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**Exclusive Data from COMvergence on Projected 2021 Media Agency Billings
Reveals Top ITALY Agency and Group Winner**

Wavemaker, OMD and Mindshare Remain the Leading Media Agencies and GroupM the Largest Group in 2021

FRANCE — DECEMBER 20, 2021 — COMvergence has issued its latest billings rankings report for Italy based on Projected 2021 media agency and group billings. With a billings figure estimated at \$948M (+16.6% vs. 2020) for **Wavemaker** and \$750M for **OMD**, both network agencies stay as the top ranked media agencies in Italy. **OMD** ranked 2nd, shows one of the highest growths of the top agencies with **+36.3%** vs. 2020

Top 5 Media Agency Projected 2021 Ranking – ITALY

Rank	Media Agencies	Owner Groups	Total Billings Proj. 2021	Total Billings Proj. 2021 (Local currency)	Share of Digital Billings Proj. 2021	Industry Market Shares Proj. 2021	Intra Network Market Shares Proj. 2021	# Clients Proj. 2021	Total Billings 2020	Growth Proj. 2021 vs 2020	Growth rates Proj. 2021 vs 2020
#1	Wavemaker	GroupM	948 M\$	797 M EUR	28 %	12,0 %	15,9 %	148	814 M\$	135 M\$	16,6 %
#2	OMD	Omnicom Media (OMG)	750 M\$	630 M EUR	30 %	9,5 %	12,6 %	62	550 M\$	200 M\$	36,3 %
#3	Mindshare	GroupM	630 M\$	529 M EUR	28 %	8,0 %	10,6 %	66	572 M\$	58 M\$	10,1 %
#4	Zenith	Publicis Media	560 M\$	471 M EUR	43 %	7,1 %	9,4 %	50	511 M\$	50 M\$	9,8 %
#5	Carat	dentsu international	501 M\$	421 M EUR	30 %	6,3 %	8,4 %	29	541 M\$	-40 M\$	-7,4 %

The total 2021 billings figure made by the 22 Italy studied media agencies is **\$6.3B** (+16% vs. 2020). Those include **19** media agency networks and 3 independent agencies (Media Italia, Address Media and Mediaplus). All together they represent **80%** of industry market share. Digital media spending accounts for **32%** of the 22 agencies' total media billings.

At the Group level, **GroupM** remains a strong leader with 24,9% industry market share and **\$1.96B** in billings (+11,8% vs. 2020). **Omnicom Media (OMG)** takes the 2nd position (**\$1.23B** in billings and 15,7% industry market share) showing the highest growth of all groups (**+30%** vs. 2020); whilst **dentsu international** ranks 3rd (**\$1.1B** in billings and 14% industry market share).

Top 3 Media Agency Groups Projected 2021 Ranking - ITALY

Rank	Media Groups	Total Billings Proj. 2021	Total Billings Proj. 2021 (Local currency)	Share of Digital Billings Proj. 2021	Industry Market Shares Proj. 2021	Intra Network Market Shares Proj. 2021	# Clients Proj. 2021	Total Billings 2020	Growth Proj. 2021 vs 2020	Growth rates Proj. 2021 vs 2020
#1	GroupM	1 963 M\$	1 650 M EUR	29 %	24,9 %	33 %	269	1 757 M\$	207 M\$	11,8 %
#2	Omnicom Media (OMG)	1 238 M\$	1 040 M EUR	31 %	15,7 %	21 %	106	952 M\$	286 M\$	30,0 %
#3	dentsu international	1 106 M\$	929 M EUR	30 %	14,0 %	18 %	71	953 M\$	153 M\$	16,0 %



Methodology

Country media agency billings are calculated based on clients whose spend is **≥\$1M** (Top 1,000 Italy advertisers). Industry Market Shares are calculated on the basis of the total market studied (**\$7.9B** in 2021).

Measured offline net estimated spend figures are sourced from Nielsen annualized data for the 12-month period July 2020-June 2021. Exchange rate EUR/USD= 1,19).

To calculate **digital media** spend handled by media agencies, COMvergence implemented a proprietary transparent methodology based on **average digital shares per category**. The percentages reflect the share of digital billings out of the total media mix. When significant discrepancies between COMvergence's pre-set digital shares and those claimed by the agencies, the latter have to provide written testimonials/ confirmation from either their clients or a formal letter from their CFO certifying the accuracy of the data/information submitted to COMvergence.

Within digital media, the following channels are included: **display (incl. programmatic), online video, search and social**.

All client lists have been **reviewed and validated by agencies**.

Media account moves announced during 2nd half 2021 will impact Final 2021 billings figures, except those which took effect before end of 2021.

About COMvergence:

COMvergence is an independent and international research consultancy providing analysis and benchmarking studies of the advertising and media firms owned by the global holding companies, 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.

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