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REVShare, a PE-backed aggregator of remnant television advertising, would seriously entertain sale discussions if approached, but is not actively for sale, said CEO Brendan Condon. In the meantime, the California and New York-based firm has retained two buy-side bankers to seek acquisitions.

Condon, who left a long-term career at Time Warner to take the reigns of REVShare in July, wouldn’t use the term “active" when asked about a sale, but instead likened the company’s stance to being on the dance floor. “We’d love someone to come up and ask us to dance. But no one has at this point.” So, meanwhile, REVShare is “taking the lead” by exploring buys.

An industry source estimated REVShare revenue at around USD 50m. Condon wouldn’t confirm an exact figure, but did say the remnant inventory it garners from its 1,700+ TV affiliates is valued at close to half-a-billion-dollars, according to Nielson, and that REVShare places a value of 10 to 20 cents on the dollar.

The company is open to both financial and strategic buyers, and would consider new outside investors to fund larger buys, Condon said. He would not disclose the names of the buy-side advisors, which were retained "over the last year." In late 2007, majority investors The Carlyle Group and HIG Ventures co-led a USD 20m investment in REVShare. Condon did say REVShare is leveraging HIG and Carlyle’s banking relationships.

In terms of ideal buys, Condon said one ideal target for REVShare – which specializes in 30-second and 60-second commercials – would be a “long-form solution.” The company also is interested in the pay-for-performance radio sector, and wants to further tap the “underserved” Hispanic market.

Multiples in the industry are averaging around 8x-10x EBITDA, with a typical EBITDA margin around 10%-20%, according to Condon.

Condon said logical buyers for REVShare could include sizeable online advertising firms, as well as large, traditional advertising agencies that want to “differentiate themselves from their competitors.” He pointed out that while Internet advertising is “sexier” and receives more hype today, media expenditure for traditional television advertising is still 4x as much.

Yesterday, The Wall Street Journal reported that Canoe Ventures, a consortium of the six largest cable operators – including Comcast, Time Warner Cable and Cablevision Systems – was having trouble getting its universal ad-targeting product off the ground because of “technological issues,” including aging infrastructure. Canoe Ventures or the cable operators individually might now find REVShare an attractive target as "REVShare is essentially Canoe Ventures on steroids,” according to a second industry source.

REVShare’s business model is on a pay-for-performance basis, so advertisers only pay for TV time based on actual viewership. The results-driven approach, and the ability to leverage the technologically enabled company and expand it beyond the TV arena, is what attracted Condon to REVShare. Condon left a 25-year career with Time Warner, most recently serving as a senior vice president for AOL and the managing director for the company’s London-based international advertising divisions.

REVShare has little competition, said Condon, who noted only Google’s TV Ads, which he said has less focus on optimization. REVShare is at “the intersection of addressable TV advertising and direct response advertising because of our ability to optimize,” he maintained.

REVShare was founded in 1989 and currently has 50 employees, a majority of which own stock in the company. The company will focus on organic growth and acquisitions until it seeks a more proactive exit. Condon said REVShare has “nothing definitive” yet in terms of exit timing.