

# AdvertisingAge

## 2007 AGENCY REPORT

### ADVERTISING & MEDIA MARKET SHARE

Big Four take 57.5% of U.S. advertising/media agency revenue

Estimated revenue from traditional advertising and media in the U.S. reached \$13.10 billion in 2006, up 4.2% from 2005. Among the world's top four marketing organizations, WPP had the largest share of advertising/media, displacing Interpublic, which led the field in 2005.

