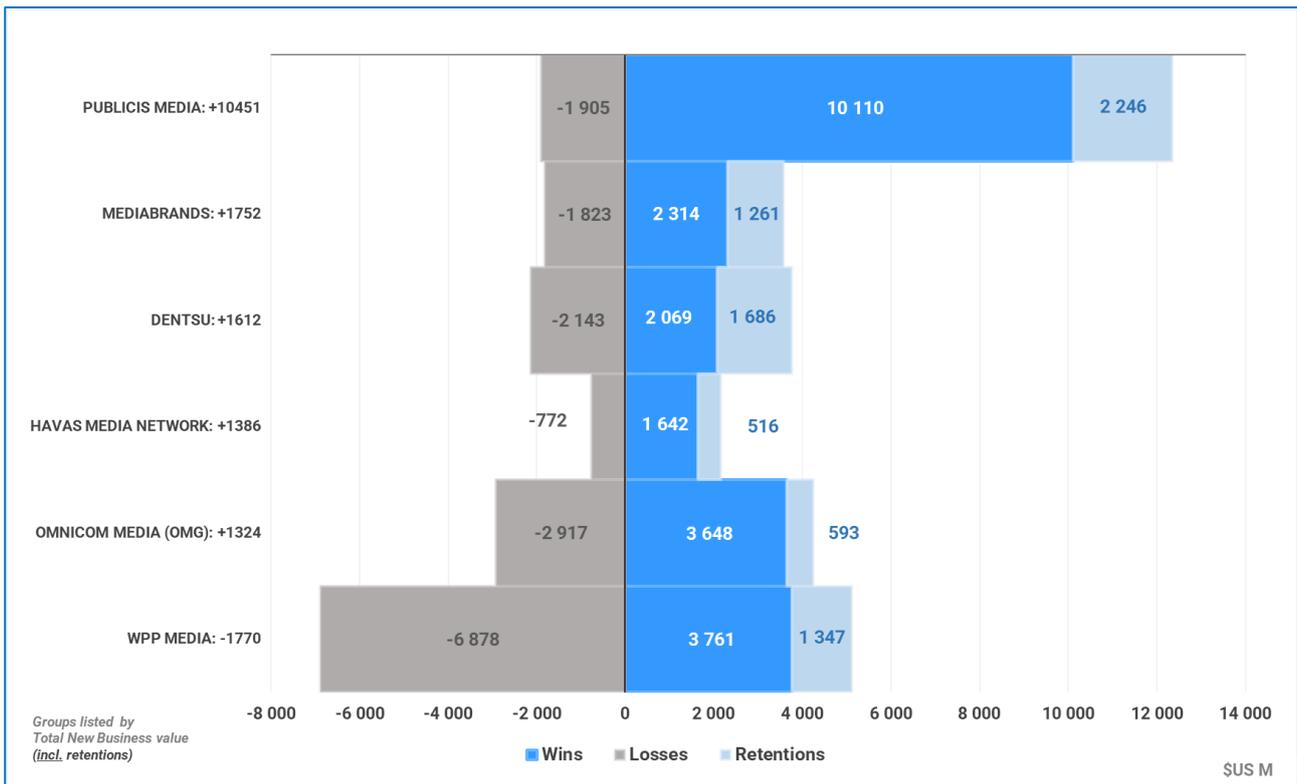


COMvergence Unveils Exclusive 2025 Global New Business Results

Publicis Media Dominates 2025 New Business Race with \$10B in Billings

FRANCE – 23 MARCH 2026 – According to the study **Final 2025 Global New Business Barometer (NBB)** published by COMvergence, **Publicis Media** led both the Total and Net New Business global rankings, generating **\$10B** in new client billings – equivalent to **one third** of all media spend that shifted between agencies in 2025. Key wins included *Coca-Cola* in North America and **15 global or regional** accounts: *Aldi, Barilla, Campari, Dropbox, Essilor, Friesland Campina, Goodyear, Kenvue, LinkedIn, Mars, Paramount, PayPal, Santander, Savencia* and *The Magnum Ice Cream Company*. Four groups followed at a distance – **Mediabrand**s (2nd), **Dentsu** (3rd), **Havas Media Network** (4th) and **Omnicom Media (OMG)** (5th) – with total new business results ranging from \$1.3B to \$1.8B. **WPP Media** was the only Big 6 group to post a negative result in both total and net terms, losing 27% (\$6.9B) of the total media spend that changed hands in 2025.

