

ComVergence AMA Agencies

Rank	Media Agencies	Owner Groups	Total Billings M EUR 2024
1	Unimedia	Unimedia	192
2	OMD	Omnicom Media (OMG)	88
2	Wavemaker*	WPP Media	88
4	EssenceMediacom	WPP Media	82
5	Zenith	Publicis Media	81
6	UM	Mediabrand	48
7	Dentsu**	Dentsu	40
8	Mindshare	WPP Media	38
9	Starmedia	-	14
10	PHD	Omnicom Media (OMG)	13
11	Publicis Groupe***	Publicis Media	10
12	Panmedia Western	Mediabrand	N/A
Total			694

* Wavemaker, T&P Media

** Carat, dentsu X, Red Star, iProspect

*** Lion Communications, Performics

Source: Slovakia Media Agency Billings & Market Shares Report, COMvergence, June 2025

KEY POINTS OF METHODOLOGY

Media Agency Billings – Slovakia (2024)

Media agency billings in Slovakia are based on clients with net media spend of at least \$0.1 million (Top 500 advertisers). Industry market shares are calculated using COMvergence's 2024 market estimate of \$1,2 billion.

An exchange rate 2024 of 1 Euro = 1,08 USD is applied.

Offline Media Spend

Estimated using average digital shares by category or client. These percentages are updated annually and adjusted based on agency-provided data, supported by client statements or formal letters from agency CFOs to verify accuracy.

The digital media channels included are: display, programmatic, online video, search and social.

Agency Validation & Client Lists

All client lists are reviewed and validated by the respective agencies, who provide detailed information on the digital media assignments they manage. The data is confidential and digital share figures are reported at the agency level only.

Account Changes

Media account changes announced in the second half of 2024 will affect 2025 billings, except for those implemented before the end of 2024.