

# THE BULLETIN

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# TECHMUTINY

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new thinking, new technology for the creative sectors

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A MediaTainment Finance supplement

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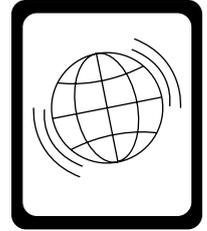
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# DISRUPTION DIRECTORY

Outline of the latest in global groundbreaking technologies



## ADVERTISING/MARKETING

**Product:** Brightblue Consulting, data-analytics marketing agency

**Need to know because** the data-analytics venture that offers marketers quick and affordable evaluations of digital campaigns has been acquired by S4 Capital, the ad-tech corporation listed on the London Stock Exchange (LSE). Interesting to note that S4 Capital was founded by Sir Martin Sorrell, who resigned last year from the LSE-quoted WPP Group, which he had also founded and turned into the world's largest creative-centric advertising conglomerate. S4 Capital will merge Brightblue, where mathematicians and econometricians apply probabilistic programming to assess the chances of a strategy being profitable, with its digital media consultancy MightyHive.

**Creative function:** digital marketing; predictive data analysis; marketing evaluation; media strategy

**Creative target:** marketers; advertisers; ad agencies; media owners

**Company:** Brightblue Consulting, based in London, UK

**Key executive(s):** Founding Director Michael Cross; COO Jamie Gascoigne

**Investors/Owners:** S4 Capital plc

**Distribution platform:** proprietary customer service

**Launched:** 2012

**URL:** <https://brightblueconsulting.co.uk/>

**Product:** ECAL, digital marketing platform

**Need to know because** the Melbourne-based calendar marketing platform company has secured AUS\$1m (US\$767,0592) in additional capital as a part of a strategic acquisition by Singapore-based startup HyperKu, known for its investment in high-growth technology platforms. ECAL enables event organizations to deliver content straight to their audience, and allows clients such as the National Basketball Association, English Premier League and Formula E to launch esports tournaments during the COVID-19 pandemic. Other clients include The Australian Ballet, the Australian Football League, Major League Soccer and the National Rugby League.

**Creative function:** content marketing; marketing-content distribution

**Creative target:** marketing agencies; marketers; sports organizations; ticketing platforms; retailers

**Company:** ECA, based in Melbourne, Australia

**Key executive(s):** CEO Patrick Barrett; Director Remon Gazal

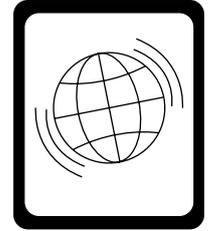
**Investors/Owners:** HyperKu; Family Office

**Distribution platform:** proprietary platform

**Launched:** 2010

**URL:** <https://ecal.com/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

**Product:** ROKT, marketing-software developer

**Need to know because** this popular e-commerce-and-marketing software provider ROKT has raised US\$80m in Series D funding, increasing the company's valuation by 42% to over US\$450m. The software allows companies to make personalized offers during and after a transaction, enabling cross-selling and upselling efforts based on a client's existing commercial relationships. It plans to grow to more than 400 employees from the current 260 by the end of 2021 and expand into new client groups and territories.

**Creative function:** e-commerce marketing; B2B marketing; data analysis; market research

**Creative target:** marketing agencies, ticketing platforms; live-entertainment organizers; retailers

**Company:** ROKT PTE Ltd., headquartered in Singapore

**Key executive(s):** CEO Bruce Buchanan; CTO Corey Bertram

**Investors/Owners:** TDM Growth Partners; Square Peg Capital; Moalis; Time Inc.; John Ho; Greg Roebuch; Lachlan Murdoch

**Distribution platform:** proprietary platform

**Launched:** November 2012

**URL:** <https://rokt.com/>

## ALTERNATE REALITY

**Product:** AnibeAR, Augmented Reality-video developer

**Need to know because** this short-video app is being used to bring screen characters into the real world by the digital media division of independent Canadian family entertainment company WildBrain, which is teaming up with Augmented Reality (AR) specialist ANIPEN. Users will be able to create short videos that incorporate TV or movie characters into real-world scenes through their smartphones. It is set to be released in South Korea, Japan, China, Southeast Asia and Australia. ANIPEN is a 3D-content developer that produces interactive digital AR content on smart devices without running traditional video-effects programs.

