

# BOUGHT BY THE BIG GUYS

What have the giants been buying?

Here are selected interactive acquisitions by the Big Four

ACQUIRED COMPANY	DATE	STAKE
<b>INTERPUBLIC</b>		
Reprise Media, search-engine marketing	April '07	100%
Spongecell, event planning and promo	February '07	Equity
Spot Runner*, online production	October '06	Minority
Facebook, social-networking	June '06	0.5%
<b>OMNICOM</b>		
Weapon 7, digital consulting	April '07	100%
Mango Mobile, mobile marketing	January '07	100%
Redurban, interactive agency	January '07	100%
EVB, interactive entertainment	March '06	Majority
<b>PUBLICIS</b>		
Digitas	January '07	100%
Moxie Interactive	August '06	100%
Pole Nord, keyword research	April '06	100%
<b>WPP</b>		
Global Strategies, interactive search	March '07	70%
Icnmobile, mobile marketing	March '07	70%
Video Egg, online video	April '07	Minority
Spot Runner*	November '06	3.2%
Wild Tangent, online games	August '06	Minority
Live World, online-community builder	July '06	Joint Venture
M80, online word-of-mouth marketer	July '06	100%

Source: The companies, Advertising Age. \*Note: Both Interpublic and WPP hold minority stakes.