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<https://www.adnews.com.au/news/convergence-omg-tops-australia-for-media-agency-billings-and-market-share>

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## COMvergence - OMG tops Australia for media agency billings and market share

OMG Australia has again topped the COMvergence Media Agency Billings and Market Share report.

On an agency level, OMD was first in the media agency billings league in Australia with \$US891 million for 2023, according to final numbers calculated by independent research company COMvergence.

EssenceMediacom came in second (\$608 million) and then Wavemaker (\$516 million).

Among groups, OMG was first (\$1.43 billion), followed by GroupM (\$1.41 billion) and Publicis Media (\$805 million).



“The capability OMG has across its wealth of brands continues to cement our number one position in market,” Peter Horgan, CEO, OMG ANZ, said.

“Sustaining this leadership position for four years is a testament to our focus on delivering the highest level of service and innovation for our clients, our market leading Omni platform and of course underpinned by the strength and diversity of our people.”

COMvergence studied 24 global media agency networks and seven independents, representing 76% market share (\$5.3 billion).

Market shared in Australia looks similar to the billings league:

## Media Agency Group & Network MARKET SHARES FINAL 2023

AUSTRALIA

