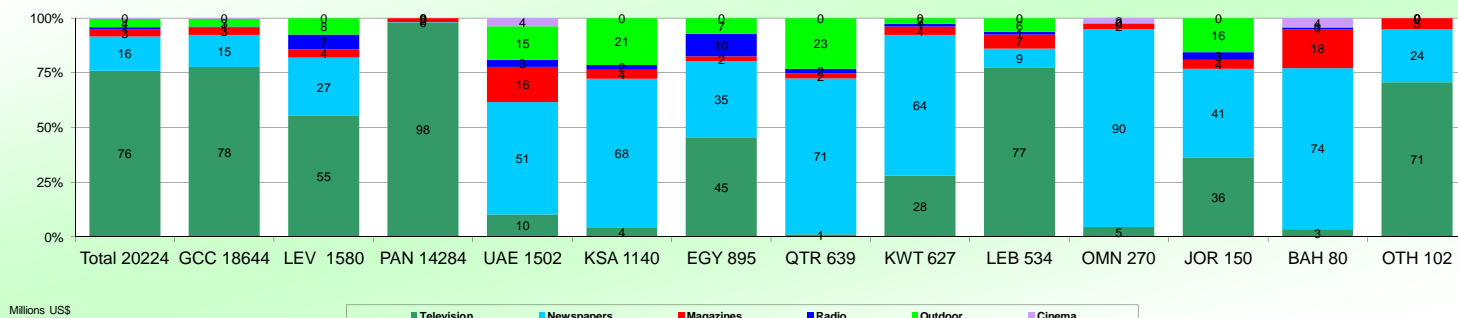
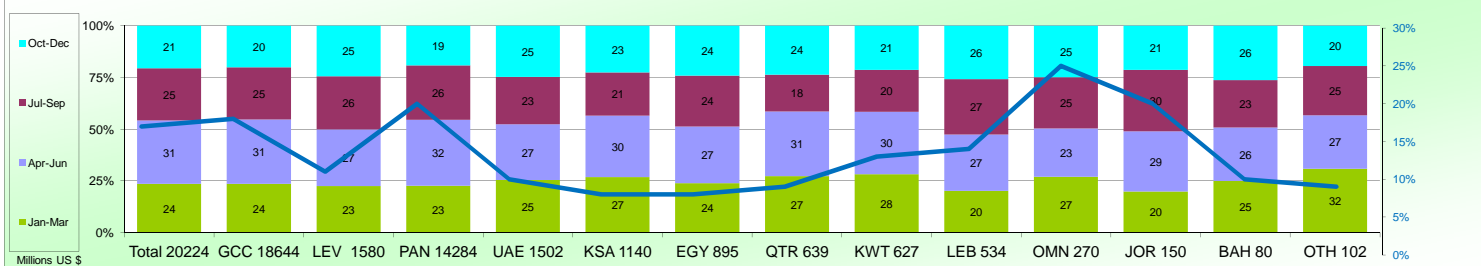


ARABIAN ADVERTISING MARKETS Y2015 [Jan-Dec]
Total Year Y2015 Ad Spend Millions US\$ 20,224 ▼ - 4%
Total Ramadan Y2015 Ad Spend Millions US\$ 3,447 ▲ + 5%

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	Abv	YTD	Average Month	Sh%	Ramadan	Sh%	Index	JAN - MAR			APR - JUN			JUL - SEP			OCT - DEC		
									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
5	Qatar	QTR	639	53	3	58	2	109	174	27	58	200	31	67	114	18	38	151	260	50
6	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		1,788	4,834		1611
			Y2014	20,992	1749		3,293		4,667		1,556	5,563		1,854	5,773		1,924	4,989		1663
			Y2015	20,224	1685		3,447		4,758		1,586	6,220		2,073	5,093		1,698	4,155		1385
Markets Growth Index (Base Y2013)			Y2013	100		100			100			100			100			100		
			Y2014	110		115			119			113			108			103		
			Y2015	106		120			121			126			95			86		

