

Global media & technology M&A

QUARTERLY UPDATE | WY PARTNERS

Q1 2026

384

Deals completed in media & technology

-2% YOY

£73m

Median deal size (disclosed deal amounts only)

+89% YOY

£328bn

Capital invested (disclosed deal amounts only)

+135% YOY

£90bn

Largest deal: Amazon, Nvidia, SoftBank Group invest in OpenAI

+13% YOY

GLOBAL DEAL TRENDS

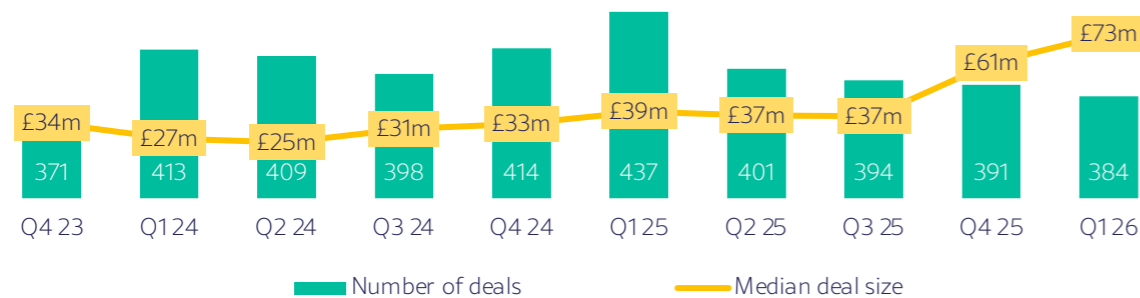


Figure 1: Global quarterly deal volume and median deal size (Q4 2023 to Q1 2026)

Source: WY Partners M&A tracker, PitchBook.

BUYER & INVESTOR LANDSCAPE

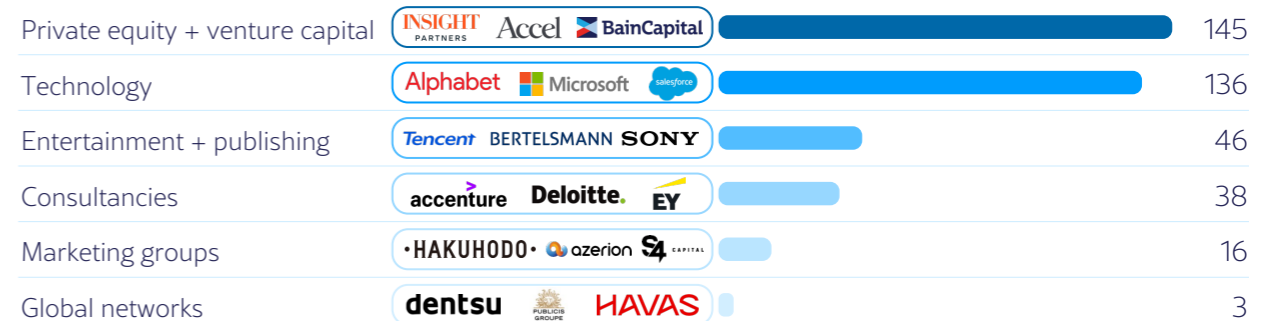


Figure 2: Deal volume by buyer/investor group in Q1 2026

Source: WY Partners M&A tracker, PitchBook. Note: Logos highlight the top three buyers per group by cumulative number of deals completed.

SECTOR SPOTLIGHTS

SOCIAL & CREATOR ECONOMY

Creator platforms become the new media companies

Creator-native businesses with strong audiences and AI-driven content tools continue to be among the most attractive assets in marketing services, attracting premium valuations – as seen in **OK Cool's sale to Residence**, and **Digital Voices' sale to PMG**.

MOBILE GROWTH

App-native capabilities move from niche to must-have

ASO, mobile UA, and in-app CRM are now core infrastructure for holding groups and platforms. As third-party identifiers fade, first-party mobile data commands a premium – as seen in our recent work advising on the **sale of Phiture to Precis**.

THE VIEW FROM WY

Deal activity has surged over the past six months. Competitive interest is back across social, data & insights, and AI-driven technology services - and despite geopolitical headwinds, the window for premium outcomes remains open.

NOTABLE DEALS

