

ComVergence AMA Groups

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Rank	Agency Group	Total Billings M EUR 2023
1	GroupM	186
2	Publicis Media*	90
3	Omnicom Media (OMG)	79
4	Mediabrand **	64
5	Dentsu	42

Total		461
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* Zenith, Starmedia, Lion Communications

** UM, Initiative, Panmedia

Source: Slovakia Media Agency Billings & Marketshares Report, COMvergence, June 2024

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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