

21-AUSTRIA Ranking by Agency (Local Brands)

AGENCY Rank		Market Share 2006 (%)	Media Agencies COMMUNICATION GROUPS		Activity BILLINGS Estimates (in €m) <i>(Traditional Media + Diversified Services)</i>				Staff 2005	Ratio Bill/ Staff 2005
06	05				Projected 2006	Definitive 2005	Definitive 2004	Growth rate % 05 vs. 04		
1	1	18.7%	MediaCom	GroupM-WPP	225	220	200	+10%	89	2.5
2	2	13.3%	OMD Mediaagentur	Omnicom	160	160	195	-18%	40	4.0
3	3	10.4%	Carat	Aegis Media	125	125	115	+9%	33	3.8
4	4	10.0%	Pan Media Western	Interpublic	120	120	125	-4%	44	2.7
5	5	8.7%	MindShare	GroupM-WPP	105	110	85	+29%	29	3.8
5	6	8.7%	Media 1	Independent	105	105	75	+40%	21	5.0
7	7	7.9%	Omnimedia / Media Austria	Independent	95	95	90	+6%	28	3.4
8	8	5.0%	Mediaedge:cia	GroupM-WPP	60	60	60	=	21	2.9
8	9	5.0%	Media X	Independent	60	60	45	+33%	13	4.6
10	10	4.1%	Initiative Media	Interpublic	50	50	55	-9%	20	2.5
11	11	2.9%	U2 Media/Universal McCann	Interpublic	35	40	65	-38%	12	3.3
12	12	2.5%	Vizeum	Aegis Media	30	30	25	+20%	12	2.5
12	13	2.5%	Optimedia	Publicis	30	25	20	+25%	8	3.1
14	14	0.4%	MPG	Havas	5	5	5	=	1	5.0
		100%	TOTAL 14 Agencies		1 205	1 205	1 160	+4%	371	3.2
		31.5%	<u>of which</u> INDEPENDENTS or non part of the networks		380	380	335	+13%	106	3.6