

Ruling By Trump Appointee-Led FTC On Omnicom-IPG Merger Could Force Companies To Advertise On Conservative Outlets Like Truth Social—Increasing Revenue For The Majority-Trump Owned Company

SUMMARY: The Federal Trade Commission, led by a Trump-appointee and without Democratic commissioners after Trump fired them in March, agreed to a merger of Omnicom and The Interpublic Group of Companies (IPG) on the unusual condition that they didn't direct advertising dollars away from publishers based on their political or ideological viewpoints. In the ruling the Trump-appointed Chairman of the FTC Andrew Ferguson specifically called out Omnicom and IPG's association with an initiative called the Global Alliance for Responsible Media (GARM). Conservatives have accused GARM of colluding to withhold advertising revenue from conservative outlets.

In 2024, X and Rumble filed a federal suit against GARM claiming they lost advertising revenue and were being effectively boycotted by advertisers based on their right-leaning content. Rumble is the advertising platform that is used by Truth Social, a subsidiary of Trump Media which is majority owned by President Trump. Therefore, since ads for Truth Social go through Rumble, an advertising boycott of Rumble would also effectively be an advertising boycott of Truth Social.

Later that year, Republicans on the Judiciary Committee filed a probe into the Omnicom-IPG merger over their associations with GARM which they also accused of discriminating against conservative media by directing advertising dollars away from right-leaning outlets. During a committee hearing on GARM Rep. Jerry Nadler called out conservatives on the committee saying, "Under the Majority's theory, the only way to cure this alleged harm would be for advertisers to be FORCED to run ads on platforms like Twitter—now known as X—Truth Social, Breitbart, and The Daily Wire, even though those sites are rife with adult content, hate speech, false information, misinformation, and racist and violent propaganda."

And with this FTC ruling, Rep. Nadler's prediction appears to be coming true—and President Trump and Trump Media are poised to reap the financial benefits.

The Trump-Appointee Led FTC Approved The Omnicom-IPG Merger On The Condition That Omnicom Didn't Direct Advertising Dollars Away From Media Publishers Based On Their Political Or Ideological Viewpoints

In An Unusual Move, The Federal Trade Commission, Led By A Trump Appointee, Announced A Proposed Order To Allow Omnicom's Merger With Interpublic Group Of Companies (IPG) If They Agreed To "Eliminate Omnicom's Ability To Deny Advertising Dollars To Media Publishers Based On Their Ideological Viewpoint." "In an unusual move, the Federal Trade Commission, currently led by Trump-appointed chairman Andrew Ferguson, announced a proposed order to "resolve antitrust concerns" related to Omnicom's deal to acquire the Interpublic Group of Companies (IPG). The FTC's proposed order, announced Monday, "imposes restrictions that prevent Omnicom from engaging in collusion or coordination to direct advertising away from media publishers based on the publishers' political or ideological viewpoints," the agency said. The terms of the FTC's proposed consent order include a series of provisions that "would eliminate Omnicom's ability to deny advertising dollars to media publishers based on their political or ideological viewpoint, except at the express and individualized direction of Omnicom's advertiser customers." [[Variety, 6/23/25](#)]

- **The FTC Is Made Up Of Entirely Republican Commissioners After Trump Fired All The Democratic Commissioners In March 2025.** "The commission vote to issue the

complaint and accept the consent agreement for public comment was 2-0-1, with Ferguson and GOP Commissioner Melissa Holyoak voting in favor and Republican Commissioner Mark Meador recused. In March, President Trump fired the FTC's two Democratic commissioners, Rebecca Kelly Slaughter and Alvaro Bedoya." [[Variety, 6/23/25](#)]

The FTC Ruling Called Out Omnicom And IPG For There Association With The Global Alliance For Responsible Media (GARM) – An Initiative That Conservatives Believe Directed Advertising Dollars Away From Right-Leaning Websites For Political Reasons

The FTC Specifically Called Out That Omnicom And IPG Were Co-Founders Of The Global Alliance For Responsible Media (GARM) Which Conservatives Believed Unfairly Targeted Right-Leaning Websites For Political Reasons. "Ferguson specifically calls out GARM (the Global Alliance for Responsible Media), a defunct organization founded by major advertising firms (including IPG and Omnicom) that sought to pursue more brand-safe media buys. However, GARM caught the attention of conservatives, who believed they were unfairly targeted by the non-profit for political reasons." [[Hollywood Reporter, 6/23/25](#)]

2024: X Filed Suit Against GARM Claiming GARM Withheld Billions Of Dollars In Advertising Revenue After Musk Took Over The Company

2024: X Filed A Federal Lawsuit Against GARM For Allegedly Withholding Billions Of Dollars In Advertising Revenue From X After Elon Musk Took Over The Company. "X's lawsuit, filed in federal court in Texas on Monday, alleges that the GARM created a conspiracy that saw its members "withhold billions of dollars in advertising revenue" from X after Musk purchased the company and rebranded it from Twitter in 2022. The group was concerned that Twitter under Musk would no longer adhere to its established brand-safety standards for advertising on social media, according to the lawsuit." [[QZ, 8/8/24](#)]

