PRESS RELEASE

3Q and glomex join forces to drive sustainable growth for publishers

Munich, October 21, 2026 – 3Q GmbH is acquiring glomex GmbH from ProSiebenSat.1 Media SE. The parties expect the transaction to close in the first quarter of 2027. They have agreed not to disclose any financial details of the sale. The merger brings 3Q's European video infrastructure together with glomex's video marketplace, content syndication, and monetization solutions under one roof.

Founded in 2009 and headquartered in Munich, 3Q works with over 1,000 B2B customers across Europe. These include companies, institutions, and sports providers, as well as media companies and publishers. In the publishing market, 3Q has so far offered its platform as software-as-a-service based on license fees. With glomex, 3Q is expanding its portfolio to include premium content, distribution, and a monetization model based on revenue sharing.

glomex will continue to operate as a separate brand and a wholly owned subsidiary of 3Q GmbH, and will continue to be led by Managing Director Lars Friedrichs. Managing Director Michael Sandbichler is leaving glomex to take on the role of "VP of Distribution, Global Video Platforms" at ProSiebenSat.1.

ProSiebenSat.1 will remain a key partner of glomex even after the transaction. The group will continue to provide premium content to the platform and support its monetization as a marketing partner. The sale is in line with ProSiebenSat.1's strategy of focusing on its core entertainment business.

Together, 3Q and glomex help publishers build a sustainable video business. Their joint offering combines video hosting, live streaming, and video on demand with premium content, syndication, distribution, and monetization. They also provide solutions for mobile journalism that enable publishers to produce and distribute local video news efficiently and cost-effectively.

This gives publishers broader access to video content, more efficient production workflows, and additional revenue opportunities. Content providers expand the reach of their video content. Advertisers gain access to high-quality video environments from established publisher brands. The business models of both companies complement each other synergistically, as publishers are increasingly relying not only on advertising but also on digital subscriptions and other revenue streams. While glomex supports ad-based monetization, 3Q provides the infrastructure and solutions for additional revenue models.

In the next step, glomex will migrate to 3Q's European video infrastructure. The migration will create economies of scale and strengthen an independent European video infrastructure for publishers.

Julius Thomas, CEO of 3Q:

"Publishers need sustainable models to grow their video business while retaining control over their content, technology, and monetization. We combine 3Q's video infrastructure with glomex's marketplace and syndication solutions to support the efficient production of local videos through mobile journalism. In this way, we create a stronger foundation for publishers' growth. Together with glomex, we aim to expand our market position and support publishers in a challenging environment with solutions that prioritize quality and sustainability."

Lars Friedrichs, Managing Director of glomex GmbH:
"I am pleased that, in 3Q, we have found the ideal strategic partner to offer publishers and content owners an even more comprehensive and improved range of services. Combining the strengths of 3Q and glomex opens up entirely new possibilities for us and marks the beginning of a new phase in glomex's development. In the future, publishers will be able to choose exactly the building blocks from the entire video value chain that fit their business."

About 3Q

3Q provides European infrastructure for video streaming, OTT, and FAST channels. The online video platform, with its API-first approach, supports the hosting, management, and distribution of live and on-demand content via websites and apps. In addition, 3Q offers solutions for mobile journalism that enable publishers to produce and distribute local video news using streamlined, cost-effective workflows.

About glomex

glomex operates a video marketplace that connects publishers, content providers, and advertisers. The platform combines video technology, premium content, distribution, and monetization. More than 500 digital properties, with a combined total of over 30 million unique users per month, use glomex. They generate more than 3.5 billion video views and over 4 billion monetizable ad impressions annually.

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