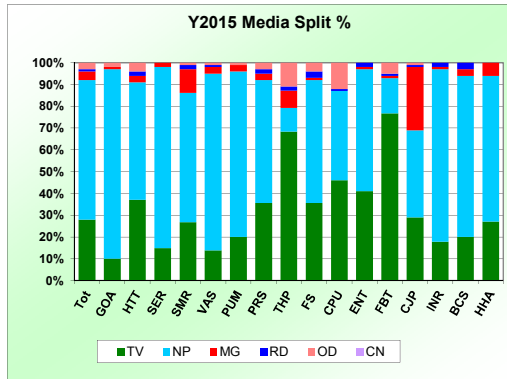
TOP 30 LEAGUE OF Y2015 (Millions US\$)

Rank & Brand	2015				2014				2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	Spend	Avg	Ramadan	Index%	Spend	Avg	Ramadan	Index%	Total	Ramadan	Television	Newspaper	MG	OT*
1 Saudi Telecomm.	25	2.1	1.6	77	37	3.1	4.4	143	62	6	1.1	5.0	20.1	31.3
2 Mobily	18	1.5	2.8	189	28	2.3	1.9	82	45	5	8.0	47.3	13.1	15.7
3 Ford	14	1.2	0.3	27	16	1.4	0.9	68	31	1	8.7	0.0	49.3	100.0
4 Toyota	12	1.0	0.2	21	29	2.4	1.0	42	42	1	0.6	9.7	48.2	90.3
5 Al Marai	8	0.7	0.1	12	6	0.5	0.8	152	14	1	0.0	0.0	8.4	0.0
6 Samsung	8	0.6	0.4	55	23	1.9	1.9	97	31	2	0.0	0.0	23.9	95.8
7 Mcdonald's	8	0.6	0.3	42	6	0.5	1.4	302	13	2	0.0	0.0	43.1	94.7
8 Chevrolet	7	0.6	0.2	38	8	0.7	2.8	431	15	3	0.0	0.0	33.5	88.1
9 Zain Tel.comm.	7	0.6	0.5	77	19	1.6	0.7	44	26	1	0.5	0.0	26.7	100.0
10 Kia	6	0.5	0.1	21	7	0.6	1.6	269	14	2	0.0	0.0	57.5	49.7
11 Jarir Bookstore	6	0.5	0.2	35	7	0.6	1.1	172	14	1	0.0	0.0	26.1	100.0
12 Mazda	6	0.5	0.2	40	5	0.4	0.1	20	11	0	0.0	0.0	71.1	94.7
13 Al Youm Poultry	6	0.5	0.0	0	2	0.2	0.1	26	8	0	0.0	0.0	0.1	0.0
14 Nissan	6	0.5	0.4	79	10	0.9	0.1	11	16	0	0.0	0.0	65.2	84.6
15 Saudi Holand Bank	5	0.4	0.0	0	1	0.1	0.1	64	6	0	0.0	0.0	23.1	0.0
16 Kfc	5	0.4	0.1	28	3	0.3	0.3	118	8	0	0.0	0.0	22.9	6.6
17 Saudia Airlines	5	0.4	0.4	89	6	0.5	0.5	106	11	1	2.3	30.9	94.2	69.1
18 Samba	5	0.4	0.5	118	5	0.4	0.9	228	10	1	0.0	0.0	95.0	93.5
19 Renault	4	0.4	0.2	42	4	0.3	0.4	135	8	1	0.0	0.0	80.6	100.0
20 Nat'l Comm. Bank	4	0.4	0.0	0	5	0.4	0.0	0	10	0	0.0	0.0	62.2	0.0
21 Asharqia Chamber	4	0.4	0.6	167	3	0.3	0.3	120	8	1	0.0	0.0	100.0	100.0
22 Kudu	4	0.3	0.0	10	2	0.1	2.8	2150	6	3	0.0	0.0	9.4	0.0
23 Extra	4	0.3	0.0	0	3	0.3	0.8	308	7	1	0.0	0.0	30.0	0.0
24 Ikea	4	0.3	0.0	0	5	0.4	0.5	118	9	1	0.0	0.0	47.6	0.0
25 Drosh	4	0.3	0.6	196	2	0.2	0.2	90	6	1	67.4	84.7	0.0	0.0
26 Al Yaum	4	0.3	0.0	0	1	0.1	0.3	286	5	0	0.0	0.0	100.0	0.0
27 Saudi Ceramics	4	0.3	0.3	95	4	0.3	0.4	128	8	1	0.0	0.0	91.1	98.6
28 Mbc Pro Sports 1	4	0.3	0.0	0	1	0.1	0.5	1069	4	1	0.0	0.0	100.0	0.0
29 Al Majid Oud	4	0.3	0.0	0	6	0.5	0.4	92	9	0	0.0	0.0	0.8	0.0
30 Maestro Pizza	4	0.3	0.8	247	0	0.0	0.1	0	4	1	0.0	0.0	0.0	0.0

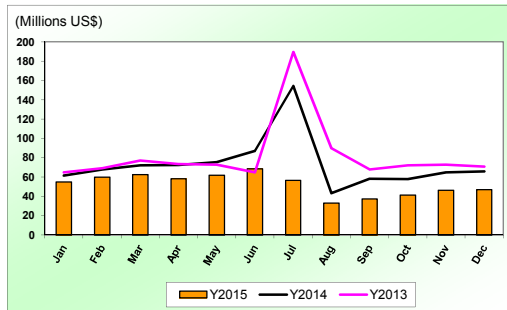
*OT=Radio+Outdoor+Cinema

KUWAIT - 2015
Millions US\$ 627 ▼ - 29%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	162	124	88	14	-29	10	87	1	0	2	0
Hotel Travel & Tourism	HTT	97	107	79	13	-26	37	54	3	2	4	0
Other Services	SER	121	95	68	11	-28	15	84	2	0	0	0
Shopping Malls & Retail Stores	SMR	93	94	67	11	-29	27	60	11	2	1	0
Vehicles Accessories & Supplies	VAS	76	82	63	10	-23	14	82	3	1	1	0
Publishing Media	PUM	61	61	54	9	-11	20	76	3	0	1	0
Professional Services	PRS	52	43	36	6	-16	36	57	3	2	3	0
Toiletries Hygiene/ House Care Products	THP	47	38	28	4	-26	69	11	8	2	11	0
Financial Services	FS	56	48	27	4	-44	36	57	1	3	4	0
Communications & Public Utilities	CPU	97	75	25	4	-67	46	41	0	1	12	0
Entertainment	ENT	28	26	24	4	-8	41	56	1	2	0	0
Food Beverages And Tobacco	FBT	45	35	21	3	-40	76	16	1	1	5	0
Clothing Jewellery & Personal Accs	CJP	19	20	18	3	-10	29	40	29	1	1	0
Insurance & Real Estate & Properties	INR	11	17	17	3	0	18	80	1	2	0	0
Business/Construct Equip. & Supplies	BCS	9	9	7	1	-22	20	74	3	3	0	0
Household Appliances	HHA	10	7	5	1	-29	27	67	6	0	0	0
Total		985	881	627	100	-29	28	64	4	1	3	0



Monthly Spend Analysis (Millions US\$)Y2013 - 2015

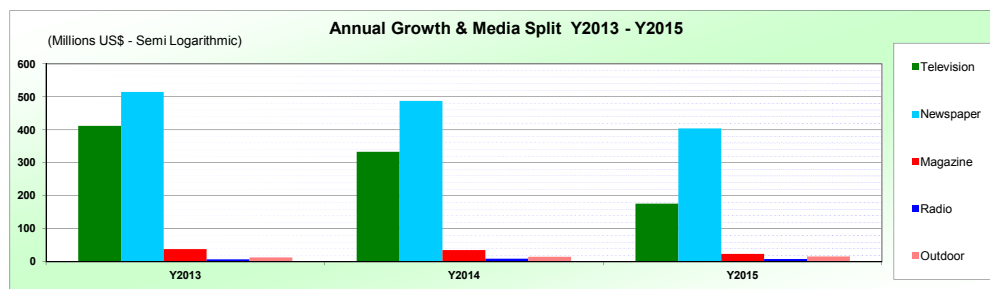


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	65	61	55	-10
Feb	69	68	60	-12
Mar	77	72	62	-13
Apr	73	72	58	-19
May	73	75	62	-18
Jun	65	87	68	-21
Jul	189	155	57	-63
Aug	90	43	33	-24
Sep	68	58	37	-36
Oct	72	58	41	-29
Nov	73	65	46	-29
Dec	71	66	47	-29
Total	985	881	627	-29

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n % Y2014/2015	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y15	Y14
Television	412	42	333	38	176	28	-47	43	81
Newspaper	515	52	487	55	404	64	-17	79	95
Magazine	38	4	35	4	24	4	-33	62	92
Others	20	2	25	3	24	4	-4	120	125
Total	985	100	881	100	628	100	-29	64	89

*Index base Y2013



Top Brands Y2015 (000 US\$)

Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Mcdonald's	9,624	-37
2	Al Khabaz	5,672	-8
3	Carnival	4,566	N
4	Subway	4,179	-62
5	Zain Tel.comm.	3,748	-27
6	Kwt.fund A.e.dev.	3,675	-20
7	B.m.w.	3,675	81
8	Taw9eel.com	3,329	-10
9	Kfc	3,232	-54
10	Al Kanafani	3,097	-68
11	Ooredoo	2,929	-84
12	Times Int'l Co.	2,810	-31

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Toyota	5,306	0
2	Zain Tel.comm.	4,998	-17
3	Best	4,074	-5
4	Al Shahed Tv	4,015	E
5	Lexus	3,982	7
6	Volkswagen	3,294	4
7	X-cite	2,858	-39
8	Nissan	2,817	46
9	Ooredoo	2,785	4
10	Ford	2,770	-15
11	Ayam Zaman	2,705	122
12	Hyundai	2,683	-6

Magazines Top Spenders

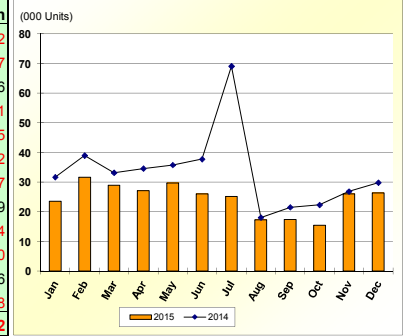
Rank	Brand	Y2015	%Var'n Y15/14
1	Toyota	423	9
2	Osn Arabia	359	-46
3	Chopard	330	-32
4	Cartier	327	-47
5	Porsche	289	-41
6	Christian Dior	272	-41
7	Ikea	249	20
8	Audemars Piguet	244	-37
9	Bvlgari	218	-40
10	Tissot	209	-28
11	Van Cleef arpels	208	30
12	Royale Hayat H.	203	-4

E - Exceeding the limit >300% N - New

KUWAIT - 2015
Millions US\$ 627 ▼ - 29%
Thousand SESU 295 ▼ - 26%
TOTAL MARKET ADVERTISING SPACE ALLOCATION
Y2015/2014Var %

Period	2015	2014	% Var'n
January	23508	31691	-26
February	31630	38988	-19
March	28959	33194	-13
April	27163	34592	-21
May	29680	35775	-17
June	26015	37740	-31
July	25166	69044	-64
August	17285	18086	-4
September	17439	21545	-19
October	15469	22339	-31
November	25989	26859	-3
December	26355	29833	-12

ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
23508	31691	-26	4318	-41	795	26	17304	-22
31630	38988	-19	4132	-52	564	-20	24325	-7
28959	33194	-13	5104	-52	471	-21	22375	6
27163	34592	-21	4514	-52	561	-27	21117	-1
29680	35775	-17	4852	-38	595	-27	23223	-5
26015	37740	-31	5394	-9	563	-37	19049	-32
25166	69044	-64	4342	-6	410	-45	19405	-67
17285	18086	-4	4667	-19	231	-51	11377	19
17439	21545	-19	4918	-27	567	-33	10945	-14
15469	22339	-31	5228	-12	686	-18	8545	-40
25989	26859	-3	5445	-21	541	-32	18993	6
26355	29833	-12	5577	-10	387	-58	19382	-8
294658	399685	-26	58492	-32	6369	-29	216040	-22

Ad Space & Seasonality

Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

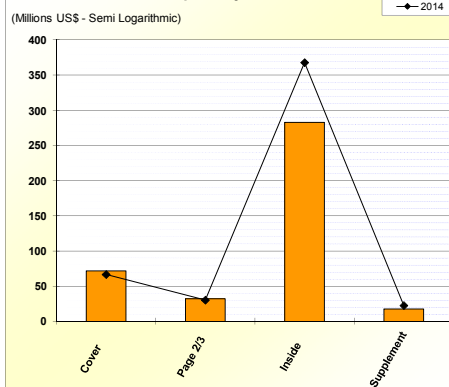
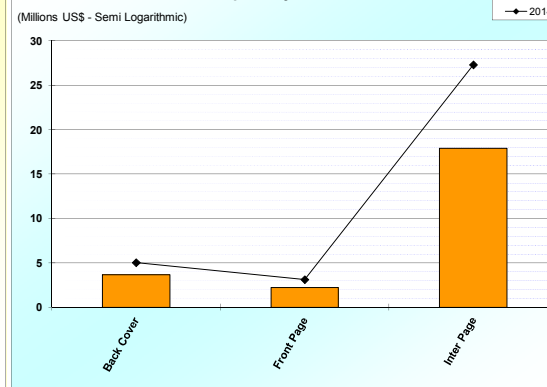
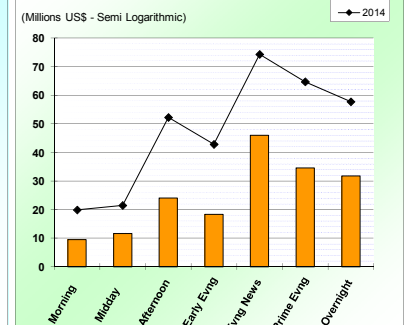
Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Cover	71	18	67	14	7
Page 2/3	32	8	30	6	6
Inside	283	70	368	75	-23
Supplement	18	4	23	5	-22
	404	100	487	100	-17

MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	4	15	5	14	-28
Front Page	2	9	3	9	-29
Inter Page	18	75	27	77	-34
	24	100	35	100	-33

TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Morning	9	5	20	6	-52
Midday	12	7	21	6	-46
Afternoon	24	14	52	16	-54
Early Evng	18	10	43	13	-57
Evng News	46	26	74	22	-38
Prime Evng	35	20	65	19	-47
Overnight	32	18	58	17	-45
	176	100	333	100	-47

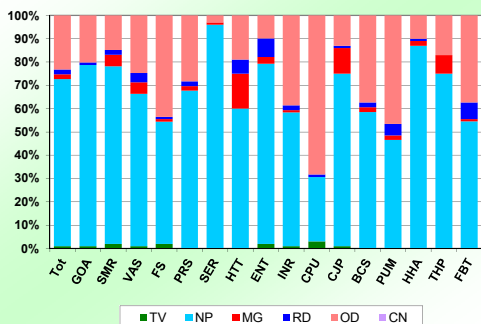
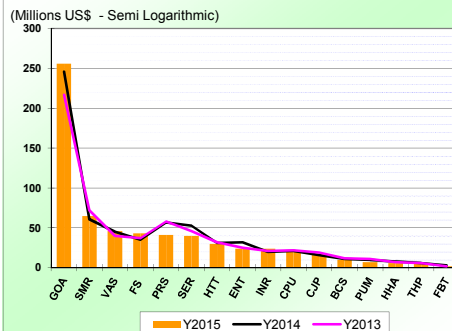
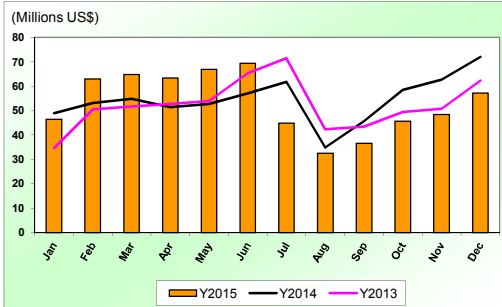
Spend by Position

Spend by Position

Spend by Daypart

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Mcdonald's	11,221	16,120	27,341	13,670	85.77	12.93	1.30	0.00
2 Zain Tel.comm.	8,911	11,424	20,335	10,168	42.06	56.09	0.00	1.86
3 Al Khabaz	6,542	7,241	13,783	6,891	86.70	13.10	0.20	0.00
4 Toyota	6,449	6,037	12,486	6,243	11.17	82.27	6.56	0.00
5 Ooredoo	5,719	21,358	27,077	13,539	51.21	48.70	0.09	0.00
6 B.m.w.	4,961	5,036	9,997	4,999	74.07	25.35	0.58	0.00
7 Kfc	4,581	9,370	13,951	6,976	70.55	28.22	0.17	1.06
8 Carnival	4,566	0	4,566	2,283	100.01	0.00	0.00	0.00
9 Viva	4,319	15,759	20,078	10,039	46.07	53.86	0.00	0.06
10 Subway	4,198	10,977	15,175	7,587	99.55	0.22	0.00	0.23
11 N.b.k.	4,168	7,781	11,949	5,974	36.80	56.65	0.76	5.79
12 Best	4,092	4,314	8,406	4,203	0.00	99.57	0.43	0.00
13 Al Shahed	4,015	460	4,475	2,238	0.00	100.00	0.00	0.00
14 Lexus	3,999	3,813	7,812	3,906	0.00	99.59	0.41	0.00
15 Kwt.fund A.e.dev.	3,797	4,715	8,512	4,256	96.79	3.21	0.00	0.00
16 Pizza Hut	3,778	5,352	9,130	4,565	71.25	25.17	0.11	3.46
17 Al Kanafani	3,754	10,503	14,257	7,128	82.49	17.34	0.17	0.00
18 Taw9eel.com	3,623	7,406	11,029	5,514	91.88	8.11	0.00	0.00
19 Volkswagen	3,364	3,837	7,201	3,600	0.00	97.93	2.07	0.00
20 Chevrolet	3,075	3,858	6,933	3,467	21.40	77.41	0.58	0.61
21 Samsung	3,054	4,008	7,062	3,531	54.66	43.99	1.33	0.00
22 Nissan	2,949	2,251	5,200	2,600	2.43	95.52	1.36	0.71
23 Ford	2,896	4,371	7,267	3,633	2.74	95.64	0.28	1.33
24 Burger King	2,870	4,124	6,994	3,497	50.86	37.76	0.32	11.07
25 X-cite	2,861	5,537	8,398	4,199	0.00	99.91	0.10	0.00
26 Kuwait Finance Ho	2,818	5,421	8,239	4,119	31.98	68.01	0.00	0.00
27 Times Int'l Co.	2,810	4,083	6,893	3,446	100.00	0.00	0.00	0.00
28 Hyundai	2,798	3,138	5,936	2,968	0.00	95.91	4.10	0.00
29 Porsche	2,724	4,462	7,186	3,593	37.90	51.51	10.60	0.00
30 Ayam Zaman	2,722	1,227	3,949	1,975	0.00	99.37	0.64	0.00

*OT=Radio+Outdoor+Cinema

QATAR - 2015
Millions US\$ 639 ▼ - 2%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	217	246	256	40	4	1	77	0	1	20	0
Shopping Malls & Retail Stores	SMR	72	61	65	10	7	2	77	5	2	15	0
Vehicles Accessories & Supplies	VAS	40	45	46	7	2	1	66	5	4	25	0
Financial Services	FS	37	35	43	7	23	2	53	1	1	44	0
Professional Services	PRS	58	57	41	6	-28	0	67	2	2	28	0
Other Services	SER	46	53	40	6	-25	0	96	1	0	3	0
Hotel Travel & Tourism	HTT	32	31	30	5	-3	0	60	15	6	19	0
Entertainment	ENT	25	32	24	4	-25	2	78	3	8	10	0
Insurance & Real Estate & Properties	INR	21	20	24	4	20	1	58	1	2	39	0
Communications & Public Utilities	CPU	22	21	22	3	5	3	28	0	1	69	0
Clothing Jewellery & Personal Acs	CJP	19	16	17	3	6	1	74	11	1	13	0
Business/Construct Equip. & Supplies	BCS	12	11	10	2	-9	0	58	2	2	37	0
Publishing Media	PUM	11	10	7	1	-30	0	47	2	5	47	0
Household Appliances	HHA	7	8	6	1	-25	0	87	2	1	10	0
Toiletries Hygiene/ House Care Products	THP	6	6	5	1	-17	0	75	8	0	17	0
Food Beverages And Tobacco	FBT	2	3	2	0	-33	0	54	1	7	37	0
Total		628	654	639	100	-2	1	71	2	2	23	0

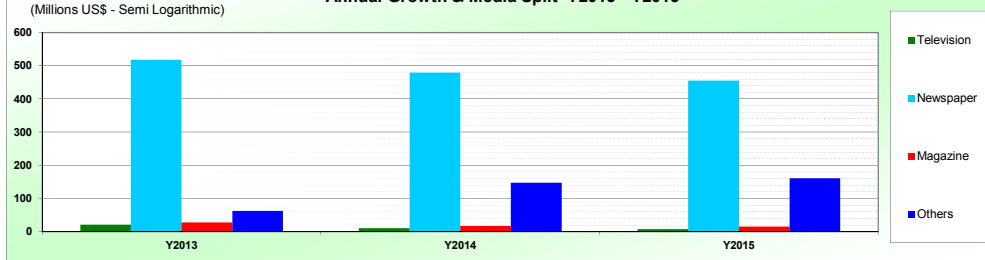
Y2015 Media Split %

Annual Growth Y2013 - Y2015

Monthly Spend Analysis (Millions US\$)Y2013 - 2015


Period	Y2013		Y2014		Y2015		Var'n % Y15/14
	Value	Sh%	Value	Sh%	Value	Sh%	
Jan	35		49		46		-5
Feb	50		53		63		19
Mar	52		55		65		18
Apr	53		51		63		23
May	54		53		67		27
Jun	65		57		69		21
Jul	71		62		45		-27
Aug	42		35		33		-7
Sep	43		46		37		-20
Oct	49		59		46		-22
Nov	51		63		48		-23
Dec	62		72		57		-21
Total	628		654		639		-2

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2014/2015	Y15	Y14	
Television	21	3	11	2	7	1	-29	36	51	
Newspaper	517	82	479	73	455	71	-5	88	93	
Magazine	28	4	17	3	15	2	-11	55	62	
Others	63	10	147	22	161	25	9	257	235	
Total	628	100	654	100	639	100	-2	102	104	

*Index base Y2013

Annual Growth & Media Split Y2013 - Y2015

Top Brands Y2015 (000 US\$)
Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Tarshedd	634	-42
2	Qatar Nat'l Bank	423	143
3	One Second	368	N
4	Al Dawa Islamia	363	-46
5	Al Majed Stores	323	E
6	Ali Bin Ali	305	18
7	Vodafone	305	-66
8	Raf	292	-52
9	Commerce Bank	261	N
10	Qatar Tour.auth.	244	E
11	Ooredoo	227	-43
12	Qatar Red Cresc.	222	20
13	Supreme C.h.qat	215	N
14	Kahra Maa	188	-18
15	Al Fardan	180	1

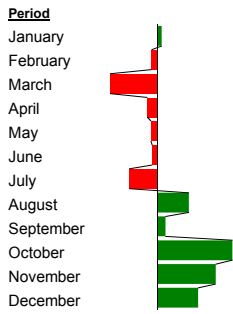
Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Qatar Nat'l Bank	4674	-9
2	Lulu	4437	64
3	Raf	4356	19
4	Nissan	4075	44
5	Al Shefa Polycl.	3325	5
6	Doctors Clinic	3223	-20
7	Ooredoo	3084	-14
8	Safari Mall	3040	36
9	Cineco	3012	6
10	Int'l Islamic	2616	21
11	Qatar Charity	2609	-11
12	Qatar Elect. W.	2534	22
13	Qatar Airways	2385	8
14	B.m.w.	2346	127
15	Qatar Develop.b.	2175	105

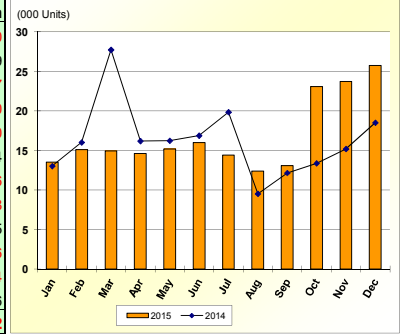
Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Marsa Malaz Kem.	538	N
2	Nissan	314	-5
3	Al Mourjan Res	281	1
4	Souq Waqif	198	220
5	Rolex	195	-36
6	St.regis	194	65
7	Ahmed Hasan Blal	182	-4
8	Intr Continental	173	8
9	Infiniti	171	-46
10	Virgin Megastore	158	-12
11	Grand Hyatt	155	87
12	Marriott	152	41
13	Mitsubishi	146	32
14	Kempinski Resid.	134	190
15	Aldo	128	E

E - Exceeding the limit >300% N - New

QATAR - 2015
Millions US\$ 639 ▼ - 2%
Thousand SESU 202 ▲ + 4%
TOTAL MARKET ADVERTISING SPACE ALLOCATION
Y2015/2014Var %


Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
	2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
January	13530	13025	4	9568	-9	284	-4	247	-50
February	15100	16020	-6	10625	-6	482	16	562	9
March	14938	27715	-46	10895	-12	509	26	103	-67
April	14600	16193	-10	10361	-13	599	26	209	-40
May	15177	16232	-6	11059	-11	621	73	66	-90
June	15999	16884	-5	11142	-13	172	-50	1255	74
July	14400	19845	-27	8489	-30	242	-26	1458	-56
August	12405	9530	30	7583	-4	208	2	78	-68
September	13063	12160	7	7850	-24	443	-6	234	85
October	23063	13380	72	9433	-9	425	-4	161	-26
November	23729	15199	56	10250	-9	305	-44	130	-64
December	25739	18509	39	11546	-17	315	-56	835	76
	201746	194693	4	118802	-13	4606	-8	5338	-32

Ad Space & Seasonality


Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

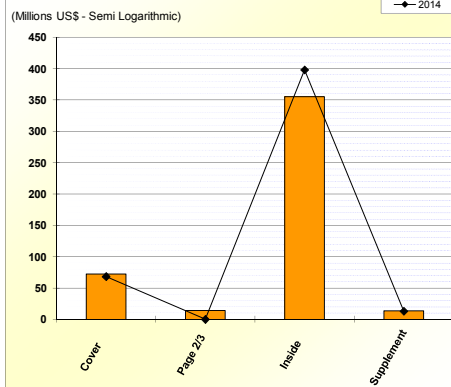
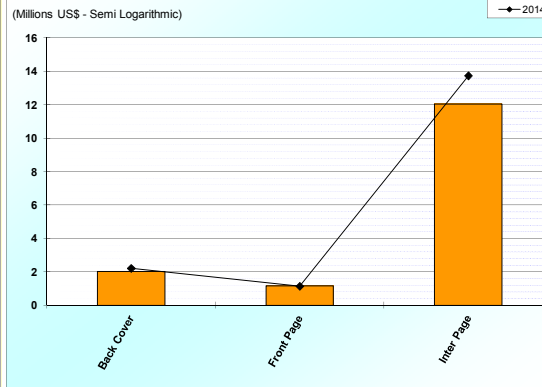
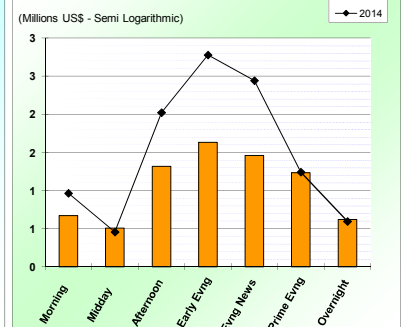
Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Cover	72	16	68	14	6
Page 2/3	14	3	0	0	0
Inside	355	78	398	83	-11
Supplement	14	3	13	3	6
	455	100	479	100	-5

MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	2	13	2	13	-9
Front Page	1	8	1	7	1
Inter Page	12	79	14	80	-12
	15	100	17	100	-11

TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Morning	1	9	1	9	-31
Midday	1	7	0	4	11
Afternoon	1	18	2	19	-35
Early Evng	2	22	3	26	-41
Evng News	1	20	2	23	-40
Prime Evng	1	17	1	12	-1
Overnight	1	8	1	6	4
	7	100	11	100	-29

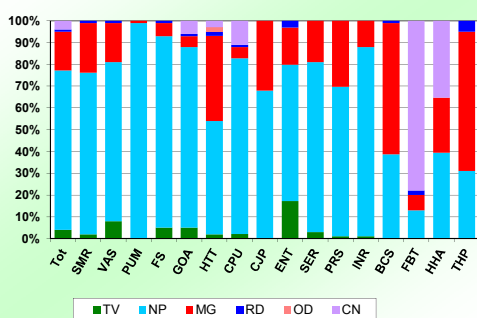
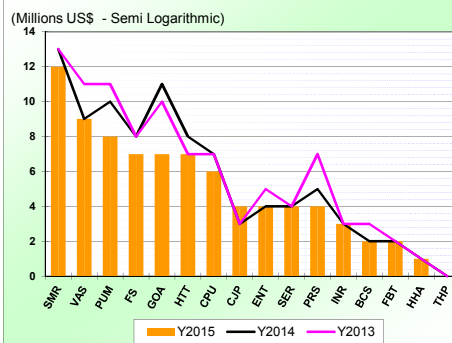
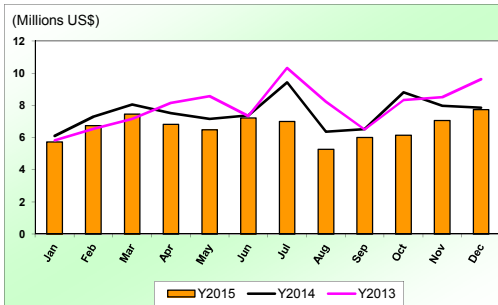
Spend by Position

Spend by Position

Spend by Daypart

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Ooredoo	13,051	11,175	24,226	12,113	1.74	23.63	0.08	74.55
2 Qatar Elect. W.	11,534	4,509	16,043	8,022	0.00	21.97	0.50	77.53
3 Qatar Develop.b.	9,544	5,184	14,728	7,364	0.20	22.78	0.13	76.88
4 Qatar Olympic	7,741	4,735	12,476	6,238	0.00	5.26	0.00	94.74
5 Vodafone	7,323	6,445	13,768	6,884	4.16	9.32	0.06	86.45
6 Qatar Nat'l Bank	7,286	7,606	14,892	7,446	5.81	64.16	0.66	29.38
7 Msheireb Propert	6,052	2,208	8,260	4,130	0.00	14.44	0.00	85.56
8 Doha Bank	5,725	3,885	9,610	4,805	0.00	29.03	0.10	70.88
9 Exxonmobil	5,358	4,588	9,946	4,973	0.43	6.13	0.09	93.35
10 Municipality	5,197	0	5,197	2,598	0.00	0.00	0.00	100.00
11 Lulu	5,007	2,798	7,805	3,903	0.00	88.62	0.04	11.35
12 Nissan	4,734	3,597	8,331	4,165	0.34	86.09	6.64	6.94
13 Raf	4,724	4,723	9,447	4,724	6.18	92.21	0.00	1.62
14 Qatar Tour.auth.	3,701	2,997	6,698	3,349	6.59	43.71	0.06	49.62
15 Al Shefa Polycl.	3,387	3,217	6,604	3,302	0.00	98.18	0.00	1.82
16 Samsung	3,267	2,231	5,498	2,749	0.00	20.38	0.00	79.62
17 Doctors Clinic	3,257	4,064	7,321	3,661	0.00	98.94	1.07	0.00
18 Kahrama	3,110	543	3,653	1,827	0.00	0.00	0.00	100.00
19 Qatar Charity	3,071	3,730	6,801	3,401	4.66	84.94	0.03	10.38
20 Safari Mall	3,040	2,242	5,282	2,641	0.00	99.98	0.00	0.00
21 Cineco	3,012	2,832	5,844	2,922	0.00	100.00	0.00	0.00
22 Souq Waqif	2,989	4,677	7,666	3,833	0.00	10.69	6.63	82.67
23 Comm.b.of Qatar	2,666	1,670	4,336	2,168	0.00	54.51	1.71	43.77
24 Int'l Islamic	2,616	2,190	4,806	2,403	0.00	100.01	0.00	0.00
25 Tarsheed	2,531	2,188	4,719	2,360	25.04	21.93	0.86	52.18
26 Qatar Airways	2,426	2,556	4,982	2,491	0.00	98.32	1.00	0.67
27 B.m.w.	2,424	1,429	3,853	1,927	0.00	96.77	2.98	0.26
28 Nat'l Health Ins	2,375	1,235	3,610	1,805	0.00	0.00	0.00	100.00
29 Blue Saloon Str.	2,319	580	2,899	1,450	0.00	35.72	0.00	64.29
30 Al Ahli Bank	2,301	1,381	3,682	1,841	0.00	0.24	0.00	99.74

*OT=Radio+OutDoor+Cinema

BAHRAIN - 2015
Millions US\$ 80 ▼ - 12%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Shopping Malls & Retail Stores	SMR	13	13	12	15	-8	2	75	23	1	0	0
Vehicles Accessories & Supplies	VAS	11	9	9	11	0	8	73	18	1	0	0
Publishing Media	PUM	11	10	8	10	-20	0	98	1	0	0	0
Financial Services	FS	8	8	7	9	-13	5	88	6	1	0	0
Government/Corporate & Organization Ad	GOA	10	11	7	9	-36	5	83	5	1	0	6
Hotel Travel & Tourism	HTT	7	8	7	9	-13	2	53	40	2	2	3
Communications & Public Utilities	CPU	7	7	6	8	-14	2	80	5	1	0	11
Clothing Jewellery & Personal Acs	CJP	3	3	4	5	33	0	68	32	0	0	0
Entertainment	ENT	5	4	4	5	0	17	62	17	3	0	0
Other Services	SER	4	4	4	5	0	3	78	19	0	0	0
Professional Services	PRS	7	5	4	5	-20	1	68	30	0	0	0
Insurance & Real Estate & Properties	INR	3	3	3	4	0	1	86	12	0	0	0
Business/Construct Equip. & Supplies	BCS	3	2	2	3	0	0	39	61	1	0	0
Food Beverages And Tobacco	FBT	2	2	2	3	0	0	13	7	2	0	78
Household Appliances	HHA	1	1	1	1	0	0	39	25	0	0	35
Toiletries Hygiene/ House Care Products	THP	0	0	0	0	0	0	31	64	5	0	0
Total		95	90	80	100	-11	4	74	18	1	0	4

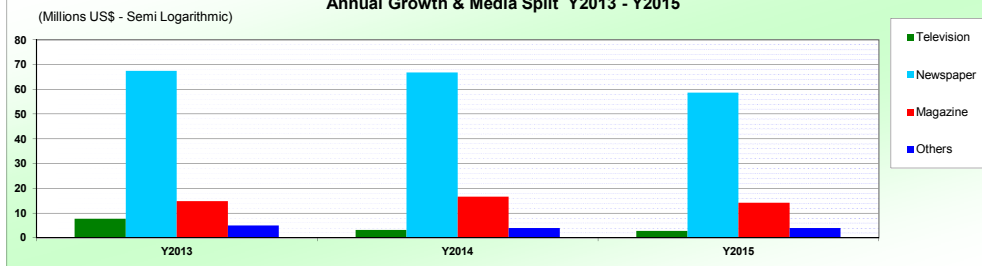
Y2015 Media Split %

Annual Growth Y2013 - Y2015

Monthly Spend Analysis (Millions US\$)Y2013 - 2015


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	6	6	6	-6
Feb	7	7	7	-8
Mar	7	8	7	-7
Apr	8	8	7	-9
May	9	7	6	-9
Jun	7	7	7	-2
Jul	10	9	7	-26
Aug	8	6	5	-17
Sep	6	7	6	-8
Oct	8	9	6	-30
Nov	9	8	7	-11
Dec	10	8	8	-2
Total	95	90	80	-12

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n % Y2014/2015	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y15	Y14
Television	8	8	3	4	3	3	-14	36	42
Newspaper	68	71	67	74	59	74	-12	87	99
Magazine	15	16	17	18	14	18	-14	95	112
Others	5	5	4	4	4	5	3	79	77
Total	95	100	90	100	80	100	-12	84	95

*Index base Y2013

Annual Growth & Media Split Y2013 - Y2015

Top Brands Y2015 (000 US\$)
Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Souq Al Basta	302	E
2	Montreal Car C.	270	-43
3	Bah.int'l Circuit	150	E
4	Batelco	146	N
5	Exotic Cars	144	12
6	Al Jazeera Sweet	142	N
7	Toyota	120	E
8	Al Futtaim	114	N
9	Khaleeji Com.b.	111	N
10	Northern Gov.bah	85	N
11	Arrayed S__L.c.	78	N
12	Ramez Shopping	70	N

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Zain Tel.comm.	2372	-1
2	Dana Cinema	2185	-19
3	Cc_seef_s_j_awal	1966	17
4	Cineco 20	1916	-23
5	Viva	1559	3
6	Montreal Car C.	866	41
7	Lulu	843	11
8	Batelco	808	-24
9	Rolex	792	73
10	Star Real Estate	777	-2
11	Middle East Medic	738	14
12	Kuwait Finance Ho	667	-24

Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Viva	162	-40
2	Porsche	135	-11
3	Bah.int'l Circuit	130	21
4	Citibank	128	37
5	B.m.w.	125	35
6	Cartier	113	14
7	Van Cleef_arpels	108	E
8	Panera	106	E
9	Elite	106	-5
10	Saks Fifth Ave.	98	-10
11	Natuzzi	98	30
12	Chopard	87	-26

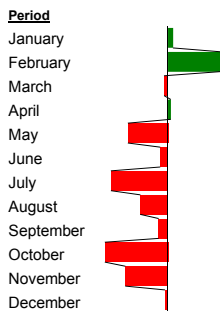
Radio Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Viva	44	E
2	Bah.int'l Circuit	29	N
3	Emirates Airlines	27	27
4	Nestle	26	9
5	Turkish Air.	24	178
6	Ford	24	99
7	Ithmaar Bank	21	279
8	Cc_seef_s_j_awal	19	E
9	Souq Al Basta	16	N
10	Coca Cola	16	N
11	The K Hotel	15	30
12	Bahrain Noor Al A	14	-30

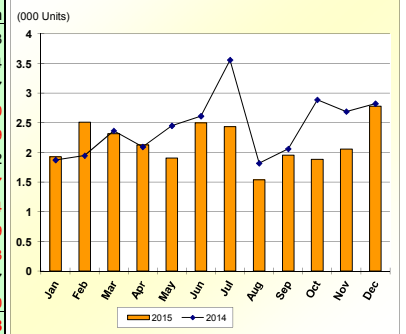
E - Exceeding the limit >300% N - New

BAHRAIN - 2015
Millions US\$ 80 ▼ - 12%
Thousand SESU 26 ▼ - 11%
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2015/2014Var %



	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
Period	2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
January	1926	1873	3	1018	4	262	-42	219	253
February	2508	1946	29	1201	1	379	-11	268	4234
March	2314	2367	-2	1248	2	475	-3	47	7
April	2127	2094	2	1169	0	507	4	21	-70
May	1907	2450	-22	1050	-11	482	-15	2	-99
June	2500	2612	-4	1055	-11	378	-28	636	62
July	2436	3558	-32	1028	-18	305	-25	743	-47
August	1540	1818	-15	999	0	200	-43	8	-94
September	1955	2060	-5	982	-9	505	17	26	-79
October	1882	2888	-35	1023	-32	441	-34	19	-93
November	2057	2690	-24	1164	-16	430	-22	279	47
December	2779	2823	-2	1408	1	393	-21		-100
	25929	29178	-11	13345	-8	4757	-19	2268	-28

Ad Space & Seasonality


Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

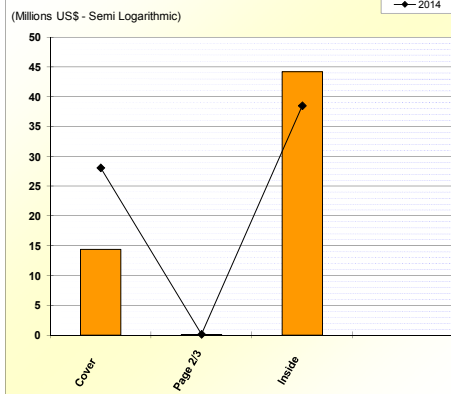
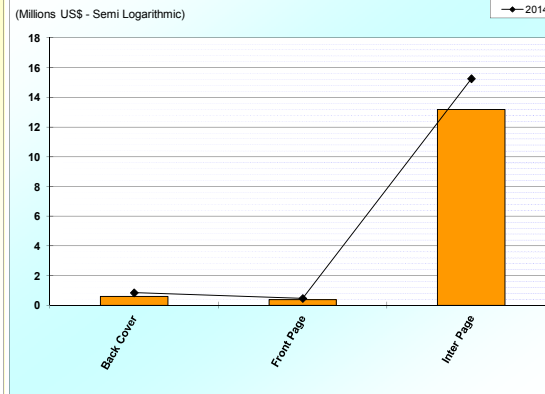
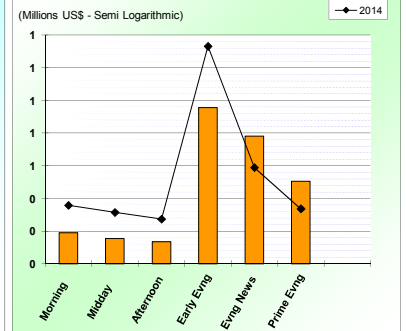
Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Cover	14	25	28	42	-49
Page 2/3	0	0	0	0	-27
Inside	44	75	39	58	15
	59	100	67	100	-12

MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	1	4	1	5	-28
Front Page	0	3	0	3	-19
Inter Page	13	93	15	92	-14
	14	100	17	100	-14

TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Morning	0	7	0	11	-47
Midday	0	6	0	10	-51
Afternoon	0	5	0	9	-51
Early Evng	1	35	1	41	-28
Evng News	1	28	1	18	33
Prime Evng	1	18	0	11	50
	3	100	3	100	-14

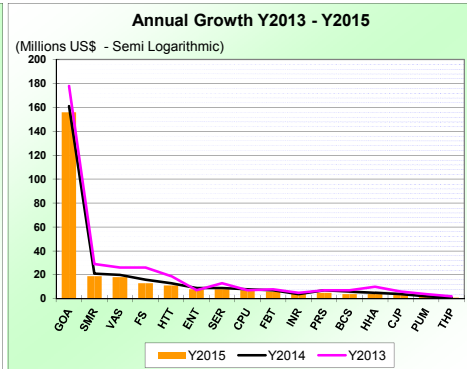
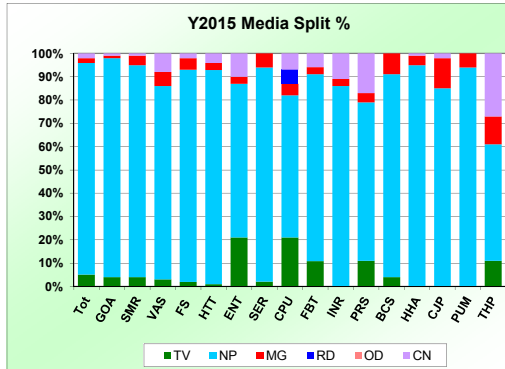
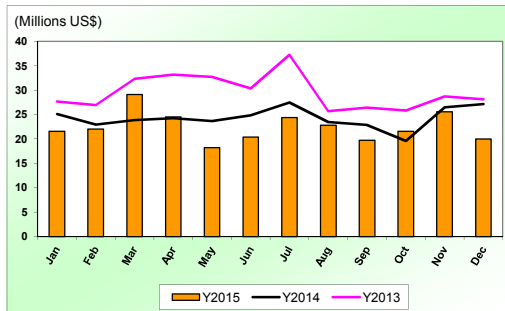
Spend by Position

Spend by Position

Spend by Daypart

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Zain Tel.comm.	2,397	2,424	4,821	2,410	0.00	98.96	0.84	0.19
2 Dana Cinema	2,185	2,709	4,894	2,447	0.00	99.98	0.00	0.00
3 Cc_seef_s_j_awal	1,985	1,687	3,672	1,836	0.00	99.06	0.00	0.93
4 Cineco 20	1,916	2,481	4,397	2,199	0.00	100.00	0.00	0.00
5 Viva	1,765	1,799	3,564	1,782	0.00	88.30	9.18	2.50
6 Batelco	1,719	1,956	3,675	1,838	8.49	46.99	3.22	41.32
7 Pepsi	1,444	1,403	2,847	1,424	0.00	0.00	0.00	100.01
8 Montreal Car C.	1,143	1,116	2,259	1,130	23.61	75.73	0.70	0.00
9 Lulu	896	811	1,707	854	0.00	94.12	5.89	0.00
10 Rolex	806	458	1,264	632	0.00	98.32	1.63	0.00
11 Bah.int'l Circuit	801	572	1,373	687	18.71	64.21	16.26	0.86
12 Star Real Estate	783	794	1,577	789	0.00	99.24	0.76	0.00
13 Middle East Medic	748	686	1,434	717	0.00	98.60	1.38	0.00
14 Kuwait Finance Ho	692	884	1,576	788	0.00	96.41	3.57	0.00
15 B.m.w.	595	807	1,402	701	0.00	79.08	20.99	0.00
16 Alamode	592	397	989	494	0.00	99.21	0.76	0.00
17 Home Store	553	527	1,080	540	0.00	100.08	0.00	0.00
18 Nissan	550	635	1,185	592	11.69	72.43	14.82	1.01
19 Exotic Cars	549	468	1,017	508	26.28	73.71	0.00	0.00
20 Abc Magazine	512	396	908	454	0.00	99.95	0.00	0.00
21 Ithmaar Bank	463	613	1,076	538	14.00	79.17	2.10	4.63
22 Renault	452	276	728	364	0.00	94.16	5.17	0.77
23 Geant	445	308	753	377	0.00	100.03	0.00	0.00
24 Bah.fin.center	415	261	676	338	0.00	99.52	0.54	0.00
25 Volkswagen	412	331	743	372	0.00	93.63	4.29	2.16
26 Toyota	412	433	845	422	29.05	56.86	14.07	0.00
27 Lexus	410	158	568	284	0.00	81.85	18.18	0.00
28 Ahli United Bank	410	604	1,014	507	0.00	99.96	0.00	0.00
29 Bapco	407	364	771	386	0.00	94.68	5.42	0.00
30 City Center	400	439	839	419	0.00	90.87	8.00	1.10

*OT=Radio+Outdoor+Cinema

OMAN - 2015
Millions US\$ 270 ▼ - 7%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Government/Corporate & Organization Ad	GOA	178	161	156	58	-3	4	95	1	0	0	1
Shopping Malls & Retail Stores	SMR	29	21	19	7	-10	4	91	4	0	0	1
Vehicles Accessories & Supplies	VAS	26	20	18	7	-10	3	83	6	0	0	8
Financial Services	FS	26	16	13	5	-19	2	92	5	0	0	2
Hotel Travel & Tourism	HTT	19	13	11	4	-15	1	91	3	0	0	4
Entertainment	ENT	7	9	8	3	-11	21	66	3	0	0	10
Other Services	SER	13	9	8	3	-11	2	92	6	0	0	0
Communications & Public Utilities	CPU	7	8	7	3	-13	21	61	5	6	0	7
Food Beverages And Tobacco	FBT	8	7	6	2	-14	11	81	3	0	0	6
Insurance & Real Estate & Properties	INR	5	4	5	2	25	0	86	3	0	0	11
Professional Services	PRS	7	7	5	2	-29	11	68	4	0	0	17
Business/Construct Equip. & Supplies	BCS	7	6	4	1	-33	4	88	9	0	0	0
Household Appliances	HHA	10	5	4	1	-20	0	95	4	0	0	1
Clothing Jewellery & Personal Acs	CJP	6	4	3	1	-25	0	85	13	0	0	2
Publishing Media	PUM	4	2	2	1	0	0	94	6	0	0	0
Toiletries Hygiene/ House Care Products	THP	2	1	1	0	0	11	50	12	0	0	27
Total		355	292	270	100	-8	5	90	2	0	0	2

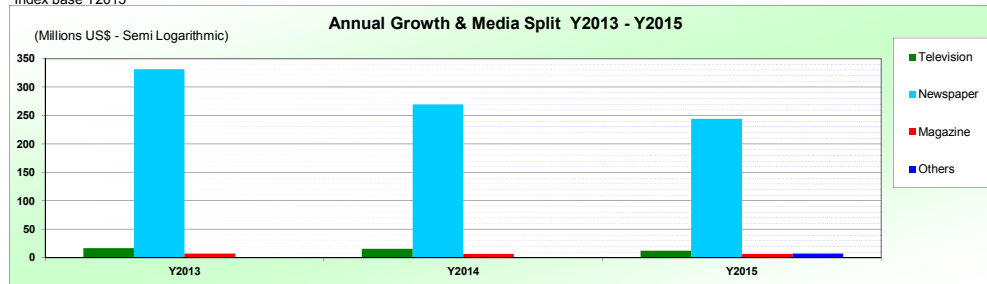

Monthly Spend Analysis (Millions US\$)Y2013 - 2015


Period	Y2013		Y2014		Y2015		Var'n % Y15/14
	Value	Sh%	Value	Sh%	Value	Sh%	
Jan	28		25		22		-14
Feb	27		23		22		-4
Mar	32		24		29		22
Apr	33		24		25		1
May	33		24		18		-23
Jun	30		25		20		-18
Jul	37		27		24		-11
Aug	26		23		23		-3
Sep	26		23		20		-14
Oct	26		20		22		10
Nov	29		27		26		-3
Dec	28		27		20		-26
Total	355		292		270		-7

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2014/2015	Y15	Y14	Y14
Television	17	5	15	5	12	5	-20	73	92	
Newspaper	331	93	270	92	244	93	-9	74	81	
Magazine	7	2	6	2	6	2	0	92	92	
Total	355	100	292	100	263	100	-7	76	82	

*Index base Y2013


Top Brands Y2015 (000 US\$)
Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Salalah Toursm F	1190	18
2	Omantel	830	E
3	Research Council	681	N
4	Sedar	652	E
5	Orpic	623	217
6	Public Auth.con.p	567	N
7	Ministry Of Sport	412	E
8	Sultan Qaboos Aw	377	E
9	Olx.com	210	N
10	Muscat Int.bk.f.	191	N
11	Khafeef	184	N
12	Public Auth.e.w	173	-56
13	Applied Sci.colle	173	N
14	Nat'l C.statistic	162	E
15	Oman Lng	158	159

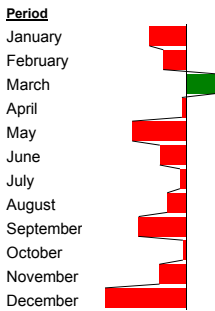
Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Bank Muscat	3390	-4
2	Lulu	3044	-24
3	Royal Opera Hous	2667	-1
4	Omantel	2171	-39
5	Mcdonald's	1630	-16
6	Muscat Electrnc.	1495	-14
7	Bank Sohar	1354	18
8	Nat'l B.oman	1104	3
9	Nissan	1093	-31
10	Toyota	1003	-24
11	Badr Al Samaa	957	-13
12	Oasis	955	-14
13	Al Maha Ceramics	933	-20
14	Swiss Arabian	875	-18
15	Magrabi	796	35

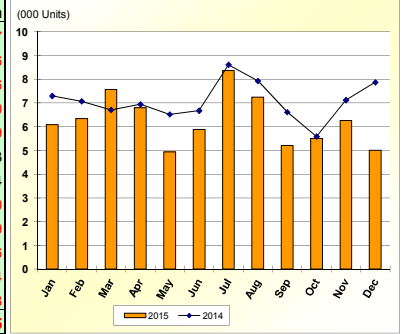
Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Omantel	155	15
2	Sadolin	153	0
3	Nat'l B.oman	146	220
4	Ooredoo	143	N
5	Bank Muscat	136	21
6	Nissan	114	5
7	Ford	106	E
8	Jotun	101	-39
9	Starcare Med.cnt	96	68
10	B.m.w.	83	44
11	Emc	74	-4
12	Kaya Skin Clinic	74	70
13	Infiniti	72	29
14	Mazda	66	51
15	City Center	65	E

E - Exceeding the limit >300% N - New

OMAN - 2015
Millions US\$ 270 ▼ - 7%
Thousand SESU 75 ▼ - 12%
TOTAL MARKET ADVERTISING SPACE ALLOCATION
Y2015/2014Var %


ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
6092	7298	-17	4817	-18	239	-4	857	-27
6340	7072	-10	4886	-5	214	-7	1065	-36
7571	6712	13	6520	13	212	-13	603	-16
6800	6944	-2	5254	-5	332	10	870	-20
4943	6523	-24	3757	-29	221	-3	622	-39
5878	6679	-12	4122	-26	237	-8	1176	43
8361	8612	-3	4829	-18	127	-43	3122	24
7239	7929	-9	4583	-8	140	-14	2234	-20
5204	6617	-21	4100	-19	149	-39	673	-49
5501	5591	-2	4564	6	182	-15	474	-56
6259	7121	-12	5543	-8	145	-45	289	-64
5009	7872	-36	4082	-33	147	-44	499	-68
75196	84970	-12	57056	-13	2344	-18	12484	-25

Ad Space & Seasonality

Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

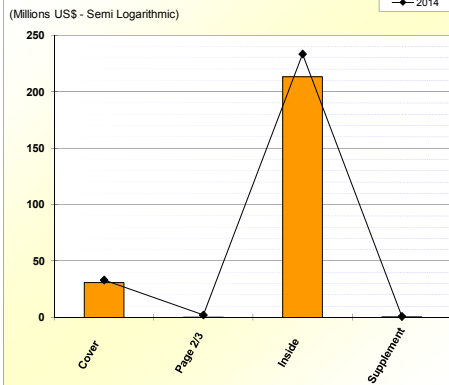
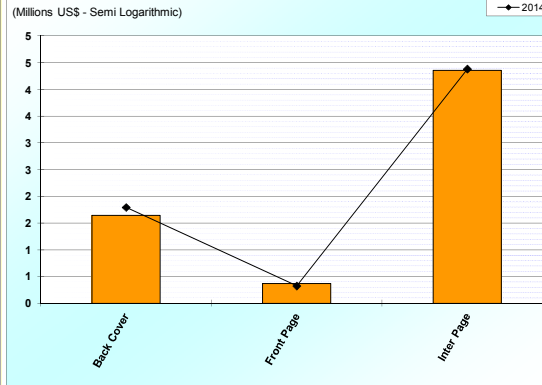
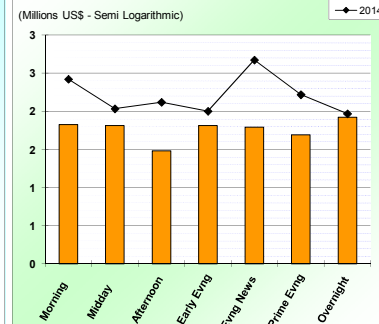
Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Cover	31	13	33	12	-7
Page 2/3	0	0	2	1	-100
Inside	213	87	233	87	-9
Supplement	0	0	1	0	-49
	244	100	270	100	-9

MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	2	25	2	28	-8
Front Page	0	6	0	5	14
Inter Page	4	67	4	67	-1
	6	100	6	100	0

TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Morning	2	15	2	16	-25
Midday	2	15	2	13	-11
Afternoon	1	12	2	14	-30
Early Evng	2	15	2	13	-9
Evng News	2	15	3	17	-33
Prime Evng	2	14	2	14	-24
Overnight	2	16	2	13	-2
	12	100	15	100	-20

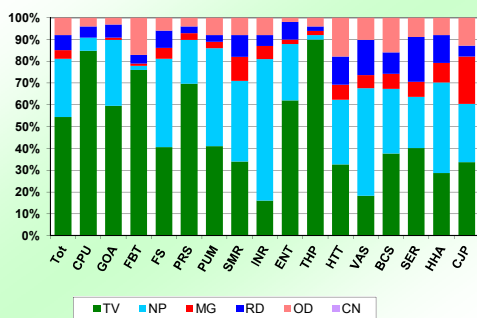
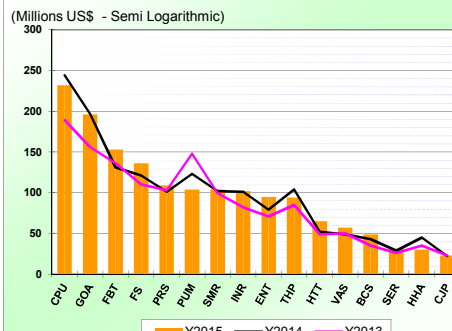
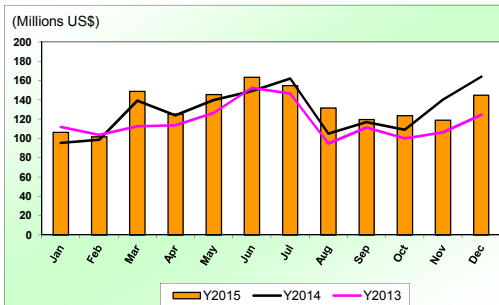
Spend by Position

Spend by Position

Spend by Daypart

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Bank Muscat	3,917	3,788	7,705	3,852	4.03	86.55	3.47	5.94
2 Omantel	3,504	3,865	7,369	3,685	23.68	61.94	4.43	9.96
3 Lulu	3,179	2,477	5,656	2,828	1.90	95.76	1.35	0.98
4 Royal Opera Hous	2,673	2,707	5,380	2,690	0.00	99.78	0.23	0.00
5 Mcdonald's	1,979	1,951	3,930	1,965	0.00	82.37	0.00	17.63
6 Muscat Electrc.	1,500	1,756	3,256	1,628	0.00	99.69	0.32	0.00
7 Bank Sohar	1,409	1,214	2,623	1,312	1.07	96.07	2.87	0.00
8 Nat'l B.oman	1,250	1,114	2,364	1,182	0.00	88.33	11.66	0.00
9 Toyota	1,220	1,456	2,676	1,338	7.11	82.18	1.81	8.87
10 Nissan	1,207	1,685	2,892	1,446	0.00	90.57	9.44	0.00
11 Salalah Toursm F	1,190	1,136	2,326	1,163	99.99	0.00	0.00	0.00
12 The Wave Muscat	1,018	757	1,775	887	0.00	42.10	1.81	56.05
13 Orpic	1,006	530	1,536	768	61.93	37.94	0.17	0.00
14 Oasis	973	1,143	2,116	1,058	0.00	98.18	1.80	0.00
15 Badr Al Samaa	968	1,131	2,099	1,050	0.00	98.85	1.15	0.00
16 Al Maha Ceramics	933	1,171	2,104	1,052	0.00	99.98	0.00	0.00
17 Ford	896	461	1,357	678	2.88	83.63	11.81	1.65
18 Swiss Arabian	882	1,076	1,958	979	0.00	99.26	0.77	0.00
19 Ooredoo	862	177	1,039	520	1.33	82.15	16.56	0.00
20 Honda	834	726	1,560	780	0.00	31.65	3.25	65.08
21 Motivate Val Mo.	801	0	801	401	0.00	0.00	0.00	100.04
22 Oman Arab Bank	798	1,225	2,023	1,011	0.00	97.80	2.17	0.00
23 Oman Air	796	927	1,723	862	13.01	84.06	2.98	0.00
24 Magrabi	796	588	1,384	692	0.00	100.02	0.00	0.00
25 Carrefour	779	138	917	459	0.00	100.05	0.00	0.00
26 Mughlai Zaika	774	1,081	1,855	928	0.00	100.02	0.00	0.00
27 Manam Sohar	747	1,530	2,277	1,139	0.00	100.05	0.00	0.00
28 Damac	705	111	816	408	0.00	100.00	0.00	0.00
29 Landmark Group	704	1	705	353	0.00	0.92	0.00	99.13
30 Research Council	701	45	746	373	97.17	2.81	0.00	0.00

*OT=Radio+OutDoor+Cinema

LEVANT* MEDIA MARKETS
Millions US\$ 1580 ▲ + 2%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	189	244	232	15	-5	84	6	0	5	4	0
Government/Corporate & Organization Ad	GOA	156	197	196	12	-1	59	30	1	6	3	0
Food Beverages And Tobacco	FBT	136	131	153	10	17	76	2	1	4	17	0
Financial Services	FS	110	121	136	9	12	41	41	5	8	6	0
Professional Services	PRS	103	101	109	7	8	69	20	3	3	4	0
Publishing Media	PUM	148	123	104	7	-15	41	45	3	3	8	0
Shopping Malls & Retail Stores	SMR	99	102	104	7	2	34	37	11	10	8	0
Insurance & Real Estate & Properties	INR	82	101	102	6	1	16	65	6	5	8	0
Entertainment	ENT	71	79	95	6	20	62	26	2	8	2	0
Toiletries Hygiene/ House Care Products	THP	85	104	94	6	-10	90	2	2	2	4	0
Hotel Travel & Tourism	HTT	49	52	65	4	25	33	30	7	13	18	0
Vehicles Accessories & Supply	VAS	50	49	57	4	16	18	49	6	16	10	0
Business/Construct Equip. & Supply	BCS	35	43	49	3	14	38	30	7	10	16	0
Other Services	SER	26	29	31	2	7	41	24	7	21	9	0
Household Appliances	HHA	35	45	30	2	-33	29	42	9	13	8	0
Clothing Jewellery & Personal Acs	CJP	23	22	23	1	5	34	27	22	5	13	0
Total		1,399	1,543	1,580	100	2	55	27	4	7	8	0

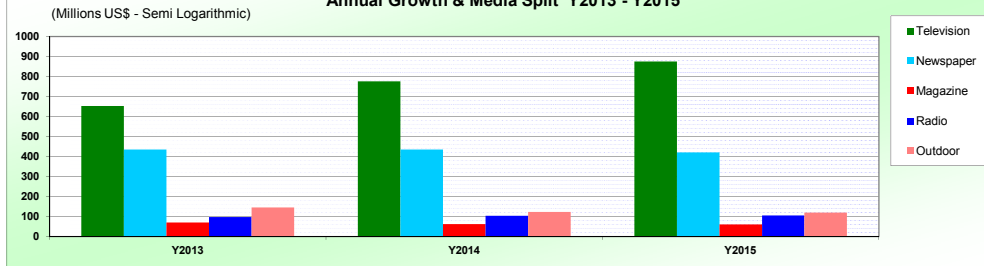
Y2015 Media Split %

Annual Growth Y2013 - Y2015

Monthly Spend Analysis (Millions US\$) Y2013 - 2015


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	112	95	106	12
Feb	104	99	102	3
Mar	112	139	149	7
Apr	113	124	125	1
May	127	140	145	4
Jun	153	149	163	10
Jul	147	162	155	-5
Aug	95	105	132	25
Sep	111	117	120	2
Oct	100	109	123	13
Nov	106	140	119	-15
Dec	125	164	145	-12
Total	1399	1543	1580	2

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2014/2013	Y15	Y14	Y15
Television	652	47	820	53	875	55	7	134	126	126
Newspaper	435	31	434	28	420	27	-3	96	100	100
Magazine	70	5	62	4	61	4	-2	88	89	89
Radio	98	7	103	7	106	7	2	108	106	106
Outdoor	145	10	123	8	119	8	-4	82	85	85
Total	1,399	100	1,543	100	1,580	100	2	113	110	110

*Index base Y2013

Annual Growth & Media Split Y2013 - Y2015

Top Brands Y2015 (000 US\$)
Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Bankmed	21,492	12
2	Afsel	20,897	N
3	Pampers	20,324	151
4	Jane Nassar	18,175	13
5	Ariel	17,283	2
6	Buzz	16,099	-65
7	Libano-francaise	15,718	83
8	Tahya Misr	14,004	E
9	Pepsi	13,331	91
10	Itn	12,843	-6
11	Salameh	12,483	E
12	Touch	12,201	54

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Amer Group	10,390	27
2	Nat'l B.egypt	7,394	-4
3	Banque Misr	4,448	4
4	Morshedy Group	3,957	E
5	Emaar Egypt	3,655	58
6	Ten	3,579	N
7	Zain Tel.comm.	3,134	116
8	Mobinil	3,074	-21
9	Samih Mall	2,984	-2
10	Mostafa Al Salab	2,740	-32
11	Egyptair	2,609	63
12	Hyundai	2,477	3

Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Majestic	959	56
2	M.e.airlines	493	21
3	Al Nassagoun	470	39
4	Egyptair	454	33
5	Samsung	408	-16
6	Blom Bank	353	17
7	Rolax	330	35
8	Banque Misr	304	-18
9	Fransa Bank	300	-9
10	Jammal Trust	292	2
11	Nat'l B.egypt	291	2
12	Banque Audi	287	-28

Radio Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Telecom Egypt	3,423	90
2	Beirut Holidays	2,451	0
3	Mobinil	2,358	13
4	57357 Hospital	2,324	25
5	Vodafone	2,246	-22
6	Mcdonald's	2,193	94
7	Amer Group	1,687	17
8	Egyptian Food B.	1,464	75
9	Etisalat Egypt	1,282	21
10	Comm.int'l Bank	1,234	-32
11	Coca Cola	1,209	-53
12	Te Data	1,174	-40

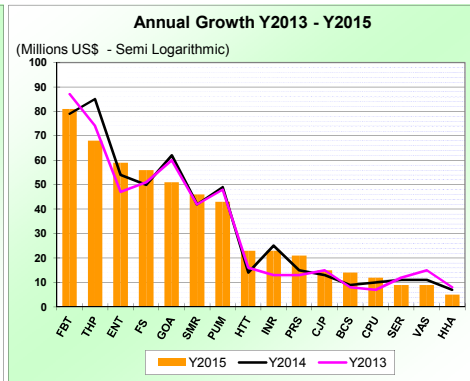
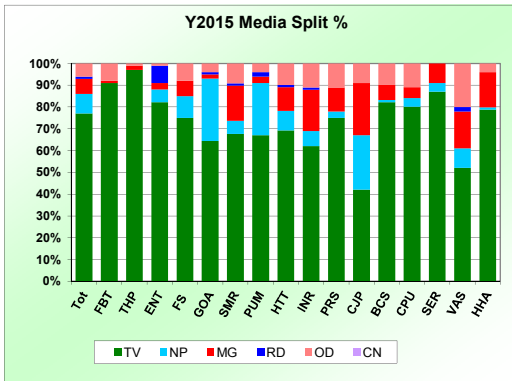
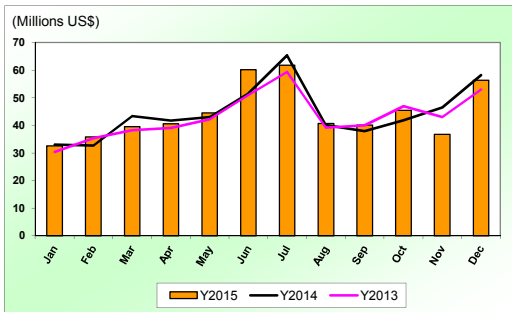
Outdoor Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Vodafone	2,938	15
2	Etisalat Egypt	2,157	54
3	Banque Audi	2,045	244
4	Mobinil	1,907	39
5	Plus Properties	1,418	E
6	Samsung	1,392	59
7	Pepsi	1,331	-4
8	Carrefour	1,251	E
9	Poppins	1,160	E
10	Bankmed	1,151	226
11	Share	1,100	N
12	Domingo	1,092	E

E - Exceeding the limit >300% N - New

LEBANON - 2015
Millions US\$ 534 ▼ - 0%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	87	79	81	15	3	91	0	1	0	8	0
Toiletries Hygiene/ House Care Products	THP	74	85	68	13	-20	97	0	2	0	1	0
Entertainment	ENT	47	54	59	11	9	83	6	3	8	1	0
Financial Services	FS	51	50	56	10	12	75	10	7	0	8	0
Government/Corporate & Organization Ad	GOA	60	62	51	10	-18	65	29	2	1	4	0
Shopping Malls & Retail Stores	SMR	42	42	46	9	10	67	6	16	1	9	0
Publishing Media	PUM	48	49	43	8	-12	67	24	3	2	4	0
Hotel Travel & Tourism	HTT	16	14	23	4	64	70	9	11	1	10	0
Insurance & Real Estate & Properties	INR	13	25	23	4	-8	62	7	19	1	11	0
Professional Services	PRS	13	15	21	4	40	75	3	11	0	11	0
Clothing Jewellery & Personal Acs	CJP	15	13	15	3	15	42	25	24	0	9	0
Business/Construct Equip. & Supplies	BCS	8	9	14	3	56	83	1	7	0	10	0
Communications & Public Utilities	CPU	7	10	12	2	20	81	4	5	0	11	0
Other Services	SER	12	11	9	2	-18	87	4	9	0	0	0
Vehicles Accessories & Supplies	VAS	15	11	9	2	-18	52	9	17	2	20	0
Household Appliances	HHA	8	7	5	1	-29	78	1	16	0	4	0
Total		518	535	534	100	0	77	9	7	1	6	0

