



# Scale | MediaTech

**Cohort Overview**  
January 2022



In collaboration with:



# Scale | MediaTech

Innovations are creating new challenges and opportunities for businesses, and we believe it is vital to recognise and collaborate with fast growth scale-up technologies for the benefit of the sector.

The Scale Programmes provide the missing link between large organisations and the scale-ups on their growth journey. Our programmes are designed to connect high-quality scale-ups who are ready to scale with large progressive organisations looking to embrace new technologies and pioneering new services.

9 Scale-ups

£50M Funded

370 Employees

## Dan Bunyan, Scale | MediaTech Programme Sponsor:

"It gives me great pleasure to announce the first PwC Scale | MediaTech programme, and I'm excited by the opportunities it can drive for us, our large clients and our cohort.

We selected nine exceptional firms from a group of over 1100 MediaTech firms to whom we will provide access to advise, bespoke support, and client networking events.

Scale is a really important platform for us - we want to meet interesting high growth businesses. Being close to these firms helps us advise our clients on the latest trends, innovations and partnership opportunities.

I'm excited to follow this intake and work with them to continue to drive transformation within the Media and Entertainment industry."

# Meet the cohort

Our cohort have been carefully selected as high potential, product ready companies who are rapidly scaling.

The scale-ups have been working alongside PwC and GrowthBuilders to further progress their growth journey. They have received support from sales and marketing experts, guidance from senior executives within PwC, and extensive opportunities to engage with decision-makers from some of the world's leading brands and enterprises.

The companies are asking for your support as they continue to scale, so if they are useful for your role, your business or your wider network, please get in touch!

Company	Overview	Page
	Boostr helps companies gain the unified visibility necessary to effectively manage, maximise and scale omnichannel ad revenue profitability with user-friendly workflows, actionable insights, and accurate forecasting.	<a href="#">Link</a>
	Cerebri AI provides "Answers-as-a-Service" using our CVX 3 real-time AI software platform.	<a href="#">Link</a>
	Jump Data-Driven Video is a Business Analytics product focused on media and entertainment to help our clients improve business results by actioning behavioural data.	<a href="#">Link</a>
	Influence.vision makes the collaboration of advertisers and influencers easy.	<a href="#">Link</a>
	MavSocial is a complete social media management software solution for businesses, franchises, and agencies.	<a href="#">Link</a>
	Fifty uses AI, technology and data to help brands understand their customers and power advertising to best engage them.	<a href="#">Link</a>
	AdScanner is the Video Data Platform for Cross Device Measurement & Activation.	<a href="#">Link</a>
	Smartology is where Content & Context Connect.	<a href="#">Link</a>
	Cultural Intelligence helps advertisers reach diversity at scale with authenticity.	<a href="#">Link</a>



patrick@boostr.com



www.boostr.com



**Founder: Patrick O'Leary**

**Founded: 2015**

**Employees: 70**

**Funding: £10M**

**HQ: New York, USA**



Boostr helps companies gain the unified visibility necessary to effectively manage, maximise and scale omnichannel ad revenue profitability.

## Overview

Boostr is today's fastest growing CRM and Order Management solution for Publishers. The platform is specifically designed to manage advertising revenue and to help media businesses get total control on their omni channel ad-sales and inventory monetisation.

Boostr's media-specific CRM and OMS platform is the ultimate solution for Publishers in today's modern media industry. It helps Sales to optimise forecasts and drive omnichannel revenue based on direct inventory understanding, AdOps to improve various manual tasks and take full advantages of digital traffic automation, and Senior Management with intelligent reporting and analytics to grow revenue, to increase performance and to improve overall customer satisfaction. All in one seamless and synchronised system.

## Use cases and benefits

- Pipeline Management
- Sales Activity Management
- Omni Channel Ad Sales Forecasting – linear, digital, audio, IOs, programmatic
- Ad campaign profitability
- Yield growth
- Ad server integration – push IOs, pull delivery
- 3rd party delivery integration
- Month-end reconciliation & billing
- Commission calculations

## Business model

Annual SaaS contract, based on platform user licenses.

