

**DATE**

December 01, 2013

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**François Prioux**

Managing Director

# DC Advisory advised AdVideum on its sale to Bertelsmann



DC Advisory advised the shareholders of AdVideum, the leading video ad platform in France (c.50% market share), on its sale to the German multinational media group Bertelsmann.

Founded in 2010, AdVideum is the first premium video ad sales house to represent media websites in France. Benefitting from the exponential demand for video formats from advertisers, the company quickly built its reputation on its unique partnerships with top publishers.

The company's mission is to match publishers' inventories to advertisers' needs by packaging top-notch inventory with innovative formats on all screens (PC, smartphones, tablets, connected TV and IPTV), offering the best CPMs and video monetisation solutions (including direct sales and RTB) to publishers. AdVideum's offer includes more than 250 publishers.

This transaction builds on and strengthens DC Advisory's international expertise in the digital advertising sector and further demonstrates its capacity to identify and access industrial buyers.