

MediaCom tops **COMve** tracking
COMvergence New Business
Barometer for 2018

NEW BUSINESS

28 FEB 2019

Network's new business billings hit \$2.2bn for the year

MediaCom has been named as the world's most successful agency network of 2018 in the COMvergence New Business Barometer Full Year 2018 report.

MediaCom's net gains of \$2.2bn in new business billings (which includes \$2bn in the top 12 countries) factors in \$893m of retained business. Key account wins for MediaCom during this period included [adidas](#), Bose, Mars and [Hilton](#), while the agency also retained the [Shell](#) account after competitive pitches, along with [Sky](#) in the UK.

The COMvergence report assesses more than 2,250 media account moves and retentions across 34 countries totalling \$30.4bn.

In addition to topping the global table, MediaCom was the most successful agency in North America and APAC.

This performance maintains MediaCom's incredible growth of the last two years. In 2017, COMvergence reported that the agency won \$2.1bn of new business billings, winning clients such as PSA Peugeot Citroën, Walgreens Boots Alliance, Richemont and Falabella.

Stephen Allan, MediaCom's Worldwide Chairman & CEO said: "This is a really fantastic result and one we are very proud of. At MediaCom, we believe in putting people first to get better results – for us and our clients – and our consistent performance over the last year goes some way to proving that we are delivering on this promise. We're going to continue working hard to stay at the top in 2019 and keep growing our clients' businesses!"

To download the full report, contact [COMvergence](#) for membership details.

NEW BUSINESS