ADAGE.COM/DIGITALFAMILYTREES08
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AdvertisingAge's

DIGITAL FAMILY TREES 2008

Interactive ventures of top media, web portal and agency companies

MEDIA COMPANIES

DIGITAL HOLDINGS OF FIVE MAJOR U.S. MEDIA COMPANIES

Key digital properties and services. See "About the Digital Family Trees" for more information.

TIME WARNER

U.S. UNIQUE VISITORS: 123.8 million

WORLDWIDE REVENUE ('07): $46.5B
U.S. MEDIA REVENUE ('06): $34.0B
U.S. MEDIA COMPANY RANK: 1

AOL

AD NETWORKS (PLATFORM-A)
ADTECH AG
ADVERTISING.COM
BUY.AT
LIGHTNINGCAST
QUIGO
TACODA
THIRD SCREEN MEDIA

CONSUMER SITES AND TOOLS
AIM
AOL.COM
AOL AUTOS
AOL CAREERS
AOL COMMERCE
AOL INTERNET SECURITY CENTRAL
AOL LATINO
AOL LIVING
AOL MAIL
AOL MOBILE
AOL MONEY & FINANCE
AOL MUSIC
AOL NEWS
AOL PERSONALS
AOL RADIO
AOL SPORTS
AOL TELEVISION
AOL TRAVEL
AOL VIDEO
ASYLUM
BLACK VOICES
BLUESTRING
GAMEDAILY
GAMES.COM
GOOWY MEDIA
ICQ
KOL
MAPQUEST
MOVIEFONE
MYAOL
NETSCAPE
RELEGENCE CORP.
SHOUTCAST
SPINNER.COM
SWITCHED.COM
TMZ.COM (WITH TELEPICTURES)
TRUVEO
USERPLANE
WEBLOGS INC.
WINAMP
XDRIVE

ISPS
AOL
COMPUSERVE
NETSCAPE

TIME INC.

U.S.
ALLYOU.COM
CNNMONEY.COM (WITH TURNER)
COASTALLIVING.COM
COOKINGLIGHT.COM
COTTAGELIVING.COM
ESSENCE.COM
EW.COM
FANNATION.COM
FORTUNE.COM
GOLF.COM
HEALTH.COM
INSTYLE.COM
LIFE.COM
MYHOMEIDEAS.COM
MYRECIPES.COM
PEOPLE.COM
PEOPLEENESPANOL.COM
REALSIMPLE.COM
SI.COM
SIKIDS.COM
SOUTHERNACCENTS.COM
SOUTHERNLIVING.COM
SUNSET.COM
THISOLDHOUSE.COM
TIME.COM
TIMEFORKIDS.COM

U.K. (IPC)
15 SITES

MEXICO (GRUPO EDITORIAL EXPANSION)
6 SITES

TIME INC. STUDIOS

TURNER BROADCASTING SYSTEM

ACCSELECT.COM
ADULTSWIM.COM
CARTOONNETWORK.COM
CARTOONNETWORKYA.COM
CNN.COM
CNN EN ESPANOL
CNN INTERNATIONAL
CNN+
CNN-IBN
CNNMONEY.COM (WITH TIME INC.)
CNNRADIO.COM
GAMETAP
IREPORT.COM
NASCAR.COM
NBA.COM
PGA.COM
PGATOUR.COM
POGO
SUPER DELUXE
TBS.COM
TCM.COM
THESMOKINGGUN.COM
TNT.TV
TRUTV.COM
VERYFUNNYADS.COM

TIME WARNER CABLE

7.6 MILLION RESIDENTIAL HIGH-SPEED DATA CUSTOMERS (29% OF HOMES IN TIME WARNER CABLE MARKETS)

WALT DISNEY CO.

