

UK'S MOST ADMIRABLE COMPANIES IN THE MEDIA SECTOR - 2009

	QMan	Rank	FS	Rank	QG&S	Rank	AAT	Rank	VLTl	Rank	Cl	Rank	QMar	Rank	C&ER	Rank	UCA	Rank	TOTAL	Rank	
1	Aegis	4.6	9	5.8	6	5.9	7	4.8	9	6.0	6	5.8	6	5.3	7	5.1	6	5.2	7	48.4	7
2	BSkyB	7.9	1	7.9	1	8.9	1	8.0	1	7.7	1	8.6	1	8.6	1	7.3	1	7.6	1	72.3	1
3	Daily Mail & General Trust	5.9	7	4.8	8	5.7	8	5.3	7	4.9	9	4.5	9	5.3	6	5.0	8	5.1	9	46.5	9
4	Informa	5.8	8	4.5	9	6.2	6	5.3	7	5.5	8	5.6	7	5.0	8	5.0	8	5.2	8	48.1	8
5	ITV	3.7	10	2.5	10	4.4	10	4.6	10	3.8	10	3.3	10	4.2	10	5.0	8	4.2	10	35.7	10
6	Pearson	7.1	3	6.7	3	7.3	3	6.7	3	6.8	2	6.5	3	5.9	4	5.9	2	6.1	4	59.0	3
7	Reed Elsevier	6.2	5	6.3	5	7.2	4	5.9	5	6.6	3	5.9	4	5.4	5	5.8	3	6.1	3	55.4	5
8	Thomson Reuters*	7.4	2	7.2	2	7.9	2	6.8	2	6.6	3	7.1	2	6.4	3	5.6	4	6.3	2	61.4	2
9	United Business Media	6.0	6	6.5	4	5.6	9	5.5	6	5.6	7	5.5	8	4.6	9	5.1	7	5.6	6	50.0	6
10	WPP Group	6.7	4	5.4	7	6.6	5	6.2	4	6.4	5	5.9	4	6.8	2	5.5	5	6.0	5	55.5	4
																				532.2	

* Merged, acquired or name change or delisted

QMan = Quality of Management, FS = Financial Soundness, QG&S = Quality of Goods & Services, AAT = Ability to Attract, Develop and Retain Top Talent, VLTl = Value as a Long Term Investment, Cl = Capacity to Innovate,

Q Mar = Quality of Marketing, C&ER = Community and Environmental Responsibility, UCA = Use of Corporate Assets

