

Sheppard Mullin Advised Oxford Road in Union with Veritone One

10.25.2024

The firm represented leading audio and creator-based advertising agency Oxford Road in its transaction with Insignia Capital Group to create the world's largest podcast agency.

The transaction unites Oxford Road's international traction and industry innovation with Veritone One's advanced technology stack, data capabilities and creator-led video and influencer expertise. The union addresses a critical gap in the market, offering brands unparalleled access to and performance in podcasting, streaming audio, radio and creator-based video channels. Both companies will continue to operate independently in the near term, with future designs for a unified lead brand.

The team that advised Oxford Road was led by partner and leader of the firm's Mergers and Acquisitions team Jordan Hamburger and associates Eugene Choi and Graham Wardle. Special assistance was provided by John Crisp, Dmitriy Chelnitsky, Michael Chan, Shawn Fabian, Brian Fong, Daniel Yannuzzi, Michael Leake, Julia Kadish, Iman Naieem, Brian Egan, Michael Weissnar, Umar Sattar, Susan Gov, Evan Lim and Jordan Golden.

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