

Publicis targets 50% revenue from digital

April 2 2013



French advertising group Publicis President Maurice Levy presents group results on February 14, 2013 in Paris. Publicis, number three worldwide, aims to generate half of its revenue from digital activities within five years , Levy said.

French advertising group Publicis, number three worldwide, aims to generate half of its revenue from digital activities within five years, its chief executive said on Tuesday.

"Our objective is to reach within five years having 50 percent of revenues from new offers such as e-commerce, but also as budgets are

shifted, by example from print to digital," Maurice Levy was quoted as saying in the French daily Le Monde.

"This year digital activities should exceed 35 percent, compared to 33 percent in 2012," added Levy.

Publicis posted record sales of 6.6 billion euros (\$8.5 bn) and [net profit](#) of 737 millions for 2012 off solid growth in digital media and expansion in [emerging economies](#).

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