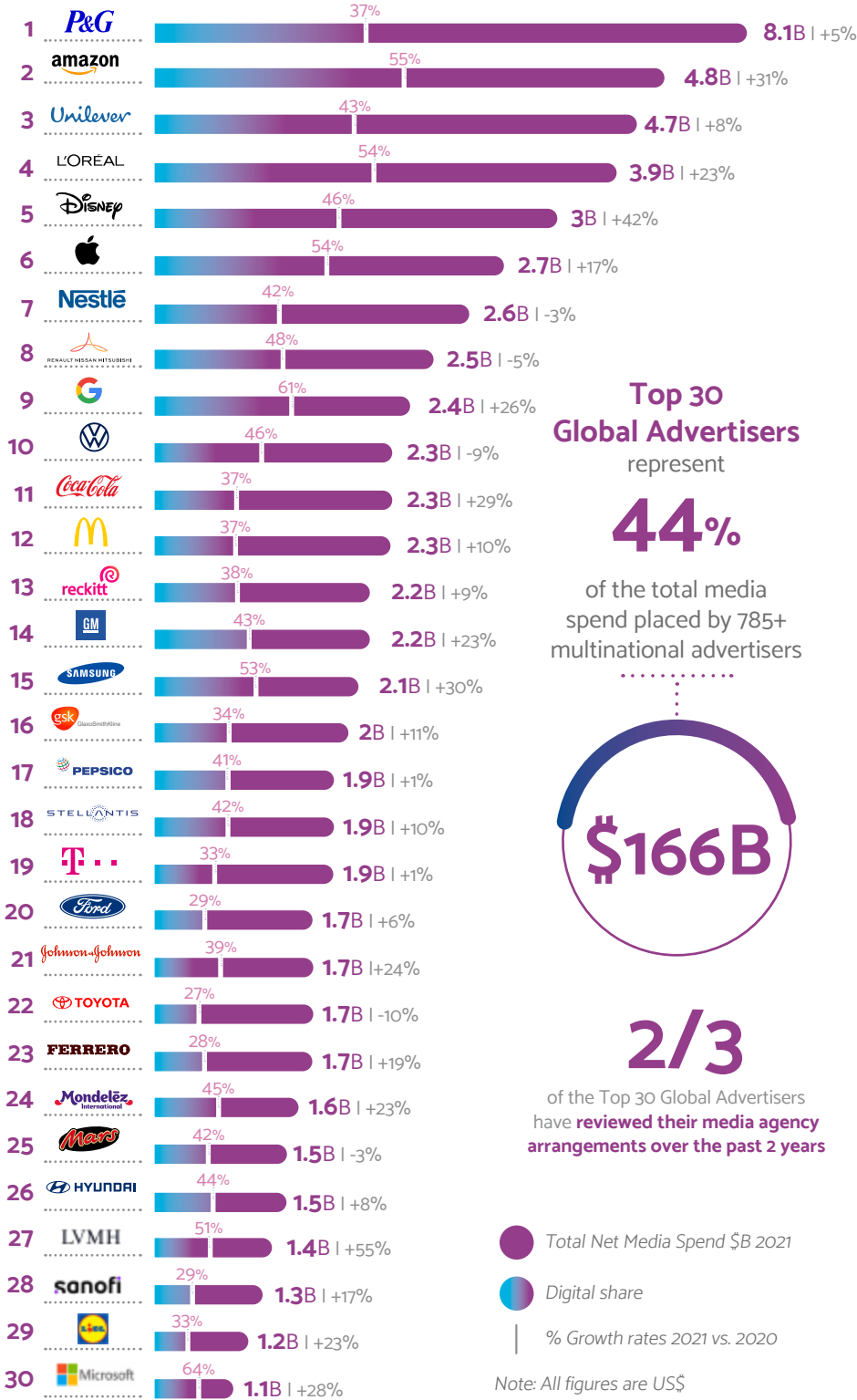


TOP 30 GLOBAL ADVERTISERS 2021

Rank 2021 | % vs. 2020



Multinational advertisers all together =

42% of the total media spending studied by COMvergence globally (hence national advertisers represent 58%)



Each of the Top 30 Int'l Marketers spent more than

\$1B in 2021



The share of digital (out of the total media mix) varies between:

27% and 64%



Media spend increased on average by

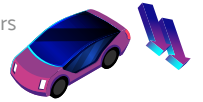
+12.5%

among the Top 30 Global Advertisers.



Retail, Technology & IT, Internet, Alcohol and Luxury are the top 5 categories whose media investments have grown the most; a minimum +30% year on year.

By contrast, more than half of the **Automotive** advertisers have reduced their media investments (vs. 2020).



Global 2021 Media Spend figures are based on net estimated offline paid media monitored data 2021, across 50 countries.

Digital paid media estimates are based on COMvergence's proprietary methodology, which uses average digital shares per category. Digital media channels include display (incl. programmatic), online video, search and social.

Our members and partners unanimously agree that COMvergence has become one of the main reliable sources providing advertiser media spend figures.

COMvergence is an independent research firm and data consultancy, analyzing media spend investments and producing benchmark studies on new business performances and strategic developments of the top creative, media and digital agency networks, and major Independent firms.

Using tangible measurement metrics, COMvergence serves as a critical resource for understanding the evolution and diversification of the MarCom industry, and is the authoritative source when it comes to agency data collection, tabulation, transparency and analysis.

IF YOU HAVE ANY QUESTIONS OR WOULD LIKE TO SCHEDULE A DEMO OF OUR PRODUCTS/SERVICES, PLEASE CONTACT US.

www.comvergence.net

Olivier Gauthier, Founder & CEO: Olivier.Gauthier@comvergence.net

Lisa Spielman, US Director: Lisa.Spielman@comvergence.net

COMvergence worldwide