

PRESS RELEASE

Schindellegi (Switzerland) / Ljubljana (Slovenia), January 31, 2024

Media Press Group Acquires Slovenia's Leading TV Metadata Provider IECOM

In a strategic move to expand its European footprint, Media Press Group, a prominent player in TV and streaming metadata solutions in Europe, announced its acquisition of IECOM, Slovenia's leading media metadata company. This acquisition reinforces Media Press Group's commitment to providing European TV service providers, streaming services, and broadcasters with superior data solutions, cutting-edge technology and comprehensive editorial services.

Based in Ljubljana, IECOM delivers critical TV metadata and editorial services to the majority of TV service providers and Over-The-Top (OTT) media services in the country. With this acquisition, IECOM's clientele stands to gain significantly from Media Press Group's vast experience, reliable services, extensive product range and innovative technologies. Notable among these are Media Press' proprietary, real-time, cloud-based metadata management solutions, advanced photo and sports services, and the groundbreaking Hubert CMS media solution.

Magdalena Cechnicka, CEO of the Media Press Group, commented: *“Europe presents a unique tapestry of linguistic diversity, varied TV viewer preferences and content offerings. At Media Press, we are dedicated to offering our clients globally-informed solutions that are further enriched with localized editorial expertise, extensive content offerings and dedicated customer support.”*

Matej Eljon, Co-Founder of IECOM, expressed his optimism about the acquisition: *“Joining forces with the Media Press Group marks a significant milestone for IECOM. This partnership is not just a testament to our past achievements but also a gateway to an exciting future in which we can leverage Media Press Group's extensive resources and innovative technologies. Our shared vision for delivering exceptional TV metadata solutions and editorial services will undoubtedly propel us to new heights in the European market. We are excited to embark on this journey, enhancing our offerings for our clients and setting new industry standards together.”*



About Media Press Group

With over 35 years of experience in the metadata sector, Media Press Group specializes in providing comprehensive, localized coverage of TV, radio, and streaming metadata. The company boasts a team of 700 professionals across 21 offices in 15 countries, supporting 850 clients. Media Press Group meticulously curates content for over 7,500 linear and non-linear sources, managing over 1 billion data sets in its database. The services provided by the company reach over 120 million European households.

Media Press Group's clients include market-leading TV service providers and broadcasters like Canal+, Orange, Vodafone, Liberty Global, Sky, France Television, ARD, RTL, 4iG, and TV3 Baltics.

Media Press Group proudly stands as a founding member of **The European Metadata Group** (TEM DG). TEM DG serves as a pivotal consortium, uniting key industry suppliers of TV, radio, and streaming metadata. This collaborative effort is dedicated to establishing and upholding the highest standards for metadata across various platforms, which include press, online, and mobile. TEM DG is therefore able to ensure unparalleled metadata coverage and, subsequently, highly sophisticated user experience.

More about TEM DG: <https://theeuropeanmetadatagroup.com>

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