

<https://www.medianews4u.com/omd-tops-comvergence-media-agency-new-business-barometer-report-with-2-02-billion-net-new-business-values/>

## OMD tops COMvergence Media Agency New Business Barometer report with \$2.02 Billion net new business values



International: Omnicom Media Group agency OMD had the best net new business performance of any global media network in 2019 as **reported by COMvergence, the international independent research company.**

In the **COMvergence Media Agency New Business Barometer report released today**, OMD tops the ranking with \$2.02b in net new business values.

The agency also led the industry in retention, successfully defending more than \$1.2b in business that had been in play in 2019 - approximately a half billion more than its closest competitor.

.... Today's report also bookends the agency's first place ranking in COMvergence's 2019 Global Media Agency Rankings and Billings report published in December, which showed the agency leading the industry with billings of \$19.6B (\$1.7b more than second ranked agency); and with a growth rate of +6.1% that dramatically outpaced the industry's flat 0.6% growth rate.



The New Business Barometer report drops as OMD was named Global Media Agency of the Year for the second consecutive year by Adweek, a leading advertising industry publication. The accolade marks the sixth time that OMD has been named Adweek Global Media Agency of the year since 2010. Profiling the agency in its February 24th issue, Adweek credits OMD for sustaining the stunning 2018 comeback that earned it the Global Media Agency of the Year title last year; and for leveraging that momentum to support the continuing investments in talent, technology and process that would make winning a repeatable process in 2019, and into the new decade.



Commenting on the collective affirmation of OMD's industry leading performance in 2019, OMD Worldwide CEO Florian Adamski comments: *"OMD is starting the new decade with greater-than-ever capacity and commitment to delivering better decisions, better ideas and better outcomes - faster - for our clients all around the world."*



In Asia-Pacific, where the network picked up 104 new pieces of business in 2019, the success is credited to its talent and product development. Stephen Li, CEO of OMD Asia-Pacific, says: *"It's taken a lot of hard work to remain at the top of the charts over the past 12 months. 2019 has been a pivotal year for us - not just in terms of new business success, but also the efforts we've placed in the development of our talent and product in Asia-Pacific in order to truly make Better Decisions, Faster a reality for our clients and their organisations. Therefore, these latest recognitions belong to the entire network of OMDers and our clients, whose dedication and commitment have made 2019 another year for the books."*