

The Mark News Proves that Content is King

Closes Second Round of Funding

Who: The Mark News www.themarknews.com
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Financing. The Mark, a Canadian creator and distributor of original programming featuring a handpicked global network of 1,500 experts and influencers, today announced the closing of its second round of financing.

The round of funding was led by Innovation Grade Ventures, and also included prominent investors such as:

Jordan Banks (Managing Director, Facebook Canada; Founder, Thunder Road Capital)

Stephen Greenberg (Co-owner and President, Incendo; Director, Astral Media)

Edward Greenspon (VP, Business Development for Star Media Group; former Editor in Chief, Globe and Mail)

Brian Cooper (President, Sports & Entertainment Sponsorship Group; Founding Partner, NHL Network)

Revenue. The Mark raised this round as a result of rapid revenue growth across a suite of products.

'Original shows' - Multi-episode multimedia programming syndicated through a network of mass-audience web properties. For example, a food and entertainment show hosted by mixologist Jeremy Parsons and a wine show hosted by vintner Alejandra de Miguel. Several others are in development.

'Hosted Conversations' - Multi-part multimedia programming that features dozens of leading thinkers and doers on a particular topic. For example, a series on Green Cities featured David Suzuki and forty other 'green' influencers. Dozens of others are in development.

'Powered by The Mark' – Websites produced by The Mark for other organizations. For example, the Canadian International Council retained The Mark for a multi-year contract to build and maintain a foreign affairs web portal launching later this year.

'Innovative Research': Studies that survey The Mark's network of extraordinary people worldwide. For example, The Mark is conducting a global study in partnership with a Canadian federal ministry to survey influential Canadians abroad.

This new round of investment will expand The Mark's ability to produce leading-edge multimedia series content and to distribute it to both online and offline media such as newspapers, portals, and radio stations.

Quotes:

"As the recent AOL purchase of Huffington Post demonstrates, a premium is being placed on organizations like The Mark that deliver what consumers are demanding; high-quality, multimedia content built for distribution across all platforms and social media," says David Ceolin Managing Partner of Innovation Grade Ventures.

Jeff Anders, CEO and co-founder of The Mark, emphasizes the power of content. "In today's digital world, every company, government, university and NGO needs to have a publishing and broadcasting capability to communicate their ideas and engage their stakeholders," he says. "Not only is content king, but now content is King-maker."

Backgrounder:

The Mark produces multimedia content featuring a hand-picked community of 1,500 experts in Canada and abroad.

The Mark content is syndicated through themarknews.com and through a national network that includes properties in the Rogers, Postmedia, Torstar and Yahoo! Canada portfolios. It was founded in 2009 and is based in Toronto.