

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

Total Spend for Period: 26,608,943 / 27,179,783

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
GOVERNMENT & LOCAL AUTHORITIES	3,346,920
ALCOHOLIC DRINKS	3,152,359
TOURISM & TRAVEL	2,745,328
RETAIL OUTLETS	2,609,481
NON-ALCOHOLIC DRINKS	2,139,557
FINANCIAL SERVICES	1,904,318
RESTAURANTS & HOTELS	1,552,756
MOTOR TRADE	1,534,246
COMMUNICATIONS	1,421,921
ENTERTAINMENT	1,166,311

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	3,975,296
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	2,902,768
OMNICOM GROUP (OMD,PHD, MANNING GOTTLIEB)	2,156,072
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT)	2,107,234
ARDMORE ADVERTISING & MARKETING LTD.	1,816,655
WALKERS MEDIA	1,060,207
LYLE BAILIE	1,018,527
AEGIS MEDIA - CARAT/VIZEUM	896,723
A.V. BROWNE ADVERTISING	827,518
YOUNG EURO RSCG	757,878

2008 - Advertisers	Revenue
DIAGEO	1,233,485
COCA COLA IRELAND LTD.	1,133,397
KENTUCKY FRIED CHICKEN	800,221
C&C GROUP PLC.	707,957
NI FIRE AUTHORITY	707,838
HEALTH PROMOTION AGENCY	602,675
ULSTER BANK	500,914
EASYJET AIRLINES	494,311
BRITISH TELECOMMUNICATIONS	480,347
GLAXOSMITHKLINE	413,169

2008 - Brands	Revenue
KENTUCKY FRIED CHICKEN	800,221
COCA COLA	585,069
MAGNERS	500,914
EASYJET	494,311
FIRE PREVENTION	447,191
TRANSLINK	403,342
NORTHERN BANK	331,790
MCDONALDS	330,158
STENA	284,762
SPAR	279,615

2007 - Categories	Revenue
ALCOHOLIC DRINKS	3,127,816
NON-ALCOHOLIC DRINKS	2,999,449
GOVERNMENT & LOCAL AUTHORITIES	2,897,806
RETAIL OUTLETS	2,665,446
TOURISM & TRAVEL	2,315,452
MOTOR TRADE	1,687,545
FINANCIAL SERVICES	1,652,155
ENTERTAINMENT	1,508,415
RESTAURANTS & HOTELS	1,337,308
FOOD	1,308,797

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	3,560,948
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	2,751,308
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT)	1,831,311
GENESIS ADVERTISING LTD.	1,502,259
A.V. BROWNE ADVERTISING	1,334,315
ARDMORE ADVERTISING & MARKETING LTD.	1,284,271
WALKERS MEDIA	1,016,184
AEGIS MEDIA - CARAT/VIZEUM	883,450
LYLE BAILIE	852,894
YOUNG EURO RSCG	810,707

2007 - Advertisers	Revenue
COCA COLA IRELAND LTD.	1,534,625
C&C GROUP PLC.	1,391,001
DIAGEO	1,093,458
KENTUCKY FRIED CHICKEN	795,746
RENAULT UK	517,828
BRITISH TELECOMMUNICATIONS	514,548
NI FIRE AUTHORITY	466,470
GLAXOSMITHKLINE	451,462
JET2	428,413
SPAR GROUP	409,065

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	795,746
COCA COLA	644,114
MAGNERS	456,371
JET2	428,413
SPAR	409,065
PSNI	370,648
GUINNESS	351,958
FIRMUS ENERGY	342,254
MAGNERS LIGHT	331,595
EASYJET	318,130

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

Total Spend for Period: 20,141,540 / 20,690,273

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
GOVERNMENT & LOCAL AUTHORITIES	2,346,694
TOURISM & TRAVEL	2,155,336
ALCOHOLIC DRINKS	2,000,574
NON-ALCOHOLIC DRINKS	1,785,749
RETAIL OUTLETS	1,630,527
FINANCIAL SERVICES	1,630,339
MOTOR TRADE	1,410,109
RESTAURANTS & HOTELS	1,209,950
COMMUNICATIONS	1,095,508
ENTERTAINMENT	945,238

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	3,486,645
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,763,785
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	1,590,346
OMNICOM GROUP (OMD,PHD, MANNING GOTTLIEB)	1,506,190
ARDMORE ADVERTISING & MARKETING LTD.	1,177,829
WALKERS MEDIA	890,504
AEGIS MEDIA - CARAT/VIZEUM	839,319
A.V. BROWNE ADVERTISING	621,947
LYLE BAILIE	589,640
YOUNG EURO RSCG	578,360

2008 - Advertisers	Revenue
COCA COLA IRELAND LTD.	864,160
DIAGEO	683,191
KENTUCKY FRIED CHICKEN	635,841
C&C GROUP PLC.	545,299
HEALTH PROMOTION AGENCY	522,366
EASYJET AIRLINES	478,693
ULSTER BANK	423,319
GLAXOSMITHKLINE	413,169
NI FIRE AUTHORITY	357,595
BRITISH TELECOMMUNICATIONS	352,247

2008 - Brands	Revenue
KENTUCKY FRIED CHICKEN	635,841
EASYJET	478,693
COCA COLA	382,065
MAGNERS	352,442
TRANSLINK	323,122
NORTHERN BANK	297,014
FIRE PREVENTION	296,867
STENA	279,290
MCDONALDS	248,340
SUBWAY	213,708

2007 - Categories	Revenue
NON-ALCOHOLIC DRINKS	2,360,460
ALCOHOLIC DRINKS	2,233,376
GOVERNMENT & LOCAL AUTHORITIES	2,031,115
TOURISM & TRAVEL	1,889,654
RETAIL OUTLETS	1,643,813
FINANCIAL SERVICES	1,289,340
MOTOR TRADE	1,248,508
ENTERTAINMENT	1,225,735
FOOD	1,133,500
COMMUNICATIONS	1,035,460

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,940,799
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,978,759
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	1,669,706
A.V. BROWNE ADVERTISING	1,214,279
GENESIS ADVERTISING LTD.	1,006,597
ARDMORE ADVERTISING & MARKETING LTD.	789,630
WALKERS MEDIA	693,574
YOUNG EURO RSCG	652,217
OMD IRELAND	588,954
AEGIS MEDIA - CARAT/VIZEUM	574,438

