



Overview of 1st Quarter Results for the Year Ending December 31, 2011

[Japanese GAAP]

May 11, 2011

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(Unit: millions of yen, Rounded down under 1 million yen)

1. The First Three Months Consolidated Results (January 1, 2011 to March 31, 2011)

(1) Consolidated Operating Results

	Gross Billings		Operating Income		Ordinary Income		Net Income	
	millions of yen	%	millions of yen	%	millions of yen	%	millions of yen	%
3 months ended ;								
Mar. 31, 2011	85,381	3.2	1,106	3.4	1,370	(32.8)	170	(29.9)
Mar. 31, 2010	82,758	(9.3)	1,069	-	2,038	467.2	243	146.0

	Net Income per Share	Fully Diluted Net Income per Share
	yen	yen
3 months ended ;		
Mar. 31, 2011	4.05	4.05
Mar. 31, 2010	5.75	5.74

(Notes) Percentages shown for Gross Billings, Operating Income, Ordinary Income and Net Income represent increase/decrease from those in the corresponding period of the previous year.

(2) Consolidated Financial Position

	Total Assets	Net Assets	Shareholder's Equity Ratio	Net Assets per share
	millions of yen	millions of yen	%	yen
Mar. 31, 2011	190,483	103,665	53.9	2,434.36
Dec. 31, 2010	194,510	103,168	52.5	2,423.06

(Reference) Shareholders' equity Mar. 31, 2011 102,670million yen Dec. 31, 2010 102,169million yen

2. Dividend Information

	Dividend per Share		
	interim	year-end	Full-year
	yen	yen	yen
Fiscal 2010 (Actual)	10.00	10.00	20.00
Fiscal 2011 (Forecast)	10.00	12.00	22.00

(Notes) We do not revise the forecast for the interim and fiscal 2011 consolidated results as announced on February 10, 2011.

3. Forecast of Consolidated Fiscal 2011 (January 1, 2011 to December 31, 2011)

	Gross Billings		Operating Income		Ordinary Income		Net Income		Net Income per share
	millions of yen	%	millions of yen	%	millions of yen	%	millions of yen	%	yen
Interim	171,000	1.5	750	-	1,950	-	1,100	-	26.09
Full-year	356,000	2.7	2,900	-	4,700	149.2	2,600	-	61.66

(Notes) 1. Percentages shown for Gross Billings, Operating Income, Ordinary Income and Net Income represent increase/decrease from those in the corresponding period of the previous year.

2. We do not revise the forecast for the interim and fiscal 2011 consolidated results as announced on February 10, 2011.

4.Others

- (1) Changes in the Scope of Consolidation and Application of the Equity Method by the significant subsidiaries ? : No.
- (2) Is any simplified accounting treatment adopted ? : Yes.
For details, see the Supplementary Information “2.Other Information (2)” on the page 7.
- (3) Is there any accounting treatment particular to the quarterly financial statements ? : Yes.
For details, see the Supplementary Information “2.Other Information (2)” on the page 7.
- (4) Is there any change in accounting standards for quarterly financial reporting ? : Yes.
For details, see the Supplementary Information “2.Other Information (3)” on the page 7-8.
- (5) 1. Number of outstanding stocks (including treasury stock) issued, end of term :
at March 31, 2011 : 45,155,400 shares, at December 31, 2010 : 45,155,400 shares,
2. Number of treasury stock, end of term :
at March 31, 2011 : 2,979,669 shares, at December 31, 2010 : 2,990,104 shares,
3. Avg. number of shares (consolidated) outstanding during the terms ended :
at March 31, 2011 : 42,168,906 shares, at March 31, 2010 : 42,461,988 shares,

A Cautionary Note on Forward-looking Statements:

This report may contain forward-looking statements based on ASATSU-DK management's view and assumptions of future developments as of the date of such statements. The foregoing statements are inherently subject to risks and uncertainties that could lead to material differences between such statements and actual outcomes.

Therefore, ASATSU-DK does not warrant any certainty and accuracy thereto. ASATSU-DK also expressly disclaims any obligation to update or revise its forward-looking statements.

Please visit the web site for the announcements.

