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Immersv Scores \$10.5 Million for VR Ads

Digital video advertising spending is expected to soar 42.5% to \$16.7 billion by 2020



Immersv CEO Mihir Shah PHOTO: IMMERSV

By [Scott Martin](#)

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 **COMMENTS**

Immersv is pioneering virtual reality advertising.

The Emeryville, Calif., startup develops ads aimed to be more adapted to how people consume content on mobile devices and virtual reality. Instead of flat ads or TV-like interstitial video placements, Immersv's ad forms allow people to interact with products.

"Interactive marketing like ours is going to displace the entire video ad market," said Mihir Shah, the company's chief executive.

Digital video advertising spending is expected to soar 42.5% to \$16.7 billion by 2020, up from \$11.72 billion in 2017, according to researcher eMarketer.

Immersv on Friday said it has raised \$10.5 million in Series A funding. Rogers Venture Partners led the financing round, which had participation from Foundation Capital, the Venture Reality Fund, Initial Capital, East Ventures, HTC Vive, [MCJ Co. Ltd.](#), GREE, i-mobile, Metaps and Gigi Levy.

Founded in 2015, Immersv allows marketers to turn existing advertising assets into more interactive forms, and it offers a programmatic real-time bidding platform to place ads. The startup is getting demand for 7 million daily ad call requests per day, said Mr. Shah.

The company has partnerships with [Tremor Video](#), YuMe, Bidswitch, ironSource, Supership and United in Japan. It has done advertising campaigns with [Nissan](#), the Hawaii Tourism Bureau and Mountain Dew.

Under the financing deal, Paul Sestili, a general partner at Rogers Venture Partners, and Hironao Kunimitsu, founder and chief executive of Japanese mobile gaming company Gumi, have agreed to join the board of directors at Immersv.

“They have the most comprehensive platform for VR advertising,” said Marco DeMiroz, general partner at the Venture Reality Fund. “The ad market will definitely come to this.”