

RECMA has just published the 2016 Overall Activity Volume Rankings report. The report covers the media activity across 61 countries. There are two key ranking tables and below you can find a brief summary of the report.

Dentsu Aegis remains on 4th position with an overall activity volume of \$47.4bn in 2016 and a year on year growth rate of 8.4% versus 6.4% in the previous year. Havas Media Group was again the fastest growing media groups (9.9%, \$21.1bn) followed by Omnicom (9.0%, \$59.6bn) and Dentsu Aegis (8.5%, \$47.4bn).

From an agency perspective, there has only been one change in regards to the overall rankings. Publicis has rebranded Optimedia to Blue 449 in France, Italy, Mexico and Poland. This has resulted in Zenith now being ranked #7 (\$25.2bn) whilst the combined ZenithOptimedia network was ranked at #5 (\$27.6bn) in 2015. Blue449 remained at #15 but their overall activity ranking increased to \$8.3bn versus \$7.3bn in 2015.

Carat remained at rank #4 with an overall activity volume of \$32.7bn and a leading year on year growth rate of 9.1%. Carat is only marginally behind MediaCom at #3 with an overall activity volume of \$32.9bn.

Vizeum is stable and ranked at #14 with an overall activity volume of \$10.7bn and a year on year growth rate of 6.4%.

dentsu X is ranked #16 with an overall activity volume of \$3.3bn and a growth rate of 8.2%.

Looking at the top 16 local markets from a **Dentsu Aegis** perspective, Poland (28%), Mexico (18%), China (15%) and Spain (13%) were the fastest growing markets year on year. India (-4%) was the only Dentsu Aegis market with a negative year on year growth rate whilst South Africa was stagnant.

From a **Carat** perspective, China (20%), Mexico (15%), the USA (14%) and Spain (13%) had the highest growth rates in 2016 versus 2015. South Africa (-9%) was the only market whose activity volume decreased year on year whilst the growth in Germany was stagnant.

Looking at **Vizeum**, Singapore (175%), Poland (44%), Italy (37%) and Turkey (28%) were the fastest growing markets in 2015 whilst only Canada (-4%) saw a negative growth rate.

From a **dentsu X** perspective, Australia (22%), Canada (21%) and Russia (16%) were the fastest growing markets, whilst India (-36%) was the only market with a decrease in activity volume year on year.

Global Media Holding Group Activity Volume 2016

RANK	COMPANY	Activity Volume US\$ M	INDUSTRY SHARE	GROWTH RATE 2016 VS 2015
1	WPP / GROUP M	108 214	31.1%	7.9%
2	PUBLICIS	76 205	21.8%	1.2%
3	OMNICOM	59 604	17.1%	9.0%
4	DENTSU AEGIS	47 388	13.6%	8.5%
5	INTERPUBLIC	36 657	10.5%	4.7%
6	HAVAS MEDIA	21 143	6.1%	9.9%

Global Media Agency Activity Volume 2016

RANK	COMPANY	Activity Volume US\$ M	INDUSTRY SHARE	GROWTH RATE 2016 VS 2015
1	OMD	42 037	12.2%	4.1%
2	Mindshare	34 987	10.1%	8.4%
3	MediaCom	32 918	9.5%	8.1%
4	Carat	32 693	9.5%	9.1%
5	Starcom	26 020	7.5%	4.7%
6	MEC	25 806	7.5%	3.0%
7	Zenith	25 231	7.3%	0.0%
8	UM	19 324	5.6%	7.2%
9	Havas	18 432	5.3%	10.0%
10	Mediavest/Spark	16 446	4.8%	-3.1%
11	Initiative	15 946	4.6%	2.0%
12	PHD	15 485	4.5%	10.1%
13	Maxus	12 212	3.5%	12.6%
14	Vizeum	10 697	3.1%	6.4%
15	Blue 449	8 257	2.4%	5.4%
16	dentsu X	3 780	1.1%	10.1%
17	Arena	2 712	0.8%	9.0%
18	Heart & Science	1 820	0.5%	n.a.