

<https://www.adnews.com.au/news/groupm-replaces-recma-with-new-data-benchmarking-partnership#oMCrxAxTi3zDQKsc.99>

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## GroupM replaces RECMA with new data benchmarking partnership

**GroupM has consolidated its reporting and analysis of its commercial and business development data with global independent research firm COMvergence.**

The appointment ends GroupM's partnership with RECMA, which previously was the only global research firm that provided quarterly reports and benchmarks on media agencies' client billings.

The move comes as **media agencies try to be more transparent** about their practices

GroupM has worked with COMvergence as a data source for more than three years, each year adding additional markets to consolidate its data reporting.

Locally, in 2017 GroupM had a market share of 32.1%.

Per the terms of the new global agreement, COMvergence will ensure the accuracy of its methodologies and reporting with annual third-party auditing by an accredited auditing firm.

GroupM global business chief growth officer Elizabeth McCune said COMvergence has the **"most accurate and validated view of the size and scope of our business and competitive set across the globe"**

"Our industry truly needs a focus on accuracy and transparency in this area," she said.

The release outlines GroupM's "global number one" ranking market share of 28.8%, with billings of US\$45bn globally, using the latest full year figures available.

In 2017 in Australia, COMvergence ranked the market share of Wavemaker as 11.5%, MediaCom as 9.3% and Mindshare as 7.3%.

**Feeding COMvergence's analysis and reports is data from independent, third-parties like Kantar and Nielsen, as well as other research firms, agency performance evaluation companies, and financial analysts.**