2007 - Advertisers	Revenue
COCA COLA IRELAND LTD.	1,168,147
CANTRELL & COCHRANE (IRELAND)	1,149,596
DIAGEO	676,066
KENTUCKY FRIED CHICKEN	525,040
BRITISH TELECOMMUNICATIONS	457,654
JET2	428,413
MULLER	362,891
GLAXOSMITHKLINE	317,283
FIRMUS ENERGY	315,220
RENAULT UK	311,581

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	525,040
JET2	428,413
COCA COLA	333,092
MAGNERS LIGHT	331,595
FIRMUS ENERGY	315,220
MAGNERS	314,103
DIET COKE	281,071
SPAR	241,972
CLUB DRINKS	221,454
EASYJET	216,695

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

Total Spend for Period: 13,751,479 / 13,726,596

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
GOVERNMENT & LOCAL AUTHORITIES	1,651,102
TOURISM & TRAVEL	1,565,680
NON-ALCOHOLIC DRINKS	1,315,617
FINANCIAL SERVICES	1,200,468
ALCOHOLIC DRINKS	1,192,569
RETAIL OUTLETS	1,104,865
MOTOR TRADE	995,908
RESTAURANTS & HOTELS	843,001
COMMUNICATIONS	628,983
ENTERTAINMENT	528,218

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,419,025
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,207,224
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT)	1,054,355
AEGIS MEDIA - CARAT/IZEUM	683,819
ARDMORE ADVERTISING & MARKETING LTD.	677,709
WALKERS MEDIA	643,213
MANNING GOTTLIEB OMD	623,185
A.V. BROWNE ADVERTISING	477,705
YOUNG EURO RSCG	410,206
NAVIGATOR BLUE LTD.	358,164

2008 - Advertisers	Revenue
COCA COLA IRELAND LTD.	642,450
KENTUCKY FRIED CHICKEN	467,205
EASYJET AIRLINES	406,859
DIAGEO	387,423
ULSTER BANK	380,994
C&C GROUP PLC.	380,120
GLAXOSMITHKLINE	374,485
HEALTH PROMOTION AGENCY	345,049
RENAULT UK	241,011
NI FIRE AUTHORITY	219,123

2008 - Brands	Revenue
KENTUCKY FRIED CHICKEN	467,205
EASYJET	406,859
COCA COLA	260,765
MAGNERS	243,784
FIRE PREVENTION	206,680
STENA	182,555
LUCOZADE	182,094
ULSTER BANK	175,608
NORTHERN BANK	167,699
SUBWAY	163,087

2007 - Categories	Revenue
NON-ALCOHOLIC DRINKS	1,662,359
ALCOHOLIC DRINKS	1,428,030
GOVERNMENT & LOCAL AUTHORITIES	1,412,059
TOURISM & TRAVEL	1,199,203
RETAIL OUTLETS	1,019,152
FINANCIAL SERVICES	952,115
FOOD	948,050
ENTERTAINMENT	890,394
MOTOR TRADE	871,390
COMMUNICATIONS	702,503

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,200,608
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,305,024
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT)	974,138
A.V. BROWNE ADVERTISING	745,245
GENESIS ADVERTISING LTD.	646,787
ARDMORE ADVERTISING & MARKETING LTD.	518,065
YOUNG EURO RSCG	446,493
WALKERS MEDIA	431,006
LYLE BAILIE	383,562
NAVIGATOR BLUE LTD.	373,734

2007 - Advertisers	Revenue
COCA COLA IRELAND LTD.	834,099
CANTRELL & COCHRANE (IRELAND)	724,279
DIAGEO	501,938
MULLER	362,891
KENTUCKY FRIED CHICKEN	358,020
JET2	310,219
BRITISH TELECOMMUNICATIONS	307,022
ULSTER BANK	252,428
GLAXOSMITHKLINE	230,354
RENAULT UK	218,349

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	358,020
JET2	310,219
COCA COLA	262,267
MAGNERS LIGHT	236,146
MAGNERS	210,346
MULLER LITE	207,533
ULSTER BANK	151,751
FIRMUS ENERGY	145,646
NAMBARRIE	143,712
DIET COKE	143,278

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

Total Spend for Period: 7,318,148 / 6,978,967

Compiled from OMA Industry Spend Records



2008 - Categories	Revenue
GOVERNMENT & LOCAL AUTHORITIES	1,084,297
TOURISM & TRAVEL	880,365
NON-ALCOHOLIC DRINKS	733,851
RETAIL OUTLETS	693,076
MOTOR TRADE	603,940
ALCOHOLIC DRINKS	557,277
FINANCIAL SERVICES	529,862
RESTAURANTS & HOTELS	467,798
COMMUNICATIONS	328,728
CHARITIES	296,901

2008 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	1,391,608
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	656,468
AEGIS MEDIA - CARAT/VIZEUM	471,860
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	458,984
MANNING GOTTLIEB OMD	383,351
WALKERS MEDIA	377,939
ARDMORE ADVERTISING & MARKETING LTD.	340,158
FIRE IMC.	230,520
YOUNG EURO RSCG	227,017
A.V. BROWNE ADVERTISING	221,573

2008 - Advertisers	Revenue
COCA COLA IRELAND LTD.	342,837
KENTUCKY FRIED CHICKEN	285,581
DIAGEO	266,022
HEALTH PROMOTION AGENCY	262,654
RENAULT UK	241,011
GLAXOSMITHKLINE	233,128
ULSTER BANK	212,069
CANTRELL & COCHRANE (IRELAND)	211,549
EASYJET AIRLINES	201,421
N I FIRE AUTHORITY	146,418

2008 - Brands	Revenue
KENTUCKY FRIED CHICKEN	285,581
EASYJET	201,421
FIRE PREVENTION	145,630
HPA BINGE DRINKING	140,415
COMMUNITY SAFETY UNIT	129,361
MAGNERS	116,778
LUCOZADE	114,863
BURN	111,558
JET2	106,560
MAGNERS LIGHT	94,772