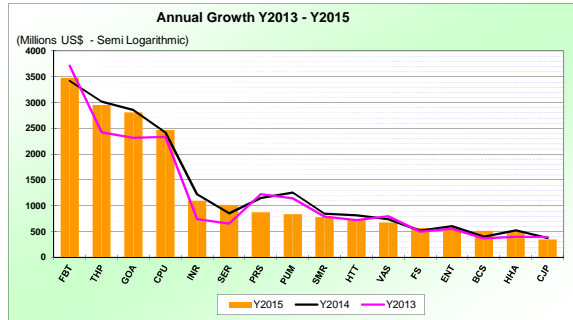
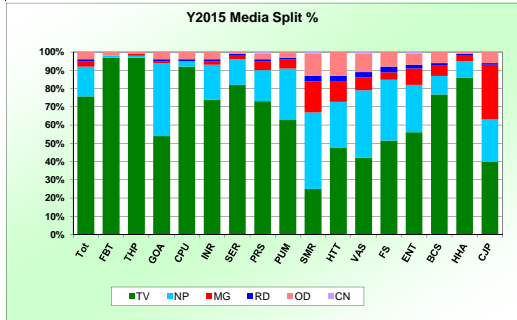
Ranked Markets Ad Spend & Quarterly Split


* Outdoor/Radio Data Estimated for some markets

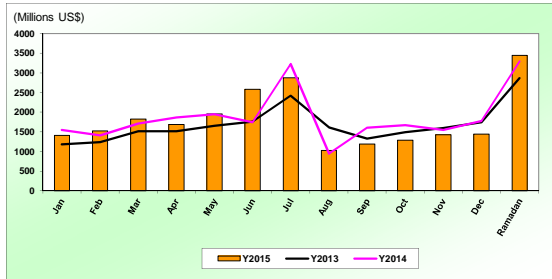
** Other Markets : Combined - Yemen & Arisian

AGCC,LEVANT*,PAN ARAB & ARASIAN MEDIA MARKET

Chapter	Abbreviation	Y2013	Y2014	Y2015	Sh%	Ram	Sh%	%Var'n Y15/14	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
Toiletries Hygiene/ House Care Products	THP	2,424	3,014	2,949	15	132	4	-2	97	1	1	0	1	0
Government/Corporate & Organization Adv.	GOA	2,318	2,854	2,809	14	583	17	-2	54	40	1	1	4	0
Communications & Public Utilities	CPU	2,333	2,419	2,469	12	556	16	2	92	3	0	1	4	0
Insurance & Real Estate & Properties	INR	737	1,217	1,098	5	285	8	-10	74	19	2	1	4	0
Other Services	SER	656	851	1,014	5	423	12	19	82	14	2	1	1	0
Professional Services	PRS	1,221	1,147	873	4	96	3	-24	73	17	5	1	3	1
Publishing Media	PUM	1,142	1,256	834	4	109	3	-34	63	28	5	1	3	0
Shopping Malls & Retail Stores	SMR	787	845	780	4	127	4	-8	25	42	17	3	12	1
Hotel Travel & Tourism	HTT	720	817	744	4	92	3	-9	47	25	11	3	13	0
Vehicles Accessories & Supplies	VAS	796	743	676	3	100	3	-9	42	37	7	3	10	1
Financial Services	FS	500	518	570	3	132	4	10	51	33	4	3	8	0
Entertainment	ENT	555	604	574	3	38	1	-5	56	26	9	2	6	1
Business/Construct Equip. & Supplies	BCS	367	396	515	3	77	2	30	76	10	6	1	6	0
Household Appliances	HHA	400	521	493	2	187	5	-5	86	9	3	1	1	0
Clothing Jewellery & Personal Acs	CJP	393	371	349	2	77	2	-6	40	23	30	1	6	0
Total		19,060	20,992	20,224	100	3,447	100	-4	75	16	3	1	4	0



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

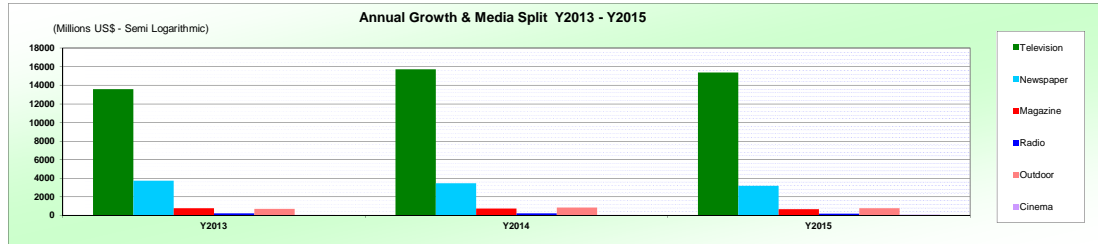


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	1,181	1,547	1,409	-9
Feb	1,239	1,408	1,524	8
Mar	1,517	1,711	1,821	6
Apr	1,518	1,868	1,690	-10
May	1,656	1,948	1,953	0
Jun	1,758	1,747	2,578	48
Jul	2,419	3,226	2,874	-11
Aug	1,611	944	1,030	9
Sep	1,333	1,602	1,190	-26
Oct	1,495	1,671	1,285	-23
Nov	1,596	1,545	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 Y15/14
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	Tahya Misr	110,665	E
12	Etisalat Egypt	110,458	12