2024: Rumble—The Advertising Platform Used By Truth Social—Joined X's Lawsuit Claiming They Were Also Boycotted By GARM

2024: Rumble, Which Truth Social Uses As An Ad Platform, Joined X's Lawsuit Against GARM Saying They Also Were Boycotted By GARM. "X was joined in its lawsuit by Rumble, the right-wing video-sharing platform founded by Chris Pavlovski in 2013. Former president Donald Trump's Truth Social joined Rumble's ad platform in August 2022 as its first publisher. In a press release, Rumble called GARM — and its creator, the World Federation of Advertisers — an "advertising cartel." "Soon a cabal of advertisers and agencies will find out that they can't arbitrarily engineer a boycott of Rumble & X," Pavlovski wrote on X Monday. Pavlovski has accused both Dunkin' and Diageo of "discrimination against Rumble." On Thursday, in response to the WFA's move to discontinue GARM, he asked "What are they hiding?" [[QZ, 8/8/24](#)]

According To Truth Social's Website They Are Currently Still Using The Rumble Advertising Network. Truth Social's website states, "Truth Social is a publisher on the Rumble Advertising Network. This is the most direct way to buy and place ads on Truth Social." [[TruthSocial.com](#)]

President Trump Is The Majority Shareholder Of Trump Media—The Parent Company Of Truth Social

President Trump Owns 53% Of Trump Media & Technology, The Parent Company Of Truth Social. "Trump Media & Technology Group is a media company focused on prioritizing free

speech. It is the parent company of social media platform Truth Social, which was created in 2022 after Trump was kicked off Facebook and Twitter in 2021. Trump is the majority stakeholder of Trump Media, owning 114.75 million shares representing about 53% of the company. In April 2025, Trump Media filed a registration that would allow Trump to sell his stake, but he has said he has no plans to do so. At today's prices, Trump's stake in Trump Media is worth about \$2.3 billion.” [\[US News, 6/16/25\]](#)

2024: Republicans On The House Judiciary Committee Probing The Omnicom-IPG Merger For The Companies’ Association With The Global Alliance For Responsible Media (GARM) Initiative, Which They Claim Directed Advertising Dollars Away From Conservative Outlets

In December 2024, Republicans On The House Judiciary Committee Launched A Probe Into The Omnicom-IPG Merger Over Their Association With The Global Alliance For Responsible Media (GARM) Initiative. “US Rep. Jim Jordan (R-Ohio) on Wednesday has launched a probe into the merger of two advertising giants over their ties to an anti-conservative cartel that sought to defund news outlets, The Post has learned. The House Judiciary Committee chairman sent letters to the CEOs of Omnicom and Interpublic Group — which were founding members of the left-leaning World Federation of Advertisers (WFA) and its now-defunct Global Alliance for Responsible Media (GARM) initiative — as part of an antitrust investigation. The committee ordered the companies to preserve documents and all contact with the WFA and GARM and provide information to the House, according to letters obtained by The Post.” [\[New York Post, 12/18/24\]](#)

- **Republicans On The House Judiciary Committee Accused GARM Of Directing Advertising Dollars Away From Right-Leaning Media Outlets.** “The House Judiciary Committee on Thursday sent letters to more than 40 major companies in its ongoing probe of a left-leaning advertising cartel that has allegedly sought to defund news outlets and platforms, including The Post. The panel, chaired by Jim Jordan (R-Ohio), asked the companies — which included Adidas, American Express, Bayer, BP, Carhartt, Chanel, CVS, General Motors and Goldman Sachs — to preserve documents and provide information pertaining to their activities with the Global Alliance for Responsible Media (GARM). “The Committee has learned that collusive activity is occurring within the Global Alliance for Responsible Media, of which your company is a member,” the letter began...GARM allegedly directed companies to direct away ad dollars from right-leaning outlets such as Daily Wire, Fox News and Joe Rogan’s popular Spotify podcast “The Joe Rogan Experience.” [\[New York Post, 8/1/24\]](#)

In A Committee Hearing On GARM, Rep. Jerry Nadler Accused Republicans Of Wanting To Force Advertisers To Advertise On Platforms Like Truth Social

In A Committee Hearing On GARM Rep. Jerry Nadler Accused Republicans Of Wanting To Force Advertisers To Advertise On Websites Like Truth Social. Rep. Jerry Nadler said in a committee hearing on GARM, “Under the Majority’s theory, the only way to cure this alleged harm would be for advertisers to be FORCED to run ads on platforms like Twitter—now known as X—Truth Social, Breitbart, and The Daily Wire, even though those sites are rife with adult content, hate speech, false information, misinformation, and racist and violent propaganda.” [\[Rep. Jerry Nadler, Press Release, 7/10/24\]](#)