

The largest media companies in Europe by revenue 2011 (Euro millions) and their main media activities

Company	Domicile	Media revenue ¹ (Euro mills)	Total revenue (Euro mills)	Media share of total revenue (%)	News- papers	Magazines & periodicals	Books	Radio	TV	Film	Music
2 Bertelsmann AG	Germany	15 253	15 253	100	x	x	x	x	x	x	x
2 Vivendi ²	France	9 054	28 813	31					x	x	x
3 Lagardère	France	7 657	7 657	100	x	x	x	x	x		
4 BSkyB ³	Great Britain	7 603	7 603	100					x		
5 Pearson	Great Britain	6 756	6 756	100	x	x	x				
6 Reed Elsevier	The Netherlands/Great Britain	6 521	7 392	88		x	x				
7 ARD	Germany	6 221	6 221	100				x	x		
8 BBC ⁴	Great Britain	5 862	5 862	100		x		x	x		
9 Mediaset ⁵	Italy	4 250	4 250	100					x		
10 Virgin Media	Great Britain/USA	3 871	4 601	84					x		
11 Bonnier	Sweden	3 374	3 374	100	x	x	x		x	x	
12 Wolters Kluwer	The Netherlands	3 354	3 354	100		x	x				
13 Axel Springer	Germany	3 185	3 185	100	x	x		x	x		
14 France Télévision ⁶	France	3 140	3 140	100				x	x		
15 RAI ⁶	Italy	3 012	3 012	100				x	x		
16 ProSiebenSat.1	Germany	2 971	2 971	100				x	x		
17 Hubert Burda Media	Germany	2 745	2 745	100		x		x	x		
18 Grupo Prisa	Spain	2 734	2 734	100	x		x	x	x	x	
19 TF1- Société Télévision Française	France	2 620	2 620	100					x		
20 ITV Plc	Great Britain	2 466	2 466	100					x		
21 Sanoma	Finland	2 367	2 746	86	x	x	x	x	x		
22 Verlagsgruppe Georg von Holtzbrink ⁶	Germany	2 255	2 255	100	x	x	x				
23 Daily Mail & General Trust	Great Britain	2 141	2 293	93	x	x					
24 RCS Media Group	Italy	2 075	2 075	100	x	x	x	x	x		
25 Bauer Media Group	Germany	2 004	2 004	100		x		x			

¹ Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support etc. Retail sales, theme parks, games etc are not included.

² Telecom (SFR and Maroc Telecom), revenue 16 368 Euro millions, and games, revenue 3 432 Euro millions, not included in media revenue.

³ Fiscal year 2010 (07) - 2011 (06).

⁴ Fiscal year 2011 (04) - 2012 (03).

⁵ Revenue for the advertising agency Publitalia 80 unknown and therefore not excluded from media revenue.

⁶ Fiscal year 2010.

Sources: Company annual reports (processed), company websites, Institut für Medien- und Kommunikationspolitik (www.mediadb.eu).

The largest media companies in the world by revenue 2011 (USD millions) and their main media activities

Company	Domicile	Media revenue ¹ (USD mills)	Total revenue (USD mills)	Media share of total revenue (%)	News- papers	Magazines & periodicals	Books	Radio	TV	Film	Music
1 Comcast ²	USA	40 583	55 842	73					x	x	
2 News Corporation ³	USA	33 405	33 405	100	x	x	x	x	x	x	
3 Time Warner Inc ⁴	USA	28 974	28 974	100		x	x		x	x	
4 The DirecTV Group	USA	27 226	27 226	100					x		
5 The Walt Disney Company ^{5,6}	USA	26 047	40 893	64		x	x	x	x	x	x
6 Bertelsmann AG	Germany	21 208	21 208	100	x	x	x	x	x	x	x
7 Viacom Inc. ⁵	USA	14 914	14 914	100					x	x	
8 Dish Network	USA	14 048	14 048	100					x		
9 Time Warner Cable ⁴	USA	12 938	19 675	66					x		
10 Vivendi ⁷	France	12 589	40 063	31					x	x	x
11 CBS Corporation ⁸	USA	12 351	14 245	87			x	x	x		
12 Cox Enterprises ⁹	USA	11 100	14 700	76	x			x	x		
13 Lagardère	France	10 647	10 647	100	x	x	x	x	x		
14 BSkyB ³	Great Britain	10 572	10 572	100					x		
15 Liberty Global	USA	9 511	9 511	100					x		
16 Pearson	Great Britain	9 394	9 394	100	x	x	x				
17 Reed Elsevier	Great Britain	9 067	10 278	88		x	x				
18 NHK - Nippon Hoso Kyokai ¹⁰	Japan	8 705	8 705	100				x	x		
19 ARD	Germany	8 650	8 650	100				x	x		
20 BBC ¹⁰	Great Britain	8 151	8 151	100		x		x	x		
21 Fuji Media Holdings	Japan	7 461	7 461	100	x	x	x	x	x	x	x
22 Sony Corporation ¹⁰	Japan	7 150	42 186	17					x	x	x
23 Globo	Brazil	6 574	6 574	100	x	x	x	x	x	x	x
24 Advance Publications	USA	6 550	6 550	100	x	x			x		
25 Cablevision	USA	6 432	6 701	96					x		

¹ Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support etc. Retail sales, theme parks, games etc are not included.

² Comcast acquired 51 percent of the share capital in NBC Universal in January 2011.

³ Fiscal year 2010 (07) – 2011 (06).

⁴ Time Warner Cable was separated from Time Warner Inc in March 2009. Time Warner Inc has no longer an ownership interest in Time Warner Cable.

⁵ Fiscal year 2010 (10) – 2011 (09).

⁶ Parks and Resorts, revenue 10 761 USD millions, and Consumer Products, revenue 2 678 USD millions, not included in media revenue.

⁷ Telecom (SFR, GVT and Maroc Telecom), revenue 22 759 USD millions, and games, revenue 4 772 USD millions, not included in media revenue.

⁸ Outdoor advertising, revenue 1 819 USD millions, not included in media revenue.

⁹ Telecom revenue included in media revenue.

¹⁰ Fiscal year 2011 (04) – 2012 (03).

Sources: Company annual reports (processed), company websites, Institut für Medien- und Kommunikationspolitik (www.mediadb.eu).

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