

USA How to compare the media agencies?

----- SEPTEMBER 2006 -RECMA USA Report -----

8.1 List of the Media Agencies studied

July 2006	December 06
MAJOR LEAGUE (14) <i>Agencies with billings greater than \$1bn</i>	PANTHERS' LEAGUE (21) <i>Agencies with billings lower than \$1bn</i>
<p>WPP -----</p> <ul style="list-style-type: none"> •MediaCom GroupM •Mediaedge:cia GroupM •MindShare including Maxus, GroupM <p>Publicis Groupe Media -----</p> <p>Starcom MediaVest Group SMG including GM Planworks</p> <ul style="list-style-type: none"> •MediaVest •Starcom <p>ZenithOptimedia Group</p> <ul style="list-style-type: none"> •Zenith Media •Optimedia <p>Omnicom Media Group -----</p> <ul style="list-style-type: none"> •OMD •PHD <p>Interpublic Media -----</p> <ul style="list-style-type: none"> •Initiative including Media Partnership •Universal McCann <ul style="list-style-type: none"> •Carat Group Aegis Media----- <ul style="list-style-type: none"> •MPG Havas ----- <ul style="list-style-type: none"> •Horizon Media (independent) 	<p>PART OF THE GROUPS (6)</p> <ul style="list-style-type: none"> •Media First Initiative Group •MMS GroupM- Mediaedge:cia •Prometheus OMD Group •Starlink Starcom MediaVest Group •Vizeum Carat Group •MediaHUB / Mullen / Interpublic <p>INDEPENDENTS (10) (media specialists)</p> <ul style="list-style-type: none"> •Corinthian Media New York •Empower Media Marketing, Cincinn. •Harmelin Media Philadelphia •JL Media New York •KSL Media New York, L.A., S.F •Mediasmith, San Francisco •Palisades Media Santa Monica •RJ Palmer New York •Southwest Media Group, Dallas •TargetCast TCM New York <p>ADVERTISING GROUPS (5)</p> <ul style="list-style-type: none"> •Richards Media, Dallas (Richards Gr.) •Doner, Southfield / Doner Advertising •FirePower Media / Davis Adv. •Crispin Porter, Miami •Wieden + Kennedy, New York

TO BE STUDIED IN A LATER VERSION

Media operations of other advertising agencies

<p>INTERPUBLIC (10)</p> <ul style="list-style-type: none"> *Campbell-Ewald *Carmichael Lynch *CashPlusMedia /Campbell Mithun *Daily & Associates 	<ul style="list-style-type: none"> *DeutschMedia *FCB Media *Hill, Holiday, Connors,C. *Lowe Media *G Media *The Martin Agency 	<p>OMNICON (3)</p> <ul style="list-style-type: none"> *Goodby, Silverstein & P , *GSD&M *Zimmerman Partners Ad 	<p>PUBLICIS (1)</p> <ul style="list-style-type: none"> *Fallon Media Publicis Gr <p>INDEPENDENTS (4)</p> <ul style="list-style-type: none"> *Cossette Post *Cramer-Krasselt *RPA Rupin Poster
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