2007 - Categories	Revenue
GOVERNMENT & LOCAL AUTHORITIES	1,009,068
FINANCIAL SERVICES	724,818
TOURISM & TRAVEL	611,688
MOTOR TRADE	588,414
FOOD	547,436
NON-ALCOHOLIC DRINKS	506,948
ENTERTAINMENT	490,629
ALCOHOLIC DRINKS	484,540
RETAIL OUTLETS	444,666
RESTAURANTS & HOTELS	338,213

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	1,296,428
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	568,133
GENESIS ADVERTISING LTD.	457,304
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	380,959
A.V. BROWNE ADVERTISING	315,814
ARDMORE ADVERTISING & MARKETING LTD.	286,578
NAVIGATOR BLUE LTD.	275,368
LYLE BAILIE	255,917
WALKERS MEDIA	241,358
AEGIS MEDIA - CARAT/VIZEUM	189,567

2007 - Advertisers	Revenue
MULLER	257,159
DIAGEO	242,108
COCA COLA IRELAND LTD.	230,558
KENTUCKY FRIED CHICKEN	214,812
CANTRELL & COCHRANE (IRELAND)	214,276
ULSTER BANK	212,393
RENAULT UK	185,776
HEALTH PROMOTION AGENCY	183,925
N I FIRE AUTHORITY	151,016
JET2	149,526

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	214,812
JET2	149,526
FIRE PREVENTION	136,890
HPA SMOKING BAN	132,188
NORTHERN BANK	116,910
ULSTER BANK	111,715
RENAULT DEALERS	107,033
MULLER CEREAL CORNER	105,732
MULLER LITE	101,801
ULSTER BANK MORTGAGES	100,678

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

Total Spend for Period: 27,179,783 / 22,510,769

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
ALCOHOLIC DRINKS	3,127,816
NON-ALCOHOLIC DRINKS	2,999,449
GOVERNMENT & LOCAL AUTHORITIES	2,897,806
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ENTERTAINMENT	1,508,415
RESTAURANTS & HOTELS	1,337,308
FOOD	1,308,797

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	3,560,948
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	2,751,308
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A.V. BROWNE ADVERTISING	1,334,315
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WALKERS MEDIA	1,016,184
AEGIS MEDIA - CARAT/VIZEUM	883,450
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YOUNG EURO RSCG	810,707

2007 - Advertisers	Revenue
COCA COLA IRELAND LTD.	1,534,625
C&C GROUP PLC.	1,391,001
DIAGEO	1,093,458
KENTUCKY FRIED CHICKEN	795,746
RENAULT UK	517,828
BRITISH TELECOMMUNICATIONS	514,548
NI FIRE AUTHORITY	466,470
GLAXOSMITHKLINE	451,462
JET2	428,413
SPAR GROUP	409,065

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	795,746
COCA COLA	644,114
MAGNERS	456,371
JET2	428,413
SPAR	409,065
PSNI	370,648
GUINNESS	351,958
FIRMUS ENERGY	342,254
MAGNERS LIGHT	331,595
EASYJET	318,130

2006 - Categories	Revenue
ALCOHOLIC DRINKS	2,831,375
TOURISM & TRAVEL	2,310,748
NON-ALCOHOLIC DRINKS	2,304,865
GOVERNMENT & LOCAL AUTHORITIES	2,228,224
RETAIL OUTLETS	1,928,932
MOTOR TRADE	1,582,752
FINANCIAL SERVICES	1,371,993
ENTERTAINMENT	1,310,007
FOOD	1,204,483
COMMUNICATIONS	1,143,847

2006 - Agencies	Revenue
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	3,307,148
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,640,719
WALKERS MEDIA	955,611
ARDMORE ADVERTISING & MARKETING LTD.	909,696
STARCOM MEDIA VEST	893,791
LYLE BAILIE	798,072
GENESIS ADVERTISING LTD.	710,753
A.V. BROWNE ADVERTISING	668,939
OMD IRELAND	645,425
NAVIGATOR BLUE LTD.	642,919

2006 - Advertisers	Revenue
DIAGEO	1,392,834
COCA COLA IRELAND LTD.	1,268,187
CANTRELL & COCHRANE (IRELAND)	982,544
KENTUCKY FRIED CHICKEN	788,458
ULSTER BANK	408,698
JET2	407,288
TRANSLINK	399,699
BELFAST CITY COUNCIL	389,294
RENAULT UK	326,984
BRITISH TELECOMMUNICATIONS	316,348

2006 - Brands	Revenue
KENTUCKY FRIED CHICKEN	788,458
COCA COLA	641,263
GUINNESS	423,188
JET2	407,288
HARP	391,550
TRANSLINK	384,019
MAGNERS	379,284
ULSTER BANK	376,420
EASYJET	269,642
NORTHERN BANK	253,098

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

Total Spend for Period: 20,690,273 / 16,902,692

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
NON-ALCOHOLIC DRINKS	2,360,460
ALCOHOLIC DRINKS	2,233,376
GOVERNMENT & LOCAL AUTHORITIES	2,031,115
TOURISM & TRAVEL	1,889,654
RETAIL OUTLETS	1,643,813
FINANCIAL SERVICES	1,289,340
MOTOR TRADE	1,248,508
ENTERTAINMENT	1,225,735
FOOD	1,133,500
COMMUNICATIONS	1,035,460

2006 - Categories	Revenue
ALCOHOLIC DRINKS	1,925,996
NON-ALCOHOLIC DRINKS	1,814,178
TOURISM & TRAVEL	1,796,933
GOVERNMENT & LOCAL AUTHORITIES	1,528,959
MOTOR TRADE	1,335,666
RETAIL OUTLETS	1,325,896
FINANCIAL SERVICES	1,145,033
ENTERTAINMENT	1,011,413
COMMUNICATIONS	848,203
FOOD	835,919

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,940,799
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,978,759
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	1,669,706
A.V. BROWNE ADVERTISING	1,214,279
GENESIS ADVERTISING LTD.	1,006,597
ARDMORE ADVERTISING & MARKETING LTD.	789,630
WALKERS MEDIA	693,574
YOUNG EURO RSCG	652,217
OMD IRELAND	588,954
AEGIS MEDIA - CARAT/VIZEUM	574,438

