

Appendix: Revenue and Revenue Growth By Region And Sector

3 months ending March 31, 1998

Region	1998 £m	1997 £m	Revenue Growth Reported 98/97 %	Constant currency growth_ 98/97 %
North America	186.2	170.3	9.3	10.9
United Kingdom	84.6	72.9	16	16
Continental Europe	79.5	75.1	5.9	17
Asia Pacific, Latin America, Africa, Middle East	68.4	68.7	-0.4	12.2
Total Group	418.7	387	8.2	13.2

Marketing Services Sector	1998 £m	1997 £,	Revenue Growth Reported 98/97 %	Constant currency growth_ 98/97 %
Advertising	208.4	207.3	0.5	6.9
Information & Consultancy	75.1	64.3	16.8	21
Public Relations & Public Affairs_	30.3	25.7	17.9	21.7
Specialist Communications	104.9	89.7	16.9	19.4
Total Group	418.7	387	8.2	13.2

_ Constant currency growth excludes the effects of currency movements.

_ The revenue figures submitted to the O'Dwyer Report reflect some public relations income which is included here in advertising and specialist communications. Total public relations and public affairs revenues grew by 17.1% to \$59m in the three months to March.