## Target Clients

Media Corporations (Print/Digital/Linear Multimedia).

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 [www.cerebriai.com](http://www.cerebriai.com)



**Founder: Jean J. Belanger**

**Founded: 2016**

**Employees: 30**

**Funding: £18M**

**HQ: Austin TX, USA**



Cerebri AI provides "Answers-as-a-Service" using our CVX 3 real-time AI software platform.

## Overview

The worldwide economy has never been more competitive. Global enterprises and organizations require best-in-class "Answers" to the questions they face -faster and more reliably than ever. We are at the dawn of a new age where AI can use billions of events to help automate decision-making ( aka getting the best "Answer" ), as well as generating the best course of "Action" to take. Cerebri AI brings real-time AI performance to decide what the best "Answer" is and the best "Action" to take.

Today's best decisions use the best science AND the timeliest data possible. No one would ever buy shares in a publicly-traded company using months-old stock prices. Why are we making decisions using less-timely data than is necessary because of system limitations? We built our data engineering and AI software platform to enable us to provide fast, reliable, AND timely answers to your business questions.

We use AI to provide "Answers" to your essential questions and produce "Actions" to enable your decisions. Cerebri AI "Action" models using reinforcement learning, deep neural networks, and other state-of-the-art techniques can help you further automate your decision-making processes. We have filed 24 patents since startup in 2016 in our quest for the best "Answers" and increasingly "Actions" to solve your business needs.

## Use cases and benefits

We are experts in deriving "Answers" when encountering serious data engineering issues for time-series-based problem sets such as customer journeys, employee journeys, etc. We even have a patented metric for measuring and monetizing customer engagement. We have done extensive work in customer selling, retention/churn, risk in lending, etc., and have begun measuring employee attrition and retention.

## Business model

We charge an annual subscription license based on the volume of events and the frequency of updates and re-training of models necessary for best-in-class and timely answers and actions.

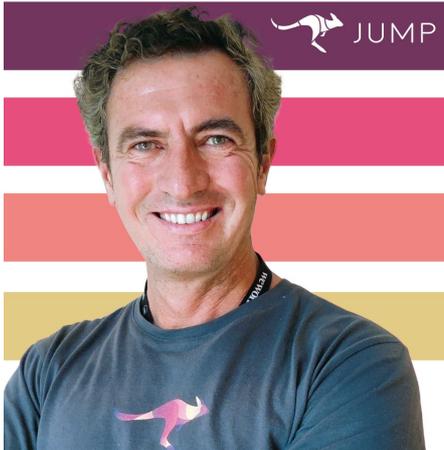
## Target Clients

We are business vertical agnostic, having already worked with some of the world's leading global brands in financial services, telecom, automotive, and other business markets.



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 [www.jumpdatadriven.com](http://www.jumpdatadriven.com)



**Founders: Jesus Herrero,  
Jeronimo Macanas,  
Pedro Cañizares**

**Founded: 2016**

**Employees: 25**

**Funding: £2M**

**HQ: Madrid, Spain**



We are a Business Analytics product focused on media and entertainment to help our clients improve business results by actioning behavioral data.

## Overview

Jump joined the media and entertainment industry in 2016 with the explicit mission to champion business optimization, using Big Data and Artificial Intelligence technologies to ramp up media and entertainment businesses' ROI.

We embraced the vision that business data – and its effective use – would be the key differentiator for successful players in the entertainment industry.

As the industry has evolved, our vision has proven to stand true.

Jump has democratized the underlying big data and AI technologies that put your data to work for you. Our cost-effective business data management platform designed specifically for video service players optimizes customer retention, personalization, engagement, and marketing effectiveness: everything you need to jump to the next level!

## Use cases and benefits

Canal+/M7 Group. They are using Jump as their Business Analytics tool in 8 countries in Europe and acquiring companies such as SPI that will also be integrated with Jump

Vodafone Europe uses Jump as their insights kpis to understand user behavior and content performance.

