

OMA Year on Year Comparison ROI Jan - Dec 2008/2007

Total Spend for Period: 128,162,423 / 124,925,884

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
COMMUNICATIONS	22,465,560
ALCOHOLIC DRINKS	19,250,860
FOOD	14,050,697
NON-ALCOHOLIC DRINKS	10,942,580
FINANCIAL SERVICES	9,537,722
ENTERTAINMENT	6,638,928
GOVERNMENT & LOCAL AUTHORITIES	6,073,333
MEDIA	5,489,922
RETAIL OUTLETS	5,086,107
TOURISM & TRAVEL	4,768,768

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	35,945,282
AEGIS MEDIA - CARAT/VIZEUM	26,952,077
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	16,725,103
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	15,175,554
OMNICOM GROUP (OMD,PHD, MANNING GOTTLIEB)	7,838,090
YOUNG EURO RSCG	4,490,882
MEDIAWORKS	2,821,777
JAVELIN GROUP	957,608
GT MEDIA	822,952
THE MEDIA BUREAU	635,426

2008 - Advertisers	Revenue
DIAGEO	6,315,027
VODAFONE	5,824,535
HEINEKEN IRELAND	4,638,917
UNILEVER	4,341,494
HUTCHINSON 3G IRELAND LTD.	4,057,707
COCA COLA IRELAND LTD.	3,477,248
METEOR	3,036,806
BULMERS LTD	2,995,199
GLAXOSMITHKLINE	2,935,964
O2	2,908,360

2008 - Brands	Revenue
VODAFONE	5,679,860
3 IRELAND	4,057,707
METEOR	3,036,806
O2	2,836,951
BULMERS	1,854,164
COCA COLA	1,579,971
EIRCOM BROADBAND	1,562,964
MCDONALDS	1,479,533
WRIGLEY'S GUM DISPOSAL	1,388,545
R.T.E. TELEVISION	1,322,777

2007 - Categories	Revenue
ALCOHOLIC DRINKS	17,587,854
COMMUNICATIONS	15,325,521
NON-ALCOHOLIC DRINKS	14,590,366
FOOD	12,930,113
FINANCIAL SERVICES	9,643,103
ENTERTAINMENT	7,586,911
MEDIA	7,407,192
GOVERNMENT & LOCAL AUTHORITIES	6,697,017
RETAIL OUTLETS	5,162,379
TOURISM & TRAVEL	4,631,002

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	30,363,298
AEGIS MEDIA - CARAT/VIZEUM	23,032,164
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	20,777,452
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	14,356,200
OMD IRELAND	7,981,379
YOUNG EURO RSCG	4,127,415
MEDIAWORKS	3,094,312
THE MEDIA BUREAU	1,596,470
PRECISION MEDIA	968,623
JAVELIN GROUP	916,093

2007 - Advertisers	Revenue
DIAGEO	5,551,262
COCA COLA IRELAND LTD.	4,617,037
UNILEVER	4,531,627
VODAFONE	3,934,069
BANK OF IRELAND	3,641,256
HEINEKEN IRELAND	3,416,950
METEOR	3,069,525
BULMERS LTD	3,007,667
GLAXOSMITHKLINE	2,966,853
KELLOGG'S IRELAND	2,651,398

2007 - Brands	Revenue
VODAFONE	3,934,069
METEOR	3,054,388
O2	2,198,252
BULMERS	2,141,989
COCA COLA	1,774,768
MCDONALDS	1,445,181
BANK OF IRELAND	1,374,513
R.T.E. TELEVISION	1,315,093
GUINNESS SPONSORSHIP	1,279,838
LUCOZADE	1,134,680

OMA Year on Year Comparison ROI Jan - Sep 2008/2007

Total Spend for Period: 100,207,466 / 95,866,456

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
COMMUNICATIONS	16,603,247
ALCOHOLIC DRINKS	13,792,155
FOOD	12,304,473
NON-ALCOHOLIC DRINKS	9,783,557
FINANCIAL SERVICES	7,980,217
GOVERNMENT & LOCAL AUTHORITIES	5,309,338
ENTERTAINMENT	4,938,143
MEDIA	4,424,332
HEALTH & BEAUTY & PERSONAL CARE	3,746,389
TOURISM & TRAVEL	3,475,932

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	29,347,476
AEGIS MEDIA - CARAT/VIZEUM	20,855,547
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	12,633,566
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT)	11,418,568
OMNICOM GROUP (OMD,PHD, MANNING GOTTLIEB)	6,297,652
YOUNG EURO RSCG	3,660,193
MEDIAWORKS	2,234,686
JAVELIN GROUP	694,550
GT MEDIA	662,274
THE MEDIA BUREAU	465,205

2008 - Advertisers	Revenue
DIAGEO	4,271,090
VODAFONE	4,240,182
UNILEVER	4,179,779
HUTCHINSON 3G IRELAND LTD.	3,655,360
HEINEKEN IRELAND	3,221,330
GLAXOSMITHKLINE	2,913,602
COCA COLA IRELAND LTD.	2,905,584
BULMERS LTD	2,435,638
O2	2,418,473
BANK OF IRELAND	2,242,660

2008 - Brands	Revenue
VODAFONE	4,095,508
3 IRELAND	3,655,360
O2	2,418,473
METEOR	1,933,940
BULMERS	1,440,057
MCDONALDS	1,318,519
WRIGLEY'S GUM DISPOSAL	1,172,230
R.T.E. TELEVISION	1,115,701
TESCO	1,073,087
COCA COLA	1,068,482

2007 - Categories	Revenue
ALCOHOLIC DRINKS	12,619,368
NON-ALCOHOLIC DRINKS	11,929,315
FOOD	10,472,704
COMMUNICATIONS	10,406,384
FINANCIAL SERVICES	7,792,690
MEDIA	6,374,549
ENTERTAINMENT	5,868,318
GOVERNMENT & LOCAL AUTHORITIES	5,756,488
TOURISM & TRAVEL	3,827,656
HEALTH & BEAUTY & PERSONAL CARE	3,383,920

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	23,940,815
AEGIS MEDIA - CARAT/VIZEUM	16,138,187
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	15,702,076
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT)	11,135,029
OMD IRELAND	6,019,119
YOUNG EURO RSCG	3,445,307
MEDIAWORKS	2,442,653
THE MEDIA BUREAU	1,419,165
PRECISION MEDIA	903,394
JAVELIN GROUP	664,065

2007 - Advertisers	Revenue
UNILEVER	4,268,401
DIAGEO	3,986,855
COCA COLA IRELAND LTD.	3,527,540
BULMERS LTD	2,594,265
VODAFONE	2,528,364
BANK OF IRELAND	2,416,690
HEINEKEN IRELAND	2,224,610
KELLOGG'S IRELAND	2,166,778
PEPSI CO INC	2,154,851
GLAXOSMITHKLINE	1,929,105

2007 - Brands	Revenue
VODAFONE	2,528,364
METEOR	1,883,053
BULMERS	1,766,776
O2	1,248,519
GUINNESS SPONSORSHIP	1,230,427
MCDONALDS	1,223,180
R.T.E. TELEVISION	1,079,794
UPC IRELAND	1,025,457
COCA COLA	994,319
7UP FREE	975,009

OMA Year on Year Comparison ROI Jan - Jun 2008/2007

Total Spend for Period: 64,705,856 / 60,412,285

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
COMMUNICATIONS	10,355,583
ALCOHOLIC DRINKS	8,304,387
FOOD	7,419,135
NON-ALCOHOLIC DRINKS	7,059,997
FINANCIAL SERVICES	5,532,276
GOVERNMENT & LOCAL AUTHORITIES	4,363,886
ENTERTAINMENT	2,759,678
HEALTH & BEAUTY & PERSONAL CARE	2,695,039
MOTOR TRADE	2,631,158
TOURISM & TRAVEL	2,269,336