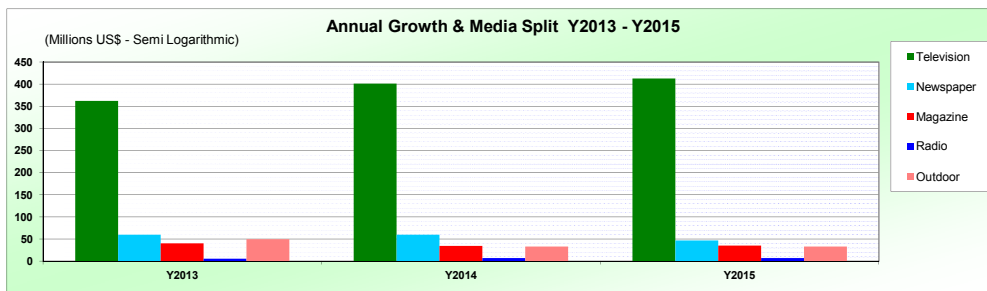

Monthly Spend Analysis (Millions US\$) Y2013 - 2015


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	30	33	33	-1
Feb	35	33	36	10
Mar	38	43	40	-9
Apr	39	42	41	-3
May	42	43	45	3
Jun	51	52	60	17
Jul	59	65	62	-5
Aug	39	40	41	2
Sep	40	38	40	6
Oct	47	42	45	9
Nov	43	46	37	-21
Dec	53	58	56	-3
Total	518	535	534	0

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n % Y2014/2015		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2014/2015	Y15	Y14	Y14
Television	363	70	401	75	413	77	3	114	111	
Newspaper	60	12	60	11	47	9	-21	78	100	
Magazine	40	8	35	6	35	7	1	87	86	
Radio	5	1	7	1	7	1	0	131	131	
Outdoor	50	10	33	6	33	6	-1	66	67	
Total	518	100	535	100	534	100	0	103	103	

*Index base Y2013


Top Brands Y2015 (000 US\$)
Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Bankmed	21,492	12
2	Pampers	20,294	151
3	Jane Nassar	18,175	13
4	Ariel	17,283	2
5	Buzz	16,099	-65
6	Libano-francaise	15,718	83
7	It'n	12,843	-6
8	Salameh	12,483	E
9	Touch	12,201	54
10	Byblos Bank	11,842	-21
11	Lebanese Arabian	11,333	N
12	Moukarzel	10,858	72

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Bankmed	2,467	-8
2	Achabaka	707	-1
3	Rolex	618	16
4	M.e.airlines	581	67
5	Blom Bank	553	65
6	Banque Audi	465	-55
7	Cartier	440	10
8	Cpc	400	23
9	Zaourou Hills	371	N
10	Porsche	349	106
11	Liban Call	319	N
12	Byblos Bank	311	81

Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	M.e.airlines	493	21
2	Blom Bank	350	16
3	Fransa Bank	300	-9
4	Jammal Trust	292	2
5	Arcom	233	120
6	Moukarzel	213	-4
7	Globe Med	212	-2
8	Geahchan Group	211	48
9	Children's Can.c	209	7
10	Le Cercle Hitti	206	-12
11	Banque Audi	206	-41
12	Libano-francaise	205	1

Radio Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Beirut Holidays	2,451	0
2	Baalbeck Int'l F.	610	0
3	Cirque Du Soleil	396	0
4	Anthony Touma	297	0
5	Basma	256	0
6	Jounieh Int'l F.	171	0
7	Zouk Mikael I.f.	167	0
8	Waterfront City C	130	0
9	Ziad Rahbani	108	0
10	Kettaneh	91	0
11	Aishti	89	0
12	Beiteddine Fest.	88	0

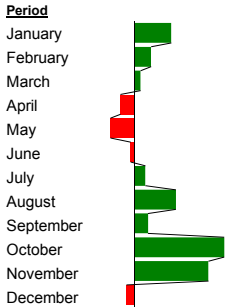
Outdoor Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Banque Audi	1,999	236
2	Plus Properties	1,418	E
3	Carrefour	1,251	E
4	Poppins	1,160	E
5	Bankmed	1,151	226
6	Samsung	1,131	56
7	Domingo	1,092	E
8	Daniel	1,028	E
9	Maalouf	1,026	N
10	Touch	976	152
11	Beit Misk	924	E
12	Bhv	860	E

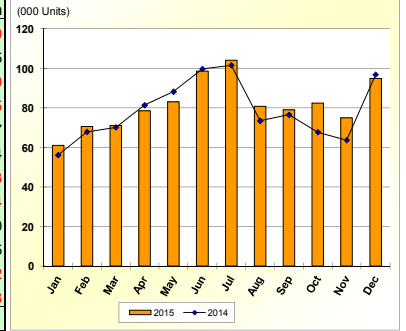
E - Exceeding the limit >300% N - New

LEBANON - 2015
Millions US\$ 534 ▼ - 0%
Thousand SESU 979 ▲ + 4%
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Y2015/2014Var %



ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
61107	56176	9	630	-22	1229	5	28882	0
70560	67921	4	770	-2	980	-6	33057	5
71120	70184	1	980	-16	1258	-12	35965	-10
78538	81400	-4	788	-24	1393	17	35368	-5
83023	88205	-6	770	-22	979	-28	40284	7
98621	99686	-1	1261	-3	1459	1	54912	34
104081	101544	2	835	-20	922	-14	61334	-3
80783	73526	10	731	-7	1030	15	38033	-14
78975	76543	3	791	-34	882	-14	36313	0
82391	67770	22	911	-14	1253	-5	39238	5
75031	63724	18	656	-32	879	-29	32506	-22
94881	96852	-2	823	-31	1639	5	51430	-3
979110	943530	4	9947	-19	13902	-6	487322	-1

Ad Space & Seasonality


Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

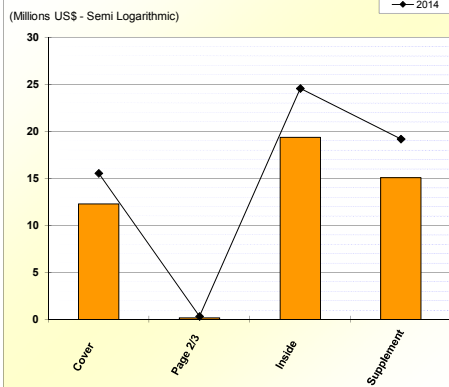
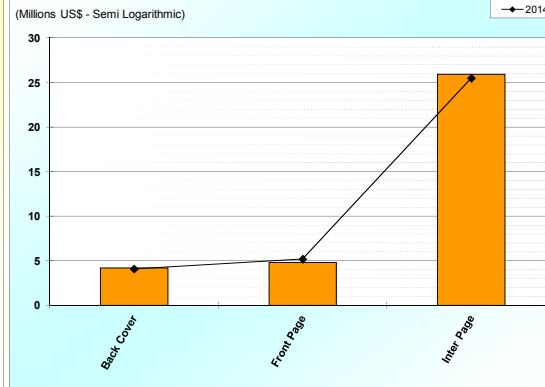
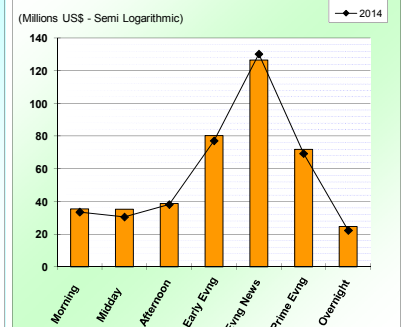
Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Cover	12	26	16	26	-21
Page 2/3	0	0	0	1	-46
Inside	19	41	25	41	-21
Supplement	15	32	19	32	-21
	47	100	60	100	-21

MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	4	12	4	12	3
Front Page	5	14	5	15	-7
Inter Page	26	74	25	73	2
	35	100	35	100	1

TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Morning	35	9	34	8	6
Midday	35	9	30	8	15
Afternoon	39	9	38	9	2
Early Evng	80	19	77	19	4
Evng News	127	31	130	32	-3
Prime Evng	72	17	69	17	4
Overnight	25	6	22	6	11
	413	100	401	100	3

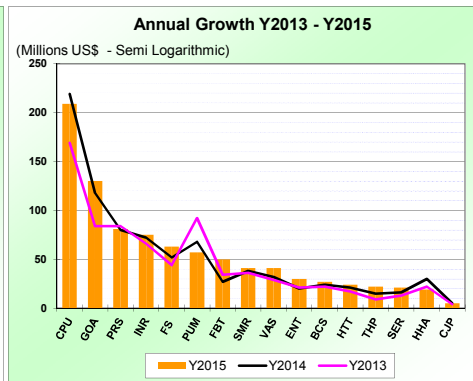
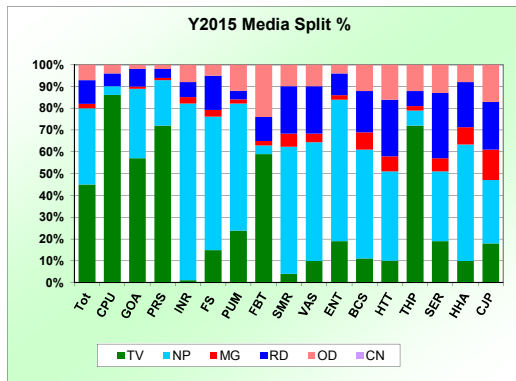
Spend by Position

Spend by Position

Spend by Daypart

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Bankmed	25,264	22,309	47,573	23,786	85.07	9.77	0.61	4.56
2 Pampers	20,294	8,081	28,375	14,187	100.00	0.00	0.00	0.00
3 Jane Nassar	18,175	16,135	34,310	17,155	100.00	0.00	0.00	0.00
4 Ariel	17,283	17,216	34,499	17,249	100.00	0.00	0.00	0.00
5 Buzz	16,099	45,682	61,781	30,891	100.00	0.00	0.00	0.00
6 Libano-francaise	15,995	8,879	24,874	12,437	98.27	0.38	1.28	0.07
7 Touch	13,205	8,473	21,678	10,839	92.40	0.00	0.22	7.39
8 Itn	12,887	13,755	26,642	13,321	99.66	0.00	0.35	0.00
9 Byblos Bank	12,750	15,666	28,416	14,208	92.88	2.44	1.37	3.31
10 Salameh	12,486	1,547	14,033	7,017	99.98	0.02	0.01	0.00
11 Lebanese Arabian	11,411	19	11,430	5,715	99.32	0.02	0.00	0.67
12 M.e.airlines	11,235	3,237	14,472	7,236	90.44	5.17	4.39	0.00
13 Moukarzel	11,072	6,530	17,602	8,801	98.07	0.00	1.92	0.00
14 Lim'int	10,721	0	10,721	5,360	100.00	0.00	0.00	0.00
15 Banque Audi	10,225	8,630	18,855	9,427	73.41	4.55	2.01	20.02
16 Xxl	10,105	33,258	43,363	21,681	99.91	0.00	0.09	0.00
17 Blom Bank	9,558	10,886	20,444	10,222	90.55	5.78	3.67	0.00
18 Alfa	9,515	5,947	15,462	7,731	95.09	0.95	0.49	3.47
19 Head & Shoulders	9,428	0	9,428	4,714	100.00	0.00	0.00	0.00
20 Lebanese Army	9,224	14,444	23,668	11,834	99.02	0.53	0.45	0.00
21 Label 5	8,724	4,778	13,502	6,751	100.00	0.00	0.00	0.00
22 Gillette	8,629	5,589	14,218	7,109	100.00	0.00	0.00	0.00
23 Ibl	8,597	14,418	23,015	11,508	97.84	1.10	0.79	0.28
24 Sedar	7,793	7,479	15,272	7,636	100.00	0.00	0.00	0.00
25 Downy	7,774	0	7,774	3,887	100.00	0.00	0.00	0.00
26 Sgbl	7,583	4,740	12,323	6,162	94.71	3.85	1.44	0.00
27 Istikbal	7,429	2,573	10,002	5,001	99.99	0.00	0.00	0.00
28 Pantene	7,213	184	7,397	3,698	99.99	0.00	0.00	0.00
29 Nakhal	6,854	1,828	8,682	4,341	96.72	3.07	0.21	0.00
30 Beirut Holidays	6,457	7,156	13,613	6,807	59.25	2.79	0.00	37.96

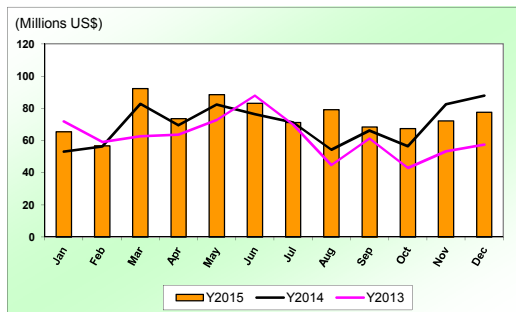
*OT=Radio+Outdoor+Cinema

EGYPT* - 2015
Millions US\$ 895 ▲ + 7%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Communications & Public Utilities	CPU	169	219	209	23	-5	87	4	0	6	4	0
Government/Corporate & Organization Ad	GOA	84	118	130	15	10	57	32	1	8	2	0
Professional Services	PRS	84	80	81	9	1	72	21	1	4	2	0
Insurance & Real Estate & Properties	INR	66	72	75	8	4	1	82	3	7	8	0
Financial Services	FS	44	52	63	7	21	15	62	3	16	5	0
Publishing Media	PUM	92	68	57	6	-16	24	59	2	4	12	0
Food Beverages And Tobacco	FBT	34	27	50	6	85	59	4	2	11	24	0
Shopping Malls & Retail Stores	SMR	36	38	41	5	8	4	59	6	22	10	0
Vehicles Accessories & Supply	VAS	29	32	41	5	28	10	55	4	22	10	0
Entertainment	ENT	21	20	30	3	50	19	65	2	10	4	0
Business/Construct Equip. & Supply	BCS	22	24	27	3	13	11	50	8	19	12	0
Hotel Travel & Tourism	HTT	17	21	24	3	14	10	41	7	26	16	0
Toiletries Hygiene/ House Care Products	THP	9	15	22	2	47	72	7	2	7	12	0
Other Services	SER	13	16	21	2	31	19	32	6	30	13	0
Household Appliances	HHA	22	30	19	2	-37	10	54	8	21	8	0
Clothing Jewellery & Personal Acs	CJP	4	5	5	1	0	18	29	14	22	17	0
Total		747	839	895	100	7	45	35	2	11	7	0



