

# Tech Media Invest 100

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In association with Europe Unlimited, Kemp Little and PwC

The real entrepreneurs have been waiting in the wings for the perfect conditions for a startup - a downturn

Mike Butcher, editor, TechCrunch Europe



Audio/Video tags

Encrypted Profiles

Notes Sync

Live streaming

Shake to shuffle

YouTube accounts

EAS policies

Proxy support

YouTube subscriptions

Wi-Fi auto login

Revoke certs

LDAP

Languages

EAP SIM

Stereo Bluetooth

Call log

Auto-fill

Anti-phishing

Create meeting invitations

Twitter login

YouTube ratings

Check: the advent of smartphones using technology such as Apple's iPhone software (demonstrated above) has created an entirely new market for downloadable applications

## Innovation nation

Tech Media Invest Top 100 brings together for the first time those UK companies that face the recession are thriving and finding new markets. **Michael Pollitt** reports

The innovative yet diverse nature of this year's Tech Media Invest Top 100 is refreshing. But just glancing through names never tells the whole story. Why, for example, is business-card print- Moo Print in there? Or the social company Playfish? What of Golden and Triopsis? Featuring well-known alongside others that consumers recognise, Tech Media Invest says about this industry: despite the recession, creative talent is doing well. The market isn't particularly broad church that represents tech media space, it's about the of consumption and delivery, as the content being consumed, and advertising and search, devices technology, e-commerce, games and content as well as social media. In common? All the companies are engaged with the technologies for services or products.

The biggest areas this year are still social media and microblogging hat - obviously Twitter," says Nick chief executive officer of intelligence specialist StrategyEye (Clusters Ltd). The growth of new music businesses such as Spotify have also caught his attention.

Twitter. For anyone familiar with the microblogging service, third-party clients and services enhance the overall experience. Another example is iDesktop.tv, which helps with searching and watching YouTube videos. In general, building your business model on existing foundations is a good move.

But what does the technology and media market feel like? It's about privately owned, revenue-earning businesses rather than back-bedroom ideas. More mainstream and accessible than previous years, the products and services are consumer-driven thanks (in part) to the Apple iPhone effect. They're also very diverse - in the top-10 list there's flirting (Handmade Mobile Entertainment), social games (Playfish) and ticket exchange (SeatWave) alongside music distribution (SoundCloud) and miniature laser projectors (Light Blue Optics).

This diversity is also happily matched by sound financial backing. Yet figures from the British Venture Capital Association show that investments made by private equity and venture capital firms into UK technology and media companies generally fell from £2.8bn in 2007 to £265m in 2008. So the big question for Tech Media Invest's advisory board was this: "Would this company be able to raise venture capital funding?"

Erik Jorgensen, an Intel Capital invest-

potential, team experience, product or technology merit, competitive position, investment or partnering interest as well as the quality of the written profile.

The entrants have also faced change over the last year regardless of what they do. Some have ridden high on consumer demands for mobile phone applications, price comparison sites, music or video, while others have successful niche products such as Mendeley's research management tool for academic papers.

### From products to services

Oliver Gajda, director at Europe Unlimited, the Belgium-based business consultancy organising the list, says there's been a clear shift away from technical products to services based on technology over the past decade. "The most recent trend we have seen is in social networking and applications. For example, the success of products such as the iPhone does not lie in the phone itself but in the applications and services that run through the device."

Paying close attention to the business plan has also been a major preoccupation as businesses have been pared down to what works and makes money. In short, industry experts say this is a year of evolution not revolution. Kenny Fraser, a partner in performance improvement consulting at the business consultancy

PricewaterhouseCoopers (PwC), which was also represented on the top 100's advisory board, believes the technology and media market is subject to recessionary forces greater than most.

"By far the biggest area of change is around the companies that have been operating in the media sector," says Fraser. "The impact of the global downturn has been to dramatically accelerate the shift from traditional media sources and traditional methods of selling advertising to delivering content to new digital media type sources."

