

**Market Capitalization of Selected Information Businesses and Comparable Industrial and Financial Enterprises at September 30, 1995**

**MARKET CAPITALIZATION OF SELECTED INFORMATION  
BUSINESSES AND COMPARABLE INDUSTRIAL AND FINANCIAL  
ENTERPRISES AT SEPTEMBER 30, 1995**

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From The One Hundred Largest Companies Worldwide Market Value

<b>Rank</b>	<b>Company</b>	<b>Country</b>	<b>US\$ Billions</b>
1	Nippon Telegraph & Telephone	Jap	135.1
2	General Electric	US	106.4
3	Royal Dutch/Shell	UK	102.9
4	AT&T	US	101.5
5	Exxon	US	94.8
6	Coca-Cola	US	90.7
7	Merck (pharmaceuticals)	US	71.1
8	Philip Morris	US	70.9
9	Toyota Motor	Jap	70.3
10	Industrial Bank of Japan	Jap	67.6
14	Microsoft	US	58.8
15	Intel	US	57.5
18	Proctor & Gamble	US	55.6
19	(IBM) International Business Machines	US	55.3
22	Wal-Mart Stores	US	49.6
23	Hewlett-Packard	US	47.4
24	Du Pont (El) de Nemours	US	42.5
28	Nestle	Swiss	40.2
30	GTE	US	39.9
33	BT (British Telecom)	UK	38.8
34	Motorola	US	38.8
36	Bellsouth	US	38.0
44	Berkshire Hathaway	US	35.2
45	SBC Communications (Southwest Bell)	US	34.1
46	General Motors	US	32.7
48	Matsushita Electric Industries	Jap	31.7
50	Ford	US	30.9

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<b>Rank</b>	<b>Company</b>	<b>Country</b>	<b>US\$ Billions</b>
53	Disney	US	30.1
55	Ameritech	US	29.9
56	Federal National Mortgage Association	US	28.6
57	McDonalds	US	28.5
60	Bell Atlantic	US	27.7
63	Citicorp	US	26.9
65	Broken Hill Proprietary (mining)	Aus	26.6
71	Daimler-Benz (automobiles & aerospace)	Ger	24.8
74	3M (Minnesota Mining & Manufacturing)	US	23.9
77	Toshiba	Jap	23.2
79	Ericsson (telephone equipment)	Swe	23.0
81	General Motors CL E (EDS)	US	22.8
83	Fujitsu (computers)	Jap	22.6
84	US West	US	22.5
85	Boeing	US	22.4
86	Columbia/HCA Healthcare	US	21.8
87	Gillette	US	21.5
90	Eastman Kodak	US	21.46
91	NEC	Jap	21.2
92	Cisco Systems	US	21.0
94	Noika (cellular equipment)	Fin	20.6
95	Hong Kong Telecom	HK	20.3
96	Nynex	US	20.2
99	American Express	US	19.8
100	Chrysler	US	19.7

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### Other Large Information Companies Worldwide Market Value

<b>Company</b>	<b>Country</b>	<b>US\$ Billions</b>
Oracle Corp. (software)	US	19.0
Viacome (movies)	US	18.0
MCI Communications	US	16.9
Philips NV	Net	16.2
KPN (telephone)	Net	15.9
Telecom Malaysia	Mai	15.0
Time Warner (all media)	US	14.0
Tele Communications (cable)	US	13.9
Airtouch (cellular)	US	14.1
Telefonos de Mexico	Mex	13.4
Telebras	Brz	13.3
Telefonica	Sp	12.7
Alcatel Alsthom	Fr	12.4
Polygram (music)	Net	11.4
BCE	Can	10.3
Dun & Bradstreet	US	10.1
SAP (software)	Ger	9.6
Reuters	UK	9.4
Vodaphone (cellular)	UK	8.1
Thomson Corp. (newspapers)	Can	7.7
British Sky Broadcasting	UK	6.5
Thorn EMI (research)	UK	6.1
Cabletron	US	5.6
Turner Broadcasting	US	5.3
CBS	US	5.1
Canal + (pay TV)	Fr	3.7
Portugal Telecom	Por	3.6

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### Other Large Information Companies Worldwide Market Value

<b>Company</b>	<b>Country</b>	<b>US\$ Billions</b>
TeleDanmark	Den	3.4
Euro Disney	Fr	2.4
Newbridge Networks	Can	2.4
SPT Telecom (telephone)	Cze	2.2
Rogers Cantel	Can	2.2
BCE Mobile	Can	2.1
BC Telecom	Can	2.1
Springer (magazines)	Ger	2.0
Rogers	Can	1.7
Telus	Can	1.7