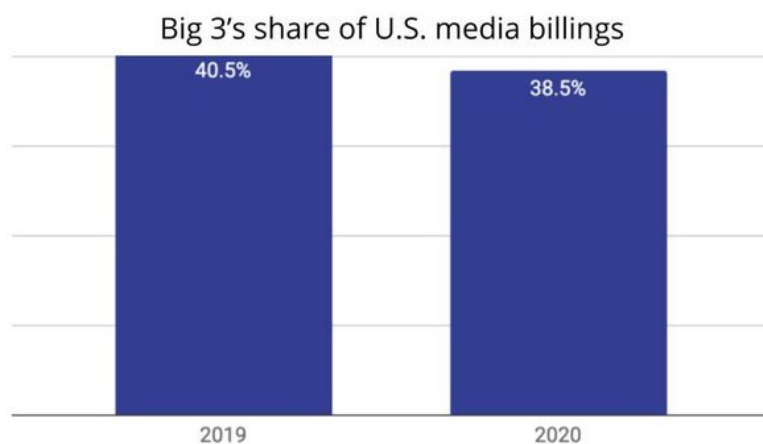


<https://www.mediapost.com/publications/article/363517/the-incredible-shrinking-madison-avenue-media-buyi.html>

## The Incredible Shrinking Madison Avenue Media-Buying Clout



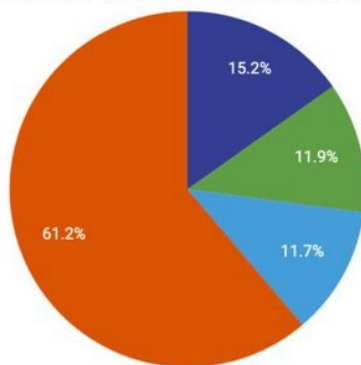
Source: Convergence. Base = 2020 totals vs. 2019 totals for Publicis Media, GroupM and Omnicom Media Group

Madison Avenue's biggest media buyers saw their total media billings volume erode in 2020, but not at the rate of the overall marketplace, making the U.S.'s "Big 3" -- Publicis Media, GroupM and Omnicom Media Group -- bigger fish in a shrinking pond.

While the 29 U.S. media agencies analyzed by Convergence saw their average media billings decline 15.3% in 2020, Publicis Media's fell 11.7%, GroupM's dropped 11.5% and Omnicom Media Group's slid 15.0%.

That said, the Big 3's share of the total U.S. media-buying marketplace fell two percentage points to 38.5% in 2020 from 40.5% in 2019, an indication that Madison Avenue's supposed media-buying clout continues to erode to the long tail -- all other sources of media buys, including smaller, regional, mom and pop, as well as in-house media buying units.

Big 3's share of 2020 U.S. media billings



Source: Convergence. Base = 2020 totals.