2006 - Agencies	Revenue
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	2,419,643
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,139,874
WALKERS MEDIA	714,161
STARCOM MEDIA VEST	580,814
ARDMORE ADVERTISING & MARKETING LTD.	545,906
NAVIGATOR BLUE LTD.	538,853
ANDERSON SPRATT GROUP LTD	493,362
A.V. BROWNE ADVERTISING	478,245
OMD IRELAND	474,379
LYLE BAILIE	470,448

2007 - Advertisers	Revenue
COCA COLA IRELAND LTD.	1,168,147
CANTRELL & COCHRANE (IRELAND)	1,149,596
DIAGEO	676,066
KENTUCKY FRIED CHICKEN	525,040
BRITISH TELECOMMUNICATIONS	457,654
JET2	428,413
MULLER	362,891
GLAXOSMITHKLINE	317,283
FIRMUS ENERGY	315,220
RENAULT UK	311,581

2006 - Advertisers	Revenue
DIAGEO	984,717
COCA COLA IRELAND LTD.	904,141
CANTRELL & COCHRANE (IRELAND)	674,198
KENTUCKY FRIED CHICKEN	597,072
TRANSLINK	336,243
ULSTER BANK	332,619
BELFAST CITY COUNCIL	286,446
JET2	255,416
SPECIAL OLYMPICS	243,835
BRITISH TELECOMMUNICATIONS	230,646

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	525,040
JET2	428,413
COCA COLA	333,092
MAGNERS LIGHT	331,595
FIRMUS ENERGY	315,220
MAGNERS	314,103
DIET COKE	281,071
SPAR	241,972
CLUB DRINKS	221,454
EASYJET	216,695

2006 - Brands	Revenue
KENTUCKY FRIED CHICKEN	597,072
COCA COLA	413,584
TRANSLINK	320,563
ULSTER BANK	300,507
HARP	273,078
JET2	255,416
SPECIAL OLYMPICS	243,835
MAGNERS	233,846
GUINNESS	227,962
CLUB ENERGISE	218,904

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

Total Spend for Period: 13,726,596 / 11,210,175

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
NON-ALCOHOLIC DRINKS	1,662,359
ALCOHOLIC DRINKS	1,428,030
GOVERNMENT & LOCAL AUTHORITIES	1,412,059
TOURISM & TRAVEL	1,199,203
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FINANCIAL SERVICES	952,115
FOOD	948,050
ENTERTAINMENT	890,394
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2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,200,608
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,305,024
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	974,138
A.V. BROWNE ADVERTISING	745,245
GENESIS ADVERTISING LTD.	646,787
ARDMORE ADVERTISING & MARKETING LTD.	518,065
YOUNG EURO RSCG	446,493
WALKERS MEDIA	431,006
LYLE BAILIE	383,562
NAVIGATOR BLUE LTD.	373,734

2007 - Advertisers	Revenue
COCA COLA IRELAND LTD.	834,099
CANTRELL & COCHRANE (IRELAND)	724,279
DIAGEO	501,938
MULLER	362,891
KENTUCKY FRIED CHICKEN	358,020
JET2	310,219
BRITISH TELECOMMUNICATIONS	307,022
ULSTER BANK	252,428
GLAXOSMITHKLINE	230,354
RENAULT UK	218,349

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	358,020
JET2	310,219
COCA COLA	262,267
MAGNERS LIGHT	236,146
MAGNERS	210,346
MULLER LITE	207,533
ULSTER BANK	151,751
FIRMUS ENERGY	145,646
NAMBARRIE	143,712
DIET COKE	143,278

2006 - Categories	Revenue
TOURISM & TRAVEL	1,280,633
NON-ALCOHOLIC DRINKS	1,211,520
GOVERNMENT & LOCAL AUTHORITIES	1,134,865
ALCOHOLIC DRINKS	1,116,826
FINANCIAL SERVICES	975,789
MOTOR TRADE	909,777
RETAIL OUTLETS	719,711
ENTERTAINMENT	681,704
COMMUNICATIONS	591,413
FOOD	510,241

2006 - Agencies	Revenue
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,545,838
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	1,508,692
WALKERS MEDIA	515,341
NAVIGATOR BLUE LTD.	396,383
ARDMORE ADVERTISING & MARKETING LTD.	384,632
LYLE BAILIE	341,374
FIRE IMC.	335,465
OMD IRELAND	333,469
A.V. BROWNE ADVERTISING	333,113
NEW PHD LONDON	323,584

2006 - Advertisers	Revenue
DIAGEO	607,565
COCA COLA IRELAND LTD.	523,458
KENTUCKY FRIED CHICKEN	446,363
CANTRELL & COCHRANE (IRELAND)	307,679
ULSTER BANK	297,819
JET2	255,416
BELFAST CITY COUNCIL	218,458
PEUGEOT	201,186
JACOBS	201,130
TRANSLINK	199,054

2006 - Brands	Revenue
KENTUCKY FRIED CHICKEN	446,363
ULSTER BANK	297,819
JET2	255,416
SPECIAL OLYMPICS	188,731
TRANSLINK	183,374
NORTHERN BANK	178,931
MAGNERS	160,883
COCA COLA	156,442
O2.	141,691
AXA GROUP	139,104

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

Total Spend for Period: 6,978,967 / 5,773,139

Compiled from OMA Industry Spend Records



2007 - Categories	Revenue
GOVERNMENT & LOCAL AUTHORITIES	1,009,068
FINANCIAL SERVICES	724,818
TOURISM & TRAVEL	611,688
MOTOR TRADE	588,414
FOOD	547,436
NON-ALCOHOLIC DRINKS	506,948
ENTERTAINMENT	490,629
ALCOHOLIC DRINKS	484,540
RETAIL OUTLETS	444,666
RESTAURANTS & HOTELS	338,213

2007 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	1,296,428
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	568,133
GENESIS ADVERTISING LTD.	457,304
PUBLICIS GROUPE MEDIA(STARCOM MEDIAVEST,ZENITH OPT	380,959
A.V. BROWNE ADVERTISING	315,814
ARDMORE ADVERTISING & MARKETING LTD.	286,578
NAVIGATOR BLUE LTD.	275,368
LYLE BAILIE	255,917
WALKERS MEDIA	241,358
AEGIS MEDIA - CARAT/VIZEUM	189,567