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	19,067,127
AEGIS MEDIA - CARAT/VIZEUM	12,831,158
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	8,005,831
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	7,018,150
OMD IRELAND	3,936,509
YOUNG EURO RSCG	2,713,251
MEDIAWORKS	1,758,594
GT MEDIA	589,085
JAVELIN YOUNG & RUBICAM	482,259
THE MEDIA BUREAU	265,742

2008 - Advertisers	Revenue
UNILEVER	2,894,505
HUTCHINSON 3G IRELAND LTD.	2,843,424
DIAGEO	2,620,300
GLAXOSMITHKLINE	2,583,229
VODAFONE	2,286,040
O2	2,149,863
COCA COLA IRELAND LTD.	1,957,703
HEINEKEN IRELAND	1,853,626
BULMERS LTD	1,577,790
BANK OF IRELAND	1,497,175

2008 - Brands	Revenue
3G IRELAND	2,843,424
VODAFONE	2,286,040
O2	2,149,863
METEOR	988,401
MCDONALDS	940,475
BULMERS	895,744
ULSTER BANK	842,928
LUCOZADE	832,791
BANK OF IRELAND	736,963
COCA COLA	663,097

2007 - Categories	Revenue
NON-ALCOHOLIC DRINKS	7,997,988
ALCOHOLIC DRINKS	6,998,216
FOOD	6,194,397
COMMUNICATIONS	5,798,244
FINANCIAL SERVICES	4,798,219
GOVERNMENT & LOCAL AUTHORITIES	4,452,760
MEDIA	3,918,117
ENTERTAINMENT	3,703,570
TOURISM & TRAVEL	2,819,766
MOTOR TRADE	2,730,126

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	14,820,619
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	10,567,635
AEGIS MEDIA - CARAT/VIZEUM	9,407,692
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	6,309,053
OMD IRELAND	3,682,782
YOUNG EURO RSCG	2,092,520
MEDIAWORKS	1,440,909
THE MEDIA BUREAU	860,637
PRECISION MEDIA	630,805
JAVELIN YOUNG & RUBICAM	618,088

2007 - Advertisers	Revenue
UNILEVER	2,691,390
DIAGEO	2,272,179
COCA COLA IRELAND LTD.	2,243,231
VODAFONE	1,908,531
HEINEKEN IRELAND	1,619,730
GLAXOSMITHKLINE	1,521,711
BULMERS LTD	1,482,558
ALLIED IRISH BANK	1,401,455
PEPSI CO INC	1,392,952
KELLOGGS IRELAND	1,208,423

2007 - Brands	Revenue
VODAFONE	1,908,531
METEOR	1,080,563
BULMERS	1,030,432
FINE GAEL	938,582
FIANNA FAIL	750,081
HEALTH SERVICE EXECUTIVE	748,329
LUCOZADE	735,041
HALIFAX	680,481
NATIONAL LOTTERY	656,492
O2.	621,433

OMA Year on Year Comparison ROI Jan - Mar 2008/2007

Total Spend for Period: 30,858,285 / 29,565,501

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
COMMUNICATIONS	5,079,281
NON-ALCOHOLIC DRINKS	3,421,841
FOOD	3,108,716
FINANCIAL SERVICES	2,864,758
ALCOHOLIC DRINKS	2,715,207
MOTOR TRADE	1,852,717
GOVERNMENT & LOCAL AUTHORITIES	1,673,835
HEALTH & BEAUTY & PERSONAL CARE	1,514,906
MEDIA	1,299,676
TOURISM & TRAVEL	1,291,609

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	9,426,285
AEGIS MEDIA - CARAT/VIZEUM	6,066,047
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	3,362,932
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	2,796,904
OMD IRELAND	1,987,396
MEDIAWORKS	999,443
YOUNG EURO RSCG	865,570
JAVELIN YOUNG & RUBICAM	397,832
GT MEDIA	353,805
FIRST ADVERTISING - DUBLIN	183,016

2008 - Advertisers	Revenue
VODAFONE	1,472,227
GLAXOSMITHKLINE	1,320,187
UNILEVER	1,087,635
COCA COLA IRELAND LTD.	1,077,691
O2	1,059,570
HUTCHINSON 3 IRELAND	942,295
DIAGEO	913,035
HEINEKEN IRELAND	782,460
BANK OF IRELAND	625,874
GLANBIA FOODS	605,251

2008 - Brands	Revenue
VODAFONE	1,472,227
O2.	1,059,570
3	942,295
HEALTH SERVICE EXECUTIVE	597,803
MCDONALDS	570,721
LUCOZADE	494,942
R.T.E. TELEVISION	433,400
FAS	420,114
HIBERNIAN INSURANCE	407,822
COCA COLA ZERO	388,854

2007 - Categories	Revenue
FOOD	3,506,878
FINANCIAL SERVICES	3,143,073
NON-ALCOHOLIC DRINKS	3,048,537
GOVERNMENT & LOCAL AUTHORITIES	2,697,188
ALCOHOLIC DRINKS	2,277,438
ENTERTAINMENT	2,257,213
MOTOR TRADE	2,028,573
COMMUNICATIONS	1,966,539
MEDIA	1,882,957
TOURISM & TRAVEL	1,617,459

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	6,772,637
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	5,352,157
AEGIS MEDIA - CARAT/VIZEUM	4,699,667
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	2,220,458
OMD IRELAND	1,989,692
YOUNG EURO RSCG	811,654
MEDIAWORKS	709,319
BANAHAN MCMANUS	541,460
THE MEDIA BUREAU	539,469
JAVELIN YOUNG & RUBICAM	455,002

2007 - Advertisers	Revenue
ALLIED IRISH BANK	1,133,154
BANK OF IRELAND	1,120,443
UNILEVER	849,386
GLAXOSMITHKLINE	812,492
DIAGEO	802,613
COCA COLA IRELAND LTD.	777,206
HEALTH SERVICE EXECUTIVE	732,105
IRISH DISTILLERS LIMITED	562,986
HEINEKEN IRELAND	542,300
BUDGET TRAVEL	541,460

2007 - Brands	Revenue
HEALTH SERVICE EXECUTIVE	732,105
BUDGET TRAVEL	541,460
METEOR	483,039
BANK OF IRELAND	469,853
FAS	425,944
VODAFONE	404,800
FIANNA FAIL	385,186
LUCOZADE	381,771
BANK OF IRELAND - MORTGAGES	381,053
MATURE ENJOYMENT OF ALCOHOL SOCIETY - MEAS	363,522

OMA Year on Year Comparison ROI Jan - Dec 2007/2006

Total Spend for Period: 124,925,884 / 105,175,954

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
ALCOHOLIC DRINKS	17,587,854
COMMUNICATIONS	15,325,521
NON-ALCOHOLIC DRINKS	14,590,366
FOOD	12,930,113
FINANCIAL SERVICES	9,643,103
ENTERTAINMENT	7,586,911
MEDIA	7,407,192
GOVERNMENT & LOCAL AUTHORITIES	6,697,017
RETAIL OUTLETS	5,162,379
TOURISM & TRAVEL	4,631,002

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	30,363,298
AEGIS MEDIA - CARAT/VIZEUM	23,032,164
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	20,777,452
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	14,356,200
OMD IRELAND	7,981,379
YOUNG EURO RSCG	4,127,415
MEDIAWORKS	3,094,312
THE MEDIA BUREAU	1,596,470
PRECISION MEDIA	968,623
JAVELIN GROUP	916,093

