

RECMA Global Billings Rankings Definitive 2008 – July 2009

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05-Argentina Overall Activity billings 2008

Rank 08	Media agency networks / Groups	Overall Activity billings		Diversified Services				Buying billings		
		Agency shares	definitive 2008 US\$m	definitive 2008 US\$m	D.S. Staff number	Rank 08	% Diversified Services	definitive 2008 US\$m	Rank 08	Agency shares
1	MPG / Havas Media	18.6%	261	57	-	1	28%	204	2	17,9%
2	Starcom MediaVest Group / VivaKi	18.5%	259	39	-	2	18%	220	1	19,3%
3	OMD / Omnicom Media Group	14.5%	203	35	-	3	21%	168	3	14,7%
4	Initiative / Mediabrand	13.8%	194	35	-	3	22%	159	4	13,9%
5	Mindshare / GroupM	8.5%	119	23	-	5	24%	96	5	8,4%
6	EPM / Independent	5%	71	11	-	9	19%	60	6	3,0%
7	Mediaedge:cia / GroupM	5%	70	15	-	6	27%	55	7	4,8%
8	MediaCom / GroupM	4.8%	67	13	-	7	25%	54	7	4,7%
9	Carat / Aegis Media	3.3%	47	12	-	7	34%	35	10	3,1%
10	Arena / Havas Media	3%	42	10	-	9	32%	32	11	2,8%
11	Ignis / Independent (Int'l Columbus M)	2.3%	32	5	-	11	19%	27	12	1,3%
12	PHD / Omnicom Media Group	1.1%	16	3	-	12	21%	13	13	1,1%
13	Universal UM / Mediabrand	1.1%	15	3	-	12	24%	12	13	1,1%
14	ZenithOptimedia / VivaKi	0.5%	7	1	-	14	21%	6	15	0,5%
TOTAL 14 agency brands		100%	1 403	263	-	-	19%	1 141	-	100%

A-The Buying billings definitive 2008 are based on the agency client lists 2008 established by RECMA

B1- The average D.S share by network has been calculated considering the D.S. and Overall Activity billings of the networks in 16 major countries (including the USA and the UK).

B2- The Diversified Services figures have been calculated out of the Buying Billings.

C-the Overall Activity billings figures result from the sum of the Diversified Services billings + Buying billings

by Group of networks

Rank 08	Groups / media organization entities	Overall Activity		Diversified Services				Buying billings		
		Group shares	definitive 2008 US\$m	definitive 2008 US\$m	D.S. Staff number	Rank 08	% Diversified Services	definitive 2008 US\$m	Rank 08	Group shares
1	Havas Media	23.3%	303	67	-	1	22.1%	236	1	22,4%
2	Publicis / VivaKi	20.5%	266	40	-	2	15%	226	2	21,4%
3	GroupM	19.7%	256	51	-	3	20%	205	5	19,4%
4	Interpublic / Mediabrand	16.7%	209	38	-	4	18.2%	171	4	16,2%
5	Omnicom Media Gr / OMG	17%	219	38	-	4	17.3%	181	3	17,2%
6	Aegis Media	3.6%	47	12	-	6	25.5%	35	6	3,3%