

MEDIA TOP 100



ALL CHANGE

The OC&C Media Top 100

OC&C MEDIA: SEIZING THE OPPORTUNITIES

Old models don't work –
but new revenues are there to be won.

The Media Top 100 shows the diversity of the media sector and the rewards for businesses that are prepared to adapt.

Media companies face a simple choice:

Adopt a business model that's leaner, smarter and more profitable.

OR

Lose control of your destiny.

Put like that it's no choice. OC&C's Media team can not only help you come up with the plan, but also put it into action.

What we do:

- Corporate and business unit strategy
- Sales, marketing and proposition development
- Performance improvement
- Cradle to grave transaction support

We view the digital revolution as the greatest opportunity and risk to hit the industry in a generation. As of right now, we are helping:

- Regional newspapers adopt structural changes that not only equip them to shrug off the migration of core classified revenues, but get in shape for the opportunities that lie ahead
- TV companies to adapt to the challenges of channel fragmentation and media proliferation, developing the skills and programmes to meet the demands of the new marketplace
- B2B media corporations to develop customer-centric, multi-faceted product portfolios to take a greater share of today's spend and build the relationships that will be key to tomorrow's
- Directories businesses to gain fresh perspectives on how to better capitalise on their various customer segments by amending their product and pricing matrix
- Entertainment companies develop new revenue and profit streams that extend their brands and expand their relationships with customers

The companies we are working with are getting in shape for a bigger, brighter future. Drop us a line to find out more about how you could do the same.

**COST CUTTING CAN
HELP YOU SURVIVE,
BUT TO THRIVE REQUIRES
REVOLUTION**

For further information please contact
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THE TOP 100