Monthly Spend Analysis (Millions US\$)Y2013 - 2015

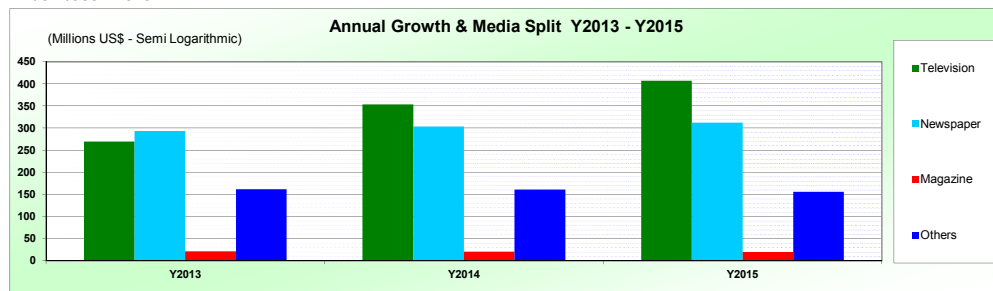


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	72	53	65	24
Feb	59	56	57	1
Mar	63	83	92	12
Apr	64	69	73	6
May	73	82	88	7
Jun	88	76	83	9
Jul	70	71	71	0
Aug	45	54	79	46
Sep	61	66	68	3
Oct	43	57	67	19
Nov	53	83	72	-13
Dec	57	88	77	-12
Total	747	839	895	7

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n %		Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2014/2015	Y15	Y14	Y14
Television	270	36	354	42	407	45	15	151	131	
Newspaper	294	39	304	36	312	35	3	106	103	
Magazine	21	3	20	2	20	2	-3	92	95	
Others	162	22	161	19	156	17	-3	97	100	
Total	747	100	839	100	895	100	7	120	112	

*Index base Y2013



Top Brands Y2015 (000 US\$)

Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Afsel	20,897	N
2	Tahya Misr	14,004	E
3	Chipsy	7,886	E
4	Pepsi	7,753	E
5	Kirox	6,657	-8
6	Presentation Spor	4,889	N
7	Pavone	4,229	N
8	Banque Misr	4,136	-19
9	Ekhtar Hayatak	3,514	-75
10	Vodafone	3,287	E
11	Doritos	3,071	E
12	57357 Hospital	3,059	112

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Amer Group	10,150	24
2	Nat'l B.egypt	7,394	-4
3	Banque Misr	4,448	4
4	Morshedy Group	3,957	E
5	Emaar Egypt	3,655	58
6	Ten	3,579	N
7	Mobinil	3,074	-21
8	Mostafa Al Salab	2,740	-32
9	Egyptair	2,603	63
10	Ten Tv Network	2,053	N
11	Chevrolet	1,990	106
12	Hyundai	1,769	13

Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Majestic	959	56
2	Al Nassagoun	470	38
3	Egyptair	418	37
4	Banque Misr	284	-17
5	Kiriaz	282	44
6	Nat'l B.egypt	279	-2
7	Gemma	223	31
8	Mostafa Al Salab	204	-22
9	Samsung	194	30
10	Gold Star	186	195
11	Toyota	176	12
12	Ego	172	12

Radio Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Telecom Egypt	3,423	90
2	Mobinil	2,358	13
3	57357 Hospital	2,324	25
4	Vodafone	2,246	-22
5	Mcdonald's	2,115	101
6	Amer Group	1,687	17
7	Egyptian Food B.	1,464	75
8	Etisalat Egypt	1,282	21
9	Comm.int'l Bank	1,234	-32
10	Coca Cola	1,209	-53
11	Te Data	1,174	-40
12	Shell	1,153	-20

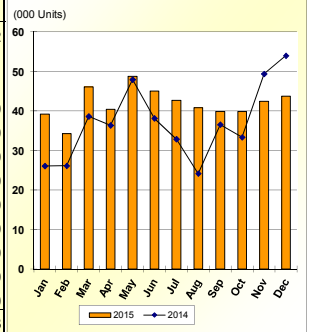
Outdoor Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Vodafone	2,938	15
2	Etisalat Egypt	2,157	54
3	Mobinil	1,907	39
4	Share	1,100	N
5	Mostafa Al Salab	1,087	E
6	Kfc	995	E
7	Chipsy	850	133
8	Ltc	825	E
9	Pepsi	808	-6
10	Mbc Misr	771	-29
11	Mcdonald's	737	75
12	Al Mehwar	728	228

E - Exceeding the limit >300% N - New

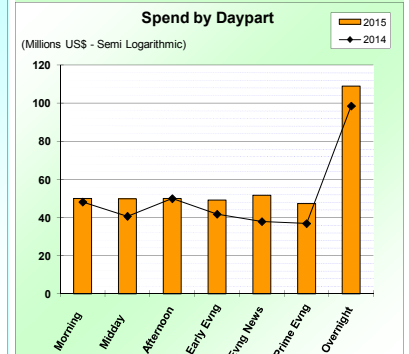
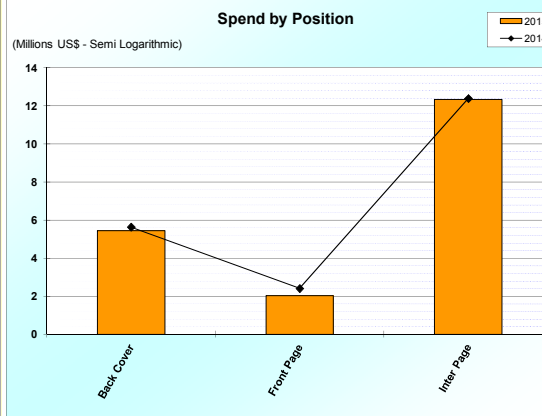
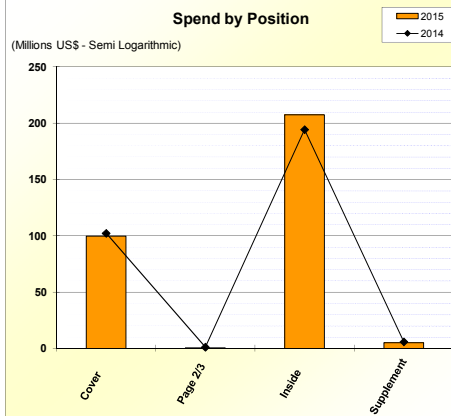
EGYPT* - 2015
Millions US\$ 895 ▲ + 7%
Thousand SESU 503 ▲ + 13%
TOTAL MARKET ADVERTISING SPACE ALLOCATION

Period	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)		OD - Metro
	2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n	
January	39200	26078	50	1149	-12	822	-14	24445	143	8082
February	34276	26124	31	1125	-6	821	0	19354	66	7041
March	46031	38626	19	2691	16	1048	16	24957	44	8611
April	40391	36348	11	1455	-9	916	4	21447	26	8900
May	48732	47927	2	1714	16	914	9	26274	-5	9900
June	44995	38127	18	1694	-8	1113	16	23554	47	9900
July	42666	32876	30	1023	-19	866	-7	26722	41	9900
August	40789	24173	69	1978	42	921	16	22121	100	9900
September	39794	36541	9	1496	1	930	13	22121	19	9900
October	39792	33335	19	1278	24	776	-3	22121	24	9900
November	42457	49355	-14	1434	-3	750	-12	22121	-23	9900
December	43690	53945	-19	1761	17	810	-35	22121	-30	9900
502812	443454	13	18798	5	10687	-1	277357	22	111833	

Ad Space & Seasonality


Definition of SESU: Newspaper - Half a Page, Magazine - One page, Television, Cinema & Video - 30 seconds, Radio - 60 seconds, Outdoor - 40 faces. * - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS						MAGAZINES						TELEVISION - KSA Time					
Spend by Position (Millions US \$)	2015		2014		Var'n %	Spend by Position (Millions US \$)	2015		2014		Var'n %	Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%			Value	%	Value	%			Value	%	Value	%	
Cover	100	32	102	34	-3	Back Cover	5	27	6	28	-3	Morning	50	12	48	14	4
Page 2/3	0	0	1	0	-70	Front Page	2	10	2	12	-16	Midday	50	12	41	11	23
Inside	207	66	194	64	7	Inter Page	12	62	12	61	0	Afternoon	50	12	50	14	0
Supplement	5	2	6	2	-17		20	100	20	100	-3	Early Evng	49	12	42	12	18
	312	100	304	100	3							Evng News	52	13	38	11	36
												Prime Evng	47	12	37	10	28
												Overnight	109	27	98	28	11
													407	100	354	100	15
<div>Spend by Position</div> <div><div></div>2015</div> <div><div></div>2014</div> <div>(Millions US \$ - Spend Line Graph)</div>						<div>Spend by Position</div> <div><div></div>2015</div> <div><div></div>2014</div> <div>(Millions US \$ - Spend Line Graph)</div>											

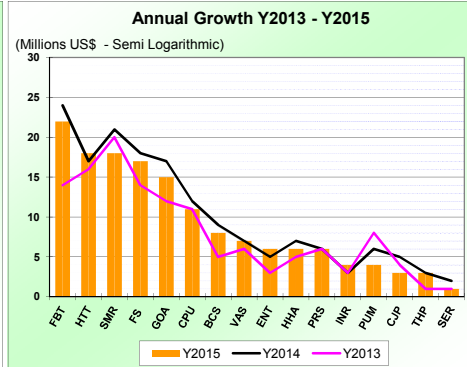
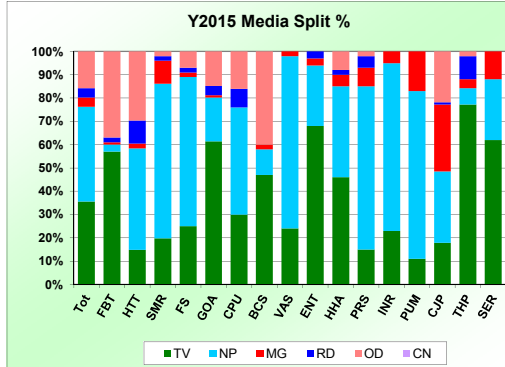
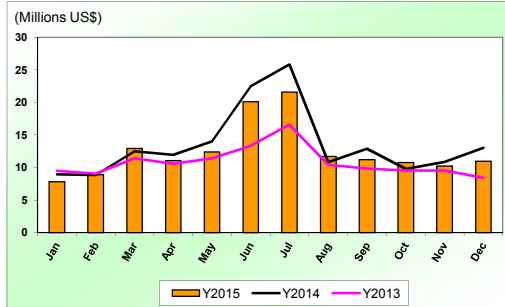

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Afsel	20,897	0	20,897	10,448	100.00	0.00	0.00	0.00
2 Tahya Misr	14,539	7	14,546	7,273	96.32	0.20	0.00	3.48
3 Amer Group	12,066	9,942	22,008	11,004	0.00	84.12	0.11	15.78
4 Nat'l B.egypt	10,846	10,414	21,260	10,630	24.44	68.17	2.57	4.81
5 Banque Misr	10,519	11,827	22,346	11,173	39.32	42.29	2.70	15.70
6 Vodafone	9,247	6,629	15,876	7,938	35.54	8.03	0.36	56.07
7 Chipsy	8,785	574	9,359	4,680	89.76	0.28	0.00	9.95
8 Pepsi	8,684	2,573	11,257	5,628	89.27	0.43	0.01	10.28
9 Mobinil	8,624	7,628	16,252	8,126	13.45	35.65	1.45	49.46
10 Kirox	7,235	7,796	15,031	7,515	92.01	4.50	0.00	3.48
11 57357 Hospital	6,074	3,732	9,806	4,903	50.37	10.45	0.92	38.25
12 Telecom Egypt	5,187	4,946	10,133	5,067	5.55	24.90	0.48	69.07
13 Presentation Spor	4,889	0	4,889	2,444	100.00	0.00	0.00	0.00
14 Mostafa Al Salab	4,512	4,746	9,258	4,629	2.09	60.73	4.51	32.68
15 Emaar Egypt	4,276	2,625	6,901	3,450	0.00	85.48	2.78	11.73
16 Pavone	4,229	0	4,229	2,114	99.99	0.00	0.00	0.00
17 Ten	4,175	0	4,175	2,088	0.00	85.73	0.00	14.28
18 Egyptair	4,155	2,088	6,243	3,121	24.56	62.65	10.06	2.73
19 Etisalat Egypt	4,081	4,015	8,096	4,048	3.79	11.88	0.06	84.27
20 Morshedy Group	4,055	892	4,947	2,473	1.31	97.59	0.10	0.99
21 Ekhtar Hayatak	3,514	14,101	17,615	8,808	100.01	0.00	0.00	0.00
22 Doritos	3,459	366	3,825	1,912	88.79	0.00	0.00	11.20
23 Chevrolet	3,457	1,560	5,017	2,508	8.51	57.57	2.43	31.49
24 Housing _Dev.ban	3,176	1,797	4,973	2,486	40.75	51.78	2.14	5.33
25 Mcdonald's	2,938	1,801	4,739	2,369	0.61	1.96	0.36	97.07
26 Mobil	2,824	2,143	4,967	2,484	0.00	56.03	1.34	42.65
27 Egypt Economic De	2,820	0	2,820	1,410	80.51	9.02	0.19	10.27
28 Majestic	2,790	2,941	5,731	2,865	0.00	60.12	34.38	5.48
29 Al Nassagoun	2,782	2,305	5,087	2,543	32.16	46.24	16.88	4.71
30 Samsung	2,589	5,670	8,259	4,129	17.54	36.96	7.49	38.01

