52 PARTNERS
PRIVATE MARKETS FILM INDEX 2026

50 OF THE WORLD'S LEADING PRIVATE MARKETS FIRMS

How they use public film to position themselves, demonstrate value creation, amplify major announcements and build trust.

OBSERVATION PERIOD

1 November 2025 to 31 October 2026

Independent 50-firm selection covering private equity, private credit, infrastructure, real assets and diversified platforms. Website film presence assessed in November 2026.

Public edition | November 2026

CONTENTS

THE REPORT

Film production in private markets is now widespread, but opportunities lie in demonstrating value creation and making more of key investment moments.

- Executive summary 3
- Key findings at a glance 4
- Scope and framework 5
- Credibility, proof and reuse 6
- Year-round communications infrastructure 7
- Performance Review 8
- Appendix: Methodology and limitations 9
- Appendix: Firms in the index 10
- About 52 Partners 11

The public report presents anonymised findings from 50 selected firms.

If you would like your firm's detailed rankings and score, please contact us.

EXECUTIVE SUMMARY

FILM HAS BECOME ESSENTIAL COMMUNICATIONS INFRASTRUCTURE

Leading firms align the right stories and voices with strong craft, effective distribution and consistent reuse.

The 52 Partners Private Markets Film Index examines the publicly observable film activity of 50 leading private markets firms. It assesses the stories these firms tell, the people they put on screen, the evidence they present and whether individual films become repeatable communications assets.

The market remains uneven. Film is now widely adopted, with original video visible on 98% of firms' websites and 94% of their LinkedIn pages. However, just 60% have a named or recurring series or format. These figures show differences between firms with coherent, consistent film programmes and those whose content is more occasional or fragmented.

CENTRAL FINDING

Firms are generally more comfortable expressing expertise than demonstrating the specific initiatives implemented during ownership and the value these have created.

Portfolio companies are referenced by 64% of firms, 60% feature portfolio-company management and 42% provide quantified evidence of outcomes and performance. The closer film gets to demonstrating specific operating improvements and measurable results, the narrower the field becomes.

Major announcements present another opportunity. Just 50% of firms use video relating to fundraises, acquisitions, deal announcements or exits, despite these being significant moments for building awareness.

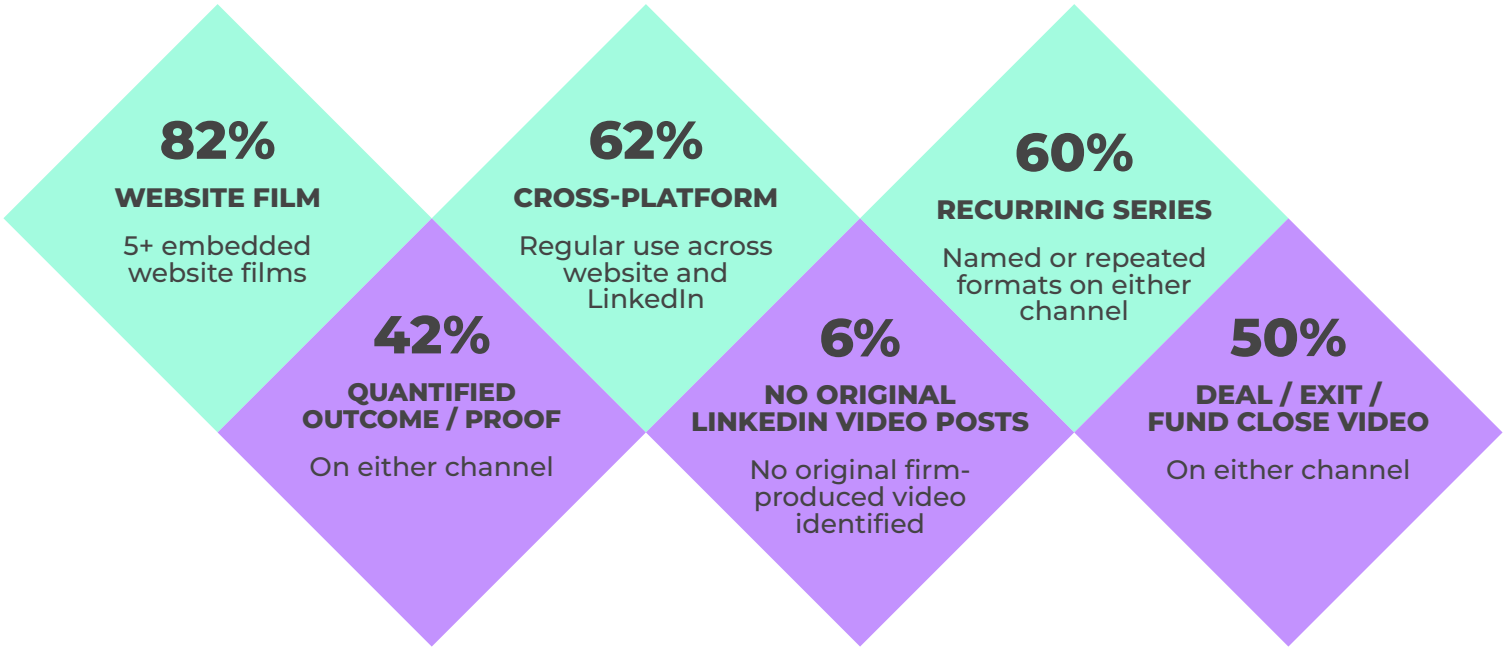
The index uses the **Five Cs** framework to assess film across Coverage, Credibility, Craft, Channels and Continuity.

