AdvertisingAge's

# DIGITAL FAMILY TREES 2009

Interactive ventures of top media, web portal and agency companies

ADAGE.COM/DIGITALFAMILYTREES09
EXPLORE DATABASE: GET DEEPER INFO ON THESE DIGITAL VENTURES, PART OF PREMIUM CONTENT IN ADAGE.COM'S DATACENTER

## 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: 114.9 MILLION

WORLDWIDE REVENUE ('08): $46.98B
U.S. MEDIA REVENUE ('07): $35.63B
U.S. 2007 MEDIA COMPANY RANK: 1

#### AOL

**AD NETWORK: PLATFORM-A**
AdTech AG
Advertising.com
buy.at
Quigo
Tacoda
Third Screen Media

**DIGITAL PUBLISHING: MEDIAGLOW**
AOL.com
Other AOL properties[1]
Asylum
Autoblog
Autoblog Green
beRed
Big Download
Black Voices
Blogging Buyouts
Blogging Stocks
Cinematical
DIY Life
Download Squad
Engadget [plus HD, Mobile]
Fanaticos
FanHouse
FleaFlicker
Gadling
GameDaily
Games.com
Green Daily
Intimos
Joystiq
KOL
Lemondrop
Luxist
Massively
Mo Rocca 180
Moviefone
myAOL
ParentDish
Pixcetera
PlaySavvy
PopEater
Propeller
Shoutcast
Slashfood
Sphere
Spinner
Streampad
StyleList
Switched
That's Fit
The Boombox
The Boot
TMZ.com (with Warner Bros.)
Tour Tracker
TUAW
TV Squad
Urlesque
WalletPop
When.com
Winamp
WoW Insider

**SOCIAL MEDIA: PEOPLE NETWORKS**
AIM
Bebo
Goowy
ICQ
Socialthing
Userplane
Yedda

**PRODUCTS AND TECHNOLOGIES DIV.**
AOL Search
Other AOL tools[1]
CityGuide
Digital City
MapQuest
Relegence
SafetyClicks.com
Truveo
Tunome

**NEW VENTURES**
Shortcuts.com

**ISP**
AOL
CompuServe

#### TIME INC.[1]

Allyou.com
Celebrity Baby Blog
CNNMoney.com (with TBS)
CoastalLiving.com
CookingLight.com
Essence.com (with Warner Bros.)
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
TIME INC. STUDIOS

#### TURNER BROADCASTING SYSTEM

AdultSwim.com
CartoonNetwork.com
CartoonNetworkya.com
CNN en Espanol
CNN International
CNN Mobile
CNN.com
CNN+
CNN-IBN
CNNMoney.com (with Time Inc.)
CNNRadio.com
Nascar.com
NBA.com[1]
Peachtree TV
PGA.com
PGATour.com
Pogo
TBS.com
TCM.com
TheSmokingGun.com
TNT.tv
truTV
veryfunnyads.com
WNBA.com

#### WARNER BROS. ENTERTAINMENT

Warner Bros.com
DC Comics.com
Harry Potter.com
Kids' WB.com
Mom Logic.com
TheWB.com
TMZ.com (with AOL)
WB Shop.com
The CW (joint venture with CBS)

### WALT DISNEY CO.

U.S. UNIQUE VISITORS: 57.0 MILLION

WORLDWIDE REVENUE (YE 9/08): $37.84B
U.S. MEDIA REVENUE ('07): $17.49B
U.S. 2007 MEDIA COMPANY RANK: 3

#### DISNEY INTERACTIVE MEDIA GROUP

**DISNEY ONLINE**
Disney.com [and Mobile]
Club Penguin
Disney Connection
Disney Fairies Pixie Hollow
DisneyXD.com (with Disney-ABC)
Disney's Toontown Online
Kerpoof.com
Pirates of the Caribbean Online
Playhouse Disney Preschool Time Online
World of Cars Online

**DISNEY FAMILY.COM**
Disney Family Travel
FamilyFun.com
iParenting.com

#### DISNEY-ABC TELEVISION GROUP

ABC.com
ABC Mobile
ABC News Now
ABCFamily.com
ABCNews.com
DisneyChannel.com
DisneyXD.com (with Disney Interactive)
Oscar.com
PlayhouseDisney.com
Soapnet.com
Soapnetic

#### ESPN

ESPN.com
Cricinfo.com
ESPN Insider
ESPN Mobile TV
ESPN MVP on Verizon Wireless
ESPN Mobile Web
ESPN.com/action
ESPN.com/video
ESPN360.com
ESPNdeportes.com
ESPNRadio.com
ESPNScrum.com
ESPNShop.com
ESPNSoccernet.com
ESPNTheMag.com
Racing-live.com

