

# Leading Players of the Global Advertising Industry

## Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

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**Exclusive extracts from this 79-page-long report:**

### - **Who are the key players?**

The industry is characterised by a great number of players that vary in terms of diversification, degree of vertical integration and geographical reach. Mergers and acquisitions are commonplace, but the industry remains fragmented, with a great number of small, specialised niche agencies or ad technology providers. Most of the companies analysed in this report are fully integrated and diversified. These traditional advertising agencies continue to face strong rivalry from digital pure players such as Internet companies and advertising technology firms such as Google and Facebook, which are set to keep the lion's share in online advertising revenues and reduce traditional agencies' opportunities in this growing segment. [...]

Groups analysed in this report include: **Google, WPP, Facebook, Omnicom, Publicis, Interpublic, Alliance Data Systems, Dentsu, JCDecaux and Havas.**

### - **What are the players' strategies?**

In the coming years, Omnicom aims to continue to build on organic growth and acquisitions to set the foundations for future growth. Through acquisitions (Grupo ABC in Brazil...) and investment in start-ups (recent set up of Kern X to fund and develop start-ups), Omnicom eyes accelerating international development and digital capabilities. The group, the world's leading integrated advertising company by revenue second only to WPP, has built a solid position in the US and Europe, however only 13% of its turnover came from emerging nations, a lower proportion compared to its main peers, WPP and Publicis. [...]

### - **What are the players' key growth and profitability drivers?**

Publicis has continued to outshine its main peers, Omnicom and WPP, both in terms of profitability and revenue growth. Digital revenue, which encapsulated 52% of total net sales in 2015, has risen at a staggering pace. The agency recorded robust annual revenue expansion across all regions since 2011, with the exception of Latin America. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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