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**Exclusive Data from COMvergence on Media Agency Billings Final 2021  
Reveals Top Global Agency Network and Group Winner**

*OMD Remains the Leading Global Media Agency Network  
and GroupM the Largest Group in 2021*

FRANCE — JUNE 29, 2022 — COMvergence has issued its latest global billings rankings report based on Final 2021 media agency and group billings – including digital media spends. With a total 2021 billings figure estimated at **\$23.8B**, and a growth rate of **+11.7%**, **OMD** stays as the top ranked media agency network worldwide. GroupM’s **Mindshare** (including Neo) placed 2<sup>nd</sup> with **\$22.6B** (+12.6%), whilst **Carat** ranks 3<sup>rd</sup> equally with MediaCom, with a total billings figure of **\$17.2B**.

*The merger between Essence and MediaCom, announced in April 2022, will be effective from this year. Hence it is not reflected in the present report.*

**Top 6 Media Agency Networks Final 2021 Global**

Rank	Media Agencies	Owner Groups	Total Billings M\$ 2021	Share of Digital Billings 2021	Industry Market Shares 2021	Intra network Market Shares 2021	# Clients	Total Billings M\$ 2020	Growth 2021 vs. 2020 in M\$	Growth 2021 vs. 2020 in %
#1	<b>OMD</b>	Omnicom Media (OMG)	23 843 M\$	44 %	6,1 %	12,1%	2123	21 349 M\$	2 494 M\$	11,7 %
#2	<b>Mindshare</b>	GroupM	22 645 M\$	45 %	5,8 %	11,5%	1834	20 106 M\$	2 539 M\$	12,6 %
#3=	<b>Carat</b>	dentsu international	17 229 M\$	43 %	4,4 %	8,7%	1400	15 413 M\$	1 816 M\$	11,8 %
#3=	<b>Mediacom</b>	GroupM	17 187 M\$	41 %	4,4 %	8,7%	1731	14 988 M\$	2 198 M\$	14,7 %
#5	<b>Starcom</b>	Publicis Media	15 209 M\$	43 %	3,9 %	7,7%	896	12 536 M\$	2 673 M\$	21,3 %
#6	<b>Wavemaker</b>	GroupM	14 816 M\$	43 %	3,8 %	7,5%	1841	13 080 M\$	1 736 M\$	13,3 %



At the Group level, WPP’s **GroupM** remains a strong global leader with 15.7% industry market share (and 30.1% intra-Big 6 group share) and **\$61.6B** in global billings, up by 14.9% vs. 2020; followed by **Publicis Media** (\$43B, +17.9%) and **Omnicom Media Group** (\$38.1B, +13.8).

**Top 3 Media Agency Groups Final 2021 Global**

Rank	Media Groups	Total Billings M\$ 2021	Share of Digital Billings 2021	Industry Market Shares 2021	Intra network Market Shares 2021	# Clients	Total Billings M\$ 2020	Growth 2021 vs. 2020 in M\$	Growth 2021 vs. 2020 in %
#1	<b>GroupM</b>	61 632 M\$	44 %	15,7%	30,1%	5 870	53 657 M\$	7 975 M\$	14,9 %
#2	<b>Publicis Media</b>	43 020 M\$	43 %	11,0%	21,0%	2 674	36 476 M\$	6 545 M\$	17,9 %
#3	<b>Omnicom Media (OMG)</b>	38 149 M\$	44 %	9,7%	18,6%	3 512	33 517 M\$	4 633 M\$	13,8%



## **KEY TAKEAWAYS**

The 2021 total billings handled by the Big 6 media agency networks as well as the major independent agencies reached **\$241B** across **48** markets [excluding Brazil] representing **96%** of the global media investments covered by COMvergence. It also stands for **52%** of the global (net) media spend that COMvergence estimates at **\$393B** in 2021 (vs. \$343B in 2020; **+14.5%**). The remaining **48%** being handled by smaller independent media agencies, digital specialized agencies, Japanese and Chinese local advertising agencies, or in-house units operated by the advertisers (especially in the digital area).

The total media spend of \$393B studied by COMvergence breaks down by region as follows: **North America (37%), APAC (34%), EMEA (27%) and Latin America (2%)**.

All the Big 6 media agency networks have posted a positive global growth rate in 2021 vs. 2020, ranging from 0% for Spark Foundry to **+42% for iProspect**. The average growth rate 2021 vs. 2020 among the 18 media agency networks is **+16%**. The same applies to the Big 6 media agency groups, with growth rates ranging from +13.8% for OMG to **+21% for Mediabrands**.

Digital Media billings represent on average **43%** of the media agency networks' total billings (vs. 39% in 2020, and 36% in 2019). This rate varies from 34% for Initiative to **64% for Essence**. Variations are less significant at a group level as the digital share ranges from 37% for Mediabrands to **44% for GroupM, OMG and dentsu international**.

The total 2021 billings figures controlled by the Big 6 media agency networks breaks out as follows: **\$116.7B in offline** (against \$107.4B in 2020, +9%) and **\$88.2B in digital** (against \$68.6B in 2020, **+29%**). Hence, **digital media billings have grown twice as much as the traditional media spends**. This is largely due to the pandemic which has encouraged advertisers to shift their media investments from traditional to digital media channels, and more particularly in the retail and financial categories.

Looking at the **independents**, COMvergence assessed the **46** local media agencies or networks which together represent a total billings figure of \$23.6B (or **10%** of the total billings controlled by all agencies assessed globally). **Horizon Media (US)** is by far the largest independent worldwide with a total 2021 billings figure of \$8.9B, hence more than a third of the independent total billings. **Local Planet**, the largest global network of local agencies, including Horizon Media, shows a total billing 2021 of \$12.6B (+25% vs. 2020).

### **About COMvergence:**

[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 creative, media and digital agency networks, and major independent firms. Using tangible measurement metrics to provide high-quality reference data, guidance and support for Marcom professionals spanning all titles and disciplines. COMvergence serves as a critical resource for understanding the evolution and diversification of the MarCom industry, and the authoritative source when it comes to agency data collection, tabulation, transparency and analysis.

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