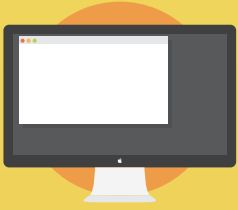


LEBANON ONLINE

OCTOBER 2016



9,738,515
UNIQUE BROWSERS



69.13%
MOBILE



786,817
DAILY AVERAGE
UNIQUE BROWSERS



123,790,576
PAGE VIEWS



3:33
AVERAGE
VISIT DURATION

55%
MALE



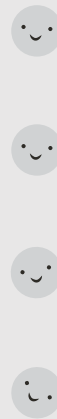
29%

ARE
MANAGERS
OR
PROFESSIONALS



57%

LIVE IN
HOUSEHOLDS
OF
4+ PEOPLE



48%

ARE BETWEEN
15 AND 29
YEARS OLD
AND ANOTHER

40%

ARE BETWEEN
30 AND 50
YEARS OLD

45%

ARE
UNIVERSITY
EDUCATED



74%

ARE
LEBANESE
NATIONALS



EFFECTIVE MEASURE

LEBANON

INSIGHT REPORT

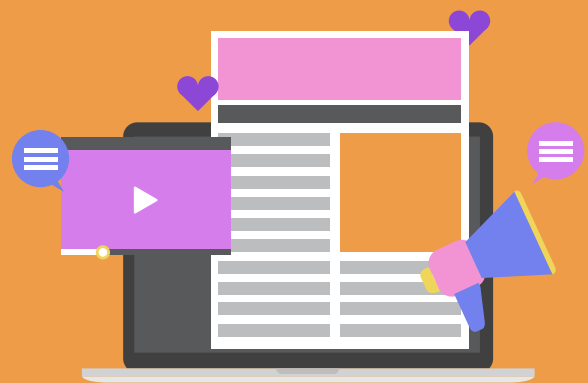
SEPTEMBER 2016 TOP SITES LEBANON

Website	UBs	AVD
lbcgroup.tv	1,163,840	01:58
lebanon24.com	1,161,778	02:59
tayyar.org	972,809	03:35
aljadeed.tv	962,492	02:03
mtv.com.lb	707,460	01:33
addiyar.com	656,505	05:40
annahar.com	605,211	07:11
lebanonflies.com	479,625	12:56
mawdoo3.com	449,243	02:55
MSN Arabia Arabic	367,931	03:12

In September 2016, **lbcgroup.tv** showed the largest Lebanon audience among Effective Measure tagged sites, with almost 1.2 million unique browsers (UBs) visiting the site during this period.

Lebanon24 and **Tayyar.org** came in with the 2nd and 3rd largest audiences, though **Tayyar.org** recorded more PVs from Lebanon audiences than any other site measured by EM in September. Of the top 20 sites, **Lebanonfiles** and **Sayidaty** registered the longest average visit durations, with visitors to either site averaging 13 minutes and over.

The site in the top 10 with the highest mobile engagement was Mawdoo3, where readers consumed over 93% of PVs on mobile devices, compared to an average mobile consumption rate of 69% across all Lebanon tagged sites.



