

Growth Spotlight

Digital Media



LDC

Media is one of the UK's most diverse and exciting sectors. LDC has a long track record supporting media businesses across advertising and marketing, film and television, gaming, events and publishing, and communication.

We see particular growth potential for digital media businesses. The disruption caused by AI and the growing value of proprietary data are real opportunities for ambitious management teams in this sub sector. Find out how private equity can support growth in our latest Growth Spotlight.

In the last decade:

16 Media company investments

£392m Invested in media businesses

240% Average enterprise value growth for exited media companies

Investing in Digital Media

We have a strong appetite to partner with growing digital media businesses, and we have a successful track record of helping management teams in this sub sector to achieve transformational growth.

Precisify

Precisify is a cross-platform media intelligence pioneer redefining how brands and agencies maximize return on ad spend. LDC

invested in 2025, backing the management team to continue to build its AI capabilities and scale its presence in the US. **“With LDC’s support, we can continue investing to stay ahead of the curve whilst taking our proposition to a wider market, with a particular focus on the US where we see a significant growth opportunity.” Nadav Shmuel, Co-CEO, Precisify.**

Hybrid

Hybrid is a global leader in higher education marketing, combining insights, AI-driven technology, creative, strategy and digital. LDC

backed the management team over a successful four-year partnership that delivered significant growth and international expansion, more than quadrupled revenue and tripled headcount. Hybrid also made two strategic acquisitions and was named Fastest Growing Agency 2025 by ADWEEK in September 2025.



Blis is an innovative provider of powerful and privacy-centric advertising solutions. During our three-year partnership,

Blis increased turnover by 75% and headcount grew to more than 320 on the back of significant expansion across Europe, the USA and Asia. We exited our investment in Blis to T-Mobile in March 2025, in a transaction that valued the business at \$175million.

croud

During a successful five-year partnership with LDC, Croud - a global full-service digital marketing company – completed

five acquisitions and increased headcount by more than 250% to over 600 people. Overall revenue increased by more than 360% during our partnership. **“We thank the LDC team for being a supportive and impactful partner. We’ve achieved significant scale and success, continuing to create brilliant opportunities for our people and deliver outstanding work for our clients.” Luke Smith, Co-Founder and CEO, Croud.**



A Non-Executive Viewpoint: The Power of Disruptive Innovation

Jerry Buhlmann is Non-Executive Chair of LDC-backed contextual video AdTech platform Precisify. Here he looks at how agility is the key to growth for digital media businesses. “In such a disruptive market, being constantly attentive to products and services to ensure they remain relevant is essential. The biggest differentiators here are speed and agility. Successful businesses respond to market trends quickly and with real energy to maintain momentum.

The advantage that provides to agile media businesses in an increasingly competitive environment shouldn’t be underestimated. Innovation in a disrupting market is vital to add value to the client’s marketing effort.

Importantly, to be truly successful, everyone in the business needs to understand the growth strategy. Management teams shouldn’t shy away from overcommunicating their vision and strategy to the entire organisation. It is essential for everyone to be aligned.”

Private Equity and Digital Media: Four Opportunities for Growth

1. Proprietary Data

Digital media businesses are well placed to capitalise on the rising value of proprietary data – used to inform algorithms, AI models and support strategic thinking. Companies with a strong data offering will continue to attract the interest of both private equity investors and trade buyers, as it gives them a clearly differentiated competitive advantage which is difficult to replicate.

2. Buy and Build

Despite complex market conditions, there is still a strong market for media sector M&A, and in the last decade, LDC has supported its digital media portfolio companies to make 19 strategic acquisitions. High quality media businesses are attracting robust valuations and seeing high levels of competition in sales processes. Buyers want to know if an acquisition will provide them with more scale, good synergies, new skills – and whether there’s an opportunity to cross-sell or up-sell.

3. Technology & Digital Transformation

As AI reshapes the business landscape, companies can harness its power to optimise operations, personalise customer experiences and unlock value from data, potentially redefining their industries. The data both from the wider market and across our portfolio is clear: strategic AI adoption offers the opportunity to be a cornerstone of competitive advantage.

4. Succession Planning

Private equity can be an excellent opportunity to succession plan – whether you’re preparing for an owner retirement or planning for a longer-term evolution of the business. Putting together a robust succession plan isn’t just about managing risk, it’s also about identifying new potential. LDC’s network of talent, strategic insight and operational expertise can all support your growth ambitions in a time of change.

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LDC has been an outstanding partner, providing not just capital but strategic support and expertise that has been instrumental in our growth journey. Together, we’ve expanded our geographical footprint, enhanced our service offering through two strategic acquisitions, and invested significantly in our technology and people.”

Chris Cammann, CEO, Hybrid