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## Pressemitteilung

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### Even more audio power: ProSiebenSat.1 acquires majority stake in Studio Bummens and expands its podcast production business

- **Seven.One Audio and Studio Bummens form synergetic “podcast powerhouse” with combined marketing and production expertise**
- **Strategic deal boasts abundant synergy potential, also for Joyn**
- **New portfolio highlight: “The Sophie Passmann Podcast”, every Friday since March 28**

**Unterföhring, May 19, 2025.** Two leading industry players are joining forces: ProSiebenSat.1 is acquiring a majority stake in Berlin-based podcast publisher **Studio Bummens**, setting another strategic milestone in strengthening its position in the fast-growing podcast business. With this step, the media group is further expanding the podcast production business of its in-house podcast unit Seven.One Audio and ensuring an even closer integration of production and marketing. The company is thus consistently pursuing its strategy of further expanding Seven.One Audio's strong market position in the German-language podcast business.

**Katharina Frömsdorf, Chief Transformation Officer at ProSiebenSat.1:** “Together with Studio Bummens, we are now creating a true 'podcast powerhouse': we are further expanding our strong podcast business with Studio Bummens' production expertise and thus positioning ourselves even more broadly and strongly along the entire podcast value chain. Studio Bummens also brings an outstanding talent network to our portfolio. This creates valuable new perspectives for the talents and for our company – including our superstreamer Joyn.”

The newly formed “podcast powerhouse” also offers clear advantages for the advertising market: Seven.One Audio is expanding its inventory and, together with Studio Bummens, will be able to develop advertising and podcast content in a more targeted customer- and target group-oriented manner.

Studio Bummens is one of the leading German podcast publishers and is known for a large number of successful formats with the best-known and most popular podcasters in the German-speaking world. The company, run by Konstantin Seidenstücker, Tobias Bauckhage and Jon Handschin, is responsible for podcasts such as “Baywatch Berlin” with Klaas Heufer-Umlauf, Thomas Schmitt and Jakob Lundt, “Apokalypse & Filterkaffee” with Micky Beisenherz, “Copa TS” with Tommi Schmitt, “G Spot” with Stefanie Giesinger and “Einfach mal Luppen” with Toni Kroos and Felix Kroos.

**Konstantin Seidenstücker, Co-Founder and CEO of Studio Bummens:** “We have been working with the Seven.One Audio team for many years, have helped shape the German podcast market together and have built up a strong, trusting relationship. So, it's all the more exciting that we are now joining forces and working together. Our vision has always been to be trailblazers in the market and brand development of podcasts. We are now taking the next step as a company, are ideally positioned for the future and will benefit – just as our talents – from the unique opportunities and synergies that our merger opens up at all levels of the value chain.”

Both parties have agreed not to disclose the purchase price. The signing took place on Thursday, 15.05.2025. The closing of the transaction is expected at the end of May.

### **First joint project successfully launched: "The Sophie Passmann Podcast"**

On March 28, 2025, the well-known presenter and author Sophie Passmann launched her new podcast "Der Sophie Passmann Podcast". Every Friday, she provides exciting and entertaining insights into the world of music, film, pop culture and social debate. Passmann talks about topics such as the Grammys, the Super Bowl, the role of men in the media, missteps and her thoughts on books, films, series, TikTok and the biggest phenomena of our time. The podcast is produced by Studio Bummens and marketed by Seven.One Audio. It is available on all major platforms.

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