The assessment identifies Craft as a relative strength, while Continuity remains weaker. Many firms produce polished content, but fewer develop recurring formats and distribution strategies or repurpose content to extend its value.

By implementing a deliberate film architecture, firms can strengthen portfolio proof, amplify major announcements, introduce recurring formats and improve distribution across public, private, live and owned environments.

KEY FINDINGS AT A GLANCE

WHILE VIDEO IS WIDESPREAD, PROOF + DETAIL VARY



VIDEO ACROSS TWO PUBLIC CHANNELS

82% of firms have at least five embedded website videos, while 86% published more than five LinkedIn videos during the review period. Film is now a regular feature of private-markets communications.

QUALITY AND RECURRING EDITORIAL

Reviewer-rated production quality averaged 3.7/5 for website film and 3.3/5 for LinkedIn video. Recurring series formats were more present on LinkedIn than websites.

COMPANY STORIES ARE NOT THE SAME AS VALUE-CREATION PROOF

Portfolio coverage is widespread, but specific operating changes and measurable outcomes are less consistently demonstrated.

FLAGSHIP COMMUNICATIONS MOMENTS

Video related to a fund close, acquisition, deal announcement or exit appeared at half the firms reviewed, even under broad inclusion rules.

VIDEO ON LINKEDIN

LinkedIn video posts are shared up to **20x more often** than other post formats.

This is platform-wide LinkedIn data, not a finding from the 50-firm review.

Source: LinkedIn Business Solutions

SCOPE AND FRAMEWORK

WHAT THE INDEX MEASURES

The review records visible film use across websites and LinkedIn. The Five Cs provide a practical lens for evaluating how those assets are created and distributed.

FIVE Cs	WHAT IT MEASURES	THE PRACTICAL QUESTION
COVERAGE	Breadth of stories, formats, audiences and publishing cadence.	Does film cover the messages that matter?
CREDIBILITY	Quality of voices, portfolio participation, specificity and proof.	Does film build trust?
CRAFT	Narrative clarity, distinctive visual storytelling, editing, sound and brand.	Is it memorable and effective?
CHANNELS	Website integration, LinkedIn use, discoverability and format optimisation.	Can the right audiences find it?
CONTINUITY	Named series, recurring formats, planned reuse and reactivation.	Does the value of the film compound over time?

