

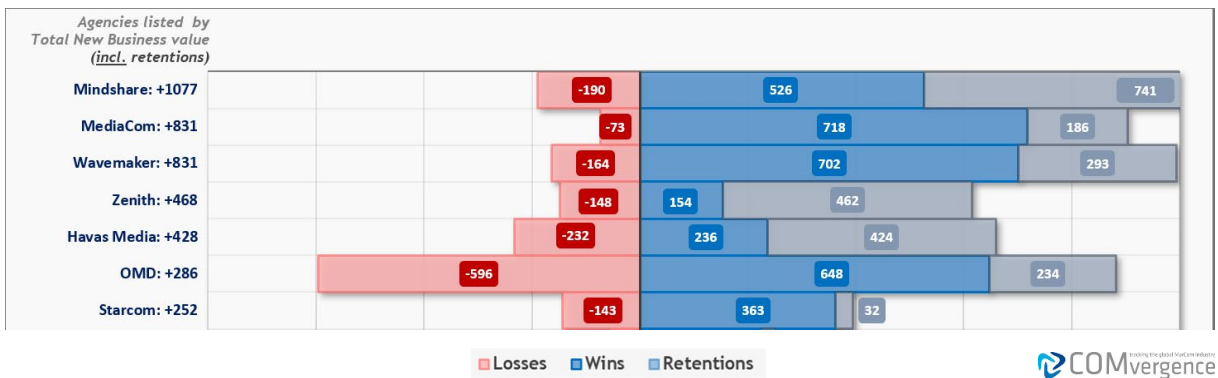
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Global New Business Barometer for H1 2020 Reveals Top Media Agency Winners

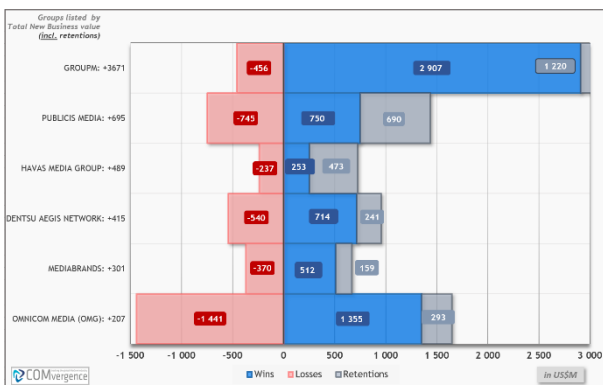
GroupM’s Three Largest Media Agencies Dominate in Latest Report by COMvergence

FRANCE – SEPTEMBER 22, 2020 – According to the latest global media agency study “New Business Barometer for H1 2020” published by COMvergence, **Mindshare** came out as the top global media agency in new business results with a Total New Business Value of \$1.1B (including \$741M in retentions) during January through June 2020. This is largely due to their strong performances in China and North America. **MediaCom** and **Wavemaker** ranked both 2nd and 3rd by scoring a combined Total New Business Value of \$831M (including \$186M and \$293M in retentions, respectively).