SEPTEMBER 2016 TOP TAGGED NEWS SITES

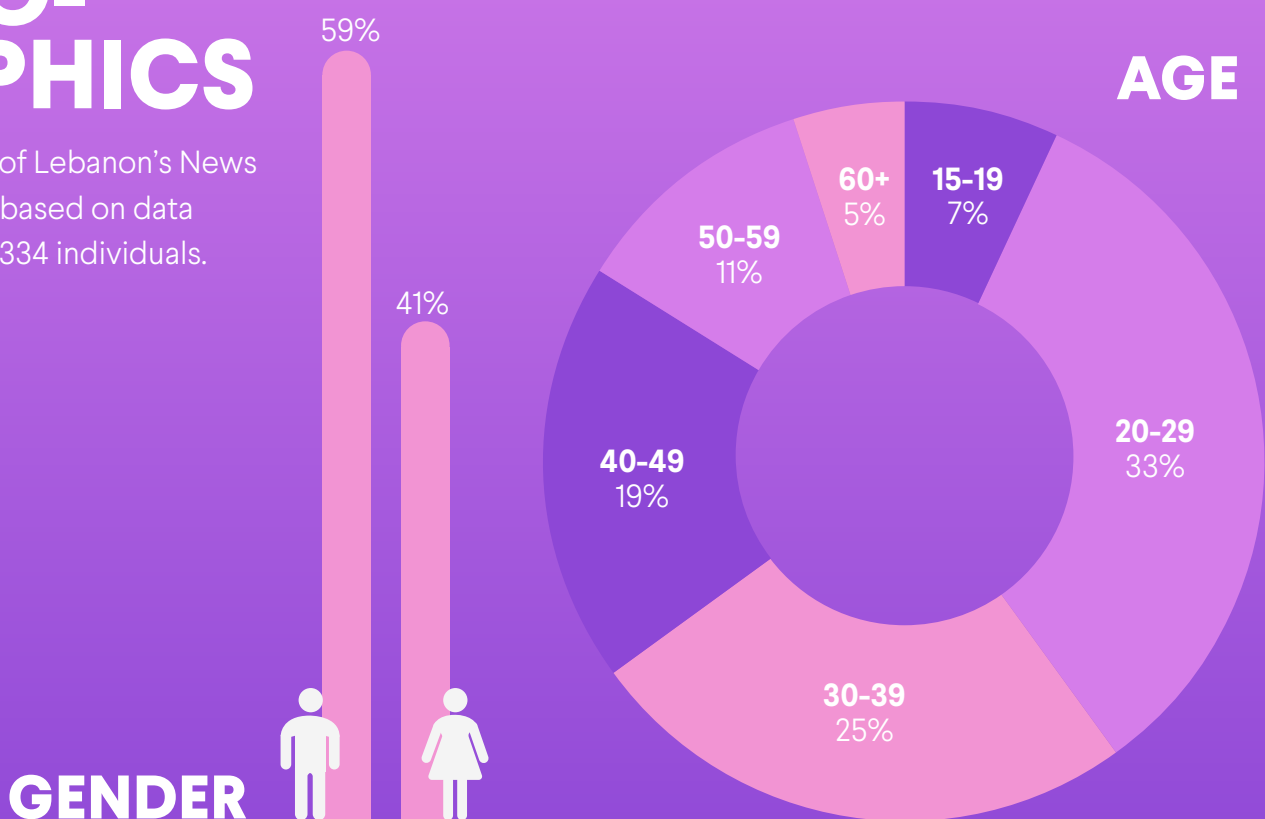
Locally created news dominates the top ten news sites for Lebanon audiences, with **Lebanon24**, **Tayyar.org** and **Lebanonfiles.com** all registering the most PVs for sites in the News category in September 2016. **Lebanon24** showed impressive growth from last year, with their audience number (UBs) in Lebanon growing 215% since September 15.

Website	UBs	PVs
lebanon24.com	1,161,778	9,382,719
tayyar.org	972,809	10,429,275
mtv.com.lb	707,460	2,818,716
addiyar.com	656,505	4,944,912
annahar.com	605,211	6,276,475
lebanonflies.com	479,625	8,435,275
lebanese-forces.com	272,989	2,459,035
aljournhouria.com	267,370	1,242,791
al-akhbar.com	199,543	1,559,811
lorientejour.com	82,727	1,362,805