U.S. UNIQUE VISITORS: 48.1 million

WORLDWIDE REVENUE ('07): $35.5B
U.S. MEDIA REVENUE ('06): $16.8B
U.S. MEDIA COMPANY RANK: 3

DISNEY-ABC TELEVISION GROUP

ABC MOBILE
ABC NEWS NOW
ABC.COM
ABCNEWS.COM
ABCFAMILY.COM
DISNEYCHANNEL.COM
JETIX.TV
OSCAR.COM
SOAPNET.COM
SOAPNETIC
TOONDISNEY.COM

ESPN

ESPN DIGITAL MEDIA
CRICINFO.COM
ESPN INSIDER
ESPN MOBILE TV
ESPN MVP ON VERIZON WIRELESS
ESPN.COM
ESPN.MOBI
ESPN360.COM
ESPNDEPORTES.COM
ESPNRADIO.COM
ESPNSHOP.COM
ESPNSOCCERNET.COM
ESPNTHEMAG.COM
EXPN.COM
SCRUM.COM

WALT DISNEY INTERNET GROUP

DISNEY ONLINE
CLUB PENGUIN
DISNEY CONNECTION
DISNEY FAIRIES
DISNEY GAME KINGDOM
DISNEY.COM
DISNEY.COM XD
DISNEY'S TOONTOWN ONLINE
MDISNEY
MOVIES.COM
PIRATES OF THE CARIBBEAN ONLINE
PLAYHOUSE DISNEY PRESCHOOL TIME ONLINE

DISNEY FAMILY.COM
DISNEY FAMILY TRAVEL
FAMILYFUN.COM
IPARENTING.COM
WONDERTIME.COM

NEWS CORP.

U.S. UNIQUE VISITORS: 86.6 million

WORLDWIDE REVENUE ('07): $28.7B
U.S. MEDIA REVENUE ('06): $15.4B
U.S. MEDIA COMPANY RANK: 4

CABLE

BIGTENNETWORK.COM
FOXBUSINESS.COM
FOXMOVIECHANNEL.COM
FOXNEWS.COM
FOXREALITY.COM
FUEL.TV
FXNETWORKS.COM
NATIONAL GEOGRAPHIC CHANNEL (67% STAKE)
SPEEDTV.COM
SUNSPORTSTV.COM

DOW JONES

BARRONS.COM
FACTIVA
MARKETWATCH
WSJ.COM

FOX BROADCASTING

FOX.COM
FOX ON DEMAND

FOX INTERACTIVE MEDIA

AMERICANIDOL.COM
ASK MEN
FIM MOBILE
FLEKTOR
FOXSPORTS.COM
IGN ENTERTAINMENT
MYFOX
MYSPACE
PHOTOBUCKET
ROTTEN TOMATOES

OTHER SITES AND SERVICES

BELIEFNET
FOX MOBILE ENTERTAINMENT
FOXHOME.COM
HARPERCOLLINS.COM
HULU.COM (JOINT VENTURE WITH NBCU)
JAMBA (JOINT VENTURE)
NEW YORK POST
STATS (JOINT VENTURE)

NBC UNIVERSAL

U.S. UNIQUE VISITORS: 51.5 million

WORLDWIDE REVENUE ('07): $15.4B
U.S. MEDIA REVENUE ('06): $13.2B
U.S. MEDIA COMPANY RANK: 6

FILM/PARKS AND RESORTS

FOCUSFEATURES.COM
ROGUEPICTURES.COM
UNIVERSALPICTURES.COM
UNIVERSALSTUDIOS.COM
UNIVERSALSTUDIOSHOLLYWOOD.COM
UNIVERSALORLANDO.COM

NBC UNIVERSAL DIGITAL MEDIA

ASTROLOGY.COM
GARDENWEB.COM
GURL.COM
HULU.COM (JOINT VENTURE WITH NEWS CORP.)
IVILLAGE.COM
NBCMOBILE.COM
PETSIDE.COM
TV SHOW CONTENT FOR WIRELESS DEVICES
YOURTOTAL HEALTH.IVILLAGE.COM

