
PRESS RELEASE

Trendsetting: Eleven German Private Radio Stations Establish a Joint Data Service Provider

Munich, 2 July 2019 – The international law firm BEITEN BURKHARDT has advised ANTENNE BAYERN GmbH & Co. KG as one of eleven German private radio stations on the foundation of Quantyoo GmbH & Co. KG. QUANTYOO GmbH & Co. KG provides its partners with a technology that enables online user data to be processed in accordance with data protection regulations. The aim is to ensure sustainable and legally compliant data quality in order to create an optimised basis for data-based product development, market research and marketing. Data analysis also plays a central role in the new company.

Antenne Bayern spent almost three years on developing and testing Quantyoo. In addition to our client, the following private radio stations are founding partners: Antenne Niedersachsen GmbH & Co. KG, BB Radio Länderwelle Berlin/Brandenburg GmbH & Co. KG, BCS Broadcast Sachsen GmbH & Co. KG, BLW Bayerische Lokalradio-Werbung GmbH, Funkhaus Halle GmbH & Co. KG, Privatradio Landeswelle Mecklenburg-Vorpommern GmbH & Co. Studiobetriebs KG, Radio / Tele FFH GmbH & Co. Betriebs KG, Radio Hamburg GmbH & Co. KG, Transistor GmbH - (radio NRW GmbH), RTL Radio Center Berlin GmbH.

In this project, our team has been responsible for the comprehensive consulting for this project. We have been in charge of product development (data protection) as well as the implementation of corporate law and merger control law issues.

Advisor to ANTENNE BAYERN GmbH & Co. KG and QUANTYOO GmbH & Co. KG:

BEITEN BURKHARDT: Partners Dr Axel von Walter, Katharina Mayerbacher (both Media/Data Protection, both in charge), Dr Johannes Baumann (Data Protection), Dr Mario Weichel and Dr Markus Ley (both Corporate) as well as Dr Christian Heinichen and Christoph Heinrich (both Antitrust & Merger Control, 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 300 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 and banks as well as the public sector.