



campaign
Asia-Pacific

Asia-Pacific Agency Family Tree

Agency Tree Revenue Estimates

- All FY2009 data is based on 133% of Q3 reported revenues or 200% of Q2 reported revenues, depending on data availability
- Revenue estimates for Japanese agencies are based on the calendar year 2009
- Revenue estimates for Australian agencies are based on FY2008 data
- Revenue estimates for private companies are based on R3 estimates
- All rates have been converted to US\$ based on the 5 Dec 2009 forex rate

Compiled in association with **R3: 胜三**

■ Holding Company
 ■ Agency Group
 ■ Network
 ■ PR
■ Digital
 ■ Marketing Services
 ■ Media
 ■ Other Services

Associated Companies

- Asatsu-DK
- GIIR
- Shanghai Advertising
- STW Group
- Smart Media
- VAC Group
- oOH! Media