

Lion	Track	2014	2015	2016	2017	2018	2019
<b>Brand Experience &amp; Activation Lions</b>	Experience					2,335	2,532
<b>Creative Data</b>	Reach		619	715	690	525	429
<b>Creative Effectiveness Lions</b>	Impact	80	160	109	172	169	227
<b>Creative eCommerce Lions</b>	Experience					268	300
<b>Creative Strategy Lions</b>	Reach						848
<b>Cyber Lions (Retired 2018)</b>		3,660	3,738	2,886	2,893		
<b>Design Lions</b>	Comm	2,624	2,409	2,856	2,780	1,248	1,469
<b>Digital Craft Lions</b>	Craft			1,148	924	728	797
<b>Direct Lions</b>	Reach	2,676	2,813	3,097	2,719	2,480	2,005
<b>Entertainment Lions (Formerly Branded Content &amp; Entertainment Lions)</b>	Entertain	1,178	1,394	1,843	1,793	1,255	830
<b>Entertainment Lions for Music</b>	Entertain			636	511	481	391
<b>Entertainment Lions for Sport</b>	Entertain						702
<b>Film Lions</b>	Comm	2,838	3,070	2,801	2,609	2,158	2,793
<b>Film Craft Lions</b>	Craft	2,073	2,205	2,317	2,490	2,519	1,924
<b>Glass: The Lion for Change</b>	Good		166	155	203	218	193
<b>Health &amp; Wellness Lions</b>	Health	906	1,430	2,023	2,245	1,482	1,186
<b>Industry Craft Lions</b>	Craft					1,720	1,697
<b>Innovation Lions</b>	Innovation	206	226	381	298	193	187
<b>Media Lions</b>	Reach	3,127	3,179	2,984	2,949	2,594	2,196
<b>Mobile Lions</b>	Comm	1,187	1,246	1,259	1,297	911	866
<b>Outdoor Lions</b>	Comm	5,660	5,037	5,367	4,716	2,628	2,389
<b>Pharma Lions</b>	Health	517	432	582	590	376	363
<b>PR Lions</b>	Reach	1,850	1,969	2,225	2,208	2,111	1,857
<b>Print &amp; Publishing Lions (Formerly Press Lions)</b>	Comm	5,007	4,470	3,777	3,276	1,440	1,252
<b>Product Design Lions (Retired 2018)</b>		194	280	540	435	343	
<b>Promo &amp; Activation Lions (Retired 2018)</b>		3,241	3,196	3,458	3,432		
<b>Radio &amp; Audio Lions</b>	Comm	1,448	1,720	1,410	1,483	898	996
<b>Sustainable Development Goals Lions</b>	Good					1,111	834
<b>Social &amp; Influencer Lions</b>	Reach					2,027	1,519
<b>Integrated Lions (Formerly part of Titanium &amp; Integrated)</b>		378	374	278	240		
<b>Titanium Lions (Formerly part of Titanium &amp; Integrated)</b>	Comm			254	217	154	171
<b>TOTALS</b>		<b>38,850</b>	<b>40,133</b>	<b>43,101</b>	<b>41,170</b>	<b>32,372</b>	<b>30,953</b>

Country	2014	2015	2016	2017	2018	2019
Afghanistan			3			
Albania	2					
Angola		1				
Argentina	797	713	908	983	647	670
Armenia		1			3	1
Australia	1.543	1.523	1.782	1.447	1.056	944
Austria	189	112	103	138	86	66
Azerbaijan	2	2				
Bahrain	1	7		21		1
Bangladesh	41	25	25	14	30	33
Barbados			1			
Belarus	2			4	4	4
Belgium	461	461	532	473	382	347
Bolivia	2	11	5	7	6	4
