



The Top 50 Interactive Agencies

RANK	AGENCY (AFFILIATION)	HEADQUARTERS	2004 INTERACTIVE REVENUE (IN THOUSANDS)	2003 REVENUE	PERCENT CHANGE	2004 EMPLOYEES
1	Euro RSCG 4D (Havas) ¹	New York	275,000*	268,000*	3%	1500*
2	Grey Digital Marketing	New York	220,000*	185,000*	19%	1075*
3	OgilvyInteractive (WPP)	New York	216,000*	176,000*	23%	1200*
4	Avenue A/Razorfish (aQuantive) ²	Seattle	140,000	123,300	14%	812
5	Agency.com (Omnicom) ³	New York	103,000*	84,000*	23%	398
6	Tribal DDB (Omnicom)	New York	100,000*	68,000*	47%	525*
6	Isobar (Aegis) ⁴	Boston	100,000	54,500*	83%	642
8	Digitas (Digitas Inc.) ⁵	Boston	98,000*	79,000*	24%	500
9	Zentropy Partners (Interpublic)	Los Angeles	94,000*	76,400*	23%	470
10	R/GA (Interpublic)	New York	87,000*	67,800*	28%	315
11	Modem Media (Digitas Inc.) ⁶	Norwalk, Conn.	80,000*	68,000*	18%	260
12	Wunderman Interactive (WPP)	New York	68,000*	57,000*	19%	325
13	TDE/VML (WPP) ⁷	New York	66,500*	57,500*	16%	280*
14	FCBi (Interpublic)	New York	55,000*	45,500*	21%	285
15	DraftDigital (Interpublic)	New York	53,000*	44,000*	20%	269
16	Organic (Omnicom)	San Francisco	52,000*	43,000*	21%	250*
17	Tocquigny Advertising, Interactive + Marketing	Austin, Texas	50,000	41,000	22%	65
18	Arc Worldwide (Publicis)	Chicago	47,000*	39,000*	21%	250
19	iDeutsch (Interpublic)	New York	46,000*	42,000*	10%	131
20	Digital Impact ⁸	San Mateo, Calif.	44,000	44,000	0%	278
20	Critical Mass (50 % owned by Omnicom)	Chicago	44,000*	37,000*	19%	230
22	AKQA	San Francisco	42,000	36,000	17%	322
23	Nurun (Quebecor) ⁹	Montreal	40,000	31,900	25%	472
24	Universal McCann Interactive (Interpublic)	New York	32,500*	25,100*	29%	165*
25	DVC Worldwide	Morristown, N.J.	31,000*	27,600	12%	60*
26	Digital@JWT (WPP) ¹⁰	New York	29,000*	23,000*	26%	115*
27	Slingshot	Dallas	28,500	22,000	30%	75
28	imc ²	Dallas	28,400	23,700	20%	140
29	Blast Radius ¹¹	New York	28,300	20,118	41%	280
30	Medical Broadcasting Company (10% owned by WPP)	Philadelphia	28,000*	24,500*	14%	127
30	IconNicholson	New York	28,000	24,000	17%	160
30	Planning Group	Miami	28,000	23,700	18%	121
33	Macquarium Intelligent Communications	Atlanta	25,000*	24,000	4%	107
33	Starcom IP (Publicis)	Chicago	25,000*	20,900*	20%	130*
35	atmosphere BBDO (Omnicom)	New York	22,500*	14,500*	55%	90
36	Wirestone	Emeryville, Calif.	21,000	20,000	5%	150
36	Genex	Los Angeles	21,000	17,000	24%	120
38	Campbell-Ewald Digital (Interpublic)	Warren, Mich.	20,000*	16,700*	20%	73
39	Blue Dingo	New York	19,000	18,000	6%	62
40	Rapp Collins Worldwide (Omnicom)	New York	18,500*	15,500*	19%	93*
41	Risdall Advertising Agency	New Brighton, Minn.	16,900	17,500	-3%	51
42	Molecular	Watertown, Mass.	16,800	13,800	22%	110
43	Refinery	Philadelphia	15,200	10,830	40%	121
44	CMD	Portland, Ore.	14,392	11,657	23%	60
45	RPA	Santa Monica, Calif.	13,900	13,000	7%	85
46	Resource Interactive ¹²	Columbus, Ohio	13,800	12,500	10%	70
47	icrossing	New York	13,500	5,500	145%	95
48	Idea Integration	Jacksonville, Fla.	12,500	9,000	39%	72
49	DNA Studio	Los Angeles	11,900	10,900	9%	87
50	WorldClass Strategy	Seattle	11,440	3,100	269%	8

* Estimated.

¹ Established April 2004; 2003 revenue restated to reflect 4D reorganization.

² aQuantive's Avenue A merged with SBI's SBI.Razorfish unit, June 2004. 2003 revenue combining Avenue A and Razorfish has been restated because of the way the merger was handled.

³ Acquired Exile on Seventh June 2004.

⁴ Comprised of Aegis Interactive holdings, including Carat Interactive, Freestyle Interactive and iProspect. 2003 restated.

⁵ Digitas brand only; 4th quarter revenue from San Francisco and London offices included as part of Modem brand due to parent company restructuring.

⁶ Acquired by Digitas October 2004.

⁷ Partnership between The Digital Edge and VML. 2003 restated.

⁸ Acquired Marketleap July 2004.

⁹ Acquired Ant Farm April 2004.

¹⁰ Restructuring in 2004; 2003 restated.

¹¹ Acquired XMetaL February 2004.

¹² Formerly Ten/Resource.