NBC UNIVERSAL TELEVISION GROUP

ACCESSHOLLYWOOD.COM
BRAVOTV.COM
BRILLIANTBUTCANCELLED.COM
CHILLERTV.COM
CNBC.COM
CNBCASIA.COM
CNBCEUROPE.COM
DVICE.COM
GREENISUNIVERSAL.COM
HOLAMUN2.COM/HELLOMUN2.COM
MSNBC.COM (JOINT VENTURE WITH MICROSOFT)
NBC.COM
NBCNEWSARCHIVES.COM
NBCOLYMPICS.COM
NBCSPORTS.COM
NBCUNIVERSALSTORE.COM
OUTZONETV.COM
OXYGEN.COM
ROTOWORLD.COM
SCIFI.COM
SLEUTHCHANNEL.COM
TELEMUNDO.YAHOO.COM (WITH YAHOO)
TELEVISIONWITHOUTPITY.COM
THEMOREYOUKNOW.COM
TODAYSHOW.COM
TRIOTV.COM
TVBIGSHOT.COM
UNIVERSALHD.COM
USANETWORK.COM
WEATHERPLUS.COM
12 LOCAL SITES TIED TO TV STATIONS

CBS CORP.

U.S. UNIQUE VISITORS: 23.6 million

WORLDWIDE REVENUE ('07): $14.1B
U.S. MEDIA REVENUE ('06): $12.2B
U.S. MEDIA COMPANY RANK: 7

CBS INTERACTIVE

CBS AUDIENCE NETWORK
CBS LOCAL STATION GROUP
CBS MOBILE
CBS.COM
CBSGAMES.COM
CBSNEWS.COM
CBSSPORTS.COM
CSTV.COM
DOTSPOTTER
LAST.FM
MAXPREPS NETWORK
SHOWTIME.COM
STARTREK.COM
THE SHOWBUZZ
WALLSTRIP.COM

PORTALS/SEARCH

PROPERTIES OF THE BIG THREE

Key digital properties and services.

GOOGLE

U.S. UNIQUE VISITORS: 134.9 million

WORLDWIDE REVENUE ('07): $16.6B
U.S. MEDIA REVENUE ('06): $4.1B
U.S. MEDIA COMPANY RANK: 19

ADVERTISING SERVICES

ADSENSE
ADWORDS
ANALYTICS
FEEDBURNER
GOOGLE AUDIO ADS
GOOGLE CHECKOUT
GOOGLE PRINT ADS
GOOGLE TV ADS

GOOGLE SEARCH PRODUCTS

GOOGLE.COM
IGOOGLE
GOOG 411
GOOGLE BLOG SEARCH
GOOGLE BOOK SEARCH
GOOGLE DESKTOP
GOOGLE EARTH
GOOGLE FINANCE
GOOGLE IMAGE SEARCH
GOOGLE MAPS
GOOGLE NEWS
GOOGLE NOTEBOOK
GOOGLE PACK
GOOGLE PATENT SEARCH
GOOGLE PRODUCT SEARCH
GOOGLE SCHOLAR
GOOGLE SKETCHUP
GOOGLE SMS
GOOGLE STREETVIEW
GOOGLE TOOLBAR
GOOGLE TRENDS
GOOGLE VIDEO
GOOGLE WEBMASTER TOOLS

GOOGLE APPS

BLOGGER
GMAIL
GOOGLE CALENDAR
GOOGLE DOCS
GOOGLE READER
GOOGLE SITES
GOOGLE TALK
ORKUT
PICASA
YOUTUBE

YAHOO

U.S. UNIQUE VISITORS: 138.1 million

WORLDWIDE REVENUE ('07): $7.0B
U.S. MEDIA REVENUE ('06): $3.4B
U.S. MEDIA COMPANY RANK: 21

ADVERTISING SERVICES

ADVERTISING
ACTIONALITY
RIGHT MEDIA
YAHOO DISPLAY ADVERTISING [SMART ADS]
YAHOO SEARCH MARKETING

PUBLISHING
BLUELITHIUM
PREMIUM PUBLISHERS
YAHOO PUBLISHER NETWORK

PROPERTIES

SEARCH
ONESEARCH
YAHOO IMAGE
YAHOO LOCAL
YAHOO VIDEO

COMMUNICATION
FLICKR
MY WEB
MY YAHOO
YAHOO ALERTS
YAHOO BUZZ
YAHOO MAIL
YAHOO MESSENGER
YAHOO PERSONALS
YAHOO 360
YAHOO TOOLBAR
YAHOO.COM
ZIMBRA

