

RECMA Overall Billings Rankings 2009 – September 2010

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T1-21 Austria 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 €m	OVERALL billings 2008 €m	growth 09/08
1	19.2%	MediaCom / GroupM	333	327	+2%
2	15.1%	Media.at (Omnimedia / MediaSelect) / MediaAustria	262	255	+3%
3	13.0%	OMD (incl.PHD since July 06) / Omnicom Media Group	225	217	+4%
4	9.8%	Mindshare / GroupM	170	123	+38%
5	8.6%	PanMedia Western / Mediabrands	150	128	+17%
6	7.4%	MEC / GroupM	129	143	-10%
7	6.9%	Media 1 / Independent	120	139	-14%
8	5.4%	VivaKi Group Austria ⁽¹⁾ / VivaKi	93	77	+21%
9	5.1%	Carat / Aegis Media	89	109	-19%
10	3.1%	Initiative / Mediabrands	53	58	-8%
11	2.2%	MPG ⁽²⁾ (part of Media.at) / Havas Media	39	5	x8
12	2.1%	Vizeum / Aegis Media	37	47	-20%
13=	1.0%	AHA media / Independent	18	35	-49%
13=	1.0%	Universal UM / Mediabrands	18	30	-39%
	100%	Total 14 agency brands Media agency industry according to RECMA	1 736	1 693	+3%