Hallmark in the US uses Jump recommendation engine and we just closed the deal of using insights and integrating all their data sources into the Jump data lake as they unique source of truth for all their brands.

America Mobile for the Claro Video brand uses brand in 13 countries in LATam to understand user journey and content performance.

## Business model

Jump is a SAAS company that charges an annual/monthly license fee for the use of the product with different tiers depending on the volume of our clients. We calculate volume based on our client business model, so for SVOD services we count # of subscribers, for AVOD services we charge either based on # video views per month or # registered users.

We also charge some onboarding fees for the integration process depending on the tech stack of our clients. Ranges from 10k to 50k USD.

## Target Clients

Media Companies, Telecoms, Media Agencies, Broadcasters and OTT providers.

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 [www.influencevision.com](http://www.influencevision.com)



**Founders: Branko Markovic & Florian Bösenkopf**

**Founded: 2017**

**Employees: 25**

**Funding: £666k**

**HQ: Vienna, Austria**

## Overview

influence.vision is one of the leading influencer content marketing platforms. Through its marketplace technology, it connects advertisers with influencers. influence.vision helps advertisers reach specific audiences faster by giving them direct access to content creators and their content production know-how. Furthermore, the platform empowers creators to produce great content for their audiences by giving them access to advertisers and monetisation models.

## Use cases and benefits

SAMSUNG launched its new phone with a special focus on the camera function. It was the first phone with 4 cameras and targeted to a younger target group. For such a young target group, influencer marketing was the obvious choice since young people are heavy users. 12 Influencers attended a photo shoot with the new SAMSUNG phone. The results were posted on the launching day and additionally the influencers introduced the 4 cameras in their Stories before including them in their Story Highlights. Numerous followers participated in a competition introduced by the influencers for a chance to win the new SAMSUNG phone.

## Business model

influence.vision currently operates 3 business models:

**Brand platform / demand:** The core of influence.vision brand platform is the marketplace to book, find and measure influence campaigns.

**Self-service platform:** This line of business operates in a fully automated 33% commission based marketplace model.

**Managed-service model:** This line of business complements the self-service platform. In case of limited in-house resources, influence.vision supports clients with a remote campaign manager facilitating the collaborations on the platform. Additionally, a client can request strategy and campaign consulting services. Pricings are based on hourly fees and tender offers.

## Target Clients

Technology companies, Media companies, Media agencies. Food & Beverages companies, Retail companies, Digital Financial companies and Gaming companies.



We make the collaboration of advertisers and influencers easy.

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 [www.mavsocial.com](http://www.mavsocial.com)



**Founder: Chris Hodgeman**

**Founded: 2013**

**Employees: 35**

**Funding: £4.4M**

**HQ: San Francisco, USA**



**MavSocial - complete social media management software solution for businesses, franchises, and agencies**

## Overview

MavSocial is a B2B, SaaS, social media management solution designed to solve social media marketers problems and to be your solution of choice.

MavSocial has unparalleled functionality for organizations with multiple brands and/or locations, solving specific pain points other solutions don't address:

- MavSocial integrated ads management allows Organic, boosted + dark ads for Facebook, Instagram, Twitter and LinkedIn Ads – No other platform in the world (at this price point) does this.
- MavSocial builds custom functionality to solve the problems of our clients, which simultaneously solve the problems of others.
- Our cycle of continuous development: releasing new functionality every 3 weeks means we quickly meet the rapidly changing requirements of both the market and our customers.
- Our granular permissions management and workflow is precisely what is required by Ad Agencies and by companies with multiple brands who seek to manage and monitor brand consistency while give regional or individual stores.

## Use cases and benefits

- Outdoor Recreation Products Manufacturer – publish to 4,500 Facebook, Instagram, Twitter, YouTube, and Google Business Profiles (GBP). Manage associated reviews and engagement. Also, provide access to ~1,000 dealers. Detailed performance reports by location by dealer.
- UltraTune – create bulk geo-targeted Ad Sets quickly for 300 Facebook pages
- Domino's – publish to 100's of Facebook pages, bulk geo-targeted ads, manage GBP reviews
- UK Pub Chain – publish to 250 Facebook and GBP, and manage associated reviews and engagement
- Large restaurant reputation management company in the USA. We provide access to MavSocial via API to enable them to manage engagement and reviews for Facebook, Instagram, Twitter, and GBP for 50,000 locations.

