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Table 1-Russia Buying billings 2007 by BRAND

RECMA defines a brand as a local agency having its own identity; client list and services offerings.
Several brands can be part of a same network or independent agency.

Rank 2007	Market Share 2007	Brands - part (or non part) of **the networks with an unified management** / *Organization groups* - Independents	*Owner groups*	RECMA Buying Billings US$m (Based on the Top 500 advertisers + Out of top) definitive 2007	Nb. of Accounts *	definitive 2006	definitive 2005	Growth rates 07 vs. 06
1	5,9%	**Starcom** *part of Starcom MediaVest SMG* / VivaKi [1]	*Publicis*	524	*19*	450	217	+16%
2	3,2%	**Mediaedge:cia** / GroupM	*WPP*	283	*33*	210	162	+35%
3	3,0%	**MPG** / Havas Media	*Havas*	265	*20*	123	94	x2
4	2,9%	**MediaVest** *part of Starcom MediaVest SMG* / VivaKi	*Publicis*	256	*17*	233	111	+10%
5	2,8%	**Vizeum** / Aegis Media	*Aegis*	254	*33*	165	81	+54%
6 *ex*	2,8%	**Optimum Media OMD** *part of OMD* / Omnicom Media Group	*Omnicom*	248	*36*	196	113	+26%
6 *ex*	2,8%	**Initiative**	*Interpublic*	248	*25*	248	171	=
8	2,7%	**Smart Communications** [2]	*Independent*	246	*25*	183	129	+34%
9	2,6%	**Zenith Optimedia** / VivaKi	*Publicis*	237	*13*	175	21	+35%
10	2,4%	**MAXUS** / GroupM	*WPP*	218	*12*	175	107	+25%
11	2,2%	**APR Media Services** *part of OMD* / Omnicom Media Group	*Omnicom*	199	*21*	135	96	+47%
12	2,2%	**MindShare** / GroupM	*WPP*	196	*21*	165	139	+19%
13	1,7%	**OMD Media Direction**/ Omnicom Media Gr. [3]	*Omnicom*	149	*37*	164	144	-9%
14	1,6%	**MediaCom** / GroupM	*WPP*	144	*22*	89	69	+62%
15	1,5%	**Universal McCann**	*Interpublic*	137	*21*	150	162	-9%
16	1,1%	**Carat** / Aegis Media	*Aegis*	98	*26*	87	79	+13%
17	0,8%	**PHD (ex-MediaWise)** / Omnicom Media Group	*Omnicom*	74	*26*	57	28	+30%
18	0,8%	**MC2** *part of MediaCom* / GroupM	*WPP*	69	*5*	88	12	-22%
19	0,7%	**Medialect**	*Independent*	65	*12*	35	37	x2
20	0,5%	**Media First**	*Independent*	49	*53*	48	37	+2%
21	0,5%	**Rapp Collins Media Team** *part of OMD* / Omnicom Media Gr.	*Omnicom*	46	*11*	40	19	+15%
22	0,5%	**Sorec Media** [2]	*Independent*	44	*28*	44	54	=
23	0,4%	**TBWA Mediaplan** *part of OMD* / Omnicom Media Gr.	*Omnicom*	34	*20*	18	10	x2
/	/	**Arena** *not launched yet*	*Havas*	/	/	/	/	/
A	45%	**Total 23 brands**		4 082	*536*	3 278	2 092	+25%
B	55%	**Non-part of the networks / Independents / In-house**		4 875		3 376	2 938	+44%
A+B	100%	**Total RUSSIA Buying billings** *(source TNS Gallup)*		8 957		6 654	5 030	+35%

** The number of accounts represents the number of identified advertisers, part of the Top Groups / Brands, handled by each agency. Often, there are several accounts / divisions for a same client (parent company).*

1) Including Starlink (ex-MediaWays) launched in mid 2007
2) Independents part of Russian Buying groups: Smart Communications / Video International – Sorec Media / OPera
3) Including Media Instinct launched in mid 2007

Table 2- Russia Buying billings 2007 by NETWORK

RECMA defines a network as a media agency having established offices in Americas, Europe and Asia-Pacific, with a uniform brand identity and international coordination resources. Several brands can be part of a same network or independent agency.