COMMERCE
YAHOO AUTOS
YAHOO REAL ESTATE
YAHOO SHOPPING
YAHOO TRAVEL

CONTENT
ENTERTAINMENT [OMG; YAHOO MOVIES; YAHOO TV]
LIFESTYLES [YAHOO FOOD; YAHOO HEALTH; YAHOO KIDS; YAHOO TECH]
SPORTS [RIVALS.COM; YAHOO SPORTS]
YAHOO FINANCE
YAHOO GAMES
YAHOO MUSIC
YAHOO NEWS

SMALL BUSINESS
YAHOO BUSINESS EMAIL
YAHOO DOMAINS
YAHOO HOTJOBS
YAHOO MERCHANT SOLUTIONS (YAHOO STORE)
YAHOO WEB HOSTING

YAHOO NEXT

MOBILE
YAHOO MOBILE

MICROSOFT CORP.

U.S. UNIQUE VISITORS: 119.3 million

WORLDWIDE REVENUE ('07): $51.1B
U.S. MEDIA REVENUE ('06): $1.1B
U.S. MEDIA COMPANY RANK: 41

ADVERTISING SERVICES

ADVERTISER AND PUBLISHER SOLUTIONS GROUP
ATLAS
AVENUE A/RAZORFISH
DRIVE PERFORMANCE MEDIA
EMERGING MEDIA GROUP [MASSIVE INC.; SCREENTONIC]
MICROSOFT ADCENTER
MICROSOFT DIRECT RESPONSE
SEARCH, PORTALS AND ADVERTISING GROUP
ADECN

PROPERTIES

ONLINE SERVICES GROUP
LIVE SEARCH
MSN.COM
WINDOWS LIVE
WINDOWS MARKETPLACE
WINDOWSMEDIA.COM
CNBC (AD PARTNER)
DIGG.COM (AD PARTNER)
EDGAR ONLINE (AD AND CONTENT PARTNER)
FACEBOOK (AD PARTNER AND INVESTOR)
VIACOM (AD AND CONTENT PARTNER)
WALL STREET JOURNAL DIGITAL NETWORK (AD PARTNER)
HOME AND ENTERTAINMENT GROUP
XBOX LIVE
INFORMATION WORKER GROUP
MICROSOFT OFFICE LIVE
MICROSOFT OFFICE ONLINE

AGENCY COMPANIES

WORLDWIDE DIGITAL PROPERTIES OF THE TOP FOUR AGENCY HOLDING COMPANIES

Key digital services. Go to AdAge.com/digitalfamilytrees08 to see No. 5 Havas and No. 6 Dentsu.

OMNICOM GROUP

DIGITAL SHARE OF '07 REVENUE: 13% Ad Age estimate

WORLDWIDE REVENUE ('07): $12.7B
DIGITAL REVENUE ('07): $1.6B Ad Age estimate
HOLDING COMPANY WORLDWIDE REV. RANK: 1

AGENCIES

BBDO WORLDWIDE
ATMOSPHERE BBDO
PROXIMITY WORLDWIDE
ORBITAL
NO MEDIA
MEDIA WISE ZAO
CODE OF TRADE ZAO
INTERONE
ORGANIC

DDB WORLDWIDE
RAPP COLLINS WORLDWIDE [RAPP DIGITAL]
TRIBAL DDB

TBWA WORLDWIDE
AGENCY.COM
TEQUILA

MORE AGENCIES
180 AMSTERDAM (MAJORITY STAKE)
CRITICAL MASS (MAJORITY STAKE)
ELEMENT 79 PARTNERS
EVB
GOODBY, SILVERSTEIN & PARTNERS
GSD&M
MARKETING ARM [IPSH]
MILLIONS OF US (MINORITY INVESTMENT)
RADIATE GROUP [MANGO MOBILE]
RED URBAN
TARGETBASE
ZULU NETWORK

