

Port.Hu takes 50% stake in Filmklik

Hungarian web portal invests in VOD platform

By ED MEZA

BERLIN -- Hungarian web portal Port.Hu has taken a 50% stake in Budapest-based video-on-demand platform Filmklik.

Launched by Berlin-based film licensing group A Company, Hungarian distrib Budapest Film and founder Peter Bogнар, Filmklik will now count Port.Hu owner Zolt Veszeloвszki as a 50% shareholder.

With some 300,000 users a day, Port.Hu is one of Hungary's biggest online platforms, offering movies and TV, cultural, entertainment and sports news, and listings. The deal allows Port.Hu users to access VOD offerings on the web portal.

Filmklik is Hungary's first independent and Internet-based VOD platform.

A Company, which now holds a 25% share in Filmklik, focuses on theatrical, home entertainment and TV distribution in Eastern Europe and has a catalog of some 300 films.