

# RECMA Overall Billings Rankings 2009 – September 2010

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## T1-22 Switzerland 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%	OMD <sup>(1)</sup> / Omnicom Media Group	275	190	+45%
2	14.6%	MediaCom / GroupM	210	200	+5%
3	11.2%	Optimedia <sup>(2)</sup> part of ZenithOptimedia / VivaKi	161	186	-13%
4	7.1%	Mediaxis-MPG <sup>(4)</sup> / Havas Media	102	65	+56%
5=	6.5%	MEC <sup>(5)</sup> / GroupM	93	153	-39%
5=	6.4%	Initiative / Mediabrands	92	86	+7%
5=	6.4%	MediaSchneider <sup>(3)</sup> / Independent	e92	65	+36%
8	5.6%	m&m media (m&m + mm&b) / Independent	80	68	+18%
9	5.3%	Mindshare / GroupM	76	78	-3%
10	4.0%	Vizeum / Aegis Media	57	40	+44%
11	3.7%	Mediatonic / Independent	53	37	+43%
12	3.3%	Carat <sup>(6)</sup> / Aegis Media	48	107	-55%
13	2.6%	Bemberg, Gedenk, Media <sup>(7)</sup> part of ZenithOptimedia / Vivaki	38	133	-71%
14	1.1%	Starcom Adplus <sup>(3)</sup> / VivaKi	16	46	-65%
15=	0.9%	Maxus / GroupM	13	-	-
15=	0.9%	Zenith Media part of ZenithOptimedia / Vivaki	13	2	x5
17=	0.6%	The Whole Media <sup>(3)</sup> part of MediaSchneider / Independent	e9	e9	=
17=	0.6%	Universal UM / Mediabrands	8	24	-67%
	<b>100%</b>	<b>Total 18 agency brands</b> Media agency industry according to RECMA	<b>1 436</b>	<b>1 489</b>	<b>-3.5%</b>