



Houlihan
Lokey

Creator Technology Outlook: Innovating the Future of Digital Media

Summer 2024



Houlihan Lokey's Dedicated **Creator Technology Team**

Houlihan Lokey is pleased to present our first edition of the **Creator Technology Outlook** report.

We look forward to discussing our growing excitement for the space, which includes the wide range of tools, solutions, and platforms helping creative professionals—spanning individuals and SMBs to large enterprises and organizations—drive enhanced results and performance for their businesses. We are encouraged by increasing investment from leading venture capital firms and private equity firms in areas such as creator workflow and content production, as well as notable strategic players looking to adapt their businesses to dynamic tailwinds. We look forward to having the opportunity to discuss the contents of this report with you. Please reach out to a team member listed on the right to schedule a call.

Topics Covered in This Report



Overview of Houlihan Lokey and our team's credentials, including our deal track record and relevant industry expertise.



How we define creator technology and delineate our coverage focus.



Key themes and tailwinds driving heightened investment in the creator technology space.



Houlihan Lokey's proprietary creator technology market map.

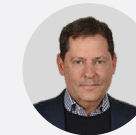


Current market and valuation environment, including public market performance and recent M&A/financing dashboard.

Team Members



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Houlihan Lokey Is the No. 1 Global Technology Advisor

LEADING GLOBAL M&A ADVISOR

2023 M&A Advisory Rankings
All Global Transactions

Advisor	Deals
1 Houlihan Lokey	352
2 Rothschild	349
3 Goldman Sachs	300
3 JP Morgan	300
5 Morgan Stanley	253

Source: LSEG (formerly Refinitiv).
Excludes accounting firms and brokers.

2023 M&A Advisory Rankings
Global Transactions Under \$1 Billion

Advisor	Deals
1 Houlihan Lokey	346
2 Rothschild	308
3 Lazard	200
4 JP Morgan	187
5 Goldman Sachs	176

Source: LSEG (formerly Refinitiv).
Excludes accounting firms and brokers.

PREMINEENT TECHNOLOGY M&A FRANCHISE

2023 M&A Advisory Rankings
All Global Technology Transactions

Advisor	Deals
1 Houlihan Lokey	89
2 Rothschild	76
3 JP Morgan	68
4 Goldman Sachs	63
5 Morgan Stanley	59

Source: LSEG (formerly Refinitiv).
Excludes accounting firms and brokers.

2023 M&A Advisory Rankings
U.S. Technology Transactions Under \$1 Billion

Advisor	Deals
1 Houlihan Lokey	36
2 Canaccord Genuity Grp	31
3 Lincoln International	25
4 Raymond James Financial	24
5 Generational Equity	20

Source: LSEG (formerly Refinitiv).

No. 1
M&A Advisor
Globally

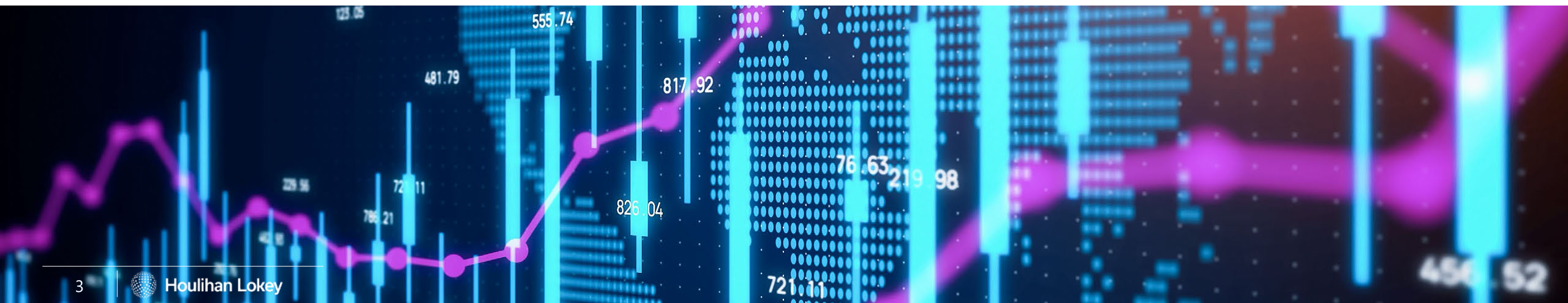
No. 1
M&A Advisor to Privately Held
Mid-Cap Companies

1,500+
M&A Transactions
Under \$1 Billion in the
Past Five Years

No. 1
Technology M&A
Advisor Globally

170
Technology Financial
Professionals Globally

34
Subverticals
Covered



Global M&A Capabilities Bolstered By Local Presence



- AMERICAS**
- Atlanta
 - Boston
 - Charlotte
 - Chicago
 - Dallas
 - Houston
 - Los Angeles
 - Miami
 - Minneapolis
 - New York
 - San Francisco
 - São Paulo
 - Washington, D.C.

36
Offices in the Americas, Europe, Middle East and Asia-Pacific

- EUROPE AND MIDDLE EAST**
- Amsterdam
 - Antwerp
 - Dubai
 - Frankfurt
 - London
 - Manchester
 - Tel Aviv
 - Munich
 - Madrid
 - Milan
 - Paris
 - Stockholm
 - Zurich

600+
Cross-Border Deals Since 2011

- ASIA-PACIFIC**
- Beijing
 - Fukuoka
 - Gurugram
 - Fukuoka
 - Hong Kong SAR
 - Mumbai
 - Shanghai
 - Singapore
 - Sydney
 - Tokyo

Fully Integrated Global Capital Markets and Financial Sponsor Coverage Teams

Global Capital Markets

~100

Professionals across 12 offices in six countries.

~\$14B+

Capital raised in 2023.

Senior Level

Contact into all major credit investors.

Financial Sponsor Coverage

29

Senior officers dedicated to the sponsor community in the Americas and Europe.

1,100+

Sponsors covered, providing critical knowledge of buyer behavior.

800+

Companies sold to financial sponsors over the past five years.

Deep Track Record on All Sides of the Content, Creator, and Technology Ecosystems



Creator Technology and Content



Video and Production Tech



Digital Media

 has sold a majority stake in to Sellside Advisor*	 has acquired Buyside Advisor	 has acquired Buyside Advisor*	 has been acquired by a portfolio company of Sellside Advisor	 has received a significant minority investment from Financial Advisor	 has acquired French Operations Buyside Advisor*	 has been acquired by Sellside Advisor*	 an investment platform of has sold to Sellside Advisor*	 has sold substantially all its assets, pursuant to Section 363 of the U.S. Bankruptcy Code, to Secured Creditor & Buyer Advisor	 assets have been acquired by Sellside Advisor	 has received a growth investment from Financial Advisor	 has been acquired by Sellside Advisor
 has been acquired by Sellside Advisor	 has been acquired by Sellside Advisor	 has been acquired by Sellside Advisor	 has acquired Buyside Advisor*	 has acquired Buyside Advisor*	 has sold to Sellside Advisor*	 has acquired Buyside Advisor*	 has acquired Financial Advisor*	 has received a majority investment from Sellside Advisor*	 a subsidiary of has been acquired by Sellside Advisor	 has been acquired by Sellside Advisor	 has been acquired by Sellside Advisor
 has been acquired by Sellside Advisor*	 Senior Secured Credit Facility Refinancing \$5,000,000 Revolver \$100,000,000 Senior Secured Term Loan Financial Advisor & Placement Agent	 has been acquired by Sellside Advisor*	 has received a growth investment from Sellside Advisor*	 has been acquired by Sellside Advisor*	 has sold a 50% stake in Televisa to Financial Advisor*	 has been acquired by Sellside Advisor*	 has been acquired by Sellside Advisor*	 has been acquired by Sellside Advisor	 has acquired Buyside Advisor*	 a subsidiary of has been acquired by Sellside Advisor	 has received a strategic investment from Sellside Advisor*

Tombstones included herein represent transactions closed from 2005 forward.

*Selected transactions were executed by Houlihan Lokey professionals while at other firms acquired by Houlihan Lokey or by professionals from a Houlihan Lokey joint venture company.

Houlihan Lokey Is at the Forefront of Thought Leadership in Creator and Digital Media

Industry Conferences

Houlihan Lokey Global Tech Conference

"The Future of Creator Tools" Panel



Fall Conference: October 2023
New York



Spring Conference: March 2024
London



Fall Conference: October 2024
New York

★★ Upcoming ★★

Fall Conference Highlights

600+
Attendees

70+
Participating
Companies

370+
One-on-One
Meetings

18
Industry Panels

Spring Conference Highlights

800+
Attendees

70
Participating
Companies

400+
One-on-One
Meetings

12
Industry Panels

To participate in the upcoming
Fall 2024 Creator Technology
panel, please contact:
John.Lambros@HL.com
DGossels@HL.com
JShaber@HL.com



Bloomberg

AI Drives Artsy M&A Debate at Houlihan Lokey Conference

By Emma Sanchez
October 17, 2023

"The Future of Creator Tools" panel featured leaders at platforms familiar to those who dream of quitting their day jobs: TJ Leonard, CEO of stock library Storyblocks; Tracy Chan, Chief Content Officer of the song-sharing community SoundCloud; Constantin Koehncke, CEO of the music software company Image-Line; and Alex Collmer, Co-Founder and CEO of video content creation platform VidMob...



Houlihan Lokey Global Tech Conference 2024

October 23 | Lotte New York Palace



WHAT TO EXPECT AT THE EVENT

- **Panel Discussions From CEOs at High-Growth Companies:** A wide range of speakers will share their insights about navigating current market conditions and positioning their companies for future success across a variety of technology sectors.
- **Featured Speakers:** The conference will feature high-profile speakers and candid panel discussions with distinguished tech thought leaders, discussing a variety of topical themes.
- **Targeted One-on-One Meetings:** Houlihan Lokey will arrange targeted, one-on-one meetings for presenting companies over the course of the conference, advising on prospects, meeting structure, and materials and coordinating any follow-up.
- **Networking Opportunities:** Join an audience of strategic, financial, and institutional investors as well as other capital providers for lunch and end-of-day cocktails.

Previous Conference Highlights

70+
Participating
Companies

8–10
Targeted One-on-One
Meetings per
Presenting Company

600+
Conference
Attendees

18
Panel Discussions



AGENDA

OCTOBER 22

Evening Pre-Conference
VIP Reception

OCTOBER 23

CONFERENCE:
Panels and One-on-Ones

Interested in presenting your company at GTC 2024
in NYC?

Email: GTConference@HL.com.

Houlihan Lokey Is at the Forefront of Thought Leadership in Creator and Digital Media (cont.)

Houlihan Lokey is highly active and up to date with the latest market trends across all relevant creator technology verticals.

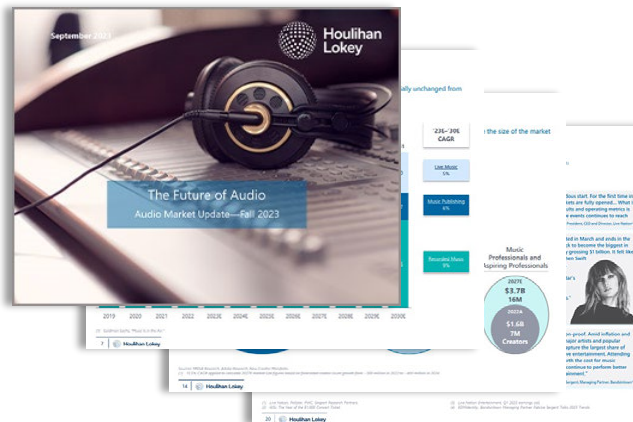
Video Games Market Update



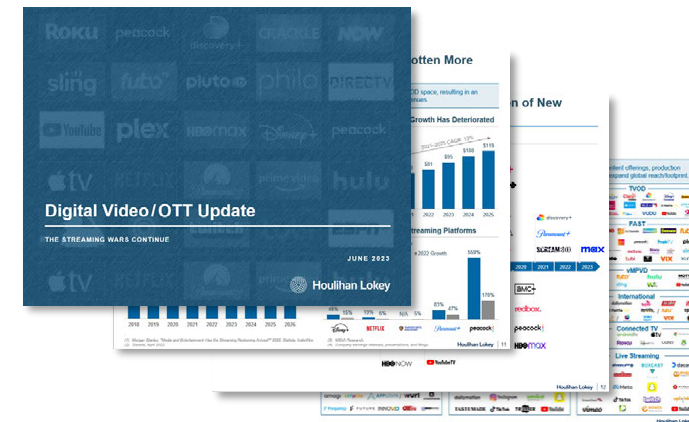
Digital Publishing and Ad Market Update



The Future of Audio



Digital Video/OTT Update



How We Define **Creator Technology**

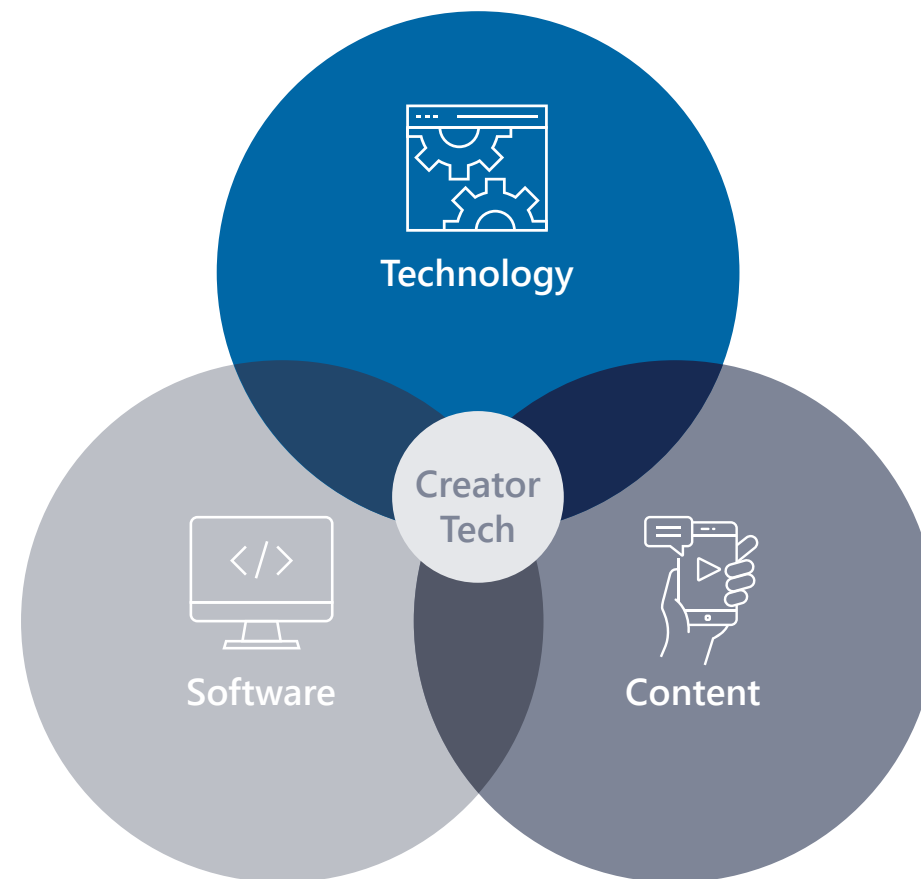
Creator tech sits at the intersection of technology, software, and content and represents a compelling segment of the broader creator economy.

