

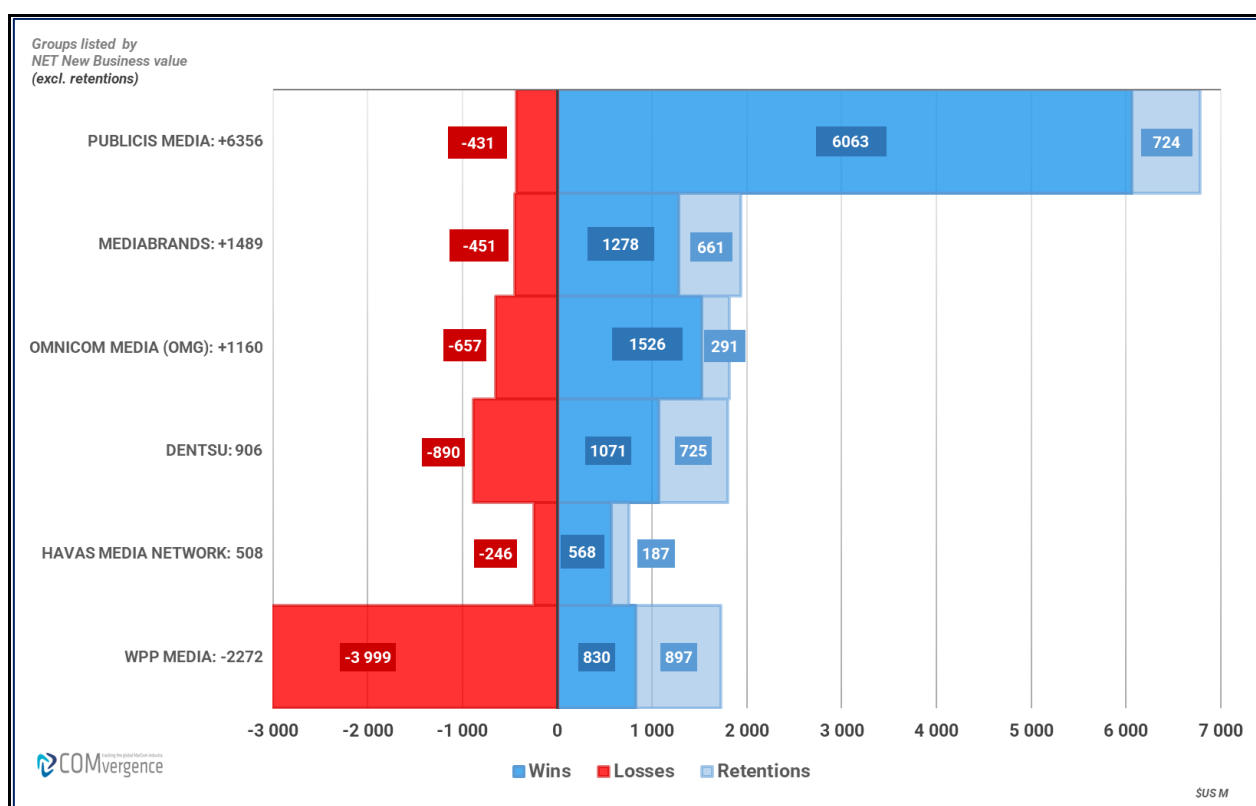
FOR IMMEDIATE RELEASE

Exclusive Data from COMvergence on New Business Results H1 2025

Publicis Media Dominate in Latest Report

FRANCE – 19th SEPTEMBER 2025 – According to the study **H1 2025 Global New Business Barometer (NBB)** published by COMvergence, **Publicis Media** led both Total and Net New Business results, generating **\$6B** in new client billings, including *Coca-Cola* (\$835M) in North America and eight global accounts: *Barilla*, *Dropbox*, *Goodyear*, *LinkedIn*, *Mars*, *Paramount*, *PayPal*, and *Santander*. **Mediabrand**s ranked second with \$1.5B, driven largely by strong U.S. performance. **OMG** completed the top three, supported by global consolidated wins such as *Kimberly-Clark* (ex-North America), *Zurich Insurance*, and multiple U.S. gains. **WPP Media** was the only Big 6 groups to post a negative result, both including and excluding retentions.

H1 2025 TOTAL NEW BUSINESS RANKING (incl. retentions) – BIG 6 MEDIA AGENCY GROUPS



At the network level, **Initiative** ranked #1 globally with a Total New Business Value of \$1.4B, supported by wins such as *Paramount Network* (\$450M) and *Anthropic* in the U.S. **Spark Foundry** placed #2 with the consolidated win of *Abbott* (\$400M) in North America and the global win of *LinkedIn* (\$180M). **Zenith** ranked #3, having successfully defended the *PepsiCo* account in China (\$225M) and won *PayPal* (\$450M) in the U.S. The top three positions remained unchanged in Net New Business rankings (wins minus losses).

In **H1 2025**, COMvergence assessed nearly **1,840** media account moves and retentions across 49 countries, involving **1,195** advertisers and totaling **\$17.6B** (+7% vs. H1 2024). The U.S. represented 45% of the total spend reviewed globally, while China accounted for another 11%.

Local reviews made up **61%** of the total spend (\$10.7B), while global and multi-country reviews reached \$6.9B.

The overall **retention rate** was just **19%**, the lowest in eight years. **Publicis Media** achieved the strongest retention rate (63%) at the group level. In contrast, **WPP Media** retained only 18% of its \$4.9B in billings under review.

Independent agencies captured **\$2.9B (16%)** of total spend reviewed, with significant wins including *Spectrum* (Horizon Media, \$800M) and *Peloton* (\$225M). To be noted that Accenture Song has won its first sizeable media account in Australia (Optus, \$45M).

Sources

Account move information is derived from industry business press and company news websites which are then validated by all the agencies studied (a total of over 900 agencies across 50 countries cooperating with COMvergence).

About COMvergence:

[COMvergence](#) is a leading global research firm specializing in providing in-depth insights into the media and advertising landscape. Through its comprehensive reports, interactive tools and data analytics, COMvergence helps advertisers, media agencies, consulting firms, and digital advertising platforms to gain a clearer understanding of the competitive landscape, agency performance, and key industry trends.

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