

Plum Research raises \$2.6M to conquer the global entertainment market

Plum Research, an innovative audience analytics tool for the entertainment industry, raises USD 2.6 million from Montis Capital and Weston Investment Management

[Plum Research](#) has the unique ability on the market to analyze the full, device-agnostic picture of audience viewing, providing data of an unparalleled level of granularity. Plum's clients include three of the five world's largest film and TV studios, as well as top television broadcasters, talent agencies, and media companies.

The US & Poland-based startup has now raised a USD 2.6 million (PLN 10 million) round from the Polish venture capital firm Montis Capital and the British investment firm Weston Investment Management.

Launched in the fall of 2015, Plum Research overcomes the traditional challenges associated with acquiring, cleaning and weighting the vast amounts of audience data generated each day by viewers around the world, including the prohibitive cost. Their flagship product, Showlabs, measures audience engagement and offers in-depth analyses of film and TV viewership, including SVOD and linear television channels.

"We currently monitor over 90 percent of the global SVOD market, among others. We can provide an unparalleled level of granularity on tune in, interest, affinity, reruns, binge watching, hook points, time shifting, and much more." says Łukasz Jeziorski, CEO and Founder of Plum Research.

"The data we provide allows our clients to assess, for example, whether it's worth buying a license for a certain series or to see which actors have the best chance to attract the most viewers. They can even use it to understand which scenes may cause an audience to drop off and should be left out of the script entirely. We're the only company in the world to operate using data like this," Jeziorski adds. "We're shaking things up in the global entertainment industry."

Plum Research primarily plans to use the influx of funds to enter new markets, including Asia, as well as to maintain their technological stronghold and build out their product and team.

"We're planning to scale and to bring in more world-class talent, and we just opened an outpost in New York, which is our second office in the US after California" adds Jeziorski.

"Plum is another amazing company in our portfolio that represents unique value and has global scalability potential. This was confirmed during interviews with executives from key clients around the world, who all agreed that there is no other technology on the market that provides

such accurate and advanced analytics as Plum Research,” explains Wojciech Szwankowski, Managing Partner at Montis Capital.

Plum was first incubated and developed in the venture building arm of Tar Heel Capital Pathfinder, a firm with a history of investing in and venture-building top-tier international tech companies, including GRID Esports (a leading esports data provider) and RemoteMyApp (a cloud gaming technology provider, owner of Vortex.gg).

“From the very beginning, we’ve watched how a team of incredibly talented people with a very lean budget by global standards has managed to create a product that is technologically ahead of the market and responds to the needs of international clients. Now is the perfect time to scale the business and launch new technologically ambitious solutions,” says Arkadiusz Seńko, Managing Partner of Tar Heel Capital Pathfinder.

Plum Research is an independent company dedicated to providing the most reliable insights to the global entertainment industry. Since 2015, Plum has been partnering with the world’s largest media & entertainment companies, talent agencies, and broadcasters who rely on Plum’s unbiased data to enhance their business decisions. Plum has received numerous awards & distinctions, including the Best of Show Content Measurement Innovation Award at the 2019 National Association of Broadcasters Show in Las Vegas. www.plumresearch.com

Montis Capital are early-stage/round A venture capital investors whose primary mission is to help founders create the Fourth Industrial Revolution. Within that mission they seek to invest into great teams, scalable business models, and innovative and market-validated products at the growth stage. Montis Capital is led by Łukasz Dziekonski, Wojciech Szwankowski, and Tomasz Poninski, who founded the company in Poland after years of international banking and investment experience. www.montiscap.com

Tar Heel Capital Pathfinder is a Polish venture capital firm investing in early-stage startups. We have a history of co-creating thriving global tech companies, and focus on investments in innovative industries & emerging technologies, including esports, big data, cloud computing, fintech and martech. Our portfolio includes RemoteMyApp (a cloud gaming technology provider, owner of Vortex.gg), GRID Esports (an esports data acquisition leader), Woodpecker (cold mailing and follow up tool) and Unikrn (esports betting). www.thcpathfinder.com

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