

## PRESS RELEASE

Budapest, June 2, 2025

---

### Media Press Hungary Partners with Magyar Telekom to Enhance TelekomTV Experience

Media Press Hungary, a Media Press Group company is pleased to announce a new partnership with Magyar Telekom, an affiliate of Deutsche Telekom, to provide **Creative Studio** services, a **premium-quality photo delivery**, featuring cast and crew images and an enhanced EPG service designed to elevate the visual experience on **TelekomTV platform**.

As part of this collaboration, Media Press delivers high-quality, editorially curated images that enhance content presentation and create a more engaging, visually rich interface for viewers.

This initiative aligns with Magyar Telekom's strategy to continuously improve user experience and offer cutting-edge television services.

The partnership represents a significant step forward in combining metadata and visuals to boost audience satisfaction and platform appeal.

---

#### About Magyar Telekom

Magyar Telekom Hungary's largest telecommunication operator was established in 1991. It provides a full range of telecommunications and info communications (ICT) services including fixed line and mobile telephony, data transmission and non-voice as well as IT and systems integration services. Magyar Telekom is the majority owner of Makedonski Telekom, the leading fixed line and mobile operator in the Republic of North Macedonia. Magyar Telekom's majority shareholder (65,78%) is Deutsche Telekom Europe B.V., fully owned by Deutsche Telekom AG. More information on [www.telekom.hu](http://www.telekom.hu)

---

#### Why Media Press Group?

Media Press Group is Europe's only and largest Entertainment Metadata Provider and enabler at scale.

With over 30 years of experience, Media Press delivers:

- Europe's best price metadata accuracy and innovation roadmaps, to enable the whole metadata supply chain, from production studios to platforms.
- A rich, multilingual database with over 3 million individuals and deep metadata layers.
- A powerful, structured ID ecosystem connects industry stakeholders.
- CMS services, designed for seamless integration into editorial and operational workflows.
- Tools that enhance discoverability and viewer engagement.
- Integration with over 8,500 TV channels, all relevant streaming catalogues, experience in serving key telecommunication partners in Europe.
- Proven, long-term partnerships with Europe's leading operators.

---

**Contact information:**

- **Media Press Group:**  
PR: Bartosz Lewandowicz, [bartosz.lewandowicz@media-press.tv](mailto:bartosz.lewandowicz@media-press.tv), +48 603 552 720