



MediaCom tops COMvergence New Business Barometer Q1-Q3 2018 report

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Network's billings hit \$2,551M in first nine months of year

MediaCom has been named the world's most successful agency network in the COMvergence New Business Barometer Q1-Q3 2018 report.

MediaCom's net gains of \$2,511M in new business billings (which includes \$744M of retained business) were more than double any other agency. Key wins for MediaCom during this period included [adidas](#), [Sky](#), [Hilton](#), [Mars](#) and [Shell](#).

The report, which was published today, analyses and evaluates more than 1,500 global, regional and local media pitches and moves completed during the first nine months of 2018 (Jan to Sept.) across 34 countries.

In addition to topping the table globally, MediaCom outperformed all competitors in North America, EMEA, and APAC. The agency's performance ensured GroupM also topped the global media group league.

Toby Jenner, MediaCom Worldwide COO said: "At MediaCom, we are passionate about realising the growth potential of people, products, brands and businesses. Our Systems Thinking philosophy has been central to this and our success across new and existing clients. Topping the table for two quarters running is testament to an incredible team effort across MediaCom, GroupM and WPP; we've just got to stay there now!"

Download the full report at www.comvergence.net.