

WY MEDIA & TECHNOLOGY M&A QUARTERLY REVIEW Q3-25

M&A KEY FACTS

386+ Deals in media & technology

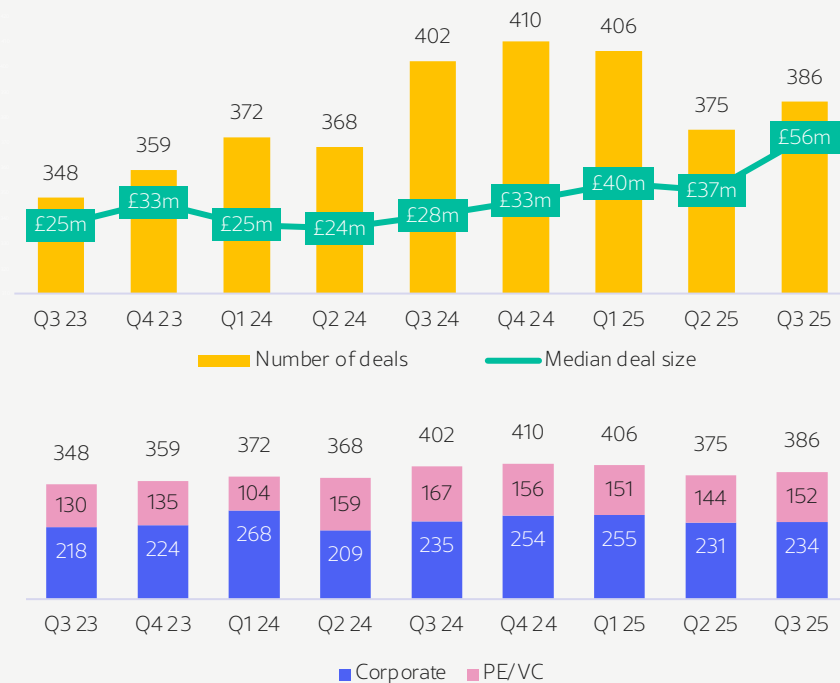
£56m Median deal size

£40bn Largest deal:
Affinity Partners / Electronic Arts

£124bn Capital invested
(disclosed deals amounts only)

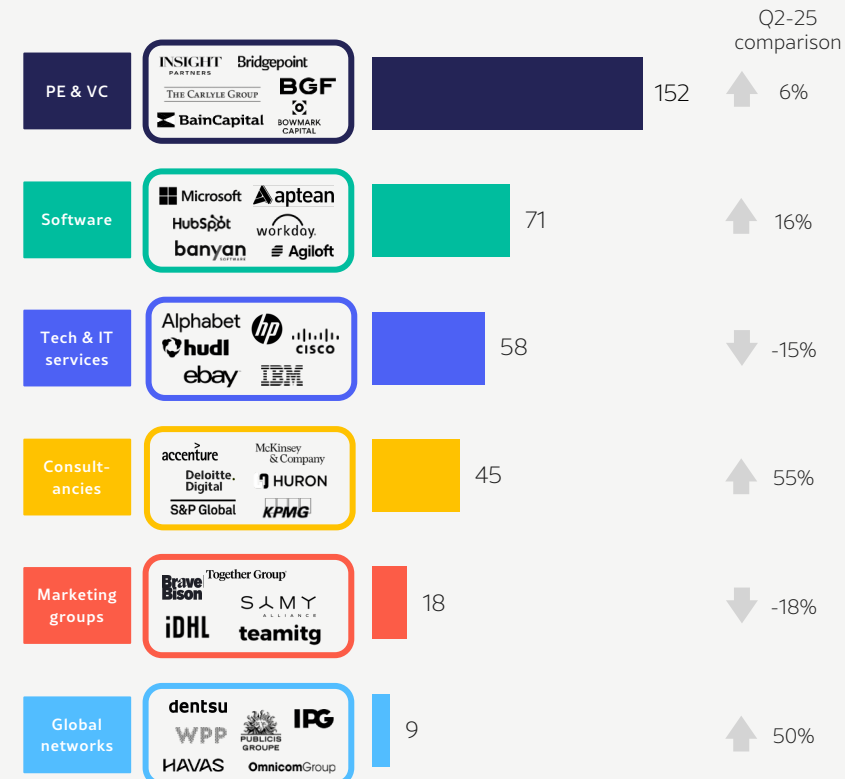
Source: PitchBook / WY Partners M&A Tracker analysis

GLOBAL TRANSACTION TRENDS



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

BUYER & INVESTOR LANDSCAPE



SPOTLIGHT ON

Data & insights

In Q3 2025, M&A in the data & insights space gained momentum, with buyers chasing platforms that combine unique datasets with AI-powered modelling. For example, Brave Bison acquired MTM (WY advised) to deepen its audience insight and consultancy capabilities, and Canva snapped up MagicBrief to bring performance analytics into its creative platform. Momentum remains strong behind subscription-driven analytics tools that help brands turn first-party data into monetisable insights.

BraveBison / mtm Canva / MagicBrief gcp / nurtur

Fintech & SaaS

Fintech and SaaS deal activity accelerated as investors narrowed in on high-margin, efficient platforms with clear growth levers. Notably, Stripe acquired Orum to expand its real-time payments and enterprise banking capabilities, while Vista Equity Partners backed cloud-native ERP provider Acumatica, reflecting a focus on enterprise software and technology-enabled platforms. With valuations normalising, the spotlight is squarely on businesses that combine scale, recurring revenue, and operational leverage.

stripe / Orum Hashstudios / maxifydigital VISTA / Acumatica

THE VIEW FROM WY

Q3 2025 demonstrated the resilience of the M&A market, with 386 deals completed – up 3% from Q1 and just shy of the 402 in the same quarter last year. Activity remained strong despite economic headwinds, including elevated inflation rates in the first half of the year, [which rose to 3.8% in the 12 months to July](#). Buyers continue to focus on high-quality, tech-enabled assets, showing that even amid uncertainty, strategic opportunities continue to attract interest.

Notable deals from the quarter included a major acquisition of Electronic Arts, one of the largest global developers and publishers of video games, by Affinity Partners. In the UK, Mobeus Equity Partners' £16.2m investment in Big Potato Games further demonstrates strong Private Equity appetite for entertainment assets.

Q3 2025 was a busy quarter for the global networks (+50% to 9 deals). Omnicom and IPG continued to advance their planned merger, while Publicis and Havas completed strategic acquisitions of Chain Reaction and Tidart respectively to strengthen their digital and e-commerce capabilities. Meanwhile, WPP pressed ahead with its restructuring, including the sale of Kantar Media, reflecting a broader focus on streamlining operations and enhancing shareholder value.

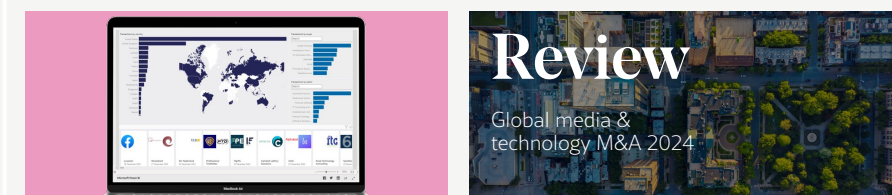
Heading into Q4, buyers will be watching closely for opportunities and risks as AI-driven valuations evolve and the UK Budget to be announced in Nov-25 introduces potential shifts in market conditions, making strategic selectivity more important than ever.

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.](#)

[Read the review.](#)