[Supplementary Information]

1. Consolidated Results for the First Quarter of Fiscal 2011

(1) Overview of Operating Results

During the first three months of 2011, the Japanese economy made little headway, although there were some signs of recovery from the downturn experienced in the second half of 2010, thanks to strong demand from emerging economies and the effect of government stimulation measures. In the advertising market, there was a moderate recovery supported by healthy growth in the television commercial segment, which had begun to bounce back at the end of the previous fiscal year. However, the unprecedented earthquake that occurred on March 11 generated many uncertainties affecting the path to economic recovery, including power shortages, ongoing aftershocks, and buying restraint among Japanese consumers.

Amid these circumstances, the ADK Group offered advertisers communication programs that emphasize a maximum return on their investments. These programs reflect consumers' media interaction and purchasing behavior and the accompanying changes in the needs of advertisers, and integrate various touchpoints with consumers including mass media; the Internet, mobile and other personal media; and out-of-home (OOH) media, such as in-store media. At the same time, the Group worked proactively to develop its business in newly emerging nations and China, which are growing rapidly, and in the contents business.

The ADK Group reported gross billings of ¥85,381 million, up 3.2% compared with the previous corresponding period. Gross profit increased 6.3% year-on-year, to ¥11,890 million, and operating income rose 3.4%, to ¥1,106 million. Equity in earnings of affiliated companies totaled ¥85 million, up 47.3% year-on-year, however, non-operating income dropped due to several factors, including change of timing of receipt of dividend income. As a result, ordinary income declined 32.8%, to ¥1,370 million. Although the Group posted extraordinary income of ¥113 million, it recorded total extraordinary losses of ¥1,190 million due to a loss on valuation of investment securities and a loss on adjustment for changes in the accounting standard for asset retirement obligations. Income before income taxes totaled ¥293 million, down 71.8%. The Group reported net income of ¥170 million, down 29.9% from the previous corresponding period.

Performance by Business Segment

Advertising Business

In the advertising business segment, gross billings to outside customers amounted to ¥83,970 million, and segment income totaled ¥1,245 million.

The parent company, domestic subsidiaries and overseas subsidiaries all increased their gross billings, resulting in year-on-year growth in total segment gross billings. Regarding profit, although operating income of the parent company decreased, subsidiaries in the advertising business together generated an increase in operating income, bringing total segment income above the previous year's level.

ADK, the parent company, reported a 2.4% year-on-year increase in gross billings, to ¥75,190 million. Gross profit increased 5.2%, to ¥9,162 million, thanks to increased revenue and a focus on improving profitability. Despite a continuous effort to control selling, general and administrative expenses, operating income decreased 8.3%, to ¥855 million, due to an increase in provision for bonuses.

ADK reported an increase in business from advertisers in the Beverages/Tobacco Products, Finance/Insurance, Hobbies/Sporting Goods, and Automobiles/Automobile-Related Products sectors. However, the Company's business with clients in the Foods, Distribution/Retail, and Cosmetics/Toiletry sectors declined.

Broken down by discipline, ADK reported increased business in television advertising, creative and other, OOH media advertising, and radio advertising, while gross billings were down in marketing and promotion, newspaper advertising, and magazines.

Non-consolidated gross billings, percentage by discipline, and year-on-year changes by discipline are outlined below.

Break down by Discipline		Gross Billings (Millions of yen)	Composition (%)	Y-o-Y Change (%)
Media	Magazine	3,379	4.5	-5.1
	Newspaper	4,873	6.5	-9.8
	TV (Program, Spot, and Content)	35,522	47.2	7.5
	Radio	796	1.1	9.6
	Digital Media	2,190	2.9	-1.2
	OOH Media	2,098	2.8	7.2
Sub-total		48,861	65.0	4.2
Non-Media	Marketing and Promotion	12,991	17.3	-14.7
	Creative and Other	13,337	17.7	17.8
Sub-total		26,329	35.0	-0.8
Total		75,190	100.0	2.4

Notes:

1. Due to maturation of the advertising market and diversification of media environments, ADK offers advertisers cross-media communications programs, which can make it difficult to separate billings strictly according to medium. Consequently, the gross billings reported above may not reflect actual gross billings for each medium.
2. From the 3rd quarter of fiscal 2010, we have adopted a new method for classifying grossing billings by medium. Year-on-year changes were derived by applying these recently adopted criteria and reclassifying gross billings for the corresponding period of the previous fiscal year.
 - (1) Marketing and Promotion covers the former category of Sales Promotion, as well as Marketing, Digital Solutions, Digital Creative, Exposition Events, Public Relations, and Consulting.