The top 100 UK media companies ranked by revenue

Rank/company	Current turnover £m	Previous turnover	Turnover growth %	Current EBIT* £m	Previous EBIT	EBIT growth %	Current staffing	Previous staffing	Staffing change %
1. WPP	5,908	5,374	9.9	742	653	13.6	79,352	74,631	6.3
2. Reed Elsevier	5,398	5,116	5.5	880	839	4.9	36,800	36,100	1.9
3. BBC	4,416	4,235	4.3	-135	-177	23.5	23,037	25,377	-9.2
4. British Sky Broadcasting	4,397	4,114	6.9	632	579	9.2	5,947	5,716	4.0
5. Pearson	4,137	3,808	8.6	540	516	4.7	n/a	n/a	n/a
6. Virgin Media	3,479	1,826	90.5	188	289	-35.1	16,101	9,522	69.1
7. Reuters Group	2,605	2,566	1.5	292	256	14.1	17,462	16,302	7.1
8. Daily Mail & General Trust	2,235	2,176	2.7	161	155	3.9	16,839	18,012	-6.5
9. ITV	2,181	2,196	-0.7	264	329	-19.8	5,957	6,073	-1.9
10. Yell	2,075	1,621	28.0	512	450	13.8	13,898	11,638	19.4
11. EMI	1,808	2,080	-13.1	-157	206	-176.2	5,458	6,312	-13.5
12. Newscorp	1,692	1,784	-5.2	142	214	-33.9	5,866	6,106	-3.9
13. Publicis	1,329	1,297	2.5	15	13	19.8	n/a	n/a	n/a
14. Time Warner	1,289	1,173	9.9	74	90	-17.4	3,243	3,340	-2.9
15. Aegis	1,106	997	11.0	149	124	19.6	15,200	13,400	13.4
16. Trinity Mirror	1,053	1,089	-3.3	-47	238	-119.6	10,211	11,065	-7.7
17. Informa	1,039	729	42.5	128	91	40.3	7,593	5,561	36.5
18. Taylor Nelson Sofres	1,004	999	0.5	74	100	-25.5	14,542	14,256	2.0
19. Walt Disney International	966	866	11.5	72	67	7.4	4,497	4,633	-2.9
20. Channel 4 Television	937	894	4.8	14	57	-75.4	917	889	3.1
21. Holtzbrinck Publishers	894	846	5.6	89	80	10.6	n/a	n/a	n/a
22. EMAP	884	854	3.5	126	153	-17.6	4,723	6,277	-24.8
23. Interpublic	825	837	-1.4	-1	1	-297.1	530	597	-11.2
24. United Business Media	739	634	16.6	118	84	41.1	5,953	6,197	-3.9
25. Guardian Media Group	716	700	2.3	113	85	33.9	n/a	n/a	n/a
26. Omnicom	621	614	1.0	11	11	1.6	974	894	8.9
27. Johnston Press	602	520	15.8	172	178	-3.4	8,823	7,934	11.2
28. Bertelsmann	536	534	0.5	40	69	-41.4	849	803	5.7
29. The Thomson Corporation	518	522	-0.7	-15	-32	53.4	n/a	n/a	n/a
30. Williams Lea	438	244	79.9	16	6	140.9	6,596	2,121	211.0
31. Polestar Corporation	428	475	-9.8	19	14	36.2	4,154	4,790	-13.3
32. St Ives	425	383	11.1	32	28	13.9	4,854	4,428	9.6
33. RCD1	419	409	2.3	7	12	-40.4	1,247	1,239	0.6
34. National Magazine Company	348	355	-2.1	12	11	4.8	1,001	968	3.4
35. Universal Music Operations	343	272	26.0	40	15	165.8	740	740	-
36. Telegraph Media	323	321	0.4	34	33	1.8	1,071	1,158	-7.5
37. Experian	311	302	3.1	61	75	-19.0	3,293	3,275	0.5
38. QVC	305	265	15.1	22	24	-11.5	1,574	1,453	8.3
39. Gannett	299	309	-3.1	80	86	-6.6	n/a	n/a	n/a
40. Tiscali	297	221	34.6	-9	-0	-3877.3	281	281	-
41. Sony BMG Music Entertainment	279	284	-1.7	22	25	-12.0	362	373	-2.9
42. Cineworld	279	273	2.1	21	5	355.6	4,366	4,623	-5.6
43. Economist Newspaper	248	218	13.7	36	28	27.0	1,023	977	4.7
44. Universal Pictures Productions	244	284	-14.0	23	18	30.9	70	62	12.9
45. D.C. Thomson & Co.	244	188	30.1	65	67	-2.5	2,553	1,953	30.7
46. Haymarket	244	229	6.6	17	15	17.7	1,906	1,845	3.3
47. Claverley	243	247	-1.8	-1	4	-125.7	2,628	2,759	-4.7
48. Fremantlemedia	234	194	21.0	24	9	165.5	807	857	-5.8
49. Vue Entertainment	228	211	8.2	17	-19	193.9	2,781	2,833	-1.8
50. McGraw-Hill International	228	192	19.1	41	20	103.2	909	841	8.1

*Earnings before interest and taxes; Source: OC&C Figures as of end 2007.

