

## PRESS RELEASE

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### **Metadata for Amazon's linear channel "Prime" in Germany and Austria**

Media Press Germany starts providing rich metadata and program listings for Prime Video's new linear channel for Prime members in Germany and Austria.

Metadata on the new channel "Prime" is now available at Media Press Germany.

Media Press provides the data in any format required by electronic program guides (EPGs) and printed media. Media Press enriches the data provided by Prime with customer-specific tags, genres, video descriptors and other technical and editorial features, so that optimized publication is possible in any type of TV user interface, website, mobile app and in the millions of program pages of the leading TV magazines.

In order to enable automated processing of the data, Media Press provides the complete toolset of its OpenID product suite. This includes the integration of the leading identifiers and age classification systems relevant in Europe.

"We are pleased to support Amazon and our customers in finding the best of Prime Video now also a linear TV channel for Prime members," comments Media Press Germany Managing Director Anna Ottlik.

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### **About Media Press Group**

**Media Press** is a leading provider of **TV and streaming metadata**, delivering comprehensive solutions to broadcasters, streaming platforms, and media publishers worldwide.

With a portfolio of over **7,000 linear and non-linear sources**, Media Press aggregates, enriches, and distributes metadata to ensure seamless content discovery across various platforms.

The company operates **15 local editorial offices**, specializing in content localization for different markets. With a team of over **600 professionals**, Media Press ensures high-quality, market-specific metadata tailored to audience needs.



As an **innovative technology company**, Media Press develops advanced systems for metadata acquisition, processing, and distribution, and setting new standards in the industry.

Media Press is also the creator of the **unique OpenID technology**, which enables **end-to-end metadata distribution management, precise multilingual content identification, and seamless integration with any content identification system** used by studios, broadcasters, operators, and streaming services.