Brazil	3.321	3.117	2.805	3.020	2.131	2.093
Bulgaria	17	15	5	5	5	1
Cambodia			1	2		
Canada	995	1.024	1.089	1.054	900	904
Chile	385	294	342	407	441	259
China	951	933	1.022	1.105	898	941
Chinese Taipei	123	76	144	106	98	143
Colombia	593	615	485	486	418	383
Costa Rica	95	132	99	96	77	68
Croatia	1	5	12	17	14	27
Cyprus	2			4		9
Czech Republic	129	126	248	162	166	115
Denmark	221	232	178	273	264	240
Dominican Republic	26	16	24	51	63	47
Ecuador	125	199	133	92	68	150
Egypt	73	44	76	61	36	41
El Salvador	21	9	13	25	2	
Estonia	7	1	9	12	12	7
Finland	126	89	114	124	197	159
France	1.838	1.637	1.766	1.716	1.422	1.345
Georgia		8	28	36	8	10
Germany	2.376	1.885	2.163	1.974	1.752	1.294
Ghana	5				6	
Greece	32	33	56	34	29	53
Guatemala	139	153	88	61	29	38
Haiti	1					
Honduras	40	53	29	23	23	17
Hong Kong	423	336	386	369	182	240
Hungary	68	153	129	53	49	69
Iceland	2	3	3		1	4
India	979	1.035	1.315	1.227	979	1.053
Indonesia	127	141	119	77	49	29
Iran	5		2	3	4	
Ireland	50	72	91	94	105	104
Israel	146	165	136	177	133	161
Italy	493	576	739	660	448	369
Japan	1.146	1.288	1.736	1.378	1.055	982
Jordan		18	25	21	4	3
Kazakhstan	1	3	4	11	8	4
Kenya	4	10	31	37	36	4
Kosovo	1					
Kuwait	9	22	23	16		21
Latvia	6	1		3	3	
Lebanon	40	180	140	72	41	25
Lithuania	3	15	29	8	23	11
Luxembourg		2	4	1	8	
Macedonia	4	4				
Malaysia	386	403	325	100	84	41
Malta					1	2
Mauritius	2	4	4	4	4	6
Mexico	820	838	793	563	382	643
Moldova			1			
Morocco		16	8	29	26	29
Mozambique	6	12	5	3		12
Myanmar						1
Namibia				1		
Nepal	1	1			1	
New Zealand	498	461	526	354	305	268
Nicaragua	10	2		21		2
Nigeria	34	15	10	41	19	17
Norway	294	308	275	242	165	186
Oman	10					
Pakistan	16	14	3	19	40	56
Panama	24	19	24	10	28	24
Paraguay	54	50	1	28	12	24
Peru	371	302	466	404	292	288
Poland	135	240	261	164	110	162
Portugal	202	241	246	185	163	112
Puerto Rico	241	222	345	267	189	191
Qatar	26	19	50	31		2
Romania	151	151	187	135	156	110
Russia	500	363	337	490	327	310
San Marino	1		1			
Saudi Arabia	18	61	25	57	66	53
Serbia	11	23	18	13	26	9
Singapore	709	588	688	475	339	335
Slovak Republic	22	32	27	23	20	18
Slovenia	8	3	3	20	14	17
South Africa	791	910	870	816	556	375
South Korea	300	448	309	357	291	290
Spain	949	1.081	1.294	1.223	856	765
Sri Lanka	45	104	31	24	8	8
Sweden	642	586	638	619	490	439
Switzerland	464	501	445	476	375	284
Thailand	496	625	558	546	375	427
The Netherlands	458	670	540	561	502	425
The Philippines	306	222	253	259	154	257
Tunisia	19	51	18	26	1	
Turkey	437	708	518	486	302	247
Ukraine	35	44	41	36	51	41
United Arab Emirates	569	700	691	1.004	456	473
United Kingdom	2.751	3.167	3.214	3.150	2.462	2.268
