

**PRESS RELEASE – TUESDAY, 3<sup>RD</sup> FEBRUARY – HEIDLBERG/GERANY & LONDON/UK**

## **Global MMK announces cooperation with Platformation**

Global MMK GmbH and Platformation Enterprise Services Ltd. are pleased to announce the signing of a global cooperation deal and alliance, which will see the two organisations combine their respective strengths in client acquisition, project management and general strategic direction.

Global MMK is a leading provider of media data and analysis in the field of sports worldwide. With a proprietary software and platform for data processing and management, we are able to provide state-of-the-art broadcast information, consulting services and exclusive insights into the sports media industry, and so far, have served clients as diverse as the NBA, MLB, Bundesliga, Ligue 1 or Red Bull Media House.

Platformation provides premium consultancy and strategic insight for brands and rights holders in sports and entertainment. With extensive experience in sponsorship, media and fan engagement, as well as a wide-reaching market insight and access, Platformation consults and adds value to clients i.e. CAA11/UEFA, SailGP, the IOC, Red Bull, Tottenham Hotspur and Racing Point, in terms of their strategic and pragmatic commercialisation of assets and IP.

The combination of cutting-edge data generation and processing, together with experienced insight and market knowledge presents a powerful proposition for clients. The ability to objectively understand your platform together with best practice guidance for optimisation and market execution is essential for cut through in a crowded sport and sponsorship environment.

“Having experienced at first hand, the facilities and infrastructure at Global MMK, we are delighted to work with them going forward and offer a consolidated service to the market. The experience and systems that the team have built up provides a state of the art solution that has been developed to cope with and master the flux and rapid change of the media landscape. I am convinced that our clients would benefit from the user friendly front-end solutions and adaptable project tools that Global MMK have developed, and I look forward to boosting our services to a higher level through our partnership. ”, said Andrew Walsh, C.E.O. of Platformation Enterprise Services.

“In addition to our extensive experience in consulting, media research and monitoring in various areas of our clients' businesses, Platformation also brings a wealth of experience, a high level of expertise and market knowledge as well as an extensive industry network,” said Marc Rapparlié, C.E.O. and founder of Global MMK. “We look forward to working together to develop advanced and customized solutions for monitoring, navigating and optimizing our customers' global coverage and exposure. We believe that our platforms and data delivery can add value to our current and future customers by understanding the needs of the biggest names in sports and entertainment.”.

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**About Global MMK:**

Founded in 2005 by Mr. Marc Rapparlie, Global MMK is headquartered in Heidelberg, Germany.

The company has positioned itself as a service provider and value creator which specialised in the sports and entertainment industry, by providing top-quality broadcast information, exclusive insights and in-depth market analyses. Together with its tailor-made solutions and company-developed platforms and tools, Global MMK's expertise in media monitoring, research and consultancy have been proven beneficial to numerous giants in the field, i.e. the NBA, MLB, Bundesliga, Ligue 1 or Red Bull Media House.

Throughout the years, Global MMK has set up offshore units and offices in Croatia (Zagreb), the UK (Oxfordshire), the USA (New Jersey), China (Xiamen and Hong Kong SAR) and France where each focuses on the development of respected markets and regions, per the path to reach its vision through organic growth.

Learn more at <https://www.global-mmk.com/>.

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**About Platformation:**

Platformation Enterprises Ltd. was founded in 2017 by Andrew Walsh but its foundations reach much further back, to when companies started to develop sophisticated ways to utilise sport, sponsorship and fan communications as a commercial platform and right holders started to understand that they have something interesting, unique and powerful to offer.

The company combines decades of know-how and expertise to find the best way for our clients to reach their commercial goals and secure their return of investment. With our precise analysis, we will develop a tailor-made solution to drive value for your business.

Learn more at <https://www.platformation.global/>.

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