

FRAMEN strengthens leadership team with Ingo Rieper as Co-CEO

Berlin, August 13, 2025 – FRAMEN, the media tech company majority-owned by Axel Springer SE, has appointed Ingo Rieper as Co-CEO. Together with founder Dimitri Gärtner, he will lead the company into its next growth phase as a dual leadership team.

Ingo Rieper has many years of experience in the media, out-of-home, and digital industries. Rieper co-founded Media Pioneer Publishing AG with Gabor Steingart and successfully led the company to profitability and relevance in quality journalism over the last six years as a member of the executive board and CEO. Prior to Media Pioneer, he served as managing director and CFO of Handelsblatt Media Group alongside Gabor Steingart for over four years. Before that, he spent over ten years at out-of-home advertiser Ströer, where he was a member of the German management team. Since the beginning of 2025, Rieper has been a strategic consultant for FRAMEN. His appointment to the management board is part of FRAMEN's company-wide growth strategy.

Christoph Eck-Schmidt, Chief Commercial Officer & Chief Marketing Officer of Axel Springer: "With a dynamically growing international presence – including in the US market – and strong strategic partnerships, FRAMEN has established itself as a leading platform in the digital out-of-home market. Ingo Rieper will provide additional momentum to consistently lead the company into the next development phase together with Dimitri Gärtner as Co-CEOs."

Dimitri Gärtner: "I'm delighted to welcome Ingo Rieper as Co-CEO to lead Framen into its next stage of growth together with us. He brings exceptional expertise in Out-of-Home and digital content, as well as a strong industry network."

Ingo Rieper: "I'm excited about the opportunity to drive the strategic development of this ambitious digital media start-up forward."

Since Axel Springer's investment at the end of 2020, FRAMEN has evolved from a startup into an internationally active platform provider in the digital out-of-home sector. The company now operates a network of over 30,000 connected screens in 32 countries, in coworking spaces, gyms, and other segments.

About FRAMEN

FRAMEN is the intelligent DOOH platform that transforms screens into engaging environments. Through the seamless integration of content, targeted advertising, and real-time information, FRAMEN uses smart technology and data-based precision to display content on screens in premium locations such as coworking spaces, gyms, and hotels. This creates added value for both the audience and location partners.

With the FRAMEN Ads Manager, advertisers can programmatically book, launch, and manage campaigns within minutes and evaluate their performance in real-time. At the same time, location operators can monetize their screens by providing content through the FRAMEN Screen Manager. With FRAMEN, you can reach the right people at the right moment, making digital out-of-home advertising more effective, dynamic, and effortless. FRAMEN was founded in 2018 and is headquartered in Berlin. The company is currently active in 32 countries.

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