

# RECMA publishes *Global Billings Rankings '2011'* report

PARIS, FRANCE: RECMA has announced the publication of the 13th edition of its [Global Billings Rankings '2011' report](#).

**RECMA**

Some 865 agencies in 61 countries were evaluated and all the data (10 indicators for each agency) were consolidated in a pivot table. Regional and global rankings were pulled out from this Excel database.

All signs point to an industry in sustained growth (+9.2%) - a lower rate than in 2010 though (+13.8%) - partly fuelled by the continuing development of digital activities within the agency core business.

In the global network ranking 2011, Starcom MediaVest Group holds the lead it took over OMD last year but with a very tiny gap (less than US\$0.2m). SMG increased its billings by +9% (or +\$2.8bn) while OMD posted a +9.8% overall growth (or +\$3bn).

Four networks recorded a double digit growth (vs. 11 networks last year): Maxus (+43.6%), PHD (+17.5%), ZenithOptimedia (+11.1%) and Carat (+10.1%).

## Undisputed leader

As the undisputable industry leader, GroupM showed a below-the-average growth rate with uneven performances across the regions: low billings increase in the USA (+5% vs. +10% on average) but high in Asia-Pacific (+\$2.3bn).

Internal hierarchy of the four WPP media networks remains unchanged: Mindshare, MediaCom, MEC and Maxus. The latter increasing its share thanks to strong performances in the USA (where it has doubled its billings), the UK and Germany.

On 12 July 2012, Aegis agreed to be acquired by Dentsu. The takeover of Aegis by Dentsu provides is a perfect geographical fit and does not have any impact in the billings tables of this report.

However the addition of Dentsu Media Japan to Aegis Media' global billings would allow this new Group to reach the third rank ahead of Omnicom Media Group (statement based on an estimated billing figure of US\$10bn for Dentsu Media Japan (about a quarter of Japan total adspend).

The full report is immediately accessible to subscribers at [www.recma.com](http://www.recma.com) via My RECMA link.

As always, comments are welcome and greatly appreciated.

In the meantime, we would like to thank all our partners for their valuable cooperation and to wish you a great summer.

## Global ranking 2011 by Network & Group of Networks

Rank	Network	2011 Global Billings (US\$ bn)	2010 Global Billings (US\$ bn)	2011 Growth (%)	2010 Growth (%)
1	Starcom MediaVest Group	16,200	15,447	4.9%	13.8%
2	SMG	15,073	13,800	9.2%	13.8%
3	Omnicom Media Group	14,800	13,500	9.6%	13.8%
4	WPP	13,500	12,500	8.0%	13.8%
5	McCann	12,500	11,500	8.7%	13.8%
6	Publicis	12,000	11,000	9.1%	13.8%
7	GroupM	11,500	10,500	9.5%	13.8%
8	JWT	11,000	10,000	10.0%	13.8%
9	BBDO	10,500	9,500	10.5%	13.8%
10	Leo Burnett	10,000	9,000	11.1%	13.8%
11	Carat	9,500	8,500	11.8%	13.8%
12	ZenithOptimedia	9,000	8,000	12.5%	13.8%
13	Maxus	8,500	7,500	13.3%	13.8%
14	PHD	8,000	7,000	14.3%	13.8%
15	McCann	7,500	6,500	15.4%	13.8%
16	WPP	7,000	6,000	16.7%	13.8%
17	JWT	6,500	5,500	18.2%	13.8%
18	BBDO	6,000	5,000	20.0%	13.8%
19	Leo Burnett	5,500	4,500	22.2%	13.8%
20	Carat	5,000	4,000	25.0%	13.8%
21	ZenithOptimedia	4,500	3,500	28.6%	13.8%
22	Maxus	4,000	3,000	33.3%	13.8%
23	PHD	3,500	2,500	40.0%	13.8%
24	McCann	3,000	2,000	50.0%	13.8%
25	WPP	2,500	1,500	66.7%	13.8%
26	JWT	2,000	1,000	100.0%	13.8%
27	BBDO	1,500	500	200.0%	13.8%
28	Leo Burnett	1,000	0	N/A	13.8%
29	Carat	500	0	N/A	13.8%
30	ZenithOptimedia	0	0	N/A	13.8%
31	Maxus	0	0	N/A	13.8%
32	PHD	0	0	N/A	13.8%
33	McCann	0	0	N/A	13.8%
34	WPP	0	0	N/A	13.8%
35	JWT	0	0	N/A	13.8%
36	BBDO	0	0	N/A	13.8%
37	Leo Burnett	0	0	N/A	13.8%
38	Carat	0	0	N/A	13.8%
39	ZenithOptimedia	0	0	N/A	13.8%
40	Maxus	0	0	N/A	13.8%
41	PHD	0	0	N/A	13.8%
42	McCann	0	0	N/A	13.8%
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97	WPP	0	0	N/A	13.8%
98	JWT	0	0	N/A	13.8%
99	BBDO	0	0	N/A	13.8%
100	Leo Burnett	0	0	N/A	13.8%

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