# Synthesia opens new London HQ as AI video platform hits $1.1m daily revenue



UK-based AI video platform Synthesia has officially revealed its new global headquarters in London, a move marking a significant milestone for the eight-year-old company as it continues its rapid expansion. The new 20,000-square-foot office at Regent’s Place, a prominent 13-acre campus in central London, situates the firm within a thriving innovation hub that hosts the UK’s life sciences community, including the Francis Crick Institute and University College London. The extensive workspace is four times larger than Synthesia's previous London HQ and reflects the company’s commitment to reinforcing its roots in the UK.

The unveiling event was attended by key figures such as the UK’s secretary of state for science, innovation, and technology, Peter Kyle, as well as London’s mayor, Sadiq Khan. Khan praised the move, stating that Synthesia’s new HQ “further cements Synthesia’s reputation as a global leader in AI and London’s reputation as a place for businesses to thrive.” Likewise, Kyle highlighted the new office as a symbol of the robustness of Britain’s tech sector and the supportive environment cultivated for home-grown digital enterprises.

Synthesia’s CEO Victor Riparbelli shared insights into the company’s remarkable growth trajectory, noting that despite the challenges of building a tech company in Europe compared to Silicon Valley, Synthesia has achieved impressive milestones. The firm surpassed $100 million in annual recurring revenue (ARR) earlier this year, a key measure of predictable income from subscriptions and contracts that underscores business sustainability. Even more striking was Riparbelli’s revelation that Synthesia generated $1.1 million in ARR in a single day recently, a feat he described as “crazy” and a sign of momentum.

This growth follows Synthesia’s $180 million funding round in January 2025, which doubled the company’s valuation to $2.1 billion. The round was led by New Enterprise Associates (NEA) with participation from major investors including Google Ventures, Accel Partners, and Adobe Ventures, the latter of which also made a strategic investment to support further innovation. Synthesia's platform, which allows enterprises to create AI-powered corporate videos featuring realistic avatars, currently serves over 60,000 customers globally, including prominent firms like Zoom Communications, Heineken, and Inter IKEA Group.

Despite the rapid rise and significant revenues, Synthesia has experienced considerable post-tax losses, with the latest figures showing a £23.6 million loss against a turnover of £25.7 million last year. Industry observers note such investment in growth and technology enhancement is typical for AI startups aiming to outpace global rivals, especially in the competitive generative AI media space.

Synthesia’s new HQ at Regent’s Place positions the company at the heart of a cluster of leading scientific and technological institutions, enhancing opportunities for collaboration and innovation. It signals not only Synthesia’s ambition to maintain its status as the UK’s most valuable generative AI media firm, according to data from Dealroom, but also London’s rising stature as a global tech hub. With a workforce of over 500 employees and ambitions to further refine its AI avatars for corporate communications, Synthesia is setting a benchmark for AI video technology innovation in Europe and beyond.

### 📌 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://regentsplace.com/latest/news/synthesia/)
* Paragraph 2 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/)
* Paragraph 3 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[4]](https://www.synthesia.io/post/100-million-revenue-adobe-investment)
* Paragraph 4 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[3]](https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63), [[5]](https://techcrunch.com/2025/01/14/synthesia-snaps-up-180m-on-a-2-1b-valuation-for-its-b2b-ai-video-platform/), [[6]](https://www.usnews.com/news/technology/articles/2025-01-15/synthesia-hits-2-1-billion-in-valuation-after-latest-fundraise), [[4]](https://www.synthesia.io/post/100-million-revenue-adobe-investment)
* Paragraph 5 – [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[3]](https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63), [[6]](https://www.usnews.com/news/technology/articles/2025-01-15/synthesia-hits-2-1-billion-in-valuation-after-latest-fundraise)
* Paragraph 6 – [[2]](https://regentsplace.com/latest/news/synthesia/), [[6]](https://www.usnews.com/news/technology/articles/2025-01-15/synthesia-hits-2-1-billion-in-valuation-after-latest-fundraise), [[1]](https://tech.eu/2025/07/02/synthesia-unveils-new-london-global-hq-as-snags-11m-revenue-in-single-day/), [[7]](https://www.highperformr.ai/company/synthesia-technologies)

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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://regentsplace.com/latest/news/synthesia/> - Synthesia, a leading AI video generation platform, has secured a 20,000 sq ft workspace at 20 Triton Street within London's Regent's Place campus. This strategic move positions the company amidst a vibrant innovation ecosystem, close to institutions like University College London and The Francis Crick Institute. The new headquarters is set to bolster Synthesia's operations and presence in the UK, reflecting its commitment to growth and technological advancement in the AI sector.
3. <https://www.ft.com/content/3a35f3ba-7273-41ea-a0a5-77fe46965e63> - UK-based AI start-up Synthesia has 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.
4. <https://www.synthesia.io/post/100-million-revenue-adobe-investment> - Synthesia, the global AI video platform for enterprises, has surpassed $100 million in annual recurring revenue (ARR) and secured a strategic investment from Adobe Ventures. This milestone underscores Synthesia's position as a leader in the generative AI space, with thousands of organizations using its platform daily for product marketing, customer support, and sales enablement. The investment from Adobe Ventures is expected to drive further innovation and customer value in enterprise-grade video communications.
5. <https://techcrunch.com/2025/01/14/synthesia-snaps-up-180m-on-a-2-1b-valuation-for-its-b2b-ai-video-platform/> - Synthesia, a London-based startup specialising in AI avatar technology, has raised $180 million in a Series D funding round, bringing its valuation to $2.1 billion. The round was led by NEA, with participation from new investors WiL (World Innovation Lab), Atlassian Ventures, and PSP Growth, as well as existing backers GV and MMC Ventures. Synthesia's platform enables enterprises to create avatar-based videos from text documents, serving over 60,000 customers, including major corporations like Zoom Communications and Heineken.
6. <https://www.usnews.com/news/technology/articles/2025-01-15/synthesia-hits-2-1-billion-in-valuation-after-latest-fundraise> - AI video avatar platform Synthesia has raised $180 million in a new funding round led by venture capital firm NEA, giving the UK-based company a valuation of $2.1 billion. The valuation makes Synthesia the most valuable generative AI media firm in the UK, the company said, citing data from Dealroom. It was valued at $1 billion in June 2023. Synthesia's technology allows businesses to generate custom AI avatars used in instructional and corporate videos. Its more than 60,000 customers include companies such as Zoom Communications, Heineken, Inter IKEA Group and over 60% of the Fortune 100 companies.
7. <https://www.highperformr.ai/company/synthesia-technologies> - Synthesia is a leading AI video generation platform that enables users to create professional-looking videos with AI avatars and voiceovers in numerous languages. The platform is designed to be user-friendly, allowing content creation without the need for traditional video production equipment, actors, or studios. Synthesia aims to make video creation scalable, affordable, and accessible for businesses of all sizes for use cases such as training, marketing, and corporate communications.