**Creative function:** interactive AR content; 3D augmentation; short-video production; content creation

**Creative target:** video producers; TV broadcasters; streaming platforms; family entertainment

**Company:** ANIPEN Inc., based in Seongnam, South Korea

**Key executive(s):** CEO Jaewoong Jeon; CTO Hyunho Jang

**Investors/Owners:** ANIPEN Inc.

**Distribution platform:** proprietary platform

**Launched:** January 2013

**URL:** <https://web.anibear.com/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

**Product:** Voca.ai, Artificial Intelligence-powered smart-voice assistant

**Need to know because** the Israel-originated smart voice-assistant tech firm has been acquired by Snap Inc., the company behind ephemeral photo-messaging social media app Snapchat for a reported US\$70m. Voca.ai is an smart voice assistant that helps replace customer service agents in call centers, and uses Artificial Intelligence (AI), end-to-end speech neural models and a ‘speech-to-intent’ algorithm to efficiently detect what a human caller wants, and provide a natural-sounding virtual voice response. The company has previously raised US\$6m across two rounds of funding, including investment from American Express’s Amex Ventures in 2019.

**Creative function:** smart virtual voice agent; Augmented Reality; AI; machine learning; SaaS

**Creative target:** telecommunications companies; social-media retailers; e-commerce companies

**Company:** Voca.ai, based in Herzliya, Israel

**Key executive(s):** CEO/Co-Founder Einav Hamar; CTO/Co-Founder Alan Bekker

**Investors/Owners:** New York Stock Exchange-listed Snap Inc.

**Distribution platform:** proprietary platform

**Launched:** June 2017

**URL:** <https://voca.ai/>

## ARCHITECTURE/DESIGN

**Product:** Hoko Design, Virtual Reality (VR) architecture designer

**Need to know because** the start-up residential architecture firm has nabbed a UK£400,000 investment from private-equity funders to help boost its ambitions in the UK and become a market-disrupting force in architecture. Hoko uses transparent VR and live digital drawing updates for homeowners to see potential design projects develop in real time. The start-up expects to turn over UK£4m (US\$5.4m) and employ more than 30 architects by the end of 2022.

**Creative function:** architecture; design; VR design; e-commerce; digital drawing

**Creative target:** architects; home owners; designers; construction suppliers

**Company:** Hoko Design, based in Edinburgh, UK

**Key executive(s):** Founder Danny Campbell; Architecture Director Simon Martin

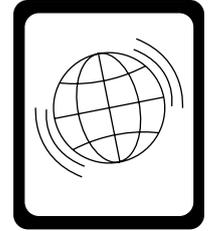
**Investors/Owners:** Warren Gee (Cairngorm Capital); Graham Campbell (Saracen Fund); Donald Wilson (Barclay Gilmour)

**Distribution platform:** proprietary platform

**Launched:** January 2016

**URL:** <https://hokodesign.com/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

## AUDIO

**Product:** Anchor, podcast service

**Need to know because** the groundbreaking app is allowing podcast creators to add any of the songs on Spotify, the streaming-music giant, to a spoken-word show. This offers to increase exposure for music creators, while at the same time compensate artists for streams of the tracks. The feature, which is free to use, enables users to record, upload, distribute and monetize high-quality audio content. It will be available through Anchor, a company Spotify acquired for US\$140m in February 2019 and is now also part of Spotify Podcaster Mission. Creative function: podcast creation; audio productions; broadcasting; music sync

**Creative target:** podcast makers; music artists; record companies; content creators; ad companies

**Company:** Anchor FM Inc., based in Greater New York, US

**Key executive(s):** Operations Manager Ryan Rosa; CTO Nir Zucherman

**Investors/Owners:** Spotify Technology S.A.

**Distribution platform:** proprietary platform; Spotify

**Launched:** August 2015

**URL:** <https://anchor.fm/>

## FASHION/LUXURY

**Product:** Fashionette, online fashion and accessories marketplace

**Need to know because** the online market leader for premium and luxury handbags in Germany is planning an IPO on the Frankfurt Stock Exchange in Q4 of 2020. The company uses data-driven technology and business intelligence to meet the growing demand of customers for a personalized shopping experience. It is a leading data-driven e-commerce platform in Germany, Austria and Switzerland, has demonstrated double-digit year-on-year organic growth since 2013, and aims to become Europe's top online platform for premium and luxury fashion accessories.

