

Paris, March 24th, 2009

RECMA First global ranking of the interactive agencies

Ogilvy *Interactive* and Isobar at the top

RECMA, the research company evaluating media agencies in 50 countries, has just released a global ranking of the interactive agencies 2008.

The Top3 consists of:

- N°1 **Ogilvy Interactive** (WPP) with 3 800 staff *including OgilvyInteractive, OgilvyOne and Neo@Ogilvy*
- N°2 **Isobar** (Aegis Media) with 3 663 staff *including 55 specialist agencies and Carat / Vizeum interactive integrated teams.*
- N°3 **Sapient Interactive** (Independent) with 2 500 staff.

Below you will find the **top 25 interactive agencies** extracted from the global ranking of 130 major interactive agencies.

The RECMA Interactive report (150 pages) includes rankings by country, by reporting status as well as an inventory of the interactive resources of the media agency networks in 28 countries.

Moreover, one Excel database with several details is included: The 1 115 interactive agencies participating to the study.

An extract is available online to all RECMA registered members (www.recma.com).

**If you are interested in subscribing to this report, please contact David Lerault at david@recma.com
Thank you very much for the cooperation of every participant!**

Best regards,

David L  rault, Interactive Director
Fulbert Billaudot, Deputy to Directors of Research

EXTRACT OF THE GLOBAL RANKING INCLUDING 130 INTERACTIVE AGENCIES / UNITS

Rank	2008 STAFF	Agency / Unit	Group / Owner	Operational Body	Reporting Status
1	3 800	Ogilvy <i>Interactive Worldwide</i>	WPP	Ogilvy Group	Advertising
2	3 665	Isobar (55 <i>specialist</i> agencies + <i>Carat & Vizeum Interactive</i>)	Aegis	Aegis <i>Interactive</i> branch	Media
3	2 500	Sapient <i>Interactive</i>	Independent	Sapient	Independent
4	2 100	Publicis Modem & Dialog	Publicis Groupe	Publicis <i>Worldwide</i>	Specialist
5	1 960	Razorfish	Microsoft	Razorfish	Independent
6	1 875	MRM <i>Worldwide</i>	Interpublic	McCann <i>Worldgroup</i>	Advertising
7	1 710	Euro RSCG 4D	Havas	Euro RSCG	Advertising
8	1 600	Digitas	Publicis Groupe	VivaKi <i>Nerve Center</i>	Specialist
9	1 600	LBi/ LBi <i>International</i>	Independent	LBi/ LBi <i>International</i>	Independent
10	1 437	Havas <i>Digital</i>	Havas	Havas <i>Media/ MPG</i>	Media
11	1 400	Proximity	Omnicom	BBD <i>Worldwide</i>	Advertising
12	1 200	Tribal DDB	Omnicom	DDB <i>Worldwide Com. Group</i>	Advertising
13	1 099	MediaCom <i>Interaction</i>	WPP	MediaCom/ <i>GroupM</i>	Media
14	1 011	Mindshare <i>Digital Teams</i>	WPP	Mindshare/ <i>GroupM</i>	Media
15	1 000	Rapp/ Rapp <i>Digital</i>	Omnicom	DDB <i>Worldwide Com. Group</i>	Advertising
16	950	G2	WPP	Grey <i>Group</i>	Advertising
17	920	FullSIX	Independent	FullSIX <i>Group</i>	Independent
18	890	ZenithOptimedia <i>Digital</i>	Publicis Groupe	ZenithOptimedia/ VivaKi	Media
19	843	MEC <i>Interaction</i>	WPP	Mediaedge:cia/ <i>GroupM</i>	Media
20	820	Nurun	Independent	Nurun	Independent
21	806	Media <i>Contacts</i>	Havas	Havas <i>Media/ MPG</i>	Media
22	778	Starcom <i>MediaVest Digital</i>	Publicis Groupe	Starcom <i>MediaVest/ VivaKi</i>	Media
23	770	Tequila	Omnicom	TBWA <i>Worldwide</i>	Advertising
24	750	AKQA	Independent	AKQA	Independent
25	750	Arc <i>Worldwide</i>	Publicis Groupe	Leo Burnett <i>Worldwide</i>	Advertising

METHODOLOGY

RECMA has studied 1115 interactive agencies or units.

These specialist companies have variable geographical coverage (local, regional, global) and report to either Advertising Groups, Media networks, Communications Groups or are Independents (from the 6 major communication groups).

The 1115 agencies have been gathered by company or by branch under umbrella entities.

The table provides details about ownership, operational body link and reporting status.

RECMA established this ranking according to staff numbers 2008 (since revenue or billings data are not available).