MEDIA AGENCIES: OMNICOM MEDIA GROUP

OMD WORLDWIDE
OMD DIGITAL

PHD
PHD DIGITAL

MORE AGENCIES
OMG DIGITAL
RESOLUTION MEDIA

WPP GROUP

DIGITAL SHARE OF '07 REVENUE: 12%

WORLDWIDE REVENUE ('07): $12.4B
DIGITAL REVENUE ('07): $1.4B
HOLDING COMPANY WORLDWIDE REV. RANK: 2

WPP's ownership stakes in units below are shown in parentheses

AGENCIES

BATESASIA
1010

GREY GROUP
G2 DIRECT & DIGITAL
G2 INTERACTIVE
OOT (20%)

JWT
DIGIT (51%)
DIRECT.COM (50.5%)
RMG CONNECT

TAGORA.COM (75%)
XM ASIA PACIFIC

OGILVY GROUP
BEIJING CENTURY HARMONY ADVERTISING CO. (70%)
GLOBAL STRATEGIES INTERNATIONAL
LEE & JANG (70%)
NEO@OGILVY
OGILVYINTERACTIVE
OGILVYONE WORLDWIDE

UNITED GROUP
BERLIN CAMERON UNITED
COLE & WEBER UNITED
LDV UNITED

YOUNG & RUBICAM BRANDS
VML [GT; STUDIOCOM (80%)]
WUNDERMAN [AGENDA GROUP; AQUA ONLINE; BLAST RADIUS; THESE DAYS; ZAAZ]

MEDIA AGENCIES: GROUPM

MEDIACOM
BEYOND INTERACTION
BEYOND INTERACTION SEARCH

MEDIAEDGE:CIA
MEDIAEDGE INTERACTION

MINDSHARE
MINDSHARE INTERACTION
MINDSHARE SEARCH

MORE AGENCIES
CATALYST ONLINE
GROUPM INTERACTION
INVIDI TECHNOLOGIES CORP. (MINORITY)
LACOMUNIDAD INTERACTIVE AND EVENT MARKETING (75%)
M80 (51%)
OUTRIDER
QUISMA (75%)
REDDION

WPP DIGITAL

24/7 REAL MEDIA
BLUE INTERACTIVE MARKETING
BRIDGE WORLDWIDE
HEATHWALLACE (75%)
ICONMOBILE GROUP (40%)
JOHANNES LEONARDO
JUMPTAP (2.5%)
LIVEWORLD (14.1%)
M:METRICS (MINORITY)
NUCONOMY (MINORITY)
QUASAR (75%)
SCHEMATIC
SPOT RUNNER (3.2%)
SYZYGY GROUP (24.8%)
VIDEOEGG (MINORITY)
VISIBLE TECHNOLOGIES (25%)
VISIBLE WORLD (MINORITY)
WILDTANGENT (3.4%)

RESEARCH

KANTAR
DYNAMIC LOGIC
LIGHTSPEED RESEARCH
RESEARCH INTERNATIONAL
TRA (MINORITY)

INTERPUBLIC GROUP OF COS.

DIGITAL SHARE OF '07 REVENUE: 10% Ad Age estimate

WORLDWIDE REVENUE ('07): $6.6B
DIGITAL REVENUE ('07): $655M Ad Age est.
HOLDING COMPANY WORLDWIDE REV. RANK: 3

AGENCIES

DRAFTFCB
AREA 23
FUEL ADVERTISING
INTERFACE COMMUNICATIONS
SEGAL COMMUNICATIONS

LOWE
LOWE BRINDFORS (SWEDEN)
LOWE RIVET (AUSTRALIA)
LOWE ROCHE (CANADA)
LOWE STRATEUS (FRANCE)

MCCANN WORLDGROUP
MCCANN ERICKSON WORLDWIDE [MCCANN DIGITAL; TAG]
MCCANN HEALTHCARE WORLDWIDE [MCCANN HEALTHCARE DIGITAL]
MCCANN WORLDGROUP CONSUMER PARTICIPATION PRACTICE
MOMENTUM WORLDWIDE [MOMENTUM INTERACTIVE; MOMENTUM PHYGITAL]
MRM WORLDWIDE