**Creative function:** e-commerce; data-driven retail

**Creative target:** e-commerce companies; online retailers; luxury accessories brands; fashion brands

**Company:** Luxury Fashion Trade GmbH, based in Düsseldorf, Germany

**Key executive(s):** CEO Daniel Raab; COO/CTO Thomas Buhl

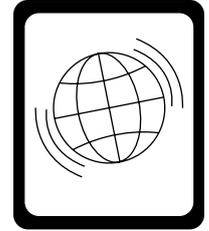
**Investors/Owners:** GENUI; Astutia Ventures; NRW Bank; Sirius Ventures

**Distribution platform:** proprietary platform

**Launched:** January 2008

**URL:** <https://www.fashionette.co.uk/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

**Product:** MySale, fashion e-commerce venture

**Need to know because** it has received UK£5.1m (US\$7m) from Gabby and Hezi Leibovich, founders of Australian e-commerce venture catch.com.au, plus former CEO Nati Harpaz for 10% of the company's existing issued share capital. MySale will use the cash to further its market penetration in Australia, New Zealand and Southeast Asia. It provides customers with access to brands at discounted prices, often via flash sales, and is behind e-tail websites such as OzSale and BuyInvite.

**Creative function:** e-commerce; retail

**Creative target:** e-commerce; online retailers; fashion and lifestyle companies

**Company:** MySale Group PLC, based in London, UK

**Key executive(s):** CEO Carl Jackson; CTO Gavin Cliffe

**Investors/Owners:** AIM-listed on the London Stock Exchange

**Distribution platform:** proprietary platform

**Launched:** 2007 (IPO June 2014)

**URL:** <https://www.mysalegroup.com/>

## FILM/VIDEO

**Product:** CuriosityStream, documentary-focused video-on-demand service

**Need to know because** this factual content-focused streaming service is now listed on NASDAQ following its merger with Software Acquisition Group, a 'special purpose acquisition company' also on NASDAQ. Curiosity Stream was created by entrepreneur John Hendricks, founder of the Discovery Channel (now a global media empire). Its catalog of content includes thousands of titles from TV broadcasters such as the BBC or NHK, or original features with the likes of David Attenborough.

**Creative function:** video on demand; factual media and entertainment; consumer services

**Creative target:** factual tv producers; documentary film makers

**Company:** CuriosityStream, based in Silver Spring, Maryland, US

**Key executive(s):** CEO Clint Slinchcomb; CTO Andre Silva

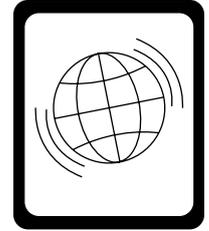
**Investors/Owners:** NASDAQ-listed

**Distribution platform:** OTT streaming channels services and devices, including Chromecast, Amazon Fire TV, Apple TV, Xbox One and Roku

**Launched:** March 2015 (IPO October 2020)

**URL:** <https://curiositystream.com/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

## GAMING

**Product:** Amazon Luna, cloud-gaming operation

**Need to know because** this is Amazon's own cloud-gaming platform, launched to compete against Google's Stadia and Microsoft's xCloud. The service will be powered by AWS (Amazon Web Services) and the platform will be integrated with Amazon-owned streaming platform Twitch, allowing users to play games they just watched streamers use. Luna has partnered with games developer Ubisoft and will include its titles. The 4K 60fps performance will also come with a custom controller powered by Amazon's voice-activated tech Alexa to reduce latency.

