

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G  
Under the Securities Exchange Act of 1934  
(Amendment No.2)\*

INNOVID CORP.

-----  
(Name of Issuer)

Common Stock, par value \$0.0001 per share

-----  
(Title of Class of Securities)

457679108

-----  
(CUSIP Number)

December 31, 2022

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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-----  
CUSIP No. 457679108

13G

- 1. Name of Reporting Person  
I.R.S. Identification No. of above Person

THE GOLDMAN SACHS GROUP, INC.

- 2. Check the Appropriate Box if a Member of a Group

(a)   
(b)

- 3. SEC Use Only

- 4. Citizenship or Place of Organization

Delaware

-----  
5. Sole Voting Power

Number of 0

Shares -----

6. Shared Voting Power

Beneficially 8,581,237

Owned by -----

7. Sole Dispositive Power

Each 0

Reporting -----

Person -----

8. Shared Dispositive Power

With: 8,581,237

-----  
9. Aggregate Amount Beneficially Owned by Each Reporting Person

8,581,237

-----  
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

-----  
11. Percent of Class Represented by Amount in Row (9)

6.4 %

-----  
12. Type of Reporting Person

HC-CO

-----  
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-----  
CUSIP No. 457679108

13G  
-----

-----  
1. Name of Reporting Person

I.R.S. Identification No. of above Person

GOLDMAN SACHS & CO. LLC

-----  
2. Check the Appropriate Box if a Member of a Group

(a)

(b)

-----  
3. SEC Use Only

-----  
4. Citizenship or Place of Organization

New York

-----  
5. Sole Voting Power

Number of 0

Shares -----

6. Shared Voting Power

Beneficially 8,581,237

Owned by -----  
Each 7. Sole Dispositive Power  
Reporting 0  
Person -----  
With: 8. Shared Dispositive Power  
8,581,237

-----  
9. Aggregate Amount Beneficially Owned by Each Reporting Person

8,581,237

-----  
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

[\_]

-----  
11. Percent of Class Represented by Amount in Row (9)

6.4 %

-----  
12. Type of Reporting Person

BD-OO-IA

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Page 3 of 15

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CUSIP No. 457679108 13G  
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-----  
1. Name of Reporting Person  
I.R.S. Identification No. of above Person

GSSG HOLDINGS LLC

-----  
2. Check the Appropriate Box if a Member of a Group

(a) [\_]

(b) [\_]

-----  
3. SEC Use Only

-----  
4. Citizenship or Place of Organization

Delaware

-----  
5. Sole Voting Power  
Number of 0  
Shares -----  
Beneficially 6. Shared Voting Power  
8,406,673  
Owned by -----  
Each 7. Sole Dispositive Power  
Reporting 0  
Person -----  
With: 8. Shared Dispositive Power

9. Aggregate Amount Beneficially Owned by Each Reporting Person

8,406,673

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

11. Percent of Class Represented by Amount in Row (9)

6.3 %

12. Type of Reporting Person

OO

CUSIP No. 457679108

13G

1. Name of Reporting Person  
I.R.S. Identification No. of above Person

SPECIAL SITUATIONS INVESTING GROUP II, LLC

2. Check the Appropriate Box if a Member of a Group

(a)

(b)

3. SEC Use Only

4. Citizenship or Place of Organization

Delaware

5. Sole Voting Power

Number of  
Shares

0

6. Shared Voting Power

Beneficially

8,406,673

Owned by

7. Sole Dispositive Power

Each  
Reporting

0

Person

8. Shared Dispositive Power

With:

8,406,673

9. Aggregate Amount Beneficially Owned by Each Reporting Person

8,406,673

-----  
10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

[ ]

-----  
11. Percent of Class Represented by Amount in Row (9)

6.3 %

-----  
12. Type of Reporting Person

OO  
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Item 1(a). Name of Issuer:  
INNOVID CORP.

Item 1(b). Address of Issuer's Principal Executive Offices:  
30 IRVING PLACE, 12TH FLOOR,  
NEW YORK, NY, 10003

Item 2(a). Name of Persons Filing:

THE GOLDMAN SACHS GROUP, INC.  
GOLDMAN SACHS & CO. LLC  
GSSG HOLDINGS LLC  
SPECIAL SITUATIONS INVESTING GROUP II, LLC

Item 2(b). Address of Principal Business Office or, if none, Residence:

The Goldman Sachs Group, Inc.  
200 West Street  
New York, NY 10282

Goldman Sachs & Co. LLC  
200 West Street  
New York, NY 10282

GSSG HOLDINGS LLC:  
200 West Street  
New York, NY 10282

SPECIAL SITUATIONS INVESTING GROUP II, LLC:  
200 West Street  
New York, NY 10282

Item 2(c). Citizenship:  
THE GOLDMAN SACHS GROUP, INC. - Delaware  
GOLDMAN SACHS & CO. LLC - New York  
GSSG HOLDINGS LLC - Delaware  
SPECIAL SITUATIONS INVESTING GROUP II, LLC - Delaware

Item 2(d). Title of Class of Securities:  
Common Stock, par value \$0.0001 per share

Item 2(e). CUSIP Number:  
457679108

Item 3. If this statement is filed pursuant to Rules 13d-1(b) or  
13d-2(b) or (c), check whether the person filing is a:

- (a). [ ] Broker or dealer registered under Section 15 of the Act  
(15 U.S.C. 78o).
- (b). [ ] Bank as defined in Section 3(a)(6) of the Act  
(15 U.S.C. 78c).
- (c). [ ] Insurance company as defined in Section 3(a)(19) of the Act  
(15 U.S.C. 78c).
- (d). [ ] Investment company registered under Section 8 of the  
Investment Company Act of 1940 (15 U.S.C. 80a-8).

