

AGENCY HOLDING COMPANIES

The top five positions remain the same, but the past year has taken its toll, with revenue down for the majority of holding companies and some of the biggest players hit especially hard.

Asia-Pacific ranking by revenue

Rank 2009	Rank 2008	Agency Group 2009	Full Year Estimate (USD M)	Change VS 2008 Local Currency	Change VS 2002 (USD M)	Key Agencies
1	1	Dentsu	3,085	-14%	19%	Dentsu, Dentsu Media, Publicis (15%), DY&R Japan (66%)
2	2	WPP	2,095	12%	176%	TNS, Ogilvy, JWT, Bates, Y&R, Grey Global Group, Wunderman, RMG, Landor, Neo@Ogilvy, Mindshare, MEC, MediaCom, Hill & Knowlton, Burson Marsteller, Millward Brown, George Patterson Y&R, Asatsu-DK (21%), Ogilvy & Mather Sydney (33%), 10 AM, VAC Vietnam, Agenda, Evision China, RAMS India
3	3	Hakuhodo	1,560	-11%	43%	Hakuhodo DY Media Partners, Hakuhodo
4	4	Omnicom	1,015	-14%	104%	BBDO, DDB, TBWA, OMD, PHD, Fleishman Hillard, Ketchum, Interbrand, Doremus, Bernard Hodes, Porter Novelli, Rapp Collins, Proximity, Tequila, Clemenger (47%), Agency.com, Unisono China, Gotocustomer India, Shunya (40%), Consultech China
5	5	Publicis	716	-8%	146%	Saatchi & Saatchi, Leo Burnett, Publicis, ZenithOptimedia, Starcom, MS&L, BBH (49%), Publicis Mojo, Betterway China, Digitas, Yong Yang China, W&K Beijing, EmporioAsia, ARC, Portfolio Korea, Digitas, Razorfish
6	6	Interpublic	507	-19%	30%	McCann Erickson, Lowe, DraftFCB, MRM, Momentum, Weber Shandwick, Golin Harris, Octagon, FutureBrand, Universal McCann, Initiative, Jack Morton, MCN (51%)
7	7	Asatsu-DK	471	-16%	18%	Asatsu-DK, Beijing Dai-Ichi Kikaku, Fortune, Nexus/Asatsu
8	8	Cheil	417	-17%	16%	Cheil, SAB Shanghai, Samsung Advertising, BMB
9	10	Photon	411	17%	1,956%	Bellamyhayden, BMF, Naked
10	9	Aegis	329	3%	283%	Carat, Synovate, PosterScope, SPI, Aztec, Coral Pacific, Market Equity, Vizeum, Isobar, IF Malaysia, Globlet Thailand, AdWatch Russia
11	12	Clemenger	267	2%	98%	Clemenger BBDO (53%), OMD Australia, Porter Novelli Australia, Clemenger Harvie Edge, Proximity, Quantum, Elixir, Creative Sales
12	11	STW	194	-13%	234%	Ogilvy & Mather Sydney (67%), JWT Australia (49%), Plush, Ikon, The Brand Agency (75%), Badjar
13	13	Havas	84	-18%	-14%	Euro RSCG, Arnold Worldwide, Euro RSCG 4D, MPG, The Furnace, Havas Sports, Media Contacts
14	14	M&C Saatchi	50	-5%	NA	M&C Saatchi, The Distillery
15	15=	Sapient Nitro	45	NA	NA	Sapient Nitro
16	15=	Bartle Bogle Hegarty	35	40%	NA	Bartle Bogle Hegarty (51%)
17	15=	Wieden & Kennedy	32	28%	NA	Wieden & Kennedy
18	15=	Carlson Marketing Group	25	NA	NA	Carlson Marketing Group
19	15=	ICLP	25	NA	NA	ICLP

NOTE: All FY2009 data is based on 133% of Q3 reported revenues or 200% of Q2 revenue, depending on data availability; Japanese agencies are based on Calendar 2009. Australian agencies are based on their FY08; For private companies, revenue is R3 estimate; All rates have been converted to US\$ based on 5 December, 2009 forex rate; Change vs 2008 is shown in local currency of each individual holding company