That's also meant increasingly sophisticated methods of reaching your audience. For example, companies such as Music Glue and Slicethepie join music artists and fans together in innovative ways. The UK also provides a favourable business climate for nurturing clever ideas: the Tech Media Invest Top 100 offers an outstanding array of products and services.

Things can only improve as consumer appetites for digital media increase. Meanwhile, experts reckon the immediate focus is on conserving cash and building sustainable revenues from solid business models.

"For investors this is a very exciting market, with low valuations for some very promising businesses," says Europe Unlimited's Gajda. "For some companies, this will also mean their untimely end." But what's driving new people to enter the market, and perhaps risk-

## Introduction

### The next generation

The economic climate has been proving undeniably tough but not tough enough to stop UK technology and media companies from continuing to innovate over the past year. Here we celebrate their achievements and showcase the UK's most exciting emerging companies in the Tech Media Invest 100 - essential reading whether you want entrepreneurial inspiration or advice on where to invest next.

You'll find the companies on our list as diverse as the technology and media market itself. They cover areas from microblogging to business cards. What they all have in common, however, is business potential and an innovative product. The advisory panel, which included experienced technology and media investors, considered the merit of each company's technology, of course, but also weighed up criteria

potential investors and corporate partners, and compete for qualification to the European Venture Summit and European Venture Contest (see details at e-unlimited.com/tmi).

Who is likely to succeed - and what areas are hot? Inside, we examine the technology and media market, and the effects (and possibilities) of the downturn. You'll find information on the trailblazers and what makes their businesses so exciting, a look at how the UK market holds up in a European and global context, and discussion of one of the most important questions in the sector today: how to overcome the expectation of free online to make your business pay.

It's a snapshot of the current tech media space, but we hope it will also give an idea of what the sector might look like in the near future - and which companies might be shaping it.

Vicky Frost

## Inside

### 02 The top 100

We bring you the full list of companies selected for innovation and creativity

### 03 Innovation

How the next generation can secure funding and tax credits

### 04 The future

If and when? Moving from a free to a fee-paying model. Plus, industry predictions

### 05 The trailblazers

The companies that have cornered markets we didn't even know existed

### 06 Using the recession

Emerging companies that are making the best of a bad climate

Commissioning editors Vicky Frost,

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## Tech Media Invest 100 The list

## The top 100 tech media companies

The 100 companies below have been picked for their innovation and creativity over the past year in areas as diverse as mobile applications, racing games and music recognition. We list the top 10 and then all others by sector

## The top 10

- 1 SeatWave**, (seatwave.com), London: Online marketplace for buying and selling tickets for live events
- 2 SoundCloud**, (soundcloud.com) Birmingham: Platform for distributing music directly by music professionals
- 3 Playfish**, (playfish.com) London: Social games developer
- 4 Handmade Mobile Entertainment**, (flirtomatic.com), London: Online flirting service via mobile or PC
- 5 Moo Print**, (moo.com) London: Online printing business
- 6 Mendeley**, (mendeley.com) London: Academic software for research management
- 7 Plastic Logic**, (plasticlogic.com) Cambridge: Technology for inkjet printing on plastic electronics
- 8 Light Blue Optics**, (lightblueoptics.com) Cambridge: Miniature projection systems



and creativity content publishing systems (SeatWave, London.com) London

London: Business-centric data migration software

SeatWave's colourful advertising, above, has helped the ticket exchange company soar to the top of the list

## Awards The contenders

## Kemp Little Innovation award shortlist

These companies have been picked for their outstanding business innovation:

- Datmedia
- Golden Gekko
- Huddle (Ninian Solutions)
- Plastic Logic
- Scene Systems

## PwC Hottest Prospect award shortlist

These companies have been selected as those showing the best growth potential

- Adjug
- Comufy (Chootta Ltd)
- Huddle (Ninian Solutions)
- Realtime Worlds
- Slicethepie

Winners will be announced at the Tech Media Invest 2009 event on October 1 and will receive free legal advice from Kemp Little and free financial consulting advice from PwC.

Both Kemp Little and PwC are specialists in advising technology and digital media companies to help them achieve their full potential.

