



	2004	2005	% Variation
Lions Direct	1209	1614	+33.5%
Media Lions	875	1076	+23%
Press	5962	6699	+12%
Outdoor	4017	4667	+16%
Cyber Lions	1561	1897	+21.5%
Radio Lions	n/a	1020	New Category
Film	5082	4995	-2%
Titanium Integrated	n/a	133	New Category
TOTAL	18705	22101	+18%