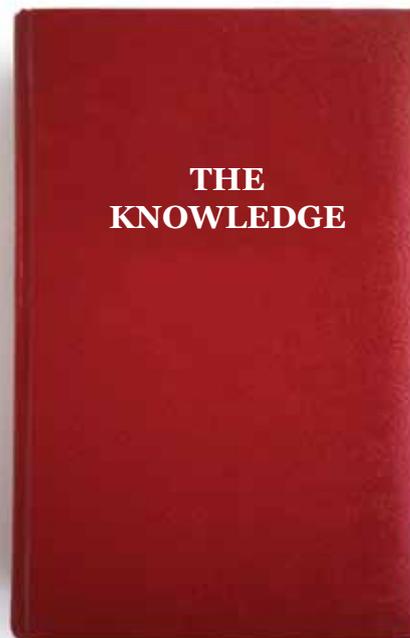


## **making better returns from digital media investments**



New Media Partners specialises in the use of new media and digital technologies to drive innovation. We work with start-ups, SMEs and international companies to accelerate and de-risk the process of bringing innovative ideas, products and ventures to market.

In these nascent and fast-moving markets, influenced globally by unpredictable change in consumer and business demand, decisions about potential opportunity, likely growth projections and investment decisions in media/technology companies must be informed by deep sector knowledge, foresighting and expertise.

This is the basis of our Prosperity products.

### **what we do**

Every investment decision within the digital media and technology industry is unpredictable as nobody has perfected the art of predicting the future. New Media Partners can help you to guide your decisions on any potential investment decisions and de-risk any investments made by working actively with businesses to maximise their likelihood of long-term success. We do this through our two Prosperity products; Markets and Management.

**nmp has undertaken assignments on behalf of numerous angel networks, private equity houses and venture funds as well as the major banks.**



Prosperity products



**MARKETS**  
Deal identification  
Due diligence



**MANAGEMENT**  
Interim management  
Corporate recovery  
Change management

## **markets**

The fast-moving landscape for media/technology companies means that they must continually innovate to stay ahead, adding new products and capabilities. International companies cannot depend on in-house innovation alone – indeed, many of the brightest new ideas come from start-ups and SMEs

Our strategic and global view of the industry, allied to our day-to-day exposure to innovation in the sector, means that we are ideally placed to identify joint venture, investment and acquisition opportunities.

We work with companies to develop a precise brief defining the new products or capabilities that they wish to bring into the organisation.

Using our extensive knowledge hub and range of contacts, we then:

- Identify companies/teams/individuals working in the defined area of interest
- Assess the maturity and applicability of their products and services
- Determine existing market penetration and potential road map for their offerings
- Review the quality of the management team, and their existing funding sources
- Identify other potential suitors

We deliver insightful due diligence consultancy, based on many years of sector-specific expertise. Working for a potential funder or acquirer, we analyse a company's products and intellectual property in the new media and digital technology domains to determine their true value.

Our analysis processes draw on our extensive media and technology knowledge hub, and the questions we answer include the following:

- To what extent are the products or offerings unique? Are they protected, or protectable? Which features ensure that they are not easily replicated by others?
- How do the products or offerings fit with current and predicted market trends? Is there truly an identifiable gap in the market? How long-lived is the opportunity for market success?

nmp has been involved in raising debt and investment finance for a number of companies in TV, film, digital technology. Among numerous recent successes, our work in this area has led to over £45million of external investment being raised, and some of our clients achieving successful exits..

I find Danny one of the most authoritative, stimulating and insightful people in the media sector. He understands both hyper-local and global perspective equally, and moves effortlessly between the two. He brings the eagle eye of an entrepreneurial brain. He appears to know everyone. And he's also got a great sense of humour - a great guy to spend time with. And an important guy to pay attention to.

**Mark Harrison**  
Controller  
Production BBC North  
BBC

(was with another company when working with Danny at New Media Partners)



- In revenue terms, how large is the opportunity?
- Who are the likely competitors, and what are they doing? Will their activities impact the likelihood of success?
- Can the products be developed or presented in a particular way to improve the potential return?
- What are the likely costs of continuing development and support?
- How do these products or offerings fit with the potential acquirer's existing portfolio?
- What knowledge or expertise resides with the existing management team, and to what extent must it be retained post-acquisition?

### **management**

Not all business plans run smoothly. Companies can find themselves in challenging situations for a number of reasons, related to internal or external influences. Using our experience of start-up and SME organisations, and our knowledge of the market and funding sources, our experts are often better-placed to nurse a company back to health than the traditional accountant-led approaches.

We provide management expertise on a short-term basis to support companies in the digital media and technology sectors. Short-term requirements can arise due to staff leaving, or the needs of a near-term project. Our team can take on a range of strategic, sales, marketing, financial and operational roles, using their long-standing experience of the sector. Their contribution for the period of their secondment will be backed by the capability and knowledge of the broader nmp team.

### **the benefits**

- Jacketed off approach to the performance of your investments. Our advisors work hands on with your businesses to help improve your return on investment
- Work with experts who will use their experience in this domain to reduce your operating costs, increase your revenues, and maximise the long-term prospects for your media city
- Real life industry experts. Our advisors have been there and done that – they know which pitfalls to avoid and how you can truly make money
- Supported by our highly qualified research team. Our advisors are supported by New Media Partners Insight team and products that help provide current market intelligence to guide decisions

A truly consummate professional! Danny's knowledge, network and vision for the Media Industry has been invaluable to me over the last year. He has a keen eye for spotting new opportunities and the vision to create solutions both commercial and technical to turn the opportunities into reality.

**Claire Milner**  
Account Director  
- UK Media Industry  
Oracle Corporation

(was with another company when working with Danny at New Media Partners)



### **about nmp**

New Media Partners provides a unique approach to advisory services using digital media. Our products centre around 3 areas:

- **insight:** market focused product and service development supported by custom research to enable businesses to innovate to meet the dynamic needs of the market
- **prosperity:** providing industry hands-on expertise to both the financial community and digital media and technology businesses to enable them to make money
- **ventures:** New Media Partners is also involved in several new ventures including TripleSEE, the world's first full service IPTV agency and MediaNet, a value add technology services provider

**nmp have connections with several corporate investment funds and a number of investment networks.**

We are recognised for our expertise in the development and commercialisation of Media and Technology enterprises

### **find out more**

To find out how New Media Partners' experience can help you make the right decisions, contact us to arrange a discussion.

Danny Meaney

Managing Director

danny.meaney@newmediapartners.co.uk

+44 (0141) 248 5360