



## **MADSACK Media Group and Sportcast GmbH found joint venture for TV outside broadcasts**

### **Focus on Bundesliga and Bundesliga 2 matches**

*Hanover, November 17, 2021 - The TVN GROUP (TVN), a member of MADSACK Media Group, and the DFL Deutsche Fußball Liga subsidiary Sportcast GmbH have strengthened their cooperation by becoming the joint shareholders of TVN LIVE PRODUCTION. The new venture for TV outside broadcasts is the result of a cooperation between TVN MOBILE PRODUCTION GmbH as well as the Sportcast subsidiaries LIVECAST TV Produktion GmbH and HD SAT Communication GmbH.*

TVN LIVE PRODUCTION will focus on broadcasting Bundesliga and Bundesliga 2 matches. It will also continue to deliver and expand its portfolio of high-quality productions in the areas of music, entertainment and other sports.

TVN will hold 65 percent of the shares in TVN LIVE PRODUCTION, with Sportcast GmbH holding the remaining 35 percent. The Operational Manager of the new company will be Markus Osthaus, Managing Director of the TVN GROUP. TVN GROUP CEO Frank Hähnel and Markus Bartsch, Commercial Manager at Sportcast GmbH, have also been appointed as managing directors.

Josef Nehl, CEO of Sportcast GmbH, said: "This joint venture will allow us to strengthen our operating activities in line with our principles of quality, innovation and sustainability."

TVN GROUP CEO Frank Hähnel adds: "I am delighted that we have been able to further reinforce our tried-and-tested cooperation. All of the parties involved will benefit from the fact that we ideally complement each other both technically and from a business perspective."

TVN LIVE PRODUCTION will be headquartered in Hanover, where the TVN GROUP and the MADSACK Media Group also have their head offices. The operational premises of LIVECAST TV Produktion GmbH and HD SAT Communication GmbH will remain in Flörsheim.

The joint venture is subject to approval by the Bundeskartellamt (German Federal Cartel Office).

### **Background:**

HD SAT Communication GmbH specialises in the fibre and satellite transmission of live images. The core business of LIVECAST TV Produktion GmbH is audiovisual signs in the field of HD production. TVN MOBILE PRODUCTION is one of the premium providers of outside broadcasts. It realises sports and show events worldwide and has a wide range of OB vans.

### **About MADSACK Media Group**

The MADSACK Media Group focuses on the future potential of regional and local media. Its portfolio includes 18 newspaper titles, the *RedaktionsNetzwerk Deutschland* (RND), high-reach digital offerings and advertising papers. The group also includes various subsidiaries specialising in publishing services. In addition, there are in-house foundations and participations in the areas of digital business, mobility, post and logistics, film and television production as well as advertising and communication.

**About TVN GROUP Film & TV Production**

The TVN GROUP offers state-of-the-art technology and qualified personnel for media productions. The companies in the group have more than 35 years of international experience and cover the entire production process. Within this group, TVN LIVE PRODUCTION provides vast expertise in outside broadcasts and is a sought-after partner of broadcasters and manufacturers in the development and application of innovative production solutions. The group's locations are Berlin, Bremen, Frankfurt a.M., Hamburg, Hanover, Kiel, Cologne, Leipzig and Munich. A company of the MADSACK Media Group. [www.tvn.de](http://www.tvn.de)

**About SPORTCAST GmbH**

Sportcast GmbH, based in Cologne, is a 100 percent subsidiary of the DFL. It has been producing the base signal for all Bundesliga and Bundesliga 2 matches as well as the Relegation and Supercup for the national and international rights holders since the 2006/07 season as host broadcaster on behalf of DFL. In addition to the production of the basic signal, Sportcast coordinates the contribution and international distribution of the live TV signal in over 200 countries and is thus responsible for the entire infrastructure for the implementation and delivery of the international product portfolio as well as the media value chain of the DFL. Sportcast's responsibilities also include the operation of the DFL Media Hub, the largest digital video database in the world.

**Press Contact****Nicola Irmer**

Head of Public Relations

TVN GROUP HOLDING GmbH & Co. KG

Goseriede 9 | 30159 Hannover | Germany

Phone +49 511 1212-3745

Mobile +49 160 4704123

Email [nicola.irmer@tvn.de](mailto:nicola.irmer@tvn.de)