media press group

# Media Press Group Acquires Metadata Provider MediaData TV

Media Press Group Acquires MediaData TV, Expanding into Spanish- and Portuguese-Speaking Audiences Across Iberia and Latin America

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## Schindellegi, Switzerland, September 10th 2025

Media Press Group, Europe's leader in entertainment metadata solutions, has acquired MediaData TV, the Spanish market leader with operations in Spain, Brazil and Mexico.

This strategic move brings Media Press´ metadata processing technology to MediaData operator, streamer and broadcaster customers in Spain, Portugal, and Latin America. Media Press clients will benefit from an expanded footprint covering Spanish and Portuguese-language markets worldwide.

The acquisition brings together Media Press' advanced metadata management technology and workflows with MediaData's culturally attuned editorial teams. This powerful combination not only enhances service quality for operators, streamers, and broadcasters, but also unlocks new value by blending automation and innovation with deep market-specific insight. Media Press continues to lead in innovation through integration with LLMs and using AI at scale, while ensuring metadata remains accurate, context-rich, and locally relevant thanks to native-language expertise.

"*As Europe's leading and the world's second-largest metadata provider, our mission is to combine innovation with deep cultural expertise*," said **Magdalena Cechnicka**, **CEO of Media Press Group**. "*We are thrilled to welcome Carles Farrando and the MediaData team.*"

**Carles Farrando, General Manager of MediaData TV** added, "*Joining Media Press Group allows us to leverage their innovations and expand our reach. With over 800 million Spanish and Portuguese speakers globally, culturally nuanced metadata is essential for market success.*"

## About MediaData TV

MediaData TV is the leading metadata provider for TV and VOD platforms in Spain, expanding across the Americas. Its editorial teams serve Spain, Portugal, Latin America, Brazil, and US Hispanics. With 20 years of experience, the company is known for agility, flexibility, and tailored offerings. It is recognized for editorial excellence and deep market-specific expertise.

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## About Media Press Group

Media Press Group is Europe´s #1 entertainment metadata provider. For over 30 years, it has been a trusted partner to telecom operators, television networks, streaming services, and publishers delivering state-of-the-art technology and rich, accurate, and localized data.

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