

Argentina RECMA report – July 2009 – *The Competition*

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Table 1-

Argentina Buying billings 2008 by Agency BRAND

RANK 08	Market Shares 2008	- Agency brands part of the networks with an unified management / Media branches - Independents / non-part of the networks	definitive 2008 US\$m	definitive 2007 US\$m	definitive 2006 US\$m	STAFF 2008
1	11%	Starcom MediaVest SMG / VivaKi	220	148	104	69
2	10.2%	MPG / Havas Media	204	164	118	98
3	8.4%	OMD / Omnicom Media Group	168	98	40	42
4	5%	Initiative / Mediabrands	100	108	115	66
5	4.8%	Mindshare (incl. Total Media) / GroupM	96	75	41	87
6	3.0%	EPM / Independent	60	16	n.a	61
6	3.0%	BrandConnection / Mediabrands	59	27	28	45
7	2.7%	Mediaedge:cia / GroupM	55	55	25	50
7	2.7%	MediaCom / GroupM	54	55	48	35
10	1.7%	Carat / Aegis Media	35	55	36	50
11	1.6%	Arena / Havas Media	32	31	22	32
12	1.3%	Ignis / Independent (Int'l Columbus Media)	27	23	18	35
13	0.6%	PHD / Omnicom Media Group	13	n.a.	n.a.	12
13	0.6%	Universal UM / Mediabrands	12	29	44	26
15	0.3%	ZenithOptimedia / VivaKi	6	7	7	7
-	-	Maxus / GroupM	-	-	-	-
-	-	Vizeum / Aegis Media	-	-	-	-
A	57%	Total 15 agency brands Media agency industry according to RECMA	1 141	891	645	715
B	43%	Other independents / in-house	853	926	909	
	100%	TOTAL Argentina ad spending (source ZenithOptimedia)	1 994	1 817	1 554	