

ComVergence AMA Groups

Rank	Agency Group	Total Billings M EUR 2023
1	WPP Media	208
2	Omnicom Media (OMG)	101
3	Publicis Media *	91
4	Mediabrand **	67
5	Dentsu	40

Total		507
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* Zenith, Publicis Groupe

** UM, Initiative, Panmedia

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

Partner Organizations:

COMvergence is one of the **most trusted** and **independent research and data consultancies**, producing objective benchmark studies on new business performances and strategic developments of creative, media and digital agencies and their respective holding companies. Also, **COMvergence** is uniquely positioned to deliver a deep understanding of the **advertising industry overall**, including **estimates** and **analysis** on **media spend data**.

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