**Creative function:** cloud-gaming platform

**Creative target:** videogame developers; gamers, video-game streamers; esports companies

**Company:** Amazon.com, Inc., based in Seattle, Washington, US

**Key executive(s):** CEO Jeff Bezos; VP of Entertainment Devices Marc Whitten

**Investors/Owners:** subsidiary of NASDAQ-listed Amazon Inc

**Distribution platform:** proprietary platform, including the Luna+ App; Twitch; PC; Mac; Amazon Fire TV; iOS; Android

**Launched:** September 2020

**URL:** <https://www.amazon.com/luna/>

**Product:** Bilibili, live-streaming platform

**Need to know because** the fast-growing venture is planning a secondary listing on the Hong Kong Stock Exchange in 2021 as a preemptive measure, fearing US regulations could force Chinese companies to delist from the US' NASDAQ. Bilibili has a market capitalization of just over US\$16bn and could raise between US\$800m-US\$1.5bn with its secondary listing. Since its IPO, the video-sharing company has shifted its positioning to target a wider audience, other than its Gen Z fanbase, incorporating popular TV shows with its ACG (Anime, Comic, Games) content.

**Creative function:** game-content sharing; video streaming service; e-commerce; mobile gaming

**Creative target:** ACG content providers; manga creators; gamers; esports companies; film and television companies, retailers, advertising companies

**Company:** Bilibili Inc., based in Shanghai, China

**Key executive(s):** CEO Rui Chen; COO Ni Li

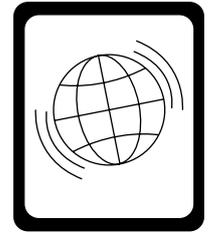
**Investors/Owners:** NASDAQ-listed

**Distribution platform:** proprietary platform

**Launched:** 2009 (IPO March 2018)

**URL:** <https://www.bilibili.com/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

## LIVE ENTERTAINMENT

**Product:** Evolv, hands-free live-entertainment security system

**Need to know because** the popular US theme-park attractions Hersheypark and Walt Disney Company's Disney Springs have started using its artificial intelligence-based touchless security screening system as part of its COVID social-distancing measures. The AI system, together with software and powerful sensors, is able to screen 3,600 people per hour, ten times faster than conventional systems such as metal detectors. Evolv provides easy-to-learn security screening without sacrificing visitor experience, integrating real-time video surveillance with facial recognition, firearm/explosive detection and security analytics.

**Creative function:** AI; machine learning; public security; public safety

**Creative target:** theme parks; museums; attractions management; live events; concert organizers;

**Company:** Evolv Technologies, Inc., based in Greater Boston, Massachusetts, US

**Key executive(s):** CEO Peter George; Chief Scientist Alec Rose

**Investors/Owners:** Stanley Ventures; SineWave Ventures; Finback; General Catalyst; Lux Capital; Bill Gates; Michael Arrieta (CEO Garden City)

**Distribution platform:** brick and mortar

**Launched:** 2013

**URL:** <https://evolvtechnology.com/>

**Product:** Hopin, live-concerts platform

**Need to know because** the live virtual events platform has completed a US\$125m Series B funding round, bringing the company valuation to over US\$2.1bn, making it one of Europe's fastest growing start-ups. It has hired nearly 200 employees and the platform allows users to create live online events that are interactive and personal. Its clients are from the world of comedy, trade fairs, weddings, media, tech and it has also hosted major international conferences (for the United Nations and NATO, among others). It plans to launch Explore, a marketplace for people to discover future events.

**Creative function:** live virtual events; online events; digital conferences; conference organization

**Creative target:** live-entertainment promoters and organizers; music creators; event planners

**Company:** Hopin, based in London, UK

**Key executive(s):** CEO Johnny Boufarhat; Product Designer Hazel Song

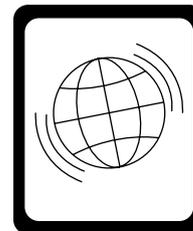
**Investors/Owners:** Coatue; Northzone; DFJ Growth; Accel; Tiger Global Management; Salesforce; IVP; Seedcamp

