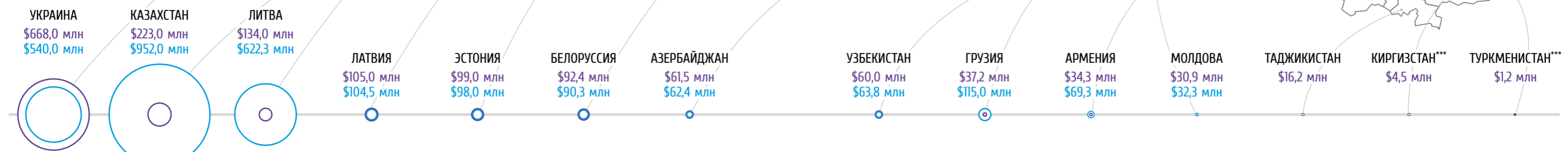


КАРТА СССР

Медиаинвестиции в 2009 году по оценкам Mindshare Russia* и ZenithOptimedia**



- УКРАИНА**
 - 1994: MediaVest, Starcom
 - 1995: Leo Burnett
 - 1996: Young&Rubicam
 - 1997: Grey, ZenithOptimedia
 - 1999: Lowe Adventa, Initiative
 - 2000: MediaCom
 - 2001: MAG Ukraine, Optimum Media Ukraine
 - 2002: Draftfcb, FCB M UA, Mindshare, Mediaedge:cia
 - 2003: MPG/Арена, TBWA\UKRAINE
 - 2004: TWIGA
 - 2005: NG Media Group, Максима Украина
 - 2006: MAGMA, McCann Erickson, PRIOR
 - 2007: Carat, Media Systems Smart, SIGMA Media, StarLink / Media Ways, UM, Vizeum
- КАЗАХСТАН**
 - 1990: STYX & Leo Burnett
 - 1994: DAS Marketing / Mindshare
 - 1995: MediaVest, Starcom, ZenithOptimedia
 - 1998: TWIGA Asia, UM
 - 1999: APR Optimum Media Central Asia
 - 2000: Initiative, Young&Rubicam
 - 2003: TBWA CAC
 - 2004: Draftfcb, MAG Kazakhstan
 - 2005: NG Media Group, McCann Erickson
 - 2006: Grey, MPG/Арена, PA Максима KZ, Медиаланнинг, Das Smart, BIG Optimum Media, Carat
 - 2007: FCB M KZ, MAGMA, Sky Central Asia/ MEC, Rating Point/ Mediacom, Vizeum, Strategist
- ЛИТВА**
 - 1998: OMD
 - 1999: TBWA\VILNIUS
 - 2002: Starcom
 - 2005: NG Media Group, ZenithOptimedia
 - 2007: Leo Burnett
- ЛАТВИЯ**
 - 1998: OMD
 - 2002: Starcom
 - 2005: NG Media Group, ZenithOptimedia
 - 2007: Leo Burnett
- ЭСТОНИЯ**
 - 1996: OMD
 - 1999: TBWA\ESTONIA
 - 2002: Starcom
 - 2005: NG Media Group, ZenithOptimedia
 - 2007: Leo Burnett
- БЕЛОРУССИЯ**
 - 1995: MediaVest, Starcom
 - 1999: ZenithOptimedia
 - 2000: Adventa, Initiative Media
 - 2001: McCann Erickson, OMD Belarus, Universal Belarus
 - 2003: TBWA\BELARUS
 - 2004: GroupBy/ Maxus, MEC
 - 2005: Grey, MediaCom, максима Минск, NG Media Group
 - 2006: Draftfcb, MPG/Арена
 - 2007: AdSmart, Maximize, Mindshare
 - 2008: TWIGA
- АЗЕРБАЙДЖАН**
 - 1997: MediaVest, Starcom
 - 2000: UM
 - 2001: Banner/ MediaCom
 - 2002: Initiative
 - 2004: MPG Arena
 - 2005: McCann Erickson, NG Media Group
 - 2007: ZenithOptimedia
 - 2008: Advert/ MEC, Optimum Media Group Azerbaijan
 - 2009: Mediaforce/ Mindshare
 - 2010: Young&Rubicam
- УЗБЕКИСТАН**
 - 1995: MediaVest, Starcom
 - 1998: McCann Erickson
 - 2005: Grey, NG Media Group
 - 2006: Lowe Adventa
 - 2007: Sky Central Asia/ MEC, Rating Point/ Mediacom, DAS Marketing/ Mindshare, ZenithOptimedia
- ГРУЗИЯ**
 - 1997: MediaVest, Starcom
 - 2005: NG Media Group, ZenithOptimedia
 - 2007: TWIGA
 - 2008: Sky Georgia/ MEC, DAS Georgia/ Mindshare
- АРМЕНИЯ**
 - 1997: MediaVest, Starcom
 - 2002: TWIGA
 - 2005: NG Media Group
 - 2007: Prime Commercial/ Mindshare
 - 2008: ZenithOptimedia
- МОЛДОВА**
 - 2003: MediaVest, Starcom, TBWA\SMART
 - 2005: Mindshare Moldova, Adventa Initiative Lowe, NG Media Group, ZenithOptimedia
 - 2007: McCann Erickson, UM
 - 2008: APR OM Group
 - 2010: MediaCom Moldova, Mediaedge:cia, Draftfcb, MAG Moldova
- ТАДЖИКИСТАН**
 - 2005: NG Media Group
 - 2007: DAS Marketing / Mindshare, MediaVest, SKY Central Asia/ MEC, Rating Point/ Mediacom
- КИРГИЗСТАН*****
 - 2003: MediaVest, Starcom
 - 2005: DAS Media/ Mindshare, NG Media Group, SKY Central Asia/ MEC, Rating Point/ Mediacom
 - 2007: Rating Point/ Mediacom
- ТУРКМЕНИСТАН*****
 - 2005: NG Media Group
 - 2007: DAS Туркменистан/ Mindshare
 - 2009: SKY Central Asia/ MEC, Rating Point/ Mediacom

* С учетом скидок, без учета налогов
 ** С учетом скидок и налогов
 *** Оценка произведена в отсутствии мониторинга
 Курсивом приведены агентства, дата основания которых в регионах не уточняется

Специализация агентств: ● Креатив ● Креатив/TTL ● Медиасервис ● Медиабаинг ● Полный цикл