2007 - Advertisers	Revenue
MULLER	257,159
DIAGEO	242,108
COCA COLA IRELAND LTD.	230,558
KENTUCKY FRIED CHICKEN	214,812
CANTRELL & COCHRANE (IRELAND)	214,276
ULSTER BANK	212,393
RENAULT UK	185,776
HEALTH PROMOTION AGENCY	183,925
N I FIRE AUTHORITY	151,016
JET2	149,526

2007 - Brands	Revenue
KENTUCKY FRIED CHICKEN	214,812
JET2	149,526
FIRE PREVENTION	136,890
HPA SMOKING BAN	132,188
NORTHERN BANK	116,910
ULSTER BANK	111,715
RENAULT DEALERS	107,033
MULLER CEREAL CORNER	105,732
MULLER LITE	101,801
ULSTER BANK MORTGAGES	100,678

2006 - Categories	Revenue
TOURISM & TRAVEL	754,081
GOVERNMENT & LOCAL AUTHORITIES	715,796
ALCOHOLIC DRINKS	587,114
FINANCIAL SERVICES	507,969
MOTOR TRADE	458,933
NON-ALCOHOLIC DRINKS	397,384
ENTERTAINMENT	358,648
MEDIA	347,837
RETAIL OUTLETS	347,413
COMMUNICATIONS	258,910

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	772,127
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	726,379
FIRE IMC.	285,959
LYLE BAILIE	263,687
BRILLIANT	227,293
NEW PHD LONDON	223,225
ARDMORE ADVERTISING & MARKETING LTD.	183,491
STARCOM MEDIA VEST	173,970
WALKERS MEDIA	152,374
A.V. BROWNE ADVERTISING	141,814

2006 - Advertisers	Revenue
DIAGEO	330,227
ULSTER BANK	233,717
JET2	219,908
COCA COLA IRELAND LTD.	200,211
KENTUCKY FRIED CHICKEN	184,068
SPECIAL OLYMPICS	175,782
PEUGEOT	125,138
NORTHERN IRELAND TOURIST BOARD	121,229
O2	96,130
DEPT OF ENVIRONMENT	92,128

2006 - Brands	Revenue
ULSTER BANK	233,717
JET2	219,908
KENTUCKY FRIED CHICKEN	184,068
SPECIAL OLYMPICS	175,782
NORTHERN IRELAND TOURIST BOARD	121,229
HARP	98,907
O2.	96,130
SMIRNOFF RED	89,590
FLYBE.COM	89,488
GUINNESS SPONSORSHIP	81,844

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

Total Spend for Period: 22,510,769 / 19,530,864

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
ALCOHOLIC DRINKS	2,831,375
TOURISM & TRAVEL	2,310,748
NON-ALCOHOLIC DRINKS	2,304,865
GOVERNMENT & LOCAL AUTHORITIES	2,228,224
RETAIL OUTLETS	1,928,932
MOTOR TRADE	1,582,752
FINANCIAL SERVICES	1,371,993
ENTERTAINMENT	1,310,007
FOOD	1,204,483
COMMUNICATIONS	1,143,847

2006 - Agencies	Revenue
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	3,307,148
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,640,719
WALKERS MEDIA	955,611
ARDMORE ADVERTISING & MARKETING LTD.	909,696
STARCOM MEDIA VEST	893,791
LYLE BAILIE	798,072
GENESIS ADVERTISING LTD.	710,753
A.V. BROWNE ADVERTISING	668,939
OMD IRELAND	645,425
NAVIGATOR BLUE LTD.	642,919

2006 - Advertisers	Revenue
DIAGEO	1,392,834
COCA COLA IRELAND LTD.	1,268,187
CANTRELL & COCHRANE (IRELAND)	982,544
KENTUCKY FRIED CHICKEN	788,458
ULSTER BANK	408,698
JET2	407,288
TRANSLINK	399,699
BELFAST CITY COUNCIL	389,294
RENAULT UK	326,984
BRITISH TELECOMMUNICATIONS	316,348

2006 - Brands	Revenue
KENTUCKY FRIED CHICKEN	788,458
COCA COLA	641,263
GUINNESS	423,188
JET2	407,288
HARP	391,550
TRANSLINK	384,019
MAGNERS	379,284
ULSTER BANK	376,420
EASYJET	269,642
NORTHERN BANK	253,098

2005 - Categories	Revenue
ALCOHOLIC DRINKS	2,853,378
TOURISM & TRAVEL	2,239,643
GOVERNMENT & LOCAL AUTHORITIES	1,987,334
NON ALCOHOLIC BEVERAGES	1,531,835
RETAIL OUTLETS	1,531,544
MOTOR TRADE	1,422,934
COMMUNICATIONS	1,381,444
ENTERTAINMENT	1,064,698
FINANCIAL SERVICES	999,164
MEDIA	921,810

2005 - Agencies	Revenue
INITIATIVE MEDIA	1,901,560
GROUP M (MINDSHARE, MEDIACOM, MEDIAVEST CIA)	1,627,290
MEDIAVEST	1,160,157
ZENITH OPTIMEDIA	1,040,430
UNIVERSAL MCCANN	981,352
ARDMORE ADVERTISING & MARKETING	882,162
LYLE BAILIE	717,157
GENESIS ADVERTISING LTD	668,678
FIRE IMC	583,667
A.V. BROWNE ADVERTISING	571,143

2005 - Advertisers	Revenue
DIAGEO	1,518,414
COCA COLA IRELAND LTD	877,316
KENTUCKY FRIED CHICKEN	553,740
O2	497,368
CANTRELL & COCHRANE	406,412
INBEV	383,411
RENAULT CARS	319,028
EASYJET AIRLINES	294,823
POLICE SERVICE FOR NORTHERN IRELAND (PSNI)	278,221
NORTHERN IRELAND TOURIST BOARD	270,037

2005 - Brands	Revenue
GUINNESS	578,979
KENTUCKY FRIED CHICKEN	553,740
O2	497,368
COCA COLA	489,592
HARP	321,985
EASYJET	294,823
POLICE SERVICE FOR NORTHERN IRELAND (PSNI)	278,221
NORTHERN IRELAND TOURIST BOARD	270,037
TRANSLINK	244,578
VODAFONE	230,828

