
OMB Approval
OMB Number: 3235-0145
Expires: December 31, 1997
Estimated average burden
hours per response...14.90

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No. 1)*

CKS Group, Inc.

(Name of Issuer)

Common Stock

(Title of Class of Securities)

12561L109

(CUSIP Number)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 12561L109 13G Page 2 of 5 Pages

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
The Interpublic Group of Companies, Inc.
13-1024020

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*
(a)
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

5 SOLE VOTING POWER
NUMBER OF 1,988,315
SHARES

6 SHARED VOTING POWER
BENEFICIALLY N/A
OWNED BY

7 SOLE DISPOSITIVE POWER
EACH 1,988,315
REPORTING

8 SHARED DISPOSITIVE POWER
PERSON WITH N/A

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,988,315

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES
CERTAIN SHARES*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
13.5%

12 TYPE OF REPORTING PERSON*
CO

*SEE INSTRUCTION BEFORE FILLING OUT!

- Item 1(a). Name of Issuer:
CKS Group, Inc. ("CKS")
- Item 1(b). Address of Issuer's Principal Executive Offices:
10441 Bandle Drive
Cupertino, California 95014
- Item 2(a). Name of Person Filing:
The Interpublic Group of Companies, Inc.
("Interpublic")
- Item 2(b). Address or Principal Office or, if none, Residence:
1271 Avenue of the Americas
New York, NY 10020
- Item 2(c). Citizenship or Place of Organization:
USA
- Item 2(d). Title of Class of Securities:
Common Stock
- Item 2(e). CUSIP Number:
12561L109
- Item 3. If this statement is filed pursuant to Rules
13d-1(b) or 13d-2(b), check whether the person filing
is a:
- (a) Broker or Dealer registered under Section 15
of the Act;
 - (b) Bank as defined in Section 3(a)(6) of the Act;
 - (c) Insurance Company as defined in Section 3(a)(19)
of the Act;
 - (d) Investment Company registered under Section 8
of the Investment Company Act;
 - (e) Investment Adviser registered under Section 203
of the Investment Advisers Act of 1940;
 - (f) Employee Benefit Plan, Pension Fund which is
subject to the provisions of the Employee
Retirement Income Security Act of 1974 or
Endowment Fund; see ss. 240.13d-1(b)(1)(ii)(F);
 - (g) Parent Holding Company, in accordance with
ss. 240.13d-1(b)(1)(ii)(G);

(h) [] Group, in accordance with ss. 240.13d-1(b)(1)(ii)(H).

Item 4. Ownership.

(a) Amount Beneficially Owned as of October 31, 1997:
1,988,315

(b) Percent of Class: 13.5%

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote:
1,988,315

(ii) shared power to vote or to direct the vote:
N/A

(iii) sole power to dispose or to direct the
disposition of: 1,988,315

(iv) shared power to dispose or to direct the
disposition of: N/A

As of June 30, 1996, Interpublic held directly 2,471,515 shares of Common Stock of CKS ("Common Stock"), representing 19.4% of the 12,714,437 shares of Common Stock reported to have been outstanding as of May 31, 1996 in CKS's Quarterly Report on Form 10-Q for the period ended May 31, 1996.

As of October 31, 1997, Interpublic held directly 1,988,315 shares of Common Stock, representing 13.5% of the 14,741,999 shares of Common Stock reported to have been outstanding as of August 31, 1997 in CKS's Quarterly Report on Form 10-Q for the period ended August 31, 1997.

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [].

Item 6. Ownership of More than Five Percent on Behalf of Another Person.
Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.
Not Applicable.

- Item 8. Identification and Classification of Members of the Group.
Not Applicable.
- Item 9. Notice of Dissolution of Group.
Not Applicable.
- Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purpose or effect.

Signature.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: November 13, 1997

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By /s/ Nicholas J. Camera

Name: Nicholas J. Camera
Title: Vice President, General Counsel
and Secretary