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Exclusive Data from COMvergence on Final 2024 Agency Billings Figures Reveals Top Global Media Agency Network and Group Winner

OMD returns to the number one position whilst GroupM remains the Largest Group in 2024

FRANCE — JULY 10, 2025 — COMvergence has released its annual Global Billings and Market Share (BMS) report, presenting final **2024** media agency and group billings figures, including digital media investments. At the agency network level, **OMD** has reclaimed the top position with total billings of **$26.3B**, surpassing **EssenceMediacom**, who now ranks second with **$24.6B**. **Mindshare** holds a solid third place with **$21.9B**, maintaining a $5B lead over its closest competitor. **Spark Foundry** recorded the highest growth rate among the top 10 media agency networks, rising by **16.4%**.

Top 5 Global Media Agency Networks - Final 2024

Rank	Media Agencies	Owner Groups	Total Billings 2024 $US M	Share of Digital 2024	Industry Market Shares 2024	Intra network Market Shares 2024	#Clients	Total Billings 2023 $US M	Growth 2024 vs. 2023 $US M	Growth 2024 vs. 2023
#1	OMD	Omnicom Media (OMG)	26 299 M$	56 %	5,8%	11,9%	2 099	24 215 M$	2 084 M$	8,6 %
#2	EssenceMediacom	WPP Media	24 596 M$	53 %	5,4%	11,1%	1 911	24 407 M$	189 M$	0,8 %
#3	Mindshare	WPP Media	21 856 M$	55 %	4,8%	9,9%	1 906	20 779 M$	1 078 M$	5,2 %
#4	Zenith	Publicis Media	17 002 M$	52 %	3,7%	7,7%	1 150	16 236 M$	767 M$	4,7 %
#5	Wavemaker	WPP Media	16 037 M$	50 %	3,5%	7,2%	1 897	15 307 M$	730 M$	4,8 %

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At the group level, **WPP Media** (formerly GroupM) retains the top position with a 14.2% industry market share and **$64.6B** in global billings—an increase of 3.6% over 2023. **Publicis Media** follows, posting the highest growth among the Big 6 groups with an 11.9% rise (+$5.8B), reaching **$54.7B** in 2024 billings. **Omnicom Media Group** ranks third with **$45.6B**, up 11.7%. Collectively, these top three groups represent **71%** of total billings among the Big 6.

Top 3 Global Media Agency Groups - Final 2024

Rank	Media Groups	Total Billings 2024 $US M	Share of Digital 2024	Industry Market Shares 2024	Intra Big 6 Group Market Shares 2024	#Clients	Total Billings 2023 $US M	Growth 2024 vs. 2024 $US M	Growth 2024 vs. 2023
#1	WPP Media	64 598 M$	53 %	14,2 %	28 %	6 161	62 343 M$	2 256 M$	3,6 %
#2	Publicis Media	54 663 M$	54 %	12,0 %	24 %	3 399	48 861 M$	5 802 M$	11,9 %
#3	Omnicom Media (OMG)	45 628 M$	57 %	10,0 %	20 %	3 987	40 851 M$	4 778 M$	11,7 %

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Should **Omnicom's acquisition of IPG** be completed later this year, the combined 2024 media billings of Mediabrands and Omnicom Media Group (OMG) would reach **$73.5 billion**, making the newly formed entity the **top-ranked global media group.**

KEY TAKEAWAYS

The global billings managed by media agency networks owned by the Big 6 HoldCos. plus major independent media agencies reached **$263B** in 2024 (**+8.7%** vs 2023) - representing **58%** of the global (net) media spends which COMvergence estimates to be **$456B** (up **+7.8%**) across 48 markets. The remaining 42% is handled by smaller independent media and digital specialized agencies, as well as Brazilian, Chinese, Japanese, and South Korean non-assessed local advertising agencies, and in-house advertiser units (notably for the search and programmatic assignments).

This study assesses **135** independent local media agencies, which collectively account for **$30.9 billion** in 2024 billings—approximately **12%** of the total billings managed by all agencies globally. Horizon Media (US) stands out as the largest independent agency worldwide, with $7.6 billion in 2024 billings, representing 25% of all independent agency billings.

COMvergence estimates that **digital media accounted for 53%** of global media billings in 2024, totaling **$139 billion** across the Big 6 groups and major independent agencies—a **+13%** increase compared to 2023. Among individual media agency networks, digital share ranged from 47% (Initiative and Havas Media) to 63% (iProspect). At the group level, differences were narrower, with digital share spanning from 47% for Havas Media Network to 57% for OMG. Within the Big 6 groups alone, digital media spend grew by +12% year-over-year, reaching $123 billion.

About COMvergence

COMvergence is one of the most trusted independent research and data consultancies, producing objective benchmark studies on new business performances and strategic developments of creative, media and digital agencies and their respective holding companies. COMvergence is uniquely positioned to deliver a deep understanding of the advertising industry overall, (including estimates and analysis on media spend data) and has become a critical resource for understanding the evolution and diversification of the MarCom industry. The global firm is the authoritative source when it comes to agency data collection, tabulation, transparency and analysis. COMvergence partners include the American Association of Advertising Agencies (4A's), World Federation of Advertisers (WFA), *Campaign*, Nielsen, Kantar, Statista, among others.

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