Newspapers Top Spenders

Rank	Brand	Y2015	%Var'n Y15/14
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 Y15/14
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 Y15/14
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 Y15/14
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

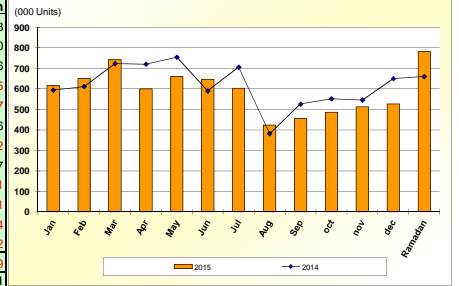
 Definition of SESU
 Newspaper - Half a Pg/Magazine - One page

Television, Cinema & Video - 30 seconds

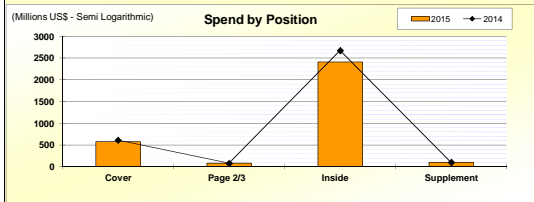
Radio - 60 seconds

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 (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	

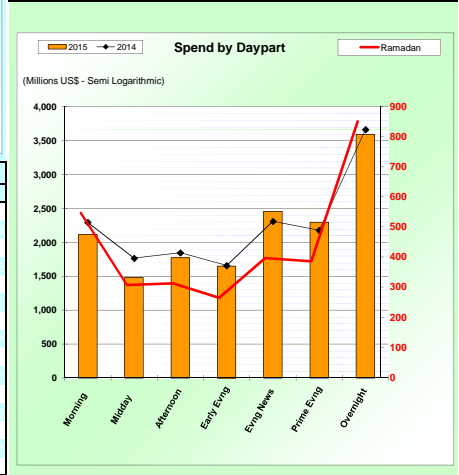
TOP 30 LEAGUE OF Y2015 (Millions US\$)

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 Dettol	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 Morshey Group	72	6	15	240	29	2	8	328	102	4	23	265

*OT=Radio+OutDoor+Cinema

TELEVISION - KSA Time

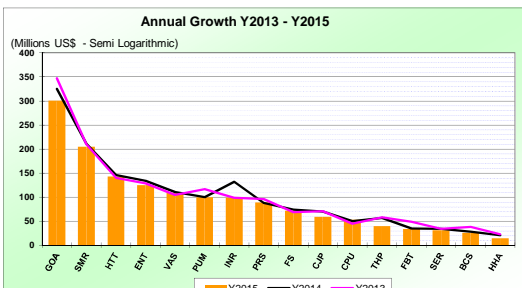
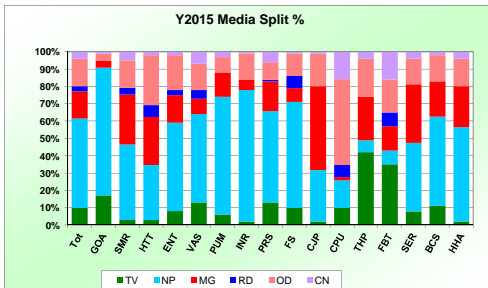
Spend by Daypart	2015		Ramadan		2014		Y15/Y14
	Value	100%	Value	100%	Value	100%	
Morning	2,117	14	546	18	2,295	15	-8
Midday	1,479	10	307	10	1,767	11	-16
Afternoon	1,772	12	312	10	1,847	12	-4
Early Evng	1,649	11	265	9	1,658	11	-1
Evng News	2,457	16	396	13	2,311	15	6
Prime Evng	2,299	15	386	13	2,178	14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


