Proskauer

# Proskauer Advises Bridgepoint Development Capital and Equativ on Partnership with Titan OS

**March 11, 2025**

**PARIS, March 11, 2025 –** Proskauer, a leading international law firm, has advised Bridgepoint Development Capital and Equativ, a leading independent adtech platform specializing in programmatic advertising—of which Bridgepoint Development Capital is the majority shareholder—in connection with Equativ's partnership with Titan OS.

As part of this partnership, Equativ becomes the new ad server and the primary supply-side platform (SSP) for Titan OS, the European technology and advertising company that has developed an independent operating system for connected TV (CTV).

This partnership brings the power of retail media to CTV, enabling brands to run highly targeted, results-driven campaigns.

Launched in 2024, Titan OS has built a unified ecosystem and established agreements with TV manufacturers, content providers, retailers, and advertisers, reaching 30 million households across Europe. Its operating system is already running on millions of Philips TVs and will soon be available on JVC televisions. On the content side, it offers a selection of premium streaming channels on Sony's Android TVs.

Equativ is an independent advertising platform that simplifies and optimizes digital advertising at scale. Following its recent merger with Sharethrough and the acquisition of Kamino Retail, Equativ provides advertisers, media publishers, and technology partners with advanced SSP, curation, and retail media solutions. With recognized expertise in programmatic video, CTV, and data-driven solutions designed with consumer privacy in mind, Equativ enables clients to deploy effective campaigns across the entire digital ecosystem while ensuring personal data protection. Equativ's global expertise is supported by a team of over 750 employees across 19 countries.

The Proskauer team was led by partner Xavier Norlain and included counsel Laurent Asquin and associate Benjamin Benzakine (M&A).The team also included partner Maud Manon, counsel Bruno Valenti  and associate Charlie Gelbon (Finance).

## 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.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

### Related Professionals

- **Xavier Norlain**
  Partner
- **Maud Manon**
  Partner
- **Laurent Asquin**
  Partner
- **Bruno Valenti**
  Counsel
- **Benjamin Benzakine**
  Associate