
Europe's leading entertainment metadata company Media Press Group acquires AKPA from Bauer Media

The acquisition strengthens Media Press Group's unique combination of local expertise, shared technology and a comprehensive portfolio of media products and services.

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Media Press Group, Europe's leading provider of entertainment metadata technology and services, has acquired 100% of AKPA Polska Press from Bauer Media.

The acquisition is the Group's fifth strategic transaction since September 2025 and expands its capabilities in editorial services, photography and publishing solutions.

The transaction follows the acquisitions of MediaData TV (Spain and Latin America), TVControl (Greece), the EPG and content discovery business of Impresa (Portugal), and a strategic investment in DataTV (Italy), supporting Media Press Group's long-term strategy of combining local expertise with shared technology, standardised data structures and scalable international delivery. This model enables telecom operators, broadcasters, streaming platforms and publishers to work with a single technology and service partner across multiple countries while maintaining local knowledge of audiences, language and content, together with the editorial quality required in each market.

Extending the Group's capabilities beyond metadata

AKPA is one of Poland's most established media services companies. It brings to the Group an experienced journalistic team, extensive editorial services, deep knowledge of the Polish publishing market and a leading photographic agency.

These capabilities complement Media Press Group's strengths in TV and streaming metadata, ready-to-publish TV listings, editorial production, content identification, automation and media technology.

The acquisition creates new opportunities to combine journalism, photography and publishing services with advanced data infrastructure and digital product technology.

For customers, the transaction broadens access to a unique combination of verified metadata, editorial content, photography and publishing services that will be progressively integrated through common

technology platforms and standardised European data structures.

AKPA and its customers will gain access to Media Press Group's innovative product portfolio, including MP API, Open ID and solutions for content identification, integration and distribution.

MP API provides direct access to verified TV, VOD, sports, editorial and visual metadata. Its API-first architecture enables operators, broadcasters, streaming providers and publishers to develop and expand digital products without building and maintaining extensive local metadata infrastructure.

Together with the Group's automation platforms, editorial workflows and content identification solutions, these services support electronic programme guides, streaming interfaces, search, recommendation, content discovery, publishing workflows and AI-assisted media products.

Local presence, European scale

“Media Press Group has built a leading entertainment metadata business by combining strong local organisations with shared technology, standardised processes and scalable products. AKPA brings outstanding journalistic, editorial and photographic expertise to the Group, while preserving the local knowledge and customer relationships that have made it successful in Poland. We look forward to supporting its long-term development and connecting its capabilities with our wider technology and product portfolio.”

Magdalena Cechnicka, CEO of Media Press Group

The AKPA brand, team, expertise, photographic resources and customer relationships will be retained and developed.

Key Highlights

- Fifth strategic transaction completed by Media Press Group since September 2025.
- Expands the Group's capabilities in journalism, photography and publishing services.
- Provides AKPA customers with access to MP API, Open ID and Media Press Group's European metadata infrastructure.
- AKPA's brand, team and customer relationships will be retained and developed.

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ABOUT MEDIA PRESS GROUP

Media Press Group is Europe's leading provider of entertainment metadata technology and services. For more than 30 years, the Group has supported telecom operators, broadcasters, streaming platforms and publishers with TV and VOD metadata, editorial content, visual assets, ready-to-publish products and technology solutions.

The Group combines local editorial expertise and customer support with shared European metadata infrastructure, automation, content identification and API-based delivery. Its solutions support electronic programme guides, streaming interfaces, search, content discovery, recommendation, publishing workflows and AI-assisted media products.

By connecting local expertise with shared technology and standardised delivery, Media Press Group enables international customers to preserve local relevance and editorial quality while simplifying operations across multiple markets.

ABOUT AKPA

AKPA Polska Press is a leading Polish media services company providing journalistic, editorial, photographic and video services.

The company operates a photographic agency and supplies publishers and other media organisations with editorial content, images, programme information and ready-to-publish materials.

NOTES TO EDITORS

Media Press Group logos are available for editorial use at www.media-press.tv/press-media/.

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