



## **JVP Media V holds \$100m first closing**

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**Jerusalem Venture Partners, an Israeli venture capital firm that invests in early stage digital media and technology-related companies, has held a first closing on its fifth fund, JVP Media V. The fund has now raised \$100m of its \$150m target size.**

JVP Media V's investment strategy focuses on seed stage companies through its technology incubator, JVP Media Studio, and on early stage companies through the main fund.

JVP Media V has already invested in two companies - PopTok, an online platform allowing users to embed short video segments into current digital communication; and Infinite Memories, a media-related semiconductor company, providing silicon media to the mobile content distribution market.

Erel Margalit, founder and managing partner of JVP, said, 'I believe that some of the leading next generation companies to come out of Israel will be focused on building applications and products for the consumer and media market in a way that would combine technology, media, design and creative elements to create some of the leading companies for the next generation. While during the first 20 years of the venture era in Israel, we created scalable technologies for both the enterprise and communication space, I think the next ten years will be about the individual and consumer markets and helping the big media players to move from a broadcasting stage to a much more interactive era.'

JVP currently manages over \$770m. The firm's portfolio has included Double Fusion, an in-game advertiser; Animation Lab, a new CGI feature animation studio; and Siano, a provider of silicon receivers for the emerging mobile digital TV market.