



## **Tremor Video Raises \$37 Million Round of Financing**

### **W Capital Partners Leads Round to Fund Future Acquisitions, Video Hub Adoption, and Growth in the US and Overseas**

NEW YORK—(BUSINESS WIRE)—Tremor Video, the largest independent online video technology company, announced today that it has successfully raised a \$37 million round of financing. New York City-based W Capital Partners led the round, which also includes the participation from Keating Capital, Canaan Partners, Draper Fisher Jurvetson Growth, General Catalyst Partners, Meritech Capital Partners, Singapore’s EDBI, Time Warner and SAP Ventures.

“W Capital has a history of successful late-stage investments in leading companies, such as Ancestry.com, OpenTable and Pandora” Having acquired ScanScout and Transpera in the past year, Tremor Video has extended its market leadership in the interactive video space and reaches more consumers than any other online video advertising company (according to comScore).

“We invest in companies that are leaders in rapidly growing markets, and this is no exception,” said Bob Migliorino, Managing Director of W Capital Partners. “Tremor Video’s performance in the fastest growing segment in online media, combined with Video Hub’s game-changing technology, makes us extremely happy to be working with them.”

With the launch of Video Hub in May of this year, Tremor Video has radically changed the network model by enabling brand advertisers and their agencies to monitor in real time the key factors that are driving their campaign performance. VideoHub analyzes numerous video signals and determines which factors are the most important in delivering campaign success, with particular emphasis on the criteria that drive engagement and brand lift.

Based on Tremor Video’s SE2 technology, Video Hub provides marketers with unparalleled insight into which environments enhance their brands, what provokes viewer engagement, and why a campaign is successful. Tremor Video plans to continue investing in the continued development and market adoption of Video Hub. It will also use these funds to explore additional acquisitions and expand into fast growing markets internationally.

“W Capital has a history of successful late-stage investments in leading companies, such as Ancestry.com, OpenTable and Pandora,” said Bill Day, Tremor Video’s CEO. “As we continue to develop our technology and increase its market presence, we plan to use this capital to aggressively increase our leadership role here in the U.S. while expanding globally.”

### **About W Capital Partners**

W Capital Partners is a private equity firm that acquires portfolios of direct private equity and venture capital investments in the secondary market investing in late stage growth equity companies with market leading platforms and business models. Since 2001, W Capital has

become a leading participant in providing private equity firms, financial institutions, corporations and employees with a liquidity alternative for their private equity investments.

W Capital provides private equity investors an exit for highly illiquid investments, in order to generate distributions to limited partners, reallocate resources into new strategic areas and eliminate follow-on capital requirements for portfolio companies.

With more than \$1 billion of committed capital under management, over 60 completed portfolio transactions and investments in more than 100 companies, W Capital is the largest firm dedicated exclusively to the acquisition of direct private equity investments in the secondary market. For more information, please visit: [www.wcapgroup.com](http://www.wcapgroup.com)

### **About Tremor Video**

Founded in 2005, Tremor Video provides in-stream video advertising solutions to Fortune 1000 brand advertisers and top tier publishers and is widely regarded as the leading video company online. Leveraging their innovative video ad formats and publisher technology, Tremor Video delivers the mass reach and campaign results advertisers should expect from digital video. Tremor Video is the only video ad platform that can provide 100% brand safety by scanning and categorizing every single video stream before an ad is ever served. Powered by award-winning SE2 technology, Tremor Video's video algorithm also gets smarter at finding and engaging viewers with every ad served, enabling the company to welcome and encourage pay-per-engagement pricing. Tremor Video is a privately held company headquartered in NYC with 10 national and international offices.

### **Contacts**

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