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

Total Spend for Period: 16,902,692 / 14,746,384

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
ALCOHOLIC DRINKS	1,925,996
NON-ALCOHOLIC DRINKS	1,814,178
TOURISM & TRAVEL	1,796,933
GOVERNMENT & LOCAL AUTHORITIES	1,528,959
MOTOR TRADE	1,335,666
RETAIL OUTLETS	1,325,896
FINANCIAL SERVICES	1,145,033
ENTERTAINMENT	1,011,413
COMMUNICATIONS	848,203
FOOD	835,919

2006 - Agencies	Revenue
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	2,419,643
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	2,139,874
WALKERS MEDIA	714,161
STARCOM MEDIA VEST	580,814
ARDMORE ADVERTISING & MARKETING LTD.	545,906
NAVIGATOR BLUE LTD.	538,853
ANDERSON SPRATT GROUP LTD	493,362
A.V. BROWNE ADVERTISING	478,245
OMD IRELAND	474,379
LYLE BAILIE	470,448

2006 - Advertisers	Revenue
DIAGEO	984,717
COCA COLA IRELAND LTD.	904,141
CANTRELL & COCHRANE (IRELAND)	674,198
KENTUCKY FRIED CHICKEN	597,072
TRANSLINK	336,243
ULSTER BANK	332,619
BELFAST CITY COUNCIL	286,446
JET2	255,416
SPECIAL OLYMPICS	243,835
BRITISH TELECOMMUNICATIONS	230,646

2006 - Brands	Revenue
KENTUCKY FRIED CHICKEN	597,072
COCA COLA	413,584
TRANSLINK	320,563
ULSTER BANK	300,507
HARP	273,078
JET2	255,416
SPECIAL OLYMPICS	243,835
MAGNERS	233,846
GUINNESS	227,962
CLUB ENERGISE	218,904

2005 - Categories	Revenue
TOURISM & TRAVEL	1,891,623
ALCOHOLIC DRINKS	1,785,495
GOVERNMENT & LOCAL AUTHORITIES	1,333,028
NON ALCOHOLIC BEVERAGES	1,235,253
MOTOR TRADE	1,221,250
COMMUNICATIONS	1,069,319
RETAIL OUTLETS	953,688
FINANCIAL SERVICES	909,160
ENTERTAINMENT	779,964
MEDIA	741,742

2005 - Agencies	Revenue
UNIVERSAL MCCANN DUBLIN	908,554
INITIATIVE MEDIA DUBLIN	903,748
ZENITH OPTIMEDIA	784,208
MEDIAVEST UK	704,623
FIRE IMC	544,756
ARDMORE ADVERTISING & MARKETING	535,665
LYLE BAILIE	498,697
GENESIS ADVERTISING LTD	494,215
A.V. BROWNE ADVERTISING	411,107
NAVIGATOR BLUE LTD	398,163

2005 - Advertisers	Revenue
DIAGEO	888,527
COCA COLA IRELAND LTD	804,518
KENTUCKY FRIED CHICKEN	408,389
O2	354,094
NORTHERN IRELAND TOURIST BOARD	270,037
EASYJET AIRLINES	250,800
RENAULT CARS	249,268
CANTRELL & COCHRANE	239,762
GLAXOSMITHKLINE	216,462
TRANSLINK	213,082

2005 - Brands	Revenue
COCA COLA	443,455
KENTUCKY FRIED CHICKEN	408,389
O2	354,094
GUINNESS	352,820
NORTHERN IRELAND TOURIST BOARD	270,037
EASYJET	250,800
HARP	236,588
TRANSLINK	213,082
BBC TV	180,886
STENA SEALINK	169,844

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

Total Spend for Period: 11,210,175 / 9,897,950

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
TOURISM & TRAVEL	1,280,633
NON-ALCOHOLIC DRINKS	1,211,520
GOVERNMENT & LOCAL AUTHORITIES	1,134,865
ALCOHOLIC DRINKS	1,116,826
FINANCIAL SERVICES	975,789
MOTOR TRADE	909,777
RETAIL OUTLETS	719,711
ENTERTAINMENT	681,704
COMMUNICATIONS	591,413
FOOD	510,241

2006 - Agencies	Revenue
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	1,545,838
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	1,508,692
WALKERS MEDIA	515,341
NAVIGATOR BLUE LTD.	396,383
ARDMORE ADVERTISING & MARKETING LTD.	384,632
LYLE BAILIE	341,374
FIRE IMC.	335,465
OMD IRELAND	333,469
A.V. BROWNE ADVERTISING	333,113
NEW PHD LONDON	323,584

2006 - Advertisers	Revenue
DIAGEO	607,565
COCA COLA IRELAND LTD.	523,458
KENTUCKY FRIED CHICKEN	446,363
CANTRELL & COCHRANE (IRELAND)	307,679
ULSTER BANK	297,819
JET2	255,416
BELFAST CITY COUNCIL	218,458
PEUGEOT	201,186
JACOBS	201,130
TRANSLINK	199,054

2006 - Brands	Revenue
KENTUCKY FRIED CHICKEN	446,363
ULSTER BANK	297,819
JET2	255,416
SPECIAL OLYMPICS	188,731
TRANSLINK	183,374
NORTHERN BANK	178,931
MAGNERS	160,883
COCA COLA	156,442
O2.	141,691
AXA GROUP	139,104

2005 - Categories	Revenue
TOURISM & TRAVEL	1,498,898
ALCOHOLIC DRINKS	1,059,128
GOVERNMENT & LOCAL AUTHORITIES	1,055,171
NON ALCOHOLIC BEVERAGES	924,357
MOTOR TRADE	849,125
MEDIA	576,036
FINANCIAL SERVICES	567,803
COMMUNICATIONS	533,137
ENTERTAINMENT	530,798
RETAIL OUTLETS	518,486

