

MEDIA & MARKETING SERVICES INDUSTRY

Q3 Key Highlights

- The most active acquirer through Q3 2011 was Publicis Groupe SA with 17 acquisitions, including the acquisitions of Schwartz Communications, Inc., and DPZ during Q3 2011. Publicis Groupe SA also became majority stakeholder in Big Fuel Communications, LLC, and Spillmann/Felser/Leo Burnett.
- The largest Q3 2011 transaction was Bloomberg L.P.'s acquisition of BNA, Inc. for \$963 million.
- There were 124 financially sponsored transactions in the 1st 3 Quarters of 2011, with an aggregate value of \$8.74 billion, representing 12 percent of the total volume and 24 percent of the total value, respectively.

Q3 Key Trends

- Total transaction volume in Q3 2011 increased by 14 percent over Q2 2011, from 305 to 348 transactions.
- Total transaction value in Q3 2011 decreased by 23 percent over Q2 2011, from \$13.5 billion to \$10.4 billion.

M&A Market Dynamics By Quarter

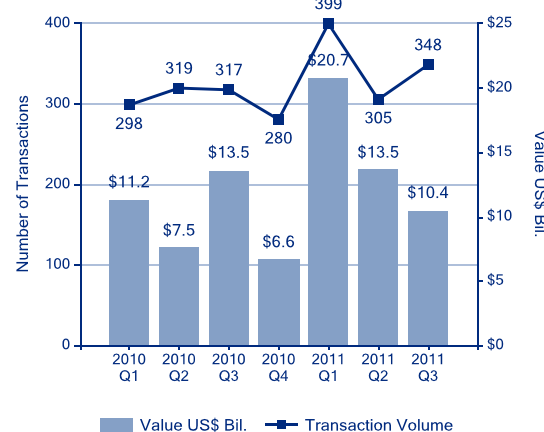


Figure 1. 2010 - 2011 value and volume comparison.

Median Enterprise Value Multiples By Quarter

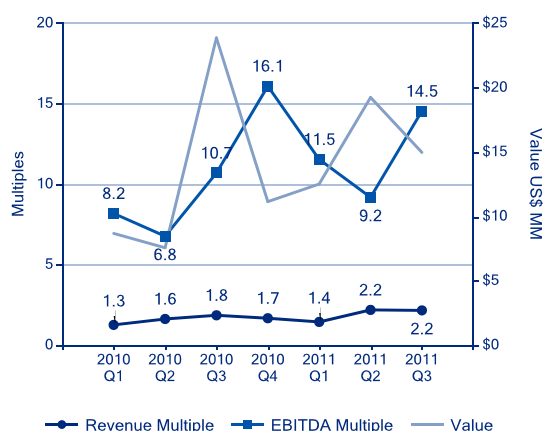


Figure 2. 2010 - 2011 median: Value, Revenue, EBITDA comparison.

Multiples & Value Trends

- Median EBITDA multiples rose from 9.2 to 14.5, a 58 percent increase.
- Median revenue multiples remained the same at 2.2 times revenue. This continues to be the highest median revenue multiple over the past seven quarters.
- The acquisition of BNA, Inc. by Bloomberg L.P. represents a 2.9 revenue multiple and a 14.5 EBITDA multiple.

Top Ten Deals through Q3 2011

- The top ten deals by value have seen three new additions since our half year report. The announced acquisitions from Q3 2011 include Bloomberg L.P.'s acquisition of BNA, Inc., Ipsos S.A.'s acquisition of Synovate Limited, and the acquisition of PopCap Games by Electronic Arts Inc.
- These three acquisitions, with an aggregate value of \$2.6 billion, represent 6 percent of total transaction value in the 1st 3 Quarters of 2011, and 25 percent of Q3 2011 transaction value.

Top Ten Notable Transactions - 1st 3 Quarters 2011

Deal Date	Target Name	Buyer	Value MM US\$
02/21/11	Seven Media Group	West Australian Newspapers Limited	\$4,149
05/06/11	Warner Music Group	Access Industries	\$2,941
03/10/11	Citadel Broadcasting Company	Cumulus Media Inc.	\$2,443
01/05/11	Acosta, Inc.	Thomas H. Lee Partners, L.P.	\$2,000
03/15/11	bwin Interactive Entertainment AG	PartyGaming Plc	\$1,576
04/19/11	Austereo Group Ltd.	Southern Cross Media Group	\$979
08/25/11	BNA, Inc.	Bloomberg L.P.	\$963
01/31/11	International Press and Magazine Business from Lagardère SCA	The Hearst Corporation	\$898
07/19/11	Synovate Limited	Ipsos S.A	\$847
07/13/11	PopCap Games	Electronic Arts Inc.	\$750

2011 Aggregate Transaction Value \$44,692

Top 10 Aggregate Transaction Value \$17,546

Top 10 Aggregate Value as a Percentage of All Transactions 39 %

Figure 3. Lists the top ten announced transactions in the 1st 3 Quarters of 2011 and calculates their aggregate transaction value as a percentage of the total aggregate transaction value.

Note: Transactions data based on announcement date.

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Founded in 1980, Berkery Noyes is the leading independent investment bank specializing in the information content and technology industries. The firm has initiated, managed and closed more than 475 merger and acquisition transactions for privately held and publicly traded companies in the business, technology, education, health, financial and legal information segments. Berkery Noyes is unique among investment banking firms in that we combine truly independent strategic research and industry intelligence with senior information technology banking expertise. Berkery Noyes employs over 40 individuals with deep industry knowledge and experience who strive to exceed our clients' expectations by maximizing the full value of their information technology and content assets.



All charts in this report are based on data gathered by Berkery Noyes' research department. All time period statistics are based on the transaction announcement date.

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