

MediaCom Switzerland overtakes Omnicom as number one media agency

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MediaCom is now the largest media agency in Switzerland, according to the latest ranking published by bsw Leading Swiss Agencies

MediaCom have moved from 2nd place last year to take the top spot in 2014, overtaking OmniCom who are now ranked second.

Elsewhere in the ranking, Mediaschneider moved from fourth to third place, while ZenithOptimedia AG, part of Publicis Groupe, enters the ranking for the first time in fourth position, followed by MediaCom's GroupM sister agency, MEC Switzerland.

The **bsw ranking** is based on gross operating revenue. Unlike previous years, the ranking combines companies that act under the same brand in 2014.

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