2007 - Advertisers	Revenue
DIAGEO	5,551,262
COCA COLA IRELAND LTD.	4,617,037
UNILEVER	4,531,627
VODAFONE	3,934,069
BANK OF IRELAND	3,641,256
HEINEKEN IRELAND	3,416,950
METEOR	3,069,525
BULMERS LTD	3,007,667
GLAXOSMITHKLINE	2,966,853
KELLOGG'S IRELAND	2,651,398

2007 - Brands	Revenue
VODAFONE	3,934,069
METEOR	3,054,388
O2	2,198,252
BULMERS	2,141,989
COCA COLA	1,774,768
MCDONALDS	1,445,181
BANK OF IRELAND	1,374,513
R.T.E. TELEVISION	1,315,093
GUINNESS SPONSORSHIP	1,279,838
LUCOZADE	1,134,680

2006 - Categories	Revenue
COMMUNICATIONS	15,728,521
ALCOHOLIC DRINKS	15,359,690
FOOD	12,235,761
NON-ALCOHOLIC DRINKS	10,229,227
FINANCIAL SERVICES	7,690,982
MEDIA	5,588,768
ENTERTAINMENT	5,571,438
MOTOR TRADE	4,987,688
HEALTH & BEAUTY & PERSONAL CARE	3,919,378
RETAIL OUTLETS	3,801,823

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	23,496,784
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	19,387,663
AEGIS MEDIA - CARAT/VIZEUM	13,766,784
STARCOM MEDIA VEST	8,553,864
OMD IRELAND	5,609,804
YOUNG EURO RSCG	4,581,413
ZENITH OPTIMEDIA	4,457,476
MEDIAWORKS	3,059,663
GT MEDIA	1,368,609
THE MEDIA BUREAU	1,242,853

2006 - Advertisers	Revenue
DIAGEO	5,672,653
COCA COLA IRELAND LTD.	3,731,941
VODAFONE	3,006,232
HEINEKEN IRELAND	2,971,366
BULMERS LTD	2,941,818
O2	2,861,890
HUTCHINSON 3 IRELAND	2,829,089
METEOR	2,762,032
ALLIED IRISH BANK	2,609,869
UNILEVER	2,326,665

2006 - Brands	Revenue
VODAFONE	3,006,232
3	2,829,089
METEOR	2,762,032
O2.	2,295,993
BULMERS	2,176,123
COCA COLA	1,720,040
GUINNESS	1,166,853
11890	1,131,624
HEINEKEN	1,064,570
MCDONALDS	948,287

OMA Year on Year Comparison ROI Jan - Sep 2007/2006

Total Spend for Period: 95,866,456 / 76,695,334

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
ALCOHOLIC DRINKS	12,619,368
NON-ALCOHOLIC DRINKS	11,929,315
FOOD	10,472,704
COMMUNICATIONS	10,406,384
FINANCIAL SERVICES	7,792,690
MEDIA	6,374,549
ENTERTAINMENT	5,868,318
GOVERNMENT & LOCAL AUTHORITIES	5,756,488
TOURISM & TRAVEL	3,827,656
HEALTH & BEAUTY & PERSONAL CARE	3,383,920

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	23,940,815
AEGIS MEDIA - CARAT/VIZEUM	16,138,187
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	15,702,076
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	11,135,029
OMD IRELAND	6,019,119
YOUNG EURO RSCG	3,445,307
MEDIAWORKS	2,442,653
THE MEDIA BUREAU	1,419,165
PRECISION MEDIA	903,394
JAVELIN GROUP	664,065

2007 - Advertisers	Revenue
UNILEVER	4,268,401
DIAGEO	3,986,855
COCA COLA IRELAND LTD.	3,527,540
BULMERS LTD	2,594,265
VODAFONE	2,528,364
BANK OF IRELAND	2,416,690
HEINEKEN IRELAND	2,224,610
KELLOGG'S IRELAND	2,166,778
PEPSI CO INC	2,154,851
GLAXOSMITHKLINE	1,929,105

2007 - Brands	Revenue
VODAFONE	2,528,364
METEOR	1,883,053
BULMERS	1,766,776
O2	1,248,519
GUINNESS SPONSORSHIP	1,230,427
MCDONALDS	1,223,180
R.T.E. TELEVISION	1,079,794
UPC IRELAND	1,025,457
COCA COLA	994,319
7UP FREE	975,009

2006 - Categories	Revenue
COMMUNICATIONS	11,170,297
ALCOHOLIC DRINKS	10,942,360
FOOD	9,949,433
NON-ALCOHOLIC DRINKS	8,488,645
FINANCIAL SERVICES	5,838,477
MOTOR TRADE	3,925,513
ENTERTAINMENT	3,811,621
MEDIA	3,595,013
HEALTH & BEAUTY & PERSONAL CARE	2,952,592
RESTAURANTS & HOTELS	2,611,283

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	17,615,884
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	14,517,109
AEGIS MEDIA - CARAT/VIZEUM	9,470,562
STARCOM MEDIA VEST	6,175,015
OMD IRELAND	4,488,206
YOUNG EURO RSCG	3,808,232
ZENITH OPTIMEDIA	3,217,981
MEDIAWORKS	2,564,892
GT MEDIA	1,113,785
THE MEDIA BUREAU	788,474

2006 - Advertisers	Revenue
DIAGEO	4,034,282
COCA COLA IRELAND LTD.	2,683,187
BULMERS LTD	2,518,333
CANTRELL & COCHRANE (IRELAND)	2,135,495
HEINEKEN IRELAND	2,114,399
ALLIED IRISH BANK	2,110,864
HUTCHINSON 3 IRELAND	2,035,727
VODAFONE	2,022,666
O2	1,993,371
METEOR	1,990,360

2006 - Brands	Revenue
3	2,035,727
VODAFONE	2,022,666
METEOR	1,990,360
BULMERS	1,757,127
O2.	1,520,357
COCA COLA	1,007,976
11890	926,497
7UP FREE	889,081
MCDONALDS	879,653
HEINEKEN	835,550

OMA Year on Year Comparison ROI Jan - Jun 2007/2006

Total Spend for Period: 60,412,285 / 47,209,384

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
NON-ALCOHOLIC DRINKS	7,997,988
ALCOHOLIC DRINKS	6,998,216
FOOD	6,194,397
COMMUNICATIONS	5,798,244
FINANCIAL SERVICES	4,798,219
GOVERNMENT & LOCAL AUTHORITIES	4,452,760
MEDIA	3,918,117
ENTERTAINMENT	3,703,570
TOURISM & TRAVEL	2,819,766
MOTOR TRADE	2,730,126

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	14,820,619
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	10,567,635
AEGIS MEDIA - CARAT/VIZEUM	9,407,692
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	6,309,053
OMD IRELAND	3,682,782
YOUNG EURO RSCG	2,092,520
MEDIAWORKS	1,440,909
THE MEDIA BUREAU	860,637
PRECISION MEDIA	630,805
JAVELIN YOUNG & RUBICAM	618,088

2007 - Advertisers	Revenue
UNILEVER	2,691,390
DIAGEO	2,272,179
COCA COLA IRELAND LTD.	2,243,231
VODAFONE	1,908,531
HEINEKEN IRELAND	1,619,730
GLAXOSMITHKLINE	1,521,711
BULMERS LTD	1,482,558
ALLIED IRISH BANK	1,401,455
PEPSI CO INC	1,392,952
KELLOGGS IRELAND	1,208,423

2007 - Brands	Revenue
VODAFONE	1,908,531
METEOR	1,080,563
BULMERS	1,030,432
FINE GAEL	938,582
FIANNA FAIL	750,081
HEALTH SERVICE EXECUTIVE	748,329
LUCOZADE	735,041
HALIFAX	680,481
NATIONAL LOTTERY	656,492
O2.	621,433

