

DATE

May 14, 2019

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Frank Cordek
Director

DC Advisory advised 3Play Media on its investment from Riverside Partners



DC Advisory, acted as exclusive financial advisor to 3Play Media (3Play or the Company), the premium provider of high-quality, fast-turnaround video accessibility services at scale, on its majority investment from Riverside Partners (Riverside).

Headquartered in Boston, 3Play provides premium video captioning, transcription, subtitling, and audio description services to more than 2,500 customers across multiple industries. 3Play Media's technology solutions employ an innovative approach that combines human editors with natural language processing and machine learning to guarantee high accuracy and fast turnaround at scale. 3Play Media's goal is to make video accessibility as automated and seamless for customers as possible through 99%+ accuracy, user friendly workflows, flexible APIs, and the greatest number of integrations with video platforms and players in the market. Customers span multiple end markets including media and entertainment companies, e-learning and higher education institutions, enterprise and ecommerce businesses in multiple vertical markets, and government agencies.

Riverside is a middle market private equity firm managing over \$1 billion in equity capital. Together, 3Play will benefit from Riverside's experience as a value-add investment partner. Riverside will assist 3Play in recruiting and building out the Company's sales and marketing teams, hiring key executives, investing further in technology and other key strategic growth initiatives as 3Play looks to continuously roll-out new capabilities and expand to previously untapped markets. "As technology investors, we recognize the unique differentiation and scalability of 3Play Media's solutions. As partners to management, we could not be more enthusiastic to support Chris and Josh through the Company's next phase of growth and continued success," said Riverside General Partner Michelle Noon.

Frank Cordek and the team at DC Advisory have been a valuable sounding board and trusted partner for a number of years.

Chris Antunes
Co-Founder and Co-CEO

We could not be more excited with the outcome and look forward to our newfound partnership with Riverside to help drive the future of 3Play. We are very appreciative of the team at DC for the continued market intel and guidance that assisted us in finding the right strategic partner.

Josh Miller
Co-Founder and Co-CEO