2005 - Agencies	Revenue
UNIVERSAL MCCANN DUBLIN	701,843
INITIATIVE MEDIA DUBLIN	621,510
FIRE IMC	480,748
ARDMORE ADVERTISING & MARKETING	443,037
GENESIS ADVERTISING LTD	436,349
MEDIAVEST UK	391,511
G.C.A.S. HOLDINGS	301,400
NEW PHD LONDON	289,886
A.V. BROWNE ADVERTISING	282,767
AEGIS MEDIA - CARAT/VIZEUM	282,642

2005 - Advertisers	Revenue
DIAGEO	609,162
COCA COLA IRELAND LTD	604,503
NORTHERN IRELAND TOURIST BOARD	246,656
RENAULT CARS	237,005
BBC	211,761
EASYJET AIRLINES	198,288
POLICE SERVICE FOR NORTHERN IRELAND (PSNI)	166,396
CANTRELL & COCHRANE	162,976
CENTRAL OFFICE OF INFORMATION	153,413
GLAXOSMITHKLINE	147,128

2005 - Brands	Revenue
COCA COLA	350,549
GUINNESS	283,854
NORTHERN IRELAND TOURIST BOARD	246,656
EASYJET	198,288
BBC TV	180,886
POLICE SERVICE FOR NORTHERN IRELAND (PSNI)	166,396
RENAULT CAR RANGE	157,451
STENA SEALINK	128,181
JET2	127,312
DIET COKE	126,462

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

Total Spend for Period: 5,773,139 / 5,183,591

Compiled from OMA Industry Spend Records



2006 - Categories	Revenue
TOURISM & TRAVEL	754,081
GOVERNMENT & LOCAL AUTHORITIES	715,796
ALCOHOLIC DRINKS	587,114
FINANCIAL SERVICES	507,969
MOTOR TRADE	458,933
NON-ALCOHOLIC DRINKS	397,384
ENTERTAINMENT	358,648
MEDIA	347,837
RETAIL OUTLETS	347,413
COMMUNICATIONS	258,910

2006 - Agencies	Revenue
GROUP M (MINDSHARE, MEDIACOM, MEDIAEDGE CIA)	772,127
MAGNA DUBLIN(INITIATIVE, MCM COMMS,UNIVERS.MCCANN)	726,379
FIRE IMC.	285,959
LYLE BAILIE	263,687
BRILLIANT	227,293
NEW PHD LONDON	223,225
ARDMORE ADVERTISING & MARKETING LTD.	183,491
STARCOM MEDIA VEST	173,970
WALKERS MEDIA	152,374
A.V. BROWNE ADVERTISING	141,814

2006 - Advertisers	Revenue
DIAGEO	330,227
ULSTER BANK	233,717
JET2	219,908
COCA COLA IRELAND LTD.	200,211
KENTUCKY FRIED CHICKEN	184,068
SPECIAL OLYMPICS	175,782
PEUGEOT	125,138
NORTHERN IRELAND TOURIST BOARD	121,229
O2	96,130
DEPT OF ENVIRONMENT	92,128

2006 - Brands	Revenue
ULSTER BANK	233,717
JET2	219,908
KENTUCKY FRIED CHICKEN	184,068
SPECIAL OLYMPICS	175,782
NORTHERN IRELAND TOURIST BOARD	121,229
HARP	98,907
O2.	96,130
SMIRNOFF RED	89,590
FLYBE.COM	89,488
GUINNESS SPONSORSHIP	81,844

2005 - Categories	Revenue
TOURISM & TRAVEL	919,458
MOTOR TRADE	609,576
GOVERNMENT & LOCAL AUTHORITIES	576,500
ALCOHOLIC DRINKS	570,299
MEDIA	377,135
RETAIL OUTLETS	313,145
ENTERTAINMENT	244,832
NON ALCOHOLIC BEVERAGES	238,875
COMMUNICATIONS	229,676
CHARITIES	209,329

2005 - Agencies	Revenue
INITIATIVE MEDIA	399,990
FIRE IMC	365,181
MEDIAVEST UK	325,779
UNIVERSAL MCCANN	206,754
ARDMORE ADVERTISING & MARKETING LTD	202,476
AEGIS MEDIA - CARAT/VIZEUM	193,995
NAVIGATOR BLUE LTD	172,200
MEDIACOM LONDON	163,473
A.V. BROWNE ADVERTISING	160,590
MINDSHARE LONDON	158,339

2005 - Advertisers	Revenue
DIAGEO	398,988
NORTHERN IRELAND TOURIST BOARD	190,543
COCA COLA IRELAND LTD	176,646
RENAULT CARS	170,460
EASYJET AIRLINES	165,615
FORD MOTOR COMPANY	138,894
JET2	127,312
BBC	103,005
KENTUCKY FRIED CHICKEN	96,335
B SKY B TELEVISION	94,498

2005 - Brands	Revenue
NORTHERN IRELAND TOURIST BOARD	190,543
EASYJET	165,615
JET2	127,312
GUINNESS	120,005
COCA COLA	114,232
BBC TV	103,005
RENAULT CAR RANGE	100,062
CARLSBERG	97,058
KENTUCKY FRIED CHICKEN	96,335
SKY TELEVISION	94,498

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

Total Spend for Period: 19,530,864 / 17,610,667

Compiled from OMA Industry Spend Records



2005 - Categories	Revenue
ALCOHOLIC DRINKS	2,853,378
TOURISM & TRAVEL	2,239,643
GOVERNMENT & LOCAL AUTHORITIES	1,987,334
NON ALCOHOLIC BEVERAGES	1,531,835
RETAIL OUTLETS	1,531,544
MOTOR TRADE	1,422,934
COMMUNICATIONS	1,381,444
ENTERTAINMENT	1,064,698
FINANCIAL SERVICES	999,164
MEDIA	921,810

2005 - Agencies	Revenue
INITIATIVE MEDIA	1,901,560
GROUP M (MINDSHARE, MEDIACOM, MEDIAVEST CIA)	1,627,290
MEDIAVEST	1,160,157
ZENITH OPTIMEDIA	1,040,430
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ARDMORE ADVERTISING & MARKETING	882,162
LYLE BAILIE	717,157
GENESIS ADVERTISING LTD	668,678
FIRE IMC	583,667
A.V. BROWNE ADVERTISING	571,143

