# Synthesia doubles valuation to $2.1 billion with new London HQ and $1.1 million revenue day



UK-based AI video platform Synthesia has marked a significant milestone with the unveiling of its new global headquarters in London’s Regent’s Place campus, reflecting its rapid growth and growing influence in the generative AI space. The company, founded in 2017, specialises in creating AI-powered corporate videos and avatars, with a client base that includes major corporations such as Zoom, Microsoft, and Xerox.

The new 20,000 square feet office, which is four times larger than its previous London HQ, situates Synthesia in a central hub known for hosting leading life sciences institutions and startups. The launch event was attended by key UK figures including Peter Kyle, the Secretary of State for Science, Innovation and Technology, and London’s Mayor Sadiq Khan, both of whom praised the company’s contribution to solidifying London’s status as a thriving tech ecosystem. Khan described Synthesia as “a global leader in AI,” while Kyle pointed to the HQ as “evidence of the strength of Britain's tech sector.”

Synthesia’s CEO Victor Riparbelli highlighted the company’s robust commercial achievements in his address, revealing that the firm reached the extraordinary benchmark of $1.1 million in annual recurring revenue (ARR) in a single day. ARR is a critical metric for startups that gauges predictable revenue streams from customers, such as subscriptions and contracts. Earlier this year, the company surpassed the $100 million ARR milestone, an accomplishment Riparbelli identified as the proudest in the firm’s history. The firm now boasts a workforce of over 500 employees, a testament to its expansion within the competitive AI market.

The company’s growth trajectory has been bolstered by notable financial backing, including a $180 million funding round in January 2025 that doubled its valuation to approximately $2.1 billion. This Series D round was led by venture firm NEA with contributions from an array of investors including Google Ventures, Accel Partners, World Innovation Lab, and Atlassian Ventures, collectively bringing Synthesia’s total capital raised to over $330 million. The funding is earmarked for advancing the realism and interactivity of AI-generated video avatars and supporting Synthesia’s global expansion into markets such as North America, Japan, and Australia.

Despite its successes, Synthesia operates within a fiercely competitive landscape dominated by better-funded US and Chinese rivals. The UK’s regulatory environment and market dynamics pose additional challenges. Nevertheless, the UK government under Prime Minister Keir Starmer is actively promoting AI sector growth through policies aimed at establishing the country as a global AI hub—a context that aligns with Synthesia’s ambitions. The company's decision to maintain London as its headquarters underscores its commitment to the UK’s tech ecosystem.

Synthesia's platform provides a suite of AI-driven video solutions that go beyond avatar creation to include capabilities such as multilingual dubbing, translation, and screen recording, serving a diverse clientele from Fortune 100 companies to small enterprises. The company’s recent appointment of a former Amazon executive as CTO signals a strategic emphasis on scaling technology capabilities to deliver interactive, personalised, and real-time video experiences previously deemed unimaginable at the time of its founding.

Synthesia’s new headquarters and escalating revenues illustrate not only the company’s remarkable growth but also the flourishing potential of generative AI in media and communication. While challenges remain in competing globally and navigating regulatory pressures, Synthesia stands as a prominent example of a European AI startup carving out a substantial niche in the evolving digital economy.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[2]](https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63), [[3]](https://www.eu-startups.com/2025/01/synthesia-claims-the-crown-as-the-uks-most-valuable-generative-ai-media-company-with-e174-million-in-funding/)
* Paragraph 2 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[4]](https://sifted.eu/articles/genai-startup-synthesia-raise-180m-news)
* Paragraph 3 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[5]](https://firstmark.com/story/synthesia-surpasses-100m-arr-and-secures-strategic-investment-from-adobe-ventures/)
* Paragraph 4 – [[2]](https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63), [[3]](https://www.eu-startups.com/2025/01/synthesia-claims-the-crown-as-the-uks-most-valuable-generative-ai-media-company-with-e174-million-in-funding/), [[4]](https://sifted.eu/articles/genai-startup-synthesia-raise-180m-news), [[6]](https://futureweek.com/ai-avatar-company-synthesia-doubles-valuation-to-over-2-billion-in-funding-round/)
* Paragraph 5 – [[2]](https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63), [[6]](https://futureweek.com/ai-avatar-company-synthesia-doubles-valuation-to-over-2-billion-in-funding-round/)
* Paragraph 6 – [[3]](https://www.eu-startups.com/2025/01/synthesia-claims-the-crown-as-the-uks-most-valuable-generative-ai-media-company-with-e174-million-in-funding/), [[6]](https://futureweek.com/ai-avatar-company-synthesia-doubles-valuation-to-over-2-billion-in-funding-round/), [[7]](https://www.nbcbayarea.com/news/business/money-report/nvidia-backed-ai-video-platform-synthesia-doubles-valuation-to-2-1-billion/3761057/)
* Paragraph 7 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[2]](https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63), [[3]](https://www.eu-startups.com/2025/01/synthesia-claims-the-crown-as-the-uks-most-valuable-generative-ai-media-company-with-e174-million-in-funding/), [[6]](https://futureweek.com/ai-avatar-company-synthesia-doubles-valuation-to-over-2-billion-in-funding-round/)

