

RECMA Global Billings Rankings Definitive 2010 – September 2011

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Table 1- **42-Russia billings 2010 Definitive** by agency brand

R A N K 2010	Industry shares 2010	Agency brands part of the networks / Media branches Independents / non-part of the networks	OVERALL Billings 2010 rounded \$m	OVERALL Billings 2009 rounded \$m	Growth rate 10/09 % rounded \$m	STAFF		Ratio Billings/ Staff 2010	BUYING Billings 2010 \$m	DIVERSIFIED Services 2010 %
						2010	2009			
1=	8,5%	MEC / GroupM	530	351	51%	172	137	3,1	390	26%
1=	8,5%	Starcom / VivaKi	530	393	35%	64	64	8,3	472	11%
3	8,4%	ZenithOptimedia / VivaKi	524	433	21%	95	80	5,5	466	11%
4	8,2%	Optimum Media OMD / OMG	514	447	15%	95	89	5,4	438	15%
5	8,1%	Vizeum / Aegis Media	507	430	18%	58	65	8,7	421	17%
6	6,8%	Maxus / GroupM	425	304	40%	150	100	2,8	355	16%
7	6,5%	MediaCom / GroupM	410	390	5%	171	153	2,4	253	38%
8	6,2%	Mindshare / GroupM	388	431	-10%	204	210	1,9	210	46%
9	5,9%	MPG / ADV / Havas Media	368	307	20%	125	90	2,9	286	22%
10	5,6%	MediaVest / VivaKi	348	316	10%	74	74	4,7	296	15%
11	4,7%	Carat / Aegis Media	297	220	35%	42	40	7,1	255	14%
12	4,8%	Initiative / ADV / Mediabrands	302	302	0%	95	90	3,2	218	28%
13	4,0%	Dentsu Smart / SMART Comms.	253	211	20%	50	42	5,1	215	15%
14	3,4%	UM / ADV / Mediabrands	211	222	-5%	90	95	2,3	131	38%
15	3,1%	OMD Media Direction / OMG	193	175	10%	82	82	2,4	135	30%
16	1,9%	APR Media Services / OMG	119	149	-20%	50	53	2,4	91	24%
17	1,9%	Arena MagicBox / ADV / Havas Media	116	97	20%	64	64	1,8	90	22%
18	1,8%	PHD / OMG	115	102	13%	48	48	2,4	73	37%
19	0,9%	Mediaplan / OMG	59	51	15%	30	27	2,0	49	17%
20	0,8%	Starlink / VivaKi	51	46	10%	37	38	1,4	41	20%
	100%	Total 20 brands Media agency industry according to RECMA	6 260	5 377	16%	1 796	1 641	3,5	4 885	22%

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Table 2- **42-Russia billings 2010** by Group of Networks

Owner groups	R A N K 2010	Industry shares 2010	Organization media entities Media Networks incl. agency brands (non part of the networks in blue)	(A= G+H)	(B)	(C)	(D&E)		(F= A/D)	(G)	(H)
				OVERALL Billings 2010 rounded \$m	OVERALL Billings 2009 rounded \$m	Growth rate 10/09 % rounded \$m	STAFF		Ratio Billings/ Staff 2010	BUYING Billings 2010 \$m	DIVERSIFIED Services 2010 \$m
							2010	2009			
WPP plc	1	28,0%	GroupM	1 753	1 476	19%	697	600	2,5	1 208	31%
	6	6,8%	Maxus	425	304	40%	150	100	2,8	355	16%
	1=	8,5%	MEC	530	351	51%	172	137	3,1	390	26%
	7	6,5%	MediaCom	410	390	5%	171	153	2,4	253	38%
	8	6,2%	Mindshare	388	431	-10%	204	210	1,9	210	46%
Publicis SA	2	23,2%	VivaKi	1 453	1 188	22%	270	256	5,4	1 275	12%
	1=	8,5%	Starcom	530	393	35%	64	64	8,3	472	11%
	10	5,6%	MediaVest	348	316	10%	74	74	4,7	296	15%
	20	0,8%	Starlink	51	46	10%	37	38	1,4	41	20%
	3	8,4%	ZenithOptimedia	524	433	21%	95	80	5,5	466	11%
Omnicom Inc.	3	16,0%	Omnicom Media OMG	1 000	924	8%	305	299	3,3	786	21%
	4	8,2%	Optimum Media OMD	514	447	15%	95	89	5,4	438	15%
	15	3,1%	OMD Media Direction	193	175	10%	82	82	2,4	135	30%
	16	1,9%	APR Media Services	119	149	-20%	50	53	2,4	91	24%
	19	0,9%	Mediaplan	59	51	15%	30	27	2,0	49	17%
	18	1,8%	PHD	115	102	13%	48	48	2,4	73	37%
Aegis plc	4	12,8%	Aegis Media	804	650	24%	100	105	8,0	676	16%
	11	4,7%	Carat	297	220	35%	42	40	7,1	255	14%
	5	8,1%	Vizeum	507	430	18%	58	65	8,7	421	17%
Interpublic Inc.	5	8,2%	Mediabrand	513	524	-2%	185	185	2,8	349	32%
	14	3,4%	UM	211	222	-5%	90	95	2,3	131	38%
	12	4,8%	Initiative	302	302	0%	95	90	3,2	218	28%
Havas SA	6	7,7%	Havas Media	484	404	20%	189	154	2,6	376	22%
	17	1,9%	Arena MagicBox	116	97	20%	64	64	1,8	90	22%
	9	5,9%	MPG	368	307	20%	125	90	2,9	286	22%
Major independents	-	4,0%	Dentsu Smart	253	211	20%	50	42	5,1	215	15%
Russia	-	100%	Total media agency industry studied by RECMA	6 260	5 377	16%	1 796	1 641	3,5	4 885	22%