2005 - Advertisers	Revenue
DIAGEO	1,518,414
COCA COLA IRELAND LTD	877,316
KENTUCKY FRIED CHICKEN	553,740
O2	497,368
CANTRELL & COCHRANE	406,412
INBEV	383,411
RENAULT CARS	319,028
EASYJET AIRLINES	294,823
POLICE SERVICE FOR NORTHERN IRELAND (PSNI)	278,221
NORTHERN IRELAND TOURIST BOARD	270,037

2005 - Brands	Revenue
GUINNESS	578,979
KENTUCKY FRIED CHICKEN	553,740
O2	497,368
COCA COLA	489,592
HARP	321,985
EASYJET	294,823
POLICE SERVICE FOR NORTHERN IRELAND (PSNI)	278,221
NORTHERN IRELAND TOURIST BOARD	270,037
TRANSLINK	244,578
VODAFONE	230,828

2004 - Categories	Revenue
TOURISM & TRAVEL	2,219,226
ALCOHOLIC DRINKS	2,202,888
GOVERNMENT & LOCAL AUTHORITIES	1,990,223
NON ALCOHOLIC BEVERAGES	1,608,081
MOTOR TRADE	1,372,940
RETAIL OUTLETS	1,361,716
COMMUNICATIONS	1,006,057
ENTERTAINMENT	931,345
FOOD	883,051
MEDIA	752,938

2004 - Agencies	Revenue
INITIATIVE MEDIA	1,368,086
UNIVERSAL MCCANN	1,129,092
OMD UK	812,293
MEDIAVEST	684,205
A.V. BROWNE ADVERTISING	606,940
ARDMORE ADVERTISING & MARKETING	597,509
NAVIGATOR BLUE	563,072
LYLE BAILIE	547,967
AEGIS MEDIA - CARAT/VIZEUM	520,051
G.C.A.S. HOLDINGS	505,595

2004 - Advertisers	Revenue
DIAGEO	1,337,384
COCA COLA IRELAND LTD	1,006,303
JET2	579,946
EASYJET AIRLINES	478,860
FORD MOTOR COMPANY	425,654
BBC	362,644
DEPARTMENT OF HEALTH, SOCIAL SERVICES & PUBLIC SAFETY	348,576
BRITISH TELECOMMUNICATIONS	320,790
STENA SEALINK UK	256,009
INVEST NI	243,927

2004 - Brands	Revenue
GUINNESS	607,620
JET2	579,946
EASYJET	478,860
COCA COLA	393,295
BBC TV	344,659
HARP	339,509
STENA SEALINK	256,009
INVEST NI	243,927
TESCO STORES HOLDING LTD	241,814
TRANSLINK	240,157

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

Total Spend for Period: 17,610,667 / 14,815,275

Compiled from OMA Industry Spend Records



2004 - Categories	Revenue
TOURISM & TRAVEL	2,219,226
ALCOHOLIC DRINKS	2,202,888
GOVERNMENT & LOCAL AUTHORITIES	1,990,223
NON ALCOHOLIC BEVERAGES	1,608,081
MOTOR TRADE	1,372,940
RETAIL OUTLETS	1,361,716
COMMUNICATIONS	1,006,057
ENTERTAINMENT	931,345
FOOD	883,051
MEDIA	752,938

2004 - Agencies	Revenue
INITIATIVE MEDIA	1,368,086
UNIVERSAL MCCANN	1,129,092
OMD UK	812,293
MEDIAVEST	684,205
A.V. BROWNE ADVERTISING	606,940
ARDMORE ADVERTISING & MARKETING	597,509
NAVIGATOR BLUE	563,072
LYLE BAILIE	547,967
AEGIS MEDIA - CARAT/VIZEUM	520,051
G.C.A.S. HOLDINGS	505,595

2004 - Advertisers	Revenue
DIAGEO	1,337,384
COCA COLA IRELAND LTD	1,006,303
JET2	579,946
EASYJET AIRLINES	478,860
FORD MOTOR COMPANY	425,654
BBC	362,644
DEPARTMENT OF HEALTH, SOCIAL SERVICES & PUBLIC SAFETY	348,576
BRITISH TELECOMMUNICATIONS	320,790
STENA SEALINK UK	256,009
INVEST NI	243,927

2004 - Brands	Revenue
GUINNESS	607,620
JET2	579,946
EASYJET	478,860
COCA COLA	393,295
BBC TV	344,659
HARP	339,509
STENA SEALINK	256,009
INVEST NI	243,927
TESCO STORES HOLDING LTD	241,814
TRANSLINK	240,157

2003 - Categories	Revenue
ALCOHOLIC DRINKS	2,064,479
NON ALCOHOLIC BEVERAGES	1,894,508
GOVERNMENT & LOCAL AUTHORITIES	1,413,337
MOTOR TRADE	1,276,121
TOURISM & TRAVEL	1,199,065
FOOD	1,178,326
RETAIL OUTLETS	812,802
COMMUNICATIONS	796,654
ENTERTAINMENT	785,537
MEDIA	678,224

2003 - Agencies	Revenue
INITIATIVE MEDIA	1,362,987
UNIVERSAL MCCANN DUBLIN	1,330,875
NAVIGATOR BLUE LTD	704,439
STARCOM MOTIVE	635,382
NEW PHD	534,023
UNIVERSAL MCCANN BELFAST	452,765
CARAT	441,720
MINDSHARE (LONDON)	369,068
FIRE IMC	368,912
G.C.A.S. HOLDINGS	335,796

2003 - Advertisers	Revenue
DIAGEO	1,377,127
COCA COLA IRELAND LTD	1,270,609
BBC	310,281
EASYJET AIRLINES	292,050
GLAXOSMITHKLINE	291,843
CANTRELL & COCHRANE (IRELAND)	262,457
ORANGE	260,788
FORD MOTOR COMPANY	253,532
DEPARTMENT OF HEALTH	246,809
MARS/MASTERFOODS	231,970

2003 - Brands	Revenue
COCA-COLA	519,162
GUINNESS	499,586
HARP	405,359
EASYJET	292,050
ORANGE	260,788
BBC TV	245,002
DSD - BENEFITS PAYMENTS	207,573
TENNENTS LAGER	198,052
FANTA ORANGE	189,741
BPM	181,119