- (2) Digital Solutions (previously included in Digital Media) and Digital Creative (previously included in Creative and Other) have been separated from their former categories and reclassified under Marketing and Promotion.
3. Gross billings by discipline are rounded down. Therefore, their sums may not equal the total or subtotals.

Non-Advertising Business

ADK has two consolidated subsidiaries in the publications industry. One is engaged in general publications, an environment in which the current contraction of the publication market makes it difficult to generate sufficient earnings. In the period under review, this subsidiary reported an operating loss on the back of a decrease in gross billings. ADK's other consolidated subsidiary, which is engaged in the publication of periodicals to select club members, also posted a decline in both revenues and earnings.

As a result, the Group's other business reported gross billings of ¥1,410 million and a segment loss of ¥140 million.

Overseas Sales

In the first quarter of fiscal 2011, the ADK Group obtained 7.7% of its gross billings from overseas sources, from 6.6% in the previous corresponding period. All overseas sales were in the advertising business.

(2) Financial Position

At the end March 31, 2011, total assets amounted to ¥190,483 million, down ¥4,026 million from December 31, 2010. This decline was due to several factors, including a decrease in accounts receivable. Total liabilities were down ¥4,523 million, to ¥86,818 million, mainly because of a fall in accounts payable. Total net assets amounted to ¥103,665 million, and the equity ratio was 54.4%.

Cash Flows

Cash and cash equivalents at the end of the period stood at ¥21,138 million, up ¥2,010 million from the end of fiscal 2010. This was because cash inflows from operating and investing activities surpassed cash outflows from financing activities.

(Cash Flows from Operating Activities)

Net cash provided by operating activities amounted to ¥1,347 million, compared with ¥193 million used such activities in the previous corresponding period. This was due to income before income taxes of ¥293 million, a decrease in both notes and accounts receivable and notes and accounts payable of ¥5,358 million and ¥5,889 million, respectively, and an increase in accrued bonuses to ¥1,392 million.

(Cash Flows from Investing Activities)

Net cash provided by investing activities totaled ¥815 million, compared with ¥2,329 million in the previous corresponding period. Factors included a ¥1,394 million decrease in time deposits.

(Cash Flows from Financing Activities)

Net cash used in financing activities was ¥431 million, compared with ¥293 million in the previous corresponding period. Factors in this result included cash dividends paid of ¥425 million.

(3) Forecasts for Fiscal 2011

The recent Great East Japan Earthquake is expected to cause ongoing uncertainty about Japan's future economic direction, due to such factors as power shortages and buying restraint among Japanese consumers. Because it is difficult to reasonably forecast the impact to its performance at this point, the ADK Group has not changed its consolidated and non-consolidated forecasts, announced February 10, 2011, for the first two quarters and the entire fiscal year. The Group will continue to closely examine the impact of the disaster. In the case the current forecast should be changed, the Group will appropriately announce the change.

2. Other Information

(1) Changes to Major Subsidiaries (due to change in scope of consolidation)

Not applicable.

(2) Application of Simplified or Special Accounting Methods

[Simplified accounting methods]

(a) Depreciation of fixed assets

For fixed assets that are depreciated using the declining-balance method, quarterly depreciation expense is simply a proportion of the annual depreciation expense allocated over time.

(b) Deferred tax assets and deferred tax liabilities

In determining the recoverability of deferred tax assets, the operating performance forecasts and tax planning methods used in the previous fiscal year were applied to the period under review, as no significant changes in the operating environment or sudden and significant changes in conditions were recognized.