At Houlihan Lokey, we broadly define creator technology as the tools, solutions, and platforms that enhance content creation and enable creative professionals to reach, scale, and monetize their audiences.

While the term “creator” has historically been synonymous with an individual or “influencer,” this is no longer the case; we recognize the massive opportunity taking shape for a broad spectrum of creative professionals, ranging from individuals, prosumers, and small and medium-sized businesses (SMB), to large enterprises and Fortune 500 organizations. The case for creator technology has become ubiquitous and applicable to a wide variety of end users as the broader creator economy continues its rapid proliferation.


We will focus our initial coverage efforts of the creator technology sector on the tools, solutions, and platforms that enable workflow and creativity. We are encouraged by massive investment in the creator economy by leading early-stage venture capitalists, growth-stage private equity sponsors, and large strategic players looking to adapt to the evolving landscape.

As continuous technological disruption drives a heightened need for scale, the opportunity has never been more important for industry participants to revisit their corporate strategy playbook.

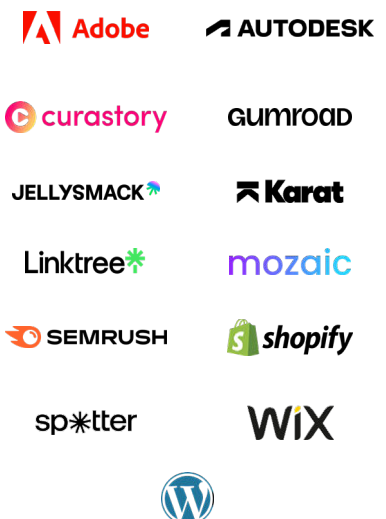


How We Segment the Creator Technology Ecosystem


Below we classify our initial coverage efforts into five primary categories. While these companies may have multiple different business models and characteristics, the same macro tailwinds are driving growth across the entire landscape.



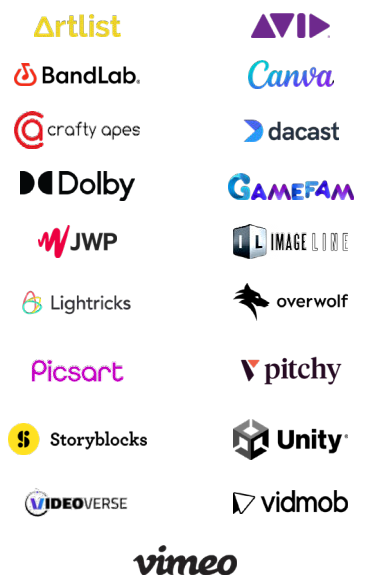
Workflow and Business Management Solutions




Software and web solutions enhancing content creation workflow for individuals and creative professionals.



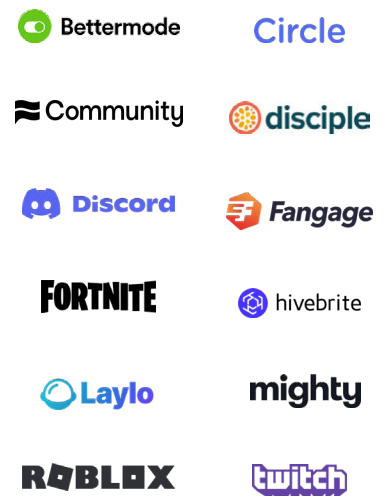
Content Creation and Production Solutions



Visual and audio content production technology, including editing software, quality enhancements, and delivery serving prosumers and businesses.



Community-Building/Experiential




Companies driving next-gen immersive creator and fan experiences and community building.



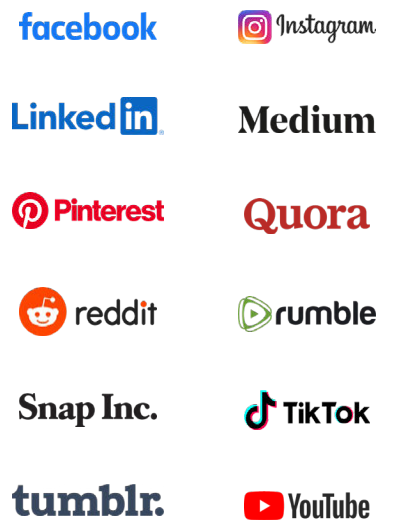
Off-Platform Monetization



Companies driving enhanced monetization capabilities for creative professionals.



Social Media Platforms



Platforms providing individual creators and creative professionals with broad-scale audience reach and content distribution capabilities.

Multiple Attractive Investment Themes Fueling Creator Technology



The digital content creation market is a massive global market led by tools and transformed by technology.



Prosumers are driving accelerated growth in the creator economy.



Social platforms are providing enhanced reach as the battle for consumer attention intensifies.



Creators and content are driving success of all major media platforms.



Monetization is still in the early innings—and niche content is driving enhanced monetization.



Businesses of all sizes are rapidly increasing video production.



The digital advertising market is improving with a healthy outlook.



AI tools are boosting productivity and spurring new growth.

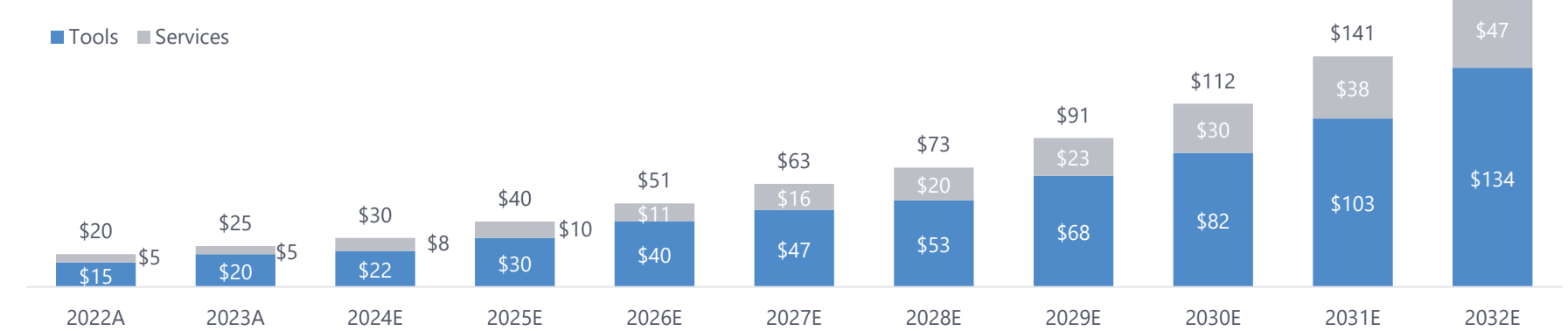
Digital Content Creation Is a Massive Global Market Led by Tools and Transformed by Technology

The digital content creation market is expected to surpass \$100 billion (roughly 4x growth) by 2030E, largely driven by growth in video content.

- Digital content creation has emerged as an essential B2B communication tool in the age of smartphone proliferation, growing internet penetration rates, and enhanced adoption of digital marketing tools.
- Enterprises implementing digital marketing strategies are adopting digital content creation tools and services to reach and engage target audiences.
- The increasing requirement for video content presents a significant opportunity—as video strategies lead to higher conversion rates, the creation and distribution of high-quality video content is paramount for enterprises.

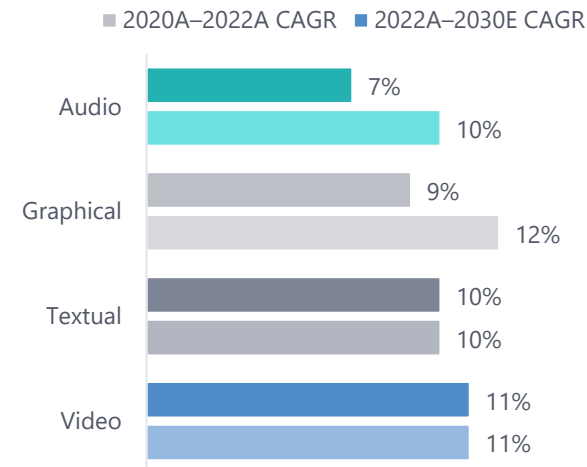
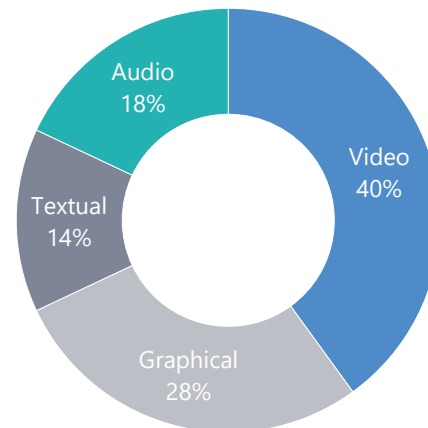
Global Digital Content Creation Market Is a High Growth ~\$25 Billion Market

\$ in Billions⁽¹⁾



Video Comprises the Largest Segment...

2022A Share by Content of Global Digital Content Creation Market⁽¹⁾



And Healthy Growth Expected Across All Creator Categories

U.S. Digital Content Growth, by Format⁽²⁾

Sources:
 (1) Grandview Research.
 (2) Market.US.

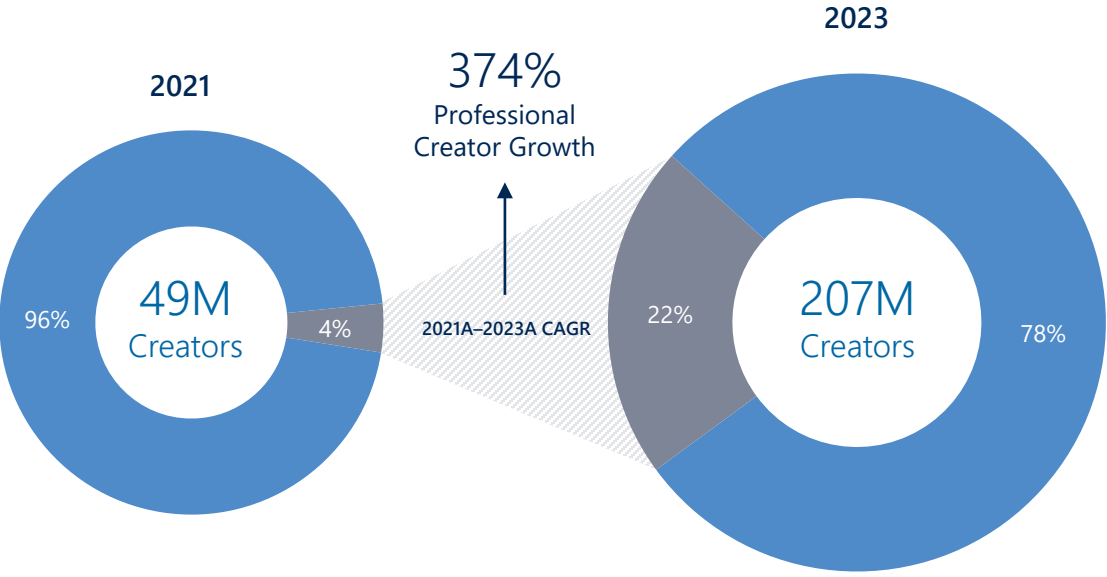
Prosumers Driving Accelerated Growth in the Creator Economy

High barriers to entry that previously existed in creative industries are being reduced by the proliferation of software and technology, igniting a new class of creators: prosumers. The creator economy is no longer just about “influencers” and now captures a broad spectrum of creative professionals.

More Than 200 Million Creators Globally, With 45 Million Professionals...