**Distribution platform:** proprietary platform

**Launched:** June 2019

**URL:** <https://hopin.com/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

## MUSIC

**Product:** Lyte, flexible ticketing platform

**Need to know because** it has raised US\$33m in a Series B round of funding to build up its current business of service about 300 concert tours, music festival, venue operators and other live-event organizers. The move, which brings total investment in Lyte to US\$48m so far, will also enable the company to enhance its exclusive Always OnSale tech service, which enables clients to assess in advance a tour's potential value even before dates are set. Its Send Ticket feature enables fans to exchange tickets safely. Among the new investors are US music legend Quincy Jones, and Social Capital, the venture capital-firm founded by former Facebook executive Chamath Palihapitiya. Creative function: live concerts ticketing; live entertainment; e-commerce

**Creative target:** Concert promoters; live-event organizers

**Company:** Lyte, Inc., based in San Francisco, US

**Key executive(s):** Founder Antony Taylor

**Investors/Owners:** include Quincy Jones; Social Capital; Rocketship VC; Accomplice; Jackson Square Ventures; entrepreneurs including Joel Edelman, Adam Stone, Rob Goldberg

**Distribution platform:** Proprietary platform; iOS and Android mobile apps; consumer digital devices

**Launched:** 2013

**URL:** <https://lyte.com/>

**Product:** Musimap, content-discovery system

**Need to know because** this music-intelligence software allows clients to build personalized content curation and recommendations for users through the largest Artificial Intelligence-powered emotion-sensitive music database ever, which automatically generates metadata linked to listeners' emotions and within context. It is backed by pioneering US record producer, composer and multi-instrumentalist Quincy Jones, who has invested in several successful music-tech companies at an early stage, such as Spotify, Playground Sessions and Qwest TV.

**Creative function:** AI-powered music-recommendations

**Creative target:** music creators; music distributors; music streaming services; ad agencies

**Company:** Musimap SA, based in Liège, Belgium

**Key executive(s):** CEO Vincent Favrat; CTO Frédéric Notet

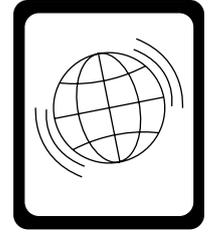
**Investors/Owners:** Quincy Jones; Andreas Spechtler (Silicon Castles CEO); LeanSquare SA; Marathon Artists LABs

**Distribution platform:** proprietary platform

**Launched:** 2015

**URL:** <https://www.musimap.net/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

**Product:** PRISM, Virtual Reality-powered digital-music world

**Need to know because** the popular Dutch DJ Armin van Buuren will join the likes of David Guetta and Carl Cox and share his music on PRISM, a new computer-simulated world developed by Sensorium Galaxy and scheduled to go live early 2021. Sensorium uses Social VR (Virtual Reality) technology, Artificial Intelligence (AI), advanced social-media mechanics and high-end graphic streaming capabilities to provide new ways for artists, venues, game publishers and virtual influencers to entertain and engage fans globally. It aims to eliminate social isolation (one of VR's biggest hurdles). Since its foundation, Sensorium has used Initial Coin Offering (ICO) to help raise US\$100m-plus, making it one of the world's best-funded VR startups.

**Creative function:** concert streaming; VR entertainment; AI; music distribution

**Creative target:** music artists; music producers; music labels; live entertainment venues

**Company:** Sensorium Corporation, based in Los Angeles, California, US

**Key executive(s):** CEO Vladimir Kedrinskiy; CTO Sergey Drozdov

**Investors/Owners:** includes TIDAL

**Distribution platform:** proprietary platform

**Launched:** September 2018 (Sensorium Galaxy February 2021)

**URL:** <https://sensoriumgalaxy.com/>

## PHOTOGRAPHY/ART

**Product:** teamLab, digital art distributor

**Need to know because** this multimedia art collective has entered into a 10-year agreement with the Saudi Arabian government in its bid to improve the cultural image of the country. It will launch a new digital art museum in Jeddah by 2023. Called teamLab Borderless Jeddah, it will mark the company's first project outside of eastern Asia. TeamLab is famed for its for its immersive Virtual Reality experiences, where visitors can interact directly with artwork. The company is owned by the five founding members and has never received outside funding. It has also expanded into the worlds of architecture interactive and amusements retail.

