

In A Down Year For Most Agencies, OMD Remained Biggest US Media Shop By Billings In 2020



Omnicom's OMD remained the top-ranked U.S. media agency by billings for full-year 2020, according to a new report from agency tracker COMvergence. Publicis Media was the top-ranked media agency group for the same period according to the report.

Last year OMD USA had total billings of \$9.491 billion (7.6% market share) down nearly 13% given client spending cuts during the pandemic.

All of the top-5 agencies ranked by COMvergence showed pandemic-driven billings declines for 2020.

In fact COMvergence reported that all but one of the agencies studied in the report showed billings declines for 2020. The exception: Havas Media, which posted a 14.7% billings increase. Across the 29 agencies studied for the report, combined billings were down 15.3% last year to \$79.6 billion. The agencies assessed included 18 holding company media shops and 11 independents representing 64% industry market share.

Publicis Media's Spark Foundry was second-ranked with \$8.718 billion (7.0% market share), down nearly 12%.

Horizon Media was third ranked with billings of \$7.242 billion (5.8% market share), down 17.8% and Dentsu's Carat was fourth with \$6.619 billion (5.3% share), down 28%.

Rounding out the top-5 was GroupM's Mindshare with \$6.257 billion (5% market share), down 10.4%.

Among media agency groups top-ranked Publicis Media (including Spark Foundry, Starcom and Zenith) had billings of \$18.962 billion (15.2% share), down 11.7%.

Second-ranked GroupM (MediaCom, Wavemaker, Mindshare) posted \$14.851 billion (11.9% share), down 11.5%. Omnicom Media (OMD, PHD, Hearts & Science) reported \$14.621 billion (11.7% share), down 15%.