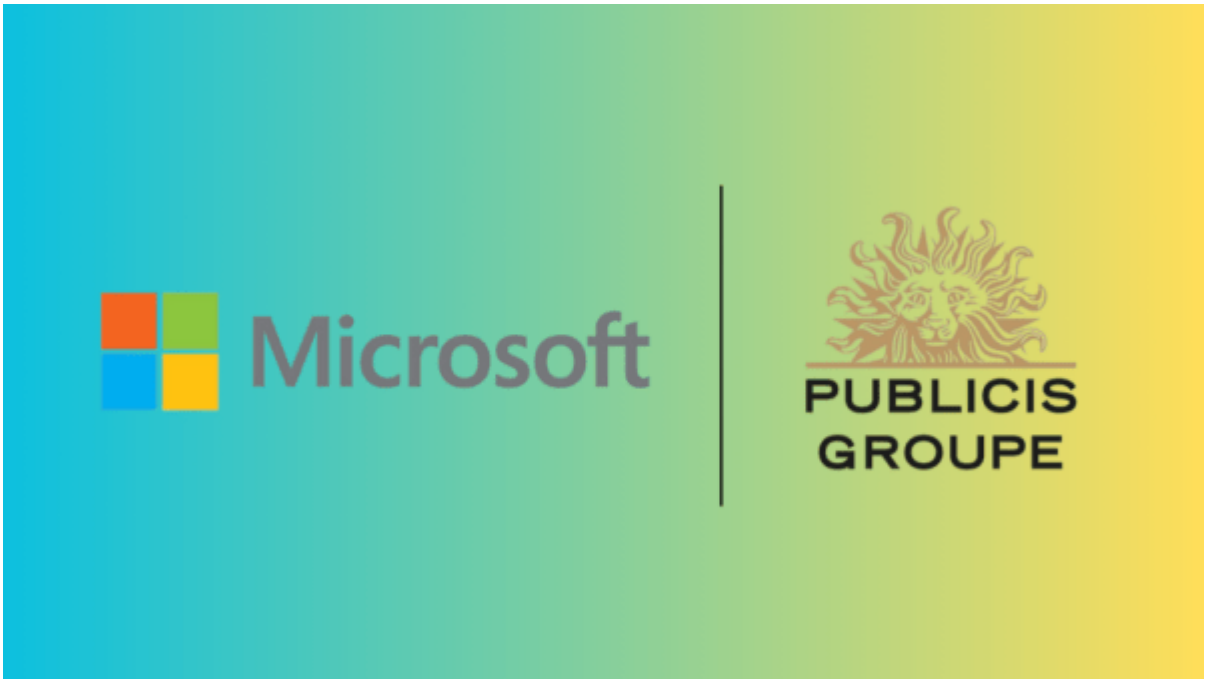
The Publicis-Microsoft Deal is Bigger Than You Think



Microsoft has confirmed Publicis Groupe as its global media agency of record and announced that the pair will also forge a new AI partnership, combining their tools, technology, and data for clients.

ADWEEK understands Microsoft's media account, previously held by Dentsu, was won without a pitch and that Dentsu will continue to handle media planning and buying for Xbox, as well as work with the brand through its Tag Worldwide production network. Dentsu declined to comment.

While figures from COMvergence put Microsoft's media spend at $700 million in 2025, a senior industry source with knowledge of the matter told ADWEEK the portion of the business scooped by Publicis is valued at $1.2

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