

<https://www.mediapost.com/publications/article/374732/report-omd-retains-us-billings-crown-in-2021.html>

OMD Retains U.S. Billings Crown in 2021

Top 3 Agencies

1. OMD	\$ 9.6B
2. Horizon Media	\$ 8.8B
3. Spark Foundry	\$ 8.2B

Omnicom's OMD was the top-ranked U.S. media agency by billings in 2021 according to a new report from agency research firm COMvergence. The report also found that Publicis Media was the top group in the U.S.

According to the COMvergence report OMD retained its top-ranking last year with \$9.6 billion in total billings, up 3.6% versus 2020.

Horizon Media climbed from third to second place according to the report with a 22% gain in total billings to \$8.8 billion, while Publicis Media's Spark Foundry fell from second to third with nearly \$8.2 billion, a decline of more than 2%.

Dentsu International's Carat was 4th with \$6.8 billion (up 2%) and GroupM's Mindshare was 5th with \$6.4 billion (up 2%).

Rounding out the top 10 were Starcom (\$6 billion, up 13%), Zenith (\$5.06 billion, up 22%), Initiative (\$4.98 billion, up 40%), UM (\$3.9 billion, up 2%) and Hearts & Science (\$3.5 billion, up 19.5%).

By Group, Publicis Media, which retained its top ranking had total billings of \$20.8 billion, up nearly 12% versus 2020. GroupM was second with \$15.6 billion, up 4.7% and Omnicom Media Group was third with \$15.4 billion, up 7.3%.

For the report COMvergence analyzed the billings of 28 holding company and independent media agencies representing an estimated 63% share of total U.S. billings. That's nearly \$88 billion of the total market of \$140 billion. The company released results for the top 10 agencies and top 3 three groups only.

The 28 agencies analyzed in the report handled about \$37 billion in digital expenditures or about 42% of their total billings.