





## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins	
1	1	Wavemaker	TCL, KEEP, Cindy Chao, FOTILE (Performance)	120.1		120.1	16	
2	2	Mindshare	Qualcomm, TCL, Heytea Project, Haidilao, Lincoln & Ford, BIOSTIME	93.3		93.3	7	
3	12	Havas Media	SAICGM, Amore Pacific, Sketchers	18.6		18.6	3	
4	6	Zenith	Auto Client	2.9		2.9	3	
5	3	PHD	SAIC Volkswagen	2.0		2.0	1	
6	8	Starcom	CPG Client	1.0		1.0	1	
7	4	OMD	Japan Yakult	0.2		0.2	1	
						<b>2024 (Jan-Apr):</b>	<b>238.0</b>	<b>32</b>
						<b>2023 (Jan-Apr):</b>	<b>501.8</b>	<b>54</b>
						<b>YoY Comparison:</b>	<b>-52.6%</b>	<b>-40.7%</b>
						<b>2024 Creative &amp; Media (Jan-Apr):</b>	<b>564.6</b>	<b>203</b>
						<b>2023 Creative &amp; Media (Jan-Apr):</b>	<b>740.6</b>	<b>175</b>
						<b>YoY Comparison:</b>	<b>-23.8%</b>	<b>16.0%</b>

**METHODOLOGY**  
 The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and Aprketing ROI.