Media Split % Jan-Dec Y2015

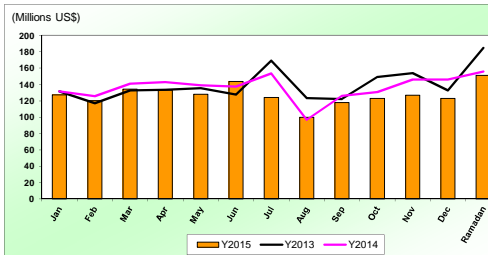
Spend	Television	Newspapers		MG	OT*
		Spend	Ramadan		
99.01	99.40	0.21	0.08	0.02	0.76
99.96	50.58	0.00	0.00	0.03	0.01
94.20	99.28	0.64	0.08	0.02	5.14
99.94	64.86	0.00	0.00	0.06	0.00
94.69	93.76	0.14	0.49	0.01	5.16
99.59	99.57	0.00	0.00	0.00	0.41
98.04	98.77	0.07	0.21	0.00	1.88
99.32	92.69	0.48	2.90	0.05	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
96.57	99.50	0.42	0.09	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

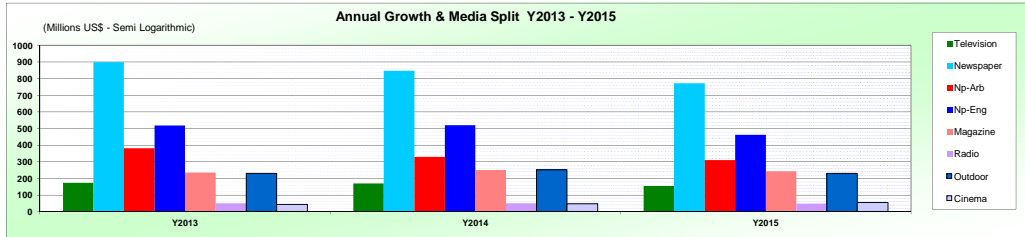


Period	Y2013	Y2014	Y2015	Var'n % Y15/14
Jan	132	132	127	-3
Feb	117	126	120	-4
Mar	133	141	134	-5
Apr	134	143	133	-7
May	136	139	128	-8
Jun	127	137	144	5
Jul	169	153	124	-19
Aug	123	97	100	3
Sep	122	126	118	-6
Oct	149	131	123	-6
Nov	154	146	127	-13
Dec	133	146	123	-16
Total	1,630	1,617	1,502	-7
Ramdan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

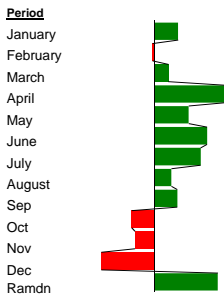
E - Exceeding the limit >300% N - New

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

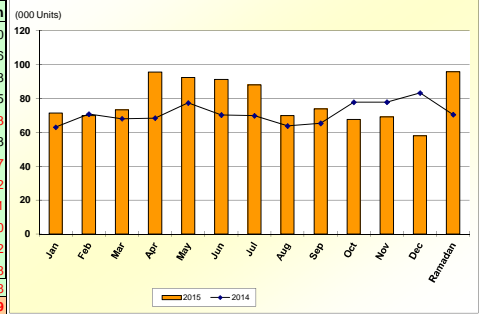
Outdoor - 40 faces

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

TOTAL MARKET ADVERTISING SPACE ALLOCATION

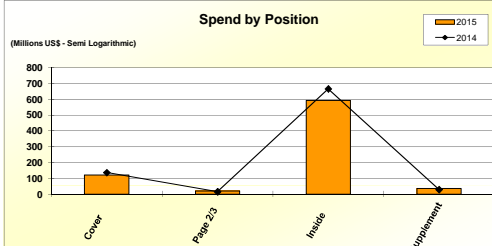
ALL MEDIA (SESU Units)*				Newspapers(pages)		MAGAZINES (Pages)		TELEVISION (Min)	
2015	2014	% Var'n		2015	% Var'n	2015	% Var'n	2015	% Var'n
71412	63044	13		10218	-22	3261	2	7392	30
69880	70763	-1		9382	-20	3471	2	7899	6
73228	68020	8		10991	-18	4045	-6	9009	18
95483	68414	40		10587	-25	3832	-3	8815	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



