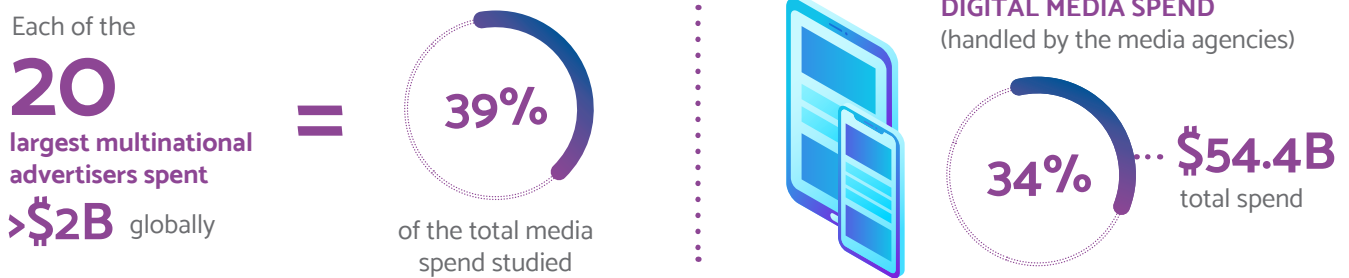
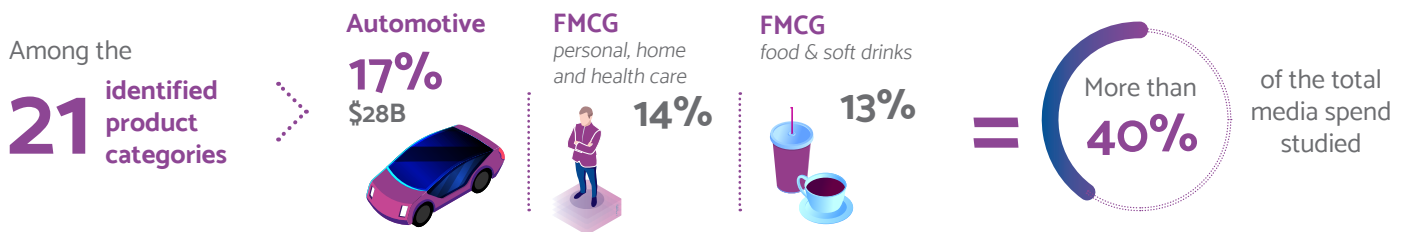
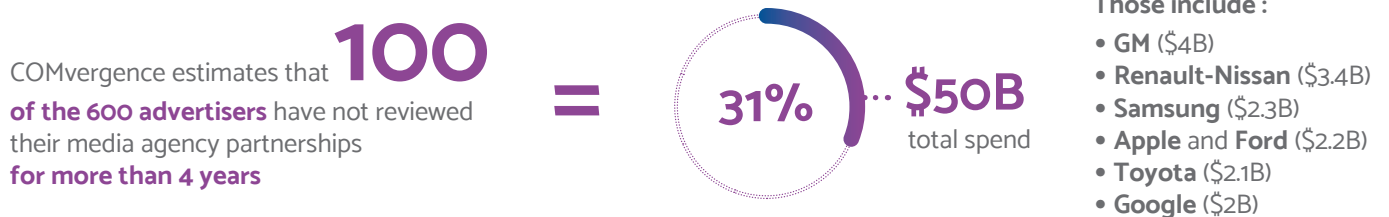
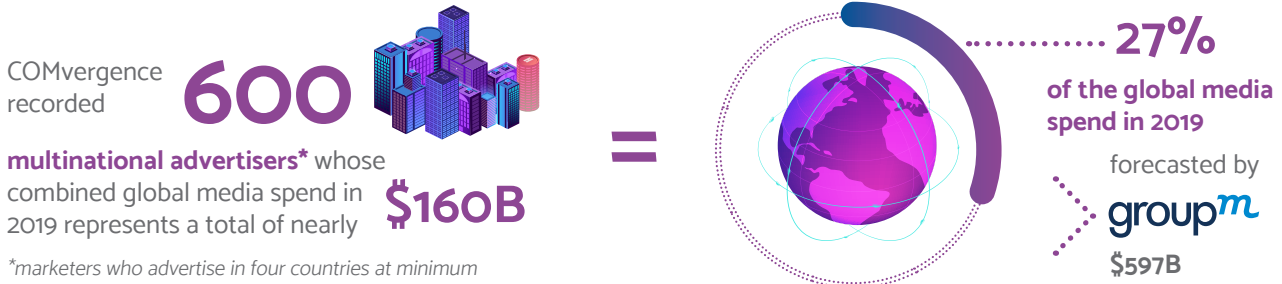


MULTINATIONAL ADVERTISER MEDIA SPEND



Top multinational advertisers who spend more than half of their total media spend in digital (via media agencies) are primarily from the **IT & Electronics, Financial, and Travel** categories.

These multinationals include:



**146** of the 600 multinational advertisers have their global HQ in the US > **TOTAL SPEND OF \$71B**



COMvergence is an independent and international research consultancy providing analysis and benchmarking studies of the advertising and media firms owned by the global marketing services groups, leading independent agencies, and management & IT consulting firms. Using quantitative and qualitative measurement metrics, COMvergence provides high-quality reference data, guidance and support for MarCom professionals across all levels and titles. COMvergence partners include the American Association of Advertising Agencies (4A's), World Federation of Advertisers (WFA), Nielsen and Kantar, among others.

FOR DETAILS ON ALL OUR PRODUCTS AND SERVICES

[www.comvergence.net](http://www.comvergence.net)

OR FEEL FREE TO CONTACT US

**Olivier Gauthier, Founder & CEO:** Olivier.Gauthier@comvergence.net

**Lisa Spielman, US Director:** Lisa.Spielman@comvergence.net

[comvergence-worldwide](https://www.linkedin.com/company/comvergence-worldwide)