MORE AGENCIES
CAMPBELL-EWALD [CAMPBELL-EWALD DIGITAL]
CARMICHAEL LYNCH
DEUTSCH [IDEUTSCH]
FUTUREBRAND
HILL HOLLIDAY
KALEIDOSCOPE
MARTIN AGENCY
JACK MORTON WORLDWIDE
MULLEN
RIVET
WAHLSTROM GROUP
WEBER SHANDWICK [SCREENGRAB]

DIGITAL PUREPLAYS

FUTURES MARKETING GROUP [ANSIBLE;
IPG EMERGING MEDIA LAB]
HACKER GROUP
INNOVATIONS
R/GA

MEDIA AGENCIES

INITIATIVE
AMPHIBIAN
INITIATIVE DIGITAL

MORE AGENCIES
UNIVERSAL MCCANN
REPRISE MEDIA
MEDIA PARTNERSHIP CORP.
ID MEDIA (ALIGNED WITH INITIATIVE AND DRAFTFCB)

DIGITAL PARTNERSHIPS

BZZAGENT (PARTNER)
FACEBOOK (PARTNER AND INVESTOR)
JOOST (PARTNER)
RADIAN6 (PARTNER)
SPONGECELL (PARTNER AND INVESTOR)
SPOT RUNNER (PARTNER AND INVESTOR)

PUBLICIS GROUPE

DIGITAL SHARE OF '07 REVENUE: 15%

WORLDWIDE REVENUE ('07): $6.4B
DIGITAL REVENUE ('07): $958M Ad Age est.
HOLDING COMPANY WORLDWIDE REV. RANK: 4

AGENCIES

LEO BURNETT WORLDWIDE
ARC WORLDWIDE

DIGITAS
DIGITAS HEALTH
PRODIGIOUS WORLDWIDE

PUBLICIS CONSULTANTS WORLDWIDE
NET INTELLIGENZ

PUBLICIS HEALTHCARE COMMUNICATION GROUP
HEALTHWARE
IMED STUDIOS
MELODY HEALTHCARE
PHARMAGISTICS
PUBLICIS EHEALTH SOLUTIONS

PUBLICIS WORLDWIDE
FREETHINKING
PUBLICIS MODEM
PUBLICIS NET

SAATCHI & SAATCHI

MORE AGENCIES
DENUO
PHONEVALLEY

MEDIA AGENCIES

STARCOM MEDIAVEST GROUP
SMG SEARCH
SPARK COMMUNICATIONS

ZENITHOPTIMEDIA
MOXIE INTERACTIVE
ZED DIGITAL

JOINT VENTURES

BLOGBANG
HONEYSHED
ONSPOT DIGITAL NETWORK
3DSWYM

ABOUT THE DIGITAL FAMILY TREES

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Ad Age DataCenter asked media, portal/search and agency companies to list their digital properties and services. Companies may have digitally focused properties and services not shown. Numbers are rounded. Media section excludes two more narrowly focused media players: Comcast Corp. (cable; No. 2 U.S. media firm) and DirecTV Group (satellite; No. 5). ComScore U.S. unique visitors for January 2008. Unique visitors are custom rollups by parent company and not comScore defined web properties for Time Warner, Walt Disney Co., NBC Universal and News Corp. U.S. media revenue figures are Ad Age DataCenter estimates. Worldwide revenue is for fiscal year for Walt Disney Co., News Corp. and Microsoft Corp. Worldwide revenue for portals includes traffic acquisition costs for Google and Yahoo. For agency companies, digital share of revenue is worldwide. Agency networks and media-agency networks such as DraftFCB, Saatchi & Saatchi and Universal McCann handle digital work as part of their integrated offering.

Sources: Companies; comScore; Ad Age DataCenter estimates and analysis

MORE AT ADAGE.COM/DIGITALFAMILYTREES08

crain

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