

# Zachary Kaplan: What makes a media organisation valuable to an investor?

New York equity firm General Atlantic's investment in Vox Media last year apparently left the media organisation with a valuation of nearly US\$400 million. With digital media companies increasingly of interest to growth investors (at least in the US), General Atlantic vice president Zachary Kaplan's appearance at Digital Media Strategies 2015 was pretty timely.

**SOURCE:** The Media Briefing

**Full Article:**

<https://www.themediabriefing.com/article/general-atlantic-s-zachary-kaplan-what-makes-a-media-organisation-valuable-to-an-investor>