

Leading DSP Platform161 Acquired by Media and Games Invest (MGI)

We are excited to share that we have become part of the [Media and Games Invest](#) (MGI) group. Having invested in the likes of [Verve](#), [PubNative](#), [Applift](#), [ReachHero](#) and [Gamigo AG](#), MGI has gained a strong market position in the games and mobile advertising sector. [Platform161](#) is the latest company to be acquired by MGI, in their next step to achieve a truly global presence in the programmatic industry. The newly acquired company will continue their DSP services, though it may be renamed in the near future.

It was important for Platform161 to become part of a group dedicated to tech and innovation, so that they can continue their mission of programmatic innovation. A close collaboration with Verve, a location-based mobile marketing platform, and PubNative, an SSP and ad exchange, will offer clients more inventory and advertising opportunities. Becoming part of MGI allows Platform161 to break new grounds in the gaming and mobile advertising industry and expand their programmatic reach. Thereby giving the opportunity to onboard more clients and partners to create a more connected advertising ecosystem across the world.

“This is a great next step for our company. We believe in the strategy that MGI is pursuing and are excited to become part of this fast-growing group. Platform161 has a very strong product offering and MGI brings us strategic value that enables us to scale our business and make Platform161 an integrated part of MGI & Verve. I am excited to join the MGI Group with our company.”

- Marco Kloots, CEO Platform161.

“With the acquisition of Platform161, we have further expanded and strengthened the position of the MGI Group in the media and advertising sector. Together, the group has a strong global offering with 5B+ monthly ads delivered, strong proprietary technology, over 17 registered patents and a global sales team with offices and employees in well over 20 countries worldwide as well as a strong customer base, including many blue-chip companies. This powerhouse in the media sector will also further strengthen the gaming sector, particularly in the area of programmatic advertising in user acquisition for our portfolio games as well as for our new game launches.”

- Remco Westermann, CEO MGI.

“We are thrilled to have Platform161 on board as they have built an excellent stack and have a great team which will help with our European footprint and expansion into DOOH and CTV.”

- Ionut Ciobotaru, CEO PubNative / CPO Verve Group.

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[Media and Games Invest plc \(MGI\)](#), is a fast and profitable growing company in the synergetic digital media and online games sectors pursuing a 'buy, integrate, build & improve' strategy, thus growing organically and exploiting the consolidation potential in its core markets. In the past six years, the MGI Group has successfully acquired and integrated more than 30 companies and assets, while actively using the potential of digital technologies. An important criterion for the expansion of the group are synergy and integration potentials. Media and Games Invest is listed in the SCALE segment of the Frankfurt Stock Exchange and on XETRA, among others.

[Platform161](#) is a leading demand-side platform (DSP), working with brands, agencies and publishers. Highly customizable, its platform can be tailored to every use case, and every business that uses it. With offices in Amsterdam, Hamburg, Istanbul, Madrid, New York, and Stockholm, its expert employees are positioned at key locations around the world. Their programmatic offerings include DOOH, audio, video, native, in-app, and so on. Campaigns run in their UI are optimised with their exclusive tools to ensure optimal reach and engagement with the target audience. Platform161's aim is to simplify programmatic for everyone, making it possible for everyone to strengthen their digital strategy with programmatic.

[Verve Group](#) is a data-first brand performance ad platform connecting brands, advertisers and publishers to people in real time. Its in-app data platform provides a brand-safe and transparent programmatic and managed-service solution by overlaying location-contextual audiences onto premium enriched global and local supply for brand performance campaigns. Verve Group is trusted by top Fortune 500 global digital brands with direct connections to over 500 premium publishers worldwide. Verve Group is part of Media and Games Invest (MGI) and has an international presence of over 300 employees in 20+ offices globally, spanning the Americas, Europe, Asia, and Oceania.