



**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