



The Top 50 Interactive Agencies

RANK	AGENCY (AFFILIATION)	HEADQUARTERS	2003 PROJECTED INTERACTIVE REVENUE (IN THOUSANDS)	2002 ACTUAL REVENUE	PERCENT CHANGE	2003 EMPLOYEES
1	Euro RSCG Interaction (Havas) ¹	New York	\$260,000*	\$239,000	9%	1,225*
2	Grey Digital Marketing (Grey Global Group)	New York	185,000*	161,000	15	1,070*
3	OgilvyInteractive (WPP)	New York	176,000*	160,000	10	1,150*
4	SBI.Razorfish ²	Salt Lake City	120,000	75,000	60	700
5	Agency.com (Omnicom) ³	New York	84,000*	80,000*	5	348
5	Digitas	Boston	84,000*	72,000*	17	440
7	Zentropy Partners (IPG)	Los Angeles	76,400*	69,500	10	490
8	Tribal DDB (Omnicom)	New York	68,000*	52,000	31	475*
9	R/GA (IPG)	New York	67,800*	56,500	20	264
10	Digital@JWT (WPP)	New York	63,000*	55,600	13	240
11	Modem Media ⁴	Norwalk, Conn.	60,500*	70,000	-14	218
12	Wunderman Interactive (WPP) ⁵	New York	57,000*	49,198	16	305*
13	Avenue A/I-Frontier (aQuantive)	Seattle	52,500	45,900	14	225
14	Carat Interactive (Aegis) ⁶	Boston	47,000	36,000	31	271
15	FCBI (IPG)	New York	45,500*	36,400	25	257
16	DraftDigital (IPG)	New York	44,000*	39,192	12	237
17	Organic (Omnicom) ⁷	San Francisco	43,000*	37,802	14	225
18	iDeutsch (IPG)	New York	42,000*	38,056	10	131
19	Tocquigny Advertising, Interactive + Marketing ⁸	Austin, Texas	41,000	33,000	24	80
20	Critical Mass (50% owned by Omnicom)	Chicago	37,000*	32,000	16	250*
21	AKQA	San Francisco	36,000	30,000	20	280
22	The Digital Edge (WPP) ⁵	New York	34,000*	30,000	13	195
23	Nurun (Quebecor)	Montreal	32,000	39,000	-18	398
24	Medical Broadcasting Company (10% owned by WPP)	Philadelphia	28,100*	26,000*	8	141
25	DVC Worldwide	Morristown, N.J.	27,600	27,500	0	56*
26	Universal McCann Interactive (IPG)	New York	25,100*	22,800	10	150*
27	IconNicholson	New York	24,000	21,000	14	140
28	Macquarium Intelligent Communications	Atlanta	24,000	20,000	20	116
29	imc ²	Dallas	23,700	16,400	45	113
30	VML (WPP)	Kansas City, Mo.	23,500*	18,800	25	85
31	Planning Group	Miami	23,500	18,000	31	87
31	Semaphore Partners (Publicis) ⁹	New York	23,000*	27,000	-15	140*
33	Slingshot	Dallas	22,500	17,000	32	45
34	Starcom IP (Publicis)	Chicago	20,900*	19,000*	10	125*
35	Wirestone	Emeryville, Calif.	20,000*	20,000	0	109
36	Blast Radius	New York	19,000	17,400	9	225
37	Blue Dingo	New York	18,000	17,000	6	56
38	Risdall Advertising Agency	New Brighton, Minn.	17,500	16,000	9	29
39	Genex	Los Angeles	17,000	12,000	42	100
39	Molecular	Watertown, Mass.	17,000	11,700	45	77
41	Campbell-Ewald Digital (IPG)	Warren, Mich.	16,700*	16,641	0	85
42	RappDigital (Omnicom)	New York	15,500*	14,100	10	84*
43	atmosphereBBDO (Omnicom)	New York	14,500*	7,900	84	80*
44	Multimedia Solutions	Edgewater, N.J.	13,500	9,900	36	85
45	Ten/Resource	Columbus, Ohio	12,500	10,500	19	60
46	DNA Studio	Los Angeles	11,200	9,100	23	102
47	Refinery	Philadelphia	10,900	10,400	5	78
48	Cadient	Conshohocken, Pa.	10,500	8,700	21	50
49	SimStar Internet Solutions	Princeton, N.J.	10,000	13,000	-23	54
50	HSR Business to Business	Cincinnati	9,600	9,100	5	24

* Estimated

¹ Absorbed Havas siblings Magnet, Brann, others from Arnold and Media Planning Group

² Acquired Razorfish, March 2003; Xcelerate, January 2003

³ Acquired by Omnicom, July 2003

⁴ Interpublic divests to 0.6% ownership, December 2003

⁵ Wunderman Interactive media billings merged into The Digital Edge, June 2003

⁶ Acquired Freestyle Interactive, May 2003

⁷ Acquired by Omnicom, February 2003

⁸ Fiscal year numbers reported, April '02 through March '03

⁹ Combined into Arc North America, January 2004