

RECMA Overall Activity Rankings 2012 – June 2013

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 RECMA Inc New York • RECMA Madrid • RECMA London • RECMA SA Paris - anne@recma.com www.recma.com - June 3, 2013 Pco

Table 2- 05a-Argentina Overall Activity 2012
by Network and Group of Networks

R A N K	Industry shares 2012	Media Networks incl. agency brands	(A)	(B)	(C)	(D&E)		(F= A/D)
			OVERALL Activity 2012 rounded	OVERALL Activity 2011 rounded	Growth rate 12/11 %	STAFF		Ratio OA/ Staff 2012
			USD M	USD M	rounded	2012	2011	
1	19,6%	Havas Media (ex-MPG) / Havas Media Gpo	404	326	24%	178	121	2,3
2	14,1%	Starcom + MediaVest / Publicis Media	290	207	40%	114	70	2,5
3	11,7%	Mindshare / GroupM	240	200	20%	129	118	1,9
4	8,6%	Arena / Havas Media Gpo	177	118	50%	91	45	1,9
5	8,4%	Zenith / Publicis Media (ex-BrandC - Jan 2012)	172	123	40%	64	50	2,7
6	8,1%	OMD / OMG	166	138	20%	60	53	2,8
7	8,0%	MEC / GroupM	165	118	40%	72	72	2,3
8	6,3%	Initiative / Mediabrands	129	112	15%	85	75	1,5
9	6,1%	MediaCom / GroupM	125	100	25%	63	57	2,0
10	3,5%	Carat / Dentsu Aegis Network	71	45	58%	70	39	1,0
11	2,4%	Maxus / GroupM	50	25	100%	15	5	3,3
12	2,2%	UM / Mediabrands	45	45	0%	35	29	1,3
13	1,1%	PHD / OMG	23	17	39%	21	19	1,1
-	100%	Total Networks studied by RECMA	2 057	1 574	31%	997	753	2,1
-	-	Quiroga / EPM / Independent	106	96	10%	55	55	1,9
-	-	Ignis / Independent	60	47	28%	36	31	1,7