- 9 Mind Candy**, (mindcandy.com) London: Social multi-player online games developer
- 10 Spotify**, (spotify.com) London: Proprietary peer-to-peer, music-streaming service

## Advertising and search

**Adconion Media Group**, (adconion.com) London: Performance-driven online advertising and content syndication network

**AdJug**, (adjug.com) London: Online advertising exchange

**AdPay.tv**, (adpay.tv) Edinburgh: Video advertising as a form of currency

**Affect Labs**, (affectlabs.com) Edinburgh: Enables companies to measure emotional temperature of their brands online

**Artesiansolutions**, (artesiandigital.com) London: Winner: Automated search and surveillance technology provider

**Broadbean Technology**, (broadbean.com) London: Job advert distribution and response tracking solutions

**BView**, (bview.com) London: Local voucher search engine and advertising network

**Clash Media**, (clash-media.com) London: Performance-based data marketing and pioneer of Proactive Online Lead Generation

**Livebookings Holdings**, (livebookings.net) London: Online marketing and reservations service for restaurants

**Loc8 Solutions**, (hedout.com) Edinburgh: Mobile location-based entertainment guide and hyper-local applications

**Madgex**, (madgex.com) Brighton: Job board software

**Medio Systems**, (medio.com) London: Personalised mobile search service for individual mobile phone subscribers

**Mipplin**, (mipplin.com) London: Solutions to enhance/access content unsupported for mobile devices

**MirriAd**, (mirriad.com) London: Online marketing campaign management

**Mobile Commerce**, (mobilecommerce.co.uk) Cirencester: Mobile search, location

**PharmWeb Solutions**, (pharmwebsolutions.com) Bracknell: Online publishing and outsourced digital marketing in pharmaceuticals and healthcare

**Pixsta**, (pixsta.com) London: Image and video search

**Real Time Content**, (realtimecontent.com) London: Personalised online video ad technology

**Saffron Digital**, (saffrondigital.com) London: Digital video and entertainment delivery across mobile/online

**Sharpcards**, (sharpcards.net) London: Digital messaging in the mobile entertainment industry

**Skimbit**, (skimbit.com) London: Solutions for affiliate marketing

**Struq**, (struq.com) London: Optimisation processes for the delivery and creation of advertising

**Triopsis**, (triopsis.com) Weybridge: Web and mobile phone software to generate photography audit trails for monitoring compliance of businesses

**Upad**, (upad.co.uk) London: UK property rental marketplace

**WikiJob**, (wikijob.com) London: Graduates job search in the city

**Zemanta**, (zemanta.com) London: Online content creation tools backed by natural language processing

## Digital and technology

**Aerelink**, (aerelink.com) Knowsley: Wireless networking solutions

**AlwaysOn**, (alwaysongroup.com) Reading: Voice, data and mobile solutions

**Anarkik3D**, (anarkik3d.co.uk) Edinburgh: 3D applications

**Anthropics Technology**, (portraitprofessional.com) London: Photo-editing software

**Ariel Communications**, (arielcommunications.co.uk) Hemel Hempstead: Software house specialist in internet solutions

**Celona Technologies**, (celona.com)

**Codebird UK**, (codebird.com) London: Digital voucher issuing and clearing house for coupon/loyalty card sectors

**Entanet International**, (enta.net) Telford: Voice and data connectivity services

**Frontier Silicon**, (frontier-silicon.com) London: Connected audio technology

**GetJar**, (getjar.com) London: Mobile application distribution and developer community

**Golden Gekko**, (goldengekko.com) London: Mobile applications for all platforms

**Huddle (Ninian Solutions)**, (huddle.net) London: Network for online collaboration, live conferencing and project management software

**iPlato Healthcare**, (iplato.net) London: Mobile health services

**IVCmedia**, (ivcmedia.co.uk) Yeovil: Audio video and broadcast systems integrator

**KeyPoint Technologies (UK)**, (keypoint-tech.com) Glasgow: Intelligent input platforms to improve usability of mobile technologies