2006 - Categories	Revenue
FOOD	6,613,031
ALCOHOLIC DRINKS	6,369,555
COMMUNICATIONS	5,880,194
NON-ALCOHOLIC DRINKS	5,212,024
FINANCIAL SERVICES	3,620,683
MOTOR TRADE	3,279,986
MEDIA	2,792,020
ENTERTAINMENT	2,143,908
TOURISM & TRAVEL	1,847,513
HEALTH & BEAUTY & PERSONAL CARE	1,721,341

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	11,725,642
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	8,826,860
AEGIS MEDIA - CARAT/VIZEUM	5,362,419
STARCOM MEDIA VEST	3,594,156
OMD IRELAND	2,949,053
YOUNG EURO RSCG	2,352,082
ZENITH OPTIMEDIA	1,970,995
MEDIAWORKS	1,759,062
GT MEDIA	651,567
BANAHAN MCMANUS	327,396

2006 - Advertisers	Revenue
DIAGEO	2,503,073
ALLIED IRISH BANK	1,718,980
HEINEKEN IRELAND	1,600,924
COCA COLA IRELAND LTD.	1,576,007
UNILEVER	1,509,745
HUTCHINSON 3 IRELAND	1,468,344
CANTRELL & COCHRANE (IRELAND)	1,454,664
VODAFONE	1,278,037
KELLOGGS IRELAND	1,191,229
BULMERS LTD	1,116,477

2006 - Brands	Revenue
3	1,468,344
VODAFONE	1,278,037
O2.	977,123
BULMERS	908,635
METEOR	860,294
FAS	653,305
HEINEKEN	605,163
7UP FREE	570,906
MCDONALDS	552,568
DANONE ACTIMEL	533,951

OMA Year on Year Comparison ROI Jan - Mar 2007/2006

Total Spend for Period: 29,565,501 / 23,742,631

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
FOOD	3,506,878
FINANCIAL SERVICES	3,143,073
NON-ALCOHOLIC DRINKS	3,048,537
GOVERNMENT & LOCAL AUTHORITIES	2,697,188
ALCOHOLIC DRINKS	2,277,438
ENTERTAINMENT	2,257,213
MOTOR TRADE	2,028,573
COMMUNICATIONS	1,966,539
MEDIA	1,882,957
TOURISM & TRAVEL	1,617,459

2006 - Categories	Revenue
COMMUNICATIONS	3,258,713
FOOD	2,929,519
ALCOHOLIC DRINKS	2,470,927
MOTOR TRADE	2,242,795
MEDIA	2,005,570
FINANCIAL SERVICES	1,946,266
NON-ALCOHOLIC DRINKS	1,624,747
TOURISM & TRAVEL	1,155,862
HEALTH & BEAUTY & PERSONAL CARE	1,014,716
GOVERNMENT & LOCAL AUTHORITIES	962,502

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	6,772,637
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	5,352,157
AEGIS MEDIA - CARAT/VIZEUM	4,699,667
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	2,220,458
OMD IRELAND	1,989,692
YOUNG EURO RSCG	811,654
MEDIAWORKS	709,319
BANAHAN MCMANUS	541,460
THE MEDIA BUREAU	539,469
JAVELIN YOUNG & RUBICAM	455,002

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	5,887,591
MAGNA OUTDOOR DUBLIN (INITIATIVE, MCM COMMUNICATIONS, UNIVERSAL MCCANN)	4,277,879
AEGIS MEDIA - CARAT/VIZEUM	3,357,391
OMD IRELAND	1,678,954
MEDIAVEST	1,385,779
YOUNG EURO RSCG	848,529
ZENITH OPTIMEDIA	713,047
MEDIAWORKS	681,788
GT MEDIA	500,132
BANAHAN MCMANUS	327,396

2007 - Advertisers	Revenue
ALLIED IRISH BANK	1,133,154
BANK OF IRELAND	1,120,443
UNILEVER	849,386
GLAXOSMITHKLINE	812,492
DIAGEO	802,613
COCA COLA IRELAND LTD.	777,206
HEALTH SERVICE EXECUTIVE	732,105
IRISH DISTILLERS LIMITED	562,986
HEINEKEN IRELAND	542,300
BUDGET TRAVEL	541,460

2006 - Advertisers	Revenue
DIAGEO	1,194,914
HUTCHINSON 3 IRELAND	793,265
HEINEKEN IRELAND	736,989
METEOR	671,167
UNILEVER	644,085
VODAFONE	641,829
FAS	592,581
COCA COLA IRELAND LTD	588,818
ALLIED IRISH BANK	582,382
O2	564,165

2007 - Brands	Revenue
HEALTH SERVICE EXECUTIVE	732,105
BUDGET TRAVEL	541,460
METEOR	483,039
BANK OF IRELAND	469,853
FAS	425,944
VODAFONE	404,800
FIANNA FAIL	385,186
LUCOZADE	381,771
BANK OF IRELAND - MORTGAGES	381,053
MATURE ENJOYMENT OF ALCOHOL SOCIETY - MEAS	363,522

2006 - Brands	Revenue
3	793,265
METEOR	671,167
VODAFONE	641,829
FAS	592,581
O2	564,165
BUDGET TRAVEL	417,557
HEINEKEN	411,438
SMIRNOFF RED	407,502
V.H.I.	405,049
GUINNESS SPONSORSHIP	369,043

OMA Year on Year Comparison ROI Jan - Dec 2006/2005

Total Spend for Period: 105,175,954 / 85,926,230

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
COMMUNICATIONS	15,728,521
ALCOHOLIC DRINKS	15,359,690
FOOD	12,235,761
NON-ALCOHOLIC DRINKS	10,229,227
FINANCIAL SERVICES	7,690,982
MEDIA	5,588,768
ENTERTAINMENT	5,571,438
MOTOR TRADE	4,987,688
HEALTH & BEAUTY & PERSONAL CARE	3,919,378
RETAIL OUTLETS	3,801,823

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	23,496,784
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	19,387,663
AEGIS MEDIA - CARAT/VIZEUM	13,766,784
STARCOM MEDIA VEST	8,553,864
OMD IRELAND	5,609,804
YOUNG EURO RSCG	4,581,413
ZENITH OPTIMEDIA	4,457,476
MEDIAWORKS	3,059,663
GT MEDIA	1,368,609
THE MEDIA BUREAU	1,242,853

2006 - Advertisers	Revenue
DIAGEO	5,672,653
COCA COLA IRELAND LTD.	3,731,941
VODAFONE	3,006,232
HEINEKEN IRELAND	2,971,366
BULMERS LTD	2,941,818
O2	2,861,890
HUTCHINSON 3 IRELAND	2,829,089
METEOR	2,762,032
ALLIED IRISH BANK	2,609,869
UNILEVER	2,326,665

2006 - Brands	Revenue
VODAFONE	3,006,232
3	2,829,089
METEOR	2,762,032
O2.	2,295,993
BULMERS	2,176,123
COCA COLA	1,720,040
GUINNESS	1,166,853
11890	1,131,624
HEINEKEN	1,064,570
MCDONALDS	948,287

2005 - Categories	Revenue
ALCOHOLIC DRINKS	12,921,519
COMMUNICATIONS	12,259,408
FOOD	11,340,004
NON ALCOHOLIC BEVERAGES	9,208,629
ENTERTAINMENT	5,712,731
MEDIA	4,642,956
RETAIL OUTLETS	4,279,893
HEALTH/BEAUTY/PERSONAL CARE	4,273,443
FINANCIAL SERVICES	3,221,557
GOVERNMENT & LOCAL AUTHORITIES	2,780,040

