

**ADVERTISING INDUSTRY MARKET DATA**

<b>Top 15 Cities Outside the U.S.</b>							
<b>Ranked by Capitalized Billings in 2001</b>							
<b>Rank</b>		<b>Market</b>	<b>Local Agency Billings</b>			<b>Top Office In Market</b>	<b>Billings</b>
<b>2001</b>	<b>2000</b>		<b>2001</b>	<b>2000</b>	<b>% change</b>		
1	1	Tokyo	\$36,618.	\$39,705.	-7.8	Dentsu	\$12,272.9
2	2	London	23,448.1	23,669.6	-0.9	Young & Rubicam	2,614.6
3	3	Paris	13,160.2	12,700.6	3.6	Euro RSCG Group France	2,341.1
4	4	Frankfurt	7,389.3	6,776.6	9.0	Young & Rubicam Germany	2,641.1
5	5	Milan	6,150.7	6,111.8	0.6	Young & Rubicam Italia	1,931.7
6	6	Sao Paulo	4,866.9	5,287.8	-8.0	McCann-Erickson Publicidade	877.7
7	8	Madrid	4,819.6	4,516.2	6.7	Young & Rubicam	1,174.2
8	7	Düsseldorf	4,784.1	4,632.0	3.3	BBDO Group Germany	1,799.3
9	10	Amsterdam	4,012.7	3,906.8	2.7	PMS&vW/Young & Rubicam	730.0
10	9	Toronto	3,960.9	4,058.9	-2.4	MacLaren McCann Canada	604.0
11	11	Sydney	3,229.8	3,823.2	-15.5	Cordiant/George Patterson Bates	717.2
12	12	Seoul	3,055.8	3,481.1	-12.2	Cheil Communications	796.0
13	15	Mexico City	2,190.2	2,034.0	7.7	McCann-Erickson Mexico	323.5
14	14	Hong Kong	2,016.8	2,037.5	-1.0	Ogilvy & Mather	255.5
15	13	Brussels	1,935.0	2,075.4	-6.8	McCann-Erickson Co.	268.3

Notes: Dollars are in millions.

Source: *Ad Age*