

## INNOVATIONSCORING INNOVATIONSCORING INNOVATIONSCORING MEDIA

Rank	Company	Application Development	E-Business	Data Access	Business Processes/ERP
1	Knight Ridder	Gold	Gold	Gold	Gold
12	Primedia Inc.	Gold	Gold	Gold	Gold
75	Gannett Co. Inc.	Gold	Gold	Gold	Silver
130	R.R. Donnelley & Sons Co.	Gold	Gold	Silver	Silver
134	Dow Jones & Co. Inc.	Gold	Gold	Silver	Bronze
158	CBS Corp.	Bronze	Gold	Gold	Silver
162	Time Warner Inc.	Gold	Gold	Bronze	Gold
185	Times Mirror Co.	Bronze	Gold	Silver	Gold
191	Young & Rubicam Inc.	Gold	Silver	Bronze	Gold
197	EW Scripps Co.	Silver	Gold	Bronze	Silver
253	Hollinger International Inc.	Silver	Silver	Silver	Gold
264	Quad/Graphics Inc.	Silver	Silver	Silver	Bronze
278	Omnicom Group Inc.	Bronze	Silver	Silver	Silver
298	Banta Corp.	Silver	Gold	Bronze	Gold
308	Comcast Corp.	Silver	Gold	Bronze	Bronze
355	USA Networks	Gold	Bronze	Bronze	Silver
451	ADVO Inc.	Silver	Bronze	Gold	Bronze
480	Reader's Digest Association Inc.	Bronze	Bronze	Bronze	Bronze

Gold Silver Bronze

Criteria for each medal are explained in the methodology on p. 77.

DATA: INFORMATIONWEEK RESEARCH

## COMPANYCLOSEUP COMPANYCLOSEUP COMPANYCLOSEUP MEDIA

RANK	COMPANY	REVENUE IN MILLIONS	INCOME (LOSS) IN MILLIONS	REVENUE CHANGE	INCOME CHANGE	TOTAL EMPLOYEES	REVENUE PER EMPLOYEE	IT EMPLOYEES
1	Knight Ridder	\$2,877	\$413	4%	54%	22,000	\$130,773	300
12	Primedia Inc.	\$1,488	(\$173)	8%	-	6,300	\$236,127	165
75	Gannett Co. Inc.	\$4,730	\$713	7%	-24%	39,000	\$121,269	1,200
130	R.R. Donnelley & Sons Co.	\$4,850	\$131	-27%	-	26,000	\$186,538	450
134	Dow Jones & Co. Inc.	\$2,573	(\$802)	4%	-	12,300	\$209,146	1,100
158	CBS Corp.	\$5,363	\$549	-37%	1,730%	51,444	\$104,249	400
162	Time Warner Inc.	\$13,294	\$246	32%	-	67,900	\$195,788	1,700
185	Times Mirror Co.	\$3,319	\$250	-2%	21%	21,567	\$153,869	-
191	Young & Rubicam Inc.	\$1,383	(\$24)	13%	-	13,000	\$106,365	125
197	E.W. Scripps Co.	\$1,242	\$158	11%	0%	8,100	\$153,333	350
253	Hollinger International Inc.	\$2,212	\$105	19%	231%	2,800	\$789,821	36
264	Quad/Graphics Inc.	\$1,200	-	15%	-	11,000	\$109,091	250
278	Omnicom Group Inc.	\$3,125	\$222	18%	26%	27,200	\$114,882	6
298	Banta Corp.	\$1,203	\$43	11%	-15%	6,900	\$174,275	300*
308	Comcast Corp.	\$4,913	(\$239)	22%	-	17,600	\$279,125	280
355	USA Networks Inc.	\$1,262	\$13	1,578%	-	10,960	\$115,119	35
451	ADVO Inc.	\$1,017	\$27	3%	765%	4,700	\$216,277	70
480	Reader's Digest Association Inc.	\$2,839	\$134	-8%	66%	5,900	\$481,186	700*

\*Worldwide IT organization

Financial and total employee information provided by Hoover's Inc ([www.hoovers.com](http://www.hoovers.com)). Figures are for most recent fiscal year. IT employee information from *InformationWeek* 500 qualifying survey.