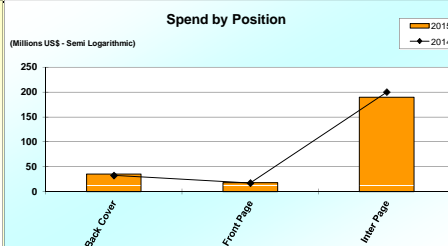
NEWSPAPERS

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



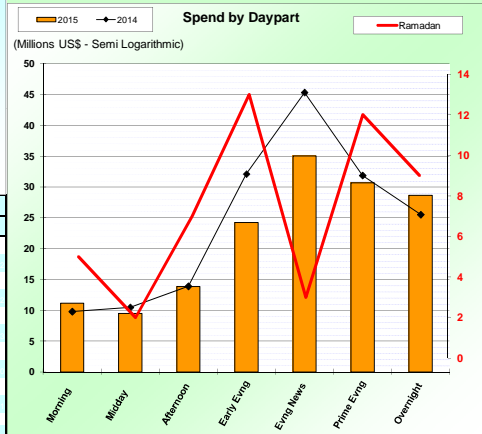
MAGAZINES

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			

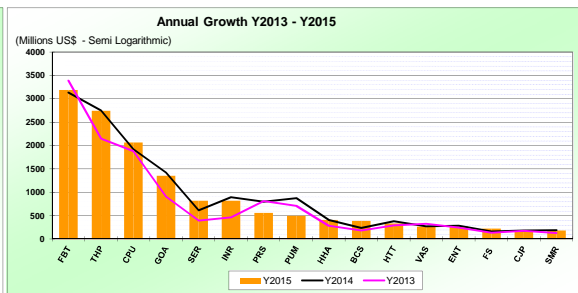
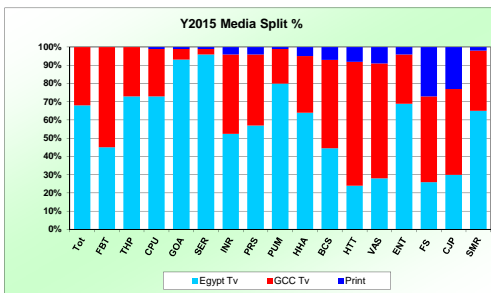
TOP 30 LEAGUE OF Y2015 (Millions US\$)

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 Dfre	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 Ethiad	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

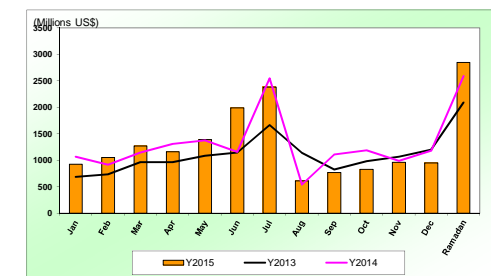
*OT=Radio+OutDoor+Cinema

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 Ac	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

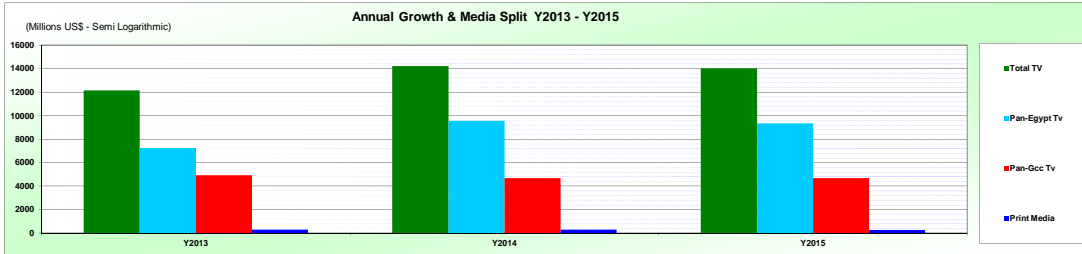


Period	Y2013	Y2014	Total	Gccvt	Egyptv	Var'n %
Jan	689	1,068	925	260	646	-13
Feb	735	919	1,050	341	688	14
Mar	966	1,146	1,267	345	893	11
Apr	964	1,309	1,162	356	782	-11
May	1,084	1,378	1,393	421	947	1
Jun	1,144	1,157	1,987	485	1,482	72
Jul	1,666	2,549	2,379	537	1,827	-7
Aug	1,141	539	609	231	366	13
Sep	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%	Value	Ramdn	Sh%	Sh%	Value	Ramdn	Y15	Y14
Total TV	12,160	98	2,069	14,228	2,573	98	14,017	2,826	99	98	-1	10	115	111
Pan-Egypt Tv	7,230	58	1,470	9,551	1,786	66	9,350	2,065	73	65	-2	16	129	133
Pan-Gcc Tv	4,930	40	599	4,677	787	32	4,667	761	27	33	0	-3	95	96
Print Media	299	2	1	302	0	2	267	0	0	2	-11	9	89	100
Total	12,458	100	2,087	14,530	2,592	100	14,284	2,844	100	100	-2	10	115	111

