



Depending on the person's character, they'll bid for that ad space in real time."

That's all done through artificial intelligence; there's no need for boozy lunches with ad execs on Charlotte Street - the heart of London's ad land - anymore.

Although it is at the forefront of a publishing revolution, Digitalbox has already shown that its approach works.

Entertainment Daily turned a healthy £508,000 profit in 2017, the kind of number some of the big-name titles can only dream of.

Mashed productions is also profitable and with some investment and guidance, Carter hopes to see the bottom line continue to grow.

More acquisitions in the pipeline

The plan over the next 12 months or so is to buy up more titles that could benefit from sitting on the Digitalbox platform.

Carter and his team, which includes former HMV chairman Sir Robin Miller, already have their eye on a few potential candidates, including some of the big boys' unloved brands.

"The likes of TI and Bauer quite often have big brands that aren't making a great deal of sense in terms of profitability, and a lot of CEOs that I've spoken to are looking to get rid of the headache."

That's just one of three tiers of companies that Digitalbox is looking at.

The other two are pureplay digital media business - "think BuzzFeed, but not BuzzFeed" - and what Carter calls 'bedroom businesses', like Mashed Productions, that need a bit of help getting to the next level.

"If you think about who's beating the traditional publishers, it's these bedroom businesses.

"Time Inc used to own a teen fashion magazine called Look. That got beat left, right and centre by a girl called Zoella from her bedroom in Brighton."

By listing on AIM, Carter now has access to more money which will help to fund the anticipated acquisition spree over the coming years.

"We want to grow the business five- or ten-fold over the next five years. Taking it to £50mln or £100mln is really where my ambitions lie in terms of value."

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