



ftrack Announces its Acquisition by Backlight, a New Global Media Technology Company

Backed by \$200M in funding, Backlight will invest in ftrack aiming to drive innovation and customer success in media review and collaboration solutions

STOCKHOLM (April 12, 2022) - [ftrack](#), the developer of Academy Award and Emmy-winning project management and media review solutions for the creative industries, today announced that it has been acquired by Backlight, a global media technology holding company backed by a leading growth equity firm, PSG. Earlier today, Backlight announced the acquisition of ftrack and four other visionary media technology companies, all serving media, entertainment and video-forward customers with cloud-based solutions that dramatically improve every step of the media content lifecycle.

“Over the last 10 years, our goal at ftrack has always been to help content creators tell unforgettable stories by powering best-in-class collaborations and streamlining processes,” said ftrack founder and CEO Fredrik Limsäter. “As such, we are thrilled to join forces with Backlight and grow our technology through PSG’s strategic investment. ftrack, Backlight, and the four other forward-thinking brands in the Backlight family, share a passion for innovation, fostering fluid collaboration, and solving operational challenges in the creative industries. We believe we are now better positioned than ever to evolve our media review and team collaboration solutions and deliver innovations that will enable our customers to create even more extraordinary work in the years ahead.”

Ftrack is the developer of the [ftrack Studio](#), [cineSync](#), and [ftrack Review](#), which are designed from the ground up to unleash the potential, productivity, and progress of creative projects. ftrack was founded in 2012 by film post-production veteran Fredrik Limsäter, and celebrates its 10th anniversary this year. ftrack’s customers are found in 60 countries worldwide and regularly win prestigious awards for work across film, streamed content, linear broadcasting, virtual production, gaming, animation, advertising, VR, AR, and more.

“The team at CoSA are thrilled to see this new stage of ftrack’s growth,” said Jeremy Moore, Head of Production at CoSA VFX. “CoSA counts on our partnership with the ftrack team and their software package’s robust feature-set to make our day-to-day VFX operations smoother and simpler. I’m incredibly thrilled about what ftrack’s strategic growth plan can bring to the product, and I’m looking forward to the roadmap of next phases for their toolset.”

ftrack's industry-trusted project management and production tracking platform, ftrack Studio, was awarded a [Technical Achievement Award](#) by the Academy of Motion Picture Arts and Sciences in February 2021 for contributions to filmmaking and post-production. cineSync, ftrack's desktop-based media review solution, also won a Technical Achievement Award from the Academy in 2011 and a Technology & Engineering Emmy Award in 2018.

“When we first met with Fredrik and the ftrack team, we were blown away by their vision and amazing achievements,” stated Ben Kaplan, CEO of Backlight. “We are excited to help the team invest in innovation and remove the barriers for creative and customer success. We believe there is a massive opportunity for ftrack to scale rapidly and we are excited to partner with such a great team.”

ftrack is joined by four other fast-growing media tech companies that were also acquired by Backlight and received strategic growth investment from PSG. All five companies are operating as business units as part of Backlight.

- [Iconik](#) is a cloud-native, SaaS media management solution that allows users to share files from any storage, collaborate on video, and enrich media with AI for high searchability—all with great ease and the ability to scale to serve solo creators or large global teams.
- [Celtx's](#) all-in-one solution for writing, planning, and managing media production is used by millions worldwide. Celtx provides pre-production planning software, including scriptwriting, storyboarding, shot-planning and budgeting, to in-house production teams, agencies, film schools and universities, game studios, and media & entertainment companies.
- [Wildmoka](#) is a leading platform for the creation of live and near-live content in Sports, News and Entertainment. Its cloud-native Digital Media Factory aims to empower broadcasters and rights owners to produce and deliver content from any source, to any destination, in any format, at speed and at scale.
- [Zype](#) provides infrastructure for digital video with a cloud-based platform to manage and distribute enterprise-grade video across the web, mobile, TV, and social media. Offering both developer-friendly tools such as customizable APIs as well as turnkey solutions for OTT apps and linear/FAST channels, Zype's SaaS solutions enable video creators or distributors to quickly build, launch and manage superior video products at scale.

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About ftrack

ftrack is the creator of ftrack Studio, cineSync, and ftrack Review, the Emmy and Academy Award-winning production tracking, interactive media review, and team collaboration platforms for the creative industries. ftrack's solutions are designed for producers, supervisors, artists, and pipeline developers to collaborate with anyone, anywhere. Both ftrack's products and company ethos are founded on the core belief that success results from great teamwork. ftrack has built a talented global team that works with honesty, flexibility, and inclusivity and seeks to build a future

where process disappears behind progress. ftrack was founded in 2012 and acquired by Backlight in 2021. For more information, please visit www.ftrack.com

About Backlight

Backlight is a media technology company that improves video content ideation, production, post production and distribution. Launched in 2022 with funding from PSG, Backlight acquired media software businesses ftrack, Celtx, iconik, Wildmoka and Zype. Video-forward organizations utilize Backlight to solve their mission-critical business and operational challenges. Visit www.backlight.co for more information.

About PSG

PSG is a growth equity firm that partners with software and technology-enabled services companies to help them navigate transformational growth, capitalize on strategic opportunities and build strong teams. Having backed more than 95 companies and facilitated over 375 add-on acquisitions, PSG brings extensive investment experience, deep expertise in software and technology and a firm commitment to collaborating with management teams. Founded in 2014, PSG operates out of offices in Boston, Kansas City, London, Paris, Madrid and Tel-Aviv. To learn more about PSG, visit www.psgequity.com.

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