### NEWS CORP.

U.S. UNIQUE VISITORS: 92.6 MILLION

WORLDWIDE REVENUE (YE 6/08): $33.00B
U.S. MEDIA REVENUE ('07): $15.69B
U.S. 2007 MEDIA COMPANY RANK: 4

#### FOX INTERACTIVE MEDIA

AmericanIdol.com
Ask Men
FIM Mobile
Flektor
FoxSports.com
IGN Entertainment
MyFox
MySpace
Photobucket
Rotten Tomatoes

#### CABLE

BigTenNetwork.com
FoxBusiness.com
FoxMovieChannel.com
FoxNews.com
FoxReality.com
Fuel.TV
FXNetworks.com
National Geographic Channel
SpeedTV.com
SunSportsTV.com

#### DOW JONES

Barrons.com
Factiva
MarketWatch
WSJ.com

#### FOX BROADCASTING

Fox on Demand
Fox.com

#### OTHER SITES AND SERVICES

Beliefnet
Fox Mobile Group
FoxHome.com
HarperCollins.com
MyNetworkTV
New York Post

**JOINT VENTURES**
Hulu.com (with NBC Universal)
Jamba
Stats

### NBC UNIVERSAL

U.S. UNIQUE VISITORS: 78.3 MILLION

WORLDWIDE REVENUE ('08): $16.97B
U.S. MEDIA REVENUE ('07): $12.16B
U.S. 2007 MEDIA COMPANY RANK: 6

#### NBC UNIVERSAL DIGITAL MEDIA

Astrology.com
GardenWeb.com
Hulu.com (with News Corp.)
iVillage.com
NBCMobile.com
Petside.com
TV show content for wireless devices
Your Total Health

#### NBC UNIVERSAL TELEVISION GROUP

NBC.com
AccessHollywood.com
BravoTV.com
ChillerTV.com
CNBC.com
CNBCAsia.com
CNBCEurope.com
Dvice.com
GreenisUniversal.com
HolaMun2.com
MSNBC.com (with Microsoft)
NBCNewsArchives.com
NBCOlympics.com
NBCSports.com
NBCUniversalStore.com
OutZoneTV.com
Oxygen.com
RotoWorld.com
SciFi.com
SleuthChannel.com
Telemundo.com
TelevisionWithoutPity.com
TheMoreYouKnow.com
TodayShow.com
UniversalHD.com
USANetwork.com
Weather Channel Interactive
Twelve sites tied to TV stations

#### FILM, PARKS AND RESORTS

**FILM**
FocusFeatures.com
On Demand
Universal Studios Home Entertainment
UniversalPictures.com
UniversalStudios.com

**PARKS AND RESORTS**
UniversalOrlando.com
UniversalStudiosHollywood.com

**PRODUCTION**
The Filmmakers Destination
Universal Studios Florida Production Group

### CBS CORP.

U.S. UNIQUE VISITORS: 53.5 MILLION

WORLDWIDE REVENUE ('08): $13.95B
U.S. MEDIA REVENUE ('07): $11.90B
U.S. 2007 MEDIA COMPANY RANK: 7

#### CBS INTERACTIVE

CBS.com
BNet
CBS Audience Network
CBS College Sports Network
CBS Mobile
CBSNews.com
CBSSports.com
Chow
CNet
GameSpot
Last.fm
MaxPreps
Metacritic
MoneyWatch.com
MP3.com
MySimon
NCAA.com
News.com
Search.com
StarTrek.com
TechRepublic
The Insider
TV.com
UrbanBaby
ZDNet

#### OTHER CBS CORP. VENTURES

CBS Local Station Group
CBSGames.com
CBSRadio.com
Showtime
The CW (joint venture with Time Warner)

## PORTALS/SEARCH

### PROPERTIES OF THE BIG THREE

Key digital properties and services.