Uruguay	80	58	46	65	26	63
USA	6.215	8.150	9.702	9.534	8.291	8.138
Venezuela	33	8	15	25		
Vietnam	98	136	89	44	3	42
Zimbabwe					3	
<b>TOTAL</b>	<b>37.427</b>	<b>40.133</b>	<b>43.101</b>	<b>41.170</b>	<b>32.372</b>	<b>30.953</b>

Country	Brand Experience & Activation	Creative Data	Creative eCommerce	Creative Effectiveness	Creative Strategy	Design	Digital Craft	Direct	Entertainment	Entertainment Lions for Music	Entertainment Lions For Sport	Film	Film Craft	Glass - The Lion For Change	Health & Wellness	Industry Craft	Innovation	Media	Mobile	Outdoor	Pharma	PR	Print & Publishing	Radio & Audio	Social & Influencer	Sustainable Development Goals	Titanium	Grand Total	
ARGENTINA	69	5	3	3	11	20	2	50	18	5	23	64	23		7	27	17	4	62	12	65	2	38	54	33	36	16	1	670
ARMENIA						1																							1
AUSTRALIA	65	21	1	11	37	45	19	66	18	10	19	84	47		2	33	35	11	88	33	79	22	65	2	51	50	17	13	944
AUSTRIA	4	4			1	5		3	1		1	7	12				5		7	1	5		2	5	1	1	1	66	
BAHRAIN										1																			1
BANGLADESH	7		3		1			5							1			1		3			7				5	33	
BELARUS								2		1					1													4	
BELGIUM	47	6	3		12	10	9	48	3	9	9	20	16				2	27	11	18		36	3	29	11	10	1	347	
BOLIVIA								1									1							2				4	
BRAZIL	174	48	24	19	29	113	47	194	36	23	60	115	67		12	75	99	9	156	85	188	30	113	141	33	141	57	5	2093
BULGARIA																												1	
CANADA	67	12	5	3	23	68	12	54	14	6	10	93	36		4	82	65	5	55	16	103	7	32	33	41	36	19	3	904
CHILE	12	1			2	3	2	5	6	2	9	14	1		1	13	14		16	2	49		13	71	17	6		259	
CHINA	99	20	29	2	19	59	23	69	19	5	19	45	35		3	11	72	12	94	62	68	11	69	20	2	53	16	5	941
CHINESE TAIWAN	14	1			6	4		12	17		3	25	9		1	3	1	1	13	2	11		10			4	6	143	
COLOMBIA	26	7	4		17	11		46	2	3	10	4	2		4	8	19	3	38	7	51	1	37	35	9	11	26	2	383
COSTA RICA	8	4			4		1	9			3	3			2	1			8	1	2		11		3	8		68	
CROATIA	3					2	1	3				1					6		3	1	4		1			1	27		
CYPRUS										3		1	4											1				9	
CZECH REPUBLIC	9	1	4		4	4		9		1		7	19			12		3	1	10		4	15	6	2	5	115		
DENMARK	12	1	7	4	7	7	11	11	10	2	5	31	17		1	8	4	2	15	9	13		17	5	6	27	6	2	240
DOMINICAN REPUBLIC	2			5		1		7								2			11		2		8			7		47	
ECUADOR	12	2			4	6	1	11	8	1	12	1	2		10	2	1	20	1	13		13	5	11	9	5		150	
EGYPT					4		2		3		1	8	10		2		2	1	3			4			3		1	41	
ESTONIA	1											1												1		4		7	
FINLAND	15			3	4	6	4	15		1		8	3		2		5	2	23	5	16	1	13	9	16	6	2	159	
FRANCE	108	12	7	9	33	43	36	122	52	15	17	112	116		5	30	125	2	97	24	111	6	58	83	29	56	33	4	1345
GEORGIA						3		2				1											3			1		10	
GERMANY	117	21	9	6	15	122	60	67	26	9	23	64	77		7	19	102	10	70	45	98	11	75	79	74	46	35	7	1294
