

Mediagenix and Spideo, with the support of strategic partner Sofindev, unite to enhance content discovery, recommendation, and personalization.

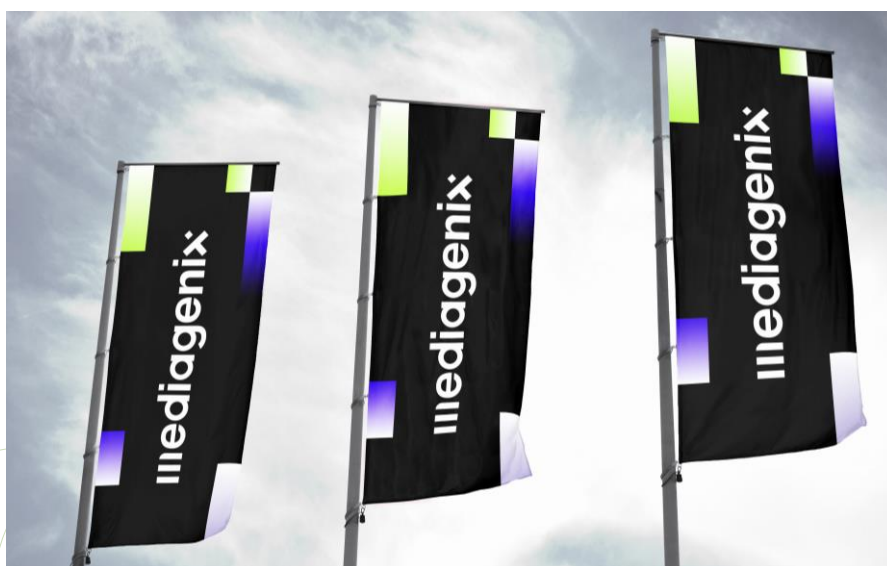
10th September 2024

Mediagenix, a leader in software solutions for content strategy, content value management, and content scheduling, has today announced its acquisition of Spideo, the specialist in humanized content recommendations, transparent personalization, and enhanced catalog discovery.

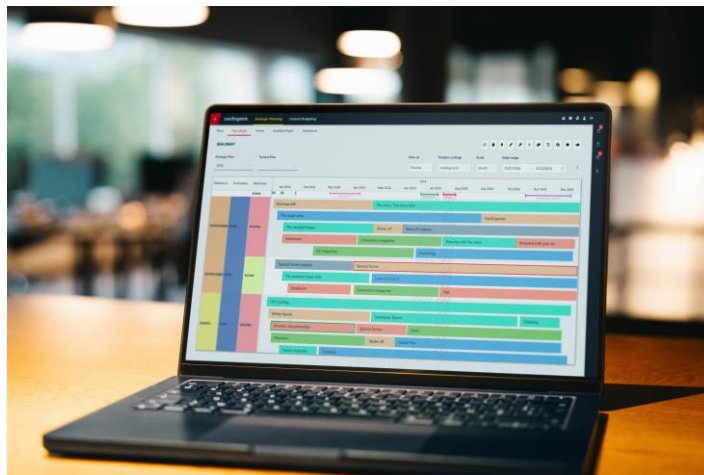
This strategic acquisition aims to level the technological playing field with streaming giants, by unlocking smart content discovery for all. The combined strengths of Mediagenix and Spideo, will provide media companies with a powerful toolkit, to effectively optimize audience engagement and revenue generation.

The acquisition is backed by strategic partner Sofindev, who became a shareholder of Mediagenix in 2020. The partnership between Mediagenix and Spideo aligns with an acceleration in streaming and digital content consumption, whilst effectively tackling complex micro-segmentation. Content offerings that cater to diverse audience segments are becoming more common, as witnessed by the rapid growth of both FAST and AVOD services. The joint expertise of Mediagenix and Spideo builds a deeper connection with audience behavior, which is crucial for effective content monetization strategies.

The importance of metadata continues to rise, and Mediagenix's comprehensive metadata model has established the company as a critical player in content ecosystems. A single "source of truth" for all content metadata is rapidly becoming essential for media organizations to effectively monetize their catalog across a wide variety of platforms catering for diverse consumer demographics. Spideo generates an impressive 2 billion recommendations from 120 million users a month. Integrating their technology and expertise, will refine the Mediagenix product suites with semantic metadata enrichment, content discoverability, smart curation and scheduling automation.



"The acquisition of Spideo is a significant milestone for Mediagenix," said Fabrice Maquignon, CEO of Mediagenix. "Content discovery and personalization are crucial to reducing churn, boosting engagement, and driving monetization. By integrating Spideo's cutting-edge solutions into our existing offerings, we are uniquely positioned to provide our customers with the most efficient approach to programming the right content for the right audience at the right time and through the right channels. It allows us to tap into new market segments and better support media companies in realizing their strategic business goals. Together, we can build the industry's leading content value management platform and empower our customers to achieve technological parity with the biggest names in the streaming industry."



Spideo, a bootstrapped company known for its innovative solutions and industry passion, will now operate under the Mediagenix brand. Mediagenix provides the platform, back-office support, and market reach necessary to expand the impact of Spideo's flagship products.

"This acquisition marks an exciting new chapter for Spideo," commented Gabriel Mandelbaum, CEO of Spideo. "We started out 15 years ago with a product vision and we were able to build and deploy it thanks to our trusting customers : ADN, Bouygues Télécom, Canal+, Claro, France Télévisions, Globo, Sky+, Televisa and Thales. Our mission of maximizing viewer engagement through intuitive content discovery, is perfectly matched with Mediagenix."

"Joining forces with Mediagenix allows us to scale our solutions and reach a broader market while staying true to our core values of transparency, trust, and controllability," added Thibault D'Orso, CRO of Spideo. "Mediagenix shares our passion for powerful data visualization, meaningful recommendations, and transparent, fully controllable outcomes. Together, we can shape the future of content recommendation, personalization, and discovery."

ABOUT MEDIAGENIX

Mediagenix is a global leader in smart content solutions to profitably connect the right content to the right audience. The Mediagenix modular SaaS platform orchestrates the entire content lifecycle to actively drive content lifetime value and audience engagement. Content strategy, content value management, and content scheduling all converge into one lean, company-wide collaborative flow revolving around one source of truth. Headquartered in Brussels, Mediagenix has offices in Bangkok, Denver, London, Madrid, Miami, New York, Paris, Singapore, Skopje, and Sydney. With a team of 350+ experts working closely with 10,000+ users, Mediagenix is the trusted partner for more than 200 media companies globally.

More information on Mediagenix: www.mediagenix.tv

ABOUT SOFINDEV

Sofindev is a leading independent private equity firm specializing in buyout and growth capital for small and medium-sized companies in the Benelux region. Sofindev was founded in 1991 by two leading family-controlled listed groups. Since then, the Sofindev team has evolved to full independence and has surrounded itself with a wider range of respected family and (international) institutional investors. These investors include entrepreneurs and owners of family businesses in which Sofindev has invested in the past.

Since 2015, more than €500 million of capital has been raised to invest in Belgian and Dutch small and medium-sized companies, which in turn have made dozens of acquisitions, at home and abroad. Currently, the Sofindev team manages the Sofindev IV fund (°2015) with a committed capital of €107 million, the Sofindev V fund launched in 2020, with total commitments of €170 million and the €250 million fund launched in early 2023, Sofindev VI. The Sofindev funds invest in the capital of successful small and medium-sized companies in the Benelux, in partnership with the entrepreneurs and management teams of these companies, to support their further growth.

More information on Sofindev on our website: www.sofindev.com