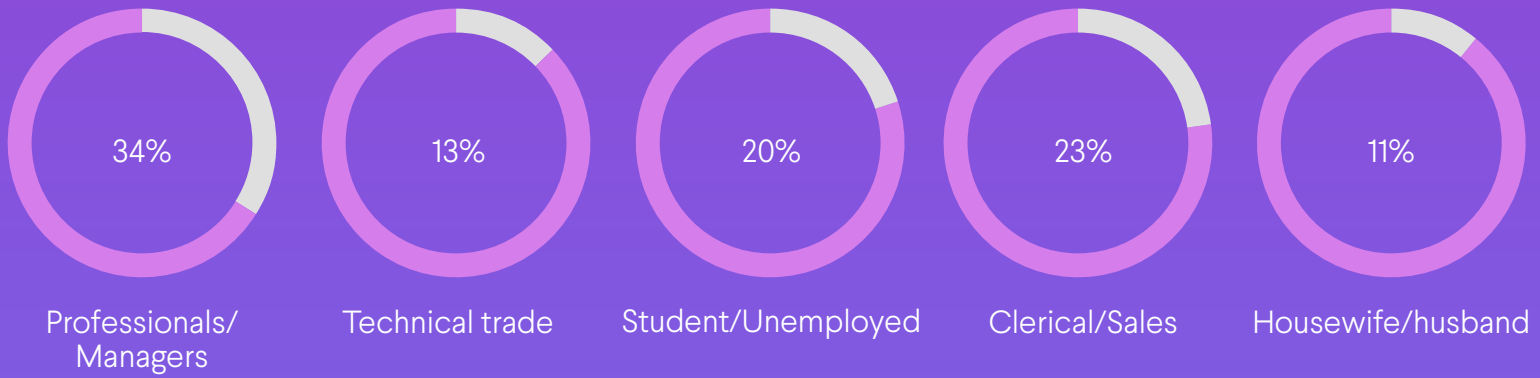


NEWS CATEGORY DEMO- GRAPHICS

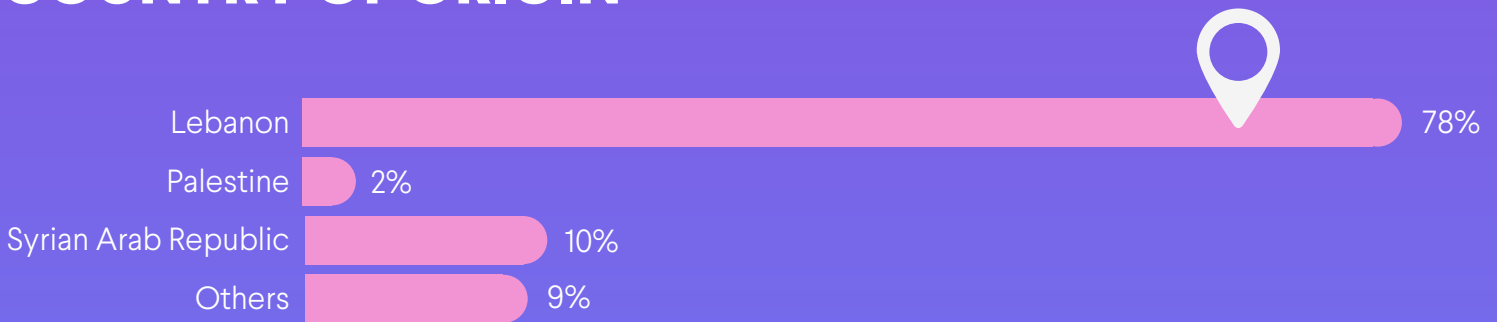
A general profile of Lebanon's News Website visitors, based on data collected from 7,334 individuals.



FIELD OF EMPLOYMENT



COUNTRY OF ORIGIN



SPOTLIGHT ON BROADCAST MEDIA

LBCgroup.tv had the largest Lebanon audience in the Broadcast Media category for September, with almost 1.2 million Unique Browsers visiting during the period.

Website	UBs	PVs	Visits/month	Mobile PVs
lbcgroup.tv	1,163,840	5,579,798	3.13	89.89%
aljazeera.tv	962,492	4,798,331	3.5	93.10%
MBC.net - Broadcast Media	196,442	3,383,500	1.97	96.73%

