



PRESS RELEASE

Newsbridge Closes €7 Million Series A Funding Round to Develop U.S. Presence, Recruit Top AI and Media Engineering Talent

Developing its presence in North America with its first office in New York, and continuing to improve content searchability and preservation with Multimodal AI Indexing R&D.

September 9, 2022: [Newsbridge](#), the AI & Cloud Media company, raises 7 million euros in Series A funding round to continue its expansion to the U.S.A, and hire top AI and Media Engineering talent to continue its R&D in Multimodal AI Indexing for media assets. Unlike traditional AI which relies on a single source for indexing, Newsbridge's disruptive Multimodal AI merges detection results from face, text, objects, pattern and transcription to produce highly accurate metadata and search results. [Supernova Invest](#) leads the round, with continued support from VC [Elaia Partners](#) and angel investor Dominique Edelin.

Newsbridge has more than doubled its recurring revenue in the last 12 months and recent new customer wins including football clubs Bayer Leverkusen and Olympique de Marseille, German public broadcaster SWR and media company Brut.

Newsbridge Co-Founder and CEO, Philippe Petitpont, says: *"With this latest financing, we'll be opening our first U.S office in New York. We're also going to further strengthen our business in Europe and the Middle East with the hiring of dedicated regional managers. We want to continue to innovate in content searchability, and will reinforce our team with additional AI and Media Engineering talent. Alongside this, we want both Newsbridge and our customers to lower their carbon footprint. Currently, up to 450 watt hours can be needed for each hour of AI-powered media processing. Our goal is to reduce that number by 90% in the next two years."*

Taming the endless accumulation of content

Every two years, the volume of content produced worldwide doubles. More content produced = more content stored. Faced with the challenge of managing this endless stream of new video, photo and audio content, Broadcasters, Sports Rights-Holders and Brands must find a way to scale the indexing and archiving of their media assets, and make them accessible from anywhere at any time. Organizations also increasingly seek to tap into their valuable archives, and reduce their carbon footprint in line with corporate sustainability goals.

Newsbridge provides unprecedented access to content through its disruptive Multimodal AI Indexing and Cloud Media Hub. Its AI automatically identifies faces, objects, logos, written text, transcribes audio and provides semantic context. Be it for managing and accessing live recordings, clipping highlights, future-friendly archiving, content retrieval or content showcasing and monetization, Newsbridge's scalable product solution enables smart and efficient media asset management.

Romain Sautrau, Investment Director at Supernova Invest, says: *"In a very mature industry, Newsbridge is coming with a fresh approach empowered by Artificial Intelligence. We were impressed by the performance of its multimodal deep learning platform. We're excited to lead this next phase of growth into new geographies".*

Newsbridge Co-Founder and CTO Frederic Petitpont adds:

"Thanks to Multimodal AI-powered indexing, our customers can navigate to specific moments in their vast media collections. Today's live is tomorrow's archive, and when content is easily searchable, it becomes reusable and potentially unlocks new revenue streams."

Making content searchable

Now a 35-strong employee, remote company, Newsbridge was co-founded by twin brothers Frédéric and Philippe Petitpont in 2016. They were driven by a desire to redefine the way media teams manage, store and index audiovisual content. With the most advanced Multimodal AI Indexing technology on the market, Newsbridge is allowing organizations to simultaneously preserve their heritage and make it accessible from anywhere in a single click. The result is new revenue streams, greatly accelerated workflows and content assets that will live forever.

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About Newsbridge

Newsbridge is a cloud media hub platform for live & archived content.

Powered by Multimodal AI Indexing and a data-driven indexing approach, Newsbridge provides unprecedented access to content by automatically detecting faces, objects, logos, written texts, audio transcripts and semantic context.

Whether it be for managing and accessing live recordings, clipping highlights, future friendly archiving, content retrieval or content showcasing and monetization - the solution allows for smart & efficient media asset management.

Today our platform is used by worldwide TV Channels, Press Agencies, Production Houses, Journalists, Editors, Archivists and Sports Rights Holders, to boost their production workflow and media ROI.

Discover more at newsbridge.io

About Supernova Invest

Supernova Invest is a cutting-edge venture capital firm with a leading position in the French deeptech investment market. It manages and advises seven capital funds for a total of €500 million AUM. Supernova Invest specializes in breakthrough technologies, developing start-ups in Industry, Health, Energy & Environment and Digital Technology sectors. The team has 20 years of technology investment experience and has provided more than 100 of the most innovative companies in their segments with support and guidance from creation until full maturity. Supernova Invest has a strong partnership with both the CEA (the French Alternative Energies and Atomic Energy Commission) and Amundi (the European leader in asset management).

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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 20 years, our commitment has been to deliver high performance with values.

We are proud to have been an active partner in over 100 startups including success stories such as Criteo (Nasdaq), Orchestra Networks (acquired by Tibco), Volterra (acquired by F5), Mirakl (valued \$3.5B in Series E) and Shift Technology (valued \$1B+ in Series D).

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