

# MediaCom named number 1 in COMvergence New Business Barometer

[MEDIA](#) [NEW BUSINESS](#) [RECOGNITION](#)

01 MAR 2019

We are delighted to announce that MediaCom have been named the world's most successful agency network of 2018 in the COMvergence New Business Barometer Full Year 2018 report.

The network'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, Sky, Hilton, Mars and Shell, 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.

Toby Jenner, MediaCom Worldwide COO said: “This is a really fantastic result and one we are really 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!”

Thank you to all at MediaCom – as well as our wonderful clients and partners – for all your hard work in 2018.

MEDIA NEW BUSINESS RECOGNITION