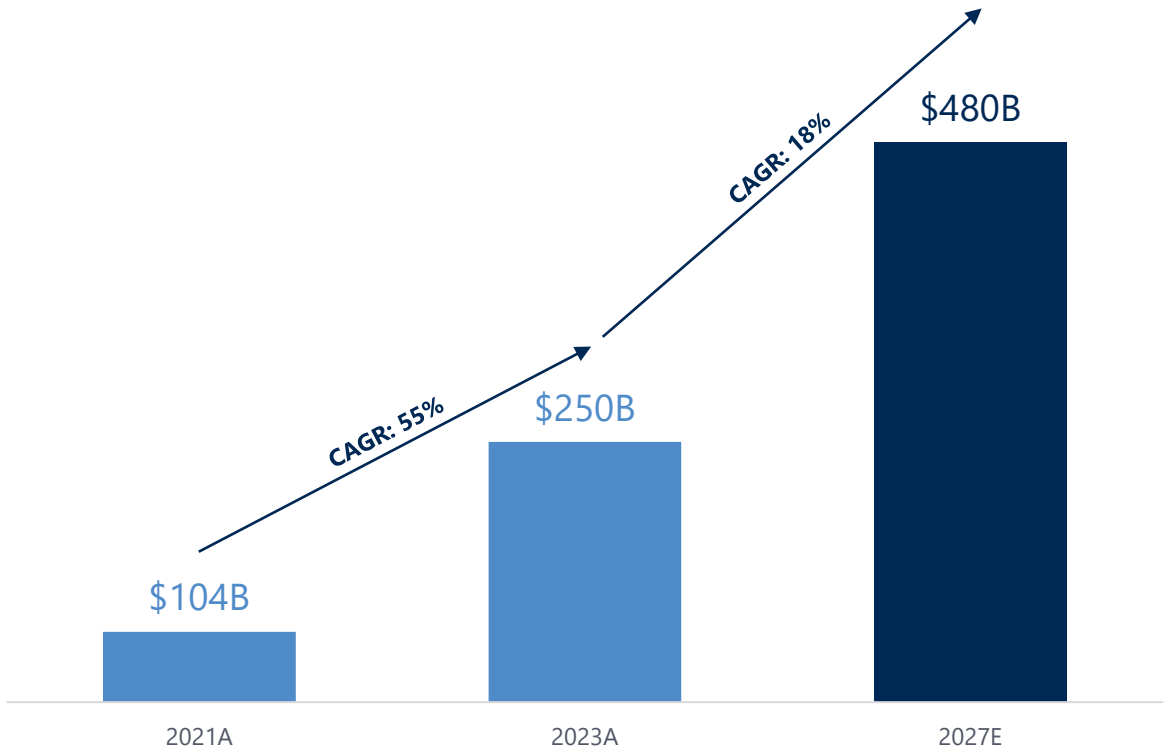
Global Content Creators, in Millions⁽¹⁾

■ Amateur Creators ■ Professional Creators



Driving Massive, Sustainable Creator Economy Growth

Global Creator Economy Revenue, \$ in Billions⁽²⁾



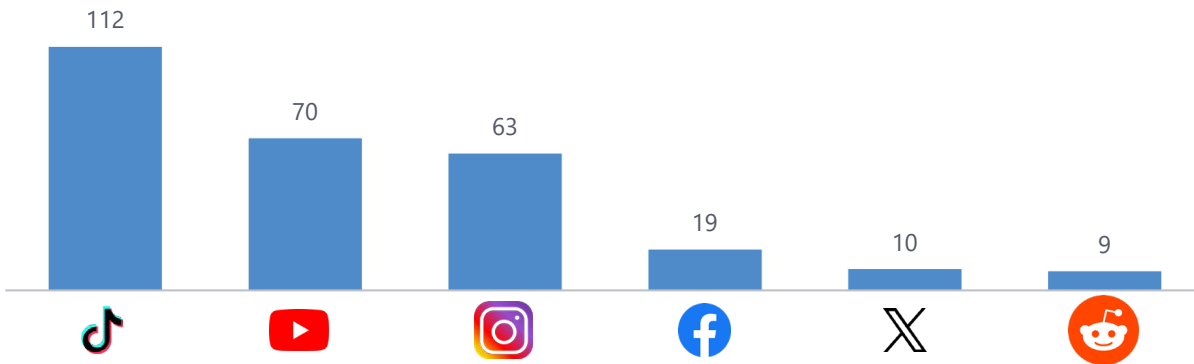
Sources:
 (1) Signalfire.
 (2) Forbes, Goldman Sachs.

Social Platforms Provide Enhanced Reach as the Battle for Consumer Attention Intensifies

Social platforms are engaged in a battle for consumer attention. With the rise of short-form video, TikTok has risen to prominence, though Instagram remains the most desired social media platform for marketers.

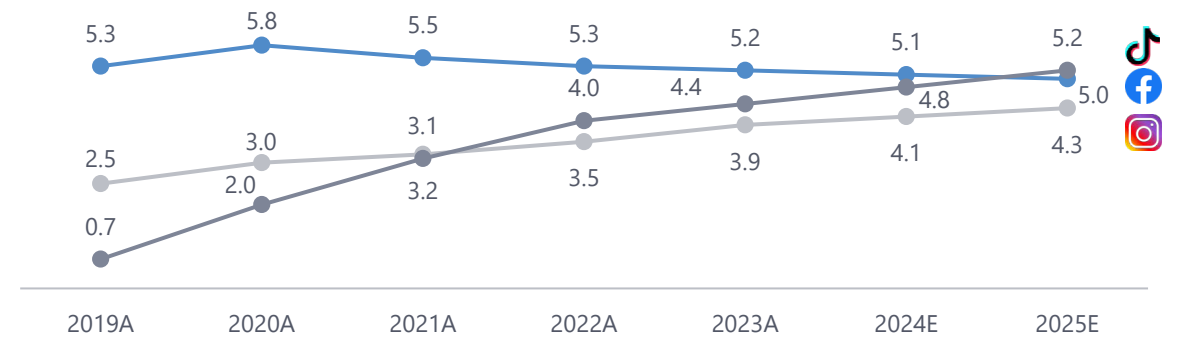
TikTok Has Emerged as a Category Leader...

Minutes per Day Spent With Platforms for 4-Year-Olds to 18-Year-Olds⁽¹⁾



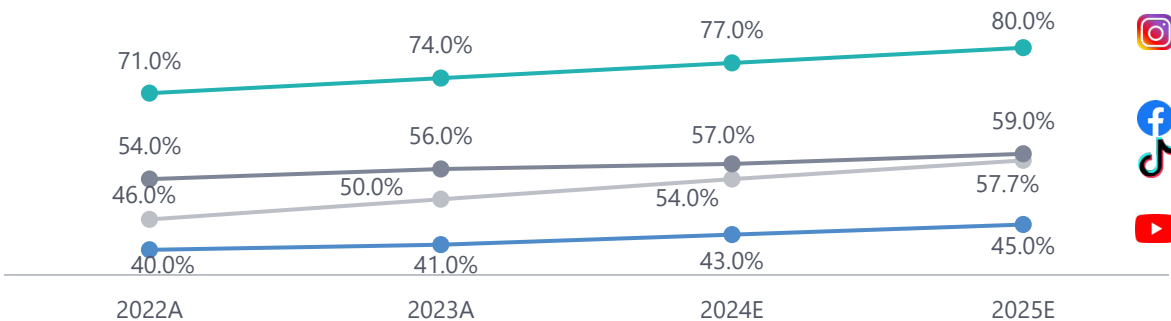
Passing Instagram in Total Daily Minutes...

Billions of Minutes per Day Among the U.S. Adult Population⁽²⁾



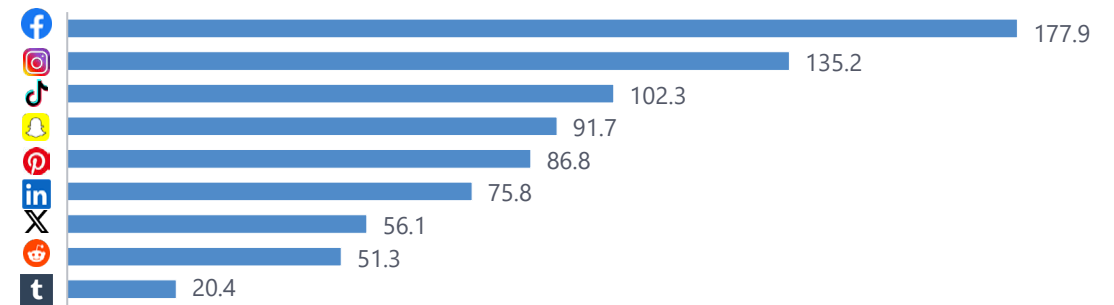
But Digital Marketers Still Prefer Instagram and Facebook...

% of U.S. Marketers Who Use Platform for Influencer Marketing⁽²⁾



Which Have the Most Monthly Users in the U.S.

2023A U.S. Monthly Users by Platform, in Millions⁽²⁾

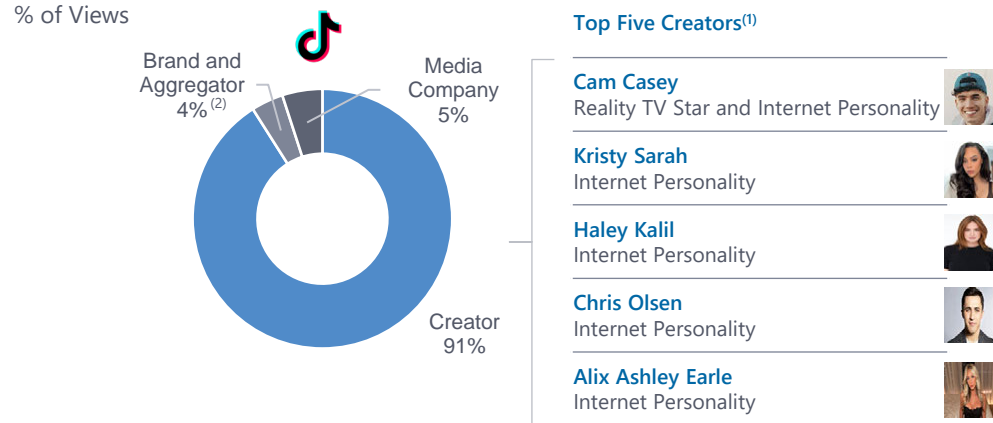


Sources:
 (1) Digital Music News.
 (2) eMarketer.

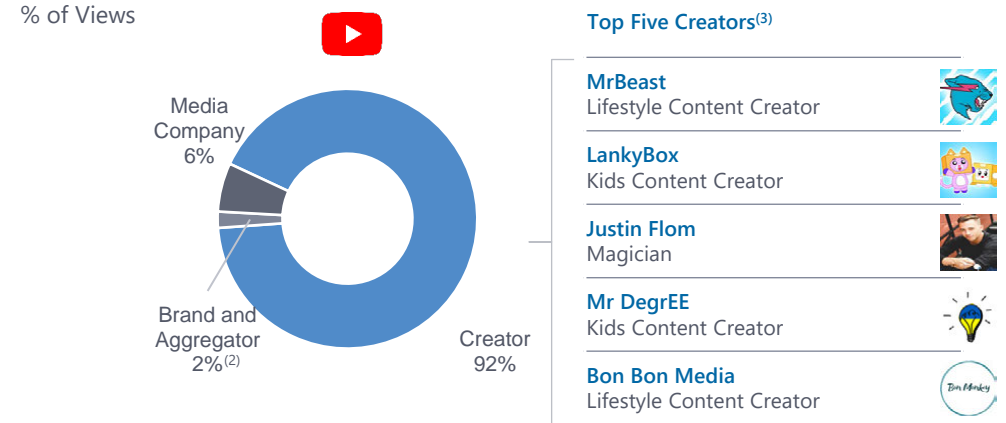
Creators and Content Driving Success of All Major Media Platforms

Creators are a critical engine of growth and video consumption on the largest social platforms, driving between 60%–90% of all video views.