*OT=Radio+OutDoor+Cinema

JORDAN - 2015
Millions US\$ 150 ▼ - 8%

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	%Var'n Y15/14	Media Split %					
							TV	NP	MG	RD	OD	CN
Food Beverages And Tobacco	FBT	14	24	22	15	-8	57	3	1	2	37	0
Hotel Travel & Tourism	HTT	16	17	18	12	6	15	44	2	10	30	0
Shopping Malls & Retail Stores	SMR	20	21	18	12	-14	20	67	10	2	2	0
Financial Services	FS	14	18	17	11	-6	25	64	2	2	7	0
Government/Corporate & Organization Ad	GOA	12	17	15	10	-12	62	19	1	4	15	0
Communications & Public Utilities	CPU	11	12	11	7	-8	30	46	0	8	16	0
Business/Construct Equip. & Supplies	BCS	5	9	8	5	-11	47	11	2	0	40	0
Vehicles Accessories & Supplies	VAS	6	7	7	5	0	24	74	2	0	0	0
Entertainment	ENT	3	5	6	4	20	68	26	3	3	0	0
Household Appliances	HHA	5	7	6	4	-14	46	39	5	2	8	0
Professional Services	PRS	6	6	6	4	0	15	70	8	5	2	0
Insurance & Real Estate & Properties	INR	3	3	4	3	33	23	72	5	0	0	0
Publishing Media	PUM	8	6	4	3	-33	11	72	17	0	0	0
Clothing Jewellery & Personal Acs	CJP	4	5	3	2	-40	18	31	29	1	22	0
Toiletries Hygiene/ House Care Products	THP	1	3	3	2	0	78	7	4	10	2	0
Other Services	SER	1	2	1	1	-50	62	26	12	0	0	0
Total		130	162	150	100	-8	36	41	4	4	16	0

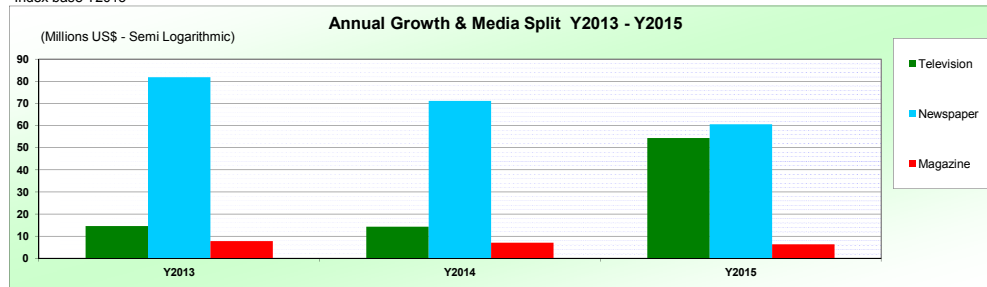

Monthly Spend Analysis (Millions US\$)Y2013 - 2015


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	9	9	8	-13
Feb	9	9	9	1
Mar	11	13	13	4
Apr	11	12	11	-7
May	11	14	12	-11
Jun	13	22	20	-11
Jul	17	26	22	-16
Aug	10	11	12	8
Sep	10	13	11	-13
Oct	10	10	11	10
Nov	10	11	10	-6
Dec	8	13	11	-16
Total	130	162	150	-8

Overall Media Split Analysis (Millions US\$)

Media	Y2013		Y2014		Y2015		Var'n % Y2014/2015	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%		Y15	Y14
Television	15	14	58	43	54	45	-6	375	400
Newspaper	82	79	71	52	61	50	-15	74	87
Magazine	8	7	7	5	6	5	-11	80	91
Total	104	100	136	100	121	100	-11	116	131

*Index base Y2013


Top Brands Y2015 (000 US\$)
Television Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	National Paint	2,611	E
2	Orange Telecom.	1,768	E
3	Tkiet Um Ali	1,756	E
4	Pepsi	1,673	231
5	Jordan Comm.bank	1,468	E
6	Samsung	1,206	E
7	Kuwait Danish	1,104	N
8	Mostafa	1,070	E
9	Amer Group	952	E
10	Hikmat Yassin	924	N
11	Nabil	890	E
12	Jordan Islamic Ba	879	112
13	Al Nejmah	866	E
14	Sting	753	153
15	Hamoudeh	742	N

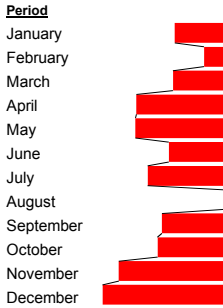
Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Zain Tel.comm.	3,134	116
2	Samih Mall	2,984	-2
3	Housing Bank	1,711	-35
4	Dallas Travel	1,326	-1
5	Jordan Ahli Bank	1,153	-14
6	Ctown	1,092	35
7	Bank Al Etihad	1,023	-14
8	Orange Telecom.	967	-44
9	Capital Bank Ltd	923	152
10	Cairo Amman Bank	831	-18
11	Safeway's	803	38
12	Umniah	786	-38
13	Jordan Islamic Ba	761	-11
14	Samsung	720	-26
15	Hyundai	706	-15

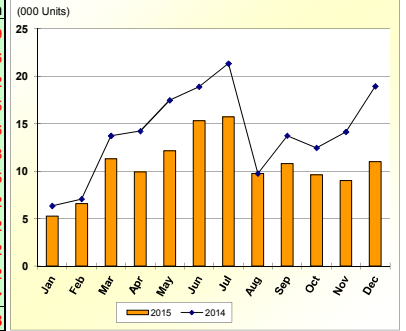
Magazines Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
1	Rolex	192	48
2	Grand Gallery	148	219
3	Shawkat Shami	110	1
4	Amazing Rooms	99	4
5	Rafa'a Al Saraf	96	E
6	Kurdi Jewelry	95	4
7	Imseeh Jewellery	80	-23
8	Roya	77	39
9	Samsung	76	-48
10	Tudor	74	-9
11	Al Faridah	72	-40
12	Lavina	70	E
13	Tahboub	67	15
14	Trendesign	63	-6
15	Jordan Kuwait Ban	60	-14

E - Exceeding the limit >300% N - New

JORDAN - 2015
Millions US\$ 150 ▼ - 7%
Thousand SESU 168 ▼ -25%
TOTAL MARKET ADVERTISING SPACE ALLOCATION
Y2015/2014Var %


	ALL MEDIA (SESU Units)*			NEWSPAPERS (Pages)		MAGAZINES (Pages)		TELEVISION (Min)	
Period	2015	2014	% Var'n	2015	% Var'n	2015	% Var'n	2015	% Var'n
January	5273	6349	-17	1562	-17	287	-14	2992	-19
February	6590	7074	-7	1690	-11	359	-12	4109	-6
March	11313	13730	-18	2675	-13	625	12	7581	-22
April	9920	14221	-30	1967	-20	593	-11	6928	-35
May	12133	17469	-31	2323	-19	578	29	8799	-36
June	15301	18896	-19	2452	-27	423	-15	11995	-18
July	15719	21332	-26	1616	-37	331	-40	13340	-25
August	9771	9761	0	2636	6	347	-3	6355	-2
September	10805	13746	-21	1822	-29	436	16	8114	-22
October	9604	12458	-23	1990	24	348	-14	6833	-32
November	9007	14144	-36	1699	-19	320	-16	6555	-42
December	11010	18946	-42	1829	-10	265	-50	8483	-47
	126444	168126	-25	24261	-16	4910	-11	92086	-28

Ad Space & Seasonality

Definition of SESU

Newspaper - Half a Page

Magazine - One page

Television, Cinema & Video - 30 seconds

Radio - 60 seconds

Outdoor - 40 faces

* - All Media - Newspapers, Magazines, Television, Radio, Outdoor & Cinema

NEWSPAPERS

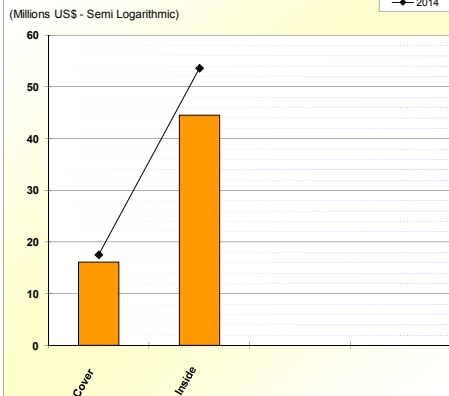
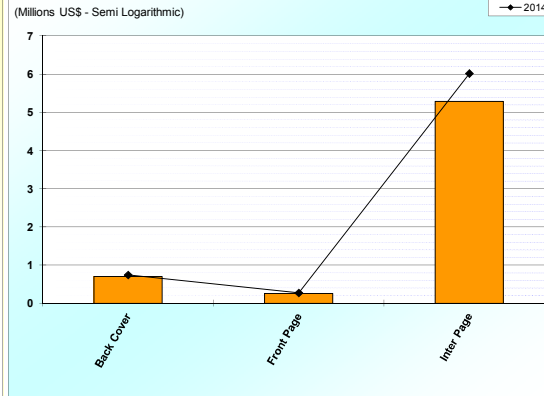
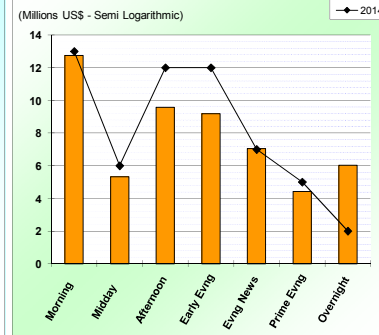
Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Cover	16	27	18	25	-8
Inside	45	73	54	75	-17
	61	100	71	100	-15

MAGAZINES

Spend by Position (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Back Cover	1	11	1	11	-5
Front Page	0	4	0	4	-5
Inter Page	5	85	6	86	-12
	6	100	7	100	-11

TELEVISION - KSA Time

Spend by Daypart (Millions US \$)	2015		2014		Var'n %
	Value	%	Value	%	
Morning	13	23	13	22	-2
Midday	5	10	6	10	-11
Afternoon	10	18	12	21	-20
Early Evng	9	17	12	21	-24
Evng News	7	13	7	12	1
Prime Evng	4	8	5	9	-12
Overnight	6	11	2	3	201
	54	100	58	100	-6

Spend by Position

Spend by Position

Spend by Daypart

TOP 30 LEAGUE OF Y2015 (000 US\$)

Rank & Brand	JANUARY - DECEMBER		2 YEARS		MEDIA SPLIT % - JAN - DEC 2015			
	2015	2014	TOTAL	AVG	TV	NP	MG	OT*
1 Zain Tel.comm.	3,292	1,669	4,961	2,481	4.66	95.19	0.16	0.00
2 Samih Mail	2,987	3,082	6,069	3,035	0.10	99.91	0.00	0.00
3 Orange Telecom.	2,771	2,126	4,897	2,448	63.82	34.90	1.28	0.00
4 National Paint	2,611	147	2,758	1,379	99.99	0.00	0.00	0.00
5 Pepsi	2,316	1,601	3,917	1,959	72.23	5.20	0.00	22.58
6 Housing Bank	2,202	3,322	5,524	2,762	21.22	77.70	1.08	0.00
7 Jordan Comm.bank	2,012	747	2,759	1,379	72.97	26.91	0.12	0.00
8 Samsung	2,003	1,214	3,217	1,608	60.23	35.95	3.82	0.00
9 Tkiyet Um Ali	1,760	361	2,121	1,061	99.79	0.22	0.00	0.00
10 Jordan Islamic Ba	1,641	1,268	2,909	1,454	53.55	46.34	0.09	0.00
11 Dallas Travel	1,365	1,389	2,754	1,377	2.89	97.13	0.00	0.00
12 Jordan Ahli Bank	1,307	1,407	2,714	1,357	9.66	88.18	2.17	0.00
13 Kuwait Danish	1,257	58	1,315	657	87.82	11.86	0.31	0.00
14 Amer Group	1,216	34	1,250	625	78.31	19.78	1.92	0.00
15 Bank Al Etihad	1,177	1,394	2,571	1,285	11.52	86.91	1.53	0.00
16 Hyundai	1,105	913	2,018	1,009	35.37	63.93	0.72	0.00
17 Ctown	1,092	807	1,899	950	0.00	100.00	0.00	0.00
18 Umniah	1,087	1,331	2,418	1,209	27.19	72.33	0.52	0.00
19 Mostafa	1,081	34	1,115	558	98.99	0.00	1.04	0.00
20 Capital Bank Ltd	1,077	375	1,452	726	12.76	85.71	1.50	0.00
21 Safeway's	1,070	583	1,653	826	24.94	75.03	0.00	0.00
22 Arab Bank	953	1,099	2,052	1,026	25.36	73.03	1.64	0.00
23 Hikmat Yassin	926	11	937	468	99.80	0.19	0.00	0.00
24 Nabil	913	165	1,078	539	97.52	0.60	1.93	0.00
25 Cairo Amman Bank	891	1,032	1,923	962	6.84	93.21	0.00	0.00
26 Al Nejmah	867	2	869	435	99.87	0.00	0.14	0.00
27 Tiger	803	160	963	481	89.27	10.70	0.00	0.00
28 King Hussein C.f	801	606	1,407	703	61.48	31.49	7.00	0.00
29 Indomie	788	70	858	429	89.97	9.97	0.00	0.00
30 Hamoudeh	758	20	778	389	97.86	2.19	0.00	0.00

*OT=Radio+OutDoor+Cinema