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	96,661	N
9	Crystal	94,217	64
10	Chipsy	93,062	132
11	Mobilin	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

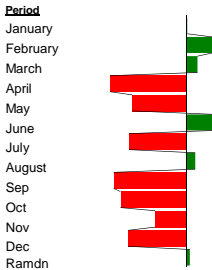
Rank	Brand	Y2015	%Var'n
1	Dettol	125,530	21
2	Saudi Telecomm.	94,349	41
3	Head & Shoulders	86,684	32
4	Coca Cola	72,608	40
5	Sedar	66,729	-14
6	Al Marai	65,116	0
7	Pepsi	53,289	3
8	Pantene	49,481	32
9	Dabur	49,187	96
10	Elvive	46,321	85
11	Garnier	43,597	153
12	Samsung	40,210	-3
13	Nivea	39,703	5
14	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	Ethad	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

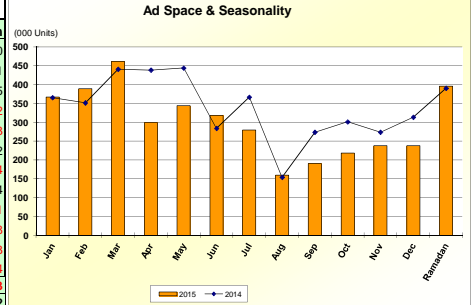
E - Exceeding the limit >300% N - New

PAN ARAB MEDIA - 2015
Millions US\$ 14,284 ▼ - 2%
Thousand SESU 3502 ▼ - 13%

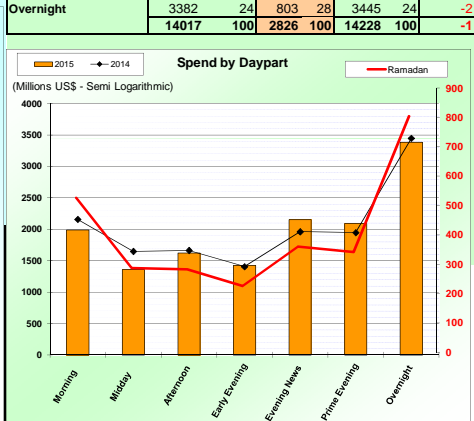
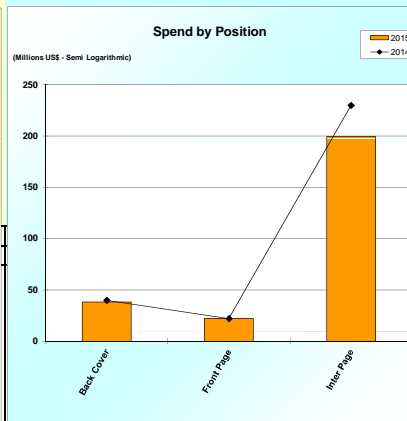
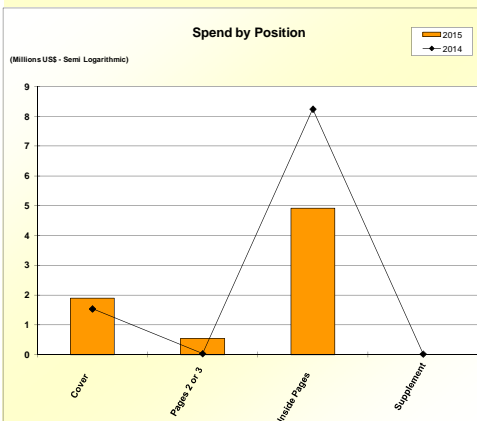
Y2015/2014 Var %