[Specified accounting treatments]

Tax expenses for the period are calculated by using the effective tax rate, which is estimated rationally based on the estimated annual consolidated income before tax after applying deferred tax accounting, and applying that effective tax rate to income before income taxes for the quarter. Any amounts relating to the adjustment of such estimated income taxes are presented within income taxes.

(3) Changes in Accounting Principles, Processes, Presentation Methods, etc.

[Change in item related to application of equity method]

- Item related to equity-method application requiring special mention

The fiscal year-end of Digital Advertising Consortium Inc., an equity-method affiliate, has been changed from November 30 to March 31. Accordingly, that company's results for the four-month period, from December 1, 2010, to March 31, 2011, are reflected in this document using the equity method.

[Changes in items related to accounting standards]

(a) Application of "Accounting Standard for Equity Method of Accounting for Investment" and "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method"

From the first quarter of the current fiscal year, the Company applies "Accounting Standard for Equity Method of Accounting for Investment" (ASBJ Statement No. 16, March 10, 2008) and "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method" (ASBJ PITF No. 24, March 10, 2008).

This change had no effect on income/loss in the period under review.

(b) Application of "Accounting Standard for Asset Retirement Obligations"

From the first quarter of the current fiscal year, the Company applies "Accounting Standard for Asset Retirement Obligations" (ASBJ Statement No. 18, March 31, 2008) and "Guidance on Accounting Standard for Asset Retirement Obligations"

(ASBJ Guidance No. 21, March 31, 2008).

As a result of this change, operating income and ordinary income both declined ¥9 million, and income before income taxes fell ¥253 million. The change in asset retirement obligations resulting from the application of this accounting standard amounted to ¥489 million.

[Changes in disclosure methods]
(Consolidated Quarterly Statements of Income)

(a) “Equity in earnings of affiliated companies,” amounting to ¥57 million in the first quarter of the previous fiscal year and included within “Other” under “Non-operating income” in that period, is stated as a separate item in the period under review because it exceeded 20% of Non-operating income.

(b) “Interest expense,” amounting to ¥6 million in the first quarter of the previous fiscal year and included within “Other” under “Non-operating expenses” in that period, is stated as a separate item in the period under review because it exceeded 20% of other expenses.

(c) Accompanying the application of revisions in certain rules for the presentation of financial statements, as contained in a cabinet order (Cabinet Office Ordinance No. 5, issued March 24, 2009), which are based on “Accounting Standard for Consolidated Financial Statements (ASBJ Statement No. 22, December 26, 2008), the Company has included the item “Income before minority interests” in the consolidated financial statements, effective the first quarter under review.

[Supplementary information]

- Abolition of directors’ retirement bonus system

To prepare for payments of retirement bonuses to directors, in the past the Company has set aside a “Provision for retirement benefits to directors,” the amount of which to be paid at the end of each term is based on internal regulations. At the 56th Ordinary General Meeting of Shareholders held on March 30, 2011, a resolution was passed to abolish the directors’ retirement bonus system. In accordance with this, the Company shall in the future pay each director a retirement bonus reflecting the period of time between his/her appointment as director and the close of the relevant Ordinary General Meeting of Shareholders, according to standards specified by the Company. Payment of such bonuses shall be made when the relevant director retires.

As a result of the above, the Company undertook a complete reversal of the “Provision for retirement benefits to directors,” which is now included in “Other” under “Non-current liabilities.”