2005 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	16,211,156
AEGIS MEDIA - CARAT/VIZEUM	13,303,807
INITIATIVE MEDIA	8,561,050
STARCOM MEDIAVEST	6,633,698
MCM COMMUNICATIONS	5,503,867
UNIVERSAL MCCANN	4,459,807
IRISH INTERNATIONAL OMD	3,454,143
YOUNG EURO RSCG	3,083,658
ZENITH OPTIMEDIA	3,048,654
MEDIAWORKS	2,183,668

2005 - Advertisers	Revenue
DIAGEO	6,593,172
VODAFONE	4,501,489
UNILEVER	3,082,260
COCA COLA IRELAND LTD	2,633,279
GLAXOSMITHKLINE	2,567,349
METEOR	2,438,561
O2	2,135,999
BULMERS LTD	1,961,585
KELLOGGS	1,789,001
HEINEKEN IRELAND	1,738,922

2005 - Brands	Revenue
VODAFONE	4,501,489
GUINNESS	2,653,575
METEOR	2,419,481
O2	1,838,029
IRISH TIMES	1,263,048
COCA COLA	1,249,470
BULMERS	1,141,650
LUCOZADE NRG	945,212
MCDONALDS	912,036
HEINEKEN	871,738

OMA Year on Year Comparison ROI Jan - Sep 2006/2005

Total Spend for Period: 76,695,334 / 65,890,971

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
COMMUNICATIONS	11,170,297
ALCOHOLIC DRINKS	10,942,360
FOOD	9,949,433
NON-ALCOHOLIC DRINKS	8,488,645
FINANCIAL SERVICES	5,838,477
MOTOR TRADE	3,925,513
ENTERTAINMENT	3,811,621
MEDIA	3,595,013
HEALTH & BEAUTY & PERSONAL CARE	2,952,592
RESTAURANTS & HOTELS	2,611,283

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	17,615,884
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	14,517,109
AEGIS MEDIA - CARAT/VIZEUM	9,470,562
STARCOM MEDIA VEST	6,175,015
OMD IRELAND	4,488,206
YOUNG EURO RSCG	3,808,232
ZENITH OPTIMEDIA	3,217,981
MEDIAWORKS	2,564,892
GT MEDIA	1,113,785
THE MEDIA BUREAU	788,474

2006 - Advertisers	Revenue
DIAGEO	4,034,282
COCA COLA IRELAND LTD.	2,683,187
BULMERS LTD	2,518,333
CANTRELL & COCHRANE (IRELAND)	2,135,495
HEINEKEN IRELAND	2,114,399
ALLIED IRISH BANK	2,110,864
HUTCHINSON 3 IRELAND	2,035,727
VODAFONE	2,022,666
O2	1,993,371
METEOR	1,990,360

2006 - Brands	Revenue
3	2,035,727
VODAFONE	2,022,666
METEOR	1,990,360
BULMERS	1,757,127
O2.	1,520,357
COCA COLA	1,007,976
11890	926,497
7UP FREE	889,081
MCDONALDS	879,653
HEINEKEN	835,550

2005 - Categories	Revenue
FOOD	9,151,462
ALCOHOLIC DRINKS	9,084,951
COMMUNICATIONS	8,580,987
NON ALCOHOLIC BEVERAGES	8,139,946
ENTERTAINMENT	3,942,220
MEDIA	3,767,985
HEALTH/BEAUTY/PERSONAL CARE	3,628,720
RETAIL OUTLETS	3,011,925
FINANCIAL SERVICES	2,716,378
MOTOR TRADE	1,996,900

2005 - Agencies	Revenue
AEGIS MEDIA - CARAT/VIZEUM	9,209,203
MINDSHARE	8,481,501
INITIATIVE MEDIA	6,380,401
MCM COMMUNICATIONS LTD	4,311,436
MEDIAVEST IRELAND	4,283,328
UNIVERSAL MCCANN	3,744,259
YOUNG EURO RSCG	2,743,063
MEDIACOM IRELAND	2,707,738
IRISH INTERNATIONAL OMD	2,505,699
ZENITH OPTIMEDIA	2,397,037

2005 - Advertisers	Revenue
DIAGEO	4,660,400
VODAFONE	3,305,535
UNILEVER	2,628,218
COCA COLA IRELAND LTD	2,440,032
GLAXOSMITHKLINE	2,377,598
BULMERS LTD	1,779,696
CANTRELL & COCHRANE	1,537,658
HEINEKEN IRELAND	1,450,137
KELLOGGS	1,444,615
O2	1,341,809

2005 - Brands	Revenue
VODAFONE	3,305,535
GUINNESS	1,934,273
METEOR	1,178,673
O2	1,168,830
COCA COLA	1,112,817
BULMERS	982,444
IRISH TIMES	894,069
LUCOZADE NRG	861,000
MCDONALDS	801,249
HEINEKEN	761,884

OMA Year on Year Comparison ROI Jan - Jun 2006/2005

Total Spend for Period: 47,209,384 / 42,368,115

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
FOOD	6,613,031
ALCOHOLIC DRINKS	6,369,555
COMMUNICATIONS	5,880,194
NON-ALCOHOLIC DRINKS	5,212,024
FINANCIAL SERVICES	3,620,683
MOTOR TRADE	3,279,986
MEDIA	2,792,020
ENTERTAINMENT	2,143,908
TOURISM & TRAVEL	1,847,513
HEALTH & BEAUTY & PERSONAL CARE	1,721,341

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	11,725,642
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	8,826,860
AEGIS MEDIA - CARAT/VIZEUM	5,362,419
STARCOM MEDIA VEST	3,594,156
OMD IRELAND	2,949,053
YOUNG EURO RSCG	2,352,082
ZENITH OPTIMEDIA	1,970,995
MEDIAWORKS	1,759,062
GT MEDIA	651,567
BANAHAN MCMANUS	327,396

2006 - Advertisers	Revenue
DIAGEO	2,503,073
ALLIED IRISH BANK	1,718,980
HEINEKEN IRELAND	1,600,924
COCA COLA IRELAND LTD.	1,576,007
UNILEVER	1,509,745
HUTCHINSON 3 IRELAND	1,468,344
CANTRELL & COCHRANE (IRELAND)	1,454,664
VODAFONE	1,278,037
KELLOGGS IRELAND	1,191,229
BULMERS LTD	1,116,477

2006 - Brands	Revenue
3	1,468,344
VODAFONE	1,278,037
O2.	977,123
BULMERS	908,635
METEOR	860,294
FAS	653,305
HEINEKEN	605,163
7UP FREE	570,906
MCDONALDS	552,568
DANONE ACTIMEL	533,951

2005 - Categories	Revenue
ALCOHOLIC DRINKS	5,545,621
FOOD	5,253,567
NON ALCOHOLIC BEVERAGES	5,048,920
COMMUNICATIONS	4,892,101
MEDIA	2,953,723
ENTERTAINMENT	2,866,600
HEALTH/BEAUTY/PERSONAL CARE	2,720,777
RETAIL OUTLETS	1,906,293
MOTOR TRADE	1,779,899
FINANCIAL SERVICES	1,625,526

2005 - Agencies	Revenue
AEGIS MEDIA - CARAT/VIZEUM	5,703,222
MINDSHARE	4,983,714
INITIATIVE MEDIA	4,294,534
MCM COMMUNICATIONS LTD	3,105,455
MEDIAVEST IRELAND	3,056,748
UNIVERSAL MCCANN	2,686,999
IRISH INTERNATIONAL OMD	1,658,485
YOUNG EURO RSCG	1,633,264
MEDIACOM IRELAND	1,583,239
ZENITH OPTIMEDIA	1,463,349

2005 - Advertisers	Revenue
DIAGEO	2,979,491
VODAFONE	2,443,399
COCA COLA IRELAND LTD	1,589,427
UNILEVER	1,556,791
GLAXOSMITHKLINE	1,409,204
BULMERS LTD	1,189,305
KELLOGGS	939,320
IRISH TIMES	855,151
CANTRELL & COCHRANE	816,619
HEINEKEN IRELAND	798,898