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	
366587	365434	0	100	5	2759	-4	363728	0	
389472	351645	11	61	-43	2885	-5	386526	11	
461145	440911	5	86	-29	4007	-9	457052	5	
299128	438627	-32	60	-64	3239	-8	295829	-32	
343969	444121	-23	93	-44	3300	-16	340576	-23	
317896	283876	12	95	-64	2617	-17	315184	12	
279208	366793	-24	35	182	2197	-23	276976	-24	
159648	154039	4	57	258	1499	-23	158092	4	
190636	273678	-30	78	136	3182	-21	187375	-31	
218430	301185	-27	75	-32	3753	-8	214602	-28	
238224	273693	-13	82	-37	3804	-16	234337	-13	
237524	313457	-24	69	18	3059	-18	234396	-24	
3501867	4007459	-13	891	-30	36301	-14	3464674	-13	
396309	390492	1	41	-5	2388	-4	393880	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

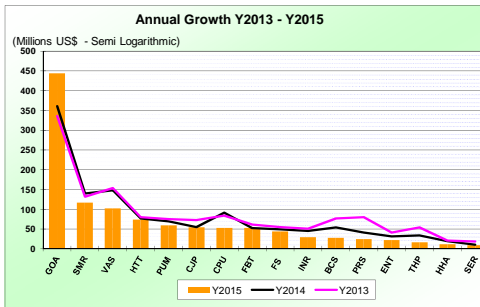
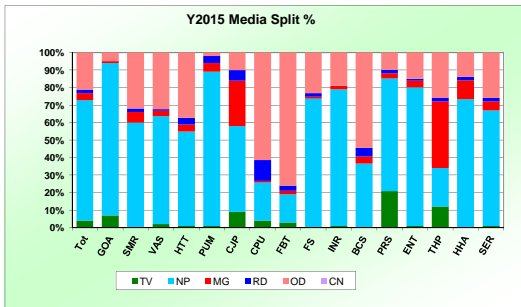

TOP 30 LEAGUE OF Y2015 (Millions US\$)

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	0.1	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 Na'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	

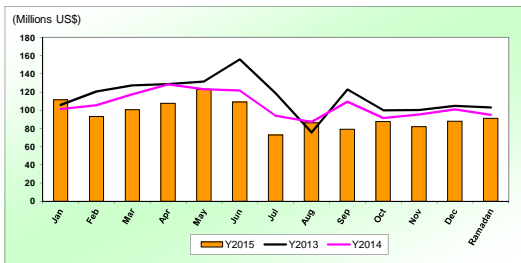
*OT=Radio+Outdoor+Cinema

KINGDOM OF SAUDI ARABIA - 2015 [Jan-Dec]

Chapter	Abbreviation	Y2013	Y2014	Y2015		%Var'n		Media Split %								
				Y2015	Sh%	Y15/14	Ram	Sh%	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

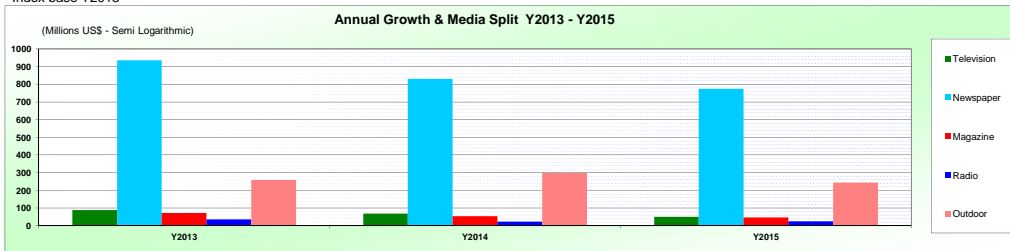


Period	Y2013		Y2014		Y2015		Var'n %	
	Value	Sh%	Value	Sh%	Value	Sh%	Y15/14	Y15/14
Jan	106		101		112		10	
Feb	121		105		93		-12	
Mar	127		118		101		-15	
Apr	129		128		108		-16	
May	132		123		123		0	
Jun	156		122		109		-10	
Jul	119		94		73		-22	
Aug	76		87		86		-1	
Sep	123		109		79		-28	
Oct	100		91		88		-4	
Nov	100		95		82		-14	
Dec	105		101		88		-13	
Total	1392		1276		1140		-11	
Ramadan	103		95		91		-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	Rolax	26
5	Chanel	-35
6	Louis Vuitton	4
7	Kia	21
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 Yaum	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

