

Production house NVP and Hiway Media finalise joint venture

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(Jonathan Moscrop/Getty Images)

Italian production house NVP and start-up OTT platform provider Hiway Media have finalised a joint venture that will see the two companies combine to offer end-to-end services to rights-holders and broadcasters in the sports industry.

The deal, originally announced on April 8, was completed this week.

NVP was launched in 2007 as a traditional production company, offering outside broadcast production to clients in and outside the sports industry. Hiway Media provides tailor-made OTT solutions and benefits from the expertise of Giuseppe Sampino, an international media rights adviser for Kosmos Tennis and formerly a media rights and OTT executive at Sportradar.

The joint venture is designed to combine the services and client base of each company, strengthening their respective offers and widening their reach into the sports industry. The hope is that by combining 4K production services with an OTT platform and media distribution, the joint venture can attract a higher calibre of client.

Ivan Pintabona, chief technology officer at NVP, said: "We have always maintained a well-defined future focus, and Hiway Media is integral to the culmination of our strategic five-year vision; the ability to provide current and future partners with a complete and coordinated pool of services. This not only makes their media chains more efficient, but also providing them with the ability to offer end-users new experiences, new features, and new ways to consume and interact with content."

Sampino, chief executive at Hiway Media, added: "NVP is synonymous with innovation and reliability in the market, and as such we are extremely proud to enter their network. In the era of digital revolution, sports and entertainment media play a central role; our mission is to continue to innovate by offering our partners solutions that allow them to streamline and simplify the processes behind video management."

Hiway Media is confident that NVP's established customer base will open doors for the company's tech solutions as the start-up seeks to embed itself in the industry. NVP's clients include DAZN, Eurosport, Mediapro, Olympic Broadcasting Services and Uefa.