2005 - Brands	Revenue
VODAFONE	2,443,399
GUINNESS	1,195,322
COCA COLA	862,310
IRISH TIMES	814,436
O2	712,771
BULMERS	712,237
ANTI-SMOKING CAMPAIGN	638,744
MCDONALDS	482,773
LUCOZADE NRG	445,379
SEVEN UP	420,088

OMA Year on Year Comparison ROI Jan - Mar 2006/2005

Total Spend for Period: 23,742,631 / 21,841,896

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
COMMUNICATIONS	3,258,713
FOOD	2,929,519
ALCOHOLIC DRINKS	2,470,927
MOTOR TRADE	2,242,795
MEDIA	2,005,570
FINANCIAL SERVICES	1,946,266
NON-ALCOHOLIC DRINKS	1,624,747
TOURISM & TRAVEL	1,155,862
HEALTH & BEAUTY & PERSONAL CARE	1,014,716
GOVERNMENT & LOCAL AUTHORITIES	962,502

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	5,887,591
MAGNA OUTDOOR DUBLIN (INITIATIVE, MCM COMMUNICATIONS, UNIVERSAL MCCANN)	4,277,879
AEGIS MEDIA - CARAT/VIZEUM	3,357,391
OMD IRELAND	1,678,954
MEDIAVEST	1,385,779
YOUNG EURO RSCG	848,529
ZENITH OPTIMEDIA	713,047
MEDIAWORKS	681,788
GT MEDIA	500,132
BANAHAN MCMANUS	327,396

2006 - Advertisers	Revenue
DIAGEO	1,194,914
HUTCHINSON 3 IRELAND	793,265
HEINEKEN IRELAND	736,989
METEOR	671,167
UNILEVER	644,085
VODAFONE	641,829
FAS	592,581
COCA COLA IRELAND LTD	588,818
ALLIED IRISH BANK	582,382
O2	564,165

2006 - Brands	Revenue
3	793,265
METEOR	671,167
VODAFONE	641,829
FAS	592,581
O2	564,165
BUDGET TRAVEL	417,557
HEINEKEN	411,438
SMIRNOFF RED	407,502
V.H.I.	405,049
GUINNESS SPONSORSHIP	369,043

2005 - Categories	Revenue
FOOD	3,177,347
ALCOHOLIC DRINKS	2,435,803
COMMUNICATIONS	1,907,604
MEDIA	1,853,068
ENTERTAINMENT	1,793,439
HEALTH/BEAUTY/PERSONAL CARE	1,603,362
MOTOR TRADE	1,360,534
RETAIL OUTLETS	1,231,795
NON ALCOHOLIC BEVERAGES	1,151,158
TOURISM & TRAVEL	1,031,270

2005 - Agencies	Revenue
AEGIS MEDIA - CARAT/VIZEUM	2,931,354
INITIATIVE MEDIA	2,633,675
MCM COMMUNICATIONS LTD	2,048,825
MINDSHARE IRELAND	1,725,924
MEDIAVEST IRELAND	1,686,870
IRISH INTERNATIONAL OMD	1,109,356
UNIVERSAL MCCANN	992,683
MEDIACOM IRELAND	749,010
YOUNG EURO RSCG	743,525
ZENITH OPTIMEDIA	681,580

2005 - Advertisers	Revenue
DIAGEO	1,676,897
VODAFONE	900,480
UNILEVER	808,118
IRISH TIMES	721,795
CADBURY SCHWEPPE	716,668
HEALTH PROMOTION UNIT	562,243
KELLOGGS	496,066
COCA COLA IRELAND LTD	474,890
GLAXOSMITHKLINE	444,280
WARNER BROS	416,019

2005 - Brands	Revenue
VODAFONE	900,480
IRISH TIMES	681,080
ANTI-SMOKING CAMPAIGN	562,243
GUINNESS	559,135
O2	377,953
BUDGET TRAVEL	374,387
TROCAIRE	368,518
CADBURY CREME EGGS	328,439
SMIRNOFF RED	328,297
CARLSBERG	318,949

OMA Year on Year Comparison ROI Jan - Dec 2005/2004

Total Spend for Period: 85,926,230 / 82,853,523

Compiled from OMA Industry Spend Records



2005 - Categories	Revenue
ALCOHOLIC DRINKS	12,921,519
COMMUNICATIONS	12,259,408
FOOD	11,340,004
NON ALCOHOLIC BEVERAGES	9,208,629
ENTERTAINMENT	5,712,731
MEDIA	4,642,956
RETAIL OUTLETS	4,279,893
HEALTH/BEAUTY/PERSONAL CARE	4,273,443
FINANCIAL SERVICES	3,221,557
GOVERNMENT & LOCAL AUTHORITIES	2,780,040

2005 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	16,211,156
AEGIS MEDIA - CARAT/VIZEUM	13,303,807
INITIATIVE MEDIA	8,561,050
STARCOM MEDIAVEST	6,633,698
MCM COMMUNICATIONS	5,503,867
UNIVERSAL MCCANN	4,459,807
IRISH INTERNATIONAL OMD	3,454,143
YOUNG EURO RSCG	3,083,658
ZENITH OPTIMEDIA	3,048,654
MEDIAWORKS	2,183,668

2005 - Advertisers	Revenue
DIAGEO	6,593,172
VODAFONE	4,501,489
UNILEVER	3,082,260
COCA COLA IRELAND LTD	2,633,279
GLAXOSMITHKLINE	2,567,349
METEOR	2,438,561
O2	2,135,999
BULMERS LTD	1,961,585
KELLOGGS	1,789,001
HEINEKEN IRELAND	1,738,922

2005 - Brands	Revenue
VODAFONE	4,501,489
GUINNESS	2,653,575
METEOR	2,419,481
O2	1,838,029
IRISH TIMES	1,263,048
COCA COLA	1,249,470
BULMERS	1,141,650
LUCOZADE NRG	945,212
MCDONALDS	912,036
HEINEKEN	871,738

2004 - Categories	Revenue
ALCOHOLIC DRINKS	15,449,424
FOOD	11,646,147
NON ALCOHOLIC BEVERAGES	10,632,461
COMMUNICATIONS	8,724,202
ENTERTAINMENT	6,130,849
HEALTH/BEAUTY/PERSONAL CARE	5,066,096
GOVERNMENT & LOCAL AUTHORITIES	3,767,038
RETAIL OUTLETS	3,240,921
MEDIA	3,073,428
TOURISM & TRAVEL	2,237,381

2004 - Agencies	Revenue
INITIATIVE MEDIA	11,116,230
AEGIS MEDIA - CARAT/VIZEUM	9,676,155
MINDSHARE IRELAND	6,420,931
MEDIAVEST IRELAND	6,201,870
MCM COMMUNICATIONS	5,493,009
UNIVERSAL MCCANN	5,324,442
IRISH INTERNATIONAL OMD	4,708,696
MEDIACOM IRELAND	4,680,803
YOUNG EURO RSCG	4,220,588
ZENITH OPTIMEDIA	3,333,208

2004 - Advertisers	Revenue
DIAGEO	7,980,935
COCA COLA IRELAND LTD	3,363,915
VODAFONE	3,151,248
GLAXOSMITHKLINE	2,535,138
UNILEVER	2,383,738
BULMERS LTD	2,266,198
CANTRELL & COCHRANE	2,263,432
IRISH DISTILLERS LIMITED	2,060,836
KELLOGGS	1,925,546
O2	1,839,371

2004 - Brands	Revenue
VODAFONE	3,151,248
GUINNESS	2,487,944
O2	1,395,354
METEOR	1,395,029
BUDWEISER	1,338,089
LUCOZADE NRG	1,198,966
BULMERS	1,186,451
COCA COLA	1,110,307
TESCO STORES HOLDINGS LTD	1,020,997
SEVEN UP	877,142