## Business model

MavSocial is a B2B SaaS model. Subscriptions can be either monthly or annually. System configuration and pricing is based on a number of factors, the main ones being the number of social media profiles/pages and also the number of users.

## Target Clients

Organisations with multiple brands and/or multiple locations and digital agencies.

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 [www.fifty.io](http://www.fifty.io)



**CEO: Simon Shaw**

**Founded: 2015**

**Employees: 52**

**Funding: £5.5M**

**HQ: London, UK**

## Overview

Fifty are experts in evolving audiences and growing brands. We specialise in partnering with innovative, ambitious businesses, powering insights and media to change the world.

As a people-first business, we understand audiences as humans with passions and interests, not simply as IDs associated to a taxonomy. We believe the only way to target audiences effectively is by understanding what drives them, which is why we created FiftyAurora.

Built for a cookieless world, FiftyAurora finds and analyses your desired audience across our social dataset, then uses these signals to match them to pages with high affinity based on their interests and passions. This cutting-edge technology enables brands and publishers to target audiences beyond the limited scale of consented data, and with more intelligence than page context alone.

## Use cases and benefits

Clients utilise us as a media data partner and use our bespoke insights capabilities to inform and activate digital marketing, globally. Specifically helping inform media planning and strategy, as well as aid in numerous additional decisions, where audience insight is of critical importance. Clients understand that future proofing against the ever evolving privacy-first, cookie-less world is essential

## Business model

- Generating money through the provision of cookie-less media targeting data and supporting insights.
- Selling data and insights to agencies and brands that power digital marketing campaigns across the web.
- The only platform that is linking powerful insights directly to media activation.

## Target Clients

- Advertising Agency Holding Companies.
- Large FMCG Brands/Companies.
- Large businesses with in house trading teams.



Using AI, technology and data to help brands understand their customers and power advertising to best engage them.

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 [www.adscanner.tv](http://www.adscanner.tv)



**Founders: Marin Curkovic & Kristian Curkovic**

**Founded: 2012**

**Employees: 50**

**Funding: £3.5M**

**HQ: Karlsruhe, Germany**



## The Video Data Platform for Cross Device Measurement & Activation

### Overview

The TV advertising market suffers from three major issues. Firstly, measurement providers provide low-precision data with a low refresh rate. Secondly, audience measurement is based on sample data, which scales poorly when granularity is needed. Finally, media buying is human-driven with high transaction-cost.

AdScanner addresses these issues in three ways:

- using TV platform data to deliver fast and precise measurement – i.e. one-second precision measurement refreshed daily
- using the entire audience data to deliver precise targeting, both on TV alone and across domains
- leveraging the data to automate buying.

AdScanner helps TV platforms and telecom to monetize their data by unlocking insights, which then bring value to advertisers and agencies.

### Use cases and benefits

The agencies and advertisers use our data for the following:

- Better steering of their campaigns through deeper insights
- Negotiating content distribution deals
- Improved targeting on digital and TV

### Business model

AdScanner partners with TV platforms and telcos to help them build valuable insights on top of their data. TV platforms supply the data for AdScanner's data management platform that provides measurement capability.

Revenue is built in three streams.

1. the insights are packed are monetized through a SaaS product.
2. the data is used to enable ID matching across TV and digital domain.
3. the data is used to expose audience for targeting in a more granular and enriched way.

### Target Clients

Media Companies, Digital Agencies and Telecoms.

 [mark.bembridge@smartology.net](mailto:mark.bembridge@smartology.net)

 [www.smartology.net](http://www.smartology.net)



**Founder: Mark Bembridge**

**Founded: 2010**

**Employees: 30**

**Funding: £6M**

**HQ: London, UK**



## Where Content & Context Connect

### Overview

Brands and agencies are scrambling to find alternatives to third party audience ad targeting as Google drops cookies from Chrome next year. Smartology's award-winning B2B SaaS platform, SmartMatch, allows brands to quickly and easily amplify all of their thought leadership contextually alongside brand-safe and relevant articles across the world's most premium publishers, driving record engagement without the need for any user data.

