



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 2020

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	5	MediaCom	Hasbro	0.2		0.2	1
2	6	Universal McCann	Emirates Airlines	0.2		0.2	1
3	8	Havas Media		0.0	Emirates Airlines	-0.2	0
4	10	OMD		0.0	Hasbro	-0.2	0
						0.0	2

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 or visit 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 marketing ROI.