Rank 2007	Market Share 2007	Media Networks -incl. Brands	*Owner groups*	RECMA Buying Billings US$m (*Based on the Top 500 advertisers + Out of top*) definitive 2007	definitive 2006	definitive 2005	Growth rates 07 vs. 06
1	8,7%	**Starcom MediaVest SMG** *incl. Starlink*	***Publicis***	780	683	328	+14%
		of which **MediaVest**		256	233	111	+10%
2	7,5%	**OMD** *incl. Optimum Media OMD, OMD Media Direction, APR Media Services, Rapp Collins Media Team, TBWA Mediaplan*	***Omnicom***	675	553	382	+22%
3	3,2%	**Mediaedge:cia**	***WPP***	283	210	162	+35%
4	3,0%	**MPG Media Planning**	***Havas***	265	123	94	x2
5	2,8%	**Vizeum**	***Aegis***	254	165	81	+54%
6	2,8%	**Initiative**	***Interpublic***	248	248	171	=
7	2,6%	**ZenithOptimedia**	***Publicis***	237	175	21	+35%
8	2,4%	**MAXUS**	***WPP***	218	175	107	+25%
9	2,4%	**MediaCom** *incl. MC2*	***WPP***	213	177	81	+20%
10	2,2%	**MindShare**	***WPP***	196	165	139	+19%
11	1,5%	**Universal McCann**	***Interpublic***	137	150	162	-9%
12	1,1%	**Carat**	***Aegis***	98	87	79	+13%
13	0,8%	**PHD**	***Omnicom***	74	57	28	+30%
/	/	**Arena** *not launched yet*	***Havas***	/	/	/	/
A	41%	**Total 13 networks**		3 678	2 968	1 835	+24%
B	59%	**Non-part of the networks / Independents / In-house**		5 279	3 686	3 195	+43%
		of which **Smart Communications**		246	183	129	+34%
		of which **Medialect**		79	35	37	x2
		of which **Media First**		49	48	37	+2%
		of which **Sorec Media**		44	44	54	=
A+B	100%	**Total RUSSIA Buying billings** *(source TNS Gallup)*		8 957	6 654	5 030	+35%

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Table 3- Russia Buying billings 2007 by GROUP of networks

This ranking excludes all non-network agencies or independents.

Owner groups	Rank 2007	Market Share 2007	*Organization Groups* Media networks incl. Brands	RECMA Buying Billings US$m (Based on the Top 500 advertisers +Out of top) definitive 2007	definitive 2006	definitive 2005	Growth rates 07 vs. 06
Publicis SA	**1**	**11,4%**	***VivaKi***	**1 017**	**858**	**349**	**+19%**
	1	**8,7%**	**Starcom MediaVest SMG**	780	683	328	**+14%**
	6	**2,6%**	**ZenithOptimedia**	237	175	21	**+35%**
WPP plc	**2**	**10,2%**	***GroupM***	**910**	**727**	**489**	**+25%**
	8	**2,4%**	**MAXUS**	218	175	107	**+25%**
	9	**2,4%**	**MediaCom** *incl. **MC2***	213	177	81	**+20%**
	3	**3,2%**	**Mediaedge:cia**	283	210	162	**+35%**
	10	**2,2%**	**MindShare**	196	165	139	**+19%**
Omnicom Inc	**3**	**8,4%**	***Omnicom Media Group***	**749**	**610**	**410**	**+23%**
	2	**7,5%**	**OMD** *incl.**Optimum Media OMD, OMD Media Direction, APR Media Services, Rapp Collins Media Team, TBWA Mediaplan***	675	553	382	**+22%**
	13	**0,8%**	**PHD**	74	57	28	**+30%**
Interpublic Inc	**4**	**4,3%**	***Interpublic***	**385**	**398**	**333**	**-3%**
	7	**2,8%**	**Initiative**	248	248	171	=
	11	**1,5%**	**Universal McCann**	137	150	162	**-9%**
Aegis plc	**5**	**3,9%**	***Aegis Media***	**352**	**252**	**160**	**+40%**
	12	**1,1%**	**Carat**	98	87	79	**+13%**
	5	**2,8%**	**Vizeum**	254	165	81	**+54%**
Havas	**6**	**3,0%**	***Havas Media***	**265**	**123**	**94**	**x2**
	/	/	**Arena Media** *not launched yet*	/	/	/	/
	4	**3,0%**	**MPG Media Planning**	265	123	94	**x2**
	A	**41%**	**Total 6 Groups / 13 networks**	3 678	2 968	1 835	**+24%**
	B	**59%**	**Non-part of the networks / Independents / In-house**	**5 279**	**3 686**	**3 195**	**+43%**
	A+B	**100%**	**Total RUSSIA Buying billings**	**8 957**	**6 654**	**5 030**	**+35%**