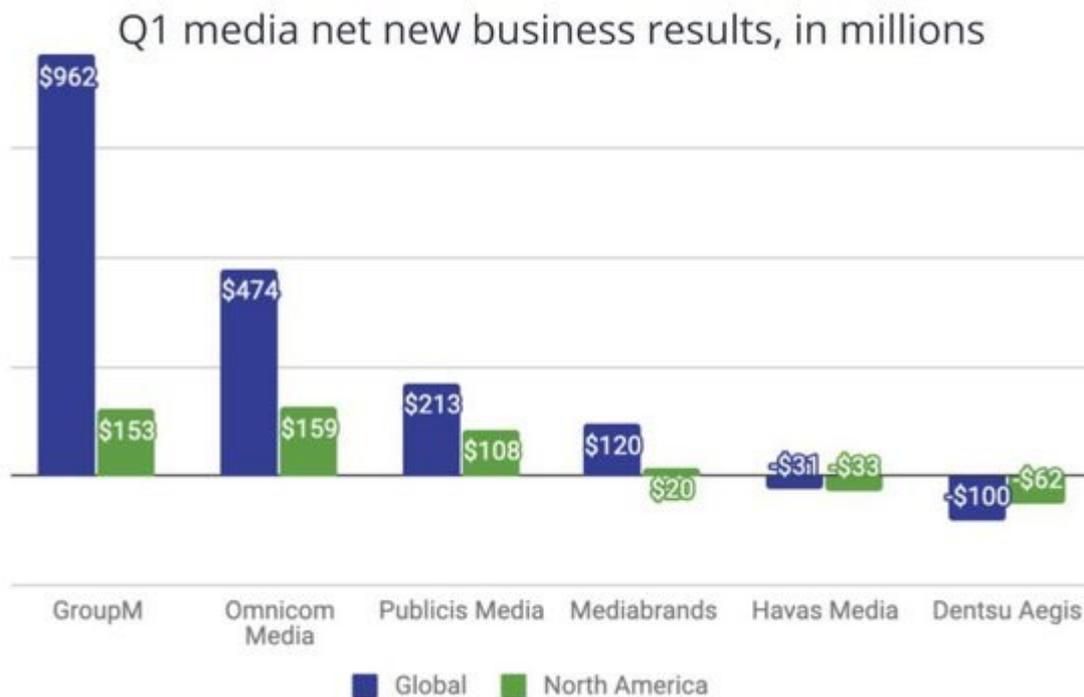




by Joe Mandese
 May 19, 2020

<https://www.mediapost.com/publications/article/351580/groupm-tops-q1-net-new-business-gains-havas-dent.html>

GroupM Tops Q1 Net New Business Gains: Havas, Dentsu Both Go Negative



Source: Comvergence.

WPP's GroupM was the big winner in terms of net new business gains during the first quarter of 2020, according to a **just-released compilation by COMvergence**.

With \$962 million in first quarter gains, GroupM's media services units became an even bigger fish in what turned out to be a smaller first quarter pond, as total new business activity slowed due to the pandemic (see related story).

Omnicom Media Group was the next biggest winner, though its PHD unit was the biggest standalone media network gainer during the quarter.

Havas Media and Dentsu Aegis Media were the big losers, with both going net negative in terms of media business losses/gains during the quarter.