

PRESS RELEASE

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Time Warner heads new ranking of the world's top media owners

- The top 30 global media owners generate a total of US\$215 billion in media revenue
- Top-ranked Time Warner generates US\$30 billion, 13% of the total
- The US has by far the most media owners in the ranking, followed by – in descending order – Japan, France and the UK, Germany, Italy and Mexico
- Two new-media companies – Google and Yahoo – make the top 30

ZenithOptimedia publishes its unique ranking of the world's biggest media owners, which is based on their revenues from activities that support advertising. Some companies on the list are entirely media-focused; others are corporate giants for which media forms only a small part of their overall turnover. ZenithOptimedia's ranking strips out the non-media revenues to provide a true measure of each company's size and power in the media market.

The ranking is based on revenues for 2005, or the nearest equivalent for companies whose financial years are different from calendar years. Some companies' media revenues are therefore from the financial years ending in March 2006 or June 2006.

Time Warner is by some distance the largest media owner in the world, with US\$30 billion in media revenue. News Corp, the second-largest, generated just over half that – US\$17 billion.

The five top media owners are all based in the US. Each has at least a half share in a US television network, but their other holdings vary in nature and international extent. In all, 16 of the top 30 media owners are from the US. The other countries with media owners in the top 30 are Japan (with four representatives), France and the UK (with three each), Germany (two) and Italy and Mexico (one each).

Two new-media companies are in the top 30: Google, at 13th, and Yahoo!, at 15th.

The ranking forms part of a new report from ZenithOptimedia called the *Top Thirty Global Media Owners*. The report provides an overview of each media owner's operations and lists the media properties they own, along with key personnel, media shareholdings, and financial data. *Top Thirty Global Media Owners* may be ordered in hard or soft copy from www.zenithoptimedia.com for £295.

Top 30 global media owners

	Media owner	Country	Media revenue US\$ million
1.	Time Warner	USA	29,834
2.	News Corporation	USA	16,726
3.	General Electric	USA	14,689
4.	CBS Corporation	USA	13,389
5.	Walt Disney Company	USA	13,207
6.	The DirecTV Group	USA	12,958
7.	Bertelsmann	Germany	9,622
8.	Cox Enterprises	USA	9,452
9.	Advance Publications*	USA	7,536
10.	Gannett	USA	7,162
11.	BSkyB	UK	6,772
12.	Clear Channel Communications	USA	6,078
13.	Google	USA	6,065
14.	Tribune Company	USA	5,339
15.	Yahoo!	USA	5,258
16.	Vivendi	France	4,294
17.	Mediaset	Italy	4,279
18.	Yomiuri Shimbun Holdings*	Japan	4,189
19.	Viacom	USA	3,963
20.	Fuji Television Group	Japan	3,522
21.	Asahi Shimbun Company*	Japan	3,401
22.	TF1	France	3,358
23.	ITV plc	UK	3,346
24.	Hearst Corporation*	USA	3,276
25.	New York Times Company	USA	3,152
26.	Lagardère	France	3,090
27.	DMGT	UK	3,078
28.	Grupo Televisa	Mexico	2,746
29.	Axel Springer	Germany	2,693
30.	NTV	Japan	2,522

* estimate

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ZenithOptimedia is one of the world's leading global media services agencies with 175 offices in 69 countries.

Key clients include Alcatel, Beam Global Spirits & Wine, British Airways, Darden Restaurants, Electrolux, General Mills, Giorgio Armani Parfums, Hewlett-Packard, Kingfisher, Mars, MBNA Europe, Nestlé, L'Oréal, Puma, Polo Ralph Lauren, Qantas, Richemont Group, Sanofi-Aventis, Siemens, Thomson Multimedia, Toyota/Lexus, Twentieth Century Fox, Verizon, Whirlpool, Wyeth and Zurich.

ZenithOptimedia is committed to delivering to clients the best possible return on their advertising investment.

This approach is supported by a unique system for strategy development and implementation, The ROI Blueprint. At each stage, proprietary ZOOM (ZenithOptimedia Optimisation of Media) tools have been designed to add value and insight.

The ZenithOptimedia Village enables the widest range of communications opportunities and skills to be brought together to ensure the most powerful connections are made with consumers.

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