



Japan / May 2021

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## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 2021

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	Confidential Client	0.1		0.1	2

2021(Jan-May)	0.1	2
2020(Jan-May)	0.5	7
YoY Comparison:	-88.9%	-71.4%

2021 Creative & Media (Jan-May)	26.1	40
2020 Creative & Media (Jan-May)	8.8	36
YoY Comparison:	194.9%	11.1%

### 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 ADFX, 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

media files, discounted to appropriate levels and then converted to a revenue estimate. He seems 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 marketing ROI.