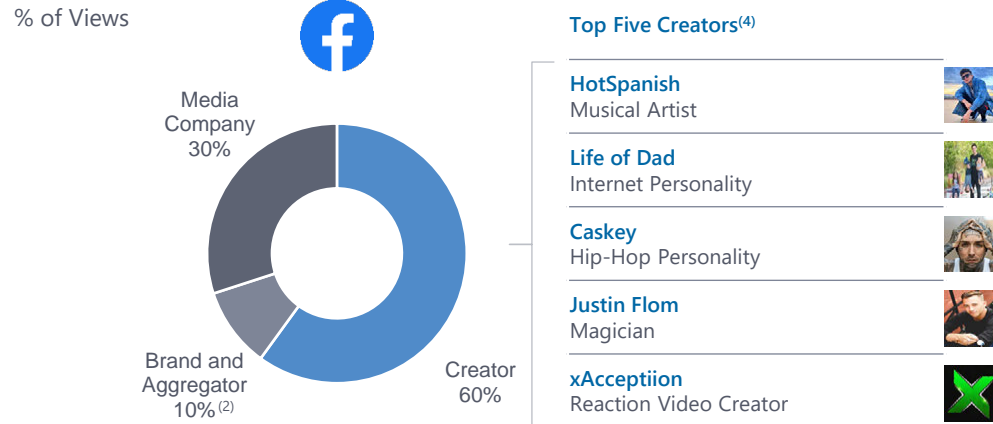
Share of TikTok Video Views by Creator Category



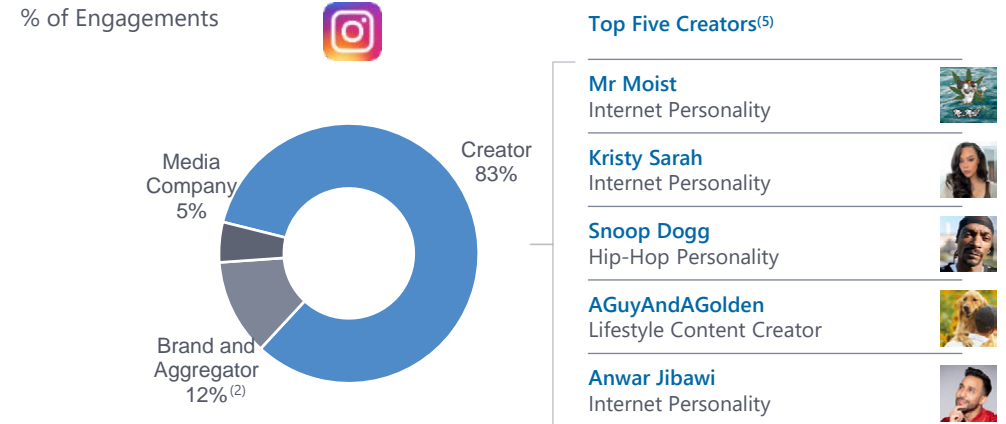
Share of YouTube Video Views by Creator Category



Share of Facebook Video Views by Creator Category



Share of Engagements for Instagram Videos by Creator Category



Source: Activate Technology & Media Outlook 2024.

(1) Rank based on platform viewing metrics, U.S. August 2023.

(2) "Brands" are defined as organizations that sell primarily non-media goods or services, and "aggregators" are defined as unverified creators who mainly repost content.

(3) Rank based on total 30-second views in U.S., August 2023.

(4) Rank based on total 30-second views in U.S., August 2023.

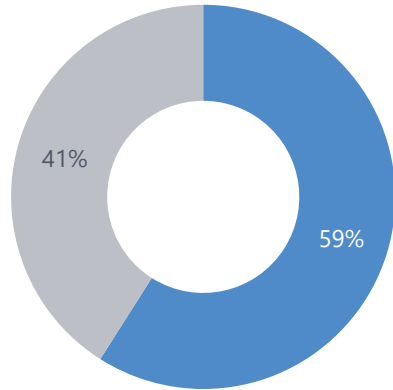
(5) Rank based on total engagements in U.S., August 2023.

Content Monetization Still in the Early Innings

Most creators have yet to monetize—for those that have, sponsored content has been the most lucrative revenue stream.

Creator Monetization

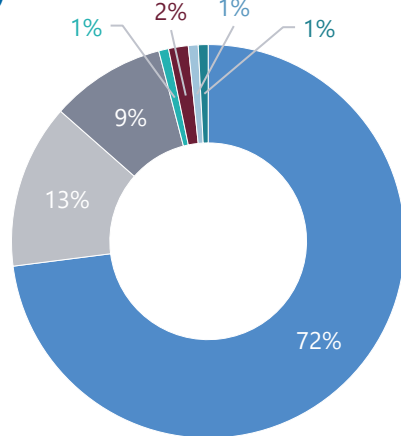
- Yes
- No



59% of creators have not monetized yet.

Creator's Primary Platform

- Instagram
- TikTok
- YouTube
- Blog
- Facebook
- Twitch
- Twitter

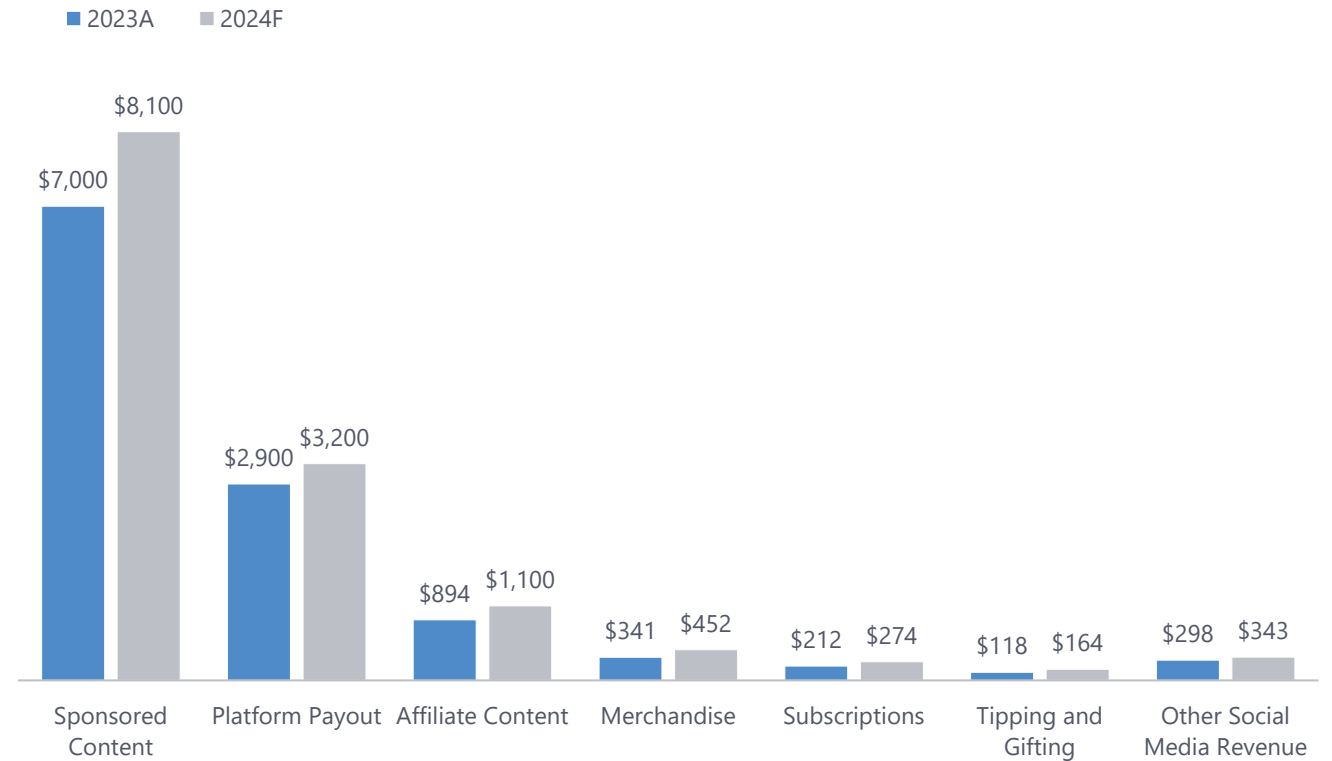


72% of creator's primary monetization comes from Instagram.

50% of full-time creators earn their living through YouTube.

How Creators Make Their Money

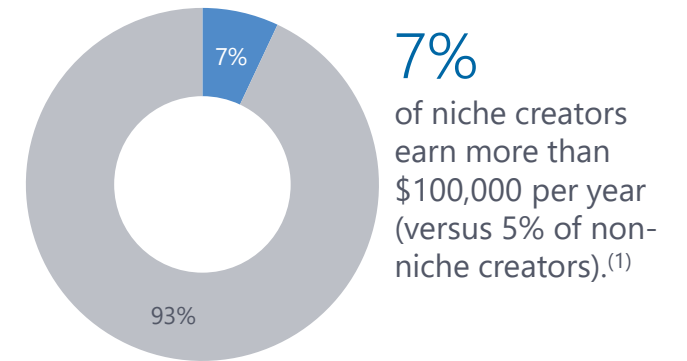
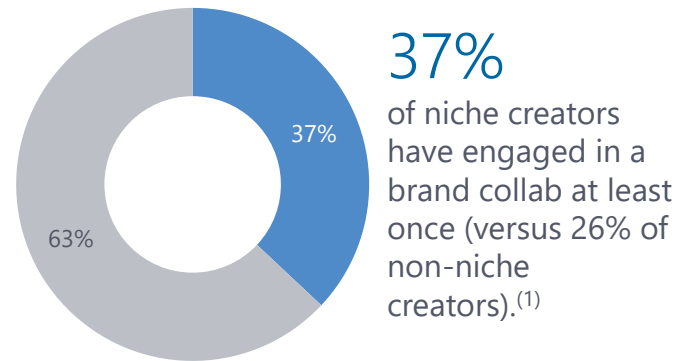
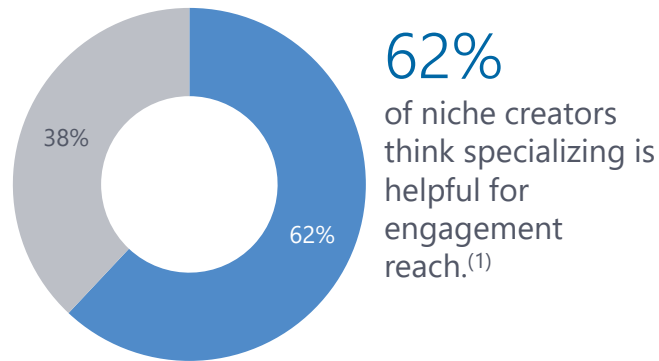
\$ in Millions, 2023 and 2024F⁽¹⁾



Source:
(1) eMarketer.

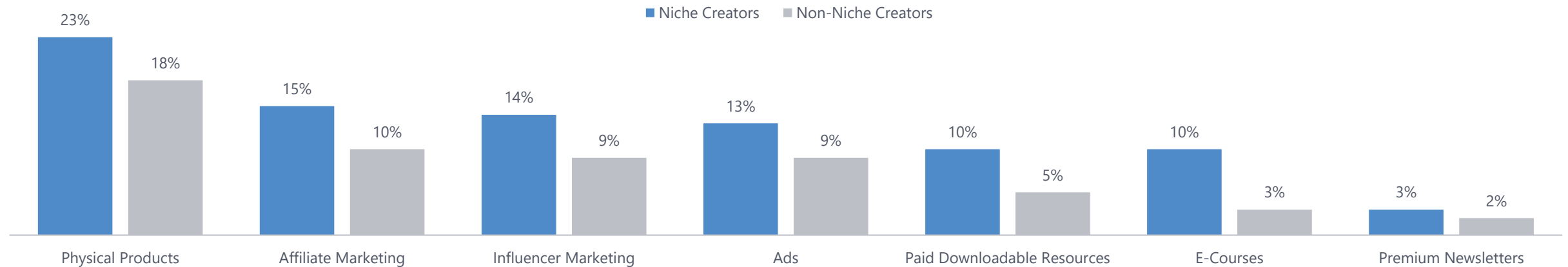
Niche Content Creation for Specific Audiences Driving Enhanced Monetization Opportunities

Creators who specialize in niche content earn comparatively more than non-niche creators.



Niche Creators Earn More Relative to Non-Niche Creators

Channels That Earn Creators' Revenue⁽¹⁾



Source:
(1) Linktree, "The 2022 Creator Report."

Creator Tech Spotlight

Mighty Networks



Company Overview

Headquarters	Palo Alto, California
Founded	2017
CEO	Gina Bianchini
Description	<p>The most popular community platform for creators and entrepreneurs. The company's SaaS platform brings courses, memberships, challenges, and events together under a creator or entrepreneur's own brand.</p> <p>Mighty has pioneered what they call "people magic." People magic uses advanced technology and AI to connect the most relevant and interesting people to each other. It's why memberships and courses on Mighty are extremely profitable—creators on Mighty made \$370 million in 2023.</p>
Notable Financing	In April 2021, the company raised a \$50 million Series B investment round led by Owl Ventures with participation from Ziff Capital Partners and LionTree Partners.

Selected Commentary



I believe that the next five years [are] going to be a renaissance. We'll be able to discover the best in other people faster than at any other point in time and be able to bring the best of ourselves to communities of people both online and in real life.



Gina Bianchini
CEO, Mighty Networks



The Ultimate Partner in Building a Community

Relationships	Develop relationships within communities focused on achieving a common goal, activity, or interest—all within a unified ecosystem that is fully customizable and tailored toward creators.
Connections	Trusted by 900,000+ creators, entrepreneurs, and brands to engage and develop professionally/personally, all while giving members something to look forward to every single day.
Content	Enables content creators to build courses, challenges, and coaching programs that transform members while livestreaming from any space with real-time engagement functionalities.

What Makes Mighty Networks Different?

