



## MEDIA & MARKETING INDUSTRY

### 1ST HALF 2012 :: Mergers and Acquisitions Trend Report

#### 1ST HALF 2012 KEY HIGHLIGHTS

- The largest announced transaction for 1st Half 2012 was BCE, Inc.'s acquisition of Astral Media for \$3.34 billion.
- The most active acquirer in the Media & Marketing Industry was WPP Group, plc with 20 transactions.
- There were 96 financially sponsored transactions with an aggregate value of \$10.67 billion, representing 12 percent of the total volume and 33 percent of the total value, respectively.

#### 1ST HALF 2012 KEY TRENDS

- Total transaction volume in 1st Half 2012 increased by six percent over 2nd Half 2011, from 784 to 834.
- Total transaction value in 1st Half 2012 increased by 27 percent over 2nd Half 2011, from \$24.88 billion to \$31.51 billion.
- The median revenue multiple declined from 1.8x in 2nd Half 2011 to 1.2x in 1st Half 2012. The median EBITDA multiple fell from 10.0x in 2nd Half 2011 to 7.8x in 1st Half 2012.
- However, three segments had median revenue multiples of at least 2.0x in 1st Half 2012: B2B Publishing, Broadcasting, and Exhibitions, Conferences, and Seminars.
- The segment with the largest increase in volume in 1st Half 2012 over 2nd Half 2011 was Exhibitions, Conferences, and Seminars with an 85 percent increase from 20 transactions in 2nd Half 2011 to 37 transactions in 1st Half 2012.

#### M&A MARKET OVERVIEW

Berkery Noyes tracked 3,683 transactions between 2010 and 1st Half 2012, of which 1,039 disclosed financial terms, and calculated the aggregate transaction value to be \$106.53 billion. Based on known transaction values, we project values of 2,644 undisclosed transactions to be \$30.20 billion, totaling \$136.73 billion worth of transactions tracked over the past two and a half years.

Disclosed median enterprise value multiples for all segments combined in this report were 9.4x EBITDA and 1.6x revenue.

#### M&A Market Dynamics By Half Year

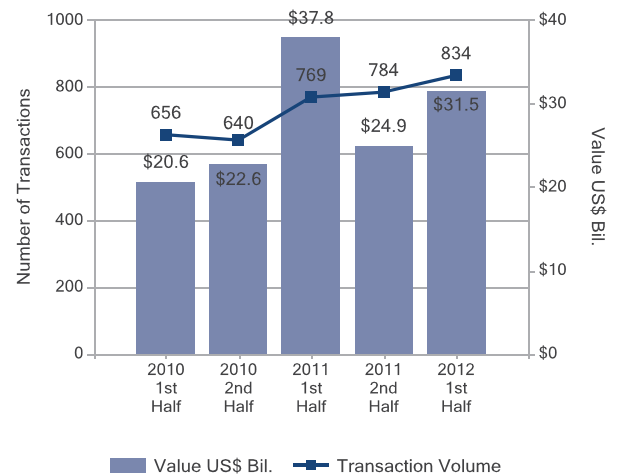


Figure 1. 2010 - 2012 value and volume comparison by half year.

#### Median Enterprise Value Multiples By Half Year

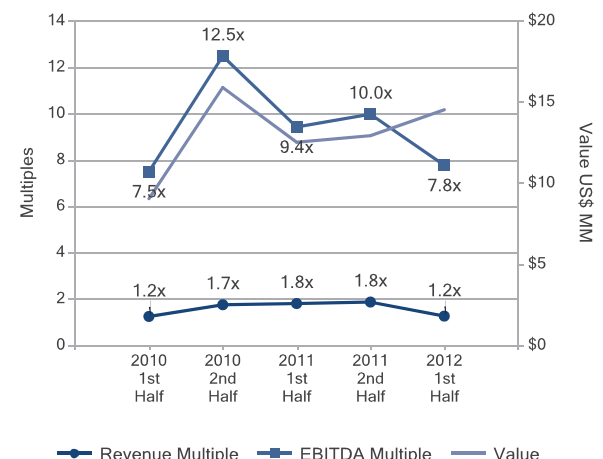


Figure 2. 2010 - 2012 median: value, revenue, EBITDA comparison by half year.

