**Facebook Puts $750M Media Account Into Review**

Icon

Description automatically generatedFacebook is reviewing its $750 million worldwide media business, which is currently managed by Dentsu and WPP's Mindshare. Mindshare is defending its majority share of the account, and sources report several holding companies have been invited to take part in the review.

***Adweek 3/29/21***

[*https://www.adweek.com/agencies/facebook-revs-up-for-a-global-media-review/*](https://www.adweek.com/agencies/facebook-revs-up-for-a-global-media-review/)