### GOOGLE

U.S. UNIQUE VISITORS: 151.0 MILLION

WORLDWIDE REVENUE ('08): $21.80B
U.S. MEDIA REVENUE ('07): $6.02B
U.S. 2007 MEDIA COMPANY RANK: 12

#### ADVERTISING SERVICES

AdSense
AdSense for Feeds
AdWords
Analytics
Google Ad Manager
Google Ad Planner
Google Affiliate Network
Google Checkout
Google TV Ads
Google Website Optimizer

**DOUBLECLICK**
Dart Adapt
Dart Enterprise
Dart for Advertisers
Dart for Publishers
Dart Sales Manager
Dart Search
DoubleClick Advertising Exchange

#### GOOGLE APPS

Blogger
Gmail
Google Calendar
Google Docs
Google Friend Connect
Google Latitude
Google Reader
Google Sites
Google Talk
Orkut
Picasa
YouTube

#### GOOGLE SEARCH PRODUCTS

Google.com
Goog 411
Google Blog Search
Google Book Search
Google Chrome
Google Custom Search Engine
Google Desktop
Google Earth
Google Finance
Google Health
Google Image Search
Google Maps
Google News
Google Pack
Google Patent Search
Google Product Search
Google Scholar
Google Search Appliance
Google Site Search
Google Sketchup
Google SMS
Google Streetview
Google Toolbar
Google Translate
Google Trends
Google Video
Google Webmaster Tools
iGoogle

### YAHOO

U.S. UNIQUE VISITORS: 146.1 MILLION

WORLDWIDE REVENUE ('08): $7.21B
U.S. MEDIA REVENUE ('07): $3.84B
U.S. 2007 MEDIA COMPANY RANK: 20

#### ADVERTISING SERVICES

**ADVERTISING**
Right Media
Yahoo Display Advertising
Yahoo Mobile Ad Services
Yahoo Search Marketing

**PUBLISHING**
BlueLithium
Premium publishers
Yahoo Publisher Network

#### PROPERTIES

**COMMERCE**
Yahoo Autos
Yahoo Real Estate
Yahoo Shopping
Yahoo Travel

**COMMUNICATION**
Yahoo.com
Delicious
Flickr
My Yahoo
Yahoo Alerts
Yahoo Answers
Yahoo Buzz
Yahoo Groups
Yahoo Mail
Yahoo Messenger
Yahoo Personals
Yahoo Toolbar
Yahoo's profile service
Zimbra

**CONTENT**
Yahoo Finance
Yahoo Food
Yahoo Health
Yahoo News
Yahoo Shine
Yahoo Tech

**SPORTS**
Rivals.com
Yahoo Sports

**ENTERTAINMENT**
OMG
Yahoo Games
Yahoo Movies
Yahoo Music
Yahoo TV

**MOBILE**
Yahoo Mobile

**SEARCH**
oneSearch
Upcoming
Yahoo Image Search
Yahoo Local
Yahoo Video

**SMALL BUSINESS**
Yahoo Business Email
Yahoo Domains
Yahoo HotJobs
Yahoo Merchant Solutions (Yahoo Store)
Yahoo Web Hosting

### MICROSOFT CORP.

U.S. UNIQUE VISITORS: 125.6 MILLION

WORLDWIDE REVENUE (YE 6/08): $60.42B
U.S. MEDIA REVENUE ('07): $1.92B
U.S. 2007 MEDIA COMPANY RANK: 31

#### ADVERTISING SERVICES

**MICROSOFT ADVERTISING**
AdECN
Atlas
Massive Inc.
Microsoft adCenter
Microsoft Media Network
Navic Networks
Rapt Inc.
Razorfish
ScreenTonic
YaData

#### PROPERTIES

**ONLINE AUDIENCE BUSINESS GROUP**
MSN.com
Live Search

**WINDOWS/WINDOWS LIVE SERVICES**
Windows Live
Windows Marketplace
WindowsMedia.com

**AD PARTNERSHIPS**
CNBC
Digg.com
Facebook
Viacom
Wall Street Journal Digital Network

**HOME AND ENTERTAINMENT GROUP**
Xbox Live
Zune

**INFORMATION WORKER GROUP**
Microsoft Office Online

## AGENCY COMPANIES

### WORLDWIDE DIGITAL PROPERTIES OF THE TOP FOUR AGENCY HOLDING COMPANIES

Key digital services. Go to AdAge.com/digitalfamilytrees09 to see Aegis Group, Dentsu and Havas.