- | | | | |
|----|--|----|--|
| 01 | Built-in AI features designed to create communities that run themselves. | 04 | Available on your own branded app. |
| 02 | Advanced technology that connects relevant members to each other. | 05 | Unlimited members and admins without added costs. |
| 03 | The ability to have multi-featured spaces in a community. | 06 | Access to deep integrations with ConvertKit, Zoom, and Zapier. |

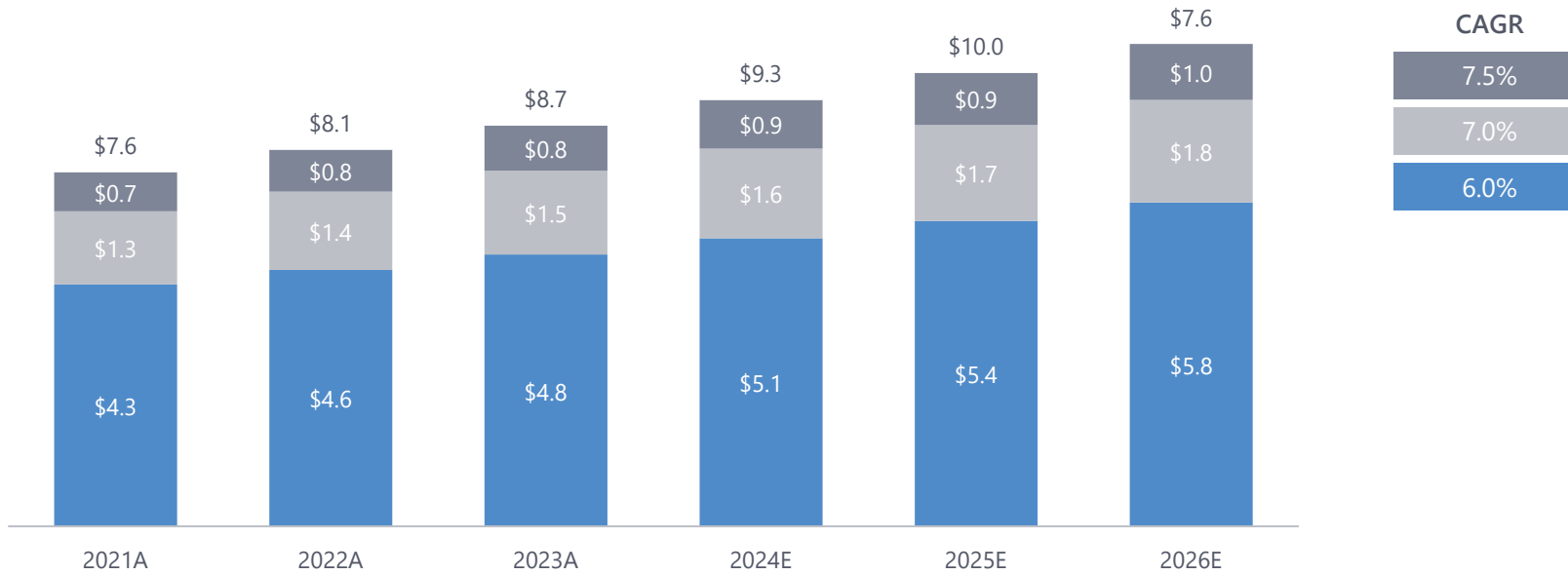
Content Assets a Critical Backbone to Creation and Production

The global stock content market is expected to achieve steady growth, with video representing the fastest-growing segment.

Global Stock Content Market

\$ in Billions⁽¹⁾

■ Images ■ Music ■ Video



Sources:
 (1) J.P. Morgan equity research, Getty Images, and Shutterstock investor presentations.

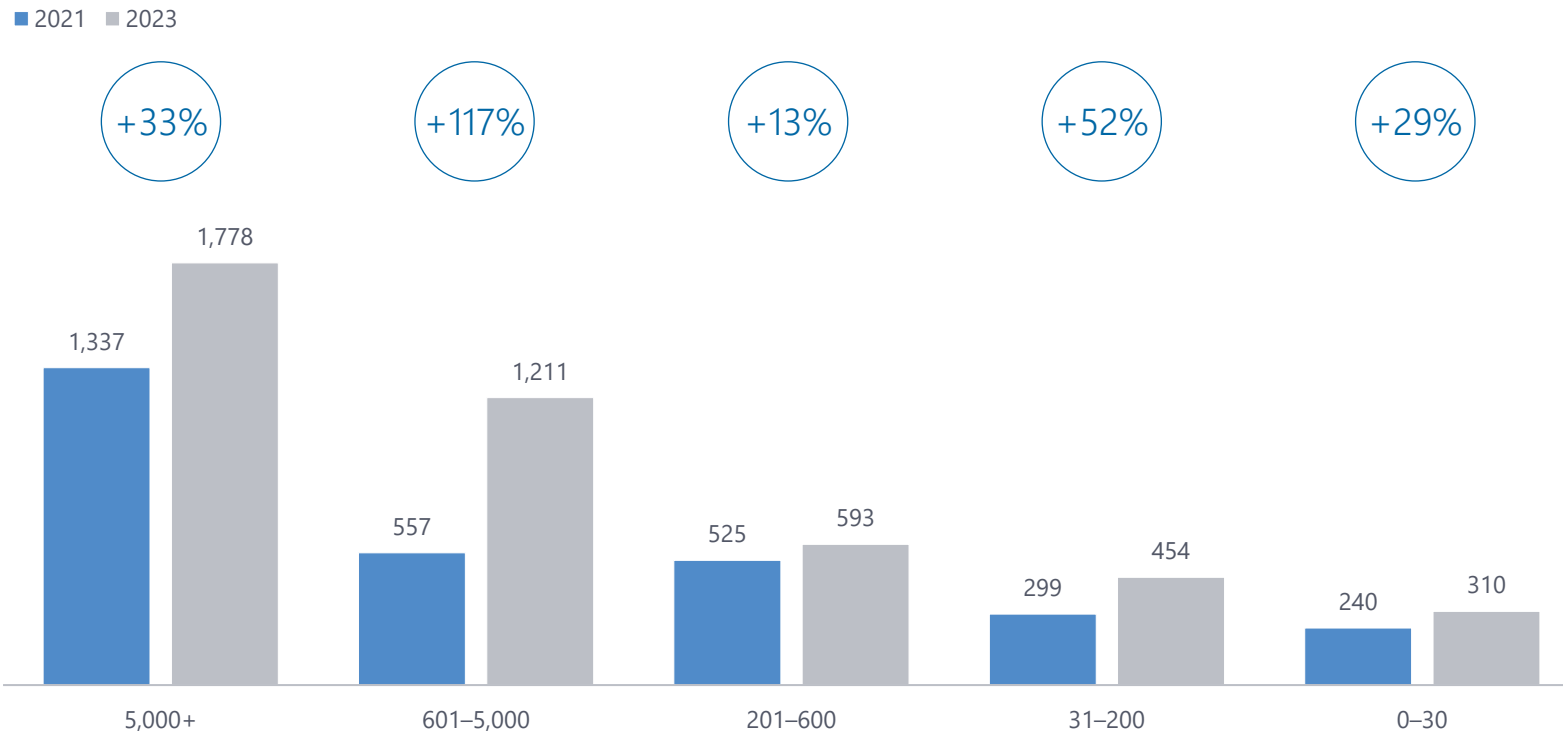


Creator Technology Enables Businesses of All Sizes to Rapidly Scale Video Production

While video marketing historically has been a strategy of larger enterprises, the rise of new social marketing channels and on-demand creative-as-a-service (CaaS) platforms have enabled SMBs and individuals to create and scale high-quality video marketing campaigns.

Corporate Video Production

Average Number of Videos Created per Company, by Size, as Measured by Number of Employees



Sources:
Vidyard, 2021 and 2023 reports.
Note: Figures are based on aggregate uploads to Vidyard and are being used as proxies for the broader market.



Video marketing has become ubiquitous with more than 90% of marketers using video content to reach target audiences.



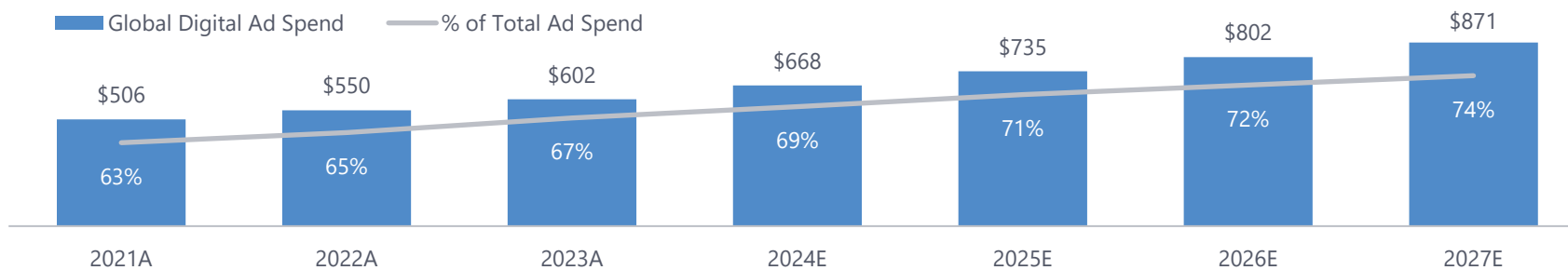
Digital Advertising Market Improving With Healthy Outlook

After a period of cost rationalization, companies are resuming advertising spend in digital channels.



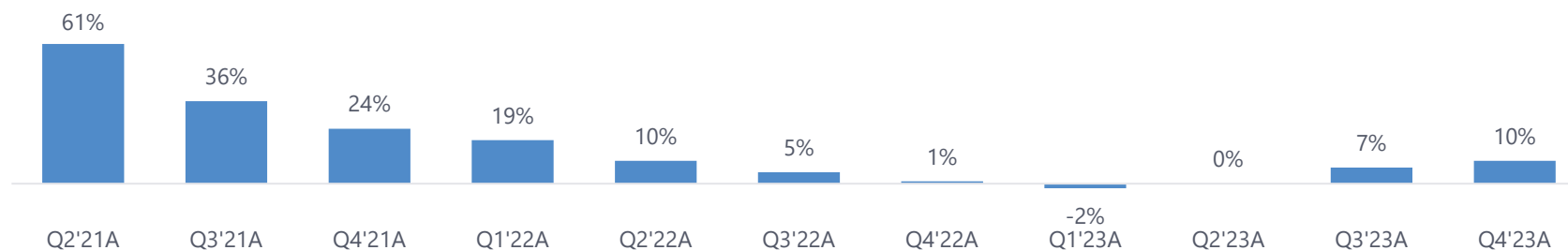
Digital Dominating Share of Ad Spend

Digital Ad Spend Worldwide
\$ in Billions⁽¹⁾



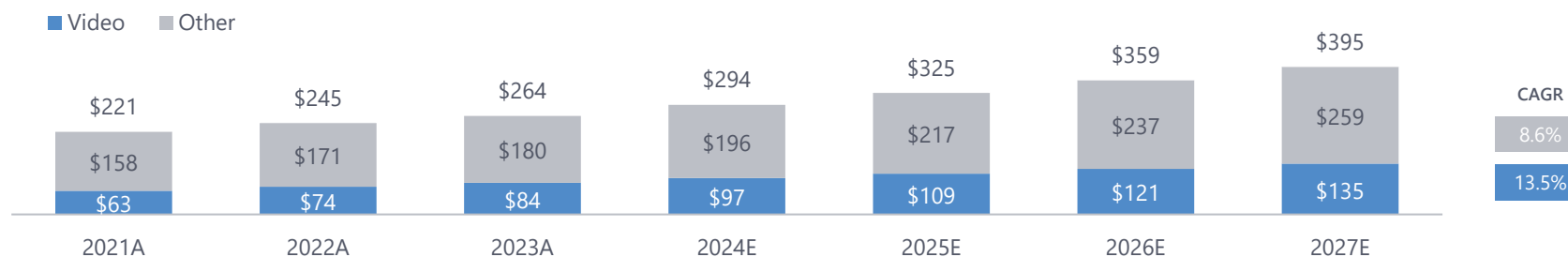
Digital Ad Market Resumes Growth Following Contraction in Early 2023

Global Digital Ads
YoY Revenue Growth⁽²⁾



U.S. Digital Ad Spend Outlook Remains Healthy

U.S. Digital Advertising Spend
\$ in Billions⁽¹⁾



Sources:

(1) eMarketer, March 2023.

(2) WallStreet Research, December 2023.

Note: Figures exclude China.

Creator Tech Spotlight VidMob



Company Overview

Headquarters	New York, New York
Founded	2014
CEO	Alex Collmer
Description	VidMob is the creative data company. Its AI-based platform improves creative and media performance by helping brands and agencies derive their own custom creative best practices for each channel, format, and audience, and ensure that those learnings are applied across all flighted media.
Notable Financing	In August 2022, the company raised a \$110 million Series D investment round led by Shamrock Capital, with strong participation from a leading group of new and existing investors, including DraftKings, Adobe, and Shutterstock.

Selected Commentary



All marketers are adopting similar AI tools throughout their content supply chain. When everyone can create anything, being able to create is no longer valuable. Knowing what to create with precision is where business advantage lives. This is creative data. And this is what VidMob's platform provides.



Alex Collmer
CEO, VidMob



The Only End-to-End Creative Effectiveness Platform

Creative Scoring

VidMob's AI scores ensure ads consistently perform by aligning them with platform, brand, format, and audience best practices. Compare creative quality for every region in the world, ensure media dollars are spent behind the best content, and add creative quality to measurement frameworks.

Creative Studio

Turn data-driven insights into improved creative through VidMob's award-winning workflow platform, connecting to either VidMob's curated marketplace of creators or brand and agency in-house teams.

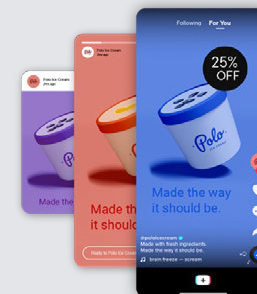
Creative Analytics

VidMob's industry-leading AI identifies the creative decisions that drive performance across the funnel, lifting client KPIs by an average of 50%–200%. Its unparalleled dataset, measurement APIs, and cross-platform integrations make it the clear leader in creative data.