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ASATSU-DK INC. and Consolidated Subsidiaries**Consolidated Financial Highlights****Three Months Ended March 31, 2011**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three Months Ended March 31, 2011	Three Months Ended March 31, 2010	Year Ended December 31, 2010
GROSS BILLINGS	85,381	82,758	346,565
YEAR-ON-YEAR GROWTH RATE (%)	3.2	(9.3)	(1.0)
GROSS PROFIT	11,890	11,184	42,028
OPERATING INCOME	1,106	1,069	22
YEAR-ON-YEAR GROWTH RATE (%)	3.4	-	-
ORDINARY INCOME	1,370	2,038	1,885
YEAR-ON-YEAR GROWTH RATE (%)	(32.8)	467.2	72.3
INCOME BEFORE INCOME TAXES	293	1,043	(4,748)
NET INCOME	170	243	(4,656)
INTERIM (FULL-YEAR) DIVIDEND PER SHARE (Yen)	-	-	20.00
TOTAL ASSETS	190,483	191,873	194,510
SHAREHOLDERS' EQUITY (Shareholders' equity plus valuation and translation adjustments)	102,670	107,061	102,169
MINORITY INTERESTS	994	1,000	999
TOTAL NET ASSETS (Total of shareholders' equity plus minority interests)	103,665	108,062	103,168
SHAREHOLDERS' EQUITY PER SHARE (Yen)	2,434.36	2,541.61	2,423.06
NET INCOME PER SHARE (Yen)	4.05	5.75	(110.28)
CASH FLOW FROM OPERATING ACTIVITIES	1,347	(193)	(221)
CASH FLOW FROM INVESTING ACTIVITIES	815	2,329	2,298
CASH FLOW FROM FINANCING ACTIVITIES	(431)	(293)	(1,266)
CASH AND CASH EQUIVALENTS, END OF THE PERIOD (YEAR)	21,138	20,872	19,127

ASATSU-DK INC. and Consolidated Subsidiaries**Consolidated Balance Sheets****March 31, 2011**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	March 31, 2011	December 31, 2010
<u>Assets</u>		
I Current assets		
1. Cash and deposits	22,363	21,520
2. Notes and accounts receivable-trade	87,817	92,774
3. Short-term investment securities	1,461	1,436
4. Inventories	8,270	8,274
5. Other	3,734	3,842
6. Allowance for doubtful accounts	(289)	(286)
Total current assets	123,357	127,562
II Noncurrent assets		
1. Property, plant and equipment	4,320	4,093
2. Intangible assets	1,611	1,576
3. Investments and other assets		
(1) Investment securities	52,798	52,790
(2) Other	10,319	10,509
(3) Allowance for doubtful accounts	(1,924)	(2,022)
Total investments and other assets	61,193	61,277
Total noncurrent assets	67,125	66,947
Total assets	190,483	194,510

ASATSU-DK INC. and Consolidated Subsidiaries**Consolidated Balance Sheets****March 31, 2011**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	March 31, 2011	December 31, 2010
<u>Liabilities</u>		
I Current liabilities		
1. Notes and accounts payable-trade	68,506	74,358
2. Short-term loans payable	114	84
3. Current portion of long-term loans payable	280	278
4. Income taxes payable	170	358
5. Provision	2,229	892
6. Other	7,888	7,902
Total current liabilities	79,190	83,874
II Noncurrent liabilities		
1. Long-term loans payable	740	765
2. Provision	1,782	2,551
3. Other	5,105	4,150
Total noncurrent liabilities	7,628	7,466
Total liabilities	86,818	91,341
<u>Net assets</u>		
I Shareholders' equity		
1. Capital stock	37,581	37,581
2. Capital surplus	20,024	20,024
3. Retained earnings	45,651	45,906
4. Treasury stock	(7,700)	(7,718)
Total shareholders' equity	95,556	95,793
II Valuation and translation adjustments		
1. Valuation difference on available-for-sale securities	8,131	7,727
2. Deferred gains or losses on hedges	(57)	(94)
3. Foreign currency translation adjustment	(959)	(1,256)
Total valuation and translation adjustments	7,114	6,375
III Minority interests	994	999
Total net assets	103,665	103,168
Total liabilities and net assets	190,483	194,510

ASATSU-DK INC. and Consolidated Subsidiaries**Consolidated Income Statements****Three Months Ended March 31, 2011**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three Months Ended March 31, 2011 (From January 1 to March 31, 2011)	Three Months Ended March 31, 2010 (From January 1 to March 31, 2010)
I Gross billings	85,381	82,758
II Cost of sales	73,491	71,574
Gross profit	11,890	11,184
III Selling, general and administrative expenses		
1. Salaries and allowances	4,606	4,822
2. Provision for bonuses	1,650	731
3. Provision for directors' retirement benefits	25	24
4. Provision of allowance for doubtful accounts	8	62
5. Other	4,493	4,473
Total selling, general and administrative expenses	10,784	10,114
Operating income	1,106	1,069
IV Non-operating income		
1. Dividends income	26	677
2. Equity in earnings of affiliates	85	—
3. Foreign exchange gains	1	16
4. Other	185	317
Total non-operating income	298	1,011
V Non-operating expenses		
1. Interest expenses	6	—
2. Loss on investments in partnership	8	13
3. Loss on valuation of compound financial instruments	10	—
4. Other	8	28
Total non-operating expenses	34	42
Ordinary income	1,370	2,038