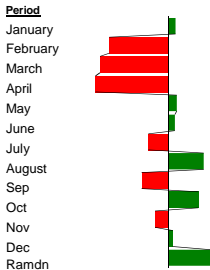
E - Exceeding the limit >300% N - New

KINGDOM OF SAUDI ARABIA - 2015

Millions US\$ 1,140 ▼ - 11%

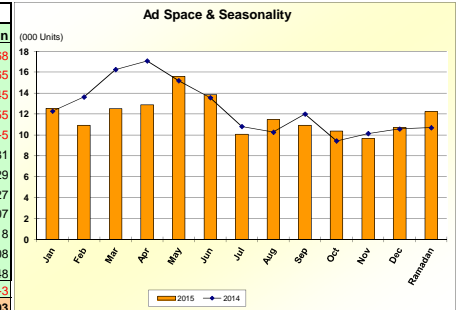
Thousand SESU 142 ▼ - 6%

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
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



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		2015		Var'n %	Spend by Position		2015		Var'n %	Spend by Daypart		2015		Var'n %
(Millions US \$)		Value	%		(Millions US \$)		Value	%		(Millions US \$)		Value	%	
Cover	127	16	7	10	131	16	-3	4	6	Morning	9	19	1	2
Page 2/3	15	2	2	3	28	3	-47	1	1	Midday	6	11	1	1
Inside	627	81	56	86	666	80	-6	41	47	Afternoon	9	17	2	4
Supplement	5	1	1	1	6	1	-6	46	54	Early Evng	6	13	3	6
	775	100	65	100	831	100	-7			Evng News	6	12	1	1
										Prime Evng	6	12	1	1
										Overnight	8	16	1	3
											50	100	9	17

TOP 30 LEAGUE OF Y2015 (Millions US\$)										MEDIA SPLIT % - JAN - DEC 2015									
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 Saudi Telecomm.	25	2.1	1.6	77	37	3.1	4.4	143		62	6	1.1	5.0	20.1	31.3	0.8		78.1	
2 Mobily	18	1.5	2.8	189	28	2.3	1.9	82		45	5	8.0	47.3	13.1	15.7	0.4		78.5	
3 Ford	14	1.2	0.3	27	16	1.4	0.9	68		31	1	8.7	0.0	49.3	100.0	0.1		41.9	
4 Toyota	12	1.0	0.2	21	29	2.4	1.0	42		42	1	0.6	9.7	48.2	90.3	0.4		50.7	
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	0.5		91.1	
6 Samsung	8	0.6	0.4	55	23	1.9	1.9	97		31	2	0.0	0.0	23.9	95.8	1.2		74.9	
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	2.4		54.5	
8 Chevrolet	7	0.6	0.2	38	8	0.7	2.8	431		15	3	0.0	0.0	33.5	88.1	0.7		65.8	
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	0.5		72.3	
10 Kia	6	0.5	0.1	21	7	0.6	1.6	269		14	2	0.0	0.0	57.5	49.7	8.9		33.6	
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	0.0		73.9	
12 Mazda	6	0.5	0.2	40	5	0.4	0.1	20		11	0	0.0	0.0	71.1	94.7	1.3		27.6	
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	0.4		99.5	
14 Nissan	6	0.5	0.4	79	10	0.9	0.1	11		16	0	0.0	0.0	65.2	84.6	2.8		32.0	
15 Saudi Holand Bank	5	0.4	0.0	0	1	0.1	0.1	64		6	0	0.0	0.0	22.1	0.0	0.7		76.2	
16 Kfc	5	0.4	0.1	28	3	0.3	0.3	118		8	0	0.0	0.0	23.9	6.6	0.0		77.1	
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	3.5		0.0	
18 Samba	5	0.4	0.5	118	5	0.4	0.9	228		10	1	0.0	0.0	95.0	93.5	0.0		5.0	
19 Renault	4	0.4	0.2	42	4	0.3	0.4	135		8	1	0.0	0.0	80.6	100.0	0.3		19.1	
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	2.9		34.9	
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	0.0		0.0	
22 Kudu	4	0.3	0.0	10	2	0.1	2.8	2150		6	3	0.0	0.0	9.4	0.0	0.0		90.7	
23 Extra	4	0.3	0.0	0	3	0.3	0.8	308		7	1	0.0	0.0	30.0	0.0	0.0		70.0	
24 Ikea	4	0.3	0.0	0	5	0.4	0.5	118		9	1	0.0	0.0	47.6	0.0	0.1		52.3	
25 Drosch	4	0.3	0.6	196	2	0.2	0.2	90		6	1	67.4	84.7	0.0	0.0	0.8		31.8	
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	0.0		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	4.2		4.7	
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	0.0		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	0.0		99.2	
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	0.0		100.0	

*OT=Radio+Outdoor+Cinema