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Trio launch European VOD venture

A Company teams with Senator, Filmklik.hu

By [ED MEZA](#)

BERLIN — Eastern European distribution group A Company and Senator Ent. are expanding into video-on-demand by partnering with Hungarian VOD platform Filmklik.hu on joint ventures in Germany and throughout Europe.

A Company has acquired a 25.1% stake in Filmklik.hu and the two firms plan to establish the joint VOD network Filmklik.eu with European distribution partners. A Company already has close business ties with a wide network of distributors throughout Eastern Europe, giving the group a boost in building a continent-wide platform.

Senator, which purchased a 25% stake in A Company in February, is partnering with the companies to form Filmklik.de in Germany. In addition, Filmklik.eu has inked agreements with Lithuanian media group UAB Acme for the Baltics and Kino Swiat in Poland.

Senator CEO Helge Sasse said the move was in line with Senator's own growth strategy. "Getting into VOD now is the next logical step in our involvement in home entertainment. The market contains a strong potential, which we and our partners are tapping into."

A Company CEO Alexander van Duermen added: "Video-on-demand will enrich home entertainment. With this pan-European platform, we are ready to use the opportunities of digital film distribution. We are now in a very good starting position."

Peter Bogнар, Filmklik.hu's founder and managing shareholder, said he was eager to work with A Company and its partners in all Central and Eastern European countries. "Together we will expand from a single VOD platform in Hungary to an independent VOD network."

Csilla Borka, a former home entertainment and telecommunications exec based in Hungary, has been named managing director of Filmklik.eu.

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