

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Miteno	BBHI	900	1
2	2	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
3	6	Dentsu	WIS Performance Media, Gyro, Search Factory, Scorch, VeryStar, Digital Republic	481	20
4	3	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
5	4	Telenor	Tapad	360	1
6	5	WPP	Conexance, Easycom Group, Famous, Woven Digital, Effect PR, dBOD, Potato, CMI, Viscira, Analytics Quotient	290	23
7	7	Nielsen	Pointlogic, Repucom	252	2
8	8	IBM	Aperto, Resource/Ammirati, ecx.io	245	3
9	9	Sky Dragon Group	QDZZ, UniqueAd	170	2
10	10	Gannett	ReachLocal	158	1
11	11	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
12	12	Spearhead	Smaato	148	1
13	13	MDC Partners	Focused Communications, Forsman & Bodenfors, Higher Ground Communications	144	3
14	14	Merkle	Comet Global Consulting, DBG	140	2
15	15	TIK Films	Adwo	125	1
				4,425	69

METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. The complete table covers all individual acquisitions, more than can be featured in this summary report.

R3 applies a consistent multiplier to the estimated revenue of all agencies acquired, based on the reported percentage required.

Regardless of earn out terms, R3 assumes full sale amount of acquisitions at time of sale.

For more details, write to greg@rthree.com.

ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Miteno	BBHI	900	1
2	2	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
3	3	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
4	4	Nielsen	Repucom	196	1
5	5	Sky Dragon Group	QDZZ, UniqueAd	170	2
6	6	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
7	7	TIK Films	Adwo	125	1
8	8	Zeus Entertainment	Herun Media	111	1
9	9	Golden Laser	INAD	105	1
10	10	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
11	11	Accenture	IMJ	57	1
12	12	WPP	Easycom Group, ePromode, Analytics Quotient, Vinyl-I	40	4
13	13	Publicis Groupe	MercerBell, Venus Communications	32	2
14	-	Dentsu	WIS Performance Media, Darwin, Search Factory, VeryStar, Scorch	31	8
15	-	Beijing Join-Cheer Software	Evermotion	31	1
				2,912	33

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1	1	Telenor	Tapad	360	1
2	-	Dentsu	Gyro, Cardinal Path	231	2
3	2	Gannett	ReachLocal	158	1
4	3	Spearhead	Smaato	148	1
5	4	WPP	Woven Digital, All Def Digital, Viscira, CMI, ArcTouch, Mitu, The Lathe	137	7
6	6	WME/IMG	IMG LIVE, Fusion Marketing	112	2
7	5	Imagine Print Solution	Midnight Oil	112	1
8	7	IBM	Resource/Ammirati	105	1
9	8	Stagwell Group	Code and Theory	74	1
10	9	Sgsco	Webb deVlam	63	1
11	10	Interpublic	Speck Design, The Brooklyn Brothers	59	2
12	11	Rightpoint	Agency Oasis	56	1
13	12	RNTS Media	Heyzap	45	1
14	13	Hakuhodo DY Holdings	Ideo	42	1
15	14	Deloitte Digital	Heat	42	1
				1,743	24

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CHINA

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1	2	Keda Group	itrax (爱创天杰), ASEA (亚海恒业), Beijing Zhiyue Internet (智阅网络), Data 100(数字一百)	491	4
2	3	Nantong Metal Forging Group	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
3	4	Sky Dragon Group	QDZZ, UniqueAd	170	2
4	5	Ningbo Cixing	Hangzhou Duoyile Tech (杭州多义乐网络科技有限公司), Hangzhou Youtou Tech (杭州优投科技)	150	2
5	6	TIK Films	Adwo	125	1
6	7	Zeus Entertainment	Herun Media	111	1
7	8	Golden Laser	INAD (致趣广告)	105	1
8	9	Zhejiang Jinhua Electric Co.	Xinli Media (信立传媒)	101	1
9	-	Beijing Join-Cheer Software	Evermotion	31	1
10	10	EJ Agency&Media Group	Appdp	30	1
11	11	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
12	13	Dentsu	WIS Performance Media, Verystar, Darwin	23	3
13	12	Remark Media	China Branding Group	8	1
14	14	New Born Town	LeadHUG	6	1
15	-	SPRG	AsiaNet Communications	4	1
				1,754	25

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BRICS

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4	4	Sky Dragon Group	QDZZ, UniqueAd	170	2
5	5	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
6	6	TIK Films	Adwo	125	1
7	7	Zeus Entertainment	Herun Media	111	1
8	8	Golden Laser	INAD	105	1
9	9	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
10	10	WPP	Easycom Group, 3yz Marketing, Grupo Máquina, Analytics Quotient	44	4
11	-	Beijing Join-Cheer Software	Evermotion	31	1
12	11	EJ Agency&Media Group	Appdp	30	1
13	12	LEO Group	Century KP, Summer Sky	28	2
14	13	Dentsu	WIS Performance Media, VeryStar, Darwin, Navegg	24	4
15	14	Remark Media	China Branding Group	8	1
				2,690	29

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