# Transaction Analysis :: January 1, 2012 – June 30, 2012

**Bell Curve - Histogram - 1st Half**

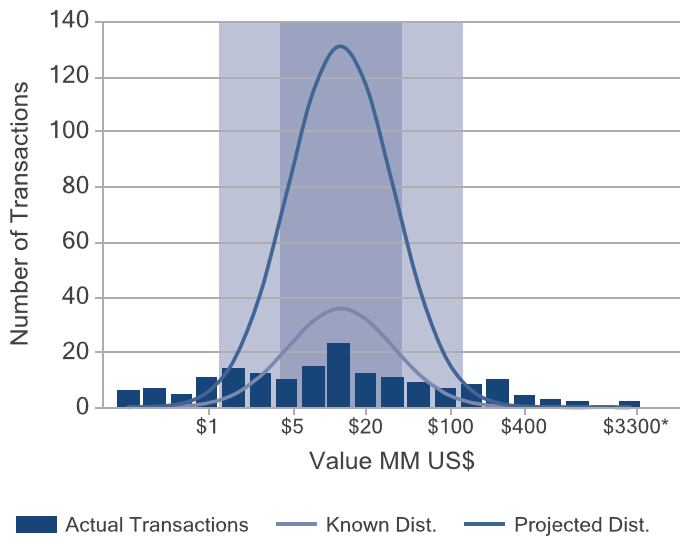


Figure 3. Shows distribution of Media and Marketing transactions based on publicly available information and Berkery Noyes estimates. Using a logarithmic scale, we determined that nearly two-thirds of companies purchased had transaction values of \$1.0 million to \$244.7 million. Based on this data, we estimate total transaction value of deals done in the 1st Half of 2012 at \$31.5 billion.

\* Indicates largest industry transaction from Jan. 1, 2012 to June 30, 2012.

**Distribution Table**

Value in MM US\$	Known Number	Projected Number	Total Number	%	Cumulative %
\$0.2	6	0	6	3 %	3 %
\$0.4	7	0	7	4 %	7 %
\$0.6	5	1	6	3 %	10 %
\$1.0	11	5	16	6 %	16 %
\$1.6	14	17	30	8 %	24 %
\$2.7	12	41	52	7 %	31 %
\$4.5	10	77	87	6 %	36 %
\$7.4	15	114	128	8 %	45 %
\$12.2	23	131	153	13 %	58 %
\$20.1	12	117	128	7 %	64 %
\$33.1	11	81	92	6 %	70 %
\$54.6	9	44	53	5 %	75 %
\$90.0	7	19	25	4 %	79 %
\$148.4	8	6	14	4 %	84 %
\$244.7	10	2	11	6 %	89 %
\$403.4	4	0	4	2 %	92 %
\$665.1	3	0	3	2 %	93 %
\$1,096.6	2	0	2	1 %	94 %
\$1,808.0	1	0	1	1 %	95 %
\$2,981.0	2	0	2	1 %	96 %
<b>Total #</b>	<b>179</b>	<b>655</b>	<b>834</b>		
<b>Total \$ Value</b>	<b>\$23,328</b>	<b>\$8,186</b>	<b>\$31,514</b>		
<b>Middle 3rd of Industry</b>		<b>Middle 2/3rds of Industry</b>			

Figure 4. Presents the data depicted in the bell curve histogram.

Note: The projected number column is rounded as a result of the projection and may produce insignificant errors in the total sum.

## Strategic vs. Financial Comparison

**M&A Dynamics By Transaction Type - 1st Half**

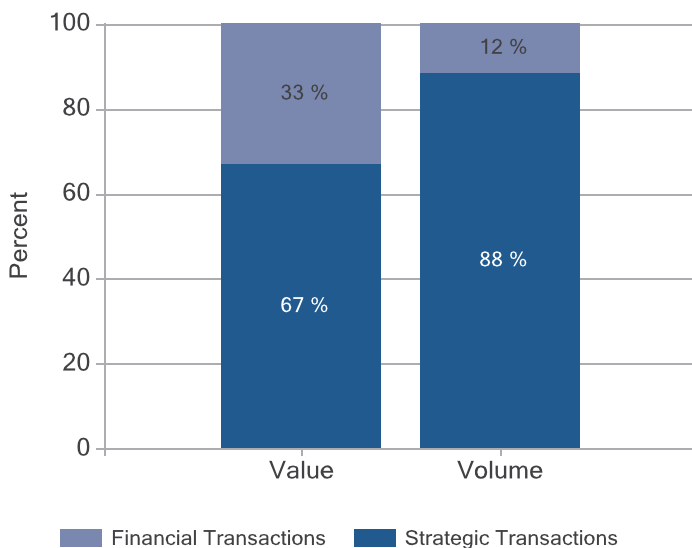


Figure 5. 1st Half 2012 value and volume comparison by acquirer type.