**MeetingZone**, (meetingzone.com) Thame: Conference services provider

**Mimecast**, (mimecast.com) London: Unified email management services

**Mobiqa**, (mobiqa.com) Edinburgh: Mobile barcode solutions

**Nativ**, (nativ.tv) London: TV and video distribution

**NearGlobal**, (nearglobal.com) London: Software application providing 3D replicas of cities aimed at advertising and research

**NX Vision**, (nxvision.com) Dunfermline: Internet extension of viewers' living-room TV experience

**OnRelay**, (onrelay.com) London: Cellular fixed mobile convergence software

**PacketExchange**, (PacketExchange.net) London: Network service provider offering alternative to the public Internet

**ScanSafe**, (scansafe.com) London: Web security, ensuring a safe and productive internet environment

**Scene Systems**, (scenesystems.com) Cambridge: 3D animated reconstruction services

**Secerno**, (secerno.com) Oxford: Data security and control, allowing

real-time data protection

**The Cloud**, (thecloud.net) London: Wireless broadband network

**Truphone**, (truphone.com) London: Applications and mobile telephony service combining VOIP, GSM and information management

**UMU**, (umuglobal.com), Skelmersdale: Security software for mobile handsets

**Vpar**, (vpar-golf.com) London: Software for golf scoring on mobile devices

**Wesupply**, (wesupply.com) Maidenhead: Integration and supply chain solutions for retail/manufacturing

## eCommerce

**Aroxo**, (aroxo.co.uk) London: Marketplace with negotiation between buyers and sellers for products and services

**BeatThatQuote.com**, (beatthatquote.com) London: Price comparison site

**Music Glue**, (musicglue.com) London: Social and P2P networks for music promoters and artists

**mydeco.com (By Design)**, (mydeco.com) London: Home design software

**The Hut**, (thehut.com) Northampton: E-commerce solutions for the retail industry

**viagogo**, (viagogo.co.uk) London: Secondary ticketing exchange

## Games and entertainment

**CyberSports**, (cybersportsworld.com) London: Integrated 3D virtual multi-player/online gaming

**Datmedia**, (datmedia.co.uk) Cardiff: Online video-streaming software

**Digital Goldfish**, (digital-goldfish.com) Dundee: Mobile platform development

**Eutechnyx**, (eutechnyx.com), Gateshead: Video games developer specialising in driving and racing games

**iDesktop.tv**, Wellingborough: Online interface for viewing videos from YouTube

**Introversion Software**, (introversion.com) London: Virtual online content

**Mixcloud**, (mixcloud.com) London: Online platform for on-demand radio shows

**New Concept Gaming**, (jog2play.com) Liverpool: Motion control products promoting healthy and fun video gaming

**Quick.tv**, (quick.tv) Newcastle: Service making online video interactive

**Realtime Worlds**, (realtimeworlds.com) Dundee: Software for entertainment sector

**Shazam Entertainment**, (shazamentertainment.com) London: Mobile music recognition service

**Slicethepie**, (slicethepie.com) Reading: Consumer-driven filter for new music

**Slingshot**, (slingshot-studios.com) London: All-digital British film company

**Splash Damage**, (splashdamage.com) Bromley: Video games developer

**Supajam**, (supajam.com) Hever: Show-cases/monetises new music, entertainment and live events

**We7**, (we7.com) Oxford: Shares music for free through its "MediaGraft" software that attaches adverts to songs

## Social media

**AudioBoo**, (audioboo.fm) London: Sound sharing website

**Comufy (Chootta)**, (comufy.com) London: Next generation communication platform

**Demotix**, (demotix.com) London: Citizen journalism website and photo agency

**Dopplr**, (dopplr.com) London: Service that shares personal and business travel plans privately

**Everyclick**, (everyclick.com) Moreton in the Marsh: Charity fundraising software

**Hubdub**, (hubdub.com) Edinburgh: Web-based prediction market

**Mobango**, (mobango.com) London: Social mobile application store

**Songkick.com**, (songkick.com) London: Live music online

**Tweetme**, (tweetme.com) Reading: Aggregates links on twitter to determine their popularity

**Webjam**, (webjam.com) London: Enables organisations to build online communities