



NPAW is a Big Data and Business Intelligence (BI) company helping online media services around the world in making data-driven decisions. NPAW has been in the online media business since 2008 and today we are **one of the foremost players on the world stage in this domain.**

The Big Data analytics market is experiencing outstanding growth and is expected to surpass USD200 billion by 2020. In parallel to that, the Internet's content keeps adding video: video is expected to exceed 80% of the internet's content by 2020. However, Big Data has no value without the right approach to BI. NPAW helps broadcasters, OTTs, telcos and media companies make **data-driven, business, content, operational and technical decisions to drive performance and maximize revenues**, by providing the most advanced, holistic BI technology and real-time analytics.

With **YOUBORA Infinity**, our award-winning online media analytics platform, alongside its line of **SmartModules** that adapts to specific customer and

department needs, content providers gain real time full visibility and sophisticated **understanding of how their audience behaves and how their platform performs across their entire service** - from the moment users login until they log out -, to make strategic decisions that optimize their business.

At NPAW, we are committed to provide customers with vanguardist analytics and business intelligence. Thanks to our strong bet on R&D and our continuous efforts to stay ahead of the curve, we have been able to **set the standards for a new generation of business intelligence in the online media ecosystem. We introduce state-of-the-art developments that are responsive, flexible, fast and scalable thus filling our clients' need gap before they even realise it.** The result crystallizes on the most reliable and performant products available in the market. We have seen our company double in revenue every year for the last 3 years, and our headcount has gone from 20 people to nearly 70 by the end of 2017.

NPAW's solutions help online media companies to drive success via data-based decisions:



React to events
in real-time



Understand
customers better



Have higher
productivity



Have higher
profits

Key Facts & Figures

Industry: Big Data & Business Intelligence

Foundation: 2008, by Wuaki Co-founders

VC: Axon Partners

Offices: Barcelona, New York

Headcount: 60+, over 15 nationalities

Income: €4+ million in 2016

Growth: 75% YoY for the last 3 years

Customer Base: 100+ online media companies
with views in 110+ countries worldwide

Key Executives

Ferran Gutiérrez, CEO & Co-founder

Sergi Vergés, COO & Co-founder

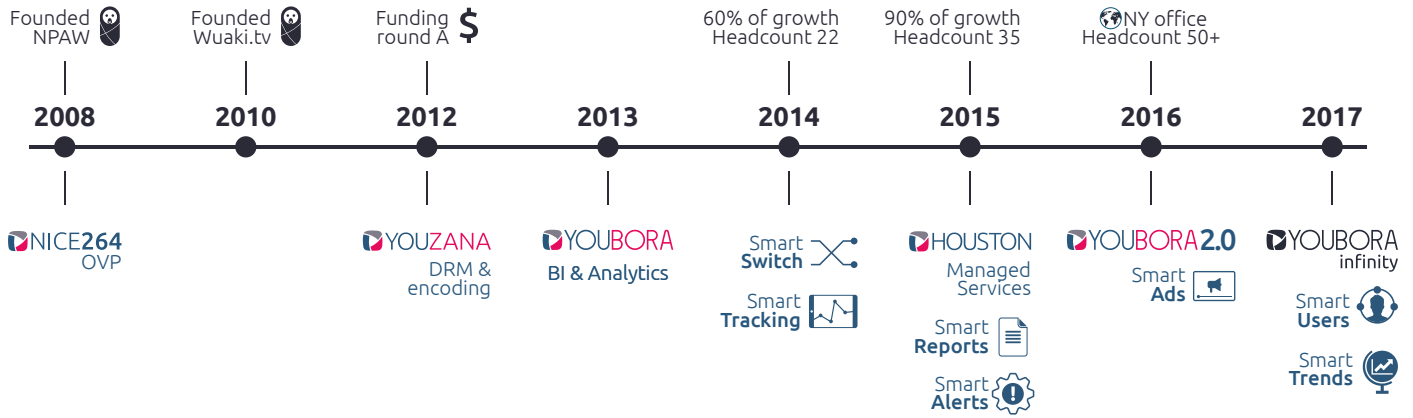
Sergi Laencina, CTO

Maurici Torra, CFO

Victor Carbonell, CRO

Lucas Bernat, Product Manager

NPAW's Evolution



Awards



Trusted by the world's most successful OTTs, broadcasters, telcos and media groups

