

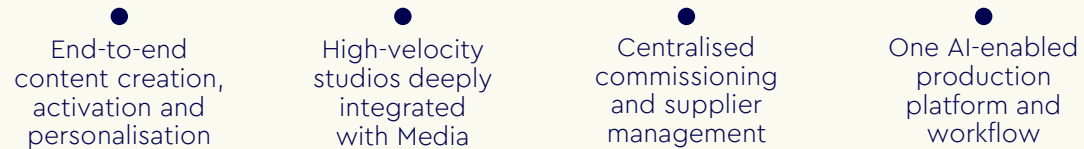
WPP PRODUCTION FACTSHEET

THE WORLD'S LARGEST GLOBAL CONTENT PRODUCTION COMPANY

KEY FIGURES



SERVICES

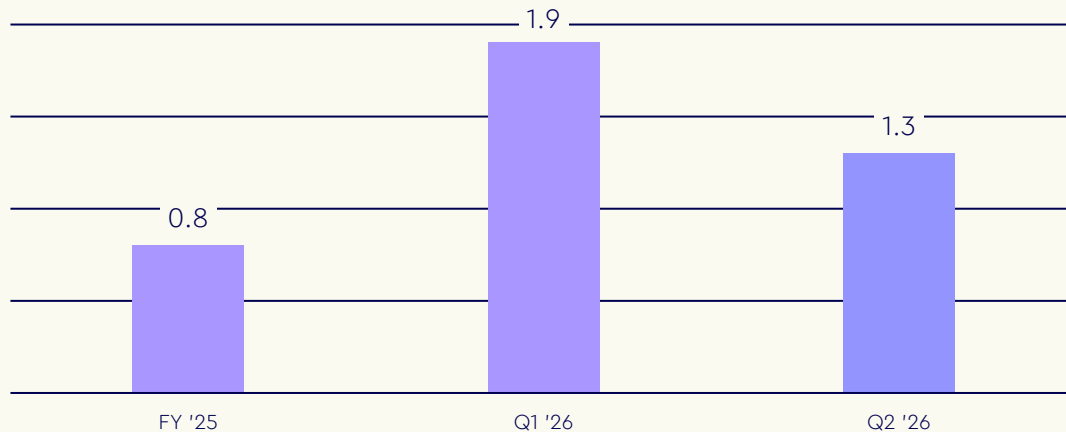


LEADING CLIENTS

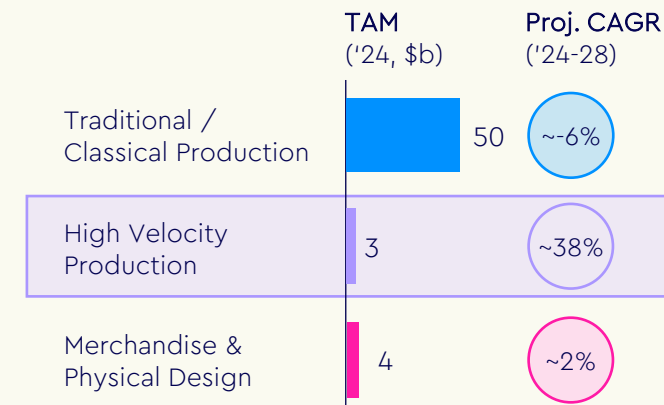


PERFORMANCE

Like-for-like revenue less pass-through costs growth (%)



TOTAL ADDRESSABLE MARKET¹



1. Sources: IDC; Madison and Wall; Gartner; Provoke; Citi; PQ Media; Emarketer

WPP PRODUCTION FACTSHEET

STRATEGY

"The launch of WPP Production is a cornerstone of our strategic vision to integrate our services, making it easier for clients to access WPP's full spectrum of capabilities."

Cindy Rose, Chief Executive Officer, WPP

A new organisation for production transformation:

Unlocking agility and efficiency:
consolidates WPP's extensive and specialist production resources

Scale:
the definitive global leader in creative production, with some 9,000 people

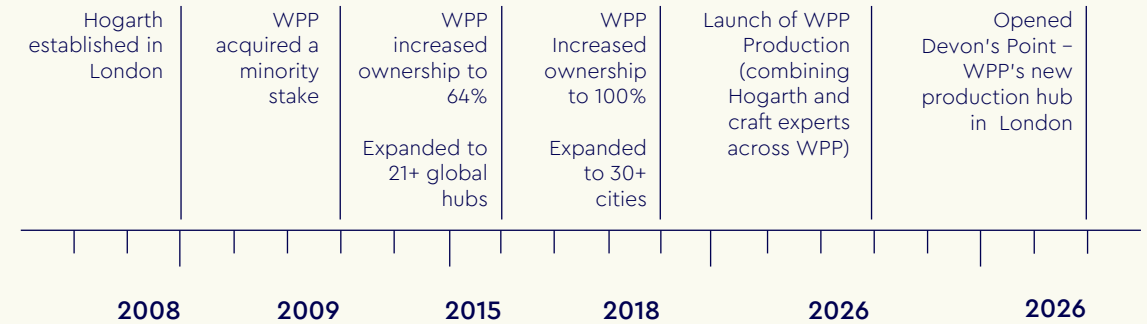
Strategic integration:
supports WPP's broader strategy to provide more integrated and seamless services, delivered through WPP Open

Pioneering the future of content:
leveraging cutting-edge technologies, including advanced AI, virtual production and sustainable practices

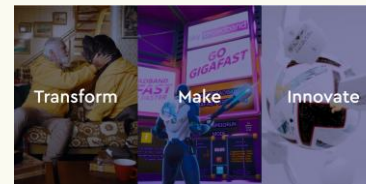
Investing in world-class infrastructure:
building on the recent development of a major content capture and virtual production studio in London

Enhancing client benefits:
faster turnaround times, greater cost-effectiveness and access to more innovative and diverse production solutions

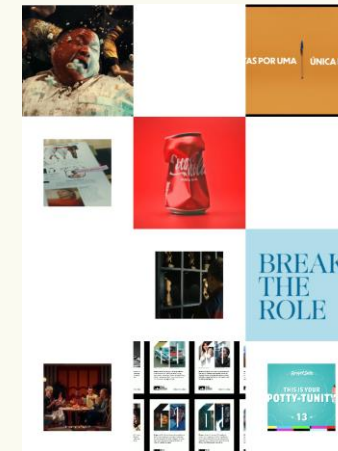
KEY RECENT EVENTS



FURTHER INFORMATION



[Website](#)



[Our work](#)



[Leadership](#)
Richard Glasson,
[Global CEO](#)

WPP PRODUCTION – DEVON'S POINT

WPP'S FLAGSHIP PRODUCTION HUB IN EAST LONDON

- In September 2026 – WPP opened Devon's Point, a new, flagship production facility in East London. Spanning **34,000 sq ft across a multi-floor industrial footprint**, the studio is the **first facility of its kind** to be launched by a marketing company in the UK.
- Devon's Point brings together **advanced virtual production technology, modular studio environments and post-production capabilities** under one roof, enabling WPP's global clients to move from concept to finished content faster.
- Devon's Point is underpinned by **WPP Open**, WPP's AI-powered **marketing platform**, which connects the facility's production infrastructure directly to the company's broader connected environment.
- The London launch marks the first step in plans to establish equivalent state-of-the-art hubs across every continent in which WPP Production operates.

FACILITIES

1st

UK Hub of its kind
by a marketing
company

34k sqft²

across a multi-
floor industrial
footprint

16m x 14m
LED screen

One of the UK's
largest on a
7,000 sq ft stage

WPP Open

Powered by and
connected directly
to WPP Open

