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<https://www.groupm.com/newsroom/groupm-dominates-global-media-landscape-1-in-billings-and-global-market-share-for-2023/>



GroupM Dominates Global Media Landscape: #1 in Billings and Global Market Share for 2023

EssenceMediacom ranked #1 Global Agency

GroupM continues to lead the world in media investment according to COMvergence's annual Global and Regional Billings Rankings and Market Shares 2023 Report, released this week.

COMvergence - an independent, international research bureau that measures the performance of major global advertising and media agencies - assessed GroupM to be responsible for \$62.6B in total global billings in 2023, growing 3.4% over its 2022 total and representing 15% of the total market and 29% of the market share of the "Big 6" agency groups.

The company ranked first in 49% of the 47 markets evaluated by COMvergence in their research - including key global markets such as China, India, Japan, Germany, and the UK - and first or second in 77% of those markets.

COMvergence's analysis underscored GroupM's continued strength in Asia Pacific (APAC) and Europe, the Middle East, and Africa (EMEA). In Asia Pacific, COMvergence ranked GroupM first overall with \$20B in total 2023 billings, representing 41% of Big 6 market share - more than twice the next two agency groups combined - and 3 of the top 3 media agency networks. In EMEA, COMvergence evaluated GroupM as having \$23.3B in total 2023 billings, representing 31% of Big 6 market share and 3 of the top 4 media agency networks. The company maintained its #2 ranking in COMvergence's assessment of the North American marketplace and improved its ranking in LATAM, where it grew by 7.6% and moved up to the #3 slot overall.

In COMvergence's analysis, GroupM agencies made up 3 of the top 5 global agency networks.

EssenceMediacom was ranked first with \$24.5B in global client billings for 2023, Mindshare third with \$20.9B in client billings, and Wavemaker fifth, with \$15.3B in client billings. T&Pm (evaluated in the report as MSix), was recorded as having the highest growth rate of any large group agency, with 13.4% growth in assessed billings.

GroupM's strong performance in COMvergence's 2023 billings analysis reinforces its assessed performance in 2023 new business growth where GroupM agencies were found to have topped the industry in total new business values and retention volume.