**Creative function:** digital art creation; computer-graphics animation, digital design

**Creative target:** art galleries; museums; architecture firms; design studios; theme parks

**Company:** teamLab Inc., based in Tokyo, Japan

**Key executive(s):** CEO Toshiyuki Inoko; Director Daisuke Sakai

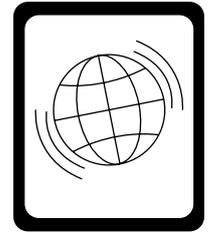
**Investors/Owners:** TeamLab

**Distribution platform:** brick and mortar

**Launched:** 2001

**URL:** <https://www.teamlab.art/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

## PRINT MEDIA/BOOKS

**Product:** iReader, e-books distributor/publisher

**Need to know because** it has received US\$170m from TikTok's parent company ByteDance for an 11.23% stake. iReader is one of China's largest e-book reading and publishing apps, ahead of rival Tencent's China Literature, with 110m monthly active users and a market capitalization of US\$1.8bn. Its portfolio includes digital versions of novels, audiobooks, anime/manga, and other literature. China's e-book market has experienced unprecedented growth recently, with the sector expected to soar up to US\$28.73bn by 2026 (ResearchandMarket.com).

**Creative function:** e-book reading platform; creative content platform; online literature

**Creative target:** consumer-electronics makers; e-learning companies; publishing houses; writers; anime/manga creators; audiobook companies

**Company:** iReader Technology Co. Ltd, based in Beijing, China

**Key executive(s):** Chairman/President Xiangjun Cheng; Director Ling Yun Zhang;

**Investors/Owners:** Shanghai Stock Exchange-listed

**Distribution platform:** proprietary platform

**Launched:** September 2008 (IPO September 2017)

**URL:** <http://www.ireader.com/>

## SOCIAL MEDIA

**Product:** Cosmos Video, virtual environment for leisure and work

**Need to know because** this apparently more relaxed version of giant video-conferencing service Zoom and Microsoft's Teams has launched after raising US\$2.6m in a seed funding round. The funding is led by UK venture-capital firm LocalGlobe and London-based accelerator Entrepreneur First. Cosmos Video is said to remind tech veterans of Club Penguin, the now discontinued online game set in a virtual world. Cosmos Video offers real-life applications; its users' avatars can do real business together via video conferencing or have fun together in virtual rooms.

**Creative function:** online chat; online events; online entertainment

**Creative target:** Gamers; entertainment organizers; video conferencing

**Company:** Cosmos Video, based in London, UK

**Key executive(s):** Co-Founders Rahul Goyal and Karan Baweja

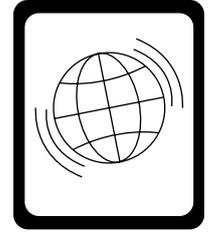
**Investors/Owners:** include LocalGlobe; Entrepreneur First; entrepreneurs Andy Chung, Phillip Moehring; Omid Ashtari

**Distribution platform:** web browser; avatars; proprietary platform

**Launched:** December 2020

**URL:** <https://cosmos.video/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

**Product:** Discord, messaging and communications platform

**Need to know because** this service, which is hugely popular among online gamers who want to chat and socialize when playing against each other worldwide, has raised US\$100m in a Series H round of funding. The lead investor is Greenoaks Capital, the US-based global investment firm. Media reports indicate if all the Series H shares issued are picked up, the amount raised to be as much as US\$140m. Discord, which plans to use the money to enhance the service's tech for users, saw its valuation jump to US\$7bn at the end of 2020, from US\$3.55bn in June 2020.

