

UK'S MOST ADMIRABLE COMPANIES IN THE MEDIA SECTOR - 2010

		QMan	Rank	FS	Rank	QG&S	Rank	AAT	Rank	VLT	Rank	CI	Rank	QMar	Rank	C&ER	Rank	UCA	Rank	TOTAL	Rank
1	Aegis	4.8	9	5.6	7	5.8	8	4.8	9	5.3	8	4.7	8	4.9	9	5.0	9	4.6	8	45.4	8
2	BSkyB	8.0	1	8.1	1	8.0	1	7.6	1	7.2	1	8.4	1	8.2	1	6.7	1	6.8	2	69.0	1
3	Daily Mail & General Trust	6.2	4	6.0	6	6.5	5	5.8	5	5.9	6	5.4	5	5.6	4	5.2	8	6.3	3	52.8	5
4	Informa	5.9	5	5.3	8	6.3	6	5.4	7	6.0	5	5.4	5	5.4	5	5.8	4	6.0	6	51.4	6
5	ITV	5.7	6	4.1	9	4.9	9	5.0	8	4.4	9	3.9	9	5.0	7	5.2	7	4.3	9	42.6	9
6	Pearson	7.3	2	7.7	2	7.4	2	7.3	2	6.8	2	6.9	2	6.6	3	6.2	2	7.2	1	63.3	2
7	Reed Elsevier	5.4	8	6.3	5	6.8	4	6.1	4	6.1	3	5.6	4	5.3	6	5.4	6	6.2	4	53.1	4
8	United Business Media	5.5	7	6.4	4	5.8	7	5.7	6	5.7	7	4.7	7	5.0	7	5.6	5	5.7	7	50.3	7
9	WPP Group	7.2	3	6.5	3	6.9	3	6.9	3	6.1	4	6.3	3	6.8	2	5.9	3	6.2	4	58.8	3
10	Yell Group	3.4	10	2.4	10	3.8	10	2.9	10	2.4	10	3.5	10	3.7	10	4.3	10	4.1	10	30.5	10
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QMan = Quality of Management | **FS** = Financial Soundness | **QG&S** = Quality of Goods & Services | **AAT** = Ability to Attract, Develop and Retain Top Talent | **VLT** = Value as a Long Term Investment | **CI** = Capacity to Innovate | **Q Mar** = Quality of Marketing | **C&ER** = Community and Environmental Responsibility | **UCA** = Use of Corporate Assets