Note: Financially sponsored transactions are those financed by private equity, venture capital, and other investment firms. This includes acquisitions by portfolio companies of the investment firms.

**Transaction Type By Half Year**

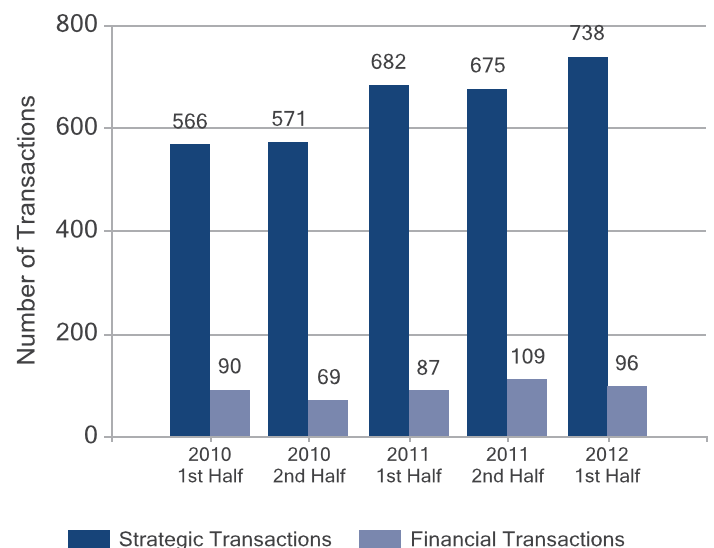


Figure 6. 2010 - 2012 acquirer type comparison by half year.

# Purchaser Analysis

## Top Ten Notable Transactions - 1st Half 2012

Deal Date	Target Name	Buyer	Value MM US\$
03/16/12	Astral Media Inc.	BCE, Inc.	\$3,338
02/17/12	TransUnion LLC	Advent International Corporation, GS Capital Partners	\$3,203
06/20/12	Consolidated Media Holdings	News Limited	\$1,914
04/23/12	Thomson Reuters' Healthcare Business	Veritas Capital Partners	\$1,250
06/25/12	Yammer, Inc.	Microsoft Corporation	\$1,200
03/12/12	Tudou Holdings Limited	Youku Inc.	\$1,007
04/09/12	AT&T Advertising Solutions and AT&T Interactive	Cerberus Capital Management, L.P.	\$950
01/13/12	Summit Entertainment, LLC	Lionsgate	\$700
05/16/12	Decision Resources Group	Piramal Healthcare Limited	\$635
06/20/12	AKQA	WPP Group, plc	\$540
2012 Aggregate Transaction Value			\$31,514
Top 10 Aggregate Transaction Value			\$14,736
<b>Top 10 Aggregate Value as a Percentage of All Transactions</b>			<b>47 %</b>

Figure 7. Lists the top ten transactions for 1st Half 2012 and calculates their aggregate transaction value as a percentage of the total aggregate transaction value as shown in Figures 1 & 4.

Note: Transaction data based on announced date.