BOUNDARIES OF THE INDEX

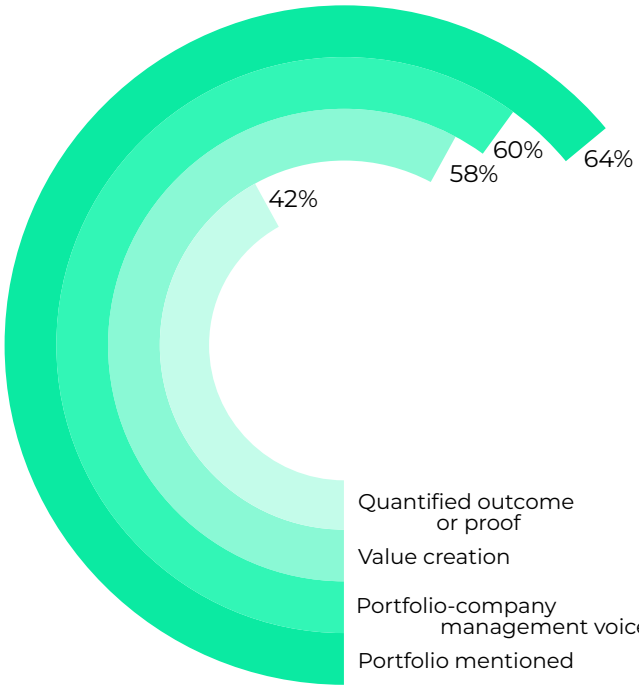
The review excludes production budgets, private LP portals, data rooms, internal films and communications that are not publicly observable.

CREDIBILITY, PROOF AND REUSE

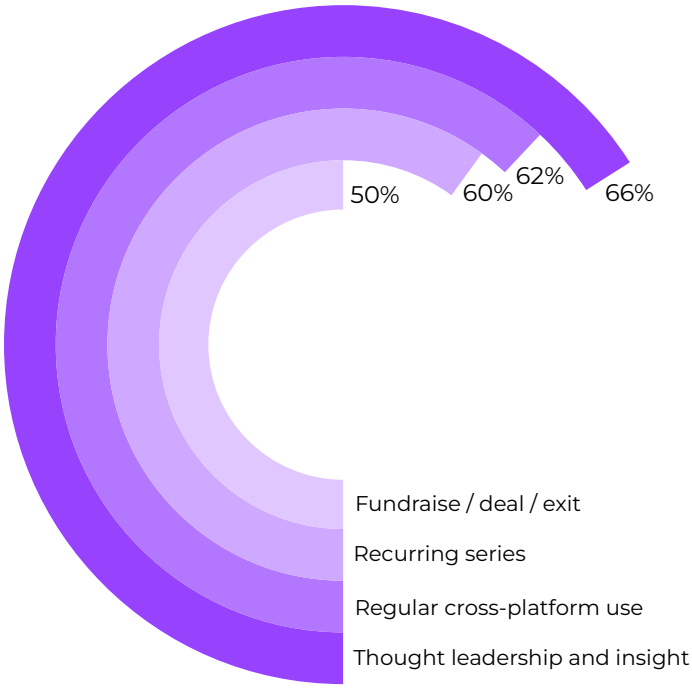
PORTFOLIO PROOF POINTS ARE SCARCE + CONTENT REUSE IS LIMITED

Portfolio-company stories are widespread, but specific evidence of operational improvements and measurable outcomes is less common. There is often scope to improve how films are distributed and reused.

PORTFOLIO PROOF



ACTIVITY + DISTRIBUTION

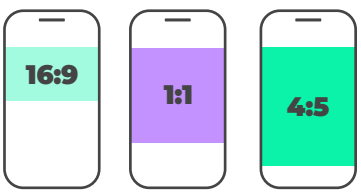


Source: LinkedIn: November 2025–October 2026; websites: November 2026. Index: Independent 50-firm selection.

TRANSACTIONS AND FUNDRAISES REMAIN UNDERSERVED

Fund closes, deal announcements and exits are flagship communications moments, yet video relating to these milestones was observed at only half of the firms reviewed. Film can extend the reach of major announcements and build awareness while attention is highest.

LINKEDIN NATIVE VIDEO FORMATS ARE UNDER-USED



1. LinkedIn supports portrait, square and landscape video.
2. LinkedIn advertising data shows vertical video can deliver **54% higher** click-through rates and **31% higher** engagement.
3. Consider using landscape for flagship films, with portrait and square edits tailored for LinkedIn's feed.

Source: LinkedIn internal data, 2025

YEAR-ROUND COMMUNICATIONS INFRASTRUCTURE

A FRAMEWORK FOR FILM PRODUCTION

This framework demonstrates how firms can use the same source material to support a wider communications programme with different stakeholders.