ASATSU-DK INC. and Consolidated Subsidiaries**Consolidated Income Statements****Three Months Ended March 31, 2011**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three Months Ended March 31, 2011 (From January 1 to March 31, 2011)	Three Months Ended March 31, 2010 (From January 1 to March 31, 2010)
VI Extraordinary income		
1. Gain on sales of investment securities	1	6
2. Reversal of allowance for doubtful accounts	14	25
3. Reversal of provision for directors' retirement benefits	79	—
4. Other	17	0
Total extraordinary income	113	32
VII Extraordinary loss		
1. Loss on sales of investment securities	—	1,011
2. Loss on valuation of investment securities	720	2
3. Loss on adjustment for changes of accounting standard for asset retirement obligations	244	—
4. Other	225	13
Total extraordinary losses	1,190	1,028
Income before income taxes	293	1,043
Income taxes	133	806
Income before minority interests	160	—
Minority interests in income (loss)	(10)	(7)
Net income	170	243

ASATSU-DK INC. and Consolidated Subsidiaries**Segment Information**

(Unaudited and before reclassifications and rearrangements)

Three Months Ended March 31, 2011Millions of Yen

	Reportable segments			Adjustment	Amount on Consolidated Income Statements
	Advertising	Non-advertising	Total		
GROSS BILLINGS					
1. Billings to customers	83,970	1,410	85,381	-	85,381
2. Inter-segment billings	-	24	24	(24)	-
Total billings	83,970	1,435	85,406	(24)	85,381
Segment income (loss)	1,245	(140)	1,104	1	1,106

Note: Segment income (loss) has been adjusted to equal the operating income on the consolidated income statements.

Three Months Ended March 31, 2010Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	81,137	1,620	82,758	-	82,758
2. Inter-segment billings	3	80	83	(83)	-
Total billings	81,141	1,700	82,842	(83)	82,758
Operating income (loss)	1,112	(36)	1,075	(5)	1,069

ASATSU-DK INC. and Consolidated Subsidiaries**Consolidated Statements of Cash Flows****Three Months Ended March 31, 2011**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three Months Ended March 31, 2011 (From January 1 to March 31, 2011)	Three Months Ended March 31, 2010 (From January 1 to March 31, 2010)
I OPERATING ACTIVITIES		
Income before income taxes	293	1,043
Depreciation and amortization	225	201
Decrease (increase) in notes and accounts receivable	5,358	3,461
Increase (decrease) in notes and accounts payable	(5,889)	(1,793)
Others-net	1,360	(3,105)
Net cash provided by (used in) operating activities	1,347	(193)
II INVESTING ACTIVITIES		
Net decrease (increase) in time deposits	1,394	(380)
Purchases of investment securities	(17)	(537)
Proceeds from sales of investment securities	41	2,869
Others-net	(602)	378
Net cash provided by investing activities	815	2,329
III FINANCING ACTIVITIES		
Proceeds from long-term loans payable	-	820
Net decrease (increase) in treasury stock	18	(821)
Cash dividends paid	(425)	(425)
Others-net	(23)	133
Net cash used in financing activities	(431)	(293)
IV FOREIGN CURRENCY TRANSLATION ADJUSTMENTS ON CASH AND CASH EQUIVALENTS	278	(31)
V NET INCREASE IN CASH AND CASH EQUIVALENTS	2,010	1,810
VI CASH AND CASH EQUIVALENTS, BEGINNING OF THE PERIOD	19,127	18,844
VII CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARIES, BEGINNING OF THE PERIOD	-	217
VIII CASH AND CASH EQUIVALENTS, END OF THE PERIOD	21,138	20,872