



# MEDIA & TECHNOLOGY M&A QUARTERLY REVIEW

## Q1-25

### M&A KEY FACTS

**370+** Deals in media & technology

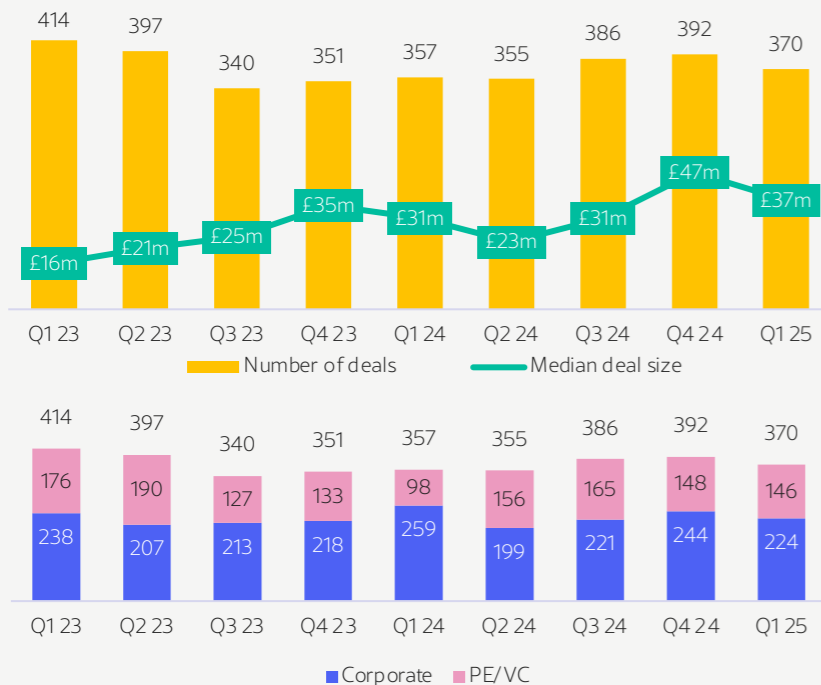
**£37m** Median deal size

**£25bn** Largest deal: Alphabet / Wiz

**£191bn** Capital invested (disclosed deals amounts only)

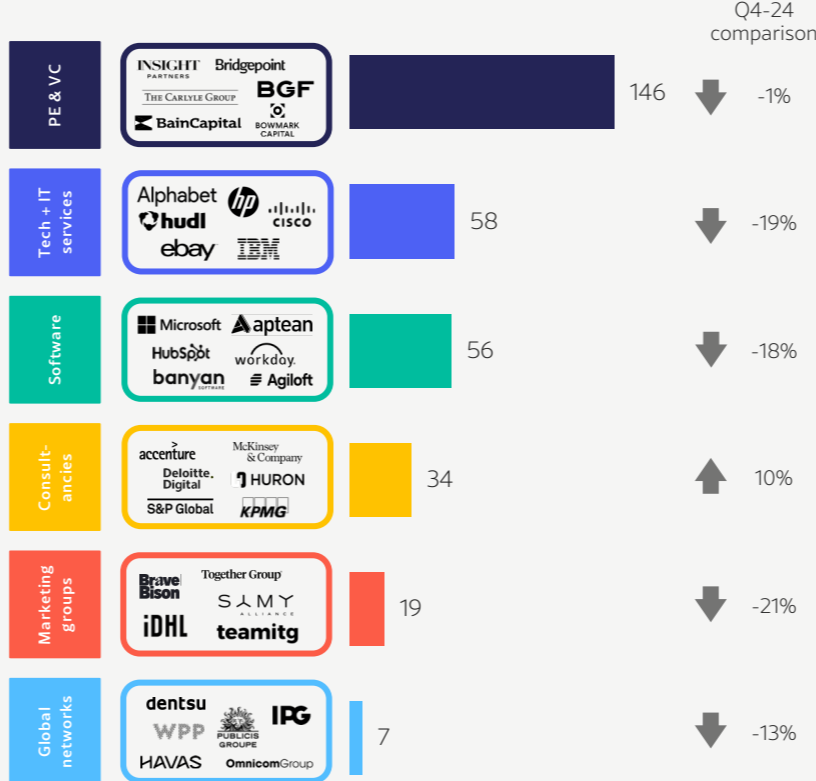
Source: PitchBook / WY Partners M&A Tracker analysis

### GLOBAL TRANSACTION TRENDS



Note: Deals reflect WY tracked investors only / PitchBook Index updated quarterly

### BUYER & INVESTOR LANDSCAPE



### SPOTLIGHT ON

#### Content creation

Content was on the forefront of buyers' minds in Q1 25 as buyers are seeking creative content agencies to enhance their service offerings and adapt to the evolving digital marketing environment, where businesses need fresh, engaging content to connect with consumers across various platforms. Notable deals from Q1 25 include Samy Alliance's acquisition of Content Lab, a US content creation agency and TikTok ecosystem partner, and a notable move from Vice Media, who acquired London Alley Entertainment, a LA based studio renowned for its digital content.



#### Divestitures & carve-outs

Deal activity was driven by several carve-outs and divestitures, reflecting a broader industry trend of strategic buyers streamlining operations and focusing on core growth areas, while PE firms reassess their portfolios. Two significant deals from the quarter include R/GA's carve-out from IPG after 23 years to become an independent agency and The MISSION Group's £17m sale of April Six. Rumours circulating of several businesses potentially coming to market suggest that the appetite for strategic repositioning and opportunistic deal marking could grow as the year progresses.



### THE VIEW FROM WY

Q1 25 was the third consecutive quarter of year-on-year (YOY) growth with 370 deals, a 4% increase compared to deal activity in the same period last year (Q1 24: 357 deals). This YOY growth highlights the market's adaptability and resilience amid a shifting economic and geopolitical landscape. While recent U.S. trade tariffs introduced under President Donald Trump have introduced some uncertainty, they have also prompted businesses to reassess their strategies, potentially paving the way for more considered and opportunistic deal-making.

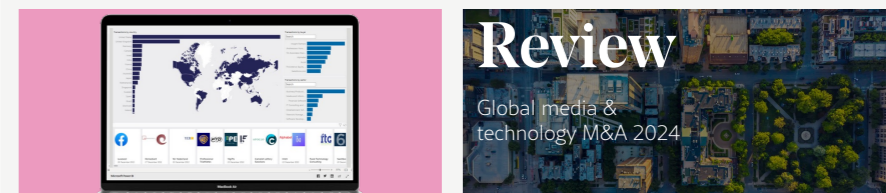
A recurring theme this quarter was a focus on "enhanced capabilities." Buyers increasingly turned to M&A as a strategic tool to expand their service offerings and better meet the growing demand for integrated marketing solutions and multi-channel engagement strategies. Notable deals included [IDHL's acquisition of The MTM Agency](#) (advised by WY Partners), a leading integrated B2B digital marketing agency, which will significantly strengthen IDHL's performance, eCommerce and data intelligence capabilities, and ITG's acquisition of PureRed, an AI-enabled, agile content platform, which will further enhance ITG's ability to offer comprehensive, integrated marketing solutions.

### NOTABLE DEALS



### WY M&A TRACKER

See how we analyse the latest global M&A activity across the media and technology sectors using our live M&A tracker – alongside our in-depth 2024 M&A review.



[View the M&A tracker.](#)

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