

42- Russia

Local Rankings

Table 1 – OAV 2015 ranking by local agency brand

Table 50 - OAV 2015 ranking by Companies

T-1 42-RUSSIA Overall Activity 2015 by local agency brand

R A N K	Industry shares 2015	Agencies / Media branches Independents / non-part of the networks	OVERALL	OVERALL	Growth rate 15/14 %	STAFF		Ratio OAv. / Staff 2015
			Activity 2015 rounded €Mo	Activity 2014 rounded €Mo		rounded	2015	
1	8,9%	OMD Optimum Media / OMD OM Gr / OMG	668	535	25%	362	290	1,8
2	6,9%	Media Instinct / OMD OMD Gr / OMG	515	373	38%	352	220	1,5
3=	6,1%	MEC / GroupM	457	444	3%	280	280	1,6
3=	6,1%	Starcom / Publicis Media	456	415	10%	190	175	2,4
5	5,8%	Zenith incl. Optimedia / Blue 449 Publicis Media	435	473	-8%	170	175	2,6
6=	5,7%	Havas Media / ADV Havas Media Gr	427	364	17%	283	260	1,5
6=	5,7%	Carat / Dentsu Aegis Network	425	401	6%	250	211	1,7
8	5,0%	MediaCom / GroupM	375	312	20%	216	180	1,7
9	5,0%	OMD Med. Dir. / OMD MD-PHD Gr. OMG	371	353	5%	258	258	1,4
10	4,9%	Initiative / ADV Mediabrands	365	325	12%	230	230	1,6
11	4,7%	Vizeum / Dentsu Aegis Network	348	328	6%	230	211	1,5
12	3,9%	PHD / OMD MD-PHD Gr. OMG	289	202	43%	170	161	1,7
13	3,5%	MediaVest / Spark Publicis Media	265	265	0%	110	105	2,4
14	3,3%	OMD AMS / OMD OM Gr. / OMG	249	198	26%	143	129	1,7
15	3,2%	Ad O'Clock / Dentsu Aegis Network	238	208	14%	170	148	1,4
16	3,0%	Mindshare / GroupM	224	224	0%	195	185	1,2
17	2,9%	Dentsu Smart / Dentsu Aegis Network	215	187	15%	170	150	1,3
18	2,4%	Arena / ADV Havas Media Gr	180	180	0%	131	145	1,4
19	2,3%	Maxus / GroupM	173	200	-14%	130	128	1,3
20	2,1%	Mediaplan / OMD OM Gr. OMG	154	119	30%	85	81	1,8
21	2,0%	Starlink / Publicis Media	149	149	0%	106	88	1,4
22	1,6%	Media Net / Independent	119	102	17%	75	75	1,6
23	1,5%	Mediawise / OMD MD-PHD Gr. OMG	113	n.a	n.a	21	n.a	5,4
24	1,4%	LBL Comm. / Independent	102	107	-5%	75	75	1,4
25	1,1%	UM / ADV / Mediabrands	81	105	-23%	139	170	0,6
26	0,9%	Media First / Independent	67	61	10%	62	54	1,1
27	0,4%	Igronik / Independent	31	n.a	n.a	54	n.a	0,6
-	100%	Total 27 brands Media agency industry according to RECMA	7 492	6 630	13%	4 657	4 184	1,6

T-50 42-RUSSIA Overall Activity 2015 by Companies

RANK	Industry shares 2015	Media Companies <small>Media Companies include global agencies + Other brands as well as their Standalone agencies.</small>	OVERALL Activity 2015 rounded	OVERALL Activity 2014 rounded	Growth rate 15/14 %	STAFF		Ratio OAv. / Staff 2015
			€Mo	€Mo	rounded	2015	2014	
1	32,9%	Omnicom Media Gr. / Omnicom	2 360	1 780	33%	1 391	1 139	1,7
		OMD	1 587	1 225	30%	942	720	1,7
		PHD	773	555	39%	449	419	1,7
2	18,2%	Publicis Media / Publicis	1 305	1 302	0%	576	543	2,3
		Starcom	456	415	10%	190	175	2,4
		Zenith incl. Optimedia / Blue 449	435	473	-8%	170	175	2,6
		MediaVest / Spark	265	265	0%	110	105	2,4
		Starlink	149	149	0%	106	88	1,4
3=	17,1%	GroupM / WPP	1 229	1 180	4%	821	773	1,5
		MEC	457	444	3%	280	280	1,6
		MediaCom	375	312	20%	216	180	1,7
		Mindshare	224	224	0%	195	185	1,2
		Maxus	173	200	-14%	130	128	1,3
3=	17,1%	Dentsu Aegis Netw. / Dentsu	1 226	1 124	9%	820	720	1,5
		Carat	425	401	6%	250	211	1,4
		Vizeum	348	328	6%	230	211	1,3
		Ad O'Clock	238	208	14%	170	148	1,2
		Dentsu Smart	215	187	15%	170	150	1,1
5	8,5%	Havas Media Gr. / Havas	607	544	12%	414	405	1,5
		Havas Media	427	364	17%	283	260	1,5
		Arena	180	180	0%	131	145	1,4
6	6,2%	Mediabrand / IPG	446	430	4%	369	400	1,2
		Initiative	365	325	12%	230	230	1,6
		UM	81	105	-23%	139	170	0,6
-	100%	Total 6 companies studied by RECMA	7 173	6 360	13%	4 391	3 980	1,6
		<i>Media Net / Independent</i>	119	102	17%	75	75	1,6
		<i>LBL Comm. / Independent</i>	102	107	-5%	75	75	1,4
		<i>Media First / Independent</i>	67	61	10%	62	54	1,1
		<i>Igronik / Independent</i>	31	n.a	n.a	54	n.a	0,6