

Press Release

BEITEN BURKHARDT Advises SpotCom on Sale of Online Audio Portfolio to RMSi

Munich, 1 March 2018 – BEITEN BURKHARDT has advised audio marketing provider SpotCom on the sale of the online audio portfolio. The purchaser is RMSi, the digital marketing subsidiary of the national radio marketing company RMS. The parties have agreed not to disclose the transaction volume.

SpotCom is a wholly-owned subsidiary of ANTENNE BAYERN and commercialises, apart from Germany's most successful private radio station, the radio station ROCK ANTENNE as well as the Baden-Wuerttemberg-based broadcaster antenne 1. By cooperating with RMS, SpotCom pools strategically relevant strengths in order to face the technology and data driven development in the audio market such as, for instance, programmatic advertising.

SpotCom ranks number 3 in the German online audio market, which corresponds to 30 million hours of listening per month. Through this acquisition RMSi extends its range of offers to comprise some 1000 streams and 80 million hours of listening per month, thus representing a market share of 54 percent.

Advisor SpotCom

BEITEN BURKHARDT: Partners Dr. Holger Weimann (in charge, IP/IT/Media) and Léon Wolters (Labour Law) and Associate Christoph Heinrich (Antitrust Law, all Munich).



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Information on BEITEN BURKHARDT

- BEITEN BURKHARDT is an independent international law firm with a focused range of services and some 290 lawyers working in nine locations.
- Through our long-established offices in Germany, Brussels, China and Russia we advise large and mid-sized companies and corporate groups from various industries, banks and financial institutions as well as the public sector.