COMVERGENCE GLOBAL NEW BUSINESS RANKING – MEDIA AGENCIES



COMVERGENCE GLOBAL NEW BUSINESS RANKING – MEDIA AGENCY GROUPS



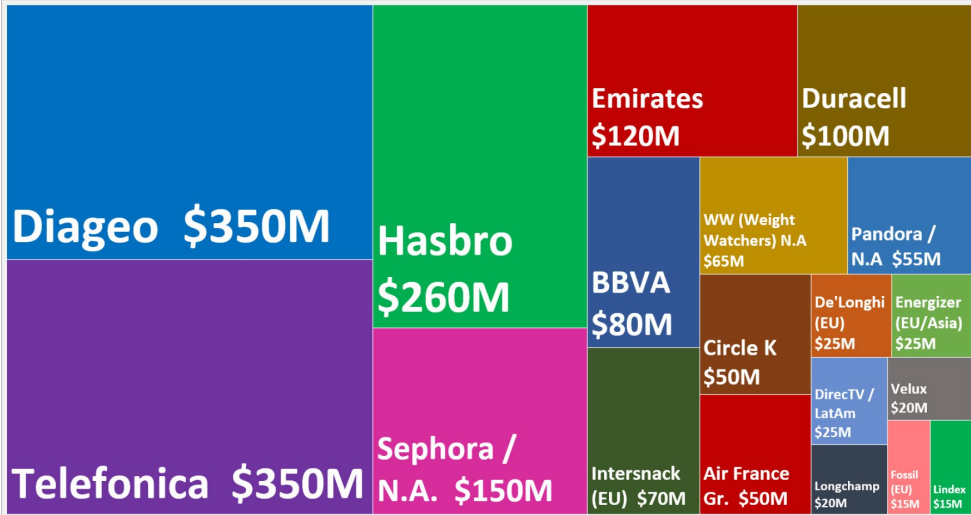
GroupM (owned by WPP) landed the top spot among the top global media agency groups with \$3B ahead of its closest pursuer. WPP’s media agency group showed positive overall results in most markets, with an impressive global retention rate of 73%. The group performed particularly strongly in China (\$2B of new client wins and retentions), North America (+\$700M of new client wins), India, and UK.

Publicis Media ranked 2nd in terms of overall New Business Value in H1 2020 and **Havas Media Group** takes 3rd place. Although both groups recorded nearly no incremental billings (overall losses offset by new client wins), they both managed to retain large accounts.

In H1 2020, COMvergence assessed **1,440** media account moves and retentions across **45** countries totalling **~\$10.4B** (\$1B lower than in H1 2019). This total represents only **5%** of the 2019 global billings handled by the big 6 media agency groups (**\$203B**).

China dominated the media pitch activity in H1 2020 in terms of spend volume (**\$3B**), representing 29% of the total spend placed in review. The **US** followed with **\$2.6B** in concluded moves and pitches. Together, China and the US represent **more than half of the total spend volume reviewed** between January and June 2020. The average retention rate is **31%** globally (vs. 24% in H1 2109).

THE LARGEST GLOBAL AND MULTI-COUNTRY REVIEWS DURING H1 2020



Estimated spend for the **21** largest global and multi-country media reviews resulted in **\$1.9B**, while **local reviews represented \$8.2B (or 79% of the total)**. The 10 largest local pitches (\$2.7B in total) were recorded either in **China**: *Unilever, Master Kong, Shanghai GM, Daimler, Tencent IEG, SAIC VW/Skoda* or the **US**: *Novo Nordisk, RB (Reckitt Benckiser), Clorox, WW (Weight Watchers)*.

Of the total media spend reviewed in H1 2020, **less than \$1B (or 8%) went to independents or non-international network agencies**. This includes Horizon Media (\$210M) in the US; Madison Media (\$128M) in India; Pilot (\$111M) and MEDIA Central (\$80M) in Germany, Heroiks Media Groupe (\$52M) in France.

Sources

Information on account moves are derived from industry news websites and then validated by the agencies (all cooperating with COMvergence research). **Offline media spend** figures (deflated in most markets) are sourced from Kantar and Nielsen Media data where a strategic partnership with COMvergence exists. Spend for **non-captured digital media** – display (including programmatic), online video, search and social – is estimated by COMvergence.

About COMvergence:

[COMvergence](#) is the only independent and international research consultancy providing analysis and benchmarking studies of the advertising and media firms owned by the global marketing services groups, leading independent agencies, and management & IT consulting firms. Using quantitative and qualitative measurement metrics, COMvergence provides high-quality reference data, guidance and support for MarCom professionals across all levels and titles. Through our quarterly reports and continuously updated databases, COMvergence keeps members informed of key 1) Agency/advertiser relationships, and new business activity; 2) Media agency billings and market shares; 3) MarCom agency acquisitions; 4) Agency leadership and talent flows. COMvergence partners include the American Association of Advertising Agencies (4A's), World Federation of Advertisers (WFA), Nielsen and Kantar Media.

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