

Newsbridge Plans Expansion with €4M in Investment led by Elaia, Signs with TF1 Group, French Federation of Football and Asharq News

Paris, 30th March, 2021 - [Newsbridge](#), a cloud-based media valorization platform powered by AI, announces today its next round of investment, totaling €4 million, along with an impressive list of recently signed clients including: [TF1 Group](#), [French Federation of Football](#) (FFF), and recently launched [Asharq News](#) that has an exclusive content agreement with Bloomberg Media.

A new round of financing led by Elaia

The company's latest round of €4 million in financing was spearheaded by European VC [Elaia Partners](#) along with the participation of investors, such as the co-founder of [Ateme](#), Dominique Edelin and [BPIFrance](#). All of this to accelerate Deep Tech R&D and scale its international strategy with a newly achieved product-market fit.

Co-founded by Frédéric and Philippe Petitpont in 2016, Newsbridge aims at developing the most advanced Multimodal Indexing AI technologies on the market. Leveraging Computer Vision and Deep Learning along with applied cognitive technologies, the platform helps Media and Sports RightsHolders auto-index, manage and monetize voluminous amounts of audiovisual content.

For 2021, Newsbridge plans to continue its focus on Deep Tech R&D related to media valorization via Multimodal AI, along with international recruiting efforts. At the same time, the new product-market fit has enabled the company to kick-start international scaling initiatives and enhanced market penetration, focused on the sports, news and media sectors.

European VC Elaia Partners who led the financing round says:

"This past year, the pandemic induced rapid acceleration in digital transformation across the board. During this unprecedented time, Newsbridge's solution and technology proved more relevant than ever. Within a short time period, the company achieved its product-market fit and successfully expanded its client portfolio." - Anne-Sophie Carrese, Partner at Elaia

This announcement comes on the wings of a successful past year in which the Covid crisis amplified the media and sports' industries' need for cloud-based and remote-friendly solutions, accelerating their digital transformation initiatives.

New clients trust the Newsbridge Platform

In 2020, the company focused on key product releases to amplify its Media Asset Management (MAM) solution with built-in AI indexing and content monetization features. International business development strategy was prioritized as well.

All of this proved to be the ideal configuration in establishing the company's newly acquired productmarket fit and acquiring 3 major clients including:

- *TF1 Group*- the leader in free-to-air privately-owned television in France,
- the *French Federation of Football*- France's leading Sports Federation and founding member of FIFA,
- *Asharq News*- the 24/7 Arabic multiplatform news service reaching across the Arab world and beyond.

"We're focused on strategic international business and augmenting our capacity to respond to our incoming international leads. We look forward to building on our vision of offering the most advanced media valorization platform for media and sports right holders." - Philippe Petitpont, Newsbridge CEO
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About Newsbridge

[Newsbridge](#) is a cloud-based platform for next gen media valorization offering Multimodal Indexing via Artificial Intelligence (AI).

Taking into account facial, object and scene recognition with audio transcription and semantic context, Newsbridge provides unprecedented access to content. Whether it be media logging, archiving, monetizing, or investigative research- the solution allows for smart media asset management.

Today our platform is used by TV Channels, Press Agencies, Major Sports Federations, Production Houses, Journalists, Editors and Documentalists to boost their media value chain.

About Elaia

Elaia is a European top-tier VC firm with a strong tech DNA. We back tech disruptors with global ambition from early stage to growth development. For the past 18 years, our commitment has been to deliver high performance with values.

We are proud to have been an active partner in over 70 startups including success stories such as Criteo (Nasdaq), Orchestra Networks (acquired by Tibco), Sigfox, Teads (acquired by Altice), Mirakl (valued \$1.5B in Series D) and Shift Technology.

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