

RECMA Overall Billings Rankings 2009 – September 2010

Copyright © 2010 RECMA Reports | All Rights Reserved | Content Cannot Be Reproduced Without Written Permission
 RECMA Inc New York - • RECMA Manila • RECMA London • RECMA SA Paris • olivier@recma.com - www.recma.com - Sept 24 -nir

Table 1-12 **Germany** **billings 2009** by agency brand

RANK 09	Industry Shares 2009	- Agency brands part of the networks / Media branches - Independents / non-part of the networks	OVERALL billings 2009 rounded €m	OVERALL billings 2008 rounded €m	growth 09/08 adjusted
1	20.9	MediaCom / GroupM	2 830	2859	-1%
2	15.4	OMD / <i>OMG</i> incl. sub brands GFMO OMD (Hamburg), MediaTeam OMD (Düsseldorf), Heye OMD (München), M&M Media	2 079	1943	+7%
3	11.3	Carat / Aegis Media	1 497	1721	-13%
	9.1	ZenithOptimedia Group / VivaKi	1 232	1173	+5%
4	8.4	Mindshare / GroupM	1 130	1153	-2%
5	8.3	MEC / GroupM incl. Media Marketing; Concept Media	1 117	1034	+8%
6	6.2	Mediaplus / Independent part of Columbus Media	832	832	=
7	5.0	Zenith Media (55% of ZenithOptimedia)	676	646	+5%
8=	4.1	Optimedia (45% of ZenithOptimedia)	556	527	+5%
8=	4.1	Vizeum incl. HMS & Dr Pichutta / Aegis Media	556	573	-3%
10	3.3	Universal UM / Mediabrands / MagnaGlobalMediaplus (buying pool)	447	456	-2%
11	2.7	Pilot Media / Independent	364	371	-2%
12	2.3	Initiative / Mediabrands / MagnaGlobalMediaplus (buying pool)	308	405	-24%
13	2.1	MPG / Havas Media	286	218	+31%
14	1.6	Crossmedia / Independent	220	167	+32%
15	1.5	PHD / Omnicom Media Group	200	278	-28%
16	1.3	Starcom / VivaKi	172	226	-24%
17	1.0	Maxus / GroupM	138	6	n.s.
18	0.5	Moccamedia / Independent	76	71	+6%
	100%	Total 18 agency brands Media agency industry according to RECMA	13 484	13 486	0%