Proskauer Advises Bridgepoint Development Capital and Equativ on Strategic Partnership with Deutsche Telekom

April 24, 2024

PARIS, April 24, 2024 – Proskauer, a leading international law firm, announced today that it advised Bridgepoint Development Capital and Equativ, the leading independent ad platform of which Bridgepoint Development Capital is the majority shareholder, on its strategic partnership with Deutsche Telekom.

The partnership aims to shape the future of targeted TV advertising through programmatic marketing in Germany, with Equativ and Deutsche Telekom joining forces to implement high-quality inventory monetization solutions across linear TV, FAST TV and live sports channels. In addition, Deutsche Telekom will leverage Equativ's advertising distribution expertise for its own inventories, such as MagentaSport.

This investment by Deutsche Telekom in Equativ was financed using funds from Deutsche Telekom's own investment fund, T.Capital.

Proskauer has previously advised Bridgepoint Development Capital on its investment into Forward Global, a risk management company, alongside Raise Invest and Rive Croissance.

The Proskauer team was led by partner Xavier Norlain and counsel Laurent Asquin and included associates Fadoua Nounnouhi and Hugo Monteiro Vieira (M&A).

About Proskauer

The world’s leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Working at the intersection of private capital and the sectors in which market players invest, we advise cutting-edge clients as they navigate complex challenges and seek to capitalize on market opportunities. Proskauer offers an integrated platform that navigates clients through the full lifecycle of their business.

Proskauer’s Paris office advises leading organizations on a broad range of domestic and cross-border contentious and transactional matters. Working closely with the London and U.S. offices, the team advises European clients as they expand their business operations globally, as well as clients from all parts of the world looking to invest in France. Proskauer has one of the leading transactional practices in France, advising prominent private equity sponsors, financial institutions, industrial and services groups, as well as management teams.

Related Professionals

- **Xavier Norlain**
  Partner
- **Laurent Asquin**
  Partner
- **Fadoua Nounnouhi**
  Associate
- **Hugo Monteiro Vieira**
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