OMA Year on Year Comparison ROI Jan - Sep 2005/2004

Total Spend for Period: 65,890,971 / 61,678,199

Compiled from OMA Industry Spend Records



2005 - Categories	Revenue
FOOD	9,151,462
ALCOHOLIC DRINKS	9,084,951
COMMUNICATIONS	8,580,987
NON ALCOHOLIC BEVERAGES	8,139,946
ENTERTAINMENT	3,942,220
MEDIA	3,767,985
HEALTH/BEAUTY/PERSONAL CARE	3,628,720
RETAIL OUTLETS	3,011,925
FINANCIAL SERVICES	2,716,378
MOTOR TRADE	1,996,900

2005 - Agencies	Revenue
AEGIS MEDIA - CARAT/VIZEUM	9,209,203
MINDSHARE	8,481,501
INITIATIVE MEDIA	6,380,401
MCM COMMUNICATIONS LTD	4,311,436
MEDIAVEST IRELAND	4,283,328
UNIVERSAL MCCANN	3,744,259
YOUNG EURO RSCG	2,743,063
MEDIACOM IRELAND	2,707,738
IRISH INTERNATIONAL OMD	2,505,699
ZENITH OPTIMEDIA	2,397,037

2005 - Advertisers	Revenue
DIAGEO	4,660,400
VODAFONE	3,305,535
UNILEVER	2,628,218
COCA COLA IRELAND LTD	2,440,032
GLAXOSMITHKLINE	2,377,598
BULMERS LTD	1,779,696
CANTRELL & COCHRANE	1,537,658
HEINEKEN IRELAND	1,450,137
KELLOGGS	1,444,615
O2	1,341,809

2005 - Brands	Revenue
VODAFONE	3,305,535
GUINNESS	1,934,273
METEOR	1,178,673
O2	1,168,830
COCA COLA	1,112,817
BULMERS	982,444
IRISH TIMES	894,069
LUCOZADE NRG	861,000
MCDONALDS	801,249
HEINEKEN	761,884

2004 - Categories	Revenue
ALCOHOLIC DRINKS	10,184,811
FOOD	8,864,022
NON ALCOHOLIC BEVERAGES	8,589,213
COMMUNICATIONS	5,899,514
ENTERTAINMENT	4,501,451
HEALTH/BEAUTY/PERSONAL CARE	4,349,603
GOVERNMENT & LOCAL AUTHORITIES	3,016,602
MEDIA	2,318,958
RETAIL OUTLETS	2,033,738
TOURISM & TRAVEL	1,753,811

2004 - Agencies	Revenue
INITIATIVE MEDIA	7,709,711
AEGIS MEDIA - CARAT/VIZEUM	6,128,816
MEDIAVEST IRELAND	5,091,694
MINDSHARE IRELAND	4,957,528
MCM COMMUNICATIONS LTD	4,249,655
MEDIACOM IRELAND	4,206,951
UNIVERSAL MCCANN	3,986,935
IRISH INTERNATIONAL OMD	3,642,200
YOUNG EURO RSCG	3,376,051
ZENITH OPTIMEDIA	2,535,887

2004 - Advertisers	Revenue
DIAGEO	4,948,403
COCA COLA IRELAND LTD	2,707,165
GLAXOSMITHKLINE	2,258,400
UNILEVER	2,134,383
CANTRELL & COCHRANE	2,119,996
BULMERS LTD	1,976,025
VODAFONE	1,800,422
KELLOGGS	1,575,464
O2	1,352,443
IRISH DISTILLERS LIMITED	1,306,123

2004 - Brands	Revenue
VODAFONE	1,800,422
GUINNESS	1,380,321
BULMERS	1,106,827
METEOR	1,098,766
O2	969,530
COCA COLA	948,141
LUCOZADE NRG	892,405
TESCO STORES HOLDINGS LTD	786,965
TAYTO CRISPS	759,725
SEVEN UP	685,633

OMA Year on Year Comparison ROI Jan - Jun 2005/2004

Total Spend for Period: 42,368,115 / 39,298,675

Compiled from OMA Industry Spend Records



2005 - Categories	Revenue
ALCOHOLIC DRINKS	5,545,621
FOOD	5,253,567
NON ALCOHOLIC BEVERAGES	5,048,920
COMMUNICATIONS	4,892,101
MEDIA	2,953,723
ENTERTAINMENT	2,866,600
HEALTH/BEAUTY/PERSONAL CARE	2,720,777
RETAIL OUTLETS	1,906,293
MOTOR TRADE	1,779,899
FINANCIAL SERVICES	1,625,526

2005 - Agencies	Revenue
AEGIS MEDIA - CARAT/VIZEUM	5,703,222
MINDSHARE	4,983,714
INITIATIVE MEDIA	4,294,534
MCM COMMUNICATIONS LTD	3,105,455
MEDIAVEST IRELAND	3,056,748
UNIVERSAL MCCANN	2,686,999
IRISH INTERNATIONAL OMD	1,658,485
YOUNG EURO RSCG	1,633,264
MEDIACOM IRELAND	1,583,239
ZENITH OPTIMEDIA	1,463,349

2005 - Advertisers	Revenue
DIAGEO	2,979,491
VODAFONE	2,443,399
COCA COLA IRELAND LTD	1,589,427
UNILEVER	1,556,791
GLAXOSMITHKLINE	1,409,204
BULMERS LTD	1,189,305
KELLOGGS	939,320
IRISH TIMES	855,151
CANTRELL & COCHRANE	816,619
HEINEKEN IRELAND	798,898

2005 - Brands	Revenue
VODAFONE	2,443,399
GUINNESS	1,195,322
COCA COLA	862,310
IRISH TIMES	814,436
O2	712,771
BULMERS	712,237
ANTI-SMOKING CAMPAIGN	638,744
MCDONALDS	482,773
LUCOZADE NRG	445,379
SEVEN UP	420,088

2004 - Categories	Revenue
FOOD	6,610,490
ALCOHOLIC DRINKS	5,681,672
NON ALCOHOLIC BEVERAGES	4,790,283
COMMUNICATIONS	3,458,443
GOVERNMENT & LOCAL AUTHORITIES	2,692,579
HEALTH/BEAUTY/PERSONAL CARE	2,635,982
ENTERTAINMENT	2,368,693
MEDIA	1,739,149
MOTOR TRADE	1,308,090
TOURISM & TRAVEL	1,298,708

2004 - Agencies	Revenue
INITIATIVE MEDIA	4,882,973
CARAT IRELAND	4,142,717
MEDIAVEST	3,610,382
MINDSHARE	3,483,379
MCM COMMUNICATIONS LTD	2,860,403
IRISH INTERNATIONAL OMD	2,629,290
UNIVERSAL MCCANN DUBLIN	2,350,417
MEDIACOM IRELAND	2,344,098
ZENITH OPTIMEDIA	1,829,545
YOUNG EURO RSCG	1,769,362

2004 - Advertisers	Revenue
DIAGEO	3,163,085
COCA COLA IRELAND LTD	1,546,159
UNILEVER	1,334,666
GLAXOSMITHKLINE	1,261,674
VODAFONE	1,244,272
KELLOGGS	1,080,957
BULMERS LTD	864,807
O2	834,778
WARNER BROS	797,780
KERRY FOODS	782,420

2004 - Brands	Revenue
VODAFONE	1,244,272
GUINNESS	781,452
O2	736,911
BULMERS	642,991
BUDWEISER	627,612
COCA COLA	612,543
LUCOZADE NRG	571,659
ANTI-SMOKING CAMPAIGN	558,580
IRISH INDEPENDENT	521,067
LOW LOW GOLD	517,275