VidMob's AI Results in Measurable Impact

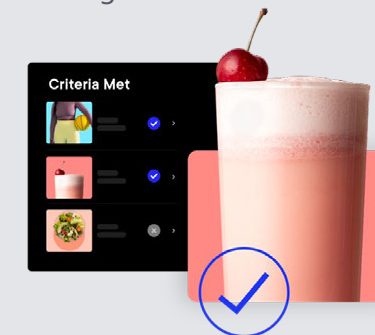
2–5x

Increase in ROAS



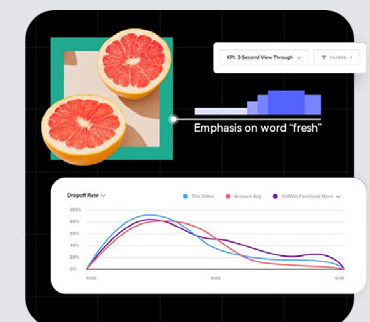
75%

Average ROI Lift



2x

Increase in CTR and VTR



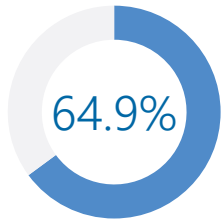
AI Tools Boosting Productivity and Spurring New Growth

Several platforms are introducing and developing AI tools for content creation and consumption, while new editing tools are also available for creators to utilize AI for efficiency.

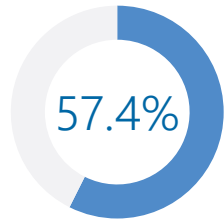
Top AI Tools Currently in Use by Creators

Based on Survey of 1,500 Content Creators⁽¹⁾

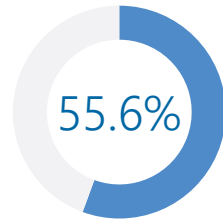
Image or Video Recognition Software



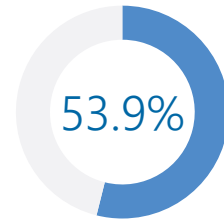
Automated Transcription Tools



Chatbots or Virtual Assistants



Personalized Recommendation Engines



“

In partnership with NVIDIA, we announced and **launched a truly unique generative image offering...an offering that respects third-party intellectual property rights** and is socially responsible and cannot produce deepfake; an offering that is commercially safe and indemnified; an offering that produces high-quality outputs.



Craig Peters

CEO and Director, Getty Images
(March 2024 Earnings Call)

”

“

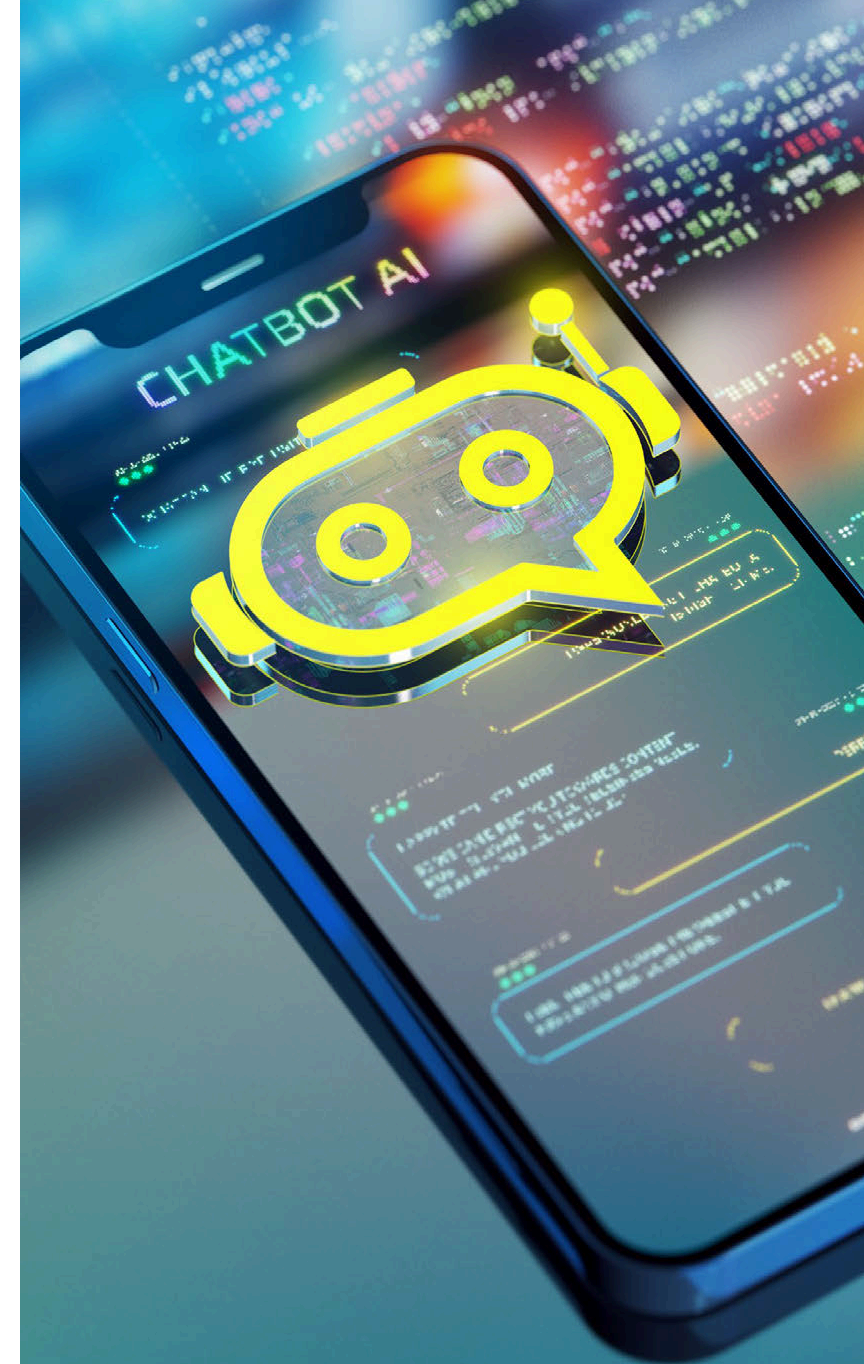
It is critical that, as an industry, we advocate for public policies that put appropriate guardrails in place so that the market can best deliver win-win outcomes. That’s exactly at the core of who and what we are, win-win outcomes. And that’s **why we’re forging innovative private sector partnerships with AI tech companies.**



Lucian Grainge

Chairman and CEO, Universal Music Group
(February 2024 Earnings Call)

”



(1) *The Future of the Creator Economy Report 2023, Epidemic Sound.*

Leading Global Financial Investors and Strategics Are Bullish on the Future of Creator Tech

Financial investors ranging from early-stage venture capitalists to growth and late-stage private equity sponsors have invested significant capital into creator tech. Large strategics have also played an important role as landscapes continue to be reconfigured by seismic creator tailwinds.

	Investor(s)	Target(s)		Investor(s)	Target(s)		Company	Target(s)
Venture Capital	Accel	catch + release Synthesia	Private Equity	ELDRIDGE	gamma. Laylo	Strategics	Adobe	Frame.io workfront
	andreessen.horowitz	IIElevenLabs Quora Ideogram		IEQT Blackstone	Epidemic Sound		Alphabet	United Masters <i>(Investment)</i>
	COATUE Lightspeed	stability.ai		Great Hill PARTNERS	Storyblocks		amazon	ART19 WONDERY
	Index Ventures	linktree		INSIGHT PARTNERS	DISTROKID hivebrite overwolf		nVIDIA.	SoundHound <i>(Investment)</i>
	NEA	beehiiv PATREON		KKR	Artlist		shutterstock	envato GIPHY POND5
	USV	PARAGRAPH		PERMIRA	SQUARESPACE		SiriusXM	SOUNDCLOUD <i>(Investment)</i>
				STG				

Sources: Company website, PitchBook, S&P Capital IQ.

To view full market map, please contact:
John.Lambros@HL.com DGossels@HL.com
JShaber@HL.com

Creator Technology Market Landscape

WORKFLOW AND BUSINESS MANAGEMENT SOLUTIONS

<p>Project Management Tools</p> <p>Adobe</p>	<p>Web and Marketing Tools</p> <p>fourth wall</p>	<p>Digital Commerce Tools</p> <p>GUMROAD</p>	<p>Analytics and Performance</p> <p>vidmob</p>	<p>Financial Services</p> <p>sp*tter</p>	<p>Link in Bio</p> <p>bitly</p> <p>Linkfire</p>
---	--	---	---	---	---

SOCIAL MEDIA PLATFORMS

reddit

CONTENT CREATION AND PRODUCTION SOLUTIONS

<p>Photo/Graphics</p> <p>Canva</p>	<p>Video</p> <p>vimeo</p>
<p>Audio/Music</p> <p>Antares</p> <p>splice</p>	<p>Livestreaming</p> <p>maestro</p>
<p>AI</p>	<p>Gaming</p> <p>overwolf</p>
<p>Content Assets</p> <p>shutterstock</p>	

COMMUNITY BUILDING

<p>Gaming Platforms</p> <p>ROBLOX</p> <p>twitch</p>
<p>Community Management</p> <p>mighty</p>

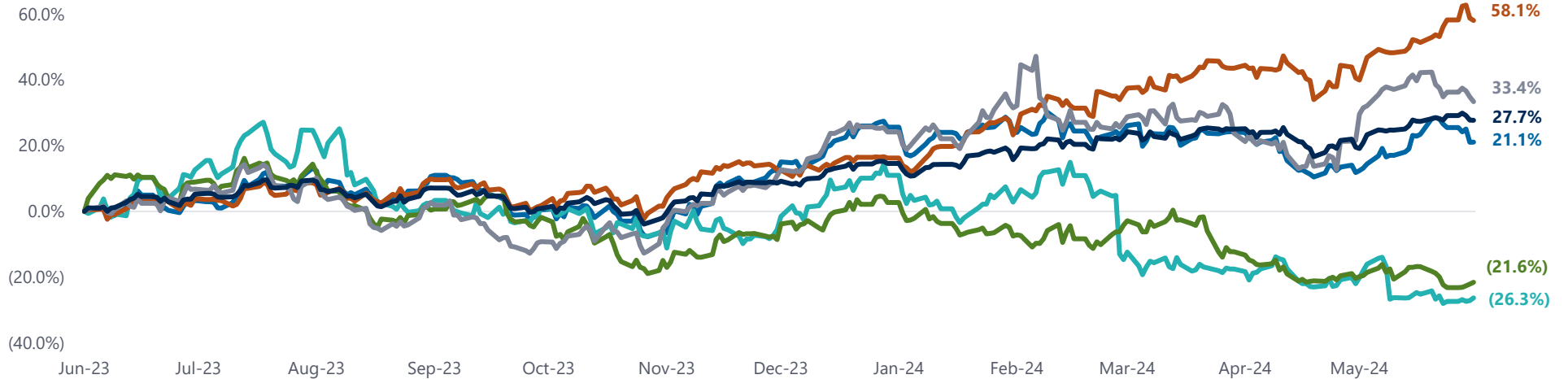
OFF-PLATFORM MONETIZATION

<p>Courses</p> <p>KAJABI</p>	<p>Digital Products and Merchandise</p>
<p>Fan Interactions</p>	<p>Newsletters</p> <p>substack</p>
<p>Patronage/Subscriptions/Memberships</p> <p>PATREON</p>	
<p>Events/Ticketing</p> <p>eventbrite</p>	

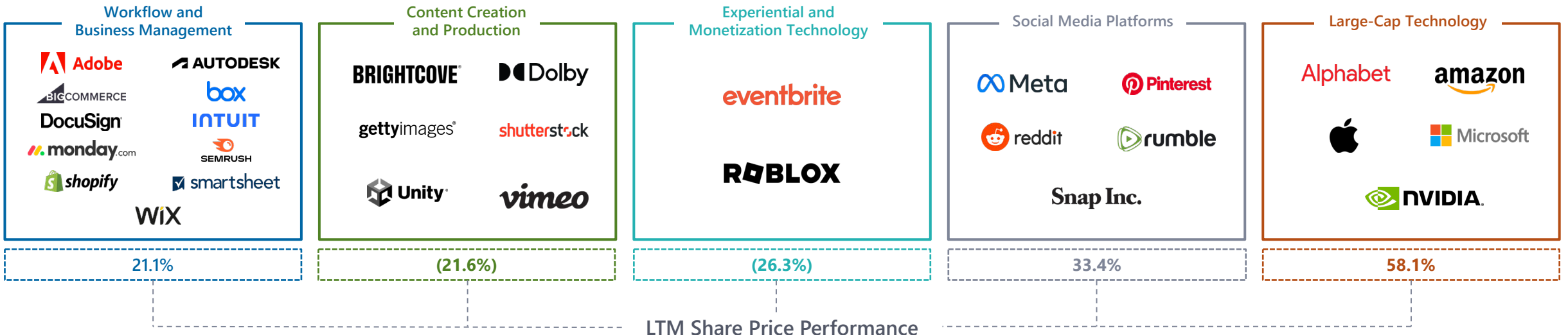
Creator Technology Public Trading Metrics

LTM Share Price Performance

- Workflow and Business Management
- Experiential and Monetization Technology
- Large-Cap Technology
- Content Creation and Production
- Social Media Platforms
- Nasdaq 100

