

# IP-Driven Experiences: Market Map

Companies building the infrastructure for immersive, participatory IP experiences



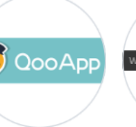











Experience Delivery

Total Raised: \$858.3M












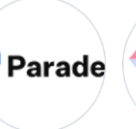




IP-to-Commerce Extensions

Total Raised: \$1.4B






















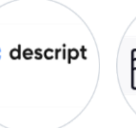





Creator & Ops Stack

Total Raised: \$181.4M












IP Creation & Format

Total Raised: \$2.3B



Fan Engagement

Total Raised: \$824.6M



Source: Pitchbook, 2025