FOUR VIDEO ENVIRONMENTS

PUBLIC
Website, LinkedIn, announcements, insight, HR and portfolio stories

PRIVATE
Fundraising meetings, data rooms, LP updates and portfolio communications

LIVE
AGM introductions and opening films, LPACs, portfolio days, summits and session content

OWNED
Newsletters, email, alumni and professional networks

YEAR-ROUND BUSINESS CALENDAR

- Fundraising and fund closes
- Acquisitions, exits and milestones
- Portfolio progress and value creation
- AGMs, LPACs and portfolio days
- Market themes and sector insight
- Leadership and recruitment

REUSABLE SOURCE MATERIAL

- Firm and strategy narrative
- Fundraise or transaction films
- Portfolio case studies and evidence
- Event and session material
- Partner and operating-team insight
- Leadership and culture

PROGRAMMING FOUNDATIONS

PLANNING	Develop a content calendar around AGMs and investment cycles
VOICES	Select the best people to deliver your narratives
RECURRING FORMATS	Consistent identity for key announcements and insights
AUDIENCE MAPPING	LPs, portfolio-company management teams, talent and the wider market
CHANNELS	Repurposed versions to suit different environments
MEASUREMENT	Track story coverage, distribution, reuse and performance
FIVE Cs FRAMEWORK	Coverage, Credibility, Craft, Channels and Continuity

PERFORMANCE REVIEW

CREATE A BENCHMARK

Reviewing existing film activity can identify opportunities to strengthen firm positioning, support fundraising, demonstrate portfolio value creation and amplify major announcements.

52 Partners can provide firms in this index with their Five Cs score and supporting evidence; firms outside it can be assessed independently using the same framework.

1

FIVE Cs SCORE

Coverage, Credibility, Craft, Channels and Continuity, with evidence for each assessment.

2

MARKET CONTEXT

Overall percentile, cohort comparison and the behaviours separating the top quartile.

3

CURRENT STRENGTHS

The stories, voices, formats and channels already working hardest for the firm.

4

THREE PRIORITY GAPS

Specific missed opportunities, framed constructively and linked to business priorities.

APPENDIX

METHODOLOGY + LIMITATIONS

INDEX	An independent selection of 50 leading private markets firms spanning private equity, private credit, infrastructure, real assets and diversified investment platforms.
PERIOD	Website film activity was assessed during November 2026. LinkedIn activity was assessed from 1 November 2025 to 31 October 2026.
INCLUDED	Publicly observable original film, embedded film, recurring shows, event film and clearly attributable short-form derivatives.
EXCLUDED	Private LP portals, internal communications, paid distribution that cannot be observed, film visible only inside private events and portfolio-company film not actively published by the investment firm.
SCORING	Firms are assessed against the Five Cs based on observed film activity, production quality, distribution and reuse. Scores reflect public film communications, not commercial performance.
PUBLIC REPORTING	Market findings are anonymised. Firm-level scores, including the highest performers, are not published.
LIMITATIONS	The index is a desk-based communications benchmark covering public activity. It excludes investment quality, commercial return, production spend, private communications and campaign effectiveness. A limited public footprint may coexist with substantial private use.

APPENDIX

FIRMS INCLUDED IN THE INDEX

The index covers 50 leading private markets firms, independently selected and listed alphabetically.

Individual firm scores and assessments remain confidential.

1	Adams Street Partners	26	Hellman & Friedman
2	Advent International	27	Hg
3	Andreessen Horowitz	28	ICG
4	Antin Infrastructure Partners	29	Insight Partners
5	Apax Partners	30	I Squared Capital
6	Apollo Global Management	31	KKR
7	Ardian	32	L Catterton
8	Ares Management	33	Macquarie Asset Management
9	Bain Capital	34	Neuberger Berman
10	BlackRock	35	Nordic Capital
11	Blackstone	36	Pantheon
12	Blue Owl Capital	37	Partners Group
13	Brookfield	38	Permira
14	The Carlyle Group	39	Platinum Equity
15	CBRE Investment Management	40	Sequoia Capital
16	Cinven	41	Silver Lake
17	CD&R	42	StepStone Group
18	Clearlake Capital Group	43	Stonepeak
19	CVC	44	Summit Partners
20	EQT	45	TA Associates
21	General Atlantic	46	Thoma Bravo
22	Goldman Sachs Alternatives	47	TPG
23	GTCR	48	Veritas Capital
24	Hamilton Lane	49	Vista Equity Partners
25	HarbourVest Partners	50	Warburg Pincus

