

Deal snapshot

Client	Client nationality	Counterparty	Counterparty nationality	Transaction type	Sector	Deal size in EUR million
The Digital Partnership Ltd	UK	Martini Media	US	Sale	Technology & IT Business Services	Not disclosed



was sold to



Clairfield International in the UK (Orbis Partners) advised
The Digital Partnership

"Orbis Partners' M&A expertise and their assistance in negotiating and structuring our transaction was essential in successfully concluding this deal. They showed a lot of energy throughout the transaction and were available 24x7 to deal with matters."

Matt Gower, Managing Director - Europe
TDP Media Group

Client overview

TDP is a London-based digital advertising company that is Europe's largest B2B and affluent targeting network. TDP's clients include high-end brands such as Harrods, Porsche, and Phillips.

TDP was founded by Matt Gower and Chris James. Mr. Gower was the former head of Channel 4's Digital Media sales operation. Both Mr. Gower and Mr. James will remain as European managing directors with the company, which is set to expand into Europe and Asia.

Situation overview

TDP is a fast growing business and the shareholders wanted to sell or partner with an organization that would provide TDP a platform to realise its potential. Orbis advised on the sale of TDP to Martini Media, a San Francisco-based digital marketing business with an estimated worldwide audience of 120 million. Its service platform includes web, video, email, and social networking.

The shareholders believe this is an excellent deal for both parties. By combining forces the enlarged group is in a strong position to be a leading global provider in the fast-growing sector of digital marketing.

Deal Team:

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July 2011