## Median EV/Revenue Multiples By Size

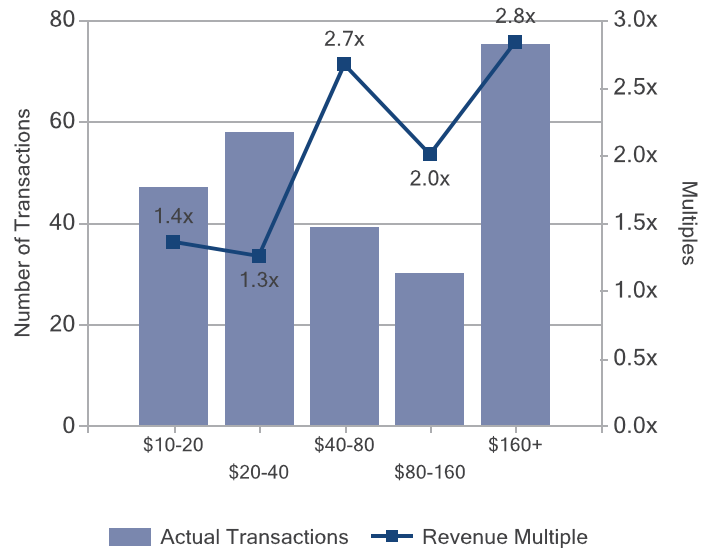


Figure 8. Presents the median enterprise value/revenue multiples paid for companies in the Media and Marketing Industry from Jan. 1, 2010 to June 30, 2012 based on publicly available data.

# Transaction Volume by Segment :: January 1, 2010 – June 30, 2012

## Transactions By Market Segment By Half Year

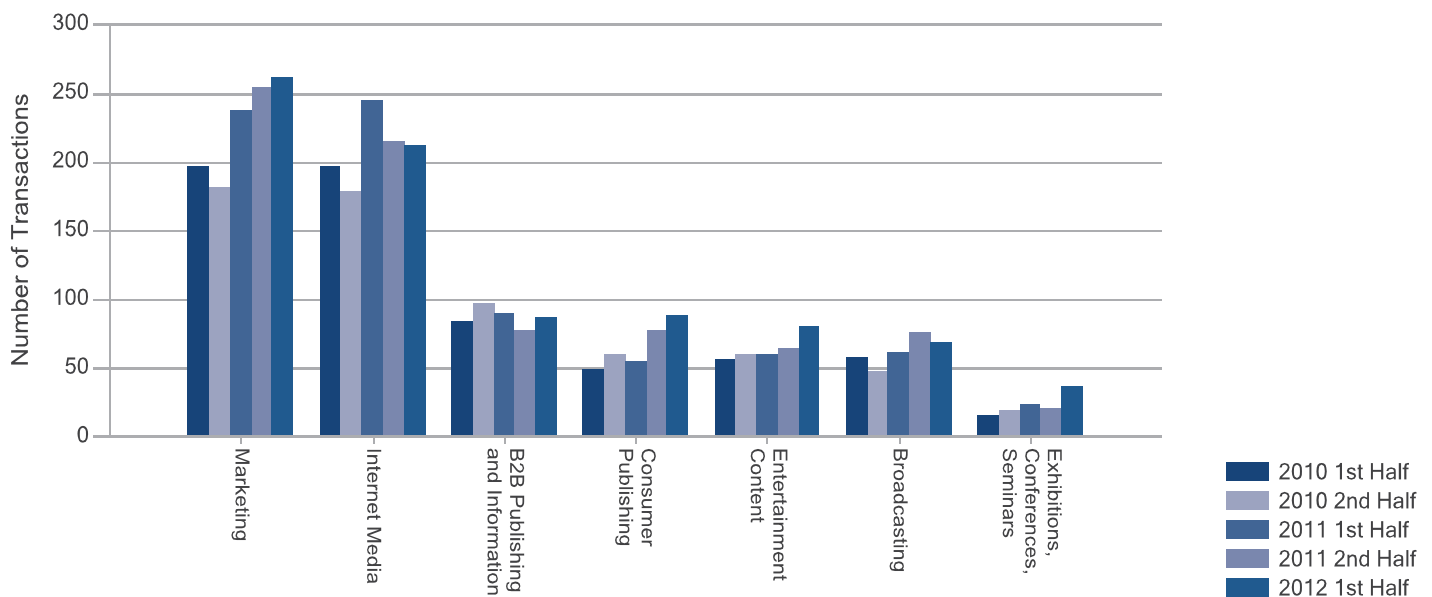


Figure 9. Presents transaction volume by market segment within the Media and Marketing Industry from January 1, 2010 through June 30, 2012.

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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.

For current intelligence on Mergers and Acquisitions activity in the Information Industry please visit our online service at [www.mandasoft.com](http://www.mandasoft.com)

## RECENT MEDIA & MARKETING TRANSACTIONS

**CSP**

Information Group

HAS BEEN ACQUIRED BY



Redwood Acquisitions, LLC

**BLI**  
BUYERS LAB

HAS BEEN ACQUIRED BY

**SFW**

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