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[https://www.campaignlive.co.uk/article/omd-retains-top-global-media-agency-title-2019/1668555?bulletin=campaign\\_media\\_bulletin&utm\\_medium=EMAIL&utm\\_campaign=eNews%20Bulletin&utm\\_source=20191212&utm\\_content=Campaign%20Media%20\(186\)::www\\_campaignlive\\_co\\_uk\\_ar\\_3&email\\_hash=](https://www.campaignlive.co.uk/article/omd-retains-top-global-media-agency-title-2019/1668555?bulletin=campaign_media_bulletin&utm_medium=EMAIL&utm_campaign=eNews%20Bulletin&utm_source=20191212&utm_content=Campaign%20Media%20(186)::www_campaignlive_co_uk_ar_3&email_hash=)

## OMD retains top global media agency title for 2019

Agency will have billed estimated \$19.6bn by close of year.



*OMD: Manning Gottlieb OMD handles media for John Lewis Partnership*

OMD has retained its title as the world's biggest media agency, securing the top spot by projected billings in the **COMvergence 2019 global billings rankings report**.

The study estimates that OMD, which has seen a boost in fortunes under new chief executive Florian Adamski after it lost Carlsberg and Groupe PSA in 2017, will have billings totalling \$19.6bn (£14.8bn) in 2019 and a growth rate of 6.1% compared with 2018.

Group M's Mindshare is second in the ranking, with annual estimated billings totalling \$17.9bn, up 1%. Carat, with estimated billings of \$16.1bn, up 5.5%, is third.

Of the six largest media agency networks, four saw year-on-year growth in billings this year. Wavemaker and Starcom are estimated to show declines of 1.3% and 4.2% respectively.

**COMvergence, which ranks media agency networks and owner groups based on figures across 41 countries, placed WPP's Group M in the top spot on a group level, with an industry market share of 17.2% and global projected billings of \$50.05bn.**

Publicis Media, in second place, has projected billings of \$33.78bn and 11.6% market share. Omnicom Media Group follows with \$31.37bn in projected billings and 10.8% market share.

**Total billings handled by media agency networks are forecast to reach \$166bn in 2019, COMvergence said, representing 57% of global media spend. The remaining 43% is attributed to independent agencies and in-house activity by advertisers.**

At a group level, five of the big six posted growth. Only Omnicom Media Group showed a decline, of 3.5%, compared with 2018.