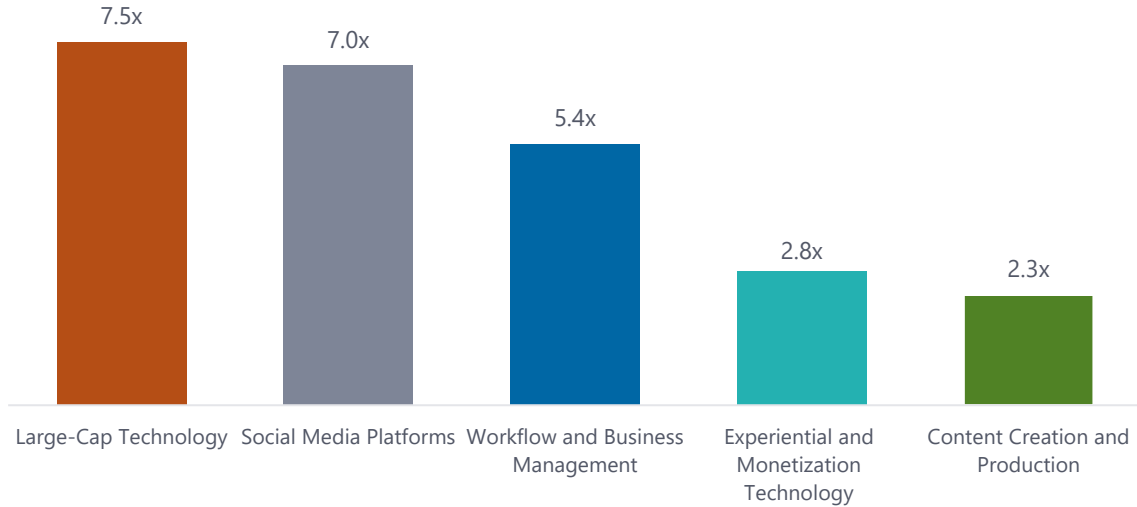


Creator Tech Ecosystem

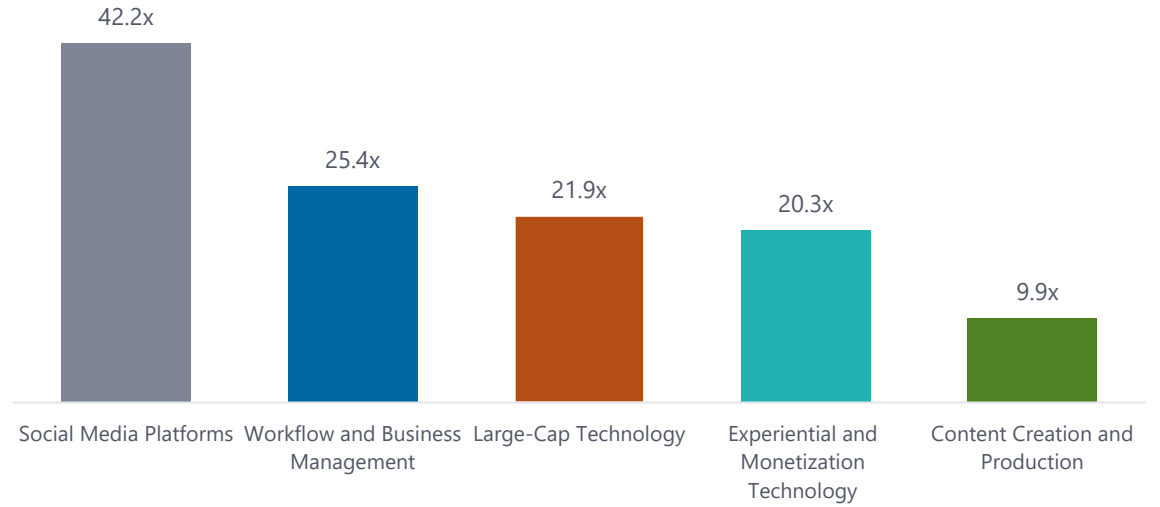


Creator Technology Public Trading Metrics (cont.)

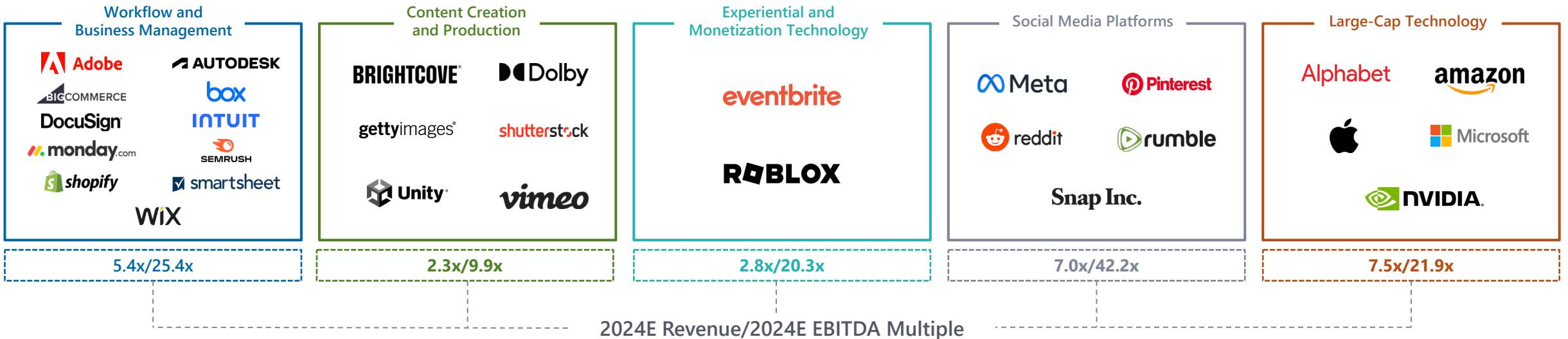
Enterprise Value/2024E Revenue



Enterprise Value/2024E EBITDA



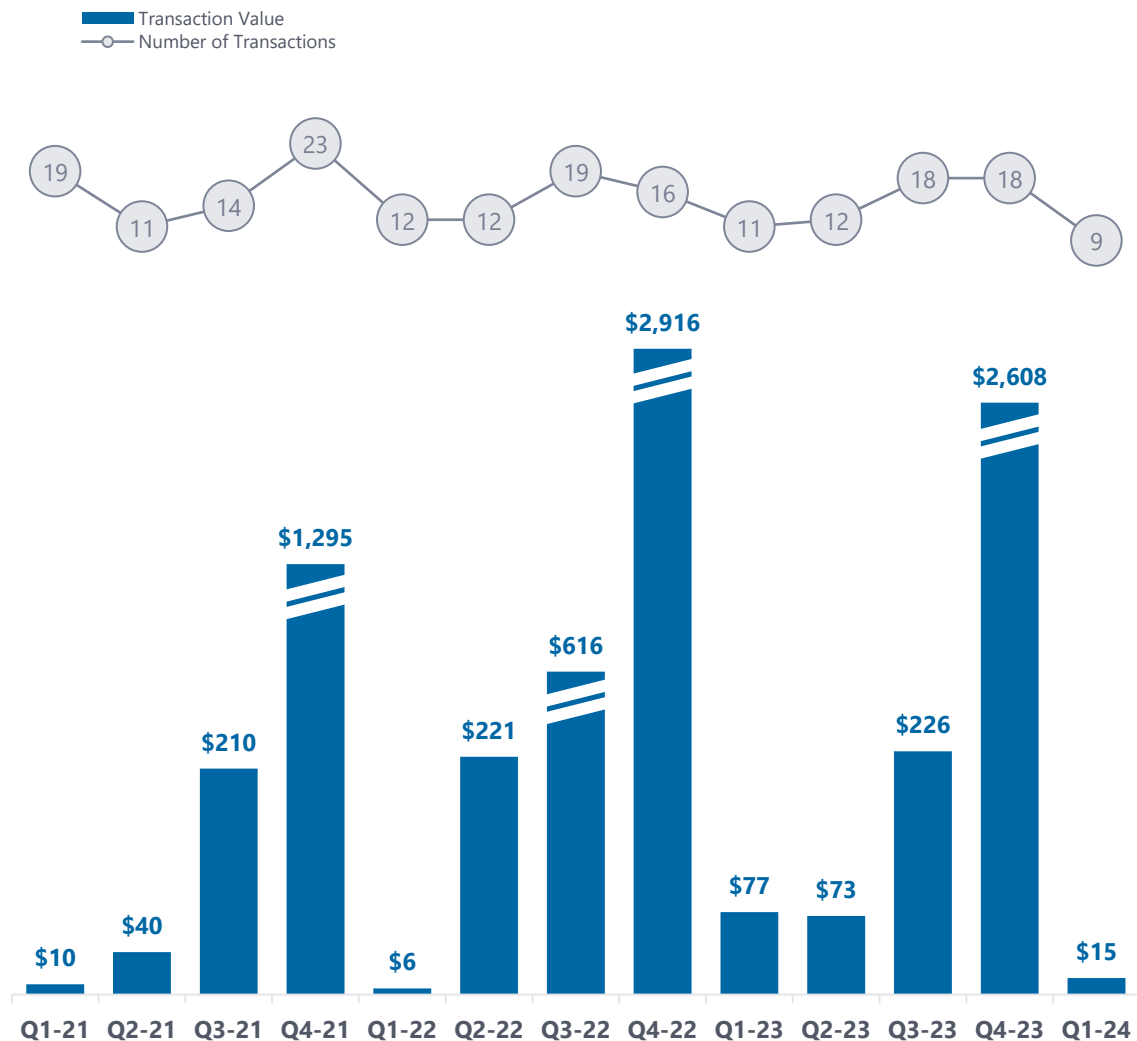
Creator Tech Ecosystem



Note: Multiples shown represent median value of sector group.
Source: S&P Capital IQ as of May 31, 2024.

Creator Technology M&A Deal Dashboard

Creator Tech M&A Activity



Featured Recent Creator Tech M&A Transactions

Date	Acquirer	Target	Enterprise Value (\$M)
May-24	PERMIRA	SQUARESPACE	\$6,900
Mar-24	Canva	affinity	-
Dec-23	mynd.ai	Elmtree	\$750
Nov-23	DURT	F	\$600
Nov-23	amagi	tellyo	-
Nov-23	STG	VI	\$1,400
Aug-23	imc	toon boom	\$148
Jul-23	Pioneer Dj	serato	\$78
Jul-23	cenareo	easymovie	-
Jun-23	shutterstock	GIPHY	\$53
May-23	rumble	Callin	\$18
Feb-23	BandLab	AIRBIT	-
Dec-22	NEWBURY STREET	INFINITE REALITY	\$128
Nov-22	Unity	IronSource	\$4,400
Oct-22	copysmith	Rytr	-
Sep-22	CF Acquisition Corp VI	rumble	\$300
Jul-22	CLEARHAVEN PARTNERS	SUN DAY SKY	\$100
Jul-22	SUPERORDINARY	FANFIX	\$65
May-22	shutterstock	POND5	\$218
Dec-21	Pinterest	VOCHI	\$46

Sources: Company website, PitchBook, S&P Capital IQ.

Creator Tech Spotlight

Squarespace to Be Acquired by Permira for \$6.9 Billion



SQUARESPACE

Transaction Overview



SQUARESPACE
has entered into a
definitive agreement
to be acquired by



\$6.9 Billion

- On May 13, 2024, Squarespace, a design-driven platform helping entrepreneurs build brands and businesses online, entered into a definitive agreement to be acquired by Permira in an all-cash transaction valued at approximately \$6.9 billion.
- Anthony Casalena is rolling over a substantial majority of his existing equity and will continue to lead Squarespace as Chief Executive Officer with long-term investors General Atlantic and Accel to reinvest as a part of the go-private agreement.
- Under the terms of the agreement, Squarespace shareholders will receive \$44.00 per share, which represents a 29% premium over the 90-day volume-weighted average trading price of \$34.09.
- The transaction is expected to close by Q4 2024.

Selected Transaction Commentary



Anthony Casalena
Founder and CEO,
Squarespace

“ Squarespace has been at the forefront of providing services to businesses looking to establish themselves online for more than two decades. We are excited to continue building on that foundation and expanding our offerings for years to come. ”



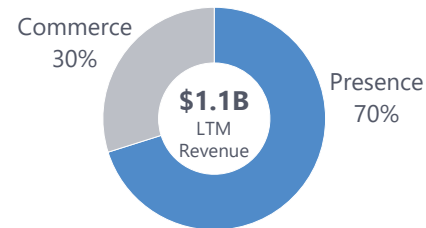
Andrew Young
Partner, Permira

“ Squarespace ecosystem provides SMBs with a broad offering—from demand generation to powerful payment solutions, all seamlessly interwoven with intuitive GenAI. We share Anthony and the team’s vision to further invest in these tools to help customers grow. ”

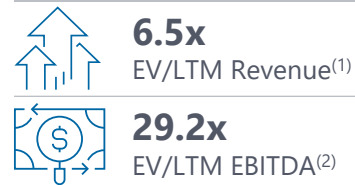
Squarespace Financial Profile and Q1 '24 Business Highlights

- Total revenue grew 19% YoY representing \$281 million for the first quarter.
 - Presence revenue grew 22% YoY to \$201 million.
 - Commerce revenue grew 11% YoY to \$80 million.
- ARR grew 19% YoY representing \$1.1 billion in 2024.
- Total bookings grew 15% YoY, representing 326 million for the first quarter.
- Total unique subscriptions grew 15% YoY, representing 4.9 million in 2024.
- Adjusted EBITDA represents \$32 million in the first quarter.