### WPP

DIGITAL SHARE OF '08 REVENUE[2]: 15% Ad Age estimate

WORLDWIDE REVENUE ('08): $13.60B
DIGITAL REVENUE ('08): $2.0B AD AGE ESTIMATE
HOLDING COMPANY WORLDWIDE REV. RANK: 1

#### AGENCIES

**BATESASIA**
1010
Evision (majority stake)

**GREY GROUP**
G2 Direct & Digital
G2 Interactive
OOT (20%)
Rams (majority stake)

**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%)
Mather Advertures (majority stake)
Neo@Ogilvy
OgilvyInteractive
OgilvyOne Worldwide

**UNITED GROUP**
Berlin Cameron United
Cole & Weber United
LDV United

**YOUNG & RUBICAM BRANDS**
VML
GT
Studiocom (80%)
WUNDERMAN
Actis Wunderman (majority stake)
Agenda Group
Aqua Online
Blast Radius
Designkitchen
Kassius (majority stake)
These Days
Zaaz

#### MEDIA AGENCIES: GROUP M

**GROUP M**
Group M Interaction
Group M Search

**MEDIACOM**
MediaCom Interaction

**MEDIAEDGE:CIA**
MEC Interaction

**MINDSHARE**
Mindshare Interaction
Reddion

**MORE AGENCIES**
Catalyst Online
H-art Sri (90%)
Invidi Technologies Corp. (minority stake)
LaComunidad Interactive and Event Marketing (75%)
M80 (51%)
Outrider
Quisma (75%)

#### WPP DIGITAL

24/7 Real Media
Blue Interactive Marketing
Bridge Worldwide
HDT Holdings Technologies
HeathWallace (75%)
Iconmobile Group (40%)
InGame Ad Interactive Technology (12.8% stake)
Johannes Leonardo
JumpTap (2.5%)
LiveWorld (14.1%)
NuConomy (minority stake)
Omniture (minority stake)
Proclivity Systems (minority stake)
Quasar (75%)
Realtime Worlds
Schematic
Spot Runner (3.2%)
Syzygy Group (24.8%)
VideoEgg (minority stake)
Visible Technologies (25%)
Visible World (minority stake)
WildTangent (3.4%)
Yield Software (minority stake)

#### RESEARCH: KANTAR GROUP

Dynamic Logic
Lightspeed Research
TNS
TNS Compete
TNS Cymfony
TRA (minority stake)

### OMNICOM GROUP

DIGITAL SHARE OF '08 REVENUE: 16% Ad Age estimate

WORLDWIDE REVENUE ('08): $13.36B
DIGITAL REVENUE ('08): $2.2B AD AGE ESTIMATE
HOLDING COMPANY WORLDWIDE REV. RANK: 2

#### AGENCIES

**BBDO WORLDWIDE**
Code of Trade ZAO
InterOne
Media Wise ZAO
No Media
Orbital
Organic
PROXIMITY WORLDWIDE
Atmosphere Proximity

**DDB WORLDWIDE**
Radar DDB
Tribal DDB
RAPP
Rapp Digital

**TBWA WORLDWIDE**
Agency.com
Shift (majority stake)
Tequila

**MORE AGENCIES**
180 Amsterdam (majority stake)
Critical Mass (majority stake)
Element 79 Partners
EVB
Goodby, Silverstein & Partners
GSD&M
Millions of Us (minority stake)
Mobile Behavior
Red Urban
Riot (joint venture)
Targetbase
Zulu Network
MARKETING ARM
Ipsh
RADIATE GROUP
Mango Mobile

**PUBLIC RELATIONS AGENCIES**
Fleishman-Hillard
Ketchum
Porter Novelli

#### MEDIA AGENCIES: OMNICOM MEDIA GROUP

**OMD WORLDWIDE**
OMD Digital

**PHD**
PHD Digital

**MORE AGENCIES**
OMG Digital
Resolution Media

### INTERPUBLIC GROUP OF COS.

DIGITAL SHARE OF '08 REVENUE: 14% Ad Age estimate

WORLDWIDE REVENUE ('08): $6.96B
DIGITAL REVENUE ('08): $1.0B AD AGE ESTIMATE
HOLDING COMPANY WORLDWIDE REV. RANK: 3

#### AGENCIES

**DRAFTFCB**
Area 23
DraftFCB Healthcare
Fuel Advertising
Interface Communications
Segal Communications

**LOWE**
Lowe Brindfors
Lowe Rivet
Lowe Roche
Lowe Strateus

**MCCANN WORLDGROUP**
MCCANN ERICKSON WORLDWIDE
McCann Digital
TAG

**MCCANN HEALTHCARE WORLDWIDE**
McCann Healthcare Digital

**MOMENTUM WORLDWIDE**
Momentum Phygital
Greenroom@Momentum

**MRM WORLDWIDE**
Populist

**MORE AGENCIES**
CAMPBELL-EWALD
Campbell-Ewald Digital
Carmichael Lynch
DEUTSCH
iDeutsch
FutureBrand
Hill Holliday
Jack Morton Worldwide
Kaleidoscope
Martin Agency
Mullen
Rivet
Wahlstrom Group
GOLINHARRIS
Dialogue
WEBER SHANDWICK
Screengrab