- (e).[\_] An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f).[\_] An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g).[\_] A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h).[\_] A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i).[\_] A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j).[\_] A non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J);
- (k).[\_] A group, in accordance with Rule 13d-1(b)(1)(ii)(A) through (K).

If filing as a non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J), please specify the type of institution:

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- Item 4. Ownership.\*
  - (a). Amount beneficially owned:  
See the response(s) to Item 9 on the attached cover page(s).
  - (b). Percent of Class:  
See the response(s) to Item 11 on the attached cover page(s).
  - (c). Number of shares as to which such person has:
    - (i). Sole power to vote or to direct the vote: See the response(s) to Item 5 on the attached cover page(s).
    - (ii). Shared power to vote or to direct the vote: See the response(s) to Item 6 on the attached cover page(s).
    - (iii). Sole power to dispose or to direct the disposition of: See the response(s) to Item 7 on the attached cover page(s).
    - (iv). Shared power to dispose or to direct the disposition of: See the response(s) to Item 8 on the attached cover page(s).
- Item 5. Ownership of Five Percent or Less of a Class.  
Not Applicable
- Item 6. Ownership of More than Five Percent on Behalf of Another Person.  
  
Clients of the Reporting Person(s) have or may have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, securities held in their accounts. Clients known to have such right or power with respect to more than 5% of the class of securities to which this report relates are:  
NONE
- Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.  
See Exhibit (99.2)
- Item 8. Identification and Classification of Members of the Group.  
Not Applicable
- Item 9. Notice of Dissolution of Group.  
Not Applicable
- Item 10. Certification.  
By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction

having

that purpose or effect, other than activities solely in connection with a nomination under Section 240.14a-11.

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\*In accordance with the Securities and Exchange Commission Release No.34-39538 (January 12, 1998) (the "Release"), this filing reflects the securities beneficially owned by certain operating units (collectively, the "Goldman Sachs Reporting Units") of The Goldman Sachs Group, Inc. and its subsidiaries and affiliates (collectively, "GSG"). This filing does not reflect securities, if any, beneficially owned by any operating units of GSG whose ownership of securities is disaggregated from that of the Goldman Sachs Reporting Units in accordance with the Release. The Goldman Sachs Reporting Units disclaim beneficial ownership of the securities beneficially owned by (i) any client accounts with respect to which the Goldman Sachs Reporting Units or their employees have voting or investment discretion or both, or with respect to which there are limits on their voting or investment authority or both and (ii) certain investment entities of which the Goldman Sachs Reporting Units act as the general partner, managing general partner or other manager, to the extent interests in such entities are held by persons other than the Goldman Sachs Reporting Units.

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: March 07, 2023,

THE GOLDMAN SACHS GROUP, INC.

By:/s/ Kateryna Osmachko  
-----

Name: Kateryna Osmachko  
Title: Attorney-in-fact

GOLDMAN SACHS & CO. LLC

By:/s/ Kateryna Osmachko  
-----

Name: Kateryna Osmachko  
Title: Attorney-in-fact

GSSG HOLDINGS LLC

By:/s/ Kateryna Osmachko  
-----

Name: Kateryna Osmachko  
Title: Attorney-in-fact

SPECIAL SITUATIONS INVESTING GROUP II, LLC

By:/s/ Kateryna Osmachko  
-----

Name: Kateryna Osmachko  
Title: Attorney-in-fact

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INDEX TO EXHIBITS

Exhibit No.	Exhibit
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99.1	Joint Filing Agreement
99.2	Item 7 Information
99.3	Power of Attorney, relating to THE GOLDMAN SACHS GROUP, INC.
99.4	Power of Attorney, relating to GOLDMAN SACHS & CO. LLC
99.5	Power of Attorney, relating to GSSG HOLDINGS LLC
99.6	Power of Attorney, relating to SPECIAL SITUATIONS INVESTING GROUP II, LLC

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k)(1) promulgated under the Securities Exchange Act of 1934, the undersigned agree to the joint filing of a Statement on Schedule 13G (including any and all amendments thereto) with respect to the Common Stock, par value \$0.0001 per share, of INNOVID CORP. and further agree to the filing of this agreement as an Exhibit thereto. In addition, each party to this Agreement expressly authorizes each other party to this Agreement to file on its behalf any and all amendments to such Statement on Schedule 13G.

Date: March 07, 2023,

THE GOLDMAN SACHS GROUP, INC.

