

# CLOSEUP MEDIA & ENTERTAINMENT

Rank	Company	Revenue in millions	Revenue change	Income (loss) in millions	Income change	IT employees
42	Primedia Inc.	\$1,574	0%	(\$120)	–	266
58	Advo Inc.	\$1,040	-1%	\$39	10%	160
82	R.R. Donnelley & Sons Co.	\$5,183	3%	\$308	5%	1,100
118	Dow Jones & Co	\$2,002	-7%	\$272	3,158%	1,000
129	McGraw-Hill Co.	\$3,992	7%	\$426	28%	1,600
207	America Online Inc.	\$6,886	41%	\$1,232	62%	2,732
218	Knight Ridder Inc.	\$3,228	4%	\$340	-7%	520
251	Gannett Co.	\$5,260	3%	\$958	-4%	700
260	Meredith Corp.	\$1,097	6%	\$71	-21%	250
274	DDB Needham Chicago	\$8,790	25%	\$363	28%	150
300	Quad/Graphics Inc.	\$1,400	17%	\$80	16%	300
314	Reader's Digest Association Inc.	\$2,554	1%	\$174	14%	400
465	CBS Corp.	\$7,510	10%	\$780	0%	1,100

Financial data by IRG Corp. ([www.irgweb.com](http://www.irgweb.com)). Figures are for most recent fiscal year.  
IT employee information from InformationWeek 500 qualifying survey.

# SNAPSHOT MEDIA & ENTERTAINMENT

## INSIDE COMPANIES, ON AVERAGE

■ Portion of revenue spent on IT	4%
■ Share of revenue from E-business	16%
■ Portion of customer-service inquiries handled automatically, without human intervention	25%
■ Portion of suppliers included in electronic supply chain	18%
■ Portion of customers included in electronic supply chain	27%
■ Portion of accounts-receivables data entered by customer	14%
■ Portion of work hours IT executives meet with lines of business	49%

## HOW COMPANIES DIVIDE THEIR IT BUDGETS

■ Technology purchases	20%
■ IT services or outsourcing	15%
■ Research and development	8%
■ Salaries and benefits	33%
■ Applications	18%
■ Other	6%

## HOW COMPANIES DIVIDE THEIR E-BUSINESS BUDGETS

■ Technology purchases	18%
■ IT services or outsourcing	17%
■ Research and development	10%
■ Salaries and benefits	33%
■ Applications	13%
■ Other	9%

## ACROSS THE INDUSTRY

■ Profitable E-business operations	54%
■ IT sells services to other companies	23%
■ Senior IT executive on executive management committee	77%
■ Senior IT executive in current position	2 years, 8 months

DATA: INFORMATIONWEEK RESEARCH

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# INNOVATION SCORING MEDIA & ENTERTAINMENT

Rank	Company	Technology strategy	E-business strategy	Business practices	Customer knowledge
42	Primedia Inc.	■	●	●	■
58	Advo Inc.	●	●	●	●
82	R.R. Donnelley & Sons Co.	●	●	●	■
118	Dow Jones & Co.	●	●	●	■
129	McGraw-Hill Co.	●	■	●	■
207	America Online Inc.	■	●	■	■
218	Knight Ridder Inc.	●	■	■	●
251	Gannett Co.	■	■	▲	■
260	Meredith Corp.	■	■	■	●
274	DDB Needham Chicago	■	■	▲	■
300	Quad/Graphics Inc.	■	■	▲	■
314	Reader's Digest Association Inc.	●	■	■	▲
465	CBS Corp.	▲	▲	■	▲

DATA: INFORMATIONWEEK RESEARCH

Gold ● Silver ■ Bronze ▲

Criteria for each medal are explained on p. 75.