GREECE	4				1	1			2			10				1		1	1	7		5	11	1	6	3		53	
GUATEMALA	1			6	3	1		2				3	1			2		7	3			3	2	1		3		38	
HONDURAS	4		4		1	1		4								1			1	1						1		17	
HONG KONG	21	3	3		3	17		15	1		4	12	1		1	70	1	15	3	33	1	9	23		2	2		240	
HUNGARY	3		2		2	1		3	1		3	4	2			6	8		3	1	6		5	1	11	2	5		69
ICELAND						1						1			1											1		4	
INDIA	82	11	13	22	39	34	19	73	7	8	19	57	37		13	70	74	6	87	34	82	3	78	41	17	50	71	6	1053
INDONESIA	2					1		1				6	3						3	3	7		1			2		29	
IRELAND	23	4	1		2	7	2	3	2			6	3			2		7	5	5		5	4	4	4	4		104	
ISRAEL	16	1		2	6	4		15	2	1	4	7	2		4	17		2	27		8	2	21	3	3	7	5	2	161
ITALY	46		12	3	6	10	4	35	16	1	6	42	35		4	4	8	2	22	7	42		32	2	1	26	6	1	369
JAPAN	98	24	7	1	14	105	26	44	18	9	26	82	68		4	19	115	5	60	26	61	11	80	9	4	30	33	3	982
JORDAN						1				1						1												3	
KAZAKHSTAN							1												1		2				2		4		
KENYA						1																		1				4	
KUWAIT					4				1			6	4										2			4		21	
LEBANON	6				2				1			1	1		2				1		2		6			2		25	
LITHUANIA				1	3							1				2	2				1		1					11	
MALAYSIA	4		2	3	3	1		1		2	1	5	4			1	1	5	4				3		1			41	
MALTA								1																				2	
MAURITIUS																2					2			2				6	
MEXICO	65	12	6	2	11	35	5	65	6	3	3	25	19		4	18	30	7	64	13	54	2	36	56	40	29	30	3	643
MOROCCO												3			1	8	8		1		4			4				29	
MOZAMBIQUE																6					3			3				12	
MYANMAR															1													1	
NEW ZEALAND	15	4	2	4	6	9	9	23	2	4		23	15		1	16	11		23	15	13		15	15	20	15	5	3	268
NICARAGUA																							2					2	
NIGERIA					5			2				3											2		1	2	2	17	
NORWAY	16			3	7	10	1	7	1			47	16		1	6	2	2	12	6	18		8	5	13	5	2	1	186
PAKISTAN	5				2	6		3	3			2			2	6			5		4		6			5	1	56	
PANAMA	3					1		3							1	3			3		5				5			24	
PARAGUAY	2					3		2								2					2							24	
PERU	30			2	14	2		26	10		2	8	5			11	23	1	36	5	22		33	11	6	24	8		288
POLAND	22	1		1	9	7	4	11	2		2	4	1		2	6			25	4	16		17	4	5	10	5	1	162
PORTUGAL	9				9	9		8	1		4	9	2		2	5	2		2	3	15		12	14	7	8	7		112
PUERTO RICO	10	3			4	3	1	6	6		9	3	1		2	29			17	5	33		14	17	10	14	4		191
QATAR												1																2	
ROMANIA	17	1	2		3			18	2			2			4	8			18	5	6		15		9	2		110	
RUSSIA	38	5	5		7	29		22	7	4	10	22	19		4	4	10	4	33	11	10		19	6	1	7	11	2	310
SAUDI ARABIA	6				2	1		7	2			1	4		1		2		9		3		5	1	7	2		53	
SERBIA	1						1	1																				9	
SINGAPORE	24	3	2	1	11	10	4	28	15		17	36	14		1	18	21	1	40	7	29	3	13	14	7	4	11		335
SLOVAK REPUBLIC	3					1		1		1		2	1		2				1	1	1		2		1			18	
SLOVENIA	2					3		3	1												2		3			2		17	
SOUTH AFRICA	26	1	2	1	3	29	4	24	9	4	4	43	6		2	6	21		13	11	23		19	31	77	9			