LTM⁽¹⁾ Revenue Breakdown



Implied Transaction Multiples



Sources: Company websites, company press releases, PitchBook, S&P Capital IQ.

(1) Based on LTM revenue of \$1.1 billion as of 3/31/2024.

(2) Based on LTM adjusted EBITDA of \$237 million as of 3/31/2024.

Platform Overview



Create a Website

Choose from any of our industry-leading website templates, designer fonts, and color palettes.



Sell Your Products

Set up an e-commerce store, book appointments, or sell your skills—all on a single platform built just for you.



Market Your Business

On-brand email campaigns and social tools make it easy to retain customers and grow your base.

Highlighted Creator Technology M&A Transactions

Affinity has been acquired by **Canva**. | Announced March 2024



- Affinity is an award-winning creative software suite for professional photo editing, illustration, graphic design, and page layouts.
- Canva is the world's only all-in-one visual communication platform used by more than 175 million people across 190 countries.
- This acquisition significantly bolsters Canva's vision to build the world's most comprehensive suite of visual communication tools while integrating Affinity's professional design software that will unlock a new suite for designers at every level and stage of the design journey.

Affinity Profile:

- Founded in 2014
- 290+ Employees
- Headquartered in San Francisco, California

Tellyo has been acquired by **Amagi**. | Announced November 2023



- Tellyo is a leading real-time live cloud remote production, clipping/editing, and social sharing platform for live sports and news.
- Amagi is a next-generation media technology company that provides cloud broadcast and advertising solutions to TV platforms.
- This acquisition is set to enhance Amagi's video toolset for live sports and news broadcasts while improving live video streaming and editing experiences for customers worldwide.

Tellyo Profile:

- Founded in 2013
- 40+ Employees
- Headquartered in Helsinki, Finland

Toon Boom Animation has been acquired by **Integrated Media Company**. | Announced July 2023



- Toon Boom Animation is an award-winning software and the global standard for animation, storyboarding, and pipeline management.
- Integrated Media Company is a TPG portfolio company that thematically invests across the digital media landscape.
- This acquisition will empower creators of all types to bring their stories to life through a versatile platform that offers powerful storyboarding, extensive animation capabilities, and tools for streamlining the production process.

Toon Boom Animation Profile:

- Founded in 1994
- 190+ Employees
- Headquartered in Montreal, Quebec

Callin has been acquired by **Rumble**. | Announced May 2023



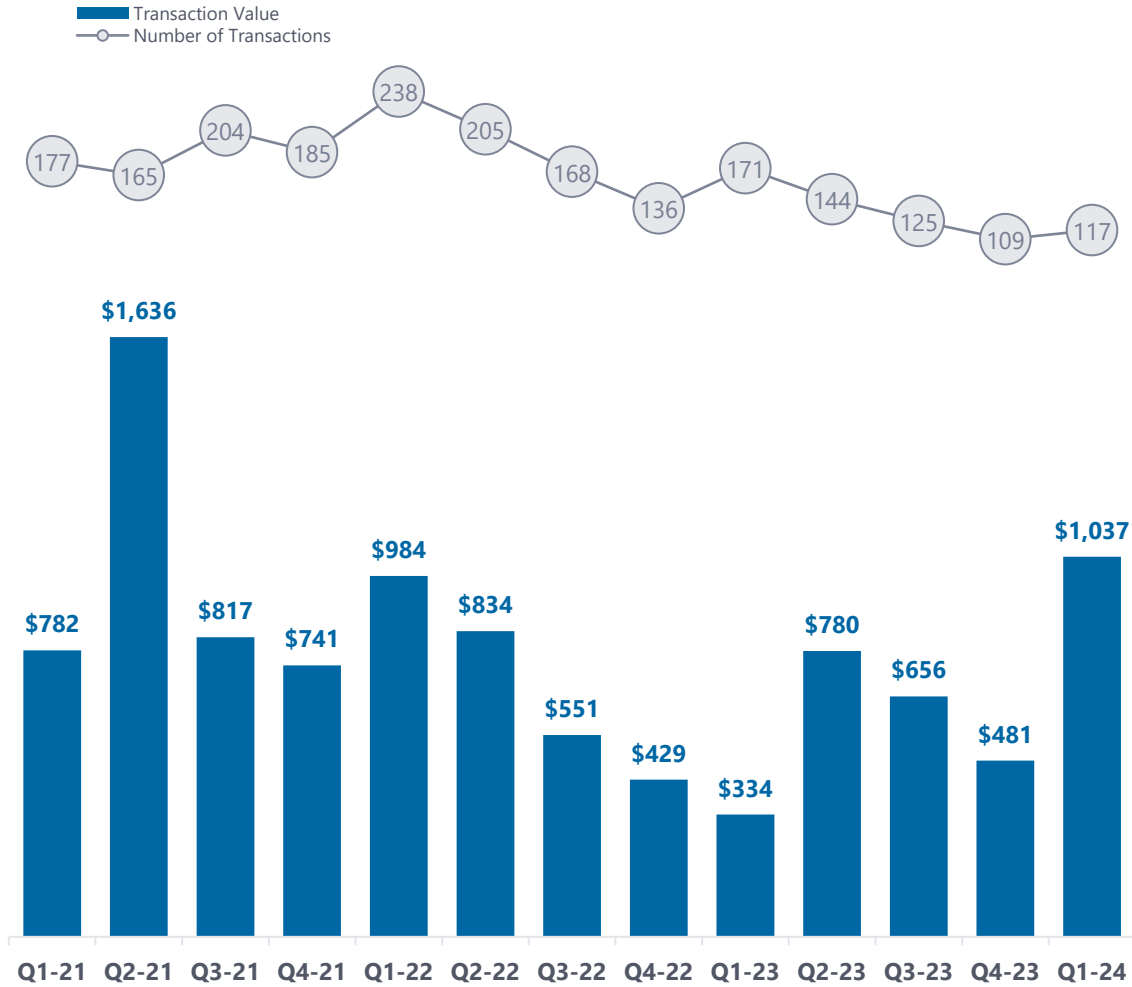
- Callin is a San Francisco-based podcasting and livestreaming platform founded by technology entrepreneur and investor David Sacks.
- Rumble is a high-growth neutral video platform that is creating the rails and independent infrastructure to be immune to cancel culture.
- This acquisition will create a seamless experience for users to create, discover, and consume live and recorded content while being supported by a platform that has an unwavering commitment to free speech in the face of growing censorship.

Callin Profile:

- Founded in 2021
- 20+ Employees
- Headquartered in San Francisco, California

Creator Technology Financing Dashboard

Creator Tech Financing Activity




Sources: Company website, PitchBook, S&P Capital IQ.

Featured Recent Creator Tech Financings

Date	Company	Selected Investor(s)	Deal Size (\$M)
Mar-24	PhotoRoom	Aglaé VENTURES, Balderton.	\$55
Mar-24	HeyGen	BENCHMARK	\$60
Feb-24	gamma.	Apple, ALPHA WAVE, ELDORIDGE	\$100
Feb-24	cameo	VALOR	\$25
Feb-24	Ideogram	andreessen horowitz	\$80
Feb-24	Passes™	BOND	\$40
Feb-24	BENDING SPOONS	COX, Baillie Gifford, RENAISSANCE, NEW VENTURE	\$155
Jan-24	lElevenLabs	andreessen horowitz	\$80
Jan-24	Quora	andreessen horowitz	\$75
Nov-23	Songtradr	EPIC, Perennial, PRIMA SCOUTS	\$109
Nov-23	stensul	SAGEVIEW CAPITAL	\$35
Oct-23	hivebrite	INSIGHT PARTNERS, QUADRE	\$37
Sep-23	PIKA LABS	Lightspeed	\$35
Sep-23	VURBL	Undisclosed Investors	\$40
Aug-23	catch + release	Accel	\$23
Jul-23	descript	OpenAI	\$54
Jun-23	Typeface	venture ventures	\$141
Jun-23	runway	Alphabet, Felicis, NVIDIA.	\$191
Jun-23	captions	KLEINER PERKINS	\$25
Jun-23	Synthesia	Accel	\$89
May-23	BandLab.	CERCANO, prus	\$25

Creator Tech Spotlight

beehiiv Raises \$33 Million From NEA and Sapphire Ventures



beehiiv Receives \$33 Million in Series B Funding

Transaction highlights a new wave in audience engagement

Company Overview

Headquarters	New York, New York
Founded	2021
CEO	Tyler Denk
Description	Developer of a newsletter platform designed to empower creators to create, monetize, and grow. The company's platform offers advanced customization and superior analytics and helps users monetize and scale web and email content, enabling people to build a custom newsletter and website.


Transaction Overview

- Announced in **April 2024**.
- Led by New Enterprise Associates and Sapphire Ventures. Lightspeed Ventures also participated in the round.
- The funding will be allocated towards bolstering the engineering and support teams to improve the overall capabilities and user experience of the platform, as well as accelerate the growth and effectiveness of their user acquisitions.
- Since launching in 2021, beehiiv has seen rapid adoption, with current monthly revenue exceeding \$1 million and more than 1 billion emails dispatched monthly.

Selected Commentary

“

A few top of mind focus areas in the short-term include powerful new website capabilities, additional newsletter templates and customizations, a peer-to-peer marketplace, full product suite for managing and scaling premium subscriptions, and transformative new capabilities to monetize via the Ad Network.

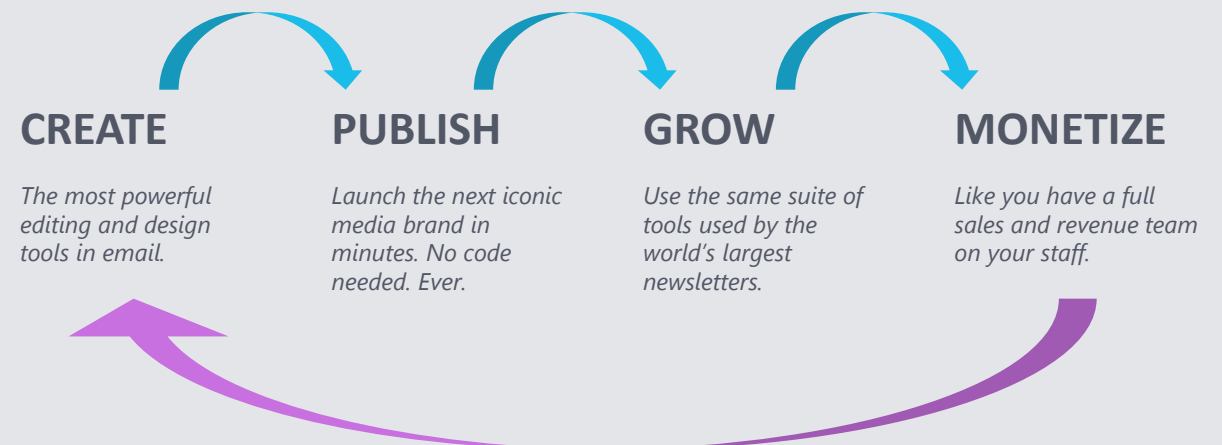


Tyler Denk
Co-Founder and CEO, beehiiv

”

Source: Businesswire.

What makes beehiiv different?



Highlighted Creator Technology Financings

Ideogram has received an investment from **Andreessen Horowitz**. | Announced February 2024



received an investment from
andreessen horowitz

- Ideogram is a developer of generative media tools intended to make creative expression more accessible and fun.
- The company raised \$80 million of Series A venture funding in a deal led by Andreessen Horowitz, with Index Ventures, Redpoint Ventures, Pear, and SV Angel also participating in the round.
- The funds will be used to help Ideogram expand its features and services offerings.

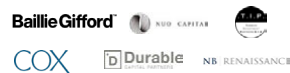
Ideogram Profile:

- Founded in 2022
- 10+ Employees
- Headquartered in Toronto, Ontario

Bending Spoons has received an investment from a group of investors. | Announced February 2024

BENDING SPOONS

received an investment from



- Bending Spoons is a developer of video editing tools and an image editor based on artificial intelligence technology.
- The company received \$155 million of development capital from Cox Enterprises, NB Renaissance, Tamburi Investment Partners, NUO Capital, Baillie Gifford, and Durable Capital Partners.
- The funds will be used to help support new acquisitions for Bending Spoons.

Bending Spoons Profile:

- Founded in 2013
- 440+ Employees
- Headquartered in Milan, Italy

Runway has received an investment led by **Nvidia, Felicis, and Alphabet**. | Announced June 2023



received an investment from



- Runway is a developer of creative tools intended to bring the benefits of artificial intelligence to creative projects.
- The company raised \$191 million through Series C venture funding in a deal led by Nvidia, Felicis, and Alphabet.
- The funds will be used to further scale in-house research efforts, expand its team, and continue to bring multi-modal AI systems to market while building an intuitive product experience.

Runway Profile:

- Founded in 2018
- 180+ Employees
- Headquartered in New York, New York

BandLab has received an investment led by **Cercano Management and Prosus**. | Announced May 2023



received an investment from



- BandLab is a developer of a social music-making platform designed to make music and share the creative process with musicians and fans.
- The funds will be used to enable BandLab to augment its workforce, offer more emerging creator campaigns, and boost its services.
- The company raised \$25 million of Series B1 venture funding in a deal led by Cercano Management, with Prosus Ventures also participating in the round.

BandLab Profile:

- Founded in 2015
- 280+ Employees
- Headquartered in Singapore

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