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## Bibliography

1. <https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/> - Please view link - unable to able to access data
2. <https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63> - In January 2025, UK-based AI startup Synthesia achieved a valuation of $2.1 billion following a $180 million funding round led by NEA, with participation from Google Ventures and Accel Partners. Founded in 2017, Synthesia focuses on creating realistic video avatars using generative AI. The company reported a turnover of £25.7 million last year but also post-tax losses of £23.6 million. Synthesia aims to challenge global AI rivals and plans to use the new funds to enhance avatar realism for corporate communications. The UK government, under Prime Minister Sir Keir Starmer, recently announced policies to support AI sector growth, aiming to position the UK as a leading AI hub. However, UK and European AI start-ups face competition from better-funded US and Chinese counterparts and stricter regulations. Synthesia's clients include significant corporations like Zoom, Xerox, and Microsoft.
3. <https://www.eu-startups.com/2025/01/synthesia-claims-the-crown-as-the-uks-most-valuable-generative-ai-media-company-with-e174-million-in-funding/> - In January 2025, London-based Synthesia, a startup focused on enterprise AI-powered video communications, closed a €174 million Series D funding round, bringing its valuation to €2 billion, making it the UK’s most valuable generative AI media company. Led by NEA, the round also saw participation from new investors WiL (World Innovation Lab), Atlassian Ventures, and PSP Growth, alongside existing backers GV, MMC Ventures, and FirstMark. This funding brings Synthesia’s total capital raised to over €320 million. CEO Victor Riparbelli stated that the new investment will help develop a new generation of AI-powered video experiences that are interactive, real-time, and personalised, offering possibilities previously unimaginable when the company was founded in 2017. Synthesia serves over 60,000 customers, ranging from the world’s largest brands to thousands of small businesses, enabling them to communicate internally and externally with unmatched engagement and efficiency.
4. <https://sifted.eu/articles/genai-startup-synthesia-raise-180m-news> - In January 2025, generative AI startup Synthesia raised $180 million, achieving a valuation of $2.1 billion as it looks to capture market share in a video generation sector that’s seen a doubling down from Big Tech in the past year. The all-equity Series D round was led by US-based venture firm NEA and featured participation from existing investors including GV and MMC Ventures, alongside new backers including World Innovation Lab and Atlassian Ventures. It takes the startup’s total funding to over $330 million. Founded in 2017, London-based Synthesia has been building its GenAI-powered video platform for enterprises since before ChatGPT-triggered the AI boom. It says it has 60,000 customers including the likes of Amazon, Ocado, and Johnson & Johnson. The funding will be used to invest in research and development and support the startup’s expansion in North America, Europe, Japan, and Australia.
5. <https://firstmark.com/story/synthesia-surpasses-100m-arr-and-secures-strategic-investment-from-adobe-ventures/> - In April 2025, Synthesia, the global AI video platform for enterprises, announced it has reached over $100 million in annual recurring revenue (ARR) and received a strategic investment from Adobe Ventures. Synthesia’s surpassing of the $100 million ARR milestone solidifies its status as a global leader in the generative AI space, making it one of the few AI-native companies to commercialize this technology at scale successfully. This achievement comes as a result of three growth drivers: expansion and increased utilization from existing customers, acquisition of new customers across all pricing plans, and the company's focus on developing a new generation of AI-powered video experiences that are interactive, real-time, and personalised.
6. <https://futureweek.com/ai-avatar-company-synthesia-doubles-valuation-to-over-2-billion-in-funding-round/> - In January 2025, AI avatar video company Synthesia raised $180 million in its latest round of investment, bringing its valuation to $2.1 billion. The round was led by NEA, an investor in Uber and TikTok parent company ByteDance, and included other backers Atlassian Ventures, World Innovation Lab (WiL), and PSP Growth. These backers will join longtime supporters GV, FirstMark, Accel, and Kleiner Perkin, and chip giant NVIDIA. Philip Chopin, managing director, NEA UK, said it is Synthesia’s commitment to “enterprise-grade solutions” and the fact “60% of Fortune 100 companies are customers” that makes the tech firm unique. Launched in 2017, Synthesia enables users to create realistic avatars using generative AI for sales and marketing purposes. The company has evolved since its early days, now offering tools like dubbing, translation, and screen recording. The company, which employs over 400 people globally, recently appointed former Amazon executive and Wildfire Studios CEO Peter Hill as its chief technology officer. Funding will help the company expand further and “develop a new generation of AI-powered video experiences that are interactive, real-time, and personalised,” Synthesia’s CEO and co-founder Victor Riparbelli said. Synthesia’s funding announcement aligns with the U.K.’s broader ambition to become a global leader in AI. Prime Minister Keir Starmer recently outlined a 50-point plan to position the U.K. at the forefront of AI innovation.
7. <https://www.nbcbayarea.com/news/business/money-report/nvidia-backed-ai-video-platform-synthesia-doubles-valuation-to-2-1-billion/3761057/> - Synthesia, a video platform that uses artificial intelligence to generate clips featuring multilingual human avatars, has raised $180 million in an investment round valuing the startup at $2.1 billion. That's more than double the $1 billion Synthesia was worth in its last financing in 2023. The London-based startup said Wednesday that the funding round was led by venture firm NEA with participation from Atlassian Ventures, World Innovation Lab and PSP Growth. NEA counts Uber and TikTok parent company ByteDance among its portfolio companies. Synthesia is also backed by chip giant Nvidia. Victor Riparbelli, CEO of Synthesia, told CNBC that investors appraised the businesses differently from other companies in the space due to its focus on "utility." "Of course, the hype cycle is beneficial to us," Riparbelli said in an interview. "For us, what's important is building an actually good business."