

Media Press Group acquires InfoPortugal's EPG business and becomes Portugal's leading TV metadata provider.

The transaction establishes Media Press Group as the number one provider of TV metadata and EPG services in Portugal and further strengthens its position as the European market leader



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Media Press Group, Europe's leading provider of entertainment metadata solutions, has completed the acquisition of the Electronic Programme Guide and content discovery business previously operated by InfoPortugal, part of Impresa Group.

Through the acquisition, Media Press Group becomes the number one provider of TV metadata and EPG services in Portugal. The transaction establishes a direct presence for the Group in the Portuguese market and adds an experienced local team, established customer relationships and extensive Portuguese-language editorial expertise to its European organisation.

The acquired EPG business will be operated by EPG Metadata Services - TVADVISOR, Unipessoal, Lda. and will continue to use the InfoPortugal trademark under licence, in accordance with the following designation:

“InfoPortugal” by EPG Metadata Services - TVADVISOR, Unipessoal, Lda.

The licensed use of the InfoPortugal trademark will support continuity and market recognition. Ownership of the InfoPortugal trademark remains unchanged, and the transaction relates exclusively to the acquired EPG and content discovery business.

Local expertise supported by European technology

The Portuguese operation combines its local editorial knowledge and understanding of the national television market with Media Press Group's European metadata infrastructure, technology and product portfolio.

The existing team will remain central to the business, helping to ensure continuity for customers and preserve the Portuguese-language editorial expertise on which the quality of its services has been built.

Customers will progressively gain access to Media Press Group's wider technology and product environment, including advanced TV and streaming metadata, editorial and visual content, content identification, automation and API-based delivery.

The portfolio includes MP API, a modern platform providing direct access to verified TV, VOD, sports, editorial and visual metadata, as well as OpenID and other solutions supporting content identification, integration and distribution across linear television and streaming services.

Strengthening Media Press Group's position in the Iberian Peninsula

The acquisition follows Media Press Group's purchase of Spanish metadata provider MediaData TV and represents another important step in the Group's expansion across the Iberian Peninsula and Portuguese-speaking markets.

By combining local market knowledge with shared technology, common content structures and scalable editorial workflows, Media Press Group can provide consistent metadata services to customers operating across multiple countries while preserving the local relevance and editorial quality required in each market.

*"With this acquisition, Media Press Group becomes the number one provider of TV metadata and EPG services in Portugal. This is an important milestone for our Group and another step in building an integrated European metadata organisation," said **Magdalena Cechnicka, CEO of Media Press Group**, who added: "The acquired business has an experienced team, strong customer relationships and a deep understanding of the Portuguese market. We will combine these strengths with our European technology, infrastructure and innovative products, while preserving the local expertise and continuity valued by customers."*

*"The acquisition of the EPG business by Media Press Group creates new opportunities for its continued development and growth," said **Ana Sengo da Costa, COO of Impresa**.*

The priority following completion will be to ensure uninterrupted service and continuity for customers. The Portuguese operation will then be progressively integrated into Media Press Group's European technology and product infrastructure.

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, images, ready-to-publish products and technology solutions.

The Group combines local editorial expertise with shared European metadata infrastructure, automation, content identification and API-based delivery. Its services support electronic programme guides, streaming interfaces, content discovery, search, recommendation and other consumer-facing entertainment products.

About the Portuguese EPG business

The acquired Portuguese operation provides television metadata, Electronic Programme Guide and content discovery services.

The business is operated by EPG Metadata Services – TVADVISOR, Unipessoal, Lda. and uses the InfoPortugal trademark under licence through the designation:

“InfoPortugal” by EPG Metadata Services – TVADVISOR, Unipessoal, Lda.

It combines Portuguese-language editorial expertise and knowledge of the national market with Media Press Group's European technology, products and metadata infrastructure.

Media contact

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