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POELLATH advises Seven.One AdFactory GmbH on acquisition of Studio Bummens GmbH

Seven.One AdFactory GmbH (“Seven.One”), the creative marketing division of [Seven.One Entertainment Group](#), has acquired a majority stake in [Studio Bummens GmbH](#) (“Studio Bummens”), a Berlin-based podcast studio. The transaction strengthens the production business of Seven.One’s in-house podcast unit, Seven.One Audio, and promotes even closer integration of content production and marketing. The company thus consistently pursues its strategy of further expanding Seven.One Audio’s strong market position in the German-language podcast market. The parties have agreed not to disclose the purchase price. The transaction was closed in May 2025. POELLATH provided comprehensive legal and tax advice to Seven.One in connection with the acquisition.

Berlin-based Studio Bummens GmbH is one of Germany’s leading podcast publishers. The company conceives, produces, and distributes a wide range of successful podcast formats in various genres featuring the best-known and most popular podcasters in German-speaking regions. The company is responsible for well-known productions such as “Baywatch Berlin” with Klaas Heufer-Umlauf, Thomas Schmitt, and Jakob Lundt, “Apokalypse & Filterkaffee” with Micky Beisenherz, “Copa TS” with Tommi Schmitt, “G Spot” with Stefanie Giesinger, and “Einfach mal Luppen” with Toni Kroos and Felix Kroos.

Seven.One Entertainment Group is a subsidiary of ProSiebenSat.1 Media SE, based in Unterföhring (near Munich). It bundles the group’s entertainment activities in television, streaming, audio, advertising and sports in German-speaking regions and consistently drives their digital and international development.

POELLATH advised Seven.One on all legal and tax matters related to the transaction with the following team:

- [Otto Haberstock, M.C.J.](#) (partner, lead, M&A/PE, Munich)
- [Timo Winkelmann](#) (partner, real estate transactions, Berlin)
- [Gerald Herrmann](#) (associated partner, tax, Munich)
- [Dr. Andreas Reuther](#) (associated partner, employment law, Munich)
- [Christine Funk](#) (counsel, IP/IT, Frankfurt)
- [Dr. Klara Bothe](#) (senior associate, real estate transactions, Berlin)
- [Angelina Seelbach](#) (senior associate, M&A/PE, Munich)

- [Daniel Hoppen](#) (senior associate, antitrust, Frankfurt)
- [Moritz Löffler](#) (senior associate, M&A/PE, Munich)
- [Jannis Lührs](#) (senior associate, Tax, Munich)
- [Dr. Dominik Sorber](#) (senior associate, employment law, Munich)
- [Nicole Barz](#) (associate, M&A/PE, Munich)
- [Florentine Wagner](#) (associate, M&A/PE, Munich)
- [Niklas Kastel](#) (associate, M&A/PE, Munich)

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POELLATH is a market-leading international business and tax law firm with more than 180 lawyers and tax advisors in Germany. We stand for high-end advice on transactions and asset management. We offer legal and tax advice from one source. In our selected and highly specialized practice groups, we not only know the law, but shape the best practice in the market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

We offer comprehensive service in the following areas: Mergers & Acquisitions | Private Equity | Venture Capital | Private Funds | Real Estate | Corporate and Capital Markets | Finance | Tax | Private Clients | Foundations and Non-Profit Organizations | IP/IT, Distribution and Antitrust Law | Employment Law | Litigation and Arbitration.