By:/s/ Kateryna Osmachko  
-----  
Name: Kateryna Osmachko  
Title: Attorney-in-fact

GOLDMAN SACHS & CO. LLC

By:/s/ Kateryna Osmachko  
-----  
Name: Kateryna Osmachko  
Title: Attorney-in-fact

GSSG HOLDINGS LLC

By:/s/ Kateryna Osmachko  
-----  
Name: Kateryna Osmachko  
Title: Attorney-in-fact

SPECIAL SITUATIONS INVESTING GROUP II, LLC

By:/s/ Kateryna Osmachko  
-----  
Name: Kateryna Osmachko  
Title: Attorney-in-fact

ITEM 7 INFORMATION

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that THE GOLDMAN SACHS GROUP, INC. (the "Company") does hereby make, constitute and appoint each Melissa Stanford, Stephanie Snyder, Constance Birch, Kateryna Osmachko, Rachel Fraizer, Jamie Minieri, Tony Kelly, Imad Ismail, Terrance Grey, and Kshama Mishra, acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf, whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company pursuant to Rule 13f-1 or Regulation 13D-G under the Securities Exchange Act of 1934, (as amended, the "Act"), which may be required of the Company with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said Attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said Attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until December 8, 2023 unless earlier revoked by written instrument, or in the event an Attorney-in-fact ceases to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates or ceases to perform the function in connection with which he or she was appointed Attorney-in-fact prior to December 8, 2023, this Power of Attorney shall cease to have effect in relation to such Attorney-in-fact upon such cessation but shall continue in full force and effect in relation to the remaining Attorneys-in-fact. The Company has the



unrestricted right unilaterally to revoke the Power of Attorney.

This Power of Attorney shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to rules of conflicts of law.

This Power of Attorney supersedes the Power of Attorney granted by the Company to Stephanie Snyder, Terry Mosher, Rachel Fraizer, Jamie Minieri, and Terrance Grey on December 1, 2021.

IN WITNESS WHERE OF, the under signed has duly subscribed these presents as of December 8, 2022.

GOLDMAN SACHS & CO. LLC

By: /s/ David Thomas

\_\_\_\_\_  
Name: David Thomas  
Title: Authorized Signatory

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EXHIBIT (99.4)

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that GOLDMAN SACHS & CO. LLC (the "Company") does hereby make, constitute and appoint each Melissa Stanford, Stephanie Snyder, Constance Birch, Kateryna Osmachko, Rachel Fraizer, Jamie Minieri, Tony Kelly, Imad Ismail, Terrance Grey, and Kshama Mishra, acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf, whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company pursuant to Rule 13f-1 or Regulation 13D-G under the Securities Exchange Act of 1934, (as amended, the "Act"), which may be required of the Company with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said Attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said Attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until December 8, 2023 unless earlier revoked by written instrument, or in the event an Attorney-in-fact ceases to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates or ceases to perform the function in connection with which he or she was appointed Attorney-in-fact prior to December 8, 2023, this Power of Attorney shall cease to have effect in relation to such Attorney-in-fact upon such cessation but shall continue in full force and effect in relation to the remaining Attorneys-in-fact. The Company has the unrestricted right unilaterally to revoke the Power of Attorney.

This Power of Attorney shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to rules of conflicts of law.

This Power of Attorney supersedes the Power of Attorney granted by the Company to Stephanie Snyder, Terry Mosher, Rachel Fraizer, Jamie Minieri, and Terrance Grey on December 1, 2021.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of December 8, 2022.

GOLDMAN SACHS & CO. LLC

By: /s/ David Thomas

\_\_\_\_\_  
Name: David Thomas  
Title: Authorized Signatory

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EXHIBIT (99.5)

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS GSSG HOLDINGS LLC (the "Company") does hereby make, constitute and appoint each of Melissa Stanford, Stephanie Snyder, Constance Birch, Kateryna Osmachko, Rachel Fraizer, Jamie Minieri, Tony Kelly, Imad Ismail, Terrance Grey, and Kshama Mishra

(and any other employee of The Goldman Sachs Group, Inc. or one of its affiliates designated in writing by one of the attorneys-in-fact), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until either revoked in writing by the undersigned or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of December 12, 2022.

GSSG HOLDINGS LLC

By: /s/ Milton Millman

\_\_\_\_\_  
Name: Milton Millman  
Title: Authorized Signatory

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EXHIBIT (99.6)

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS SPECIAL SITUATIONS INVESTING GROUP II, LLC (the "Company") does hereby make, constitute and appoint each Melissa Stanford, Stephanie Snyder, Constance Birch, Kateryna Osmachko, Rachel Fraizer, Jamie Minieri, Tony Kelly, Imad Ismail, Terrance Grey, and Kshama Mishra, acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until (i) one (1) year from the date hereof, (ii) it is revoked in writing by the undersigned or (iii) such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of December 12, 2022.

SPECIAL SITUATIONS INVESTING GROUP II, LLC

By: /s/ Milton Millman

\_\_\_\_\_  
Name: Milton Millman  
Title: Authorized Signatory

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