#### DIGITAL SPECIALISTS

Ansible
Hacker Group
Huge (majority stake)
Innovations
Interpublic Emerging Media Lab
R/GA

#### MEDIA AGENCIES: MEDIABRANDS

**INITIATIVE**
Amphibian
Fastbridge
Initiative Digital

**UNIVERSAL MCCANN**
UMI

**MORE AGENCIES**
ID Media
Magna
Media Partnership Corp.
Reprise Media

#### DIGITAL PARTNERSHIPS

BzzAgent
Facebook
Joost
Navic
Radian6
SocialVibe
Spongecell
Spot Runner

### PUBLICIS GROUPE

DIGITAL SHARE OF '08 REVENUE: 19%

WORLDWIDE REVENUE ('08): $6.90B
DIGITAL REVENUE ('08): $1.3B
HOLDING COMPANY WORLDWIDE REV. RANK: 4

#### MEDIA AND DIGITAL AGENCIES: VIVAKI

**DIGITAS**
Digitas Health
Prodigious Worldwide
The Third Act

**DENUO**

**STARCOM MEDIAVEST GROUP**
SMG Digital Services
Pixel
SMG Performance Marketing

**ZENITHOPTIMEDIA**
Moxie Interactive
Zed Digital
Spark Communications

#### DIGITAL TOOLS AND SERVICES: VIVAKI NERVE CENTER

Performics
Phonevalley
VivaKi Nerve Center products

#### AGENCIES

**LEO BURNETT WORLDWIDE**
Arc Worldwide
EmporioAsia Leo Burnett

**PUBLICIS WORLDWIDE**
Publicis Modem
FreeThinking
Publicis Net

**SAATCHI & SAATCHI**

**PUBLICIS HEALTHCARE COMMUNICATIONS GROUP**
Healthware
iMed Studios
Melody Healthcare Pharmagistics

**PUBLICIS EVENTS WORLDWIDE**
PBJS

**PUBLICIS CONSULTANTS WORLDWIDE**

**MS&L WORLDWIDE**

#### DIGITAL INITIATIVES

Blogbang
OnSpot Digital Network
3dswym

### ABOUT THE DIGITAL FAMILY TREES

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ORDER AD AGE'S DIGITAL ISSUE (INCLUDING THIS POSTER): 1-888-288-5900.

Ad Age DataCenter asked media, portal/search and agency companies to list digital properties and services. Companies may have digitally focused properties and services not shown. Numbers 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). U.S. unique visitors from comScore Media Metrix for January 2009. Unique visitors are rollups by parent company and not comScore defined web properties for Time Warner, Walt Disney Co., News Corp. and NBC Universal. U.S. media revenue figures are Ad Age DataCenter estimates. Worldwide revenue for portals includes traffic acquisition costs for Google and Yahoo. For agency companies, digital share of revenue is worldwide. Some agency networks, such as Saatchi & Saatchi, handle digital work as part of their integrated offering. 1. More properties in AdAge.com's Digital Trees database. 2. See Digital Trees database for more detail on digital percentages.

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

SEARCH THE DATABASE, PART OF AD AGE DATACENTER PREMIUM CONTENT: ADAGE.COM/DIGITALFAMILYTREES09

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THE NETWORK THAT DELIVERS IS NOT ON TV.

TARGET: ADULTS 18-49
FIVE 30-SECOND SPOTS ON CSI
LENGTH: 2.5 MINUTES

**GRPS: 17**
**TOTAL SPEND $1,592,760**

TARGET: ADULTS 18-49
YAHOO! HOMEPAGE EVENT
LENGTH: 24 HOURS

**GRPS: 85**
**TOTAL SPEND $750,000**

Y! TM

**For a $1.5 million budget, Yahoo! delivers 5X more GRPs than a traditional broadcast buy. You would also have half your money left over, enough for a combination of interactive video, paid search, mobile and a Yahoo! Sports takeover.**

**It's about increasing reach. It's about smarter spending. It's about finding out what a partnership with Yahoo! can do for you.**

Source: Program costs – Advertising Age, October 6, 2008; Program audience – Nielsen Media Research, NPOWER, 1/29/09-2/26/09, 5 spot combo, 1 minute spot qualifier; Yahoo! Homepage reach – comScore Media Metrix Reach/Frequency Model, February 2009. © 2009 Yahoo!. All rights reserved. Yahoo!, the Yahoo! logo and Yahoo! purple are trademarks and/or registered trademarks of Yahoo!.

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