**Creative function:** instant messaging; social media; digital communications platform

**Creative target:** gamers; game developers; online communities; virtual-world developers

**Company:** Discord Inc., based in San Francisco, California, US

**Key executive(s):** CEO/Founder Jason Citron; CTO/founder Stanislav Vishnevskiy

**Investors/Owners:** include Greenoaks Capital; Greylock Partners; Spark Capital, Benchmark; IVP

**Distribution platform:** mobile and web app on Mac, iOS, Android, Linux, Windows

**Launched:** May 2015

**URL:** <https://discord.com/>

**Product:** YouTube Shorts, short-video social platform

**Need to know because** the colossal video-sharing platform has launched this short-video experience feature to capitalize on TikTok's lost market share, following India's blanket ban on Chinese mobile apps. Shorts allows users to create and upload 15-second videos with creator tools, which include a multi-segment camera, speed controls and a countdown feature. Users are able to set videos to music through YouTube's large library of songs (including tracks from music partners T-Series and Believe Digital).

**Creative function:** video-sharing app; social-media content

**Creative target:** video makers; content creators; social networks; e-commerce companies; ad agencies; media publishers

**Company:** YouTube LLC, based in San Francisco, California, US

**Key executive(s):** CEO Susan Wojcicki

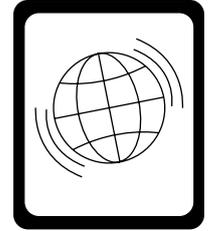
**Investors/Owners:** Google LLC

**Distribution platform:** YouTube

**Launched:** September 2020

**URL:** <https://blog.youtube/news-and-events/building-youtube-shorts/>

# DISRUPTION DIRECTORY



Outline of the latest in global groundbreaking technologies

## SPORTS

**Product:** MyCujoo, streaming-sports service

**Need to know because** this Swiss subscription video-on-demand (SVOD) streaming-sports venture has been acquired by live-streaming sports group ELEVEN SPORTS. MyCujoo offers accessible non-elite football live streams and, during the process, has raised the brand portfolio of several international football associations, clubs and leagues, as well as other sports bodies such as the International Hockey Federation. In 2019, the company streamed more 22,000 matches from 3,500 content creators to 26 million unique users worldwide. The move will form part of ELEVEN SPORTS' 2021 ELEVEN 2.0 strategy, which will launch ELEVEN NEXT, ELEVEN WOMEN and ELEVEN ESPORTS.

**Creative function:** live sports streaming; data monetization; content monetization

**Creative target:** sports-rights holders; sports leagues; sports federations; athletes; media companies

**Company:** MyCujoo, based in Zurich, Switzerland

**Key executive(s):** MyCujoo Co-Founders Pedro Presa, Joao Presa; ELEVEN CEO Luis Vicente

**Investors/Owners:** Aser Ventures

**Distribution platform:** proprietary platform

**Launched:** May 2015

**URL:** <https://mycujoo.tv/en/>

## TELEVISION

**Product:** Ai-Media, auto broadcast TV and online-captioning service

**Need to know because** it has been listed on the Australian Securities Exchange (ASX) with a market capitalization of A\$177.4m (US\$134.7m??). Ai-Media specializes in providing communication support for people with hearing disabilities, and merges Artificial Intelligence (AI), machine learning and human skills to improve access to information in the workplace. The company has also expanded to include translation and live-captioning services for TV broadcasters. In 2020, Ai-Media acquired Alternative Communications Services, a US-based captioning firm.

**Creative function:** TV-broadcast and online captioning; AI-powered media; online translation

**Creative target:** news and media companies; educational establishments

**Company:** Access Innovation Holdings Ltd., based in Sydney, New South Wales, Australia

**Key executive(s):** CEO Tony Abrahams; CFO Patrick Fok

**Investors/Owners:** Australian Securities Exchange-listed

**Distribution platform:** proprietary platform ; cloud-based solutions

**Launched:** 2003 (ASX listing September 2020)

**URL:** <https://www.ai-media.tv/>

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Our **News Analysis** covers tech activities in the international media, entertainment and creative businesses. Our **Disruption Directory** lists technology products that have been announced or developed for specific creative sectors. Our **Numbers That Count** section features statistics illustrating technology's influence on the evolution of media and entertainment. Our **Start-ups' Standpoint** section gives emerging technology service providers a platform to state the differences they hope to make and the challenge of fulfilling those ambitions. [Back to Content Page](#)

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## **TechMutiny readers:**

Media, entertainment and tech decision-makers seeking a snapshot of the new developments catapulting the creative businesses further into the 21st century.

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