ABOUT 52 PARTNERS

DISTINCTIVE FILM FOR PRIVATE MARKETS

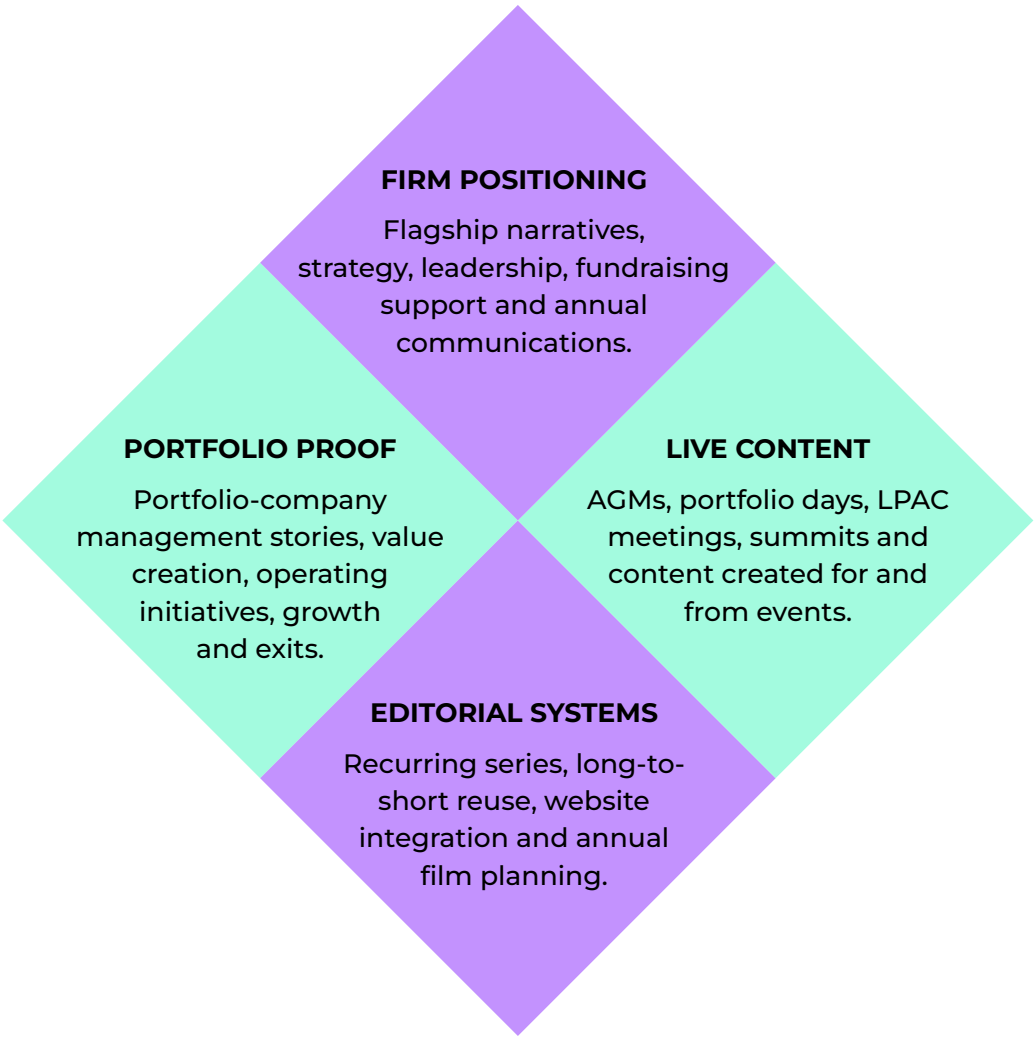
52 Partners is a specialist film partner for private markets firms, with offices in London and New York.

We combine strategic communications thinking with distinctive visual storytelling. Our work helps firms explain who they are, demonstrate how they create value and make more of their important communications moments across public, private, live and owned environments.

THE OPPORTUNITY

Private markets firms have complex, credible stories. A clear film architecture makes them easier to understand, remember and reuse.

MAKE YOUR GOOD NEWS WORK HARDER FOR YOU



For confidential benchmark requests and enquiries, please email info@52partners.com