On their ad exchange, an internal Google review of the top 66 buyers saw the SmartMatch deep learning-based platform ranked number one in 'technological sophistication'. Smartology experienced engineering, and commercial team are excited to work on next-generation contextual targeting and see revenue scaling at speed internationally with major global brands and agencies as clients.

### Use cases and benefits

Clients use SmartMatch to raise brand awareness across premium media owners, solve privacy and brand safety concerns, and drive return on investment for their editorial, video, and audio thought leadership assets.

1. Clients access the platform online with a simple setup
2. Set up campaign parameters (spend, start/end dates, geo-targeting, publisher selection)
3. Enter client content URLs (automatically scraped and semantically profiled for contextual matching)
4. Dynamic content creatives are built on the fly by automatically pulling the content (copy and image) from the client's webpage into standard ad formats, which clients can customise with their branding guidelines.
5. Enter billing details

### Business model

The SmartMatch pricing model comprises a transparent 35% fee of the media budget booked via our platform with no monthly fixed fee until a client spends over £60k within a given year. The value chain is clean meaning that 65% of the client's media budget is spent on media and goes to the publisher. Pricing is tiered from >£60k so that above certain thresholds the % fee of the media budget drops alongside an increase in a monthly fixed fee. A managed service option combines % of media budget with professional services fees to manage campaigns on behalf of larger clients.

### Target Clients

Media Agencies , Brands and Media Companies.

# Cultural Intelligence



Cultural  
Intelligence



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[www.cultural-intelligence.co.uk](http://www.cultural-intelligence.co.uk)



**Founder: Chris Kenna**

**Founded: 2020**

**Employees: 55**

**Funding: Self-funded  
(Series A in progress)**

**HQ: London, UK**

## Overview

Cultural Intelligence is the go-to tool for diversity media planning and insights. With the great global demand to support and spend towards diversity, the key barrier is actually the lack of specific information. Where do I stand in the market? What is my opportunity? How and where do I spend to drive the maximum benefits? Cultural Intelligence provides diversity specific insights and tools for agencies and advertisers to drive effective, well-rationalised campaigns across minority owned and operated media.

## Use cases and benefits

- To understand brand opportunity vs diversity media
- To plan required budget
- To understand how desired consumer maps to diversity
- To map media consumption
- To understand media pricing and availability
- To develop actionable media plans from the above information.

## Business model

An online diversity media insight and planning tool. Invaluable to media agencies who lack specific planning information for diversity. With category, brand and community specific insights alongside media consumption allowing development from strategy through to actionable plans to reach diversity at scale with authenticity. The planners take a subscription to access the service. Over time the input of their own results adds depth and utility to the service.

## Target Clients

Large Media Agencies and Media Companies.



Helping advertisers  
reach diversity at  
scale with  
authenticity

GrowthBuilders solves the biggest corporate innovation challenges through scale-up and corporate collaboration.

We combine our hands on experience of leading corporate innovation teams and working in and with over 500 scale-ups to turn connections into commercial outputs.

## Innovation partnerships

We've mapped and assessed over 20,000 global innovators across 15 sectors to help big brands harness the full potential of working with exciting new technologies. If you are interested to find out more then get in touch!



**Problem Framing** to assess your challenges that would benefit from scale-up solutions



**Curated scale-ups** based on your defined challenges and our expert assessment of tech



**Rapid collaboration** with tech scale-ups with proven products, facilitated by us



**Iterative approach** to scale-up selection and collaboration, to get the right solutions



**Minimise costs** and risks as we form part of your team as a cost-effective expert resource



**Proven ROI** and use cases to roll out in your business

[growthbuilders.io](https://growthbuilders.io)

# Get in touch



**Dan Bunyan**

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