GUIDELINE DATA

Spend Pool Partners & Markets

		Annual Spend Volume (2023)	Major Holding Companies							
Market	Market		group ^m	PUBLICIS	dentsu	OMG	MEDIABRANDS	HAVAS	STAGWELL ASSEMBLY	Independent Agencies
	USA	\$99B USD	<u>~</u>	<u>~</u>	<u>~</u>	<u>~</u>	<u>~</u>	<u> </u>	<u>~</u>	horizonmedia CANVAS WORLDWIDE EMPOWER EMPOWER
	UK	\$12B USD	<u>~</u>	<u>~</u>	~	<u> </u>			_	comstuff the7stars
*3	China	\$9.5B USD	<u>~</u>	<u>~</u>	~		_	_	_	N/A
*	Australia	\$5.5B USD	<u>~</u>	<u> </u>	<u>~</u>				_	QVENUE CUSTOMEDIC DISTRICT CUSTOMEDIC BOHEMIA
*	Canada	\$5B USD	<u>~</u>	<u>~</u>	<u>~</u>				_	horizonmedia
	New Zealand	\$690M USD	~	~	~	~	~	~	_	Together Harvey Cameron Together Harvey Cameron