Rank/company	Current turnover £m	Previous turnover	Turnover growth %	Current EBIT* £m	Previous EBIT	EBIT growth %	Current staffing	Previous staffing	Staffing change %
51. MediaVest	221	197	12.3	5	3	57.7	173	165	4.8
52. Blackwell Publishing	210	191	10.0	35	29	24.2	961	935	2.8
53. All 3 Media	208	177	17.6	20	12	65.9	945	604	56.5
54. GCap Media	200	211	-5.1	-14	-57	74.5	1,435	1,502	-4.5
55. Getty Communications	200	162	23.5	4	13	-72.4	n/a	n/a	n/a
56. 2 Entertain	192	192	0.1	37	34	7.3	224	220	1.8
57. Hallmark Cards	192	187	2.6	9	11	-16.5	2,359	2,498	-5.6
58. Archant	191	194	-1.6	29	32	-6.8	2,510	2,579	-2.7
59. Media Planning	188	173	8.8	1	3	-85.1	125	108	15.7
60. Endemol	174	120	44.3	18	7	171.0	240	196	22.4
61. CBS Outdoor	170	161	5.4	32	34	-5.0	647	635	1.9
62. Incisive Media	167	77	117.9	16	6	164.6	1,971	615	220.5
63. Monster Worldwide	167	148	12.7	-2	5	-138.9	738	600	23.0
64. Future	166	188	-11.9	12	-34	135.6	1,438	1,561	-7.9
65. Chime Communications	165	116	42.0	12	8	47.1	761	656	16.0
66. Independent News & Media	152	143	5.7	11	8	32.1	1,000	1,125	-11.1
67. Odeon Cinemas	151	165	-8.1	11	15	-27.9	2,806	2,966	-5.4
68. Clear Channel	148	157	-5.7	-6	8	-170.7	788	812	-3.0
69. SMG	147	159	-7.6	-51	26	-292.4	816	892	-8.5
70. JCDecaux	140	135	3.3	25	22	12.2	534	561	-4.8
71. Mediaforce	138	127	8.5	2	2	19.7	409	271	50.9
72. Satellite Information Services	138	127	8.6	14	11	24.6	421	412	2.2
73. Sanctuary Group	133	148	-10.1	-57	-136	58.3	556	693	-19.8
74. Sony Pictures Home Entertainment	133	119	11.5	-2	3	-158.9	129	115	12.2
75. Chrysalis	132	134	-1.3	9	5	80.4	n/a	n/a	n/a
76. Brilliant Independent Media Specialists	131	118	10.9	1	1	-6.1	81	78	3.8
77. UK Greetings	130	133	-2.3	4	17	-78.0	n/a	n/a	n/a
78. Conde Nast Publications	122	115	6.9	20	15	34.0	599	564	6.2
79. Bartle Bogle Hegarty	122	112	9.0	10	5	83.5	496	441	12.5
80. TDL Infomedia	118	120	-1.3	27	29	-5.7	1,020	1,009	1.1
81. Creston	118	81	44.4	11	6	74.5	769	470	63.6
82. Red Bee Media	115	130	-11.5	3	2	21.3	1,037	995	4.2
83. The Entertainment Group of Companies	114	131	-13.1	12	24	-48.6	29	28	3.6
84. G A Pindar & Son	112	109	3.5	8	6	29.3	1,527	1,412	8.1
85. HIT Entertainment	110	148	-25.8	-37	17	-314.0	n/a	n/a	n/a
86. Yattendon Investment Trust	106	99	7.7	21	23	-7.2	1,291	1,331	-3.0
87. Hodder & Stoughton	105	100	5.1	40	3	1290.5	340	337	0.9
88. Moneysupermarket.com	104	68	53.5	11	14	-21.3	427	306	39.5
89. The Nielsen Company	104	111	-6.4	3	5	-42.2	995	1,027	-3.1
90. United Cinemas International	102	114	-10.9	5	-14	135.6	1,094	1,211	-9.7
91. Wolters Kluwer	101	106	-4.5	-3	-6	44.2	867	960	-9.7
92. RDF Media	99	60	66.9	7	4	91.8	482	315	53.0
93. Readers Digest Association	99	101	-2.3	7	7	13.0	229	233	-1.7
94. Independent Television News	99	103	-4.6	0	4	-88.4	771	785	-1.8
95. Phonographic Performance	98	87	13.1	83	74	12.6	176	160	10.0
96. Wiley Europe	98	84	16.3	14	9	48.4	n/a	n/a	n/a
97. Dennis Holdings	94	97	-2.8	6	13	-56.0	289	265	9.1
98. UTV	93	64	46.0	25	15	64.2	n/a	n/a	n/a
99. Paramount Home Entertainment	92	113	-18.3	3	3	-17.8	41	38	7.9
100. Centaur Media	90	81	12.2	16	15	8.2	759	732	3.7

*Earnings before interest and taxes; Source: OC&C. Figures as of end 2007.

OC&C UK Media Top 100 Index Methodology

The Media Top 100 Index is a compilation of the largest media firms in the UK ranked by revenues. Over 150 unique company entities and 250 divisional entities have been examined as part of this study. The latest¹⁻² financial results for the UK based activities of media companies were collated, along with details of subsidiaries where relevant, to rank firms by turnover. Results are from annual reports, or official filings from

Companies House. Best efforts have been made to ensure that the data presented is accurate based on these filings.

Data on profitability and staffing levels have also been gathered to give a headline picture of the changing fortunes of the firms in the index. OC&C have allocated companies and their divisions to categories that best describe the nature of their business. This taxonomy has been used to support

conclusions about the year on year performance of different segments of the UK Media marketplace.

1. In some cases this may mean that 2007 numbers are compared to 2006 numbers
2. As of May 2008