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INVESTMENT YEAR: 2021

SECTOR: Services

Global advertising technology platform, focused on gaming and entertainment.

Co-founded in 2010 by CEO Rob Gay and COO Matt Cannon, Venatus is headquartered in London with offices in New York, Los Angeles, Sydney, and Seoul. The firm connects advertisers and their agencies with video gaming content and community website owners (“publishers”), giving them access to the hard-to-reach and highly valuable global gaming audience.

Venatus’s commitment to excellence has enabled it to exclusively represent direct and programmatic ad sales for over 250 core publishers – including Rovio, EA, OP.GG, What Culture and FUTBIN. The firm has also delivered award-winning creative campaigns for the likes of Unilever, BBC, Universal, Hasbro, Activision and Intel with the support of its in-house sales team.

Venatus’s addressable market is currently estimated to be around £1bn across the UK and US, with gamers representing a large, distinct and attractive segment for advertisers – a position which is likely to be enhanced by the increasing popularity of gaming and privacy-related changes to online tracking.

Livingbridge’s investment will be vital in supporting Venatus in establishing itself as the largest global specialist in this space – facilitating its ambitious growth plans in the US, taking the business to new geographies, and heavily investing in its proprietary technology.

## Venatus timeline

**2010** Venatus founded

**2021** Livingbridge invests

**2022** Tim Weller joins Venatus as Chairman