OMA Year on Year Comparison ROI Jan - Mar 2005/2004

Total Spend for Period: 21,841,896 / 19,512,092

Compiled from OMA Industry Spend Records



2005 - Categories	Revenue
FOOD	3,177,347
ALCOHOLIC DRINKS	2,435,803
COMMUNICATIONS	1,907,604
MEDIA	1,853,068
ENTERTAINMENT	1,793,439
HEALTH/BEAUTY/PERSONAL CARE	1,603,362
MOTOR TRADE	1,360,534
RETAIL OUTLETS	1,231,795
NON ALCOHOLIC BEVERAGES	1,151,158
TOURISM & TRAVEL	1,031,270

2005 - Agencies	Revenue
AEGIS MEDIA - CARAT/VIZEUM	2,931,354
INITIATIVE MEDIA	2,633,675
MCM COMMUNICATIONS LTD	2,048,825
MINDSHARE IRELAND	1,725,924
MEDIAVEST IRELAND	1,686,870
IRISH INTERNATIONAL OMD	1,109,356
UNIVERSAL MCCANN	992,683
MEDIACOM IRELAND	749,010
YOUNG EURO RSCG	743,525
ZENITH OPTIMEDIA	681,580

2005 - Advertisers	Revenue
DIAGEO	1,676,897
VODAFONE	900,480
UNILEVER	808,118
IRISH TIMES	721,795
CADBURY SCHWEPPE	716,668
HEALTH PROMOTION UNIT	562,243
KELLOGGS	496,066
COCA COLA IRELAND LTD	474,890
GLAXOSMITHKLINE	444,280
WARNER BROS	416,019

2005 - Brands	Revenue
VODAFONE	900,480
IRISH TIMES	681,080
ANTI-SMOKING CAMPAIGN	562,243
GUINNESS	559,135
O2	377,953
BUDGET TRAVEL	374,387
TROCAIRE	368,518
CADBURY CREME EGGS	328,439
SMIRNOFF RED	328,297
CARLSBERG	318,949

2004 - Categories	Revenue
FOOD	3,524,187
ALCOHOLIC DRINKS	2,263,812
NON ALCOHOLIC BEVERAGES	1,770,060
COMMUNICATIONS	1,722,483
HEALTH/BEAUTY/PERSONAL CARE	1,347,580
GOVERNMENT & LOCAL AUTHORITIES	1,335,341
ENTERTAINMENT	1,209,707
MEDIA	1,176,645
TOURISM & TRAVEL	816,515
CHARITIES	738,625

2004 - Agencies	Revenue
CARAT IRELAND	2,329,992
INITIATIVE MEDIA	2,046,941
MEDIAVEST IRELAND	1,836,445
IRISH INTERNATIONAL OMD	1,775,200
MCM COMMUNICATIONS LTD	1,674,776
MINDSHARE IRELAND	1,365,554
MEDIACOM IRELAND	1,222,618
YOUNG EURO RSCG	968,132
ZENITH OPTIMEDIA	929,705
UNIVERSAL MCCANN	885,341

2004 - Advertisers	Revenue
DIAGEO	1,376,511
GLAXOSMITHKLINE	822,601
HEALTH PROMOTION UNIT	647,376
VODAFONE	605,968
KELLOGGS	593,385
COCA COLA IRELAND LTD	574,857
INDEPENDENT NEWSPAPERS	521,067
UNILEVER	499,199
MARS/MASTERFOODS	434,843
O2	383,485

2004 - Brands	Revenue
VODAFONE	605,968
ANTI-SMOKING CAMPAIGN	558,580
IRISH INDEPENDENT	521,067
GUINNESS	408,761
LUCOZADE NRG	408,664
COCA COLA	382,973
WASTE MANAGEMENT	338,231
SENSIBLE DRINKING	322,157
TESCO STORES HOLDINGS LTD	297,195
O2	285,618

OMA Year on Year Comparison ROI Jan - Dec 2004/2003

Total Spend for Period: 82,853,523 / 75,483,842

Compiled from OMA Industry Spend Records



2004 - Categories	Revenue
ALCOHOLIC DRINKS	15,449,424
FOOD	11,646,147
NON ALCOHOLIC BEVERAGES	10,632,461
COMMUNICATIONS	8,724,202
ENTERTAINMENT	6,130,849
HEALTH/BEAUTY/PERSONAL CARE	5,066,096
GOVERNMENT & LOCAL AUTHORITIES	3,767,038
RETAIL OUTLETS	3,240,921
MEDIA	3,073,428
TOURISM & TRAVEL	2,237,381

2004 - Agencies	Revenue
INITIATIVE MEDIA	11,116,230
AEGIS MEDIA - CARAT/VIZEUM	9,676,155
MINDSHARE IRELAND	6,420,931
MEDIAVEST IRELAND	6,201,870
MCM COMMUNICATIONS	5,493,009
UNIVERSAL MCCANN	5,324,442
IRISH INTERNATIONAL OMD	4,708,696
MEDIACOM IRELAND	4,680,803
YOUNG EURO RSCG	4,220,588
ZENITH OPTIMEDIA	3,333,208

2004 - Advertisers	Revenue
DIAGEO	7,980,935
COCA COLA IRELAND LTD	3,363,915
VODAFONE	3,151,248
GLAXOSMITHKLINE	2,535,138
UNILEVER	2,383,738
BULMERS LTD	2,266,198
CANTRELL & COCHRANE	2,263,432
IRISH DISTILLERS LIMITED	2,060,836
KELLOGGS	1,925,546
O2	1,839,371

2004 - Brands	Revenue
VODAFONE	3,151,248
GUINNESS	2,487,944
O2	1,395,354
METEOR	1,395,029
BUDWEISER	1,338,089
LUCOZADE NRG	1,198,966
BULMERS	1,186,451
COCA COLA	1,110,307
TESCO STORES HOLDINGS LTD	1,020,997
SEVEN UP	877,142

2003 - Categories	Revenue
ALCOHOLIC DRINKS	16,658,353
FOOD	12,317,147
NON ALCOHOLIC BEVERAGES	8,799,900
COMMUNICATIONS	5,400,950
HEALTH/BEAUTY/PERSONAL CARE	4,931,837
ENTERTAINMENT	4,911,421
MEDIA	3,248,017
RETAIL OUTLETS	2,739,516
MOTOR TRADE	2,235,246
TOURISM & TRAVEL	2,013,565

2003 - Agencies	Revenue
CARAT	9,490,451
INITIATIVE MEDIA	9,170,406
MINDSHARE	6,191,303
MCM COMMUNICATIONS LTD	5,832,875
MEDIAVEST	4,437,145
UNIVERSAL MCCANN - DUBLIN	4,197,155
YOUNG ADVERTISING	3,324,832
IRISH INTERNATIONAL OMD	3,246,380
ZENITH MEDIA	3,118,437
CAWLEY NEA TBWA	2,130,443

2003 - Advertisers	Revenue
DIAGEO	6,760,025
COCA COLA IRELAND LTD	3,323,016
BULMERS LTD	2,886,300
IRISH DISTILLERS LIMITED	2,739,138
HEINEKEN IRELAND	2,195,201
VODAFONE	2,062,257
MARS/MASTERFOODS	2,056,407
GLAXOSMITHKLINE	1,751,867
CADBURY SCHWEPPE	1,727,135
UNILEVER	1,517,898

2003 - Brands	Revenue
GUINNESS	2,837,139
VODAFONE	2,062,257
BULMERS	1,680,721
BUDWEISER	1,512,084
O2	1,277,037
COCA COLA	1,275,530
COORS	980,707
HUZZAR	820,962
CARLSBERG	775,097
MCDONALDS	774,127