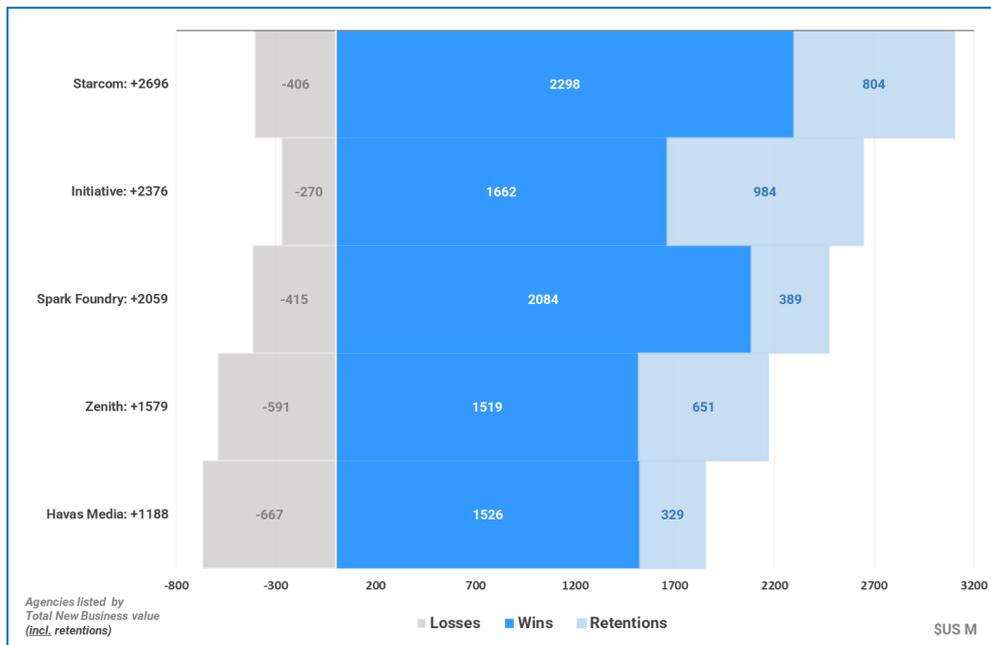
FINAL 2025 TOTAL NEW BUSINESS RANKING (incl. retentions) – BIG 6 MEDIA AGENCY GROUPS



Note: **Mediabrand**s and **Omnicom Media (OMG)**, along with their respective agency networks, are assessed separately in this report. As this report covers FY 2025, and the acquisition of IPG by Omnicom was only officially approved at the end of 2025, both groups' results remain distinct. From Q1 2026 onwards, their combined new business results will be reported under the new **Omnicom Media** group.

At agency network level, **Starcom** ranked #1 globally with a Total New Business Value of \$2.7B, driven by wins including *Mars* and *Aldi* globally, and the retention of *Luxottica* in the US. **Initiative** ranked #2 with \$2.4B, on the back of winning *Bayer* globally, *Paramount Network* and *Anthropic* in the US. **Spark Foundry** completed the Top 3 at \$2.1B, buoyed by the global wins of *Kenvue* and *Paramount*. In terms of NET new business, **Starcom** also leads the ranking, followed by **Spark Foundry** and **Initiative**, posting net new billing gains of +\$1.9B, +\$1.7B and +\$1.4B respectively.

FINAL 2025 TOTAL NEW BUSINESS RANKING (incl. retentions) – TOP 5 MEDIA AGENCY NETWORKS



Notably, around **13%** of total media spend reviewed in 2025 was captured by **bespoke standalone units** – outside of the traditional agency networks – led by **Publicis Media** (\$2.6B) and **WPP Media** (\$1.4B).

In 2025, COMvergence assessed more than **4,400** media account moves and retentions across **49** countries, involving **2,335** advertisers and totaling **\$37.4B** (-4% vs. 2024). The **U.S.** accounted for 34% of total spend reviewed globally, followed by the **UK** at 10% and **China** at 8%.

The overall **retention rate was just 21%**, the lowest in eight years. **Initiative** led all agency networks in retaining client relationships after pitches, while **Publicis Media** recorded the highest overall retention rate among the Big 6 groups. In contrast, **WPP Media** retained only 16% of its \$8.3B client billings reviewed.

Independent agencies (over 170 assessed in the report) captured **\$5B (13%)** of total spend reviewed, with some significant wins in the US including *Spectrum* (Horizon Media, \$800M), *Peloton* (\$225M) and *StarzPlay* (\$200M). It is also worth noting that **Accenture Song** won its first sizeable media account in Australia (Optus, \$45M), whilst L’Oréal assigned its digital media account to **Cosmos5** in Canada.

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 1,000 agencies across 49 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 AdTech companies to gain a clearer understanding of the competitive landscape, agency performance, and key industry trends.

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