

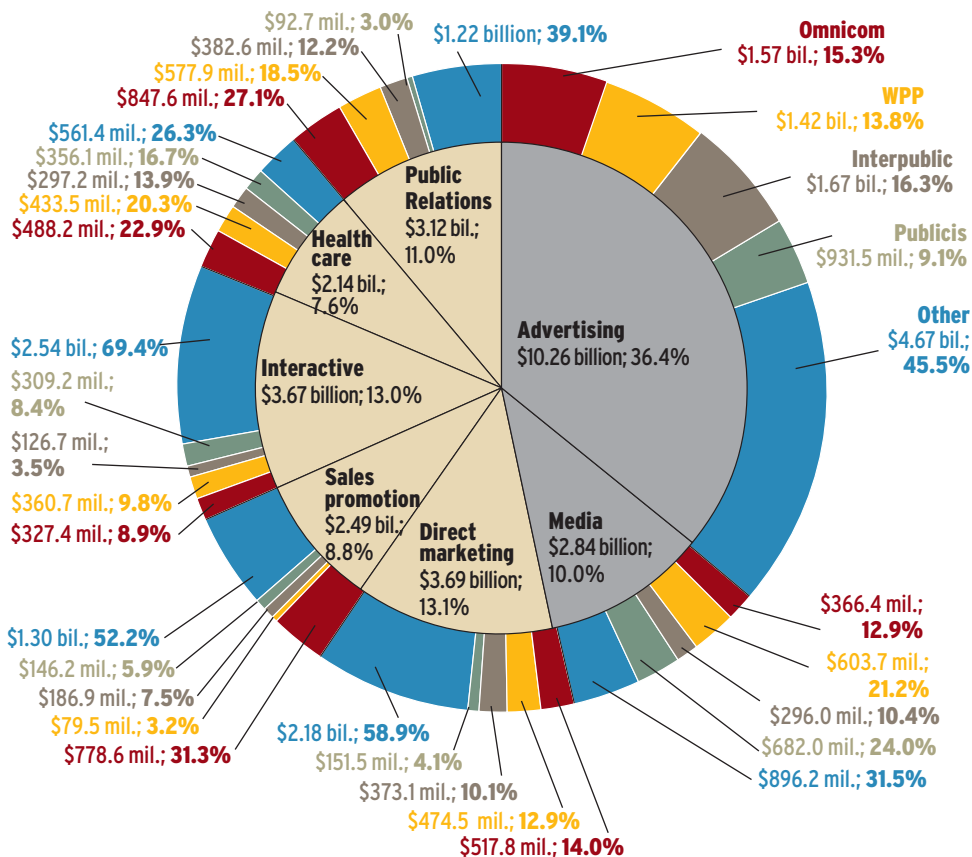
Advertising Age

2007 AGENCY REPORT

THE BIG FOUR BY DISCIPLINE

Agencies racked up \$28.21 billion in U.S. revenue in 2006. The top four marketing organizations grabbed 52.6% of the pie. The inner wheel shows each discipline's share of the pie. The outer wheel shows the Big Four's share of the inner segment.

Color key: Omnicom, WPP, Interpublic, Publicis, other



Notes: Figures are Ad Age estimates and are totals for all agencies listed in this report. In marketing services disciplines (direct marketing, sales promotion, interactive), breakout by company tends to reflect primary activities of major units rather than breakout of activities within units themselves. Publicis includes Digitas (acquired in Jan. '07). Methodology is in the DataCenter at adage.com. Copyright © 2007 Crain Communications Inc.